

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

31st Year—Number 41.

The Hereford Brand, Hereford, Texas, Thursday, October 22, 1931.

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Chamber-Commerce Gives Information on Activities

DISCUSSION OF CITY'S PROBLEMS

E. B. Black, Jno. P. Slaton, Mayor E. S. Ireland and City Attorney J. W. Witherspoon Give Views On Affairs of City and County-Wide Consideration. Gas Problem Given Consideration by Attorney.

Elmer Dameron, president of the chamber of commerce, opened last Monday's luncheon program at the Christian church with a deserving complimentary appreciation of the orchestra that furnished music for the occasion. Gordon Duhum, pianist, E. W. Young, banjo; Johnnie Biggs, mandolin; Abe Martin, drums, and Chas. Ferguson, baritone soloist, made up the group. Interspersing baritone solos of popular songs among the snappy instrumental numbers.

The first speaker on the program was E. B. Black, three times past president of the Panhandle-Plains, Inc., who talked of the work of the association during the past year and gave the reasons for the Hereford's chamber of commerce failure to take part in the program the past year. Certain faults had been removed, and Mr. Black explained that as this region had been included in the illustrated folder issued by the Panhandle-Plains, Inc., to be distributed throughout the country this fall at fairs and expositions, he had recommended the Hereford chamber of commerce pay \$150 to help with the work, which has been done.

Jno. P. Slaton, past president of the chamber of commerce and head of the railroad committee, was next called upon, and he responded in his usual optimistic way, saying he found this country in the best shape of any part of the Southwest, and if anyone doubted his word they had but to go elsewhere, and they would soon learn differently. Sure, we get low prices for our things we sell," said Judge Slaton, "but it is impossible to starve our folks if they have feed for their stock and something to eat. We are well off." Relative to the railroad question, Mr. Slaton said other railroads were not preventing the T. & N. from being granted permission to build into the North Plains region as were trucks doing so much of the hauling—the trucks could haul it cheaper because highways furnished them free roadbeds for hauling while railroads had to keep up their own roadbeds. "Trucks could quit hauling just any day they wish and we would be without transportation, and where would we be?" asked Mr. Slaton. "The railroads can not do that—they have so much invested in their tracks and rolling stock, they have to keep on serving us." The opposition to the granting of the T. & P. is weakening, according to Mr. Slaton, while the points in favor of its being granted grow stronger all the time.

Mayor E. S. Ireland was next called upon for an expression from the city commission relative to the status of the natural gas rates for Hereford. Mr. Ireland said nothing would please him better than to announce a 30-cent gas rate for the city, but many things would be taken into consideration and done before such a statement could be made. He gave a brief report of the meeting at Fort Worth where towns interested had been instructed to act independently of each other in their contentions with the gas companies for lower rates, and by passing ordinances fix a rate determined to be right; but stated the Hereford commissioners had not seen fit to act in that manner and were waiting to see the results of test cases being tried by other towns.

Mr. Ireland in turn introduced J. W. Witherspoon, city attorney, asking him to present the facts in the gas rate controversy to date. At the outset Mr. Witherspoon stated he felt the gas rate question was not a personal one to be directed by citizens against the local managers in the various towns, and paused for a few minutes to pay tribute to Dave McCurdy, manager of the Hereford plant, who was present, saying the question to be settled was one of concern for all towns, and could not, as he saw it, come within the jurisdiction of each local manager.

State Assists City In Street Improvements

Improvements this week on important highway connections with city streets are being effected with the hard surfacing of East Third Street for about 300 yards at the east end of the city paving. The work is being done with the co-operation and assistance of the highway department, and when finished will consist of caliche surfacing.

It is intended to improve that part of 25-Mile Avenue between the west end of Third Street and the Santa Fe tracks by the same method, if present plans are carried out.

HALF INCH OF RAIN TUESDAY AFTERNOON

The threatening weather of the past week or more got together Tuesday morning and made good the promising looking drizzle the county has received. The rain gauge at the First National bank Wednesday morning showed one-half-inch precipitation from rain that came up from southwesterly and northwesterly directions.

Indications were that the rain was comparatively general over the county.

GULF REFINING COMPANY BUILDING MODERN STATION

The announced plans several weeks ago of the building of a modern one-stop filling station at the corner of Miles and Third, took a definite step forward this week with the beginning of the clearing away of trash from the premises and hauling of the construction material.

The location is one of the most attractive and desirable in the city and the Gulf Company plans to erect a station there that will be in keeping with the modern architecture of adjacent properties. The lot belongs to E. H. Gooten of Stinson, and the Gulf Refining Company has taken a long term lease on it.

Buckner, Lambert & Hicks, local contractors, will do the construction work; the office part will be of brown nap brick, bound with black mortar and about 20 x 25 feet in size, exclusive of the driveway in canopies, etc. Modern rest rooms and the most up-to-date features for the convenience of motorists are planned, such as tire service, washing, greasing, changing of oil, battery work, filling with gasoline, etc. The station will have concrete drive-ins from the south and east.

The station will be operated under the direct supervision of the Gulf Refining Company general offices, with the local management being responsible to Dow Mercer, general distribution agent for the Gulf here.

PARENT-TEACHER PROGRAM WILL BE GIVEN TONIGHT

The social hour program of the Parent-Teacher organization that was raised out Tuesday evening of this week will be given tonight (Thursday) at 7:30, according to arrangements made Wednesday.

The subject matter of the program is built around the idea of a closer relationship between home and school interests; bringing parents, teachers and pupils into a better understanding of school problems and their successful solution.

Songs and music will be interspersed with talks on the parental and school questions. Patrons and those interested in the welfare of the school are given a cordial invitation to attend.

JUDGE SLATON RETURNS; SAYS HEREFORD WILL SURELY GET T. & P. N.

Judge Jno. P. Slaton, who has been down in the state the past several weeks, returned home Sunday and has been greeting Hereford friends on the street this week with a reiteration of his usual statement: "We are going to get the Texas & Pacific Northern, sure. I feel more confident of it every day with every report I get on the question. We are going to get it."

"And don't forget," said Mr. Slaton, "that this is the best place that I know of. I saw lots of places while I was gone, and not one of them compares with Deaf Smith county. We are exceedingly fortunate up here. I would just like for some of our grumblers to see how bad off some other places are—they would surely be glad to get back here and be satisfied."

Two Hereford Fires Cause Slight Losses

Two fires that threatened to be serious but were soon extinguished by Dow Mercer's department's efficiency have visited Hereford during the past two weeks.

The first occurred when the Hereford Hotel caught fire during the football game Friday, October 9. Fast work soon cut the flames down to where they did little damage, the building itself not being harmed beyond that to windows and openings to let the fire department work.

The second blaze occurred just before noon Sunday when the home of Frank Richards caught fire. Owing to the construction of the walls and roofing, with the fire between them, Fire Chief Mercer says it was exceedingly difficult to get to the flames. This was done, however, by cutting holes at a casual place to permit the insertion of fire hose. These openings constitute the worst damage done to the dwelling, according to reports given the Brand.

Early Tuesday morning Chief Mercer made a run with the chemical truck to Friona in response to a call for help. He succeeded in checking the blaze after one building in the heart of the business district was razed.

BILLIE HILL TREASURER W. T. S. T. S. FRESHMEN

Miss Billie Hill, daughter of O. G. Hill and graduate of Hereford high school last spring, has been elected treasurer of the West Texas State Teachers College freshman class, and has been pledged a membership in the Pi Omega, a girls' sorority, according to word received today.

Plainview Wins With Pass In Last Minutes of Game

No alibis are offered for losing the football game here last Friday when Plainview's Class A team

Hereford	Position	Plainview
Wilson	le	Walker
Stone	lt	Gregg
R. Orr	lg	Tilton
Cloyd	lc	Goodwin
Hartman	sg	Ray
Holland	rt	Seals
Climmer	re	Thomas
Russell	qb	Wester
Habermacher	lh	Hamilton
Collins	rh	Withowl
Barley	fb	Panning

scored a touchdown in the last three minutes on a series of forward passes to win 7-0.

Handicapped by the absence of four regular players, the Whitefaces gave a star performance against heavier players who outnumbered them nearly two to one in reserve strength. It was just too great a task to stand the brunt of the visitors' furious tackling, and the flurry of passes coming from

Ask Return of Petitions For Extension Work

All petitions asking the commissioners court of Deaf Smith county to reinstate the extension service are asked by the Hereford chamber of commerce to be handed in at the holder's earliest convenience, if possible not later than Saturday. This request is made so a copy of all names of signers may be made before the petitions are turned over to the county commissioners next Monday, when they meet in regular session.

The petitions should be given to the chamber of commerce office, to President Elmer Dameron or to J. D. Buchanan, vice president, so the whole number of signatures may be compiled into a complete list.

NATION PAUSES IN MEMORY OF EDISON

With the death and burial of Thomas A. Edison this week, the American nation will pause to pay tribute to the greatest genius the country has produced. The extent of his various discoveries and inventions will probably never be known.

His versatile mind reached into more fields of investigation than that of any mortal on record, and the results he obtained have brought work, compensation, understanding and happiness to millions upon millions of people.

It is impossible to calculate how far his influence in the world of experiment has reached, for others have taken to great heights the ideas he presented, while he, content to let them serve in his stead, turned his tremendous energy into new fields of endeavor to bring new truths to light.

It is probable the work of Thomas A. Edison has done more for the comfort and happiness of mankind than that of any one person.

LIONS CLUB ENJOYS A GOOD ATTENDANCE

The Hereford Lions club had an almost full roster of members responding to roll call Wednesday noon at the luncheon hour program. Twenty-two of the 25 active members were present. W. L. Davis furnished the entertainment feature this week, bringing the chamber of commerce orchestra to play during the lunch time.

Daniel Bell, son of Allan Bell and former graduate of Hereford high school, later of A. & M. with honors, who has been visiting relatives and friends here this week, was the guest of the club.

The cool weather made the luncheon of baked chicken, dressing and gravy, cranberry salad and boiled custard, prepared by the Presbyterian ladies, very appropriate and the Lions did full justice to it. Harry Rice contributed another pleasing characteristic to the occasion with a center piece decoration of an enormous vase of magnificent dahlias.

Gordon Durham, local pianist, was part of the radio program broadcast by Amarillo Wednesday of last week.

Title Contenders In Hard Tilt at Farwell Tomorrow

MRS. WILLIAMS' POEM TO BE PART OF OLD TRAIL DRIVERS' VOLUME

Mrs. E. J. Williams, 612 East Tenth Street, has received word her poem, "Heroes of Civilization," which was read before the Old Trail Drivers' association in San Antonio on October 10, received very favorable comment, and was accepted by the association and will be incorporated in the next issue of the Old Trail Drivers' history of the Southwest.

Mrs. Williams, in commenting this week upon the poem, was delighted with the honor conferred by the acceptance of the story. It is dedicated to the memory of her father, Col. J. J. Myers, of Lockhart, Texas, who during his time was known as Chief of the Trail Drivers.

Six-Weeks Term High Ranking Students Listed

High Honor Roll.
Tenth grade: Louise Hamm, Katherine Miller, Patricia Wederbrook.
Ninth: Mary Kate Brotherton.
Eighth: Barbara Buckner.
Seventh: George Conklin.
Fourth: Jack Nicks, Barbara Jane Brotherton, Edith Jackson.

Honor Roll.
Eleventh grade: Lueta Borden, Dorothy Fullwood, Elsie Parrish, Zelma Ruth Stone, Martha White.
Tenth: June Curtisinger, Peggy Mitchell, Mary Posey, Emma Robinson, Bonnie Jean Smith, Mary Elizabeth Stanford.
Ninth: Basil McKinley, Nancy Conkwright, Frances Higgins, Adeline Schumacher, Marie Schumacher, Sallie Skelton.

Eighth: Wayne Evans, Henry Howell, Odella Flowers, Jean Morgan.
Seventh: Joe Morris, La Nelle Scheibagen, Vera Wederbrook.
Sixth: Helen Ray Hamm, Willie Karr.

Fifth: Viola Beryl Phillips, Oscar Grant Lee, Charles Spradley, Carl Moseley, Wilford Lambert, Dean Dunlap, Jack Boydston, Dorothy Thompson, Helen Ann Snyder.
Fourth: Faye Crosthwaite, Jas. Karr, Elizabeth Rice, Juanita Ray, Hertha Baer, Merlin Conklin, Joe Wagley, Virginia Newell, E. B. Posey, Jr.

A student must make the equivalent of 90 or better in department to get on either honor roll. Those making 90 or better in each subject are on the high honor roll, while a grade of 80 or better entitles the students to be on the honor roll.

ATTEND CHRISTIAN CHURCH GATHERING AT PHOENIX

Mr. and Mrs. J. E. Hill with Mr. and Mrs. W. A. Neal, are in Phoenix, Arizona, this week attending a convention of workers of the Christian church.

SECTIONAL CHAMPIONSHIP PLAY

Two Strongest Teams Clash for Probable Privilege of Entering District Semi-Finals. Whitefaces to Start Best Team of Year Against Farwell's Slightly Better Record. Many Hereford Fans to Go.

Their Hearts In the Highlands a-Chasing the Deer

In the wee small hours of 4:00 a. m. last Friday morning the first party of deer hunters from Hereford set out for Western New Mexico for that part of the state where two does, or a buck and a doe has been made the lawful returns of the chase this year.

They took a truck to bring back the spoils. C. A. Skelton, Mark Benefield, J. Wallace Robinson, Frank Carl and J. J. Clark made up the party.

A second party left Saturday afternoon for the same region in C. W. Humble's truck, Sheriff Jno. B. Miller, Joe Bishop, Jim Black and C. W. Humble making the trip.

BAPTIST REVIVAL BEGINS NEXT SUNDAY MORNING

The revival meeting of the First Baptist church will begin at the morning hour service next Sunday, according to announcement made Wednesday morning by Rev. V. M. Cloyd, pastor. Rev. C. Y. Dossey of Dallas, who will be evangelist during the meeting, will not arrive to preach until the services for Monday evening.

Services will be held each week day morning at 10:00 o'clock and each evening at 7:30.

A. W. GREGG HANDING OUT DAHLIA BOUQUETS

"Daddy" Gregg, horticulturist and landscape gardener extraordinary, has been delighting Hereford friends this week with the presentation of beautiful bouquets of gorgeous dahlias. Mr. Gregg does not try to see how many varieties he can grow, but carefully selects his specimens. His home on 25-Mile Avenue and is a place of rare beauty these days.

The Brand management gratefully acknowledges receipt of a bouquet sent his wife, which has been kept in the Brand office window so a greater number of flower lovers may enjoy its beauty.

Harry L. Rice probably raises more dahlias and of greater variety than any other in town and J. F. Ward also has some extra choice ones. Those wishing to see dahlia displays this fall need to visit these homes soon, for frost will take them before long.

DOUGLAS BEENE INJURED IN CAR COLLISION

Douglas, son of Otho Beene, was seriously injured Sunday afternoon when the car on which he is reported to have been riding on the running board, collided with one on the north Lee Street paving.

Douglas was knocked from the running board and was unconscious when picked up, but has recovered sufficiently to be thought to be without dangerous injuries. One of the cars was almost completely wrecked.

HAS PLANTS FOR FREE DISTRIBUTION

Mrs. E. J. Williams, 612 East Eleventh Street, says she has an abundance of flowers for fall planting she will be glad to divide with those wishing to put them out around their homes and cemetery lots.

This is being done in the interest of making the city and rural homes more beautiful. "It never hurts to divide the roots of the plants if it is done at the right time," said Mrs. Williams. "Every year I give away lots of them and the roots left always seem to do better."

The plants include irises, chrysanthemums, golden glow and others.

The hardest task the Hereford Whitefaces have undertaken this season will be before them when they line up at Farwell tomorrow against that high school team. Other games the local boys have lost this year have been but hard practice tilts to try their courage, show their skill and develop team work to enable them to win conference games.

Tomorrow's game is not only a conference one, but is as hard as any straggle the team has faced this year. The boys will need to put out everything they have learned of football this year from former games, and also new tactics taken on this last week, to be able to turn the game tomorrow into a victory. Comparative scores show Farwell one touchdown the better team, and the Whitefaces will be further handicapped by playing away from home.

Hereford will go into the game at Farwell with the best team it has put on the field this year. Four regulars who were out of last Friday's tilt against Plainview will be back in the game strong, and the team work as a whole is clicking as a complete unit that will stand them in good stead. By having several different player combinations to handle identical offensive moves the Whitefaces are going to have their opponents guessing what to expect during the entire game.

With the best defensive backfield the team has had in years, the moving of Captain Richard Stone up into the line to add further weight and experience, Hereford should give the state-line bunch a heads-up exhibition of the gridiron sport. With four capable and accurate passers, at least six able to snag passes when they come their way, four punters and place-kickers, the whole backfield fast and dependable, and interference that screens the plays, Farwell is surely going to have its hands full tomorrow in keeping up with the Whitefaces.

Pep Squad oing Along.

The maroon and white costumes of the 33 pep squad girls will be in the stands at Farwell tomorrow to cheer the Hereford boys. It will be the last game away from home unless it be several weeks from now, should Hereford go into the district finals.

Quite a considerable number of citizens and rabid fans will make the trip to Farwell to lend their aid in the cheering section. Should there be some who have room to take along a pep club girl or two they are asked to phone the high school and let them know.

BREEDER-FEEDER PLAN HAS LOAN POSSIBILITIES

The cooperative movement mentioned in the Brand last week relative to those with livestock to feed and those with feed but no market for it, now being sponsored by the Federal Farm Board, is further strengthened by the possibility of borrowing sums of money to carry on these projects. Applications for these agreements or loans may be obtained through the county agent's office.

D. L. McDonald Here Tuesday.

D. L. McDonald, former Hereford citizen now living in Amarillo and chiefly concerned with the drilling of water wells of large capacity, was gossiping with old friends on the street here Tuesday afternoon and looking after business affairs. Mr. McDonald still has large ranch interests north of Hereford where his son, Dave, looks after their large number of purebred, extra high grade Hereford cattle.

(Continued on Last Page)

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Editor and Manager

TELEPHONE 35—AT NIGHT 408

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

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ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.



Caught in The
Corral
&
Put Through The
Chute

That was a fine chamber of commerce meeting Monday, and some really worth-while things of interest to Hereford and its surrounding communities were discussed. President Elmer Dameron expressed an excellent choice of words when he said "There are many people who are citizens as well as residents of Hereford."

Explanations of vital subjects on the city's welfare came before the assembled diners, and points brought out by those who have investigated and knew of what they were talking, should have been heard by every person in town. As one speaker said, "There is always comment up and down the sidewalk about the affairs of the town, but so many times there is a lack of information relative to the subjects discussed." Facts were told Monday that deserve the most earnest thought of our people.

In another place the Brand has this week attempted to tell what each speaker contributed to the program, but the point I want to make here is that more people should have been present Monday and heard for themselves what was said. Many times a retold speech loses its force and power, and does not strike the spot the original speaker intended.

That was a much better attendance at last Friday's football game, and it was a greatly more inspired team that faced those big rough and rangy Plainview boys. Not a citizen who saw the game but has expressed himself as more proud of the Whitefaces since the great showing they made against such odds, than he was before. The boys really appreciate the fans taking an interest in them and ex-

Nineteen Years Ago In Hereford

(From Files of The Brand of October 23, 1912.)

Deaf Smith county had a big exhibit at the State Fair and was well pleased with the comments brought forth by it in comparison with the heavy cotton exhibits of the counties farther down in the state.

The two center pages of the Brand were printed in red ink that week to put emphasis on a big money raising sale for the Myrick store.

Edgar Betts had gone to the Dallas Fair.

pressing it when meeting them on the street.

And before leaving football, were you not proud of our pep club, cowhands and band Friday? Those stunts aren't developed on the spur of the moment—it takes training and real leadership to get the results the club obtained in their demonstration Friday. Those girls have some dandy songs that are just as infectious as they can be. Why not try to catch the tune, learn the words and help them out next time? It would surely make a big showing, and, man alive, how that team would respond.

Plainview's squad of 81 girls and 41 piece band surely gave a good account of themselves. Their colorful green and white costumes made a pretty display, their stunt was appropriate and indicative of the best of sportsmanship, and their enthusiasm never waned for an instant during the whole game. And couldn't they make a racket!

Every boy on the Whiteface squad is going to be in harness and rearing to go at the game at Farwell tomorrow. They are going to be needed. Every fan who can get away should be over there and letting the boys know we want them to win if they can do it fairly. Farwell's defeat of Happy by 27-0 last Friday makes the game look exceedingly close—but that's the way we like them. A game like the Whitefaces put up last week will make football history anywhere, and the Hereford boys, with the reinforcements added by reinstatement this week, ought to be stronger than ever.

It's too bad folks just don't have enough sense to quit double parking. It's so much trouble for some folks to drive in to the curb that they will park in the street outside an open place at the curb to keep others from parking in.

And every year some school child is hurt by falling off of the running board, fender or hood of a loaded car coming home from school. A group last week called a girl a "sissy" because she would not "swing on". The youngster who has the sense to stay safe is the one who gets to visit the others in the hospital and tell them how sorry she is.

A Plainview car crashed into the rear of a Hereford car Friday afternoon when a third car of school children coming home from the game just had to stop and gossip beside another on Lawton Avenue. Of course, they blocked the street, the car next behind had to stop suddenly, and the Plainview car crashed into the rear before it knew what was going on. The double-parkers didn't bother to learn whether any damage was done. Why should they worry?

Wm. Frasier had driven all the way through from Alabama in an automobile, using 15 days actual running time, not counting the stops for repairs and bad roads.

Judge C. F. Kerr had been up from Castro county and while here reported feed crops down that way exceptionally good and the country was in fine shape for the winter.

Announcement cards had been issued of the marriage of John M. Sherman and Miss Ellis Quinn. The bride was the daughter of Mr. and Mrs. Geo. H. Quinn and the groom was the son of Rev. J. M.

Sherman, then pastor of the Methodist church here.

Jim Clark was reported doing business down at the State Fair.

The first killing frost had shown up the Tuesday night previous. Frost had appeared before but not in effective enough dose to kill the crops.

O. J. Beene and Earl Bennett were down in the state visiting.

W. B. Anthony Jr., and wife were over from Canyon visiting their parents, the D. R. Gass and W. B. Anthony families.

The County Agent Question

(From The Dalhart Texan)

Editorial Note—While the story below may not apply in its entirety to Deaf Smith county, it contains some food for thought that deserves earnest consideration.—R. E. K.

Aside from the nice things Judge Slaton said about the Brand Monday at the luncheon, there was an indication of a tremendously worthwhile thing he did while he was gone. When he took the copy of the paper to responsible persons in a town much larger than Hereford and showed them we had a library superior in results to those of cities many times larger than the population of Deaf Smith county, he was contributing the kind of boosting that gets real results.

And he had a real message for us, too, when he said the best medicine our grouches and hard-times groaners could be given would be to send them away and let them see what hard times other folks are having. "We might not get much for what we have to sell, but we'll all have something to eat", is mighty good logic right now.

Jimmy Witherspoon's treatment of the gas situation in Hereford and as it relates to other communities was an enlightenment every citizen should have heard. He had his facts brought down to the level of the best possible development of the question, and he spread them out so that everyone could understand, thus letting folks know exactly what there was to work with and what had to be done before any relief could be expected. It isn't as easy as many have been led to believe.

ford, 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 property of S. C. McAdams and Blanche E. McAdams on the 6th day of October, 1931, to satisfy a judgment amounting to \$1,220.72 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. 39-4
By J. M. Murchison, Deputy.

Card of Thanks.

We wish to thank our Hereford friends for their many courtesies and kindnesses and expressions of sympathy in our recent bereavement.

ic Mrs. R. Brand and Family.

THE DOLLARS YOU SPEND WITH YOUR HOME FOLKS SERVE YOUR COMMUNITY WITH A SMILE

FOR QUICK JOB SERVICE SEE THE BRAND

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



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 Here-

'M' SYSTEM LUCY and H. D. REED 'M' SYSTEM
Owners and Operators

APRICOTS, Gallon 44c

APPLES, Gallon 37c

Bread Hereford, 16-ounce loaf -- 3c

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

BAKING POWDER, Calumet, lb 28c

CABBAGE, Mountain, large heads, lb ... 2c

Coffee Not sold to merchants, Maxwell House, 3 lbs 93c

Beans Not sold to merchants, Pinton, re-cleaned, 10 lb 25c

SOAP, Crystal White or P. & G., 10 bars 31c

CAKE FLOUR, Swans Down, reg. size .. 29c

Prunes Two Pounds 12



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

BANANAS, fancy, ripe, dozen 19c

CELERY large, fancy bleached 10c

Catsup Large Bottle 14c

Krispies 10c

Brown Tulip, Vanilla, Lemon, Ginger ---- 27c

Two Pounds Saltine Crackers ----- 26c

DATES, Dromedary, new crop, pkg 19c

LETTUCE, well bleached 6c

Flour FLAVO, 48 pounds ---- 59c

Bacon Dry Salt, pound ----- 10c

PEPPERS, fresh, large bell, season's last 6c

WHITE KING, large package 37c

Cocoa Hershey's, half pound 15c

Matches Carton (six boxes) --- 18c

ANGEL FOOD CAKES, home baked ... 74c

PEANUT BUTTER, 5-lb pail 71c

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

Your Grocer Is Featuring
SANITARY GLASSINE-WRAPPED
JELLY ROLLS



THIS WEEK END

Only the very best ingredients were used in these Jelly Rolls, because we make them taste like home cooking.

Your Grocer is always ready to supply your every food need.

"Home Bakers—Using Home Products"

The Hereford Bakery
Hershel Knox. Boyd Knox

Easter News

By MISS LOUISE FRYE.

The E. H. D. club met with Mrs. Bernard Saxon Friday afternoon. Clark, H. D. A., was present and gave a demonstration on making peanut butter, which was very successful. At this meeting officers were elected for the ensuing year. President, Mrs. Fred Walton; vice

president, Mrs. W. E. Braly; secretary-treasurer, Miss Cocconaugher; council member, Mrs. Carl Frye. During the social hour refreshments of chicken sandwiches, cookies and tea were served to the eight club members present. Byrn Braly and daughter, who have been visiting in the W. E. Braly home for several days, returned to their home at Denton last Thursday.

Mrs. Fred Walton visited Thursday afternoon with Mrs. Dewey Wright of Dimmitt. Mr. and Mrs. W. E. Betts of Clovis spent Sunday night in the Carl Frye home. Quarterly conference which met here last Sunday was well attended. Rev. Lipscomb, presiding elder, was present and gave a wonderful sermon at the morning service. Rev. Fuller of Hereford delivered the afternoon sermon. Those present from other places were Mrs. Fuller, Mr. and Mrs. Cox and family, Miss Springer, Mr. and Mrs. D. Robinson of Hereford; Mr. and Mrs. A. T. Jones and family, Albert Springer and family and Robins of Frio; Mr. and Mrs. Earl Lust, Benton and Davis, Bethel; Webb, of Clo; Mrs. Sam Hunter and Mr. and Mrs. Beck of Jumbo. We had an attendance of 43 at Sunday school and wish to extend an invitation to all who care to join our Sunday school as it is a Union school.

Dance!

St. Anthony's Auditorium
WEDNESDAY, OCT. 28
8:30 P. M.
1.00 Admission.
Good Music by
Local Five-Piece Orchestra

Mr. Province who has been visiting in the home of his daughter, Mrs. W. E. Braly, returned home last week. Luke Medley returned home from Abilene Thursday night. He reports the first rainfall there last week since in April. Mr. and Mrs. W. E. Braly and family spent Sunday afternoon in the M. Carter home. Emerald Smith spent Sunday afternoon in the E. M. Allen home. O. L. and John Anthony and Claude Smith went to Amarillo Sunday.

Miss Izora Clark met with the girls of the community and organized a girls 4-H club. This winter will be devoted to sewing and clothing work. Miss Clark will meet with the girls every two weeks. The members are Annie Mae Smith, Carolyn Frye, Hazel Chamless, Loree Craig, Mary Lou Sanders and Louise Frye. Mr. and Mrs. Fred Walton spent Sunday evening in the J. S. Smith home. Mrs. George Chamless spent Friday with Mrs. Bernard Saxon.

quitting and playing games and some prizes were given. Refreshments of sandwiches, cake and coffee were served. Everyone reported a splendid time. Mr. and Mrs. Drane of Valley Mills spent a few days with their daughter, Mrs. Lee Crawford. Those who visited the Crawford home Wednesday night were Messrs. and Mmes. Arlie Dean, Clem Friemel, Lee Weaver, B. R. Fulkerson, T. P. McCollister, Miss Brunson, Cecil Harris and August Skypolo. Mr. and Mrs. Howard Morell and Mrs. Edgar Sowell attended the singing convention at Clovis Sunday. Miss Brunson and three of her pupils, Mary Louise Dean, Billy Louise and Polly Ann Crawford, spent the week-end in Claude visiting Miss Brunson's mother and attending the fair there. Most of the wheat planted has been destroyed by worms. Mr. and Mrs. Clem Friemel had Mr. and Mrs. Skipola as dinner guests Sunday. Mr. and Mrs. Lee Weaver left Friday for Louisiana. Mr. and Mrs. B. R. Fulkerson were in Hereford unday.

Wyche Items
MRS. L. P. PERKINS

Mrs. Cook's mother, Mrs. Ellison, returned to her home at Lorenzo Monday. The club met with Mrs. Louie Olson Tuesday. There was an interesting demonstration of the making of Christmas puddings. The next meeting will be October 27 at the home of Mrs. R. W. Elliston. Mr. and Mrs. Ben Koelzer called in the J. J. Lindsey home Sunday night. Mmes. Cook and Perkins called on Mrs. Jess Lindsey Monday afternoon. Mrs. King of Floydada, who has been at the bedside of her mother, Mrs. Neill, returned to her home Friday. L. P. Perkins and family called on Mr. and Mrs. Thiele Saturday night. H. J. and Guy Edwards and Mr. Mitchell visited in the Perkins home Sunday afternoon. C. V. Burgess and family visited relatives at Summerfield Sunday. Mr. and Mrs. Cook returned from a trip to Lorenzo Tuesday. Irene Neill returned to her home at Refugio Friday. Clara Jo Neill is able to return to school. Mr. and Mrs. Cook visited in the Walker home Sunday. Harley Perkins has returned home from Knox county. Mr. and Mrs. Carmichael visited the Neills Sunday evening. Noelle Elliston has returned from Boulder, Colorado. Jack Grady and family spent Sunday in the Young home. Mr. and Mrs. Lowerall announce the arrival of a baby girl.

FOX MERCANTILE COMPLETES MOVE TO NEWELL BUILDING
The Fox Mercantile has this week finished its moving from the old location across the street to the one recently vacated by J. O. Newell. The moving in itself was a great enough task, but two weeks ago, with but part of the stock transferred, fire broke out in the remaining portion, which damaged a great deal and necessitated considerable delay in finishing the move. A big fire sale disposed of the salvaged part of the stock, and now the firm is again ready for business with fresh lines of fall and winter merchandise in its new location.

More Fine Peaches.
The Brand is indebted to Mrs. T. A. Sullins of West Hereford for the gift of several fine freestone seedling peaches brought in last Friday. They were of nice size and exceedingly delicious. If Hereford and Deaf Smith county folks do not fill their back yards with seedling peach trees it will not be because the Brand has not recommended them.

Scherer Items
MRS. B. R. FULKERSON

Mrs. Lee Weaver and Mrs. Clem Friemel entertained Wednesday evening. The time was spent in

Free!

8 REALISTIC PERMANENTS
—Each month Mrs. W. S. Smart will give eight FREE Realistic Permanent Waves.
CALL 492
Smart Marinello Beauty Shoppe

October 15 to October 29
MOTOR TUNE-UP

SPECIAL \$1.10

- Includes the Operations Listed Below:
1. Clean all Spark Plugs and set Gaps to proper clearance.
 2. True up and adjust breaker points to proper clearance.
 3. Oil and adjust valves.
 4. Drain Carburetor.
 5. Clean Carburetor Screen.
 6. Adjust Carburetor.
 7. Check and adjust Ignition Timing.
 8. Tighten Manifold Bolts.
 9. Clean and check Fuel Pump.
 10. Tighten Head Bolts.
- SPECIAL PRICE \$1.10**
Ask About Our Service Agreement Which Saves You \$5.00.

MRS. E. W. HARRISON
We take great pleasure in inviting Mrs. E. W. Harrison to bring her car into our modern and efficient repair shop and receive, free of all charges, a wash and polish job and a complete chassis lubrication. Each week some Chevrolet owner will receive this free service.

WATCH FOR OUR ADVERTISEMENTS!
Brumley Chevrolet Co.
Incorporated
CHEVROLET SALES AND SERVICE

MEN!!! Here They Are!

Suits, topcoats and overcoats that you have longed for, but have hesitated to buy because you felt that you could not afford one this year. Well, here we come to solve that problem for you! We have absolutely cut the heart out of prices on our large stock of clothing. Do not let these prices mislead you to believe that the qualities are inferior—the woollens and workmanship of these garments uphold the quality and standard of **STONE QUALITY MERCHANDISE.**

Men's Topcoats and Overcoats
\$9.95 \$14.95 \$16.85
 and \$19.85

Men's Suits
\$9.95 \$14.95 \$16.85
 and \$19.85

You Will Find Here a Large Selection of
Boys' Suits and Overcoats
\$3.95 and up.

Stone Department Store
Incorporated



you should see 'em!
Every day we get letters telling us of the excellence of our long distance telephone service. Use your home telephone to keep out-of-town contacts alive.

Furr Food Store

213 MAIN STREET, HEREFORD

HONEY	New Crop, Quart Jar	39c
BUTTER	Any Kind, Per Pound	34c
COFFEE	Schillings, for Quality, Pound	39c
SYRUP	Brer Rabbit, Gallon Can	74c
FLOUR	Top of Texas, 48-lb Sack	59c
ALMONDS	New Crop, Pound	24c
BROOMS	Medium Size	29c

GELETIN CAKES
All Flavors Regular 25c Size
8c **17c**
FOR THE HALLOWEEN PARTY LUNCH

COCOANUT, Bulk, Sweetened, Pound ----- 25c


Bread 3 1/2c
16-Ounce Loaf -----

Pecans 3 1/2 Ounce Jar	29c	PUMPKINS Each	10c	Gum Any kind, three for	10c
Peanuts Shelled, Pound	19c	APPLES Medium Size, eating, dozen	20c	Cherries Solid Pack, Gallon	69c
Crackers Two Pound Caddy	25c	PINEAPPLES Sliced, 2 1/2 Tin	19c	Sugar Brown, 3 Pounds	25c
Cranberries Quart	12 1/2c	TOMATOES No. 2 size, 3 Cans	23c	Onions White, Sweet, Pound	5c
Pears Libby's, 2 1/2 Tins	25c	MILK Libby's, 10 Large Cans	75c	Salmon Grade, Pink, Tall Can	12c
Peanut Butter Five-Pound Pail	69c	CHEESE Full Cream, Pound	21c	Steak Pure Hog, Two Pounds	15c
Cocoa Hershey's, Pound	28c	BEEF ROAST Pound	12c		
Soap Crystal White, 10 Bars	29c				
Chili Brick, Pound	20c				
Bacon Regular Price	16c				
Nueoa Pound	21c				
Frankfurters Pound	21c				

"A FAIR PRICE—A FAIR PROFIT"

Furr Food Store opened in Hereford with dependable merchandise at fair prices, when wheat was selling for 25 cents. We will be here, pulling for Hereford, when all of us have more money for our many needs. Call on us in every movement for the betterment of Hereford and the Hereford country.

WE ARE PAYING 21c FOR EGGS TODAY.

You Are Cordially Invited to 

ATTEND OUR

5th ANNIVERSARY PARTY



Beginning Friday, October 23, and Lasting One Week

In appreciation of the pleasant dealings we have had with you during the past five years, we are offering items during our birthday party which could not be restocked, wholesale, at the

prices they are offered this week, and many others are priced at their actual wholesale cost. We hope you will profit by our Birthday Party.



Men, Here Is the Greatest Group of Bargains In Suits that We Have Seen In 25 Years!

Men's \$35 Curlee Certified Brand SUITS at \$22.95, Two Pants

Men's \$25 Winston Worsteds \$18.95, two pants.

Boy's Hard Finish Worsteds SUITS, \$4.95 and up, two pants

MEN'S OVERCOATS \$14.95 (\$25 Value)

MEN'S OVERCOATS \$11.95 (\$20 Value)

MEN'S OVERCOATS \$8.95 (\$15 Value)

Men's Fine Calfskin Arch Support SHOES—\$5.00

Men's Fine Kangaroo Arch Support SHOES—\$5.00

Men's Fast Color Seven-Button Front BROADCLOTH SHIRTS 69c

Men's All-Wool \$5.00 Value BROADCLOTH SHIRTS \$2.95

Men's 50c Value SILK SOX—25c

Men's All-Wool ARMY SHIRTS—\$1.95

Men's Horsehide WORK GLOVES—50c

Something you have not seen at this price in 25 years.

For all the family 8-Ounce Canvas GLOVES—8c

Men's Plain and Cap Toe Gun Metal

Oxfords \$1.95

Men, this is the greatest bargain we have ever offered in shoes and we do not believe you can find one that will even get close to it else where.



Boys' Gun Metal OXFORDS—\$1.95

Sizes 2 1-2 to 6

Boys' and Girls Tan TENNIS SHOES 59c

Men's Genuine HORSE HIDE COATS \$5.95

27-Inch Length

Friday, 9:00 to 11:00 A. M.

32-Inch, fast color, check, stripe and solid GINGHAM NO LIMIT. yd. 5c
Just the material for shirts, rompers, dresses and suits.

PERCALE, 36 inch, yd. 5c
Light and dark color prints. You will want a lot of this for house dresses.

Saturday, 9:00 to 11:00 A. M.

Our Brand, 36-Inch BLEACHED MUSLIN, yd. 5c
Regular 10c grade. This is a good soft finish material that can be used for many purposes. Just the material for those fancy quilts.

Otis, 36-Inch BROWN MUSLIN, yd. 5c
Regular 7 1-2c grade. This makes good quilt linings and dish towels.

36-Inch, Wide Selvage HOUSE CANVAS, yd. 3c
Regular 6c Grade
ALL YOU WANT OF THESE MATERIALS!

Monday, 9:00 to 11:00 A. M.

4 Turkish Towels Size 16 x 32. 25c
Colored Borders, Regular 10c Each.

Tuesday, 9:00 to 11:00 A. M.

BED SPREADS 80 x 105 49c
Blue, Green, Pink and Gold.
You can't afford to miss this.

Wednesday, 10:00 to 11:00 A. M.

Bleached or Brown 2 1/2 YARDS SHEETING 50c
You sure cannot afford to miss this. Think of getting a good soft finished, free from starch, sheet, 81 x 90 inches, for 50c. Be here on time.

Thursday, 10:00 to 11:00 A. M.

Men's Blue Chambray WORK SHIRTS 25c
Coat style, two pockets, triple stitched, Sizes 14 1-2 to 17

Folks, You Haven't Seen a Blanket Like This at So Low a Price In the Past 30 Years!

72 x 84 Part Wool Blankets Large Block Plaids \$2.98 Pair A \$4.95 Value



66 x 80 PART WOOL BLANKETS Large Block Plaids \$1.98 Pair

Three-Pound Gray Cotton Blankets 66 x 80 98c Pair

Men's "Big Smith" Overalls and Jumpers 98c Each



Two Oxen Cloth Work Shirts 69c

Ladies' regular 25c flat knit LISLE HOSE—18c All colors.

Men's 7-Ounce Canvas

Gloves 5c Pair

36-inch guaranteed fast color Anna May PONGEE—14c Prints and Solids

36-inch, extra heavy OUTING—10c Fancy stripes and checks, All you want at 10c Yard

WINDOW CURTAINS Blue, green and rose 2 1-4 yards long, Ruffles 29c Pair

Ladies' regular 39c grade RIBBED RAYON HOSE 25c Pair All new colors.

Ladies' and Misses' PRINT PAJAMAS 79c and \$1.39

Regular \$1 and \$1.95 Val. Fast colors.

Men's Gauntlet Genuine Buckskin

Work Gloves 98c

—Never before has a good glove like this been offered at so low a price. See it, by all means.

Sprouls-Cronin & Co.

HEREFORD, TEXAS

International Sunday School Lesson

BY DR. J. E. NUNN

October 15, 1931.
PAUL IN CORINTH
Acts 18:1-11

Acts 18:1. After these things he departed from Athens, and came to Corinth.

2. And he found a certain Jew named Aquila, a man of Pontus by race, lately come from Italy, with his wife Priscilla, because Claudius had commanded all the Jews to depart from Rome: and he came unto them;

3. And because he was of the same trade, he abode with them, and they wrought; for by their trade they were tentmakers.

4. And he reasoned in the synagogues every sabbath, and persuaded Jews and Greeks.

5. But when Silas and Timothy came down from Macedonia, Paul was constrained by the word, testifying to the Jews that Jesus was the Christ.

6. And when they opposed themselves and blasphemed, he shook out his raiment and said unto them, Your blood be upon your own heads, I am clear; from henceforth I will go unto the Gentiles.

7. And he departed thence, and went into the house of a certain man named Titus Justus, one that worshipped God, whose house joined hard to the synagogue.

8. And Crispus, the ruler of the synagogue, believed in the Lord, with all his house; and many of the Corinthians hearing believed, and were baptized.

9. And the Lord said unto Paul in the night by a vision, Be not afraid, but speak and hold not thy peace:

10. For I am with thee, and no man shall set on thee to harm thee: for I have much people in this city.

11. And he dwelt there a year and six months, teaching the word of God among them.

Golden Text: Now abideth faith, hope, love, three three: and the greatest of these is love.—1 Cor. 13:13.

Time: A. D. 51, 52.
Place: Athens, Corinth.

Paul in Athens.

"When he reached Athens, Paul came to a city which he has never seen equally as an original intellectual force. It is renowned as the city of Socrates, Plato and Aristotle among philosophers, of Solon and Pericles among statesmen, Demosthenes among orators, of Aeschylus and Sophocles among dramatists, of Herodotus and Thucydides among historians, of Pindar among lyric poets, and of Phidias, among sculptors. Though Athens in Paul's day had fallen from its ancient glory, it was still resplendent with incomparable works of art, and especially its great rocky hill, the Acropolis, glittering with marble temples, above all the Parthenon, the temple of Minerva." Every gateway and porch carried its protecting god. Every street, every square, nay,

trade, he abode with them." If, as is most probable, they were already Christians as well as Jews, that would furnish the strongest bond uniting the apostle to them.

"For by their trade they were tentmakers." Thus the three formed both a business and a spiritual partnership—one of the finest in history.

"And he reasoned in the synagogue every sabbath." Here also, as at Athens and everywhere else, Paul began with the Jews and in the synagogues, finding these his easiest start and most fruitful field.

Paul Turns to the Gentiles.

"And when they opposed themselves and blasphemed, he shook out his raiment." A vigorous gesture of entire separation from them, as if he would get rid of even the dust that might have settled on him from them. "And said unto them, Your blood be upon your own heads; I am clear." I am henceforth free from responsibility with regard to you; I have done all that can be done for you: If you die the death of the spirit, it is your own fault entirely.

"From henceforth I will go unto the Gentiles." He had said this before, as in the Pisidian Antioch (Acts 13:46) and in other cities, as in Corinth, had begun his ministry with the Jews, which he was to continue doing when he came to new cities (see Acts 19:8) which shows that such expressions relate only to the local ministry.

Paul's Vision in the Night.

"And the Lord said unto Paul in the night by a vision." We are not told why this vision of Christ was needed, but Paul was evidently dependent on account of the opposition to his work and he was in personal danger. "Be not afraid." Those words were often on the lips of the Lord when he was in the flesh. "But speak and hold not thy peace." Do not allow this opposition to quell your ardor, to daunt your spirit. The more difficult the hostility, the more need of brave Christian perseverance.

"For I am with thee, and no man shall set on thee to harm thee."

This shows that fear of bodily harm, such as he had suffered so terribly at Lystra and at Philippi, had something to do with Paul's despondency. "For I have much people in this city." It was in Christ had them as his people and not in accomplished fact. But this promise, instead of suppressing effort, is given as the encouragement to exertion. And Paul understood his Lord. The intimation that a multitude of the Corinthians would certainly be saved spurred him on to instant and persevering labor in the gospel—that thereby he might save some.

Paul Before Gallio.

"The opposition of the Jews, which, at the beginning of St. Paul's stay in Corinth, had driven him from the synagogue and forced him to seek a new center for his work, and which had continued to impede his whole residence in the city (2 Thess. 3:2) at last broke into open hostility."—H. Hasell Redlick.

The proconsul of the Roman senatorial province of Achaia at this time was a remarkable man named Gallio. He was the brother of the Stoic philosopher, Seneca, and the uncle of the poet Lucan. He was called "the fascinating Gallio, so charming were his manners."

Before this accomplished and popular ruler the apostle was then brought by the Jews who were furious at the success of Christianity in Corinth. The charge was that Christianity was not a religion formally allowed by the Roman law to be taught. Gallio did not wait for Paul to make his defense, but at once decided that no question of wrongdoing was before him, only a question "about words and names and your own law" which they should attend to themselves; and he drove them contemptuously from his court.

The Love Chapter.

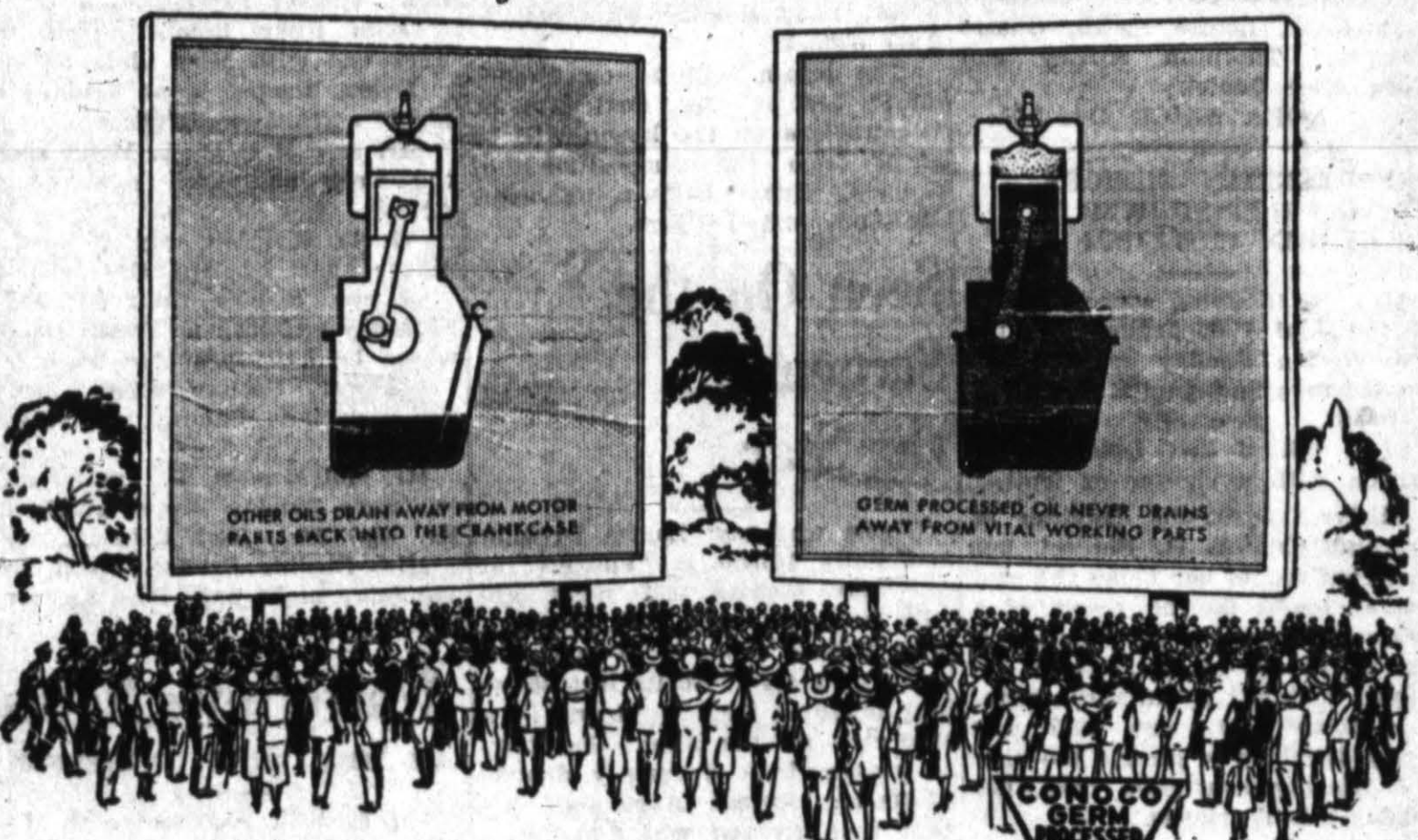
Paul was making his long stay in Ephesus during his third missionary journey when a committee reached him from Corinth, tell-

ing him of dissensions in the church and of evil practices which had arisen, and he wrote his first Corinthian Epistle to urge unity and purity on the Christians at Corinth. In the thirteenth chapter of the letter "we enter into the purer atmosphere and breathe the most fragrant odors." "With the exception of the end of Rom. 8, this is the most beautiful and moving passage in St. Paul's letters."—Principal John K. Maxley. "Nowhere does Paul show more clearly how entirely his thought is ruled by the Spirit of the Lord Jesus. This hymn is a lyrical interpretation of the Sermon on the Mount—the Beatitudes set to music."—Prof. W. F. Howard. "For moral elevation, for richness and comprehensiveness, for beauty and felicity of expression, this chapter has been the admiration of the church in all ages."—Prof. Charles Hodges.

Mrs. Judd Line has returned home from the Northwest Texas hospital in Amarillo where she has been a patient for the past week.

THE "HIDDEN QUART"

That Stays up in the Motor and Never Drains Away



PROVES ANY OIL WOULD BE BETTER OIL IF GERM PROCESSED

Other good oils lubricate working parts after the motor starts and oil is pumped from the crankcase through the motor, which takes several minutes. But Germ Processed Oil stays up in your motor at all times and lubricates working parts safely during the starting period... when almost half of all motor wear takes place! A "hidden quart" stays up in your motor and never drains away. Only Germ Processed Oil can give you this sure protection at all times, because only Germ Processed Oil can penetrate and combine with metal surfaces... an exclusive characteristic called "penetrative lubricity." So you can see... any oil would be better oil if Germ Processed!

But only Conoco makes Germ Processed Oil... for Conoco owns exclusive patent rights for North America. Don't be contented with

oil that lacks the germ process. Stop at any station displaying the Conoco Red Triangle and fill with Conoco Germ Processed Motor Oil. Save your motor from wear... keep it young and powerful!

CONTINENTAL OIL COMPANY
The Only Refiners of Germ Processed Oil in North America

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GERM PROCESSED
PARAFFIN BASE
MOTOR OIL

Ask Your Grocer for Cream O' Plains Butter

Clean Coal

from bins with concrete floors, gives you—



McLEAN & PITMAN

PHONE 1

Danger!

—Do not put pennies or other metal pieces behind fuse plugs. If the fuse blows, it indicates trouble and is YOUR PROTECTION.

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Residence 244

DR. T. L. MORGAN
Physician and Surgeon
Buckner-Lambert Building
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The Brand wants rags—good clean cotton rags, with old knit underwear, stockings, linen collars, etc., absolutely barred. Good price paid. dh

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"Well Pressed Is Well Dressed"
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X-RAY EXAMINATIONS
Massage with Deep Therapy Heat.
Corrective Diet.
OVER CORNER DRUG STORE.
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J. W. HENDRIX, D. C.
NEW X-RAY FOR YOUR CONVENIENCE
Office Moved to Oberthier Apartments
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Free Consultation and Spinal Analysis.
Office Phone 664. Residence Phone 341.

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

OFFICERS ELECTED FOR THREE L-SUNDAY SCHOOL CLASS

The Three L Sunday school class of the First Baptist church held their first business meeting of the quarter last Monday afternoon at the home of Thornton Shirley. The following officers were elected: Jewel McGowan, president; Elsie Parrish, first vice president; Louise Smith, second vice president; Gladys Brumley, third vice president; Thornton Shirley, secretary and treasurer; Nora Alice Daniel, class reporter. Mrs. Durham is our teacher.

Those present at the meeting were Mrs. Durham, Emma Robertson, Jewel McGowan, Myrtle McGowan, Elsie Parrish, Christine Huntzinger, Louise Smith, Gladys Brumley, Thornton Shirley and Nora Alice Daniel.

PRESBYTERIAN JUNIORS BRING FRUIT SHOWER TO GLADYS PHILLIPPI

Mrs. H. R. Fritz, superintendent of the junior department of the Presbyterian Sunday school, with the teachers and pupils of the department, pleasantly surprised Gladys Phillippi last Saturday afternoon with a shower of fruit.

Gladys, 12-year-old daughter of Mr. and Mrs. A. H. Phillippi, has been confined to her home the past several weeks as the result of a corrective operation performed several weeks ago to straighten a deformed foot left by infantile paralysis some years ago, and was highly delighted to receive the visit and friendly courtesies from her Sunday school friends.

BUSY BEE SEWING CIRCLE MEETS WITH MRS. J. E. GOLDEN

The Busy Bee Sewing Circle met in the home of Mrs. J. E. Golden on Thursday, October 8, after a vacation period of several months. The afternoon was spent in finishing an attractive quilt for Mrs. Golden.

New officers began their year's work at this meeting, with Mrs. O. L. Rutherford as president, Mrs. Williamson, vice president; Mrs. Allen Hughes, secretary-treasurer, and Mrs. John Kropff, reporter.

Delicious refreshments were served to Meses. G. Smith, J. J. Kropff, J. W. Kropff, Williamson, W. A. Long, Rutherford, Joe Hucker, Golden, and visitors, Meses Marjorie Golden and Aline Hughes.

WARD HOME DEMONSTRATION CLUB NOTES

The Ward Home Demonstration club met Wednesday, October 14, with Mrs. W. P. Caraway, president, as hostess, and there were nine members and one visitor present, Miss Acton of Lella Lake being the visitor.

Roll call answered to "A favorite recipe."

Several suggestions were made on club work improvement for the coming year.

Delicious refreshments of sandwiches, cake, apples pickles and coffee were served.

The club met again Thursday morning with Mrs. Caraway and had a demonstration in cheese making. The next meeting will be with Mrs. S. A. Edwards.

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

HOME MAKERS CLASS SERVED BY GROUP TWO LAST THURSDAY

Home Makers class of the First Baptist church met Thursday of last week at 3:00 p. m., with 21 members present. Following a business meeting, Group No. 2 rendered a short program. Refreshments of sandwiches, pumpkin pie with whipped cream, and hot tea were served to Meses. Crawford, Easter, Hussey, Lovelady, Major, Robertson, Parrish, Olson, McGowan, Hacker, Alexander, McCullough, Speegle, Mosley, Renford, Sowell, Thompson, Hooper, Massey, Lance and Miss Odle Matthews.

MUSIC STUDY CLUB MEETS MONDAY

The Music Study club meets in regular session at the home of Mrs. G. A. F. Parker on East Fifth Street next Monday afternoon at 2:30 o'clock.

The lesson will be on French music, led by Mrs. Carl Mounts. Illustrations on the lesson will be given from the compositions of Gounod, Hue, Delibes, Thomas, Massenet and LaCoub.

Seen On the Screen at the Star

Those who saw Louise Dressler and Polly Moran in "Politics" at the Star theatre last night are still laughing while trying to tell their friends about it so they will be sure to see it at its last showing tonight. Such a picture is a sure cure for the blues. See it by all means—it is a comedy deluxe. Stuttering Roscoe Ates does his part well, as you will find out.

Friday and Saturday will bring a mystery play, "The Spider", containing a plot within a theatre play, that features Edmund Lowe. The fourth installment of "The Vanishing Legion", the serial that is arousing so much interest and comment, will be part of the pictures for those two days, which includes the matinee on Saturday afternoon, as well.

Well, there will be none other than Will Rogers next Monday and Tuesday, which should be sufficient announcement for anybody. The name of the picture is "Young as You Feel", which seems to fit in well with most everybody's impression of Will himself.

Wednesday and Thursday of next week will bring a picture whose delay shook up the whole Star theatre program last week. It is "Caught", and promises to be a treat in itself, but Stan Laurel and Oliver Hardy also put over one of their comedies, "Come Clean", and Manager J. C. Parker has obligingly made it the 1-cent special picture of next week.

The Monday following will find the inimitable four Marx brothers back in town to present "Monkey Business", and the long-delayed "Daddy Long-Legs" is scheduled to appear shortly thereafter.

THANKS!

I want to thank the firemen and neighbors who helped me put out the fire at my home Sunday.

FRANK RICHARDS

Ford Doings

MISS LA VERNE MANN

There were 77 at Sunday school and a splendid crowd present in the evening for singing.

We are happy to know that Mrs. R. W. Stephens, Sr. is able to be up and about again after a long period of illness.

Mr. and Mrs. L. W. Leavell entertained Saturday night with a party in their home. Games were enjoyed until midnight when refreshments of cocoa and cake were served, and all departed, reporting a fine time.

Juanita Fair spent Wednesday night with Adella and Evelyn Benson.

J. J. Garden visited in the Rye Casey home Sunday morning.

Miss Patterson and Mr. and Mrs. Cummings were visitors at Ford Sunday night.

Miss Ruby Rempel spent the week end with Miss Oleta Reeves. Leona Rempel spent Wednesday night with Tiny Brunson.

Mr. and Mrs. R. L. Mann spent the week end with relatives at Artesia, New Mexico.

Vineta Simpson was a Sunday dinner guest of Mrs. Hazel Knox. James Reeves returned home Saturday afternoon from Dallas where he had spent the week.

Chester Norton spent Saturday night and Sunday with Clyde Mann.

Mr. and Mrs. O. D. Frazier and son were Sunday supper guests of Mr. and Mrs. Ted Langley.

Miss Birdine Brunson spent last Thursday night with Miss LaVerne Mann.

Ward News Notes

The L. A. E. club met with Mrs. Wiley Robertson Tuesday, October 20. The house was cleverly decorated to carry out the Halloween scheme. After much merriment and fortune reading a very interesting program was given on Florida. After the program, refreshments of sandwiches, doughnuts and coffee were served to seven members and two visitors, Meses Hughes and Garrett. The next meeting will be with Mrs. John Hutson on November 3.

Bob, Jim, Wesley and Altus Higgins, Billy Stall, Mr. and Mrs. Jim Lipscomb and George Suggs attended the Amarillo-Pampa football game last Saturday afternoon.

George Nealy and son, Horace, of Littlefield visited in the Wiley Robertson home Wednesday.

Mrs. Art Severs left Saturday for Denver to join her husband. Mr. and Mrs. D. O. Williams and children of Abernathy and Mrs. Sonny Ledbetter and baby of Vega spent Sunday in the Jack Hutson home.

Hartland Caraway was operated on for appendicitis last Friday at the Deaf Smith county hospital. He is getting along nicely at present.

Mr. and Mrs. Saltzman and children visited in the home of Mr. and Mrs. Jim Lipscomb Sunday afternoon.

Mr. and Mrs. Bill Hutson and sons were in Amarillo last Saturday.

Our community was visited with a good rain and some hail Tuesday afternoon.

Sullins Family Has Visitors.

Mr. and Mrs. Abner Sank of Toledo, Ohio, have been visiting his sister, Mrs. T. A. Sullins and family over the week end. They had not seen each other for 22 years. While driving here they stopped in Oklahoma to visit a brother he had not seen in 11 years. The reunion in each instance was thoroughly enjoyed. Mr. and Mrs. Sank left hurriedly Wednesday morning for fear the rainy Panhandle weather would make the roads impassable.

HILL AND ROBINSON OPEN NEW GROCERY

The Texas Meat Market is busily engaged this week putting up shelving and decorations getting

ready for the opening of a new grocery stock to be held Friday and Saturday.

O. G. Hill and J. Wallace Robinson have conducted the Texas Market for years, their location at the corner of Third and Main is one of the best in town, and the putting in of a grocery stock will give them one of the most complete services here.

J. C. Broyles of Amarillo, is here assisting in getting ready for the opening and substituting for Jim Robinson while he is hunting deer in New Mexico. F. B. Hitchcock, also of Amarillo, has been busy with interior decorating in preparation for the opening. The new arrangement will permit of the



LADY BARBER

A Complete Line of Beauty Work

Haircut 25c
Fingerwave 25c
Shampoo 25c
Manicure 35c

ELITE BEAUTY SHOPPE

Mrs. Carl Jennings
Phone 340

No Specials, But--



Good prices and the very best meat every day.

Block Chili, Fish and Oysters

Cloyd's Market

We Deliver. Phone 75

Market a full shopping service of fresh produce, staple and fancy groceries and a complete market.

Hereford Wholesale Grocery Company

L. W. CARLYLE
Phone 164

SPECIALS FOR FRIDAY AND SATURDAY

- SHORTENING 79c
5 lb bucket, 1 pkg soda FREE
- CRACKERS 31c
Snowflake, 2 lb box, 1 pkg Post Bran FREE
- OATS 33c
Moths, large pkg., 1 lb Brown Sugar FREE
- COFFEE \$1.17
All Gold, 3 lbs, 25c K. C. baking powder FREE
- SYRUP, Red Barrel 93c
Gal. can, 1 pkg Pancake Flour FREE
- MATCHES 23c
Diamond, 6 boxes, 10c box toothpicks FREE
- CHIPSO 25c
Large pkg., 10c Palmolive soap FREE
- SOUP 31c
Tomato, 3 cans, 15c box Saltine Crackers FREE
- EXTRACT 27c
32c size, 2 oz Black Pepper FREE
- SOAP 25c
Toilet, Sno-Bell, Tea Glass FREE

Carl's Cash and Grocery

SPECIALS FOR FRIDAY AND SATURDAY

COFFEE	Admiration, with 1/2 lb pkg free, 3 lbs	99c
PEACHES	Texo Brand, gallon	44c
Peanut Butter	16-ounce jar	17c
CANDY	Assorted stick 1-pound package	16c
MATCHES	Diamond, 6 boxes	18c
CRACKERS	Brown's, 2-lb box	19c
MILK	White Swan, 3 large cans	20c
CORN	Sweet, Golden Bantam, 8 No. 2 cans	32c
PRUNES	Dried, 25-lb box	\$1.96
PEACHES	Choice dried, 2 pounds	25c

We Buy Poultry, Eggs and Cream.

NYAL 2 for 1 SALE

During this sale of Nyal Home Remedies and Toiletries you receive a full size package FREE with each one you buy—TWO FOR THE PRICE OF ONE!

\$1.00 Nyal Purified Mineral Oil 2 for \$1.00	\$1.00 Nyal Beef, Iron and Wine Tonic 2 for \$1.00	25c Nyal Hiale Tablets 2 for 25c	\$1.00 Nyal Cod Liver Oil 2 for \$1.00	25c Nyal Chocolax Chocolate Laxative 2 for 25c	25c box Nyal Aspirin Tablets 2 for 25c	50c Nyal Analgesic Balm 2 for 50c	50c Nyal Vaporizing Salve 2 for 50c	50c Nyal Histon Shampoo 2 for 50c	50c Nyal Buchu and Juniper Pills 2 for 50c		
Nynaps—Sanitary Pads Deodorized and very absorbent. Each pad contains a special pink insert which is moisture proof. 50c pkg of 12. 2 for 50c	Whisk Brooms Fresh new broom straw, well bound for long wear, with metal ring hanger. Large ten-inch size. Special 2 for 40c	Back-Bell Alarm Clocks 24-hour movement with concealed back-bell. Finished in green, red, yellow and blue. 2 for \$1.50	Nyseptol A cleansing mouth wash—a soothing, healing antiseptic. 75c pkg. 2 for 75c	"2 for 1" Medicine Cabinet Specials 2 oz. Boric Acid Powder or Crystal... 2 for 15c 2 oz. Aromatic Cascara Comp... 2 for 25c 3 oz. Pure Castor Oil... 2 for 25c 3 oz. Glycerine Rose Water... 2 for 25c 4 oz. Pure Olive Oil... 2 for 45c 1 oz. Salicylic Acid... 2 for 20c 1 oz. Comphorated Oil... 2 for 20c 8 oz. Nyal Bay Rum... 2 for 20c 2 oz. Alum Powder... 2 for 10c 2 oz. Pure Glycerine... 2 for 25c 8 oz. Pure Epsom Salt... 2 for 15c 1 oz. Tincture of Iodine... 2 for 25c 1/4 oz. Mercurochrome Solution... 2 for 25c 8 oz. Witch Hazel Extract... 2 for 25c 1 oz. Spirits of Camphor... 2 for 25c 4 oz. Powder Licorice Comp... 2 for 25c 1 oz. Sassa Leaves, Whole... 2 for 15c 1/2 oz. Pure Sassa Salt... 2 for 15c	50c pint Nyal Rubbing Alcohol 2 for 50c	100-3 gr. Nyal Aspirin Tablets 2 for 75c	"2 for 1" Nyal Milk of Magnesia Tooth Paste 2 for 50c	\$1.00 Nyaline Antiseptic 2 for \$1.00	50c Nyal Brilliant Lilaic Hair Oil 2 for 50c	50c Nyal Semi-Max Pencils 2 for 50c	"2 for 1" Home Remedies 30c Peps Tablets—for indigestion... 2 for 50c 30c Nyal Balm—for rheumatism... 2 for 50c 25c Nyal Little Liver Pills... 2 for 25c 25c Nyal E. A. B. Ointment for burns... 2 for 25c 25c Nyal Linit and Nerve Pills... 2 for 25c 25c Nyal Constipation Drops or Plugs... 2 for 25c 25c Nyal Dyspepsia Tablets—large size... 2 for 25c 25c Nyal Const Balm—for colds, coughs... 2 for 25c 25c Nyal Laxative Capsules... 2 for 25c 25c Nyal Laxative Pills... 2 for 25c 25c Nyal Laxative Tablets—for colds... 2 for 25c 25c Nyal Carbolic Cam. Salve... 2 for 25c 25c Nyal Yellow Pills—for the liver... 2 for 25c 25c Nyal Sesame Ointment... 2 for 25c 25c Nyal Rheumatic Ointment... 2 for 25c 25c Nyal White Lintment—large size... 2 for 25c 25c Nyal White Lintment—small size... 2 for 25c 25c Nyal Ball Salve... 2 for 25c 1.25 Kalotone—blood and liver tonic... 2 for 15c 1.00 Nyal Emulsion Cod Liver Oil... 2 for 10c 50c Nyal Lintment—large size... 2 for 25c 60c Nyal Laxative Fig Syrup... 2 for 25c 1.00 Nyal Rheumatic Remedy—liquid... 2 for 100c 50c Nyal White Pine & Tar... 2 for 50c

Loisette or Lorraine Box Paper—Fancy wave paper—plain or fancy lined envelopes—choice... 2 for 75c

Pure Fresh Candy
Sweet Treat Salted Peanuts
Fresh, crisp, blanched jumbo peanuts—1/4-lb. cellophane bag... 2 for 20c
Sweet Treat Tri-Color Nougats
Creamy nut nougats in assorted flavors—1-lb. cellophane package... 2 for 70c
Sweet Treat Sugared Peanuts
Crunchy sugar-baked peanuts—1/4-lb. cellophane bag... 2 for 25c
Sweet Treat Nut Caramels
Creamy and delicious—assorted flavors—1-lb. cellophane package... 2 for 70c
Assorted Sweet Treats
Creamed peanuts, orange slices, jelly beans, cherries—1-lb cellophane... 2 for 50c

Water Bottle and Fountain Syringe ... \$1.50

CLASSIFIED

For Rent
 FOR RENT: Modern four room unfurnished duplex near the high school. J. S. Orr, Phone 570. 41-2p
 FOR RENT: Furnished seven room modern home. Phone 83. Mrs. O. G. Hill. 35-4c
 FOR RENT: Two rooms furnished for light housekeeping, with or without a garage. 607 Lee Avenue and Fifth Street. J. C. Womble. 41-1p
 FOR RENT: Three light house-keeping rooms, furnished, with private bath. Mrs. W. B. Hicks, phone 183. 33-4c
 FOR RENT: Two furnished apart-ments. For sale, modern homes. Easy terms. Phone 456. A. C. Thompson, Dependable Lumber. 38-4c

FOR RENT: Modern duplex, near-ly new, close in, unfurnished. H. B. Webb, phone 740-W. 41-4c
 FOR RENT: Bedroom. Phone 444. 100 Lawton Avenue. Mrs. W. M. Megert. 29-1db
 FOR RENT: Four room, modern, furnished apartment with garage, at 110 G Street, phone 43. 41-1c
 FOR RENT: Furnished apartment. F. H. Oberthier. 37-4c
 FOR RENT: To pasture out 100 acre late cane field. A. H. El-liston. 41-2c
 FOR RENT: Nicely furnished apartment with private bath and garage; also nicely furnished bed-room with board for young man. Phone 606. Mrs. Hattie Ruther-ford, 606 E 10th St. 39-3p
 FOR RENT: Two light housekeep-ing rooms. Inquire at 211 West Fifth Street. 40-2p

Wanted

WANTED: To buy fresh young milk cows of good quality for cash. Come to the George Ward place near Arney to see me, or write Happy, Texas. 41-1p
 HEMSTITCHING: Five cents a yard. All colors of bolt-proof thread furnished. Mrs. Hugh Witherspoon, 811 West Fifth St., Phone 192-J. 31-4c
 WANTED: Five room, modern house, unfurnished. John Boone at E. & W. Cafe. 41-1p
 WANTED: To buy two or three room house to move, must be bar-gain. Inquire at Brand. 41-1p
 MIDDLE-AGED lady must have work. House work or practical nursing. Call at 206 West Sixth Street. 39-4b

Opening Announcement



Special Introductory Prices PERMANENTS \$2.25 and up
 Other Prices in Proportion. This Advertisement Worth 25c On Any Price Permanent.
Lorretta's Beauty Shoppe
 With Boone & Whitehead Phone 160

Notice

PLEASE: If he who borrowed my saddle several months ago will re-turn it, no names will be men-tioned. 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, im-proved; 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. 37-3e

Lost and Found

FOUND: Black rimmed spectacles in case on sidewalk Thursday, Oc-tober 22. Owner may recover at Brand by paying for ad. 41-4h
 LOST or Stolen: Black leather, A-buckle dog harness with brass studs and name plate. Finder please phone 82. 41-1c
 LOST: A child's brown leather boot, size 8½. Finder please re-turn to Mrs. John Tales, Happy, Texas, and receive reward. 41-1c
 LOST: Red and white silk scarf, Saturday night, October 10, be-tween Star theatre and Corner Drug. Eloise Pitman, telephone 157. 41-1c

For Sale or Trade

FOR SALE: One dozen high bred Buff Orpington hens and one roos-ter. Clifford Renfro. 41-1p
 FOR SALE: Home grown Irish potatoes, 1c, 1½c and 2c per pound, according to grade. L. Baskin, 111 Main St., Phone 138. 40-3c
 WILL trade good battery set radio for feed. W. F. Orr, phone 16. 1c
 FOR SALE: White Rock pullets, exhibition brand; also fancy Buff Orpington roosters from the Dixie hatcheries. Mrs. Bonnie Brum-ley. 40-2c
TYPEWRITERS, New and second-hand. Jowell Murchison, Court House. 37-4c
 FOR SALE or Trade: Paper feed grinder, will trade for hogs, cat-tle, work mares or horses. See Claude Higgins. 40-2p
 FOR SALE or Trade: Wholesale and retail gasoline and oil busi-ness on 25-mile avenue. Income \$200 per month. House and store building, \$30 per month rent. See Smith & Jones, Realtors. 38-2c
SENSATIONAL RUG SALE: One carload Alexander Smith rugs and carpets, brand new and first qual-ity. Room size Axminsters and Velvets, \$12.50; room size Wiltons, \$25.00 up; large wool Brussels, \$10.00; large Jacquard woven wool face rugs, \$12.50; hundreds of other fine rugs. Write or see Mr. Berger, Amarillo Warehouse Co. Bldg. First and Polk Streets, Ama-rillo. 38-4c
 FOR SALE: Hegari bundles, eith-er with grain, or immature. H. T. Wedel, one mile west. 41-2p
 Ask for **FLAVO FLOUR** at your Grocer's.
PACKARD MILLING COMPANY Phone 29. 12-4c
 FOR SALE: Watkins products. Phone your order between calls. I make deliveries. Phone 9025-F2. George W. Smith. 10-4c
 FOR TRADE: Three room houses in Pampa for section of Deaf Smith county land. Land must be clear, or small amortization loan. John F. Studer, Pampa, Texas. 41-3p
 FOR SALE: At a bargain, late model, absolutely perfect, beauti-ful Majestic radio. City Drug Store, Friona. 35-4h
 FOR SALE: One of the choice homes of Hereford; close to high school; six rooms, modern in every respect; beautiful grounds. Price to sell. Inquire at Here-ford Brand office. 34-4h

Lodge Directory
HEREFORD LODGE
 No. 478, I. O. O. F., meets Monday, 8:00 p. m. Visiting Brothers welcome
LEE B. CONKLIN, N. G.
L. E. Foote, Secretary.

Community Bible Class.
 The first four epochs of the World War will be the topic of discussion at the Community Bible class next Sunday morning when it meets at 9:30 at the Star thea-tre. The scripture relative to the subject is Revelations 8:7-13 and 16:2-9.

Dr. and Mrs. B. M. Wiltshire were Clovis visitors over the week end in the home of his sister, Mrs. John A. Nell and family. Their niece, Little Miss Nancy Nell, re-turned with them for a visit in Hereford.

Violators of Headlight Laws Being Stopped

Local authorities are making good on their intention expressed those whose motor vehicle lights were out of working order, get them fixed at once.
 The first application was made Monday night of this week, and in exactly three hours time over 50 cars and trucks were stopped at the intersection of Main and Third streets, notified of their deficiencies and warned to have their lights in order the next time they appeared, or take the consequences.
 A registration of the vehicles stopped was kept and the authori-ties say there will be no second warning given those who have been notified. "We expect to keep after them, and make driving more safe, at the same time enforcing the state motor vehicle laws," is the word given out.
 Headlights not working at all, either of them missing, no dim-ming arrangement or it not work-ing, and no tail light, are the points being given the officers closest attention at present.

Turkey Grading School Planned At Plainview

Extension Agent R. O. Dunkle says those having turkeys to put on the market this fall will do well to attend a Turkey Grading School to be held at Plainview next Thursday, October 23. This will be given under the direction of the U. S. Department of Agricul-ture and A. & M. College, and will deal with feeding turkeys for market, grading them to bring best prices, dressing them for selling, etc.
 Mr. Dunkle advises that a group go from each community direct to Plainview that day, the program starting about 9:00 a. m. In that manner there will be someone of each community who will have the benefit of the instruction given there that day, and will be able to in turn give it to his neighbors. Those who wish may have the op-portunity to actually prepare the birds for market—grading, dress-ing and packing for shipment un-der the direction of expert super-vision.
 Delegates should report to Roy Davis, Hale county agent, when they arrive at Plainview, inform him of the work interested in, and he will direct them so they will have an opportunity to learn every phase of the instructions given.

Stork Specials.
 Born to Mr. and Mrs.—
 M. H. Dungan, October 10, boy.
 Walter Schultz, October 11, girl.
 R. S. Valentine, October 13, boy.
 Geo. W. Smith, October 15, girl.
 Clarence Bagwell, Dawn, Octo-ber 19, boy.
 E. S. White, Friona, October 19, boy.
 James Taylor, Friona, October 21, boy.
H. H. HAMLIN HAS APPENDIX REMOVED
 H. H. Hamlin, whose home is 15 miles west of Friona, but who has been employed in Amarillo re-cently, was successfully operated on for appendicitis Wednesday evening at St. Anthony's hospital. His wife and her sister, Miss Amelia Mazurek, were taken to Amarillo that night by E. L. Pyka to be at Mr. Hamlin's bedside. Mrs. Hamlin and Mrs. Pyka are sisters.

NEW BEAUTY SHOP WITH BEENE AND WHITEHEAD
 Mr. and Mrs. C. A. Haston of Pampa are this week opening a new beauty parlor in the Beene & Whitehead barber shop at 337 Main. They are licensed barbers and will operate two chairs for their beauty shoppe patrons. Special prices are given at present as introductory features, as explained in their advertising elsewhere in the Brand.

INFANT FATALLY INJURED
 Little Hubert Max Magness, in-fant son of Mr. and Mrs. H. T. Magness was fatally injured when the family car turned over four miles west of Friona Sunday after-noon.
 The parents, with their baby, were on their way to Farwell to visit relatives, and Mrs. Magness was driving when the fatal ac-cident occurred. The accident oc-curred about three o'clock and all three of the occupants were thrown from the car, Mr. Magness being made unconscious by the fall, and the baby so badly injured that he died shortly after reaching the hospital in Hereford a few hours later. Mrs. Magness was pain-fully bruised, but not seriously in-jured. Mr. Magness did not regain consciousness until late in the night.

Texas Market and Grocery Free!

See Our Window
 One Tall Can of Pine-apple to the first 50 Customers Making \$2.00 Purchase.
 Friday and Saturday
Free!
 \$7.50 Toilet Set Given Away Saturday

We have opened a grocery store in connection with our market, carry-ing a full stock of quality foods. Our two complete stores in one, will save you many steps in shopping.



You will find in our windows a fancy line of produce, celery, lettuce, greens, carrots, green onions, beans, black-eyed peas, green peppers, cabbage, Irish or sweet potatoes, apples, oranges, banan-as, grapes and lemons.

FRIDAY AND SATURDAY SPECIALS

COFFEE Fancy Blend, Three Pounds **39c**

TOMATOES, No. 2 can, three cans 21c
SOAP, Luna Naptha, ten bars 25c
BROOMS, four-tie, each 25c

SUGAR Pure Cane, Ten Pounds **54c**

CORN, No. 2 can, three cans 25c
COFFEE, Maxwell House, 1 lb can 33c
JELLO, three packages for 21c

OATS Crystal Wedding, glassware FREE, 55 oz package **19c**

MACARONI - SPAGHETTI, box 5c
MATCHES, six boxes 15c

SPUDS No. 1 Idaho, Ten Pounds **14c**

RICE, five pounds 10c
NAVY BEANS, five pounds 13c

SPECIALS MEAT DEPARTMENT
 WE SELL NOTHING BUT QUALITY CUTS

Pork Sausage 12½c
 Pure Pork, Pound
OYSTERS 40c
 Fresh Select, pint
FRYERS 50c
 Fat and Tender, Each
Beef Roast 12c
 Tender and Juick, Pound
PURE LARD, home rendered, bring bucket, 8 lb 64c
SLAB BACON, sugar cured, pound 14½c
HAMBURGER, made of better meats, 3 lbs ... 25c
BEEF STEAK, cut from fancy fores, pound ... 12c



We will also have real nice fat hens, which we are glad to dress for your Sunday dinner. You will find fresh spare ribs, pork ham, shoulder cuts, and lots of other good tasty meats.

Moved!

We Are Now Across the Street, In the
Newell Building
 Lots of New Fall Merchandise—and more
 Coming In Daily.
 Good Selection Now!

Fox Mercantile Company

HELDYSELY

FOURTH AND MAIN

FLOUR	Flavo, 48 lb bag, Regular price	60c
COFFEE	White Swan, 3 lb can	88c
SOAP	White Naptha, 10 bars	22c
FLOUR	Arbutus, or Amaryllis, 48 lb bag, regular price	98c
Peanut Butter	Vestibest, 16 ounce glass	21c
Snow Flake	Crackers, 2 lb box Extra Special	19c
OATS	White Swan, Large package	15c
Compound	8 lb pail	74c
CATSUP	Holas, large bottle 25c, small bottle	15c
CORN	No. 2 Standard, per can	10c

One-Half Pound M. J. B. or Sam Houston Coffee FREE with \$2.00 Purchase.

Black

By BLACK SCHOOL

Black and Summerfield boys and girls met in basketball games Friday, Summerfield winning both games.

Doyle Vines, Woodrow McCrate and Robert Stone spent Sunday in Canyon.

Mr. and Mrs. E. B. Whitefield spent Sunday at the Crawfords.

H. L. McLean spent Sunday in Lubbock.

Mrs. R. O. Bennett took her Sunday school class to Hereford on a picnic Sunday and everyone present enjoyed the occasion.

Juanita Welch spent a while with Lucille Hays Sunday.

Dr. Frye spent Sunday with Mr. and Mrs. A. C. Hays.

Evelyn Stone spent Sunday with Lois Pressley.

Mrs. R. W. Sisk spent the week end with her parents, Mr. and Mrs. A. C. Hays at Black.

B. Y. P. U. had a social at the home of Mrs. Hays Friday night.

Pat and Bernice Clymore spent Sunday afternoon at the McMurry home.

Mildred Murray and Gene Pressley spent Sunday afternoon at the Vines home.

Doris and Kenneth McMurry spent Sunday afternoon with Martha Bell and Leroy Price.

Maxine and Margot McLean spent a day recently with Waurika Crawford.

Mildred and Elizabeth McMurry spent Sunday with Lucille and Noble McLean.

Fern Barnett spent Sunday with James McLean.

Mr. and Mrs. McMurry and the children spent Sunday with Mr. and Mrs. Roy Price.

Mr. and Mrs. Hannah and daughter, Geraldine, of Amarillo visited the home of his sister, Mrs. J. W. Vick, Sunday.

Mr. and Mrs. Jess Hinds and daughter, Geraldine, spent Sunday with Mr. and Mrs. Bennett.

Mr. and Mrs. Holly of Lakewick

spent Sunday in the Bennett home. The ladies social club met with Mrs. Ray Bennett Thursday. Refreshments of ice cream and cake were served members and several visitors who were present.

Fairview-Palo Duro Items

By MRS. JOHN BOLING

Ladies of this community met at the school house Friday to plan a community social for Friday night before Halloween, and everyone is invited, provided they come dressed tacky.

Mr. and Mrs. Comingoer had as guests Sunday Mr. and Mrs. E. B. Mitchell and children and Jack Stephens of Conway and Mrs. Martha Dunning, son and daughter of Amarillo.

Mmes. Thomas Watson and W. E. O'Neil of Wildorado called on Mrs. R. L. Campbell Tuesday.

James Allred of Hereford spent the week end with Mr. and Mrs. Cecil Allred.

Mrs. C. Brown spent Wednesday afternoon with Mrs. Jim LeGrand.

Jesse Ford visited his brother, Homer, of Wichita Falls last week.

Homer Ford was badly hurt in an oil field accident.

Mrs. C. Cretzinger and son and Mr. and Mrs. John Boling and family spent Friday with Mr. and Mrs. S. Cretzinger near Panhandle.

Mr. and Mrs. Tom McClain were in Hereford Tuesday.

Mrs. Guy Robinson, H. H. Elam, Marvin Tidwell and C. Kellogg of Wildorado visited Mrs. R. L. Campbell Wednesday afternoon.

Mr. and Mrs. P. A. Brown had as Sunday guests Mr. and Mrs. C. Brown and Mr. and Mrs. John Boling and family and T. H. Boling.

Mrs. Jim LeGrand visited in the C. Brown home Saturday evening.

Mrs. Sam Griggs has been visiting Mrs. Riley Carter of Anawillo the past week.

Mrs. Tom McClain visited Mr. and Mrs. Will Chappel Monday.

D. R. Burns of Wildorado spent Sunday with his daughter, Mrs. H. J. Oglesby and family.

Flagg News

By MRS. W. T. SUMMER

Mr. and Mrs. Wright Strain who have been visiting relatives in Hall county, returned home a few days ago.

Mr. and Mrs. Joe Tarply were business callers in Melrose, N. M., last week.

Florette Meek spent Sunday with Elsie Lorene Longan.

Mr. and Mrs. Ray Sheffy of Dimmitt visited the Sid Sheffy home Sunday. Little Sue, who has been visiting Dorothy the past week, returned home with them.

A. D. Floyd made a business trip to Shamrock Sunday.

Ina Pierce visited Leola Longan Sunday.

Mr. and Mrs. Ramsey attended a singing convention at Portales, N. M., last Sunday.

Pete Durce of Dimmitt was a visitor in the Claude Johnson home Wednesday.

Quite a lot of cotton is being ginned at the Flagg gin each day.

Several farmers report having gathered a half bale per acre.

Sudan Seed Crop Double That of 1931

The 1931 crop of Sudan seed is expected to be more than twice the size of the small 1930 crop. Growers and shippers alike indicate a marked increase in acreage and a slightly larger yield per acre in their reports to the U. S. Bureau of Agricultural Economics. Acreage expanded in nearly all the important producing sections, particularly in Texas. Prices for the 1930 crop were the highest since 1923, and with most farm products selling at relatively low prices, growers made heavier plantings last spring. Growing conditions, quite generally, were more favorable than a year ago when the crop was reduced largely because of drought.

In a few sections harvesting was earlier than last year but in others, including Western Texas, it was later.

Prices to growers were not fully established in all districts. In the Texas Panhandle they were at the lowest in the records of the seeds reporting service, and averaged about \$4.65 lower than last year at a corresponding time, and \$3.30 lower than two years ago.

Carryover of sudan grass seed by growers and country shippers is believed to be smaller than last year. Retail sales last spring were slightly heavier than the year before.

Acreage made marked expansion in Texas where it had been reduced sharply the year before because of dry weather. Increased planting followed the unusually high sudan grass seed prices last year in contrast with relatively low prices prevailing for cotton and grain. Growing conditions were generally favorable and a heavier yield per acre was expected by growers. Shippers, whose 1930 shipments amounted in the aggregate to more than one-third the total sudan grass production in the United States, expected their 1931 shipments to be more than twice those of the year before. The quality of the crop was somewhat better than last year and was regarded as very good by half the growers who reported. Prices on September 29 ranged 65c to 90c per 100 pounds.

Joe Tarply and daughter, Mary Joe, attended quarterly conference at Easter Sunday.

Lost 20 Lbs. of Fat In Just Four Weeks

Mrs. Mae West of St. Louis, Mo., writes: "I am only 28 yrs. old and weighed 170 lbs. until taking one box of your Kruschen Salts just 4 weeks ago. I now weigh 150 lbs. I also have more energy and furthermore I've never had a hungry moment."

Fat folks should take one-half teaspoonful of Kruschen Salts in a glass of hot water every morning before breakfast—an 85 cent bottle lasts 4 weeks—you can get Kruschen at the City Drug Store or any drug store in America. If not joyfully satisfied after the first bottle, money back. —adv

Growers Plan For Marketing Certified Seed

An intensive campaign to acquaint farmers of Texas with the merits of sorghum seed marketed under the Red Tag attesting state inspection and certification, is planned by the recently organized Texas Certified Sorghum Growers Association, according to E. V. Miller, certification director in the state department of agriculture.

The growers perfected their cooperative marketing organization recently at a meeting in the South Plains area, following which the marketing campaign was planned. The first step was to join with the other Red Tag cooperative—the Certified Cottonseed Breeders Association—and secure their cooperation in marketing.

"This association is to be congratulated," Mr. Miller said, "in being in a position to offer the farmer a source of pedigreed seed—seed the farmer may plant with assurance of varietal purity and uniform yield."

"All certified sorghums are pure bred stock, and have proved themselves worthy under the rigid field inspection tests set up by the state plant board in promoting the general welfare of agriculture in Texas."

"The farmer who plants certified sorghum seed this year, as he seeks wider diversification for his farming, may do so with confidence of results."

The Baptist church has organized an orchestra which practices each Friday evening at the same hour as choir rehearsal.

basis clean seed. The average as well as the bulk of the offers, was 75c per 100 pounds, compared with offers of \$5 to \$6 last year, and \$3.75 two years ago.

Arney News Items

BY MRS. F. W. FORTNER

For the past few days we have had cloudy weather, and hope for a good rain soon.

Most of the farmers have finished row crop harvest.

Mr. King spent Sunday at his home in Canyon.

Dick Pare was a caller in the Ernest Tipton home Saturday.

Mrs. C. E. Burks and daughter were in Amarillo Friday.

Bernie Dee Fortner was in Bor-

er on business Friday.

Mr. Humes who has been at Lubbock several days, came home Saturday.

The many friends of Lawrence Dicks will be glad to know of his speedy improvement after his recent operation for appendicitis at a Plainview sanitarium.

Lawrence Taylor left Monday for his work in Fort Worth after being here two weeks.

Miss Katie Mae Burks spent last Monday night with her friend, Miss Iris Hames.

TRY A WANT AD IN THE BRAND

Notice to Schools

Starting October 15, and ending November 1, we will make six photos for fifty cents. This offer is limited to persons of 6 years to 100 years old. No groups nor small children. Two weeks only—Hurry, Hanna & Hanna. —adv

Stewardship

Whatever high station you may be placed in by fortune, remember this, that God will not estimate you by the office, but by the manner in which you fill it.—Channing.

FRIGIDAIRE
BRINGS YOU
YEAR 'ROUND SAVINGS
NEW LOW PRICES
NOW IN EFFECT



LIFETIME PORCELAIN INSIDE AND OUT

Frigidaire prices have been reduced and worthwhile savings are now available on all equipment—both household and commercial. Find out all about these new savings. Why not call at our showroom? Learn how Frigidaire will reduce your refrigeration costs and save you money on grocery bills all winter long. Take the steps now that will bring you these savings. Decide to enjoy the Hydrator, Cold Control, Quickcube Ice Tray, Lifetime Porcelain and other exclusive advantages Frigidaire offers. Liberal terms can be arranged. Come in... today!

FRIGIDAIRE
GUARANTEED FOR 3 YEARS
A GENERAL MOTORS VALUE

R. M. Allred
PHONE 176, HEREFORD

PLENTY OF COD LIVER OIL

Means **MORE EGGS**

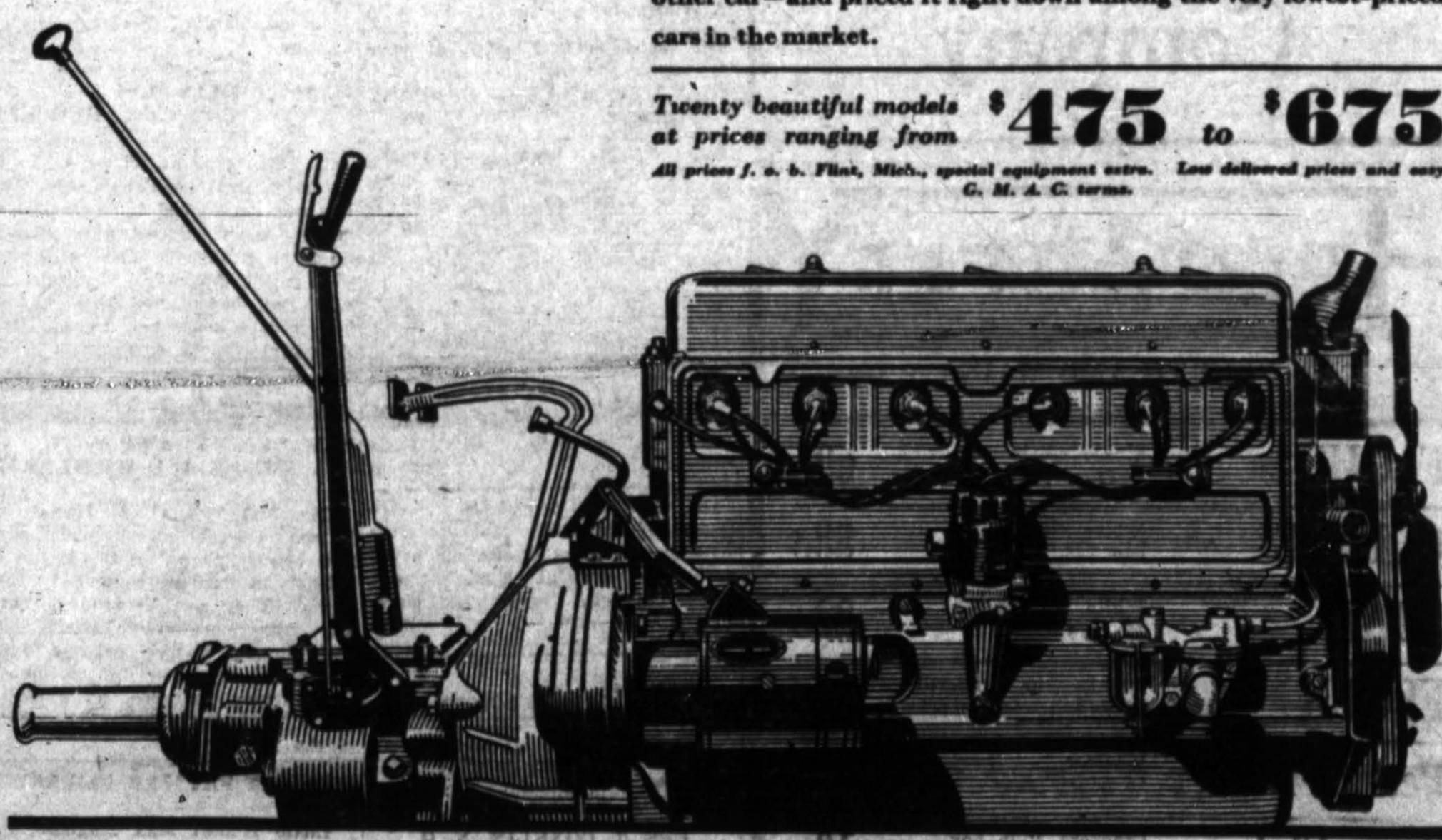


Because cod liver oil aids the health and vitality of the hens; and robust health is essential to keep the three egg-making organs working full time.

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

West Texas Feed and Seed Company
Phone 265
WE BUY PRODUCE

Nothing less than a six can give you built-in smoothness



NEW CHEVROLET SIX
The Great American Value

See your dealer below
Brumley Chevrolet Co., Inc.

The whole question was settled long ago—as to how many cylinders it takes in a motor car engine to give satisfactory smoothness. Science definitely established the fact that at least six are necessary. And today, the public accepts the multi-cylinder engine in the same way that it accepts 4-wheel brakes, parallel-mounted springs and every other principle of proved and acknowledged superiority. Everybody knows that nothing less than a six can give you built-in smoothness.

This general acceptance of the multi-cylinder idea has had a great deal to do with the fact that the Chevrolet, month after month, during 1931, has been the largest selling automobile. For Chevrolet is a six.

Today, this six-cylinder smoothness and dependability are within reach of every new car buyer. For Chevrolet has produced a quality car, powered it with a firmly-mounted six-cylinder motor—engineered it to run at less expense for gas, oil and upkeep than any other car—and priced it right down among the very lowest-priced cars in the market.

Twenty beautiful models \$475 to \$675 at prices ranging from
All prices f. o. b. Flint, Mich., special equipment extra. Low delivered prices and easy C. M. A. C. terms.

FOOTBALL

(Continued from Page One)

They fumbled and Hereford recovered on the Whitefaces 46-yard line.

Bartley hit center for 2, Russell lost 4 at left tackle, a pass was incomplete and the punt on the fourth down went out of bounds on Plainview's 80-yard line.

Bartley, playing safety, took their punt on the first play on his 30 yard line and brought it back to the 45 before being downed.

Bartley hit center for 4, Collins made 1 through left guard, Bartley lost 2 at right end, and punt on fourth down was grounded on Plainview's 25-yard stripe.

They were thrown for a 4-yard loss at right end. Ran across the field and out of bounds for a 5-yard gain; Bartley took their punt on his 40-yard line and carried it to Plainview's 40-yard line.

Hereford failed to gain on first play, Russell lost 1 at left guard, pass was incomplete and Bartley circled from the back field and pulled down the visitor's safety man in his tracks when he caught the punt on Plainview's 24 yard line.

Stone broke through and set them back 6 yards, and Bartley took their punt on Plainview's 40-yard marker.

Habermacher made 3 at right guard, Russell fumbled, but recovered to go through 3 tacklers and got to the 49 yard line. He failed to gain on the next play, but a 15 yard penalty on Plainview for roughness gave Hereford a first down. Bartley's pass to Russell was just out of reach of his eager fingers as the quarter ended.

Second Quarter.
It was Hereford's ball on Plainview's 35 yard line, second down and 10 to go. Bartley's pass to Wilson at left end gained 5, but Plainview intercepted Russell's pass on the next play at their 24 yard line.

A trick play broke through the Whiteface line, but a hard tackle jarred the ball loose and Collins recovered for Hereford on Plainview's 83.

Bartley's slip to Russell was carried around left end for 17 yards and a first down. Habermacher hit right guard for 3 and left guard for 7 for another first down. Russell hit center to lay the ball on the 4 yard line. A try at center and another at right guard brought no results and a pass on fourth down over the goal line was incomplete. Plainview taking the ball on their own 26 yard line.

A delayed back broke through left guard for 7, but they failed to gain at right tackle, then hit the same place for a first down. They passed for 8, Collins knocked down another pass, then broke through right guard for enough for another first down. Russell knocked down their pass, they made 4 at left guard, made 2 with a pass, and lost the ball on downs to Hereford on the 49 yard line when they lacked inches of a first down.

Bartley's pass to Russell was a little high and he juggled and dropped it; Russell made a slight loss, and Habermacher's punt was downed on the visitor's 39-yard line.

They went around left end for 11 yards and their first down. They went out of bounds with no gain, but passed and ran 14 yards on the next play for another first down. Their first pass failed and Gimer intercepted their second pass on his own 23.

Hereford's punt on the first play was downed exactly on the 50 yard line as the half ended.

Third Quarter.
Plainview brought Stone's kick-off back to their 45 and made another first down with two successive spins through center. They made 1 at right tackle, 4 at right end and 3 at right end to lose the ball on downs when they failed to make the other 2 on the fourth play.
Climmer circled behind the line to go 14 yards around left end, then Russell broke around right end for 17 more to put the ball on Plainview's 35, only to lose the ball on the next play when Collins fumbled.

Not only was the first pass incomplete but the Bulldogs were given 5 yards penalty for off-side and Habermacher intercepted their second pass.

Climmer again circled back around left end for 7, Russell failed to gain at right tackle, but caught Bartley's slip to go for another first down. Habermacher went through for 20 yards on the first play to lay the ball on Plainview's 15. They lost 2 on a fumble, but Russell made 2 at right end. He then fumbled Bartley's pass to him. Stone's place kick on the fourth down was short and Plainview received the ball on their 20-yard stripe.

They made 5 at right tackle, failed to gain, and Bartley fumbled their punt and Plainview recovered it on Hereford's 45. They made 4 at left end, failed to gain at left guard, a pass was incomplete and the Bulldogs were set back 5 for offside, and Collins stopped their pass receiver in his tracks. They went through left guard for enough for a first down, then made 5 at right end, their pass was knocked down. Hereford was penalized 10 to give them another first down, they failed to gain on a line play and Wilson snagged their pass on his own 20-yard line as the quarter ended.

Fourth Quarter.
Russell made 4 at left guard, Habermacher 1 at center, and his

punt on the third down was grounded in the exact middle of the field.

They made 1 at left end and Collins intercepted their pass on his own 35.

Stone's pass to Russell was carried 84 yards to Plainview's 31, and Stone immediately flipped another to Climer for 11 yards more. A pass was incomplete, Habermacher hit left guard for 5, and Bartley's pass to Climer went for another first down and placed the ball on the 5 yard line. Habermacher hit center for 1, Russell the same place for 2, and Collins' let Bartley's pass behind the third failure over his head for the third failure to score for the Whitefaces.

Plainview's ball on their 20. Immediately they opened up a hard passing attack, going 22 yards on the first play. They failed on another pass, made 3 at center, then passed 25 more. They failed at the line, passed for 8, and Russell snagged their heave on his own 25 yard line.

Hereford's punt was brought back to within 13 yards of its starting point. Plainview immediately passed 13 yards, then passed and ran from the 25 yard line over the goal, and passed for the extra point to make the only scores of the game, 7-0.

Plainview's kick-off was received on Hereford's 30 yard line. Stone passed to Russell, made a little gain, and Hereford was given a tremendous penalty. The punt following went over the safety's head and was stopped on Plainview's 30-yard line.

They made 6 at left end, failed at right end, hit center for 4 and a first down, and broke through center to go to Hereford's 40 yard line as the gun cracked for the finish.

◆◆◆◆◆
DEAF SMITH COUNTY
Health Service
by
MISS NELL HALL
County Health Nurse
◆◆◆◆◆

OCTOBER 26-31 SET FOR COUNTY HEALTHCADE

Do you want to prevent sickness and disease in your home and community?

Would you go to the trouble of making your wants known by attending the Healthcade program to be held in your community to ask that health experts be sent into your community free of charge to aid you in preventing members of your family from becoming ill? If so see to it that you and your neighbors come to the Healthcade meeting in your community as scheduled below.

It is planned that a tour of the communities of Deaf Smith county will be made by what is known as a "Healthcade" or health motorcade, beginning October 26 and lasting four days, when State and Federal health experts, with the county nurse, Miss Nell Hall, and other speakers will visit each of the sixteen school communities in an effort to organize the communities and to start campaigns for the eradication of diseases. The Federal government has loaned to the various states money to be spent in health work because they feel that the best help they can give the states under the present conditions is in disease prevention. Consequently sanitarians and nurses are placed in the counties for this work. In order to follow up the work which is hoped to be created by the Healthcade, Deaf Smith county will have a state sanitarian in the person of James R. Curtis for one month and longer, if necessary, to work in cooperation with the county nurse, Miss Nell Hall. This service brings no extra cost to the county or you, as the sanitarian's services are free of charge, since the expenses are paid by the state and federal health departments.

Healthcade Schedule.

The schedule for the Deaf Smith county Healthcade which was arranged by County Judge Earl W. Wilson, W. E. Dameron, president of the local health committee, and Miss Nell Hall, county health nurse, is as follows:

Monday, October 26, first day, 9:30 a. m., Fairview school house; 11:00, Daniel; 1:00, Dawn, and 3:00 p. m., Wyche.

Tuesday, October 27, 9:30, Blyss; 10:45, Valentine; 1:00 p. m., Messenger, and 3:00, Summerfield.

Wednesday, October 28; 9:00 a. m., Progressive; 10:30, Higgins; 1:00 p. m., Ford, and 3:00 Sims.

Thursday, October 29; 9:00 a. m., Westway; 10:30, Walcott; 1:00 p. m., Dean, and 3:00 at Ward.

Arrangements have been made for those on the Healthcade to pay for their lunches at the places where they stop at noon, thereby enabling the demonstration clubs or P. T. A. to make some money for their clubs. Meals will be served at the noon meetings to the Healthcade and the demonstrations and talks will begin promptly at 1:00 o'clock at each noon-day meeting place. Special emphasis is laid upon the fact that since the program is scheduled on a fixed time

Summerfield

BY MRS. L. JOHNSON

Rev. and Mrs. Coe and little daughter of Plainview were in the community over the week end. He held services Saturday night and Sunday.

Mrs. Clayburn Carr was hostess to the Home-Makers Study club at the home of Mrs. Ray Johnson last Thursday afternoon. Roll call was what I would like to study next year. Mrs. Lee Curry gave a good talk on co-operation. Many things of importance were discussed by members. The club is making plans to entertain Westway October 29, at the home of Mrs. L. Johnson. Miss Nell Hall was present and gave a timely talk on how and when to give baths. During the social hour, the hostesses served refreshments to about 12 members. The next meeting will be with Mrs. L. L. Cannon, with Mrs. Alton Lookingbill as leader.

Bill Tiddleman visited in the Gerald Morgan home at Adrian one day last week.

Mrs. W. L. Humphrey and daughter, Geraldine spent the week end in Amarillo with relatives.

Mr. and Mrs. Bernard Roberson were Canyon visitors Friday night to witness the football game between W. T. S. T. C. and Daniel Baker.

Mr. and Mrs. Hammer of Amarillo visited in the Oglesby home last Sunday.

Mrs. Oglesby is enjoying a visit with her grandmother, Mrs. Hammer, of Turkey.

Clie McHarg, Jr., and sister, Mildred, of Amarillo were guests over Sunday in the R. D. Lance home.

Mr. and Mrs. Wylie Nance recently visited in the home of his sister, Mrs. J. A. Noland.

Mr. and Mrs. Ray Johnson were Pampa visitors Saturday and saw the football game between Amarillo and Pampa high schools.

Mr. and Mrs. George DeLozier left last week for Tennessee to make their home.

Mr. and Mrs. Oscar Jay and Mrs. Lewis Jay were in Amarillo last Thursday.

L. G. Harris of Canyon visited over the week end with his father, W. G. Harris.

B. A. Atchley and son, Ass, were Roswell visitors last Thursday, returning with a quantity of sweet potatoes, apples and peanuts.

Mike Huckert was in Pampa last Saturday to see the football game.

Mr. Sparks has recently returned from a visit with relatives at Amarillo and Panhandle.

Progressive News

By OLIVE PERKINS.

Mr. and Mrs. Otis Burton and daughter of Big Square visited in the T. E. Baker home Sunday. The Burtons are old friends of Mr. Baker.

Ruben Robertson, who has been staying with his sister, Mrs. Scales since last June, left for his home in Falls last week.

Miss Edith Childre visited her parents Sunday evening.

Mrs. Ira Ricketts attended an all day quilting at Mrs. Jowell's last Thursday.

Mr. and Mrs. Jim Ricketts and son visited her parents, Mr. and Mrs. Ray Hershey, Wednesday afternoon.

Harold Donovan came home last Tuesday from the hospital in Amarillo where he had been a patient.

all meetings will begin the exact time promised.

Miss Hall concludes: "We are anxious to have every one present so that you may hear these state health workers and other interested people. Please come out and bring your neighbor to these meetings so that we can make Deaf Smith county a healthier county in which to live."

for several weeks on account of a badly fractured arm.

Mr. and Mrs. Jack Baker of Dimmitt visited his parents, Mr. and Mrs. T. E. Baker, Sunday.

Mr. and Mrs. Marshall Chamless and children called in the Hershey home last week.

Mr. and Mrs. Ira Ricketts, Ira Jeanne and Glenn and Mr. and Mrs. Clyde Russell spent Sunday with Mr. and Mrs. Jim Ricketts. Fred Bush of Amarillo called on T. E. Baker Sunday.

Mrs. J. E. Blakemore invited some of the neighbors and friends to the Blakemore home Friday night to help Mr. Blakemore celebrate his birthday.

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 "Sealing the Servants of God." Evening hour services at 7:30, subject, "Eating the Sweet-Bitter Book."

The Christian Endeavor hour has also been changed and will be at 8:30 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.



CLEANING and PRESSING
PHONE 16
Orr's Tailor Shop



Santa Says:
"SHOP EARLY!"
—Small weekly payments make it easy to give gifts of JEWELRY. Make your selections now!

F. M. KESTER & SON
Jewelers



\$4.35 SIZE 29x4.40-21
\$4.25 EACH IN PAIRS

GOODYEAR SPEEDWAY
LIFETIME GUARANTEED
BUILT WITH SUPERWIST CORD

SIZE	Price of Each	Each In Pairs	SIZE	Price of Each	Each In Pairs
29x4.40-21	\$4.35	\$4.25	29x5.00-19	\$5.99	\$5.83
29x4.50-20	4.70	4.63	30x5.00-20	6.10	5.95
30x4.50-21	4.85	4.70	31x5.25-21	7.37	7.26
30x4.75-19	5.68	5.57	30x2 1/2	3.75	3.65

Tubes Also Low Priced

Ireland-Beavers Motor Co.
Phone 383. 301 East Third

Brand Want Ads Pay Good Dividends!

That Ounce of Prevention

The proper and comfortable heating of your home this winter may be the very thing to prevent severe and costly colds or even more serious illness.

The ease and comfort Natural Gas brings into your home is a very cheap health insurance.

Let us help you with your winter heating problems.

West Texas Gas Company



Have Money Pull Together


DOES your family pull together on financial problems? Do you make a definite attempt to systematically save?

Everyone agrees that it is wise to save their money, but few have the will power to do so. How about you?

START SAVING REGULARLY NOW
We Welcome YOUR Banking Business

THINK! THE FIRST NATIONAL BANK OF BANK HEREFORD THINK!
A Strong Bank Thoughtfully Managed
MEMBER FEDERAL RESERVE SYSTEM

Sales Service



Reminders

—You've had a sample of cold wind blowing through that broken window; let us replace it before winter begins.

—This is the time for a tune-up and carburetor adjustment.

HEREFORD MOTOR COMPANY
115 West Third Street

Announcement


Virgel Bolles has bought the Nelson Garage and will be at your service, day or night.

When you need Help!

Night Phone 773
Day Phone 68

PRICES LIKE THESE: **AUTO**

Grind Valves on Four-Cylinder car, \$2.75; Grind Valves on Six-Cylinder Car, \$3.85.



VIRGEL BOLLES
For Chevrolet Service 118 West Third

OIL .. 35c Per Gallon

Save your old oil, and you are saving dollars. Government tests show reclaimed oil to be 10 per cent more pure than when new.

WE WILL RECLAIM IT FOR YOU

Reclaiming Automobile Oil
Reclaiming Tractor Oil,
Per Gallon **25c**

COME AND VISIT OUR PLANT.

Hereford Oil Reclaimers
Back in busins at First and Schley Streets, One block east of the bull barn.

Locals

Mr. and Mrs. R. K. Bishop of Amarillo were guests in Hereford Sunday of Mr. and Mrs. J. W. Holley. Mrs. Bishop will be remembered by Hereford friends as Miss Jewel Meeks.

32 x 6 Brunswick 10-ply, \$29.00. At RICE'S.

Nyal 2 for 1 sale October 28-29-30-31, next week, at Close Drug Company.

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

Mrs. C. R. Bentley spent the past week end in McLean visiting her mother.

Did the rain catch you without tire chains? Don't delay again. Buy them now at RICE'S.

JUST RECEIVED, LADIES' JERSEY DRESSES. POPULAR STORE.

Mrs. Jewell Murchison has returned from a visit with homefolks in Dallas.

Recall One Cent Sale soon. Corner Drug Store.

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

Henry Hastings returned Monday from a visit with friends in New Mexico.

Two for One sale, four days, starting next Wednesday, at Close Drug Company.

Radio B battery prices reduced at RICE'S.

Mr. and Mrs. J. W. Henderson and daughter, Mrs. Faye Montgomery, and the latter's son, Bill Montgomery, visited relatives at Dimmitt during the past week.

LADIES' HATS AT SALE PRICES. THE POPULAR STORE.

Recall One Cent Sale soon. Corner Drug Store.

Dr. D. K. Robison returned Wednesday from a trip to Pecos.

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

Our stock of car and truck jacks is again complete. At RICE'S.

Mrs. M. L. Steele and Mr. and Mrs. J. C. McCracken spent Sunday on the Steele ranch with Mr. and Mrs. Sam Steele, near Fort Sumner, New Mexico.

Two Nyal products for the price of one, October 28-29-30-31, Close Drug Company.

LADIES' SILK PAJAMAS AT SALE PRICES. THE POPULAR STORE.

Mrs. Albert Littlefield and daughter, Dottie Ann, of Crosbyton are visiting in the homes of Floyd and J. C. Parker this week.

Attention, cattlemen: We will lend you syringes to use in vaccination of your cattle, but please return them. Corner Drug Store.

Mr. and Mrs. W. J. Smith and Mr. and Mrs. Ralph Smith attended the Hill Billie-West Texas football game at Canyon Friday night.

Will trade good battery set radio for feed. W. F. Orr, phone 18.

MEN'S AND BOYS' SUITS ON SALE AT YOUR OWN PRICE. THE POPULAR STORE.

The Clovis News-Journal of Tuesday carried a notice of the marriage there of Luther Thomas and Maudie Oakes, both of Hereford.

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

Hot-water bottles will be on our One-Cent Sale. Corner Drug Store.

M. A. Crum, Friona real estate dealer, was transacting business in Hereford Monday.

Sale starts next Wednesday at Close Drug Company. Nyal drug items, two for one.

Mr. and Mrs. Edgar Ramey of Dimmitt were business visitors in Hereford Monday morning. Mr. Ramey said the Dimmitt Lions were planning a big blow-out for the Malinview-Hereford-Dimmitt meeting Tuesday evening.

Why not buy tires that are INSURED as well as guaranteed? Brunswick tires are INSURED by RICE.

Carl Kemp, Chevrolet dealer of Dimmitt, was trading in Hereford Monday morning.

NEW LINE OF LADIES' AND CHILDREN'S COATS ON SALE AT BARGAIN PRICES. THE POPULAR STORE.

Mr. and Mrs. B. H. Hopkins were called to Clovis Saturday by the death from whooping cough of the infant daughter of Mrs. Hopkins' sister.

The best stock of fan belts in town at RICE'S.

Ray Barber, Hereford auctioneer, was called to the microphone of the radio in Amarillo Wednesday last week for an extemporaneous speech, and he says for once he could think of nothing much to say.

Luke Fields is making a tour of Oklahoma points with a musical organization.

Prentice Rosson and J. A. Pitman were attendants at the Amarillo-Pampa football game Saturday.

BUY YOUR FALL MERCHANDISE AT THE POPULAR STORE. BIG MOP-UP SALE AT ITS HEIGHT. WHERE YOUR DOLLARS GOES THE FARTHEST.

Miss Floy Jenkins left Monday for Waco where she will visit in the homes of her brother and other relatives, going from there to attend the State Fair at Dallas. Her visit will extend until after the Christmas holidays.

Mr. and Mrs. Edgar Betts of Clovis were transacting business in Hereford Monday and visiting in the home of her sister, Miss Mattie Woodburn.

Dave McCurdy was one of the football fans from Hereford who attended the Amarillo-Pampa game Saturday.

Mrs. Ivan Davis and little daughter, Elizabeth, spent the week end in Amarillo visiting her parents, Mr. and Mrs. F. E. Ingham.

H. B. Webb returned Tuesday from a visit with friends in Fort Worth and Dallas.

Miss Jeanette Rogers, Hereford teacher, was one of the Hereford spectators at the Amarillo-Pampa football game Saturday.

Mr. and Mrs. C. C. Acker who have been visiting relatives in Dallas and attending the State Fair during the past week, returned home Sunday night.

Arthur and George Harris left last week for Los Angeles, where they will attend school this winter.

Mrs. J. H. Wilson returned home Sunday from a visit with her daughter, Mrs. Hoyt Lewis, in Oklahoma City.

Daniel Bell arrived Monday from San Antonio for a few days visit with his parents, Mr. and Mrs. Allan Bell. He is manager of the Western Electric Vitaphone Co., being moved from New York to San Antonio. This is his first visit home in two years.

LADIES' READY-TO-WEAR SILK DRESSES, WASH DRESSES. FALL COATS AT EXTREME LOW PRICES. THE POPULAR STORE.

Mr. and Mrs. J. W. Kropff and small son, Roy, and Mrs. Carrie Kropff were Sunday visitors in the home of John Kropff of Muleshoe.

The Hereford Bakery is moving this week from its recent location at 406 Main to the north portion of the Hereford Wholesale grocery building at 311 Main.

Mark Hanna is making an attractive special offer on photography for the next 15 days, incidental to his moving several doors farther north to a location next door to the southwest corner of the Main and Fourth street intersection.

30 x 5 Brunswick 8-ply, \$19.00. At RICE'S.

R. W. Sewell attended the Pampa-Amarillo football game in Pampa last Saturday.

Charles Ferguson and Gordon Durham gave a thirty-minute program over KGRS Monday afternoon.

The Hereford orchestra took part in a school entertainment at Dawn Friday evening.

CHAMBER OF COMMERCE
(Continued from Page One)

"Fort Worth has been fighting its gas rate for ten years," he said, "and the city attorney told me while we were there they had not accomplished anything yet." He recommended cities to act independently of each other, but to do nothing drastic.

"We may set a gas rate," he said, "but as yet we have no way of knowing how to determine what rate to set. Let's look before we leap, we might have to pay more. We all believe we are paying too

much, but how to go about correcting it is a question.

"The gas company has filed a return of its earnings with the city commission, and I believe with the state railway commission as well. How are we going to refute it? The gas costs the city 40 cents at the edge of Hereford. If it can be shown that the gas company and the pipe line company belong to the same owners, then we can go farther back to determine the cost of bringing the gas here. If we can prove they work in agreement with each other, a way of operation is made open to us; but we must prove each step of the way.

"If we make a fight for lower rates, we must find out facts. Under the law, the commissioners may set a rate, no matter what the gas company may say, but the gas company can then ask the railroad commission for a hearing, which has first to be set, it may be six months, a year or more; no court procedure can develop until after the railroad commission's decision is reached. It would take a long time to settle it, any way we go.

"However, there is a provision in the city charter under which the gas company operates, which says Hereford will receive gas at the same rate as Lubbock, Plain-

view and several other cities. The city of Lubbock has now under advertisement a plan, and has set October 24 as the date to decide upon a certain gas rate by ordinance. This rate, it is understood will be 55 cents. What ever the set, it will be slow of accomplishment."

In conclusion Mr. Witherspoon said the Hereford city commissioners deserved commendation for the efforts they have put forth in seeking a solution of the question of lower gas rates, that there were yet many facts to be gathered and lots of work to be done.

PACKARD MILLING COMPANY ORDERS LARGER UNIT

The Packard Milling Company of Hereford has in transit here this week a new and larger four mill unit to help take care of the increased business the mill has developed since the harvest season. The new part is a complete mill in itself, with a capacity of 100 barrels a day, equal in volume to the two units now in operation. The added equipment will make it possible for the mill to exceed its former production should occasion arise this winter.

STAR THEATRE

HEREFORD, TEXAS

LAST DAY
THURSDAY, OCTOBER 22
1-Cent Sale



MARIE DRESSLER
POLLY MORAN
POLITICS

Thursday - Friday
OCTOBER 23-30
1c Sale



Louise Dressler
and
RICHARD ARLEN

in
"Caught"
also



The heroes of "Pardon Us" in
"Come Clean"

Friday - Saturday
OCTOBER 23-24
MATINEE SATURDAY
EDMUND LOWE
in
"The Spider"

A play within a play—murder in the theatre.
ALSO CHAPTER FOUR
"The VANISHING LEGION"

Monday - Tuesday
Wednesday
OCTOBER 26-27-28



A NEW WILL ROGERS
YOUNG AS YOU FEEL
with FIFI DORSAY
Bright lights—
Wild nights—
New sights—
change the philosophizing cowboy into a philandering playboy.
ADMISSION ONLY 15c-35c

Saturday
OCTOBER 31



BUCK JONES
with
DOROTHY REVIER
Directed by Roy William Neill

Monday - Tuesday
Wednesday
NOVEMBER 2-3-4
THE FOUR MARK BROTHERS
in
"Monkey Business"

Coming Soon
"DADDY LONG LEGS"

BAKER'S CASH GROCERY

MONT E. BAKER
SPECIALS FOR FRIDAY AND SATURDAY

We are offering specials on these things you need to prepare candied apples, pumpkin pies, cakes and candy for your HALLOWEEN PARTY

Powd. Sugar	Three Packages	25c
Marshmallows	Pound Package	19c
Milk	Six small, 23c Three large	23c
Meal	Fancy cream, 20 pounds	36c
Flour	12 pounds Great West	28c
Prunes	Italian Gallon tin	29c
Blackberries	Gallon Tin	47c
Pears	Whole Halves, gal	39c
Spuds	Per Peck	25c
Lettuce	Fresh, crisp Heads	5c
Sugar	Ten-pound Cloth bag	54c

Pumpkin .. 12c Each
Apples 36c Delicious, extra large, fancy
Almonds ... 22c No. 1, per pound
Oranges
Medium size, dozen 17c
Dates
Pitted, 10-oz pkg 18c
Peanuts
Fresh salted, pound 12c
Cocoanut Fresh, bulk, Per-pound 25c

Gas Appliances

We are approaching cold weather. You will need some gas heaters, or you may be in need of a gas range. You should see our line. Our low range of prices will certainly induce you to buy. We will save you every dollar possible on your requirements in gas appliances.

We have many valuable living-room suites, dining-room suites, and bed-room suites which are being offered at real bargains.

E. B. BLACK COMPANY

"We Are Satisfied With Small Profits"

PIGGLY WIGGLY

All Over the World

Specials for Friday and Saturday

SUGAR—	25c
Light Brown, Five Pounds	
YAMS—	8½c
Portales, Ten Pounds	
COFFEE—	38c
M. J. B. 2 lbs 75c; 1 lb	
APPLES—	36c
Extra Large, Delicious, Dozen	
TOILET TISSUE—	25c
Pt. Howard, 13 for \$1, 3 for	
CRACKERS—	19c
Snoflake, Two-Pound Box	
PORK AND BEANS—	25c
Or Black-eyed Peas, Wapos, 4 cans	
SOAP, Palmolive—	21c
One Bar Soap Beads Free, three for	
POTTED MEAT, six for ...	19c
VIENNA SAUSAGE, 3 for ..	19c

MARKET SPECIALS

VEAL STEAK, pound	12 1-2c
BEEF ROAST, pound	12 1-2c
HAMBURGER, pound	8c
PORK ROAST, pound	15c
PORK STEAK or CHOP, pound	15c
PURE PORK SAUSAGE, pound	12 1-2c
BACON, breakfast, sliced, pound	23c
BACON, smoked, pound	16c
HAM, Armour Star, half or whole, lb	16c