

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

31st Year—Number 42.

The Hereford Brand, Hereford, Texas, Thursday, October 29, 1931.

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District Championship Looms For Whitefaces

Farwell Steers Go Down 7-0 In Decisive Sectional Game

WINNERS GAIN CONSECUTIVELY

Outplayed at Start, Captain Stone's Punting Kept Them From Goal Line Till Whitefaces Solve Steer Attack.

Hereford's Whitefaces yesterday broke through the opposition of the strongest team in Section A of District 1 Class B football to send the Farwell Steers down in defeat, 7-0.

Playing on Farwell's field with comparative scores favoring the Steers, the game was an uphill fight for the Whitefaces from the start.

Starting Line-Ups:
Farwell: Wilson, Stone, McCullough, Hartman, Cartwright, Climer, Russell, Holland, Collins, Bernbacher.
Farwell: Ackerson, J. Thornton, Barker, Crume, W. Thornton, Walling, Moss, Danner, Caldwell, Hall, McElroy.
Officials: Referee, Harding; Umpire, Montgomery; Head Linesman, Langston.

Not an instant's time was taken out by either team in the first half, so fast and furious was the play that the two 12-minute quarters were finished in less than 30 minutes.

Receiving Hereford's kickoff on their own 20-yard line Farwell in four successive first downs marched to the 15 yard line where they place-kicked on the fourth down for a field goal. It was a few yards wide.

Hereford scored in the third quarter by using two entirely different passing combinations in succession for 20 and 15 yards respectively, and bucking the Farwell line for the last 30 yards to the goal. Russell going through center the last 12 yards, the final 8 with a Farwell guard hanging to one leg. Bernbacher place-kicked the extra point for the only scoring of the game.

Tulla plays here next Friday and Canyon the Friday following. Barring serious accidents, the

(Continued on page nine)

PARENT-TEACHER MEETING AT CENTRAL SCHOOL

The regular business meeting of the parent-teacher association will be held in the auditorium of the Central school building next Tuesday afternoon, November 3, beginning at 3:30 p. m., with Mrs. W. E. Dameron as chairman.

The theme of the meeting will be Physical Hygiene, or Rest and Recreation. Miss Lillie Hostetter, county librarian, will address the association on "The value of books in the child's life." All parents and patrons of the Hereford schools are extended a cordial invitation to attend this meeting.

INFANT SON OF BERNARD CARDINAL DIED TODAY

Francis, week-old son of Mr. and Mrs. Bernard Cardinal, died at the home of her parents, Mr. and Mrs. H. H. Hollman, this morning at 5:30 o'clock.

MRS. EURANKS WINS BUT IS RULED INELIGIBLE

Mrs. E. C. Euranks, 710 East Third Street, was declared winner by the professional critic who judged the manuscripts in the Panhandle Pen Women's quarterly contest last week, in all three of the events in which she entered papers—a short story, a feature article and a sketch of a personality.

Later, when it was learned Mrs. Euranks was not a member of the organization, she was declared ineligible, and the honors were conferred upon other writers. Mrs. Euranks says she feels just as fine about it as if she was given the full credit.

MRS. JOE LANDRUM DIES WHILE VISITING HOMEFOLK

Friends of Mrs. Joe Landrum were shocked to learn of her death on Monday of last week, October 19, at the home of her parents in New Vienna, Ohio, where she had been visiting the past several weeks because of her father's poor health. Death came as the result of poison ivy wounds contracted while hunting nuts in the woods. Her husband, Joe Landrum, had received several letters telling of her affliction, but said the trouble was not serious, and no alarm was felt for her condition. The telegram Monday morning announcing her sudden death was the first indication here that there was even a possibility of seriousness. Mr. Landrum and his brother, Ramsey, left immediately for there, reaching New Vienna Wednesday, and Mrs. Landrum was laid to rest that afternoon in her old home.

FROST IS LATE IN DEAF SMITH COUNTY

Despite weather-observatory warnings issued this week to look out for frost both on Wednesday and Thursday mornings, no frost has made an appearance.

Although chilly, the temperature has never dropped to a killing degree. Supported by the one-half to one inch rainfall over the county last week, the balmy weather is bringing up the wheat to put it in fine condition for winter pasture a little later.

However, regions near here report light frosts both Wednesday and this morning. As the paper is scrambling to get to press a telegram from the weather-observatory says there will be frost Friday morning.

Federated Clubs of County Meet Here Monday

The annual meeting of the Deaf Smith county federated clubs will be held in an all-day session at the First Presbyterian church in Hereford next Monday, November 2, the three local organizations—Music Study, Bay View and Pioneer clubs being in charge of arrangements and the program of the day.

Beginning with a covered dish luncheon at noon, the following numbers will be given:

Song: America.
Prayer.
Clarinet solo: Homer Henslee.
Tribute to Thomas A. Edison: Rev. E. P. Gleaser.
Cornet solo: Dennis Baker.
Perspective: Mrs. Grace Guthrie.
Play, Dame Fashion: Pioneer Club.
Business.

MRS. CHAS. JOWELL BUILDS NEW HOME IN HEREFORD

Mrs. Chas. Jowell, who recently purchased of Fred Millard the property at the north end of Lawton Street, across south of the high school, has razed the old structure and is erecting a commodious modern stucco home there. T. C. Osborne of Abilene, a relative of Mrs. Jowell, has the contract for the construction work.

MRS. HALL BEAVERS RECOVERING FROM OPERATION

Mrs. Hall Beavers was operated on for appendicitis in the Deaf Smith county hospital Thursday of last week and is recuperating as rapidly as can be expected. She will be at the hospital until some time next week.

BRAND CORRESPONDENT GIVEN COLLEGE CREDIT

Miss Opal McMahon, daughter of Mr. and Mrs. J. P. McMahon, who enrolled this fall in Texas Tech, has been permitted to enter with the sophomore class in journalism because of correspondence work she did in high school and during the summer for the Brand. A rule of the college prohibits freshmen from enrolling for journalism classes, but the credentials Miss McMahon gave of the work she had done for the Brand was given consideration to the extent she was granted entrance to the sophomore class.

Mrs. McMahon, with Miss Opal and Clyde, were home from Lubbock over the week end. Miss Della Weeden came with them for a visit with homefolks, and they were also accompanied by Chas. Spencer and Gus White, upper classmen, who spent Sunday with the former's uncle near Vega.

Rev. C. Y. Dossey Again Preaches In Revival Here

The revival meeting of the First Baptist church got under way in an auspicious manner last Sunday with Rev. Y. M. Cloyd doing the preaching until the arrival of Rev. C. Y. Dossey of Dallas Monday evening who will continue conducting the services throughout the revival.

Rev. Dossey finished work in Texarkana Sunday evening and to reach Hereford for services Monday evening was obliged to come in to Amarillo that day by airplane. As it was his first air ride, his story of the event is interesting.

He is preaching the type of sermons again this year that won him so many warm friends during his stay in Hereford last year, and church goers are glad to welcome him back.

Services are held each week day morning at 10 o'clock and in the evening at 7:30, with the Sunday morning preaching hour at 11:00. Gordon Durham, pianist, and Earl Roberson, singer, are in charge of the musical services and do excellent work at it.

Much interest has been manifested in the meeting, a considerable number of additions to the church membership having been made.

Vocational-Agriculture Class Receives Cup

The Vocational Agriculture class of Hereford high school received this week the beautiful silver loving cup presented last spring as trophy to the winning class in dairy cattle judging at the Plainview Dairy Show.

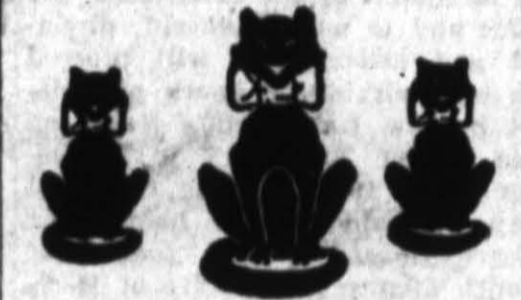
B. H. Hopkins, vocational teacher, is very proud of the honors conferred upon his proteges, and will place the loving cup on exhibition at the Corner Drug Store so more of the patrons and friends of the school may see it.

Hereford won the cup last spring by having the highest ranking eligible team in the dairy judging contest. Two other teams out-ranked Hopkins' class, but were eliminated for using boys who had participated in dairy judging contests on occasions before that, and it took some time to get the cup brought back to Hereford. Mr. Hopkins says that should he have used experienced boys as the others did he believes he could have won first place from them then, as well as by their default.

The trophy was presented to the winning school by the Mistletoe Creameries of Amarillo, and was won in competition against the vocational classes of 20 other schools in the Panhandle.

Remember That Halloween Comes Saturday Night

No matter whether or not approval is expressed, the annual custom of clowning, acting foolish and playing practical (?) jokes will make its national appearance Saturday night, October 31. A peculiar feature of the occasion is the fact that most of the jokes are so



one-sided they are not appreciated. Youngsters get the greatest pleasure from observing Halloween.

Anyway, next Saturday night is a poor time to leave personal property laying loose around the premises, and he who is wise will use forethought and get as much as he can under lock and key.

A word of advice to those inclined to play pranks, whether or not it is heeded, might be to give due consideration to the value of the property moved about; and while it might be hilariously funny to thoughtless folks, property destroyed this year will be harder to replace than usual, and may work a decided hardship on someone who cannot afford it.

LIONS CLUB PUTS UP WELCOMING SIGNS

The Hereford Lions club has put up this week two highway signs on the northeast and southeast roads to welcome visitors and travelers to Hereford.

The signs are as far as possible in the International Lions colors of purple and gold and measure four feet wide and six feet tall with the wording, "Welcome to Hereford" at the top, followed by the Lions insignia and the announcement of the luncheon hour of the local club.

Chas. W. Murray Is Buried at Plainview Today

Charles W. Murray, aged 58, and for the past 15 years or more a prominent figure in the cattle industry in Deaf Smith county, died at Mineral Wells Tuesday morning, October 27, where he and Mrs. Murray have been for the past several weeks in the interest of his health.

Mr. Murray had been in poor health for several months. He is survived by his widow and several brothers and sisters living in Indiana. Funeral services will be conducted at 3:00 o'clock this afternoon at Plainview, and a host of friends and former business associates from Hereford will be in attendance.

Rev. E. P. Gleaser, pastor of the First Presbyterian church here, will deliver the funeral sermon, and J. A. Pitman, John Patton, Dow Mercer, Hubert McEntire, J. C. Parker and John Olson have been named as pall bearers.

Stork Specials

Born to Mr. and Mrs.—
O. B. Jordan, October 20, boy.
Bernard Cardinal, October 21, boy.
D. E. Vernon, October 20, girl.
O. F. Nixon, October 20, twin boys.

ENTERTAINED ON 51st BIRTHDAY IN ABERNATHY

Mrs. John Estes of Hereford was delightfully entertained recently by her daughters in the home of one of them, Mrs. L. A. Harrell, at Abernathy, on the occasion of her 51st birthday.

Other daughters present were Mrs. E. L. Klett and daughter, Virginia, of Lubbock; Mrs. A. Baker, of Tulsa, Oklahoma, and Mrs. A. W. Nicks and Miss Johnnie Estes of Hereford.

Tulia, Canyon, Panhandle Stand Before Semi-Finals

NO REPORT AVAILABLE ON EXTENSION WORK SITUATION

Just before noon today it was not possible to learn any developments regarding a decision by the county commissioners court as to whether or not the extension work will be resumed.

For the past month or more those favoring the use of a county agent and home demonstration agent have been circulating and securing signatures to present to the court signifying their wishes. In the mean time those opposing the extension work have been working to obtain signatures to a petition to the court asking for the work to be discontinued. The commissioners have promised the chamber of commerce directors to abide by the petitions.

It was hoped the petitions would be considered at this week's term of the court, but no decision is as yet available.

Health Officials Spend Busy Week In This County

Miss Nell Hall, county health nurse, with H. E. Hargis, state sanitary engineer, James R. Curties, district sanitarian, and County Judge Earl W. Wilson, have been visiting rural communities of Deaf Smith county this week in interest of better health possibilities and public sanitation. There has been other attendants accompanying them as they go out to different parts of the county.

Four communities have been visited on regular schedule each day, and interested groups of patrons have been waiting to benefit from the talks given on sanitation subjects. The program is being supported by state and federal health authorities.

Monday there were 30 visitors when the healthcade was at Fairview, 35 at Daniel, 85 at Dawn and 30 at Wyche.

Tuesday there were 30 who met them at Higgins, 10 at Valentine, 80 at Messenger, and 50 at Summerfield.

Progressive, Higgins, Ford and Sims communities were visited Wednesday, and Westway, Walcott, Dean and Ward will be visited today as the final series of the program in this county.

Robbers Take Spoils Here Over Week-End

Hereford was visited over the past week end with a series of robberies that had the appearance of being the work of an organized gang, that may have perpetrated all of the depredations. No arrests had been made at last report, but worth while clues are in possession of the officers, which will probably lead to the apprehension of the criminals.

Beginning Friday night, the office of Buchanan & Rosson was robbed of small change. Saturday night tools were taken from a garage in the east part of town, and a seat cushion and the headlights taken from a Ford on Main street; while Sunday night the Auburn car of Mrs. Hal Bruner was stolen from in front of her residence and was found burned up about 10 miles north on 25-Mile Avenue the next morning.

These are the first robberies reported in the city for some time.

TWIN BOYS BORN TO MR. AND MRS. NIXON

The second set of twins in as many months were born in Deaf Smith county Tuesday of this week when two fine sons arrived at the home of Mr. and Mrs. O. F. Nixon. Last month twin girls were born to Mr. and Mrs. Uhlman Hunter of the Jumbo community.

SCORES COMPARE FAVORABLY

Many Games In Immediate Future Apparently Slated to Be Played In Hereford, as Race for Honors Gets Tighter.

REV. L. N. LIPSCOMB HOLDS QUARTERLY CONFERENCE

Rev. J. M. Fuller, pastor of the First Methodist church, announces this week the coming of Presiding Elder L. N. Lipscomb of the Northwest Texas Conference for the Fourth Quarterly conference of the church year, to be held in the church auditorium next Monday evening. The full congregation of the church is requested to be present at that time, as this meeting will close the current church year and matters of vital importance to the membership will be discussed.

Next Sunday's services will be as usual, according to Rev. Fuller, with the exception that the evening preaching hour will be dismissed as a courtesy to the First Baptist church revival being conducted there by Rev. C. Y. Dossey, so that members may visit their neighboring congregation.

C. W. HUMBLE BRINGS BACK BUCK DEER

C. W. Humble, who was a member of a hunting party with Sheriff John B. Miller, Joe Bishop and Jim Black, was the only one of the four to return from the New Mexico mountains with a deer.

The party was afraid to enter the region where two deer are allowed for each hunter this year, because so many (2200) had already gone into that district before they reached it, and they were afraid of being mistaken for deer and shot, which is not an unusual occurrence each year.

Therefore, the above named gentlemen stopped several miles this side, with the result that only one deer was killed by them.

Tulia Hornets Due Tomorrow For Good Game

Everything is in readiness for the coming of the Tulia high school football team for a conference game with the Hereford Whitefaces here tomorrow.

Tulia was considerably feared at the opening of the season, but for some reason has not developed as strong a team as was expected. However, it sometimes happens that for one game an apparently weaker team will gather sudden strength and give a stronger-rated opponent a tremendous defeat.

The game is called for 3:30. Parking rules for tomorrow will be the same as usual. The band, pep club and cowhands have drilled for a new stunt to be used between halves, and an entertaining afternoon is promised for the fans.

R. R. HAMLIN BURIED AT JERICHO THURSDAY

Robert R. Hamlin, farmer living about 25 miles northwest of Hereford, died Tuesday night in an Amarillo hospital following an operation for appendicitis performed last week. Funeral services and burial will be held at Jericho, east of Amarillo, this afternoon at 3:00 o'clock.

Mr. Hamlin was 38 years old, and is survived by his widow, his mother, Mrs. F. S. Hamlin of near Groom; a sister, Mrs. O. L. McKee of Hereford; four brothers, Albert, Canadian; W. T. Monahan, and Jack and Wm. E., both of Skellytown. Mrs. Hamlin is a sister of Miss Amelia Mazurek and Mrs. Emmett Pyka of Hereford.

Mr. Hamlin was a World War veteran and a member of the Pampano post of the American Legion.

With the 7-0 victory by the Hereford Whitefaces over the Farwell Steers last Friday, the local team must be considered a possibility when fans commence to conjecture on the football championship of this district, Class B. Two teams, Tulia and Canyon, in the south half of this section, are to be defeated before Hereford may enter the semi-finals of the district, and it is not going to be an easy matter to dispose of them, but far more difficult teams have been vanquished by the locals this season, and due care and diligence should put them out of the way when Tulia comes here tomorrow and Canyon comes a week later.

Outside of this half of section C, the Panhandle Panthers seem to be leading the pack on the north end, and should they prove victorious there, they will be the first outside opponent to face the Whitefaces. Since Hereford played at Panhandle in 1928, it is expected that should the two teams meet, the field of action will be here on the Whiteface field.

As Panhandle has shown no strength greater than what is considered comparatively easy competition for Hereford, barring unfortunate developments the locals should win. After that, with Dalhart getting the whole top side of the Panhandle a pace that is knocking them dizzy up there, it is probable their Wolves would be next in line for Hereford opposition. Should the two teams meet it will be for semi-final honors of the district, Dalhart representing Section A and Hereford Section C. Since the Whitefaces took a special train to Dalhart to play them in 1929, should the teams meet this year the Wolves will in all probability come to Hereford. And they will be plenty tough—too tough, some think—but Dalhart playing at home defeated the Amarillo Yarnigans two touchdowns and the latter, also playing at home, defeated the Panhandle Panthers two touchdowns, making Dalhart four touchdowns better than Panhandle.

Well, Panhandle and Canyon Canyon played a comparatively tie non-conference game early in the season, Canyon and Happy played a tie-score conference game, and Hereford easily set Happy down with a four touchdown game that could have been made six or more.

That is the "dope" on football as it applies to Hereford and its 1931 prospects. True, it is only dope, but to date it is the only comparison possible. Dope buckets get upset every week end, when some lower rated team rises to supreme heights and knocks a higher rated opponent off the championship ladder, and the same can happen to Hereford any time during the next month. Many times the breaks of the game determine the victor. The Whitefaces rose above their usual strength last week to set back Farwell, a team that had defeated Portales which in turn had defeated Hereford.

The encouragement being given the Whitefaces this past several weeks has been a valuable factor in their playing bang-up football, and the fans can keep up the good work by letting the boys know their ability is appreciated.

CHAMBER OF COMMERCE LUNCHEON MONDAY NOON

The first Monday luncheon of the chamber of commerce will be held with an appropriate program at the First Christian church. The occasion promises to be as entertaining and instructive as the meeting held several weeks ago, and members and citizens are urged by President Elmer Dameron to attend the luncheon.

The Hereford Brand

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

Entered as second-class matter at the post office at Hereford, Texas, under the act of March 3, 1879.

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Zones 1 and 2, six months \$1.00
Outside Zone 2, per year \$2.00
Outside Zone 2, six months \$1.00
Outside Zone 2, four months \$1.00

ALL SUBSCRIPTIONS STRICTLY
CASH IN ADVANCE.



Cought in The
Corral
&
Put Through The
Chute

The statement this week by the committee on city charities that persons who apply for assistance this winter will be obliged to show what they were doing during September and October while there was plenty of work for everybody, is something of which the whole population of Deaf Smith county will approve.

There have been several people in Hereford who have been offered work to do whereby they could earn money to support their families for the time being, yet there have been reasons why they could not do the work—either it was too far to the cotton fields, they didn't want to do just that kind of work or their health wouldn't permit them.

It is only just and right that our charities committee check-up on those who won't work, and if the time comes this winter that they apply for assistance, their record might help determine who gets fed and who doesn't.

State and county taxes, independent district school taxes and city taxes may be paid any time now. Those who wish to avail themselves of the new tax payment law, which permits dividing taxes into two parts, but pay their first half, including poll tax if there is any due, before the first of December.

Those who have the money available to pay their taxes will be working an investment in the state, county, schools and city by paying one-half or all of their taxes NOW. The need of public moneys has not been felt so urgently as it will be during the coming winter.

It looked like there were more Hereford folks than Farwell folks at the football game last Friday, although officials said it was the most Farwell people they ever saw at a game. I got myself into a mess of trouble right at the outset of the game by trying to stay with the chain on the Farwell side of the grounds during the first half, and the way that bunch worked on me was a sin. It was all good natured and we had lots of fun, but that crowd just about had me backed out of anything to say.

Nineteen Years Ago In Hereford

(From Files of The Brand of November 1, 1912.)

Nearly half of the front page of that week was taken up with editorial argument explaining why Woodrow Wilson should be elected president of the United States.

Ed Cox and Mac Beach had returned from Burk Burnett where they had tried their hands at picking cotton. Cox told on Mac that the latter got scared when the first six-foot sack was tied to him and stamped down the cotton patch, bucking and pitching like a bronc. When these two cowboys learned they couldn't reach 300 pounds a day and that children sometimes picked as high as 500, they grew discouraged and came back home.

Ira Cochell was reported, fat and fine, home from a visit in Merryville, Missouri, and back at work again in the Post Office shop.

Mrs. Tynes and little daughter, Thelma, had returned from a visit to the Dallas Fair.

All election eyes of the nation were focused on California in the coming presidential three-cornered race, as that state was the first to permit women to vote in a national election.

The editor of the Dimmitt paper had driven up in his automobile to visit in Hereford.

Forest Walker of the Walker-Perkins Irrigation company was visiting homefolks in Georgetown.

Jim Chapman had been in from the north part of the county as a member of the grand jury then in session.

Rex Tynes, prescription clerk at the Woodburn drug store, made a rush vacation trip to Chicago and back.

Rev. J. M. Sherman, Methodist pastor, was leaving that week for annual conference.

A report of Hereford school activities, with enrollment by grades showed there were 400 pupils in the grades and high school.

Vice-president Jas. S. Sherman had died at his home in Utica, New York.

property of S. C. McAdams and Blanche E. McAdams on the 6th day of October, 1931, to satisfy a judgment amounting to \$1,320.72 in favor of C. J. Paddock, and cost of suit.

Given under my hand, this 6th day of October, 1931.

J. B. MILLER, Sheriff, Deaf Smith County, Texas. 39-4c

By J. M. Murchison, Deputy.

DUANE ORR ASSISTANT
TECH CIVIL ENGINEERING

A clipping from Lubbock papers announces the assignment of Duane Orr, son of Mr. and Mrs. J. E. Orr of Hereford and a graduate of Hereford high school, class of '29, as an assistant in the civil engineering department of Tech College.

An Indian grain crusher in excellent state of preservation has been found near Lamesa.

YOUR COMMUNITY DOESN'T HAVE EVEN A GAMBLER'S CHANCE AT THE DOLLARS YOU SPEND IN NEIGHBORING TOWNS

SHERIFF'S SALE OF REAL ESTATE
STATE OF TEXAS,
County of Deaf Smith.

By virtue of an order of sale issued out of the Honorable District Court of Deaf Smith County on the 6th day of October A. D. 1931, by the Clerk thereof, in the case of C. J. Paddock, Plaintiff, versus S. C. McAdams and Blanche E. McAdams et als, defendants, No. 1922 and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in November A. D. 1931, it being the third day of said month, before the Court House door of said Deaf Smith County in the City of Hereford, Texas, the following described property, to-wit:

All of Lot Number Nine (9) in Block Thirty-Two (32) in the Original town of Hereford, Deaf Smith County, Texas, according to a recorded plat thereof on record in the deed records of Deaf Smith County, Texas, levied on as the

Deaf Smith county, more money would be spent here for the highway program than would be voted for the bonds.

A road program for Deaf Smith county should include a bond issue large enough to insure adequate roads over the entire county. That would not make it necessary to issue the bonds immediately, but have them available for use as the program advances. Should the county think it advisable at any time to curtail its road program, it could be stopped right there, and all bonds not issued would not be a debt on the county.

Deaf Smith county needs someone to take hold of an intensive road building program that will accomplish something of lasting benefit and stop this foolish waste of public money that is costing the county multiplied thousands of dollars each year only to be repeated again the next.

A \$50,000 ice manufacturing and cold storage plant is under construction in Amarillo.



Meat

IS THE HALF-HOUR DINNER
This main dish is the easiest and quickest to prepare.
WE DELIVER—PHONE 75

Cloyd's Market

'M' SYSTEM CRACKERS

LUCY and H. D. REED
Owners and Operators

'M' SYSTEM

Snow Flakes Extra Special by the Company, 2 lb pkg ---- **19c**

PEACHES, gallon (limit one) **42c**

TOILET PAPER, Northern Tissue, 3 for **24c**

Bread Hereford, 16-ounce loaf -- **3c**

Sugar 10 lbs, limited, not sold to merchants **53c**

BAKING POWDER, K. C., 25c size **19c**

CELERY, large, well bleached **10c**

Coffee Not sold to merchants, Folger's, 1 pound **38c**

Syrup Br'er Rabbit Half Gallon **43c**
Gallon ---- **74c**

SOAP, Crystal White or P. & G., 10 bars **29c**

PANCAKE FLOUR, Aunt Jemima, pkg . **15c**

Pumpkin Not Sold to Merchants No. 2 **10c**
No. 2 1-2 -- **12c**



Yams Fancy, large Portales, pound **1 1/2c**

SOAP, Palm Olive, 3 for **21c**

POST TOASTIES, 2 for **25c**

Pineapple Small Flat Crushed or Sliced **10c**

Cocoanut 1-4 lb ---- **12c**
1-2 lb ---- **18c**
1 lb ---- **35c**

STRING BEANS, No. 2 cans **11c**

SALT, 10-pound sack **18c**

DATES, Dromedary, 10 1-4 oz pkg **19c**

COOKIES, pound **22c**

Flour FLAVO, 48 pounds ---- **59c**

Cocoa Hershey's, One-Pound **27c**

CABBAGE, hard, firm, pound **2c**

GRAPE JUICE Quart **45c** Pint **25c**

ANGEL FOOD CAKES, home baked ... **74c**

LUX FLAKES, small size **12c**

WATCH OUR WINDOWS FOR ADDITIONAL SPECIALS. FREE DELIVERY. PHONE 249.

SPLINTERS

VOL. I. OCTOBER 29. No. 18

Panhandle Lumber Co.
Hereford, Texas.
D. H. ALEXANDER, Mgr.

Defender of sex says the girls of today have it all over Helen of Troy or Cleopatra. The girls themselves refuse to argue the question, however. They simply admit it.

If the family had decided on the seashore, the marriageable daughter looks her best in a bathing suit.

If its paint you want we can furnish any kind or quantity you want for painting your home. It's an investment to paint your home, not an expense.

A man, knife in hand, gazed at the smooth white body in the water. "I cannot do it," he groaned, "It is not a man's work," and the tears streamed from his eyes. The woman with a look of utter scorn on her face, took the knife and—finished peeling the onion.

Bill: She's a rumble seat girl.

How's 'at?
Bill: Oh, she just fits in anywhere.



Helpful Hints In Starting Beef Cattle On Feed

By J. M. JONES
Texas Agricultural Experiment Station

In order to obtain the best results in finishing beef cattle for the feeder or attendant, observe and study the individual animals carefully each day so as to be able to intelligently increase or decrease the ration at proper time.

When cattle are placed on a fattening ration they should be fed a small amount of concentrate at the outset. The concentrate should then be gradually increased during the first two or three weeks until the cattle are on full feed. During the early part of the fattening period, they should be supplied with all the roughage they will consume. Then the feeding period advances the roughage portion of the ration should be gradually decreased while at the same time the concentrate should be increased in accordance with the appetites of the cattle. It is difficult to formulate a definite rule with reference to increasing the concentrate portion of the ration, since this is dependent upon several important factors such as the palatability of a well-balanced ration, the age, quality and general fleshing condition of the cattle, and general feedlot conditions, including the availability of plenty of fresh water and salt, atmospheric temperature and whether or not the cattle have access to a dry or muddy feed lot.

After the cattle are on full feed and are making satisfactory gains, the concentrate portion of the ration should be increased at least once during each seven to ten day

period so as to correspond with the estimated gain in weight made during that period. For example, suppose a stockman is fattening 30 head of 600 pound calves. Such calves under favorable conditions make an average gain of at least two pounds daily per head. There then would be an increase of 60 pounds in live weight of the lot daily, or 600 pounds of gain in 10 days, or approximately the weight of an additional calf. The ration for the 30 head then should be increased about 1-30 in the ten days or approximately the amount that one calf could consume daily. Some beginners have the idea that when an animal is on full feed no further increases in the ration are necessary, however, this is a mistake, and some times a very costly one. The method about outlined is suggested merely as a guide to the inexperienced feeder, but it should be helpful in deciding on the increases necessary in the amount of the ration as the feeding period progresses.

Suggested Rations.

The rations listed below are suggested as a guide to the inexperienced cattle feeder who is finishing cattle for market. No hard and fast rules covering cattle feeding can be made to adequately cover all phases of the finishing process. The quality and amount of feed supplied are factors which have an important bearing on the ultimate output of the enterprise. The feeder must be ever on the alert in order that increases or even decreases in the concentrate portion of the ration may be made at the proper time should occasion demand it.

Ration For 400-Pound Calf Making Estimated Gain of 2 lbs Daily			
Fed Ground Corn, Cob and Shuck		Fed Ground Shelled or Threshed Grains	
First 15 days			
Grain	3.5 Pounds	Grain	2.75 pounds
Cottonseed meal	0.75 pounds	Cottonseed meal	0.75 pounds
Sorgo fodder or Johnson	12.0 pounds	Sorgo fodder	12.0 pounds
Second 15 days			
Grain	4.5 pounds	Grain	4.0 pounds
Cottonseed meal	1.0 pounds	Cottonseed meal	1.0 pounds
Sorgo fodder	12.5 pounds	Sorgo fodder	12.5 pounds
Third 30-Day Period			
Grain	7.5 pounds	Grain	6.75 pounds
Cottonseed meal	1.5 pounds	Cottonseed meal	1.5 pounds
Sorgo fodder	10.0 pounds	Sorgo fodder	10.0 pounds
Fourth 30-Day Period			
Grain	8.5 pounds	Grain	7.5 pounds

Cottonseed meal	1.6 pounds	Cottonseed meal	1.6 pounds
Sorgo fodder	9.5 pounds	Sorgo fodder	9.5 pounds
Fourth 30-Day Period			
Grain	9.5 pounds	Grain	8.5 pounds
Cottonseed meal	1.75 pounds	Cottonseed meal	1.75 pounds
Sorgo fodder	9.0 pounds	Sorgo fodder	9.0 pounds
Fifth 30-Day Period			
Grain	10.5 pounds	Grain	9.5 pounds
Cottonseed meal	1.8 pounds	Cottonseed meal	1.8 pounds
Sorgo fodder	8.5 pounds	Sorgo fodder	8.5 pounds
Sixth 30-Day Period			
Grain	12.5 pounds	Grain	11.0 pounds
Cottonseed meal	2.0 pounds	Cottonseed meal	2.0 pounds
Sorgo fodder	7.0 pounds	Sorgo fodder	7.0 pounds
Ration for 600-Pound Steer Receiving			
Fed Ground Grain, Sorghum Heads or Ground Ear Corn (shuck inc.)		Fed Threshed or Shelled grain (ground)	
First 15 Days			
Grain	6.0 pounds	Grain	5.5 pounds
Cottonseed meal	1.25 pounds	Cottonseed meal	1.25 pounds
Sorgo fodder	12.0 pounds	Sorgo fodder	12.0 pounds
Second 15 Days			
Grain	7.5 pounds	Grain	6.75 pounds
Cottonseed meal	2.0 pounds	Cottonseed meal	2.0 pounds
Sorgo fodder	11.0 pounds	Sorgo fodder	11.0 pounds
Second 30 Days			
Grain	8.5 pounds	Grain	7.5 pounds
Cottonseed meal	2.25 pounds	Cottonseed meal	2.25 pounds
Sorgo fodder	11.0 pounds	Sorgo fodder	11.0 pounds
Third 30 Days			
Grain	9.5 pounds	Grain	8.5 pounds
Cottonseed meal	2.5 pounds	Cottonseed meal	2.5 pounds
Sorgo fodder	10.0 pounds	Sorgo fodder	10.0 pounds
Fourth 30 Days			
Grain	12.0 pounds	Grain	10.5 pounds
Cottonseed meal	3.0 pounds	Cottonseed meal	3.0 pounds
Sorgo fodder	9.0 pounds	Sorgo fodder	9.0 pounds
Fifth 30 Days			
Grain	15.0 pounds	Grain	13.0 pounds
Cottonseed meal	2.5 pounds	Cottonseed meal	2.5 pounds
Sorgo fodder	7.0 pounds	Sorgo fodder	8.0 pounds

Daniel News

BY MRS. JOE THURMOND

We had three-fourths inch rain last Tuesday. The moisture and warm weather are making wheat grow rapidly.

Misses Thurmond and Booker of Amarillo spent Friday afternoon with Mrs. Joe Thurmond.

Miss Katherine Hardy and Mrs. Howard Hershey made a short call on each of Mrs. Hershey's school patrons Sunday afternoon to insist that they attend the health meeting at the Daniel school Monday morning at 11 o'clock.

T. J. Jacobs visited James Carr in Hereford Saturday afternoon. Mrs. Plex Brown visited school Friday afternoon and attended the English club program.

Wyntie and Audine Jacobs spent Saturday afternoon with Pauline and Ruth Moore.

There will be a Halloween program at Daniel school house Saturday night. Everyone invited.

Mrs. Luna Jacobs called on Mrs. W. R. Moore Friday.

John Duty of Amarillo spent

Sunday in the J. S. Moore home. Mr. and Mrs. W. T. Thomas and children spent Sunday with their daughter, Mrs. Dan Higgins.

Mrs. J. S. Moore and Mrs. W. R. Moore were in Hereford Friday. Mrs. Floyd Tomlinson called on Mrs. W. R. Moore Thursday afternoon.

Hobart Whitaker, Irving Shugart, Jackson and Homer Chain visited in the W. R. Moore home Sunday.

Scherer Items

MRS. B. R. FULKERSON

Mrs. T. P. McCollister and Mrs. Lee Crawford visited Mrs. B. R. Fulkerson Thursday.

Mr. and Mrs. S. A. Miller and son, Mark, went to Amarillo Wednesday.

The Home Makers Recreation club met with Mrs. Caldwell October with four members present. Miss Hall spent a little while with us. The next meeting will be with Mrs. Lee Crawford November 12.

Miss Ragsdale visited in the Crawford home Thursday.

Mr. and Mrs. Clyde Boyd spent Saturday night with Mr. and Mrs. Roy Boyd.

Mrs. B. R. Fulkerson and Miss Ragsdale visited the Strickland and McCollister homes Monday.

Mr. Gunn of Westway is sowing wheat in this community this week.

C. L. Ragsdale spent Saturday night with Mr. and Mrs. Guy Hamm.

Everyone try to be present at Sunday school next Sunday as we are to decide whether we will continue it.

Church of Christ.

Sunday services: Bible school, 10 o'clock. Scripture lesson and Lord's Supper, 11 o'clock. Young people's Bible study, 7 o'clock. Scripture lesson at 7:30. Wednesday services: Women's Bible study at 3 o'clock in the afternoon at the church building. General Bible study for entire congregation at 7:30. The public is cordially invited to attend these services.

Oh!

What a PENNY will do

Listen for Radio Broadcasts to tell you - Nov. 2-6

225 STATIONS

Corner Drug Store

THE *Jewell* DRUG STORE

Furr Food Store

213 MAIN STREET, HEREFORD



CHICKENS

Tender, fat and juicy hens, Fresh dressed and drawn

17c Per Pound

CRANBERRIES Quart **12¹/₂c**

Hams Half or Whole, Country, Center Slices 25c, cured, lb **15c**

Pork Roast Shoulder Center Cuts, 16c; end cuts **12c**

Compound Snow white, for better baking. Bulk bring pail, 7 lbs **60c**

Milk A whole meal in one, Fresh, grade A, quart **8c**

Eggs Fresh from Hereford Farms, one dozen **22c**

Salt Pork Nice, lean, per pound **10c**

Nucoa A better butter substitute, pound **19c**

CELERY Well bleached, large stalk **10c**

Sugar 49^o

With \$2.00 purchase of other merchandise, 10-pound cloth bag

COFFEE Schilling's for taste, pound



39^o

LETTUCE Large, firm head **7¹/₂c**

K. C. Baking Powder

Best, all purpose

baking, 25c size

19^o

FLOUR

Great West for better baking

24 pounds



39c

Cocoanut 22c

Fresh and moist, lb

Lemons 29c

Juicy, dozen

Tomatoes 5c

Red ripe, pound

Pineapple 65c

Solid packed, gallon

Crackers 19c

Two-pound box

P-Nut Butter 33c

Quart jar

Pickles 15c

Quart Jar, Sour or Dill

Mustard 21c

Quart jar

Cake Flour 25c

Gold Medal, large box

Apples 36c

Solid packed, gallon

Meal 49c

25-pound Bag, Red Star

Bran Flakes 10c

Kellogg's, large box

Corn Flakes 11c

Kellogg's

Oats 10c

Large package

PILLSBURY'S

Pancake Flour



Makes better pancakes more easily—a truly modern pancake flour! **12c**

Hominy 10c

Large can, big size

Olives 49c

Queen, quart jar

Figs 34c

A healthful dish, 3 lb pkg

Raisins 19c

Two-pound package

QUALITY FOODS FOR LESS MONEY!

You can depend on the Furr Food Store every day in the year for quality foods at less money; and we will pay you market prices for your feed and produce. Come in and visit with us. Let us help you work out your problems.

WE ARE PAYING 21c FOR EGGS TODAY!

THE last week of the month,
THE last day of the month,
THE last hour of the month,
THE last minute of the month,

Our Gigantic Sale Will
Come to a Close With
the Year's Most
Sensational

BANG

Prices More Sensational
Than Ever!

Stone Department Store
Incorporated

Jumbo News

BY EDNA HALL

M. L. Hardy made a business trip to Memphis Monday.
Mrs. Alva Berry and daughter visited Mrs. Dixon Tuesday.
Mr. and Mrs. Roy Means and children of Oklahoma City visited in the Hall home this week. Mr. Means is Mr. Hall's nephew.
Mrs. Sam Hunter, W. A. Hunter and Mrs. Hartley called on Mrs. Simpson Wednesday.
Mrs. Andrew visited Mrs. Hall Thursday afternoon.
Mr. Roe spent Wednesday night in the L. Pinckert home.
Mrs. Layman visited Mrs. Simpson Thursday afternoon.
Mr. and Mrs. L. E. Belk, Mrs. Dee Woolsey and Juanita McGinnis were Hereford visitors Wednesday.
Bill Kring left Wednesday for a visit in Oklahoma.
Relatives from Amarillo visited

in the Kring home Sunday.
Mrs. B. M. Hines visited Mrs. Ovid Pinckert Sunday afternoon.
Mabel Pinckert, Addison Hunter and Weston Butts took dinner in the Hall home Sunday.
Miss Johnnie Hardy spent Saturday night with Elaine Dyer.
Mr. and Mrs. Walter Mann visited in the Hall home Sunday.
Mrs. C. G. Maples visited her mother, Mrs. Andrew Wednesday.
Rev. Smith will preach for the third Sunday of next month.
Mr. and Mrs. M. L. Hardy visited Mr. and Mrs. M. L. Simpson Friday night.
Mrs. Bell visited Mrs. Beck a few days this week.
Mr. and Mrs. M. L. Pinckert visited Mr. and Mrs. Hardy Sunday.
Mr. and Mrs. Bob Millard of Canadian visited his sister, Mrs. J. J. Wilder, and family Sunday.
Bill Hacker visited in the Baggett home Sunday.

L. A. Matthews is driving a new truck.
F. L. Pinckert and family visited Mr. and Mrs. Ovid Pinckert Sunday.
Lucille Dyer spent the week end with Kathleen Hardy.
Anderson Axe spent Friday night with Britain Chambliss at Easter. Mmes. John Hall and Pat Hardy called on Mrs. Baggett Thursday afternoon.
Mrs. Ovid Pinckert and Mrs. Nell Andrew visited in the Pinckert home Wednesday.
Miss Lella Thomas visited Tiny Andred Sunday.
Juanita McGinnis attended literary at Easter Friday night.
Elaine Dyer and Eva Hall visited Johnnie Hardy Sunday.
Mr. and Mrs. John Nolan took dinner in the Hardy home Thursday.
Mr. and Mrs. J. J. Wilder and family and Mrs. Millard visited in the Smith home at Easter Sunday afternoon.
Mr. and Mrs. Ullman Hunter and daughters, Phyllis and Francis, visited L. E. Beck and family Sunday.
Miss Kitty Oxford spent the week end with her parents, Mr. and Mrs. Lee Oxford.
Wayne Dyer who is attending W. T. S. T. C. spent the week end with home folks.
Hope Adams spent Sunday with Le Rue Beck.
Little Phyllis and Francis Hunter attended Sunday school Sunday.
Bobby Pinckert visited Bernard Wilder Sunday.
Mr. and Mrs. Pat Hardy visited her parents, Mr. and Mrs. Nolan, Sunday.
Mr. and Mrs. Merrett and family visited in the Dyer home Sunday.
There will be a Halloween party at the school house Friday night. Everyone come.

Mr. and Mrs. Mack Dixon. Baptismal services were held Mr. and Mrs. Paul Williams spent Sunday in the Leo Williams home.
The W. W. Club met last week with Mrs. J. B. Harline and the day was spent quilting. The next meeting will be at the home of Mrs. C. E. Tice November 3, and the Castro county health nurse will be present.
J. E. Andrews went to Dalhart last Friday on business.
H. I. Gillisple of Pampa is here the past few days gathering his crops.
Fred Smith of Hereford left last Friday for Shamrock to work. Floyd Campbell of Crosbyton is here on business.
Mrs. C. E. Tice spent Monday with Mrs. J. J. Lindsay helping her make relish.
Miss Wilda Wilson attended a slumber party at the home of Verdia De Schehagen last Friday night.
Misses La Nelle and Byrdie De Schehagen entertained with a slumber party at their home Friday night, honoring a number of school friends, Louise Kathryn and Helen Ray Hamm, Gaytha and Wilda Wilson and Virginia Cox. A most delightful time was had.
Mr. and Mrs. M. D. Weltz were called to Lubbock Friday to attend the funeral of a nephew of Mr. Weltz, Mr. Nelson, of that place.
While Jack and Cort Strum were bringing two horses from Melrose, N. M., in a trailer recently the trailer got away from them, backed down an incline and injured both horses so that one was crippled and left behind, the other dying soon after the boys reached home.
Ed Williams has bought the Martin Friskle place in Hereford

and will move to town soon. Mr. Williams is a brother of Mrs. R. C. Bridges.
O. L. Ragsdale spent Saturday night in the Guy Hamm home.
Elmer, Carl and George Strum and Donnie Gaets spent Sunday afternoon with the Whitaker boys.
Mr. and Mrs. John Gaets and Frances were dinner guests in the Guy Hamm home Sunday.

Progressive News

By OLIVE PERKINS.

Mr. and Mrs. Jm Ricketts and son, James Artis, visited his parents, Mr. and Mrs. Ira Ricketts, Monday.
Miss Virginia Bowman of Hereford visited Eunice Caldwell last week.
Mrs. J. N. Benson visited her father last week, while Miss Leatrice Benson spent the day with her sister, Mrs. Andrews, in the Frio community.
Elmer Jones and Miss Elsie Andrews visited Mr. and Mrs. Clyde Russell last Sunday.
The next ladies club meeting will be held at the home of Mrs. Ira Ricketts the first Wednesday in November. A program on Armistice Day will be given.
Mr. and Mrs. Ray Hershey called in the Park home Sunday evening.
Mr. and Mrs. Byron Kimmons of Clovis, New Mexico, were transacting business in the Progressive neighborhood and calling on their old friends last Thursday.
Mr. and Mrs. Fox, Beulah McKinzie and Edith Childree were supper guests Saturday night in the Childree home. Mr. and Mrs. Fox and Miss McKinzie spent Saturday night and Sunday with her parents in the Ward community.

Ruth Park visited her sister, Mrs. Ernest Henry, last Saturday night.
Mr. and Mrs. Blakemore and children called on the Donovan family Sunday evening.
Mr. and Mrs. W. C. Russell called on Mr. and Mrs. Clyde Russell Sunday.
Mr. and Mrs. John Jacobsen, Grandmother Orr and Mr. and Mrs. Anthony visited the Bakers Sunday.
Mr. and Mrs. C. P. Caldwell

and Eunice spent last Sunday with Mr. and Mrs. C. P. Hodges.
Mr. and Mrs. Roy Wagner went to Pampa on business one week.
Mr. and Mrs. Haskell Benson of Hereford visited his folks last week.
Mr. and Mrs. Clyde Russell visited her mother Monday.
Mrs. T. E. Baker and children and Miss Lois Park visited Mr. and Mrs. Jack Baker of Dimmitt Sunday.

HELP YOURSELF

FOURTH AND MAIN

- Peanut Butter, Morris Supreme, 5 lb can 75c
- Saltine Flakes, 2 lb box 24c
- Compound, 8 pound pair 74c
- Oranges, 288's, per dozen 19c
- Coffee, Chase & Sanborn Seal Brand, 3 lbs 75c
- Reel Brand pure cane Syrup, 1-2 gal 37c, gallon 69c
- Milk-Carnation, 6 small 25c, 3 large 25c
- Salmon, pink, tall can 11c
- Tomato Soup, White Swan, 4 cans 28c
- Bulk Coffee, ground, lb 14c
- Cheese, full cream, lb 22c
- Spuds, No. 1's, 10 lbs 15c
- Yams, No. 1's, large and clean, lb 2c
- Soap, P. & M., 10 bars 33c

China Dish Free with \$2.00 Order.

Here and There

BY MRS. C. E. TICE

Mrs. G. F. Springer, Mrs. De-ward Roberson and Miss Gladys Jones were in Amarillo Friday to spend the day.
Rev. Fields of Plainview filled his regular appointment at Frio last Saturday night and Sunday.
Mr. and Mrs. J. J. Lindsay and family moved to their place in Hereford last Wednesday.
Mr. and Mrs. Frank Miller of Bovina spent Sunday in the home of her brother and family, Mr. and Mrs. H. M. Mobley.
Mr. and Mrs. J. B. Hardin spent Sunday in the home of her sister and family, Mr. and Mrs. Jack Roberson.
Mr. and Mrs. T. L. Sparkman and Mr. and Mrs. Owen Andrews went to Plainview last Sunday.
E. T. Brooks and mother spent Saturday and Sunday with relatives and friends in Amarillo.
Mr. and Mrs. J. J. Lindsey and family spent Saturday in the home of Mr. and Mrs. H. B. Ellison.
Messrs. and Mmes. Harvey Allison, Slemmons, Ayres, Walter Dixon spent Sunday in the home of at the W. S. Dixon home last Sunday afternoon.



Our Guarantee

—We have given 744 guaranteed permanent waves since our opening in December, 1929. We will be glad to make an adjustment for any of these waves that have not been satisfactory.

Call 492 or See MRS. W. S. SMART

Miss Ruth Johnson received one of our free permanents.

Shampoo and Fingerwave, 25c
Fingerwave, 15c

Every Wave Guaranteed
IRENE THOMAS

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- SPECIALS
- \$9.85
 - \$17.85
 - \$23.85
 - \$42.50

CHILDREN'S COATS

All Wool \$2.95 to \$8.95

BLANKETS

98c \$1.79 \$2.79 \$4.95

All Wool \$6.75

D. R. GASS & SON

ONE CENT SALE!

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KGRS, AT AMARILLO, 10:30 A. M.

—the largest Rexall Sale in history. If cut prices interest you—we sell at absolutely the same low prices during this sale as Rexall Stores in the larger cities. THE REXALL DRUG COMPANY sacrifices the profit in this sale, to introduce the merchandise. We cannot list so many items, but every Rexall item and many others are in this sale.

**TWO FOR THE PRICE OF ONE PLUS ONE CENT!
CORNER DRUG STORE**

THE REXALL STORE

International Sunday School

Lesson

BY DR. J. E. NUNN

November 1, 1931.

World's Temperance Lesson

THE PROGRESS OF TEMPERANCE REFORM

Galatians 5:13-26

Gal. 5:13. For brethren, ye have been called unto liberty; only use not liberty for an occasion to the flesh, but by love serve one another.

14. For all the law is fulfilled in one word, even in this: Thou shalt love thy neighbor as thyself.

15. But if ye bite and devour one another, take heed that ye be not consumed one of another.

16. This I say then, walk in the Spirit, and ye shall not fulfill the lust of the flesh.

17. For the flesh lusteth against the Spirit, and the Spirit against the flesh; and these are contrary the one to the other; so that ye cannot do the things that ye would.

18. But if ye be led of the Spirit, ye are not under the law.

19. Now the works of the flesh are manifest, which are these, Adultery, fornication, uncleanness, lasciviousness.

20. Idolatry, witchcraft, hatred, variance, emulations, wrath, strife, seditions, heresies.

21. Envyings, murders, drunkenness, revellings, and such like: of the which I tell you before, as I have also told you in time past, that they which do such things shall not inherit the kingdom of God.

22. But the fruit of the Spirit is love, joy, peace, longsuffering, gentleness, goodness, faith.

23. Meekness, temperance: against such there is no law.

24. And they that are Christ's have crucified the flesh with the affections and lusts.

25. If we live in the Spirit, let us also walk in the Spirit.

26. Let us not be desirous of vainglory, provoking one another, envying one another.

Golden Text: Be not drunken with wine, wherein is riot, but be filled with the Spirit.—Ephesians 5:18. (Revised Version.)

Introduction.

Of first rank in interest and importance among our public questions is Prohibition. It ought to be kept above the lines of political parties and partisan expediency. Let men face this question on its own merits as a social movement and the issue will soon be determined. To that end, let Christians face it in the light of the moral and social teachings of the New Testament, an example of which we study this week in Paul's epistle to the Galatians.

Liberty and Love.

Among the fundamentals of Paul's faith was the belief that Christians were "called for liberty". But like every great principle, liberty is capable of abuse and needs careful interpretation. He who called us for liberty also called us for love. He put his

stamp of approval upon the command, "Thou shalt love thy neighbor as thyself." And liberty must be found inside, not outside, the principle of love. Christian liberty is not unprincipled liberty, but liberty regulated by love. "Personal liberty" that is Christian is also conscious of social responsibility, and is ready to yield rights to obligations.

Spirit and Flesh.

All of us have to be on guard constantly against the temptation to use our freedom selfishly and sinfully. There is within us a force that makes for sin, that would lead to our moral and spiritual undoing with social and physical disaster also. Paul calls it "the flesh", and whether or not we know what it is, all of us know that it is. And what are we going to do about it? "Walk by the Spirit and yet shall not fulfill the lust of the flesh." God has given us his Spirit to dwell within us, to contend with the force of evil, and set us free. The flesh enslaves; the Spirit sets free, by producing those traits within us that are in fullest accord with the will of God.

The Works of the Flesh.

In order to re-enforce his exhortation that men should walk by the spirit, Paul describes the works of the flesh and the fruit of the Spirit. Let us notice some of the things that appear in lives surrendered to the flesh. After naming fifteen, Paul says there are others like them. These fifteen are but examples of the manifoldness of sin as it invades the life. Two of those mentioned are sins of sensuality (fornication and lewdness); two of them are connected with religious worship (idolatry, sorcery), eight of them have to do with our social relations (enmities, strifes, jealousies, wrath, factions, divisions, parties, envyings), an evil brood, destroying unity and peace; and the last two (drunkenness, carousing), belong to base appetite which opens the door wide for every other form of sin.

In every case they bear the marks of selfishness and destructiveness. They are in every respect the antithesis of Christian love and reverence and righteousness. "They who practice such things shall not inherit the kingdom of God." Whatever our Christian freedom may mean, surely it is incompatible with these things that in themselves are of such a nature as to wreck life here and close the gates of heaven upon us.

The Fruit of the Spirit.

In verses 22-24 Paul gives a positive argument for walking in the Spirit. Nine attributes are set forth, "all the fruit of the eternal spirit, all capable of being exercised in every day life by all classes of society and in every nation under heaven." Read them over and compare them with the works of the flesh. They are unselfish and constructive. The very first one—love—is the negation of the entire catalogue of sins mentioned above. And following love come the others in beautiful pairs:

joy and peace, filling the soul with God's sunshine, freeing the soul from the dark shadows of fear and strife; longsuffering and kindness, equipping the soul with patience and sympathy which uplift and heal; goodness and faithfulness, keeping the heart pure and steadfast in its loyalties and its tasks; meekness and self-control, fortifying the soul against the suffering and temptations incident to the struggle against the flesh. Against Such Things There Is No Law.

These, said Paul, are not only answers to the soul's needs, but "against such there is no law". They meet the approval of God and man. And they are within our reach. They are the fruit of the Spirit, all growing at once in the heart of those who belong to Christ.

Having made his argument, Paul again exhorts us to walk by the Spirit. Thinking of our place in the world, of our responsibility for others, surely we shall not try to use God's gifts in self-indulgence, but rather pray for those graces which sanctify life, and energize it for the task of making humanity better.

Prohibition and "Personal Liberty".

The wets are constantly and loudly asserting that prohibition interferes with their "personal liberty". "Whose liberty is of most importance—a man's right to drink what he pleases or his family's right to a fair share in his income? The consequence of drink cannot be confined to the drinker, or even to the drinker's home; they spill over into the community where the rights to peace, safety and quiet are of greater importance than a man's right to drink poison. Those who claim the most personal liberty would be in hot water all the time were it not that others give up much personal liberty even for their sake.

"There is no such thing as personal liberty to do wrong or to violate law. All individual rights give way to social obligations. One-way streets, traffic rules, speed

limits, ordinances that cover the distribution of ice, milk, meat and other food stuffs are all in point. "Prohibition is the same general idea extended to include all of us in its prohibitory provisions. Even the much advertised plan of the wets to have liquor sold under government control interferes with the personal liberty to buy what one likes, where one wishes, and when one wills. Their proposal would fix the alcoholic content, also. Hours of sale, quantities to be sold or bought, are dictated. Even the place where the stuff may be bought is fixed by law!

"The Volstead Act does not do more than that. It merely does it to more people."

The Future Progress of Temperance Reform.

Even though we have Prohibition written into our national constitution and upon our statute books, temperance reform is not completed. What kind of reform is now needed? Is it not first, a Christian interpretation of "personal liberty" in the light of social responsibility? Is it not also to revive and teach the truth about the personal and social effects of drunkenness? Is it not, again, to enlist Christian patriotism in the support of law enforcement? And still further, to make clear that Prohibition is not an effort to legislate morals into people, but a movement to remove a nefarious and blighting business out of the pathway of the political, economic and moral progress of our nation?

Seen On the Screen at the Star

Star theatre patrons have been enjoying programs rich with humor and high in entertainment during the past several weeks, the three days run of Will Rogers in "Young As You Feel" which finished last

night, being a fitting climax. Tonight and Friday the delayed "Caught", featuring Richard Arlen and Louise Dresser, will bring a story of the old western frontier days with soldiers playing an important part. The fifth chapter of "The Vanishing Legion" will begin Friday night and carry over for Saturday's matinee and evening shows, on which day the main feature will change to Buck Jones in a southwestern border romance, "The Avenger."

Keeping up the hilarious trend of his recent run of pictures, Man-

ager J. C. Parker will bring for the first three days of next week the four Marx brothers in their inimitable rapid-fire style of story. This time it will be "Monkey Business", which press notices of past performances credit with being the best effort the four comedians have put out. "Daddy Long Legs", featuring Janet Gaynor, is a treat the theatre management has in store for its patrons for the immediate future.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE CHEAP.

J. A. Neill, former news editor of the Brand and now telegraph editor of the Clovis Evening News-Journal, was over with Mrs. Neill to spend the week-end visiting her brother, Dr. B. M. Wiltshire and wife, and other friends in Hereford. Their little daughter, Nancy, who had been visiting here the week previous, returned home with they Sunday evening.

Plainview recently celebrated the completion of hard surfacing of all the state highways in Hale county.

TREAT YOUR CREDIT AS A SACRED TRUST

GOOD NAMES and CREDIT go hand in hand. A good name helps your CREDIT, and CREDIT helps your good name. To have either one you must pay bills promptly.

Business Men's Association

Mr. Farmer....

... If you want pay for the protein there might be in your wheat, see us. See us before you sell your kafir and maize.

GREAT WEST MILL & ELEVATOR COMPANY

E. E. FRIDLEY, Manager.

NEW LOW PRICES FOR GLASSES

\$15 Sewing and Reading Glasses, all complete	\$ 8.00
\$17 Child's Glasses, fitted complete	\$11.00
\$20 Adult Distance Glasses, complete	\$12.00
\$30 Bifocal Glasses (Invisible) all complete	\$18.00

We duplicate any kind of lens and supply a wide range of latest types of handsomely engraved White and Pink Gold Frames at Reasonable Prices. Whenever we advertise prices the eye examination, fitting, lenses and frame are included in the price.

DR. CLAUDE WOLCOTT Oculist (Established in 1894)
Fourth Floor, Oliver-Eagle Building. Amarillo, Texas

DEBT

Ask Your Grocer for Cream O' Plains Butter

DEBT

The world owes its electrical convenience and comforts to

Thomas Alva Edison

The Electrical Power and Light companies owe their existence to his genius.

—His death, marking the completion of his great work, is an enormous loss to the world in general and the electrical industry in particular.

We Honor His Memory.

Texas Utilities Company

Beware of Debt Have Money

DO NOT let DEBT grip you and hold you down. It is too easy to buy things "on time" today.

Remember: When a debt is MADE... it must be PAID.

START SAVING REGULARLY NOW

We Welcome YOUR Banking Business

THINK!

HAVE MONEY!

THE FIRST NATIONAL OF BANK HEREFORD

A Strong Bank Thoughtfully Managed

MEMBER FEDERAL RESERVE SYSTEM

THINK!

HAVE MONEY!

BUSINESS AND PROFESSIONAL DIRECTORY

PHILLIPS "66"
and Ethyl gas, Mobiloil, Greasing, Tire Repairing, Etc.
Phone 69 when in tire trouble
W. J. SMITH, Phillips
No. 1, at Third and Schley

Fix-It Shop
All kinds of Furniture Repaired.
J. J. BUCKNER
Phone 761

DR. E. B. THOMASSON
SURGERY
General Practice
Office Over Corner Drug Store.
PHONES
Residence 224 Office 87

West Tailor Shop

MRS. O. F. WEST, Proprietor
"Well Pressed Is Well Dressed"
Clothes called for and delivered
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W. A. ROBINSON, D. C. Ph. C.

X-RAY EXAMINATIONS
Massage with Deep Therapy Heat.
Corrective Diet.

OVER CORNER DRUG STORE.

Residence phone 464 Office phone 578.

Chiropractor and Masseur

J. W. HENDRIX, D. C.

NEW X-RAY FOR YOUR CONVENIENCE
Office Moved to Oberthier Apartments
114 1/2 West Third Street.
Free Consultation and Spinal Analysis.
Office Phone 664. Residence Phone 341.

INSURANCE

Loans--Bonds

HEREFORD INSURANCE AGENCY

JOHN McLEAN, Manager

The TITLE to your land is vital. Our Abstracts correctly reveal the title.

A. O. Thompson Abstract Co.

5 1/2 Per Cent Federal Farm Loans

Society

DELTA DECKA BRIDGE CLUB ENTERTAINED AT ALSTON HOME

Tuesday evening Mr. and Mrs. Marvin Alston entertained the members of the Delta Decka Bridge club at their home, 806 Lee Avenue. In the games Mrs. Hubert McEntire was winner of high score for ladies, and Hubert McEntire for men.

At the close of the bridge games attractively arranged refreshments were served to Messrs. and Meses. Rayford Ricketts, Hubert McEntire; Misses Viola Carpenter, Bessie Lee Barnard, Martha Duncan; Messrs. Frank Mosley, Marlin Gilliland and Edgar Ireland.

MRS. ROGER CORBETT HOSTESS TO OTRA VEZ BRIDGE CLUB

Wednesday afternoon Mrs. Roger Corbett entertained the Otra Vez bridge club with a doggie party. Tallies, decorations and prizes carried out the dog idea. Misses Gladys Selger, Frances Oberthler, Mrs. A. C. Hales and Mrs. J. M. Posey each received a dog family, because they held the highest scores at their respective tables.

Mrs. Hales also received another prize for having the highest individual score. Guests present were Meses. Albert Ross, James Black, W. L. Davis, Marvin Alston, and Miss Gladys Selger. Club members, Meses. J. W. Witherspoon, J. C. McCracken, Ivor McLendon, B. M. Wiltshire, J. C. Parker, J. M. Posey, T. J. Carter, A. C. Hales, Misses Martha Duncan, Frances Oberthler and Emma Jeanne Donald.

AUTUMN PARTY GIVEN OTRA VEZ BRIDGE CLUB BY MISS EMMA JEANE DONALD

The Otra Vez club was delightfully entertained Tuesday morning with an autumn party given by Miss Emma Jeanne Donald. The home was beautifully decorated with red dahlias and yellow chrysanthemums, and vari-colored autumn leaves. At the close of the morning's play it was found that Mrs. J. M. Posey had the highest score among club members, and Mrs. Travis Dameron had high score among guests, and both were awarded appropriate gifts.

Lovely refreshments, which also carried out the autumn idea, were served to the following guests: Meses. Travis Dameron, B. H. Hopkins and Miss Floyd Wilson; members, Meses. E. L. Bradley, A. C. Hales, J. W. Witherspoon, Ivor McLendon, B. M. Wiltshire, J. C. McCracken, Jowell Murchison, Alton Fraser, J. C. Parker, M. R. Corbett, J. M. Posey; Misses Martha Duncan and Frances Oberthler.

PLATEAU SINGERS AT PROGRESSIVE NOVEMBER 8

J. S. Garrett, county president, announces the semi-annual convention of the Plateau Singers for Deaf Smith county will be held at

Progressive with an all-day meeting, Sunday, November 8. The assembly will open at 10 o'clock, a basket dinner will be spread at noon, and ladies of this county are advised to bring well-filled baskets to assist in caring for the many who will come from other counties.

It is expected the best array of quartettes and singers ever assembled in the county to spend the day in sacred song.

COUNCIL MEETING OF RURAL CLUBS HELD OCTOBER 17

The council meeting of the Deaf Smith county rural clubs was held in the club rooms of the court house Saturday afternoon, October 17, with Mrs. S. A. Miller, county chairman, presiding.

The purpose of the assembly was the discussion of plans for the coming yearbook and outlines of the program to be treated at the meetings during the next year.

Mrs. A. T. Frye was elected secretary of the council, and the following committees were named: Yearbook, Meses. Slaton, Caraway, Rowan, Curry and Frye; Finance, Meses. Gilliland, Tice and Robertson; Nominating, Meses. Joe Greer, Ray Johnson and Saltzman.

ENTERTAINS IN HONOR OF REV. FULLER AND FAMILY

The home of Mrs. Paul Foster on South Lawton Street was the scene of a congenial gathering on Tuesday evening, when the Methodist church orchestra, of which Mrs. Foster is director, gave a delightful surprise party honoring the pastor, Rev. J. M. Fuller and his family.

When the Fullers arrived in response to the invitation to the usual Tuesday evening orchestra practice, they found everything in readiness for a feast and good time. Besides the orchestra members other special guests of the evening were Sunday school superintendent Jesse Stanford and family and Mrs. E. W. Harrison.

OMITTED NAMES PUBLISHED IN SCHOOL HONOR ROLL

In the rush of getting out grades for the first six weeks, two names were left off the honor rolls. Billy Ross Phillips should have been on the high honor roll for the tenth grade and Paul Conway on the regular honor roll for the same grade. The honor rolls as published might have been taken for that of a school for girls, since there were only three high school boys on it. We are very glad to add two more boys to the list by making this correction.

PIONEER CLUB MEETS WITH MRS. JOHN CUNNINGHAM

The Pioneer Study club met in regular session at the home of Mrs. John Cunningham Tuesday afternoon of this week, with Mrs. Burt France assisting as hostess. In the business session before the regular program Mrs. J. E.

Beyer was elected delegate and Mrs. Rex Tynes as alternate to the state federation meeting in Lubbock, beginning November 9.

The program of the afternoon was as follows: Subject: Good Management in the Home.

Roll call answer: My Favorite Economy.

Mrs. J. B. Jones gave a very interesting paper on "What women should know about investments."

Mrs. J. M. Gilliland in a very able manner discussed "What homemakers should know about insurance."

These were followed by round table talks concerning "Are budgets practical?" a topic that received earnest consideration.

Refreshments of a tasty plate lunch were served to the 22 members present. A surprise feature was the distribution of favors of persimmons and beautiful oak leaves sent the club by Mrs. W. S. Williams of Poplar Bluff, Missouri, former member and president of the organization.

CORNER DRUG STORE FEATURES 1-CENT SALE

An annual event by the Corner Drug Store is being announced this week, it being the opening of the Rexall 1-cent sale, which features the sale of drug store sundries for 1 cent more than the cost of one article as the price of two of those items.

As its advertising says, "The theme and scheme behind the one-cent sale is clean, is wholesome, is truthful. It is merchandising from factory to consumer with the lowest possible intermediate profit." The Rexall drug company assists its local merchants each year in holding this type of sale.

Community Bible Class.

Next Sunday's subject will be "Opening of the Fifth Seal," and the teacher, Rev. M. J. Johnson, will give us a very capable discussion of it. However, all men are invited to come and express their views freely in this organization.

We meet in the Star theatre each Sunday morning at 9:30, and welcome the attendance of all men whose affiliation with other Sunday school classes does not prevent their attendance.

First Christian Church.

Rev. M. J. Johnson, pastor. Bible school at 9:45 a. m., A. M. Jones, general superintendent. Morning worship hour at 11:00 o'clock. Next Sunday's subject will be "Loving Your Own Soul." The evening hour services will be dismissed so members may attend the revival at the Baptist church.

The Christian Endeavor hour has been changed and will be at 6:30 until further notice. Prayer meeting each Wednesday evening at 7:30. The public is cordially invited to attend any or all of our services. A hearty welcome extended the stranger within our city.

A Want Ad in The Brand is a sure, steady worker—try it out

METHODIST PROGRAM IN WEEK-OF-PRAYER SERVICES

Everyone is cordially invited to attend the Week-of-Prayer services program at the Methodist church next Wednesday morning at 10:30 with Mrs. J. F. Ward in charge. The afternoon programs will be in charge of Mrs. C. O. Bowman and Mrs. J. M. Fuller. All wishing to spend the day are asked to bring a dish for the noon meal.

D. B. ROBERSON SELLING DAIRY STOCK AT AUCTION

D. B. Roberson will sell a choice herd of dairy cows at his place one mile east of Hereford, known as the old Mooney place, beginning at 1:30 o'clock next Tuesday afternoon. One departure from the recent order of public sales in this one is that Mr. Roberson will sell the cattle on credit.

CONOCO PRIZE WINNERS ANNOUNCED NEXT WEEK

Announcement of winners in the \$10,000 cash prize contest sponsored by Continental Oil Company, for the best answers explaining "The Mystery of the Hidden Quart," will be made in an advertisement in next week's issue of the Brand.

The success of this advertising campaign, in which motorists were invited to compete for \$10,000 in prizes for the best answers to the question, "What becomes of the hidden quart of Conoco Germ Processed Motor Oil, and how does it benefit motorists?" has so far surpassed expectations that the winners cannot be announced as early as was anticipated.

A preliminary examination of all of the thousands of entries in the contest has been completed, and the judges are now making their final inspection of the entries, with the view to announcing the winners next week. The judges are: Dr. W. B. Bizzell, president of the University of Oklahoma; John A. Hunter, professor of mechanical engineering, University of Colorado; and Frank L. Martin, associate dean, school of journalism, University of Missouri.

PEACH INDUSTRY IS POTENTIALLY ONE OF GREATEST IN STATE

Importance of the peach industry in the Texas agriculture picture, as well as its potentialities for future development, are emphasized by a recent survey of the state department of agriculture.

Forty-four important peach growing counties surveyed by state inspectors had a total of more than 600,000 trees. Since the census was an incidental and secondary purpose of the survey, many counties were not included. The survey also was virtually limited to commercial orchards of 500 or more trees. The actual count of trees, so far as could be learned, is the first ever made in Texas.

EAST THIRD STREET SURFACING FINISHED

The surfacing of about 300 yards of highway at the east end of Third Street has been completed where it leads from the end of the paving to the eastern city limits. This work was done by the city with the help of the state highway department, and will make travel over that section of the street during muddy weather much easier. The cost was very nominal and the benefits will last for years, as this type of roadbed is very easily resurfaced and put in good condition again.

Present plans of the city commission and highway department are to cooperatively hard-surface 25-Mile Avenue between the west end of Third Street and the Santa Fe railroad crossing.

ALLEN BELL SHIPS IN LAMBS FOR FEEDING

Allan Bell, pioneer sheep authority in Deaf Smith county, has unloaded at Friona this week nearly 6,000 lambs which he will feed and pasture under contract at his ranch in the north part of the county.

MRS. JOHN H. OLSON HAS APPENDICITIS OPERATION

Mrs. John H. Olson is reported convalescing nicely from an operation for appendicitis performed at the Deaf Smith county hospital Friday of last week.

OLD PLAINSMAN VISITS NIECE IN HEREFORD

Levi Schick, uncle of Mrs. J. D. Buchanan, has been over from Plainview the past week visiting her family and old-time friends living in Hereford.

Mr. Schick has been living on the Plains for 55 years, and recalls incidents of historical interest to the Texas Panhandle that run back to times that few, if any, others remember. Mr. Schick says so many of the events have grown hazy in his memory that he hesitates to express them as authentic, but he does know that a great deal of the wild tales of early Panhan-

die days are exaggerated or misleading.

He came to Fort Elliott, near what was Old Mobeetie, in Wheeler county, 55 years ago, when the fort was established as a necessity after the "Dobe Walls" Indian fight a year or two before, and knew the frontier characters that moved through those regions in early Plains history.

Mr. Schick has been living in Plainview and Hale county for the past 43 years.

PARENT-TEACHER SOCIAL PROGRAM WELL ATTENDED

The social hour program sponsored by the Hereford Parent-Teacher organization, held in the high school auditorium Thursday evening of last week was well attended, although a considerable number were late because of the change of meeting time. The theme of the evening was the interest manifested by parents in the public schools as they mould the child life of the community. Prepared discussions were given by Mrs. L. B. Braddus, Mrs. C. C. Bowman, G. M. Hudson and R. E. Kesle. Musical numbers were given by Dorris Elaine Dillehay, Geneva Sue Benton and Elizabeth Ireland. The social hour program to be given on the third Tuesday evening of next month will be a debate, with Alex Thompson directing the pleading.

Garza county leads all West Texas counties in home canning this season.

Easter News

By MISS LOUISE FRYE

Every farmer in this community has been busy combining and heading row crop this week.

Mr. and Mrs. Lem Carlisle of Hereford spent Thursday evening in the Jack Sanders home.

Mrs. Clem Gilliam of Jumbo called on Meses. Carl Frye and Barnard Saxon Friday afternoon. Ross Slesder of Earth spent the week end in the Barnard Saxon home.

Mr. and Mrs. H. H. Frye and family spent Sunday afternoon in the Medley home.

Mr. and Mrs. Carl Frye took Sunday dinner in the Medley home. Messrs. and Meses. Bob Millard, Canadian; George Millard, Hereford, and Jess Wilder and family of Jumbo spent Sunday afternoon in the J. S. Smith home. The Millard boys and Mrs. Wilder are great nephews and niece of Grandmother Sams.

Marvin Turner, Dan and Frank Allen spent Sunday with Lloyd Sullivan.

Messrs. and Meses. Lynn and Bob Axe and son, and Carolyn Frye were dinner guests of Mr. and Mrs. Geo. Chamblee Sunday. General Smith and Mavis Whitfield spent Friday night with Eddie Lee Allen.

Miss Allison of Plainview spent the week end with her brother, Harvey Allison, and wife, and sister, Estell Allison, of this community.

Mr. and Mrs. J. S. Smith and Emerald were in Big Square Sunday afternoon.

Opal Mobley spent several days last week with Mrs. Ratcliff.

Mr. and Mrs. Fred Walton spent the week end with Mrs. Walton's parents, Mr. and Mrs. Fields, of Portales, New Mexico.

A community social meeting was held at the school house last Friday evening. This was the first

of a series of monthly meetings planned for the winter. The first part of the evening was given to a program hour. Instrumental music and a negro comedy were the main features. Later games were enjoyed by both old and young. Mr. and Mrs. Lawrence Johnson of Summertield called at the Medley home Monday afternoon.

TURKEYS!



BEGINNING TUESDAY, NOVEMBER 3 WE WILL BUY YOUR TURKEYS

We will pay highest market prices It will pay you to see us before you sell.

Hereford Poultry & Egg Co.

Phone 448

Corner across from First State Bank

Carl's Cash and Grocery

SPECIALS FOR FRIDAY AND SATURDAY

SPUDS	No. 1, ten Pounds	12c
PEACHES	White Swan, two No. 2 1/2 cans	41c
BACON	Breakfast, 7 to 10 lb., sides, lb	19c
CLEANSER	Sunbrite, two cans	9c
Sandwich Spread	Wapco, pint jar	22c
OATS	White Swan, large package	16c
Potted Meat	Seven cans	26c
SALT PORK	Squares Pound	7c
Compound	Crustene, one pall	57c

DOLL Two feet tall, beautiful dresses, 1c to 99c. Ask us how to get one.

PUBLIC SALE

I will sell at public auction, one mile east of Hereford at what is known as the old Mooney place, the following described personal property, beginning promptly at 1:30 p. m.

Tuesday, Nov. 3

The following herd of Jerseys are good ones selected for their heavy milk production. You will note that many of them will be fresh soon for winter milking, when the price of cream is highest.

- 1—Dark colored Jersey, now milking.
- 1—Dark Jersey, heavy springer.
- 1—Brown Jersey, heavy springer.
- 1—Light-colored Jersey, heavy springer.
- 1—Light-colored Jersey, heavy springer.
- 1—Brown Jersey, dry now.
- 1—Light Jersey, now milking.
- 1—Light Jersey, heavy springer.
- 1—Large brown Jersey, dry.
- 1—Brown Jersey, heavy springer.
- 1—Brown Jersey, heavy springer.
- 1—Black Jersey, dry now.
- 1—Light Jersey, heavy springer.
- 1—Brown Jersey, heavy springer.
- 1—Light Jersey, now milking.
- 1—Light Jersey, heavy springer.

HORSES AND HARNESS

- 1—Heavy team of horses with their harness.

MACHINERY

- 1—Gasoline powered concrete mixer.
- 1—International six-foot one-way, with parts to make ten-foot.
- 1—Go-devil.
- 1—Middle-buster.
- 1—Riding carrier.
- 1—John Deere three-disc plow.
- 1—Tooth harrow.
- 1—Garden harrow.
- 1—Mower.

There will be a number of articles of furniture included in the sale, as well as many other useful items too numerous to mention.

TERMS—Credit may be arranged for the dairy stock, but all other things will be cash.

D. B. ROBERSON, Owner

CLIFF ESTES, Clerk.

COL. RAY BARBER, Auctioneer.

OIL

35c Per Gallon

Save Your Auto and Tractor

Oil—We Will Reclaim

It—35c Per Gallon

HEREFORD OIL RECLAIMERS

One Block East of Bull Barn

EXTRA SPECIAL SALE PRICES

\$25 Ladies Coats,	Now \$16.95
\$50 Ladies' Coats,	Now \$29.95
\$18.50 Ladies' Coats,	Now \$9.95
\$4.00 Ladies' Wool Suits,	Now \$4.98
\$6.00 Ladies' Wool Dress,	Now \$3.98
\$6.00 Ladies' Silk Dress,	Now \$3.98

POPULAR STORE

"Service"

WHEN YOU LIGHT THE BURNER of your gas appliance and the flame springs to life instantly, you see results—comfort—convenience—not causes.

Seldom, if ever, do you see the Service agencies that make this ideal fuel supply possible. Pipe lines, gas wells and manpower, Service!—the combination of efforts that brings natural gas to your burner and which plays a major part in the cost of your fuel supply.

It is Service that provides heat at the burner automatically, when and as you want it, without ashes, smoke, or soot, or the need for extra labor or storage. Back of the flame of your burner stands the Service of your gas company with its skilled employees and its facilities for delivering the gas. Service must be maintained! Service is what you are paying for!

The fact that your gas company must maintain the year round, at great expense, capacity equal to the coldest day of the year—even though this peak capacity is not required except on a few cold days in winter—is merely one of the items of this responsibility called SERVICE!

Your Gas Company takes pride in the fact that it pioneered the distribution in this section, of the only available fuel that can be utilized by the consumer without special handling or the use of costly mechanical accessories. Realizing our responsibility, we take the utmost precaution to assure you permanent fuel satisfaction by providing a dependable flow of gas—regardless of the weather.

WEST TEXAS GAS CO.

Want Ads

For Rent

FOR RENT: New five room house, furnished or unfurnished, at a good price. Phone 553. 42-1p

FOR RENT: Modern four room furnished duplex near the high school. J. S. Orr, Phone 570. 41-2p

FOR RENT: Five room house, 1 1/2 blocks from Central school. Harry W. 42-1c

FOR RENT: Three light housekeeping rooms, furnished, with private bath. Mrs. W. E. Hicks, phone 33-1c

FOR RENT: Furnished rooms for light housekeeping. First door east of Presbyterian church. Mrs. Rosa Speer. 42-1c

FOR RENT: Two furnished apartments. For sale, modern homes. Easy terms. Phone 456. A. C. Thompson, Dependable Lumber. 38-1c

FOR RENT: Unfurnished apartment with private bath, also a furnished bedroom and garage. Phone 335. Mrs. John Estes. 42-1c

FOR RENT: Modern duplex, nearly new, close in, unfurnished. H. B. Webb, phone 746-W. 41-1c

FOR RENT: Two rooms for light housekeeping, 800 Lee. Mrs. J. W. Malone. 42-1p

FOR RENT in the Cummins apartment, north apartment down stairs, furnished. Remington pump gun, good as new, at a bargain. Mrs. J. C. Cummins, 405 East Third Street, Phone 323. 42-1c

FOR RENT: Four room house with garage. Inquire at Piggy Wiggy. 41-1c

FOR RENT: Splendid three room apartment, furnished or unfurnished. 517 East 11th Street, Phone 194. 42-1c

FOR RENT: Furnished apartment. F. H. Oberthier. 37-1c

FOR RENT: To pasture out 100 acre late cane field. A. H. Elliston. 41-2c

Wanted

WANTED: Cows to pasture and feed for the milk they will give this winter. O. E. Boyer, Route 4, 14 miles north on 25-Mile Avenue, and one mile west. 42-3p

HEMSTITCHING: Five cents a yard. All colors of bolt-proof thread furnished. Mrs. Hugh Witherspoon, 311 West Fifth St., Phone 192-J. 31-1c

WANTED: To buy 5000 bundles of sorghum and a used oil cook stove. O. L. Rutherford. 42-1p

Notice

Will the boy who was seen taking harness off of a Boston Bull dog at Central school Friday afternoon, October 16, please return it to the owner. No questions will be asked. Mrs. B. F. Marrs. 42-1c

PLEASE: If he who borrowed my saddle several months ago will return it, no names will be mentioned. W. I. Valentine. 41-2p

HARDWARE MEN: Have several fine tracts of Plains land—wheat land or row crop land; will trade for good, clean stock of hardware or implements; here are a few of them: 640 acres near Hereford, improved; 640 acres near Bovina, all in wheat; 320 acres improved, near Abernathy; 640 acres improved, near Brownfield; 200 acres in wheat near Clovis, N. Mexico. These are just a few of the many tracts we own. Write me full details in first letter. Any size stock considered. All correspondence kept confidential. Box 2241, Amarillo, Tex. 37-3c

ed Mrs. Shults in Hereford Sunday evening.

Mr. Harrison spent Sunday night in the home of Mr. and Mrs. Lynn Powelson.

Mrs. John Hutson, Francis and Viola, and Luella and Elizabeth Higgins visited Mrs. Rogers Sunday afternoon.

The county health nurse, Miss Nell Hall, and Mr. Curtis of the State Department, and several others will be at the school house Thursday afternoon at 3, and all patrons are urged to be there.

Mr. and Mrs. Lynn Powelson and family, Mr. and Mrs. Jim Harrison spent Sunday in the W. R. Harrison home.

Misses Hughes and Garrett, Mrs. Roberson and sons were in Amarillo Saturday.

Mr. and Mrs. Bill Hutson have moved to the Tom Major place on the Avenue.

Mrs. Harrison, Mrs. Rushing and son, Omaha and Emma Lee Harrison and Delbert Powelson visited Mrs. Lynn Powelson Friday.

another good sermon last Sunday.

Miss Lois Anderson spent Sunday night in the W. L. Harris home.

Misses Vera and Jewel Harris who attend W. T. S. T. C. spent last week end with home folks.

Miss Pauline Griffiths of Canyon spent Monday with her sister, Miss Mary Alice, at the school.

Gordon and Norman Miller who are working at Black, visited the H. H. and H. E. Miller homes last Sunday.

Mr. Moore of Amarillo spent last week end in the W. L. Harris home.

Mrs. Flemmings called in the Mayfield home Monday morning.

Mr. and Mrs. Clarence Bagwell are the proud parents of a baby boy, Billie Ray, born October 19.

The club ladies served a delicious dinner on a table highly decorated with yard and garden flowers, in the Dawn hotel, to Miss Nell Hall, county health nurse, and Judge Earl W. Wilson, Hereford; Jas. R. Curtis, state health engineer, and Mr. Hargis, state sanitarian, Austin, and several citizens of the Dawn community. After a social hour everyone went to the school house where several very interesting speeches were made on health sanitation.

Norman Miller, Clifford Stewart and Arnold Guigar visited in the W. L. Harris home last Sunday evening.

Miss Inez Miller spent Sunday night in the W. L. Harris home.

Misses Lois and Sybil Smith spent last Sunday in the McGowan home at Hereford.

Mrs. Ed Reynolds and boys called at the Flemmings home one day last week.

A. J. Morris and family called at the Mayfield home one day last week.

Mr. and Mrs. Paul Frye of Ama-

lillo were in Dawn last Saturday.

Miss Hazel Crouch spent last week end at Canyon.

W. F. Mayfield and family attended the singing at Progressive Sunday night.

Mrs. Allison and Watts of Amarillo spent Friday in the H. Eagle Smith home.

Mr. and Mrs. Spencer called in the Simpson home Sunday afternoon.

Mr. and Mrs. Jess Lindsey spent Thursday in the Chester Lindsey home at Westway.

Mr. and Mrs. DuBoise Walker enjoyed a visit in the Lowery Walker home at Messenger Sunday.

The Walkers and Golds had a family dinner at the DuBoise Walker home October 18.

Mrs. A. J. Morrison and daughter, Madge, visited Mrs. Gordon Gold Sunday.

Mrs. Roberson and Mrs. Olson were in Amarillo Tuesday.

Mr. Smith and family visited friends at Junco Sunday.

Grandma Nell is not so well this week.

The Healthcade had an interested audience at the school home Monday afternoon.

Ted Young and wife of Hereford spent Sunday in the Young home.

Wyche Items

MRS. L. P. PERKINS

The club met with Mrs. R. W. Elliston October 27. Mrs. Gordon Gold was a new member. Roll call was answered with, What I want to study next year. The club has furnished an emergency kit for the school, also two croquet sets. Plans for new year books were carried out. The club will meet November 10 with Mrs. Earl Smith.

Election of officers resulted: Mrs. Smith, president; Mrs. Louie Olson, vice president; Mrs. George Roberson, secretary; Mrs. DuBoise Walker, reporter.

Summerfield

BY MRS. L. JOHNSON

There has been several Halloween entertainments the past week. One of the most enjoyable was given in the house recently vacated by the Meharg family, sponsored by Mrs. Alton Lookingbill, for her Sunday school class. She was ably assisted by Mrs. Joe Kendall and others. There were grave yards, ghosts, hobgoblins and weird noises everywhere. Miss Chapman in representing the witch was very good and deserves special mention. Delicious refreshments were served by the hostesses.

Miss Ruth Marie Mounts of Hereford spent the week end with Hazel Oglesby.

Shade Ratcliff of Ward community spent the week end with his sister, Mrs. Adam Flowers.

Mr. and Mrs. Cleve Meharg and daughters, Mildred and Louise, and Mr. and Mrs. Sam Ratcliff all of Amarillo visited friends and relatives here Sunday.

The teachers gave a program at the school house Friday night, which was enjoyed by the patrons.

Mr. and Mrs. Jesse McMinn and daughter, Edna, of Abilene are visiting friends and relatives here and at Hereford.

Mr. and Mrs. Bernard Roberson and Mrs. B. C. Roberson were in Amarillo last Monday.

Mrs. Obe Roberson and Ky Lawrence were in Portales, New Mexico, one day last week.

Ray Johnson is doing grand jury service at Dimmitt this week.

About one inch of rain was reported for our community last week, which is fine on the growing wheat.

Mrs. Clayburn Carr is spending several days in the George Wylie home near Black.

Mr. Hudson, a college friend of Chas. Noland, of Lubbock spent the week end here.

Gerald Morgan of Adrian spent several days transacting business here.

Bill Eddieleman returned to his home in Plainview after having sowed his land to wheat for another year.

Dawn Items

BY MISS LOVIE MAYFIELD

Nole Bryant, accompanied by

COMING DOCTOR REA

of Minnesota

To Hereford, Cordova Hotel, Saturday, November 14, one day only. Hours, 10:00 a. m. to 4:00 p. m.

DR. REA, well known American Physician, specialist in the science of internal medicine, licensed by the State, visiting many important places in the State. Treating diseases without surgical operations. Specialist in stomach, liver, and bowel diseases, as complicated with blood, skin, lungs, nerves, heart, kidneys, bladder, nose, throat, rheumatism, neuritis, bedwetting, pelagra, blood pressure, leg ulcers, slow growth and deformities in children.

He does not operate for chronic appendicitis, gall-stones, ulcers of stomach, polter. Small tumors, skin cancer, tubercular glands, moles, warts, facial blemishes, piles, fistula, varicose veins, treated with the hypodermic injection method.

DR. REA is an experienced practitioner in chronic diseases, he also has a special diploma in diseases of children, and applies his efforts in the interest of those diseases that he is best qualified to treat, so if ailing, and not getting any better, see him, at this time, as delays just prolong your illness.

He will give free consultation and examination. Services and medicines at reasonable cost, where there is need of treatment. Remember the date, and bear in mind that his treatment is different.

Married women should come with their husbands, and children with parents.

DRS. REA BROS., Laboratory, Minneapolis, Minn. Since 1898.

Lost and Found

STRAYED or Stolen: Four months old gray and black police dog, male, about half grown, disappeared on Tuesday morning; was wearing harness. Any information appreciated. Buddie Downs. 42-1p

LOST: Hand tooled leather key holder with 5 keys. Reward if returned to the Hereford Brand office. 42-1c

For Sale or Trade

FOR SALE: One dozen high bred Buff Orpington hens and one rooster. Criss Renfro. 42-1dh

TYPEWRITERS, New and second-hand. Jewell Marchison, Court House. 37-4fs

FOR SALE: Hegari bundles, either with grain, or immature. H. T. Wedel, one mile west. 41-2p

Ask for FLAVO FLOUR at your Grocer's.

PACKARD MILLING COMPANY
Phone 23. 12-1c

FOR TRADE: Three room houses in Pampa for section of Deaf Smith county land. Land must be clear, or small amortisation loan. John F. Studer, Pampa, Texas. 41-3p

PLATE LUNCH: 25c, soup 10c, chili 10c and 15c, hamburger 5c, hot tamales. Open day and night. Always welcome. Luke's Lunch. 42-1p

FOR SALE: At a bargain, late model, absolutely perfect, beautiful Majestic radio. City Drug Store, Friona. 35-dh

FOR SALE: One of the choicest homes of Hereford; close to high school; six rooms, modern in every respect; beautiful shade trees; priced to sell. Inquire at Hereford Brand office. 42-1c

Lodge Directory

HEREFORD LODGE
No. 476, I. O. O. F.
meets Monday, 8:00 p. m.
Visiting Brothers welcome
LEE R. CONKLIN, N. G.
L. H. Foster, Secretary.

Ward News Notes

BY MRS. WILBY ROBERSON

Mr. and Mrs. Ben Harrison of Mollens visited in the W. R. Harrison home Friday.

Gladya Lewis spent Saturday night with Sue Vaughn at Westway.

Luella Elizabeth Higgins spent Saturday night and Sunday with Frances Viola Hutson.

Misses Hughes and Garrett are spending the week with Mrs. Wiley Roberson.

Mrs. Fred Higgins called on Mrs. Harris Sunday afternoon.

Floyd Harrison and J. T. Hydock spent Friday night in the Jim Harrison home near Westway.

Hartland Caraway who was operated on a week ago is doing nicely and will probably be able to come home Thursday.

Mr. and Mrs. Robert Caraway visited in the W. P. Caraway home Friday night.

Mr. and Mrs. George Lewis visit-

Bakers Cash Grocery

MONT E. BAKER

Friday and Saturday Specials

PINEAPPLE	Sliced or crushed No. 1 size	10c
COCOA	Mothers, 2 lb can 20c, 1 pound	16c
CATSUP	Large bottle	14c
Compound Lard	Large bucket	72c
Vienna Sausage	Three cans	21c
COFFEE	Bright and Early, 3 lb pkg	61c
HONEY	Comb, half-gallon bucket	61c
CORN	Extra Standard, No. 2	9c
TAMALES	Mexican style, 15-oz can, two for	25c
OYSTERS	Five ounce can, two for	22c
COCOMALT	Large size	41c

ARRIVING DAILY!

Yard Goods
Men's Suits
Dresses
Shoes
Hats

—New stock is being unpacked every day. Our shelves will soon be filled with the very newest of this year's merchandise.

FOX MERCANTILE COMPANY

PROFIT SHARING

"D.N."

Green Trading Stamps

We seldom run "specials", but every day—with every purchase you make—we share our profit with you.

Ask for Your Share of the Profit

WE DELIVER—PHONE 100

CITY DRUG STORE

TEXAS MARKET AND GROCERY

See Our Windows for Other Specials

And a Complete Line of Fresh Fruits and Vegetables

Friday and Saturday Specials

SUGAR	Pure Cane 10 Pounds	54c
SPUDS	No. 1 Idaho, ten pounds	14c
COFFEE	Fancy blend, 3 pounds	39c
CORN	No. 2 cans, three for	25c
MATCHES	Six boxes	15c

Specials—Meat Department

PICNIC HAMS , 4-6 and 6-8 lb average,, lb	12 1-2c
BACON SQUARES , breakfast, sugar cured, lb	12 1-2c
BACON , dry salt squares, streaked lean and fat, lb	8c
PURE LARD , bring bucket, 8 lbs	64c
BEEF ROAST , quality cuts, lb	12c
STEAKS , juicy cuts from fancy fores, pound	12c
PORK SAUSAGE , pound	12 1-2c
FRYERS , Dressed, tender and fat, each	50c

HENS AND FRESH OYSTERS

WHY READ?

What is a book? A series of little printed signs—essentially only that. It is for the reader to supply himself the forms and colors and sentiments to which these signs correspond. It will depend on him whether the book be dull or brilliant, hot with passion or cold as ice. Or, if you prefer to put it otherwise, each word in a book is a magic finger that sets a fibre of our brain vibrating like a harpstring, and so evokes a note

from the sounding board of our soul.—Anatole France.

Excerpts.

(From Government Survey-Bulletin on Adult Education.)

Adult education is the newest step in the movement for the popularization of education. This term came into our vocabulary about a decade ago, although this term has been very common in England for half a century.

It has had the effect of a powerful slogan. It is a challenge to all adults to carry on their education. It is the next logical step in the growth of American education, as any scheme of education that limited schooling to youth was bound to give way to the idea that education is a lifelong process in man's attempt to adjust himself to his environment.

The name "adult education" is new, the belief that the adult retains his learning ability is new, and there is a new consciousness that adults must continue to learn if they are to function properly. There is also a new concept that education for adults should be more than casual; it should be organized and have some continuity, and it should bring to the individual the experience of others in his field of study. Environment today in America is so different from the environment of even 20 years ago, and is changing so rapidly that constant reeducation is necessary.

The Archbishop of York, before the British Institute of Adult Education, made the following statement: "Adult education must be the center of the whole system, the goal to which all parts converge. At present it is large-

ly a by-product. We give our main thought and care to the education of the young, to the origins rather than the ends of education. All education, elementary, secondary, university, must be held together by one question dominant at every stage: 'How can the largest number of adult citizens become and continue to be educated men and women?'

If one is not able to read well enough to derive pleasure from reading, he is likely to read so little that he will forget how to read.

A decade ago many educators acted upon the theory that learning ability ran out at about the age of 22 years; therefore it was necessary to put into the schools all those things that might be needed in later life. In 1927 and 1928, Dr. Edward L. Thorndyke and other psychologists made a thorough-going study and reported in part as follows: "In general, nobody under 45 should restrain himself from trying to learn anything because of a belief or fear that he is too old to be able to learn it. Nor should he use that fear as an excuse for not learning anything which he ought to learn."

This study of Dr. Thorndyke and others is causing some school administrators to make over their courses of study in line with the theory that the ability to learn lasts as long as life itself and that a primary object of the school is so to strengthen the student's desire to know that he will be a lifelong student. Greater effort also is being made to encourage the student to become a resourceful searcher for truths and a good individual worker as well as one who can cooperate with his fellows in a community project.

we are anxious to start such a system of roads in the Panhandle at the earliest date possible."

Judge Ely said such roads should be built at a maximum of \$10,000 a mile, depending on the distance from the materials to the highway. If the materials are close at hand, there is no reason why the road cannot be built at a much cheaper cost, he said.

"And the beauty of it," he said, "is that it makes the best road that is possible. Such a road is now being built north of Sweetwater and it is better than anybody's concrete slab."

Realizes Oldham Situation.
Judge Ely said he realized that Oldham and other Panhandle counties could vote only a limited amount in bonds and for that reason he was anxious to try the new type of roads in order to get the different state and federal highways in the Panhandle connected up and give that section of the state a system of paved roads second to none in the Southwest.

His promise as to 66 west of Amarillo was more specific than a general one of merely approving a cheap type of road. He said instructions would go forward at once to the engineers in the Amarillo district to make a survey as to location, prepare estimates on cost and file them with the commission at once. He is hopeful that work may be started on 66 before the winter is over, making it possible to give much work to Oldham county laborers this winter and at the same time have the road surfaced for the traveling public by next summer.

A caliche and asphalt road can be built without the usual delays incident to treating of roadbed and placing materials, he pointed out. He expressed the opinion that a caliche and asphalt road should be built on Highway No. 5 in Potter county, north of the Canadian river.

In addition to Oldham, Donley and Armstrong, the counties of Hartley, Dallam and Deaf Smith in all probability would adopt the new type of road, it was pointed out to Judge Ely.

Plans Great System.
"The caliche type should be used wherever the materials are," said Judge Ely, "and there is an abundance of this material all over the Panhandle. If the people of the different counties will co-operate

with us we can perfect the greatest system of roads in that district that can be found in Texas today."

Judge Ely said more highway work was in prospect in the Panhandle than any other section of Texas, and that it could be carried out on a more comprehensive scale than even planned at this time if the people of the Panhandle would cooperate to the extent of voting nominal bond issues and approving roads which will not be a financial

burden on themselves and the state.

He plans an early trip to the Panhandle when he will make a personal survey of the different routes in question.

The Brand was in error last week in reporting the name of Mrs. T. A. Sullins' brother, Almer Sauls, who was here with his family from Toledo, Ohio, for the first visit with his sister in many years.

Fatten Them for Market



With Purina

Sold Only In Checkerboard Bags

McLEAN & PITMAN

PHONE 1

HIGHWAY COMMISSIONER ADVOCATES CALICHE ROADS

Ablene, Oct. 24.—The way was cleared here today for an immediate paving program which will mean the early completion of all principal state highways in the Panhandle.

All obstacles to the paving of Highway 66 across Oldham County and the connecting up of the various unpaved gaps on other state and national roads crossing the Panhandle were removed by Judge W. E. Ely, chairman of the Texas Highway Commission, when he publicly announced that the commission would approve a system of Panhandle roads built out of local materials and at a price which the various counties can afford.

Judge Ely's announcement was

made at the conclusion of an all-day conference for a type of paving which can be put down at a nominal cost and which is within the financial ability of the counties now wanting to pave, but can not afford concrete or other expensive roads.

An unequivocal pledge to not only indorse a system of caliche and asphalt roads but to instruct his engineers in the Amarillo district to immediately prepare plans and estimates for such roads was given by Judge Ely.

Cheap Materials Here.
Judge Ely said the Highway Commission would approve any caliche type of road which is practical and at the same time reasonable in cost. He also stated that the Texas Highway Commission realizes that it will be impossible to build the expensive type of roads in various Panhandle counties, declaring also that such roads are not needed in that section.

"You have the greatest abundance of natural road materials," said Judge Ely, "in the Panhandle and they should be used. Roads can be built there cheaper than anywhere in Texas, and you may state publicly for me that we will approve such roads for the Panhandle, using home materials and home labor."

Likes Caliche Base.
"If the people of the Panhandle are of the impression that we don't approve anything but concrete, they are badly mistaken. We have found that a caliche base with a penetration top is the best road that can be built anywhere, and

GREAT NEWS

for motorists who want the best!

No need to ride on second choice tires —when FIRST CHOICE costs no more!

Every year for 16 years, the same tire has been first choice in sales —first choice in number of users. That tire is GOODYEAR—and TODAY more people ride on Goodyear Tires than on any other kind—by millions. Why don't you ride on first choice tires—they cost no more to buy?



Ireland - Beavers Motor Company

Phone 383.

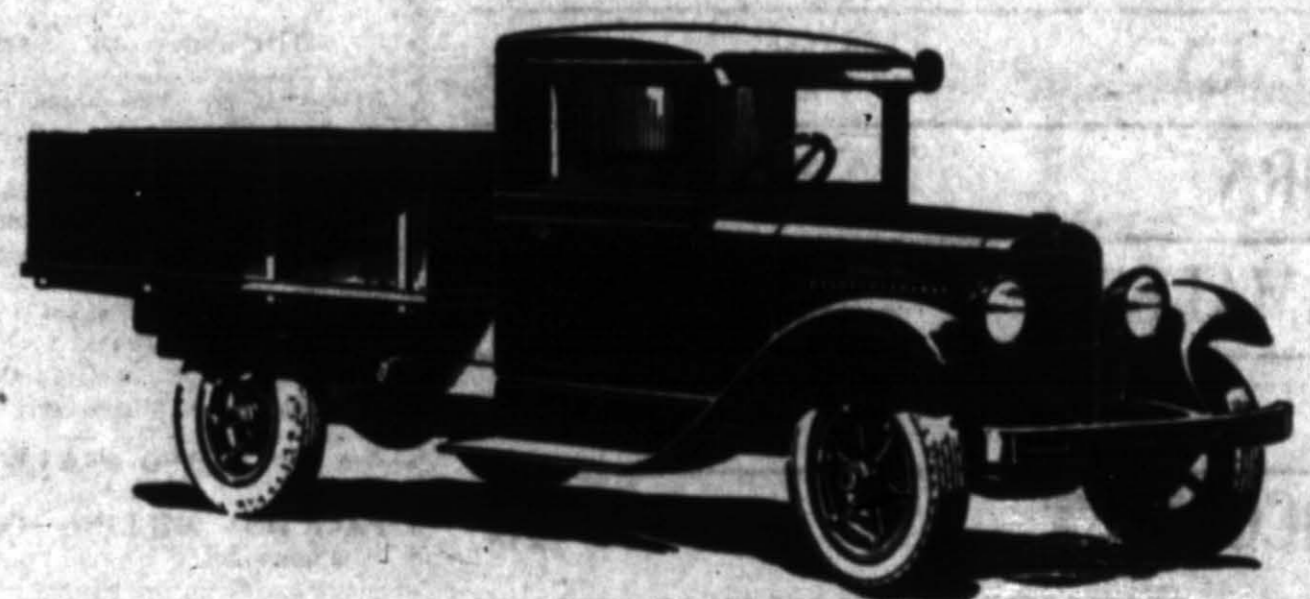
301 East Third

GOODYEAR PATHFINDER				GOODYEAR SPEEDWAY			
Size	Price of Each	Each in Pair	Size	Price of Each	Each in Pair		
27x4.40-21	4.98	4.80	27x4.40-21	4.35	4.25		
27x4.50-20	5.60	5.45	27x4.50-20	4.75	4.65		
30x4.50-21	5.69	5.55	30x4.50-21	4.85	4.70		
28x4.75-19	6.65	6.45	28x4.75-19	5.60	5.57		
27x5.00-19	6.98	6.80	27x5.00-19	5.99	5.85		
31x5.25-21	8.57	8.35	30x5 1/2	3.75	3.65		

Don't--

Put anti-freeze in your radiator until we have tested it and repaired all leaks. Let us examine your radiator FREE.

BEAMS & MARRS



\$15.00 In Prizes

At Buchanan and Rosson's

Saturday, November 7

Beginning Promptly at 9:00 A. M.

Prizes will be given to the two persons driving INTERNATIONAL TRUCKS the greatest distance on ONE QUART of gasoline.

\$10.00 FIRST PRIZE—SECOND PRIZE \$5.00

REQUIREMENTS:

Anyone is eligible. Register at our store on date of contest. Every one drives the same truck in the order their name appears on the register.

DRAIN YOUR COMBINES AND TRACTORS BEFORE COLD WEATHER BEGINS!

Buchanan & Rosson

HEREFORD

FRIONA

FOOTBALL

(Continued from Page One)

Whitfaces are now pointed toward playing Dalhart here for the championship of the west end of district 1.

Captain Stone's punting in Friday's game contributed largely to the excellent showing made by Hereford, booting eight for a 35 1/2 yard average; the longest, 61, going from his own 14-yard stripe to Farwell's 25.

First Quarter.
Stone's kickoff was received by Farwell on about their 10 yard line and by a series of lateral passes they whisked the ball back and forth four times before attempting to advance down the field, it finally being downed about Farwell's 40-yard line. The play was ruled no good and went back to kickoff. This time they returned the play directly down the field to their own 42 yard line.

Then began a series of delayed water bucks with deceptive runs around right and left ends that made four first downs in succession to plant the ball on Hereford's yard line, where the Whitfaces and the Steers place-kicked an attempt for a field goal, which went wide.

Hereford received the ball on their 20, Russell made 3 at right end, Holland lost 2, Farwell fumbled Stone's punt and Hereford recovered it on their own 40; they

lost a yard, Collins made 7 at right end, Russell missed Stone's pass by inches, and Stone punted 41 yards to Farwell's 4-yard line. Farwell made 1 at center, then punted out of bounds on their own 18 yard line. The Farwell punter had trouble all during the game, his boots invariably going high and almost always out of bounds, with little distance gained.

Hereford fumbled on the first play, but recovered the ball with a 4 yard loss. They made 2 at center, Russell failed to gain on the third play as the gun cracked for the end of the quarter, with the ball on Farwell's 20 yard line.

Second Quarter.
On the fourth down with 12 to go, Russell's pass was perfect but the carrier was downed before gaining the required 12 yards and the ball went over to Farwell on their own 15 yard line.

They made 4 at left end, 3 at center and again hit center for their fifth first down. They hit center three times in succession for another first down, made 3 at center, 1 at left guard and 4 at center before punting out of bounds on the fourth down.

Hereford received the ball on their own 22, Climer circled back around the line on a trick play to go 20 yards for Hereford's first first down. Making but a yard in each of three tries at the Farwell line, Stone punted 50 yards over the goal line to give Farwell the ball on their 20.

They made 4 at left guard, were thrown for a loss of 4, and punted to Hereford's 40. Collins made 10 and a first down at right end and two more plays gave another first down, then Climer and Russell both failed to gain, Climer missed Stone's pass and the punt on the fourth down went to Farwell's 5 yard line.

They hit right and center for a first down in three plays, and made 9 yards in two more plays when the gun crack ended the half with the ball in mid-field.

Third Quarter.
When Hereford lined up for the kick-off a slight altercation caused a change of plans and Farwell kicked-off instead of Hereford. Hereford drew a 5 yard penalty for off-side which counterbalanced Habermacher's 5-yard gain; Russell failed to gain, a bad pass from center was missed by Russell on the next play but he went back and recovered the ball on his own 14-yard mark. Stone punted 61 yards and Farwell brought it back to mid-field.

They failed to gain, a pass was incomplete and they punted out of bounds on Hereford's 50-yard line. A triple pass behind the line lost a yard, then Russell broke thru center for 8 yards only to lose possession of the ball from a hard tackle.

It was Farwell's ball on Hereford's 43-yard line. They passed for a first down, made 3 at center, then lost 2, their pass was incomplete and the fumble on the fourth down was recovered by Hereford on their own 35.

Russell made a yard or two, then the Whitfaces made the play that started them to victory. Wilson, left end, slipped aside close to the crowd on the side-lines and dropped to the ground just as the ball was snapped into play. Instantly he was up and away down the side with Russell heaving a beautiful long pass out in his direction. Wilson gathered it in and went for a total of 20 yards before being thrown. A different passing combination on the next play executed a pass from Stone to the right end of the line to go for 15 yards more and got the Farwell squad addled. On successive plays Hereford punted Farwell's line for 5, 4 and 7 yards before Russell wound it up by going straight thru center for the last 13 yards. Farwell's determination was evidenced by a tackler hanging on one of Russell's legs for the last 8 yards. Habermacher place-kicked the converting point to make the score 7-0.

Stone's kick-off was returned to Farwell's 30. They hit center for 3 and made it a first down on the next play, then they passed to Hereford's 28 for a slight gain, failed at the line and made 6 at center as the gun ended the third quarter.

Fourth Quarter.
It was Farwell's ball on Hereford's 24 yard line, third down and about 3 to go. A try at the line failed and they punted out of bounds, but Hereford was ruled off-side on the play and drew a 5-yard penalty to give Farwell another first down. The first play was an incomplete pass that went over the goal and gave the Whitfaces the ball on the Hereford 20.

They made 3 yards in two tries before punting out of bounds on the 50 yard line. They made 1 at center before Russell intercepted long pass on the 25 yard line. Three plays made a first down before Stone punted to Farwell's 30 yard line.

They made 1 at center, a long pass was incomplete, and they punted to Hereford's 31 yard line. Collins snatched center for 9 and Habermacher added a yard on the next play for a first down. Two tries at the line failed to gain, and Stone got off his poorest punt of the day, but good tackling held

the receiver in his tracks on Farwell's 35.

They circled right end for 5 and then 6 for a first down, passed for 12 and another first down. They were filling the air with passes in a last minute attempt to score, but were penalized 5 yards on the second incomplete pass which soared to Hereford's 3 yard line but fortunately was without a receiver, the referee was so excited he failed to penalize Farwell on the third incomplete pass and the ball went to Hereford on their 45.

Two tries at the line failed to gain and Stone's punt was downed on Farwell's 50. A pass was incomplete and they circled left end for 3 as the gun cracked for the finish.

RECENT GIFTS TO DEAF SMITH COUNTY LIBRARY

Books.

J. T. Carroll: King, Skeetix; Willard, Moon Mullins.

Jack Garner, Elson, Reader, book 7; Estill, History; McFadden, Language Series; Payne, American Literature; Robinson, History of Europe; Thome Building.

Mrs. Gordon Gold, Arnold, Life of Patrick Henry; Hughes, Tom Brown's Life at Oxford, School Days.

Mrs. E. F. Haynes, Golden Fairy Book; Hay, First Hundred Thousand.

Mrs. Fred Saltzman, De Vallere, Opals From a Mexican Mine; Parkman, California and the Oregon Trail.

Mrs. C. R. Smith, Knox, Viaduct Murder; Stowell, Desert Power; White, Toss of the Storm Country.

Judge Wilson, U. S. Dept. Agriculture; Agriculture in Texas, Population-Texas, Unemployment-Texas, Windsor, The Unintelligent Boy.

Magazines (mostly current)

Mr. Branson, Capper's Farmer, Christian Science Sentinel, Poultry.

Mr. Buckner, Engineering and Contracting, Western Construction News, Construction, Lumber Worker.

Mrs. Broadwell, Current History, Holland's, McCall's, Mentor.

Chocolate Shop, Too many to list of the latest magazines and papers.

Mrs. John Olson, Collier's, Liter-

ary Digest, American, Time, Woman's Home Companion.

Mr. Phillippi, Sunday school papers.

Mrs. Palmer, Too many to list, many of them magazines of particular value because they supplement our own files.

Mrs. C. R. Smith, Household, Funny Papers.

Mrs. Clarence Smith, Ladies

HOW ONE WOMAN LOST 20 POUNDS OF FAT

Lost Her Prominent Hips—Double Chin—Sluggishness. Gained Physical Vigor—A Shapely Figure.

If you're fat—first remove the cause!

Take one half teaspoonful of KRUSCHEN SALTS in a glass of hot water every morning—in 3 weeks get on the scales and note how many pounds of fat have vanished.

Notice also that you have gained in energy—your skin is clearer—you feel younger in body—KRUSCHEN will give any fat person a joyous surprise.

Get an 80c bottle of KRUSCHEN SALTS from City Drug Store or any leading druggist anywhere in America (lasts 4 weeks). If this first bottle doesn't convince you this is the easiest, safest and surest way to lose fat—your money gladly returned. —adv



CLEANING and PRESSING
PHONE 16
Orr's Tailor Shop

Home Journal, Physical Culture, Pictorial, McCall's, Woman's Home Companion.

Mrs. Pat Wederbrook, American, Farmer's Wife, County Gentleman, Holland's, Country Home, Capper's,

Better Homes and Garden, Mrs. Bob Wilson, McCall's and Woman's Home Companion.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE CHEAP.

Over 200 families are canning a beef each in Dickens county.

Streams around Brady recently received 15,000 fish from the San Angelo hatchery.

He Doesn't Even Know it

—Money is trickling out of his pocket, vanishing bit by bit. Ten years from now he'll wonder why he has nothing to show for his efforts.

—No matter how much you make, put 10 per cent of it in a savings account. Ten years from now you'll be glad we told you.

The First State Bank



More Winter Eggs

At Less Cost



Concentrates

—mixed with home-grown feeds, will produce more eggs at less cost per dozen.

During the winter months your chickens use most of their food to warm their bodies—the remaining part is used in egg-making. Provide a warm house and your chickens will use less feed to keep warm and more for egg making.

WEST TEXAS FEED & SEEDCO.

Phone 265
We Buy Produce

S-A-V-E

ON AUTOMOBILE PARTS

We have parts for every make of car—at prices to fit your pocketbook.

Troy Moore Wrecking Co.

Formerly Morrison Wrecking Co., six blocks east of Main on First Street.

Warning!



They Have Started South!

and will be over your favorite lake

Nov. 16 to Dec. 15
Be Prepared

We have the guns, shells, decoys, hunting coats and other supplies.
We Have Hunting Licenses.
STREU HARDWARE CO.

Order Christmas Cards Now!



Individuality is assured, since we allow no duplication. The card you order is removed from our samples—it is exclusively YOURS. Let us have your order while our samples are complete.

These samples were carefully selected from the stocks of leading Christmas card engravers, to give a wide range of choice. The new semi-metal paper in ebony, gold or silver as background for etchings, woodcuts and tinted photographs, adds greater beauty to this year's cards.

If you wish, your name may be engraved on each card, or printed in either plain or raised letters.

The Hereford Brand

Locals

John B. Coon, representative of the Dallas office of the Southern Rock Island Plow Co., spent Monday in Hereford on business.

Mr. and Mrs. Ray Beyer and daughter, Virginia, of Amarillo, Mrs. Nora Summy of Wellington, and Mrs. E. C. Carter of Amarillo were visitors in the A. O. Thompson home in Hereford Sunday.

Plan to attend the American Legion Dance, November 11. 41-2c

Mrs. M. L. Steele left Friday for the ranch near Fort Sumner to spend the week.

Mr. and Mrs. F. A. Bone of Amarillo were visitors in Hereford Wednesday afternoon.

FREE COFFEE all day Saturday. Luke's Lunch, Open Day and night. 42-1p

W. C. Hromas, Miss Ursalee Fridlee and Miss Vera Freeman went to Clovis Sunday. They were accompanied by Miss Ernestine Hromas.

Take our advice and buy those tire chains now. Bad weather is coming. The best stock in town at RICE'S. 1c

Mr. and Mrs. Paul Van Bibber of Amarillo visited Mr. and Mrs. E. A. Martin Sunday.

FREE COFFEE all day Saturday. Luke's Lunch, Open Day and night. 42-1p

Mr. and Mrs. Ralph Tedford of Friona were shopping in Hereford and visiting friends here the first of this week.

Mrs. Jim Black was in Canyon last week visiting her mother.

R. B. Hicks of Friona was in Hereford Tuesday making arrangements for a mask dance to be held in the neighboring city tonight.

Mr. and Mrs. Rankin Reynolds of Abilene were called to Dimmitt Monday by the illness of his mother. They visited in the home of her parents, Mr. and Mrs. R. M. Dunn, also this week. Miss Hazel Dunn expects to return with her sister to Abilene for a few weeks visit.

The hook-up over 225 stations to broadcast the Fall Rexall One-Cent Sale is the greatest radio hook-up ever made. Listen in over KGRS, Amarillo, at 10:30 a. m., November 2 through the 7th. Our Rexall Sale is November 4, 5, 6, 7. Corner Drug Store. 1c

Mr. and Mrs. T. C. Mathis are attending the funeral of Chas. W. Murray in Plainview this afternoon.

Plan to attend the American Legion Dance, November 11. 41-2c

Miss Hazel Dunn visited her sister, Mrs. Leland Smith, in the Bethel community last week.

J. H. Weeden and son, David, left Friday for Temple where Mr. Weeden will go through the clinic.

Miss Willie Allen was in Floydada Friday and Saturday on business.

Plan to attend the American Legion Dance, November 11. 41-2c

Mr. and Mrs. M. S. Alston were in Amarillo Sunday afternoon.

Mrs. Harry Sherrieb visited in Amarillo Sunday.

Dave McCurdy, manager of the local West Texas Gas Company plant, visited home folks in Floydada Sunday.

Col. Ray Barber, Hereford auctioneer, left Wednesday noon for Mason, Texas, where about this time each year he assists in conducting an enormous auction of registered Hereford cattle. He expects to be home again next Sunday.

Bad weather is just around the corner. Don't risk a blow-out. Trade them in on Brunswicks, the insured tires, while there is still some life in them. 1c

Miss Mattie Lou Harrison, who teaches at Friona, spent the week end at home in Hereford visiting her mother. Two co-workers in the Friona schools, Misses Ellen Jopling and Pauline Hart, accompanied her.

Many articles, such as stationery, for sale on Rexall One-Cent Sale, will make good presents. Corner Drug Store. 1c

B. R. Dixon was in Amarillo Saturday looking after business affairs.

Mr. and Mrs. Chester S. Hutchison of Tulla spent Sunday here at the home of her father, D. R. Gass, and with other relatives and friends.

Mrs. E. W. Harrison was a visitor in Amarillo last Friday.

Try our Plate Lunch, 25c. Open day and night. Luke's Lunch, 42-1p

Mr. and Mrs. Raymond Cone left this week for Lubbock. Mrs. Cone will visit her father while Mr. Cone goes on a hunting trip with friends.

Tires put on in the fall will give greater total mileage than if put on in the spring or summer. It is economy to put on new Brunswicks now. Guaranteed by the Brunswick Tire Corporation, and INSURED by RICE. 1c

Mr. and Mrs. A. Lawther returned home Tuesday afternoon from Shamrock.

Miss Floyd Wilson visited in Amarillo Saturday and Sunday in the home of Mr. and Mrs. S. I. Boosier.

A. H. Streu and family spent Sunday in Portales visiting in the home of Mrs. Streu's brother.

One-pound box of chocolates 65c. Two for 90c during our Rexall Sale. Corner Drug Store. 1c

C. H. Dillehay and family spent the week end with friends and relatives in Plainview.

C. B. Payne, former editor of the Dimmitt paper, the Castro County News, was in Hereford Saturday morning enroute for a week end visit in Amarillo.

Plan to attend the American Legion Dance, November 11. 41-2c

Worn out farm livestock will be fattened and sold on the market if the plans of the Howard county agent is successful.

McCulloch county will feed out 75,000 sheep and thousands of calves and steers this fall from a large variety of grains locally produced.

Does your car steer badly? Repair men specify new Brunswick tires. It makes a wonderful difference in the handling of the car. RICE sells and INSURES them. 1c

GETTING READY FOR CANYON FOOTBALL GAME

Irrespective of the probable hard fought game against Tulla here tomorrow, the Hereford Whitefaces are making diligent preparations to battle valiantly against the Canyon Eagles here on Friday of next week. Canyon is always Hereford's hardest game, no matter what the indications are beforehand. In comparative scores Canyon should fall an easy victim, but so did they appear last year only to rise up in super-ability to take the game away from the Whitefaces.

The largest crowd of the year is expected at the Canyon game, and as is usual when the two teams meet here, special parking rules will be enforced that do not apply at any other game. Instead of permitting all cars who wish to park inside the field on the south, east and north parts, only

cars in which invalids and those with small children will be allowed to come inside for the Canyon game, and they must park at either the north or south ends. The entire east side will be reserved for Canyon fans, and no cars either from here or there will be permitted to park on the east side. Spectators must stay behind the sideline fence; they like to charge up and down the field as the play goes back and forth, and invariably cars are parked too near the fence to permit the crowd to follow the game.

Extra police patrols will be used for the Canyon game to enforce the changed parking rules and to keep trespassers from the fields on the east and north sides of the football park, which is also school property. The cross roads along the south end of the park will also be closed to parking and traffic that day. Parking facilities will be provided free of charge on the practice field south of that road.

Those who expect to drive their cars within the grounds on the day of the Canyon game are asked to make requisition for that privilege and arrive as early as service is free and all the above possible before the game. This rule is made simply to assist in handling the crowd in the most expeditious manner.

L. N. GEORGE SAYS 20 FROM HERE AT CANYON

L. N. George, president of the past students of Canyon College, was in Hereford Tuesday and, as usual, dropped in to the Brand for an interesting visit. Mr. George says there are exactly 20 boys and girls from Deaf Smith county enrolled this winter and that they are honor students as well. That is probably the largest number this

county ever had at Canyon in a regular term, and bespeaks well of the work of the college and Mr. George's untiring efforts to get them there.

Board is cheaper at the school this year than for many years, Mr. George says, as good accommodations can be secured now for \$15 a month. The school has the next to its highest enrollment of its history this winter.

ATTEND EXTENSION WORKER AND BANKERS MEETING

R. O. Dunkle, extension worker, is in Amarillo today, Friday and Saturday of this week in attendance at a gathering of county agents, demonstration agents and key bankers of district one, which includes all the Panhandle as far southeast as Wichita Falls and as far south as Tulla. There are expected to be 23 county agents, 19 home demonstration agents and 23 key bankers at this meeting.

These gatherings are held in each district for the purpose of arriving at a better connective understanding of the extension service, the financial interests of the regions served, and the general agricultural situation over the Panhandle.

GRANT A. FULLER SUCCEEDS J. L. SHARMAN AT KEMP YARD

Grant A. Fuller, manager of the Kemp Lumber Company office at Farwell, was transferred to Hereford last week to succeed J. L. Sharmen, local manager, who has been conducting the affairs of the company in Hereford for the past several years.

STAR THEATRE

HEREFORD, TEXAS

Thursday and Friday

OCTOBER 29-30

1c Sale

"Caught"

With LOUISE DRESSLER and RICHARD ARLEN, also

LAUREL AND HARDY in

"Come Clean"



RICHARD ARLEN

Saturday Only

OCTOBER 31

Buck Jones has been given the best and most powerful role of his career, in an all-talking Western that is sure to please the entire family.



BUCK JONES
The AVENGER
with DOROTHY REEVIE
Directed by Roy William Neill

ALSO CHAPTER 5

The VANISHING LEGION
Midnight

Preview Saturday Night

ONLY OCTOBER 31

Starts at 11:00 p. m.



Play boys of Broadway to Doughboys of Miami All Fall for Her!

Winnie LIGHTNER
GOLD DUST
GERTIE

Monday - Tuesday
Wednesday

NOVEMBER 2-3-4

FOUR

MARX BROS.

in

"MONKEY BUSINESS"

One of the greatest laugh riots every produced, running

3-BIG DAYS-3

Regular Admission

Thursday - Friday

NOVEMBER 5-6

1c NIGHTS

One Adult Ticket 35c
Two Adult Tickets 36c
One Child Ticket 15c
Two Childs' Tickets 16c

Lawrence TIBBETT
... THE CUBAN LOVE SONG ...

With Lape Velez, Earnest Torrence, and Jimmy Durante



Coming Soon:

THE VIKING

"DADDY LONG LEGS"

Bargains!
In Used Furniture

at our new location in the John Jacobsen Building on Miles Avenue.

Hereford Exchange

Formerly Burns Furniture
L. F. EADS, Owner.

Sale Continued

Owing to the extreme warm weather, we are continuing our sale to give people an opportunity to supply their winter needs at these saving prices. Now is the time.

Bigger and Better Bargains!

POPULAR STORE

SPECIAL!

MEN'S HATS . . . \$1.98
Black-Tan-Gray

WORK SHIRTS . . . 48c

OVERALLS

For Men

79c

House Slippers

49c and 69c

Tennis Shoes -- 59c

Ladies' Patent Leather

Pumps ----- \$1.98

RAYON HOSE

For Men

Three Pairs

25c

MUSLIN

Only 4c yard

Ladies' Silk Dresses -- \$2.98

Ladies' Silk Hose ----- 49c

Knit Bloomers for Children ----- 19c

S. L. HARMAN'S STORE

S. L. Harman, Jr., Manager.

Our Motto In Three Words:
"Under-Buy—Under-Sell—Spot-Cash"

Furniture and Rug Sale

Our new low prices on all furniture and rugs is a surprise to everyone. Living room furniture, bed room furniture, dining room furniture and all rugs have been scaled down to most wonderfully low prices.

You should see some extra good values in used living rooms suites now on our floor.

Our Radios Are Wonderful.

We Sell Pianos and Sewing Machines.

E. B. BLACK COMPANY

PIGGLY WIGGLY

All Over the World

Specials for Friday and Saturday

Pecans New crop, shelled, cellophane wrap. 19c
ped. 1/4 lb 36c, 1-4 lb

GRAPEFRUIT— 15c
Large Size, four for

GRAPES— 25c
Tokays, three pounds

PINEAPPLE— 9c
Sliced or Crushed, No. 2 can 18c, No. 1

PEAS— 4 1/2c
No. 1 can

COFFEE— 89c
Maxwell House, vacuum packed, 3 lbs

COMPOUND— 69c
Eight-pound pail

RICE— 19c
Whole Grain, five pounds

COCOA— 14c
Boston Brand, one-pound can

SPUDS— 13c
Ten pounds

FLOUR Western Scout, milled by Great West Co., 48 pounds ----- 59c

MARKET SPECIALS

HAMBURGER, pound ----- 8c
VEAL STEAK, pound ----- 12 1-2c
STEAK, Round, Loin, T-Bone, lb ----- 15c
PURE PORK SAUSAGE, pound ----- 12 1-2c
HAMS, half or whole, pound ----- 16c
BACON, breakfast, sliced, pound ----- 23c