


WHY NOT AN
OLDSMOBILE
If you have just a little more money than
takes to buy a Chevrolet?
et us show you an OLDSMOBILE, a General
otors product and certainly a fine car.
GRIZZLE CHEVROLET CO.
(Incorporated)

**CHEVROLET'S
Spare Power**
A lot of people say that they do not care
o use fast speeds in driving, but it is mighty
nice to know that an engine that will develop
high speeds with ease will also operate much
smoother at lower speeds than an ordinary
engine.
Chevrolet's big 80 horsepower blue flame
engine is built to operate smoothly at all
speeds and its economical gasoline and oil
consumption, with its lightning pick-up and
smooth performance at every speed will de-
light any motorist.
Chevrolet's celebrated knee-action gliding
ride will convince anyone. "Drive it only 5
miles and you will never be satisfied with
any other low-priced car."

GRIZZLE CHEVROLET CO.
INCORPORATED
Sales  Service

Cream and Egg
Prices Are Climbing
NOW IS THE TIME TO
**INCREASE PRODUCTION
WITH PROPER FEEDS**

FOR POULTRY WE HAVE
Purina
Scientific Feeds—Hens will quit their star-
boarding when fed Purina.

And the Same Goes for Cows
We have a building full of stock feeds that
are approved and recommended by the De-
partment of Agriculture.

McLean & Pitman
Grain Company
Phone 1, Buy at Home We Deliver

SOCIETY

**Hereford Women To
Attend W.M.U. Meet**

Hereford will be well represented
on the program of the annual
meeting of the Tierra Blanca Asso-
ciational W. M. U., to be held at
Tulia on August 30. Mrs. H. G.
Conkwright will respond for the
visitors to the address of welcome
by Mrs. James Garrett of Tulia.

Mrs. Harry Whitchurch, local
president, will give the report of
activities in Hereford since the
last meeting. In the association
are the Unions of Amarillo, Can-
yon, Dimmitt, Friona, Happy, Sum-
merfield, Hereford, Tulia and Bo-
vina.

Mrs. Calla Mountz is on the
program with a vocal solo.

At the business session Mrs. John
Schwartz will give a report on
periodicals in the plan of work for
the coming year. Mrs. A. O.
Thompson will discuss missions,
and Mrs. O. G. Hill, historian, will
give her report. Mrs. Whitchurch
is to discuss methods and financ-
ing of missionary demonstration
work.

**Reunion Honors
J. J. Wagners**

Honoring Mr. and Mrs. J. J.
Wagner of Rock Island, Illinois,
a family reunion was held at the
Jacob Wagner home Sunday.

J. J. Wagner had not been in
Hereford for 20 years and had not
seen his parents for 14 years. The
Jacob Wagners celebrated their golden
wedding anniversary two years
ago, but J. J. was not able to at-
tend.

About 60 children, grandchildren
and friends attended the celebra-
tion. Those present were Mr. and
Mrs. Jacob Wagner, Mr. and Mrs.
J. J. Wagner, Irwin Smith, Mr.
and Mrs. Joe Bachus and daugh-
ter, Mr. and Mrs. Bert Venhaus,
Mr. and Mrs. Leslie Bachus, Mr.
and Mrs. Joe Birkenfeld and chil-
dren, Mr. and Mrs. Johnnie Stork,
Artie Stork, Mr. and Mrs. Ray
Wagner and children, Mr. and Mrs.
Art Clenen and children, Mr. and
Mrs. Carl Mountz and children and
Father Mathias.

**ROUND DOZEN CLUB
GUESTS OF MRS. SOWELL**

The Round Dozen Bridge club
met with Mrs. Chas. Sowell Thurs-
day afternoon. Bridge was played
and refreshments were served to
Mesdames Earl Phillips, Audrey
Galbraith, Velma Dawson, Ralph
Sears, George Clark, Frank Carl,
Gordon Witherspoon, Troy Moore,
R. V. Miller, Wilbert Carroll,
Misses Ursalee Fridley, Beth Mil-
lard and the hostess. High score
prize went to Mrs. Velma Dawson,
traveling prize to Mrs. Frank Carl,
and high guest to Miss Ursalee
Fridley.

The club will meet next with
Mrs. Frank Carl.

**VACATIONERS
RETURN SUNDAY**

Mr. and Mrs. J. A. Pitman and
children and Mrs. Seth B. Holman
returned Sunday from a three-
week's vacation trip to Creede and
Colorado Springs. They returned
via Red River, New Mexico, where
they were joined by S. P. Rosson
and Dr. T. L. Morgan and fam-
ilies.

Both groups reported excellent
fishing and much fun on their
trips. Pitman brought back a nice
"mess" of trout.

**LOYAL WORKERS CLUB
MET AT L.O.O.F. HALL**

The Loyal Workers Club met at
the L. O. O. F. hall last Friday for
their regular monthly social
meeting. Mrs. Edna Fincher was
most pleasantly surprised when she
found her quilt had been smuggled
from her home and was in process
of being quilted when she arrived.
A delicious covered dish luncheon
was enjoyed by the following:
Messrs. and Mesdames F. E. Bowe,
H. L. Stewart, Clifford Cox, E. E.
Fridley, R. E. McCullough, Mes-
dames Arthur Rodgers, Carl Jen-
nings, Troy Wombie, Edna Fincher,
R. A. Wall, A. D. Godwin, Misses
Ursalee Fridley, Verna Culpepper
and Edna Park. A short business
session followed the luncheon.

**HOME MAKERS
HOLD MEETING**

The Home Makers Sunday School
class of the First Baptist church
met in their class room Friday,
August 10th, for their regular
monthly meeting. A business ses-
sion was held first, followed by
a social hour. Group II served de-
licious refreshments of Boston
cream, cake and ice tea. The class
is to entertain their husbands with
a picnic Friday, August 24 at 8
p. m. at Lake Park.

**SHOWER HONORS
MRS. TOM ROBINSON**

The home of Miss Odella Flow-
ers, 220 East Second street, was
the scene of a lovely miscellaneous
shower given in honor of Mrs. Tom
Robinson, the former Miss Mattie
K. Sherman.

"The Waltz You Saved For Me"
and "Falling Waters" were played
by Miss Anna Lee Houser, followed
by a reading, "Pickling Your Hus-
band," by Miss Beatrice Buchanan.
The bride was then given a sock
to mend. After the sock was care-
fully mended it was passed so that
everyone might see it. Everyone
agreed that the bride was ready
for a shower.

Pink and white colors prevailed.
Refreshments of ice cream and
cake were served to 30, who wished
the bride a happy life.

**Sherman-Robinson
Marriage Announced**

Announcement has been made of
the marriage of Miss Mattie K.
Sherman to Mr. Tom Robinson,
which was solemnized in Amarillo,
Texas, July 21. They were at-
tended by Mr. and Mrs. E. M.
Holman, sister of the groom.

Mrs. Robinson is the daughter
of Mr. and Mrs. O. E. Sherman,
who reside two miles of town. She
is well known here, having grad-
uated from the local high school.
Mr. Robinson is the son of Mr.
and Mrs. J. W. Robinson, who re-
side four miles southeast of town.

First Baptist Church

Sunday school, 9:45 a. m.
Preaching, 11 a. m. and 8 p. m.
each Sunday.
B. Y. P. U., 7 p. m.
V. N. Sheard of Plainview has
accepted the pastorate of the
church and will be here Sunday
night, September 2.

First Presbyterian Church
W. M. GRIFFIN, Minister.

Morning worship, 9 o'clock.
Sunday school follows morning
worship immediately.
Evening service, 8 o'clock.
Come, enjoy the cool of the day.

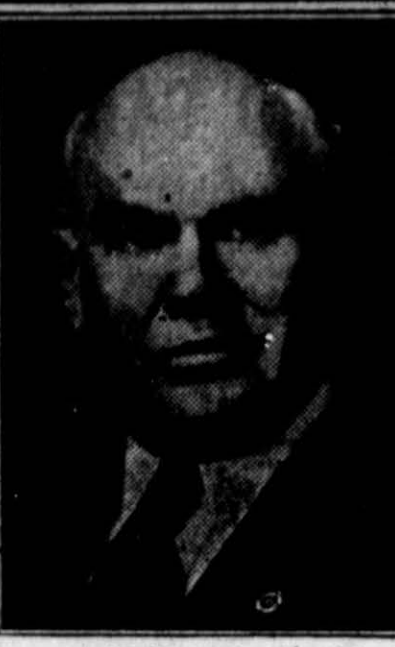
First Christian Church

REV. E. R. WILLIAMS, Pastor
Bible school, 9:45 a. m.
Morning service, 11:00 a. m.
Communion of Lord's Supper and
sermon; evening service, 8:30 p. m.
featuring congregational singing.
Young people's meeting, 7:30 p. m.
A friendly welcome awaits all
who attend any of our services.

FUNDAMENTALIST BAPTIST

We are having services every
evening at 8:15 o'clock. If you are
interested in having a revival in
Hereford, or if you have friends
or loved ones you would like to
see saved, we hope that you will
come and work with us for an
old time revival.

Such subjects as "The Wages of
Sin Is Death," "What Must I Do
To Be Saved," "The Prodigal Son,"
"Salvation by Grace," "What Is
the Meaning of the Present Eco-
nomic Conditions," "Are There Any
Signs of the Return of Christ," and
"The Present Night and the Com-
ing Morning" will be discussed.
We have had several fine services
already and are looking forward
to better ones. Any revival we
have will help everyone.
Our Sunday Bible study begins
at 9:45. The lesson is in Gen.
41-42. Regular services Sunday at
11 a. m. and 8:15 p. m.
Coleman Campbell, Pastor.

Vote for
Lon A. Smith
for re-election to
the Railroad Com-
mission of Texas,
second full term.
Not for what he
promises to do, but
for what he has done
for the Panhandle.

(Paid for by the friends of Lon A. Smith.)


Announcement
MRS. G. A. F. PARKER
Teacher of Piano
Registration for Beginner's Class, August 30th
Fall Term Opens September 3rd

FOOD SPECIALS
Real Quality—Real Values—Real Savings

Save both time and money by shopping at FURR FOOD. Here you will
find real quality, real values, and real savings.
PRICES GOOD FRIDAY, SATURDAY AND MONDAY

| | | | |
|--------------------------------------|-----|---|-----|
| FRUIT JARS Quarts, per dozen | 79¢ | ENGLISH PEAS Sifted, per can | 10¢ |
| VANILLA WAFERS Per pound | 15¢ | Pork and Beans, Van Camp Medium Can, 2 cans for | 13¢ |
| W.P. SALAD DRESSING Quart for | 23¢ | BLACKBERRIES No. 2 Can | 10¢ |
| FANCY CAKES Assorted, per lb. | 21¢ | BLACKBERRIES No. 10 Can | 42¢ |
| KARO 25c can for | 19¢ | SALMON, Alaska Select No. 1 Tall Can, 2 cans for | 25¢ |
| ABSORBENT COTTON 15c value for | 10¢ | VIENNA SAUSAGE Armour's, 2 cans for | 15¢ |
| COCOMALT 1 lb. can | 45¢ | POTTED MEAT Armour's 4 oz. can, 3 for | 10¢ |
| CORN FLAKES Jersey, Large Package | 10¢ | SARDINES American Oil, 2 cans for | 9¢ |

Peanut Butter
5-lb. pail for
49c

COFFEE SALE!

FOLGER'S 1 lb. can 32c

| | |
|---|-----|
| TUNA Abbey, can | 14¢ |
| MILK, Borden's 6 small or 3 large cans | 18¢ |
| SALT 10-lb. cloth bag | 23¢ |
| PALMOLIVE SOAP 3 bars for | 13¢ |
| SUPER SUDS 3 packages for | 25¢ |
| CRYSTAL WHITE SOAP 5 bars for | 19¢ |

| | |
|--|-----|
| CATSUP Rio Grande, 14 oz. bottle | 10¢ |
| LIBBY'S MUSTARD 9-oz. jar | 9¢ |
| PICKLES, Sour or Dill, Sliced, quart jar | 15¢ |
| APPLE JELLY 2-lb. glass | 21¢ |
| GRAPE JUICE Church's, pint | 15¢ |
| GRANULATED SOAP WHITE KING, large package | 29¢ |

ROAST Cut from Fancy Baby Beef
Rolled if you like. Per lb. **10c**

| | |
|---|-----|
| BACON Cudahy's Sliced, per lb. | 24¢ |
| BARBECUE Free Gravy, per lb. | 15¢ |
| POTATO SALAD Made in our own market, per lb. | 15¢ |
| TOILET SOAP WHITE KING, 3 bars for | 13¢ |
| OLD DUTCH CLEANSER 2 cans | 15¢ |
| BLUING, Mrs. Stewart's 10-oz. bottle | 18¢ |

| | |
|--|-----|
| BACON SQUARES Swear Cured, per lb. | 16¢ |
| WIENERS Mincee Ham or Bologna, 2 lbs. | 25¢ |
| CHICKEN SALAD Made Right, per lb. | 24¢ |
| RAISINS, Seedless 2-lb. package | 16¢ |
| GINGER ALE, DeSoto 24-oz. bottle, 2 bottles for | 25¢ |
| GELATINE, Royal, All Flavors, 2 packages | 11¢ |

APPLES Fancy, for cooking
Per bushel **69c**

Buy your FRUITS and VEGETABLES where you are assured of the sea-
son's most complete assortment.
FRESH TOMATOES **25¢** SPUDS **21¢**
No. 1 Grade, 3 lbs. No. 1 Grade, 10 lbs. for

FURR FOOD
FREE DELIVERY. A GOOD COOL, CLEAN PLACE TO TRADE. PLENTY OF
ICE COLD WATER AND POP! PHONE 74

Skinner's Raisin
BRAN
2 packages
25c

Mrs. Tucker's
SHORTENING
8-lb. Carton
65c

Large Package
RINSO
23c

Schilling's
EXTRACT
2-oz. bottle
22c

VINEGAR
Good grade Pure
Apple Cider.
Per gallon
25c

SELLS ALL KINDS OF
FEED; BUYS CREAM,
HIDES, EGGS AND
CHICKENS

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
DE WITT LANDIS Editor
W. C. NIX Foreman

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DISCOUNT THE RUMORS

Election time is at hand. And with it comes an evil, which if not checked, can work cruel and unjust hardships on candidates. It is the evil of rumors which overzealous friends of candidates are prone to create and spread.

It might start with a chance remark about a candidate. A listener will pick up the remark and elaborate it in repeating. And those following will do the same. It is amazing how many persons will believe the rumor and carry it on.

So let's just remember that all the candidates are folks like we are who have worked hard and spent good money in conducting the campaign and give them a square deal by ignoring all rumors, voting Saturday on a basis of a person's fitness for the office he seeks, disregarding all other considerations.

ABOUT THE CENTENNIAL

Now that activity in at least five Texas cities is being directed toward securing the major celebration of the Texas Centennial in 1936, people in increasing numbers are asking for detailed plans concerning the celebration, just what it provides, and the methods for execution.

The five cities in which such activity now is pronounced, listed alphabetically, are Austin, Dallas, Fort Worth, Houston and San Antonio.

A plan, comprehensive in every detail from which the competing will work in their applications for the major celebration, has been outlined by a Plan Committee, headed by John D. Middleton of Greenville. Members of the committee are Mrs. W. B. Sharp, Houston; John H. Shary, Mission; H. H. Ochs, San Antonio and J. H. Hughes, Mexia.

In the first place the plan contemplates that the exhibition shall be international in scope and execution. It does not take the form usually expected of fairs, expositions and events of like nature.

It differs from them in its bigness, and it differs from them in the vastness of the matter to be portrayed, for the Committee says in its report, which was adopted by the Centennial Commission and is official, that: "We recommend that in order to portray properly to the world the incomparable history and unexampled progress of Imperial Texas, our observance thereof should be a Centennial celebration, international in scope, as big and great and beautiful and inspiring as is humanly possible within the time allotted and with the resources provided."

County Budget Hearing Set for September 10

Public hearing to set the county budget for the coming year has been called for September 10 at 10 o'clock in the commissioners court room, county court house, according to Judge C. W. Humble.

This is the first year that a budget has been required by law of the county. Fred Baird, auditor, has drawn up the new budget and it was approved by the commissioners court Monday. It will now be submitted to the public before its final acceptance.

Westway Items (BY WILMA SKYPALA)

Mr. and Mrs. John Henscheid and sons and Otto Walterscheid of Tishomingo, Okla., spent two days last week in the V. Skypala home.

Mr. and Mrs. G. C. Hartman gave the annual Hartman reunion at their home Sunday of last week. A delicious dinner was served to guests from Canyon, Dumas, Lockney, Kress, Plainview and other places. A great time was reported.

Mr. and Mrs. Paul Arthur of UMBarger spent Wednesday of last week in the V. Skypala home.

Elwyn Hartman and cousin, Virgil Thomas, went to Plainview last Monday.

Mr. and Mrs. Roscoe Landers took his mother to her home in Oklahoma last Monday.

Mr. and Mrs. Manjeot of Elida, N. M., sister of Mrs. P. H. Gilliland, spent the week-end in the Gilliland home. Bob Gilliland returned home with them.

Miss Molly Jo Roberson of Hereford is spending this week in the P. H. Gilliland home.

T. L. Vaughn and E. E. Joiner of Hereford went to Chicago Friday to get the new school buses.

Miss Wanda Downs spent Sunday evening with Miss Vesta Brashear.

G. W. Wilson left Sunday morning for Branson, Colo., on business.

Miss Elsie Friemel of Dean is spending the week with Miss Wilma Skypala.

A party was given in the V. Skypala home Friday night. The Prairie Pals furnished the music. At a late hour refreshments of sandwiches, cake and lemonade were served to about 45 people.

Mr. and Mrs. V. Skypala and children, Wilma and Elwood, and Miss Elsie Friemel of Dean, spent Sunday in the A. H. Lueb home in Hereford.

Vote for Emmet Hales for constable next Saturday.

Mr. and Mrs. Wley Roberson and family and Mr. and Mrs. Arlie Dean and family, along with Misses Alberta Davis and Louise Hughes, are in Canyon today to attend the graduation exercises at W. T. S. T. C., where Miss Hughes will receive her degree. They will spend the afternoon in the Palo Duro canyons.

New Felts

Come in and see our new Felt and Velvet Hats and Tams, in new dark colors, now on display.

Special for Friday and Saturday a Special on WHITE FELT HATS

We still have some lovely Summer Hats at \$1.00

VOGELE MILLINERY PARLOR

Credit Is Like a Looking Glass

and the Credit Bureau's record is only a reflection of how people meet their obligations.

The individual makes the record, the Credit Bureau only records it. No opinions enter into it—only actual facts as reported by members.

Guard your credit as a sacred trust. If it has become impaired, start now to rebuild it, for your credit record is your credit reputation.

HEREFORD CREDIT ASSOCIATION
DOROTHY H. ROSS
Local Affiliation of the NATIONAL RETAIL CREDIT ASSOCIATION

Shirley Temple To Be In Sunday's Feature

"Baby Take a Bow," coming to the Star Theatre Saturday night and Sunday introduces five-year-old Shirley Temple in her first title role.

It is a sparkling comedy-drama dealing with the struggle for happiness of a young man just out of prison, a girl who married him and their adorable child. A jewel theft follows and much excitement, which comes out all right in the end, with little Shirley the heroine. James Dunn and Claire Trevor are again teamed together as Shirley's parents.

Six Rural Schools Are Being Repaired

Six rural schools of Deaf Smith county will present bright and shining faces to their pupils on September 3.

Work has started on a project to repair the rural schools as a part of the relief work in this county.

The Summerfield school building is being refinished with stucco and the woodwork and interior repainted. The school yard is being graded and a nine-inch caliche base put on the streets and in front of the doorways of the building.

The building at Dawn is being renovated and put into condition for school and for a community center.

Improvements are being made on the buildings and grounds at the Wyche school and a pony shed is being built.

Westway school is being generally repaired and cleaned for the coming year.

Progressive school is also to have a new pony shed. The school grounds are being graded and curbs placed on the parking space.

Ford school is to have a new water well and the building is being repaired.

Platform Dance

9:30 P. M. UNTIL ??
EVERY TUESDAY and SATURDAY NIGHT
Music by
THE JUBILEE BOYS
Nine Miles North on 25-Mile Avenue

Brand Want Ads Pay Good Dividends!

MICKEY RINGS THE BELL WITH 4 STAR VALUES in Penney's Back to School Days

Fancy Dress Socks.....15c

BOYS' 4 pc. SUITS

Two Longies!
\$7.90

Alpaca lined coat and vest. Tweeds, Chevots, Worsteds, Cassimeres. 6-17 yrs.

BOYS' SUSPENDERS 29c

PURE SILK HOSE

Full fashioned!
49c

Chiffons and service-weights in new-season colors, sizes 8 1/2-10 1/2! Duple!

Mercerized Rib Hose For girls, 5 1/2-9 1/2! Fine-gauge, ribbed! Buys! 25c

School Supplies

LOOSE LEAF FILLERS, special.....4c
LARGE TABLETS, good paper.....8c
RULERS, PEN HOLDERS.....4c
GENUINE CRAYOLAS.....15c
INK, per bottle.....5c
LARGE BOTTLE PASTE, good brush.....10c
SCHOOL BAGS.....20c
ERASERS.....1c, 2c, 4c
COMPASS.....8c
SCISSORS.....10c
PENCILS.....1c, 2c; 3 for 5c
NO. 1 and 2 SPENCERIAN PENS, box.....8c
NEW STYLE PENCIL SHARPENERS.....8c
COMPOSITION BOOKS.....4c
NOTE BOOK BACKS.....10c, 23c
SPELLING TABLETS.....4c
ART PAPER.....4c

Smart Up-to-the-Minute Student SUITS

Plain Back Models!
\$13.75

All the newest and smartest fabrics and patterns for the coming season are featured in this group. Excellently tailored and well fitting Hopsacks, Chevots, Tweeds, Cassimeres, Worsteds, Twists, Blues, greys, brown, oxford, and Tan. Single and double breasted models!

New Felts

Come in and see our new Felt and Velvet Hats and Tams, in new dark colors, now on display.

Special for Friday and Saturday a Special on WHITE FELT HATS

We still have some lovely Summer Hats at \$1.00

VOGELE MILLINERY PARLOR

GIRLS' 1/4 HOSE

Garter cuffs!
19c

Mercerized—in a wide range of colors and patterns! Plains, heathers, 6-9 1/2!

Belle Vue CHEVIOT 28 inches wide—sturdy and long wearing! 14 1/2c.

"Bozo" Canvas Shoes

Boys' Sizes!
49c

Wear 'em for school and gym! ODORLESS insoles! White, brown, neutral.

Children's Bloomers 19c

Boys! They'll Wear and Wear! Slack Suits

Talon Fastener Front!
\$4.98

This is a grand opportunity to get a smart and practical suit for active play and sports. Made of a fine grade of corduroy that will wear like iron. Cossack style jacket with talon front, slas pockets and knitted cuffs. Blacks are bar tacked at all points of strain. 6 to 18 yrs.

BOYS' Overalls

Super shrunk BIG MAC.
85c
220 wt. Oxhide, well made, triple stitched.
59c

BOY'S PANTS

Made just like dress pants. Navy blue and stripes. Extra well made; wash fine.
\$1.10

WOOL Jackets

Cossack style; all wool; easy on, easy off; washable. Brown, navy, green, maroon.
\$2.98

SUEDE Jackets

Absolutely first grade skins. The ideal garment for school and out-door wear. Cocoa and champagne color.
\$4.98

BOYS' HALF SOX

For School!
15c

Made like dad's! Rayon and cotton. Stripes, randoms, fancies. Sizes 8 to 10.

Boys! A Hit For School! Cossack Jackets

All Wool! Talon Slide Fastener
\$2.69

Full of breezy, snappy style, and what a bargain price! Heavy 32 oz navy blue mackinaw cloth, with large sport collar, muff pockets, straps at side. Cossack bottom. 6-18. Men's... \$2.98

High School Girl's Tan Sport Oxfords

Swaggery styles! Sizes 2 1/2-8
\$1.98

Mother will be glad to give you \$1.98 when it buys such swank, quality and comfort in school shoes, girls! Soft elk leathers. Black, too! Sturdy composition rubber soles! Smooth fit!

Fast Color PRINTS

Annabelle and Franklin—for Fall! 19c

Girls' Sport SHOES

Sizes 2 1/2 to 8
\$2.98

Grained-effect leather. Well construction... smooth, comfortable insoles!

New Prints 10c, 15c, 19c

Don't Miss This Bargain BOYS' CAPS

Newest Fall Fabrics!
49c

A bargain like this needs no story! One look at these caps and your boy will surely want one! Eight-quarter styles with inside leather front. Well lined! Indestructible visor! A bargain!

Back-to-School Bargain! Boy's SHIRTS

Percale-Broadcloth-Chambray!
49c

Stock up for the school season ahead at this sensationally low price! Fancy pattern percales, solid color broadcloths, blue and gray chambrays. Sizes 12 1/4-14 1/2. Also Boys' Blouses 49c.

Growing Girls' Shoes

Sizes 2 1/2 to 8
\$2.49

Foot-flattering comfortable! Browns. Blacks. Perforations. Stitchings.

Black "Scotch" Grain Boys' Oxfords

Quality that wears and wears!
\$2.49

And, boy... they're comfortable. It comes with that popular wing tip; blucher style with ample toe room and solid leather soles and heels! Quality is built in—Buy a pair!

Bargains in Misses' School Sport Oxfords

Smart, grained-effect leather!
\$2.98

At the head of the class in swank! Note the leather throng of lacing on this dark brown beige sportster! Well construction... lots of smooth insole comfort! Sizes 2 1/2 to 8. Buys!

WHY IS IT?

THAT MORE PEOPLE DO NOT TAKE ADVANTAGE OF THE HEREFORD BRAND OFFER AND ENTER THEIR OWN

NOMINATIONS

There Is Plenty of Time For Anyone to Enter His or Her Name Today and Win Big—and No One Can Beat You

BY SPENDING MONEY

YOU

WHO ARE STILL CONSIDERING ENTERING THE

HEREFORD BRAND \$3,200.00

PRIZE CAMPAIGN

SHOULD NOT DELAY IN GETTING YOUR NOMINATION
IN AT ONCE!

NOMINATION COUPON

In the Hereford Brand \$3200.00

"Everybody Wins" Campaign

I hereby enter and cast 5000 votes for

Name _____

Address _____

is a Candidate in the Hereford Brand New Deal \$3200.00

"Everybody Wins" Gift Distribution

NOTE: ONLY ONE NOMINATION BLANK
ACCEPTED FOR EACH CANDIDATE



GRAND CAPITAL PRIZE

A New 1934 De Luxe

Plymouth Coach

Purchased From and On Display In the Show

Rooms of Ireland-Beavers Motor Company

At a Cost of \$781.90

SECOND GRAND PRIZE

\$300.00 In Cash

THIRD PRIZE

\$100.00 In Cash

FOURTH PRIZE

\$50.00 In Cash

WOULD YOU LIKE TO MAKE BIG MONEY?
YOU CAN IF YOU SO WILL IT!

YOU

WHO DO NOT FULLY UNDERSTAND

THE HEREFORD BRAND

Plan of Campaign should Mail In Your Information

Coupon Without Delay.

Rule 7 Is Your Protection!

MAIL OR SEND THIS COUPON FOR INFORMATION

INFORMATION COUPON

THE HEREFORD BRAND,
Hereford, Texas.

Gentlemen: Please send detailed information. I am
interested in your prize distribution.

Name _____

Phone _____

Address _____

SUCCESS IS EASY FOR YOU

Success in the Hereford Brand spare-time opportunity entails but little effort, but little sacrifice of spare moments to win a beautiful new 1934 Plymouth De Luxe Coach, or to make up to \$300.00 in cash. And persons will make these amounts in time that might otherwise be wasted these next few weeks. To make this amount usually calls for months and months of hard work.

And the best part of it is that you—yes, YOU—can be the person who will receive this automobile, or these large sums of cash. And remember—"EVERYBODY WINS SOMETHING." It takes no more time or energy to win a big prize than a small one.

Right now all are on even terms. Right now any candidate, or an entirely new candidate, can get in, make a start, really carry on and go over the top for a beautiful Plymouth coach. There are no handicaps. Thus far very few of those nominated have made much effort in the way of securing subscriptions. Just a few of those nominated have turned in a single subscription. You have been thinking about carrying on in this great campaign. Don't let another day slip by without seeing you are an ACTIVE candidate for one of the capital prizes.

The Campaign Department of the Hereford Brand is open each evening until 9:00 o'clock to answer inquiries and issue supplies, and to receive new candidates. The telephone number is 30. Use it if you can't come to the Campaign Department.

YOU CAN GET AHEAD

The chief trouble with lots of people is that their eyes are too close to the grindstone for a mere living to see real opportunities. Or they are unwilling to devote the spare moments they have to bettering themselves. They would rather "get by than get ahead." Look around you and you will find that the men and women who are wide-awake to opportunity to better themselves and their conditions, who are willing to sacrifice some of the little pleasures their evenings might give—are the ones that achieve success in life.

It is quite puzzling to the management why so few readers have taken advantage of The Hereford Brand Prize Campaign. While this newspaper has been commended on all sides for its generosity, the lack of interest being taken, the few people who have been nominated, is almost unexplainable. This is especially puzzling, in view of the number and value of prizes that are to be distributed within the next few weeks, regardless of how few subscriptions there are turned in.

More candidates are wanted, and nominations should reach this office at once to be included among the names of candidates that will share in the distributions of really wonderful prizes.

It's time for this community to wake up to the fact that this newspaper is making the largest award of prizes ever heard of. This is not a something-for-nothing proposition, but it is a clean-cut business proposition. It costs you nothing to enter and participate in the lavish distribution of prizes.

FOR COMPLETE INFORMATION AND DETAILS, COME BY, PHONE OR WRITE

The Hereford Brand

Hereford, Texas

Campaign Department Open Until 9 p. m.

Phone 30

IN OUR CAMPAIGN WE GUARANTEE YOU THAT NO MONEY WILL BE SPENT TO WIN THESE PRIZES! Rule 7.—Rules and Regulations: "Votes cannot be purchased. Every cent accepted through the campaign department must be represented by subscriptions. All subscriptions subject to our check and any candidates found putting up their own money for subscriptions that are not bona-fide and paid in full by the subscribers themselves, will be disqualified." THIS POSITIVELY ASSURES THE WORKERS THE PRIZES!

Fairview-Palo Duro Items

BY MRS. JOHN BOLING

Take Produce to Cart's Gro. If Mr. and Mrs. H. J. Oglesby and family visited in the C. Robertson home in Amarillo Sunday. Mrs. P. A. Brown was able to be out Sunday after a long illness. Rev. J. M. Dyar and family have returned from an extended visit with relatives and friends in Birmingham, Ala., their former home. Mr. and Mrs. Otto Smith and family visited friends in Amarillo Sunday. Miss Leda Smith will attend school in Panhandle this year, living with an aunt there. The missionary society will meet at the church this week with a lesson from the text book. Miss Mary Robertson of Amarillo is visiting with her mother, Mrs. O. G. Oglesby, this week. Mr. and Mrs. Mort Borum have returned from a visit with relatives in Oklahoma, bringing with them his mother, Mrs. M. E. Bo-

rum, and also little orphan twins, Billy and Barbara, whom they are adopting. The children are related to Mr. Borum. W. E. O'Neal of Wildorado will leave for Mineral Wells next week for the benefit of his health. He will be accompanied by Mrs. O'Neal. Miss Gertrude Dyar, who was a member of the educational tour of Canyon College, returned home Saturday. H. H. Elam of Wildorado, who has been enjoying an extended vacation trip, returned this week. Mrs. Frank Young and boys are visiting in Clovis this week. Mr. and Mrs. Clarence Brown were in Hereford on business Saturday. Mrs. C. L. Alfred, who has been visiting relatives in Hereford, is visiting her daughter, Mrs. A. R. Norman, and family. Mr. and Mrs. I. S. Thomas Jr. of Coffeyville, Kansas, and her grandmother, Mrs. Bertie Eutat of Shelbyville, Mo., are visiting Mrs. Stuart's sister and husband, Mr. and Mrs. Frank Given, on their way to Albuquerque, N. M., to visit other relatives.

PERSONALS

Vote for Emmett Hales for constable next Saturday. 1c
Mrs. Wood Vaughn and son were Amarillo visitors Saturday and Sunday.
Mr. and Mrs. F. L. Lucas and son visited in Plainview and Tulla last Sunday.
Mr. and Mrs. Bill Black of Lubbock are visiting Mr. Black's relatives here this week.
Jack London returned home Sunday after spending two weeks visiting relatives in Roscoe.
Vote for Emmett Hales for constable next Saturday. 1c
Bob Renfro returned Sunday from a visit with relatives and friends in Roscoe and Abilene.
Mr. and Mrs. J. H. Trimble spent Sunday in Clean visiting Mrs. Trimble's brother, C. A. Myatt.
LOST—In Hereford, a silver ring with large set. Finder please return to Brand office; reward. 1p
Raleigh Wedel of Berger spent the week with his parents, Mr. and Mrs. H. T. Wedel.
Inez and Jim Clark returned Saturday from a week's vacation at the Century of Progress in Chicago.
Mrs. Chas. Lunsford and children of Priona were visitors in the C. R. Boyd home one day last week.
We still sell Goodyear SPEEDWAY tires — the greatest low-priced tire on the market. Ireland-Beavers Motor Co.
Mr. and Mrs. J. D. Harrell returned last Thursday from a vacation trip to Carlsbad and other New Mexico vacation spots.
Miss Mary Grooms of Clovis and Miss Carole Baker of Pampa are visiting at the home of Mrs. J. Wallace Robinson this week.
Henrietta and Nina Lee Frita returned from St. Louis last week where they have been spending the summer with their grandmother.
The new GOODYEAR G-3, wider, deeper tread, 43% greater non-skid mileage and at the same old price. Ireland-Beavers Motor Co.
Mrs. G. A. F. Parker returned Tuesday from Amarillo where she has been taking a six weeks' course from Frances Moore of New York. Let us overhaul your motor. The saving in gas and oil will soon pay the bill. All work strictly guaranteed. Ireland-Beavers Motor Co.
Dr. and Mrs. G. W. Heard and N. C. Vogele left last Saturday by rail for Chicago, where they will visit the Century of Progress for the next 10 days. Dr. and Mrs. Heard will visit their son, George, while in the Windy City.

Witherspoon Baby Seriously Burned

Bobbie Lee Witherspoon, four-year-old daughter of Mr. and Mrs. Willard Witherspoon, was dangerously burned shortly after noon Tuesday at the home when she fell in a pan of boiling grapes. The child was given first aid treatment then taken to the hospital here and removed to an Amarillo hospital that night.
Mrs. Witherspoon was canning grapes and had removed them from a cooker on the stove to a pan on the floor. She turned her back for a second and heard the child's scream. Turning, she found her baby had stumbled into the pan.
Ripping the clothing from the child's body, Mrs. Witherspoon, with the aid of Clay Angelo and others who were visiting, immediately applied unguentine to the burns and called a doctor. The burns covered more than two-thirds of the body, usually sufficient to cause death.
Reports from Amarillo gave some hopes for recovery. Attendants said the youngster rested well Tuesday night. The quick attention, doctors said, probably saved the child from immediate death.
A blaze in the Pevely and Seed implement building Wednesday afternoon was extinguished by the fire department with only slight damage being wrought.
Ellis Coombs is back in our service department and invites all his old friends to bring their cars to him when they need a doctor. He knows his Chevrolets. 1c
Olin and Leo Nabors of Reydon, Okla., and Alfus Funderburg of Clovis, left Saturday for Elk City, after visiting their grandparents, Mr. and Mrs. John Funderburg.
Mr. and Mrs. Harold Spratt and son, who have been visiting his parents, Mr. and Mrs. I. H. Spratt, left Wednesday for Artesia, N. M., where they will visit a brother, Littell Spratt. Then they will go to Carlsbad. Mrs. I. H. Spratt accompanied them.
Mr. and Mrs. A. A. Foster and daughter, Ardelle, and L. H. Foster left Sunday morning on a week's trip to El Paso, and New Mexico vacation spots. They will visit Mrs. Fred G. Brown, A. A. Foster's daughter, in El Paso, where they will pick up their son, Chilton.

Miss Clara Wedel left Sunday for La Verne, Iowa, where she will visit her sister, Mrs. A. G. Schneider. She will also spend some time in Minnesota before returning.
Mr. and Mrs. John Patton and family and Mr. and Mrs. Clyde Barhyte and daughters left last Sunday for Chucara Camps, Colorado, on a week's vacation trip.
Albert Horton, former Hereford citizen, passed away last Friday morning at Pleasantview Home, Concord, New Hampshire. Funeral services were held Saturday afternoon at the home. Mr. Horton left here about six years ago and has been in Concord since leaving here. See us for pistons, pins, rings, valves and other replacement parts for all cars. We handle the McKay-Norris and Perfect Circle lines. Ireland-Beavers Motor Co.
Mrs. W. H. Rayzor of Perryton arrived here last Friday evening to spend a few days in the home of her son, D. M. Rayzor, and her daughter, Mrs. Charles Newell. Mrs. Rayzor and her son and family expect to visit the Carlsbad Cavern before returning home.

Both the new Goodyear Pathfinder and G-3 tires guaranteed for 12 months against road hazards. (Commercial lines 6 months.) Ireland-Beavers Motor Co.
Mr. and Mrs. Bascom N. Hudson and daughter of Weatherford, were here last Thursday visiting with friends, W. C. (Nusel) Nicks, for the day. They also visited with her sister, Mrs. C. C. Strickland north of town. Mr. Hudson is a U. S. internal revenue collector with offices in Fort Worth. He formerly operated a drug store in Weatherford.

STAR THEATRE

HEREFORD, TEXAS

NOTHING BUT BIG SHOWS COMING UP

Friday Only
MATINEE AND NIGHT
ANOTHER BIG ATTRACTION FOR ONLY A DIME
CLYDE BEATTY in
"The Lost Jungle"
Also Last Chapter of "Mystery Squadron." News and Comedy.
FIRST FIFTY KIDS FOR MATINEE ADMITTED FREE
Attend the Matinee—Avoid the rush

Saturday Only
Matinee and Night
JACK HOLT in
"Black Moon"
This is Jack's latest production and it has plenty of action.
Also special Saturday Comedy
ONLY 10c

PREVIEW SATURDAY NIGHT
SUNDAY MATINEE — SUNDAY NIGHT, 9:30
The Picture they are raving about.

SHIRLEY TEMPLE
BABY, TAKE A BOW
JAMES DUNN
CLAIRE TREVOR
MAM DERRICOT

Sunday night will be your last chance to see this Big Little Show. All kids should see this show. If any kid is not able to buy ticket, his parents may call at Theatre, we will issue them passes.
ATTEND THE PREVIEW SATURDAY NIGHT WHILE YOU WAIT FOR ELECTION RETURNS.

ALL NEXT WEEK IS FOX WEEK
CHANGE OF PICTURE EACH DAY — LOOK THEM OVER

| | |
|---|---|
| MONDAY ONLY AUGUST 27 "She Learned About Sailors" With Lew Ayres, Alice Faye. SPECIAL SHORT SUBJECTS Regular Admission | TUESDAY ONLY AUGUST 28 "She Was a Lady" Helen Twelvetrees - Ralph Morgan Regular Admission |
| WEDNESDAY ONLY AUGUST 29 "Charlie Chang Courage" WARNER OLAND Also BANK NIGHT Come Early | THURSDAY ONLY AUGUST 30 "Three on a Honeymoon" With Sally Eilers, Johnny Mack Brown |
| FRIDAY ONLY AUGUST 31 "Change of Heart" With Two Great Stars—Janet Gaynor - Charles Farrell IT'S ONLY A DIME Attend the Matinee | SATURDAY ONLY SEPTEMBER 1 Big Musical Comedy "Bottoms Up" The Biggest Show You Ever Saw For a Dime |

COMING SOON:

HANDY ANDY — WILL ROGERS
CAT'S PAW — HAROLD LLOYD
TREASURE ISLAND — WALLACE BEERY

For entertainment go to the STAR. We give you the best in pictures and at cheap prices.
Always a big show on FRIDAYS and SATURDAYS for Only 10c.
MATINEES ON THESE TWO DAYS.

DON'T MISS "BABY TAKE A BOW"

GOOD FOOD

and Prompt, Efficient Service make this the ideal place to eat.

Our prices are right, too.

REGULAR MEALS - SANDWICHES
SALADS - GOOD COFFEE

IKE'S CAFE

Every Household Is Judged By Its Furnishings

All housewives pride themselves in the furnishings of their homes. You can brighten up your home at a very small cost by adding a piece here and there that will fit in just right. Let us help you.

Attractive Walnut Bedroom Groups priced at only
\$49.75 \$59.75 \$69.75

Come and see our beautiful chairs and rockers in walnut finish and lovely upholstery at only **\$6.75**

Buy from us the only Five-Year Guaranteed Electric Refrigerator — The GENERAL ELECTRIC.
We Can Supply Your Every Requirement In Our Line For Less Money

E. B. Black Co.

Here's Great NEWS for WEEK-END FOOD SHOPPERS

Specials For Friday and Saturday

| | | |
|-----------------------|------------------------|------------|
| KRAUT | No. 2 can, 3 cans | 25c |
| PEANUT BUTTER | 16-oz. cans, 2 for | 25c |
| CRACKERS | 2-lb. box | 19c |
| PEARS | No. 2, 1-2 size, 2 for | 29c |
| TUNA | can | 15c |
| MUSTARD GREENS | No. 2 cans, 3 for | 25c |

FREE
15c pkg of 20
FIG-BRAN
30c value for 15c

PALMOLIVE SOAP
6 Bars for **27c**

| | | |
|---------------|----------------------|------------|
| RINSO | Large box | 21c |
| PRUNES | No. 2 1/2 can, fresh | 16c |

| | | |
|--------------------|--------------------------------|------------|
| RAISIN BRAN | 2 packages | 23c |
| PEARS | Gallon size | 39c |
| SALMON | No. 1 tall cans, 2 for | 23c |
| SOAP | White Flyer, large size, 5 for | 18c |
| COFFEE | Maxwell House, lb. | 29c |

Good Tree TEA
1/2 lb **16c**
1 lb **31c**

OLIVES
Queen, quart
35c

PICKES
Sour, quart
15c

| | | |
|-------------------------|-------------------------------|-------------------------------|
| BAKING POWDER | Health Club, close out, 2 lbs | 19c |
| COCOA | Mother's, 1 lb. 10c; 2 lbs | 19c |
| CATSUP | 14-oz. bottle | 12 1/2c |
| FRUIT JARS | Quart size, dozen | 79c ; Pints 69c |
| SURE JELL | 2 for | 25c |
| PLUMS, Greengage | Gallon | 35c |
| SALAD DRESSING | W. P., quart | 25c |
| | 1 Quart HYPRO, 1 Box MELO | 34c |
| | 1 BRUSH, 70c value, all for | 34c |

FRESH FRUITS and VEGETABLES

| | | |
|-------------------------------------|-----------------|------------|
| SPUDS, No. 1 White Colorados | 10 lbs | 19c |
| ORANGES | 288 size, dozen | 19c |
| LEMONS | 360 size, dozen | 24c |
| TOMATOES, California | 3 lbs | 25c |

PIGGLY WIGGLY

ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME