

Whitefaces Meet Bucks At Whitedeer Tomorrow Afternoon

AROUND TOWN

Sights and Faces Seen

Scene in Streu Hardware last Saturday afternoon: A customer asked for links to repair his mud chains.

Miller Auto store is adding additional space to its business quarters by remodeling an el in the back which extends behind the Hereford News Stand.

Alex Thompson ran boundary lines for the new Davis-McCracken building last week.

Some smart person might figure out a pretty accurate way of learning how much rain has fallen over the county by using the Saturday crowds in Hereford as an index.

Now is the time to trot out your pet cold remedy for there is certainly a siege of the disease sweeping Hereford.

Speck Lunsford says that he received more comment on his "Wizard of Oz" sign in front of the Star Theatre than on any other he has used recently.

Brother will renew rivalry with brother when Coach Tommie McCollum of the Whitefaces, pits his team against the Whitedeer Bucks, coached by Gene McCollum, on Whitedeer field at 8 o'clock tomorrow night.

A game scheduled with Whitedeer last year was called off on account of numerous injuries in the Whiteface camp following a game with Happy.

This season, though, finds the Hereford eleven in fine condition with the exception of two players, Lisenbee and Worley. Lisenbee, who has been going the whole route in most games so far this season, will relinquish his guard post to Brock who will be shifted from end.

Plenty of spirit and confidence is in evidence on the Whiteface practice field this week with cries of "Get Whitedeer," being heard as the squad smash, run, and pass in scrimmage.

Wesley Guthrie is looking good in round end plays this week and may see plenty of service in the Whitedeer game.

Ends for the Whitedeer game will be played by Smith and Fox. Estes will be at center and Ford will be the other guard, and Schumacher, Johnson, and Loerwald are providing a reliable brand of blocking and power drives.

(Continued on Page 10)

Born In Saar Valley, War Interesting To Father Of Gaston Baer

Rites Held For Mrs. Landis, Mother Of Former Brand Editor

Funeral rites were held in Amarillo Saturday for Mrs. Clara D. Landis, a pioneer of 50 years residence in Potter county.

She was the mother of DeWitte Landis who was editor of The Brand from the fall of 1933 to 1935. Mr. Landis is now manager of Radio Station KFYO in Lubbock.

The funeral was preached by Rev. Roy C. Snodgrass.

1940 Pontiac And Buick Announced

With four series, one entirely new Pontiac for 1940 is introduced to Hereford this week by Norton Motor Co.

The same Silver Streak styling which has characterized Pontiacs for several years is intensified this year. One brand new model has been brought out, the Torpedo Eight. Other series are the Special Six, the De Luxe Six, and the De Luxe Eight. Seventeen body types are available.

Norton Motor Co. is also dealer for Buick which is being announced this week. The new Buicks, in several series, are being called the "Best Bet For 1940."

Recruits Sought For U. S. Marine Corps

The United States Marine Corps is now making a methodical canvass of inland towns—particularly rural communities—with the view of finding the very best young men possible for enlistment in the Marines.

Requirements for enlistment remain the same—between 18 and 30 years of age, white, unmarried and without dependents, not less than 54 nor more than 74 inches tall, of good moral character, and of excellent physical condition.



ONLY ONE OF THE FARMERS PUTTING DOWN ENSILAGE this fall, Cecil Gunter, who farms about five miles northwest of Hereford, is shown standing with a rich growth of the atlas sargo he is storing as ensilage in the trench silo where a truck is shown being unloaded.

TRENCH SILOS HERALD NEW ERA OF SCIENTIFIC FARMING NEAR HEREFORD

Plans Announced For WTSC Exes At Homecoming

CANYON, Oct. 12—West Texas State College ex-students are preparing for their greatest Homecoming on October 28, and former students living in Deaf Smith county will be asked to nominate a candidate for Homecoming queen.

This year's program is so large that a circus tent will be rented and pitched near Cousins Hall. It will house the Monte Carlo cantina, where games of various kinds will be directed by Guy Harp.

Bellah Announces Closing Out Sale

Closing out sale of Bellah's Food Store and Market this week end was announced by Dick Bellah. Mr. Bellah, who purchased the store from Frank Gyles, gives Monday, October 16, as the closing date for his business here.

The location of the Bellah store has seen a varied history of groceries. J. H. Cardwell, started and operated a grocery there until 1919 when he sold it to Frank Gyles and J. R. Rutherford.

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McDonald Entries Win Coveted Show Awards

Winner of four of the important awards made in the Eastern New Mexico State Fair Hereford Show was D. L. McDonald whose senior bull calf, Prince Blanchard 32nd was judged reserve champion; whose senior heifer calf, Donna Anna 41st, was reserve champion; whose junior heifer calf, Princess Domino Mischief 2nd, was declared grand champion; and four sons and daughters of Advance Domino Mischief won the get of sire prize.

Mr. McDonald has a farm near Hereford which is run by his sons, John and Dave. He will be remembered as the first man to put down an irrigation well in this county.

8500 TONS ALREADY DOWN

Storing of ensilage in trench silos to carry cattle, sheep and hogs through the winter is definitely out of the experimental stage and is now playing a large part in the scientific programs outlined by progressive farmers of Deaf Smith County.

To date approximately 8500 tons of ensilage is in trench silos over the county and the cutting has not been completed. Field corn, Atlas Sargo, sweet sorghums, and other grain sorghums are being cut.

Most of the ensilage is cut in the field with a regular ensilage cutter and loaded into trucks which follow the cutter on its way around the field.

Average yields have been about 20 tons to the acre. Trench silos will average holding 300 tons.

(Continued on Page 10)

New Postoffice Work To Start In Two Weeks

Actual construction work on the new Hereford Postoffice will start about October 20, Mr. Bateson of the Dallas firm of Parks-Bateson, announced last week while here to look over the ground.

A large steam shovel will be imported to dig the basement. That phase of construction is expected to be completed in three days. After that concrete will be run with December 1st as the probable date for finishing that. Contract let by the Federal Government calls for the entire building to be completed in 210 days, approximately seven months, or by next May.

Mr. Bateson stated that he would like to use local labor and equipment, "as far as available" in building the office. The vacant lot north of the Star Theatre will be the location.

Scout Official Training School To Be Held

A Scout training school will be held Tuesday night, October 17, at the Scout Hut, announces Urline Streu, Scoutmaster.

Purpose of the school is to fit men for the jobs of scoutmaster, assistant scoutmaster, troop councilman, troop committeemen, and other positions, conducive to better scouting in Hereford.

All men who are interested in boys are invited. The course is presented by Chester L. Dunlap, field executive of the Llano Estacado Council, and is free of charge.

Mrs. Hill And Daughter Return

Mrs. O. G. Hill and daughter, Orvella, returned home Saturday after spending seven weeks in a New York City Hospital following a car accident. They made the trip to Amarillo by plane and were met there by members of the family from here.

FSA Office Closed For District Meet

Farm Security Administration employees of the local office will be in Childress Wednesday through Saturday of this week, Jim Williams, administrator, announces. They will attend a district FSA meeting.

Those making the trip are Jim Williams, Mrs. Gladys Davis, and Mrs. Ozora C. Matthews.

Rains Boost Deaf Smith Wheat Prospects; Crops Are Excellent

Two Injured As Cars Collided Last Friday

Two persons were injured and six were shaken and bruised late Friday evening when a car driven by A. H. Streu was in a collision with one driven by W. A. Scales, of Dawn, about five miles East of Hereford on the Canyon highway.

The party in the Streu car were returning from the Hereford-Dumas football game at Dumas.

Those injured were Helen Frances Streu, who had ligaments torn in her left shoulder, and W. A. Scales, who received a broken arm.

Other passengers in the Streu car besides Helen Frances and A. H. Streu were Lem Carlyle, Jimmie Gilentine, Mary Nell Trimble and Margaret Anne Miller.

The left side of the Streu car was taken off in the wreck. Front wheel, front fender, runningboard and rear fender were taken off. The rear wheel was bent out of line. The other car was not damaged as severely.

The cars sideswiped as they met, the Scales vehicle traveling East and the Streu car traveling West.

Deaf Smith County wheat crops are in excellent condition, and subsoil moisture indicates that wheat prospects right now are the best that could be wished for, Alex R. Bateman, county agent, said this week, after rains had fallen over the weekend.

The rains came as a life-saver to some wheat crops, one man reporting that his was dying and he was preparing to irrigate it when the rain came. Communities report that wheat has grown noticeably since the moisture soaked in, whereas before the rain it was standing still.

The rain was general over the county and averaged about one and one-fourth inches. Wheat in the extreme northwest of the county is in the best condition, having gotten off to an early start. Many farmers have land yet to be sown and many were just finishing "dusting it in" when the clouds gathered.

To benefit immensely from the moisture will be volunteer wheat which should now make excellent grazing. Pastures will be helped and cut row crops may sprout out and furnish some grazing before a killing frost strikes.

Wheat regions all over the Panhandle were benefited by the rain, according to news reports from other sections. Cooler weather has been forecast for the next few weeks.

Wheat allotment for the Panhandle was raised 250,000 bushels for 1940, due to a decrease in the carryover and anticipated greater demand.

Program Complete For Monday Night Scouting Exhibition At Auditorium

New Cars In Auto Section

This issue of The Brand carries a special automobile section. In it are advertisements of the new models as well as accessory ads.

Automobiles advertised are the Ford, Chevrolet, Pontiac and Oldsmobile.

Chevrolet To Be Shown Saturday

"We invite the public to come in and see the new 1940 Chevrolet Saturday, when it will be on display for the first time," Brumley-Woodford Motor Co., dealers, announce.

The new car features "Royal Clipper" styling for new beauty and embodies numerous mechanical improvements to assure greater power, acceleration and smoothness of operation.

Chevrolet's exclusive vacuum gear shift, and its knee-action suspension have been continued in the new cars.

Brumley-Woodford are also dealers for the Oldsmobile which is already out with its 1940 models. One of the outstanding features of the Olds is a new Hydramatic transmission available on all models which combines a liquid clutch with an automatic transmission.

"Program plans have been completed and everything is in readiness for the most comprehensive exhibition of Scouting we have ever presented," Urline Streu, Scoutmaster, announced this week as he discussed plans for the Scout celebration, Monday night, October 16.

The time is 8 o'clock and the place is the high school Auditorium.

The night has been officially designated as Parent's Night, and all parents of Boy Scouts or prospective Boy Scouts, members of the Lion's Club and their families as well as the general public, are invited to be present.

One of the highlights of the program will be presentation of the Troop Charter for 1939-40 by Chester L. Dunlap, field executive of the Llano Estacado Council.

The program to be presented, in which all Scouts will take some part, has been announced as follows:

(Continued on Page 6)

Mrs. Bell Third In Radio Contest

Among the winners in Zale's Jewelry Company's radio contest is Mrs. William Bell, who won third prize, a \$37.50 Bujuva watch. She went to Amarillo Tuesday to get the prize.

The contest was sponsored over Station KGNC during September. Requirements were for entrants to write a four to eight line verse in which the name, Zale, was used.

Bill Elkins Breaks Forearm In Fall

Bill Elkins, old time cowpuncher, received a broken arm last Friday night when he fell down the cellar steps of the John Purcell home near Ende, N. M. The left forearm was the member affected.

Weather Chart

Table with 2 columns: Day and Temperature. Rows for Thursday, Friday, Saturday, Sunday, Monday, Tuesday, Wednesday.

Special School Age Matinee Offered

Feeling that the show, "The Wizard of Oz," is of more than ordinary interest to all school students, Speck Lunsford, manager of the Star Theatre, has announced that special prices will be in effect Monday afternoon.

Children under 12 years of age will be admitted for five cents and all school children over 12 will be charged only fifteen cents to see the show.

"The Wizard of Oz," which shows at a prevue Saturday night, and then, Sunday and Monday, is a universal favorite in book form, and the same appeal is carried over into a magnificent technicolor film.



We Give S&H Green Stamps!

GILLETTE TECH RAZOR and 5 Gillette Blue Blades— ALL FOR 49c

Just Arrived . . . Big Assortment Whitman's Candies

Headquarters for School Supplies!

CITY DRUG STORE WE ARE AIR CONDITIONED! ALWAYS COOL! — PHONE 100

Exhibit Of Canned Goods Is Counted Success Here Saturday

Home Demonstration Clubs of Deaf Smith County exhibited canned fruits, vegetables, soups, and juices in the showroom of Ireland Motor Co., last Saturday.

Attendance was not as good as expected due to the threatening weather, but the exhibit was very gratifying, Miss Sadie Lee Oliver, CHDA, reported.

Miss Marie Ludwick, CHDA, Dumas, led a discussion of the products exhibited. Individual entries consisted of one jar of canned fruit and one jar of canned vegetables.

Highlights of displays included gooseberries grown by Mrs. Lee C. Moore of Fairview, fresh Gem Everbearing Strawberries, grown by Mrs. N. G. Elliston, Wyche; canned cherries grown by Westway residents; squashes and pumpkins in variety grown in each community represented.

We regret that a list of the Dawn exhibits and exhibitors is not available but a most creditable display was made by that club. Seven places were won on canned foods.

Westway won four places. Two were on grape juice and cherries grown in the community.

The North Hereford Club display included Jerusalem-artichoke (Helianthus tuberosus) plants and edible tubers, sprays of wonderberries, pumpkins, Nates Carrots, Pinto beans and other fresh vegetables. Fifteen places were won on canned foods.

In the fresh vegetable display Mrs. Ira Ott furnished butter beans, okra, Porter tomatoes; Mrs. G. H. Reeves furnished a large blue banana squash, a corn pink banana squash, a corn squash, sweet potato squash, and an unnamed variety. Mrs. H. B. Elliston sent carrots, parsnips, cream peas, chowder peas. Mrs. Mary Arnold sent watermelon, cantaloupe, black eyed peas, tomatoes, carrots; Mrs. D. H. Carmichael, sent peppers; Mrs. H. D. Ferguson, pumpkin and Mrs. G. E. Thiele, parsley.

Twenty seven names of exhibitors were filed from the Wyche Club.

Those who registered present at the exhibit were Mesdames Al Werner, Henry Allmon, Westway; Carl Wimberley, W. A. May, H. E. Miller, Dawn; C. G. Robbins, Frank Wilde, Miss Dorothy Dee Wilde, Pauline Parker, Henry Koelzer, George Parker, G. A. Frye, Browning, and Miss Jessie Browning, North Hereford; W. P. Graham, R. L. Cocanougher, F. D. Ferguson, G. H. Reeves, George Robertson, Wyche; R. J. Colman, and Miss Georgia Nell Coleman, Messenger.

Three places were awarded as follows:

- Peaches: 1. Mrs. Maurice Tannahill, Westway. 2. Mrs. Mary Ott, Wyche. 3. Mrs. H. R. Cocanougher, Wyche.

- Apples: 1. Tied—Mrs. George Robertson, Wyche; Mrs. Clinton Hom-

feld, Bippus.

- 2. Mrs. Oscar Vaughn, North Hereford.
- 3. Mrs. Browning, North Hereford.

Beets

- 1. Mrs. W. A. May, Dawn.
- 2. Mrs. Merlin Kaul, Westway.
- 3. Mrs. Lee C. Moore, Fairview.

Beans

- 1. Mrs. J. M. Stone, North Hereford.
- 2. Mrs. G. A. Frye, North Hereford.

Pickles—Beets

- 1. Helen Frances Elliston, Wyche.
- 2. Mrs. E. J. Boeskin, Wyche.
- 3. Mrs. M. H. Koelzer, North Hereford.

Grape Juice

- 1. Mrs. Al Werner, Westway.

Green Beans

- 1. Mrs. T. H. Teague, Wyche.
- 2. Mrs. R. A. Frye, Dawn.
- 3. Mrs. W. P. Graham, Wyche.

Peas

- 1. Mrs. Grady Parsons, North Hereford.
- 2. Mrs. R. L. Cocanougher, Wyche.
- 3. Mrs. H. E. Miller, Dawn.

Greens

- 1. Mrs. J. D. Burgess, Wyche.
- 2. Mrs. H. R. Cocanougher, Wyche.
- 3. Mrs. Carl Wimberley, Dawn.

Carrots

- 1. Mrs. George Parker, North Hereford.
- 2. Miss Bettye Jo Boeskin and Florella Boeskin, Wyche, Tied.

Pumpkin

- 1. Mrs. S. H. Browning, North Hereford.

Okra

- 1. Mrs. G. A. Frye, North Hereford.

Squash

- 1. Mrs. D. C. Williams, Wyche.

Corn

- 1. Mrs. A. D. Godwin, Hereford.

Soup

- 1. Mrs. M. H. Koelzer, North Hereford.
- 2. Mrs. Carl Wimberley, Dawn.

Tomato Juice

- 1. Mrs. Carl Wimberley, Dawn.
- 2. No name.
- 3. Mrs. B. Lee Cocanougher, Wyche.

Cherries

- 1. Mrs. John Kropff, North Hereford, and Mrs. N. G. Elliston, Wyche, tied.
- 2. Mrs. G. C. Hartman, Westway.
- 3. Mrs. R. A. Frye, Dawn.

Black Cherry

- 1. Mrs. J. M. Stone, North Hereford.

Plum

- 1. Mrs. N. G. Elliston, Wyche.
- 2. Miss Georgia May Reeves, Wyche.
- 3. Mrs. G. A. Frye, North Hereford.

Guests last week in the home of—Mr. and Mrs. Paul Mathers included Mrs. Mathers' aunts, Mrs. C. L. Mayes and Miss Shelley Lee of Munday.

Westway Items

MRS. MERLIN KAUL

Mr. and Mrs. Robert Vlegel and children of Ward were visitors in the Maurice Tannahill home Friday night.

Mr. and Mrs. Guy Lawrence and Nelda Guy of Hereford were dinner guests Sunday in the Merlin Kaul home.

Mr. and Mrs. Grady Wilson and family, Carl Norris, Mrs. Merlin Kaul and sons were dinner guests in the Hughes Millard home in Hereford Friday.

Mrs. Hughes Millard and Mrs. M. S. Roe and little son, Monty Morris, of Hereford, visited Thursday afternoon with their mother, Mrs. Grady Wilson.

Mrs. R. M. Gunn, Mrs. Joe Landers, Vesta Mae and Ross Joe visited Friday with Mrs. Guy Lawrence and Nelda Guy at Hereford.

Rain which amounted to 1.26 inches fell here Saturday afternoon and night. This moisture was badly needed to bring up wheat which had been sown.

Some farmers have been waiting for moisture before finishing their sowing.

There was no church service or Sunday School here Sunday because of the inclement weather.

Mr. and Mrs. J. A. Roe and Mrs. Vina Edmondson and James Nolan Edmondson spent Sunday in Hereford and helped Mr. and Mrs. M. S. Roe move from the Hughes Millard home, where they have been staying until their own home was ready for occupancy.

Mrs. Guy Lawrence and Nelda Guy of Hereford visited Wednesday in the R. M. Gunn home.

A son weighing 8 1/2 pounds was born last Sunday night to Mr. and Mrs. Sam Stanford of Morton. The baby was not strong and was rushed to the hospital at Lubbock for treatment but passed away Wednesday. Burial was made at Morton, Mrs. Stanford was formerly Miss Arleta Lundry of this community.

Carl Norris is assisting Ellis Wilson at his filling station at Hereford. He has been working for Grady Wilson most of the

Ward News

MRS. CHARLES B. MILES

Rev. Merle Grigsby of Plainview will be here Sunday to fill his regular appointment. Every one is invited to hear him.

Frank Stiver who has been in bad health for sometime is now confined to his bed.

C. E. Hood returned from Cedarridge, Colo., with a truck load of honey, Tuesday.

Mrs. Blanche Gardner and son, Joe Bob, of Amarillo, spent last week visiting her sister, Mrs. Bill Hutson and family.

Mr. and Mrs. Mark Agee moved to Amarillo last week.

This community received one and one-half inches of rain Saturday and Saturday night, which will be of great benefit to the

Bellview News

MRS. R. H. JOHNSON

This community had a nice rain Saturday and Saturday night. Almost an inch of moisture fell. What wheat that was up will be benefited and the rest will come up. Row crops are about all harvested.

Mrs. Spurlock and Syble visited their daughter and sister in Las Vegas over the week end.

Mr. and Mrs. H. E. Chandler of Portales visited their parents, Mr. and Mrs. R. H. Johnson, here, and Mr. and Mrs. L. M. Chandler at Endee.

Bethel Items

MRS. E. R. ROTHWELL

We are all rejoicing over the fine rain that fell Saturday and Saturday night. We had one and seven-eighths inches.

Mr. and Mrs. Frank Stoner of Trenton, Mo., nephew of Mrs. John Smith, and Mr. and Mrs. Joe Tramer, cousins, from Janesport, Mo., visited in the John Smith home last week.

Ivor Bagwell lost his sudan straw stack by fire while threshing last week. The machine was moved without any damage. The origin of the fire is not known.

Mr. and Mrs. E. R. Rothwell, Mrs. Harry Rothwell and Marlene were in Hereford Saturday.

Homer Terrell and family were in Hereford Saturday.

Missionary Society met last Wednesday after a three month vacation. Five members were present.

Mrs. F. W. Jones of Olton visited her parents Mr. and Mrs. E. W. Cawthon last week.

Tech Provides Classroom For Showing Films

LUBBOCK, Tex., Oct. 12—A 50-student classroom for showing visual instruction films is being equipped at Texas Technological college, to be used by all departments of the college. Seven classes in agriculture, English, and foods have already been scheduled, Janet McDonald, head of the visual aids department, said.

The visual instruction library of more than 300 reels covers 248 subjects, a service started two years ago for use in public schools of this area. Addition of 45 new films and a suitable classroom have made extensive use in college work possible for the first time this year.

Reels cover the following subjects: agriculture, art, athletics, entertainment, geography, history, home economics, industry, literature, music, nature study, primary grades, psychology and education; safety, sanitation and health, science and social hygiene. Colleges, public schools, clubs and churches use the films for a small rental fee.

Mr. and Mrs. H. G. Conkwright left Friday for Winchester, Ky., where they are this week transacting business and visiting relatives. They were accompanied by Mr. and Mrs. Louis Woodford who will also visit relatives.

AUCTION SALE!

FRIDAY, OCTOBER 20th

We will sell at Public Auction at our place of business in Happy the following farm machinery. Sale will commence promptly at 10:30 A. M. Come rain or shine — in case of bad weather the sale will be held on the inside.

Free Barbecue at Noon!

- 10 TRACTORS: 2 Model L Case Tractors on rubber — thoroughly rebuilt and positively are guaranteed. 1 Model L Case Tractor on steel — is thoroughly rebuilt and positively is guaranteed. 3 Model L Case Tractors on steel — are thoroughly reconditioned and in good shape. 2 Model CC Case Row-Crop Tractors on rubber, thoroughly rebuilt. 1 Model CC Case Tractor on rubber, high gear road speed, good. 3 Planting and Cultivating attachments with Row Crop Jobs, will be sold with or without. 1 15-30 International Harvester Company Tractor.
- 6 ONE-WAY PLOWS: 3 10-Foot Case Wheatland Disc One-Way Plows, 23 inch blades, good condition. 1 8-Foot Case Wheatland Disc One-Way Plow, 23 inch blades, good condition. 1 8-Foot Oliver One-Way Plow, 26 inch blades, good condition. 1 9-Foot John Deere One-Way Plow.
- 2 FIELD TILLERS: 1 12-Foot Case Field Tiller, good condition.
- 1 12-Foot I. H. C. Field Tiller, good condition.
- 2 WHEAT DRILLS: 2 No. 7 Dempster Wheat Drills, complete with hitch attachments.
- 2 THREE-ROW DRILLS: 1 3-Row Case Lister, complete with furrow guide wheels and planting attach's. 1 3-Row John Deere Lister.
- MISCELLANEOUS ITEMS: 1 G-10 Case Hammer Feed Mill, good. 1 6-4-50 Drive Belt. 1 Case Silo Filler, good condition. 1 3-Section Harrow complete with leads. 200 Feet of 4 1/2 inch Well Casing. 1 2-Row Lister Cultivator horse drawn.
- NEW EQUIPMENT: 1 16-10 Case Wheat Drill steel box latest out, brand new. 1 10-Foot Grand Detour Case Plow, 23 inch blades, brand new.
- FORD V-8 PICKUP: 1 1937 Ford V-8 Pickup good condition.

Other items not listed here will also be included in this sale. Liberal terms will be offered on certain items to be announced at the time of sale.

HAPPY IMPLEMENT CO. HAPPY, TEXAS J. I. CASE DEALERS J. C. DOWD, Mgr. H. L. Bock, Happy, Auctioneer Wm. F. Miller, Clerk

Thanks,

TO MY FRIENDS AND CUSTOMERS

In announcing the sale of the Magnolia Agency to J. B. Gould, I wish to take this means of expressing my sincere appreciation for the favors extended me by my friends during the years I operated the business. I also wish to assure each of you that I will be glad to assist you at any possible time.

I wish to join Mr. Gould in inviting your continued patronage of Magnolia products, for I feel that he will serve you to the best of his ability, and that you will be well satisfied at all times.

Again, I thank you with the knowledge that your friendship and patronage will always be remembered, and ever appreciated.

W. J. (Bill) Smith

ANNOUNCING



Purchase of the Magnolia Agency in Hereford by J. B. GOULD

I wish to invite your patronage of Magnolia Products upon a basis of Quality and Efficient Service. I am making Hereford my home. I like the community and the people, and wish to personally invite you to visit me at the Magnolia Warehouse across the Santa Fe tracks.

Farm Service

Farm service will continue to be a feature with the Hereford Magnolia Agency. We want you to feel that our products are as close as your telephone or your mail box. In time, I hope to meet ever customer and invite you to visit me at any time.

J. B. Gould



### Congressman Marvin Jones Gives Views On Neutrality Legislation

In a communication to The Brand, Marvin Jones, congressional representative from this district, expresses his opinion of the present neutrality act and of the proposed act now being considered by Congress. The opinions follow:

The present embargo act is not a neutrality act. I think we should have a neutrality act. It is our best hope of keeping out of war.

The present embargo act, covering only certain articles, leaves us wide-open to grave dangers.

Do you know that under the existing act:

1. American vessels may go into any sea, even in the face of danger from mines, submarines and aircraft of belligerents, and that such vessels may carry scrap iron, scrap steel, copper, brass, oil, and other essential war materials to belligerents.

2. American citizens may travel on American or other neutral ships through areas made dangerous by mines, aircraft and submarines of belligerents.

Motor trucks and tractors may be exported to belligerents, but not armored trucks, and that brass tubing in pipe form may be exported to belligerents if not in actual shell form, and that lead in the form of bars or in mass form may be exported to belligerents, and that steel for guns may be exported to belligerents if not in actual gun form.

4. American exporters may sell all of these goods and many other articles to belligerents without transfer of title to the purchaser, which means that American goods on the high seas are subject to destruction by belligerents.

5. Trucks and tractors containing engines that may be installed in airplanes or tanks may

be exported to belligerents.

In other words, arms, ammunition and implements of war cannot be exported to any belligerent state, but the material that is necessary to manufacture them can be.

Do you know that practically all of the articles named above and many others have already been listed by the warring nations on both sides as contraband and subject to seizure, and the vessels carrying them subject to destruction by mines, torpedoes and aircraft.

The existing embargo law permits our ships to carry articles to Europe now classed as contraband, which in 1938 amounted to \$1,035,000,000. Only \$225,000,000 worth of our products out of an export trade of \$1,216,000,000 can go abroad without risk of seizure.

So long as our ships are allowed to carry many articles listed as contraband, which they may do at the present time, we are subject to "incidents" and ultimate involvement.

If we ignore our trade altogether, it is only logical to predict that unemployment relief rolls will grow and that farmer and businessman alike will suffer. If we permit goods to be shipped as under the present act, we are taking a serious risk.

If we sell them on a cash and carry basis, requiring that title be passed in this country and that they be carried in the purchaser's own vessels, we will be in far less danger than under the present act.

This is the wiser course and the surest road to peace.

Mr. and Mrs. Paul Roberts and son of Eagle Lake, Tex., accompanied by Mr. and Mrs. G. D. Neely of Littlefield, were guests in the home of Mr. and Mrs. Wiley Roberson, Sunday.

### Comely 'Refugee'



Wilma Birth of Chicago was among the prettiest American refugees arriving from war-torn Europe aboard the S. S. Volendam, a Dutch vessel.

Mrs. Mazel Atchley and son of Canyon spent the week end in the home of her parents, Mr. and Mrs. J. R. Oglesby.

W. C. Neill visited in his old home town, Merkel, last week. Mr. and Mrs. Claude Ware and children attended the funeral of Mrs. Ware's aunt in Wildorado last week.

Mr. and Mrs. J. A. Noland, accompanied by Wesley Cox of Bellview, visited relatives in Waco last week.

There were fifty-one present in Sunday School Sunday. Miss Katherine Easter visited in the home of her parents in Dimmitt this week end.

Rev. and Mrs. Naylor and children of Friona were here Sunday. Rev. Naylor held services in church.

Everyone took a covered dish and had lunch in the L. L. Cannon home Sunday.

Several high school students from Summerfield attended the football game in Dumas Friday.

Mr. and Mrs. Tom Kingston of Canyon were visitors in the Bernard Roberson home Tuesday.

The R. A. met Sunday afternoon in the church.

Mr. and Mrs. L. Hookert returned from a visit with friends in Trinidad, Coio.

Charles Ivey and son of Ard-

### Summerfield

HELEN OGLESBY

The inch and a half rain was appreciated very much by the members of this community.

Mrs. Rose Euler Browder of New York City is visiting her mother, Mrs. August Euler and other relatives in this community.

Mrs. Lee and children, Mrs. Wiggers and children, Imogene and Jewell Clark and Charley Kemp visited in the home of Mr. and Mrs. Elmer Northcut in Bellview, last week end.

### NO. 1831 OFFICIAL STATEMENT OF FINANCIAL CONDITION OF THE

### First State Bank

AT HEREFORD  
State of Texas, at the close of business on the 2nd day of October, 1939, published in the Hereford Brand, a newspaper printed and published at Hereford, State of Texas on the 12th day of October, 1939.

### RESOURCES

Loans and discounts, on personal or collateral security	\$150,234.73
Loans secured by real estate	9,391.85
Overdrafts	160.37
Acceptance of other banks	NONE
Securities of U. S., any State or political subdivision thereof	42,500.00
Other bonds and stocks owned	NONE
Customers' bonds held for safekeeping	NONE
Banking house	4,500.00
Furniture and fixtures	1,500.00
Real Estate owned, other than banking h'se	970.98
Cash and due from approved reserve agents	\$32,982.11
Due from other banks and bankers; subject to check on demand	6,465.70
Stock and/or assessment Federal Deposit Insurance Corp.	NONE
Liability, account assets sold with or without recourse, where bank has agreed verbally or otherwise to repurchase or guarantee payment thereof before, at or after maturity	NONE
Other resources	NONE
<b>TOTAL</b>	<b>\$748,705.74</b>

### LIABILITIES

Capital stock \$50,000.00	
Income Debentures sold	25,000.00
Total Capital structure	75,000.00
Surplus Fund	NONE
Undivided profits, net	12,515.86
Reserve for	NONE
Dividends Unpaid	NONE
Due to banks and bankers, subject to check	787.71
Individual Deposits subject to check, including time deposits due in 30 days	602,747.05
State Funds on Deposit	NONE
Time Certificates of Deposits	54,131.41
Cashier's Checks, outstanding	3,543.71
Bills Payable and Discounts	NONE
Customers' bonds Deposited for safekeeping	NONE
Liability, account assets sold with or without recourse, where bank has agreed verbally or otherwise to repurchase or guarantee payment thereof before, at or after maturity	NONE
Other Liabilities	NONE
<b>TOTAL</b>	<b>\$748,705.74</b>

STATE OF TEXAS,  
County of Deaf Smith:

We, C. B. WILLIAMS, as President, and C. C. ACKER, as Cashier of said bank, each of us, do solemnly swear that the above statement is true to the best of our knowledge and belief.

C. B. WILLIAMS, President,  
C. C. ACKER, Cashier.  
CORRECT-ATTEST:  
MILES ROBERSON  
J. A. FITMAN  
E. S. IRELAND

Directors,  
Subscribed and sworn to before me this 10th day of October, A. D. 1939.  
RICHARD BARNARD  
Notary Public,  
Deaf Smith County, Texas.

### LOCALS

Mrs. D. C. Bryant and small son, John David, are spending the week in Ralls, Texas, with her parents, Mr. and Mrs. J. D. Smith.

Mr. and Mrs. M. C. King and James H. Jenkins of Panhandle, and Mrs. Ross Willmeth of Roswell, New Mexico, were week end visitors with their mother and grandmother, Mrs. E. J. Williams.

more, Okla., are now making their home with the Henry Kendall family.

Mr. and Mrs. Carl Neighbors are renovating their home. There are several in this community on the sick list this week suffering from light attacks of influenza.

The Summerfield School is observing fire prevention week.

Among the nominations at Hardin Simmons University for candidates for the Who's Who in Colleges and Universities are Wayne Evans, son of Joe Evans, and L. B. Russell, son of Mr. and Mrs. W. H. Russell. Qualifications are based on scholastic records and campus activities.

When girls from the Panhandle complete the organization of the "Panhandle Club" at T. S. C. W. at Denton this week, among the members listed will be Helen Ann Snyder, Nancy Millard, Viola Phillips, Louise Frye and Betty Sue Henslee of Hereford.

**NOTICE**  
We are moving this week to 102 West Thirt Street, first door west of Texas Grocery and Market.

We can use two or three ladies between the ages of 18 to 30, who want to learn to make pictures and do Photo Color work. Small salary while learning.

HANNA & HANNA  
41-1tc

**VISITS CARLSBAD CAVERNS**  
Mr. and Mrs. Homer Brunley were in New Mexico for a short vacation trip last week. They visited Carlsbad Caverns and other points of interest in that state.

Miss Lois McCaslin spent the past week end at her home in Canyon. She visited her mother, Mrs. Nancy McCaslin who is matron of Randall Hall at W. T. S. T. C.

**WALCOTT REVIVAL**  
The revival meeting being held at the Walcott School by H. M. Redford, pastor of the Christian Church, will close next Friday night, October 13. Splendid co-operation upon the part of an appreciable portion of the residents has characterized the meeting. The pastor wishes especially to express appreciation to the school authorities and to the teachers for their co-operation.

# REMOVAL SALE

We're Leaving Town ... Specials are Good for FRIDAY - SATURDAY - MONDAY!

PEAS Brimful	2 Cans	25c	OXYDOL Per Package	19c
SOAP P & G	5 Bars	15c	COFFEE Maxwell House or Folger's	25c Lb.
PICKLES Sour or Dill	Quart	13c	CHERRIES No. 2 Size Can	2 for 25c
DATES Per Package		8c	JELLO All Flavors	Pkg 41c

# SUGAR 10 Lbs. 59c

MARSHMALLOWS (8-OZ. PKG. 8c) - 16-Ounce Pkg.	14c	CORN FLAKES White Swan	2 for 17c
CLEANSER Light House	2 Cans 9c	CORN No. 2 Size	3 Cans 25c
BAKING POWDER K-C - 25c Size	17c	MATCHES Carton of 6 Boxes	14c

MEATS		VEGETABLES	
BACON SQUARES Per Lb.	14c	SPUDS 10 Lbs.	19c
BUTTER Per Lb.	26c	ORANGES Dozen	17c
FISH Tenderloin of Cat	Lb. 19c	CABBAGE Per Lb.	24c
SLICED BACON Pound Package	25c	GARPEFRUIT Each	6c
OYSTERS Extra Select	Pint 39c	CARROTS and BEETS 3 Bunches	10c
PORK STEAK Per Lb.	19c		

**WE THANK YOU....**  
We wish to take this means of expressing our appreciation to those who have patronized us during the time we have operated our Hereford store. Your patronage has been generous, and we like this community. Operating both the Canyon and Hereford Stores is too much of a task to afford personal supervision, and for that reason we deem it advisable to remove our Hereford Store. Again, we thank you—and invite you to take advantage of our Removal Sale Specials!

**MONDAY, OCT. 16th IS OUR LAST DAY**  
**BELLAH'S**  
PHONE 81 **FOOD STORE & MARKET** WE DELIVER

# SEMI-ANNUAL PENNEY DAYS

SENSATIONAL TWICE-A-YEAR SAVINGS!



NOT LESS THAN 5% PURE WOOL  
**BLANKETS**  
**\$1.98**

Extra large. 72x84" Plump and warm - with lustrous sateen bindings! Pretty plaids in favorite colors!

Men's 32-Oz. Plaid Melton Cloth

**Jackets**  
Come In! Try One On! ..... **\$2.98**

Men's Heavy Duty MOLESKIN  
**Work Pants**  
Sturdily Sewn. Full Cut! ..... **\$1.49**

Boys' Winter Weight  
**Cotton Unions**  
Sizes 4 to 16—An Unbeatable Value .... **49c**

Men's Colorful SUEDE CLOTH  
**Shirts**  
Warm, serviceable. In a choice of colors .... **98c**

**Blankets \$1.49**  
Gay plaid and Indian designs! Full bed size—large assort.—hemmed ends!

**Parka Hoods**  
Warm and Gay! **98c**  
Girls' perky peaked models or demure bonnet styles in stripes, solid colors. Warm!

25% Wool, Single  
**BLANKETS \$1.00**  
A big value in comfort—Beautiful pastel colors

**"SHOP PENNEY'S—AND SAVE!"**  
**PENNEY'S**

36" OUTING  
**FLANNEL 10c yd.**  
Woven light and dark stripes

Women's Warm Flannelette  
**GOWNS 49c**  
Nice weight—trimmed with hemstitching or embroidery.

A Famous Quality!  
**ACE-RI BROADCLOTH 10c yd.**  
Attractive new fall prints and colors. Vat dyed!

Tailored Rayon Taffeta  
**SLIPS 37c**  
An Unbeatable Value! Striped Rayon Taffeta. Bias Cut.

Men's HEAVY UNDERWEAR  
**47c**  
Good quality ribbed cotton in full standard sizes.

Men's ALL WOOL PLAID  
**Mackinaws**  
Quilted Lining! **4.98**  
Warm, full-fitting, smart Value every way! Full 24-oz. all wool plaid with full belt and smart sports back!



**EXTRA STYLE AND SAVINGS!**  
**Men's Slacks**  
New Fall Patterns! **2.98**

They defy comparison at this low price! Fine quality cassimeres and worsted weaves—plenty of eye appeal. SAVE!

Beautiful Spun Rayon  
**Alpacas**  
All the new Football Colors! .... **49c**

Ladies' Warm, Colorful Tuckstitch and Balbriggan  
**Pajamas**  
Beautiful Pastel Colors ..... **98c**

Children's Knit Cotton  
**Sleepers**  
For cold winter nights. Pastel or Ecru colors **49c**

Ladies' Tuckstitched  
**Vests & Panties**  
Warm, snug fitting. .... **25c**  
CHILDREN'S SIZES .. 19c



Quilted Lining! **4.98**  
Warm, full-fitting, smart Value every way! Full 24-oz. all wool plaid with full belt and smart sports back!



# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

## Music Study Club Has First Study Program At Home of New President

The first study program for the Music Study Club's 1939-40 season was held at the home of the club's new president, Mrs. H. L. Broadwell, Monday afternoon.

## Hallowe'en-Bridge Affair Is Enjoyed At Glenn Weir Home

A delightfully planned affair was the bridge party given by Mrs. Glenn Weir at her home Monday afternoon.

All flowers in dark reds and orange were used throughout the house. In keeping with the nearness of the Hallowe'en season a black cat contest was featured before games of bridge with Mrs. George V. Stambaugh winning the prize.

Mrs. W. L. Davis was awarded high score prize in the bridge games.

After the games, chicken chop suey was served in the dining room. Guests were seated at a large table centered with a low bowl on a mirror placque, filled with small autumn blossoms.

Three surprise gifts were presented to guests finding corresponding numbers at their places. They included Mesdames A. R. Bateman, C. F. Moore and E. B. Hicks.

Those enjoying the lovely affair included Mesdames: Geo. V. Stambaugh, J. T. Gilbreath Jr., J. M. Posey, E. B. Hedrick, Colby Conkwright, J. W. Witherspoon, C. F. Moore, F. L. Lucas, E. B. Hicks, A. R. Bateman, W. L. Davis and Knox Kinard.

## Class Officers Conduct Meeting

New officers for the T. E. L. Class of the Baptist Church were in charge of the meeting held at the church Thursday afternoon. The officers are Mrs. W. A. Dobbins, president; Mrs. Jack Robertson, secretary-treasurer; Mrs. W. A. Long, asst.-secretary; and Mesdames J. H. Miller and George Brumley, captains.

After a business session a shower of gifts was presented to Mrs. J. L. Taylor.

Those present were Mesdames F. E. Bove, J. H. Miller, Jack Robertson, George Brumley, Lee Lambert, Pearl Boyer, Joe Evans, W. A. Dobbins, J. L. Taylor and W. A. Long.

## Lutie Fox Circle Meets At Home Of Mrs. O. L. Click

The three concluding chapters of the study book, "The American City and the Church" were reviewed at the Lutie Fox Circle meeting held at the home of Mrs. O. L. Click Friday.

Mrs. B. M. Wiltshire is president of the organization which is a branch of the Woman's Missionary Society of the Methodist Church. Talks were made by Mesdames J. C. McCracken, Oscar Easley and Mrs. Colby Conkwright discussed the lesson subject taken from the "World Outlook."

The next meeting will be held at the home of Mrs. Easley, Friday afternoon, October 20, at 3 o'clock.

## Band And Orchestra Organization Meets

The regular, monthly meeting of the Band and Orchestra Parents' Association was held at the high school Thursday night.

Cliff Estes presided over the business session. Mrs. Hall Beavers was appointed to take charge of uniform rent and instrument dues. Members voted to place all uniform rent in a special fund for five years or until such time that new uniforms will be necessary. At such time, if all rentals be kept up, the fund will be large enough to purchase new uniforms for the entire band. Uniform rental is three dollars for the school year.

Director Ralph Smith reported that the three new suits recently ordered, had arrived. They included band director suit and two twirler suits.

Director Smith also explained new rulings in the band and orchestra and urged the cooperation of the parents in the matter of home practice.

## MRS. STOKER WILL LEAVE SUNDAY

Mrs. J. B. Stoker plans to leave Tuesday with her sister, Mrs. A. J. Curry and Mr. Curry of Pomona, Calif., for a month's trip to include the New York World's Fair and other points of interest in the east. Mr. and Mrs. Curry will arrive Sunday or Monday and they

with Mrs. Stoker will meet another sister, Mrs. W. C. Veale and Judge Veale of Breckenridge, also a nephew, L. J. Ackers, and his wife of Abilene, at Oklahoma City. From there they will go to Richmond, Va., to attend a national conference of Christian Churches and then the group will go to Washington, to the New York World Fair and other points of interest in the east before going to Florida for a short vacation. On the return trip they will stop at New Orleans, La., and will take numerous side trips to southern points. Mr. Stoker will meet the group at Abilene to accompany Mrs. Stoker home.

## CATHOLIC WOMEN ATTEND BORGER MEET

Among those attending the District Council of Catholic Women held in Borger last week were Mesdames: Ed Loerwald, Agnes Cardinal, Joe Loerwald, Roy Wagner, Mike Koelzer, Felix Urbanczyk, A. J. Ellwart, John Albracht, Misses Adeling Koelzer, Edna Urbanczyk, Louise Wagner and Arnella Reinart.

## Church Group Is Entertained

Officers in the Children's Division of the Methodist Church were entertained with a dinner at the home of Mrs. Jack Wright Friday evening.

Places were laid at a large table in the dining room. The centerpiece was a mound of varicolored petunias.

After dinner the business session was held when plans for the work of the departments were discussed.

Those attending were Mesdames: R. P. Conaway, Ralph White, J. O. Newell, Cecil Lady, Henry Williamson, Tom Carter, Miss Eunice Rutherford and the hostess.

## B&PW Club Members To Attend District Meet At Plainview

Members of the local Business and Professional Women's Club plan to attend the district B&PW meet which is scheduled to be held in Plainview, October 14-15.

Guest of honor and a principal speaker will be Judge Sarah T. Hughes of Dallas, president of the Texas Federation of B&PW Clubs. Mrs. Elizabeth Womble will be the official delegate from the club. She is district legislative chairman and will give a three minute talk on "Legislation."

Those who plan to attend include: Dyalthia Brady, president of the local club, Belle Harris, Jewel Dodson, Florence Wilkins, Viola Gyles, Lavina Gilliland, Vera Byrnes, Ursalee Jacobsen, and Elizabeth Womble.

Making tentative plans to attend are: Ann Holman, Sadie Lee Oliver, Leta Kaul, Gladys Skelton, Clara Wedel and Evelyn Stelzer.



At long last war has succeeded in getting into millady's hair. Here is a coiffure decorated with air craft and cannon decorations in silver. It was demonstrated at a New York hairdressers' convention.

## Mrs. Phillips Gives Interesting Review For Pioneer Club

Mrs. Wirt Phillips reviewed the book, "Dostor, Here's Your Hat," by Joseph A. Jerjer at a Pioneer Study Club meeting held at the country home of Mrs. Carl Frye Tuesday afternoon. Mrs. Burl France was assistant hostess.

The program, built around "Health Patterns," furnished the lesson topic, "Recent Discoveries In Medical Science" which was discussed by Mrs. Bob Higgins. Her talk centered mainly on sulfanilamide, which she said was the newest find in science in the 20th century. She told of its use in cases of pneumonia and meningitis.

Mrs. Phillips' review was an interesting account of what has become of the "Family Doctor." She touched upon what may be expected to take the place of the horse and buggy doctor during the next few years.

Members answered roll call with items concerning "Modern Means of Combating Diseases." Special guests at the meeting included Mrs. Ed East, Mrs. Grimes of Birmingham, Ala., who is visiting her brother, Ed East and family, Mrs. Antoinette Eniger of Chicago, who is visiting her brother, Ray Johnson and Mrs. Johnson at Summerfield and Mrs. Ed Connell, a former Hereford resident and a former member of the Pioneer Club.

Members present included Mesdames: J. W. Spradley, T. E. Seigler, H. D. Reed, Wirt Phillips, F. L. Lucas, Ray Johnson, Allen Bell, J. E. Beyer, Noah Ewton, N. E. Gass, J. M. Gilliland, Bob Higgins, E. S. Ireland, Bernard Robertson and the hostess.

## Cannon Coiffure



At long last war has succeeded in getting into millady's hair. Here is a coiffure decorated with air craft and cannon decorations in silver. It was demonstrated at a New York hairdressers' convention.

## Christian Endeavor In Sunday Meeting

Our study Sunday night was "A Great Trail Maker," the story of Paul. The program was led by J. W. Robinson. Mary Ruth Russell told the story of Paul, Marcia Blue read and explained the scripture, the discussion was led by Mrs. Petersen. After a number of sentence prayers the program was closed by the "Friendship Circle." We had nine members and two sponsors present.

We had a party last Saturday night at the Christian Church. Ten boys and girls and the two sponsors were present. Sandwiches, cookies and lemonade were served. We played a number of interesting games.

## Informal Afternoon Party Is Enjoyed

An informal bridge party given by Mrs. Knox Kinard was enjoyed at her home Tuesday afternoon. Orange and white were the colors featured in appointments. Flower arrangements were of marigolds.

High score award in the games went to Mrs. E. B. Hicks and second high to Mrs. Grant Fuller.

Enjoying the afternoon together were Mesdames: W. M. Emmons, Tom McCollum, E. B. Hicks, Travis Dameron, Glen Weir, Grant Fuller, W. L. Davis, E. B. Hedrick and the hostess.

## Catholic Group Elects Officers

At a recent meeting held at St. Anthony's School, new officers for St. Anthony's Guild were elected. Those chosen were: Mrs. Gene Loerwald, president; Mrs. Pat Filbin, vice-president and Mrs. Ed Loerwald, secretary-treasurer.

Plans were discussed for the activities of the organization for the coming year and delegates were chosen to attend the District Council of Catholic Women, held in Borger last week.

Refreshments were served by Mrs. Felix Urbanczyk and daughters.

## Called To Bedside

Mrs. E. W. Harrison has been called to Amarillo to the bedside of her daughter's father-in-law, Judge Simpson. He is reported critically ill.

## Baptist Women Meet At Church

Circles of the Woman's Missionary Society of the Baptist Church met at the church yesterday afternoon. Mrs. Cliff Estes, chairman of the Nelson Circle appointed committees for the coming year and Mrs. Jim Lipscomb led the Bible lesson on Amos. Mrs. J. M. Gilliland, led the lesson of the Ray Buster Circle on the book of Ezra. Mrs. Owen Stagner is chairman of the Circle. Mrs. Nelson McRight presided in her absence.

## CHURCHES

THE METHODIST CHURCH	
Sunday School	9:45
Morning Services	10:50
Evening Services	7:45
Young People	7 p. m.
Missionary Societies each	
Wednesday	8 p. m.
Attend our services.	

## SERVICES AT THE CHRISTIAN CHURCH

H. M. Redford, Minister	
J. C. Ricketts, Superintendent	
Bible School	9:45-11 a. m.
Morning Worship	11-12 a. m.
Endeavor	6:30-7:30 p. m.
Evening Worship	7:30-8:30
"A Clear Conscience" will be the theme at the morning worship hour next Lord's Day. Special music will be provided by the Young People's Department. At the evening service the pastor will preach on the theme, "A Hand-Sized Cloud." Everyone is cordially invited to attend these services.	

## REVIVAL AT WARD SCHOOL

H. M. Redford, pastor of the Christian Church will begin a two-weeks' revival at the Ward Schoolhouse next Monday night, October 16. Services will begin at 8:00 o'clock each night except Saturday and Sunday night. All the residents of the Ward community, together with their friends from surrounding communities are invited to attend these services.

## FIRST BAPTIST CHURCH

W. E. Barnes, Pastor  
A program of fervent evangelism, is the keynote of the revival services, being conducted in our church this week.

Mr. Joe Trussell, of Brownwood, is leading in the singing, and personal work. At each service he brings beautiful messages in song. At one of the

evening services this week he plans to sing, "The Holy City." Truly during these days of stress and turmoil all people everywhere, should seek the Lord, and strive to be of service in His kingdom work.

A cordial invitation is extended to all who will come and worship with us. Our services for the week are as follows:

Week day morning worship	10 A. M.
Week day evening worship	8 P. M.
Sunday School	9:45 A. M.
Sunday morning worship	11 A. M.
B. T. U.	7 P. M.
Sunday Evening Worship	8 P. M.

## NEW ARRIVALS

DAILY . . . IN FALL MERCHANDISE  
We bought early . . . and despite rising prices, we are in a position to offer the people of this territory Real Bargains on Good Fashions. Visit our store and see the big line of New Fall Merchandise we are unpacking every day!



## JUST UNPACKED

The Ripple-Back Swagger shown above is one of a score of fine New Coats which we are showing. They are smart, exclusive styling — and the prices are below what we could replace them for today.

PRICED FROM—

**\$10.95 UP**



## JUST UNPACKED

This Bow-Back number is one of our featured frocks. Graceful wide sash twists around the front — and we have an enormous selection of other styles to choose from. They are priced from

**\$9.95 UP**

ACCESSORIES just unpacked . . . and we have the Right Accessories for You!

- GLOVES
- COSTUME JEWELRY
- LOVELY BAGS in Antelope Suede, Tutted Kid, Alligator—in the very latest creations!

## FASHION Dress Shoppe

## PLAYLET IS GIVEN

A playlet entitled "Sixty-Six Cents," was featured on the program Tuesday afternoon when members of the Girl's Auxiliary of the Baptist Church met at the church. The play dealt with the study of missions.

Gertrude London and Seletta Robinson served refreshments to the group after the program.

## Jimmy Easley Observes Birthday With Party

Ten playmates, most of them classmates in school, helped Jimmy Easley celebrate his tenth birthday Friday afternoon when his mother, Mrs. Oscar Easley, entertained at their home in honor of the occasion.

A treasure hunt was enjoyed with Bobby Neal Millard winning the prize. Weiners were roasted and games were played in the back yard. A birthday cake boasting ten green and yellow candles was featured.

Those present were: Joe Lyons, Bobby Neal Millard, John Samuel Coombes, Jack Brumley, Chas. Skelton, Jimmy Whitaker, Roger Corbett, Jr., Edward Ray Robinson, Billy Lewis Bradley, Bobby Hicks and the honoree.

## Cold Weather Is Almost Here!



## We'll Put An End to "Winter Driving Worries"

You can't go through the winter UNLESS your car is conditioned for low temperatures and icy streets. The time to have your car winterized is now, before cold weather strikes! Putting it off may mean an expensive repair bill.

## GUARANTEED WINTER SERVICE

- Glass Fitting a Specialty
- Brake Testing
- Motor Work
- Lubrication
- Wheel Aligning

"OUR WORK STANDS UP — WE MAKE IT"

## BEAVERS BROS. GARAGE



# 10% OFF

## For Cash! ON ALL Groceries

### FRIDAY and SATURDAY

#### October 13th-14th

# WEIR'S

## Red & White Food Store

WE DELIVER ANYWHERE—PHONE 117



# Between The Goal Post

By FRED HARRELL

Batting 1000 percent in conference play, thanks to defeat of Dumas last Friday, Hereford will travel to White Deer tomorrow to have a go at the Bucks who are in another conference. The Dumas game also leaves the Whitefaces leaders of District 1, Class A, since the Dumas-Hereford game is the only conference set to so far engaged in. The Hereford eleven will continue to bat 1000 at least until the game with Dalhart here October 27.

**Thrilling Play**  
With three minutes to play in the last quarter with the score 6 and 6 and the wind against them the Whitefaces were in a tough spot. At that time a pass from Petersen to Schumacher put the ball within scoring distance and Schumacher took it over on the next play.

Then in the last minute or so Dumas started passing. That must have been when W. M. Emmons nearly died of heart failure, according to his report. But Danny Hales intercepted and ran the ball back to Dumas' 15 yard line just before the whistle blew.

**Strange**

Strange things make a football team click. Probably no one knows exactly what got into the Hereford team that last quarter that was the necessary spark for a touchdown drive. The Whitefaces had rambled along without getting anywhere when they had the wind to their backs and the sand blowing in the Demon's faces. But in the last quarter, fighting against the wind and sand as well as a determined Dumas team, the Whitefaces surged up the field for a touchdown. Put down as two boys really playing their hearts out the names of Danny Hales and Cliff Estes, at end and center. Knox turned in his usual full-length game and Lisenbee and Ford showed up well, not forgetting Smith and Brock, either. As for the backfield, they were all fighting like wildcats.

**White Deer Strong**  
White Deer will be on a par with any team Hereford will play this season as far as strength is concerned. The Bucks have already licked Canyon 20-0; and if Canyon is as tough a team as it usually is, then the Whitefaces may be in for a shoo' nuff tussle.

**Support Picking Up**  
An always encouraging sign is the awakening interest and enthusiasm of fans. So far home support of the Herd has been somewhat disappointing, but with conference play warming up, and the Whitefaces giving promise of a real team, fans should be present in larger and noisier numbers.

**Gas House Gang**  
One of the finest things happening to Hereford football though full benefits will not be reaped until next year, is the training of the so-called "Gas House Gang," by John Willoughby and J. C. Vaughn, assistant. This consists of giving football training to those players who will be eligible for the varsity squad next year. Any coach will tell you the importance of this preliminary training. Coach McCollum has several boys on his varsity this year who were handicapped at the start of the season because they had had no previous experience.

An outstanding football team is seldom developed without this sort of training while the boys

are young. Amarillo has its Yarnigans, Lubbock has its Cowhands, and other school have their "B" teams, all composed of boys of approximately junior high school age are being given football training for the purpose of developing better players for the main team. If Hereford elevens are to be consistently good, the same scheme must be used here. With competing conference schools doing that, Hereford must also, or face losses to better prepared opponents.

**Stacking Up**  
Here are some scores of conference teams, showing points gained as compared with points rolled up by opponents.

TEAM	POINTS	OPPONENT	POINTS
Hereford	57	Dumas	30
Dumas	47	Tulla	32
Tulla	104	Dalhart (3 games)	27
Dalhart (3 games)	60	Canyon (3 games)	13
Canyon (3 games)	0		55

Judging from this record, a prediction could be pretty safely made that the district championships will either be Hereford, Tulla or Dalhart. The latter two of this trio meet next Friday at Tulla for the first conference game for each, in what should be a thriller.

**Sidelights**

Hereford and Dumas are the only teams in District 1, Class A, who have played conference games. By the way, did you know that Hereford is now Class A? Yep, and Amarillo is now Class AA. The eight semester rule becomes void January 1, 1940. Instead we will probably have the 18 years of age rule whereby a student cannot play after the age of 18 unless he is 18 after September 1.

## CHDA NOTES

By Sadie Lee Oliver

"I've changed my mind about the flavor of Italian Pear Tomatoes since we have lots of really ripe ones," said Mrs. J. T. Guinn as she told of one plant left in the frame garden all summer. It has been pulled and hung in the well house to finish ripening the fruit after frost. It was so heavy that it was moved on Dorothy's little express wagon.

Mrs. Guinn grew twenty Italian Pear Tomato plants, two Bison tomatoes, and about thirty Porters. All proved to be prolific varieties in her garden though Porters led in production.

Now is the time to collect seed of the thornless honey locust whose ripened seed pods are the large brown beans now falling from such trees. The slender pods on Desert Willow also called flowering willow are ripening at present. The seeds are winged and are blown from the dried seed pods when ripe. An observant collector could secure seeds of three colors, white, pale lavender, and pale lavender to deep lilac. It grows especially well in dry locations and is much used in windbreak and screen plantings.

Comments on the canning exhibit made by Miss Marie Ludwig, CHDA, Dumas, Texas included, "For the best quality,

grade and sort products. Choose young tender plants. Hard water or table salt may cause a white deposit in the bottom of the jar. Too short a pre-cook may cause lack of liquid when air in the product is replaced by water. Better nutrition results from fresh greens in the frame garden, and fresh carrots dug and stored in a "hill" in the garden. Corn is a starchy product and requires more liquid than some other products. Good tomato juice will stick to the side of the jar somewhat like butter-milk. Tomatoes should be canned in their own juice or in tomato puree. Water is listed as an adulterant by the National Pure Food and Drug Law. Whole canned tomatoes can be served as salad. All foods should be served attractively. Beets for canning should be less than 1 1/2 inches in diameter.

The importance of early planting and methods of starting seedlings in protected places were stressed by Alex R. Bateman, County Agricultural Agent. He also emphasized the value of irrigation as a means of increasing production of vegetables and fruits in this area.

The County Home Demonstration Agent's itinerary has been changed for October meetings as follows:

Messenger 4-H Club, Thursday, October 12.  
Ford Home Demonstration Club, Friday, October 13.  
Wyche 4-H Club, Monday, October 16.  
Bippus Home Demonstration Club, Friday, October 27.

A meeting of the newly elected 4-H club officers and the club reporters will be held in the office of the County Home Demonstration Agent at 2:30 p. m. Saturday, October 14. This training school has been planned to help them with their new duties. Suggestions for the 1940 plan of work will be submitted by these club representatives. Clubs whose officers have been elected are Messenger, Progressive, Walcott and Wyche.

"What is spun rayon," asked Mrs. George Robertson of Wyche at a recent club meeting as she glanced thru a fashion book. The answer is on page 110 of the October Harpers Bazaar.

"What is spun rayon? Fabrics made of rayon yarn cut into short lengths so that the very tiniest endings protrude here and there, giving the effect of a homespun material. Certain challes, with their slightly roughened surfaces, and some of the new crepes are spun rayon."

**ATTEND TEXAS SYNOD**

Rev. James Aiken and Rev. Jack Myrose, pastor of the First Presbyterian Church of Dalhart, left Monday for San Angelo where they are this week attending the Texas Synod of the Presbyterian Church. Rev. Aiken will go from San Angelo to San Antonio to accompany Mrs. Aiken and baby home. They had returned to San Antonio with Rev. Aiken's parents, Mr. and Mrs. James Aiken, last week after the senior Aikens had visited in Hereford.

Jim White and Iverson Leake are driving new cars.

## Dawn Items

**MRS. CARL WIMBERLEY**  
Approximately one and one-eighth inches of rain fell here Saturday and Saturday night. The first touch of frost was seen Tuesday morning, with the temperature 33 degrees.

Grandmother Burum visited Mr. and Mrs. M. T. McClain last Saturday and Sunday. Buck Anderson, who has been working for his uncles, H. H. and N. R. Miller, has gone to Littlefield.

Taking supper with Mr. and Mrs. Lloyd Bentley last Saturday night were Mr. and Mrs. Martin Campbell and sons of Daniel, Pat and Carroll Miller, Raymond Miller, Walter Frye and Mr. and Mrs. N. R. Miller.

While visiting at Byers last week, Mr. and Mrs. W. J. Stewart took Mrs. Ona Hopkins and Mrs. W. O. Moore of Slaton, who was visiting there, to Ashur to the Indian physician from whom Mr. and Mrs. Stewart are receiving medical treatment.

Grandpa George Smith visited his granddaughter, Mrs. B. W. Heaton in Canyon Monday.

W. P. Caraway returned Monday from Ranger where Mrs. Caraway is with her mother who is very ill.

Mrs. A. T. Frye and daughter, Mary Olive, Mrs. W. A. Scales and son, John and Miss Minnie Seymour were Amarillo visitors Monday.

Judge A. J. Schroeter of Hereford visited in the Dawn School a half day Tuesday.

The Dawn Study Club met Tuesday in the home of Mrs. Baker Womble. Thirteen members and two visitors were present. The next meeting will be in the home of Mrs. A. T. Frye instead of Mrs. W. P. Caraway's as formerly scheduled.

Mr. and Mrs. M. H. Burum, Mrs. E. A. Day, Mr. and Mrs. L. A. Smith attended the funeral services for Mrs. M. T. McClain at Palo Duro Church Wednesday.

Mrs. Cecil Mariner returned home Thursday from Ralls where all visited her father who has been in the hospital.

An electric line was put into H. E. Miller's house this week and the house wired. A line is to be extended to the home of A. T. Frye in the near future.

Joe Huneycut, who has been working for C. Aubrey Wimberley this summer and fall, has gone to Wichita Falls.

Word was received here this week that Mrs. Hengard East of Knox City, daughter-in-law of Mr. and Mrs. Ed East, underwent an operation there Thursday.

W. A. Scales, H. E. Miller, Ralph Shelton and Carl Wimberley went fishing on Tierra Blanca Thursday night but reported little success.

Mr. and Mrs. C. C. Stewart, Mr. and Mrs. J. G. Coe and sons visited Mr. and Mrs. Cecil Benton at Excell over the week end.

Mr. and Mrs. Jim White and son, Joe Dale, returned home Friday from Corsicana where they attended a cattle sale.

Martin Campbell of Daniel visited Mr. and Mrs. N. R. Miller Saturday night.

Jim White and Iverson Leake are driving new cars.

Mr. and Mrs. L. A. Smith and family were Amarillo visitors Saturday night.

Mrs. W. A. May, Mrs. H. E. Miller and Mrs. Carl Wimberley attended the canned food exhibit at Hereford Saturday afternoon. Each of the representatives from Dawn and Mrs. R. A. Frye had jars to receive places in the scoring.

Mr. and Mrs. H. E. Miller and N. R. Miller attended the funeral Sunday afternoon of their cousin, Mrs. G. C. Miller who was killed in a car wreck Friday. A son, Joe, is critically injured. Mr. Miller, a Primitive Baptist minister, formerly preached at Dawn.

Miss Inez Miller who is teaching at Whitharal near Littlefield, is home while school is turned out for cotton picking.

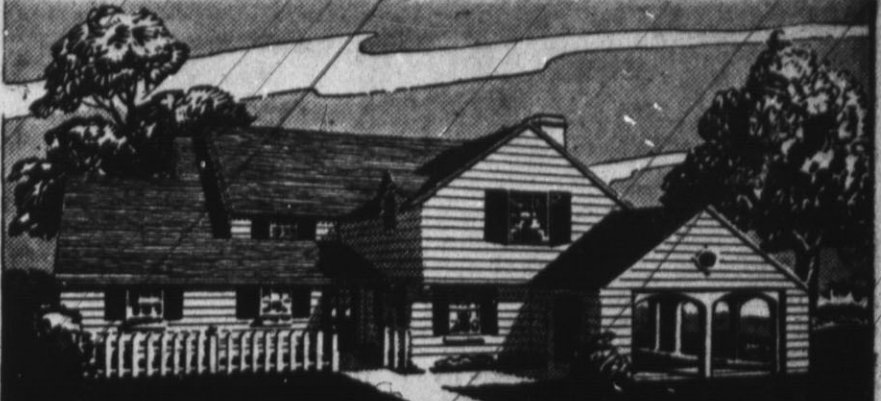
Mr. and Mrs. William Wimberley visited at Canyon Sunday afternoon.

Willie Miller, H. E. Miller and Lloyd Bentley attended funeral services Monday for Joe Miller at Plainview. The men from Dawn were pall bearers. Two of the children returned with H. E. Miller to visit here.

**ATTEND CONFERENCE**

Delegations from Presbyterian Churches from all parts of the Panhandle gathered in Amarillo Friday to attend an institute for ruling elders held at the Central Presbyterian Church. Dr. Edward P. Westphal of Philadelphia who is director of adult education and mn's work for the Presbyterian U. S. A. board of Christian education, led the institute.

Those attending from Hereford were Rev. James Aiken, Frank Giles, Wilson Giles, D. H. Alexander and John Olson.



For low cost USE HIGH STANDARD PAINT

You can't afford to waste money on "cheap" paint containing water and an excess of other evaporating liquids. And you need not. There is money-saving economy... more actual paint per gallon in every can of LOWE BROTHERS HIGH STANDARD HOUSE PAINT. It spreads easily and evenly... saves labor cost and assures you much longer-lasting protection and beauty. So, for greater satisfaction, lower costs, depend upon HIGH STANDARD quality. Have you received your FREE copy of Lowe Brothers beautifully illustrated book, "Brushing Up on Beauty," containing 183 Practical Suggestions on Painting?



R. H. Kemp Lumber CO. PHONE 44

Lowe Brothers QUALITY UNSURPASSED SINCE 1869

# ROMANTIC PRICE FEATURES DURING Rexall STORE Romance of Drugs SALE

ONLY Rexall DRUG STORES OFFER YOU Rexall BARGAINS

Ralph Rodén Stub Jones  
**CORNER DRUG STORE**  
SPECIALS for FRIDAY, SATURDAY, MONDAY

**Aspirin You Can Depend Upon**

For simple headaches, discomfort of colds, gargling, etc., get this quick acting aspirin, and get with it the dependability that goes with all Puretest Products. Puretest Aspirin starts to work almost immediately so you get quick relief too.

**Puretest Aspirin Tablets 49c**  
A Rexall PRODUCT

**CHOCOLATE SUNDAE 8c**  
\$50.000  
FRESH CHICKEN SALAD SANDWICH and MALTED MILK  
**Both for 25c**

Victor RUBBER GLOVES 29c  
Cloth Lined RUBBER GLOVES 49c  
Symbol Fountain SYRINGE 69c  
\$1.00 Shampoo DRENE' 79c  
60c ALKA SELTZER 49c

**YOUR PRESCRIPTION**  
the Way Your Doctor Wrote It

A prescription is a mighty important matter with us. That is why we employ only graduate, registered, capable pharmacists. That is why we use only the finest quality fresh pure chemicals and necessary materials. And a double checking system that guarantees accuracy. Make this dependable service a part of your health program.

New Gillette Tech RAZOR, 5 Blades 49c  
Pint, Hobart's Milk of Magnesia 19c  
75c Size LISTERINE 59c  
30 cc. Super D CONCENTRATE \$2.25

**SPECIAL VALUE COMBINATION!**  
FULL PINT Mi 31 SOLUTION and Klenzo TOOTH BRUSH

Here's a real value in protection for your mouth and teeth. Mi 31 protects against bad breath—use as gargle, for throat irritation of colds, other uses. In addition you get this regular 25c Value KLENZO Tooth Brush—strong, long wearing bristles.

REGULAR 74c VALUE **49c**  
THESE ARE Rexall PRODUCTS

60c Size SAL HEPATICA 49c For Indigestion... BISMAREX 50c  
60c Size MENTHOLATUM 49c Carter's LITTLE LIVER PILLS 17c

REMEMBER THE Rexall DRUG STORE FOR LOWEST PRICES IN TOWN

**TEXAS STATE FAIR**  
Dallas, October 7-22.

VIA Santa Fe **ROUND-TRIP Excursion Fares are Lowest in Years**

Season Limit Tickets  
First-Class: 1 1/2 of one-way first-class fare.  
Coach-Class: 1 1/2 of one-way coach fare.  
Tickets on sale Oct. 5 to 22. Limit Oct. 24.

Week-End Tickets  
First Class: One-way first-class fare plus 25c  
Coach-Class: One way coach fare for round trip.  
Tickets on sale each Friday and Saturday. Final return limit Tuesday following date of sale.

For Tickets and Details—  
See your local Santa Fe Ticket Agent or write—  
ELMER B. JOHNSON  
General Passenger Agent  
Amarillo, Texas

**Her "Savings Habit" is Paying Now . . . . .**

At an age when most people face financial dependence, she enjoys the security and independence made possible by a Savings Account. Her foresight years ago is paying dividends NOW. It's not too late to begin saving for the future—why not open your account now?

MEMBER F. D. I. C. We invite you to use any or all of our facilities

**First National Bank**  
OF HEREFORD A Strong Bank Thoughtfully Managed



### Lead Changes In Bowling Contest

At the bowling club this week Cream O' Plains took the lead from Hereford Appliance by a margin of 44 points. No team has a lead large enough to be certain of winning the big prize. Any one of them can take the lead in the remaining two weeks of play.

Team standings are: Cream O' Plains, 11,908; Hereford Appliance, 11,864; Packard Milling Co., 11,527; High School, 11,458; Prairie Dairie, 11,078; Knights of Columbus, 10,941; Loerwald Bros., 10,730; Nunn Transfer, 10,709.

### Health Program Aims To Prevent Disease

Austin, Texas, Oct. 5.—On September 1, 1939 statistics from the State Health Department showed that 34 per cent of the population of Texas, or 2,144,536 persons, were being protected against communicable diseases through the functions of full-time county and city health departments in 23 counties and 2 cities independent of the counties. These local health units carry out a well-balanced public health program to keep the well person well, and to further safeguard the health of individuals by reducing to a minimum the various communicable diseases rendered combatable by modern public health methods.

Public health, over a score of years, has rendered combatable such diseases as typhoid, diphtheria, smallpox, malaria, undulant fever, tularemia, yellow fever, trichinosis, hookworm, the dysenterias, and the venereal diseases. The health of any geographically defined area, i. e., city or county, is in direct proportion to the amount of energy and money judiciously and scientifically expended for the protection of the health of the people of that area.

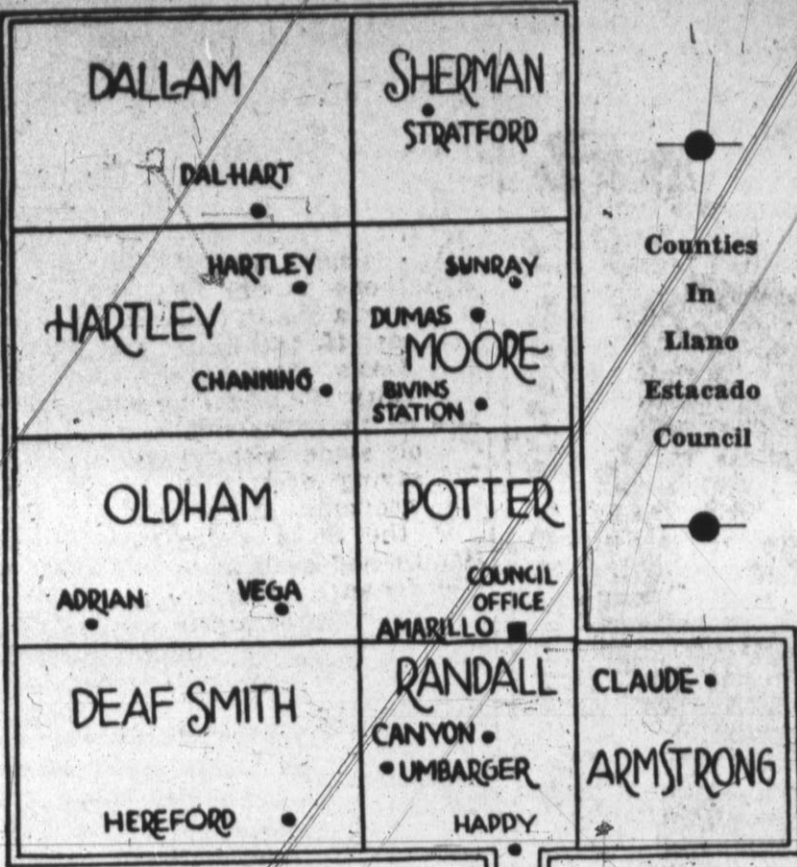
Twenty-six additional counties with a population of 476,300, are protecting the health of their respective communities by a partial full-time health service wherein nurses, trained in public health, work in collaboration with the local part-time health officials and the medical profession under the guidance of the State Health Department.

Thus, through full-time county health units and nursing services 42 per cent of the population of the State in 49 densely populated counties, and 2 cities exclusive of counties, are protecting the health of their commonwealth with the most up-to-date public health practices available. There remains 58 per cent of the total Texas population, scattered over 205 counties, unprotected against diseases through any functions of local health departments.

It has also been demonstrated in other states that in such counties, due, both to relative uncongestion of population, and for economic reasons, cooperative health departments set up for two or more counties will give the benefits of health work commensurate with the other counties, at a relatively cheaper cost.

Establishment of local health departments in Texas' counties and cities, in collaboration with the State Health Department, the United States Public Health Service, and the Children's Bureau of the Department of Labor, has expanded over 300 per cent since 1936.

The standard personnel of a local department of health includes a director, a nurse, and a sanitary engineer, all trained in public health, and a clerical force to adequately supervise in the county and public health activities comprising communicable disease control, maternal hygiene, infant hygiene, pre-school hygiene, school hygiene, sanitation of water, sewage, food, milk, and school systems, special



This map shows the counties which are in the Llano Estacado Council of Boy Scouts of America. Chester L. Dunlap, field executive of the council, will be in Hereford next Monday night to present Troop 1 with its 1939-40 charter.

### Program Complete

(Continued from Page 1)

Special opening ceremony including flint and steel fires, Introduction of Field Executive Dunlap, followed by a bird's-eye view of Scouting in Hereford.

Presentation of Charter and Registration cards.

Demonstration, by patrols, of practical scout activities.

Demonstration, by patrols, of Scouting games.

Commissioning of Junior Officers.

Investiture Ceremony for Tenderfoot Scouts.

Special Closing Ceremony.

**100-to-1 Is About Half Good Odds**

A hundred to one is a long shot, but according to S. O. Wilson, progressive farmer who lives south of Hereford, it isn't half good.

"I just want to tell you about that little 'Want Ad' which I gave you 50c to run three times—well, I've already got more than \$100 worth of ensilage cutting from the ad, and it's still pulling hard because new work is coming in every day."

Mr. Wilson's story isn't a new one at The Hereford Brand office, however, because almost every week some farmer comes in to report how well he has been served by a little classified ad. Next time you have something to sell, rent or buy—Try a Want Ad. They're little in cost and big in results.

# Want Ads

## For Sale or Trade

NOW IS THE time to buy Hereford real estate. I am offering some big bargains in residence lots belonging to the paving company. Also I want to sell a good residence. See F. H. Oberthier. 41-3tp

FOR SALE: 5 room house near Central School. Modern; small Down payment; good terms. Box 332. 40-1tc

FOR SALE: Good International Farmall, 8-foot Moline plow. To be sold at sacrifice prices. T. J. Carter, Phone 55. 41-1tc

WHEAT SEED for sale, pure Turkey Red and Certified Seed grown on summer tilled land and made an average of 42 bushels per acre on non-irrigated land. T. J. Carter, Phone 55. 41-1tc

FOR SALE OF Trade for livestock; Beatrice separator and Silver-tone Victrola. Mrs. G. L. Wood. 40-3tp

FOR SALE: Irrigated broadcast Hogari bundles. Henry Allmon. 7 1/2 miles west Hereford. 41-1tp

FOR SALE: Nice Coal Heater. Real bargain. Carl Stroffus, 16 miles north on Highway 51. 40-3tc

CHOICE Turkey Red Seed wheat for sale. Leb V. Gallarher, 16 miles west, 5 miles north Hereford. Inquire at Pitman Elevator. 41-1tp

FOR SALE: 16 foot semi-trailer for truck or pick-up, built by Jacobsen Brothers. See trailer at Stockpens. Owner, Herb Sindt. 41-1tp

80 ACRES for sale, 2 1/2 miles Hereford in heart of shallow water belt. 160 acres land 12 miles southeast Hereford, shallow water. 140 acres cultivated, good improvements with 160 acres grass joining land fenced with farm land. Both tracts at sacrifice price. Good terms, T. J. Carter, Phone 55. 41-1tc

MATTRESSES: New Innerspring or all cotton mattresses made. We also renovate your old mattresses. We comply with the new Bedding Law. Daniel's Mattress Factory. 38-3tp

FOR RENT: 1/2 section land west part Farmer County. 250 acres in cultivation. Price \$5150. \$900 cash, balance in 10 equal payments, due 1 to 10 years without interest. M. A. Crum, Friona. 41-1tp

FOR SALE—Electric Fence, guaranteed 5 years, runs 30 miles fence—\$19.75. Complete stock on hand at all times. See B. E. Brumley, Hereford, Texas. 45-1tc

FOR SALE OR TRADE for livestock: Frigidaire, Round Oak Coal Range and hot water heater, all in splendid condition. Ray Barber, Phone 696-W. 41-1tp

FOR SALE: My 160 acres of land in northwest Deaf Smith County in Bippus school district on highway. Good land and never was broken out. Section 1, T4, R2, \$10 per acre Cash. James Stanton, Route 3, Cameron, Mo. 39-3tp.

FOR SALE on easy terms—Modern 6 room residence in Hereford; 20 acres improved adjoining City on west; 80 acres improved 12 miles southwest of City. Col. W. S. Williams, 922 Travis St., Amarillo, Texas. 41-1tc

FOR SALE: Registered Spotted Poland-China boars, 6 months old, out of prize-winning stock. \$20 and \$25. Otis L. Williams, 3 1/2 miles north of highway on Progressive Road. 39-3tp.

FOR SALE: Used 60-foot, 8 inch endless belt, \$15.00; small bunch Jerseys—cows and heifers; 3 old mares and one filly. R. Schroeter, Route 1, Hereford, Texas. 39-3tp.

FOR RENT: Furnished Apartment for Couple. All bills paid. 517 E. Eleventh St. 41-1tp

FOR RENT: Light Housekeeping room. All bills paid. 311 McKinley. 41-1tp

FOR RENT: Nice, new two-room apartment, upstairs, furnished, built-in cabinet and sink. All bills paid. 109 Eighth St. 41-1tp

PAYING from \$4 to \$6 per ton for scrap iron. Hereford Wrecking Co. 40-3tc

FOR RENT: One Bedroom upstairs, may be used for light house-keeping. Large light housekeeping room downstairs, unfurnished. Mrs. Catherine Ward, 206 Ross Avenue. 41-1tp

FOR RENT: Bedroom and Light housekeeping room. Mrs. J. F. Ward, 100 East 6th St. 41-1tp

WANTED: Stalk field or wheat pasture for 200 head of stock. Also would lease one section good grass. R. W. Elliston. 40-3tp

PAYING from \$4 to \$6 per ton for scrap iron. Hereford Wrecking Co. 40-3tc

WANTED to buy farm close to Hereford. Must be well improved. Write Box 428. 37-7tp

PAYING from \$4 to \$6 per ton for scrap iron. Hereford Wrecking Co. 40-3tc

FOR RENT: One Bedroom upstairs, may be used for light house-keeping. Large light housekeeping room downstairs, unfurnished. Mrs. Catherine Ward, 206 Ross Avenue. 41-1tp

### Fuse Is Safety Valve For Farm Electricity

COLLEGE STATION, Oct. 12.—Whether the farm house is just being wired for the first time or has had an electric system for years, it's well for every adult member of the family to understand that fuses, or circuit breakers, are the safety valves in the electrical system, warns M. R. Bentley, agricultural engineer for the A. and M. College Extension Service. The reason for a fuse blow-out may indicate a short circuit or perhaps too many appliances may have been connected to one circuit, but either bears investigation, Mr. Bentley says.

When consumption in wiring naotian declined from that of 1914 for the duration of the war.

be obtained from the postoffice or from the Secretary of the U. S. Civil Service Board of Examiners at any first or second-class post office.

WANTED: Feed cutting on the shares or by the acre. Fred Saltzman, Route 4. 40-2tp

WANTED: Housekeeper who has had experience with child. Call Mrs. T. J. Carter, Phone 55 or 327-J. 41-1tc

WILL CUT your silage or rent you silage cutter. S. O. Wilson. 39-3tp

WANTED to buy farm close to Hereford. Must be well improved. Write Box 428. 37-7tp

PAYING from \$4 to \$6 per ton for scrap iron. Hereford Wrecking Co. 40-3tc

WANTED: Farm work-by middle-aged couple. Wife wants housework, man can milk cows, drive tractor, handle most any kind of farm machinery. G. E. Pearce care Roy Crutchfield Hereford, Texas 39-6tp

WANTED: To buy your metal and scrap iron. See me for Second Hand Pipe. All sizes and all lengths in stock. Lowest Prices. Jack Roberson, 311 Norton. 39-6tp

### Announce Civil Service Exams

The United States Civil Service Commission has announced an open competitive examination for the position of Junior Veterinarian, \$2,000 a year, Bureau of Animal Industry, Department of Agriculture and Junior Graduate Nurse, \$1,620 a year, in the U. S. Public Health Service, and the Veterans' Administration. Full information may

### How To Get Your Car Ready For WINTER:

**ANTI-FREEZE**

Of course, you are going to put anti-freeze in, but before you do, give the inside of your radiator a good cleaning. (We have the solution), then check the hose and gaskets to see that they are water tight.

**FAN BELT**

The belt does more than cool the motor. It drives the generator which keeps up your battery and sometimes starts slipping long before it breaks.

**LUBRICATION**

Change to winter weight. You will find your car starts easier. Cuts down drag on your battery, reduces wear, saves fuel.

**ELECTRIC SYSTEM**

This is a complete power plant. You generate your own electricity then store it for lights, heat, power and ignition. You are the owner, see that it is kept in good condition.

**THE DISTRIBUTOR**

This is a sub-station which connects and disconnects 200 times a second. Keep it adjusted.

**SPARK PLUGS**

Spark gap 25-1000 inch. If wider, spark is weak and it causes loss of power and excess fuel consumption.

**WINDSHIELD WIPER**

Chemically treated blades are available to keep off snow and ice.

**DE FROSTER**

One experience when you need the defroster makes it worth many times its cost.

**HEATER**

Not only a good investment in comfort, but cold hands and feet are obstacles in good driving.

**TIRES**

The wheels must have traction to make the car stop or go.

**BRAKES**

Winter weather is skidding weather. Brakes should be absolutely equalized.

Your Car is a Marvelous Device! Let us take care of it for you!

All Work Guaranteed!

McRight - Wilson

**FREE COUPON!** Each child, age 4-7, who presents this coupon at the Studio will receive a free lesson in the Kindergarten Class which consists of Rhythm Band, Wood Work, Story Reproduction, Memory Work, Coloring, Dramatization, game period, preparatory to first grade in school.

CLASSES SATURDAY MORNING, 10 to 12

**Hereford Studio of Expression**

MRS. M. H. BURUM UPSTAIRS, CITY HALL

Don't Take Chances on COLDS!

**THRIFT WORK** All flat work finished; all wearing apparel is returned damp, ready to iron. PER LB. .... **4c**

**SEMI FINISH** Flat work finished; wearing apparel returned dry. PER LB. .... **5c**

**ROUGH DRY** Flat work finished and wearing apparel returned dry and starched. **6c lb.**

**Hereford Laundry & Dry Cleaners**  
W. L. Ayers Phone 298



**Nearly \$12,000,000 was paid last year to Texas telephone people**

Into pay envelopes for Texas telephone people last year went nearly 12 million dollars—wages to operators, to linemen and repairmen, to others in the far-flung brigade of Texas telephone people.

The largest item in the cost of furnishing telephone service in Texas is the wages paid to the 8,700 men and women who make Texas telephones talk. Of every dollar it cost last year to furnish telephone service in Texas, more than 40 cents went for wages.

Nearly 12 million dollars' worth of human energy and skill went into your telephone service in Texas last year... to the people who furnish you fast, accurate, and dependable telephone service... yet the cost of a telephone in your home is only a few pennies a day.

**SOUTHWESTERN BELL TELEPHONE COMPANY**

WANT A BARGAIN? You can telephone 100 miles for 60¢ (day rate, station-to-station)

**Sick Tires?**

RETREADING and recapping can add thousands of miles to the life of your tires at a saving of 50 to 75 percent! Come in Today!

Recharging BATTERIES **50c**

A Complete line of BELTS made to any length!

**O. K. Tire Shop**  
One Door South Postoffice



# LOCALS

Mr. and Mrs. J. E. Beyer visited their son, P. L. Beyer and family in Amarillo last Thursday.

Floyd Ross, student at Texas Tech, came up from Lubbock to spend the week end with his mother, Mrs. Dorothy Ross.

**ATTEND ST. LOUIS SCHOOLS**  
Misses Nancy and Ruth Conkright, daughters of Mr. and Mrs. H. G. Conkright, left last week for St. Louis, Mo. where they will spend the winter studying. Ruth will attend a Music Conservatory and Nancy will attend Washington University. Both are graduates of Baylor University.

Bring us your Kodak films. New location, 102 W. Third St. Old location, Hanna & Hanna.

Miss Mary Elizabeth Stanford home economics teacher at Friona, spent the week end at home with her parents, Mr. and Mrs. W. J. Stanford.

Mrs. Clay Bowsher and daughter, Miss Virginia Bowsher, left Tuesday for Greenville and Dallas where they will visit relatives and attend the State Fair.

Mildred Rutherford, student at a business school in Amarillo was in Hereford over the week end. She is the daughter of Mr. and Mrs. O. L. Rutherford.

**VISIT IN IRELAND HOME**  
Week end visitors in the E. S. Ireland home were Miss Elizabeth Ann Sewell of Midlothian who is teaching at Pampa and Chas. Williams of Austin who is teaching at Lamesa. They are classmates of Miss Elizabeth Ireland, the three having been members of the June graduating class at Trinity University, Waxahachie.

R. B. Miller who has been confined to his home this week with an attack of influenza is much improved.

Mr. and Mrs. Donald Hawkins, and Dan, visited homefolks in Hereford and Dawn over the week-end.

Rev. R. A. Walker of Arlington arrived yesterday for a visit here in the home of his daughter, Mrs. Knox Kinard.

6 pictures for 10c. Hanna & Hanna 41-1tc

A guest in the Summerfield home of Mr. and Mrs. Ray Johnson is his sister, Mrs. Antoinette Ehinger of Chicago.

**EXPECTED SATURDAY**  
Mr. and Mrs. A. D. Smith of Ft. Worth are expected to arrive Saturday for a week's visit here in the home of her parents, Mr. and Mrs. W. W. Bennett. Mrs. Smith is the former Miss Ruby Faye Bennett.

**FORMER HEREFORD RESIDENTS VISIT HERE**  
Mr. and Mrs. Carlos Floyd and twin son and daughter, of Longview arrived yesterday for a few days visit in the home of Mr. and Mrs. J. W. Witherspoon. They will also visit other friends here. They were accompanied by Mrs. Floyd's mother, Mrs. Charles Donald of Ft. Sumner, N. M., in whose home the Floyds have been visiting.

Mrs. Fannie Craddock returned here to the home of her daughter, Mrs. Will S. Kerr, last week after spending several weeks in Pullman, Washington, with relatives.

6 pictures for 10c. Hanna & Hanna 41-1tc

Mrs. J. R. Hastings and son, Jay of Dimmitt were in Hereford Monday to visit their daughter and sister, Mrs. Jack Wright. They were accompanied by Mrs. Pervis Daniel and two children.

Mrs. Ethie P'Pool accompanied her sister, Miss Shelley Lee and Mrs. C. L. Mayes to their home in Munday for a several weeks stay after Mrs. Mayes and Miss Lee had visited in the Paul Mathers home over the week end.

## A Long Time Ago In Hereford

(From The Hereford Brand, October 9, 1918)  
A girl scout band was organized with Miss Coy Wilson as scoutmaster and Miss Jessie Sisk as scout captain. "Stage Set For Big 1919 Fair" was a banner headline. Among highlights of the fair were a women's division which was a riot of color and beauty; a local talent entertainment which would provide a special treat; the Tulsa band was to play; a professional decorator had turned the streets into a scene of fluttering flags of all nations; and a big parade was to be held Saturday.

(From The Hereford Brand, October 10, 1929.)  
A guernsey cow of the Fred Pittner herd was to receive an advanced registry test and Deaf Smith County Guernseys had won prizes in the Lubbock Fair.

## Soviet, Germany Split Polish Loot



Map shows the latest partition of Poland, with areas going to both Germany and Russia. The Reich got the smaller and richer part but Russia got more land to provide a 50-50 break. Observers also noted that industrialized Germany got more industrial property, which she does not need, and that Russia received agricultural land of which she already has too much. The San and Vistula rivers form a major portion of the all "water" boundary, which cuts through the suburbs of Warsaw, ancient Polish capital, and gives Rzesia such important cities as Lwow, Brest-Litovsk and Wilno, historic Lithuanian city which Poland captured shortly after the World war.

## TEXAS OUT-O'-DOORS

When a train conductor stops his string of freight cars almost daily and uses the hoboos riding the train to sweep out grain so that wild turkeys can be fed, the Game Department feels that it is getting cooperation of the highest caliber. That is exactly what is happening in Archer county. The State Game Warden at Wichita Falls recently noticed the train halted near a river and dust flying out of the doors of several cars. Upon investigation he found that the conductor had about half dozen hoboos sweeping out grain from grain cars to feed a bunch of wild turkeys that use that area. Questioned, the conductor said that he had heard the warden's plea, last winter when snow was on the ground, about feeding wild life and he decided that every time he had any empty grain cars on his train he would make use of the hoboos riding by having them sweep out the cars at a place where he knew turkeys were ranging.

Nineteen restoration areas have been set up by the State Game Department in the last three months for the purpose of increasing the quail, duck, beaver, and muskrat population in Texas. It is reported by the director of wildlife restoration. Funds obtained under the Pittman-Robertson Act are being used. Projects which will be introduced soon include deer, turkey, geese and antelope restoration.

## Health Program Would Lower School Costs

Austin, Texas, Oct. 12—The State could appropriate and spend one million dollars annually on a health program without cost to the State, declares the Texas State Department of Health. This can be demonstrated in connection with our schools alone, without regard to the saving effected in the general economic life of the State. If the State Department of Health had such a sum for the maintenance of a comprehensive health program in all public schools, more than that amount could be shifted back to the general fund by the schools, through savings to their fund effected by the elimination of repeaters and other costs incident to health conditions. At least 25 per cent of the pupils in our public schools do not make a grade per year and have to be taught a second year in the same grade. With a total enrollment in the elementary schools of 1,071,000 pupils there are approximately 289,232 repeaters. The cost of instruction for this group is thereby doubled. It costs \$45.00 per year to educate a child. If this sum is multiplied by the repeater the loss is \$13,000,000. Not all of this

could be chargeable to health conditions, but at least two-thirds, or \$9,750,000 could be so charged. By spending one million dollars per year, in promoting an adequate health program (enough of the money now wasted on repeaters in the elementary grades would be saved in three years to retire the present deficit in the general fund.

## AUXILIARY TO HOLD ALL DAY MEETING

An all-day meeting will be held by the Woman's Auxiliary of the Presbyterian Church at the church next Tuesday. The meeting will begin at 10:30 o'clock and a covered dish luncheon will be featured at noon. The book, "Through Tragedy to Triumph" by Basil Matthews will be studied.

Members of the Auxiliary at Jumbo will join the Hereford group for the study and will take part on the program.

## NOTICE

Our 10c picture machine will be in operation in a few days. Location to be announced later. But wait for us. We will make you 6 for 10c. Price subject to change without notice.

HANNA & HANNA 41-1tc

## CHARTER NO. 5604 RESERVE DISTRICT NO. 11 REPORT OF CONDITION OF THE

### First National Bank, of Hereford

In the STATE OF TEXAS, at the close of business on October 2, 1939, published in response to call made by Comptroller of the Currency, under Section 5211, U. S. Revised Statutes.

ASSETS	
1. Loans and discounts (including \$114.79 overdrafts)	\$253,409.13
2. United States Government obligations, direct and guaranteed	69,198.90
3. Obligations of State and political subdivisions	23,806.82
4. Other bonds, notes and debentures	NONE
5. Corporate stocks, including stock of Federal Reserve Bank	1,600.00
6. Cash, balances with other banks, including reserve balance, and cash items in process of collection	221,853.74
7. Bank premises owned \$8,438.93, furniture and fixtures	8,438.93
(Bank premises owned are subject to NONE liens not assumed by bank)	
8. Real estate owned other than bank premises	3,379.50
9. Investments and other assets indirectly representing bank premises or other real estate	NONE
10. Customers' liability to this bank on acceptances outstanding	NONE
11. Other assets	206.00
12. TOTAL ASSETS	581,893.02
LIABILITIES	
13. Demand deposits of individuals, partnerships, and corporations	415,051.21
14. Time deposits of individuals, partnerships, and corporations	35,758.81
15. Deposits of United States Government, including postal savings	NONE
16. Deposits of State and political subdivisions	56,090.78
17. Deposits of banks	NONE
18. Other deposits (certified and cashier's checks, etc.)	5,759.04
19. TOTAL DEPOSITS	\$512,660.44
20. Bills payable, red counts, and other liabilities for borrowed money	NONE
21. Mortgages or other liens, NONE on bank premises and NONE on other real estate	NONE
22. Acceptances executed by or for account of this bank and outstanding	NONE
23. Other Liabilities	NONE
24. TOTAL LIABILITIES	512,660.44
CAPITAL ACCOUNT	
25. Capital stock:	
(a) Class A preferred, total par \$25,000.00	
retirable value	\$ 25,000.00
(Rate of dividends on retirable value is 3 1/2 percent)	
(b) Class B preferred, total par NONE,	
retirable value	NONE
(Rate of dividends on retirable value is NONE percent)	
(c) Common stock, total par	25,000.00
26. Surplus	2,500.00
27. Undivided profits	1,889.51
28. Reserves (and retirement account for preferred stock)	14,843.07
29. TOTAL CAPITAL ACCOUNTS	69,232.58
30. TOTAL LIABILITIES and Capital Accounts	\$581,893.02
MEMORANDA	
31. Pledged assets (and securities loaned) (book value):	
(a) United States Government obligations, direct and guaranteed, pledged to secure deposits and other liabilities	54,209.00
(b) Other assets pledged to secure deposits and other liabilities (including notes and bills rediscounted and securities sold under repurchase agreement)	19,520.00
(c) Assets pledged to qualify for exercise of fiduciary or corporate powers, and for purposes other than to secure liabilities	NONE
(d) Securities loaned	NONE
(e) TOTAL	73,729.00
32. Secured liabilities:	
(a) Deposits secured by pledged assets pursuant to requirements of law	56,090.78
(b) Borrowings secured by pledged assets (including rediscounts and repurchase agreements)	NONE
(c) Other liabilities secured by pledged assets	NONE
(d) TOTAL	\$ 56,090.78

STATE OF TEXAS, County of Deaf Smith, ss:  
I, G. W. Newsom, cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.  
G. W. NEWSOM, Cashier.  
Sworn to and subscribed before me this 10th day of October, 1939.

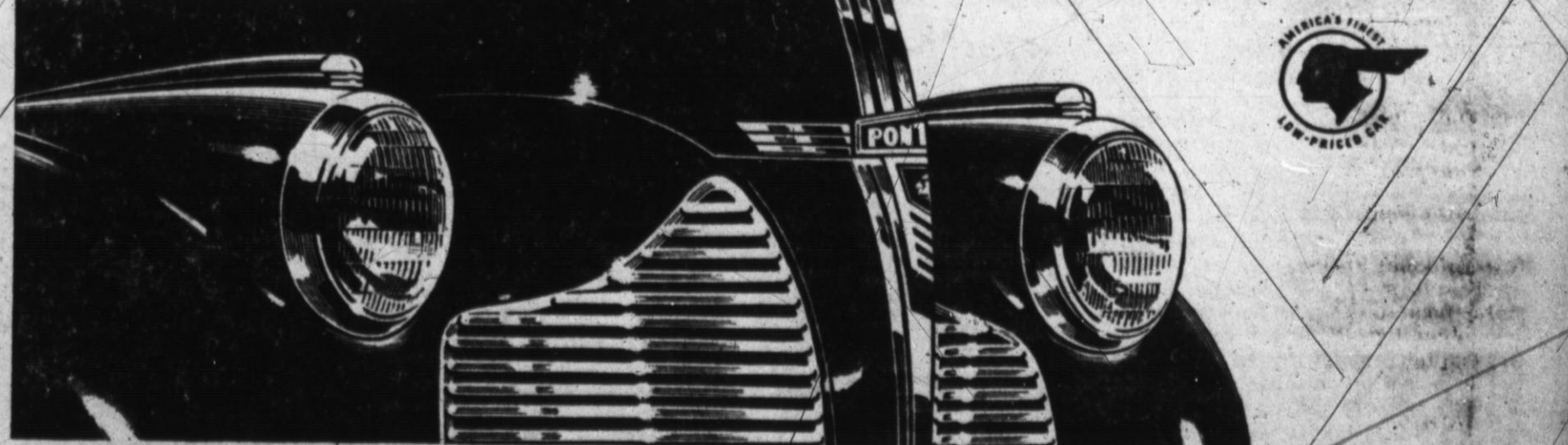
J. M. Posey, Notary Public.  
CORRECT-ATTEST:  
GEO. L. MUSE  
E. B. HEDRICK  
TROY WOMBLE  
Directors.

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  - Merit Mash
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  - Korun
  - Kolineum
  - Cresote Dip
- DAIRY FEEDS**
  - Mo-Milk
  - Bran, Shorts
- LIVESTOCK FEEDS**
  - Cake, Meal
  - Salt
  - Hay
- SEED TREATMENT**
  - Ceresan
  - Copper Carbonate
- LAWN SEED**
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  - Mixing

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**17 New Low-Priced Sizes and Eights**  
Setting New Standards of Pride and Performance to Win in Four Great Markets!

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Winter-Proof Here!  
Grueling winter driving months ahead... and that means a severe test for your car. You'll come out on top if you have us winter-proof your car at once!  
**TEXAS SERVICE STATION**  
GLENN SNYDER PHONE 440

**FOR SALE AT PUBLIC AUCTION**  
29-FOOT T&O INTERNATIONAL ONE-WAYS with 24-inch Disc Late Models  
**Saturday, Oct. 14, 1939**  
On Blackwell Corner — at 4 P. M.  
Friona, Texas  
AUCTIONEER, Bill Flippen — OWNER, W. B. Wright



# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

## Bayview Club Women Hear Canadian History and Review on "Evangeline"

"Canadian history dates back to Marco Polo," said Mrs. Colby Conkright, leader of the program held by the Bay View Club in the club rooms at the court house Thursday afternoon. "Marco Polo lifted the veil in the unknown land, for it was hunting for his water route that the Norsemen and later John Cabot in 1497 made the discoveries led to the settling of the land we now know as Canada."

Mrs. Conkright gave a brief review of the history of United States' northern neighbors up to the close of French rule, furnishing an authentic background for the remainder of Thursdays lesson and for future programs of the season.

Mrs. Paul Mathers gave "Evangeline and the True Story of the Acadians." In reviewing Longfellow's beautiful and historic poem, Mrs. Mathers brought out the history of the Acadians based on the legend of Acadia, described the Catholic background, told of the banishment of the Acadians by the Colonial government and interspersed at intervals, the story of self-sacrifices and devotion as exemplified by Evangeline for her lover, Gabriel. Hearers were made to visualize the true character of the Acadians through Evangeline and her life-long search, and in her strong adherence to her faith as she ministered to others as a sister of mercy.

Mrs. H. L. Broadwell gave a report on the Seventh District Texas State Federation of Women's Clubs Institute held recently in Amarillo.

Mrs. E. B. Hedrick gave a two minute talk on "Safety," which will be an added feature at each club meeting during the club year.

## Eugene O'Neill Is Studied And Play Is Reviewed

The life and achievements of Eugene O'Neill, chief American dramatist, were discussed by Miss Katherine Kirby Thursday evening at the Junior Bay View Club meeting held at the home of Mrs. J. T. Gilbreath Jr.

Miss Kirby began consideration of O'Neill by describing him as the leading playwright of the serious drama. She said that as a mature man, O'Neill was well balanced and had clear vision and people who have known him only in his mature years find it difficult to see in him the tumultuous adventurer of an earlier period. She told of his early childhood and of a serious illness at the age of twenty four which proved the turning point in his career. Miss Kirby also compared and described several of O'Neill's plays.

"Days Without End" Miss Edna Daughtee reviewed O'Neill's play, "Days Without End," describing the play as a modern miracle play. Miss Daughtee continued by saying "The play presents a picture of the interior wall of an old church on which hangs the life-size figure of Christ on the Cross. Rightly is this scene depicted as the play's crucial scene, in which the hero, a man of forty named John Living, (clearly none other than O'Neill himself) wins, at the foot of the cross, his final victory for the Catholic faith over the doubting self that has kept him in tortured conflict since his 15th year."

During a short business session Mrs. J. D. Neill was named treasurer to fill a vacancy. Members attending the meeting were Mesdames Elizabeth Womble, J. W. Witherspoon, J. D. Neill, J. W. McVay, Jimmie Gillentine, J. T. Gilbreath Jr., Alton Fraser, W. L. Davis, Misses Edna Daughtee, Ruby Dutton, Katherine Kirby, Lois McCaslin, Eloyse Pitman, Rhita Jean Sullivan, and Robbie Foster.

Mr. and Mrs. F. P. Lyons and daughter, Virginia and son Joe were in Hobbs, N. M., over the week end visiting relatives.

## Mesdames Posey And Gilbreath Are Party Hostesses

Decorations in autumnal colors of red, rust, brown and green were featured at the bridge party given Friday afternoon by Mrs. J. M. Posey and Mrs. J. T. Gilbreath at the home of the latter.

Appointments for the games blended with the lovely colors suggested by the flowers. Tallies depicted autumnal scenes. High score award went to Mrs. G. W. Newsome and Mrs. J. L. Woodford made second high. Mrs. Knox Kinard received low prize award.

After the games a salad course was served to Mesdames: Glen Wely, Knox Kinard, George V. Stambaugh, G. W. Newsome, C. F. Moore, E. B. Hedrick, Barnard Hicks, Frank Lucas, Ralph Hastings, J. L. Woodford, W. L. Davis, A. R. Bateman and the hostesses.

## Two Book Reviews Are Given For Summerfield Club

Hostesses for the Summerfield Study Club last Thursday were Mrs. Lloyd Lookingbill and Mrs. Tandy Legg when the club met at the home of Mrs. Lookingbill.

Two interesting book reviews made up the program. "Who are These Americans," by Paul B. Sears, was reviewed by Mrs. J. B. Noland. She quoted the author as saying "The American people are made up of all the great races that exist. Our job is not to boast about what we are, but to give thought to what we can make of ourselves. True culture is that part of man's life (and a great part of it) which he makes for himself with the aid of his fellows."

In discussing and reviewing "They Worked for a Better World" by Allen Seager, Mrs. R. L. Wilson said, "The book tells the story of America's highest hopes and ambitions for some of the ideals that once seemed distant and unattainable are now as much a part of our life and thought as the constitution of the United States. These ideals are the property of every American."

The Lookingbill home was decorated in attractive bouquets of fall flowers for the occasion and refreshments were served to Mesdames: A. L. Behrends, L. L. Cannon, Brit Clark, Lee Curry, Ray Johnson, Tandy Legg, J. B. Noland, B. E. Roberson, Guy Walser, Hollis Walser, R. L. Wilson and Lloyd Lookingbill.

## Ford Study Club Studies "The Home"

The Ford Study Club was entertained at the home of Mrs. Dennis Barnard Thursday afternoon.

"Home Interests" furnished topics for discussion. Miss Hilda Straffuss read a paper on "The Personality of a House," by Emily Post, in which Edgar Guest

thought that "It takes a heap o' livin' in a house to call it home" is emphasized.

A round table discussion was conducted on "Which is More Important in a house, the kitchen or the living room."

The next meeting which is scheduled for November 2, will be held at the home of Mrs. F. C. Benson.

## Bridge Club Is Entertained

Mrs. Ralph Smith entertained members of the Pleasure Hour Bridge Club at her home Thursday afternoon. Orange and red were the colors predominating in appointments. Marigolds and dahlias supplied the floral accent.

Three tables of players enjoyed the games with score awards going to Mrs. Chris Renfro, high and to Mrs. O. L. Click, low.

Those attending the party were Mesdames Earl Phillips, Elmo Lawhon, W. J. Smith, Boyd London, Chris Renfro, Roy Jowell, Harry Lomas, O. L. Click, B. R. Dixon, Elmer Mathies, Ira Foster and the hostess.

## Frio News

MRS. MALCOM CASSELS

There were no services at the schoolhouse Sunday due to the weather being so unsettled and being so muddy. Everyone should turn out next Sunday.

The rain was very much appreciated in this community as those with wells were beginning to think that they would have to irrigate their wheat. In this community we received around an inch and a half.

Miss Ramey announced Monday that we would change the date of our box and pie supper from the 20th to the 26th. We make this change because of the conflict with the Hereford Lions Club Carnival. Many of our patrons will want to attend the carnival and we do not want to have any conflicting activity, as we think we should cooperate with the Lions in their worthy undertaking.

Henry Pruet left Sunday for his home in Oklahoma. He has been working for J. E. Springer this summer.

Mr. and Mrs. Rhea Robbins and Wynna, of Groom, visited in the home of his brother, Haskell Robbins and family Saturday.

Mr. and Mrs. C. R. Boyd and Howard left Saturday morning for their new home in Waynoka, Okla. Ruby will go as soon as she completes her six-weeks examinations in Hereford High School. Charles Boyd Jr. plans to stay and work for a while before he moves with them. Mr. Boyd's sale went very good last Thursday afternoon. He had a big crowd and everything sold well. We certainly wish them lots of luck on their ranch in Oklahoma.

A farewell supper was given in the S. J. Barclay home last Friday night for the Boyds. Everyone brought a basket of food and after supper forty-two was enjoyed by those who wished to play. A beautifully decorated cake with Boyds through the center of it centered the table. Those enjoying the supper were: Messers and Mesdames Mack Dixon and family, Dimmitt; E. F. Seviars, Carl and daughter, Vesta Hodges, John Johnson and daughters, Malcom Cassels and children, L. F. Tension and family, Henry Kendall and family, Misses Anna Jo Owen and Catherine Henderson of Hereford, Oliva and Era Benson and a niece of Mrs. Dixon, Messers Wesley Brown and Jack Owen, Mrs. Robbins and children, the honorees and the host and hostess and children.

Miss Catherine Henderson of Hereford spent the week end in the S. J. Barclay home.

Miss Anna Jo Owen of Hereford spent the week end in the home of her sister, Mrs. Malcom Cassels and family.

Mr. and Mrs. Guy N. Smith of Hereford called in the Malcom Cassels home Thursday night.

The Frio Home Demonstration Club met in the J. E. Springer home Wednesday afternoon with the Deaf Smith CHDA, Miss Sadie Lee Oliver, for their first time. The club voted to just complete our year on our regular meeting days, the second and fourth Thursdays with Miss Catherine Gouch, the Castro CHDA, then after the first of the year we will meet with Miss Oliver. All club members are urged to be at our next club meeting on October 26th as we will elect our new officers at that time. We will meet in the home of Mrs. Mack Dixon for that meeting. The Club women presented Mrs. Boyd with a nice handkerchief shower at the close of the meeting. Those enjoying refreshments of salad, wafers, and tea were Mesdames T. L. Sparkman Sr. and Jr., J. B. Cocanougher, Elmer Jones and Patsy Jo, H. D. Robbins and Glenda, C. R. Boyd, John Johnson and Wanza, Malcom Cassels and Jimmy Ray, Misses Alma Andrews, Sadie Lee Oliver, and the hostess.

Mrs. Sparkman, Sr., demonstrated fancy cookies and Mrs. Malcom Cassels gave the Angel Food Cake demonstration at the home of Mrs. Carl Frye in the Easter community last Thursday afternoon. Mrs. J. E. Springer gave a talk on club work and the accomplishments of our club work this year. Cocoa and Angel Food Cake were served to Mesdames Carl Frye, Fred Walton, Clayton Woolery, George Chambliss, Dennis Natfzar, T. L. Sparkman Sr. and Jr., J. E. and W. A. Springer, Aidon Hawks, Malcom Cassels and Misses Alma Andrews, and Mary Catherine Couch. The Easter women are planning on organizing a Home Demonstration Club for this next year.

Mr. Jack Owen spent Sunday in the home of his parents, Mr. and Mrs. J. P. Owen and family in Hereford.

Mr. J. E. Springer is building a little house for his hired hand wife, Mr. and Mrs. Leonard Stevenson. Mr. Stevenson began work there this week and his wife will move out as soon as the house is completed.

Mr. and Mrs. Malcom Cassels, Jimmy Ray and Mary Nell spent Sunday with his sister, Mr. and Mrs. Guy N. Smith of Hereford. Mr. and Mrs. Loy Smith and Loy Gene also took dinner there. Mr. and Mrs. Guy Smith left Monday to make their home in Memphis.

Little Miss Eva Gail Biggers of Ford spent the past week in the S. J. Barclay home.

Misses Catherine Henderson and Anna Jo Owen of Hereford and Mr. and Mrs. S. J. Barclay and Eva Gail Biggers took dinner in the Malcom Cassels home Friday.

Mr. Mack Dixon of Dimmitt spent last Monday night in the C. R. Boyd home.

The community welcomes Mr. and Mrs. Mack Dixon and family back into our community. They moved into the place vacated by the C. R. Boyd family Monday.

Word has been received that M. S. P. Rosson is doing nicely and expects to return home the first of next week.

Jimmy Hays and Terry Allen McRight of Hereford called on Mr. Malcom Cassels a little while Monday afternoon.

## Club Will Attend Marriage Conference

The Wyche home demonstration club will substitute for their second meeting in October attendance at the Conference on "Marriage and Family Relations" to which they are invited on October 19 at West Texas State College at Canyon.

This conference is conducted by Roy E. Dickerson. All home demonstration members are invited. The program follows:

11:00 General Assembly—Administration Building Auditorium; Address: "Things That Count in Courtship."

2:30 Leaders Conference—Administration Building Auditorium; (For invited representatives of Churches,

Women's Clubs, Parent Teachers Associations, Home Demonstration Clubs, Dames Club, etc.) Topic: "Youth and Successful Marriage." (A discussion of some of the needs of youth in preparation for successful homemaking.)

3:30 Leaders conference, continued: (For same group as above) Topic: "What Can We Do About It?" (A discussion of how the various organizations and institutions represented can help meet some of the needs discussed at the previous session through parent education and other work.)

Mr. and Mrs. T. F. Bohannon left last Tuesday for Los Angeles, Cal., to visit two sons. They will be gone until November 1.

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NOVELTY TAP DANCES  
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51.00 SHAMPOO	<b>Mar-O-Oil 69</b>
75c ASPIRIN — 100's	<b>BAYER'S 46c</b>
PKG. 200 CLEANSING	<b>TISSUES 8c</b>
25c PACKAGE	<b>OXYDOL 18c</b>
10c TOILET SOAP	<b>LUX . . . . 6c</b>

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**School Supplies**  
Complete Assortment of School Supplies  
**2 For Price of One!**  
Buy One Item at Regular Price . . . and get Another Like it FREE!

Looseleaf Binders, Pencils, Tablets, Theme Paper, Erasers, Art Paper, Crayons . . . and any other items you need for school!

WE HAVE COME DOWN TO  
**OLD PRICES**  
on  
**SHAMPOO**  
and  
**WAVE SET**  
**50c**

We also wish to announce that Mrs. Anna Mae Minton is again with the Personality Shop, and invites your consideration.

**IT'S PERMANENT WAVE TIME**  
... and we specialize in Permanents which will please you. Visit us for prompt service.

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Mrs. Bess Jennings

**SHOP HERE and Save!**

60c Shampoo	<b>DRENE' . . . . 39c</b>
15c Shoe Polish	<b>JET OIL . . . . 8c</b>
50c Tooth Powder	<b>CALOX . . . . 29c</b>
75c Bottle	<b>CASTORIA . . . . 39c</b>
50c Box	<b>PABLUM . . . . 36c</b>
15c Fruit Juice	<b>REAMER . . . . 8c</b>
60c	<b>SAL HEPATICA 43c</b>

**\$1.00 LOTION CHAMBERLAIN'S 71c**

50c Creams	<b>LADY ESTHER . . 39c</b>
50c Tooth Powder	<b>PEPSODENT . . . 33c</b>
35c	<b>SHOE TREES . . . 22c</b>
10c Soap	<b>PALMOLIVE . . . 5c</b>

— CLIP THIS COUPON! —  
**10c POWDER PUFFS 2 for 6c**  
— WITH THIS COUPON! —  
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BOX 500	<b>24c</b>	25c SIZE	<b>18c</b>	50c SIZE	<b>34c</b>
DR. LYON'S TOOTH POWDER		75c SIZE	<b>59c</b>	25c SIZE	<b>19c</b>
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**ALL GLASS 1.09 CHOICE OF COLORS 98c ALL FOR 24c 12-OUNCE 11c**

6-CUP SIZE	<b>COFFEE MAKER</b>	CORNING	<b>ALARM CLOCK</b>	2 Rolls of Hudson Bay	<b>TOWELS &amp; A METAL HOLDER</b>	DOLPH	<b>MOTH BALLS OR MOTH FLAKES</b>

**TYSON RUBBER GLOVES 23c FRESH LIVE! NOW ONLY 49c**

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**GLORIA COFFEE MAKER DRIP TYPE 1.09**

**ELECTRIC BREAD TOASTER TWO SLICES 89c**

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**HEREFORD**



**BULL**

By Jimmie Gillentine

The youth of Hereford is overlooking a good bet. According to exchange papers which come to The Brand desk each week most of the country is in the process of a "stilt craze."

Here's what the Mission (Texas) Times has to say about the fad:

"Has the stilt craze struck your home and neighborhood yet? Almost overnight, with the rapidity of the yo-yo epidemic, the stilt parades have seized the children of Mission. After about two weeks of it now, children who walk naturally on terra firma look freakish so accustomed have we become to seeing the skyliners stalk the streets and sidewalks. So numerous have the stilt walkers become that principals of some of the schools have forbidden the youngsters to bring their wooden Seven League Boots to school."

"I'll bet a lot of kids get to be 12 years old still and don't know what stilts are. It sure was different when E. B. Hedrick, Lawrence Womble, and Henry Williamson were growing up—and I would like to see Knox Kinard on stilts even today."

John Olson came through with an old time war joke. After the Armistice was signed in 1918, six soldiers were sitting on a bench in Paris, and were busily engaged in the task of removing "cooties" from their persons. A passerby noted the industry shown by the doughboys with a grin remarked:

"You're picking out the cooties, I see."

"Nope," answered one of the

boys, "we're just taking them as they come."

An event resulting in considerable comment is the fact that Bill Davis was seen busily engaged pushing load after load of concrete in a wheelbarrow as work progressed Tuesday afternoon on the new building which Davis-McCracken will occupy within a few weeks—provided too much doesn't depend upon how long Bill continues in his present role.

Here's a story out of the past, which will likely be recalled with a chuckle by those it concerns. Some 30 years ago, when the town of Clovis was first being opened a group of Hereford men decided to attend the auction sale of town lots. The party included Doug Fox, Park Snyder, E. B. Posey, Joe Carter and Bill O'Brien. On the return trip the train stopped 30 minutes at Texico for lunch, and surrounding the cars were scores of residents, who offered fried chicken for sale. Bill O'Brien was hungry, so he insisted that the entire party enjoy a meal of home-fried chicken. They bought the chicken and everything went fine—until they tried to eat it. Cooked up nice, crisp brown, the "chicken" turned out to be nothing more than Jack Rabbit. Even today those in the party insist it was the toughest rabbit they ever tried to eat.

Incidentally, they looked over the lots in the Clovis townsite auction and agreed that the lots would never be worth anything, because Clovis could never make much of a town anyway. It was too close to Texico.

Is anyone interested in getting up a municipal basketball team? If you are for goodness sake see Roy Stewart at Halle Drug. He is running me nuts. He wants me to sponsor a city team which will meet teams from other towns this fall. Roy was a hot-shot player on the El Paso city team and because some hay-wire sport scribe didn't have anything else to do but put on basketball tournaments, Roy thinks that I should manage a city league in Hereford. If

there are three things I don't do most, they are to get a job in the Marines, to be a judge in a baby contest, or to sponsor a basketball team. However, if you are interested in playing basketball see Roy Stewart. He is very anxious, so if you are even inclined to act 10 years younger than you are; if you think it's fun to run until your tongue drags the floor and then have some monkey about the size of Stub Jones bop you against the wall, then join the team. I don't care.

Last week a lady called up and said she saw where Mrs. Rosa Speer had a "Room to Rent" ad in The Brand, pointing out that the end of the ad read, "40-1tp." She further wanted to know what address was "40-1tp." After telling her where Mrs. Speer lived, the "address" explained: 40 was the issue number of the paper, and 1tp meant "One Time Paid." That's how we keep track of the number of times classified ads run, although I admit it sometimes proves to be a poor system as advertisers frankly tell us when we make mistakes.

Have you seen the new cars yet? They sure are dandies. Each year I wonder with all sincerity how in the world they are going to improve them next time, but they always come through with new engineering features and gadgets that make me wonder how I am going to put up with my old '37 model another 10 years. However, the new cars for 1940 have one common feature for which manufacturers are to be commended without reserve. The new cars have standard headlamps. Furthermore, a bulb cannot be changed in the 1940 models unless the owner buys a new reflector, bulb and lens, which I understand sells for \$1.75 rather than the customary 50c price previously paid for bulbs. Understand, it is not usually my nature to want to pay \$1.25 extra on new bulbs or anything else, but I do believe this new type headlamp will be well worth the money.

In the first place, they will be inter-changeable on

all models of cars; they will be equipped with standard bulbs, giving all persons an equal amount of light on the road at night. Over the country hundreds of accidents occur each year, occur from inadequate or poorly adjusted headlamps. Everything considered, the new safety feature should prove well worth the additional cost. When you look over the new cars be sure and inspect these new lamps.

Last year the curiosity of several persons was aroused by the fact that frequent flatcars, their cargo covered by tarpaulins were pulled through Hereford by the Santa Fe. A snooper discovered that beneath the tarps were fleets of small "Willys" automobiles, and rumor has it that the machines were destined for Japan, where they were to see service on the battlefields as staff cars, due to their light weight. Whether these rumors were true or false, flatcars last Sunday afternoon carried 16 huge wooden boxes which were plainly labeled "Airplanes" released from the Wichita, Kansas, division of the Boeing Company. Whether these planes will go into service on the coast, or whether they are being placed on the coast for shipment—provided the Embargo law is revoked—is a matter of speculation.

**Wyche Items**

MRS. R. C. VALENTINE  
Mrs. George Paetzold of Hereford called in the J. J. Paetzold home last week.  
Mrs. R. W. Elliston and children visited in Mrs. Elliston's parents home, Mr. and Mrs. La Grone, in Amarillo Wednesday.  
Mr. DuBois Walker spent the greater part of last week in New Mexico.  
Mr. Jack Frost and Jim Littlefield were in Vaughn, N. M. on

business, Tuesday.

Mrs. R. W. Elliston and Bernice and Billy Valentine spent Monday evening in the J. Boeskin home where the girls practiced a play to be given at the H. S. Tuesday.

Mrs. DuBois Walker spent last week in the Henry home in Vernon.

Mr. Jap Dickerson visited at Hereford High School Monday.

Mr. and Mrs. W. I. Valentine and their grandson called in the R. C. Valentine home Thursday.

Mrs. D. R. Carmichael attended a birthday dinner for Mrs. Troys Carmichael in Hereford Friday. The guests spent the afternoon in quilting.

Mr. and Mrs. Thiele, have returned home after a visit in the home of his parents in East Texas, while there they helped celebrate Mr. Thiele's brother's birthday and his parents golden wedding anniversary.

Mr. and Mrs. Rollie Huff from La Jaunita, Colorado, called in the N. G. Elliston home last week. Mr. and Mrs. Huff were formerly of this community.

Mr. and Mrs. Frank Beizer are the proud parents of a daughter, born at the Deaf Smith Hospital in Hereford.

Mr. R. W. Elliston attended a palomina horse meeting in Abilene last week.

Mr. and Mrs. Homer Thomas attended the funeral of his aunt, Mrs. McClain, in Amarillo last week.

Tom Medlin, who has been in the St. Anthony's Hospital in Amarillo has returned home again.

Mr. and Mrs. John Medlin and children of Indiana are here with his parents, T. W. Medlin. Their son and daughter started to school Monday.

Mrs. Tom Medlin, Jr., is enjoying a visit from her brother.

Nearly an inch of rain fell in this community Sunday night, which made the wheat farmers rejoice as it was badly needed.

Mr. and Mrs. Bernice Dee Fortner visited Saturday in the

**Castor Beans And Safflower To State Fair Chemurgic Show**

LUBBOCK, Tex., Oct. 12—A castor bean and safflower display arranged by Texas Technological college for the State Fair of Texas portrays the story of these two oil-bearing plants. Cellophane-covered specimens of locally grown castor and safflower plants, and castor bean heads form a back wall for the chemurgic exhibit, which shows uses and processes of these two plants from seed to oil.

Products of the castor plant come from four sources, an accompanying chart shows. From leaves and stems, insecticides may be manufactured, and from the stalks comes cellulose, used in making of paper and rayon. Cordage is made from the bast fiber, and both meal and oil from the beans. The meal is used for plastics and fertilizers, the oil as castor oil.

The castor plant is actually used in manufacture of lubricant, medicine, fly paper, paints, soap, linoleum, printing, and sulphated castor oil, a diagram prepared by Dr. R. C. Goodwin, head professor of chemistry and dean of the graduate school, indicates. Potential uses include synthetic fibers for hostelry and similar goods, and conversion into tung oil.

Oil made from the safflower seed may be used wherever linseed oil is used, the exhibit shows, and the cake is useful as a protein-rich concentrate for livestock feeding.

Dr. A. W. Young, head professor of plant industry, arranged the display, assisted by Mr. E. Heard, head professor of textile engineering, and Goodwin. Colored films showing the growth of these plants may also be exhibited.

home of her parents, R. W. Elliston.

**Home Owners**

**LOOK!**

YOU DON'T NEED CASH



for Your Repairs and Remodeling

**NO** DOWN PAYMENT DELAY RED TAPE

Call the Lumber Number, 7

**CARL McCASLIN LUMBER CO.**

One Block East of the Courthouse

**BORDEN'S ICE CREAM**

Featured at New CLOSE DRUG Fountain



HERE - HERE CUT THE FUSS - YOU'RE BOTH RIGHT!

Yes, sir...and yes, ma'm, Borden's (RICH CREAM) Ice Cream makes your Sunday dinner something "special" without kitchen drudgery...and it actually costs no more than home-made desserts.

Next Sunday serve this delicious Ice Cream. The simplest kind of dinner takes on an air of genuine elegance when it is followed by Borden's... for Borden's is no ordinary ice cream. It is a Rich-Cream Ice Cream skillfully made from highest quality ingredients by people who are "artists" at their trade.

You'll find Borden's Ice Cream wherever you see the Blue Diamond Emblem.



Phone for Home Delivery  
There's a Borden Ice Cream dealer as close as your telephone. Order a quart of Borden's Ice Cream today.

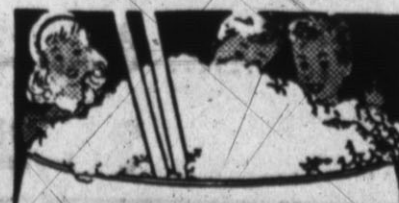
**CLOSE DRUG**  
Announces Opening of Their  
**NEW, MODERN FOUNTAIN**  
Sandwiches, Cold Drinks



As always our endeavor will is to continue to serve our customers with the best of quality in Foods and Drinks. We have never believed in Cheap Substitutes. Only Pure Fruit Syrups, factory made by J. Hungerford Smith, is used at our Modern, New Fountain!

Delicious  
**Hot Dogs 5c**  
Large Bowl  
**Chili .. 15c**

**Sandwiches**  
of all kinds  
**10c and 15c**



**Giant Jumbo Ice Cream Sodas 5c**



**LARGE MALTS 10c**

**Folger's COFFEE** Always Fresh!  
Richardson's Reddy  
**Hot Chocolate 10c**

**Special Sundaes 10c**  
.. Raspberry  
.. Marshmallow  
.. Butter Scotch  
.. Fruit Salad



**Save on Drugs!**

COME IN AND SEE  
"The Latest Scientific Development"  
**STERIL-RAY**  
All Glassware at our fountain is now Sanitized by ULTRA VIOLET RAY Method! See This Amazing New Machine in Operation!

35c Size  
**VICK'S 24c**  
100 Tablets  
**NYAL ASPIRIN 33c**

**DRENE' SHAMPOO**  
\$1.00 Size ..... **79c**

10c Size  
**Vick's COUGH DROPS, 3 for 22c**  
5-Lb. Bag  
**EPSOM SALTS 29c**

**VICK'S NOSE DROPS 24c**

Red Arrow  
**MINERAL OIL QUART 89c**  
Pound (80 pieces)  
**MINIATURE CHOCOLATES 29c**

**CLOSE DRUG**

PHONE 13

Headquarters FOR WESTERN UNION

WE DELIVER



Duke Steps Out



In full kit of an English major general, the once-exiled duke of Windsor leaves the London war office en route to the French battle front. Observers noticed the duke preserved his distinctive dress even in wartime, wearing non-regulation shoes.

Poor Cowardly Lion



Ray Bolger, Judy Garland, Bert Lahr in "The Wizard of Oz"

Jackie took awards as follows: 1 and 2 Cornish game young pen; 1 and 3 Cornish game old pen, 1 and 2 old Seabright Bantam pen; 1 and 2 young Seabright Bantam pen; and the champion pen of Bantams in the show.

Born In

(Continued from Page 1) again holds a large part of this valley. Mr. Baer traveled extensively over the countries of Western and Middle Europe when a young man and learned many of the different languages.

Plans Announced

(Continued from Page 1) Student Night Club which will be housed in Cousins hall. This will include Coconut Grove, Rainbow Gardens, Old Tascosa bar, an oriental room, and broadcast. Nearly two hundred persons will be needed to run various parts of the night club.

Whitefaces

(Continued from Page 1) Guthrie will be in the backfield, with Petersen and Loerwald probably dividing time at one of the halfback positions. The entire squad will make the trip, leaving by school bus about 3 p. m. Friday.

Hospital Notes

Mrs. P. W. Hughes, baby boy born October 10, both doing nicely. Mrs. John P. Gallagher, baby boy born October 10, both doing nicely. Ray Doyon, who has been recovering from a broken leg, was discharged Tuesday. Dorothy Edwards, appendectomy, was discharged yesterday.

Around Town

(Continued from Page 1) "Z" was in front of the "o," instead of where it should be." A new boiler is being installed by the First Baptist Church to supply the steam heating system.

Change of Program...

H. C. Aulick, plumber, and Mrs. Aulick have moved to 711 Miles Avenue. One man who is serenely unconscious of the cool weather is Cliff Estes who this morning was seen downtown wearing a straw hat and white shoes. Maybe he was trying to show us shivering guys that he could take it.

Trench Silos

(Continued from Page 1) feeding out calves, carrying cattle through the winter, or feeding to sheep, or fattening hogs.

County Agent Alex R. Bateman reports the feed especially good for brood sows and fattening hogs. Farmers testify that stock really go for the feed. One of the heaviest users of ensilage is Joe Evans, who plans to feed out 1000 head of calves this winter. He already has down about 2000 tons of ensilage. Another farmer putting down a large quantity is John Pittman who now has about 1800 tons in and is still filling. C. C. Wimberley has down

about 1200 tons. Wiley Roberson has in about 1000 tons. Other growers putting down large amounts of ensilage, and the number of tons already cut, are George Brumley and Son, 275 tons; Guy Laurence, 400 tons; Joe Reinart, 700 tons; John Paetzold, 180 tons; Bynum and Eubanks, 200 tons; Kenneth Cook, 300 tons; Cecil Gunter, 160 tons; Paul Mathers, 100 tons; Earl Springer, 150 tons; and several others.

Perennial Refugee



A perennial refugee is Judith Ann Acker, three-year-old daughter of a U. S. naval officer. Born in China, she was a refugee of the Sino-Japanese war. She arrived on a U. S. liner recently, with her parents, a refugee of the European war.

Red Cross Discusses Roll Call Plans In Organization Meet

At a meeting of the Deaf Smith County Chapter of the American Red Cross Tuesday afternoon, plans were outlined for the annual Roll Call. Mrs. D. H. Alexander, Roll Call Chairman, reported progress already made in organizing workers to make the membership canvass. The Roll Call will be made this year as it has in the past between Armistice Day, Nov. 11th, and Thanksgiving Day, which for the purposes of this canvass will be considered Nov. 30th.

It was brought to the attention of those present that a District Roll Call meeting is to be held at the Capitol Hotel, Amarillo, October 19, at 10 a. m. An invitation is extended to all who are interested in the affairs of the local chapter to attend this meeting. Please notify Mrs. Alexander, Roll Call Chairman, or John Olson, County Chairman, if you would like to attend this meeting. Transportation will be arranged to take care of all who want to go to the meeting.

It was decided to hold another meeting of the local chapter during the last week in October to perfect final plans for the Roll Call and to take care of such other business as might require attention.

Clean Clothing Before Storage

COLLEGE STATION, Oct. 12—Following the arrival of initial "northers" in the state, Texas homemakers are confronted with winter storage for the family's summer garments. Mrs. Dora R. Barnes, specialist in clothing for the A. and M. College Extension Service, advises thorough cleaning of all summer wearing apparel before it is sorted and put away for the winter months, since perspiration or stains may have a tendency to rot fabrics if they are not removed.

The Nazi-Soviet accord leaves open to mind the thought of Fritz Kuhn and Earl Browder playing double solitaire up at a summer Bund camp.

Wright's Take Poultry Honors In Eastern N. M. State Fair

Winter Lawn Advice Given By Specialist

COLLEGE STATION—Grass planted now will reap the benefit of fall rains and cool weather, and there is no better time than this month to level a lawn or to set out grass. Sadie Hatfield, landscape specialist for the A. and M. College Extension Service, in offering this suggestion points out that grass pays big dividends the year 'round.

In summer, she says, it reduces glare and increases comfort of the home by giving off moisture with an appreciable cooling effect; in wet weather it decreases the amount of mud and prevents erosion; in dry weather it reduces the amount of dust.

The specialist comments that in Texas there is a large variety of grasses from which to choose. Native Buffalo grass, which is similar to bermuda, is easily destroyed by cultivation, but it is also resistant to drought. Commonly known as mesquite grass, it is satisfactory in Central and West Texas. San Augustine grass does well along the coast and in areas not more than about 80 miles inland. In North Texas blue grass can be grown successfully. Rescue grass does well in the winter time and will grow in the shade, she added.

She concludes, "For a winter lawn, Italian rye grass may be sown in the early fall on freshly cut grass. When it has been watered thoroughly, it will come up and soon form a beautiful green lawn which will last all winter."

Springfield, Ill., was the first city designated for use of the Food Order Stamp Plan for distributing surplus foods since Secretary of Agriculture Wallace announced further expansion of the plan.

Prices paid by farmers for farm machinery have shown a steady rise during the past five years and are higher now than in 1929, although farm prices are lower.

Jazz music blares from a phonograph in Welsh miners' public baths. This is probably to discourage or drown out any bathtub warbling.

A world's fair nude show closed claiming ground rentals were too high. Either that, or the girls found fall temperatures too low.

If we are still worried about the U. S. cotton surplus, we might try selling it to Europeans for ear stoppings in the war zone.

Governor Dickson says bridge playing leads to evil things. Worst thing we can think of is a canned food dinner because that last rubber took so long.

The town council at Worthing, England, has voted funds for psychological tests of a 10 year-old boy, normally intelligent, who experiences a strange shock and is unable to read, write or talk in a classroom.

Here's where YOUR MONEY GOES FARTHER!

You spend less at McLain's. Here you get bargain prices every day, and we have one of the best equipped grocery stores in the Panhandle. Courteous clerks are glad to serve you at all times. A few pennies here and there soon run into dollars... Get the McLain Habit! Save pennies—and you save dollars.

- CUT BEANS No. 2 Can 3 cans 23c
CORN, Del Monte. Cream Style or whole kernel, No. 2 size 2 cans 25c
RANCH STYLE BEANS No. 2 Size Cans 2 for 15c
PEACHES No. 2 1-2 Can. Can 10c
MILK White Swan or Rose 3 tall cans 17c
SALMON Alaska Pack—Tall Can 13c
PORK & BEANS Big 16-Oz. Can 5c
FRUIT JUICES and NECTARS 3 cans 23c
BLACKBERRIES No. 2 Size Cans 3 for 25c

BETTER MEATS
Fresh Side Pork Per Pound 14c
Pork Steak Per Pound 20c
Bologna Per Pound 12 1/2c
Dry Salt Bacon Per Pound 12 1/2c

McLAIN'S GROCERY & MARKET
PHONE 18 WE DELIVER

Garden FRESH
SPUDS Idaho, U. S. No. 1 Russet. 10-LB. MESH BAG 25c
GRAPEFRUIT Texas' New Crop; seedless. 6 for 25c
YAMS Yellow. 2 1/2c lb.
ORANGES Sweets. 19c doz.
CELERY Extra large; Sweet, bleached. Stalk 10c
CARROTS Large Bunches 3 for 10c
BELL PEPPERS Bull Nose. 3 lbs. 10c
We take pride in our complete line of fresh vegetables and fruits. Inspect our modern Crispy Cooler refrigeration system.

WE BUY YOUR CREAM, EGGS and POULTRY!

50,000 FORFEIT 100,000 cattle pen, the reward... of LOVE!
Charles STARRETT
SPOILERS OF THE RANGE
SATURDAY also Cartoon & "FLAMING FRONTIER"

STAR THEATRE
THE WONDER SHOW OF SHOWS!
Broadway's Great Musical Masterpiece is Now The Screen's Technicolor Hit!
GIANT ALLURING 7 SMASH CAST! DANCERS! TUNES!
THE WIZARD OF OZ
JUDY GARLAND
FRANK MORGAN
RAY BOLGER
BERT LAHR
JACK HALEY

STAR -- Sunday and Monday
Added: Cartoon Comedy and War News
NOTICE—All School Children under 12 years of age will be admitted for 5 CENTS Monday afternoon, October 16— and School Children over 12 years of age will be admitted for 10 CENTS each, on Monday afternoon, October 16.

For RESULTS use the CLASSIFIED ADS



ATTEND WHITEDEER GAME TOMORROW!

# The Whiteface Round-Up

FOLLOW THE WHITEFACES!

## County Teachers Elect Allison For President

The Deaf Smith County Teachers Association met at 7:30 Wednesday evening, with Mr. John I. Willoughby presiding.

The principle business was the election of officers for 1939 and 1940. The following were elected: President, Mr. Glenn Allison; vice-president, Miss Ruby Dutton; secretary, Mr. Roy Oldham; treasurer, Miss Declmae Ramey; reporter, Miss Ethel Rice; and Mr. G. M. Hudson, delegate.

The group discussed the possibility of changing the constitution to permit fewer meetings for this year.

A report was given by the outgoing treasurer, Miss Edna Daughtee, as to the financial state of the organization.

The teachers were urged to become members of the State Teachers Association.

Those present were: County Judge Schroeter, the Westway teachers and the local teachers of Hereford.

The next meeting will be held the first Wednesday in November.

## Health Lecture Given By Mrs. Marie Carroll

Mrs. Marie Carroll, a local nurse, was at the High School Thursday, October 5th to give a talk on Home Nursing to the Health and Physical Education girls. This is the beginning of a series of health lectures by local doctors and nurses for the Girls Health and Physical Education classes. Doctor G. F. LeGrand will make the next lecture on Communicable Diseases.

Mrs. Carroll discussed with the girls the problems of home nursing such as; what you should do in case a person should faint; what you should do if a person became sick in the middle of the night; how to make a sick bed; how to bathe a patient; how to comfort a sick person and many other problems in home nursing.

In the latter part of the period, Mrs. Carroll gave the girls an opportunity to ask her many questions they would like answered.

## Central School Is Working On Indian Project

Central School is well under way this year, leading off with a well planned American Indian study by the fourth grade under the instruction of Miss Ruby Dutton.

These students are studying the life and customs of the Indians about the time of the landing of the Pilgrims. To make the study more real they are making a collection for a museum. In this museum they have real Indian pottery, knives, tommy hawks, ball sticks, and a buffalo skull found near the Frio Draw. The students expect to complete their museum soon and open it for public inspection.

To close their Indian study they are going to present an Indian folk story. At this time the public will have an opportunity to see Indian tools, model houses, and weapons which the students built. The most remarkable thing about the study is the intense interest the students are acquiring together with the wide range of knowledge of Indian life, customs, tribes and general Indian information.

The school is developing in other activities, mainly fire prevention drills. Mr. Glenn Allison, principal, states, "The building can be cleared in an orderly fashion in one minute." The second, fourth, and fifth grades are studying fire prevention in their classes. Other activities are: better planned assembly programs, using interesting and educational speakers, and a better preparation for high school. Mr. Allison states, "This year, more than ever before, extra steps are being taken in preparing students in the language arts, mainly, English and Spelling."

## Former Student Praises High School Band

Another ex-student having fond memories of past good times and who also seems to have a yen to be back again with the old gang is Morris Easley, who, with his mother, is spending the winter in Georgia. Morris, who is attending the high school division of Georgia Military Academy at Milledgeville, says the discipline of military life is about to get him down.

Following is part of a letter from Morris written to one of the bunch: "Although I live in town, I am under the same rules as the barracks boys—and do they stick! I am about to learn to be a soldier, but my feet don't like the idea. You know, drilling with a heavy gun to pack. I am beginning to like the school, though, and all that goes with it. I was lucky and got on a bass the first thing and didn't have to take cornet. Boy, you will never know what a fine band Hereford has until you are in some other. Sometimes I would like to tell each one just some of the things Ralph Smith told me."

Your friend,  
Morris Easley  
(Fish.)

## Whitefaces Conquer Demons 13 to 6 To Capture Victory Of First Conference Game

### Public Opinion

Many new students from other towns and states have entered Hereford High this year. Inquisitive as everyone happens to be, the question—"What do you like best about Hereford High?" was asked the following: from Berger, Carroll Newsome: "Nothing! Yes I do Saturday and Sunday."

Billie Erlene Sexton, from Harrold, Tex.: "Gym, I like it better than anything."

Elmer Mathies, from Santa Monica, Calif.: "Nothing except A."

Georgianne Miller formerly of San Antonio: "Best of all—the kids."

Maxine McCaw from Rotan: "The assembly."

Dorothy Lee Graves, formerly a resident of Canyon: "The kids."

Bill Miller from California: "Nothing."

Betty Jeane Johnson from Missouri: "Everything."

Imogene Martin formerly of Berger: "My teachers."

Duane Baize from Littlefield: "What do I what? Oh, the girls."

### GAME AT A GLANCE

Hereford	Score	Dumas
13	6	
12	First Downs	5
163	Yards Rushing	111
49	Yards Passing	7
5 of 14	Passes	1 of 5

Going the entire length of the field in five plays during the last three minutes of play, Hereford scored their second touchdown to defeat Dumas 13 to 6. Gutherie took Dumas' place-kick, a try for a field goal, behind his own goal line and ran it back to mid-field. A short pass made two yards and then Petersen threw a pass to Schumacher for twenty-eight yards, taking the ball within twenty-five yards of a score. Petersen picked up five yards through the line. Schumacher, who was on the end of a neat double reverse, went the remaining twenty yards for a touchdown, untouched. Dumas' last minute threats were stopped when Hales intercepted a Dumas pass and ran it back within fifteen yards of another score.

The Whitefaces scored first within a few minutes of the first quarter. Dumas followed with a score just after the second quarter started. Both teams failed to convert. Dumas was considered ahead up to the time of Hereford's last touchdown on the basis of two penetrations to Hereford's none.

Johnson of Hereford looked good in the Whiteface's offense. Schlingman was the sparkplug of the Dumas squad.

## Hi-Y Elects Morgan As Parliamentarian

The boys Hi-Y Club of Hereford met in its regular meeting on Tuesday night.

The club elected Myron Morgan as parliamentarian.

Vice-president, R. L. Dowell, introduced the following: The Devotional was read by Donald Henslee and a round table discussion on "Standards" was led by Bob Gilliland.

A definition of a Hi-Y Club was given by Mr. G. M. Hudson. The club had two visitors, Jack Allman and Roger Hartman.

### LINEUP

Hereford	Dumas
Smith	Hunt
Knox	Deerjian
Lisenbee	Keith
Estes	McMurry
Ford	Graves
Hagar	Parmley
Brook	Bain
Schumacher	Schlinkman
Loerwald	McClung
Guthrie	Mills
Johnson	Thompson

Hereford Substitutions: Hales, Petersen, and Fox.

## J. I. Willoughby Visits In East This Summer

It was the pleasure of Mr. John Willoughby, history teacher in Hereford High School, to visit many of the places of historical interest last summer.

His trip to New York City this past summer was made more enjoyable because of several things: a visit to the \$11,000,000 Indianapolis Speedway, seeing all but one of the Major League baseball teams; a sidetrip to Philadelphia, Penn., where he saw Independence Hall and Betty Ross's home, and a trip to Valley Forge. Then, for the purpose of comparing campuses and educational atmosphere, Mr. Willoughby visited the following universities: Princeton, Villanova, Temple, Harvard, New York University, Massachusetts Institute of Technology, Mt. Holyoke, Amherst, and Smith.

Four days after enrolling in school, Mr. Willoughby was forced to undergo an operation for appendicitis.

While convalescing, he spent two and one-half weeks in Massachusetts and New England, visiting Portland, Maine; Niagara Falls on the St. Lawrence River; and Providence, Rhode Island, where he was particularly interested in the Roger Williams Memorial Park. In Boston he saw the battleship, "Constitution," Bunker Hill, North Church, and the Boston State House.

Mr. Willoughby's main objections to the East were that there is no personal interest in your problems and that there everything is too commercialized. "The best that money can buy is in New York," he said. "If you have the money to buy it. The individuals were some of the nicest people I have ever met."

## Committee Will Plan Amusements For Sophs

The Sophomore class at their meeting last Wednesday, elected a program committee which will provide the class with entertainment when there is not any business. Since the vice-president, Billy Davis, is the chairman, the class elected two more members to work with him. They are Billy Seife and Larry Trimble.

The Athletic Association report was given by Benny Wombie. The Sophomore representative, Mattie Louise Lawhon, gave a student council report.

## Society

Mary Ann Acker, Troyce Stambaugh and Evelyn Walker were hostesses October 4 at a tea given for the new members of the F. H. T.

Refreshments of open faced sandwiches, pickles, lemonade and cookies were served from a table centered with yellow daisies in a crystal bowl. Gladolias in a green vase and green candles decorated the buffet. Green ice cubes in lemonade carried out the green and yellow theme.

Those present were: Gloria Cress, Margaret Olson, Virginia Curtsinger, Robina Culppepper, Dorothy Jean Martin, Billye Self, Dorothy Banner, Billie Erlene Sexton, Ella Mae Parsons, Frances Young, June Dameron, Mona Jean Luttrell, Katie Jean Cress, Lavon Baize, Georgianne Miller, Enoree Hodges, Virgie Finck, Phillis Radovich, Miss Rhita Jean Sullivan and the hostesses.

## "Hermit's Creek" Name of Community Formed In Community Civics

The Community Civics class, under the instruction of Miss Declmae Ramey, is organizing a community of its own. The class has allotted itself one hundred and fifty acres of land on which it has a town and a community surrounding it. Each member of the class has chosen an occupation. The class named the town "Hermit's Creek."

The city officials are: James Wilde—mayor; Gerald Gollehon—sheriff; Grady Wilson—deputy sheriff; Luther Worley—judge. The Commissioners are: Felix Pyka, Donald Roberson, Bruce Beene, and Elwood Skypala.

The class puts out a weekly paper entitled "Town Times." The members of the staff are as follows: Bill Hall, editor; Billy Dameron, Olivia Benson, Felix Pyka, Bruce Smith, and Jeane France—assistant editors.

The class has organized several clubs in Hermit's Creek. They are: "Ladies Aid," "Ladies Sewing Club," and "Cattle-men's Association." The church is in the town hall.

There are several units to be covered in the future. The members of the class believe that in the way they are doing the work it will be more thorough and also more interesting.

Miss Lois McCaslin was at home in Canyon over the week end.

## "Youth's Relationship To Church" Is Subject Studied in Girls' Hi-Y

The Girls' Hi-Y met Tuesday evening to discuss the history, organization, and youth relationship of the church.

More plans were made for the Father-and-Daughter Banquet November 24. The girls decided to attend the Presbyterian Church in a group Sunday night.

The regular program was opened with a prayer led by Miss Irene Crawford, sponsor; followed by the song "Onward Christian Soldiers," which was led by Dorothy Nelle Trimble. Vivian Olson had charge of the program for the evening. Ann Cockrell gave a talk on "The History and Organization of the Church." Lois Agnes Gilbreath spoke on "The Relationship of Youth and the Church Today."

The program was closed as the girls sang "Blest Be the Tie," and repeated the Hi-Y benediction.

Betty Ann Dunlap and Mary Nicks visited in Lubbock over the week end. They visited Jack Nicks and Dean Dunlap who are going to school at Lubbock.

## Relief At Last For Your Cough

Creomulsion relieves promptly because it goes right to the seat of the trouble to loosen germ laden phlegm, increase secretion and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. No matter how many medicines you have tried, tell your druggist to sell you a bottle of Creomulsion with the understanding that you are to like the way it quickly always the cough or you are to have your money back.

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for Coughs, Chest Colds, Bronchitis

## Clean Sportsmanship

Half of the sport of a football game is made by clean sportsmanship. The Whitefaces have played their first conference game with the Demons of Dumas. The fact that Hereford won the game is probably the thing most of the fans will remember, but what about the sportsmanship? Shouldn't one remember that? Both teams were clean sports. They proved that they could take whatever came. Of course, there were times when one could tell that some of the boys had tempers, but that is human. At any rate, as long as they can hold their tempers, that is all that is necessary. Anyone who can stand to be rolled, knocked, and pushed around on a hundred yard stretch of hard ground and still not say a word certainly deserves praise. The Demons and the Whitefaces both had a hard time. The wind was blowing dirt right in their faces, and several other things were hindrances. Yet they played a clean game and when it was over, the Demons, even though defeated, shook hands with the Hereford players. That was real sportsmanship. May the Whitefaces and all other teams have more of the main ingredient in football, or any other game: clean sportsmanship!

## "Whiteface Headliners" Selected Staff Name

At its regular staff meeting Monday, October 2, "The Whiteface Headliners," was chosen as a name of the club. Also at this meeting, Janelle Potter was elected secretary.

The club plans to have a press banquet sometime in October and to go to several meetings in this area this year.

## Confidentially Yours

Well, are you waiting for the word have noticed that this news? Even a "non-snooper" would have noticed that Clifford Estes kicked the football at Berky Phillips on purpose Friday night. But I don't think he really intended to knock her glasses off. They fell in Reynolds Herr's lap.

Did you hear a sneeze in assembly Friday morning? Well, it was Duane Baize again, and I bet he was afraid Ann Cockrell couldn't hear it. That's why it was so loud.

Congratulations Helen F. Streu! You seem to be doing pretty well with Paul Lyons!

H. H. 8 was happy Friday night to see Vivian Olson and Myron Morgan together again. We wonder how long it will last this time?

Confidentially, Billye Seife is mad at Pauline Parker and just because she told Carroll Newsome that Billye had a crush on him. Tsh! Tsh! Two minutes later Carol held up the band-peg stunt on the football field because he forgot his hat. What would he have forgotten if he had seen Evelyn Benson?

Did you know that June Botsford had a "male-visitor" at school Friday? And did you notice how many girl-friends she had all of a sudden?

Lois Standifer has a terrific cold. She informed me that Roger Brumley had pneumonia.

Mary Beth Hicks and Ann Cockrell are having a terrible time with Harold Loerwald. Gee, it must be wonderful to be popular, huh, Harold? (Note: This is a joke—all three are enjoying it.)

Polly Anna Crawford was acting quiet, Friday. She said she had a wisdom tooth pulled.

Had you noticed how all the

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# The Hereford Brand

Published Every Thursday. Our Slogan—More People—More Farm

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 39

MRS. SETH B. HOLMAN Publisher  
JIMMIE GILLENTE Editor

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### NOTICE TO PUBLIC

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally, at the office at 402 Main Street, Hereford, Texas.

## Hereford Needs a Columbus

Four hundred and forty-seven years ago today a daring explorer, Christopher Columbus caught sight of his first land since he had left the islands of the Azores. While not sighting the mainland of a new continent, yet he is given credit for discovering a new land of limitless wealth and unparalleled opportunities. Within two centuries that new land was to be filling up with people in search of new homes where they would be free of old world poverty and old world oppression.

Economists are saying today that if there were new continents to explore and settle with new rich land for the taking, the present European war would not have happened.

In the years past Americans in search of new frontiers with a new chance to wrest a living from the soil, have always turned to the West. But today that West is largely closed. There is no more homestead land to be taken up. The new frontiers out there are the enormous areas opened by the building of huge dams to back up water for irrigation. And that land is among the most expensive farming land in the United States.

But there is a frontier which is still left for people with the determined spirit of the pioneers. And that frontier is right around Hereford. We have here cheap land underlaid with abundant water for irrigation. Comparable land in other irrigation sections would have cost from three to 10 to 20 times what it does here. We have the potential agricultural resources to support a Hereford with a population of five or six thousand persons with a surrounding population double what it is now.

We can grow potatoes with a greater margin of profit than the Idaho or Colorado grower can. What's more the truckers come right to the field after them, thus eliminating any freight or truck charge. We can grow sorghums here which will cut 20 tons of ensilage per acre. We can grow onions which will produce 500 bushels to the acre. Instead of irrigation water hurting the soil as in some places, the water here actually seems to improve it.

The new world had a Columbus to go back to the old and tell of undeveloped riches. Hereford needs a Columbus today to tell ambitious, hard-working people what we have for them here. If every Hereford resident would constitute himself his own Columbus and send out word of the opportunities here, we would soon have people trekking in from less favored regions anxious to have a part in the building of a new agricultural empire on the Llano Estacado.

## Jumbo News

MRS. ULLMAN HUNTER

Mr. and Mrs. Roy Thruston spent Saturday in Olton with her family.

Mr. and Mrs. Eddie Lee Layman of Portales, spent Saturday night with the M. G. Laymans.

The community enjoyed a pot luck supper at the community room Wednesday evening. After supper, J. T. Stevall, County Agent, and Miss Mary Couch gave the results of the Community Land Use Planning Survey and told what the committee

was trying to accomplish in the Land Use Planning work. The community agricultural association was re-organized and M. L. Simpson was elected president. Mrs. Clem Gilliam was chosen vice-president, and H. C. Baird as secretary-treasurer. As was brought out in the discussion following the election of officers the organization had for its purpose any movement that is for the help and up-building of the community. The first Wednesday evening in every month will be the regular meeting time.

Mr. Roy Thruston, principal of the school told of the need for standardizing the local school

and it was voted by those present to form a Parent-Teachers organization and put in a library for the community's use.

Bernard Wilder a student at Lubbock Tech, spent the week end at home.

Mr. and Mrs. Clyde Wilburn of Hereford, visited Mr. and Mrs. Allen King Sunday afternoon.

Mr. and Mrs. Ullman Hunter were guests of Mr. and Mrs. W. A. Hunter of Hereford Sunday.

Laurence Matthews, a student at Portales, spent Saturday night and Sunday with home folks.

Catherine Thruston and Orval Pierce won first prizes Friday evening at the community meeting room for being the most Kiddish looking at a "Kid" party sponsored by the Young People's Christian organization.

Mesdames Carl Frye of Easter and Ullman Hunter were the judges. Candy and apples were served to Joyce and Boyce Carter, Daphene Bralley, Wayne Sparkman, Wilburn Dixon, and Charlie Ray Frye of Easter; Hubert and Mildred Baird, Lonnie Wayne Adams, Virginia and Margaret Simpson, Orval Pierce, Fred and Anderson Axe, Ray and Catherine Thruston, John Hardy Wood, Leon and Pauline Matthews, W. A. Hardin, C. C. Hunter Jr., Pauline Owens, Lucille Rhodes, Billie and Lucille Dyer.

Mrs. M. G. Layman and Sue spent Saturday with Mrs. Jack Wederbrook of Hereford.

Mr. and Mrs. H. C. Baird spent last week end in Santa Fe.

Mrs. J. J. Wilder was a Dimmitt visitor Thursday.

Mrs. H. C. Baird led the devotional Thursday when the Women's Auxiliary met at the school house at 2:30 p. m. Mesdames Philis and Ullman Hunter gave two chapters in the Home Mission Study Book "Homeland and Harvest." Members present were: Mesdames L. A. Matthews, M. L. Simpson, H. C. Baird, Roy Thruston, Sam, Finis and Ullman Hunter.

Mrs. Addison Hunter visited with her mother, Mrs. E. C. Burks of Arney Friday afternoon.

Mrs. Sam Hunter spent Tuesday with her sister, Mrs. Harry Smith of Easter.

Mr. and Mrs. Ozro Stephens of Dimmitt called on Mr. and Mrs. R. L. Stephens Friday evening.

C. D. Pinckert, Dr. R. E. Cogswell and Buck Buckmaster, of Dimmitt, left for Gunnison, Colo., to hunt deer. They will be gone about ten days.

Mrs. C. D. Pinckert spent Saturday and Sunday with her mother, Mrs. Gus Tiejens of Easter.

Mr. and Mrs. Ovid Pinckert of Hereford spent Wednesday evening with Mr. and Mrs. Dewey Owens.

Mr. and Mrs. F. L. Pinckert spent last Sunday with their daughter, Mrs. Buddy Taylor Jr. of Canyon.

## Japan's New Premier



Nobuyuki Abe, Japan's new premier, succeeded Kiichiro Hiranuma to that post when the Japanese cabinet resigned in a body following announcement of the German-Russian pact. Abe was briefly acting war minister in 1923, and retired in 1936. "Japan," Abe said upon taking office, "will have a troubled future."

## Vega News

MRS. D. E. MCKENDREE

Vega football boys were defeated by Dumas in a hard fought battle at Dumas last Friday. The score being 13 to 7.

Mrs. Zona Cochran and children, Mr. and Mrs. Joe Wagner of Ford, Mrs. Cleo Moore of Ohio, visited relatives in Colorado, Texas last week.

Mary Louise Loyd, who teaches the third grade in Vega school

spent the week end in the home of her parents, Mr. and Mrs. Roland Loyd.

Mr. and Mrs. D. E. McKendree spent Sunday in the home of Mr. and Mrs. Merle Wood.

Mrs. H. H. Weimhold spent last week end in Sudan, where her son, Forest, works and also assisted in putting on a cooking school there.

Mrs. Sam Mitchell of Amarillo spent Wednesday with her sister, Mrs. Guy Barnett.

A son, Edgar Sprouse Jr., arrived last Friday to take up his abode in the home of Mr. and Mrs. Ed Sprouse.

Mrs. John Haliburton returned from Lubbock last Saturday. She has been at the bedside of her sister-in-law, Mrs. Bill Klein. She reports Mrs. Klein very much improved and expects to be able to be moved to her home in Lubbock this week.

Mrs. E. O. Kilbourne was having dental work done in Amarillo Monday.

Mrs. Edna Mae Gist, who has charge of the Vandy Beauty shop left Wednesday for Amarillo where she is employed in the Herring Hotel Beauty shop.

Mrs. John Ivy entertained the members of the Tongue and Thimble Club Tuesday.

The Presbyterian Missionary Society held an all day meeting in the home of Mrs. J. L. Watkins Wednesday. A covered dish luncheon was enjoyed at the noon hour then a very interesting Bible lesson by the leader, Mrs. O. O. Slutz in the afternoon.

Mrs. Hugh Knox returned from Clarksville Tuesday night where she had spent the past two weeks with her mother, Mrs. J. A. Mabry.

Mr. H. Climer of Columbus, Ohio, is in Vega on business and visiting friends and relatives.

MARRIAGE LICENSES ISSUED  
S. H. Onstott and Miss Marie Hurley.

Rainey Campbell and Miss Mildred Fambrough.

spent Thursday, with her mother, Mrs. Geo. McCombs.

Miss Darlene Dygert of Devine, is visiting her brother, Kenneth Dygert, and family, also friends in Vega.

The Methodist revival is still in progress with good attendance and spirited messages given out from Rev. Smith of Amarillo.

Mr. and Mrs. Joe Shields of Amarillo had dinner with Mr. and Mrs. A. M. Miller Friday and attended church at night.

The ladies of Vega community are enjoying a 3-day cooking school under the supervision of Mrs. Arveva D. French.

Mr. and Mrs. Raymond Thompson are home from their vacation visiting the Golden Gate Exposition in San Francisco, Seattle, Wash., and other points of interest.

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old, decrepit files with new ones with suitcase locks. Sturdily built, Weis letter files welcome long sentences to the hardest kind of labor.

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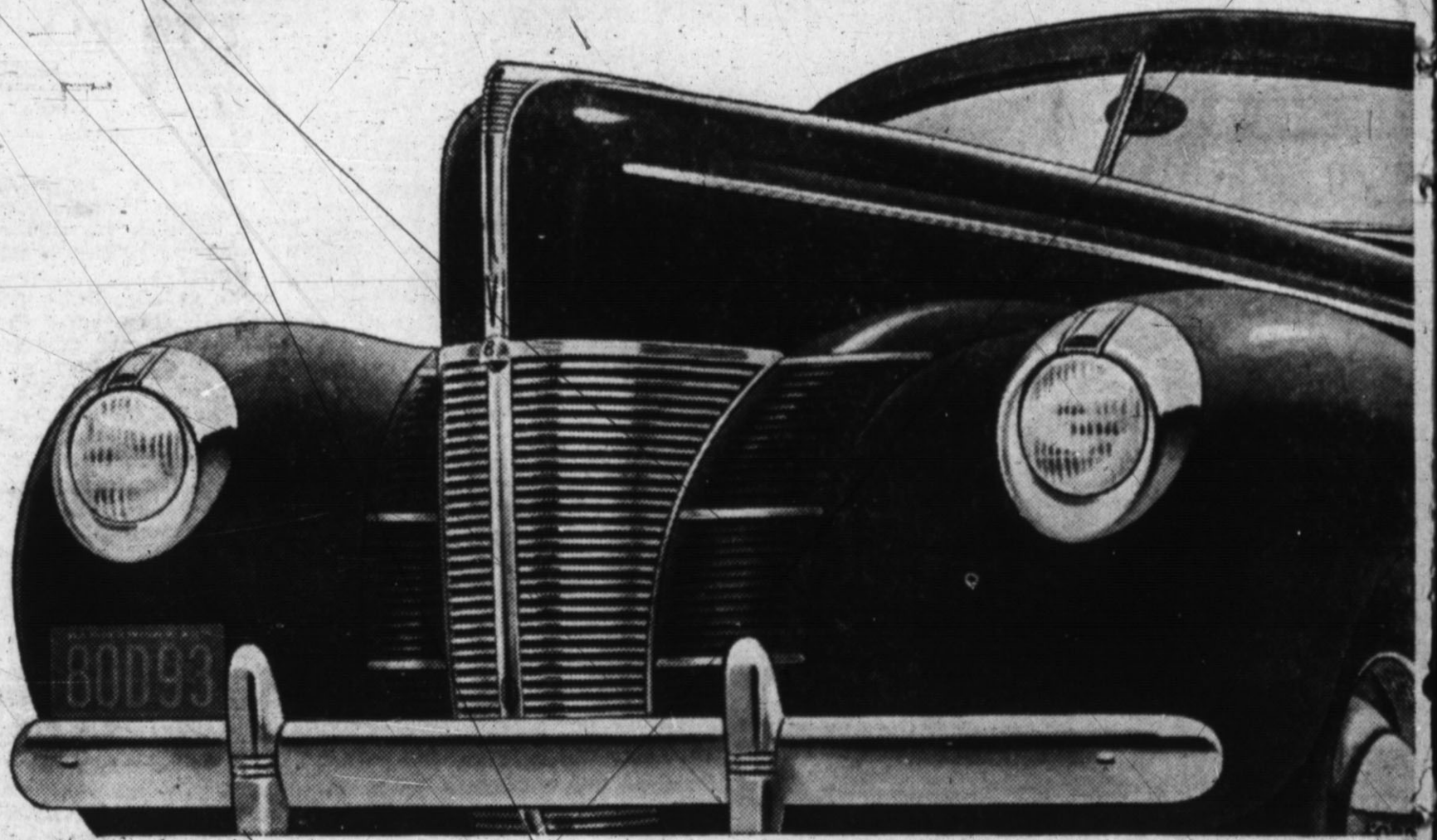
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# Announcing THE NEW

# FORD CARS FOR 1940



22 important improvements, added to fundamental Ford features, represent the most advanced engineering in the low-price field

WHAT do the Ford cars for 1940 offer to match their brilliant new beauty? New comfort, convenience, quiet, safety—and the roomiest, richest interiors ever designed for a Ford car.

They have a host of interesting new features. Finger-Tip Gearshift on the steering post. An improved transmission, unusually easy to shift. New Controlled Ventilation. Improved shock absorbers. Softer springs, improved spring suspension and a new ride-stabilizer.

A combination of new features makes the new cars quieter in operation. They have big, powerful hydraulic brakes. They have new Sealed-Beam Headlamps that are safer, stronger and stay bright longer. They have the famous Ford V-8 engine (85 hp in the De Luxe Ford. Choice of 85 or 60 hp in the Ford)—which blends cylinder smoothness with economy.

You've never seen cars with so much performance, style and comfort at such a low price. Get acquainted. You'll enjoy the experience!

### 22 IMPORTANT FORD FEATURES

**FOR COMFORT**—More room inside. New Controlled Ventilation. New torsion bar ride-stabilizer. Improved spring suspension. Self-sealing shock absorbers. Two-way adjustable driver's seat. New-type resilient front seat backs. New "Floating-Edge" Seat Cushions.

**FOR CONVENIENCE**—New Finger-Tip Gearshift. Engine more accessible. Two-spoke steering wheel.

**FOR SAFETY**—Sealed-Beam Headlamps. Dual windshield wipers at base of windshield. Larger battery. Battery Condition Indicator on all models.

**FOR SILENCE**—Improved soundproofing. "Easy-shift" transmission. Curved disc wheels. Improved drums for big Ford hydraulic brakes.

**FOR STYLE**—New exterior beauty. New interior luxury. New instrument panel. 85-hp models only

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To this, add a million new jobs made by beer. And a 100 million dollar farm market.

How can we keep these benefits... for you and

for us? Brewers of America realize this depends on keeping beer retailing as wholesome as beer itself. They want to help public officials in every possible way. They cannot enforce laws. But they can—and will—cooperate!

May we send you a booklet telling of their unusual self-regulation program? Address: United Brewers Industrial Foundation, 19 East 40th Street, New York, N. Y.

### BEER...a beverage of moderation



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### Progressive Club Meets For Study

The Progressive Worker's Club met with Mrs. C. P. Caldwell and Miss Eunice, Wednesday, October 4, for a lesson on Germany. After a short business session the following program was given.

Mrs. Ray Hershey who was absent from the last meeting gave her part on the former program entitled "Achievements in the Arts of Denmark."

For the regular program Roll Call was answered with Leaders of Germany Yesterday and Today. History of Germany 1848-39. Mrs. Owen Neel. It was noted that although Germany is only a comparatively young nation it has made great developments in the short time which its government has been reorganized. A Traveler in Modern Germany—Mrs. Ira Ricketts. Mrs. Ricketts told how the social life is conducted, and noted that Germany with only an area of about one-tenth that of the United States stands near the United States in industrial output.

Refreshments were served to Mesdames A. S. Higgins, Lewis Harvey, Ray Hershey, Lynn Powelson, Owen Neel, Ira Ricketts, E. T. Brookes and Miss Ira Jeanne Ricketts and visitors Mesdames Jess Caldwell, Marguirete Rector, E. M. Halle, and Clyde W. Russell of Texroy. The next meeting will be a social meeting held at Mrs. Charles Green's, October 18. All members are urged to attend.

### 1940 Chevrolets Make Their Bow



Three series of passenger cars, re-designed in the new "Royal Clipper" styling, and embodying numerous mechanical improvements to assure greater safety and comfort as well as finer performance, comprise Chevrolet's new line for 1940, introduced today. All series are much larger, overall length being increased 4 1/2 inches. The new exclusive vacuum power shift (lower left) is now regular equipment on all models of all series at no extra cost. Special De Luxe series, the Sport Sedan of which is shown at center, has a new T-spoke steering wheel with horn-blowing ring (upper right). Lower right, the 1940 Chevrolet six-cylinder valve-in-head engine, which has been improved for smoother, quieter operation, and extremely long life.

### Progressive News

IRA JEANNE RICKETTS

This community received about an inch and a quarter of rain over the week and which will help the wheat a great deal. It seems that the wheat has grown quite a bit in the short time since the moisture fell. The rain will slow the feed cutting up considerably but was welcome nevertheless.

Ray Neel left for school a short time ago. He will attend the Central Bible Institute in Springfield, Mo., where he is studying in preparation for the ministry. Success is wished him by his many friends of this community.

Weldon Gregory, Mr. J. W. Claunch and son all of Lub-

bock, spent Sunday in the home of Mr. Gregory's mother and family. Mrs. W. P. Gregory, Mildred, Jake and Miss Augustine. Miss Loveta Anderson of Hereford spent Sunday with her cousins, Misses Ninnie and Faye Hurford.

Mrs. Clyde Russell and children, Robert and Doris, and Miss Ira Jeanne Ricketts spent Thursday with their sister and aunt, Mrs. Luke McBrayer and daughter, Lyndell, at Wyche.

Mr. and Mrs. E. T. Brookes and Mr. F. D. Perkins visited Mr. and Mrs. Frank Givans in Hereford Saturday night.

Miss Eunice Caldwell spent Thursday with her sister, Mrs. Jeff Roberson, in Hereford. Mrs. Roberson fell down her basement steps about a week ago but the people of this community are glad to hear that she was not seriously hurt and is getting along nicely.

Mrs. Ira Ricketts spent Thursday with Mrs. J. L. Pevely in Hereford.

There were only 29 at Sunday School Sunday afternoon, partially due to the rather disagreeable weather. All except four of those present were either members of the Junior class of the Young Peoples Class. Sunday School is held every Sunday afternoon at 2:30 p. m. Everyone is urged to attend and visitors are always welcome. The attendance this year has been exceptionally good and it would be excellent for it to remain so.

Mr. and Mrs. A. E. West and family of near Hereford visited Mr. and Mrs. A. D. Hurford and family Sunday afternoon.

Mrs. Owen Neel spent Tuesday with her sister, Mrs. Clarence Botts, in Hereford.

Mr. and Mrs. Ira Ricketts, Ira Jeanne, and Glenn and Mrs. Clyde Russell and children, Robert and Doris, took dinner Sunday with Mr. Ricketts' father, W. A. Ricketts, in Hereford.

Mr. and Mrs. Edgar Russell of Hereford spent Sunday with his father and sister, Mr. W. C. Russell and Mrs. Marguirete Rector.

Mrs. C. V. Burgess returned to her home Thursday night after having spent some time at Martin, Tex., helping care for her daughter, Mrs. Sgm Stanford, who is improving.

Mr. and Mrs. F. H. Oberthier spent Sunday afternoon with F. D. Perkins, and Mr. and Mrs. E. T. Brookes.

Mrs. John McDonald and children of near Hereford spent Sunday afternoon with Mr. and Mrs. A. D. Hurford and family.

Mrs. W. H. Wood and children have come for an indefinite stay with her parents, Mr. and Mrs. H. M. Smith.

Harold Harvey accidentally shot himself Saturday while hunting but the injury proved to be nothing more than a flesh wound.

The people of this community are not superstitious but some of them are beginning to think that there might be something in the number 13. A few weeks ago your correspondent reported that there were now 13 irrigation wells in the community for a certain radius. A few days later C. P. Caldwell's well stopped pumping and this week Ira Ricketts, Pete Caldwell, and W. C. Russell have all had well trouble. However, we do not advocate either stopping up the thirteenth irrigation well or digging another well immediately.

Mrs. E. T. Brookes attended a Council meeting of the county Federated clubs Saturday after-

**COLDS** Cause discomfort. For quick relief from the misery of colds, take **666**. Liquid-Tablets-Salve-Nose Drops

**MASONIC BULLETIN**  
Hereford Lodge 648  
Stated meeting second Monday in each month. School of instruction each Thursday night. F. M. Kester, W. M. E. L. Brady, Secy.

noon in town.

Miss Sadie Lee Oliver, CHDA, met with the Girls' 4-H Club Friday afternoon. Those present were Misses Faye and Pearl Hurford.

Only a small number was present at Singing Sunday night because of threatening weather. Singing is held every Sunday night at 8:00 p. m. Visitors are always welcome.

Mrs. A. J. Blakemore has been ill with the flu at the home of her son, J. E. Blakemore. Her friends wish her a speedy recovery.

### Daniel News

PAULINE MOORE

This community is very proud of the nice rain it has just received. About one-half inch fell Saturday night.

This community was very badly shocked to hear of the death of one of our most beloved and finest Christian friends, Mrs. Tom McClain, who passed away last Monday afternoon at her home.

The Martin Campbell family have been on the sick list during the past week.

Other sick ones during the week were Mrs. Floyd Tomlinson and Nancy Kay and Joyce Moore.

Mrs. Goose of Plainview called in the W. R. Moore home on business Wednesday.

Mrs. O. J. Moore and family visited in the A. D. Moore home in Kress, Wednesday.

Mr. R. E. Gill and family have moved to their new home in Canyon for the winter.

Mrs. Floyd Tomlinson visited Mrs. Jim White near Dawn Wednesday morning.

Aron Connor returned to his home in Plainview, Wednesday.

### NEW CARS REGISTERED

Elvin J. Ridling, Ford Tudor, Hereford Motor Co.

H. A. Burk, Dodge DeLux 4-door, Ireland Motor Co.

Nettie P. Slaton, Dodge coupe, Ireland Motor Co.

O. G. Hill, Dodge 4-door Sedan, Ireland Motor Co.

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**"Chevrolet's FIRST Again"**

Eye it

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Buy it

Look at the greatly increased size and luxury of this car with new longer wheelbase and stunning new "Royal Clipper" styling... And then you will know it's the streamlined beauty leader of the low-price field and the biggest value money can buy!

Tune into gear with Chevrolet's New Exclusive Vacuum-Power Shift... Test its matchless combination of power, acceleration, smoothness and economy... And then you will know it's the best-driving, best-riding and best-performing low-priced car!

Only Chevrolet gives such high quality at such low cost... Low Prices... Low Operating Costs... Low Upkeep.

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**WE ARE SAYING "THANK YOU" TO OUR FRIENDS and CUSTOMERS**

In announcing the sale of our cafe in Hereford we also wish to express our sincere appreciation to those who have patronized us. We tried at all times to serve you well, and we appreciate the loyal patronage accorded us.

Nowhere do we feel that a finer group of people will be found than in Hereford. It has been a pleasure for us to work with you, and to serve you.

Again, we say "THANK YOU!"

MR. and MRS. **Paul Foster**

**Comfort Cleanliness**  
**Convenience**  
**Health Economy**

Use **GAS FOR HEATING**  
**West Texas Gas Co.**





Feel The Difference! See The Difference!

DRI-SHEEN cleans cleaner, makes odors impossible, gives a truly safe method. We are proud to offer to our friends and customers the advantages of DRI-SHEEN PROCESS

The DRI-SHEEN PROCESS is the most sensational and practical improvement in dry cleaning methods in recent years... it's Safe for your garments!

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Education Exhibit Draws Interest Here

The educational exhibit sent to the Tri-State Fair, where it won a \$15 award, was placed on display locally at the canning exhibit because of the interest indicated in this phase of home food supply.

Block 24 of the original town of Hereford.

Aetna Life Ins. Co. to Travis M. Dameron, NW 1/4 of Section 4, T 4 N, R 3 E.

Aetna Life Ins. Co. to Travis M. Dameron, SE 1/4 of Section 3, T 4 N, R 3 E.

Earl Lance and wife to Conrad Urbanczyk, N 160 acres out of E 337 acres of Section 130, Block M-7.

C. S. Jones and wife to Fred Brown, E 80 feet of Lots 11 and 12, and E 80 feet of North 40 feet of 10, and E 100 feet of Lots 7 and 8, and East 100 feet of South 40 feet of 9 and all of lots 1 and 2, and North 40 feet of 3, and North 26 feet of 4 in Block 21, Whitehead addition.

Fannie D. Tyson Ind. et ux, to J. W. Ross, 160 acres known as Conner Jowell Survey.

J. H. Mc Caskey to J. E. Wood, SE 1/4 of Section 9, Block K-10.

Release of Lease, The Texas Co. to A. J. Schroeter, West 90 feet of lots 13, 14, 15, Block 24, original town.

John C. Koch, Ind. Executor, to J. G. Evans, Labors Nos. 11, 12, 19, 20, 21, 22, League No. 1, Gregg Co. school land.

Virginia L. Bentley-Meecham, et al, to T. S. Warren, and wife, Section 79, Block K-11, and SE 1/4 of Section 24, T 5 N, R 3 E.

Supt. Ins. Department of State of Missouri to Kansas City Life Ins. Co.

Partial Release, J. F. Hickman to A. J. Schroeter, West 90 feet of Lots 13, 14, 15 of Block 24, original town.

United Fidelity Life Ins. Co. to Geo. Guinn, Lots 1 and 2 in Block 54.

D. R. Grimes, to Earl Lance 160 acres of the E 337 acres of Section 130, Block M-7.

Oil, Gas and Mineral Lease Mrs. Byrdie Wilkinson to Humble Oil and Refining Co., E 1/2 of Section 38 and NW 1/4 of Section 24, Block K-8.

Maymie L. Oliver and G. T. Oliver to Humble Oil and Refining Co., Survey 60, Block K-8; Sections 61, 62, 63, N 1/2 Section 64, SE 1/4 of Section 64, Part of League 391-1/2 of Capitol Syndicate Lands, Part of League 408-1/2 of Capitol Syndicate Lands.

Dawn Study Club Meets Tuesday

The Dawn Study Club met Tuesday afternoon in the home of Mrs. Baker Womble, with Mrs. Cecil Walker, president, presiding.

Making a study of the Mauve Decade, Mrs. Lester Galley discussed the manners and morals of the decade, and Mrs. C. A. Wimberley reviewed, "The Beginning of Critical Realism in America."

For entertainment Mrs. Galley gave a very interesting account of her recent trip to Springfield, Mo., and Mrs. A. T. Frye told of the life of Handel.

Among those present were Mesdames L. A. Smith, N. R. Miller, H. E. Miller, C. P. Galley, Walter Galley, Ernest May, Carl Luke, Clea Reeves, M. H. Burum, Wimberley, Frye, Walker, Miss Thelma Ruth Bishop, and the hostess.

Walter S. Jones, et ux, to Humble Oil and Refining Co., SW 1/4 of Section 64, Block K-8.

Leota Belle Cole, et vir to Humble Oil and Refining Co., SW 1/4 of Section 18, Block K-8.

G. F. Johnson and wife to Humble Oil and Refining Co., Section 25, Block K-8.

C. S. Inman and wife to Humble Oil and Refining Co., Section 16, Block K-8.

J. J. McRoberts to Sinclair Prairie Oil Co., S 1/2 Section 59, Block K-8.

John H. Patton and wife to Humble Oil and Refining Co., E 1/2 of Section 23, Block K-8.

J. L. Nunn to J. J. McRoberts S 1/2 of Section 59, Block K-8.

Quit Claim Deed Feora May Burgess, et al, to J. M. Brownlow, Section 65, Block K-8.

Bippus News

MRS. C. F. CROWLEY

The Home Demonstration Club meeting will be held at the home of Mrs. Bailey.

Mr. Edwin Morrison took a

truck load of cattle to Oklahoma City, Monday.

Mr. Wiley Barnes from Tucumcari, N. M., was visiting in this community, Sunday.

Mr. Steen is in his cousins hospital at Fort Worth for medical treatment.

Mr. and Mrs. Emory Burks and family, who formally lived here, have gone to visit Mrs. Burk's father and mother, Mr. and Mrs. Griggs. From there they are going to Mr. Burk's folks in Seymour, Mo.

Mr. Leroy Conklin visited in Hereford Sunday.

Mr. J. W. Adrian purchased a 13,000 gallon storage tank from Jacobsens of Hereford.

RUPTURE

H. L. Hoffmann, Expert, Minneapolis, Minn., will demonstrate without charge his "Perfect Retention Shields" in AMARILLO

Monday, October 16 at the Herring Hotel from 10 A. M. to 4 P. M. Please come early.

Evenings by appointment. Your physician will tell you about this serious condition. Any rupture allowed to protrude is dangerous.

My "Retention Shields" will hold your rupture under any condition of exercise and work. They are sanitary, waterproof and practically indestructible. Naval Ruptures and those following abdominal operations, especially solicited.

Do not wear trusses that will enlarge the opening and don't neglect the children. Many satisfied clients in this community. No mail order.

HOME OFFICE 305 Lincoln Bldg., Minneapolis, Minn.

SHERIFF'S SALE THE STATE OF TEXAS, COUNTY OF DEAF SMITH.

By virtue of an Order of Sale issued out of the 69th District Court of Deaf Smith County, Texas, on the 6th day of October, A. D. 1939, by the Clerk thereof, in Cause No. 2122, where in the Land Title Bank and Trust Company, Trustee, is plaintiff, and H. L. Witherspoon, and wife, Grace Witherspoon; Willard Witherspoon, and wife, Grace Witherspoon; Glenn Witherspoon; J. N. Jordan, Horace B. Jordan and Wm. M. Hale, defendants, on judgment

in favor of plaintiff against defendant, H. L. Witherspoon, and deficiency against defendants, J. N. Jordan, Horace B. Jordan and Wm. M. Hale; and to me as Sheriff of Deaf Smith County, Texas, directed and delivered, I will proceed to sell within the hours prescribed by law for Sheriff's sales, on the First Tuesday in November, 1939, it being the 7th day of November, 1939, at the Court House door of said County, in the City of Hereford, Texas, the following described property situated in Deaf Smith County, Texas, to-wit:

The West Eighty (80) Feet of Lots No. Seven (7) and Eight (8), in Block No. Forty-two (42), of the Original Town of Hereford, as well as an undivided one-third interest owned by defendant, H. L. Witherspoon, in whole of said Lots No. 7 and 8, and his one-third life estate therein.

Levied on this 6th day of October, A. D. 1939, as the property and interest therein of defendant, H. L. Witherspoon, to satisfy the sum of \$674.58 owing on said judgment, being principal and interest thereof, be-

ing amount owing on Certificate No. 42, and mechanic's lien contract executed by defendants, H. L. Witherspoon, and wife, Grace Witherspoon, for improving Fifth Street abutting said property, said judgment, decreeing foreclosure against all the defendants as to said described property and interest.

Dated at Hereford, Texas, this 6th day of October, A. D. 1939.

J. O. Newell Sheriff, Deaf Smith County, Texas

By Fred W. Baird Deputy 41-31c

COURTHOUSE RECORDS

Deed of Trust

Travis M. Dameron to Aetna Life Ins. Co., NW 1/4 of Section 4, T 4 N, R 3 E.

Travis M. Dameron to Aetna Life Ins. Co., SE 1/4 of Section 3, T 4 N, R 3 E.

F. J. and Juanita Jones to Standard Savings and Loan Association, W 70 feet of Lots 5 and 6, Block 14.

Warranty Deed Standard Savings and Loan Association to F. J. and Juanita Jones, West 70 feet of Lots 5 and 6, Block 14.

W. E. Dameron, et ux, to Ernest Medkief, N 1/2 of SE 1/4 of Block 52 of Hereford and additions.

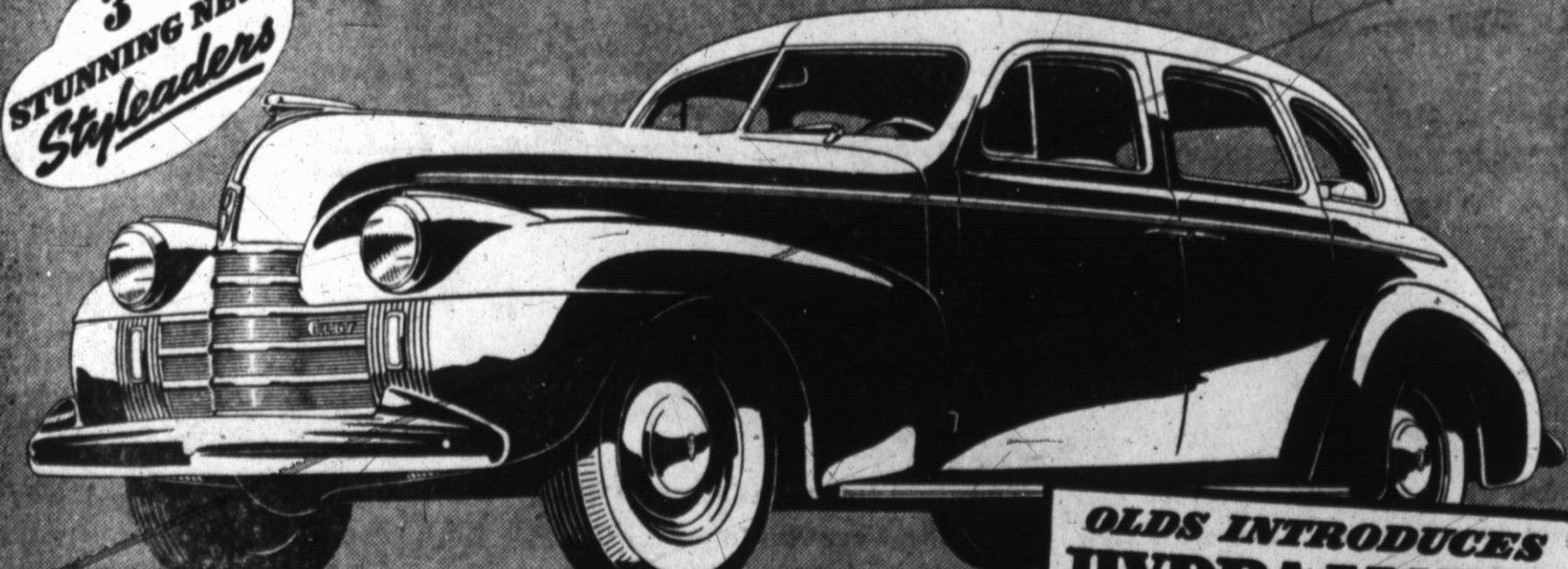
A. J. Schroeter, et ux, to Jno N. Jacobsen, Jr., et al all of the West 90 feet of lots 13, 14, 15 in



OLDSMOBILE

goes BIG FOR 1940

3 STUNNING NEW Styleleaders



BIGGER and BETTER in Everything!

OLDS INTRODUCES HYDRA-MATIC DRIVE!

NO GEARS TO SHIFT! NO CLUTCH TO PRESS! For years it's been coming and now it's here—Hydra-Matic Drive, an amazing combination of liquid coupling and fully automatic transmission!

BIGGER AND BETTER APPEARANCE!.. BIGGER AND BETTER SIZE!.. BIGGER AND BETTER BODIES BY FISHER!.. BIGGER AND BETTER "RHYTHMIC-RIDE" CHASSIS!.. BIGGER AND BETTER ENGINE IN "60" WITH BIGGER AND BETTER SAVINGS IN GAS, OIL AND UPKEEP!

PRICED FOR EVERYBODY! Coupes, \$807 and up. Sedans, \$853 and up. Delivered at Lansing, Mich. Car shown in large picture above: "Sixty" 4-Door Touring Sedan, \$899. Prices include Safety Glass, Chrome Window Reveals, Bumpers, Spare Wheel, Tire, Tube, Dual Trunked Horns, 2 Windshield Wipers, Vacuum Booster Pump, 2 Sun Visors. Transportation based on rail rates. State and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice.

BRUMLEY-WOODFORD MOTOR COMPANY, Inc. HEREFORD, TEXAS

Western Auto Associate Store advertisement with 'NOW OPEN' and 'BRINGING YOU Highest Quality - LOW PRICES!' text.

Large advertisement for 'OPENING SPECIALS' featuring various automotive and household items like flashlights, tires, bike tires, and tools with prices.