



entral School is going to be most popular place in Hereht. Those who have no the interior of the building who are familiar with it as it a few mouths ago, are going have a really pleasant surprise. Rev. H. M. Redford, pastor of the

Speaking of gatherings, it is im- by Rev. B. N. Shepherd, pastor of the First Baptist church. Intere to overly stress the im. | ment was in West -Park Cemeertance of the mass meeting of tery. Active pallbearers were aral Electrification enthusiasts A. H. Ellicton, J. H. Head, Miles h in the Hereford area) Mon- Alexander and F. M. Kester. ay afternoon in the district court

of no better way to President Roosevelt."

Ramey, young son of Mrs. Sank Ramey, stop-Central work on the younghis school career.

where I'm going to school?" iked. Told that it was the he remarked: "Gee, they're ally having to make it big-

Of Drew Ridgway cause of electric to Nomitt that

Street early following an

Final rites were conducted by you at Central School. First Christian church, assisted

that should include every Roberson, Jeff Roberson, D. H. Montague County Ploneer.

Mr. Lance was born on January 22, 1862, in Union county, Geor-

Hereford's young Democratis gia. He moved to Franklin couptributed \$11.26 to the Deaf ty, Arkansas, in- 1886, and was ith county campaign fund. The married to Miss Lena Logue on total of 98 points to their oppon tribution bankrupted the organ-October 6, 1887. They plongered ents' 31 in five games, defeating tion, but as its treasurer stated: Montague County in 1888, and Vega 14-13 in the opener, Dim moved to the Plains in 1912, locatlast dime than to help ing in Hereford in 1918.

Mr. Lance was an active ber of the Christian Church and was associated in several civic organizations until failing health prevented activeness in recent years. He was an extensive wheat

farmer prior to his retirement in 1925. Lucky Coins (Continued on last page) **On Sale Here Death Takes Son** 

Happy Friday SEEKS SECOND VISTORY 

thing to stay at the top of hip race, the Hereford Whitefa conference football competition this week after dropping a 25-0 decision to the Clovis Wildcats in an inter-state clash last Friday.

Tomorrow afternoon the Herd invades Happy for a title clash with the undefeated club of Coaches Ronald Davis and Otis McClung. With the Whitefaces flinging the hall about more lustily than during the early season, and inexperienced players getting the "touch" of blocking and tackling, the Herd looms as a potent threat

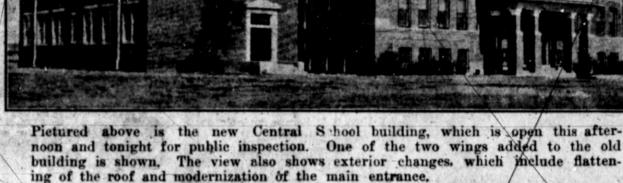
to Happy's title aspirations. Needs All Its Tricks. But the Herd will need all its

tricks. Happy has piled up a ents' 31 in five games, defeating Vega 14-13 in the opener, Dim. and Silverton, 13.6. The club tomorrow will also heavier ball team, topped by 195-pound fullback, Captain B. R Evans, and the 190-pound tackle, L. Curb. Three 170-pound tackles,

(Continued on page seven)

Lucky coins to aid the Dem cratic campaign for the re-cle

cratic campaign for the re-elec-



**NEW CENTRAL SCHOOL-AND SCHOOL LEADERS** 

**Final Meeting** Arranged; All **Citizens** Called WASHINGTON REPRES-ENTATIVE TO BE HERE URGE FULL RESPONSE

Charles O. Falkenwald, repre entative of the Rural Electrification Administration at Washington, will be in Hereford Monday, he advised H. V. Hennen, secretary of the chamber commerce, last Monday.

He will look over the propo d electrification project here, and requested that all interested persons be called together for a third. and probably final, mass meeting. Upon the outcome of this visit and meeting probably will rest the outcome of the entire project. Mass Meeting Called.

The mass meeting has been called at the district court room at 2:30 o'clock Monday afternoon. All business houses in Hereford prob. ably will be requested to close during the meeting, and all farmers and business men in the en-

(Continued on page seven)

School Bus Is Hit by Auto

Both drivers were slightly injured when a California automo-bile crashed head-on into a Summerfield school bus on Highway 60 just west of Summerfield last Friday afternoon at about o'clock.

The driver of the car. Bud Mc

that he could not be located, calls ere left for him at every busi-

(Continued on last page) Vard to Present Halloween Play

aftern

ly.

also attend.

property 1 🔮

day night.

A three act whirlwind farce. lack Cats," will be presented ext Thursday night at the Ward ind 20 cents. Proceeds will go to urchase of school playground ent for the children of the mmunity.

The play is said to be screamingly funny, packed with luditrous, sliuations and with snappy. numorous dialogue. The cast is composed of the following:

Henry, superstitious young husband, Ed Howl; Margy, his de-voted wife, Ellen Smith; Sue, a charming neighbor, Mrs. Bill Huton; Mart, Henry's loyal chum. Bill Hutson ; Mrs. Crane, the mother-in-law, Mrs. Bob Higgins; Miss Day, hostess at the Black Cat night club, Mrs. Glenn Rutter; Katle, an exciteable housemaid, Mrs. George Ukele; Amos, a blunlering darky, Floyd Harrison, le, a detective, Altus Higgins m. a rustic constable, Wesley

TWO-MONTHS-OLD SON OF L. B. WOLFINGTON DIES

James Robert Wolfington, sold son of Mr. and B. Wolfington, passed away re Monday following an illness of only a few days. Funeral se norning at 10:30 o'clock fr the Black Funeral Home. Bev. B. N. Shepherd

the First Baptist church, conduct. In First Baptist church, conduct. In the rites. Interment was in West Park Cemetery: The child was born last July 28.

## MAGICIAN'S SHOW ONE OF TOP PERFORMANCE

Mel-Roy the Great, magician, ed a large audience he high school auditorium Tuesol auditorium Tuesfeet. It has been shown that it can be pumped economically from much lower levels if the power is sufficiently cheap, and magic, lingthing escapes and ther tricks. The performance as said to be one of the best of electricity will be so.

Another thing: Those farmers who have not signed agree-ments should do so this week-end. They are not binding; yet the little red dots on the map that will go to REA will carry lots of weight. It is worthwhile to you to sign up, re-gardless of your final action. kind ever presented here. One of his feats was a lightsescape from a box by the Kemp Lu 

Funeral services were held Moned on sale by the County Demo day afternoon for Drew Ross Ridg-way, infant son of Mr. and Mrs. Two hundred and fifty coins were Drew Ridgway of Hereford. The only child of the popular Here-ford couple, the baby died Sunday received for sale here at 50 cents

hat Shall We Do?

Charles O. Falkenwald, representative of the Rural Elec-

The future of this project-the greatest single undertak-

The chamber of commerce is going farther than that. It

Is it more important that you gather feed Monday after-

noon than it is to be present at a meeting at which your pres-

ence may mean a project that, even if you are not interested

a short time double your source of trade revenue?

district court room at 2:30 o'clock.

ing ever proposed and worked out in this area-depends large-

(An Editorial)

the shallow water area surrounding Hereford.

How shall we receive him ?

interested farmers together".

upon the enthusiasm we display.

afternoon at about 3:30 o'clock at the home of his grandmother, ries the like on the face it car. Mrs. T. A. Ridgway, in Canyon. He was three weeks old last Fri-Garner and the inscription "heads you win. 1936-Texas Centennial -1936," and on the reverse

Funeral services were held from bearing a rear view of an eleme of Mrs. Ridgway at 2:30 phant on a desolate countryside, night at the Ward o'clock Monday afternoon, con-Admission is - 10 ducted by the pastor of the Can-All proceeds from the sale of you Presbyterian church. Inter. these coins will go to the camment was in the Canyon cemetery. paign fund.

**Three Scouts** 

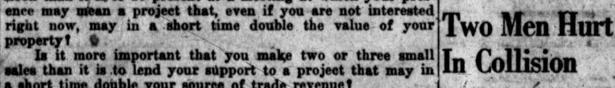
## **Pass Second Class Tests**

trification Administration at Washington, will be here next COURT OF HONOR MEETS TO CONFER HIGH RANK Monday to inspect the proposed rural electrification project in **UPON PATROL LEADERS** 

Three members of Hereford Scout Troop No. 1 Monday night became second class scouts, B. A., successfully satsfying a Mr. Falkenwald himself stressed the importance of "prompt Court of Honor as to their knowcooperative action" and said that it is "important you get all ledge of the second class scout requirements. They were the first members of the troop to pass the urges that all farmers of the area and all business men of tests and be awarded second class medals.

Hereford be present. That is "cooperative action"-not only to take it upon The boys were Karl Wilso Shirley, George McLean and Floyd Ross, lenders of the three patrols yourself to be present, but to urge your neighbors that they

(Continued on last page)



# H. N. Gregory and R. E. Cot-

ing, struck a trailer attached to

injured right shoulder. Gregory received a cut above the right eye and a bruised left side. If this much time is required. A continue the system of assistance The car was almost completely list of contributors may be found or to get back to the old system

returning from Amarillo when they met the truck. Neither driv- loyal Democrats in the county how the individual in this s was able to see because of sand court room. District Attorney tion votes, since the state is lown up by another car. The Bereford men swung around in ruck but strück the trailer. T

Here are Hereford school heads who played a prominent part in the modernization program. From left to right are C. H. Dillehay, superintendent of schools, who gave much of his time to the work last summer; Jesse Stanford, president of the school board which engineered the construction, and Jimmiee Gammill. Central School principal, who has charge of the new structure.

**Open House At New Central** School To Be Held Today

BUILDING OPEN TO IN. SPECTION FROM 4 UNTIL Huge Ballots 5:30, AND 7 UNTIL 9

Open House! The new, up-to-date Central School that has re-placed the antiquated structure that housed Hereford's school children for many years, will go on display this afternoon and this evening.

Hundreds of Hereford people and visitors from the surrounding community are expected to inspect the modern edifice during the three and one-half hours the building will be open. Open house will be

held from 4 o'clock until 5:30 (Continued on page seven)

Visit SCS Office.

B. W. McGinnis, associate gional conservator, Soil Conservation Service, Amarillo, and Dewey Reed, associate soil conservationist and former Deaf Smith county agricultural agent, visited the Hereford conservation office Tuesday, checking on the work being done on the local demonstration project.

elsewhere in this issue.

**Delivered** To **County** Judge SIX PARTIES HAVE CAN-DIDATES: SIX AMEND-MENTS ALSO INCLUDED Absentee voting for the Novem ber general election, got under way

last week end, with several of the huge ballots being sent to Deaf Smith county residents who are out of the county. The ballots were delivered by the Brand to County Judge Mal Stewart Saturday afternoon.

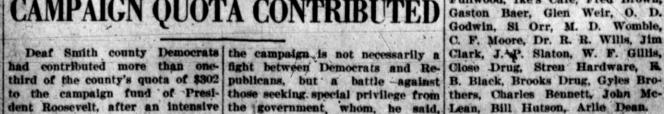
Voting is to be done on a large scale, judging from the size of the ballot. It is seven columns wide and 27 inches long-about five inches longer than a page in this newspaper. Six parties are represented, including Democratic, Republican, Socialist, Communist, Union and Prohibition parties, with

(Continued on last page)

**OVER THIRD OF DEMOCRATIC CAMPAIGN QUOTA CONTRIBUTED** 

to the campaign fund of Presi- those seeking special privilege from thers, Charles Bennett, John Mcthe Deaf Smith county hospital dent Roosevelt, after an intensive the government, whom, he said, Lean, Bill Hutson, Arlie Dean. with a badly incerated face and drive this week. The drive are trying to get back into pow-injured right shoulder. Mr. to reach the full quota will con- er. "The thing to vote on," he tinue until the November election, stated, "is whether you want to

of special privilege." The drive was inaugurated last In calling , for funds, Mr. Hi Thursday night at a gathering of said it does not matter great



Jimmie Witherspoon called the meeting to order and introduced Grover Hill of Amarillo, whom the and Maryland, may be the ding factor. "We can help."

Quay, was enroute to California in a new Nash, which he driving for his sister, he county officers. He was taken to the Deaf Smith county hospital for treatment and was rele Saturday morning. He sustained cuts and bruises about the head. C. H. Butler, driver of the schoo bus, also received minor cuts and bruises about the face.

McQuay said he was blinded by dust from an automobile driven by a companion, whom he was following. He had his head out the window in an effort to see the road, he said, but crashed into the bus without seeing it. Butfer said he saw the approaching car and came almost to a stop before it struck the bus. The automobile was almost complete-ly 'demolished. Damages to the bus were estimated at about \$125. Both vehicles were insured.

Contributors **To Democratic Campaign** Fund

Jimmie Witherspoon, Herb Sindt, Robert Thompson, Paul Barnett, City Drug Store, Hudson Grocery, J. A. Hornbeak, Deaf Smith County Young Democrats, H. V. Hennen, A. S. Higgins, F. H. Oberthier, Major Schroeter, J. C. Jordan, W M. Stewart, C. J. Paddock, H. G

Conkwright, J. E. Hill, N. E. Gass, L. H. Foster, A. O. Thompson, IT. E. Seigler, J. S. Jones, Carl Hill, Abe Martin, Travis Caraway, Troy Moore, Fox Clean. ers and Hatters,, Woodrow Ireland, Willard Battery Station, W. O. Witherspoon, E. S. Ireland, R. E. Knott, Claude Ricketts, Bob Fullwood, Ike's Cafe, Fred Brown, Gaston Baer, Glen Weir, O. D. Godwin, Si Orr, M. D. Womble, C. F. Moore, Dr. R. R. Wills, Jim

# Weather Chart

Temperature extremes and moist ure for past week, furnished by Department of Agriculture's wea-

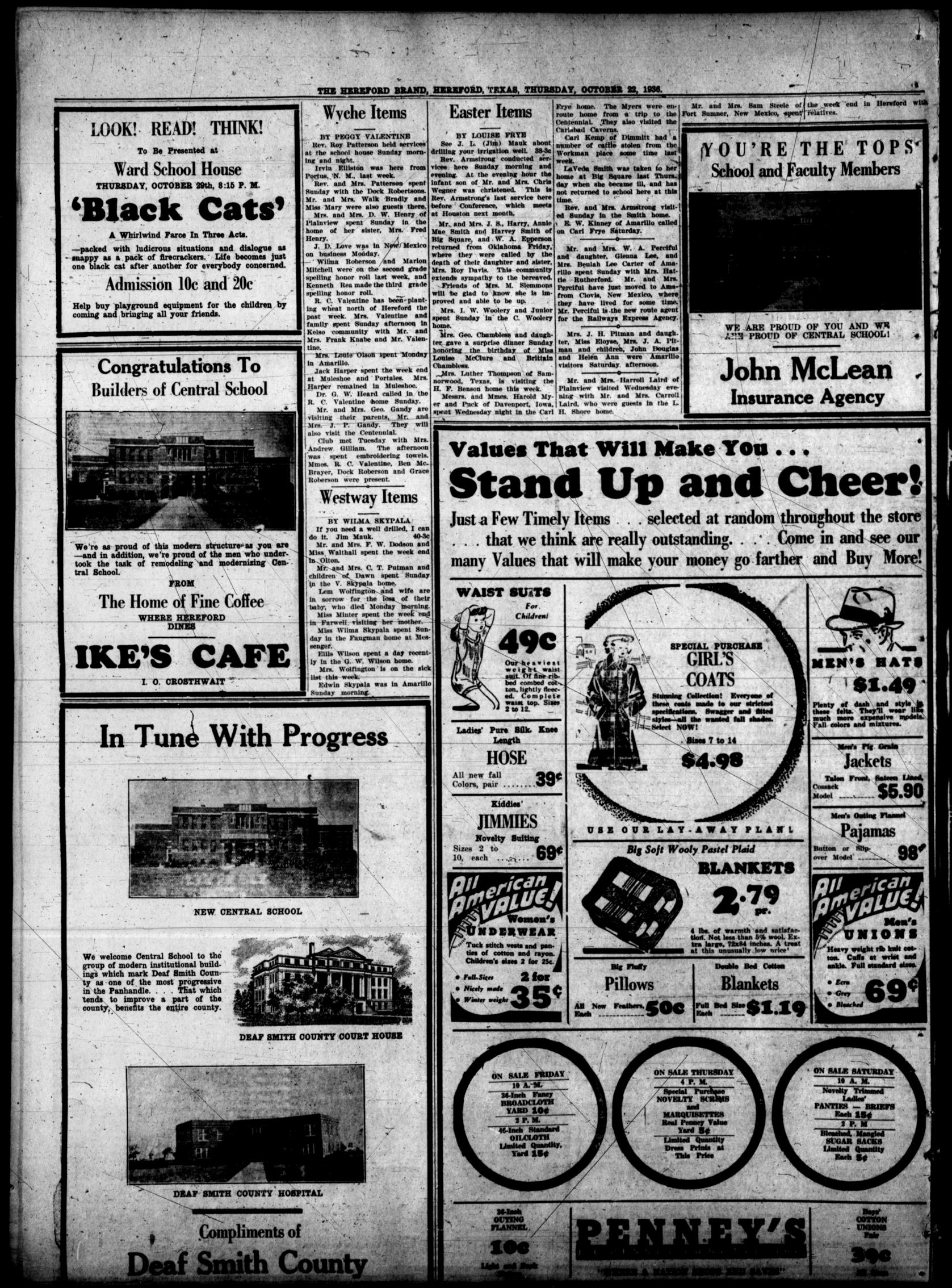
11	ther station in Hereford.
V	Day Max. Min. Moist.
	Day Max. Min. Moist. Thursday
	Friday
嚠	Satur ay
蠗	Sunday
	Monday
	Thestar 84 - 55 - The
ic a	
1.5	Sector constant and the second sector of the

Is it not more important to lend your support and "be sure" than to leave it to the other fellow and "take a chance" that his influence will not be sufficient? In our opinion, nothing could be more important, more demanding next Monday afternoon than your presence at the district court more at 200 order. The project is not confined to the boundries of Deaf a truck. Smith county. The shallow water belt extends well into Cas-

ory's car, in which they were rid-Mr. Cottingham was taken to area where water can be reached at a depth of about 100

Gregory and Cottingham were

tro county, and its effect would also be felt at Dimmitt. We invite Castro county farmers and Dimmitt citizens to be present, also. Neither is it confined to the comparatively small







Bill Hacker of Hereford and ford Brand, and that the f Lint

Misses Lucille Dyer and Pauline Bill O'Brien of Sayre, Oklahoma, ing is, to the best of her know-Matthews, and Orval Pierce were are working on the W. A. Hunter ledge and belief, a true statement ome from Canyon over the week farm.

Rev. Sharp of Canyon preached gle of Cordell, Oklahoma, spent above, towit; here Sunday and was a dinner the week end with Mr. and Mrs. guest in the S. M. Hunter home. M. L. Simpson. Margie remained lisher, editor, etc. are: Publisher, Mrs. Jerald McElroy of Dublin for a few weeks visit.

freshments were served to most bock visited the Oxford home last of the community.

Sunday in Hereford.

near Amarillo spent Sunday with ty agent of Castro county. their daughter, Florence, who is teaching here.

David Myers was in Dimmitt Friday. Mr. and Mrs. spent Sunday in Antherst.

Mrs. Jerald McElroy of Dublin is visiting her parents, Mr. and Mrs. J. J. Wilder. The school teachers were mosts to a party for the community Fri-day night. Games of forty-two and bridge were enjoyed, and re-freshments were approved to most

The Johnny Stork family spent Mr. and Mrs. Potts of Dimmitt of total amount of securities are: called in the F. J. Axe home Sun- First State Bank, Hereford, Texas. Mr. and Mrs. A. M. Curry of day. Mr. Potts is assistant coun-

STATEMENT Statement of ownership, manage-E. D. Wilmeth Congress of March 3, 1933, of The Hereford Brand, published A WANT AD WILL SELL THAT COW

Mrs. Monte Dickerson and Mar- said publication for date shown

Names and addresses etc. holding one per cent or more

MRS. SETTH B. HOLMAN,

Sworn to and subscribed before me this 22nd day of October, 1936. MILES ROBERSON, (Seal) Notary Public in and for Deaf Smith County, Texas.

Put away your fears On over the ocean they 'sailed along

'Till all hopes of finding land were gone They begged to turn back.

answerted "Nay !" Then they thought of mutiny, to gain their way:

But a glad cry of "Land" rang through the night. They shoved, they crowded, gain the glad sight.

sail on o'er the ocean brave hearts true, And, "Sailors of Life", you're bound to pull through.

deciding that ing and six drum majors leading it, and twirling their batons, the pep club marched to the center

of the field and went into formation. They broke into separate groups and again made the same formation. The band led and the

pep club followed double file off the west side of the field. Due to lack of preparation, the Here. Squeek: Did ford Pep Club did not give a English IV test?

stunt, but they yelled better than usual.

The pep club wishes to thank the following people: Messrs. Dan-ing it possible for the pep club to Clerk: T. forth, Crosthwait, J. T. Jones, O. see the game and back the team. the mirror.

should be allowed in school". No- al flestas, and it also makes tice the word "should". Since the students are interest ed in questions, such as the one just settled, the Debate Club is planning an assembly program of similar nature to be given soon. Squeek: Did you pass

Squawk; Well, er-you se Squeek: Yeab, I funked, too.

T. Williams and Russell for mak-

Everywhere the is known as the Hereford Hi each year the School Band, thus band boosts the than one way .- It introduce Hereford school to every group

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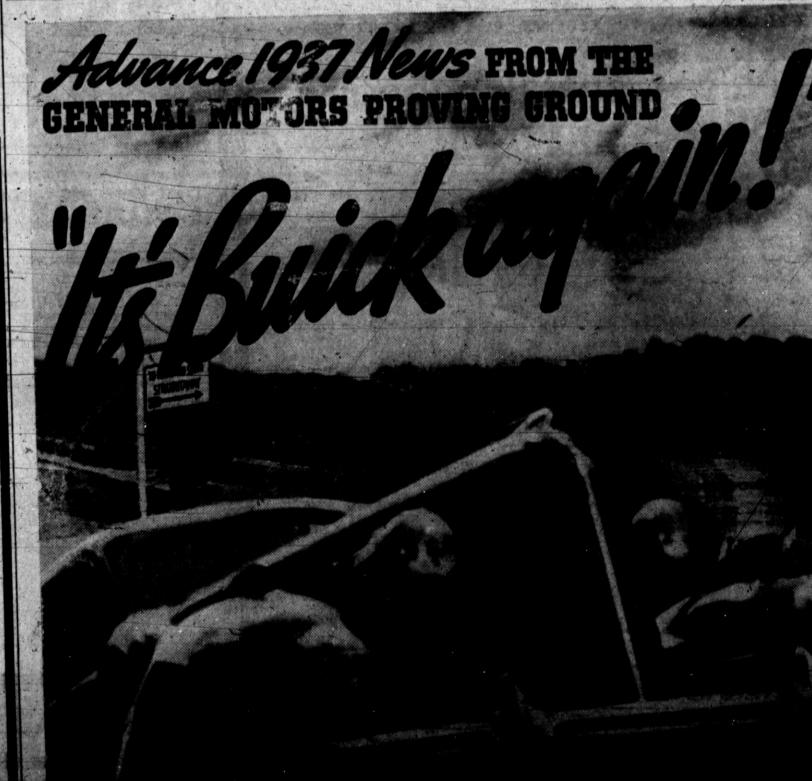
aD

Car

it meets. People began to take notice of the Hereford High School that because it has a good band.

in the summer time

Delphus Fellows: I'd like to see something cheap in a felt hat, Clerk: Try this on and look



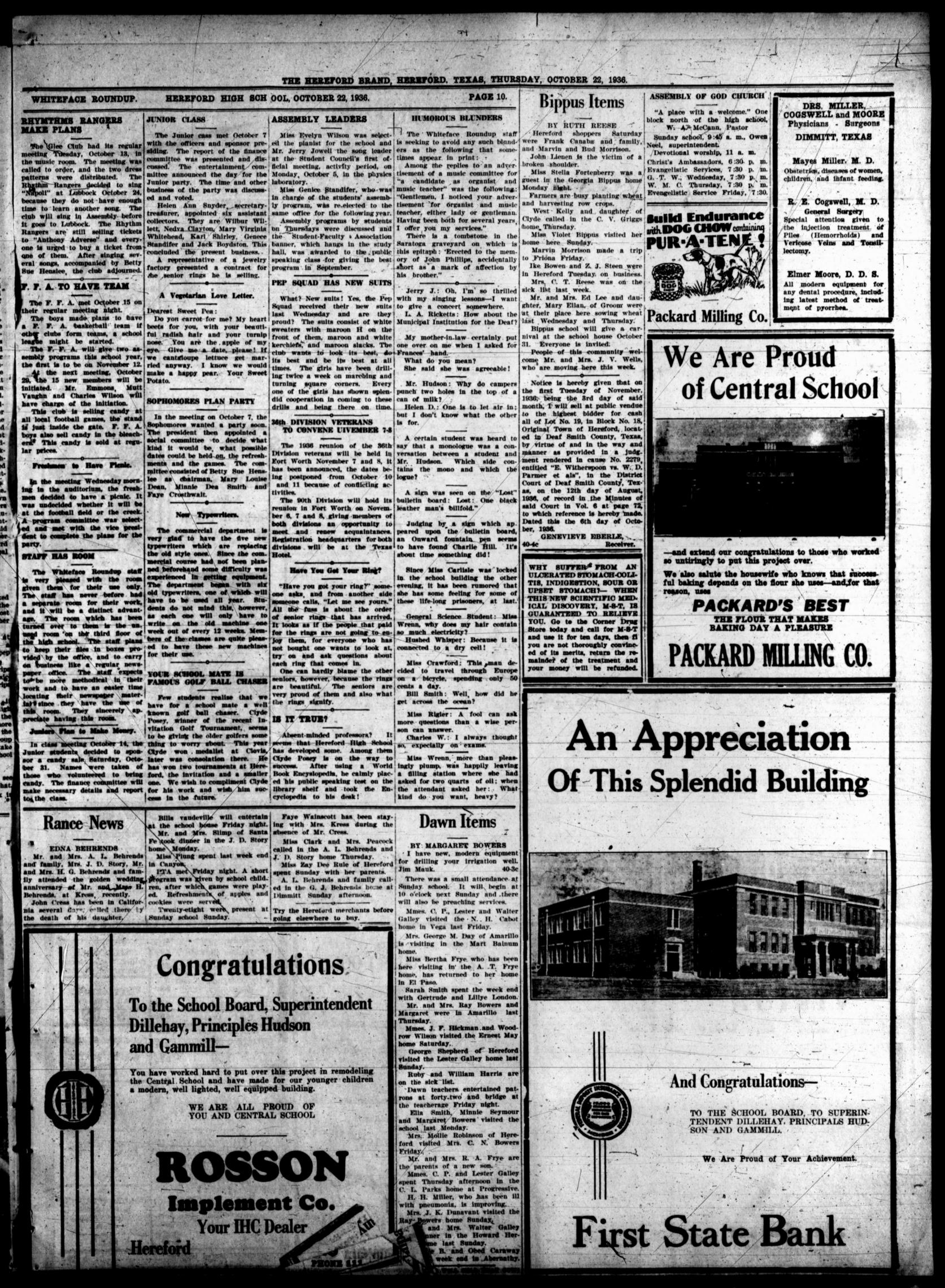


CENTRAL SCHOOL, HEREFORD, TEXAS You Are Urged to Attend OPEN HOUSE Thursday Evening, October 22, 1936

The construction of the new Cenrtal School facilities is a tribute to those progressive men who are at the helm of our school affairs. We salute them. But all of us should have a personal interest not only in this building, but in all school functions as well. for it is there the children of Hereford are trained and educated; it is there the future citizens of Hereford are being prepared. Our interest in this event-in all school events-will be reflected in our city of tomorrow.

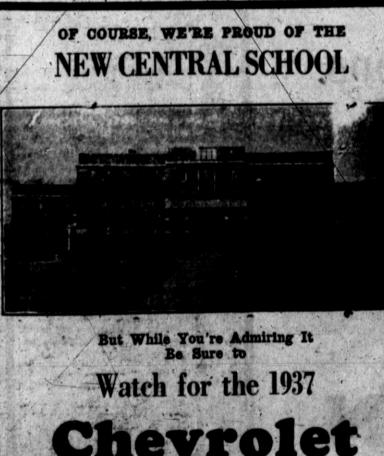
CITY OF HEREFORD

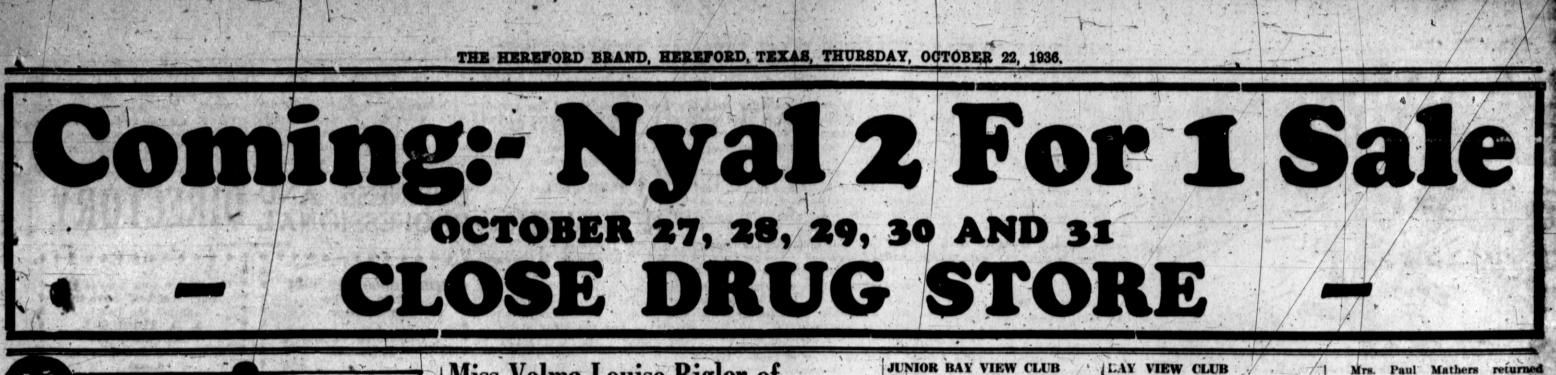
C. J. PADDOCK, Mayer.











## Miss Velma Louise Bigler of **Denver Bride of Clifford Kester**

A wedding of local interest is that of Miss Velma Louise Bigler of Denver, Colorado, and Mr. Clifford Kester of Monte Vista, Colo-

upper ten per cent in scholarship rado, which took place Sunday, are eligible for membership in October 18, at 4 o'clock, at the Capitol Heights Presbyterian church in Denver. The impres-Mrs. A. O. Thompson, Mrs. A. itiated into Alpha Chi, the West Texas State Teachers College div-ision of the Scholarship Society Thompson will sing a trio on the sive ceremony was read before an altar banked with yellow chrys. anthemums, with the Rev. O. D. of the South, were Mary Kate Bro- Fine Arts program Friday night Ross, an old friend of the family,

Phone 181-W

this organization.

We Watch Improvement of

**Central** School

With Considerable Pride

**WE HOPE TO SERVE** 

THE HEREFORD OF TOMORROW

AN WE HAVE

In the Past

HEREFORD INSURANCE

therton and Louise Hamm. Only juniors, seniors and grad-uate students who rank in the Lubbock. The bride's only attendant was Miss Margaret Plunkett of Monte Vista, who served as bridesmaid. She wore a dark green transparent velvet princess dress with gold accessories, and she carried a bouquet of talisman roses. Mr. Hal Kester, of Hereford, a brother of the bridegroom, served

as best man. \_ A The bride was attractive in egg shell transparent velvet, made princess style, with a train. Her finger-tip vell was held in place with a Juliet cap. She carried an old fashioned bouquet made of

gardenias. Her only ornament was a small gold crescent pin, which was worn by her mother at the time of her wedding.

Preceding the ceremony, M Shad J. Tinsley played a medley of old hymns. The Bridal Chorus from Lohengrin by Wagner was used as the processional. Immediately, after the ceremony

the couple left for a trip to Here-ford, where they will visit Mr. Kester's parents, and to points in unable to attend. New Mexico. Mrs. Kester is a graduate of Colorado State Col-

## MRS. G. M. HUDSON GETS COLUMN AWARD

Mrs. G. M. Hudson was the second writer whose column won honors in Old Tack's contest and appeared under the heading of the Tactless Texan in the Amarillo News and Globe. She was the first person to gain this recognition who is not engaged in the newspaper . business.

Mrs. Hudson's column appeared in Monday afternoon's Globe and Tuesday morning's News. In a breezy style that made easy and interesting reading. she discussed pertinent topics of the day. Readers of the Brand became familiar with Mrs. Hudson's writing when she contributed a series of inferesting letters on the Texas Centennial recently.

## OBSERVE GOLDEN WEDDING ANNIVERSARY

Mr. and Mrs. Henry Behrends, residents of the Plains for the past 20 years, celebrated their

golden wedding anniversary last Mrs. Homer Brumley, when Mrs. Monday at their home near Kress. Six of their eight children and Baker and Mrs. Homer Brumley their families and a host of gave a delightful afternoon party, friends attended. Luncheon was complimenting Mrs. Early Jonier served to about 75 people. Two of Lockney. daughters who reside in Iowa were Dahlias a

Mr. Behrends was born in Marx rooms and the halloween motif Oistfriesland, Germany, on Decem- was suggested in refreshments. lege at Fort Collins, Colorado, and ber 10, 1863, and Mrs. Behrends Many interesting and enjoyable a member of Gamma Phi Bets was born four years later at the games were played and clever Society. Mr. Kester is the son same place. When only a year and original favors were presentof Mr. and Mrs. F. M. Kester, old she moved with her parents ed to the guests. Little Miss Wil-

JUNIOR BAY VIEW CLUB STUDIES BRITISH ISLES

The Junior Bay View club met Europe, Miss Rhita Sullivan, as ternoon at the club room. leader, gave an introduction to the program on the British Isles.

would visit.

Miss Ruth Conkwright gave many interesting facts about Ireland, Scotland, Wales and England, describing castles, cathedrals, abbeys, fields of heather, the cities and other places that would usually be seen on a visit.

Refreshments were served to and other New Mexico points. Fern Carlisle, Ruth Conkwright, Edna Daughetee, Ina Mae Gil. breath, Eva Gilliland, Vida Hicks, Katherine Kirby, - Eva Pitman, Eloyse Pitman, Gwendolyn Spradley, Rhita Sullivan and Dorothy Conkwright, club members. Eunice Gilbreath was a guest of the club.

TRIO OF HOSTESSES ENTERTAIN

A trio of hostesses entertained Friday afternoon at the home of George Robertson, Mrs. J. O.

Dahlias and other fall flowers in a riot of color decorated the

HAS MEETING "Quest of Knowledge" was the visiting relatives. While in Wich-

Miss Sullivan called attention Knowledge and Intellectual Cur-

Miss Byrdie Scheihagen and her

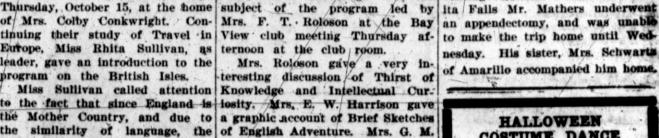
ousin, Mrs. P. Frank O'Donnéll,

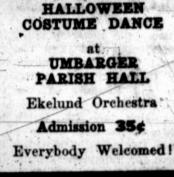
of Boston, Mass., and Mr. Hugh

Preddy of Amarillo, spent the week

end visiting the Carlsbad Caverns

to the fact that since England is losity. Mrs. E. W. Harrison gave the Mother Country, and due to a graphic account of Brief Sketches the similarity of language, the of English Adventure. Mrs. G. M. British Isles would logically be the Hudson told of Spain and Engfirst European country Americans land in the Race for World Possessions.





from Wichita Falls Friday where she and Mr. Mathers have been



We Urge You to

of Permanent Waving, youthfulness to



MRS. JOHN McLEAN. Society Editor

Two Hereford girls recently in-

TTO HEREFORD GIRLS

CEIVE HONORS

ON THE OUTSTANDING SUCCESS OF YOUR MODERNIZATION PROGRAM AT **CENTRAL SCHOOL GASS Dry Goods** 

FR INDLY AND FLORSHEIM SHOE DEALERS

for the past several months to the United States, settling in ma Jo Robertson furnished the has been connected with the Stowe Iowa. Mr. Behrends followed surprise feature of the afternoon, Jewelry Company in Monte Vista, when he was 18, and also settled when she presented the honoree After November 1 they will be at in Iowa. The couple was married with a lovely shower of gifts.

MUSIC STUDY CLUB HAS

interesting introduction by Mrs. F. Sjogrew and Rank Behrends of H. L. Broadwell. Music of the Centennial was described by Miss also have 25 grandchildren and Mattie Mae Swisher.

Mrs. A. J. Schroeter told about the opening day at the Centen- MRS. FULLWOOD

Show Boat were interestingly picthred by Miss Eloyse Pitman. H. W. Bates of Boston, Mass.,

Manana. Musical numbers on the pro-gram were The Brazos Boat Song. by Mrs. B. M. Wiltshire; The

Night Is Young and You Are So by Mmes Alex Thompson, A.

Schroeter and Miss Ruby Thompson.

at Lizard, Iowa, on October 12, Guests includes Mmes. Alex 1886. In 1910 they moved to Kress, fred May, Earl Wilson, D. H. TEXAS CENTENNIAL PROGRAM where they have resided since, Alexander, George Muse, Ray Horn,

day afternoon at the home of in Deaf Smith. Children who drew May, Willard Witherspoon, Mrs. J. B. Jones, with Mrs. Elmer were present were H. G. and A. F. T. Roloson, Fred Millard, Lil-Dameron as leader of the Texas L. Behrends of Hereford; George burn Ray, Heary Hastings, Artis Centennial program. The setting Behrends of Dimmitt; Mrs. Ben Daniel, Major Schroeter, Allen for the program was given in an Mosley of Amarillo, and Mrs. C. Powelson, Ellis Cocmbs and the honoree.

ARE

BACON

GERONIMO

PHONE 353

four great-grandchildren.

nial. The Cavalcade and the ENTERTAINS BROTHERS

Mrs. C. C. Acker told of the Hall and Dr. W. S. Bates of Barre, of Religion and the Hall of Com-munications. A picture of the Midway by Mrs. Alvin Thompson The brothers at one time lived was an interesting number a the in Hereford, and this is the first program and Mrs. C. H. Dillehay visit in 36 years for Mr. H. W. gave a glowing account of Casa Bates. He will leave Saturday

Dr. Bates will remain here until Beautiful (music from Casa Man- Monday, when he will leave for ana) by Mrs. Carl Mountz, and a Waco, where he will be joined trio, Texas May I Never Wander, by his brother for a visit with relatives.

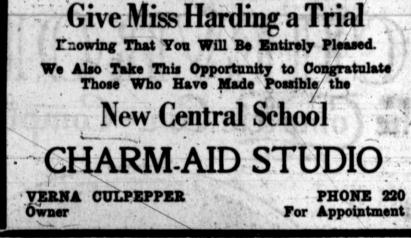
## DAMERON HOME SCENE **OF AUTUMN PARTY**

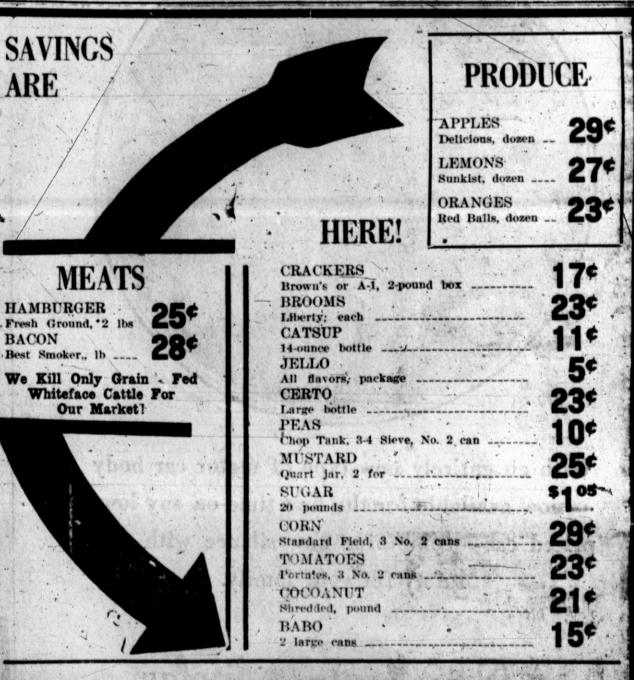
Mr. and Mrs. Bill Simon and Mrs. Elizabeth Hart of Plainview, and Mr. and Mrs. Clay Neill of Dimmitt visited Mr. and Mrs. Ar-lie Dean Sunday. Autumn leaves and garden flow-ers in shades of red, rust, orange and green decorated the house when Mrs. Tom McCollum and

Mrs. Travis Dameron entertained a group of friends' Friday afternoon at the home of Mrs. Dameron. Appointments for games of contract were in autumn colors, suggested by the baskets and bouquets of lovely dahlias arranged artist. ically about the rooms. Tallies were in the shape of leaves. Mrs. Bobo McLean ' won high score prize and the traveling prize went

A delectable salad course was served to Ames. Tom Carter, Ernest Medkier, Harold Close, J. C. McCracken, B. M. Wiltshire, M. D. Womble, Gran Weir, Emmit Milburn, C. C. Ferguson, Grant Fuller, Charles Domald, Lee Mor-gan, Jesse Stanford, B. F. Guth-rie R. P. Coneway Barnard Hicks, J. T. Gilbreath, Jr., Bobo McLean, C. G. Rockwell, O. C. Holt, Charles Brooks, Jowell Mur-chison, Dow Mercer, Paul Foster, Jack Rose, James Wilson, W. L. Davis, Will S. Kerr, J. W. With-marille. nest Medkief, Harold Close, J. C.

Thompson, Bonnie Brumley, Al-The Music Study club met Mon- with exception of four years spent G. W. Brumley, Alvin Thompson, in Castro county and three years C. B. Williams, Erpest May, An-

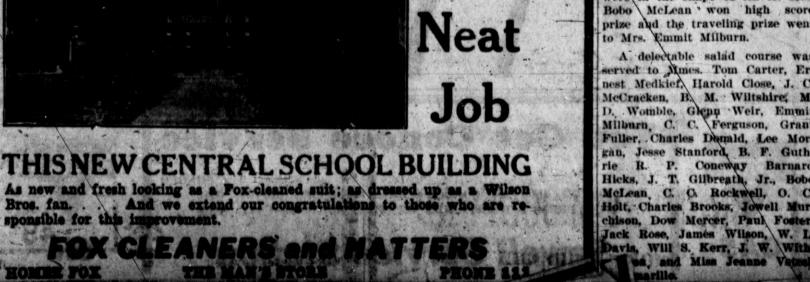




TEXAS

**Grocery and Market** 

"NOT HOW CHEAP-BUT HOW GOOD" O. G. HILL, OWNER WE DELIVER



## THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, OCTOBER 22, 1936. actor. The program is carried by the NBC red network coast Irvin S. Cobb On Air. steamer by the Fort Norman mis- her blue eyes aglow, she ran to the Royal Geographical Society, CAUGHT IN THE sionary's wife, was not cut for obey him. noted explorer-Oldsmobile, beginning October to coast. The program is called er lithe figure. When she came hastening back, "And the winner of the gamest Oldsmobile, beginning October to coast. The program is called Sight of him in his carlbou parka in her Eskimo costume, she ven- girl I ever knew," Garth cut in. 17, went on the air with a radio Irvin S. Cobb's Paducah Plantaher lithe figure. brought her to a startied halt. Her eyes widened. "Oh, still in comb and brush and and soap, your skin suit! You—you're go-your skin suit! You—you're go-Alan?" WILD ROBERT AMES BENNET He looked soberly past ber wife.' ing back !" BUSINESS AND DIRECTOR "What difference does it make shoulder at the amused face of her (THE END) to you?" he asked. "You'll soon hostess. "Well, yes, I dare say you CONSERVATION PAYMENTS in Edmondton-and civiliza- can. We're going first to Edmondbe Your father is there. I WILL BE STARTED SOON ton. tion." She stepped suddenly close to sent him a message that we were him, her hands held out in ap- coming." The Agricultural Adjustment administration has announced that peal. "No! I-Allan, take me back He took her into his arms, re The title to your land is vita gardless of the onlooking lady, initial payments under the 1936 . THE CHOCOLATE SHOP Our Abstracts correctly reveal the title. A. O. THOMPSON with you !" ate Lunch Agricultural Conservation program "My girl, we are back in civiliza-"Back there? Don't tell me you will soon be started to producers tion. We are first going to be ike that squaw life. Those days in Texas and the other states of in the valley and the trip out properly married." ABSTRACT CO. the Southern region according to Cold Drinks, Cand "But these caribou suits?" must have been a h-l of torment 4 Per Cent Federal Farm A. L. Smith, secretary of the to you-dirt, rags, mosquito dope, "Best of flying costumes. We're State Conservation Committee. flies, starvation. And now ice, taking a two-seater. The suits snow, bitter cold." will come in handy again this so increased that an easy pull Mrs. Ida Davis of Clovis is (Continued from last week.) winter when I teach Mrs. Garth "Anything-anything just to be the joystick sent the plane skimvisiting her mother, Mrs. Jeff how to drive a dog team. Until Garth gave her a pat on the ming up off the glassy surface. with you, Alan-dear !" INSURANCE Thompson. that it's to be silks for my girl. He put his arms about her. He head, and turned away, embar- Garth banked in a long curve to I must first testify at the trial. Still Coughing? rassed. "No wonder you're over the left, listening to the roar of J. W. HENDRIK After that we'll hop over to Vic-**JNO. H. PATTON** It's been too much for a the warmed motor. Every cylinder toria and take a steamer to Japan We'll hop out of here at was hitting sweet. No matter how many medicin you have tried for your cough, ch cold or bronchial irritation, you c PHONE SO girl. for our honeymoon." 100 B Street-Just North once.' But Japan? Why, I never dreamt a prospector like you would cave to travel in the Orient. So, if --if you'd rather go back to the valley, dear-" Her hostess could no longer keep silent. "Prospector, Miss Ramil! Is that all you know about Mr. Garth? His father is one of the heads of the Hudson's Bay Com-pany. He himself is a member of our parliament, a fellow of ""Oh. Alan, how-how delightful. He lashed the unconscious killof Mother's Park er's wrists to his belt, tied his CHAPTER XII Phone 841 for Appoints ABSTRACTS ankles together, and climbed into Squaw Lilith. the cockpit of the plane. After Of All Deaf Smith Coun The cross-country flight brought replacing the breaker points, he Land Titles. had the men take turns spinning the plane to the Mackenzie at the DEAF SMITH COUNTY the propeller. He then tried the great bend below the Liard. But PADIO SEEVICE ABSTRACTS INC. self-starter. The plane roared. Garth did not come down at Fort On All Makes Radio Chiff Estes. Manager All Work Guarantes Pulled by the whirling propeller, Simpson. He flew on up the vast the plane slid forward off the river to the Great Slave lake and lamber of R. M. S. east across the lake to Fort Resolog rollers. THE HEREFORD BRAND After cutting the gun, Garth lution. Womble Implement JOB PRINTING ordered two of the men to heave Some time before sunset he set Huxby into the cabin. The third the cabin plane down at the landman he sent for the rifles. "I want ing of the Airways base by the the one with which he shot Con- month of the Slave river. After stable Dillon. But you may as handing Lilith ashore, be left her well bring the others-also a lot standing while he went to speak to the Airways superintendent. of that bear fat." He himself went to pick up the That courteous gentleman hastened

the second seat in the cockpit, He would be delighted if the daughter made sure of the supply of gaso- of Mr. Burton Samill would honline, and climbed down again to or their hospitality. Garth was not invited. He turn that the men gave the bottom

be started the engine. The plane glided out on the streak of glare ice, the friction became less than Garth waited alone for her. Her

still-weeping girl and help her to to tell the girl that his wife

the floats a thorough greasing ed away to meet the red-coated sergeant of police for whom he with the bear fat.

After that, when all were aboard had sent. Lilith did not see him and the rifles in Lilith's keeping, again until the next morning. Told by her hostess that Mr. at first moved slowly. The floats Garth wished to speak to her, she dragged on the rough surface of made a burried effort to adjust the frozen slush. But when they her borrowed dress. She went hesitatingly into the room where

that of a water take-off. Within a half mile the speed had the one loaned to her on the Kiesed Her Red Lips and Sear-let Cheeks and Tightly Cleand Evolide

kissed her red lips and scarlet cheeks and tightly closed eyelids. "My girl," he said, "you are going with me wherever I go. Get on your parka."

Her arms were clasped tight dress, though more stylish than about his neck. She lingered a moment to return his kiss. Then



INTO OIL-PLATING YOUR ENGINE FOR WINTER

"My worst troubles never happen," the man with the worrying-habit finally admitted, you know.

# lew 193/ CHEVROLET The Complete Car-Completely New

And for a good plain reason, the worst Winter engine troubles that you ever saw in print, simply don't happen after you change to Oil-Plating.

For Oil-Plating with patented Conoco Germ Processed oil makes sure that all engine parts have plenty to slide on, ALL THE TIME!

Before any mere "free flowing" old-type oil might even begin to flow, modern Oil-Plating has completely prevented ruinous drag on your engine, starter and battery. The reason is that patented Germ Processed oil, before returning to the crankcase; always leaves a long-lasting Plating of oil all the way up through your engine.

Overnight, and even over days of Winter idleness for your car, this slippy Oil-Plating stays up - ready to start before you are! Then you needn't be scared of suffering one un-oiled start or one poorly oiled mile this Winter. Simply Oil-Plate today at the sign of Conoco Germ Processed oil. Continental Oil Company

CONOCO

GERM PROCESSED

With an entirely new type of motor car body -now available for the first time on any lowpriced car-combining new silence with new safety for your family.

display



ewell Service Station

CONOCO



place and to his Summerfield farm, where two buildings will be erect. ed.

Mr. and Mrs. Rufus' Sewell left Friday for Los Angeles, where After spending Saturday night they were called by the serious ill-

at Mr. Dillehay's home in Decatur, Pampa and another from Claude they came home Sunday. Mr. Dille- accompanied Mr. Sewell.

We Take Great Pride

IN ENDORSING THE WORK AND IN CONGRATULATING THOSE WHO HAD A PART IN MAKING THE

**Central School** 

BY MRS. ASA ATCHLEY Miss Viva Mae Thomas was at ome from her school work at Daniel last week end. Mrs. A. E. Brown and children of Canyon visited the J. E. Rob-erson and Britt Clark bomes last

r. and Mrs. L. Huckert ente

Mrs. A. C. Kranse and daughter

Summerfield News

week will be a special young geople's service. Prayer meeting is conducted each tic services at 7:30 each evening. with special music. The public is invited . to attend.

morning at 10 o'clock, children's ervices at 7 p. m., and evangelis-Congregational singing is featured

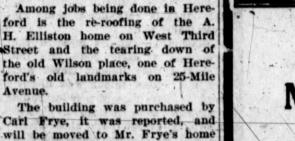
subject will be Divine Healing-Is It for Today? Sunday hight he will speak on Religion Without Christ. Wednesday night of next

REV. L. B. LEWIS assisted by Mrs. Lewis, a musician and singer. Rev. Lewis is said to be an interesting and capable speaker. Saturday night his

day.

Mr. and Mrs. Dillehay spent Tues-Avenue. day morning in Austin conferring

with board members as to the advisability of trying to refund bonds of the Hereford school district from five per cent to four per cent to save the difference in interest. They visited Dallas schools and the Centennial Tuesday and Fort Worth schools Thursday and Fri-



me about drilling your irrigation well, NOW. Jim Mauk. 40-3c Mr. and Mrs. Leonard Click of

spent Sunday with their grandparents, Mr. and Mrs. Ray Her-

Mr. and Mrs. E. L. Blascett

**New Central School** 

and

**1937** Plymouth

IRELAND

Motor Company

BOTH ARE NEW, I

MODERN AND COMPLETE

Sales-Service



Plains, Kansas, visited the Tandy Legg home last week end. Mrs. W. A. Epperson was called Anadarko, Okla., by the death ber sister. Miss Eva Greeson of Amarillo as at home last week end. Mr. and Mrs. Carl Frye visited he Ray Johnson home Sunday. Mrs. Clara Freeman of Plainview isited Mrs. Ray Johnson last week. T. M. Noland of Floydada visit-J. A. Noland Sunday. Alton Johnson of Amarillo. visitd the Ray Johnson home last week. Mr. and Mrs. C. B. Thomas attended the funeral of A. J. Brad-ley in Clovis last week. Mr. Bradley was Mr. Thomas' brother-in-law. Mr. and Mrs. Tandy Legg at. tended the funeral of his uncle in Floydada last week. J. W. Vines had his tonsils renoved in Clovis Tuesday. Jim Noland visited friends in Canyon Sunday. Summerfield study club met with Mrs. L. Cannon Thursday, when a splendid program was heard. The next meeting will be with Mrs. Britt Clark. Summerfield school bus was wrecked last week when the driver of a car going in the opposite direction was blinded and crashed

into it. Neither of the drivers were seriously injured, but both the bus and car were damaged. Lloyd Lookingbill's car was wrecked Sunday when he drove out of a side road into the highway and a car struck his front fender and overturned. No was seriously injured.

## Card of Thanks.

We wish to take this means of thanking our many friends and neighbors for the deeds of love and kindness. Especially do we want to thank Dr. LeGrand and our nurse, Miss Thurman, for their faithfulness during the illness and death of our dear husband and father. Mrs. J. C. Lance

Mr. and Mrs. S., L. Walser and Family Mr. and Mrs. C. R. Walser and Family

Mr. and Mrs. Earl Lance and Family Mr. and Mrs. Joe Kendall and Family

Rev. Homer T. Goodwin, who conducted the services at the Church of Gospel, last Sunday, left early this week for Gold Const, Africa, where he will spend the next four years as missionary to



# A Modern Edifice

TO WHICH HEREFORD CAN SEND ITS CHILDREN FOR MANY YEARS TO COME, KNOWING THAT THEY ARE CARED FOR IN AN UP-TO-DATE PLANT

# WE TAKE THIS OPPORTUNITY TO EXPRESS OUR GRATITUDE FOR THIS IMPROVEMENT

**Piggly Wiggly** 

**Chamber of Commerce** 

**Beams and Marrs** 

**Vogele Millinery Parlor** 

Texas Market and Grocery

J. C. Penney Co., Inc.

W. J. (Bill) Smith, Magnolia Agent Hillside Hatchery

Hereford Laundry and Dry Cleaners

Implements

ALWAYS ON DISPLAY AT

**Davis and McCracken** 

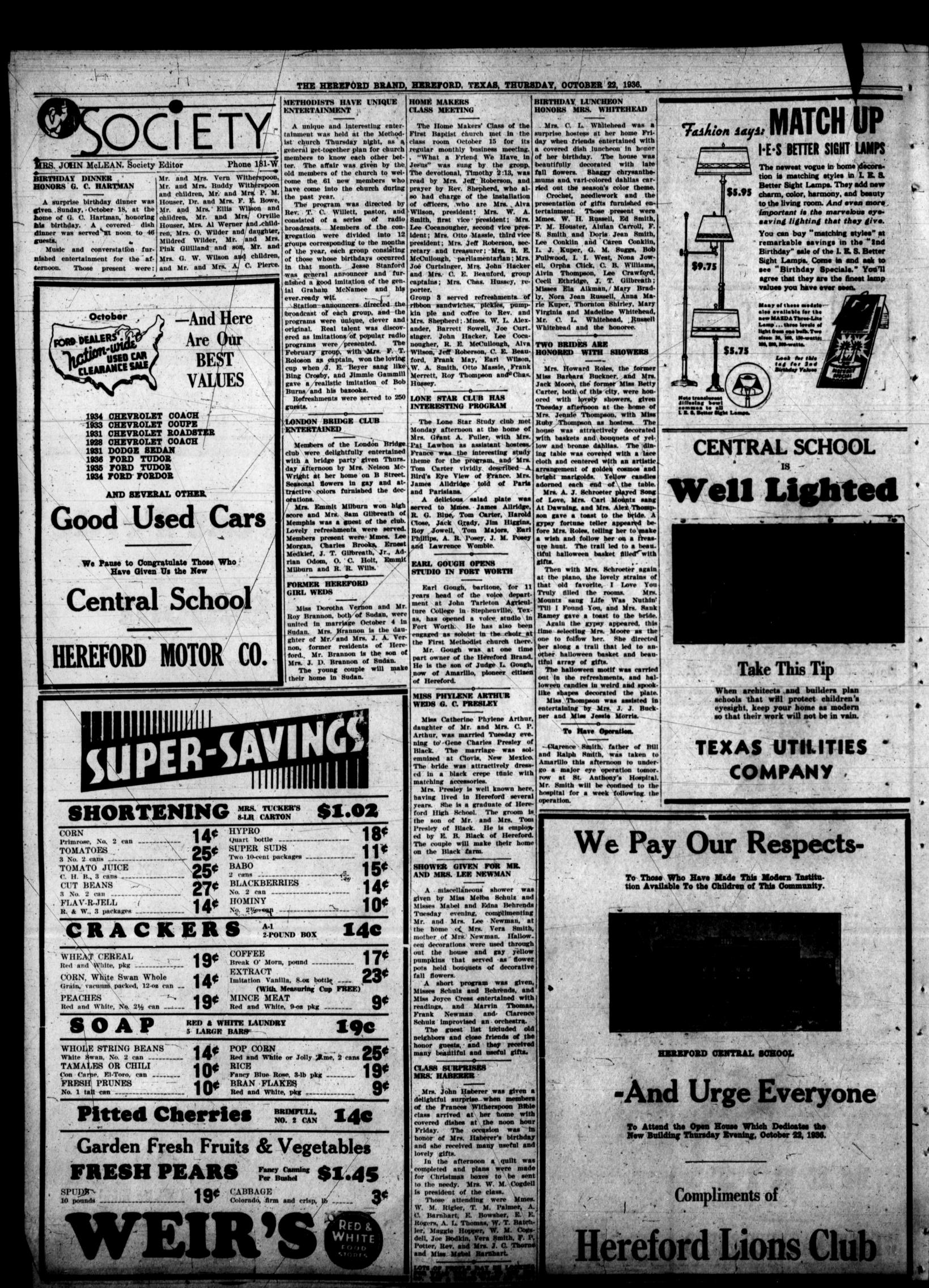
**IMPLEMENT CO** 

Furr Food Stores, Inc.

Norton Motor Co.

A. O. Thompson, Abstracts

**Fashion Dress Shoppe** Weir's Red and White Food Store





proud-converting an out-of-date school building into a modern plant at a time when work was a prime fac-. . We congratulate you on the new Central School

## We Stand for Progress

Natural gas, made available at a low rate, easily handled and clean, marked a step in progress that has brought comfort and convenience into the smaller city, into the moderate home, into the school and into business. . . . Natural gas goes hand in hand with development such as this.



Mr. and Mrs. Willie Price were in Amarillo this week.

The social club met with Mrs. Jim Black Thursday, with nine members present. Program : Discussion of School, and Planning of the annual community Halloween party. Committee were appointed.

Mr. and Mrs. Everett Bair were in Friona Sunday. Mr. and Mrs. Dick Rockey

visited her parents Sunday, Mr. and Mrs. H. Elmore. J. W. Vines has been ill with tonsilitis this week.

Mr. and Mrs. Carroll Laird of KNgore returned home Thursday after a several-days visit here with her parents, Mr. and Mrs. L. H. Shore. Enroute they visited Mr. Laird's sister, Mrs. M. Y. Galloway, in Amarillo, taking little Miss Ann Galloway home with them for a visit.

Try First to Buy in Hereford.

# Congratulations Where Congratulations Are Due



**Hereford Central School** 

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PITMANGRAINCO.

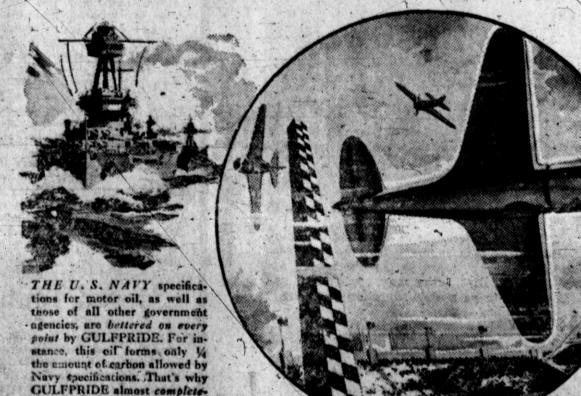
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THE facts on this page sound hard to believe. But here is the reason why GULFPRIDE\_ and only GULFPRIDE\_can accomplish such results . . .

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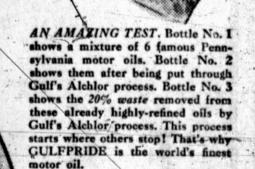
Only GULFPRIDE is made by this process-result of 15 years' research-the same scientific research that has made every Gulf product a leader.

Read the facts below. Then drain your dirty summer-worn oil and refill with GULFPRIDE now. At all Gulf dealers.



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TOPS IN THE AIR-8 out of the 11 winners in last year's National Air Races used GULFPRIDE OIL. the identical oil you can buy for your car at any Gulf dealer. This "aviator's oil" will take you farther before you need to add a quart than any oil you ever used!

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