

The Hereford Brand

Published Every Thursday

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, OCTOBER 31, 1935.

Our Slogan—"More People—More Farms"

Five Cents Per Copy.

Deaf Smith Casts Heavy Ballot For Corn-Hog Program

AROUND TOWN

Sights and Faces Seen

Charles Brooks admits that his longest suit is eating—and him such a dried up little guy, too.

Hereford has all the contrivances of a large city. Witness: Fred Brown with his roller clothes line. Fred has the line on pulleys hooked to a pole on the fire escape of the Oberthier apartments and to an adjoining building, just like they have between large city buildings.

There is a lot of difference in lumber yards insofar as Mrs. Grant Fuller is concerned. She turned in an article for the Lone Star Study club last week asking that old toys be taken to the R. H. Kemp Lumber Co. to be mended and painted for Christmas gifts for unfortunate children. Somehow when the article appeared in print the name had been changed to Panhandle Lumber Co. The toys, nevertheless, should be taken to the Kemp yard, and we think the Lone Star Study club is doing a mighty fine work.

The boys at the Corner Drug make a practice of keeping packages of peanuts, candy and other eatables open behind the bar—and Inez Clark keeps a close watch for newly opened packages and usually gets most of the contents.

Speaking of the boys at the Corner Drug, Orland Wilson probably would be ruined if it were generally known that his name appeared in the Los Angeles Examiner. It seems he was a bit lax about having his name to a young woman who passed through in a bus. She was a Los Angeles newspaper woman, and in writing about her travels said that Texans in general were the best looking people she had seen, and that Orland was the best looking boy in Texas. Despite the compliment, Orland took precautions to see that no one ever learned about that write-up.

The boys around town who follow Class A football more or less closely are anticipating another three-way tie in District 1, expecting Amarillo to beat Lubbock on Butler Field and then drop to Pampa on Thanksgiving Day. In case of such tie, it would be played off in a football tournament, with two clubs playing 30 minutes and the winner taking on the third club for two quarters. If such a tournament is held between these three clubs early in the week following Thanksgiving, Butler Field or any other football stadium in the Panhandle would not seat the crowd.

Wilson Gyles was "jumped on" severely the other day. A farmer a few weeks ago attempted to sell him some cantaloupes, but Wilson had no demand for them. He said bring them back in December and they'll be worth 40¢ each. The producer didn't get it. He buried the cantaloupes in a hay stack, but he looked at them the other day and all were rotten. He just wanted to let Wilson know he didn't like his advice.

Rufus Sewell and Jim Robinson turned from a hunting trip to the New Mexico hill country yesterday. And they had plenty of luck. Rufus brought back a 10-point buck, and Jim more or less easily displayed his eight-pointer.

The crowd at the farm of Dr. W. Heard Monday morning to see how "Potato Joe" harvests his crop and to sample the newly dug potatoes included such personages as DuBois Walker, George Muse, Lily Hoetler, G. R. Smith, O. Wilson, Troy Womble, C. Dyar, Dewey Reed, H. V. Dyer, Dr. Heard and others.

Mrs. J. H. Pittman Monday displayed a pair of "Siamese eggs" produced by one of her hens. Both were soft-shelled and perfectly round; one was of normal size, the other slightly under normal. They were joined together side-wise.

Glenn Snyder's service station has been awarded for the third year within a year the Honor Plaque for efficiency in service and appearance, marking it as the outstanding station in the month among the 22 certified Texaco stations in the Amarillo district. The plaque is awarded each month to the station qualifying highest in the above factors. It won the honor for two months in a row some time ago.

With no national returns for the last two or three days, early incomplete returns showed that corn and hog producers favored continuance of the AAA corn-hog adjustment plan by approximately six to one.

Deaf Smith county was solidly for the program, with only 11 persons casting dissenting votes out of 162 ballots recorded. Only 10 contract signers opposed the plan in last Saturday's national referendum, while 147 favored the program. Four non-signers voted yes, while only one said no. One hundred and two contract signers failed to vote.

Complete returns from 219 of the 222 Texas counties which voted in the referendum showed 83.8 per cent of the 39,780 voters favored continuance of the program, an Associated Press dispatch announced yesterday. Figures released by the corn-hog administrative office for Texas showed 18,795 contract signers voted in favor of the program against 1,556 against it, and that 14,570 non-contract signers voted for it and 4,859 against it.

"It is only natural we should be pleased with the apparent approval of readjustment given by corn and hog farmers," said Chester C. Davis, AAA administrator, at Washington. "If the final results bear out present indications, another voluntary contract will be offered for both corn and hogs."

County Agent Dewey Reed said he was pleased that local producers were in harmony with the rest of the country, without considering the direction in which the vote went. However, he did flay those farmers who failed to vote and showed a disinterest in their own affairs.

Farmers Urged To Rush Wheat Applications

County Agent Dewey Reed this week urged that every wheat producer in the county make application for a wheat contract, even if he is undecided as to whether he will actually sign the contract. This, he pointed out, is a protective measure. All contracts must be in the agent's office not later than November 15, and if after that time a producer desires a 1936 contract he may not be able to secure it.

However, the filing of application does not obligate the producer in any way. If he later decides not to enter into the agreement, he may withdraw at any time before the contract itself is signed. Mr. Reed also urged immediate action upon the part of those making application. For several days before the deadline the office will be swamped with applications and one is likely to experience a long delay at that time.

To prevent delay and inconvenience after going to the office, the signer should have the following information available, which will be required: Acres seeded, acres harvested, name of farm operator and the operator's percentage of the crop, all for each year beginning with the crop year 1930 and ending with the crop year 1935, and a 1935 map of the farm, showing acreage planted to different crops, location of contracted acres, grass lands, buildings, etc.

HEREFORD-TULIA GAME WILL BE BROADCAST

The Hereford-Tulia football game here tomorrow afternoon will be broadcast over Radio Station KGNC at Amarillo, with DeWitt Landis, sports announcer, making the broadcast. The broadcast, the first game ever to go on the air from Hereford, was made possible by local merchants.

In keeping with the occasion, which may decide the sectional championship, 34 merchants signed a petition to close during the game to give employees an opportunity to see or hear the tilt. The names of cooperating firms may be found elsewhere in this issue.

Game dope says that Barber, star guard who received a broken finger in the Friona melee, and Patton, flashy half, will be out of the clash. Officials are Coward, referee; Stroud, umpire, and Morris, headlinesman. All are from WTSTC.

School Plans Approved By Local Board

PWA PROJECT IS STEP NEARER REALIZATION THIS WEEK

Remodeling of the Central school building as a PWA project moved a step nearer realization last week when the local school board approved final plans presented by E. F. Rittenberry, Amarillo architect. The plans and specifications are expected to be sent to the state PWA offices in Fort Worth this week so that the date may be set for the letting of contracts.

After the date is set, bids must be advertised for three weeks in three newspapers before the contracts are let. The deadline on the submission of plans and specifications November 15, indicating that the local project is far ahead of schedule. Mr. Rittenberry was here Saturday checking over the Central school heating plant with a heating engineer.

All of the arrangements have been completed for the project which will make a virtually new building out of the Central school as well as add eight class rooms, basement, cafeteria, assembly room and indoor play room and modernize the portion of the old building that will be left intact. With the voting of \$32,000 in bonds the project was assured and was delayed only by architects and PWA action.

Cast Selected For Womanless Wedding Comedy

With the cast selected and all plans completed, the H-Y Club has only to practice its womanless wedding, and tell the people of Hereford what a side-splitting event it is going to be. The wedding will be staged at the high school auditorium next Thursday night at 8 o'clock.

Judging from the cast, it really should be the comical presentation of the cast added within the past week are Rev. T. C. Willett, butler; Prentice Besson, flower girl; Ray Conway, train bearer; Johnnie Biggs, as Gail Curel; Marlin Gilliland and Bob Renfro, Mutt and Jeff, and Bill Kerr, as William S. Hart, the best man.

Other members of the cast are R. H. Hopkins, bride; Bill Knox, groom; Tommie McCollum, maid of honor; G. W. Brunley, bride's mother; Bill Mitchell, bride's father; Urcel Young, ring bearer; Bill Kuecker, vampish movie star; and flower girls, John Patton, Cliff Estes, Arch Foster and J. H. Brooks.

G. M. Hudson, H-Y sponsor, said that he had met only one difficulty in staging the wedding. He said the wives of cast members are asking too many questions as to what kind of dress to fix for their husbands. The H-Y is staging the production as one of a series of entertainments designed to raise its regional quota of \$100.

Legion Starts Enlarging Role

With the approach of Armistice Day, the annual membership drive of the American Legion is getting well under way, beginning with the fiscal year that started October 20. The local post has determined this year to carry out the mandates of the national department in every way possible, which is an ambitious program in view of the scope of activities undertaken by the organization, which is one of the strongest in the nation.

Locally efforts heretofore have centered largely on assistance given veterans and dependents, especially the disabled, but this year the legion plans to attack the other problems, such as cooperation with schools in teaching Americanism, flag formalities, the need of adequate national defense and general preparedness, to give attention to child-welfare and to the sponsoring of athletic activities among boys and girls.

A special meeting of the Legion has been called for Friday night at Legion hall in order to plan for the proper observation and celebration of Armistice Day. A big attendance is expected, and leaders said those who are absent "will certainly miss something."

Juniors To Replace Veteran CCC Company Here Saturday

Poultry Show Dates Are Set By Directors

Directors of the Tri-County Poultry Association met in the office of Secretary B. H. Hopkins, Monday night and set December 12-13-14 as dates for the annual show. It will be held in the building formerly occupied by Fox Mercantile Company, provided the building is available at that time.

Folders similar to those used last year will be circulated soon. Merchants are again offering prizes, which will be listed in the folder. Mr. Hopkins' vocational agriculture students of Hereford high school will aid and do the bulk of the work during the show. Vocational classes from different towns near Hereford will again participate in the class judging event, won last year by Tulia over six or eight competing teams.

The directors are anticipating a large number of birds this year, with ever growing higher quality. Judge Walter Burton of Dallas, an A. P. A. judge, will judge the show this year. It will be his first official capacity here. The show will be an APA event, operating under all rules and regulations of the association and giving winners an opportunity to compete for APA prizes and ribbons. Information may be obtained from Mr. Hopkins.

34 STORES TO CLOSE DURING GRID BATTLE

The following firms signed a petition circulated Wednesday, agreeing to close tomorrow afternoon for the Hereford-Tulia football game, which probably will decide the sectional championship.

Jackson Grocery, Hereford Bakery, John H. Patton, Piggly Wiggly, Whiteface Printing Co., Furr Food Store, Texas Market, West Tailor Shop, J. C. Penney Co., J. A. Daniel, Weir's Grocery, City Drug, Kellogg's, Star Barber Shop, Spruill & Cronin, Streu Hardware, John McLean, Fox Cleaners and Hatters, Hereford Insurance Agency, Farmer's Grocery, Skelton Variety, Vogel's Millinery, Whitehead Barber Shop, Bill's Barber Shop, City Barber Shop, DeLuxe and Brooks Barber Shops, Hereford Brand, E. B. Black Co., Popular Grocery, Stambaugh Co., Popular Store, D. R. Gass & Son, Fashion Dress Shop.

Canning Demonstration

A canning demonstration will be given next Monday afternoon at 2 o'clock at the cannery in the Oberthier building here. All women interested in canning are invited to attend. The demonstration is being given by a representative of the Kerr Glass Co.

PAETZOLD FARM IS EXAMPLE OF SUCCESSFUL IRRIGATION

If a man will take 80 acres of irrigated land and work hard, he'll make a good living year in and year out, but he really will have plenty of work to do, is the opinion of J. J. Paetzold, who operated one of the 47 irrigation wells in Deaf Smith county. The biggest thing in irrigation, Mr. Paetzold believes, is not to try to cover too many acres. He speaks with the authority of six years of experience on his farm four miles southeast of Hereford.

The writer and County Agent Dewey Reed talked with Mr. Paetzold while he was irrigating between 50 and 60 acres of wheat that was planted in September. He has a fine start on the land where he sowed a "good-30 pounds" to the acre. The irrigation ditches were made with a special machine, but the small ridges that run according to slope of the ground and between which the water flows almost evenly over the field were made with a cultivator.

Telling of his crop yield the past year, Mr. Paetzold said his best wheat produced about 25 or 30 bushels to the acre, barley about 20 bushels and sudan about 1,000 or 1,200 pounds to the acre. However, he hastened to explain that this was a bad yield, that most of the fields were blown over from nearby dry fields and that it should by no means be judged as

Hereford Set For Tulia Bout After Trouncing Friona

Sounding a warning to all other sectional opponents, the Hereford Whitefaces displayed a brand of championship football last Friday night under Friona's floodlights to swamp the Chiefs, 33 to 0, in their first conference game of the season.

Tomorrow afternoon at Whiteface Field they attempt to keep up their undefeated ways against the Tulia Hornets, conquerors of the Canyon Eagles two weeks ago. Coach Hatcher Brown has a smooth-working, well-trained eleven that should be capable of making a battle of it all the way, but so long as the Whitefaces play the brand of ball they displayed last Friday night they apparently have little worry. However, with three more conference games coming in a row, a let-down would just about ruin their chances of meeting Dalhart for the district championship.

Dalhart Is Goal

Speaking of Dalhart brings up another subject and one that is likely to give Coach McCollum several sleepless nights. But that is in the future and with a possibility of never being reached at all. Tomorrow's tilt gets under way at 3:30 o'clock, with the Whitefaces and Hornets in full force and ready for the battle. The Whitefaces will be up against one of their oldest rivals, and fans may watch for another display of hard football by well-rounded clubs.

Between 1,000 and 1,500 fans packed the Friona stadium Friday night to see the Whitefaces pile up five touchdowns in spectacular manner against the Chiefs, who never gave up the fight and at the last were carrying the battle to their conquerors. In fact, the drive of the last few minutes, which carried the ball over three-quarters of the field, netted the Chiefs four first downs and gave

Eight Are Added To Civic Chorus

Eight new members were added Monday night to the Hereford Civic Chorus, which is proving a popular organization with local singers. All new members are invited to attend next Monday's rehearsal at 7:30 o'clock at the Methodist church.

Members added to the chorus this week are Mrs. B. M. Shepherd, Frances Fullwood, H. H. Close, Kathleen Wade, L. H. Shore, Elizabeth Ireland, Phil Radovich, and Elmer Patterson.

Will Rogers Day Is Set

By special proclamation, Governor James V. Allred has set aside Monday, November 4, as Will Rogers Day as a tribute to the memory of the famed humorist. Governor Allred urged that "all Texans on this day reflect upon the fine, clean manhood of Will Rogers, the life of service he lived, the good he did. I suggest that all of our schools and civic clubs conduct suitable programs and exercises in memory of our great philosopher humorist."

Colder Weather Predicted. "Cold wave with temperature considerably below normal tonight, warn stockmen," says a weather bulletin received by the Brand from the New Orleans branch of the United States Weather Bureau Thursday morning.

YOUTHS ORDERED FROM BROWNWOOD TO COMPLETE PROJECTS

A junior CCC company will arrive here Saturday to replace the veteran company 1862, which was to have completed abandonment of the camp at Hereford State Park this morning.

The junior company is being moved here from Brownwood with orders to "complete the state park project" and then move on to Tucumcari, New Mexico. Captain Roy E. Adair received notice Tuesday morning of the arrival of the juniors.

No Period Designated. Park officials said no definite time had been set for the stay of the junior outfit, but it had been indicated it would be stationed at the camp here for only a month or less. However, officials had previously estimated that three months would be required to complete the park projects now under way, including buildings and care of trees. It is believed through the efforts of local citizens the company can be kept here long enough to complete the entire task.

Captain Adair started the moving of veterans yesterday morning at 10 o'clock. The last detachment was ordered out at 10 o'clock this morning. Of the veterans located here, 28 were being transferred to Lubbock, 36 to Amarillo and 63 to Memphis.

Others Transferred. Other orders concerning camp and park men have been received within the last few days. Frank Anastasius, who came here only a few weeks ago from Palo Duro canyon as senior architect in charge, received a transfer to the state park at Beaumont. Junior Engineer J. K. Barrett was also transferred to Beaumont and promoted to senior foreman engineer. They are to report there Saturday.

As is the case in military matters, little information was given other than the bare orders. However, it was reported that the company is composed of 215 boys. They will arrive at 7 a. m. Saturday by special train. Captain Adair received only the information that the Brownwood company already has started breaking camp and will be here Saturday. He is scheduled to leave Friday or Saturday for Perryton.

PANHANDLE MASONS TO CONVENE IN AMARILLO

All Masons of the Panhandle territory are invited to Amarillo to a zone meeting, called upon request of the Grand Lodge of Texas, to be held in the Masonic Temple in Amarillo Saturday.

The festivities will commence at 2 p. m., a lodge will be opened and the third degree conferred by members of the Panhandle Certificate Men's Association. At 6:30 in the basement of the Temple, a barbecue dinner will be served, with all the trimmings. This dinner is being provided by Amarillo Lodge No. 731 and Palo Duro Lodge No. 1239, A. F. & A. M.

At 8 the Masons will again convene on the top floor of the Masonic Temple for a program, with Judge Guy Rogers of Wichita Falls as principal speaker.

Womble Is Radio Dealer

M. D. Womble last week became the Hereford agent for Philco Radios, getting a full line of machines for retail in this area. He will act as agent for Philco as well as for implements, water softeners and Maytag washers.

HEREFORD AND CANYON TO HAVE MORNING GAME

The Hereford Whitefaces and Canyon Eagles will do their football battling in the quiet of the morning this year. B. H. Hopkins, athletic manager, announced late yesterday that plans had been completed to have the annual rivalry renewed on Monday morning, November 11, at Canyon. The tilt will start at 10 o'clock.

It was pointed out that by having the holiday tilt at that time, fans may return home to dinner, or go to Amarillo and have the entire afternoon for golf or other sports, or to attend the Amarillo-Lubbock football game. This will give the Whitefaces an idle week-end next week, but place two games on the same week, the Canyon game on Monday and Happy the following Friday.

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

WHITEFACE ROUNDUP STAFF
 Editor-in-Chief — Melva Reh
 Assistant Editor — James Bell
 Exchange Editor — Palmer Norton
 Alumni Editor — Gaytha Wilson
 Jokes and Humor Phylene Arthur
 Copy Reader — La Nelle Scheihagen
 Reporters: Mildred Stewart, Nora Jean Russell, John Willett, Clyde Posey, Odessa Long, George Conklin, Beverly Alexander, Lavina West, Mary Ann Baird, Alva Barber, Mary Turrentine.

EDITORIAL

Each afternoon after four o'clock some times 80 students, or school apoponies, partake of an hour of wholesome and much needed, but unwanted study. It seems that some people have a seat for them each afternoon and more to come, because when the supply of visitors is limited there is a renewal of bad actions and imperfect corrections that boosts the membership to a higher degree.

The "roll call" is rather interesting because there are some students one would be surprised to see, but the worst people whom one would expect are always there. A mistake has been made, though, for not all that are in the common family circle have done the mischievous attempts to be a good target or shoot or even talk or pass words on paper. They simply did not satisfactorily correct papers.

The cause of this harsh, uncheerful event each afternoon is inexplicable, but suffice it to say that it could be prevented. There should be a goal in each study hall or class to have the honor or hearty welcome to attend it even once.

It was intended to be effective and from all evidence it is to the approaching week for the unfavored students who have made a pathetic resignation.

NOTICE, SENIOR MOTHERS

Seniors Mothers meeting will be Thursday, November 7, at 3:30 in music room or one of the rooms on first floor. Be there.

PUR-A-TENE the new health-giving extract from green plants, is now in all Purina Mash. Feed them for healthy hens and more eggs.

Packard Milling Co.

A Three Days' Cough Is Your Danger Signal

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Serious trouble may be brewing and you cannot afford to take a chance with anything less than Creomulsion, which goes right to the seat of the trouble to aid nature to soothe and heal the inflamed membranes as the germ-laden phlegm is loosened and expelled. Even if other remedies have failed, don't be discouraged, your druggist is authorized to guarantee Creomulsion and to refund your money if you are not satisfied with results from the very first bottle. Get Creomulsion right now. (Adv.)

DEBATE

On October 16, a humorous debate was given by Gaytha Wilson, Mary Louise Eberle, Nora Jean Russell, and Billy Jo Roberts. The question was, Resolved, That Slang is Permissible in Speech. The affirmative side, composed of Gaytha and Mary Virginia, emerged victorious. However, one member of the negative side was absent, Nora Jean serving in his place.

This was the last of a series of three humorous debates which were so arranged that every member could take part. The debates have been improving, and the debaters are beginning to learn the general principles.

The debate was followed by a discussion during which the debate was criticized.

STUDENT COUNCIL MEET

The Council met at the regular time and place. Mr. Hudson has a paper entitled, Student Leader. He thought it worthwhile for the Council to subscribe for this paper and also obtain a membership to the National Association of Student Government Officers. This was discussed and we decided to take the paper. The classes will have to pay their dues soon (these dues are 25 cents a month from each class) for the treasury only contains 75 cents.

The election to name a president of SFA was set for Thursday, October 24.

Officers were elected as follows: Geo. Tiefert, secretary; Genesie Staudler, charge of assembly programs on Thursday; Karl W. Shirley, reporter.

BAND

The HS band is very proud of the three band boys, Bill Smith, Howard Williamson and Eugene Harman, who had the privilege of being members of the State FFA band. Each of these boys was first class players in the band and Eugene was also the official drum major. The band played over the NBC on the Farm Hour, October 22. They returned home October 25.

The principal of Friona HS asked the band to be special guests at the Friona-Hereford football game Friday night at Friona. The band members were full uniform. The band wants to thank the business men of Hereford for furnishing transportation.

ASSEMBLY TUESDAY

High school students were entertained Tuesday morning by Geo. Wilson, Indian singer. He gave a short talk about the Indians, and sang four songs. We greatly enjoyed the program and would be very glad to have him visit us again.

H.I.Y.

The club met October 21. All football boys were guests, as were Coach McCollum, James Wilson, and Mr. Stanford. Two songs were given by the club. Devotional was led by Clyde Posey. Captain R. A. Daniel talked on Athletics; Coach McCollum on Team Spirit. Mr. Stanford gave a very interesting talk, How Athletics Help a Boy When He Has Finished School. A business meeting was held and the club decided to have a social the night after Halloween. Each boy is to work Saturday and give what he makes to the club.

ASSEMBLY PROGRAM

The student body enjoyed an unexpected entertainment from the Lone Star Quartet from Amarillo. Much to the regret of the student body, the quartet had time to sing only two numbers.

After the quartet finished nine members of the public speaking class gave short speeches on some of the Texas heroes. The purpose of these speeches was to give the facts of their lives. CIA college will house in the library building a Hall of Fame for Texas heroes. Students of 850 high schools are to elect the heroes to be placed in this Hall of Fame. Hereford HS election is to be held the last week in October.

OUR NEW TEACHER

Miss Virginia Vaughan was graduated from Amarillo HS in 1928, and immediately entered Amarillo Junior College. Upon graduating she enrolled in WTSTC, Canyon, where she obtained her AB degree.

Miss Vaughan taught in night school in Amarillo in 1934-35, and was assistant to the supervisor. She is a member of the Phi Theta Kappa, a junior fraternity of the Phi Beta Kappa. She is also a member of the Alpha Chi of Canyon. The sophomore class has already accepted Miss Vaughan in the position of sponsor. She will take the duties of Miss Campbell, who accepted a position in Childress HS.

The student body welcomes Miss Vaughan and sincerely hopes she finds them willing and congenial in every manner.

EXCHANGE

Last week the Round-Up received an exchange from the Lawton high school, Oklahoma.

Twenty-seven girls reported for basketball practice under the very fine coaches three weeks ago for the Tulsa Hornets team. Remember the amateur contest that was spoken of last week? At this performance they had tap dancing, and play, The Three Little Bears.

Dalhart HS band received new uniforms last week. The H-I-Y and Girl Reserve clubs are going to join and give a depression banquet. Two new clubs were started, both by girls.

SOPHOMORES

Mary Jane Morgan, president, took charge of the regular class meeting Wednesday. We decided to have each one in the class write a class song. Also each one to hand in one penny for the Student Council banner.

Junior and senior speakers gave talks for their candidates for the Student Council president and athletic association representative.

FRESHMEN

The freshmen class met this week at the usual time and attended to the necessary business. A committee was chosen to plan assembly program. This committee is made up of Floyd Ross, Faye Crosthwait and Mary Louise Dean. A better committee for this particular kind of work could not have been found.

100 Charters Granted.

Exactly 100 new Texas corporations were granted charters during September, the same as in September last year, but 24 per cent below the previous month, according to the University of Texas Bureau of Business Research. Total capitalization, \$1,594,000, was 13.4 per cent below September last year but 5 per cent above the previous month. Groups showing a substantial increase in the number of new corporation charters

were banking, finance and merchandising. There were five new corporations with a capital of more than \$100,000, compared with three the previous month and four during September a year ago.

CITATION BY PUBLICATION

THE STATE OF TEXAS.

To the Sheriff or any Constable of Deaf Smith County: Greeting:

You are hereby commanded to summon W. F. Karr, personally and as community survivor and administrator of the community estate of Lizzie L. Karr, and Arthur Brooks by making publication of this citation once each week for four successive weeks previous to the return day hereof, in some newspaper published in your county, to appear at the next regular term of the 78th District Court of Wichita County, to be held at the Court House thereof in Wichita Falls, on the 1st Monday in December A. D. 1935, the same being the 2nd day of December A. D. 1935, then and there to answer a petition filed in said Court on the 5th day of August A. D. 1935, in a suit, numbered on the docket of said Court No. 29324-B, wherein North Texas Federal Savings and Loan Association, a Federal Corporation, with its office and principal place of business in Wichita Falls, Wichita County, Texas, is Plaintiff and W. F. Karr, personally and as community survivor and administrator of the community estate of Lizzie L. Karr, Arthur Brooks and the R. H. Kemp Lumber Company are Defendants, and said petition alleging: that on January 7, 1929, W. F. Karr and Lizzie L. Karr executed and delivered their promissory note in the sum of \$2200.00 to the North Texas Building and Loan Association of Wichita Falls, Texas, that said note bears 10 per cent interest per annum, is payable in Wichita Falls, Texas, provides 10 per cent additional to principal and interest as attorney's fees if placed in the hands of an attorney for collection, and is secured by a deed of trust lien, executed and delivered on the same date by said parties, upon the following property:

All of Lot No. three (3), of Britains Subdivision of Block No. seventy-three (73), of the town of Hereford and Additions, in Deaf Smith county, Texas.

Alleging further that the note and deed of trust-lien securing same is now owned and held by the North Texas Federal Savings and Loan Association, that said makers have failed and refused to pay same although long past due, Wherefore plaintiff asks judgment in the sum of \$1670.70, for a foreclosure of its deed of trust upon the above described property and for a sale thereof as under execution.

Alleging further that Arthur Brooks holds a certain abstracted judgment against W. F. Karr which constitutes a lien upon the above described premises and that the R. H. Kemp Lumber Company

holds certain notes which are liens against the above described premises; that each and all of such liens are second and inferior to the deed of trust lien held by this plaintiff, Wherefore plaintiff prays that a foreclosure of its lien be ordered and that it have judgment against the last named defendants declaring their liens to be second and inferior to plaintiff's lien and that upon sale of this property the receipts therefor in excess of the amount necessary to pay this plaintiff be paid upon such second liens and that plaintiff have judgment removing the cloud and quieting the title to this property in the plaintiff.

Herein fail not, but have before said Court at its aforesaid next regular term, this writ with your return thereon showing how you have executed the same.

Given under my hand and the Seal of said Court at office in Wichita Falls, Texas, this the 28th day of October A. D. 1935.

R. L. SANDERFORD, Clerk, (SEAL) District Court, Wichita County, Texas.

By Edna Berner, Deputy. 434

HONOR STATION

—for efficiency in sales, service and appearance. This means you are trading at the nearest Texaco Station in the Panhandle and assures unexcelled service.

Texas Service Station

Glenn Snyder

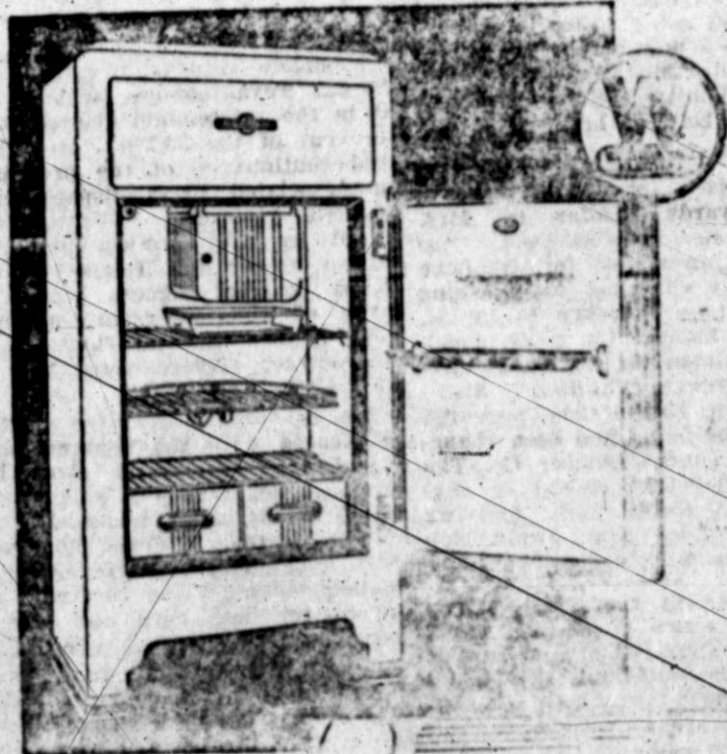
WEEK - END SPECIALS

Good Eating and Cooking Apples, per bushel	\$1.00
Fresh Pecans, 2 pounds	25¢
Seedless Grapefruit, 70 size, six for	25¢
Seedless Grapefruit, 70 size, 12 for	45¢
Portales Yams, 10 pounds	25¢
Colorado Spuds, red or white, 10 pounds	15¢

RAYMOND HAWKINS
YOUR PATRONAGE APPRECIATED

For All Seasons

Refrigerators are needed that the need for year round refrigeration is of vital importance to every household. Westinghouse and all that its name signifies are incorporated in the new "Streamline" refrigerator.



It isn't too early to be thinking of that gift for Christmas. Drop in and let us arrange for one of these for a gift. We have 30 months to

Texas Utilities Company

Outstanding



— for Mildness
— for Better Taste

Different, But Not Indifferent

Assureds find it a pleasure to place their INSURANCE in an AGENCY that is a bit "different" in the treatment accorded them.

FRIENDLY — FAIR — FAITHFUL

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SOCIETY

MRS. B. F. GUTHRIE, Society Editor Phone 374-3

BRIDAL SHOWER HONORS RECENT BRIDE

The home of Mrs. M. H. Burum of Palo Duro was the scene of a lovely social affair Tuesday afternoon when Mrs. Burum and W. O. Comingo were joint hostesses of a bridal shower honoring Mrs. Lee Norman.

The rooms were made especially attractive with cut flowers effectively used in decoration. Guests were entertained with a variety of games which were closed with the presentation to the honoree of a "ball of good wishes" from whose depths were drawn an array of beautiful gifts. In the bride's book, presided over by Miss Vada Norman, were registered the names of the guests with a good wish from each. Refreshments of cake and grape juice were served to the 38 guests who enjoyed the pleasant hospitality.

STUDY CLUB ENJOYS MUSICAL AFTERNOON

At the home of Miss Eloyse Pitman Monday, the Music Study club again enjoyed a delightful musical afternoon. Under the leadership of Mrs. Snyder, a program of beautiful sacred music was presented and enjoyed by this earnest group of musical devotees. The program included "Come Holy Ghost," Thurlow Lieurance, by Mrs. Schreoter; "Contemplation," "Song Without Words," Op. 30, No. 1, Mendelssohn, by Mrs. Snyder. "There is a Green Hill Far Away," Gounod, sung by Mrs. Hales, Stanford, Ferguson, Roberson, Acker, Smith, A. C. Thompson, A. O. Thompson and Hawkins. "Prelude C Sharp Minor," A. Vodarinski, Mrs. Hendrix. "The Evening Hour," Mrs. Hales and A. C. Thompson. "When Thou Comest," Inflammatus, G. Rossini, soprano obligato, Miss Swisher, Mrs. Acker, Fox, McCracken, Smith, Dameron, Dyar, A. C. Thompson, Miss Pitman.

REV. AND MRS. THORNS HOSTS TO YOUNG PEOPLE

The Rev. and Mrs. Thorns were hosts to a merry group of youngsters at a Christian Endeavor party Saturday evening at the manse. Gay Halloween suggestions full of interest and mystery added their spirit of fun and frolic to the games, making the evening one genuine delight. Delicious chocolate cake with punch was served.

DR. G. W. HEARD LEADS DISCUSSION GROUP

Arresting doors of thought were open for the Discussion Group Friday evening in the presentation of Dr. G. W. Heard who had charge of the evening's study. Under the head of Mental Science Dr. Heard brought out varied phases of the human mind through a series of questions, the discussion of which provided the diversity of viewpoint so essential to satisfactory conclusions. At the request of the group, Dr. Heard will continue the study at the next meeting.

Following the lesson, Educational Director Marshall Thompson of the COC camp's official personnel was invited to give something from his own personal investigation in the realm of mind study. His informal talk was intensely interesting and was thoroughly enjoyed. Mr. Thompson from his vantage point of scholarship, wide practical experience with diversified social groups, and an alert student mind had much to offer the Discussion Group, and his leaving with the disbanding of the camp here is regretted.

Present Friday evening were Mr. and Mrs. C. H. Dyar, Mr. and Mrs. D. W. Hawkins, Dr. Heard, Dr. Bailey, Mmes. Skelton, Guthrie, Cockrell, Brown; Misses Clark and Hostetter; Messrs. Voegel, Carmichael and Thompson.

MEMBERS OF CLUB HAVE ALL-DAY MEETING

The Loyal Workers Quilting club of the Rebekah lodge held an all day meeting Friday at the lodge hall. To this group, quilting is not a task, but a pleasant diversion and the day was spent most enjoyably. A lovely covered-dish luncheon was served at the noon hour and was attended by the husbands of the members. Present for the luncheon were Messrs. and Mmes. Ted Young, Clifford Cox, A. H. Elliston, R. E. McCullough, E. E. Fridley, Dr. and Mrs. Bowe, Mmes. Herman Stewart, Ezna Norton, Henry Williamson, A. J. Hallock of Fairbury, Nebraska; Misses Ursalee Fridley and Edah Park.

COSTUME PARTY AT HARMAN HOME

A jolly Halloween party was given at the Harman home Saturday evening, with Misses Virginia Harman and Connie Houser hostesses. The guests, most of whom came masked and in costume, met at the home of Miss Virginia Newell, enjoying a merry farm wagon ride to the scene of the party.

A number of games were enjoyed and later refreshments of popcorn balls, suckers, dressed as witches, and cookies were served to Betty Cockrell, Virginia Newell, Betty Sue Henslee, Virginia Mosley, Helen Jones, Mildred Ruthertford, Pauline Parker, Lettie Tipton, Ann Cockrell, Catherine Full-wait, Helen Barber, Faye Crosthwaite, Barbara Brotherton, G. H. Parker, J. C. Vaughn, Meredith Montgomery, Clyde Oldham, Forbes Blakemore, Juanita Ray, Grant Fuller, Paul Foster and E. B. Posey.

JUNIOR BAY VIEW CLUB HAS INTERESTING MEETING

Miss Edna Doughtee was hostess to the Junior Bay View Club Thursday evening. Following a brief business session, Miss Gwendolyn Spradley directed the evening's study, the entire program time being given to Miss Vida Hicks, who reviewed Humphrey Cobb's "Paths of Glory." Miss Hicks gave a forceful analysis of the book, revealing the author's purpose and skill with which he makes his characters portray that purpose. The number was especially interesting.

Delicious apple-sauce cake with whipped cream and coffee provided a delightful refreshment course. Plate favors as attractive as they were unique suggested the Halloween season: a lovely yellow marigold was transformed into a realistic witch with big, staring eyes, wide mouth and long unkempt beard; all cleverly fashioned of black paper. A typical witch's hat completed the characterization. The evening was enjoyed by Misses Fern Carlisle, Ruth Conkright, Vida Hicks, Edna Doughtee, Katherine Kirby, Gladys Sledge, Eloyse Pitman, Mmes. J. T. Glibreath, Jr., Colby Conkright, W. C. Pitman and J. W. Witherspoon.

FANGMAN-BEZNER RITES TO BE SPOKEN

The marriage of Miss Beatrice Fangman of Messenger community to Mr. Frank Bezner of Hereford will be celebrated with nuptial high mass Monday, November 4 at 8 a. m. The rites will be spoken at St. Anthony's church, Father Matthias officiating. Bridesmaids will be Misses Mary Bezner and Pauline Fangman, while the groom will be attended by Alban Bezner and Edgar Skypala.

INFORMAL PARTY AT PITMAN HOME

Mrs. J. A. Pitman was hostess to three tables of bridge Saturday evening. Colorful fall flowers gave a cheery atmosphere to this hospitable home. Seated for games were Mmes. Gooch of Amarillo, Fox, Acker, Rossin, Rockwell, Easley, Skelton, Holman, Baker, of Borger, W. C. and J. A. Pitman, and Miss Eloyse Pitman. A delicious salad plate included bread-and-butter sandwiches, salad, pickles, olives, cake and coffee.

HALLOWEEN PARTY AT BAPTIST CHURCH

A visit to Spookland was enjoyed by the Hopkins Bible class of the Baptist Sunday school Tuesday evening. The church was converted into a mystic country where witches and goblins reigned supreme.

From the icy welcome of a clammy hand at the door, the guests traversed through depths of darkness the long and difficult dead-end road to Spook Highway, the latest improved road to the kingdom of His Santanic Majesty. The royal personage recognized many of his favorites at once and immediately chose Alex Thompson as prime minister. Quite at home here, games were introduced, pictures taken and refreshments of pumpkin pie with whipped cream, hot chocolate and coffee were served. This class of about 60 members, most of whom were present, is taught by the pastor, Rev. B. N. Shepherd.

Progressive News

BY OLIVE PERKINS

Owen Neal and family, W. J. Vicks and family spent Sunday in the Clarence Botts home at Westway.

Burrel Park and family of San Saba visited the J. L. Park home last week.

Mr. and Mrs. J. L. Clink are home from a visit with relatives in South Texas.

Mr. and Mrs. Charles Smith of Westway spent Sunday in the Chas. Green home.

Owen Neal is spending a few days with relatives at Memphis. Mr. and Mrs. Ray Hershey, Mrs. Frank Frisch of Piqua, Ohio, and Miss Lilla Short spent the week end in the Dudley Buzard home at Muleshoe.

Miss Edith Childree, Amarillo, spent Sunday here with her parents, Mr. and Mrs. Ed Childree. Dillard Edwards and family have moved to the Scales house.

Miss Ira Jeanne Ricketts spent Saturday night in the W. A. Ricketts home in Hereford. Luke McBrayer and children, Elwyn Hutchenson and family spent Sunday in the Clyde Russell home in Borger.

Mrs. C. C. Russell and Virginia spent Saturday with Mrs. O. E. Boyer in Hereford.

Mr. and Mrs. Gilbert Donovan have moved to the Webster place near Ford.

Literary society will meet Friday night.

Mr. Wallace and son are here looking after their wheat farm.

A. S. Higgins took his cattle to New Mexico this week.

Mrs. C. C. Bowman entertained Mrs. Ira Ricketts' Sunday school class Sunday evening. Plate luncheon was served.

Ira Ricketts and family spent Sunday in the W. A. Ricketts home in Hereford.

Rev. Randall preached here Sunday afternoon.

Pans are being made to entertain the singing convention here November 10. The program starts at 10 and a basket dinner will be served at noon. Everyone is invited to come and bring well filled baskets. J. S. Garrett of Carlsbad, N. M., and several quartets are expected to be here.



SPECIAL SALE

100 FOODS

Prices Good Friday, Saturday & Mon.

OLIVES Stuffed or Queen, small size 10¢ APPLE SAUCE Two No. 2 cans 25¢

PICKLES Sour or Dill, 22-ounce jar 17¢ SLICED PINEAPPLE No. 1 1/4 can 10¢

MIXED VEGETABLES Two No. 2 cans 25¢ ASPARAGUS All green, No. 2 can 24¢



Sauer Kraut

No. 2 1/2 Can

10c



Loganberry

Juice No. 1 Can

15c

SPINACH Tall No. 1 can 10¢ BARTLETT PEARS No. 2 1/2 can 22¢

FRUIT COCKTAIL No. 1 tall can 17¢ DE LUXE PEACHES No. 2 1/2 can, 2 cans 35¢



PINEAPPLE JUICE

3 No. 1 Cans

25c

MEATS

ROAST Cut from Fancy Baby Beef, lb 16¢

CHILI Home-made brick, pound 17 1/2¢

BACON Armour's Sliced, pound 36¢

OYSTERS Baltimore Selects, pint 29¢

PICNIC HAMS Pound 26¢

Produce

BANANAS Medium size, dozen 19¢

ORANGES, California Sweet and juicy, 2 dozen 33¢

Potatoes Home Grown Red, 10 lbs 9c

GRAPEFRUIT, Texas Marsh Seedless, large size, 3 for 14¢

LEMONS Sunkist, 300 size, dozen 19¢

COCOMALT, Chocolate Malted Milk Makes an ideal hot drink! 1-pound can 43¢

ROYAL GELATINE All flavors, 3 packages 17¢

BAKING POWDER Dr. Price's, 12-ounce jar 19¢

SANI-FLUSH For cleaning toilet-bowls and radiators, can 21¢

MELO The perfect water softener, 2 cans 17¢

HY-PRO For a clean, sanitary wash, quart bottle 15¢

COFFEE Schilling's, 1-Lb Can 27c

SKINNER'S Macaroni, Spaghetti and Egg Noodles, 2 pkgs 15¢

RAISIN BRAN Skinner's, 2 packages 23¢

SOAP FLAKES Blue Barrel, 5-pound box 34¢

LUX TOILET SOAP 2 bars 15¢

LUX FLAKES Large Package 24¢

TAMALES Rattiff's, No. 2 can 15¢

MEXICAN STYLE BEANS Rattiff's, No. 2 can 9¢

NUCOA Double your money back guarantee, 1 pound 21¢

Shortening Mrs. Tucker's 8-Lb Carton 98c

TOILET TISSUE Northern, 3-rolls 19¢

SALAD DRESSING Dixie, quart jar 25¢

CRACKERS, Excell N. B. C., 2-pound caddy 16¢

PECANS Select Halves, 1-pound package 39¢

BEANS Michigan Navy, 5-pound bag 25¢

TOMATOES Three No. 2 cans 20¢

KARO 3-Pound Can 23c

CUT GREEN BEANS Three No. 2 cans 23¢

SUGAR Beet, 10 pounds 54¢

FLOUR Hereford Sunrise, 48-pound sack \$1.00

HOMINY Van Camp's, 3 No. 2 1/2 cans 25¢

ARMOUR CREAM STATION

Come in and see! Colorado white and red smooth potatoes. Have a few apples and sweet potatoes.

We want your cream, chickens and eggs. I. H. SPRATT

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For the Nice Response You Have Given Us During the First Days of Our

No Profit Sale

We Are Glad to Announce That There Is Plenty Merchandise to Offer for Each and Everyone at

PRICES UNMATCHABLE

Goods Arriving Daily Are Also Included in THIS GREAT SALE EVENT

POPULAR STORE

Outfitters for the Whole Family Since 1921

CLOSE

Drug Store

HOME OF THE 60c PURCHASE PLAN

LET US SAVE YOU MONEY BESIDES OTHER ADDITIONAL OPPORTUNITIES

Extra Specials for Friday and Saturday

35c Vicks Salve 27¢
 1.00 Cod Liver Oil 70¢
 50c Nasal Drops 30¢
 100 Nyal Aspirin Tablets 30¢
 Milk of Magnesia, quart 50¢
 KLEENEX 12¢
 KOTEX 17¢
 Bridge Cards, real value. 29¢ and 40¢
 25c Listerine Tooth Paste 19¢
 35c Mentholatum Shave Cream 29¢
 75c Vaseline Hair Tonic 50¢
 \$1.00 Orazy Crystals 80¢
 16 Ounces Ultra Hand Lotion 30¢
 50c Chamberlain's Hand Lotion 30¢

A 50c Deposit Will Hold ANY GIFT YOU CHOOSE On Our Christmas Lay-Away Plan.

\$1.00 Cod Liver Oil Tablets 80¢
 \$1.00 Wine of Cardui 80¢
 75c Fitch's Shampoo 50¢
 \$1.25 Fountain Syringe 70¢
 \$1.25 Mineral Oil, quart 80¢
 75c Krank's Shave Cream, Talcum 40¢
 50c Pepsodent Tooth Paste 30¢
 50c Ipana Tooth Paste 30¢
 35c Pond's Cleansing Cream 27¢
 Large Listerine Mouth Wash 50¢
 50c Prophylactic Tooth Brush 30¢
 25c Dr. West's Tooth Paste 10¢

Take Home a Good Fresh Box of MARTHA WASHINGTON CHOCOLATES 80¢ and \$1.00 Pound

Ladies, Your Favorite COSMETICS OR PERFUMES Will Be Gladly Shown You by Mrs. Marie Ogdell.

TRADE WITH US AND TAKE ADVANTAGE OF OUR 60c PURCHASE PLAN!

Our Prescription Department Is Clean, New and Up-to-Date. Bring Your Doctor's Prescriptions to Us—We Will Fill Any Doctor's Prescriptions.

FURR FOOD

WE DELIVER WE BUY CREAM EGGS AND CHICKENS PHONE

LAY BY PLAY OF HERFORD VICTORY OVER FRIONA, 33-0

First Quarter. Clayton kicked off to McClellan the Friona 10, the quarterback turning to the 31-yard line. Schlenker picked up 2 yards, but fumbled and Hastings recovered for Herford on the Friona 44. Clayton, on a spinner, ran over left tackle for 5 yards, and lateraled to Hastings, who ran 40 yards to a touchdown. Gower blocked Clayton's try for it.

Clayton kicked over the goal, Friona putting the ball in on her 30. Schlenker lost a yard at right guard, hitting a fullback, and Chiles circled right end, six before Daniel brought him in. Barber caught Chiles from behind for no gain, and McClellan kicked to the Herford 33. Hastings, who returned to the Friona 48. Clayton fumbled and recovered for a 4-yard loss. Houlette stopped Daniel after he had

lan shot a bucket pass to Chiles, good for 3 yards, but on the next attempt the quarterback's toss was intercepted by Bengo on his 45. He returned to midfield. Hastings picked up 3 yards as the quarter ended.

Second Quarter. After Hastings made 3 yards behind line interference, the play was called back and the Whiteface penalized 15 yards. Schlenker brought Clayton down hard, and Bengo made 2 with the ball going over on down (count 'em) on the Herford 33. Schlenker picked up 4 yards before he was met by Hicks and Clayton. After McClellan was swamped at left guard without gain he shot a 5-yard pass to Schlenker, who raced 21 yards to the Herford 18 before he was stopped by Hicks. Cummings was tossed for a yard loss at center after he had made 2 yards. McClellan's pass slipped through Cummings' hands but it was called complete on Herford's 9 for interference with an ineligible man (more strange doings) and the referee attempted to give the Chiefs a first down, but it lacked 2 yards. Willett got Schlenker without gain and the ball went over. After Bengo made 2, Clayton quick kicked to the Friona 38, where the ball was killed by C. Posey. Cummings was hit by Bengo and Hicks for a yard loss on a cutback over left end. Hastings intercepted a pass on his 38. Daniel, on a reverse, went through right tackle, cut to the left and raced 62 yards to a touchdown. On a mixup, the ball was passed

with Cummings and brought him down in his tracks. McClellan dropped behind his goal line and shot a long pass over every one. Another pass was partially blocked by Barber, and Loerwald let it slip through his hands. McClellan kicked over E. B. Posey at safety and the ball rolled to the Herford 29. Clayton circled the left end for 14 yards, and then Brookfield broke through to toss young Posey for a 4-yard loss.

Clayton, on a fake kick, raced around right end for 23 yards to the Friona 27, where he was stopped by Houlette. Schlenker tossed Clayton for a 2-yard loss. A pass intended for Loerwald was short. On a mixup of signals, Daniel fumbled and Bengo recovered for a 2-yard loss. Clayton kicked out on the Friona 12. McClellan shot a pass to Cummings for 7 yards. The same combination repeated for 10 yards, and again for 6. McClellan made 6 before being stopped by Loerwald and Clayton, and again passed to Cummings for 7. Another pass, McClellan to Bengo, was good for 5 yards and a first down on the Herford 41. McClellan shot a short one to Bengo, who was brought down by Higgins without gain. The same combination clicked again for 5 yards, with Bengo making a beautiful shoe-string catch as he plunged to the ground. McClellan passed to Cummings, who lateraled to Schlenker for 10 yards and a first down on the Whiteface 25. McClellan then shot out three incomplete passes and on fourth down tossed to Schlenker for only four yards, the receiver being chased out of bounds by Daniel, and the ball went over on the 21. Clayton was stopped by Houlette at left tackle as the game ended. Score, Herford 33, Friona 0.

Starting Line-Ups.

Herford	Pos.	Friona
C. Posey	le	Bengo
Boardman	lt	Gower
Barber	lg	Massey
Hicks	c	Spring
Dean	rg	Baxter
Willett	rt	Houlette
Jowell	rt	Brookfield
Clayton	q	McClellan
Daniel	lh	Chiles
Hastings	rh	Cummings
Bengo	rh	Schlenker

Substitutions: Herford, Hagar for Loerwald, Sewell for Dean, Boardman, Higgins, Loerwald and Dean for Hastings, Hicks, Sewell and Hagar; Ralston for Jowell, E. B. Posey for C. Posey, Hastings for E. B. Posey. Friona, none.

Statistics: First downs, Friona 9, Herford 7. Yardage gained, Herford 261, Friona 160. Yardage lost, Herford 9, Friona 10. Passes, Herford attempted 4, completed 1 for 35 yards, incomplete 2, intercepted 1. Friona attempted 26, completed 15 for 75 yards, incomplete 7, intercepted 4. Fumbles, Herford 2, losing 8 yards. Friona 1, losing ball. Penalties, Herford 1 for 15 yards, Friona none.

Scoring: Touchdowns, Clayton 2, Hastings, Daniel, Willett. Point after touchdown; Clayton 2; placement; Bengo, pass from Clayton. Officials, Cowart, West Texas, umpire; Collins, West Texas, headlinesman.

to Clayton, who called to Bengo to get over the line. He ran the width of the field and then tossed to Bengo, who almost fell before receiving the ball, for the extra point—this despite the fact that Hastings had a knee on the ground when he prepared to hold the ball for the place kick. Score: Herford 20, Friona 0.

McClellan took Clayton's kick on his 15 and returned to the 28. Jowell nabbed McClellan for a yard loss, and Schlenker met four ger, good for 4 yards, as the wild men at left end for no gain. McClellan shot a short pass to Bengo.

Third Quarter. Clayton kicked off to the Friona 22, where the Chiefs covered the ball without return. Schlenker lost 4 yards at left tackle, and a pass was incomplete. McClellan lobbed a pass 20 yards to Bengo, who took it in the midst of four Herford players. Chiles lateraled to McClellan, who passed to Schlenker for no gain. Schlenker passed 12 yards to Bengo, but the play was called back with both teams offside. McClellan booted to the Herford 35, and Hastings returned to his 40 where he was chased out of bounds. After Bengo stopped Clayton without gain, the Whiteface quarter quick kicked to the Friona 15, where the ball was killed by C. Posey. Schlenker crashed through right tackle for 10 yards, and McClellan added 7 more through the same hole. Willett stopped Schlenker after he had made one, and the fullback made 3 before he was met by Bengo and Jowell, making a first down on his 35. Barber rushed through ahead of Willett and partially blocked McClellan's pass. The ball fell into Willett's arms on the Friona 28, and he ran for a touchdown. Clayton kicked for the extra point that gave the Whiteface a 27-0 lead.

Clayton kicked to Cummings on the 5, and he returned to his 20. Chiles made 5 at right guard, but Willett stopped Schlenker for a yard loss. Schlenker passed to long to Bengo and McClellan kicked to the Herford 45, with Hastings returning to Friona's 44. Clayton shot a wobbly pass 35 yards to Loerwald, who fell on the Friona-nine. Clayton plunged 4 yards and then crashed over left guard to score standing up. Gower blocked the try for point. Score, Herford 33, Friona 0.

Schlenker took Clayton's kick off on his 18 and returned to the 34. Bengo intercepted Schlenker's short pass on Friona's 34 as the quarter ended.

Fourth Quarter. Clayton's pass to Daniel was too short. After Daniel picked up 3 yards, Clayton passed again, intercepted by Cummings on the Chief's six. Bengo went into the

Westway Items
(BY WILMA SKYPALA)

Roy Coker and family of Summerfield spent Sunday in the C. V. Burges home.

Miss Minter's mother and brother, and Mrs. R. R. Rouser of Farwell spent the week end with her.

Miss Louise Walhall of Canyon spent the week end in the F. W. Dodson home.

V. Skypala and family spent Sunday afternoon in the John Albright home in Herford.

Miss Virginia Sawyer of Herford spent Sunday night with Miss Marguerite Weaver.

G. W. Wilson was in Crosbyton Saturday and Sunday, Mrs. Wilson's mother returning with him.

Mrs. R. M. Gunn and Landers and children attended services at Walcott Sunday.

Mrs. Guy Lawrence and daughter of Walcott spent Saturday night in the Gunn home.

Rev. and Mrs. Paul Collins of Herford took dinner in the Gunn home Friday.

Mrs. G. W. Wilson and children visited in the Ellis Wilson home in Herford Saturday.

Revs. Collins and Willett both of Herford organized a Methodist church here Sunday night.

Mrs. Leslie Vaughn of Dean is visiting in the Vaughn home here.

Mr. Edwards and family have moved to their new home in Herford.

Dalhart Wolves Making Pace for District Teams

Dalhart's snarling Wolves set the pace that Herford or some other club in the lower section of District 1 will have to match if they go into the regional race when they defeated the Dumas Demons 87 to 0 last Friday. With only two clubs in the section, Dalhart became one of the first to clinch a sectional crown. Using a double wingback, the Wolves piled up 15 first downs during the first half—no record was kept in the second half—while Dumas was unable to gain 10 yards on one series of downs throughout the contest. Halfbacks Bradley and Harter led the scoring attack with powerful reverse thrusts of tackle. Happy won a sectional victory over Canyon's faltering Eagles after the clubs battled to a scoreless tie. Happy was awarded the decision on one penetration of the 20-yard zone to none for the Eagles. The game, with Herford's victory over Friona, left the Whitefaces and Tullia's Hornets in control to battle for the sectional lead here tomorrow.

Canadian kept pace with the Wolves by reaching the district championship game in District 2, from whence District 1 winner's bi-district opponent will come. Canadian pushed aside the Spearman Lynx 13 to 7 for their third conference victory. In other District 2 contests Groom's Tigers defeated Claude 6 to 0, on a third quarter touchdown pass of 25 yards; Panhandle erased the new Phillips club 19 to 0, and White Deer licked Miami 25 to 7.

McLean and Shamrock advanced into favored positions in District 3, which was not divided into sections, by erasing the hopes of the Wellington Skyrocks and Memphis Cyclone, respectively. Mc-

Lean scored 20 points in the first quarter and then drove 22 to a 38 to 6 victory over the Rockwell. Breaking through late in the contest after being stopped most of the way, the Irish pulled out a 14-0 win over Memphis.

In non-conference games of the week-end Turkey trounced Tulle 40 to 6, and Perryton smothered Guymon, Oklahoma, 40-0.

Ford Doings

Rev. L. E. Godwin preached here Sunday afternoon. A number of visitors were present.

Mr. and Mrs. Lawrence Stru-Pass and Miss Hilda were in Amarillo Monday.

Mr. and Mrs. J. E. Hill of Herford were supper guests in the G. E. Benson home Sunday.

Misses Ida Lee Oope and Era Belle Watkins spent the week end in Claude and Canyon.

Mrs. Lawrence Bentley and daughter of Prangal spent the week end with Mr. and Mrs. Ben Bentley.

Some 30 relatives from Summerfield were guests in the H. D. Hill home Sunday.

Mrs. Dr. Fly and children of Amarillo spent Sunday in the W. M. Stewart home.

The semi-annual singing convention will meet at Progressive Sunday.

FIRST PRESBYTERIAN CHURCH
"Lying at Second Hand" will be the sermon topic at the First Presbyterian church Sunday morning at 11 by the pastor, Rev. J. C. Thorne. "Love That Saves" will be the topic at 7:30. Sunday school, 9:45. Christian Endeavor, 8:30 p. m. The church of the friendly hand.

ESTHER JOHNSON
World Renowned
PIANIST
High School Auditorium
November 12, 8:15
O'Clock.

Tickets to Again Be On Sale Saturday, November 9 at Furr Food Store

Adults, if reserved in advance, 50c
Students, if reserved in advance, 25c

Admission at door, 75c and 50c

How Calotabs Help Nature To Throw Off a Bad Cold

Millions have found in Calotabs a most valuable aid in the treatment of colds. They take one or two tablets the first night and repeat the third or fifth night if needed.

How do Calotabs help Nature throw off a cold? First, Calotabs are one of the most thorough and delicate cleansers of all medicinal chemicals, thus clearing the bronchial tract of the germ-laden mucus and toxins.

Second, Calotabs are diuretic to the kidneys, promoting the elimination of cold poisons from the system. Thus Calotabs serve the double purpose of a purgative and diuretic, both of which are needed in the treatment of colds.

Calotabs are quite economical; only twenty-five cents for the family package, ten cents for the trial package. (Adv.)

A Battery Radio

THAT HAS ALL THE POWER AND BEAUTY OF AN ELECTRIC SET, PLUS WORLD-WIDE RECEPTION

Would you believe that a battery set could have the clear, deep tone of a fine electric radio? It's hard to believe, but that is exactly the story of the

1936 Grunow

Hear and see the new Grunow before you decide on any set. You will thrill at the appearance and performance of this machine, whether you consider the smallest or largest of the battery or electric sets. All Grunow Radios have the all-wave features.

ELECTRIC SETS, All-Wave Priced as low as \$22.50

Kester Jewelry And Optical Company

FRIDAY AND SATURDAY SPECIALS

- | | | |
|-------------------------------------|--------------------|---------|
| SUGAR | 10-Pound Cloth bag | 58¢ |
| KRAUT, No. 2 can, 3 for | | 25¢ |
| KRAUT, No. 2 1/2 can | | 10¢ |
| BLACKKEYED PEAS, No. 2 can, 3 for | | 25¢ |
| BEANS, cut, No. 2 can, 3 for | | 25¢ |
| Post Toasties | Large Package | 10¢ |
| BABO, can 13¢, 2 cans | | 14¢ |
| PEACHES, sliced, No. 2 1/2 can | | 15¢ |
| SPUDS, 10 pounds | | 12 1/2¢ |
| SORGHUM, No. 10 size | | 5¢ |
| SORGHUM, No. 5 size | | 3¢ |
| 25c Oxydol and 10c Oxydol, both for | | 30¢ |
| CRACKERS | A-1 2-lb box | 17¢ |
| APPLE BUTTER, 2 pounds and 6 ounces | | 29¢ |
| HOMINY, No. 2 1/2 can | | 10¢ |
| HOMINY, No. 2 cans, 3 for | | 25¢ |
| TURNTIP GREENS, No. 2 can, 3 for | | 25¢ |
| TOILET TISSUE, Ambassador, 6 rolls | | 25¢ |
| PEAS, Cypress, No. 2 can, 3 for | | 25¢ |
| MUSTARD, quart jar | | 14¢ |
| COFFEE, Golden Light, pound-package | | 19¢ |
| DOG FOOD, Vigo, 3 cans | | 25¢ |
| SALT, Morton's, 50-pound block | | 48¢ |
| LETTUCE | Large Firm Heads | 5¢ |

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for the finest V8 we've ever demonstrated!

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Ford V8 for 1936

PRICE COMPLETELY EQUIPPED \$680.00

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ARRANGE A DEMONSTRATION NOW WITH YOUR FORD DEALER

BACKED BY OVER 2,000,000 V-8's. THE 1936 FORD V-8 BRINGS YOU:

NEW BEAUTY THROUGHOUT: longer lines, brighter colors, rich new interiors.	saluted, welded-steel body, steel-reinforced.
NEW SAFETY DESIGNING: the result of two new roller-type bearings, a longer steering knuckle-arm, an increased steering ratio.	EASIER SHIPPING AND STILL QUIETER DRIVING: with silent, helical gears for all speeds.
SUPER-SAFETY BRAKES: with exceptionally large braking surface (186 sq. in.). The last word in sureness of operation.	NEW DRAWN STEEL WHEELS: enhance the car's beauty—are easier on tires.
NEW FREEDOM FROM NOISE: a specially in-	8 1/2-h.p. V-8 ENGINE: 8-cylinder smoothness, pick-up and power with proved V-8 economy.

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

Frio News Items

BY MRS. W. A. SPRINGER
Frio WW club met in an all day session with Mrs. D. H. Allman with six members present. A quilt was finished for the hostess. No more quilting will be done until after Christmas. Fancy work for Christmas will be done. Next meeting with Mrs. H. M. Mobley November 6.
J. E. Springer was in Amarillo last Tuesday.
Major Jimken spent Saturday night and Sunday in Lubbock in the home of his uncle.
Miss Mildred Turner spent Saturday night with her parents in Hereford.
Mr. and Mrs. Bob Johnston of Happy were recent visitors in the Jodie Benson home.
Mr. and Mrs. T. L. Sparkman spent Sunday night and Monday in Amarillo. Mrs. W. A. Springer returning with them after a visit here.
C. R. Gilbreath, Jr., of Lubbock is visiting his aunt, Mrs. L. Ramsey.
Mr. and Mrs. Jodie Benson spent Saturday night and Sunday in the Bob Johnston home at Happy.
Mr. and Mrs. Sam Gilbreath of Gould, Okla., and their son of Los Angeles spent last week with their sister and aunt, Mrs. L. Ramsey.
A large number attended BYPU Sunday night.

Fairview-Palo Duro Items

BY MISS VADA NORMAN
Mrs. Lee Norman, recent bride, was a shower honoree in the home of Mrs. Burum, with Mrs. Comlinger as joint hostesses, recently. An account will be found in the society columns of the Brand.
Messrs. and Mmes. Cecil Allred and Lee Norman, Misses Mark Hagg, Lottie Allred, Ethel Allred and Mr. Jimmie Allred visited in the Norman home Sunday.
A comedy play was enjoyed by a large number Saturday night at the Wildorado school house.
Wildorado school has been dismissed for a week because of diphtheria.
3 HEREFORD BOYS MAKE CALIFORNIA BAND TRIP
Three students at Texas Technological college from Hereford were chosen by Director D. O. Wiley to make the trip with the Matador band to Los Angeles, where the Tech Red Raiders met Loyola university on Gilmore Field October 25. They are Homer Henslee, son of H. E. Henslee; Billy Phillips, son of Wirt Phillips, and Arthur Thompson, Jr.

Jumbo News

(BY LA RUE BECK)
Rev. C. W. Harrell of Dimmitt preached here Sunday morning and night. He took dinner in the Sam Hunter home.
Cyrus Andrew who has been visiting his brother, Virgel, in Clovis has returned home.
Mr. and Mrs. E. C. Leasure were called to Pampa Friday by the illness of her father, A. B. Foreman.
Miss Maurine Wilder was at home from Canyon for the week end.
J. F. Hacker was a Sunday dinner guest in the M. L. Hardy home.
Mr. and Mrs. Ullman Hunter attended a party at the Noah Ewton home in Hereford Tuesday night of last week.
Miss Kittie Oxford and David Myers attended an educational meeting in Dimmitt Tuesday night.
Miss Doris Hardin of Canyon spent the week end in the home of her aunt, Mrs. C. C. Hunter.
Mr. and Mrs. M. L. Hardy visited of the Buck Wood home at Muleshoe Friday.
Miss Billie Dyer of Dimmitt spent the week end in the Clay Hughes home.
Mr. and Mrs. Wayne Carthel spent Sunday in the W. A. Berry home at Dawn.
Miss Dewdrop and Doyle James of Muleshoe called at the W. W. Adams home Sunday.
A nine-pound boy was born to Mr. and Mrs. C. D. Pinckert Monday morning.
Mrs. Homer Barnes, Tom Bill, Donald and Robert Thannisch, who have been visiting Mrs. W. L. Thannisch, returned home Saturday.
Junior boys will play Hart a game of basketball at Dimmitt Friday afternoon.
Mrs. P. H. Dyer and Mrs. Clay Hughes visited Mrs. B. B. Wise of Cleo Wednesday.
J. F. Hacker spent two weeks with his daughter, Mrs. Hazel Sparks, of Hereford.
W. A. Hunter and L. H. Akman were in Lubbock Tuesday.
W. W. Adams returned from Muleshoe Sunday.
Miss Pauline Matthews was home from Muleshoe last week end.
Johnnie Stork and family spent Sunday in the Pete Stork home at Nazareth.
Mrs. E. M. Allen, Dan and Frank of Bastrop called in the Sam Hunter home Sunday.
Mildred and Thelma Holly spent the week end at their home in Happy.
Messrs. and Mmes. D. C. Woolery of Bippus, Tom Sanders of Hereford, and Mr. Orval Pierce visited the L. E. Woolery home Sunday.
Mrs. L. D. Terry of Sweetwater, and Mrs. Ida Stone of Muleshoe spent Sunday with Mrs. Ullman Hunter.
Mr. and Mrs. George Chambers of Easter were Sunday guests in the Lynn Axe home.
David Myers and Ed Wilmett were in Dimmitt Saturday.
Mr. and Mrs. Manuel Hawks of Black spent Saturday night in the Clay Hughes home.
Miss Viola Stork spent Sunday at her home in Nazareth.
Messrs. and Mmes. P. H. Dyer and F. L. Pinckert, Mrs. Lee Oxford and Kittie attended conference at Flagg Sunday.
Mrs. J. W. Dickerson and Miss Anna Lee Caraway of Wyche visited Miss Hope Adams Sunday.
L. E. Beck was sick Saturday and Sunday.
Mmes. Mildred and J. H. Holly of Happy visited Misses Thelma and Mildred Holly Sunday.
R. R. West went to Albuquerque, N. M., Friday where he has accepted employment with the management of a large fox farm 18 miles out of Albuquerque.

Summerfield News

MAUD E. NOLAND
Several from here have been attending the Baptist revival in Hereford.
Mr. Cook and family of Muleshoe visited the Will Schulz home recently.
B. A. Atchley and family, C. B. Thomas and family, Mrs. Walter Hawkins, Mr. and Mrs. Asa Atchley spent Sunday in the Dennison Hill home at Ford, honoring his birthday.
Misses Thompson and Wade attended the Messiah rehearsal in Hereford Monday night.
The young people's BYPU will celebrate Halloween Thursday evening at the school house with a spook party.
YWA will meet with Miss Ruby Thompson Monday night.
Jim Noland has returned from Farwell.
R. A. Atchley and C. B. Thomas were in Santa Fe recently.
Mrs. Joe Kendall of Hereford called on Mrs. B. K. Greeson one day last week.
Mr. and Mrs. Jih Florey, Miss

Bippus Items

5: RUTH REESE
Ruth Reeve spent the week end with Margie Morrison in Hereford. Hereford shoppers Saturday included Tom and Cecil Winn, Junior Lee, Mrs. Bippus and Herbert, J. R. Overstreet and wife, Z. J. Steen and wife, Mrs. C. V. Griggs, Mrs. H. Burks and son, H. Griggs, Mr. and Mrs. J. F. Reeve spent the week end in the Jim Stagner home at St. Vrain, N. M.
Bud Morrison and Bill Flippen called in the M. D. Dodson home, enroute to Endee, N. M. Wednesday.
Mr. Harris and Miss Davis spent the week end at home in Summerfield and Hereford.
Club will meet with Mrs. Chas. Hoover Wednesday.
A school program and Halloween party was given Thursday night at the school house.
Mr. and Mrs. Webb Adrian were in Amarillo Sunday.
Virginia Florey and C. H. Churchill of Amarillo, and Dean Storey of Canyon visited the J. D. Storey home Saturday.

Charge Accounts



Are Strictly Monthly Accommodation Accounts, Payable in Full the First of Each Month, and Considered Over Due after the 10th.

PAY YOUR BILLS WHEN DUE!

HEREFORD CREDIT ASSOCIATION

DOROTHY H. ROSS

Local Affiliation of the NATIONAL RETAIL CREDIT ASSOCIATION

Hallowe'en Dance

WITT HOTEL-DIMMITT

Free Prizes and Favors for all. Two floors for dancing—lobby and mezzanine floors. Mask up—you may win the prize.

HETRICK'S CLOWN ORCHESTRA PLAYING

DO YOU KNOW YOUR FOOTBALL?

FREE! GUESS WINNERS OF GAMES LISTED BELOW:

- First Prize \$2.50
- Second Prize \$1.50
- Third Prize \$1.00

In Cleaning and Pressing

Winners Last Week

Mont Baker, First R. V. Miller, Second Vondyle Houser, Third.

This Week's Games

HerefordTulsa	MinnesotaPurdue
PampaPlainview	MissouriNebraska
ClovisLubbock	Notre DameOhio State
BaylorTCU	YaleDartmouth
Tex. A&MArkansas	PrincetonNavy
RiceGeo. Wash.	StanfordSanta Clara
Tex TechOkla. A&M	NorthernIllinois
TexasS M U	WTSTCSt. Benedict

Just check your winners and turn list in at our shop. In case of ties, prizes will be split. Guesses must be in not later than 3:00 p. m. Friday.

Stambaugh Co.

DEPENDABLE DRY CLEANING

The Biggest CARLOAD

Of Posts Ever Received



In Hereford

We have just unloaded 3,550 fence posts, the biggest carload of posts ever received here. And there isn't a poor piece of material in the whole carload. We got them in anticipation of your needs this fall and winter.

We Also Received

A carload of barbed wire, staples, nails, iron roofing, woven field and poultry fence, and we are now prepared to serve you better than before with this complete stock.

See Us Before You Buy

We have filled our empty lumber bins with that good, reliable grade of lumber that you can always find at

R. H. KEMP LUMBER CO.

G. L. KEMP, Manager.

Wyche Items

BY PEGGY VALENTINE

The club met Tuesday with Mrs. Andrew Gilliam. Present were Mrs. Mmes. Ben McBrayer, Dock Robertson, W. B. Saxon and Miss June Conklin. The afternoon was spent quilting for Mrs. Gilliam. Home-made candies were enjoyed.
Mr. and Mrs. DuBois Walker and Mrs. J. W. Dickerson were in Amarillo Friday.
Mr. and Mrs. J. A. Smiley of Los Angeles, Mrs. Zella Eden, Mr. and Mrs. W. B. Jones of Albuquerque spent the week end in the home of Mr. and Mrs. Jones' daughter, Mrs. R. C. Valentine. They made the trip especially to see the triplets.
Mrs. Wes Brady entertained Miss Lucille Parks, Mr. and Mrs. J. W. Dickerson at a bridge party Friday night.
There will be a Halloween entertainment at Wyche Thursday night, October 30. You are invited to attend.
Mrs. N. G. Elliston, teacher in Portus, N. M., spent the week end at her home here.
Club meets with Mrs. Dock Robertson Tuesday, November 5. It is hoped a large number will attend.
Sunday school attendance is growing. It meets next Sunday at 2:30, as Rev. Paul Collins will be here to preach.
Ben McBrayer and family attended church in Hereford Sunday night.
Mr. and Mrs. Bradley and daughter of Hereford visited the home of their daughter, Mrs. Dock Robertson, Sunday.
Singing at Wyche Sunday night, November 3. Everybody invited.
Rev. B. N. Shepherd visited the R. C. Valentine home Monday.

L'Adonna FACE POWDER
All Popular Shades
2 boxes 51c

Orlis TOOTH PASTE
2 tubes 26c

PEAU-DOUX (Po-Do) SHAVING CREAM
Giant Size
2 tubes 51c

Full PINT RUBBING ALCOHOL
2 for 41c

Garvey FOUNTAIN PEN INK
Giant Size
All Colors
2 for 16c

Shur-Lax Chocolate Laxative
Box of 18
2 for 26c

Full PINT Olafsen Cod Liver Oil
2 for 1.01

\$1.10 Each COTY LIPSTICK
(Discontinued Style)
2 for 1.01

ONE CENT Sale

JUMBO Ice Cream Soda 16c
Tasty Ice Cream SUNDAE 11c
Four Delicious Flavors

Powder Puffs 10c Value	2 for 11c	Milk of Magnesia Full PINT	2 for 51c
Mineral Oil Heavy Grade, Full PINT	2 for 76c	Hot Water Bottle Monarch Quality	2 for 86c
Cleansing Tissues Perfection Box 500	2 for 51c	Orlis Mouth Wash Full PINT	2 for 66c
Hair Oil 4-ounce Bottle	2 for 41c	Hinkle Pills Bottle of 100	2 for 26c
Sanitary Napkins No-Vel Box of 12	2 for 26c	Tooth Brush Guaranteed Quality	2 for 36c
Shampoo Cocoquat Oil & Egg 4-ounce Bottle	2 for 51c	Adhesive Tape 1-inch Wide	2 for 11c
Gold Cream Perfection 4-ounce Size	2 for 51c	Cleansing Cream L'Adonna 4-oz. Jar	2 for 51c
Tyson Rubber Gloves	2 for 41c	Suppositories Glycerine for Infants	2 for 26c
Epsom Salts Medicinal 1-lb. Package	2 for 26c	Tidy Deodorants Liquid, Cream or Powder	2 for 51c
Aspirin Tablets Bottle of 100	2 for 51c	Russian Mineral Oil Full PINT	2 for 86c
Malted Milk Plain or Chocolate 1-lb. Jar	2 for 76c	Playing Cards Centaur Quality	2 for 51c
Analgesic Balm Large Tubes	2 for 61c	Anidon Tablets Tin of 12	2 for 26c
Cough Relief C. E. Quality 4-oz. Bottle	2 for 51c	Lavender Lotion Mary Lohes 6-oz. Size	2 for 51c
Rubber Baby Pants	2 for 16c	Success Gold Tablets 2 boxes 26c	
Dental Perborate 5-oz. Bottle	2 for 51c	Gold Cream L'Adonna 4-oz. Jar	2 for 51c
Shaving Cream BRUSHLESS 5-oz. Jar	2 for 36c	Gold Ointment Campho-Lyptus Regular Size	2 for 36c
Coty Toilet Water Formerly \$2.00 Ea.	2 for 1.26	Gold Cream Amalita 1/2-lb. Tin	2 for 51c
L'Adonna Nail Gloss	2 for 26c	Cod Liver Oil Tablets, Box of 60	2 for 61c
Cleaning Fluid Justrite 10-oz. Can	2 for 36c	Cough Syrup Campho-Lyptus 8-oz. Bottle	2 for 51c
Tooth Paste Certified Milk of Magnesia	2 for 36c	Hair Tone Valentine, 6-oz. Bottle	2 for 51c

SAVE ON THESE SPECIAL VALUES (Not Included in One Cent Sale)

PO-DO RAZOR BLADES 10 for 25c	Glenbake Custard Cups 6 for 21c	Gilbert Modernistic ALARM 98c	Modernistic WATER GLASSES 4c for 23c	Old Fashioned Ruffmade Chocolates Pound Box 39c
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Walgreen System Drug Store

Brooks' DRUGS
PHONE 99 HEREFORD TEXAS

Our First Big Sale. Don't Miss These Values!

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager
ADRIAN ODOM Editor
W. C. NIX Foreman

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NOTICE TO PUBLIC

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office at 402 Main Street, Hereford, Texas.

HOME AND ACCIDENT PREVENTION PROGRAM

When your school children bring an inspection sheet to you this week, if you have not already done so, go over the house carefully and help them check every cause of home accidents and to make corrections. This is a part of the annual Red Cross home inspection campaign in connection with the home and farm accident prevention program. Rightfully, the Red Cross here is taking its campaign to the school children.

The campaign is educational, and with your help it will do much to instruct the children as well as yourselves in the prevention of home accidents, which claimed a total of 34,500 lives last year. The inspection deals with every type of accident and thereby instructs in their prevention. It includes repair and cleanliness of stairways, steps, balconies and porches, which because of defects or obstructions cause many an injury; to gas and electrical usage, medicines properly and clearly labeled, sharp instruments and hot liquids, all of which play important parts in home accidents and deaths. Instruct your children and help yourselves by cooperating with them in conducting this inspection in Hereford—it's a worthwhile program.

OLD AGE PENSION CHISELERS

Numerous newspapers over the state have reported unscrupulous persons who, posing as old age pension agents, have been attempting to collect fees for assisting in securing pensions for old people. We join other newspapers in warning the people against paying money to anyone who offers to help them secure pensions, to put their name on the rolls or do anything else in this connection for pay.

The state auditor reports that numerous requests are received daily by his office from all parts of the state from persons interested in the pension. They ask for application blanks and for the names of the proper persons in their districts to whom applications should be made for pensions. Unfortunately many people do not keep up with the news sufficiently to know that the legislature has accomplished little in perfecting the pension plan and that nothing has been done toward putting any plan into practice. No agency has been set up to whom applications may be made. When such an agency is formed, it will be given suitable recognition in the newspapers, and until that time, any person posing as a pension agent is a chiseler.

WHEAT PRICES SHOOT UP

War and the rumors of war have caused wheat prices to advance sharply all over the world. Even before the threat of hostilities in Ethiopia became acute, the index number of prices received by wheat farmers had risen almost 100 per cent since March, 1933, while that of prices paid by farmers was rising only about 25 per cent. The ratio between the two went up from 55 in March, 1933, to 84 in August, 1935.

At a recent press conference Secretary of Agriculture Wallace solemnly warned the wheat farmers of the United States not to rush into expansion of production because of war prices. Memories of what happened to American farmers as a result of expansion during the World War make the secretary's warning a timely one.

During that conflict Europe needed more foodstuffs and found itself with less manpower available for agricultural production. The American farmer found agricultural demands leaping forward also because prosperity at home augmented domestic demand. Higher prices did not deter purchasing. Over 60 million acres of wheat were harvested in 1915, and over 73 million in 1919. The farmer was expanding into poorer land and cultivating his good land more intensively, going into debt to finance his expansion.

The end of the war did not immediately restrict agricultural demands. Europe needed time to get back to prewar output, and Russia was temporarily in a state of economic collapse. It was not long, however, before foreign demand dropped to normal, leaving the farmers with huge surplus crops and a mass of debt. The full force of the postwar depression was felt in agricultural prices in 1921. The AAA constituting only the last step in a long line of efforts to salvage the wreck, has had an acknowledged measure of success. Whatever program had been made is sure to be lost if the farmers once more accept war as a signal for unlimited expansion.—Amarillo News.

St. Anthony's Church

Friday, Feast of All Saints. Masses at 6:30, 8 and 10. Saturday, All Souls Day, masses at convent, 6, 6:30 and 7, at the church, 7:30, 8 and 8:30 p. m. Sunday masses at 8 and 10, also mass at Bovina at 8:30. Benediction at 7:30 p. m. Week day mass at 8, convent at 6:30. Holy hour, Thursday at 7:30 p. m.

August T. Frye last week end was appointed postmaster at Dawn, according to an announcement by postal authorities at Washington. He succeeds Aubrey A. O'Neal, resigned.

Want Ads

For Sale or Trade
FOR SALE: Columbine plants, in beautiful dark colors. Mrs. J. B. Phillips. 41-11
FOR SALE: 25 head of Hereford cows and 25 calves. O. K. Higgins, Hereford, Texas. 42-2p
FOR SALE: C Melody saxophone. Mrs. C. R. Smith, 411 Jowell Avenue. 1p
FOR SALE: 50 white pullets, \$1 each. Mrs. W. R. Schelhaugen, Hereford. 1p

For Rent

FOR RENT: Nicely furnished apartment with electric refrigerator and garage. Call 272-W. J. C. McCracken. 1c
FOR RENT: Modern four - room apartment, furnished, best in town. Close in, will be vacant after November 10. Call at Brand office. 1p
FOR RENT: Unfurnished apartment close to school. Call at office of James W. Witherspoon. 42-3p
FOR RENT: Furnished apartment, two or three rooms. Mrs. Frances Barnard, 312 E. 6th St. 1p
FOR RENT: Modern bedrooms. Mrs. A. M. Jones, 504 East 5th Street, Hereford, Texas. 35fc

Wanted

LEAKY pipes? Wheezy faucets? Call Ray, the Plumber, at No. 20. He will fix them, or install a complete new outfit. 43-1f
WANTED: To trade for china closet, sectional bookcase and quilt top. Inquire at Brand. 43-1f

Lost and Found

FOUND: One truck tire and wheel. Owner may have same by calling at the Brand office, identifying the tire and paying for this ad. 43-1f

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, November 4, 1904.)

Ghosts, black cats, and other "creepy" sensations helped keep the youngsters amused when they attended a Halloween party given by Miss Nora Daniel.

J. H. Weems stepped up and exhibited a cabbage head weighing 26 pounds and sweet potatoes up to nine pounds in weight—all produced on his farm north of town.

Then came W. J. Driggers, who had with him a beet weighing between 28 and 35 pounds. This weigh was given because his scales would draw only 28 pounds, and his conscience would not allow him to go over 35.

Bovina people had made up their minds they would have a school building. As a starter, the townsites company had

donated a block of land and \$200, others came in with donations and the building was assured.

Hereford's gin was nearing completion, and it was expected from one to two thousand bales would be turned out before the season ended.

R. W. Baird had been in town purchasing lumber with which to make ranch improvements.

T. S. Baldwin had made his second aerial voyage at the St. Louis fair, ascending to 2,000 feet, remaining in the air 30 minutes, and finally landing the plane at the identical spot from which it ascended.

(From The Hereford Brand, November 6, 1914.)

The Union Sunday school class of Wyche, had contributed \$13.50 for relief of Belgians.

By Their Words AND OURS

Hereford football fans are more determined than ever to have lights for night play here after watching the display under the arcs at Friona last week. They not only liked the night game, but also approved the crowd of between 1,000 and 1,500 fans who packed the stadium. Hereford's share in the gate receipts was more than \$90, which should prove rather conclusively that night football does pay. It was the largest crowd ever to see a game at Friona, we believe, and although the importance and interest attached to the game had something to do with it, the fact that it was a night game accounted for a large portion of that crowd. Judging from the string of cars on the highway following the tilt as people returned to Hereford, more local fans attended the game than had witnessed any Whiteface home contest this season. Tomorrow the Whitefaces play Tulia in the most important game within the section—much more important and probably a much closer tilt than the Friona melee. It will give us a chance to form a more accurate opinion of the night game. In comparison, there should be fully 2,000 people at the Tulia game. Estimate the crowd tomorrow and then decide what floodlights would be worth to Hereford from a purely financial standpoint.

The East wishes to continue eating 25 cent wheat, but at the same time expects to see an increase in manufacturing and increased wages for their laborers. The East has not learned that smoke cannot roll from the factory chimneys unless the farmers are getting a fair price for wheat, corn, cattle, hogs and cotton; in order that the producers may make

money with which to buy the output of the factories. It's a 50-50 proposition. The Republicans will tell the East the Democrats are responsible for the increased cost of living; will tell the farmers of the West that the present administration is bankrupting the nation by its spending program; but will fail to tell both the East and the West that had it not been for the energetic program of the President in attempting to bring about recovery that this nation would be in a much worse condition. Financial institutions in the East are sending out well veiled criticisms of President Roosevelt and his program, and what may result? They are shutting their eyes to the results which have so far benefitted all classes in the nation.—Canyon News.

In spite of safety campaign, attempts at traffic regulation and the most vivid warnings of danger, the horrible carnage of automobile accidents goes merrily on, with each week adding to the bloody toll. On the front page of one newspaper Monday there were accounts of four fatal crashes in which eight people were killed and a number injured. Two of these accidents were in the Panhandle. . . . There is no return from that last trip to the cemetery. How safely do you drive?—Shamrock Texan.

Fred L. Williams of the Clarion News labels his column "Around Town." The Brand is flattered that someone feels its column is worthy of duplication.

Apparently every Texan will have an opportunity to be manager of the Texas Centennial, but the salaries of the last 4,999,999 will be a dollar a year, or nothing. . . . But how did the salaries of the Dallas staff get so high in the first place?—Pampa News.

Football results: Amarillo 27, Hereford 19.

'Twas going to be a hard winter. How come? Because actual measurements showed the doodlebugs had gone full three inches into the ground, pecan shells were thicker, the chickens were heavily feathered, and the hide on the backs of bullfrogs was much tougher.

The Brand was elated. Early spring winds tipped its gasoline house over. Enough men could not get around it to put it back, but Halloween spooks did the job in good shape.

"Aunt" Mollie Bailey had quit the show ring and retired to her farm near Houston. She was 74 years old. A spy in the Confederate army, she entered the show business soon after the close of the war and knew more people in the South than any other human living.

Westway Stunt Show, Carnival Is Big Success

The second annual carnival and stunt show sponsored by the Westway school last Thursday night was declared a big success, with the house jammed with people in the carnival spirit. Proceeds totaled \$87, it was announced. Opening at 7 o'clock, all booths were closed at 8 for the program which started with the crowning of Betty Tom Roe as carnival queen. Prettily dressed in a pink evening gown, Miss Roe was attended by Gladys Gore and Gwendolyn Hyde, who were dressed in green and yellow. Rose Marie Grimes and June Tedford act as flower girls. Following the march, Miss Roe took her place on the throne and

Mr. Dodson placed the carnival crown on her head. This was followed by 40 minutes of stunts and acts. At the close of the program the booths and side shows were again opened. One of the chief attractions was the musical review. Miss Francis Borden of Hereford, in a beautiful Spanish costume, did two dances, Ralph Smith, Johnny Biggs, Mr. Kuker and Cecil Young, all of Hereford, furnished music and sang for the show. Four Westway boys made up a harmonica quartet and gave a surprise "fan dance".

Mr. and Mrs. J. E. Beyer went to Amarillo Monday where they were guests of a family celebration honoring the birthday of their son, P. L. Beyer. They were accompanied by Mrs. E. B. Black who visited her daughter, Mrs. Elizabeth Birkmeyer.

Mr. and Mrs. Ernest May left Wednesday for a two weeks trip to points in Arkansas.

WIN 20 FREE TICKETS TO SEE "TAILSPIN TOMMY" AT STAR THEATRE



Thousands of boys and girls, and grown-ups, too, read the popular "Tailspin Tommy" cartoon strip, and now this popular hero comes to life on the talking screen in a new serial which will be shown at the Star Theatre every Saturday, starting this week. Above are pictured Maurice Murphy who plays the part of Tailspin Tommy, and Patricia Farr who plays Betty Lou. And hidden in the background are enemies of Tailspin Tommy. How many of his enemies can you find? Mark all you can find, and there are a lot of them, and bring your copy to the Brand office. Be sure your name is on your entry.

To the first 20 who find all of Tailspin Tommy's enemies, or the nearest correct number, each will be given a free ticket to the Star Theatre Saturday, November 2, to see Tailspin Tommy, and also Zane Grey's newest picture, "Wanderers of the Wasteland."

All answers must be in the Brand office by 10 o'clock Saturday morning. The names of the winners will be posted at the Brand office and Star Theatre ticket window at 1 o'clock Saturday, and winners can get their free tickets at the Star Theatre ticket window Saturday afternoon or evening. Let's go, now! See who can find the largest number of Tailspin Tommy's enemies hidden in the above cartoon.

"Potato Joe" Is Gathering Crop, An Annual Event

"Potato Joe" Ballinger is harvesting his potatoes. This is always an event, for he is said to know more about potatoes than any other man. He lives on the farm of Dr. G. W. Heard about three miles west of town, where he is producing his second crop. He has been in this section for six or eight years, coming here from the heart of the Idaho potato country.

"Potato Joe" has two and a half acres in white and red potatoes. This patch will produce about 500 sacks, an average of 200 sacks or about 375 bushels to the acre. The yield would have been 300 sacks to the acre had it not been for psyllid, also known under numerous other names, which attacked the field and especially harmed the red variety, he said.

Harvest started last week. From three to five pickers were employed gathering the potatoes, putting them in sacks and loading, after a digging machine had raised them to the top of the ground. About 15 business men and women and B. H. Hopkins vocational agricultural students viewed the process Monday morning. There are several potato growers near Hereford. The crop requires about 15 waterings, making the product impossible without irrigation.

Chevrolet Goes On Display.
The new 1936 Chevrolet will go on display Saturday at the Brumley Chevrolet Co. here, the date of the national announcement of the new car. Because the manufacturers have withheld all information concerning the model, all changes will be a distinct surprise.

IT'S TRUE! By Wiley Padan

Jack BENNY
NOTED RADIO COMEDIAN
FEATURED IN "BROADWAY MELODY OF 1936"
MELODY OF 1936. STARTED LIFE AS A PLUMBER - BUT GAVE IT UP AFTER A DAY TO PLAY A HOOLE IN A COUNTRY CROON-ESTRA! (HE STILL USES THE MUGGIM WITH WHICH HE STARTED HIS THEATRICAL CAREER SOME 24 YEARS AGO!)

ROBERT TAYLOR
WAS BORN IN NEBRASKA
AUGUST 6, 1890
THE SON OF A COUNTRY DOCTOR
RECEIVED AN A.S. DEGREE AT POMONA COLLEGE, CALIFORNIA.

CLEANOP POWELL
WORLD'S MOST FASCINATING TAP DANCER!
KEEPS HER FIRST PAIR OF DANCING SLICKS WHEN SHE WAS SIX YEARS OLD.
LUGA QUAM

VILMA ANIBUDY EBBEN
HAVE NEVER DANCED WITHOUT HIM!
21 OTHER

MICHAEL LONG
MIRVED ONE OF MY FINEST LEADS DURING A STAGE PERFORMANCE & LANCED LUG CHIN!

"IT'S TRUE! that Frances Langford's career took its first forward swing five years ago when, after a throat illness, she discovered that her soprano voice had changed to contralto," says artist Wiley Padan. "It was this 'new' voice that brought her success on the air and earned her the title of 'contralto crooner'. The petite, raven-haired singer of the 'Broadway Melody of 1936' made her professional debut on Rudy Vallee's radio hour"

Jack Benny, radio favorite, has turned movie star, and his success as the star of "Broadway Melody of 1936" far surpasses his success as a radio star. "Broadway Melody" contains more entertainment than anything that has yet been brought to the screen. You must see it when it is shown at the Star Theatre Sunday, Monday and Tuesday, and at the midnight preview Saturday night.



When You Save You SAVE

More Than Money

SAVINGS HELP YOU TO REALIZE AMBITION

No doubt you have some unrealized dream—heretofore made impossible by inadequate funds. A Savings Account will soon enable you to make these desires a reality.

Money in itself is very important. It is the background of comfort, of easy living that it provides for your family. It represents certain luxuries, a broader outlook.

Start a Savings Account NOW and be able to realize those dreams, live a richer, fuller life, from the funds this account will soon provide.

Start A Savings Account

First State Bank

APPLES, Idaho Jonathan, Per Bushel \$1.29

STAMEN WINESAP APPLES Really good, per box	\$1.75	CRANBERRIES Two quarts	34¢	CELERY Really nice, large bunch	14¢
NICE JONATHAN APPLES Three dozen	35¢	EAST TEXAS SORGHUM The best, gallon 61¢, half gallon	35¢	LETTUCE Large firm head	5¢
WASHINGTON DELICIOUS APPLES Good size, dozen	29¢	LOUISIANA RIBBON CANE You just taste it, gallon 71¢, half gallon	35¢	FRESH SQUASH, KENTUCKY WONDER BEANS, OKRA, SWEET PEPPERS, TOMATOES, ARKANSAS PUMPKINS FOR HALLOWEEN PIES.	
TOKAY GRAPES Really good, three pounds	25¢	FRESH COMB HONEY Just brought in 125 buckets, gallon \$1.25, half gallon	65¢		
GRAPEFRUIT Marr Seedless, choice quality, dozen	49¢	EAST TEXAS YAMS We have only the select, 10 pounds	29¢		
BANANAS Nice, yellow, ripe, dozen	25¢	NEW CROP PECANS Well known Stewart Papershell, pound	25¢		

Fuller's Fresher Fruits and Vegetables

SOCIETY

MRS. B. F. GUTHRIE, Society Editor Phone 374-J

HEREFORD RELATIVES ENTERTAINED IN CANYON

Mr. and Mrs. Beryl Elliston of Canyon entertained a number of Hereford relatives Sunday with an elaborate dinner whose piece de resistance was mountain trout. The fish had been caught by Francis Elliston, son of the hosts, and two boy companions on a camping trip in Red River Valley, N. M. Guests from Hereford were Mr. and Mrs. A. H. Elliston, Miss Ruth Elliston, and Mr. and Mrs. Leaton Branson and son.

PRESBYTERIAN CHURCH NIGHT

The regular Church Night program at the Presbyterian church was well attended. The book study was continued, Mr. Olson reading the chapter which was discussed by the group. A covered dish supper was served.

C. C. ACKERS HOSTS TO DINNER BRIDGE PARTY

The pretty home of Mr. and Mrs. C. C. Ackers welcomed the Dinner Bridge club Tuesday evening. Baskets of beautiful Blackhawk chrysanthemums used throughout the rooms gave an unusual decorative note, while a bowl of vivid yellow button chrysanthemums centered the table most effectively.

Three tables of guests enjoyed the buffet fried chicken dinner and the animated games which followed. The list included Messrs. and Meses, Rosson, J. A. Pitman, Fraser, Fox, Acker; Meses, Skelton, Hoffman; Miss Pitman; Messrs. Wayland, Fritz, Odum.

Misses Neville Wrenn, Sadye Rigler and Elizabeth Vaughn, all teachers in the public schools, attended a Spanish meeting and tea at WTSTC, Canyon, Saturday.

SURPRISE DINNER PARTY GIVEN MRS. C. B. WILLIAMS

The birthday of Mrs. C. B. Williams Saturday was the occasion of a delightful surprise dinner party given by Mr. and Mrs. A. C. Thompson at 7 o'clock. Perhaps the most important contribution to the surprise element was the presence of the honoree's mother, Mrs. Fred Hunziker, of Tracy City, Tenn., who at the instance of Mrs. Thompson, had come from her home without the knowledge of Mrs. Williams and was seen first by her as the dinner guests were being seated.

Colorful Halloween suggestions together with baskets of roses and chrysanthemums created a cheery atmosphere of welcome. The table was lovely under the soft glow diffused by tall pink candles, a center bowl of pink radiance roses completing the pretty color harmony.

At the conclusion of the main course, the birthday cake, tall and white, and shining with its tiny pink candles, was placed and served with brick cream and coffee. Covers were laid for Mr. and Mrs. Williams, Mrs. Hunziker, Misses Mattie Swisher and Lillian Chambers, Mrs. J. B. Jones and Mr. and Mrs. Thompson.

ANNOUNCEMENT MADE OF AVENT-WADE MARRIAGE

Announcement is made of the marriage of Miss Nadine Avent of Tulla to Mr. E. L. Wade of the West Tailor Shop. The marriage was solemnized in Canyon October 12, Rev. John Hicks, pastor of the Canyon Baptist church, officiating.

The young couple came immediately to Hereford and are at home to their friends in the Megert apartment.

The groom is a son of Mrs. C. E. Wade and a sister of Mrs. O. F. West, both of Hereford.

B. & P. W. CLUB HOLD INTERESTING MEETING

One of the most enjoyable of recent meetings of the Business and Professional Women's club was held Monday evening at the Presbyterian church. A program built around the club emblem included a dramatization under the direction of Frances Fullington and presented by Gladys Skelton, Eunice Rutherford, Lavina Gilliland, Belle Harris and Sayde Rigler. Apropos of this number the club collect was read by Miss Hosfetter. A beautiful violin number was given by Viola Foster, Ardelle Morgan accompanying. A "What-and-when-you-like" refreshment course was interspersed with fellowship songs and the collective reading of the pledge. "Taps" sung in chorus was an effective closing.

Besides regular members, the following new members and guests were welcomed: Martha Dodson, Benlah Lee Carter, Dorothy E. Burch, Emily Minter, Djalthea Brady, Ethel Robinson, Ardelle Morgan, Joanie Estes, Meses, L. T. Reese and H. C. Hostetler.

HALLOWEEN PARTY CELEBRATES BIRTHDAY

Clifford Estes celebrated his 13th birthday Monday by inviting in a number of his young friends for an evening of merrymaking. The spirit of Halloween lent an especially joyous note and favorite games kept the group happily occupied from 7 to 9 o'clock. Ice cream and cake made a delicious refreshment course, which was served to Martha Nell Ewton, Norma Jean Foster, Karl Wilson Shirley, George McLean, Clifford and John Estes.

BAND MOTHERS TO PROMOTE CONTEST

The Band Mothers are promoting an amateur contest to be held in the high school auditorium on the evening of November 21. The contest will include a wide variety of talent, as many and as diversified as possible. Three prizes of \$7.50, \$5.00 and \$2.50 are offered. As is true of all projects sponsored by this group, proceeds will be used for the benefit of the band, the specific object at this time being to provide funds to help defray expenses of a trip for the members to the Centennial next summer. Contest entrants are asked to call Mrs. Harold Close.

MR. AND MRS. NORMAN HOME FROM NEW MEXICO TRIP

Mr. and Mrs. Lee Norman of Palo Duro community, whose marriage was recently announced, have returned from a wedding trip which included Carlsbad Caverns and other points of interest in New Mexico. Before her marriage Mrs. Norman was Miss Leta Mae Oglesby, daughter of Mr. and Mrs. H. J. Oglesby. The groom is a son of Mr. and Mrs. A. R. Norman. Both are prominently known in the community where they will reside.

FAMILY DINNER PARTY HONORS NEBRASKA VISITOR

Mrs. Ezra Norton entertained at dinner Sunday, the occasion honoring Mrs. A. J. Halleck, of Fairbury, Nebraska. At 12 o'clock the guests were seated at an attractively appointed table where a bountiful three-course menu was enjoyed. The courtesy was extended to Meses, A. J. Halleck, Mary Palmer and the families of R. E. McCullough and Ezra Norton.

HONORS VISITORS FROM COLORADO

Honoring Mr. and Mrs. William Keiry of Penrose, Colorado, Mr. and Mrs. A. Lowther entertained a small group of friends Wednesday evening at their country home west of town. Quite informal but with all the pleasure that friendship and congeniality create, the occasion was thoroughly enjoyed. The serving of cocoa and cookies was an added pleasure. The evening's hospitality was shared by Mr. and Mrs. E. E. Ramsey, Mr. and Mrs. C. H. Dyer, Meses, T. G. Nance and S. E. Askren, and the honor guests.

DISTRICT ZONE MEETING HELD AT METHODIST CHURCH

The zone meeting of the Methodist Missionary Society was held Wednesday with the ladies of the Hereford church as hostesses. Representatives from the societies of the different Methodist churches throughout the district were present and contributed to an interesting program. The meeting was held at the church with both morning and afternoon sessions. Luncheon was served at noon.

REAL INDIAN PARTY CELEBRATES VICTORY

The Baptist Revival Booster Band enjoyed a real Indian party Saturday afternoon at the church. The event celebrated the victory won by the Sioux over the Navajos in a contest for Booster members during the meeting.

Song Leader George Wilson had charge of the jolly gathering, introducing a number of typical Indian amusements as well as other games. Ice cream and cake were served, the Sioux, because of their victory being served first. About 40 youthful braves and maidens enjoyed the afternoon.

BRIDGE LUNCHEON IS BIRTHDAY SURPRISE

A surprise bridge luncheon at the home of Mrs. Carl Gilliland Monday was a happy observance of the birthday of the hostess. The uninvited guests came in at noon, each bringing a favorite dish. These were attractively spread, served buffet style and eaten at quartet tables. The tables were later cleared for bridge, three tables playing.

The guest list was made up of Meses, J. M. Gilliland, Burl France, Mack Womble, Jack Rose, Cliff Estes, F. J. Eberle, Walter Nicks, W. H. Russell, Ralph McCullough, Allen Bell and Miss Joanie Estes.

Former Pastor Visits Here.

The Rev. and Mrs. William Keiry of Penrose, Colo., visited from Monday until Thursday of last week with Mr. and Mrs. A. Lowther. Mr. Keiry, a brother of Mrs. Lowther, is a former pastor of the Hereford Presbyterian church. He was married during his pastorate here, bringing Mrs. Keiry to Hereford as a bride almost 30 years ago. Both still have numerous friends throughout the Hereford community and the renewal of former associations was a happy feature of their visit.

Presbyterians Install Pastor

Initiation services for Rev. John C. Thorns as pastor of the First Presbyterian church here was held last Thursday night at the church. Rev. J. R. Sharp of Canyon had charge of the installation, which was attended by a large number of church members. Rev. J. Hoyd Boles of Tulla preached the installation sermon. Rev. Bashier of Canyon, district home missionary, gave the charge to the congregation, and Rev. C. L. Dickey of Canyon the charge to the pastor. Prayers were offered by Layman Harvey Cash of Canyon and by Rev. J. A. Hornbeak of Hereford, a retired minister.



A scene from Zane Grey's thrilling western picture, "Wanderer of the Wasteland," which will be shown Saturday at the Star Theatre, at the bargain price of 10c to all, adults and children alike.

MILLINERY SPECIALS

Friday, Saturday and Monday Special—We will have \$1.50 price on fine felt hats in all colors. Shirley Temple hats still on sale. We have hats from \$1.00 upwards to \$5.00. Come in and see us. We are always glad to show you our bargains.

VOGELE MILLINERY PARLOR

KNOW POPULAR STORE AND BE KNOWN FOR FASHION SMARTNESS

POPULAR STORE

QUALITY AND SMARTNESS AT ANY COST IS TRUE OF

The Popular Store Coats and Dresses



Smashing Prices!

All New Fall Coats At NO PROFIT Prices!

DRESSES NEW FALL GORGEOUS SILK MATERIALS \$10.95

All Silk Dresses Reduced! Including Dresses that were just unpacked, dresses the best dressed woman will be proud to wear.

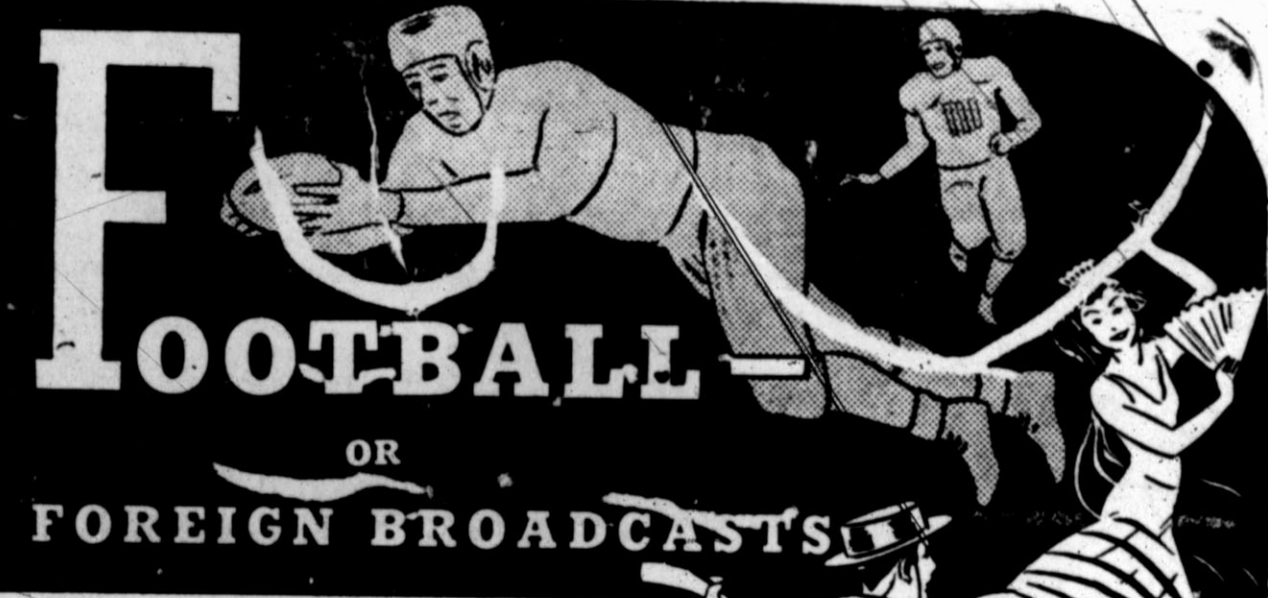
DRESSES NEW SILK SHADES NEW STYLES Specially Priced at \$3.49

WASH DRESSES, \$1.95 Value NO PROFIT PRICE 98¢

NEW FALL HATS For Ladies and Children, Large Assortment—All Head Sizes \$1.95 Value, Now 98¢

No Profit SALE!

Nattiknit Knit Suit Values to \$22.50 NO PROFIT PRICE \$15.00 New Shipment of Knit Suits



Get the Hereford - Tulla Game OR ANY OTHER PROGRAM ON A

PHILCO AND GET THEM BETTER

For the first time in history a football game is going to be broadcast from Hereford, a game that may decide a championship. Listen in on a new Philco, and be assured of perfect reception! No interference or fading from whistle to gun! Call us today and let us install a new 1936 Philco before game time Friday. On every test, Philco is the winner!

The New Philco Is Priced As Low As

\$22.90

LIBERAL TRADE-IN ALLOWANCE AND EASY TERMS

M. D. Womble IMPLEMENTS — MAYTAGS — WATER SOFTENERS — RADIOS



43 New 1936 PHILCOS to choose from.

There's Always Another Year

MARTHA OSTENSO

Copyright Martha Ostense WNU Service.

(Continued from Last Week)

In the laughter and confusion, Silver was at first too bewildered to do anything more than gasp for breath in the smothering embrace that held her. It was a moment or two before she recognized the face of the man who had whirled her into his arms. Then she saw that it was Duke Melbank. She struggled to free herself, only to be clutched closer to his swaying body. She was aware now that he was thoroughly drunk.

"Let's get acquainted, Cutie!" Duke Melbank muttered thickly against her cheek. "I've liked you ever since I saw you that night in Chi."

"Let me go!" Silver breathed fiercely.

"Aw—can't you give a guy a break?" he persisted.

Silver turned her head in a frantic effort to make some sign to Roddy, but he was at the other end of the floor.

"Let me go!" she demanded again and struggled to break away from him.

"Am, come on," Duke burred in a cajoling voice as he swung her bodily into a dim corner. "Be a sport, kid."

It all had happened so quickly that probably no one on the crowded floor had taken notice of it. Silver succeeded in freeing one arm to throw all her strength into the blow she struck his grinning face.

"You got fire, eh!" he chortled. "I like that kind of a girl. You and me—"

"Roddy!" Silver gasped, flinging herself about just as Roddy Willard appeared, alone.

Duke dropped Silver's wrist as though it had scorched him. "Haw-haw! Can't Silver and me have a little privacy without—"

"Get out of here, Duke," Roddy interrupted quickly. "And get out quietly or I'll have to throw you out."

With a malevolent glare at Roddy, Duke started to shamble away. "You can't get away with this, Willard," he muttered. "And you don't need to think I don't know what I'm doing."

He grinned insinuatingly at Silver and Roddy stepped quickly to ward him. Duke drew back, and made his unsteady way down the ladder.

Luckily, Silver reflected, there had been only one or two witnesses to the unpleasant scene.

Roddy looked down at her. "Shall we dance, Silver?" he asked. "I think it would be best—considering everything."

Her eyes half closed, she nodded, and Roddy drew her into his arms.

A fierce, impersonal sort of tenderness toward her came over him as he led her into the dance. She seemed to be without substance—like smoke, or like the blue-gray mist over a meadow just before dawn. Silver did not speak. This tumult enclosed by her passive body, she thought in desperation, had begun at the very instant when Roddy—a very matter-of-fact knight indeed—had rescued her from the loathsome attentions of Duke Melbank. Horror lest he should discover what she knew now for a certainty—that she loved him as she had never loved anyone before—ran through her veins like ice.

When after an agonizing eternity the intermission came, she stepped back from him and looked up with a dazed smile.

"I'm going to the house," she told him, her voice running headlong, plunging, she thought, into disaster. "If Phronie asks for me—tell her I have a headache—I want to be alone—"

Roddy, with a troubled frown, put out his hand to take her arm, but Silver moved hurriedly away.

A few minutes later, behind the closed door of her own room, she sat down in the darkness and stared out at the crisp autumn tracery of the leaves of the great oak against the stars.

"To think—when the real thing came," she whispered dully to the square pattern of stars and leaves, "it had to be wrong, too."

The district buzzed with talk of the opening of the Emerald Bay club for the winter season. The fashionable folk who would come out from the cities for week-ends at the club would be free with their money and the tradesmen would benefit.

The hunt dinner and ball celebrated the close of the big-game season in the north. Roddy attended with Corinne, whose radiant smile filled him with pride and a secret, shamed alarm. Silver sent her regards to Gerald and spent the evening playing cribbage with Old Roderick.

The following day, at twilight, with a pent-up feeling she could no longer endure, Silver saddled Rusty and rode into Huron River to get the evening mail. In the post office she met Fred Michener.

"We missed you last night—at the club," Fred said.

"Have a good time?" Silver asked absently.

"Hasn't Corinne told you? It was gorgeous!"

BUSINESS AND PROFESSIONAL DIRECTORY

<p>THE CHOCOLATE SHOP Plate Lunches Sandwiches Cold Drinks, Candies Magazines.</p>	<p>The title to your land is vital Our Abstracts correctly reveal the title. A. O. THOMPSON ABSTRACT CO. 4% Per Cent Federal Farm Loans.</p>
<p>INSURANCE JNO. H. PATTON PHONE 50</p>	<p>DR. J. W. HENDRIX Chiropractor and Massour 109 B Street—Just North of Mother's Park Phone 341 for Appointments</p>
<p>THE HEREFORD BRAND For JOB PRINTING</p>	<p>GEO. S. McCONNELL Electrical Contractor All kinds of electrical ap- pliances repaired. Also Del- co Light, factory trained ser- vice man. Phone 759-W</p>
<p>LET A WANT-AD Rent Your EXTRA ROOM!</p>	

"I haven't seen Corinne yet. I think she's been sleeping in today. They didn't get home till dawn."

Freda dropped her voice to an embarrassed whisper. "Roddy Willard had better watch his step. I saw Corinne—well she was only out walking under the trees with Gerald Lucas—but you know how people talk."

Silver laughed nervously. "Nonsense, Freda!" she protested. "Forget about it—and keep it to yourself, please. City people don't think anything of such things."

With the one letter for Roddy which Tillie Fink thrust out to her through the wicket. Silver rode slowly home, unsaddled Rusty and turned him into his stall. They went reluctantly to the big house to give Roddy his letter.

Corinne called to her from the living room in a voice that seemed to Silver to be portentously vivified and gay.

"You missed a swell time last night, my dear!" Corinne cried as Silver stepped into the room.

Roddy looked up a bit wearily. He lifted his hand toward her in greeting.

"It must have been fun," Silver said hurriedly. "Here's a letter for you, Roddy."

He got up and took the letter. Corinne at once sprang up and stood at his shoulder, her eyes upon the unfolded sheet.

Then she uttered a squeal of joy. "Roddy! A position at the University farm! Darling!"

Roddy glanced down again, not without pleasure, at the letter. His patient experimenting with yellow corn . . . his working under difficulties . . . his devotion to an idea—the position would be open by January 1 . . .

Silver, staring at him, felt her brain spin and turn over and then come to a cold, clear pause. "Have you been offered a position, Roddy?" she asked in a voice as calm as she could make it.

"At the University, Silver!" Corinne burst out. "Oh, it's—I can scarcely believe it!"

"Don't get yourself all worked up, Corrie," Roddy begged. "Old Neal Anthony has been trying to lure me into something like this ever since I left college. It seems hard to convince him that I'm a farmer, not a white-collar man."

Corinne looked suddenly dumfounded. "You don't mean—you aren't going to turn it down, are you?" she gasped.

"I've turned Neal Anthony down before," Roddy replied quietly. "I see no reason why I should change my mind now."

Silver felt that she had frozen into her chair. It was only with a supreme effort that she got up and fled from the room. Corinne's voice followed her, piercing and furious with outrage at Roddy.

For two hours after supper Roddy sat with his father and Sophronia and Jason in the kitchen of the stone house, while they discussed Anthony's offer. Jason was quick to sympathize with Roddy's contempt for a job where he would become a mere hireling at the beck and call of others, though he was forced to recognize the narrowly calculated means by which the family would have to manage throughout the winter.

"I could take the place over, Rod," he said slowly. "With just the rest of us here—we wouldn't need so much. Perhaps we ought to sell those six heifers, instead of—"

"Of course," Roddy interrupted patiently. "I know you could swing it, Jase. But the point is that I want to be in on it."

"After we marry, my boy," Old Roderick remarked thoughtfully, "we travel in pairs. You must remember that."

Dawn Items
BY MRS. NORMAN MILLER

Jim White and James Murphy were in Breckenridge last week-end.

Ernest May and family are spending two weeks with Mrs. May's relatives in Kansas and Arkansas.

Rev. and Mrs. Frerking of Amarillo visited the Frye home Sunday.

H. Hamill, L. Penick and Miss Helene Oliver of Canyon were guests of Mrs. Harris Saturday.

Joe Green and family spent Sunday in the Percy Estes home at Dimmitt.

Mrs. A. T. Frye and Mary Olive were in Amarillo Saturday.

Pat Lawhon and family of Hereford called in the Jeff Roberson home Sunday.

Alford May and family spent Sunday at Jumbo.

Carl Luke and family, Mr. and Mrs. Khules were in Hereford Sunday.

Lester and Walter Galley and families were in Amarillo Thursday.

Ethylene and Mary Smith spent Sunday in Hereford with relatives.

Mr. Putnam and family visited Hereford relatives Sunday.

Mr. and Mrs. Tandy Leez, Misses Hazel Crouch and Mary Chambers were in Amarillo Saturday.

E. F. and A. Seymour were in Clovis Saturday.

Mr. and Mrs. C. C. Neu of Hereford called in the B. Smith home Sunday.

Miss Bernice Harris of Canyon spent the week end at home.

Grady Coe and family were in Lubbock last week end.

L. A. Smith and family spent Sunday with relatives in Borger.

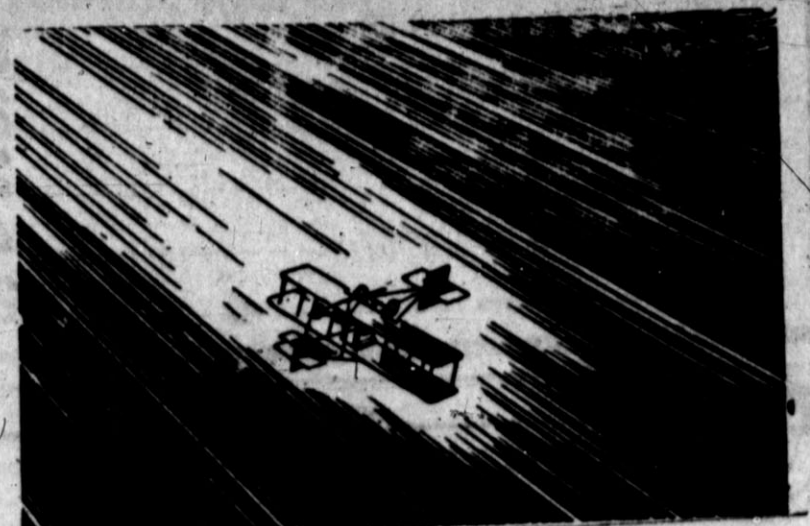
Albert Seymour and family of Amarillo spent several days this week in the E. F. Seymour home.

Mr. and Mrs. Marth Campbell and son of Plainview visited relatives here last week end.

Eighth graders presented chapel program Monday.

Honor roll: Glenn Putnam, Eugenia Kuhles, Mildred Luke, Marcella Luke, Carrie Beth Putnam, Carrol Miller. B honor roll: Jessie Smith, Royce Underwood, Sarah Smith, Elwyn Lake, James Murphy White, Lisalotte Kuhles, Jean Greer, Mary Smith, Max Sandy, Eugene Frische.

First school program will be given Friday night, when three rooms will give a Halloween program. Everyone invited.



A New Venture—Success? - Failure?

When the first airplanes climbed into the blue, humanity held its breath. People said man could not fly—but men who knew said they could. AND THEY DID!

When you make a new venture of your own it is most important that you talk it over first with men who know—men whose everyday business is financing and helping of new ideas. Come in and get our advice any time—we feel certain that it will be worth a lot to you in the end.

THE FIRST NATIONAL BANK

OF HEREFORD

MEMBER FEDERAL RESERVE SYSTEM

A Strong Bank Thoughtfully Managed

Nov. 2



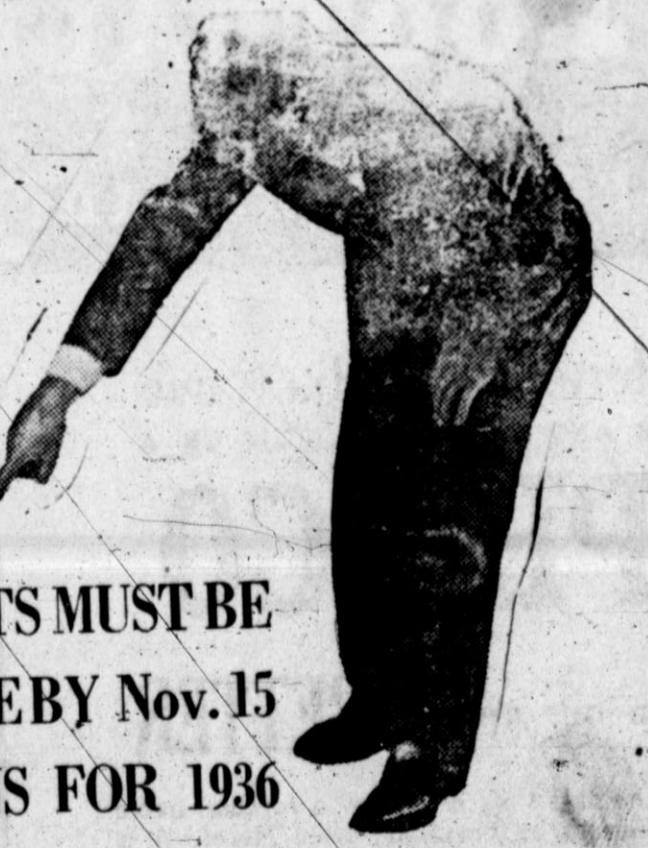
1936 Chevrolet

To Be On Display Here

JOIN THE CROWDS SATURDAY TO BE THE FIRST TO SEE THE ONLY COMPLETE LOW-PRICED CAR FOR 1936.

Brumley Chevrolet Co.
HEREFORD

Notice Wheat Growers



WHEAT CONTRACTS MUST BE IN AGENT'S OFFICE BY Nov. 15
ALL APPLICATIONS FOR 1936

Come in at once and sign your application. Avoid the rush of the last few days before November 15.

Bring the following information beginning with the crop year 1930 and ending with the crop year 1935—it will be required:

Acres seeded, acres harvested, bushels harvested, name of farm operator each year, and the operator's percentage of crop, 1935 map of farm, showing acreage planted to the different crops, location of contracted acres, grass lands, buildings, etc.

If you are not going to sign a contract notify the wheat office at once. It will be to your advantage to act NOW!

READ "SHOOT UP" In This Issue EDITORIAL "WHEAT PRICES"

Deaf Smith County
Wheat Production Control Ass'n

(Continued Next Week)

Mr. and Mrs. Jim Mauk motored to Tucuman, N. M., Sunday, visiting the site of the Conchas Dam before they return.

Easter Items

BY LOUISE FRYE

Mr. and Mrs. Fred Walton, B. H. Medley and J. S. Smith attended conference at Flaggs Sunday.

Florence Hunter, Gaytha Wilson and Virginia Eberle of Hereford spent the week end with Louise Frye. They attended the ball game at Friona Friday night.

Mr. and Mrs. Pat Wederbrook spent Sunday in the Stocker Robbs home.

Mr. and Mrs. George Chambliss spent Sunday in the Lynn Axe home at Jumbo.

Mrs. T. N. Jameson and Miss Izora Clark called on Mrs. D. S. Bruton Thursday.

Miss Louise McClure spent the week end with her parents at Claude.

Miss Oline Ramey returned to her school Monday after a week's absence on account of illness.

Orbie Armstrong of Hart visited his aunt, Mrs. Roy Durant, last Thursday.

Mr. and Mrs. John Noland are moving to the place recently vacated by C. R. Harrell.

Hazel Chambliss and Ben Medley were dinner guests of Annie Mae Smith and Marvin Turner Sunday.

Mr. and Mrs. W. E. Betts of Clovis visited Sunday afternoon in the C. W. Frye home.

WHAT TRIPLE A PROGRAMS HAVE MEANT TO DEAF SMITH COUNTY

This is one of a series of radio talks made last Saturday morning on the Deaf Smith county farm and home radio program over station KGNC. The following address was made by John Olson:

When Dewey Reed asked me what I thought the Triple A programs had meant to Deaf Smith county, naturally, the first thing I thought of was the fact that they had brought into the county several hundred thousands of dollars, so I said to him, "Dewey, I just don't see what the people in this county would have done if it had not been for the Triple A programs."

He told me to think about it carefully and if I could see something more in it than just the money it put into the county to let him know my conclusions.

Well, you can't get around the fact that 855 wheat contracts paying a total of \$824,346.72; 22 cotton contracts paying a total of \$9,500; 259 corn-bog contracts paying a total of \$81,000; and the 1934 government buying of cattle amounting to \$147,277, all of which add up to a grand total of \$1,062,122; I say, you can't get around the fact that that is important money, and that it is bound to figure importantly in any consideration of what the Triple A has meant to Deaf Smith county. But it is important, not because it is so much

money, but because of what it prevented from taking place, and because of the effect it is going to have on the future development of our country.

This is what it prevented, or helped to prevent, from taking place: Before the Triple A programs started in 1933, every farmer in the county had been so hard hit by drought and low prices that it was a question if a single one of them could keep on farming. The Farm Credit Administration helped them to hang on to their farms, and the Triple A helped them to keep on making a living on their farms. It prevented a wholesale exodus of our population, and it conserved the manpower of our country, which, after all, is our biggest asset. We had at that time a large group of farmers who had spent years in learning the best methods of farming in Deaf Smith county. Each year they profited by the mistakes of former years, and each year they did the job a little better. If, in 1933, they had been forced to give up their farms and move away, this is what would have happened: All the experience they had gained in those years would have gone with them. Large areas of land that had been broken out for wheat farming would have been left idle and uncared for, with the result that not only would that land have gotten into the worst possible shape from the blow-

ing that took place in 1934 and 1935, but also those farmers who were left would have had their fields covered up and ruined by the dirt blowing on to those from the uncared for fields. It was bad enough as it was, but we can't imagine how bad it might have been if those farmers had not been there to work the land and look after it. The permanent damage to the farms of Deaf Smith county, from a real estate standpoint, and from a production standpoint, could easily have reached several million dollars, and it is reasonable to suppose that that land in the future would never attract anywhere near as high a type of farmer and citizen as we now have in our county.

Now about the effect the Triple A programs are going to have on the future development of our county. In 1935 when the programs were first started, the county was divided into nine districts. The farmers in each district elected a community committee to represent them. The chairman of each community committee became a member of a county-wide committee or board of directors to represent the county as a whole. The community committees explained the details of the programs to the farmers in their area; helped them with their contracts, and saw to it that the right thing was done at the right time, so that there would be as little delay as possible in carrying on the work. The board of directors consolidated all the work of the various communities, and also dealt with the State and Federal agencies. Now remember that all of these community and county committee members were actual farmers. It comes with something of a shock to city people to learn that farmers have sense enough to handle business in a business-like way. But handle it they did, and in a manner that would do credit to men of any business or profession. It was a valuable experience for them, something which they will be able to put to practical use in years to come. But more than that, it united the farmers of the county in a realization of their common interests and taught them how to work together. This experience has trained them to think as a group, and to work as a group for the attainment of that which is to the best interest of the group, and therefore of the individual. The individual realizes that he can receive greater benefits from group action than he can from his own single-handed efforts. And what benefits the farmers in Deaf Smith county, benefits every business man, doctor, lawyer, school teacher, preacher and everybody else.

Band Mothers Meet.

High School Band and Orchestra Mothers will meet Tuesday, November 5, at 3:30 p. m. in the music room.

Dimmitt News

MAYME COX

Carl Kemp and Ed Waggoner attended a Chevrolet meeting in Lubbock Monday.

Harold Gladman and Miss Norma Cowsert attended the show in Hereford Tuesday evening.

Misses Louise Whitlow and Mayme Cox were in Amarillo Tuesday.

Ted and James Cox were in Plainview Wednesday.

Mr. and Mrs. Ralph Wright of Wheelless, Okla., were in Dimmitt Wednesday and Thursday on court business.

Harold Gladman, Misses Norma Cowsert, Mineola Lile and Thelma Jones were in Portales Friday, where Miss Jones remained for the funeral of her brother-in-law, Grant Gordon.

Tom Hanks and Miss Mayme Cox attended the show in Hereford Friday evening.

Swain Burkett was in Lubbock Friday and Saturday.

Mr. and Mrs. Mark Cowsert were in Plainview Friday.

Mr. and Mrs. Chas. McLean spent the week end in the Chas. Pyles home at Perryton.

Ed West of Plainview spent the week end here with his wife.

Among those in Hereford Sunday were Messrs. and Mmes. H. Staleup, Lawrence Buckmaster, A. Headley, Mrs. Dildmond Newmayer, Sid Huckaby, Tom Hanks and Miss Mayme Cox.

Miss Thelma Jones has returned to Dimmitt after attending the funeral of her brother-in-law at Portales.

Little Alvin Dawson spent the week end here with his mother, Mrs. Velma Dawson.

Wilford Fuller, Floyd Smith and Greer Estes were in Hereford Sunday.

Mmes. Ellis Tisdale and W. M. Milligan, and Miss Mary Hollman of Borger visited the Ed West home last week end.

Willis Jones was in Plainview Monday.

Mrs. Clyde Tisdale and son of Borger visited in the J. V. Elder home Sunday.

Mr. and Mrs. B. D. Woodlee have returned from a visit at Fort Worth, Stephenville and Dallas.

Miss Declara Ramey of Tech spent the week end at home.

Mrs. Jim Cox, of Plainview is staying in the home of her son, William, since he became ill with pneumonia.

Black

BY MISS NOBLE McLEAN

Most of the farmers are busy visiting.

Several from here attended a play at Friona Tuesday night. Jim Black is on a hunting trip in the New Mexico mountains.

Mrs. Clyde Hays who called to the bedside of her mother in Amarillo last week. She was very ill but was reported improved Sunday.

Mr. and Mrs. Chas. Noland of Summerfield visited the T. L. Welch home Sunday. Mrs. Cecil Vandiver accompanied them for a few days visit.

Mrs. Pritchard, who is visiting her daughter, Mrs. Jim Black, is on the sick list.

Mrs. Howard Elmore spent one day last week with her son, Porter Elmore, in Amarillo.

Most Black citizens attended the football game in Friona Friday night.

F. E. McMurphy of Mountain Park, N. M., was here last week.

Rev. and Mrs. Linley of Bovina spent the week end with Grandma Ray, Sunday being his regular appointment here.

O. L. Echols and his quartet of Lubbock spent Thursday night here, enroute to Amarillo.

T. L. Welch, Henry McLean, Arlen Hartley and James McLean attended a banquet in Amarillo last Thursday night.

Messenger News

BY ESTELLE WILLIAMS

Miss Ruth Short spent the week end in Hereford with her sister, Mrs. Bob Finch.

Mrs. H. L. Sharp gave a social Friday night. Supper was served to Messrs. and Mmes. Geo. Messenger, Agee, Walker, and Mrs. Wylie.

Messrs. Sharp and Walker were shopping in Hereford Friday.

Mr. Coleman attended the football game at Friona Friday night. There were 55 present at Sunday school, including a number of

visitors. Rev. Harrison will preach here next Sunday.

A surprise birthday supper was given Homer Sharp Friday night by his wife.

Messrs. and Mmes. Bill Myers and W. P. Walker and family were in Dimmitt Tuesday and Wednesday visiting a sister of Mr. Walker's, who was leaving for Oklahoma to make her home.

Fred Pittner was in Hereford Friday.

There will be a Halloween program at the school house Friday night, November 1.

Shoppers in Hereford Saturday included Hugh Grisham and wife, Mrs. P. C. Short and children, Frank Knabe and family, J. H. Hudgens, J. T. Gulm, Mrs. J. E. and Johnnie Jones, W. A. Whitson and family, E. Burks and family, V. Griggs, Ben Bates, Mrs. Fred Pittner, Clayton Woolery and family, Estelle, Altis, Quince and Hobby Williams.

BRAND WANT ADS INVARIABLY GET THE JOB DONE!

"Never a Law Suit" "Not One Unsatisfactory Settlement"

IF YOU HAD A FIRE TONIGHT?

Would you be insured?
Would you have adequate protection?
Take stock of your property now.
Base the amount of insurance you need on cost of replacement of what you own.
Then, as a prudent man, get in touch with us immediately and let us go over your insurance needs with you. We can assure protection in keeping with your holdings.

Hereford Insurance Agency

Since 1898
303 Main Street—Next to Chocolate Shop.
RALPH BARNETT, Manager.



Fox Cleaners and Hatters

PHONE 111 HOMER FOX In by 3—Out by 6.
We Meet All Advertised Prices in Hereford



In the Strangest Wedding Hereford Has Ever Seen!

Mark the Date On Your Calendar Don't Fail to See THE WOMANLESS WEDDING HIGH SCHOOL AUDITORIUM—8:00 O'CLOCK Thursday Night, November 7. Admission 10c and 25c SPONSORED BY HI-Y CLUB

Tailored Angorette SPORT FROCKS \$1.98 Portably Warm and Woolly!

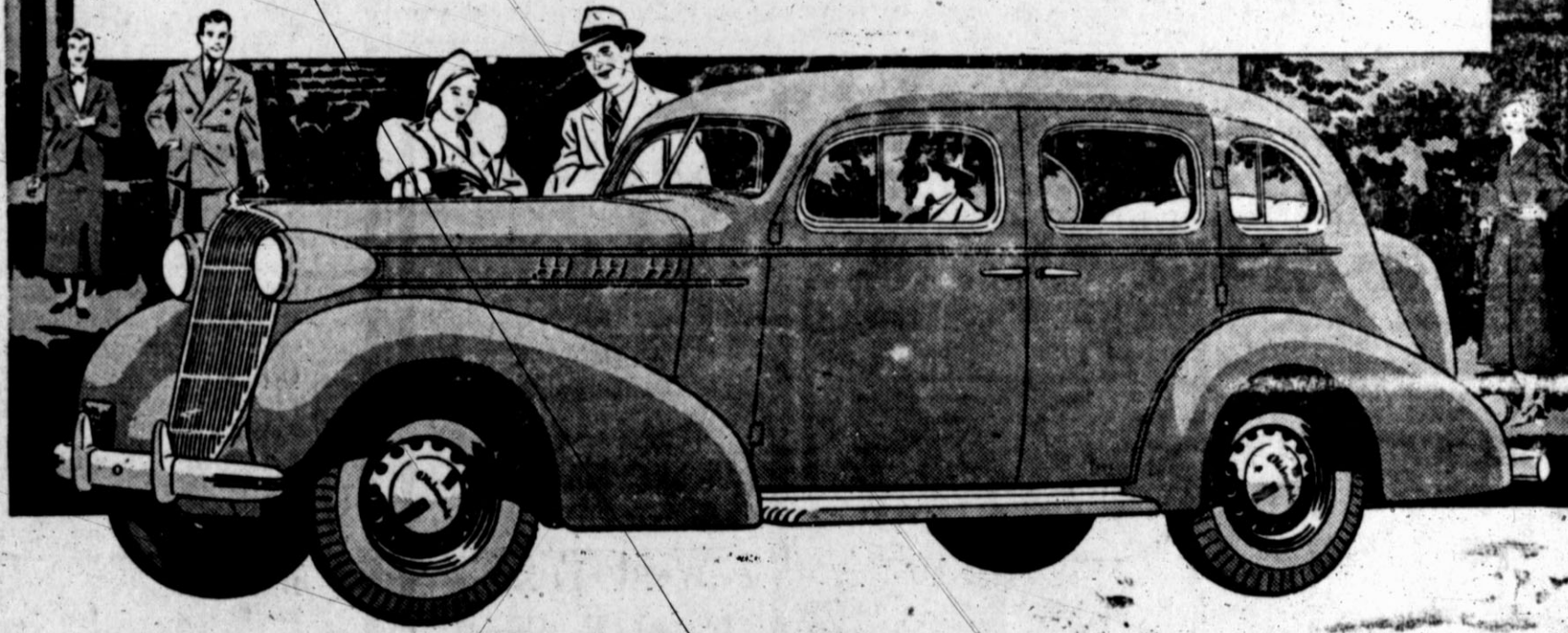


Perfectly amazing dresses for such a small price! Well made in easy-to-wear styles! Woven-right, so they'll hang well. In solid colors with gay contrasts—plaid taffeta ties, pique collars and other effective details.
Every woman needs one or two of these for fall!
Sizes 14 to 20—38 to 46

PENNEY'S J. C. PENNEY COMPANY, Inc.

Announcing the New 1936 OLDSMOBILE at New Low Prices

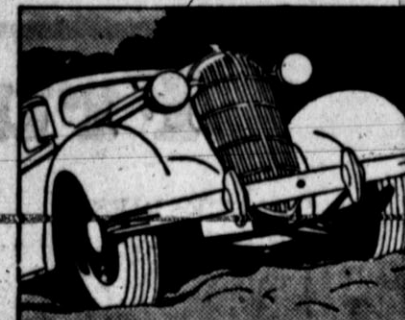
NEW STYLE-LEADER STYLING... SMOOTHER, LIVELIER POWER... INCREASED COMFORT... GREATER ECONOMY... NEWLY ENRICHED INTERIORS... AND ALL THE MODERN FINE-CAR FEATURES THAT MAKE OLDSMOBILE "The car that has everything"



A BIG NEW 90 H.P. SIX... A LUXURIOUS NEW 100 H.P. EIGHT



Roomy, Comfortable Interiors... More luxurious than ever... Fisher No Draft Ventilation admits fresh air without draft... and excludes rain.

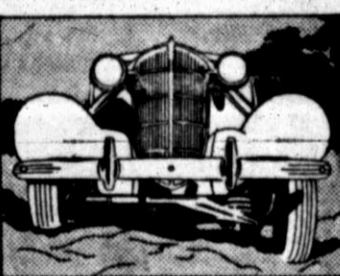


Smoother, Livelier Power... More economical engines... New electro-hardened aluminum pistons, automatic choke and vacuum fuel saves.



Super-Hydraulic Brakes... Big, powerful and self-energizing, always equalized... completely sealed against weather. Gentle pressure on the brake pedal brings your car to a smooth, quick, straight-line stop.

OLDSMOBILE today announces two beautiful new Style Leaders for 1936... a big, powerful Six and a luxurious new Eight... both at new low prices!... Powered with smoother, livelier engines—90 full horsepower in the Six, 100 horsepower in the Eight—and with newly enriched interiors and every fine-car feature—they confirm anew the popular description of Oldsmobile... "The Car that has Everything!" Come in, see and drive the new style, new value Oldsmobiles for 1936—now on display.



Center-Control Steering and All-Silent Shifting... Easy, effortless driving with all gears classless.



Knee-Action Wheels... "step over" bumps... combine with Ride Stabilizer to give Oldsmobile's gliding, restful ride.

\$665

STYLE LEADER KNEE ACTION HYDRAULIC BRAKES TURRET TOP LIVELIER POWER SAFETY GLASS SOUND PROOFED ROOMY INTERIORS SYNCRO MESH CENTER-CONTROL RIDE STABILIZER FISHER NO DRAFT NEW ECONOMY AUTOMATIC CHOKE NEW LOW PRICES

Brumley Chevrolet Co. Hereford, Texas

PERSONALS

Mrs. J. B. Hammer visited relatives in Tulla Sunday.

Miss Frances Dameron spent Friday in Amarillo.

Mr. and Mrs. H. C. Baird spent Tuesday in Amarillo.

Mrs. Rufus Sewell visited in Miami over last week end.

J. B. Elliston of Canyon spent the first part of the week here.

Gaylord Newell was a Dimmitt visitor Sunday afternoon.

Herman Schulz of Amarillo was a business visitor here Tuesday.

Mrs. Ollie Fox is in Waco where she was called last week because of the serious illness of her aunt.

Mrs. Boyd Knox returned Wednesday from a few days visit with relatives in Quitaque.

Miss Elinor Plerle of Central school faculty spent the week end at her home in Canyon.

J. A. Pitman returned Monday night from a several days business trip to Captain, New Mexico.

Travis Dameron returned Sunday from a several days business trip to Bowie.

Jim Kirby and Carl Spratt, students in WTSTC, Canyon, spent the week-end in Hereford.

Mrs. Lenis Beyer of Amarillo spent Sunday with her parents, Mr. and Mrs. W. B. Anthony.

Mrs. Stanley Thomas of Amarillo visited her sister, Mrs. O. F. West, Friday.

Loyal Workers Club of the Rebekah Lodge will have a Bake Sale Saturday at Piggly Wiggly store.

Mrs. Charles Brooks and Mrs. J. T. Gilbreath, Jr., motored to Tulla Friday and spent the day with friends.

Mr. and Mrs. Clinton Jackson are on a motor trip through Colorado and Old Mexico. They left Hereford Wednesday.

Mr. and Mrs. F. W. Dodson, teachers at Westway, entertained at dinner Sunday evening, with Mr. and Mrs. J. T. Gilbreath, Jr., as guests.

Mr. and Mrs. W. J. Smith spent the week end in Brownwood and Lubbock visiting relatives.

Mr. and Mrs. Reed Williams were Sunday evening dinner guests of Mr. and Mrs. P. H. Gilliland of Westway.

Mrs. Henry S. Gooch of Amarillo spent last week end with Mrs. Seth R. Holman.

Mrs. C. W. Williams is driving a lovely new car, a birthday gift from Mr. Williams during the past week.

Mr. and Mrs. Donald Baker of Borger visited their parents, Mr. and Mrs. H. H. Hawkins, over the week end.

Mrs. Dean Rice returned to her home in Walters, Okla., Wednesday after a visit here with her parents, Mr. and Mrs. John L. Wilson, and other relatives.

David Harrison of Farwell, his mother, Mrs. W. E. Harrison, and uncle, George Turrentine motored to Amarillo Sunday and spent the day with Mrs. J. M. Simpson, Jr.

There will be a pie supper at the Dean school house Friday, November 1. All proceeds to be used for purchasing school ground equipment. Everyone is invited.

Miss Mattie Mae Swisher will leave tonight for Austin where she will attend a meeting of the State Music Clubs. Miss Swisher is a member of this board.

Mrs. H. G. Conkright, Miss Ruth Conkright, Mrs. J. T. Gilbreath, Jr. and Miss Katherine Kirby made up a motor party to Amarillo Saturday afternoon.

Miss Louise Walthall of Olton, a student in WTSTC, Canyon, was a week end guest in the home of Mr. and Mrs. F. H. Dodson of Westway.

Misses Genevieve Eberle, Virginia Lillard, Lueta Borden; Messrs. Edgar Pickett, Clifford and Hal Keester, and Mr. and Mrs. Urlin Streu attended the dance at the Nat in Amarillo Thursday night.

George Harrell left Wednesday morning for Longview, where he was called by the death of a sister-in-law.

C. H. Drerup of Happy joined his family here over the week end at the home of Mrs. Drerup's father, L. Beizer. He was accompanied home Sunday afternoon by Mrs. Drerup and their three children, Dorothy Ann, Kathryn Dolores and Sylvanus Frederick.

Mr. and Mrs. C. H. Dillaway have had as a guest in their home the past week a cousin, Mrs. T. B. Southerd, of Wilson Creek, Washington. Mrs. Southerd is enroute to her home from an extended trip through Texas and New Mexico.

Dr. and Mrs. J. A. Hill, Mrs. Joe Hill and Miss Betty Jones were Canyon visitors in the home of Mrs. A. M. Jones Sunday, October 20. Mrs. Joe Hill remained for a longer visit and was joined here by Mr. Hill Tuesday.

Mrs. W. E. Harrison, George Turrentine and Mrs. J. M. Simpson, Jr., of Amarillo went to Dalhart Monday and were interested observers of the soil erosion project as it is being worked out in the community.

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Mr. and Mrs. A. G. Bell came in from their ranch near Adrian Monday. Their son, James, who had spent the week-end at home, returned with them to his work in Hereford high school.

Billy Smith, Eugene Harman and Howard Williamson who went to Kansas City with the PFA band and who broadcast over a national network last Tuesday morning, returned home Wednesday.

AUCTION SALE TO BE HELD AT SHELBY FARM

An auction sale to be held by G. A. F. Parker estate and G. B. Shelby on Friday, November 8, was announced yesterday. The sale will be held on the Shelby farm 15 miles northwest of Friona. The sale will start at 10:30 o'clock Friday morning and run throughout the day. Lunch will be served on the grounds.

The sale will include an exceptionally large volume of farm machinery, tractors, etc., horses, cattle, mules and hogs. Miles Robinson will act as clerk and Ray Barber as auctioneer.

Events At St. Anthony's

A shower was given Miss Barbara Fangman at the Schumachers Tuesday afternoon. A number of the bride-to-be's friends enjoyed the occasion. The wedding of Frank Beizer and Miss Fangman will be celebrated at St. Anthony's with nuptial mass Monday morning, November 4.

Wednesday afternoon the ladies enjoyed a party with Mrs. Henry Hoffman as hostess in St. Anthony's hall. Wednesday evening altar boys held the annual Halloween party.

The parish dinner Sunday was a big success. A feature was the baseball game between pupils of the Saturday evening class in religion and attendants at St. Anthony's. The latter won. The high school boys than chose teams and gave another exhibition of the game, which all present enjoyed.

Hereford Sat

(Continued from page one)

them an advantage in this department, nine to seven.

Touchdown Parade.

When the Whitefaces struck, however, they struck with such force that first downs were replaced by touchdowns. On the first play from scrimmage, after Hastings had recovered Chiles' fumble on Friona's 44, the herd struck with a touchdown play. Clayton spun into the line and after picking up five yards lateraled to Hastings, who ran 40 yards to pay dirt. Benger, Friona's end, blocked the try for point. Another sudden thrust added seven points before the period ended. Daniel, on a beautiful reverse and cut-back after crashing through the right side of the line, raced 37 yards to Friona's 12 before McClellan brought him down, and Clayton plunged over on two plays. He also kicked for extra point.

Again in the second period the fighting Whitefaces turned the tide quickly. It happened when Hastings intercepted a pass on his 38, and on the first play Daniel went

Visit by Former NRA Chief Marks West Texas Fete

General Hugh S. Johnson says that when he was directing NRA he "conducted his job in a goldfish bowl." He declares he purposely used slang and unusual language in his speeches because such language penetrates the public conscience and a "figure of speech often does the work of a whole volume of exposition."

Homecoming at WTSTC will be an outstanding event to all North-west Texas because of General Johnson's coming. Ample time will be provided for the great barbecue which will take place at noon when people from all parts of the section can meet friends in true Western informal style.

through right tackle, cut to the left and raced 62 yards to a touchdown. Clayton passed to Benge for the point, allowed by referee who made four big errors during the contest. Even Willett, a tackle, scored on one of these sudden changes in the game. With the Chiefs in possession on their 35, Barber rushed through to partially block one of McClellan's passes late in the third period. He knocked the ball into the air, and Willett, who followed him through the line, grabbed it and raced 28 yards to score. Clayton against kicked goal. Before the period ended, Clayton passed 35 yards to Loerwald on the Friona line and then plunged over in two plays. Gower blocked the try for point.

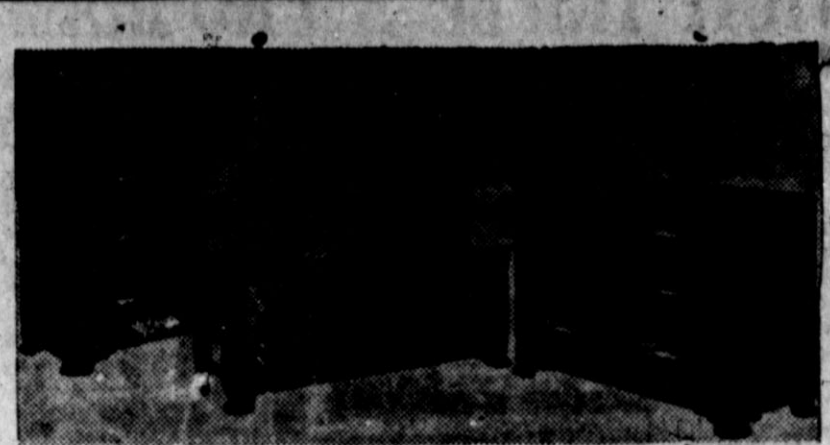
Desperate Attempt.

In the final session, the Chiefs opened up with a desperate passing attack that set the Whitefaces back and gave the losers control for a short time. Starting on the Chiefs' 12, where Clayton had kicked out, McClellan shot passes all over the field and occasionally ran with the ball to add variety and keep the visitors guessing. He passed to Cummings five times, to Benger twice and to

Schlenker, the tosses ranging from one to 10 yards and picking up four first downs to the Hereford 21 yard line, where the Whitefaces finally stopped the drive and took possession a moment before the game ended.

Speaking of the referee's miscues, early in the second quarter he gave the ball to Friona on downs after a penalty had nullified one attempt, and an actual check shows that the Whitefaces had made only three plays in the series. Later he called a pass complete for interference when a Hereford back cut down a tackle who was screening the receiver and who was ineligible for pass reception. He also tried to call it a first down on the Hereford nine, but the headlinesman straightened him out on that and the ball went over on the next play. Not all the boners favored the Chiefs, however. There was the point after touchdown given the Whitefaces when Clayton passed to Benge on a mixup when the center passed to Clayton while Hastings was on the ground to hold the ball for a place kick. One just doesn't put the ball into play in any other manner when the receiver has his knee on the ground.

As has been the case all season Hereford had no really outstanding players—the entire ball club played like a championship outfit, with the forward wall making up most of the difference between the two elevens. Friona could not move that life and made only slightly more than half their 100 yards on the ground. Willett, Hicks and C. Posey gave their finest performance of the season and stood out more than usual. Benge played a whale of a game behind the line, and Hastings showed more speed and power than ever before. All the others played their usual jam-up game of excellent football. L. D. Chiles was the outstanding player for the Chiefs and turned in one of the best performances of the night. McClellan worked mighty hard and was in more plays than any other member of the team, but his work was not so brilliant. Houlette, Gower and Benger turned in good performances in the line and the entire ball club battled all the way.



New . . . Beautiful Furniture on Display

We have just received and placed on display a shipment of entirely new styled, attractive Living Room, Dining Room and Bed Room Suites and—

The Largest Supply Of Odd Pieces We Have Ever Offered

The modern suite shown here is only an example of the beauty of our new furniture

We Invite You To Inspect This Furniture Today

Its loveliness will take your breath away. And you will be impressed also by its sturdy quality and surprisingly low price.

E. B. Black Co.

HEY!! KIDS!!

CLIP THIS COUPON!
5¢ and this coupon will admit any kid under 12 years of age Saturday afternoon, November 2, from 1:00 p. m. to 6:00 p. m.
10¢ AFTER 6 P. M.

ZANE GREY'S "WANDERER OF THE WASTELAND"

10c

SATURDAY'S BARGAIN SHOW

STAR THEATRE

Hereford, Texas

Continuous Show Noon to Midnight!

YOUR CARTOON HEROES COME TO LIFE!

Hal Forrest's great cartoon heroes on the screen in a screaming serial of the skyways! . . . Breathless excitement awaits you. Come!

TWELVE TERRIFIC EPISODES!

TAILSPIN TOMMY

With Maurice Murphy, Patricia Farr, Noah Beery, Jr., UNIVERSAL SERIAL.

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Births

To Mr. and Mrs. H. B. Whitley, Friona, a daughter, Thursday morning. Mother and daughter doing nicely.

Hospital.

Mrs. P. B. Sowell, operated Saturday, doing nicely.

Mrs. Ella Karr, minor operation Thursday morning, doing fine.

Coal

We have a car load of fine Colorado Niggerhead lump coal on the tracks now. This coal is an excellent fuel for heaters, cook stoves or furnaces of all kinds.

Phone 265 and we will be glad to deliver your order at once.

West Texas Feed & Seed

"The Home of Merit Feeds"

LET'S GO! THE BIG SHOW!

IT'S THE NEWEST!
Get set for the top musical show of all screen history! 15 Stars, 200 Girls in M-G-M's Big Parade of melody, mirth, romance!

BROADWAY MELODY of 1936

with **Jack BENNY**
Hooper POWELL
Robert TAYLOR
UNA MERKEL
FRANCES LANGFORD
SID SILVERS

HIT SONGS (by Brown and Fred)

"Broadway Rhythms," "I've Got a Feeling," "You're Foolin' Me," "On a Sunday Afternoon," "We Are My Lucky Star."

STAR SUN. — MON. — TUES. Preview Saturday Night

SPECIALS

FREE! Show Tickets

SEE JACK BENNY, who was recently voted as Radio's most popular star.

In our window we have a full barrel of JELLO—to the 20 people guessing the closest to the number of packages in the barrel, we will give free tickets to "Broadway Melody of 1936," showing at the Star Theatre Sunday, Monday and Tuesday, November 3, 4 and 5. Preview Saturday night, November 2.

PEACHES Del Monte, No. 2 1/2 can	19¢	JELLY 5-pound jar	34¢	COCOA Mother's, 2-lb can	18¢
TOMATO JUICE Del Monte, 3 cans	25¢	FURNITURE POLISH Best Yet, 25c size	20¢	BEANS Mexican, 5 pounds	29¢
CORN, Del Monte Country Gentleman, 2 cans	29¢	SORGHUM New Crop, Mississippi, gallon	59¢	SOAP Swift's Naptha, 5 bars	19¢
CORN Del Monte, Whole Grain, 2 cans	29¢	SNOWDRIFT, 6-lb Carton \$1.04, 3-lb carton	55¢	SALAD DRESSING Dixie, quart jar	25¢
COFFEE Del Monte, pound	29¢	PEAS Cypress, No. 2 can, 3 for	29¢	POPCORN 3 pounds	25¢
FRUIT SALAD Del Monte, No. 2 1/2 can	28¢	CRACKERS 2-pound box	17¢	SALT 5-pound bag	10¢
BABO 15c Size, 2 cans for	15¢	TOMATOES Portales, No. 2 can, 3 for	25¢	CANDY Bulk, pound	15¢
POST TOASTIES, 2 Pkgs and 1 pkg Grape Nuts Flakes	22¢	CHERRIES Red pitted, No. 2 can, 2 for	25¢	PANCAKE FLOUR Self Rising, 4-lb pkg	29¢
PEPPER, Black 1/2 lb pkg 19¢, 1-lb pkg	35¢	PORK AND BEANS White Swan, can	5¢	PECANS New crop, 2 pounds	25¢
				BISQUICK, Shirley Temple Cup free with each box, box	32¢

MEATS

BACON Sliced, pound	36¢	WEINERS, BOLOGNA or MINCED HAM Pound	17¢
PICNIC SHOULDERS Pound	26¢	ROAST Cut from fancy baby beef, pound	17¢
CHEESE Pound	19¢	STEAK Loin or Round, the best, pound	25¢

Fruits and Vegetables

CRANBERRIES Quart	18¢	GRAPEFRUIT Medium size, seedless, 3 for	10¢
LEMONS Dozen	24¢	SPUDS 10 pounds	12 1/2¢
TURNIPS OR CARROTS Per bunch	4¢	LETTUCE Head	5¢
BANANAS Pound	6 1/2¢	ONIONS 5 pounds	10¢

PIGGLY WIGGLY

Frank Gyles Mgr. - Phone 81 - Hereford, Texas