

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

31st YEAR—NUMBER 43.

The Hereford Brand, Hereford, Texas, Thursday, November 5, 1931.

Five Cents Per Copy.

Relatives Of Killed Woman May Be Located

Canyon-Hereford Football Game Commands District Attention For Tomorrow

Indications point to Hereford taking a half-holiday tomorrow while everybody goes to the football game at Whiteface Field to see the annual classic between Hereford high school and the visiting Canyon Eagles. No matter if Hereford goes much farther in conference football this year, no game will reach in importance the struggle tomorrow when ancient rivals meet for the football supremacy of the south end of section C, district 1, class B.

Canyon and Hereford have fought long and bitterly over high school football and neither team has ever won by a score decisive enough to immortalize the other. In 1928 a tie game was played over and Hereford won by a single touchdown in the last minute of play. Each team scored three touchdowns in 1929, but Hereford crashed thru for two extra points and won 20-18. Last year the game saw-sawed back and forth until Canyon got a break toward the end of the game and pushed over a touchdown on a play in which the ball was lost, but the umpire ruled over the goal line before it got away, to coach Canyon a 3-0 victory.

Coach Tommy McCollum reported Wednesday every Whiteface player in good condition and every one of them eligible to play. New plays and formations are reported to have been drilled on especially for tomorrow's game, and the fans are apt to believe an entirely different team is representing Hereford, if reports are true.

Special Parking Rules.
It is expected that a greater number of people will see the game than has turned out this year. Canyon has sent word they are coming over in droves, and local fans who take in but one game a year save that time until Canyon comes.

For this reason, special parking rules will be put in force for tomorrow's game only. Since Canyon will bring so many spectators and it is their privilege to follow along the side-line fence as the play goes up and down the field.

(Continued On Last Page)

Baptist Revival Closes Next Sunday

A great young people's service is being planned for the First Baptist church revival for Friday night, November 6. All the public school students and faculty members have been invited to come in a body. Evangelist C. Y. Dossey has announced a subject for that night that will be of vital interest to all the young people and their parents in Hereford. His subject will be "The Revolt of Modern Youth; Are Our Young People Going to the Devil?" This is a subject that is of vital interest to everyone in Hereford and a large crowd is expected to be present to hear it.

Following the service Friday night there will be a baptizing, when several who have joined the church for baptism will be baptized.

There will be no services Saturday morning but there will be services Saturday night. Evangelist Dossey will discuss a subject that will be of vital interest to all.

Plans are being made for a great day in the revival Sunday. The church has set a goal of 500 for the Sunday school and a drive is being made to reach that number. Sunday will mark the close of the revival, with Evangelist Dossey speaking twice that day.

This is Rev. Dossey's second meeting with the First Baptist church here and large crowds have attended all the services. Several members of the First Baptist church will leave Monday with Revs. Dossey and Cloyd to attend the Baptist general convention that will meet in Waco Wednesday morning, November 11.

Mrs. E. B. Black returned home this week from a visit with her son, William, and wife, in Abilene.

Will Lecture On Chinese Situation

An interesting program of unusual nature is promised for those who attend the Christian Endeavor of the First Christian church next Sunday afternoon at 5 o'clock. The entire program will be given by talent from Canyon, the outstanding feature of which will be an illustrated lecture by one of the College students, Miss Eleanor Plerie, who was born in China and spent nine years of her life there. Her subject will be "China, Our Neighbor".

Burglars Rob High School This Week
The office of the Hereford high school was forcibly entered Monday night of this week and papers and materials ransacked in an apparent effort to locate money of value. This was thought at first to be the only damage done, but later investigation showed the knobs had been knocked from the school vault on a stair landing, and the contents of the vault rifled. Still later developments showed two saxophones and a clarinet belonging to members of the school orchestra had been taken by the robbers.

As there have been several burglaries of the school buildings here during the past, it has not been a custom for a considerable time to leave any money of value on the premises. Authorities are at work on the case, which is thought to be the work of a group of professional burglars that have been entering Hereford business places during the past several weeks.

LIONS CLUB CONTINUES GOOD ATTENDANCE RECORD
But two Lions were absent Wednesday noon from the weekly luncheon at the Presbyterian church. George Garrison, who had charge of the program, presented Mrs. Homer Fox in two charming vocal solos and Miss Martha Duncan in two dialect readings that carried away the members. The hilarity of Wednesday's luncheon was spontaneous and exceedingly catching, and some members were obliged to leave the table (by force).

Last week's program with Leonard Foster in charge, presenting his niece, Misses Earle Marie and Ardelle Foster in a piano and violin number that captivated the Lions.

Poultry Show Plans Set Date For December

Nine members and officials of the Tri-County Poultry Association met Wednesday evening of this week to perfect plans for the holding of the annual poultry exhibition at the Hereford Hotel, Friday and Saturday, December 3, 4 and 5. This year's poultry show promises to be the best ever given in Hereford, according to N. C. Vogle, president, as more enquiries from interested exhibitors are coming in than ever before. B. H. Hopkins, vocational agriculture teacher in the high school, with his class of boys, will be in charge of the show, which will be held as before in the Buchanan & Rosson location, west across the street from the court house.

An American Poultry Association Judge, Prof. Landen, of Lubbock, will serve to determine the winners. The Hereford chamber of commerce has contributed \$150 toward paying the expenses of the show. B. T. Galloway, poultry expert of Amarillo who serves this territory in the interest of Merit poultry and stock feeds, will assist in arrangements with his valuable suggestions and advice.

EASTERN STAR DELEGATES ATTEND GRAND CHAPTER
Mrs. Jack Ross, worthy matron of the Hereford lodge of Eastern Star, and Mrs. M. D. Womble, delegate, have been in Houston, Galveston and San Antonio during the past two weeks attending Grand Chapter of the Eastern Star, visiting, and representing Hereford at the general grand chapter. They drove through in a car to make the trip and are expected home the last of this week.

Tulia Bows to Whitefaces; Score, 39 to 7

The Hereford high school Whitefaces made good their promise of staying in the race in district one class B football Friday when they ran wild over the Tulia Hornets here, 39 to 7.

It was Hereford's game from the start, Tulia making its only threat early in the second quarter when they drove down the field, mixed in a long pass, and gained consistently through the line for a touchdown and extra point. After that it was just a question of how many touchdowns the Whitefaces wanted.

Hereford scored on the third play when Tulia fumbled the kickoff, the Whitefaces recovered it and drove over the goal in three tries. Floyd Collins starred for Hereford, when, after Tulia held Hereford on their 2-foot line in the fourth quarter, Collins, playing safety, took their punt on the first play, and staying with good interference, went 40 yards for a touchdown.

The second string and substitutes took the field in the last few minutes of the game and swept Tulia back with a determined defense that threw them for consecutive six and eight yard losses, then

Legion Directs Armistice Day Observation Rites
Hereford Post American Legion will direct the observation of Armistice Day, November 11, next Wednesday, in a fitting way of remembrance of the day 13 years ago when World War hostilities ceased.

Sank Ramey has been made field marshal of the day, and has asked the following order of program to be followed: Members of American Legion, ex-servicemen of all wars, the band, all civic clubs and organizations of the city, etc., to meet at the court house next Wednesday morning at 10:00 o'clock, where they will be grouped in their respective organizations and march to reach the First Christian church at 11:00 o'clock where a special Armistice Day program will be given.

Rev. M. J. Johnson, pastor of the First Christian church, will deliver the principal address of the day. It is planned to make the services of the day as wide in character as possible, and the program will be in keeping with the proper spirit of remembrance of the closing of the war.

Stork Specials.
Born to Mr. and Mrs.—
H. M. Mitchell, October 29, boy.
L. A. Reed, October 31, girl.
Liston Wilson, October 30, boy.
G. B. Reddock, November 4, girl.
B. O. Sanders, October 23, boy.

Santa Fe Changes Trains November 29
Press announcements this week tell of the proposed discontinuance on November 29 of the eastbound night train and the west bound early morning trains by the Santa Fe railway.

To take their places short trains will be run from Wichita, Kansas, to Carlsbad, New Mexico, through here on a slightly different schedule from that of the above trains.

The schedules of the west bound reach Hereford about 8:45 a. m., and the east bound will arrive some time around 8:30 p. m. These trains, it is understood, will carry mail and give the same service as regular passenger trains with the exception the expense of operating them will be much lower.

The schedule of the west bound evening train and eastbound noon train are expected to remain the same.

H. P. D. HOWARD DIED MONDAY IN OKLAHOMA CITY
H. P. D. Howard, brother of Mrs. C. C. Ferguson of Hereford, died in Oklahoma City Monday. He will be remembered by the older residents of the city, having lived here in former years, but moving away about 15 years ago.

(Continued On Last Page)

Miss Grace Buzzell Succeeds Miss Hall

Miss Nell Hall, Deaf Smith county health nurse for more than a year past, resigned her position last week, and left Tuesday for new work as public health nurse at Brady, where she will be in charge of four counties, McCullough, Menard, Concho and San Saba.

Miss Hall is reported to be succeeded by Miss Grace Buzzell, who comes from New Braunfels, and will be established in the office here by the last of this week.

JOHN CUNNINGHAM BRINGS IN FREAK CALF
A calf with eight legs, two tails, two bodies and one head was brought to Hereford today by J. T. Cunningham from his ranch ten miles south of town.

The bull calf, born of a normal Jersey cow Wednesday night, has one perfect body, but shares the single head with its twin brother who grew through the center of its body. The headless calf has perfect feet growing from the back of its normal brother, and well proportioned hind quarters hanging between the legs of the normal calf.

"He" or "they" was (were) dead at birth.

E. B. Black Will Head Red Cross Drive This Year
The appointment of E. B. Black as Red Cross roll call chairman for 1931 was announced today by Rev. E. P. Gieser, chairman, Deaf Smith county chapter. Mr. Black will perfect an organization of leading citizens and workers who will carry the personal invitation to join the Red Cross throughout the chapter territory between Armistice Day and Thanksgiving.

Mr. Black in his initial statement said: "My position as Red Cross 50th anniversary roll call chairman here is a civic honor fully appreciated by me. The anniversary is of tremendous public significance throughout the United States and the world, and has already been the subject of congratulations from nearly every foreign nation and comment by the press and leading citizens and organizations of the whole country. I have already been assured of the desire of our own people and organizations here to participate in making the Roll Call a success, as it undoubtedly will be. Our goal is 250 members. This is not a very high mark to shoot at, and we should exceed it."

"I consider the Red Cross an opportunity to participate in one of the world's most vital, important movements. There are compensations in being a member of the Red Cross beyond the mere satisfaction of having contributed financially."

Celebrate Occasion of Golden Wedding
Mr. and Mrs. W. N. Elkins of South Hereford celebrated their golden wedding anniversary at their home two weeks ago, October 23. They have been residents of Hereford since 1926.

Mr. Elkins, who is 70 years of age, was born in Texas, and Mrs. Elkins, who is 68, came to Texas from her Missouri home when a girl of 11. They were married at Sharp Springs in 1881, moved to near Endee, New Mexico, in 1888, and lived there until coming to Hereford.

Their four children, Claude Elkins of Hereford, Mrs. Annie Smithers of Hereford, Mrs. Lella Hedgcock of Stinnett, and Mrs. Jennie Purcell of Endee, were all present at the anniversary and family reunion. The aged couple have 12 grand children and two great grand children, and all of the family was present that day except one son-in-law and three grand children.

H. H. Hawkins, who for ten years operated the Golden Rule Produce company, is opening a produce house at 200 Sampson Avenue, Friday.

(Continued On Last Page)

South Carolinian Requests Particulars Concerning May Hale's Accidental Death

May Hale, thought to be about 38 years old, was instantly killed early Saturday morning when the open-top model T Ford in which she was traveling with a friend,

The mystery surrounding the location of relatives of May Hale, killed in an automobile accident near Summerfield early last Saturday morning, was apparently nearing solution this morning when a telegram was received from Willie Miller of South Carolina. Without revealing the relationship between himself and May Hale, Miller asked for full details of her accidental death. County and health authorities have been searching in every available way to locate relatives of the dead woman since the accident occurred.

who gave his name as Joe Swallow, overturned on a curve just beyond Summerfield. Swallow is said to have told that he must have gone to sleep and lost control of the car. He was not badly injured.

The woman's head was crushed and death appeared to be instantaneous. They were picked up shortly afterward and brought to Hereford by the eastbound Pickwick bus, whose driver, Jack House, told the story and was corroborated by passengers of the bus before the hastily called coroner's inquest presided over by County Judge, Earl W. Wilson.

The couple was traveling from Globe, Arizona, to Oklahoma City, and were acquaintances only. Swallow said he did not know any of her people, but that as he was going to Oklahoma City she had asked and been given permission to go that far, where she was to meet a friend. The coroner's investigation revealed evidence that his story was true in every particular.

The body is being held at E. B. Black's funeral home while search continues for May Hale's relatives.

State and Federal Game Wardens Here
Hereford and vicinity was visited Monday by two gentlemen whose coming was much appreciated and whose acquaintance many desired to make. They were B. R. Britton, now of Amarillo, who is a federal game warden, and Hugh Small of Tulia, who serves the State of Texas as game warden of this district.

These gentlemen were guests of the Chamber of Commerce at its luncheon Monday noon, and made themselves acquainted. They will find that the greater majority of hunters of this section are law abiding, and desirous of preserving the game and wild life of the country.

One point Mr. Britton specifically stressed during his brief talk before the commercial body was the extreme scarcity of wild ducks and geese this year, and he appealed to all to cooperate with authorities in enforcing the game laws, some of which have been given special rulings to apply to the preservation of migratory water fowl.

NO REPORT AVAILABLE ON EXTENSION WORKERS
There was no decision of the county commissioners' court available today on the two petitions relative to whether or not Deaf Smith county will have a county agent and demonstration agent.

The West Texas Chamber of Commerce and Texas Bankers Association have gone on record against the curtailing of county expenditures by cutting off productive features, and advise the counties of West Texas to avail themselves of the services of the extension department now more than at any other time.

Stores Close For Tomorrow's Game
A canvas of Hereford business houses relative to closing tomorrow for the Hereford-Canyon football game has 79 signatures of business firms who will shut up shop and take in the game.

This is the most complete closing Hereford has given the high school this year, those working on the petition asserting that Main Street will close up practically 100 per cent, with the adjacent firms cooperating in a like proportion.

The Brand as a business firm of the city, congratulates these firms for their assistance, believing that the cooperation given it be well spent.

Deer Hunters Home With Plenty of Game

The party of deer hunters who were chasing deer over in the Black Range on the western side of New Mexico, returned safely home Friday morning of last week despite rumors of all kinds of trouble they were supposed to be having over there. They were much surprised at hearing the news about themselves when they got back. They had no trouble at all, and did have a wonderfully good time, a fine outing and a successful hunt.

They brought back as spoils of the chase four does, two bucks and two wild turkeys, and friends of the nimrods are enjoying venison this week. Jim Robinson, J. J. Clark, Frank Carl, Mark Benefield and C. A. Skelton made up the party.

COMMUNITY GAS COMPANY STRIKES AT ORDINANCES
The Community Gas company at Abilene is reported this week to have struck back at the practice of cities being served natural gas to pass ordinances regulating the cost of the service. An injunction was applied for to restrain the city of Eastland from enforcing such an ordinance that proposed to reduce the gas rates from 67½ cents to 50 cents.

Judge James C. Wilson, before whom the application was made, granted a temporary order restraining Eastland from putting the ordinance into practice until investigation could be made into the merits of the situation.

The gas company at Abilene further announced that it will launch a line of attack wherein it asks for the authority to increase its rates where it can be shown the gas company is losing money.

45-Cent Wheat Price Brings Good Feeling
The low wheat market that has afflicted the Panhandle crop since the first of this year received its worst shock this week when local elevators put the price at 45 cents a bushel, nearly 100 per cent over the price at harvest time. Estimates of between 300,000 and 400,000 bushels in storage on Deaf Smith county farms make the outlook more optimistic, while considerable quantities of local wheat is being held in terminal elevators awaiting the raise in price.

Figures obtained today showed that more than 2150 cars of wheat, approximating 3,225,000 bushels, had been billed out of Hereford this season, part of which is still in terminal storage as above mentioned.

Row crop grain prices soared as well, local buyers paying 50 cents a hundred pounds today, as compared with 30 cents about one week ago.

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HEREFORD, DEAF SMITH
COUNTY, TEXAS

MUNN-WARREN PUBLISHING
COMPANY, INC.
PUBLISHERS

R. E. KESSIE,
Editor and Manager

TELEPHONE 26—AT NIGHT 498

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 error being given to the editor personally at the office on North Main Street.

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

SUBSCRIPTION PRICES:
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Zones 1 and 2, six months \$1.00
Outside Zone 2, per year — \$2.50
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ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.



Business in Hereford will probably come to as near a standstill Friday afternoon of this week as it will reach this year, when the Canyon high school Eagles come over to the annual football classic against the Whitefaces. That is the one game of the year we all of us see. Don't know why, but traditions get established and there is no way of knocking them out. It is the game that is talked about from one year until the next. All other games fade into insignificance in comparison.

The Whitefaces are the best attention-compellers Hereford has now, and will be for the next three or four weeks, depending on how long they stay in the conference race for honors. There probably will be no other one thing that will focus the spotlight of publicity upon Hereford more than its football team, and it will continue until the season is over or the boys are defeated.

How long they will stay in the race depends largely upon the support they are given by Hereford interests. A few who are not concerned with football still are very zealous in regard to publicity for the city. This is the time for all hands to join in making the most of the situation. Support of the Whitefaces does not necessarily mean financially, although that is important.

The success the boys have from now on will depend upon the personal encouragement they receive from individuals. They need patting on the back, and being told that their efforts are appreciated, that they are more than playing a game, they are being developed to take hard knocks and still win, which is no mean accomplishment in everyday life. Hereford citizens

Nineteen Years Ago In Hereford

(From Files of The Brand of November 8, 1912)

Rev. D. W. Hawkins, who was then Methodist minister at Ochiltree, had visited with relatives here while enroute to annual conference at Abilene.

Someone had sent an anonymous letter for publication to Editor Elliott and he took a column to explain why he could not print it. The letter was pleasing to him in its point of view but had not been signed; he did not know who had written it, and hence had not printed it.

The editor observed that Thanksgiving day came on Thursday that year.

Mrs. W. E. Hicks had gone to Fort Worth to attend the Baptist convention.

Mrs. Seth B. Holman had been down from Amarillo visiting her sister, Mrs. D. C. Laird.

The Democrats had swept Woodrow Wilson into the presidency with a complete landslide that included control of Congress.

Clovis had come over and administered a return football game defeat upon Hereford to the extent of 13 to 0. Both teams had revamped their line-ups in preparation for the game but one "Grandpa" Beahler of Clovis was too much for the local aggregation. Acker was outstanding in his tackling play for Hereford, and Cogdell, Gallaher, Brazil and Lust also came in for favorable mention.

The city was trying to recuperate from the Halloween celebration of the week before.

The arrival of Miss Vida Hicks was announced.

zens need to talk football among themselves.

There is a tendency with some to think that football at present supercedes school work. Such is not the case and never will be as long as our present school board and faculty have charge of affairs. School interests always come first with them, and is guarded against encroachment from other viewpoints in an unmistakable manner when necessity arises.

I expect the Whitefaces to play the game of their lives next Friday against the Eagles. The Brand is pulling for them with every bit of support it has at its command. Because of the clean, hard playing the team has done for years, we believe they will again give a performance of which the school, the community, the fans and themselves may well be proud.

Should Hereford win tomorrow, it will mean the bringing of teams here from other cities, a fact that should not be overlooked by publicity seekers. Hereford has a chance at the spotlight—let's make the most of it.

The need for community effort toward a highway bond issue being got under way in Deaf Smith county is one week more urgent than when we spoke about it before. It is hard to believe that such a state of lethargy exists, that nothing will be done about it. The benefits from a road program at the present time are too apparent to need much discussion. The way has been made clear to accomplish more for less money than has been possible for years, or will be probable for as long a time again. Work would be provided for people so they could support themselves this winter instead of having to be fed by others. Should it be necessary to feed anyone this winter, it is going to be harder to get them started to supporting themselves again than it would be to get them to work and support themselves now. State and federal money is available to match the amounts of money to be spent by this county, which is going to be used by other counties, yet we will have to pay our share of the state and federal parts and still receive no benefits from it.

What is the matter with a road road program in Deaf Smith county?

It seems that Hereford is paying the penalty of too much "white spot" advertising. All the whoop and hurrah about being in the largest white spot in the nation is sure to attract all the undesirables who make their living from the gullibility of residents.

The series of robberies during the past two weeks is ample testimony of the fact that we are paying dearly for the publicity received. The work apparently is

that of professional knob-knockers who know their way to go about what they choose to do.

There is an urgent need for the payment of all taxes by those who are able to do so. There are some who take advantage of the privilege of splitting their taxes, paying half, including poll taxes, before December 1, and have until about June 30 of next year to pay the last half. Then these are some who will wait until January 31 and pay all their taxes in one sum. But the hero of the hour is the public spirited citizen who realizes that schools must go on, city, state and county officials must perform their duties to the commonwealth, and it takes money to do it; therefore, as the taxes must be paid some time, are due now and the money is needed, will pay all taxes at once and give public enterprise the greatest assistance possible.

STATEMENT

Statement of ownership, management, etc., required by Act of Congress of August 24, 1912, of The Hereford Brand, published weekly at Hereford, Texas, for October 1, 1931.

STATE OF TEXAS,
County of Deaf Smith.

Before me, a notary public in and for the state and county aforesaid, personally appeared R. E. Kessie, who, having been sworn according to law, deposes and says that he is the manager of the Hereford Brand, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, etc., of the aforesaid publication for date shown above, to-wit:

Names and addresses of publisher, editor, etc. are: Publisher, Munn-Warren Publishing Company, Hereford, Texas; editor, R. E. Kessie, Hereford, Texas; Business

Manager, R. E. Kessie, Hereford, Texas.

That the owner is: Munn-Warren Publishing Company, of Hereford, Texas; J. E. and J. L. Nunn, Amarillo, Texas; David M. Warren, Pampa, Texas; R. E. Kessie, Hereford, Texas; S. W. Papert, Dallas, Texas; W. C. Nix, Hereford, Texas; Ira Connell, Hereford, Texas; Mrs. Lucille McEntire, Hereford, Texas.

That the known bondholders, etc., holding one per cent or more of total amount of securities are: Seth B. Holman, Amarillo, Texas.

R. E. KESSIE, Manager.
Sworn to and subscribed before me this 2nd day of November, 1931. (Seal) Eunice Gilbreath, (My commission expires June 1, 1933.)

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Mr. and Mrs. Lige Ellison went

to Crosbyton Saturday, returning Sunday.

We received a good rain Tuesday of last week.

People of Sims and Thomas communities enjoyed a wolver roast at Sims school house Saturday evening.

Rev. McNew of Adrian preached at Sims school house Sunday afternoon.

Rev. Fryor and family of Adrian will move to Clovis, New Mexico, this week to live. Rev. Fryor had a call from the Baptist church

there to take over the work at that place.

B. L. Kinsey of Adrian and Mrs. Guthrie were married the 17th of this month. We wish for these people happiness through life.

Horace Frazier came up from Crosbyton Sunday.

Glenn Ellison visited in the Mearns home Saturday night.

Phalace and Moselle Phillips were guests in the Chapman home over the week end.

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Whitefaces



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SPECIALS
Friday - Saturday

- BREAD, limited 4c
- SUGAR, 10 lbs 54c
- WIENERS, lb 18c
- CORN, No. 2 can 11c
- SPUDS, 10 lbs 14c
- BALONEY, lb 18c
- CHIPSO, large 23c
- Peanut Butter, 16-oz glass 19c
- PINEAPPLE, gallon 61c
- BAKING POWDER, Calumet, 10 lbs \$1.65
- FLOUR, Flavo, 48 lbs 64c
- CRACKERS, 2 lb Saltine 23c
- TULIPS, Vanilla, Lemon and Ginger 25c
- MEAL, large 49c
- SOAP, P & G, 10 bars 29c
- RICE, Comet, 2 lbs 18c
- POTTED MEATS, 6 cans 25c
- VIENNA SAUSAGE, 3 cans 25c

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West Texas Feed & Seed Company

Phone 265



"WE MUST SAVE" SAID THE PHARAOH

Wise and wily were the old Egyptians. When the harvest was plentiful they stored away a vast reserve stock of corn to guard against the famine of leaner times. The lesson is good today. Store away your dollars in a Savings Account against the possibility of days of need.

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\$4.25
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PRICES! Lifetime Guaranteed
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SIZE	Price of Each	Each in Pairs
29x4.40-21	\$4.35	\$4.25
29x4.50-20	4.78	4.63
30x4.50-21	4.85	4.70
28x4.75-19	5.68	5.57
29x5.00-19	5.99	5.83
30x5.00-20	6.10	5.95
31x5.25-21	7.37	7.26
30x3 1/2	3.75	3.65

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301 East Third



GOODYEAR PATHFINDER

Size	Price of Each	Each in Pairs
29x4.40-21	\$4.98	\$4.88
29x4.50-20	5.49	5.35
30x4.50-21	5.49	5.35
28x4.75-19	6.45	6.45

Liberal allowance for your old tires on Goodyear All-Weathers. Come in—talk it over.



S. Game Protector Sent Here; Wild Fowl Situation Is Alarming

Mr. Britton, U. S. game protector, has been transferred from Mexico to the Panhandle district of Texas to serve during the duck and goose hunting season which begins at noon November 15 and ends at dusk, December 15. He will make his headquarters in Hereford.

Mr. Britton's work will be to protect the interests of the federal government by enforcing the laws regarding the shooting of waterfowl. He will have the assistance of Texas game wardens in the district and is on the job from 8 o'clock until officials of the bureau of biological survey of the U. S. department of agriculture needs his services elsewhere.

Mr. Britton said he anticipated minor offenses, since the majority of Panhandle hunters have been in accord with any policy which will conserve game.

Ward News Notes

Wardens Hunters to Read Law. However, he pointed out all violators will be prosecuted before the courts. There will be no exceptions, Mr. Britton said. He is especially anxious that every hunter learn the exact wording of the law regarding this year's opening on ducks and geese.

"For some reason," said Mr. Britton, "the government has seen fit to set up the opening hour from 8 o'clock to 12 o'clock noon. The duck and goose season opens on November 15 at noon and ends at 8 o'clock on December 15. The daily limit on ducks is 15 in aggregate, and no person allowed more than one possession at any one time. For geese per day with no more than eight in possession is the limit by federal statute."

Waterfowl which are not to be taken as game cannot be transferred from any state into another state that prohibits the possession of them at the time in which the season is closed.

The federal government's action in shortening the season this year after a thorough investigation conducted by U. S. authorities and agents of the Canadian government.

According to Mr. Britton most of the game waterfowl are hatched in Canada and the Northern states of the country. Last year the severest drought in recent history took a tremendous toll of ducks and geese on the breeding grounds. This drought was followed in Canada by a hard winter and the hatch of young birds has been almost entirely curtailed.

In an official announcement, biological survey experts point out that practically every duck and goose shot this season will be old birds of breeding age.

"It ought to be unnecessary," Mr. Britton said, "to explain that utmost care must be observed in the sport of hunting waterfowl to survive in this country. The state game wardens and myself working together guard the interests of the sport by help protect the game by extending the same judgment one would use in considering the welfare of private livestock, fowl or other property."

The investigation conducted by the U. S. and Canada was far-reaching. It extends to the Hudson Bay countries in Canada. Conditions were found to be the worst in the western provinces.

The situation is really alarming, Mr. Britton. Any calamity as excessive killing, disease and pestilence among the flocks at this time would practically force governments of the two countries to declare a closed season for a year with the possibility of several years without hunting ducks and geese.

The federal men of the department of agriculture are in the field at present investigating duck disease. Last year the loss from duck disease took the lives of thousands of ducks and geese, and the department is anxious to ascertain the nature of the disease so a remedy may be prescribed.

Mr. Britton said the State of Texas and the game department is cooperating in every way with federal men to aid in the conservation program.

Mr. Britton urges every hunter to acquaint himself with the federal regulations and when in doubt on any point to get in touch with authorities. He said the state laws are not in accordance on all points with the federal statutes of this year.

Information about the regulations may be had at justice of peace offices, from state game wardens and deputies, or the sports department of this newspaper.

Ward News Notes
BY MRS. WILEY ROBERSON

Mrs. John Hutson entertained the L. A. E. club Tuesday. An interesting program on Georgia was given, and a few back numbers were heard. Refreshments of sandwiches, jelly roll and coffee were served to nine members and one visitor. The next meeting will be with Mrs. C. F. Kibbe Nov. 17.

G. W. Webb and wife, Hereford, visited the Jim Lipscomb home Sunday. Sonny Ledbetter and family of Vega visited here Sunday.

Messrs. and Mmes. H. Morell, Jim Lipscomb and Bob Higgins visited the G. M. Suggs home Saturday afternoon.

Hartlang Calaway came home from the hospital Tuesday.

Albert Oden and wife visited the Fred Higgins home Saturday night.

Mrs. John Hutson and children visited Mrs. Saltzman Sunday.

Tom Vaughn and family of Westway visited the Geo. Lewis home Sunday.

Tom Bassett of Hereford spent Messrs. and Mmes. Jim Lipscomb and G. M. Suggs visited the Bob Higgins home Sunday.

Lynn Powellson and wife spent Sunday in the Harrison home.

John Higgins visited Fred Higgins Sunday.

Messrs. and Mmes. J. C. Parker and son, Bill Simon and daughters and L. Fletcher, Amarillo, and Mrs. Hart were guests in the Arlie Dean home Sunday. Mrs. Hart remaining for a longer stay.

Omah Harrison and J. T. Hyeppock took dinner in the John Hutson home Sunday.

Geo. Lewis was surprised by friends bringing a birthday supper. Many neighbors were there to help him celebrate.

Arlie Dean and wife returned Tuesday from a visit in the Mutz home at Elizabethtown, N. M.

Mmes. Suggs and John Hutson and children, Mr. and Mrs. Selinger and Misses Hughes and Garrett called in the Caraway home Sunday afternoon.

Mr. Moreman and family took Sunday dinner in the Edwards home.

Mr. Lewis and family attended

Daniel News

Daniel News
BY MRS. JOE THURMOND

The Halloween program and party was well attended. Everyone seemed to have a good time. Fried chicken sandwiches, pumpkin pie, coffee and cocoa were served.

Mr. and Mrs. Durwood Vernon are the proud parents of a baby girl, born at the Deaf Smith county hospital October 26. The baby was christened Wynora Deon.

Mrs. Joe Moore is spending a few days with her parents at Olton while Mr. Moore is away on a trip to New Mexico.

Mr. and Mrs. Walter Beckman were in Amarillo Thursday.

The Joe Thurmond and Piez Brown families attended a Halloween party at Fairview Friday night. Floyd Tomlinson and family spent the week end at Fairview.

Misses Thurmond and Boaken of Amarillo visited the Joe Thurmond home Monday.

Will Chappei and wife and Mrs. W. T. Thomas were in Amarillo Saturday.

Mrs. Joe Thurmond called on Mrs. Luna Jacobs Sunday.

Ervin Shugart spent Saturday night with Hobart Whitaker.

Messrs. and Mmes. C. Cretsinger and Toy Price and children attended a Halloween party here.

Wynnie Jacobs spent Saturday night with Wannie Thomas.

Mmes. Tomlinson, Moore and Denkel were in Hereford Wednesday shopping.

Miss Katherine Hershey and Mr. and Mrs. Howard Hershey were in Amarillo Saturday.

Miss Angie Jacobs visited in Hereford Sunday afternoon.

Beat Canyon

Pass the word along that our specials give real drug savings.

Specials Friday and Saturday

- 25c Vicks Salvo
- 30c Listerine
- 35c Cutex Polish Remover
- 25c Cutex Nail White Penells
- 35c Nydentia Tooth Paste
- 25c Dr. West Tooth Paste
- 25c Nyal Throat Gargle
- 75c Liquid Antiseptic
- 50c Lavender Shaving Lotion
- 50c Nyalotis Face Powder
- 50c Hair Dressing
- 45c Kotex
- 45c Nynaps Sanitary Napkins
- 35c Pond's Cold Cream
- 65c Pond's Cold Cream
- 25c Black and White Vanishing Cream
- \$1.00 Hind's Honey and Almond Lotion
- 50c Hind's Honey and Almond Lotion
- 25c Colgate's Baby Powder
- 75c Stationery
- 60c Syrup Pepsin
- \$1.20 Syrup Pepsin
- 50c Pine Tar and Honey Cough Syrup
- \$1.00 Wine Cardul
- 80c Mentholatum
- \$1.00 Mineral Oil
- \$1.00 Cod Liver Oil
- 75c Bathing Alcohol

OIL
35c
Per Gallon

Save Your Auto and Tractor
Oil—We Will Reclaim
It—25c Per Gallon

HEREFORD
OIL RECLAIMERS
One Block East of Bull Bars

Close Drug Co.

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Card of Thanks.

We wish to thank our many friends and neighbors for their kindness and help during the recent illness and death of our beloved husband and brother, Charlie W. Murray, also for the beautiful floral offerings.

Mrs. Charlie W. Murray.
Mrs. Frank J. Donley.
Mrs. Sam English.

Beat Canyon



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Save Your Auto and Tractor
Oil—We Will Reclaim
It—25c Per Gallon

HEREFORD
OIL RECLAIMERS
One Block East of Bull Bars

Close Drug Co.

Furr Food Store

213 MAIN STREET, HEREFORD

Butter	Creamery, churned Fresh Daily, Pound	29c
Sugar	FREE, 2 POUNDS Bag with \$3.00 purchase of other merchandise.	
Eggs	Fresh from Hereford farms, Dozen	21c
Nucoa	A better Butter Substitute Pound	19c
Flour	Whole Wheat or Red Star Graham, Six Pounds	24c
Honey	Comb, two- Pound Glass Jar	39c

The FLAVOR-PROTECTED COFFEE
M-J-B's PAT'D SEAL CANNOT CLOSE UNLESS AIR IS OUT

Pound Cans..41c

PILLSBURY'S
Pancake Flour
Makes better pan-
cakes more easily—
truly modern pan-
cake flour!

12c

Syrup
Dark Karo
Gallon
59c

OATS Large Package 10c

Pecans Shelled, 3 1/2 ounce jar 25c	PRUNES Large Size, 3 pounds 25c	Libby's Apple Butter Quart can 15c
Sals Dressing 3 kinds Best Made, 1/2 pint jar 18c	RAISINS 2-pound package 19c	Tomatoes No. 1, Red pack 5c
Rice Krispies Kellogg's, large pkg. 9c	PRESERVES Strawberry, 1-lb jar 25c	Happy Vale Peas No. 2 can, 2 for 25c
Sugar 25-lb bag \$1.49	FLOUR All purpose baking, Great West, 48 pounds 89c	Happy Vale Corn No. 2 cans, 2 for 24c
Melo Water softener, 3 large cans 25c	POPCORN Sure Popper, bulk, pound 12c	Beans Cut green, stringless, No. 2 can 10c
Old Dutch CLEANSER 2 Cans 15c	MILK Tall can, Libby's 8c	Soap White Naptha Big, double bar 5c
	MATCHES 2 large boxes 5c	
	CHILI 1-pound brick 18c	
	CATSUP New pack, gallon tin 59c	
	These prices are good only for Friday, Saturday and Monday, as much merchandise is on the upward trend. Some items have already gone up, but we made a good buy and are passing it along to our customers.	
	SHORTENING Jewel, 4-pound pail 44c	

Free Money! A Mighty Clothing Sale

Dollar Free with the purchase of a Suit or Overcoat . . . Hand-Tailored Suits and Overcoats at prices far below wholesale cost. **MEN'S SUITS — BOY'S SUITS and OVERCOATS — SUITS WITH 2 PANTS.**

COME EARLY AND AVOID THE RUSH!

Sale Starts Friday November 6th

Stone Department Store
Incorporated

Beat 'em Whitefaces---

We Are Back of You All the Way to the Championship!

Free! To the First WhiteFace Covering a Fumble, We Will Give \$1.00 In Gold.

Watch our Windows for Our Specials.

WE DELIVER. PHONE YOUR ORDER. PHONE 74



THE WHITEFACE ROUNDUP

NEWS OF THE HEREFORD HIGH SCHOOL

The Whiteface Roundup

THE STAFF

Lueta Borden Editor-in-Chief
 June Allred Assistant
 W. J. Fellers Sports
 Ardelle Foster Societies
 W. B. Wilson Jokes

Appreciation.

Until a few months ago it was quite frequently quoted that this is a day of advertising, but what was fact a few months ago is history now.

At the beginning of this school year the Hereford high school body entertained some hope for a school annual, this being our year to publish one. The senior class immediately began a city-wide canvas to secure local advertisements for the purpose of defraying expenses. At the end of a two days' campaign we suddenly realized that this is not a day of advertising. On the other hand, we were abruptly made to feel that it is decidedly a day of Hooverizing—yes; and

even in some instances, organizing. Well, anyway, we gave up the annual and the future memories that would have been attached to that publication.

The Hereford Brand has once more generously offered a page to be devoted to and to be used by our high school students. And here is a suggestion to every interested member of the school (and that should mean every member): Secure a good scrapbook and each week cut the column from the Hereford Brand pertaining to our school happenings and paste them there for the future. Such an annual will no doubt suffer by comparison with some of the former years, but nevertheless it is our only chance to keep in printed form for the future the happenings in our school lives of today.

In conclusion, the entire student body wishes to thank the Brand for the future the happenings in generosity it has always extended to the Hereford high school.

LUETA BORDEN.

FOR JOB WORK, TRY THE BRAND.

PEP CLUB, COWHANDS AND BAND MAKE BEST DISPLAY AT LAST FRIDAY'S GAME

The enthusiasm-creating groups of the high school put on their best performance of the school year at last Friday's football game when they marched on the field between halves in a wide-spread formation that extended from one ten-yard line to the other and entirely across the width of the field. Their maroon and white costumes made a beautiful sight, the Cowhands occupying the west third of the field, the band in the center and the girls' pep club on the east.

The stunt was one of the best executed they have ever done. Facing the visitors' stand they individually stooped or stood as was needed to spell T-U-L-I-A, and then facing the west side of the field their positions spelled H-E-R-E-F-O-R-D.

The three groups promise an even better demonstration upon which they have been drilling for the game against Canyon tomorrow.

Football.

Everyone was shouting and leaping for joy Friday afternoon when the gun fired for the end of another hard battle and victory for the Whiteface eleven. The Tulla Hornets put up a hard fight against our boys, but nevertheless we came out on the larger end of a 39-7 score. Those old gold and black jerseys sure looked good again as they came out of every play with their occupants fighting, determined to win.

The first half of the game was close, with the Whiteface's score 12 against their opponents 7, but in the third quarter our boys ran across the goal line for another touchdown and during the last quarter they ran three more over. Friday we have one of the hardest games of the season. The Whiteface team will play the Canyon Eagles at 3:30. As everyone knows, Canyon has been one of Hereford's football rivals for several years.

As the football boys are out on the field this week training and preparing to beat Canyon, the general cry is "Beat Canyon".

The pep squad, cowhands and band are sponsoring a pep rally on the vacant lot north of the theatre on Thursday night, and they are asking that every one that wants to beat Canyon to bring a box or some wood, or something that will burn, to the rally so that a big bonfire may be built. Let's get busy and do everything we can to help the boys send those Eagles back home defeated.

W. J. FELLERS.

Junior Class Party.

Last Friday evening the junior class gave a Halloween party in the gym of the school. Everyone came dressed in costumes and Halloween motifs was carried out in games and refreshments.

Dora McCall and Leonard Mitchelson won the prizes for being unidentified the longest.

MARY E. STANFORD.

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

Senior Staff Elected.

The Senior class met Wednesday, October 23, and voted to accept the invitation of the Hereford Brand to have a school page in their paper. A great amount of enthusiasm was expressed and nominations were in order for members of the staff. They were elected as follows:

Lueta Borden, editor; June Allred, assistant editor; W. J. Fellers, sport editor; Ardelle Foster, society editor; W. B. Wilson, joke editor.

The senior class is to have charge of the page, with the help of a representative from each of the other classes. The entire school is working to make this year one worth remembering and the school page is one of the things which shall help to make it so.

JUNE ALLRED.

Senior Mothers Entertain.

Last Wednesday evening, October 23, the senior mothers entertained the senior class with a Halloween party at the jail. The rooms were decorated with Halloween colors and the atmosphere was spooky, being typical of Halloween. After about two hours of delightful and amusing games, refreshments were served to about 43 members of the senior class, and the sponsor, Miss Carlisle.

The class is very grateful to the senior mothers for showing them such a delightful time.

Ford Doings

MISS LA VERNE MANN

Mr. and Mrs. J. D. Jenkins visited at Wildorado Saturday.

There was a good crowd present at the Halloween program given by the school children Saturday night.

Mr. and Mrs. Denson Hill and sons visited the D. B. Mann home Monday afternoon.

Mr. and Mrs. E. E. Casey are the proud parents of a fine boy.

Clyde Mann left Saturday for Hobart, Oklahoma, where he is visiting relatives and friends.

Misses Elsie Funk, Ruby Rempel, Vineta Simpson, Mrs. Emmett Funk and Edson and Pete Funk visited the Joe Felt home Sunday.

Thomas and Floyd Simpson and Willie Kilver were Sunday supper guests of Kenneth Raynor and Chester Norton.

Mrs. Jenkins' father is visiting her this week.

Mr. and Mrs. Denson Hill had visitors from Claude Sunday.

Miss Ruby Rempel had as her visitors Sunday Misses Vineta Simpson and LaVerne Mann.

Mr. and Mrs. D. B. Mann and Fred Brunson made a business trip to Hereford Monday.

ROBBERS GET SUIT OF CLOTHES FROM FULLER

Grant Fuller, manager of the Kemp Lumber yard had the misfortune to have an extra suit of clothes hanging handily in the office when thieves broke into it last week, and it was gone when he came down to work the next morning. No other items of value were missing.

Progressive News

By OLIVE PERKINS.

An excellent Halloween program was presented by pupils of Miss and Mr. Boyd at Progressive school Friday afternoon to a large and appreciative audience. The room was attractively decorated with Halloween decorations. After the program the children enjoyed Halloween games.

Miss Loraine Wherry who attends college at Canyon, spent Sunday with Miss Katherine Hershey.

The Plateau Singing Convention will be held at Progressive Sunday. Mrs. Bowman, leader at Progressive, cordially invites the public to attend. Those of the county are asked to be sure to come for dinner and bring a well-filled basket as a great many singers from other counties expect to be with us.

G. D. Webb and family spent the week end in Amarillo, where they visited Mrs. Webb's sister.

Mr. and Mrs. Jeff Roberson and sons visited her parents, Mr. and Mrs. C. P. Cockrell Sunday.

The club girls met with Mrs. Blakemore Thursday and the afternoon was spent socially.

Lucile Park called on Mrs. Click last week.

Young people of the neighborhood attended a wren's roast at Mooneys on the creek Friday night.

Mr. and Mrs. J. B. Crouse of Skellytown visited Mr. and Mrs. Carl Donovan last week. Mrs. Laura Donovan, who had been visiting her son, returned with them.

Mr. Perkins and Miss Olive Perkins visited in the C. C. Ferguson home Sunday afternoon.

Mr. and Mrs. Horace Hershey and son visited his parents Monday.

Mr. and Mrs. Arch Dougherty and daughters of New Mexico spent the week end with her parents, Mr. and Mrs. Ira Ricketts.

Mr. and Mrs. M. E. Rheinhardt, Walter Nesbaum and Miss Grace

I GUARANTEE

All Shoes I Dye Any Color.

CHAS. SOWELL

At Beene & Whitehead's

PARENT-TEACHER PROGRAM GIVEN TUESDAY AFTERNOON

Mrs. W. E. Dameron presided over the regular meeting of the parent-teacher association Tuesday afternoon at the school auditorium, with the following program:

Prayer: Mrs. Dameron. Scripture reading from Pro Child Training: Mrs. Dan Adolescence: Mrs. Van Bib Place of Books for Children: Miss Lille Hostetter.

The next parent-teacher meeting will be the social program in the high school auditorium on evening of November 17, which debate will be delivered under capable chairmanship of Mrs. Thompson. The subject is in line with the times, "Saving is More Important Than Earning".

When You FINISH CANYON

Don't stop until you Have the Championship!

Alston-Ross Lumber Co.

Phone 457

PIGGLY WIGGLY All Over the World

Specials for Friday and Saturday

GRAPEFRUIT— 4c
 Texas Marsh, seedless, each

YAMS— 12½c
 Fancy, No. 1 grade, ten pounds

JELLO—Moulds Free 15c
 All flavors, two for

SOAP— 31c
 P. and G., ten bars

SALAD DRESSING— 17c
 El Food, 7½ ounce bottle

CORN— 25c
 No. 2 can, Standard, three for

COFFEE—Lady Alice 19c
 Every pound guaranteed, lb package

SALTINE FLAKES— 23c
 Two-pound box

SYRUP— 49c
 Brer Rabbit, pure ribbon cane, gallon

BROOMS— 28c
 Medium size, each

MARKET SPECIALS

HAMBURGER, pound ----- 8c
 VEAL STEAK, pound ----- 12 1-2c
 PURE PORK SAUSAGE, pound ----- 12 1-2c
 PANHANDLE SLICED BACON, lb ----- 23c
 BACON, sugar cured ----- 16c

Free!
 To the Whiteface who makes the most tackles in the game Friday.
 WE WILL GIVE ONE OF OUR CHOICE T-BONE STEAKS
Cloyd's Market

FREE
 WE WILL FRY THE STEAK!
 and supply all the trimmings that make our short-orders so popular.
Carl's Cafe

Carl's Cash and Grocery

SPECIALS FOR FRIDAY AND SATURDAY

FLOUR	Flavo, 48 pounds	59c
LARD	Pinkney, pure, 8-lb bucket	69c
SYRUP	Karo, gallon 59c; half gallon	31c
SAUSAGE	Vienna, four cans	31c
JELLO	Assorted flavors, four packages	31c
MACARONI	Four Packages	18c
TOMATOES	No. 2 cans, three for	20c
COCOANUT	Shredded, bulk pound	20c
COCOA	Moths, two pound box	26c

We are in the turkey market—look for higher prices later.

NEW SUITS FOR FALL AND WINTER

NEW COLORS PATTERNS STYLES

\$12.50 To \$35.00

Two Pants Hard Finish Worsted

Regulars, Shorts, Stouts and Longs

MEN, the new suits are the most wonderful bargains we have ever shown, and at the lowest prices we have ever known.

Sprouls-Cronin & Co

Fairview-Palo Duro Items

By MRS. JOHN BOLING

Bushland defeated Wildorado in a football game Friday with a score of 13-6.

Grandpa McClain and Miss Emma spent one day last week with their daughter and sister, Mrs. J. C. Allred and family of Hereford.

Mr. and Mrs. Bob Campbell of Amarillo are spending the week with their son, R. L. Campbell, and family.

Mr. and Mrs. Cecil Allred and Mr. and Mrs. Heaton visited in the Otto Smith home Friday evening.

Mr. and Mrs. Coy Phillips went to Hereford Sunday, when relatives gathered to give Mrs. W. B. Phillips a surprise birthday dinner.

Mrs. Joan Barnett of Canyon is visiting in the John Boling home.

Mr. and Mrs. W. O. Comingoer entertained with a birthday dinner last Sunday for Miss Vivian Patterson, when the following guests were present: Misses Patterson, Ford; Nova Lee Posey and Nell Carter, Amarillo; Guy Morgan, Conway; Mr. and Mrs. R. W. Stephens and R. W. Jr. of Ford.

Mr. and Mrs. E. L. Campbell called on Mr. and Mrs. Gene Benford of Wildorado Thursday.

Irma Jarnagin of Panhandle is

visiting Temple Jarnagin this week. Mrs. C. Cretzinger called on Mrs. Howard Rogers Tuesday afternoon.

Mr. and Mrs. Otto Smith and family visited Mrs. Susie Daniels at Hereford Sunday.

The Wildorado Missionary Society gave a play Friday evening at which time they sold their quilt at Auction. It was bought by Irvin Hutchinson, who paid \$11.50 for it.

Mmes. C. Cretzinger and J. J. Boling called on Mrs. O. J. Grable Friday afternoon.

Rev. Baxter, a great Baptist missionary of the Southwest, who is now visiting his sister-in-law, Mrs. Glen Stauvas of Wildorado, delivered a good sermon at Palo Duro Sunday morning.

Card of Thanks

We desire to express our heartfelt thanks to our friends and neighbors for their many courtesies and expressions of sympathy in our recent great loss of our husband, son and brother. We especially appreciated the beautiful flowers. May God's blessings rest upon each of you.

Mrs. R. R. Hamlin.
Mrs. S. F. Hamlin.
Mrs. O. L. McKee.
Albert, W. E., Walter and Jack Hamlin.

Satisfied Patients

Dr. REA of Minnesota

At Hereford, Cardova Hotel, Saturday, November 14, One Day Only, Hours—10 a. m. to 4 p. m.

Dr. Rea, specializing in the treatment of stomach, liver, intestinal diseases, as complicated with other diseases without surgical operation.

Some of his many satisfied patients: Mrs. J. E. Edwards, Lipan, Texas, Appendicitis; George Henke, Hallettsville, Texas, Stomach Ulcer; Mrs. R. H. McAdams, Trent, Texas, Gall Bladder; Mrs. J. E. Brown, Olney, Texas, Stomach and liver trouble; Mrs. C. O. Brown, 409 E. 7th Street, Amarillo, Texas, Pellagra and goitre; Mrs. T. F. Bird, Shamrock, Texas, Stomach and liver; Mrs. A. F. Downey, Goddett, Texas, Gall bladder and heart; Harry Boots, 401 Cross Street, Hillsboro, Texas, Chronic Appendicitis; Mrs. G. A. Smith, Memphis, Texas, Stomach ulcer and piles; Mrs. W. L. Ponder, 3314 Tenth Street, Wichita Falls, Texas, Stomach and nervous trouble.

Mrs. W. A. Whitakes, 1100 7th Avenue, Fort Worth, Texas, Stomach ulcer; Mrs. Leo Sitta, Rosenberg, Texas, Hemorrhoids; T. W. Collier, Anthony, N. Mex., Kidney; Mrs. Frank Jakesch, West Point, Texas, Stomach; Mrs. W. I. Franklin, Hearne, Texas, Obesity; Mrs. B. A. Davis, Hockley, Texas, Pellagra; Mrs. B. A. Gardiner, New Port, Texas, Gall stones; G. E. Claiborne, Oplis, Texas, Stomach; Mrs. Geo. Nixon, Perryton, Texas, Rheumatism; Mrs. J. B. Reynolds, Borger, Texas, Stomach and gall stones; Mrs. Oscar Cotton, Era, Texas, Pellagra and rheumatism; Mrs. R. S. Newby, Graham, Texas, Stomach ulcers.

Dr. Rea's visits will afford his many patients and others an opportunity to consult him, without cost, close to their homes.

Married women come with your husbands, children with parents, Drs. Rea Bros. Medical Laboratory, Minneapolis, Minn., since 1898.

The Next Congress

By Marvin Jones, National Representative.

The next session of Congress promises to be an interesting one. The House is almost evenly divided between the two parties. If the Democrats should organize the House, John N. Garner will be elected Speaker. He has served in Congress for 30 years, knows all the ins and outs and is the dean of the Texas delegation.

Texas has been in the Union since 1845 and has never had the speakership. It would be a rare pleasure to address a Texas man as speaker for the first time.

Many important questions will be presented. One of the chief of these will be the money question. A little group of men have perverted the Federal Reserve System from its original purpose and have again centered the money control in the hands of a few men in the East. Chief of these is Mr. Mellon, and his policies have become known as Mellonism.

There are a number of contributing causes to present day conditions, but the chief one is the contraction of currency. In 1920 there was a per capita circulation of \$53.01. According to a late Treasury report it is \$38.62, a reduction of more than 25 per cent. And yet we have one-third more gold than we had in 1920.

When money is scarce it becomes more valuable because of its scarcity, and property becomes lower in value. Nothing would do more to restore normal conditions than an increase in the volume of money. This would make money more plentiful and would increase the value of property thus stimulating prices of property and products, encouraging world trade and furnishing work to a vast number of unemployed.

Naturally this centralization of money has resulted in mergers, monopolies and the lessening of individual opportunity.

In the meantime some immediate changes need to be made. The lopsided tariff which is destroying our foreign trade, should be revised. Provision should be made for taking up the current installments due the farm loan banks and placing them behind the other installments. I introduced a measure a year ago, H. R. No. 10,258, to do this. Several other members

introduced similar measures. But due to the opposition of the bank officials and the administration they were defeated.

These measures will be reintroduced and in view of a recent statement by the president indicating that he now recognizes the necessity for such action, it is hoped that some such measures will be enacted. This is more important than any foreign moratorium, as home ownership is one of the greatest safeguards of our national life.

Centralization in government and business must be checked. The encouragement of mergers and monopolies should be stopped and business big as well as little given to understand that they must obey the law.

These are but a few of the subjects that will be presented. Economies should be practiced wherever possible, excessive salaries reduced, a free circulation of money restored, the control of local affairs restored to local people, and Mellonism should be destroyed.

Y. W. A.

A group of girls met at the Baptist church to organize a Y. W. A. There were 16 present and the following officers were elected: Nora Alice Daniel, president; Ruth M. Mountz, vice president, and Ora West, secretary-treasurer. Mrs. Manjeet is our leader. At the close of the meeting boxes of candy were sent to Baptist girls at college.

Y. W. A. meets on Wednesday evenings at 6:30 at the Baptist church, and all members will please be present.

NORA ALICE DANIEL

Flagg News

By MRS. W. T. SUMMER

F. Dodson, superintendent of our school, entertained the sixth, seventh and eighth grade of his school with a Halloween party Saturday night. Entertaining games were played by those present, consisting of fortune telling and ghost stories, after which refreshments of chocolate and pumpkin pie were served all present.

Rev. Bost of Dimmitt visited in this community Friday afternoon. Mrs. Benewanger was a Dimmitt visitor Saturday afternoon.

Mr. and Mrs. Thomas were dinner guests of Mr. and Mrs. Dodson Sunday.

Mr. and Mrs. Clayton Williams

of Bethel community visited with Mr. and Mrs. W. T. Summers Sunday afternoon.

Cotton picking is very much the order of the day in this section of the country. A large number of farmers report having gathered around a bale of cotton per acre.

Seen On the Screen at the Star

Manager J. C. Parker will depart from the usual type of pictures in his program for the coming week, leaving the straight comedy plays out for awhile and presenting shows of dramatic worth and bringing up the last of the series with a musical comedy, a feature that has been missing for quite some time.

Today and tomorrow Lawrence Tibbett, the great tenor singer, plays the lead in the "Cuban Love Song," supported by Lupe Velez, Jimmy Durante, Ernest Torrance and Louise Fazenda.

Saturday's matinee and night shows will present Victor McLaglen in "Wicked," which is reported to be the heaviest of drama. Elissa Landi, a new star, is given a leading part in this. Another chapter of "The Vanishing Legion", the stirring serial being

This Woman Lost 64 Pounds of Fat

Mrs. H. Price of Woodside, L. I., writes: "A year ago I weighed 190 lbs. I started to take Kruschen and now I weigh 126 and never felt better in my life and what's more, I look more like 20 yrs. old than the mother of 2 children, one 19 and the other 18. Every one of my friends say it's marvelous the way I reduced."

To lose fat with speed take a half teaspoonful of Kruschen in a glass of hot water before breakfast every morning—don't miss a morning—an 85 cent bottle lasts 4 weeks—get it at the City Drug Store or any drug store in America. If not joyfully satisfied after the first bottle—money back. adv

November Sale

"Wear-Ever" ALUMINUM DOUBLE ROASTERS

SPECIAL PRICE
SMALL \$3.75
MED. \$4.75
LARGE \$5.75
OVAL ROASTER \$3.75
ROUND ROASTER \$2.45

"Wear-Ever" Aluminum SET OF 3 STEW PANS

REG. PRICE \$1.99
SPECIAL PRICE \$1.00
Set of 3 Covers 50c Extra

"Wear-Ever" Aluminum STRAIGHT SAUCE PAN

REG. PRICE \$1.55
SPECIAL PRICE \$1.00

"Wear-Ever" Aluminum 6 qt. WINDSOR KETTLE

REG. PRICE \$1.25
SPECIAL PRICE \$1.00

GET YOURS TODAY!
C. F. Kerr Hardware Co.

The Judges Selected These WINNERS

IN THE CONOCO \$10,000 Hidden Quart Contest
FIRST PRIZE... \$5,000.00
HERBERT E. LAKE
206 Manufacturers Exchange Building, Kansas City, Missouri
SECOND PRIZE... \$2,000.00
C. S. PAVEY
102 Dorchester Court, Waukegan, Illinois
THIRD PRIZE... \$1,000.00
MRS. ETHEL B. CHANCE
124 West Lynn Street, Norman, Oklahoma

\$500.00 PRIZES
VERNON ADAMS
1207 Hemphill St., Fort Worth, Texas
MRS. W. A. INGRAM
Morganton, Arkansas

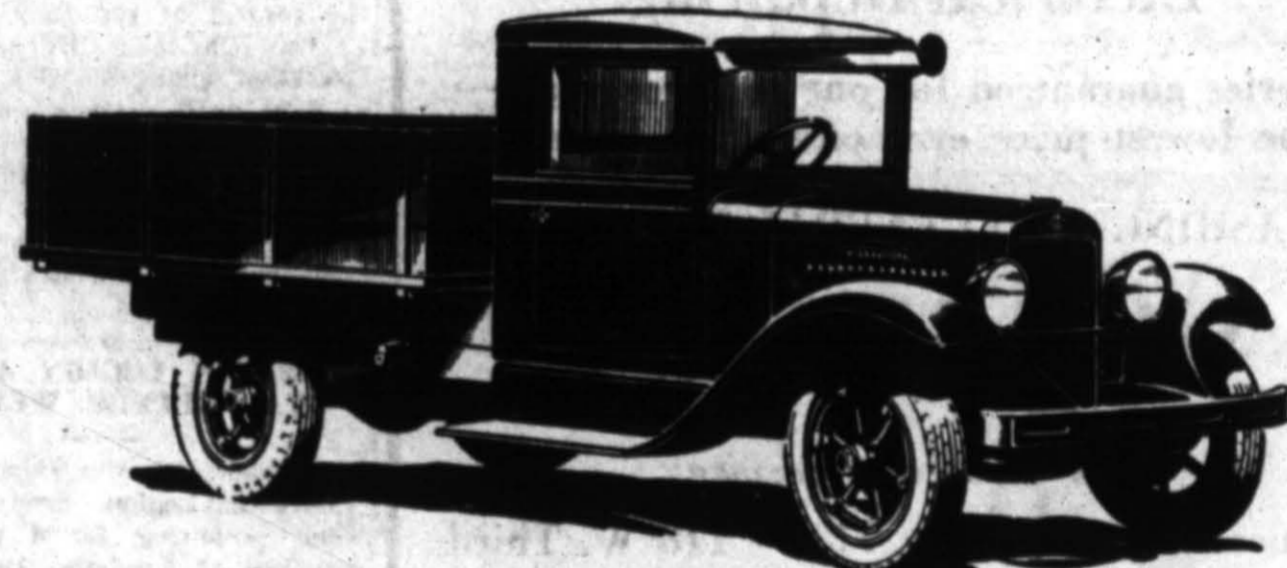
\$100.00 PRIZES
MRS. LUELLA HUFFORD
1821 Ash Street, Harper, Kansas
ALEXANDER J. PETRIE
88 North Morris Street, Mesa, Arizona
MRS. EDNA JARVIS
Hannibal, Missouri
W. E. MCCORKLE
108 North Seventeenth Street, Fort Smith, Arkansas

\$50.00 PRIZES
GEORGE HAYDUKE
P. O. Box 762, Claypool, Arizona
TOM McDONALD
Cane National Supply Company, Seminole, Oklahoma
L. E. RADLEY
2515 NW. Twenty-second Street, Oklahoma City, Oklahoma
I. THEO HORNE
Box 24, Malta, Idaho

\$25.00 PRIZES
JACK WELLS
510 West Belmont Street, Beaumont, Missouri
WINNETT J. FITZ
204 East Yampa Street, Colorado Springs, Colo.
ROY BAY, D.D.S.
Floreson, Missouri
EVERETT BARRY
1009 East Henry Street, Mount Pleasant, Iowa
FROG HOLMES
225 Central Avenue, Great Falls, Montana
MRS. JAK T. HARRIS
Rural Route No. 1, Saffordville, Kansas
M. E. BLAKE
General Delivery, Killebrew, Montana
C. WILSON
Rooms 215-19, First Nat'l Bank Bldg., 6th St. and Garrison Ave., Fort Smith, Arkansas
MRS. GLADYS MERRICK
547 Florence Blvd., Omaha, Nebraska
W. E. SARGENT
408 Ryan Building, St. Paul, Minnesota
JOE L. MAJORS
Rural Letter Carrier No. 1, Stafford, Arkansas
R. D. LAYCH
1118 "O" Street, Lincoln, Nebraska

A Word to All Contestants
We sincerely thank you for your interest in the "Hidden Quart" Contest and for your entry. Almost all of you understood that the "hidden quart" of Conoco Germ Processed Oil stays in the motor, where it clings to, penetrates and combines with metal surfaces—and never drains away.

CONTINENTAL OIL COMPANY
Sole Manufacturers of
CONOCO
GERM PROCESSED
MOTOR OIL
ANY OIL WOULD BE BETTER OIL IF GERM PROCESSED



\$15.00 In Prizes

At Buchanan and Rosson's
Saturday, November 7
Beginning Promptly at 9:00 A. M.

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

\$10.00 FIRST PRIZE—SECOND PRIZE **\$5.00**

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

DRAIN YOUR COMBINES AND TRACTORS BEFORE COLD WEATHER BEGINS!

Buchanan & Rosson
HEREFORD FRIONA

WHITEFACES... GO THROUGH THAT CANYON LINE!



Like Rain Through a Worn-Out Roof!

Which reminds us—Do rain and snow come through YOUR roof? We have hundreds of bundles of cedar shingles that are going to bring comfort to scores of Hereford homes. A weather-proof roof cuts your fuel bill.

R. H. Kemp Lumber Company
—phone four-four

run by the Star theatre, will be shown Friday and Saturday also. Monday and Tuesday will bring a talking picture of the Arctic regions, "The Viking", which will be appreciated by those who liked the Captain Byrd story of his South Pole trip so well.

Wednesday and Thursday of next week will present a musical comedy, "Flying High", which is threatening to bring some new song hits with it.

From an average of 15 milking cows a Dawson county farmer made \$1300 in 12 months.

Texas Experiment Station, Chillicothe has under observation 445 varieties of field crops.

George Radovich of Los Angeles, California, arrived Friday to visit his cousin, Phil Radovich, a few days before going to New York.



Have Money

Under Government Control
WHAT a wise law was the Federal Reserve Bank Act, passed by Congress! It has been put to the test and found sound.

It enables us to get Money when we WANT it on our gilt-edged securities; this means that YOU can get your money when you want it, if it is on deposit in our Bank.

START SAVING REGULARLY NOW
We Welcome YOUR Banking Business

THE FIRST NATIONAL OF BANK HEREFORD
A Strong Bank Thoughtfully Managed

MEMBER FEDERAL RESERVE SYSTEM

Want Ads

For Rent

FOR RENT: Two or four rooms furnished for light housekeeping, private bath, garage, utility bills paid, rent reasonable. Phone 43-1c

FOR RENT: Three light housekeeping rooms, furnished, with private bath. Mrs. W. E. Hicks, phone 155.

ROOM FOR RENT, close in. Phone 43-2c

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

FOR RENT: Modern duplex, nearly new, close in; furnished or unfurnished. H. B. Webb, Phone 746-W.

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

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

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

For Sale or Trade

TYPEWRITERS, New and second-hand. Jewell Murchison, Court House. 37-4fc

FOR SALE: Hundred head of Whiteface calves, priced at \$25.00 per head. Claude Higgins. 43-2p

Ask for FLAVO FLOUR at your Grocer's.

PACKARD MILLING COMPANY Phone 29. 12-4fc

FOR SALE: Cornish game roosters from pedigree stock, \$1.00 each. T. C. Ivy. 43-2c

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: One of the choice homes of Hereford; close to high school; six rooms, modern in every respect; beautiful shade trees; priced to sell. Inquire at Hereford Brand office. 34dh

FOR SALE: Hegari and sorghum bundles. O. J. Beene. 43-2c

Lodge Directory

HEREFORD LODGE No. 478, I. O. O. F., meets Monday, 8:00 p. m. Visiting Brothers welcome. LEE R. CONKLIN, N. G. L. H. Foster, Secretary.

HEREFORD LODGE NO. 849, A. F. & A. M.

Stated Meetings Each Second Monday Night of Month. School of Instruction Each Thursday Night. Visitors Are Welcome. JAS. W. HOLLEY, W. M. J. S. JONES, Secretary.

Lost and Found

LOST: A Chevrolet head light, somewhere in or near Friona. Finder please notify J. B. McFarland, Friona, Texas. 1p

Wanted

WANTED: To borrow ten dollars per acre on small tract of well located land. Will pay ten per cent interest. Address box 52, Hereford, Texas. 43-2p

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

WANTED: To trade clear title to 120 acres of semi-improved property in Eastern Oklahoma for good used tractor, plow, drill and other farm machinery. T. F. Bohanan, Route 4. 43-3p

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

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 "The Book of the Seven Seals."

Evening hour services will be dismissed so members may attend the revival at the Baptist church. The Christian Endeavor hour has been changed and will be at 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.

AMERICAN LEGION ANNUAL STAG SUPPER WEDNESDAY

Members of the Hereford Post American Legion are busy this week preparing for a proper observance of Armistice Day, an important part of which is the annual stag supper served by the Hereford post to its members and all the World War veterans they can get hold of to come and help them have a good time. It is a time the post sets aside for enjoyment, and World War veterans are made exceedingly welcome.

SENIOR MOTHERS ORGANIZE FOR THE SCHOOL TERM

The Senior Mothers' club was organized during the first month of school and the following were elected as officers: Mrs. A. A. Foster, president; Mrs. D. H. Alexander, vice president; Mrs. L. H. Shore, secretary-treasurer. It was decided to have one business meeting each month, on each first Monday, at the high school, and to hold one social event for the seniors each month.

The first social was held as a secret affair, for which all seniors, teachers and mothers met at the L. H. Shore home to start on a hike that ended by marching to the beautifully decorated lawn of the L. F. Borden home, where was spread a table of chicken, salads, watermelons and other good eats.

On the 28th of October the following hostesses: Mrs. Geo. Muse, Mrs. D. H. Alexander, Mrs. R. W. Fullwood and Mrs. John Miller, entertained the seniors at the county jail, with decoration colors carrying out the Halloween motif.

As each guest entered they were handed a decorated cap and were grouped into assemblies of four couples, then ushered into the living room where their fortunes were told by the witch (Miss Earle Marie Foster). From there they were directed up the stairs to the spooky chambers of the jail for the horrors of Halloween. At the close of the entertainment refreshments of chicken sandwiches, baked apples, ice box cookies, cocoa and marshmallows were served to 43 seniors.

Community Bible Class.

The subject of next Sunday morning's lesson will be "The Opening of the Sixth Seal." Remember the hour is 9:30, and be on hand at the Star theatre. Come and listen to the prophecies.

Unique Club Organized.

The mothers of some of the Pioneer club members and their friends met at the home of Mrs. Rex Tynes Tuesday afternoon to organize a club to be sponsored by the Pioneer club.

The following officers were elected: Mrs. M. B. Daniel, president; Mrs. W. J. Gilliland, vice president; Mrs. J. D. Bourn, secretary, by these members: Mrs. Ben Howton, Mrs. Nannie Jewell, Mrs. E. J. Habermacher, Mrs. D. C. Williams, Mrs. J. E. Gyles, Mrs. Rosa Speer, Mrs. J. H. Head, Mrs. Hatlie Cochell and Mrs. F. H. Britian. The club will meet on the second and fourth Monday of each month, the first meeting to be with Mrs. Daniel.

The name of the club was decided to be Worth-While club. A very pleasant social hour was spent following the organization, refreshments of sandwiches, pumpkin pie with whipped cream and coffee were served by the hostesses, Mrs. Allan Bell, Mrs. J. T. Cunningham, Mrs. Buri France, Mrs. J. E. Beyer, Mrs. J. M. Gilliland and Mrs. Rex Tynes.

Visiting Daughter Here.

Mrs. E. L. James of Alva, Oklahoma, is here visiting her daughter, Mrs. L. R. Dilger and family. Mrs. James has been in Friona on other occasions and is well pleased with the town, country and people here.

HEALTH MOTORCADE IS WELL ATTENDED ALL OVER COUNTY

The 16 communities of Deaf Smith county visited on Monday, Tuesday, Wednesday and Thursday of last week by the county health motorcade found the people much interested in the work, and turned out in good numbers to hear the lectures on modern sanitation being conducted through state and national health organizations.

Miss Nell Hall, county health nurse; Earl W. Wilson, county judge; Jas. E. Curtis, district sanitarian; H. E. Hargis, district sanitary engineer, and B. C. Ruthven, assistant, were members of the party, and were joined on different days by individuals who wished to visit certain communities on that day's schedule. A total of 710 people attended the meetings over the county.

Judge Wilson announces a meeting will be called later for the trustees of the rural Deaf Smith county schools for the purpose of organizing for the furthering of the correction of sanitation problems in the rural schools.

DR. BARNETT OF CANYON WILL ADDRESS DAWN P.T.A.

Dr. Barnett of Canyon College is scheduled to appear at the Dawn parent-teacher association meeting Friday evening of this week in an address touching on the school problems of the day. In urging the attendance of as many as can hear Dr. Barnett, it is told that his speech will be of interest to all taxpayers and patrons of the public schools.

CHARLES WADSWORTH MURRAY

C. W. Murray was born March 10, 1873, at Rensselaer, Jasper county, Indiana, and died at Mineral Wells October 26, 1931. He came to Texas about 30 years ago and for the past 15 years or more had made his home in Hereford.

For more than a year Mr. Murray had been in failing health and had taken trips to resorts in an endeavor to prolong his life. Several weeks ago he and Mrs. Murray went to Mineral Wells, but he gradually became weaker until death came Monday of last week.

Funeral services and burial were conducted at Plainview Wednesday, October 28, Rev. E. P. Gieser, pastor of the First Presbyterian church of Hereford, holding the services. Friends from here who served as pallbearers were Messrs. John H. Olson, Dow Mercer, H. L. McEntire, J. C. Parker,

J. A. Pitman, T. C. Mathies and John H. Patton. Others from Hereford attending the funeral were Mr. and Mrs. R. P. Conaway, Mr. and Mrs. Jim Mauk, Mr. and Mrs. J. H. Pitman, Mrs. J. C. Parker, Mrs. T. C. Mathies, Mrs. John Patton, Mrs. J. M. Boone, Mrs. Claude Benton, Messrs. C. C. Acker, Elmer Mathies, John Coffee, Carl Cockrell and Jack France.

Beside his widow, Mr. Murray is survived by two sisters, one of whom lives in Saskatchewan, Canada, and the other in Rensselaer, Indiana, and two brothers, also of Rensselaer.

ATTEND ASSOCIATION MEETING IN AMARILLO

Superintendent of schools C. H. Dillehay and L. W. Carlyle, vice president of the Hereford school board, attended a meeting of superintendents and other school officials in Amarillo Monday night. The purpose of the assembly was the discussion of mutual school problems as they effect the educational institutions of the Panhandle.

PLATEAU SINGERS AT PROGRESSIVE SUNDAY

J. S. Garrett, Deaf Smith county

president of the Plateau Singing convention, announces the semi-annual meeting of the association in the county will be held at Progressive next Sunday, November 8. The program is scheduled to begin at 10:00, an intermission at noon will give time for a big basket dinner to which all Deaf Smith county attendants are asked to contribute, thus caring for the visitors from a distance, hundreds of whom come from the other 31 counties of New Mexico, Oklahoma and the Panhandle belonging to the Plateau Singers association.

MEETING OF THE BUSY BEE SEWING CLUB

The Busy Bee Sewing club met at the home of Mrs. V. L. Rutherford Thursday afternoon, October 22. The time was spent in doing various small jobs of sewing for the hostess, while a few worked on their own sewing they had brought with them.

Tasty refreshments were served to the ten members and two visitors present. The next meeting will be in the home of Mrs. Garrett Smith on the afternoon of Thursday, November 12.

FOR JOB WORK, TRY THE BRAND.

BEAT CANYON, WHITEFACES!

COMPLETE



Electrical Repairing

Batteries guaranteed for one to three years at the lowest price ever offered in Hereford.

WASHING AND GENERAL REPAIRING

Virgel Bolles

For Chevrolet Service

Phones: Day 68, Night 773. 118 W. Third



FREE!

We will give each Whiteface who makes a touchdown Friday, his selection of any one dollar tie in our new stock. And we have a good selection of the very latest colors. We have just returned from market in Dallas and the latest styles of this fall's goods will follow us.

Fox Mercantile Company

Bakers Cash Grocery

MONT E. BAKER

Friday and Saturday Specials

HAMS	Skinned, half or whole, lb	16c
SUGAR	Cloth bag, 10 pounds	55c
MEAL	Great West, large bag	37c
FLOUR	Home milled, 48-lb bag	59c
SPUDS	No. 1 peck	23c
Compound	Large bucket	69c
Mayonnaise	or Spread, large 16-oz Rainbow brand	22c
PECANS	Nice size pound	9c
Pineapple	Libby's, gallon can	61c
COFFEE	Maxwell House, 3-lb can	89c
MATCHES	Diamond, no short count, carton (6 boxes)	19c
ORANGES	New crop navels, small, dozen	17c

SALE

Choice Dairy Cattle THURSDAY, NOV. 12

BEGINNING AT 1:30 P. M.

As I am dispersing my entire dairy herd of choice pure-bred Jerseys, I will sell them at public auction at the old Sid Brown farm, three miles south and one mile east of Hereford, on the above date. These cattle are select individuals, the original stock being purchased from the Oscar Stancel herd at Floydada, Berry Orr's herd at Hereford, and other well-known strains, and careful selection and breeding has developed these cows into the best butter-fat producers in the district.

- 5—Cows, two years old, milking now.
- 1—Registered Guernsey, 2 years old, with heifer calf, second prize winner both at Amarillo and Lubbock.
- 2—Cows, 4 years old, milking now.
- 5—Cows, 5 years old, milking now.
- 2—Cows, 7 years old, milking now.
- 10—Heifers, coming 2 years old, fresh soon.
- 1—Registered bull, 3 years old.
- 5—Calves.

Remember, there are no better dairy cows in the Panhandle than this herd. They are bred for heavy production, and surely do turn out the butter-fat.

TERMS—Convenient terms may be arranged for the purchase of these cattle.

There Will Be Other Livestock Consigned to This Sale.

IRA ARMSTRONG, Owner
Cliff Estes and E. C. Eubanks, Clerks. Ray Barber, Hereford Auctioneer

Society

MRS. OSCAR EASLEY ENTERTAINS WITH SURPRISE BIRTHDAY PARTY

Mrs. Oscar Easley was hostess Thursday afternoon, honoring her sister, Miss Eva Skelton, with a surprise birthday party. Autumn flowers of chrysanthemums and dahlias added color to the entertaining rooms where seven tables were arranged for bridge. The tables and score pads were carried out in the autumn leaf motif. At the close of the games the honoree was presented a lovely gift, and Misses Emma Jeanne Donald and

Martha Duncan were awarded gifts for high and second high scores. A delicious and attractive plate luncheon was served by the hostess to Misses Eva Skelton, Lucile Hicks, Dorothy Flanery, Gladys Seliger, Martha Duncan, Emma Jeanne Donald, Gwendolyn Spradley, Francis Oberthier, Eloise Pittman, Floyd Wilson, Eunice Gillbreath, Jeanette Rogers; Misses Egbert Brady, Alton Fraser, J. C. McCracken, B. M. Wiltshire, J. M. Posey, B. H. Hopkins, Tom McCollum, C. E. Bentley, Glenn Snyder, Roger Corbett, J. W. Witherspoon, A. C. Hales, Ivor McClelland, Victoria Wilson, Travis Dameron and Hubert McEntire.

MRS. PARKER ENTERTAINS IN HONOR OF J. C.'S BIRTHDAY

Mrs. J. C. Parker entertained a group of friends Sunday night with a delicious three course dinner in honor of Mr. Parker's birthday. Those present were Messrs. and Misses Jim Black, Voline Downs, Alton Fraser, Hubert McEntire, Miss Dorothy Flanery and Colby Conkright.

HERTHA BAER ENTERTAINS HER FRIENDS

Hertha Baer entertained a group of her friends at the home of her parents Friday evening of last week with a Halloween party. The time was spent with hilarious games and was brought to a close at the home-going time when appropriate refreshments of popcorn balls, candy and pumpkin pie topped with marshmallow icing were served to Norma Jean Foster, Nora Jean Russell, Faye Crosthwaite, Barbara Jane Brotherton, Mary Jane Morgan, Helen Streu, Mary Virginia Whitehead, Billy Whitehead, Nina Lee Fritz, Henrietta Fritz, Edith Jackson, Martha Grace Cullwell, Alice Tuell, Virginia Harman and Minnie Dee Smith.

COUNTY FEDERATION HOLDS ALL-DAY SESSION MONDAY

The Federation of Women's clubs of Deaf Smith county met at the Presbyterian church for a covered dish luncheon Monday. After

the luncheon the meeting was called to order by the president, Mrs. George Garrison, and the following program was given:

Mrs. Guthrie gave an inspirational talk to start the new year on "Perspectives" for the individual, the club and the nation.

Rev. Gleaser paid a splendid tribute to Thomas Edison, touching upon his life as a boy and man, and showing that it is hard to tell from the boy what the man may develop.

Miss Hostetler gave a short report on the work of the Deaf Smith county library.

Two excellent musical numbers were given, a clarinet solo by Homer Henslee and a cornet solo by Dennis Baker. Helen Griggs accompanied them on the piano.

The Pioneer Women's club then gave a pageant, "Dame Fashion", showing the imperial power wielded by this "lady" over the women of all time.

WARD HOME DEMONSTRATION CLUB NEWS

The Ward Home Demonstration club met Wednesday, October 28, at the home of Mrs. S. A. Edwards with rather an interesting meeting. Roll call was answered with "What we as club members would like to study during the coming year."

Mrs. Suggs gave a talk on cooperation in the club.

New officers elected were: Mrs. Will Caraway, president; Mrs. Saltzman, secretary and treasurer; Mrs. Seaborn Edwards, reporter; Mrs. John Hutson, vice-president, and Mrs. Frank Stivers, council delegate.

Cheese sandwiches, gill pickles, cake and coffee with whipped cream were served to six members.

MUSIC STUDY DELEGATES ATTEND LUBBOCK MEETING

Hereford had four delegates at Lubbock Friday night and Saturday of last week in attendance at the Seventh District Convention of music clubs. Mrs. A. O. Thompson, district chairman of religious music; Mrs. H. L. Broadwell, district publicity chairman; Mrs. G. A. F. Parker, representing the Hereford Music Study club, and Miss Lucille Hicks, sponsor of the high school glee club, made up the party from here.

In commenting upon the entertainment of the meeting, Mrs. Broadwell said the city of Lubbock had been very gracious in caring for the visitors, giving them a royal welcome and extending every courtesy to make the visit pleasant.

ABO FILLING STATION MAKING IMPROVEMENTS

Roy Onstead, manager of the Abo Conoco filling station on South Main Street, has this week been tearing up concrete approaches to his place of business and laying new ones to facilitate the operation of cars coming in and leaving the premises.

Summerfield

BY MRS. L. JOHNSON

In a gay and colorful Halloween setting the Home Makers Study club entertained the Westway club Thursday afternoon at the home of Mrs. Lawrence Johnson. After going through the graveyard with all its horrors in the cellar, the guests were taken in to the house where masses of bats, witches, cats, jack-o-lanterns and orange and black streamers furnished attractive decorations in the different rooms. Refreshments of lead punch and ginger bread were served to nine members of the Westway club. Mrs. Jesse McMinna and daughter of Abilene; Miss Lena Johnson of Black, Mrs. Walter Hawkins and Ellen Atchley,

guests, and 18 Homemakers club members.

Curtis Chapman of Austin visited over the week end with his sister, Christine.

Miss Ruth Lookingbill spent the week end in the home of her brother, L. H., at Black.

Mrs. M. D. Fincher and daughter of Hereford and Mrs. Harman Gray of Westway were visitors in the Lee Curry home Monday afternoon.

Mrs. Ray Johnson represented the Homemakers Study club at the county federation meet in Hereford last Monday.

Miss Christine Chapman and brother, Curtis, went to Floydada Sunday to spend the day with their father.

Miss Fanny Manning entertained Miss Dora Baker and Ruby Galoway of Dimmitt, Chas. Beso of Amarillo, Leatrus Walser and her brother, Guy, and Jim Clark for dinner last Sunday.

Mr. and Mrs. Bernard Roberson have been in Hereford at the home of Buford McMinn, where their little son, Wendell, has been under a doctor's care for tonsillitis the past several days. Everyone hopes Wendell will soon be well again.

Prof. Eddleman and family spent the week end with home folks at Plainview, returning home by way of Turkey and bringing Mrs. Eddleman's mother home with them.

Miss Hazel Oglesby had the misfortune to get her arm fractured while playing basketball last week. She is doing nicely and returned to her school work at Hereford Monday.

Mrs. J. B. Davis, Ellen Atchley and Mrs. Lewis Jay were in Amarillo last Wednesday.

Mr. and Mrs. Hamilton still spent the past week end with relatives at Ropesville and Lubbock. There was a social at the church last Friday night. Good speakers were present and a good time reported.

Rev. Coe and family of Plainview were here and he filled his regular appointment the past week end.

Miss Katherine Oxford of Jumbo visited in the home of Mr. and Mrs. Still last Friday.

Jumbo News

BY EDNA HALL

Mmes. H. C. Baird and C. D. Spencer visited Mrs. Thomas last Wednesday.

Mr. and Mrs. Press Dyer visited Mr. and Mrs. L. E. Beck Sunday. Lillian Peters spent Sunday with LaVelle Beck.

Hazel Battles visited Juanita McGinnis Sunday.

Jas. Beck spent Sunday with Bernard Wilder.

Mrs. Oxford and family visited her sister, Mrs. Bell, Sunday.

Mrs. L. A. Matthews was in Tulsa Saturday.

Mr. and Mrs. Norman visited Mr. and Mrs. C. Andrew Sunday.

Relatives from Plainview visited Mr. and Mrs. J. T. Hartley last Sunday.

Kitty Oxford visited home folks over the week end.

Mr. and Mrs. Hall visited Mr. and Mrs. Hardy Sunday.

Mrs. Dell Woolsey and Charles McGinnis left Friday for Stephenville for a few days visit with relatives.

Johnnie Hardy spent Sunday with Elaine Dyer.

Mr. and Mrs. Pat Hardy were Amarillo visitors Saturday.

Sylvia Peters visited Mr. and Mrs. M. L. Simpson Sunday.

Virginia Menchem of Dimmitt spent Friday night with Johnnie Hardy.

Mr. and Mrs. Walter Means and daughter and Junior Hines visited the Hall home Sunday.

Mr. and Mrs. Ovid Pinckert and children visited Mr. and Mrs. B. M. Hines Saturday.

Mrs. Smith visited Mrs. Hall Saturday.

Mr. and Mrs. J. T. Hartley called in the Atterbury and Carthol homes Sunday.



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WITH MERCHANDISE

Turkeys to Be Given Absolutely FREE

NOVEMBER 25, AT 4:30 P. M.



Potatoes Sweet, 10 lbs 10c

Sugar Ten Pounds 54c

Coffee Three Pounds Bulk, 39c

Matches Six Boxes 15c

Apples 5c Size, Dozen 26c

Oranges Large Size, Dozen 26c Bananas Ripe, pound 7c

Peanuts Roasted, two pound 25c Walnuts New Crop, pound 23c



SPECIALS---Meat Department

PURE LARD, bulk, bring your pail, pound 8c

SLAB BACON, half or whole, lb 14 1-2c

BACON SQUARES, sugar cured, lb 12 1-2c

FRYERS, dressed, each 50c

HAMBURGER, 3 lbs 25c

PORK SAUSAGE, 2 lbs 25c

DRY SALT SQUARES, lb 8c

STEAK, Round, Loin, T-Bone, lb 15c

FRESH PORK SIDES, lb 12 1-2c

OYSTERS, pint 40c

International Sunday School

Lesson

BY DR. J. E. NUNN

November 5, 1931.

Paul In Ephesus

Acts 19:8-20.

Acts 19:8. And he entered into the synagogue, and spake boldly for the space of three months, reasoning and persuading as to the things concerning the kingdom of God.

9. But when some were hardened and disobedient, speaking evil of the way before the multitude, he departed from them, and separated the disciples, reasoning daily in the school of Tyrannus.

10. And this continued for the space of two years; so that all they that dwell in Asia heard the word of the Lord, both Jews and Greeks.

11. And God wrought special miracles by the hands of Paul:

12. Inasmuch that unto the sick were carried away from his body handkerchiefs or aprons, and the diseases departed from them, and the evil spirits went out.

13. But certain also of the strolling Jews, exorcists, took upon them to name over them that had the evil spirits the name of Lord Jesus saying, I adjure you by Jesus whom Paul preacheth.

14. And there were seven sons of one Sceva, a chief priest, who did this.

15. And the evil spirit answered and said unto them, Jesus I know, and Paul I know; but who are ye?

16. And the man in whom the evil spirit was leaped on them, and mastered both of them, and prevailed against them, so that they fled out of that house naked and wounded.

17. And this became known to all, both Jews and Greeks, that dwell at Ephesus; and fear fell upon them all, and the name of the Lord Jesus was magnified.

18. Many of them that had believed came, confessing, and declaring their deeds.

19. And not a few of them that practised magical arts brought their books together and burned them in the sight of all; and they counted the price of them, and found it fifty thousand pieces of silver.

So mightily grew the word of the Lord and prevailed.

Golden Text: Have no fellowship with the unfruitful works of darkness, but rather even reprove them.—Eph. 5:11.

Time: Paul nearly three years in Ephesus, A. D. 53-56.
Place: Corinth, Jerusalem, Ephesus.

Lesson Connection.

Paul's second missionary tour had lasted three years, half of which time had been spent in Corinth, and it was now necessary to return to his starting point, Syrian Antioch, and report his progress. He set sail across the Aegean for Ephesus, taking with him Aquila and Priscilla, his host and hostess of Corinth.

He was also accompanied by Timothy and probably by Silas.

Pressing on to Jerusalem, Paul landed at Caesarea, went up to Jerusalem, saluted the church there, completed his vow during the Pentecost week, and then went northward to Antioch, where he delighted the mother church of missions by relating the extension of Christianity to Europe, and the founding of flourishing churches in Philippi, Thessalonica, Boreca and Corinth.

Paul needed a rest, but he could not stay long in Antioch, but felt called to begin very soon his third missionary tour, in the course of which he made his promised stay in Ephesus. This journey, in which Timothy and Titus accompanied Paul, was westward through the Cilician Gates, the pass in the Taurus Mountains, and thence through Derbe, Lystra, Iconium, and the Pisidian Antioch, finally reaching Ephesus, in Lydia, the central province on the Mediterranean seaboard.

Ephesus and the Temple of Diana. Ephesus was justly styled 'the Light of Asia.' She was not only the capital of the province of Asia but the leading city of Asia Minor. She was famous in literature and art, but her principal glory was her temple of Artemis (Diana), which ranked as one of the seven wonders of the ancient world. The

original temple has been burned to the ground; it was, however, rebuilt on a larger scale and in greater magnificence. Its walls and pillars were gleaming marble, and the interior was fitted with ivory, cypress and cedar. Its length was 425 feet, and its breadth 220; while its stately columns numbering 127 and each erected by a king, were 60 feet in height. It was 220 years in building and the enormous cost was defrayed by the whole of Asia Minor with a splendid devotion. The presence of this great temple brought many strangers to Ephesus to worship there. The city grew rich selling charms to pilgrims.

The Apostle John became the great leader of the church which Paul founded in Ephesus.

Paul In Ephesus.

Arriving at Ephesus, Paul lodged again with Aquila and Priscilla, once more supporting himself by tentmaking, in which they were his partners. They told him about Apollos, who was an eloquent and learned man from Alexandria in Egypt, a man "mighty in the scriptures." He was a disciple of John the Baptist, earnestly expecting the Messiah as John had, but ignorant of the fact that the Messiah had already come in the person of Jesus Christ. Before Paul's arrival he had crossed over to Corinth.

Soon after Paul's arrival he found some Christians who like Apollos had been followers of John the Baptist, but they had not received Christian baptism. There were about twelve of these men, and they readily received Paul's teaching, were baptized into the name of Jesus Christ, and received the Holy Spirit, speaking with "tongues" and prophesying.

Paul In the Synagogue.

"And he entered into the synagogue." How hopeful Paul was, never despairing of his own people, always expecting them to receive the good news of their Mes-

siah, in spite of their repeated rejection of him at Antioch of Pisidia and the nearby cities, at Thessalonica and Corinth. "Reasoning and persuading, as to the things concerning the kingdom of God." "We pause for a moment to think of the amount of work of all kinds implied in this short record. The daily labor as a tentmaker went on as before (Acts 20:34). The Sabbaths saw him evening and morning in the synagogue preaching, as he had done elsewhere, that Jesus was the Christ, and setting forth the nature of his work and the laws of his kingdom."—Dean E. H. Plumtre.

Speaking Evil of the Way.

"The Way" was the common name for Christianity, being derived from our Lord's saying that he was "the way, the truth and the life." They blasphemed Christ and repeated base charges against his people, seeking to prevent other Jews from becoming Christians. "He departed from them, and separated the disciples." Paul no longer taught in the synagogue, and his converts also withdrew from it, since connection with it no longer brought good results.

"He hired the school of Tyrannus, a 9—some heathen sophist of that not very uncommon name. This new place of worship gave him the advantage of being able to meet the brethren daily, whereas in the synagogue this was only possible three times a week."—F. W. Farrar.

"And this continued for the space of two years." Counting from the time when Paul withdrew from the synagogue; Paul's whole stay in Ephesus lasted for three years (Acts 20:31)—his longest stay in any one city. "So that all they that dwell in Asia heard the word of the Lord." By Asia is meant the western part of Asia Minor, from which the entire vast continent took its name in later centuries. Doubtless Paul took journeys here and there away from Ephesus, founding many churches.

Paul's Miracles.

"And God wrought special miracles by the hands of Paul." Five years before, in Philippi, Paul had cured the slave girl who was possessed by an evil spirit, but we have no record of any other miracles until now. These miracles at

Ephesus were special, extraordinary.

"Inasmuch that unto the sick were carried away from his body handkerchiefs or aprons." "Handkerchiefs" is the Latin word *sundria*, articles, which on account of the heat and dust are constantly in the hands of the Orientals. It is possible that these handkerchiefs and aprons were brought to Paul that he might touch them, by those who desired to be cured. "And the diseases departed from them, and the evil spirits went out." Paul in that city of false magic, was given genuine powers to prove the superiority of his religion. His garments received such efficacy as Christ's possess when by touching them the woman with an issue of blood was instantly healed. Our Lord, before his ascension, had promised such powers to his disciples (Mark 16:17, 18).

Strolling Jews, Exorcists.

"But certain also of the strolling Jews, exorcists." These Jews, wandering from place to place, pretended to cure disease by solemnly pronouncing over the sufferers magical words or longer charms. They were of the same class as Simon, the sorcerer of Samaria; see Acts 8:9-24. Elymas in Cyprus was another Jewish sorcerer (Acts 13:6-12).

"And there were seven sons of one Sceva, a Jew, a chief priest, who did this." Sceva may have been at some time the head of one of the courses of priests at Jerusalem.

"And the evil spirit answered and said unto them, Jesus I know, and Paul I know; but who are ye?"

"And the man in whom the evil spirit was leaped on them, and prevailed against them, so that they fell out of that house naked and wounded." The demon tore their clothing from them, and beat them, driving them from the house. "They undertook to use the same sacred invocation as Paul; but it proved, like the censers of Korah, Danthan and Abiram, a strange fire kindled against their own souls."—Num. 16:1-35.

The Bonfire of Bad Books.

"And fear fell upon them all, and the name of the Lord Jesus was magnified." The event showed the pre-eminence of the Lord Jesus, that he was really what he claimed to be, the Son of the Most High God.

"Many of them that had believed." They had "joined the church," making a public confession of Christ, but evidently their faith was imperfect, they had not been "soundly converted." "Came, confessing, and declaring their deeds." Some of them, doubtless, had continued to use magic, and were terrified by the punishment which had fallen on the sons of Sceva.

"And not a few of them that practiced magical arts." Brought their books together and burned them in the sight of all. "The books which contained their mysteries, formulas of incantation,

nostrums, and the like." "And they counted the price of them, and found it fifty thousand pieces of silver." "Greek drachmas, Roman denarii, worth from fifteen to seventeen cents each, or a total of about \$3,600 equal in purchasing power today to about \$100,000. The books were rare and were regarded by the superstitious as exceedingly precious.

"So mightily grew the word of the Lord and prevailed." "Grew" is the Greek imperfect tense, denoting a continuous process. The power of the gospel over human

hearts kept on increasing, more and more overcoming the many evils in that city.

The new commander of the American Legion in Texas, V. Earl Earp, Sweetwater, is a native West Texan, and is said to be the first to head the organization.

Texas Tech graduated 112 students at the close of the summer term this year.

Big Spring is planning to plant 3000 shade trees along its streets.

Squeaks

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During the week of November 5 to 19 we will remove those annoying squeaks and rattles from your car for only

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FOOTBALL

(Continued from Page One)

went to Tulla's 48 yard line. Tulla failed to gain twice, then made 7 through center, and Bartley took their punt on his 19.

Bartley made 6 at left guard, Habermacher made 5 for a first down at the same place; Habermacher made 4, Holland hit center for 2, and Russell's right end run lacked a foot of a first down, yet Stone punted on the fourth down to Tulla's 26.

They made 2 yards at center on each of two plays and 4 at the same place with a harder smash, and got off a bad punt to middle of the field. Habermacher's part of a lateral pass was ahead of Russell, but Jack recovered it. Stone punted on the next play to Tulla's 20.

Tulla made 3 at left end and 2 at center as the quarter ended with the ball in their possession on Tulla's 25 yard line.

Second Quarter.

Tulla took new life and made the only concerted threat of the whole game and the only first downs they registered that day. Most of their plays went through center and guard, gaining 4 to 6 yards consistently for four first downs. Their longest run was 15 yards, and a 27-yard pass figured largely in the gains. The last 5 yards to a touchdown was made directly through the Hereford line and a pass counted the extra point to make the score 7-6.

Tulla's kick-off was brought back to Hereford's 34. Climer cut back around left end for 17 yards and a first down, and Russell went around the other end for 34 yards. It looked like he got away for a touchdown but he stepped out on the 15 yard line. Holland hit center for 4, Russell the same place for 2, and Habermacher went thru for 11 to the 1 yard line. It looked like Russell was over on the next play, but they pushed him back and the ball was again downed on the 1 yard line. Habermacher went over for the goal but missed the place-kick, and the score was 12-7.

Captain Stone's kick-off was brought back by Tulla to their 31. They made 4 at center and Habermacher intercepted their pass on the 50 yard line. On the first play Hereford fumbled a lateral pass and Tulla recovered it. Tulla made 5 yards in 3 tries and punted out of bounds on Hereford's 39, Russell made 7 at left end as the half ended.

Third Quarter.

Tulla brought Stone's kick-off back to their 30, made 4 yards in 3 tries and punted to the Whiteface 34, when the safety fumbled and Tulla recovered. They made 5 in three tries and an incomplete pass gave Hereford the ball on downs.

Russell made 4 at left guard, Climer 2 with a swing back around left end, but Collins lost out when a tackler broke through and downed him for a big loss on his own 25. Tulla fumbled the punt following, but recovered it and made 8 yards in three attempts.

Collins took their punt and brought it back to within 10 yards of its start, planting it on Tulla's 48. Russell took 9 at left guard, Habermacher hit right guard to make a first down, Russell went through the same place for another first down, Habermacher hit center twice in succession for another first down, Russell made 6 at left guard, and Habermacher went over the goal line. Then he kicked the extra point to make the score 19-7.

Tulla brought the kick-off back to their 22, made 6 in three tries, and Collins again brought their punt back almost as far as they kicked it, giving Hereford the ball

on Tulla's 36, as the quarter ended.

Fourth Quarter.

On the first play Russell stepped out of bounds at the line of scrimmage to get the ball out in the field and away from the side lines. Russell made 1 at left guard, Collins 3 around right end and Stone passed to Russell for a first down. Habermacher hit left guard for 8, then went through center for 4, and Holland made 3 to put the ball on Tulla's 10 yard line and give Hereford its eleventh first down. Habermacher made 7 at center, Russell failed to gain, they made 1 at center, and the ball went to Tulla on their 2 foot line when a lateral pass around right end failed to function.

Collins made his star exhibit of the day on the next play when Tulla punted from behind their goal line to Collins somewhere about the 40 yard line. Taking the kick on the run he sidestepped his way to his interference and scooted along behind it to the goal line for a touchdown. Habermacher kicked the extra point to run the total score to 26-7.

Stone's kick came back to Tulla's 38; 5 yards was as good as they could do in three plays, then Hereford rushed them and blocked the punt, recovering it on Tulla's 23. Russell made 2 at left end, then 6 at right end. Habermacher hit them at left guard for enough for a first down. Holland smacked the same place for 4 and Russell circled left end behind good interference to cross the goal standing up and nobody in reach. Habermacher converted the place kick to make the count 33-7.

Practically all the first string players were pulled at that stage of the game and substitutes and second string men took the field. Tulla was downed with Stone's kick-off on their 29, and the younger Hereford line, filled with a desire to emulate the older players, rushed the Tulla line for two consecutive big losses, made them fumble on the third down and recovered the ball on Tulla's 19.

Holland made 3, Bartley sidestepped through for a first down, then Kropff lost a yard, Holland made 6 at center and went over the goal line on the next play. Bartley's drop kick was barely outside of the posts. Score 39-7.

Hereford's kick-off was brought back to the 35 yard line as the gun ended the slaughter.

ray visited Mrs. R. O. Bennett Sunday afternoon.

Mr. and Mrs. T. J. Presley and family took dinner with Mr. and Mrs. T. L. Welch Sunday.

Miss Lucille Hays, Juanita Welch and Lois Presley liked to the Barnett home Sunday.

Mr. and Mrs. Lee Clymore are the proud parents of a fine boy, Margarita Crawford spent Sunday with Martha Bell Price.

The Black Ladies Social club entertained the people of Black with a Halloween program and a party Saturday night. They served apples and popcorn balls for refreshments.

Jim and Fern Barnett spent Sunday in the Bennett home.

Mrs. W. T. Stone and daughter spent the week end in Curtis, Oklahoma.

Mr. and Mrs. R. E. Barnett went to New Mexico Sunday.

Miss Lucille Hays spent Sunday with Juanita Welch.

Waurika Crawford spent Sunday evening with Maxine and Margot McLean.

Kenneth McMurry spent Sunday with Kendall Crawford.

Mrs. J. W. Vines and children went to Turkey Friday.

Leon Welch spent the week end in Amarillo.

Bud Barnett had Ervin Welch as a visitor Saturday night.

Rev. and Mrs. Frye spent Sunday with Mr. and Mrs. T. L. Welch.

Mr. and Mrs. Eldon Boyd of Oklahoma have moved to Black.

Lois Presley spent Saturday with Lucille Hays.

Helen Tines visited Geraldine Hines Sunday.

Several people from Lakeview were pulled at that stage of the game and substitutes and second string men took the field.

"Old Red," a well known dog of the Black community, was hit and killed by a car Sunday night.

Ruth Lookingbill spent the past week end with Mrs. Lloyd Lookingbill.

Mr. and Mrs. Mills of Bovina

spent Sunday afternoon with Mr. and Mrs. A. C. Hays.

Miss Vena Mae Welch spent the week end with Mr. and Mrs. Walker of Friona.

Nantha Crawford and Elizabeth McMurry spent the week end at home.

Mr. and Mrs. Newell spent Sunday afternoon in the Hays home.

visit his son a few days.

The ladies club met Tuesday, with a good attendance.

Mr. and Mrs. Emmett Tipton and boys spent Sunday in the J. E. Boyd home.

Miss Nadine Wrenn, primary teacher, returned Sunday to take up her school duties Monday.

Mr. and Mrs. Ben Fortner and brother, Bernie Dee, motored to Borger Saturday to visit their brother, Otho, returning home Sunday.

Mr. and Mrs. George Ward spent Friday night visiting her brother, Charles King, south of Hereford.

A Garza county woman made \$128 worth of cucumber products from a patch that it cost 40 cents to seed.

Arney News Items

BY MRS. F. W. FORTNER

These are busy days with farm-ers. Feed is to cut, wheat sowed, and other farm work arranged for the advent of winter.

Mr. Wilkins of Muleshoe visited the Pitmans here last week.

Ben Fortner and George Ward were in Tucumcari, New Mexico, Monday.

C. E. Burks left last week for Taylor Springs, New Mexico, to

NEW LOW PRICES FOR GLASSES


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\$17 Child's Glasses, fitted complete	\$11.00
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11. Focus and repair all lights.
12. Check and tighten water pump.

Replacement of any part for cost—no charge for labor.

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115 West Third Street

Black

By BLACK SCHOOL

Mr. and Mrs. H. L. McLean and family spent Sunday with Mr. and Mrs. T. E. McMurdy.

Mrs. Cecil Hensley of Hobbs, N. M., is visiting her sister, Mrs. R. O. Bennett this week.

Several families visited in the Clymore home Sunday.

Mrs. Presley and Mildred Mur-




CLEANING and PRESSING

PHONE 16

Orr's Tailor Shop

ON TO THE CHAMPIONSHIP, WHITEFACES

—We are sorry that all employees of the gas company can not see you beat Canyon, but some of us must carry on the work of solving our customers' heating problems before winter comes.



WEST TEXAS GAS CO.

Clean 'em Whitefaces!

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Locals

Carl Williams was down from Amarillo attending to business matters in Hereford Monday.

Homer Henslee left Monday for Elk City, Oklahoma, where he was called by the death of his niece.

Mr. and Mrs. M. L. Bonner of Vernon are visiting this week in the home of Mrs. Bonner's brothers, J. C. and Floyd Parker.

NOTICE
Hanna & Hanna will give 25 per cent discount on your Christmas photos if made in November. See our window display. 43-1c

Albert Johnson, former citizen of Hereford now living in Amarillo, was down Monday looking after business interests.

Russell Whitehead, former Brand employe, now working with the Pampa Daily News, was at home in Hereford Sunday visiting his parents, Mr. and Mrs. C. L. Whitehead.

Mrs. J. W. Holley had as her guests over the week end, her mother and father, Mr. and Mrs. M. O. Meeks, of Amarillo.

LADIES' KID GLOVES, SPECIAL PRICES. POPULAR STORE.

Mrs. Faye Montgomery, who has been here on a visit with her parents, Mr. and Mrs. J. W. Alexander, left Saturday for Pampa where she will be employed in the tax assessor's office.

Mrs. J. Wallace Robinson and children returned home Sunday from a visit with her brother in Enid, Oklahoma.

Mr. and Mrs. A. C. Jackson and children of Lubbock were week end guests in the home of his sister, Mrs. R. E. Kessie, and family, the children remaining here while Mr. and Mrs. Jackson attended the Lubbock-Pampa football game.

Dr. and Mrs. G. W. Heard were visitors Saturday in Yoakum county.

E. C. Eubanks is again able to be at work since being confined to his home last week with a severe cold.

C. C. Luncheon
(Concluded from Page 1)

ditions in Deaf Smith county far above the average and that people were eager to learn of ways and means of improving health conditions in the rural schools. He recommended a better source of water supply that the greater number of schools now have.

Miss Lillie Hostetter, county librarian, when introduced, explained her work included furnishing library facilities to the rural schools, and she planned to visit each school one or more times monthly. There are 2500 cards evidencing readers of material from the library, and as many rural school children are supervised in their reading by the teachers of the respective schools, there are really more than that number of readers. The increase in reading interest has been satisfactory as compared with the excellent progress made last year. The work has been handicapped by the lack of finances but is being carried on with the materials available, magazines, furnishing a large part of the current reading matter sent out by the library, and gifts of that nature are especially acceptable. The reading problem of children has been taken care of and special efforts are being made to encourage more adult reading along educational lines. "The mark of a good library is not how many books it has," said Miss Hostetter, "but how many books it has out to its readers."

Bakery Opens in New Location.
Hershel and Boyd Knox, who recently bought the Hereford Bakery, have moved their baking equipment to the Carlisle grocery building, which has been decorated to afford an attractive display for the cakes, cookies and pastries of the retail department.

Canyon Game
(Continued from Page One)

no cars at all will be permitted to park on the east side of the gridiron. That side is being reserved for the visiting spectators. Cars in which invalids and small children will need to stay will be admitted to park inside the grounds but they must locate on either the north or south end of the field, and the officials request that such cars enter the park as early as possible so as not to hinder those on foot from entering.

Special patrols will serve during the day to keep the crowd in order and to see that trespassers in the field outside the park on the east and north sides are kept away.

Last of Season Tickets.
Tomorrow's game will witness the last use of the season tickets this year. All future games will be at single admission prices to be determined before the games. Those who bought season tickets at the beginning of the football season will have the laugh on those who buy single admissions to the game tomorrow, for 35 cents and 75 cents will be the price of seeing Canyon and Hereford play.

Really, the Whitefaces are entitled to win tomorrow, but the boys are taking nothing for granted and expect to play for all they are worth. Canyon and Happy played a tie-score conference game over a month ago, and Hereford beat Happy 26-0. Canyon beat Tulla 30-20 several weeks ago, and Hereford defeated Tulla last week 39-7. Plainview let Canyon down 19-0, but were exceedingly lucky to score in the last few minutes against Hereford here recently to win 7-0.

Panhandle and Borger play tomorrow to decide the winners of the north end of this section, to play the winner of the Canyon-Hereford tilt. That game will probably follow next week. The winner next week will face the mighty Dalhart Wolves for the championship of the west end of

this district in the week following that and the championship of district 1, class B will probably follow that. Hereford looks good and has an even chance to play in the district finals. Should the gradual improvement that has been evidenced this season by the Whitefaces continue through the coming month, the team will go places.

Big Bonfire Tonight.
The students and fans plan the biggest bonfire of the season tonight as the pep squads get together on the vacant lot north of the Star theatre. Citizens should not get alarmed if they see the whole town lighted up, for Fire Chief Dow Mercer will probably be on hand to lend assistance should be needed. It might be a good plan to come down town and show in the youngsters' enthusiasm.

BEAT CANYON

STAR

THEATRE

HEREFORD, TEXAS

Thursday - Friday
NOVEMBER 5-6

Saturday Only
Matinee and Night
NOVEMBER 7

1c NIGHTS

Source: **TIBBETT**
...THE CUBAN
LOVE SONG...

With Lupe Velez,
Earnest Torrence,
And Jimmy
Durante



Elissa Landi in
WICKED
with
Victor McLaglen
(Una Marcial Allan Dwan)
Directed by Allan Dwan

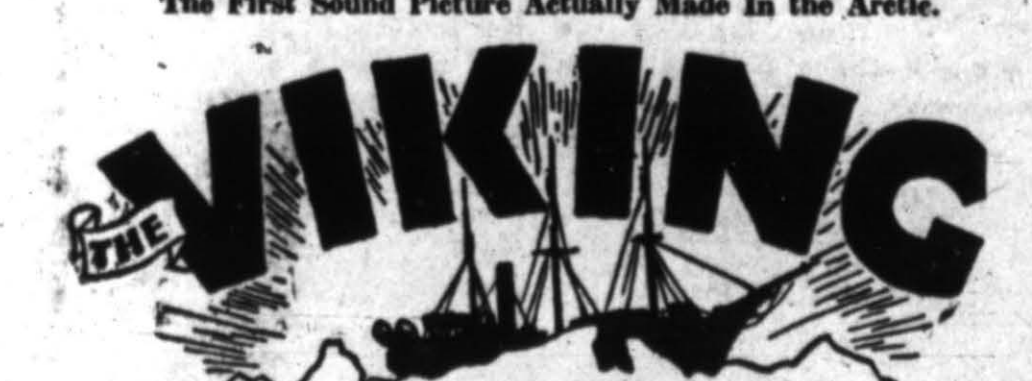
Sometimes the huntress,
sometimes the hunted
...she fought alone in
a world where men
obey one law...the law
of the jungle.

Fox presents a new star who
movie magazines call "The most
intelligent actress in Hollywood."

MONDAY AND TUESDAY
NOVEMBER 9-10

This is the picture that cost the lives of Varick Frisell and 25 others in the Sealer Viking Disaster.

The First Sound Picture Actually Made in the Arctic.



Produced by VARICK FRISSELL

Now you can see and hear the thrilling sights and tremendous sounds of one of the most dangerous experiences in the World today. It's just like being aboard the Viking (the very ship that blew up) as she battles her way through the ice pack with dynamite and steam and more steam. You'll be with the seal hunters and see the great kill, hear the roar of the guns, see their plight on the rolling ice in an Arctic blizzard.

A DRAMA OF FIGHTING LOVE!

WEDNESDAY AND THURSDAY
NOVEMBER 11-12



1c SALE

—A musical comedy that
will mark the birth of
many new song hits.

—with Bert Lahr

Coming Soon: "DADDY LONG LEGS"

Mrs. C. W. Murray and brother, Artie Norton, were in Hereford Saturday, leaving Sunday for Mineral Wells, from which place Mrs. Murray will go with her brother and family to Phoenix, Arizona, for the winter.

Ray McEntire of Dimmitt spent the week end in Hereford with Reavis Kerr.

CLOSE OUT PRICES ON ALL OUR LADIES' HATS. POPULAR STORE. 1c

Rev. Paul J. Merrill of Fort Worth, former pastor of the First Christian church of Hereford, was here last week visiting his niece, Mrs. John Cloyd. Rev. Merrill began a revival in Panhandle Sunday.

Mr. and Mrs. Fred Kimmins of Arney, accompanied by their son and daughter, John and Mary Pat, were guests of Mr. and Mrs. Elijah Ramey, 504 Schley Avenue, Sunday.

Mrs. Joe L. Pope visited relatives at Dimmitt last week end.

Bill Montgomery visited relatives in Amarillo Saturday and Sunday.

J. E. Hill was a business visit or in Amarillo Monday.

Elder Day of Floydada visited friends in Hereford Sunday and Monday.

Mr. and Mrs. W. A. Gentry spent Sunday with relatives and friends in the Walcott community.

Mr. and Mrs. I. O. Crosthwaite and daughter, Faye, spent last week end in Plainview with their daughter, Mrs. Frank Daniels.

Leslie Bruner of Clovis, New Mexico, was a visitor in Hereford Sunday.

EXTRA SPECIAL SALE PRICE ON LADIES' COATS, CHILDREN'S COATS, WOOL DRESSES AND SUITS. POPULAR STORE.

Miss Orlena Savage of Canyon spent the week end in the home of Mrs. W. M. Megert.

Keth Guthrie spent the week end with his mother, Mrs. B. F. Guthrie. He is attending school in Canyon this winter.

25 per cent discount on Christmas photos if made in November. Hanna & Hanna. 43-1c

Miss Virginia Stovall of Vega was home over the week end.

The North Hereford Demonstration club will meet November 9 with Mrs. R. J. Kibbe at 2:30 p. m. The demonstration will be the simple ways of cheese making.

ALL MEN'S CLOTHING AT ASTONISHING PRICES. SEE US BEFORE LOU BUY. POPULAR STORE. 1c

Col. Ray Barber, auctioneer, returned Saturday from Mason where he had gone to attend and assist in the annual auction sale of purebred Herefords.

J. O. Turner was down from Amarillo to spend the week end with his daughter, Mrs. Ira Connell, and family.

Mrs. Carrie Kropff and John Kropff and son, Roy, spent the week end visiting in Amarillo and Borger. In Amarillo they visited her son, Joe, and in Borger visited her daughter, Mrs. R. Hunter.

Mrs. Ivan Davis and Mrs. R. E. Kessie were visiting in Clovis Wednesday.

Mr. and Mrs. Norton Headrick were down from Amarillo Sunday afternoon visiting in the home of her sister, Mrs. R. E. Kessie and family.

Jack France, who has been operating a store at Hart, was home over the week end to visit his parents, Mr. and Mrs. Burt France.

Mrs. Granville McFarland and baby visited Tuesday afternoon in the J. A. Wimberley home.

Mr. and Mrs. R. E. Dye and Mrs. Cecil Dye flew from Breckenridge to Hereford last week. They visited their brother, J. M. White, while here. Mr. Dye was trying out his new plane.

FEDERAL FEED AND SEED LOAN REPRESENTATIVE HERE

George M. Moore, who serves six counties in this district, and represents the feed and seed loans of the federal department of agriculture, was a business visitor in Hereford Wednesday afternoon, and will be here each Wednesday following until the feed and seed loans which mature the last of this month, are satisfactorily disposed of.

Mr. Moore will be in the county agent's office in the court house each Wednesday and citizens who have feed or seed loans maturing this month are asked to meet him there should they wish to discuss any question relative to their loans.

Church of Christ.

Sunday forenoon, Bible lesson at 10, sermon and Lord's supper at 11 o'clock.

Sunday evening, young people's Bible study and review at 7:30; sermon at 7:30 o'clock.

Wednesday: Women's Bible study group at 3 o'clock in church building; midweek Bible study at 7:30 o'clock.

The public is cordially invited to attend these services.

IRA CONNELL FAMILY NOT HURT IN WRECK

Mr. and Mrs. Ira Connell and his sister, Miss Lulu, were fortunate not to have been seriously injured Sunday afternoon when their car wrecked as they were returning from a visit to Friona.

The steering gear became uncoupled and the car, out of control, ran into a ditch and overturned, completely wrecking itself. Neither Ira nor Mrs. Connell were badly hurt, while Miss Lulu escaped with a badly lacerated left shoulder which will soon heal.

Visits Daughter in Los Angeles.

Mrs. P. A. Tarabow returned on Tuesday from a three months' visit with her daughters, Mrs. Loyd Kearns and Mrs. Hollister. The trip was a gift from her daughters. Mrs. Tarabow stated she had a wonderful time at the 150th birthday celebration of Los Angeles, and wished the children of Hereford could have seen the parade. She also had the pleasure of going seven miles out in a boat to spend the day fishing with friends.

TRY A WANT AD IN THE BRAND

FREE-- EXAMINATION



Do you want to know why your hair is falling out? It could be that the scalp is too tight, and the hair is not getting enough nourishment. Electrical application will overcome this. If your hair is dry and breaking off, the ends dead, you need to come in and take an H Q Z oil medication treatment with our arno steamer scalp machine. We have the only one in town. We also guarantee to cure dandruff and stop falling hair. If your hair is thin, we guarantee to grow new hair for you. Mrs. Smart specializes in all scalp diseases.

Free Examination and Advice.

SMART MARINELLO BEAUTY SHOP

Phone 492

Furniture and Rug Sale

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

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

Our Radios Are Wonderful.

We Sell Pianos and Sewing Machines.

E. B. BLACK COMPANY

ONE CENT SALE!

Just 2 More Days

TWO FOR THE PRICE OF ONE PLUS ONE CENT!

CORNER DRUG STORE

THE REXALL STORE

Whiteface Players--Don't Forget Your Free Malts!