

SHALLOW WATER  
Is Hereford's  
"Ace in the Hole"

# The Hereford Brand

12 PAGES  
Electrified  
Farm Homes.

Published Every Thursday

Our Slogan—"More People—More Farms"

37th YEAR—NUMBER 38

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, SEPTEMBER 23, 1937

PRICE 5 CENTS PER COPY

## AROUND TOWN

Sights and Faces Seen

A. H. Owen, 85, last Thursday went perch fishing down by the Main Street bridge and hooked a two-pound bass. He was using a small hook, but managed to land his catch.

Thanks to Mrs. H. M. Benson for some fine peaches and a beautiful bouquet of flowers.

Homer Fox says if you want to find some good, reliable farm hands to see Noah Ewton.

"Happy Birthday, Dear Ernest, Happy Birthday to You," was the song which Lion Club members sang for Ernest Medkief Wednesday — and Ernest actually blushed.

Harold Close caused considerable jesting Wednesday by pulling the old gag, "I didn't care about the circus myself, but I had to take the kids."

C. V. Burgess believes in doing things right. Wednesday he gave his daughter a nice, new Remington portable typewriter for a birthday present.

The Packard Milling Company has recently installed a modern shower bath and dressing rooms for employees.

## Schedule Shows 4 Home Games Present Season

The Whiteface schedule for 1937 is repeated by The Brand upon the request of numerous fans. The schedule follows:

- Sept. 24—Panhandle at Hereford, 3:30.
- Oct. 1—Happy at Hereford, a conference game, 3:30.
- Oct. 8—Canyon at Canyon, night game, 7:30.
- Oct. 15—Frisco at Frisco, night game, 7:30.
- Oct. 22—Plainview at Plainview, night game, 7:30.
- Oct. 29—Open date.
- Nov. 5—Dimmitt at Hereford, conference game, 3:30.
- Nov. 11—Tulia at Hereford, conference game, 3:30.

## Robb Auction Is Slated Wednesday

F. P. Robb today announced a public sale on his place, one and one-half miles north and one mile west of Dimmitt, for Wednesday, September 29.

Included in the sale are 21 head of Jersey cows, from two to eight years old; a number of yearling calves, a Jersey bull, two sows, five pigs, three sheeps, a milking machine, a cream separator, and a number of other items.

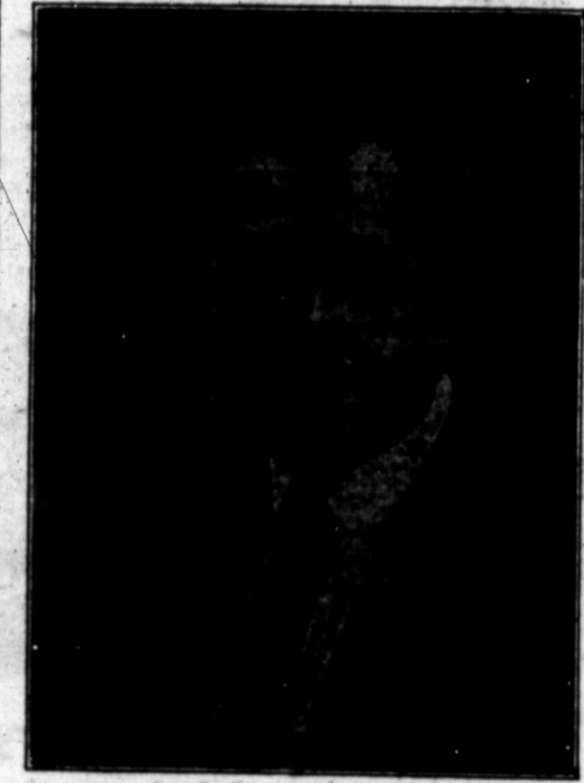
Ray Barber of Hereford will be auctioneer and Ester Noble will serve as clerk.

## Burdines Sustain Serious Injuries From Car Wreck

Mr. and Mrs. C. B. Burdine of this city sustained critical injuries as the result of an automobile accident four miles north of Abernathy around 4:30 o'clock Saturday afternoon. They were returning here from Lubbock, when the accident occurred, and were rushed to a Lubbock hospital for emergency treatment.

Both Mr. and Mrs. Burdine were hurt from their car by the impact, which they said resulted from a car attempting to pass a truck, striking their car head on. Mr. Burdine suffered a fractured skull and a broken pelvic bone; his ear and arm were lacerated, and he suffered several other cuts and painful bruises. Mrs. Burdine's hip and chin were badly cut and her chest was bruised. He will remain in the hospital for another week, and is not expected to be able to walk for a month. Mrs. Burdine is at the home of her son, L. A. Burdine, in Lubbock at the present time, and expects to return here as soon as she is able.

## California Preacher Is Called As Local Church Of Christ Minister



E. M. Borden, new minister for the Hereford Church of Christ, will assume his duties here Sunday, October 1. Although he comes from Los Angeles, California, Minister Borden is well known in the Panhandle, having previously preached at Clovis and Pampa.

## Funeral Held Tuesday For Mrs. McConnell

Funeral services for Mrs. Florence May McConnell, 58, were held from the Assembly of God Church at 3:30 o'clock Tuesday afternoon, September 21, conducted by Rev. W. A. McCann, assisted by Rev. E. R. Foster of Amarillo.

Mrs. McConnell died Monday, following an illness of five days and was 58 years, 10 months and 15 days of age at the time of her death. She was born in Rockwell County, November 5, 1878, and before her marriage was Florence May Harvey. On June 22, 1896, she married J. N. McConnell and they came to Deaf Smith County in 1916, from Floyd County, Texas.

A resident of this section for the past 21 years, Mrs. McConnell had many friends here who mourn her death. She was a member of the Assembly of God Church and was a faithful worker in the church.

She is survived by three sons, Robert McConnell of Canyon, George McConnell of Hereford, and Harvey McConnell of Amarillo, and by three grandchildren, six brothers, H. G. Harvey of Springtown, Texas; R. B. Harvey of Quemado, Texas; W. T. Harvey of Meadoo, Texas; F. W. Harvey of Spurr; J. E. Harvey of Dickens, and O. S. Harvey of McAdoo; three sisters, Mrs. B. H. Hapley of Crosbyton; Mrs. C. C. Ball of Baileyboro, and Mrs. D. M. Varnell of Elton.

Among the out-of-town persons at the funeral were Mr. and Mrs. O. S. Harvey, Mr. and Mrs. B. H. Handley, Mr. and Mrs. D. M. Elton, F. W. Harvey, and Mr. and Mrs. Norris.

Interment was made in West Park Cemetery.

## Carol Pritchard Buried Monday

Funeral services for Carol Pritchard, 29, were held Monday from the Church of Christ in Hereford, conducted by Rev. H. M. Redford and Rev. Mullins of Pampa.

Mrs. Pritchard, who will be remembered by friends here as the former Miss Carol Coybett, died Saturday in Pampa. She came here in 1920 with her parents and graduated from Hereford High School in 1928. After attending college in Canyon, she taught at Dawn and then in the Hereford schools.

She left here in 1932, and at the time of her death resided in Pampa.

E. M. Borden of Los Angeles, Calif., has been called by the Church of Christ and will be here to begin his duties as Minister October 1. Minister Borden is well known in the Panhandle, having preached at Pampa and also at Clovis, New Mexico. He is a man of ability with much experience.

New Officers Named  
The church recently selected new officers as follows: S. B. Walker, B. F. Reeves, H. V. Hennen, and A. S. Higgins as elders; H. D. Culpepper, G. C. Hartman, E. J. Reynolds, and Dick Walker as deacons. Under the direction of these officers the church is planning an extensive program of work for the next year, in which are included plans for the erection of a residence for the minister and the beautifying of the grounds around the church building.

An invitation is extended the public to attend all the services of the church.

## Joe Hastings Breaks Arm In Fall From Tractor Last Week

Joe Hastings is this week recovering from injuries received last Thursday, when he fell from a tractor at his place near Dimmitt.

The accident occurred when he reached back to unhook the drill and toppled from the tractor seat. His arm was broken and his chin was badly bruised. However, his condition was not considered as critical.

## Emmons Elected District Head Of Ag Teacher Group

At a district meeting of vocational agriculture instructors in Tulia, September 16, W. M. Emmons, local instructor, was named chairman for the district. A program of activity was drawn up and will be supervised by Mr. Emmons.

Towns included in the district are Hereford, Tulia, Canyon, Dimmitt, Happy, Silverton, Plainview, Abernathy and Hale Center.

The Hereford FFA chapter took sixth place on their booth in the Tri-State Fair exhibits and will receive a prize of \$20. The contests this year marked much competition, and the booth by this Hereford chapter brought much praise from those who viewed it. Despite the fact that the club is composed chiefly of sophomores and freshmen, the group is active and promises to produce some outstanding members and teams.

Other preachers will be announced from week to week during Rev. McCann's absence, and he especially urged all members to hear Rev. Grubbs during his appearances here. The Texico Council includes all of New Mexico and the Panhandle of Texas.

## Moist Grain To Be Docked By Inspectors

### WARN FARMERS TO USE CAUTION IN CUTTING GRAIN YIELDS

Pointing to the fact that federal grain inspectors are docking prices where grain is full of trash and weed seed, or where it is mouldy or wet, the four Hereford elevators this week warned farmers to use precaution in gathering their grain yields.

One of the serious objections made by federal inspectors is to the fact that much grain on the South Plains has been cut or combined too early — and such grain is being heavily docked.

Expect Large Yield  
In view of the large grain yield which is anticipated in this section, elevator operators urged producers to use caution in order that their grain may bring them the greatest possible return. Farmers in the South Plains area have faced the problem of much moulded grain.

Despite the fact that grain has not started coming into this section yet, a tremendous yield is anticipated this year, and harvest is expected to begin within the next few weeks. A large portion of the local yield will be stored and fed out, but dealers again cited the fact that farmers should take precaution and urged their cooperation in maintaining a high standard of grain and service.

## Hereford Band On Broadcast At Amarillo Fair

Attracting much attention and favorable comment, the two Hereford Bands Tuesday played an important role at the Tri-State Fair in Amarillo. The Junior Band was presented Tuesday morning and following their first presentation after lunch, the High School Band was presented over radio station KGNC, Amarillo.

A total of 675 persons registered on behalf of the band Tuesday, and members held a hope of winning a prize for Hereford Day. Ralph Smith, director, expressed appreciation to all persons from over the county who registered in order to assist the bands. The two bands appearing in Amarillo Tuesday included 80 boys and girls.

## Dr. F. W. James To Open Offices Here In Neil Building

Dr. F. W. James arrived this week from Lubbock and expects to open his offices in the Neil building, over Streu Hardware, the latter part of this week.

Dr. James graduated from Cleburne, Texas, High School and attended the University of Texas, where he completed his pre-medical work before entering Baylor School of Medicine at Dallas. After completing his work there, he did his intern work in St. Joseph's Hospital at Fort Worth.

Dr. James will practice general medicine and surgery here. He is a member of the Masonic Lodge and of the Baptist Church.

## D. L. McDonald Auction Is Set For October 1

D. L. McDonald, Hereford breeder, this week announced October 1 as the date for a dispersion sale of his Hereford herd at the ranch, west of Amarillo.

The sale of registered Herefords includes 135 females and 12 bulls, many of which are widely recognized as outstanding animals. Among the great array of females are 24 Donna Annas, tracing back to old Donna Anna 22nd. Among the bulls are Prince Domingo Astell, Super Superior Jr., Prince Brumwell, Superior Blanchard 3rd, and eight young bulls raised on the McDonald ranch.

## Hereford Eleven Will Meet Panhandle Here Next Friday

### Baptist Revival Attracts Large Attendance Here

#### TWO SERVICES DAILY PLANNED THROUGH OCTOBER 3

Attracting large attendance and much interest, the Revival meeting which opened Sunday at the First Baptist Church this week featured two meetings each day.

Rev. W. E. Barnes, local pastor, who is conducting the meeting, expressed his appreciation for the fine attendance and interest, and said that the meeting will continue to feature the special singing led by Ira C. Prosser, evangelistic singer. Services are held each morning at 10 o'clock and each evening at 8 o'clock.

"Everyone is welcome," Rev. Barnes said. "The meeting will continue through October 3, and interest is increasing daily."

Sunday School attendance was also reported to be showing a large increase, having jumped to 363 last Sunday and an even larger attendance is expected next Sunday. Five additions were made to the church Sunday night, three by baptism and two by letter.

## Nortons Attend Buick Meeting

Mr. and Mrs. Ezra Norton, R. E. McCullough and J. H. Trimble left Tuesday afternoon for Dallas, where they attended a meeting of Buick dealers of the state, held Wednesday and Thursday.

New models for 1938 were on display and R. E. McCullough and J. H. Trimble are scheduled to arrive back home sometime tonight with one of the new models.

Mr. and Mrs. Norton will visit the Pan-American Exposition and visit Mr. Norton's sister, Mrs. F. E. Urschel in Meria, before returning home. Various types of entertainment had been planned for the visitors, including a visit to the Frontier Fiesta in Fort Worth.

## Dr. F. W. James To Open Offices Here In Neil Building

Dr. F. W. James arrived this week from Lubbock and expects to open his offices in the Neil building, over Streu Hardware, the latter part of this week.

Dr. James graduated from Cleburne, Texas, High School and attended the University of Texas, where he completed his pre-medical work before entering Baylor School of Medicine at Dallas. After completing his work there, he did his intern work in St. Joseph's Hospital at Fort Worth.

Dr. James will practice general medicine and surgery here. He is a member of the Masonic Lodge and of the Baptist Church.

## D. L. McDonald Auction Is Set For October 1

D. L. McDonald, Hereford breeder, this week announced October 1 as the date for a dispersion sale of his Hereford herd at the ranch, west of Amarillo.

The sale of registered Herefords includes 135 females and 12 bulls, many of which are widely recognized as outstanding animals. Among the great array of females are 24 Donna Annas, tracing back to old Donna Anna 22nd. Among the bulls are Prince Domingo Astell, Super Superior Jr., Prince Brumwell, Superior Blanchard 3rd, and eight young bulls raised on the McDonald ranch.

### Holdings Revival



Rev. W. E. Barnes, pastor of the First Baptist Church is holding a revival meeting which will continue through October 3. The meeting features two services daily at 10 o'clock each morning and 8 o'clock each evening.

## Hi-Y Boys Will Present Special Negro Singers

Monday night, October 4, at 8 o'clock, at the high school auditorium, the local Hi-Y boys will lift the curtain on their entertainment program for the 1937-38 season with the presentation of the "Mississippi Singers," a group of five Negro NBC radio stars, singers, guitar players, and tap dancers.

Each year the Hi-Y club sponsors some type of entertainment in order to raise funds for carrying on the Hi-Y work. This work includes such local activities as aiding worthy students to secure text-books and supplies that they could not otherwise get, aid in such projects as the Central School Cafeteria, and other worthwhile social and charitable projects. In addition to this local work, the boys also are duty bound to aid in maintaining the state organization so that they may continue to have the aid of such supervision as Mr. Fabian brings to them.

This year the club has made a contact with the "Northwest Assemblies," a school-sponsored program service which is entering this section of the country for the first time. However, they come highly recommended to local school authorities. They have confined all of their offerings to numbers especially suited to school assemblies, and offer clean, high-class attractions that have been tested over and over again.

"Mississippi Singers," the first number on the local schedule, presents one of the choicest selections that Northwest Assemblies has to offer. Five talented negroes who are regular feature on the NBC from San Francisco, bring a rich program of old southern plantation songs, negro spirituals, and folk songs that everyone loves to hear. In addition, there will be banjos strumming as only skilled negro fingers can strum, brilliant guitar playing and tap dancing. All in all, Hereford is due for a real treat when the "Mississippi Singers" get here October 4th. Notices elsewhere in the paper give ticket information for the program.

## Lewis Funeral Held Thursday

Funeral services for J. M. Lewis, 67, were held from the Lewis home Thursday afternoon at 2:30 o'clock, September 23, conducted by Rev. T. C. Willett.

Mr. Lewis was born September 20, 1870, in Atlanta, Ga., and in August, 1927, he came to this section from Quanah, Texas.

Mr. Lewis is survived by his wife and daughter, Ave. Interment was made in West Park Cemetery.

## FIRST HOME GAME IN EXPECTED TO DRAW LARGE CROWDS

After holding the strong Portales squad to 6-0 last Friday, the Whiteface eleven will meet the Panhandle team Friday afternoon in their first home game of the season.

Boasting an exceptionally well balanced squad, the Panhandle team comes to Hereford classed as one of the outstanding elevens of its section. Last year Panhandle handed the Whiteface team a 31-0 defeat, and next Friday the Whiteface team will be playing for the first time this year on home grounds.

Many New Faces  
Although touted as a strong eleven, Panhandle is generally considered slightly under last year's excellence — and Coach Tommy McCollum has been drilling his cohorts on weak points during the week. Most of the players saw action on a gridiron for their first time last Friday were nervous; Friday night they will be in much better shape and when they meet Happy October 1, the Whiteface team is expected to be in excellent shape.

Although Panhandle finished the season undefeated last year, they were held in a 6-6 tie by McLean last Friday, and like Hereford, have many new faces on their squad.

Team Develops  
For beginners, the entire Whiteface squad is showing up nicely and many promising prospects are developing. Witt Vaughn is fast becoming an exceptional punter, which will give the team a valuable threat. Vaughn and Paul Foster will likely play interchangeably at halfback and quarterback next Friday night; P. C. Ashlock will hold down the other half and Wayne Haun will start the game at fullback.

The boys in the forward wall did an excellent job at Portales last Friday and even surprised Coach McCollum by holding the fleet Ram backs down to small yardage. The probable starting line follows:

Ray Nunn, left end; E. B. Posey, Jr., left tackle; Gerald Ruthertford, left guard; Bud Bradley, center; Harvey Nunn, right guard; Bill Boyer, right tackle, and J. C. Vaughn, right end.

## Fire Department Has New Type Nozzle And 250 Feet New Hose

Two hundred and fifty feet of new fire hose was this week added to the equipment of the Hereford Fire Department, along with a new type spray nozzle.

## Rattler Bites Mexican Herder

Florentino, a Mexican sheep herder on the Allen Bell Ranch in the Adrian community, was rushed to Vega Wednesday afternoon after having been bitten by a rattlesnake.

Mrs. Bell went to the sheep camp to carry some food to the Mexican around noon. He reported that a snake bit him and asked for some kerosene. Mrs. Bell informed her husband, who secured the Mexican and rushed him to Vega.

### Weather Chart

Temperature extremes and moisture for past week, furnished by Department of Agriculture's weather station in Hereford.

Day	Max.	Min.	Moist.
Thursday	89	55	0.00
Friday	87	56	0.00
Saturday	90	54	0.00
Sunday	90	54	0.00
Monday	88	52	0.00
Tuesday	88	52	0.00
Wednesday	88	52	0.00



# CANNON HOSIERY

These quality hose are made by the makers of Cannon towels, sheets, and other household textiles and are sold in Hereford exclusively by Alderson's Variety Store.

Permanent stamp on welt. New exclusive "HANDY PACK." Complete range of sizes and weights. Cannon's exclusive label plan. Consumer acceptance of Cannon name.

Cannon silk hose are inexpensive and are the best hose your money can buy! At the left is listed just a few of the exclusive features of these quality, enduring and stylish hosiery. See them today!

# ALDERSON'S Variety Store

## SOCIETY

### OFFICERS OF SOCIETY ENTERTAIN WITH PROGRAM AND TEA

Executive officers of the Woman's Missionary Society of the Baptist Church entertained Wednesday afternoon at the church, with a program and silver tea. A special program on Buckners Orphan Home at Waco, was rendered and the silver offering will be used to help furnish the Sunbeam Memorial Building at the home.

The entertaining rooms at the church were beautifully decorated. Crimson and orchid dahlias and other fall flowers were arranged attractively about the rooms.

Mrs. O. T. Williams, president, was in charge of the program. Carrying out the benefit theme, "Help Somebody Today and Make Me a Channel of Blessing," were sung in unison.

Mrs. Harry Whitechurch conducted the prayer and Mrs. W. E. Barnes gave the devotional.

Mesdames Wiley Roberson and A. J. Schroeter sang a duet. H. G. Cookwright made an interesting talk on the orphanage. He stressed the importance of rendering assistance in the work.

Ira Prosser sang "On Life's Pathways," and Misses Jean Williams and Virginia Newell entertained with an accordion duet.

Those attending were Rev. and Mrs. W. E. Barnes, Ira Prosser, H. G. Cookwright, Mesdames Phil Radovich, Jack Roberson, Beulah Smith, H. Whitechurch, A. J. Schroeter, Artie Daniel, O. T. Williams, J. B. Harlin, A. R. Posey, R. E. McCullough, E. W. Young, Jim Higgins, Wiley Roberson, Ira Aldridge, J. L. Fuqua, C. T. Guseman, Wirt Phillips, Naylor, Gleaves Owen, Edgar Moseley, Beatrice Parker, Frank Lambert, O. L. Masie, Bill Smith, W. L. Alexander and Geo. Brumley.

### METHODIST WOMEN FINISH BOOK

The Woman's Missionary Society of the Methodist Church met at the church Wednesday afternoon.

Rev. T. C. Willett talked on the last two chapters of the study book on Rural America. His talk included brief sketches of the lives of the negroes, Indians and miners in the rural communities.

The last chapter of the book dealt with the "Church and the New Day," and Rev. Willett explained the work of the present day rural minister. Prayers were led by Rev. Willett and Mrs. W. O. Fox. Mrs. D. H. Bryant gave the devotional.

Mrs. J. F. Ward, president, discussed the business meeting, when plans were made for the zone meeting to be held in Oklahoma Lane next Wednesday.

Plans were also made for the chicken dinner which will be served in the basement of the church on Thursday evening, Sept. 30.

Garments were collected for the box which is being planned for the Wesley House at Fort Worth. The box will be packed and sent to the home under the supervision of Mrs. H. H. Hawkins, superintendent of supplies.

### CLASS HAS CANDY PARTY

The 13 year Girls' Class of the Baptist Church, entertained the 13 year Boys' Class at the home of Mrs. Jack Roberson Friday night. A variety of games were enjoyed and making candy and popping corn furnished amusement as well as entertainment.

Members of the girls' class are: Virginia Lee Sparks, Louise Kress, Bernadine Phillips, Dorothy Banner, Mary Jane Jordan, Margaret Higgins, Doris Elaine Dillehay, Maxine Beach, Mary Lee Hood and Betty Jo Kendall.

Those in the boys' class are: Hilton Higgins, Warren Owen, Terrell Williams, J. P. Jones, O. G. Hill, Bill Jackson and Raylan Evans.

### Bethel Items

(22 miles south)

#### MRS. JIM BAGWELL

Rev. Johnson met with us Sunday morning, but gave his hour to Mrs. Frank Riefneider, returned missionary from Peru, S. A., who gave an interesting talk in the ways and customs of the South American Indians.

Mr. and Mrs. Vern Lust and children were dinner guests in the Earl Lust home, Sunday, Hereford visitors Sunday.

Rev. Johnson and Bobby Gens, were dinner guests in the Bryon Shclair home Sunday.

Mr. and Mrs. Jim Bagwell and children, and Ray Shetty, Jr., of Dimmitt, visited in the Henry Allison home Sunday.

Ray Shetty, Jr., of Dimmitt, spent the week end with J. A. Bagwell Jr.

Castro County singing convention meets at Bethel, Sunday. Everyone is invited to attend.

## Budge Wins Another Tennis Crown



William J. Clothier of Philadelphia presents the Casino Challenge cup to Don Budge and the consolation cup to Bobby Riggs, whom the red-headed giant defeated in the final round of the Newport Casino Invitation Tennis tournament at Newport, R. I., 6-4, 6-8, 6-1, 6-2. It was the second time that Budge won the cup and his victory now has given him decisions over every international player.

## Progressive News

(1 mile each, 6 miles north)

BY OLIVE PERKINS

Mr. and Mrs. C. P. Caldwell and Mr. and Mrs. Jeff Roberson and sons left Wednesday evening and returned Sunday evening from Henrietta, where they had been visiting. Mr. and Mrs. Walter Caldwell whose daughter was seriously ill with intestinal flu.

Progressive community was sorry to learn of the death of Miss Gusta Samuelson. She was buried in Canyon from the Methodist church Tuesday afternoon. Miss Gusta, with her sister, Mrs. Jess Caldwell, was a teacher at Progressive for several years.

Mrs. Arch Conklin of Hereford, spent Friday with her mother, Mrs. Ray Hershey and helped her can.

Mr. and Mrs. Jim Ricketts and

sons from Pecos, N. M., came in Sunday evening for a visit with their parents, Messrs. and Mrs. Ira Ricketts and Ray Hershey.

Miss Ira Jean Ricketts spent a few days last week with her sister, Mrs. Luke McBrayer.

J. L. Click is putting in another irrigation well.

F. D. Perkins and Miss Olive called in the H. T. Wedel home at Hereford Sunday afternoon.

Owen Neel has been sick for the past week with an infection in his hand.

Mrs. G. N. Suttle of Pampa, spent several days in the home of her uncle, S. A. Edwards and family last week. They accompanied her home for the week end and also visited a sister of Mr. Edwards who lives near Wellington.

Mr. and Mrs. W. L. Neel and Mr. and Mrs. J. L. Wallace of Memphis, visited their son and brother, Owen Neel and Mrs. Neel

last week.

The club met with Mrs. C. C. Bowman Wednesday, with ten members and two guests, Mrs. Jay and Herod, present. The ladies spent the afternoon finishing a quilt. A shower of jelly was presented to Mrs. S. A. Edwards who has been sick. Mrs. Bowman served a dessert course to those present.

Mr. and Mrs. C. E. Sparks of Comanche, Okla., announce the arrival of Mary Beth, on September 4. Mrs. Sparks was Miss Leatrice Benson and lived in this community for several years.

Mrs. Annie Diebel of Hereford spent Friday night in the home of her daughter, Mrs. C. C. Bowman and family.

H. E. Green of Erick, Okla., visited his nephew, Charles Green, Thursday and Friday.

### Law Abidingness Formula

"Let everybody have his name put on him in large letters so that it can be read 15 feet away" is the whimsical formula proposed by Strichland Gillilan, author and humorist, for "reforming the world and starting an era of law-abidingness and good manners."

Writing in the Rotarian Magazine, Mr. Gillilan cites examples of how it will work out. One of these examples will be of especial interest to those who realize the need for cutting the hazards of auto traffic:

"A 'guy' is driving a car. Another guy wants to go faster than Guy No. 1, comes up behind him. The horn of the back car is sounded. A 'guy' in front keeps right on, or pulls over to the left and speeds just enough to hold the other man from passing. When they get to a place where another car is approaching from the opposite direction, 'a guy' slows down. Soon there is nothing coming in the opposite direction, and he speeds up just enough to hold back the man behind him.

Finally the man behind gets so angry that he steps on the gas and violates nine or ten speed laws and other driving regulations to pass 'the road hog' at any haz-

ard. As he goes by, he leans out of the car window and relieves himself of a large and lurid variety of assorted such and suches, to which benison he gets a response in kind, with a few who-do-you-think-you-ares thrown in for good measure.

"What would have happened," asks Mr. Gillilan, "if Guy No. 1 had had his name in letters a foot high on the back of his car? In the first place, he would have either speeded up and stayed in the lead so as not to embarrass or impede the man behind him, or he would have pulled over instantly and let the man go by. He wouldn't mind having someone say, 'There was this and that in the road ahead of me today who did this and so may his soul rot.' But he wouldn't want it said that 'Guy Zenophanes Soso was in front of me today and he ought to have his permit cancelled.'"

"Likewise, if the man behind had had his name on his car, he wouldn't have resorted to unmanly and abusive language as he finally whizzed by. He would not have cared if Guy had gone home and said, 'some feller cursed him out, but' he would have cared if Guy Zenophanes Soso had gone home and told that 'Richard Y. Goby is certainly a skunk and has had bad road manners.'"

"Get rid of the opportunity to be anonymously nasty, and you will get rid of most of the nastiness. Human vanity is the thing involved. Some call it pride, some call it self-respect. I don't care what you call it. Call it red precipitate or asafetida if you want to. It is vanity which is by no means a bad thing. The world couldn't get along very well without it."

Be kind to your feet, be reverent to your head.

Doc Kirby, son of Mr. and Mrs. J. W. Kirby of this city, is entering a program of expansion with the Portales Tribune, of which he

is now publisher. He recently purchased a new Intertype machine with modern type faces, and recently celebrated the installation with an "Open House" at the Tribune office.

## BRAND NEW Remington Noiseless

- 11 1/4 inch carriage
- tabulator
- standard keyboard
- full length (12 yd.) ribbon
- balanced speed mechanism

\$105.00  
Now  
\$79.50



MODEL  
8

will do every typing job of machines priced much higher

This Desk Model typewriter — a new size fitting between the portable and standard office typewriters — is ideal for the professional man, storekeeper or the man in a small office as it is especially designed to fill their requirements.

The HEREFORD BRAND

# CLOSE DRUG STORE

—PHONE 13—

## FRIDAY-SATURDAY SALE!

50c  
Jergens  
Hand  
Lotion  
37c

\$1.00  
Gem Razor  
with 7 blades.  
69c

\$1.00  
Corona  
COPPER  
CARBONATE  
5 Lbs.  
79c

\$1.50  
Water  
Bottle  
89c

50c  
Nyal Milk  
of Magnesia  
39c

50c  
Red Arrow  
Antiseptic  
16 Ounces  
34c

### Nyseptol



A refreshing mouth wash — an efficient antiseptic and deodorant.

Full pint bottle . . . 49c

### build us Needed Energy



RESTORES APPETITE - AIDS DIGESTION  
Large Size 89c

### Nyal Mineral Oil

Pure, tasteless and odorless.

Full Pint . . . 59c

### Nyal Cod Liver Ext. Tablets

A concentrated Cod Liver Oil in tasteless, tablet form — high in vitamin content.  
Bottle of 88 tablets 89c

\$1.50  
Alarm  
Clock  
98c

80 TABLETS  
Upjohn  
Concentrate  
Capsules  
89c

50c  
Pepsodent  
Tooth  
POWDER  
33c

50c  
Dr. West's  
Tooth  
Brush  
33c

50c  
IPANA  
TOOTH  
PASTE  
37c

85c  
Kruschen  
Salts  
59c

RADIO'S  
Greatest  
VALUES



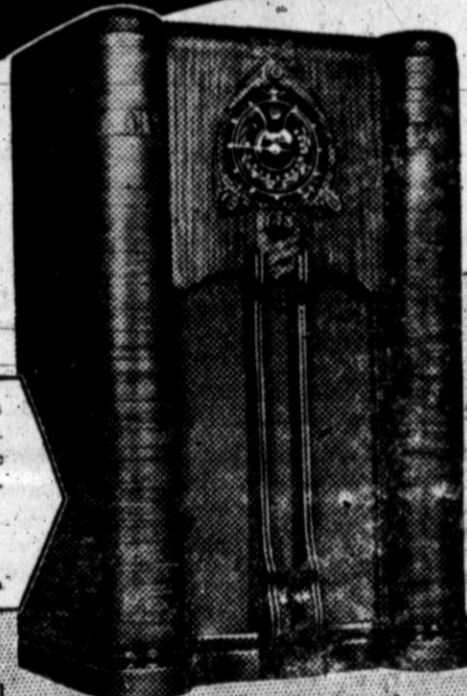
"More for your money" is the claim of those who have compared Zenith with other radios. You must make this comparison, too — to appreciate fully why Zenith is a year ahead!

• ZENITH 98262 — American and Foreign Broadcasts, 12 in. Speaker, "Robot" Dial, Electric Automatic Tuning, Tell-Tale Controls, Acoustic Adapter, (540-18,400) \$109.95 K.C., 42 in. high. Complete with Zenith All-Wave Antenna

• ZENITH 128265 — American and Foreign Broadcasts, 12 in. Speaker, "Robot" Dial, Electric Automatic Tuning, Tell-Tale Controls, Acoustic Adapter, (540-18,400) \$149.95 K.C., 43 in. high. Complete with Zenith All-Wave Antenna

• ZENITH 15U267 — American and Foreign Broadcasts, Ultra Short Wave, 12 in. Speaker, "Robot" Dial, Electric Automatic Tuning, Tell-Tale Controls, Acoustic Adapter, (540-44,870 K.C.), 43 in. high. Complete with Zenith All-Wave Antenna

• ZENITH 68254 — American and Foreign Broadcasts, 10 in. Speaker, Complete Triangular Dial, Spinax Tuning, Tell-Tale Controls, (540-18,400 K.C.), \$84.95 40 in. high.



A COMPLETE LINE OF 26 ZENITH NEW CHAIN MODELS TO CHOOSE FROM

McCONNELL ELECTRIC CO.

303 N. MAIN

ZENITH RADIOS

AMERICA'S MOST COPIED RADIO AGAIN A YEAR AHEAD



### Local Writers Rank High In Fair Contests

#### HEREFORD PEN WOMEN TAKE NINE PRIZES IN CONTESTS

Dominating prize awards in the Library department of the Tri-State Fair in Amarillo, Hereford writers took second place with nine awards; Amarillo placed first with 10 awards. Several writers from both cities also received honorable mention.

Winners in the various divisions of the contest were:

- Short Story**  
 1. Mrs. C. B. Eubanks, Hereford.  
 2. Mrs. Grace Guthrie, Hereford.  
 3. Miss Mary Cooke, Clarendon.

- Feature Article**  
 1. Annie Dyer Nunn, Amarillo.  
 2. Mrs. G. M. Hudson, Hereford.  
 3. Mrs. L. W. Knudsen, Pringle.

- Short-Short Story**  
 1. Eugenia White, Oklahoma City.  
 2. Mrs. John E. Speer, Amarillo.  
 3. Mrs. C. B. Eubanks, Hereford.

- News Feature**  
 1. Mrs. G. M. Hudson, Hereford.  
 2. Miss Bernice Addison, Wheeler.  
 3. Annie Dyer Nunn, Amarillo.

- Historic Feature**  
 1. Mrs. Annie Dyer Nunn.  
 2. Miss Irene Knox, Hereford.  
 3. Mrs. G. M. Hudson, Hereford.

- Long Metrical Poem**  
 1. Mary Miller Beard, Amarillo.  
 2. Phoebe Smith, Edmond, Okla.  
 3. Miss Bernice Addison, Wheeler.

- Long Free Verse**  
 1. Mrs. John E. Speer.  
 2. Miss Mary Edna Brokn, Oklahoma City.  
 3. Miss Eugenia Smith, Oklahoma City.

- Honorable mention:** Miss Claudia Every of White Deer, Mrs. W. D. Clemons of Oklahoma City, and Mary Miller Beard.

- Short Metrical Poem**  
 1. Susan Lucile Addison, Dimmitt.  
 2. Miss Alice M. Vaughan, Amarillo.  
 3. Grace Guthrie, Hereford.

- Honorable mention:** Mary Miller Beard, Phoebe Smith, Edmond, Okla., and Eugenia White of Oklahoma City.

- Sonnet With Western Subject**  
 1. Mary Miller Beard.  
 2. Mrs. John E. Speer.  
 3. Grace Guthrie, Hereford.

- Honorable mention:** Miss Clara Mitchell, Mrs. Carl R. Sears and Margaret Locke Kirk, all of Amarillo.

- Short Free Verse**  
 1. Jessica Moorehead Young, of Amarillo.  
 2. Mrs. W. D. Clemons, Oklahoma City.  
 3. Mary Edna Brown, Oklahoma City.

- Honorable mention:** Mary Miller Beard and Eugenia White.

### Lubbock Fair Plans Complete

Lubbock—Final preparations are being made for the Panhandle-South Plains Fair, and according to schedule the gates will swing on Monday morning, September 14, unfolding to the people of the section the accomplishments of a quarter of a century on the South Plains.

With the additional exhibit space that has already been added to the huge Agriculture Building, most every county on the South Plains will be on parade. The livestock building likewise will offer one of the best exhibitions of its kind ever to be shown in this section. The Industrial Building is packed to overflowing with commercial exhibits, the implement and farm machinery exhibits, the women's Building and the large Scout exhibit, all lend toward making the 24th annual exposition the best ever to be presented.

Fair officials announce one of the largest entertainment programs ever to be offered. With the fine day race meet; the Million-dollar Midway featuring the T. Tidwell Shows; the beautiful works displays each night; J. Michaels Big City Circus, with afternoon and evening performances; band concerts morning, afternoon and evening; and the big three-ring circus of Russell, a performance of exceptionally high merit, and recognized one of the nation's foremost "top" organizations; and scores of other attractions, fairgoers should plan to spend several days at the exposition this year.

Office supplies, typing paper, typewriters for sale at The office.

**66** checks MALARIA in 3 days COLDS first day Headache, Cough, Nose Drops 30 Minutes

"Sub-My-Thus" World's Best Lubricant

### Swims 25 Hours



Mobile, Ala. — Addley Baker, twenty-five-year-old seaman pictured here, swam a raging sea for more than 25 hours to secure rescue for the crew of the sinking freighter Tarpon, off Panama City, Fla. His heroic work made it possible for a coast guard cutter to save eleven men and recover the body of Capt. W. G. Barrow, who went down with the ship. The crew had life preservers and clung to wreckage, awaiting Baker's return.

### Wins \$100,000



William R. Stagg, twenty-five, naval aviator, and son of Lieut. Col. R. L. Stagg of Chicago, who won the first prize of \$100,000 in the Old Gold puzzle contest. At present Stagg is aboard the U. S. S. Ranger, at Coronado, Calif. His navy pay is \$125 per month.

### Easter Items

(13 miles southwest)  
 BY LOUISE FRYE  
 The new school bus arrived last week and was used for the first time Friday. Clayton Woolery is the driver.  
 Our attendance at Sunday school

was 41. We are glad to note that our attendance is holding up remarkably well.

We regret to learn that Mr. and Mrs. Stemmmons were called to Missouri, Sunday night by the death of Mrs. Stemmmons' nephew, Warren Briet. Mr. Briet died of heart trouble at Houston, Texas, where he was making his home. Burial was to be at Marysville, Missouri. Mr. and Mrs. Stemmmons had just returned home about three weeks ago after attending the funeral of his brother at King City. This community extends their deepest sympathy to them.

Mr. and Mrs. Henry Allman and children, were visiting relatives at Floydada over the week end.

Mmes. E. M. and Dan Allen and Vay, visited in the Lee Parker home at Dimmitt last Friday.

Mrs. Marion Sparkman visited Thursday with Mrs. Clayton Woolery.

Mr. and Mrs. J. S. Smith, Annie Mae Smith, Doris Kirtsey, and Jimmie Sparkman were dinner guests in the Allman home Sunday.

Mr. and Mrs. V. C. Woolery and children visited in the M. Sparkman home Sunday.

Mr. and Mrs. M. Carter and children, visited in the Atwood home at Littlefield Sunday.

Mr. and Mrs. John Noland and Ruby Faye, visited in the Roy Durant home at Sunnyside, Sunday.

The Easter Missionary Society will give a silver tea at the school house Friday evening for the purpose of raising money to make a payment on the Circuit Parsonage at Dimmitt.

Mmes. Chambless, Walton, Sparkman, Woolery, Allen, and Kirtsey attended the Missionary meeting in Dimmitt Thursday afternoon. At this time Mrs. Frank Riefensneider, a sister of J. C. Williams of Bethel, who has been a missionary to Peru for six years, gave a very interesting talk on Indian Life of that country.

Mr. and Mrs. Harry Smith and Evelyn Reynolds visited in the Harvey Smith home at Big Square.

Mr. and Mrs. Bob Axe of Jumbo, visited in the Chambless home Sunday afternoon. We are glad to know that Bob is much improved after a serious illness in the early summer.

### Strawberries as a Dentrifice

The following information is taken from a book of prescriptions published more than 100 years ago: "The common strawberry is a natural dentrifice and its juice without any previous preparations whatever dissolves the tartareous encrustation on the teeth and makes the breath sweet and agreeable."

Hot weather story to end all hot weather stories is that told by the Texas farmer who claimed the heat was so intense it popped the popcorn in his field.

STATEMENT OF OWNERSHIP, MANAGEMENT, ETC., REQUIRED BY THE ACT OF CONGRESS OF MARCH 3, 1933 OF THE HEREFORD BRAND, PUBLISHED WEEKLY AT HEREFORD, TEXAS, FOR SEPTEMBER 23, 1937.

STATE OF TEXAS, COUNTY OF DEAF SMITH, ss: Before me, a notary public in and for the State and county aforesaid, personally appeared Mrs. Seth B. Holman, who having been duly sworn according to law, deposes and says that she is the manager and publisher of the

Hereford Brand and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers, are: Publisher, Mrs. Seth B. Holman, Hereford, Texas; Editor, Jimmie

Gillentine, Hereford, Texas; Managing Editor, Mrs. Seth B. Holman, Hereford, Texas; Business Manager, R. V. Miller, Hereford, Texas.

2. That the owner is Mrs. Seth B. Holman, Hereford, Texas.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are:

Mrs. Mary Palmer, Hereford, Texas.  
 MRS. SETH B. HOLMAN,

Battle of... The battle of... fought near the... in Northumberland... 1513, between the... English. The Scottish... James IV, was defeated and slain by the Earl of Surrey.

**History-making TIRE VALUES**

**ANTI-FRICTION CORD FABRIC in every ply**

**Cooler RUNNING**

**BARGAINS IN QUALITY TIRES FISK**

**QUALITY TIRES AS LOW AS \$4.73**

Fisk not only offers you the finest tires that money can buy... but better tires in every price range.

**MAIL ORDER PRICES ON HIGH GRADE TIRES!**

**UNTIL OCTOBER 10th**

For this limited time only, we are offering you our \$10,000.00 stock of tires and tubes at greatly reduced prices. Our complete stock includes tires and tubes for every vehicle from bicycles to tractors, in all sizes and treads. We must reduce our tire stock before October 10th! BUY NOW! — BEFORE THE PRICE RISE THAT IS BOUND TO COME SOON!

**BUY FISK TIRES AT FRASER'S — with a GUARANTEE Against Road Hazards and Defects in Workmanship!**

**TUBES PRICED IN PROPORTION!**

**PLUS Protection IN THE BLOW-OUT ZONE**



**It's Harvest Time Again!**

and it looks like there is a good row crop in prospect. You will probably have grain or heads to sell or store, and we wish to remind you again that we are in the market for all your threshed grain sorghums and heads. Our new elevator was completed some time ago and it was constructed for just such an emergency as being able to take care of a large row crop. If the price is not just right to suit you, bring your grain to us for storage until such a time as you wish to sell!

**FRASER**

**Oil & Grain Company**  
 ALTON T. FRASER, Owner

**SAVE ON WELL CASING**

We have an exceptionally large supply of well casing. Just the type for use in irrigation. Also Water and Gasoline STORAGE TANKS—Any Size You Want.

**FOR DETAILS WRITE OR PHONE**

**City Machine & Welding Works.**

1300 West 6th St. Amarillo, Texas  
 Telephone 21327

**"3 LINES" WORTH READING**

**YOUR BANK ACCOUNT IS THE SCREEN UPON WHICH OPPORTUNITY REFLECTS ITS MOST PERFECT ACCOMPLISHMENT**

**You'll Want Yours at**

**First National Bank**

OF HEREFORD

MEMBER FEDERAL RESERVE SYSTEM

A Strong Bank Thoughtfully Managed

... where a sustaining co-operation blends in with your money.

NO. 1 SEED WHEAT Sold At FRASER'S

WE WANT TO BUY or STORE YOUR GRAIN

Stocks are dwindling fast — buy your No. 1 Seed Wheat at Fraser's.

Bonded Grain Warehouse for Your Protection



**PAGE TWO Here  
from Panhandle**

S. H. Slagle and family of Panhandle, Texas, recently moved to the Fugate place one mile west of town, where they will farm during the coming year.

In addition to Mr. and Mrs. Slagle, the family includes two children. They expect to make their home in the Hereford area and were enthusiastic over the possibilities offered through irrigation in this section.

**County Library  
Lists New Books**

The following new books have been added to the county library:

Non-fiction: Ganby, "Study of the Short Story"; Ireland, "Adventure With A Genius," life of Joseph Pulitzer; Pond, "Primitive Methods of Working in Stone"; Ritchie, "Hammerstones, Anvils, and Certain Pitted Stones"; Squier, "Telling the World"; Wissler, "North American Indians of the Plains."

Children's books: Knight, "Humpty, the Pig"; Peattie, "Story of the First Men"; Peattie, "Story of Ancient Civilization."

The library is taking the magazine, "Subscription Books Bulletin," which is published by the American Library Association and gives a careful review of all subscription books published and sold in the country. We have practically every number since it was started in 1930. Miss Lillie Hostetler, librarian, said, "This service was started to give those who have no way of making a comparison between various sets of encyclopedias and other books, sold by agents, an expert opinion by which they can be guided. This is available to anyone who wishes this information."

**COURTHOUSE  
RECORDS**

**Warranty Deeds**

Lewis F. Stuart to R. Lewis Johnson and J. Stuart Johnson: all of the northwest quarter of section 10, T5, R3.

Annie May Hicks, et vir, to J. E. Williams: all of section 4, block 3, containing 640 acres.

T. B. Armstrong to Reconstruction Finance Corporation: northeast quarter of section 26, T2, R1.

W. C. Grimes and wife, to D. H. Allmon: all of northeast quarter of section 50, block K-8.

O. K. Higgins and wife to First National Bank of Hereford: west half of section 35, block K-4.

Tom Carroll, et us, to J. A. Loerwald: 20 acres of land out of southwest corner of section 80, block K-3.

Marion J. Dinwiddie to J. L. Hoffman: southeast quarter of section 5, T5, R3.

**Deeds**

Frank F. Terry, Kaut Chandler and Farwell Winston as trustees to Phillip Miller: north half of section 31, T4, R4.

**Quit Claim Deeds**

C. W. Evtit to W. C. Grimes: all of northeast quarter of section 50, block K-8.

**New Automobiles**

L. B. Redwine, September 20, Ford sedan, Hereford Motor Company.

Mrs. Troy Moore, September 20, Oldsmobile sedan, Brunley-Woodford Motor Company.

M. S. Benefield, September 17, Plymouth sedan, Benefield Motor Company.

M. R. Moore, September 17, Pontiac coach, Norton Motor Company.

Geo. L. Muse, September 17, Buick sedan, Norton Motor Company.

Bill Graham, September 15, Dodge sedan, Ireland Motor Company.

W. F. Ponder, September 11, Terraplane pick-up, Lubbock.

**Messenger News**

(27 miles west)

BY MRS. J. N. MESSENGER

Several young people have left to attend college. James Ray Coleman left Monday to attend W. T. S. T. C., at Canyon. Carmalce and Jane Guinn left Wednesday for the same place. Myrtis Wylie is also attending W. T. S. T. C.

The farmers in this community have their wheat nearly all drilled. All the smaller fields will be finished next week. The fields are in better conditions than they have been in for five years.

Messenger school started out with 35 enrolled and with prospects of several others.

Some of the row crops are ready to cut. The red top cane is the best that has been grown in several years.

We had another light shower Friday evening.

**The Noisy Fellows**

"Some men," said Uncle Eben, "resembles de automobile horn dat ain' doin' much to push things along, but manages to sound like de whole works."

**Frio News Items**

(10 miles south of Hereford)

LURLINE DIXON

Grandmother Springer returned to her home in Amarillo Tuesday. She has been visiting her sons, Earl and Albert Springer, and her daughter, Mrs. T. L. Sparkman, during the past week.

The P. H. Dyer family spent the day in Clay Hughes home Sunday; Mrs. Dyer is Mrs. Hughes' mother.

Joe Hastings was a visitor in the J. M. Dixon home Friday.

The Jim Bagwell family were visitors in the Henry Allmon home Sunday. The Bagwells are from Bethel and Mrs. Bagwell is a sister of Mrs. Allmon.

Mr. and Mrs. Bud Dobbins of Hereford, spent Monday with the J. M. Dixons; Mrs. Bagwell canned corn.

The Clayton Woolery family spent Sunday visiting in the Sparkman home. The Woolerys live in the Easter Community.

Those who attended the show Monday night were Mr. and Mrs. J. M. Dixon, Wanda and Lurline, Mrs. C. R. Boyd and Duby, and Miss Mildred Barnett.

Mr. and Mrs. Warren Ware and family of Frio, spent Friday afternoon in the J. M. Dixon home.

Mr. and Mrs. C. R. Boyd Tuesday were visitors in the Harve Marshall home in Hereford.

Mr. and Mrs. W. S. Dixon returned recently from an extended visit in East Texas.

Sunday school was attended by 25.

Mr. and Mrs. J. E. Andrews and Alma and Grandfather Benson, visited in the J. R., D. O. and Henry Benson homes in Shamrock last week; they are brothers of Mr. Andrews and sons of Mr. Benson. D. O. Benson returned with them to his home after a short visit here.

Mr. and Mrs. Elmer Jones, Mr. and Mrs. T. L. Sparkman, Jr., Mr. and Mrs. J. M. Dixon and family, Mr. and Mrs. H. D. Robbins and family, Gwendolyn and Leta Dean Springer and Miss Mildred Bargett surprised the H. M. Mobely family of Dimmitt, with a dinner Sunday. The Mobely family formerly lived here.

Mr. and Mrs. Clay Hughes are improving their place.

Norman Peoples is on the sick list this week.

Stencils, ink and office supplies at Brand Office.

**Daniel News**

(7 miles east, 15 miles north)

BY PAULINE MOORE

There was a good attendance at Sunday School Sunday.

Mr. and Mrs. Clyde Alfred and daughters, Lottie and Ethel, and Mrs. Cecil Alfred attended the association meet at White Deer Tuesday.

Mrs. Jess Ford visited Mrs. Tom McClain Thursday.

Mr. Cecil Hodges has returned to Albuquerque, where he is taking treatments.

Miss Viva Mae Thomas visited in Summerfield with relatives during the past week end.

Mr. and Mrs. J. C. Alfred were in Amarillo on Wednesday and in Hereford on Saturday.

Mr. and Mrs. S. B. Oglesby of Amarillo, spent Monday in the H. J. Oglesby home.

Mr. and Mrs. Buford Nichols of Littlefield, and Miss Lee of Dimmitt, visited in the W. L. Moore home last Tuesday.

Mr. and Mrs. Jim Alfred of Hereford, visited in the Clyde Alfred home Sunday.

Several families of this community, were Hereford shoppers Saturday.

Several friends attended the party given at the Dave Morris home Friday night. The shower of rain kept some from going.

The Daniel school will dismiss for the fair in Amarillo Wednesday.

Mr. and Mrs. Ervin Shugart were in Hereford, Sunday.

Mrs. Floyd Tomlinson and daughters, Mrs. W. R. Moore and children, were in Canyon Sunday evening.

Miss Ruth Moore, who is attending high school in Canyon, spent the week end at home, visiting her parents.

Miss Frances Gill, the primary teacher, spent the week end with her parents in Canyon.

**Ward News Notes**

(11 miles north, 2 miles west)

MRS. GEORGE SUGGS

The community enjoyed a get-together at the school house Friday night. Chicken was served to those present.

Mr. and Mrs. Melvin Walter and Clint Lambert of Kress, and Mr. and Mrs. Floyd Poer and Clifford Dameron of Plainview were Sunday callers in the Robert Veigel home.

Mr. G. T. Higgins of Spearman, was home visiting over the week end.

Mr. Bob Higgins was in Pampa Sunday.

Mr. and Mrs. Houser visited in

the Lewis Jay home Sunday. Mr. Jay works for Robert Veigel.

Word was received Monday that Mr. Lewis was very ill.

Mrs. Jay has been ill.

Mr. and Mrs. Bill Hutson and children accompanied Mr. and Mrs. D. O. Williams to Willorado, Sunday.

**Rance News**

(15 miles southwest)

EDNA BEHREND

Miss Jean Florey of Amarillo, visited her aunt, Mrs. J. D. Storey Saturday night, returning home Sunday.

Sylvia Behrends returned to Canyon Wednesday, where she will attend W. T. S. T. C.

Dean Storey and George Smith, who have been working at Dalhart this summer, visited in the J. D. Storey home Saturday night, going to Canyon Sunday, where they will enter college.

Stencils, ink and office supplies at Brand Office.

Herbs that are grown for their fragrance include ambrosia, lavender, creeping mint, and sweet woodruff. Those grown for use in cooking include: bush basil, camomile, pot marjoram, orange mint, and winter savory.

We understand there is a movement being sponsored by Headline Writers' Local 407 to take the day off should Mile, Jadwiga Jedzewska win the tennis tournament at Forest Hills.

Index cards, verticle file holders, Brand Office.

Lighter draft horses fit into any kind of farm work and the improved multiple hitches allow the use of a larger number of horses for doing the very heavy work.

A few years ago, the ideal weight for a heavy draft horse was 1,600 to 1,900 pounds. Today, the ideal draft horse weighs from 1,300 to 1,600 pounds.

And who remembers the time when "The Face on the Barroom Floor" was the name of a ballad?

**LET US  
SERVICE YOUR CAR**

That is all we ask, is a chance to serve you and you will come back for more! We specialize in washing and greasing. Using only TEXACO oils, greases and gasoline. Phone 440 and let us call for your car and give it a genuine TEXACO MARFAK grease job and the best wash job you've ever had.

**TEXAS SERVICE STATION**

GLENN SNYDER

PHONE 440

**GREATEST OF ALL FORD**



**USED  
CAR  
SALES!**

ENTIRE STOCKS  
ATTRACTIVELY PRICED!

All makes and models of Used Cars are included in this big annual Ford Dealer Clearance. They are attractively priced for immediate sale, in plain figures. It's your chance of the year to drive a bargain.



**GUARANTEED R&G  
VALUES INCLUDED!**

Many of these cars are R&G Values — Renewed and Guaranteed... 100% satisfaction or 100% refund!

LOTS OF GOOD  
TRUCKS

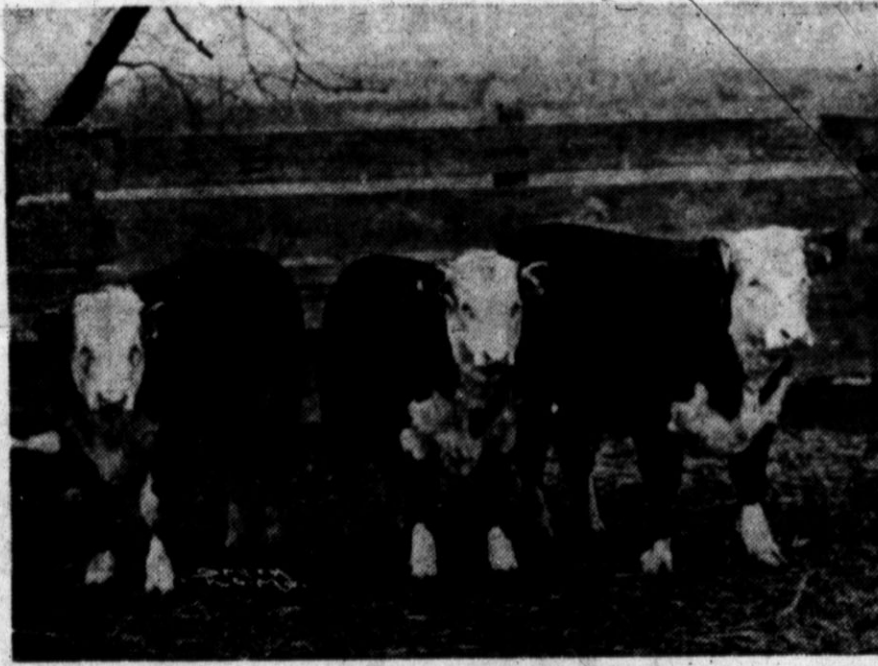
and Commercial Cars. Many sizes and body types... many with R & G Guarantee. A good truck is a good money-maker. Come in, and select one that's right in every way for your needs!

See your **FORD DEALER TODAY**

**D. L. McDonald Hereford Dispersion  
FRIDAY, OCTOBER 1, 1937  
AT THE RANCH - - - - - AMARILLO, TEXAS**



Bright Duchess 6th — daughter of Prince Domino Axtell, now owned by A. D. Jones, Roswell, N. M.



3 Daughters of Prince Domino Axtell, showing true Hereford type, plenty of depth, substance and quality.



Prince Domino Axtell 7th, out of Miss Gudgeon 3rd, typical thickness, quality and conformation characteristics of the Prince Domino Axtell.

The Value of Great Females in producing top notch Hereford Cattle is undisputed. Great Bulls, like Great Men, always have good mothers. Among the great array of females offered are twenty-four Donna Annas tracing through Donna Anna 30th, by Paladin, to old Donna Anna 22nd — the Greatest Hereford Cow that ever lived; nineteen Belle Blanchards, many of them from those two great Domino Cows, Pretty Lady 45th, Petrolin 12th, famous in the great Jesse Angle Herd of Beau Blanchards. The Miss Gudgeons, Miss Brummels, Doranas, Pretty Maids, Mischievouses, Bright Duchesses — all linebred Anxiety 4th matrons tracing in five generations to the most outstanding sires and dams produced by Gudgeon and Simpson. Every female of breeding age sells to the highest bidder; none reserved.

McDonald Herefords have always been in good demand by fellow breeders all over the Southwest. McDonald Herefords have been consistent sale toppers at Fort Worth,

Sweetwater, Amarillo, Roswell, N. M., and in all the great sales a few years ago at Hereford, Texas. Donna Anna 66th at \$5200.00 in the 1930 Hereford Auction is still a record.

SUPER SUPERIOR 3rd, a great show bull for W. D. Corley, in service at Wyoming Hereford Ranch, is siring top show cattle for W. H. E. — DONNA'S DOMINO from this herd is siring winning show cattle for J. C. Andras in Illinois — and don't forget that it takes real bulls to qualify at these great breeding plants.

In addition to one hundred and thirty-five females we are selling the herd bull battery, consisting of: Prince Domino Axtell, Super Superior Jr., Prince Brummell, Superior Blanchard 3rd, and eight other young bulls as good as we have ever raised — herd bull material. It's a rare opportunity to secure real quality in Anxiety 4th Herefords of richest ancestry.

Sale Starts at 10 O'clock Friday morning, October 1st, at the Ranch. Take Highway 66 and follow the markers. Catalogs are now ready. All Hereford Breeders are Cordially Invited.

Catalogs Are Now  
Ready

**D. L. McDONALD**  
AMARILLO, TEXAS

All Hereford  
Breeders are Invited



### Auction Sale Features Many Head Of Stock

Ray Barber, local auctioneer reported a good sale for last Tuesday, although the crowd was light in comparison with past sales due to so many farmers planting wheat and many people in the territory attending the fair in Amarillo.

Lots of livestock was consigned for the sale and were bought at a premium by buyers from all over the district. Jersey cows sold up to \$55 per head; fat cows brought around \$5 per hundred weight; mixed yearlings and 2-year-olds sold around \$5 per hundred weight, and pigs, just weaned, sold at \$6 per head.

Lots of buyers, from all parts of the country and much livestock of all kinds are expected at next Tuesday's sale. Mr. Barber has ten registered Shropshire ewes; ten Ramboulet ewes and two registered Shropshire bucks, all young sheep, and other livestock already consigned for next Tuesday's sale.

### Co-Starred in "The Good Earth"



LOUISE RAINER and PAUL MUNI

East is East and West is West in this magnificent and stirring photoplay which comes to the Star Theatre for the midnight prevue through Sunday and Monday.

Nelda Guy, spent the week end in Texico, New Mexico, visiting Mrs. Lawrence's cousin, Lucion Madole and family.

Mrs. M. S. Roe and Mrs. Hughes Millard of Hereford, were visitors Friday afternoon at Grady Wilson's.

Mr. and Mrs. Billy Lundry were visitors at the C. V. Burgess home Sunday.

Miss Arieta Landry is working at the Aubrey Bell home in Hereford.

Mr. C. V. Burgess visited J. D. Morgan at Hereford, Sunday afternoon. Mr. Morgan remains seriously ill.

Recent visitors at Kelly Grays were Mr. and Mrs. Clayton Hicks and daughter, Lora, of Brady, Texas.

Mr. and Mrs. Kelly Gray attended the Fair Tuesday. They accompanied Mrs. Glover and her grandson, Eddy White.

A birthday dinner was held Sunday at the home of Mrs. Addie Winkler, honoring her grandson, Grady Jo Winkler, who was seven years old. Those present were: Mr. and Mrs. Claud Weir and family of Summerfield, Mrs. Mayme Morton and family of Hereford, Mr. and Mrs. Burch West and family of Ward, Mr. and Mrs. Kelly Gray, Mr. and Mrs. Roy Harris and daughter, Mr. Eimer Winkler, Mr. Clark and Mrs. Addie Winkler.

In the afternoon, refreshments of ice cream and cake were served. Grady Jo was the happy recipient of some nice gifts.

Mrs. R. M. Gunn, Mrs. Joe Landers, Mrs. Guy Lawrence and daughter, Nelda Guy, called on Mrs. John Hundtlinger and Mrs. Christine Thurman at Hereford Friday.

Mrs. Matteson and son, Paul, S. J. and Loy Cook, were guests at Hubert White's in Hereford, Sunday.

Mr. and Mrs. Herman Gray are spending the week in Amarillo attending the Fair.

Mr. and Mrs. Willard Osburn of Plainview, were Sunday visitors with Mr. and Mrs. E. B. Osburn and family. Arthur Snipes was also a visitor at the Osburn home.

E. B. Osburn, Grady Wilson and Les Hopsom of Hereford, went to Branson, Colo., on a business trip last week.

Mr. and Mrs. E. B. Osburn took their daughter, Hazel, to Amarillo Monday for medical treatment.

Mrs. Bud Hopsom of Hereford was a guest at Grady Wilson's Friday and Saturday.

Mr. and Mrs. P. H. Williland went to Hereford Sunday to see Mrs. Cecil Williams, who left that afternoon for Los Angeles, Calif. Mr. W. J. Gilliland is dangerously ill in a hospital in Los Angeles.

Mr. and Mrs. J. A. Roe and their grandson, James N. Edmundson spent the week end at Plainview, where they visited Mrs. Les Odom, a daughter of Mr. and Mrs. Roe.

Mr. and Mrs. Henry Fangman and family of Messenger, were visitors at the Vincent Skypola home Sunday afternoon.

The entire community sympathizes with Mrs. A. C. Pierce in the loss of her mother, Mrs. Joseph Poindexter, whose death occurred Sunday at Abilene. Mrs. Pierce accompanied by her son, Marlin, left Sunday for Abilene.

Mrs. Poindexter had not been in very good health for some time, but was very much improved when Mrs. Pierce returned home about two weeks ago from a visit with her mother, so her death was a shock to friends and relatives here.

Mr. and Mrs. Merlin Kaul and son, were dinner guests at the home of Malcolm Cassels in Hereford Sunday. Mr. and Mrs. Cassels are moving soon to the S. P. Rosson place located 9 miles southwest of Hereford in the Frio district.

Mrs. Marlin Kaul and Mrs. Malcolm Cassels called on Mrs. Junior Hyde Sunday at the C. P.

### Westway Items (10 miles west)

**MRS. MERLIN KAUL**  
Mr. and Mrs. John Robinson of Hereford, and Mr. Ben Pierce of McLean, were callers at the Arthur Pierce home Thursday afternoon.

Mr. and Mrs. Louis Thompson of Haskell, are living in the house formerly occupied by R. D. Thomsomson. Mr. Thompson is working for Paul Rudd. Mrs. Thompson will leave Wednesday for Dallas to take their five-year old son to the Shriner Hospital for medical treatment.

Mr. and Mrs. Ralph Rudd of Spring Lake, were visitors Friday of Mr. and Mrs. Paul Rudd and boys.

Mr. J. B. Little has returned from Bowie, where he has been visiting. At present he is staying at the Earl Little home.

Mrs. T. B. Rodgeway, who has been visiting in the home of her daughter, Mrs. Al Werner, left Friday for her home at Mexico, Missouri.

Mrs. Al Werner and Mrs. T. B. Ridgeway made a business trip to Vega and Whlorado Thursday.

Miss Mary Turrentine, who is attending College at Belton, writes that she likes her work and the school very much. Her roommate is a girl from Bovina, against whom Mary played basket ball while a student at Hereford High School.

Roy Landers is one of the three boys selected from the Agriculture II class at Hereford to go to Amarillo Monday to judge cows at the Fair.

Mr. and Mrs. Hiram Painter and Jimmy Jo of Hereford were dinner guests of Mr. and Mrs. R. M. Gunn Sunday. Other guests were Mr. and Mrs. Joe Landers and Roy.

Mrs. Winnie Sparrow from Pecos, Texas, was a week end guest of Miss Stella Mae Gore.

Mr. and Mrs. Ernest Campbell and family, Jack and Kathleen Flowers and Mrs. Winnie Sparrow were guests at the L. O. Gore home Sunday.

Ans Gene Gore was the honor guest at a party given to celebrate her sixth birthday. The party, which was held at her home, included these guests: Mr. and Mrs. Hiram Painter and J. L. my Jo, Mrs. Fay Sheppard and children of Hereford, Roger and Nina Beth Hartman, Evelyn Walker and Paula Mae Mathers. Refreshments of cake and watermelon were served. Anna Gene received many nice gifts.

Mr. and Mrs. S. B. Walker and Evelyn of Hereford, were Sunday dinner guests of Mr. and Mrs. G. C. Hartman and family.

Mr. and Mrs. Guy Lawrence and

Grimes home at Hereford.

School will be dismissed Friday so that the pupils may attend the Tri-State Fair. The buses will be around at the regular time and will leave the school house at 9 o'clock.

Mr. and Mrs. Fay Fodson spent the week end at Olton. They returned Sunday, bringing Monte Max, who spent last week with his grandmother, Mrs. W. T. Walthall. Miss Lois McKinney, who was called home because of the illness of her brother, also returned with them.

Dora Lee Burgess has a new portable typewriter. Others buying typewriters this year are Sibyl Mungett, Frank Brashear, Edwin Skypola, Gladys Gore, and Loy Cook already have typewriters. All students enrolled are much enthused with typing.

Rhythm band practice will start this week in the primary and intermediate grades.

Guests at the T. B. Cox home over the week end included his parents, Mr. and Mrs. E. C. Cox,

Miss Lovella Cox, Mr. and Mrs. Tom Davis, Jack and Rich, all of Lockney, Miss Cox and Mrs. Davis are sisters of Mr. Cox.

Mr. and Mrs. Oliver Eudd and children, Mrs. R. D. Thomarson and James Clifton, of Hereford, spent Sunday at the Paul Rudd home.

Mrs. Sidney Mungett was an Amarillo visitor Saturday.

The primary room was entertained by the English I class, who told them some stories.

The sand table for the primary room is being made this week by Edwin Skypola and Roger Hartman. The primary pupils will paint and finish it.

The primary pupils are making Indian Moccasins in connection with their Indian unit. The soles are made of inner tubes and the tops of rep. They will be decorated with beaded Indian designs.

An Arithmetic Club has been organized in the 4th, 5th and 6th grades. The purpose of the club is to learn more about arithmetic through fun. The club will meet

every Friday and entertaining to Arithmetic. Payable each month of 1 cent for those bring their dues. The president, Rover Hart, treasurer, George T. Skypola, Elwood Skypola, Doris Hungett. The two teams, the "Big Sissie" "China Dolls." The "Big" won last week.

**"MISSISSIPPIAN"**  
Negro NBC Radio Stars  
**at High School Auditorium**  
Monday Night, October 4th, 8:00 P. M.  
A full evening's entertainment of old Southern Melodies, Banjo playing and Tap Dancing.  
TICKETS, 15c and 25c

HERE ARE  
**FOOD VALUES**  
CHECK THESE  
**PRICES**  
Prices Good Friday, Saturday and Monday

<b>COFFEE</b> Schilling's 1-LB. CAN <b>23c</b>	<b>SUGAR</b> 10-LB. Paper Bag <b>49c</b>
<b>APPLE BUTTER</b> Libby's - 26-Ounce Jar <b>15c</b>	<b>CRISCO</b> 3-Lb. Can (1-Lb. can with this purchase, 5c) <b>55c</b>
<b>OATS</b> Crystal Wedding - Small Package <b>10c</b>	<b>RINSO</b> (SMALL PACKAGE -- 8 1-2c) - Large Package <b>21c</b>
<b>RAISTON'S</b> Baby Cereal - Package <b>23c</b>	<b>LIFEBUOY</b> 3 Bars For <b>19c</b>
<b>MINUTE TAPIOCA</b> 2 Packages for <b>25c</b>	<b>DRANO</b> Can <b>21c</b>
<b>SHINOLA POLISH</b> 2 Cans for <b>15c</b>	<b>PEAS</b> Libby's Fancy, No. 3 Sieve - No. 2 Can <b>15c</b>
<b>FLOUR, Everlite.</b> (24-LB. SACK -- 82c) - 48 Lb. Sack <b>\$1.59</b>	<b>PORK &amp; BEANS</b> Van Camp's, 16-Ounce Can - 2 Cans for <b>11c</b>
<b>APRICOTS</b> Choice Evaporated - 2 Lbs. <b>27c</b>	<b>SALAD DRESSING or Relish Spread</b> Bestyett - Quart Jar <b>27c</b>
<b>BEANS</b> Great Northern - 2 Lbs. <b>12c</b>	<b>COFFEE</b> Break O' Morn - 1-Lb. Package <b>17c</b>
<b>RICE</b> Choice Blue Rose - 2 Lbs. <b>10c</b>	<b>CORN FLAKES</b> Miller's - Package <b>9c</b>
<b>PRUNES</b> 100-120 Size - 2 Lbs. <b>11c</b>	<b>POPPER WHEAT</b> Miller's - Package <b>10c</b>
<b>IVORY FLAKES</b> (LARGE PACKAGE -- 23c) - Small Package <b>9c</b>	<b>P &amp; G SOAP</b> 6 Giant Bars <b>21c</b>
<b>FRESH MEATS</b>	
<b>Peanut Butter</b> 2 Lbs. <b>25c</b>	
<b>Hot Barbecue</b> Per Pound <b>15c</b>	
<b>Baby B. Steak</b> Per Pound <b>15c</b>	
<b>Chuck Roast</b> Per Pound <b>15c</b>	
<b>Weiners</b> or BOLOGNA Per Pound <b>15c</b>	
<b>Trout Fish</b> Per Pound <b>12 1/2c</b>	
<b>Bacon</b> Slab Per Pound <b>29c</b>	
<b>FRESH PRODUCE</b>	
<b>APPLES</b> Per Bushel <b>69c</b>	
<b>ORANGES</b> Medium Size, Dozen <b>25c</b>	
<b>PEPPERS</b> Large Green, Per Lb. <b>5c</b>	
<b>LEMONS</b> 360 Size, Dozen <b>27c</b>	
<b>CARROTS</b> Home-Grown, 3 Bunches <b>10c</b>	
<b>Shortening</b> Mrs. Tucker's 8-LB. CARTON <b>83c</b>	
<b>IVORY SOAP</b> (MEDIUM BAR -- 6c) - Large Bar <b>10c</b>	
<b>CHIPSO</b> (SMALL PACKAGE -- 8 1-2c) - Large Package <b>21c</b>	
<b>DREFT</b> (SMALL PACKAGE -- 9c) - Large Package <b>23c</b>	
<b>OXYDOL</b> (SMALL PACKAGE -- 8 1-2c) - Large Package <b>21c</b>	
<b>MILK</b> Rose Brand - 3 Large or 6 Small <b>19c</b>	
<b>SHREDDED WHEAT</b> N. B. C. - 12-Ounce Package <b>12c</b>	
<b>LIBBY'S</b> or Gerber's - 3 Cans <b>25c</b>	
<b>BRAN FLAKES</b> Kellogg's (ladies handkerchief free) - 2 Boxes <b>21c</b>	
<b>MACARONI or SPAGHETTI</b> Beldine - 2 Packages <b>9c</b>	
<b>TOMATOES</b> No. 2 Can - 3 Cans for <b>21c</b>	
<b>KRAUT</b> Libby's - No. 2 1-2 Can <b>10c</b>	
<b>HOMINY</b> Kurer's, No. 2 Can - 3 Cans for <b>25c</b>	
<b>SPICED BEANS</b> Gebhardt's - 2 Tall Cans <b>15c</b>	
<b>PEAS</b> American Wonder, No. 2 Can - 3 For <b>27c</b>	
<b>OVALTINE</b> (SMALL SIZE -- 31c) - Large Size <b>57c</b>	
<b>CLEANSER</b> Sunbrite - 2 Cans For <b>9c</b>	
<b>CORN</b> Little Chief, whole grain - No. 2 Can <b>15c</b>	
<b>CORN</b> Primrose, Fancy Country Gentleman - No. 2 Can <b>14c</b>	
<b>CORN FLAKES</b> Kellogg's (bowl free) - 2 Boxes <b>19c</b>	

**PUBLIC SALE!**  
WEDNESDAY, SEPTEMBER 29  
Sale Starts Promptly at 1:30 P. M., Rain or Shine at My Place 1 1/2 Miles North and 1 Mile west of Dimmitt.

**COWS**  
— 21 Head of Jersey Cows, From 2 to 8 Years Old — They will give from 3 to 6 Gallons of Milk Per Day. Some of these cows are milking now and the others will be fresh soon. Some of the cows are from the McIntire Herd.

6 Calves, 3 Yearlings and 1 Jersey Bull.  
1 Hampshire Brood Sow, will Farrow in October.  
1 Poland China Sow, will Farrow in November.  
5 Pigs.  
3 Shoats, weight 175 Pounds Each.  
1 McCormick-Deering Milking Machine.  
1 McCormick-Deering Cream Separator.

**P. P. ROBB**  
OWNER  
RAY BARBER, Auctioneer  
ESTER NOBLE, Clerk

**MODERNIZE**  
your cooking and baking with a...  
**MAGIC CHEF**  
GAS RANGE

To keep your kitchen decoration and cookery in tune with the times, choose a Magic Chef for its advanced style and up-to-date efficiency. Come in soon.

**SWING-OUT BROILER** for convenience and comfort  
Smokeless broiler, attached to door, swings out, away from flame when door is opened. Stopping eliminated. Door provides protection against heat and splattering grease.

**HIGH-SPEED OVEN** for fast and slow cooking  
Heats up to 500 degrees in 7 to 8 minutes or indefinitely maintains as low as 225 degrees for slow oven cooking or canning. Sets a new standard for oven performance. Saves gas, too.

**OTHER MAGIC CHEF FEATURES**  
Red Wheel Locomotive Oven Regulator, Timer, Automatic Top Burner Lighters, Non-Clog Burners, Full Insulation, Mosaic Metal for Work Top and Broiler Grid (extra charge).

LOOK FOR THE RED WHEEL MARK ON THE MAGIC CHEF

**WEST TEXAS GAS CO.**

SAVE AT **FURR FOOD**  
We Reserve The Right to Limit Quantities



Hereford Brand

Our Slogan--"More People--More Farms"
DEAF SMITH COUNTY, TEXAS
S. H. Slag... B. B. HOLMAN... GILLENTINE

Subscription Rates: Zone One, \$1.50 per year; Zone Two, \$2.00 per year; Zone Three and higher, \$2.50 per year.

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.

NOTICE TO PUBLIC
Insuance this week of a Fire Prevention proclamation by Mayor C. J. Paddock calls attention to the fact that the week will be observed from October 3, to 9, inclusive.

As pointed out by those working to reduce loss by fire, the slogan is unusually well adapted. For if fire is to be prevented and curbed, if millions of dollars and hundreds of lives lost annually are to be saved, then all must lend a hand.

Although Fire Prevention Week is a special occasion, designated for the purpose of education, and is a worthwhile week, it should in reality become superfluous. Every week should be Fire Prevention Week.

This year let our community respond nobly to the call to observe Fire Prevention Week; let us continue to observe the occasion in weeks to come; let us, by simple precaution, eliminate such occasions for unhappiness and in some cases poverty.

"A PROPHET IS NOT WITHOUT HONOR--"

But he is. Berger has recognized a hometown writer and his serial is appearing in the daily newspaper there. H. Fredric Young, who was employed by the light company in Berger, started writing in 1928.

And his home-town has recognized him! That, and not the fact that he is a writer, is the thing that is startling. Most home-towns take the people who live there for granted.

Let's get out of the practice of being indifferent to our home-town boys and girls who make good. They appreciate the praise of homefolks more than the acclaim of people elsewhere, probably because it is harder to get.

From our contemporary newspaper comes this thought which is indeed worthy of consideration. Too often we are prone to follow the general course of human nature, and overlook some of the things which are dearest to us.

Let's get out of the practice of being indifferent to our home-town boys and girls who make good. They appreciate the praise of homefolks more than the acclaim of people elsewhere, probably because it is harder to get.

A Long Time Ago In Hereford

(From The Hereford Brand, September 21, 1906)
W. H. Razor had sold from his truck farm, 100 pounds of sweet peppers for which he received 11 cents a pound, and 2,000 celery plants which he was selling for ten cents each.

(From The Hereford Brand, September 21, 1916)
Preparations for the Deaf Smith County Fair to be held at Hereford, October 13 and 14, were being made.

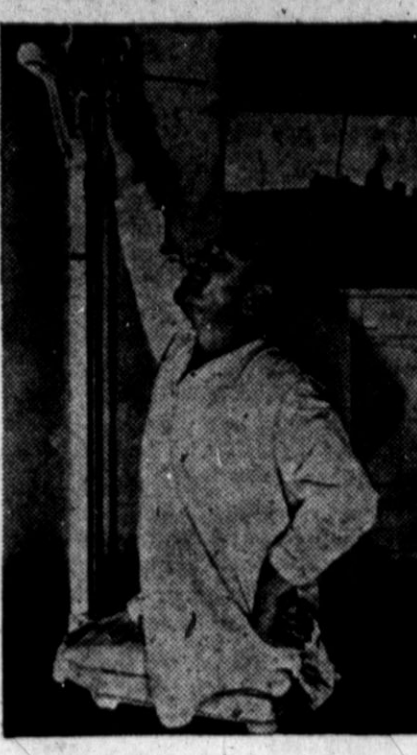
Deaf Smith cattle won at the Panhandle State Fair at Amarillo. Jowell & Jowell won the senior and grand championship on bulls, and Mrs. L. R. Bradley took first in two-year-old heifers.

The Roadmaster of the Pecos Valley Railways had been in Hereford inspecting the work which was in progress on the grade across the Tierra Blanca just west of town.

Prize winners for the agricultural exhibit held at the annual picnic were announced. The winners were: flowers, Mrs. J. W. Hough; onions, W. B. Green; tomatoes, Mrs. E. C. Millett; grapes, J. O. Lindsey; corn, S. H. Harris; kaffir, maize, wheat, rhubarb and turnips, W. M. Smith; millet and corn, E. C. Bridges; cabbage, G. U. Majors; sweet potatoes, C. E. Edwards. The judges were G. W. McMillion, C. F. Kerr and J. M. Boone.

Miss Olive Perkins had left for Shenandoah, Iowa, where she was to start her second year of teaching in the high school there.

Swimmer



Charles Zimny, famous legless swimmer, shown weighing himself at Harlem hospital in New York city following his six-day swim in which he covered 145 miles between Albany and New York City.

Commander



Brigadier General John C. Beaumont, commander of the second brigade fleet marine force, who embarked from San Diego, Calif., for the Sino-Japanese war area in Shanghai to take command of all United States Marines in China.

By Their Words AND OURS

Trench silos are really being discussed and many farmers have taken advantage of this revived art of preserving feed for stock and are equipping their farms with them.

Collier's Magazine and its feature writer, Walter Davenport, certainly deserve the commendation of every citizen of the Great Plains for the gross misrepresentation and wilful and malicious lies broadcast to the world in a recent article in their great-slander sheet.

J. O. Engle, who lives near Moreland, has produced some Japanese cucumbers. One of the cucumbers measured 44 inches in length with many being 8 inches in diameter.

The Chamber of Commerce of Dumas met last week to discuss plans with D. H. Reed, district advisor of the Bureau of Air Commerce for an airport at Dumas.

J. R. Edwards of 15 miles east of Buffalo reports and showed proof of fifteen rattlesnakes which he killed out of one hole of his farm last week.

The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL. II--NO. 1 HEREFORD HIGH SCHOOL, THURSDAY, SEPTEMBER 23, 1937 PAGE 1

Rams Defeat Whitefaces 6-0

Last Friday night the Whitefaces journeyed to Portales for their first football game of the season. This was also the Rams' first game of the season.

The starting line-up for both teams was: Hereford--R. Nunn, 22 LE-RE Neeley, 75 Posey, 24 LT-RT Grunig, 83

STAFF MEETS TO ORGANIZE

The Whiteface Round-Up Staff met Friday for the purpose of organizing completely a working organization for news gathering.

The staff is elected by the students in general elections and those members then select the remaining department heads.

School Buys Modern Bus

As everyone knows, the old school bus that everyone hated to ride in, was wrecked last year during basketball season.

The bus is to be used by the football boys, basketball girls and boys, and the band.

It will be comfortable in every respect as it is greater in length and width.

Great Benefits Expected From Gas Discovery

The discovery by Dr. E. P. Schoch, director of the Bureau of Industrial Chemistry at The University of Texas, of a method of processing natural gas into various by-products of great commercial value has been announced.

The discovery, as explained by Dr. Schoch, is that of learning how to control electric discharges or electric arcs through natural gas, thus making possible the production of a definite desired product, including carbon black, acetylene and others of commercial importance.

To Save Wasted Gas. The application of the new discovery promises to bring widespread economic benefits, both to the State and the people at large.

J. R. Edwards of 15 miles east of Buffalo reports and showed proof of fifteen rattlesnakes which he killed out of one hole of his farm last week.

It is unfortunate that there are

Mr. Hudson Is Unable To Attend Hi-Y Camp

Mr. G. M. Hudson, sponsor of the Hereford Boys' Hi-Y Club, was missed greatly by the largely represented delegations at the Hi-Y Boys' Encampment in Cota Canyon last week end.

General Summary of the Camp Program
Friday was a day devoted to the introduction of the camp, election of officers, discussions of group assemblies with only a few hours of recreation.

Saturday morning was composed of a series of assemblies and discussion groups with all afternoon off for recreation.

Sunday morning was dedicated to the closing assembly, reorganizing the guests who were present at the camp, Sunday dinner, and dismissal of the encampment.

Hi-Y Girls Receive Help From Visit To Hi-Y Training Camp

Visiting the Hi-Y encampment at Cota Canyon, September 19, were the officers of the Girls' Hi-Y: Vivian Olson, president; Helen Ruth Barber, vice-president; Virginia East, secretary and treasurer, and Miss Crawford, sponsor.

Hereford has one of the few Girls' Hi-Y clubs and the only one that was represented at the encampment.

The girls received an inspiration which they hope the club can receive, which will help to set up higher standards of Christian living and Christian fellowship.

New Teachers Assume Duties

Among the new faces in Hereford High School this fall may be found those of Mr. John Willoughby, Mr. Richard A. Muller, and Miss Oressa Hastings.

Mr. Willoughby, former principal of a country school near Shamrock, is now the civics and history instructor, as well as serving in the capacity of assistant football coach.

The last of the three is Miss Hastings, seventh grade and Freshman English teacher. She is the attractive young blond seen about the halls quite frequently.

The student body will gain much if they will make the acquaintance of these teachers.

High School Adds Courses

A course of shorthand has been added to the Commercial department this year. This course is offered to give Hereford High School students more complete training in the business arts.

This course has been received enthusiastically by the Juniors and Seniors, for whom it is primarily offered.

The inauguration of a shorthand course marked the attainment of the objectives in the commercial subjects.

Hereford High School is proud of its growing curriculum and the addition of shorthand makes a highlight in its growth.

School Welcomes New Students

With the beginning of the 1937-38 school term, two hundred and ninety-six students have enrolled in the Hereford Senior High School.

The students of Hereford High School wish to extend their greetings to the new students of our high school.

The students of Hereford High School wish to extend their greetings to the new students of our high school.

BOYS' HOME ECONOMICS CLASS

This year marks the beginning of a new and interesting subject in the Hereford Schools. It is Home Economics for boys.

This new class is composed of only sixteen boys so far, but more are expected to enter in the next few weeks.

In this course, as in the ones prepared for girls, cooking, sewing and buying of foods and clothing are taught; also etiquette and personality are discussed as a personal help to the boys.

portion is now absolutely wasted, it follows that we are losing annually about \$200,000,000 by not developing new uses of natural gas.

appropriation is to be hailed as a real step forward and as a hopeful sign that Texas may be entering an era of scientific industrial development of its natural resources.

Mare's milk is used extensively in Russia to manufacture alcoholic drinks.

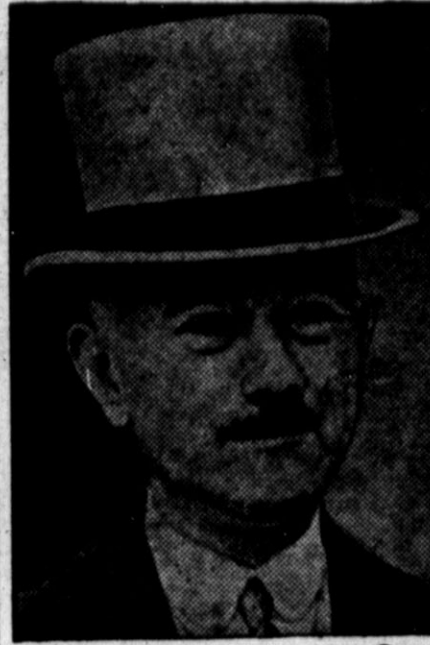
PLAN TO ATTEND THE BIG Clovis Bi-State Fair Sept. 29-30, Oct. 1 & 2 The BIGGEST and BEST FAIR ever held In This Region! 4 BIG DAYS and NITES! SEE THE BIG EXHIBITS: Horse Show, Livestock Show, Community and School Exhibits, 4-H Club Exhibits, Large Poultry Exhibits, Beautiful Flower Displays, Commercial Exhibits. Many Outstanding Free Attractions. THE CLOVIS BI-STATE FAIR IS A NEW INCORPORATED ORGANIZATION WHICH GUARANTEES THE PAYMENT OF ALL PREMIUMS



WHITEFACE ROUND-UP

HERFORD HIGH SCHOOL, SEPTEMBER 23, 1937

Wounded by Japs



Sir Hugh Knatchbull-Hughes, British ambassador to China, victim of an attack by Japanese aviators while he was riding in a car flying the union jack. The attack caused grave international complications and aroused British public opinion to the fighting pitch. The ambassador was struck by machine gun bullets and wounded in the abdomen, one of the bullets penetrating as far as his spine.

Straight Shooter



First girl competitor ever to win the junior matches of the National Rifle matches at Camp Perry, O., pretty Helen Jenkins of Columbus, O., scored 1,935 points out of a possible 1,100 to finish third in the junior small-bore rifle matches.

of town, pretty well improved, shallow water, on REA lines. Every inch in cultivation and can be watered. See or write S. J. Sanders, Hereford, Texas.

Adrian News

BY MRS. A. G. BELL
Mr. and Mrs. W. J. Speed of Dallas, visited two days last week with their son, Joe Speed and family.
Mr. and Mrs. Emmett McAdoo of Amarillo, spent Saturday visiting relatives here.
Mr. and Mrs. M. H. Zearing, Sr., Lottie and Jimmie and M. C. Zearing and wife left last week for Austin, Ind., for a two-week vacation.
Mrs. Henry Creitz is rapidly improving after her trip to Temple.
Mrs. B. S. Evans and daughter, of Oden, Ark., are visiting in the home of their daughter and sister, Mrs. B. Kinsey.
Little Grady Skaggs has been on the sick list.
Mrs. Calhoun and Evelyn left on the train Sunday morning for Denton, where Evelyn will enter C. I. A.
Mr. and Mrs. G. A. Syms and children spent the week end near Friona, visiting with Mr. Syms' brother, Paul Syms and family.
Olive Witt was a visitor in the home of her mother, Mrs. Anna Witt, Saturday and Sunday. She was accompanied by a friend from Amarillo.
Mrs. Ethel Chapman had an operation for sinus last week.
Mrs. V. Jones has returned from a two-weeks pleasure trip in California.
Mr. and Mrs. Ross spent Sunday in Plainview with friends.
Miss Josie Bell Rice spent the week end with her uncle, John Skaggs.
Mr. Monroe Hobbs of Farmington, N. M., is quite ill in a Las Cruces Hospital. He formerly lived in Adrian.
The Vega Fair was well attended by the Adrian community. Adrian won second prize for their booth and several individual prizes, which were donated to the Missionary Society.

ADRIAN SCHOOL NEWS

The Adrian football team was unable to overcome the handicap of weight and were defeated by Vega in the opening game of the season by a score of 49-6. Adrian's lone score of the game came when Earl Brown returned the opening kick-off 85 yards for a touchdown. Adrian was unable to hold this advantage, and a few minutes

STAFF MEMBERS
Editor-in-chief, Mary Jane Morgan
Asst./Editor-in-chief, John Willett
Business Manager, Chilton Foster
Bus. Manager, Virginia Newell
Sponsor - Miss Irene Crawford

A DREAMER'S FORECAST

This year the Whiteface Round-Up is going forward in a new, determined drive to be better than ever. Articles will be better written, and the paper as a whole, will show more preparation. These factors alone will make the Round-Up worth reading, but the staff is not going to stop at that! A variety of articles from a variety of people will make the paper more interesting than a comic strip. Even the editorials will be full of pep and enthusiasm, and the interest and co-operation that this year's staff will get from the school will send our paper to heights undreamed of.

CLASSES ORGANIZE

The Senior Class, composed of fifty-eight students, held a meeting Wednesday, September 8, to organize the class and to elect officers.
The Senior class announced the election of the following people to fill the following offices:
Mary Jane Morgan, president; Helen Ann Snyder, secretary and treasurer; Carl Wilson Shirley, student council representative, and Mary Triefel, student council representative. Miss Wrenn and Mr. Emmons are the sponsors.
Mary Jane Morgan, Helen Ann Snyder and Carl Shirley will serve the third term of officers this year. Mr. Emmons was the class sponsor during its Sophomore and Junior years. Miss Wrenn was elected by acclamation to fill the vacancy left by Miss Vaughan.
JUNIOR AND SOPHOMORE CLASSES
The Junior Class met Wednesday, September 8, to elect its officers.
John Willett was elected for president. The other officers were not elected. The sponsors are Miss Rigler, who was sponsor during the Freshman and Sophomore years, and Mr. Willoughby.
The Sophomore Class met Wednesday, September 8, to elect its officers.
The officers elected are George McLean for president, and Martha Nelle Ewton for vice-president. The sponsors are Miss Sullivan and Mr. McCollum, who were also sponsors of the class in its Freshman year.

GUESS WHO?

Girl: She is a freshman, short, dark and only came to school here this year, but has gone here before. She is very quick in both action and speech and was seen in the company of a certain dark-complexioned young man at the carnival Saturday night.

Want Ads
Wanted
Starting a course in Shorthand, Typing and Bookkeeping, Monday, Sept. 20. Those interested see Mrs. R. E. McCullough, 711, 25-Mile Ave. 38-1tc
WANT TO LEASE one or two sections of wheat land already prepared. Will pay operator for work done. Phone or write John Mayo Dougherty, Floyd County, Texas. 38-3tp
STRAYED - White faced steer; 350 pounds, ears swallow-forked; light red. Wanted broadcast binding, new machinery. See or write F. Follart, 7 1-2 miles north on avenue. 38-3tp
NOTICE
No trespassing, fishing or hunting will be allowed on my place or the Mrs. A. B. Schultz place. Please do not ask. B. E. Brumley. 38-3tp
WANTED - Practical nursing or confinement cases. Mrs. W. A. Vaughn, 311 A Street. 38-3tp
ALL OUR PRODUCTS, sweet milk, sweet cream, Bulgarian butter milk, chocolate milk, Brody's orange juice and ice cream, delivered twice daily or can be purchased at our downtown office at 212 West Third Street, Prairie Dairy, Phone 6. 28-2t
WANTED: All of your wire coat hangers. One-half cent each. Cash or credit. Fox Cleaners and Hab-ters. 14-4t
HELP WANTED - Capable cook and housekeeper between ages of 22 to 35. Mrs. A. J. Strick, 2413 Hayden Street, Amarillo, Texas. 38-3tp
WANTED - Feed to cut; 10-foot power take-off binder. S. H. Slog-

BAND PARENTS SET \$1,000 GOAL

At their first meeting of the year, the High School Band Parents' Association set their goal, for the school year, at one thousand dollars.
New officers were installed at the first of the meeting. Mr. Harold Closs being new president.
The Association asks all Hereford residents to go to the Tri-State Fair on Hereford Day and register, for the band needs one of the cash prizes offered. They are also going to sponsor Cal Farley's Flying Dutchman Circus sometime soon. The Lions Club is going to have another Carnival and help the Parents toward their goal.
The Band needs new instruments and that is the way some of that thousand dollars is going to be used.

Pep Club Elects Officers

The pep club met Thursday afternoon at four o'clock and elected the following officers: Margaret Higgins, vice-president; Vivian Olson, secretary-treasurer; Helen Ruth Barber, reporter, and Viola Phillips, president.
There were forty-five present with twenty-one new members.
Two football boys came rushing into the room and to the surprise of the club, the club was invited to a watermelon feast given at the football field at seven-forty-five Friday evening.
Blouses for the pep club was the main subject discussed.
After having several yells the club was dismissed.

HI-Y BOYS PLANS TO ATTEND CAMP

The Hereford HI-Y boys will participate in discussing "Toward Larger Horizons," when they meet with the other HI-Y boys of Northwest Texas next Thursday, 9 two-and-one-half-day encampment in the Ceta Canyon Methodist Encampment Grounds is planned with B. P. (Boots) Fashion, assistant secretary of Texas Y. M. C. A., as director.
Each fall there appears in Northwest Texas a life experience for the training and development of older boys in an atmosphere of good fellowship, camp life, recreation and creative planning. This year the experience will be a high point in the life of each person in attendance.

GLEE CLUB ORGANIZES FOR WORK

The Glee Club met at four Tuesday, September 7, in the music room for the purpose of organizing the club for this year.
There were forty students present. The group was organized and officers were elected. Mary Triefel was chosen for president; Barbara Brotherton, for vice-president; Helen Ann Snyder for the secretary and treasurer; Dorothy Nell Trimble, for reporter, and Faye Croshaw for business manager. It has not been decided who the accompanist will be. The girls quartet is in need of a high soprano singer also.
The girls wish to make this year's club better than any preceding one.
The club plans to give an opera in the near future as well as have many other activities during the year.

COWHANDS REORGANIZE

On Monday night at seven-thirty, 12 members of the Cowhand organization, which discontinued in the spring of 1936, met to form a new organization. Mr. Muller was elected to sponsor the club in place of Mr. Wilson, the original sponsor, who is no longer a member of the faculty. The old constitution was accepted by the members and sponsor.
Work was started immediately under the old constitution.

BAND INCREASES ITS MEMBERSHIP THIS YEAR

Band has started again with a much larger enrollment than there has been in the last few years. Many students from the Junior band are in the high school band this year. Most of the practicing so far has been in the "Yoder Swing" books. Many of the new members are a little bit afraid to play loud enough for anyone to hear the mistakes they might make, but they will be blowing just as hard as the older members in a week or two. The band lost a few of its members last year but with some practice it will be as good as it was last year and possibly better; that will be known later.

STUDENTS HAVE VARIOUS PROFESSIONS

It seems that the year of 1937 and 1938 will be a business-like year for every high school student. Through the summer months over one-half of the students were working somewhere. Miss Mary Jane Morgan and Chilton Foster are hoping to become great newspaper editors some day. Karl Wilson Shirley is now employed at Stambaugh cleaners. Genece Standifer is hoping that her work as booker for Fullwood Battery and Electric Station is a beginning of her success as a bookkeeper who makes no mistakes.
Jack Boydston has at last learned all of the names of ice sodas while at work at the Sinclair Service Station. Girls, you need not worry about flat tires. Dean Dunlap knows how to fix them. Phillips 66 Station has taught him many things. Jim Fullwood at last knows the difference in the price of a battery charge and a new battery. "Battery Bob" had a lot to do with that.
George Springer does not, as yet, know the difference in an ND-15 bearing and an E-15 bearing. Rosson Implement has decided to let George go to school another year. Leonard Rolston drank all the Coca-Cola he wanted this summer, believe it or not.
Children, get your education and work will be knocking at your door.

HI-Y GIRLS RESUME WORK FOR YEAR

The HI-Y girls met Tuesday evening, September 8 at 7:30 in Miss Crawford's room.
There were eleven girls and their sponsor, Miss Crawford, attending. Vivian Olson presided.
A special business meeting was held and plans were made for the year's work.
Mary Triefel led the hymn, "Living for Jesus." The Scripture was given by Ann Cockrell.
Vivian Olson led the group with a short prayer, followed by a discussion on "Why the HI-Y."
All girls who are interested in the HI-Y are invited to join.
The Girls' HI-Y met Tuesday, September 14, in the high school auditorium.
The business meeting was held, followed by a group singing of popular songs.
Plans were made and discussed by the group for projects of the year.

STUDENT COUNCIL ASSUMES DUTIES

The Student Faculty Association met Monday for the first regular meeting of the year. Most of the representatives to the council have been elected, but a few are still lacking. The council plans to organize more completely after the installation of new members is accomplished. This installation is usually held during the first month of school in general assembly. The new members are given pledges by the president of the council and the old members turn over their offices to these new ones. Members present at the meeting Monday, were: Seniors - Karl Shirley, Mary Triefel and Genece Standifer; Juniors - Jean Williams, Arnold Wilkins, Johnny Willett; Sophomores - Myron Morgan.

FOR SALE - My home, five rooms and bath. 75x140 foot lot. C. L. Whitehead. 38-3tc

FOR SALE - Pure Tenmarque Seed Wheat. 25c over the market. Wheat grown by S. C. Hutchinson, Hart, Texas. Farmers Grain Co. Hart, Texas. 38-4tc

FOR TRADE - House and lot in Hereford for car of cattle. E. M. Potter, Star Route, Hereford. 38-3tp

FOR SALE - Rye Seed, \$1.00 per bushel, measured at the granary on my farm, across the road from Wyche school. H. B. Elliston. 38-4tp

FOR SALE - Hegari bundles, pretty well headed, 3c per bundle. Second place north of dump ground. J. W. Vick. 38-3tp

FOR SALE - 165 acres, \$19 per acre, almost adjoining town. See or write Tracy Major, Hereford, Texas. 38-4tc

FOR SALE - Wagon, with frame and box. See E. M. Potter, Star Route, Hereford, Texas. 38-1tp

FOR SALE - An Electric Washing Machine. Mrs. G. O. Lee, 506 25-Mile Ave. 38-1tp

FOR SALE - 20 head young registered Hereford cows; 15 registered yearling bulls, good ones; Allis-Chalmers all-crop harvester. International 9-foot one-way plow; 3 bottom 14-inch International mould board plow; 28-9 International deep-turrow drill with press wheels, all in good repair; 2 good fillies broken to work; 18-36 Hart-Farr tractor, bargain. Wm. Ash, 310 Kentucky St., Amarillo. Phone 7902. 38-3tp

FOR SALE - Clean Blackbull seed wheat. Lester Galley, 11 miles northeast of Hereford, Box 335. 37-1ac

FOR SALE - 1937 V-8, 85, two-door with trunk 7000 miles. Will take car for equity. Cecil Jones, Jacobsen Bros., Hereford, Texas. 37-3tp

FOR SALE - One good I. E. C. Row Binder, one Deering Header, one Van Brunt 16-10 wheat drill. John L. Wilson. 37-3tc

FOR SALE - We have several hundred bushels TENMARQ seed wheat for sale, 7 miles southeast of Dimmitt Highway. The Hancock Farm. 38-3tc

FOR SALE - 21 1/2 acres in edge

Lost and Found

REWARD - For the recovery, or information leading to the recovery of one bedroll, lost between Hereford and Simms School house. Return to Brand Office. 38-1tp

LOST - Small coin purse containing \$5.00 bill and some small change. If found return to Brand office. Reward. 38-1tp

FOUND - Black leather key ring containing 4 keys. Inquire at The Brand office. 38-1tc

FOUND - Strayed Stock, one Whiteface cow and two Whiteface heifers, on my place 3 miles southeast of Hereford. C. J. Albracht. 37-2tc

NUMEROUS Federal Land Bank farms for sale in Deaf Smith and Parmer Counties. Hereford National Farm Loan Ass'n. 38-4tc

WANTED - Housework or caring for children by day or hour. Will work in city or country. Mrs. Carrie Turnbow, 808 Lee Ave. 38-1tp

FOR RENT - Modern bedrooms, also kitchen privileges. Can accommodate tourists and transients. Close in. Mrs. A. M. Jones, 504 East 5th Street. 38-3tc

FOR RENT - Modern Apartment, garage, adults. Mrs. Hattie Ruth-herford. Phone 605-W. 38-1tc

FOR RENT - Furnished apartment with all bills paid. Mrs. W. M. Meggers, phone 444-W. 38-1tc

FOR RENT - 5-room furnished apartment. Cummings Apartments. 38-1tp

FOR SALE - One good I. E. C. Row Binder, one Deering Header, one Van Brunt 16-10 wheat drill. John L. Wilson. 37-3tc

FOR SALE - We have several hundred bushels TENMARQ seed wheat for sale, 7 miles southeast of Dimmitt Highway. The Hancock Farm. 38-3tc

FOR SALE - Clean Blackbull seed wheat. Lester Galley, 11 miles northeast of Hereford, Box 335. 38-4tc

FOR SALE - Maytag gasoline motorized washing machine with square tub; A-1 condition. Will sell cheap. McConnell Electric Co. 38-1tc

FOR SALE - 21 1/2 acres in edge

How is your Ectoplasm?

For Sale or Trade

FOR SALE - No. 1 Seed Wheat. J. D. Love, Bootleg Store, 25 miles west. 37-3tp

FOR PAINTING or Paperhanging. M. E. Moore, mile north on 25-Mile Ave. 37-1tc

FOR SALE - Clean Blackbull seed wheat. Lester Galley, 11 miles northeast of Hereford, Box 335. 37-1ac

FOR SALE - 1937 V-8, 85, two-door with trunk 7000 miles. Will take car for equity. Cecil Jones, Jacobsen Bros., Hereford, Texas. 37-3tp

FOR SALE - One good I. E. C. Row Binder, one Deering Header, one Van Brunt 16-10 wheat drill. John L. Wilson. 37-3tc

FOR SALE - We have several hundred bushels TENMARQ seed wheat for sale, 7 miles southeast of Dimmitt Highway. The Hancock Farm. 38-3tc

FOR SALE - Clean Blackbull seed wheat. Lester Galley, 11 miles northeast of Hereford, Box 335. 38-4tc

FOR SALE - Maytag gasoline motorized washing machine with square tub; A-1 condition. Will sell cheap. McConnell Electric Co. 38-1tc

FOR SALE - 21 1/2 acres in edge

COPPER CARBONATE

52 Percent or 20 Percent
Yes we have both and other will prevent stinking smut or bunt in wheat. It will cost you less than 1 1-2 cents per acre to treat your seed wheat with copper carbonate and may raise the grade of your wheat enough to make you many dollars per acre. Can you afford to be without it?



POULTRY and DAIRY FEEDS

MILLING CLEANING - GRINDING

Have your seed cleaned or re-cleaned before planting! It will save you planting a crop of weeds or having your grain drill stop up with trash and leaving strips of land unseeded. We can clean any kind of seed or grind any kind of feed.

WE BUY CREAM, EGGS, POULTRY and HIDES

Order Your Winter Supply of COAL - NOW!

WEST TEXAS FEED and SEED

PHONE 265

Attention REA Users

Those of you who attended the REA meeting at the Court House a week ago last Saturday are possibly informed that Loan applications for Electrical appliances must be filled out soon, so the Deaf Smith County Rural Electric Co-operative, Inc., may be able to estimate the amount of the loans to be asked by REA users. All users who plan to make loans for this purpose were urged to get in touch with your local appliance shops and get an estimate of the cost of appliances you wish to buy, under the program.

Throwing A Light On Filling Out REA Loan Forms

I especially invite all farmers and REA users to come to my office or call me at any time for an estimate of the appliances you will need. I am a bonded and licensed electrician and can capably estimate your wiring jobs as well as all appliances. I especially urge all members of the cooperative to attend to this matter at once so as to omit any further delay in the REA program. I have thoroughly studied the forms being used by REA and wish to assist anyone desiring help on these forms, without charge. Do not hesitate to call on me for this service.

Sincerely, GEO. B. McCONNELL

McCONNELL ELECTRIC CO.

305 N. MAIN STREET PHONE 139 South Radio - Easy Washers - Leonard Refrigerators



# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

## Past President's Luncheon Opens Season For Music Study Club

One of the loveliest social affairs of the past week was the annual luncheon for past-presidents of the Music Study Club given at the home of Mrs. C. H. Dyar, Saturday at twelve o'clock.

All the enchantment of early fall seemed garnered into the Dyar home with the artistic arrangement of well chosen flowers which blended in striking harmony with the unusual beauty of table appointments.

Caviar Canapes were served with tomato juice in the living room preceding the luncheon which was served at the large table, laid with a fiesta blue cloth in the dining room. Seasonal blossoms in a glazed black bowl carried out the brilliant color effect and formed the centerpiece. The charm of the whole party was accentuated by lovely fiesta ware, reminiscent of the beautiful Faience tradition in green, yellow, blue, old ivory and red, which endowed the atmosphere with a feeling of gaiety and informality.

Place cards depicted gay little Spanish men and women in colorful attire and shining cerise and purple leaves at each place as favors emphasized the fall note.

The menu reflected the same attractive colors and included: watermelon cocktail, fried chicken, gravy, buttered corn, fresh baby shrimps, stuffed pepper salad, lemon cream sherbet, devils food cake, salted nuts and seed tea.

At the close of the luncheon Mrs. C. H. Dillehay, new president of the club, presented the guests with surprise favors which were clever little gold handled baskets filled with assorted candies.

Those attending were Mesdames: C. C. Acker, H. L. Broadwell, H. K. Fox, A. O. Thompson, R. P. Conway, C. C. Ferguson, C. H. Dillehay, C. J. Mounts and C. H. Dyar.

### SUMMERFIELD STUDY CLUB OPENS YEAR'S WORK WITH LUNCHEON

Summerfield Study Club opened its activities for the year with a luncheon Thursday at the home of Mesdames B. C. and B. E. Roberson.

In keeping with the theme of study for the year "Southern Literature and Life," the entire house was decorated to represent an old fashioned southern garden. Greenery and garden flowers were used in profusion about the house with wine red dahlias centering the large dining table. Guests were seated at small tables centered with seasonal blossoms, a typical southern menu was served. New yearbooks at each place served as place cards.

After the luncheon, the first study program of the year was given, Mrs. Ray Johnson, president, discussed "The Club Woman Ten Years Ago and the Club Woman of Today." She sketched the progress made by club women and their influence on vital problems of today. Mrs. Guy Walsler reviewed Greer's "Bois D'Arc to Barbed Wire."

Club Ethics were explained by Mrs. L. L. Cannon.

New members of the club are Mesdames B. C. Roberson, Ky. Lawrence, J. B. Noland, Joe Story and Mrs. Riding.

Year books were prepared by Mesdames Guy Walsler, Troy Welty and Tandy Legg.

Members present were Mesdames L. L. Cannon, Britt Clark, Lee Curry, Ray Johnson, Lloyd Lookingbill, B. E. Roberson, B. C. Roberson, Ky. Lawrence, C. R. Walsler, Guy Walsler, R. L. Wilson, J. B. Noland and Mrs. Riding.

### MRS. McCULLOUGH ENTERTAINS SUMMER CLASS

Summer term pupils of Mrs. R. McCullough enjoyed a Buffet Supper at the home of Mr. and Mrs. McCullough on Wednesday evening of last week.

Floral decorations carried out autumn shades of gold and green. The table was laid with white linen and centered with an attractive arrangement of old-fashioned goldenrod.

The evening was spent informally as guests enjoyed each other. Those present included Edith Jackson, Katherine Henderson, Leota Reeves, Jane McKee, Minnie Dea Smith and the hosts.

### ST. ANTHONY'S WOMAN'S CLUB ELECTS OFFICERS

At a meeting of St. Anthony's Woman's Club held at the school hall Sunday, new officers for the coming year's work were elected. Those elected were: Mrs. Ed Loerwald, president; Mrs. Ray Wilhelm, vice-president, and Mrs. Gene Loerwald, secretary and treasurer.

All the study clubs are scheduled to begin their programs the first week in October. The study course will be built around "The

## GOP Leaders See Better Days Ahead



Groundwork for the 1938 congressional elections was laid at a meeting of Republican party leaders in Washington recently. Leaders from 15 states met with National Chairman John Hamilton to map strategy and predicted better days ahead for the G. O. P. Photograph shows, left to right, seated, John Tyrrel of Illinois, John Hamilton, chairman, and James F. Thompson of Michigan. Back row: Ed D. Schorr of Ohio, and William S. Murray of New York.

### SUMMERFIELD HOME DEMONSTRATION CLUB STUDIES BREAD-MAKING

"The essential ingredients in quick-bread are flour or meal, liquid, salt and a leavening agent," said Miss Lucille Shultz, H. D. A. at the Home Demonstration Club meeting held at the home of Mrs. J. A. Loland Friday afternoon.

Miss Shultz gave three quick-bread demonstrations which included nut bread, corn bread and ginger bread. Iced tea was served with the bread later as refreshments.

A short business session was conducted when meeting duties were changed to the second and fourth Wednesdays of each month.

Members of the club and others of the community will meet at the home of Mrs. Ray Johnson in an all-day meeting Thursday, Sept. 30, for the purpose of canning supplies for Wayland College.

The next regular club meeting will be held at the home of Mrs. Charles Noland, Oct. 13.

Attending were Mesdames: C. R. Walsler, Leroy Wilson, Clark Lee Curry, Euperson, Obe Roberson, Ky. Lawrence, L. B. Lookingbill, Guy Walsler, Ray Johnson, L. L. Cannon, D. C. Walsler, Joe Story, Lloyd Lookingbill, Charles Noland, Miss Shultz, Mesdames Wade and Fullmood of Hereford and the hostess.

### CLASS IS ENTERTAINED

Mesdames Hattie Rutherford, J. F. Ward, F. I. Greer and H. H. Hawkins were hostesses Tuesday afternoon when members of the Win Won Class of the Methodist Church were entertained at the home of Mrs. Rutherford.

Flowers in brilliant fall shades of red, rust, green and orange were used in mass arrangements about the house.

Mrs. W. O. Fox gave the opening devotional, and Mrs. I. H. Spratt led the prayer. After the business meeting a social hour was enjoyed with Mrs. J. W. Kirby in charge of contests and games.

One feature of the social hour was the chain letter written by members to Mrs. Florence McClellan, a member in Washington.

Those present were Mesdames J. W. Kirby, Wm. McGehee, I. H. Spratt, T. J. Mathis, W. O. Fox, E. W. Harrison, E. B. Black, J. B. Phillips, D. H. Bryant, J. B. Hammer, Miss Lulu Botsford and the hostesses, Mrs. W. J. Standford was a guest.

### Y. W. A. HAS PROGRAM ON MISSIONS

The regular meeting of the Y. W. A. of the Baptist Church was held at the Church Monday evening at 8:30.

The theme song, "O Zion Haste," was sung in unison and Miss Mary

Posey led the program on Missions. Seinan Jo Jakuin, a girls' school in Japan was an interesting subject of discussion. Genece Standifer told about the first faculty and the present faculty personnel.

Dot Owen described the religious education and Christian influence of the school. She also told of the gratitude shown by those attending the school. Thornton Shirley discussed the Memorial Auditorium and the College plan.

Roll Call was answered with opinions on how to better the organization. The next meeting will be held at the usual hour at the church on Monday. In response to roll call members will tell of some missionary and her field work. The program will consist of topics taken from helpful books and discussed by the girls.

Members present were: Thornton Shirley, Genece Standifer, Dot Owen, Mary Posey, Odessa Long and Mrs. Jack Roberson, sponsor.

### DR. T. L. MORGAN WILL STUDY IN VIENNA UNTIL FIRST OF YEAR

Dr. T. L. Morgan, who sailed for Vienna, Austria, on the 3rd of September, plans to take a special course on the eye, ear, nose and throat and will not return until the first of the year.

Mrs. Morgan, who with her small daughter, Margaret Joyce, is visiting in the home of Mr. and Mrs. Jas. W. Witherspoon here this week, plans to remain in Lubbock during October and later visit relatives over the state. Mrs. Morgan said that while plans were indefinite, Dr. Morgan would likely be connected with the West

Texas Hospital in Lubbock upon his return.

## Friona News

(22 miles west)

### BY JOYCE LANDRUM

Miss Bessie Burton and Lucille Routh of Lubbock, visited friends here Saturday.

Miss Anna Terry left Wednesday for Canyon, where she plans to attend W. T. S. T. C.

Mrs. Chronister and daughter, Melzia, spent Sunday in the home

of Mrs. J. L. Landrum.

Miss Ella Marie Landrum and Mrs. Chronister visited in Hereford Thursday night.

Miss Joyce Pace, home economics teacher in Friona Schools, visited relatives in Littlefield the past week end.

Mrs. Naomi Todd, with her two sons James Edward and Billy, accompanied by her brother, Thad Thomas of Lubbock, and Roy Hughes and his mother, Mrs. Buford Hughes, visited the City Lake at Amarillo, Sunday.

M. Lacy spent Saturday with his family in Lubbock.

## Dr. F. W. JANES

announces the

Opening of Offices in The Neal Building

Practice of Medicine and Surgery

Office Phone 173

Residence Phone 174

<b>Tomatoes</b> No. 2 CAN	<b>7c</b>	
<b>CRACKERS</b> 2-Lb. Box	<b>17c</b>	
<b>SALMON</b> Fancy Pink - 2 Cans	<b>25c</b>	<b>PACKARD'S BEST</b> 48-Lb. Sack
<b>KERR FRUIT JARS</b> QUARTS-Dozen	<b>71c</b>	
<b>KERR JAR FLATS</b> 3 DOZEN	<b>25c</b>	<b>\$1.55</b>
<b>Peanut Butter</b> Wapco. QUART	<b>25c</b>	
<b>BEANS</b> , Ranch Style or Chuck Wagon - 3 Cans for	<b>25c</b>	
<b>GRAPEFRUIT JUICE</b> No. 2 Cans - 3 For	<b>25c</b>	
<b>Hominy</b> No. 2 CAN	<b>7c</b>	
<b>Sugar</b> Beet-10-LB. CLOTH BAG	<b>52c</b>	Cane-10-LB. CLOTH BAG <b>53c</b>
<b>SALAD DRESSING</b> Quart Jar	<b>25c</b>	<b>WAX PAPER</b> 2 Packages
<b>DREPT</b> Large Package	<b>21c</b>	<b>TOILET TISSUE</b> 6 Rolls For
<b>SOAP CHIPS</b> , Big 4 or Blue Barrel - 5-Lb. Box	<b>35c</b>	<b>NAPKINS</b> 2 Packages
<b>SOAP</b> , Red & White - 5 Giant Bars	<b>19c</b>	<b>PEAS</b> No. 2 Can
<b>CORN</b> Primrose, No. 2 Can - 2 For	<b>25c</b>	<b>BROOMS</b> Each
<b>PRUNES</b> No. 10 Can	<b>29c</b>	<b>SNAPPED PEAS</b> Pecan Valley - 3 Cans
<b>FLAVOR-JELL</b> 2 Packages	<b>9c</b>	<b>POTTED MEAT</b> -3 cans
		<b>VIENNA SAUSAGE</b> -3 cans
<b>Compound</b>		Swift's Jewel 8-LB. CARTON <b>83c</b>
<b>COFFEE</b> Chase & Sanborn - Lb.	<b>20c</b>	<b>CORN FLAKES</b> Kellogg's (with bowl) - 2 Pks.
<b>TOMATO JUICE</b> Empson's - 3 Cans	<b>19c</b>	<b>MATCHES</b> 6-Box Carton
<b>Cocoa</b>		Hershey's 2-LB. CAN <b>25c</b>

**Sensational PREMIER OFFER!**

**A FREE FLOOR POLISHER**

An amazing accessory for wax-polishing all types of floor surfaces; electrically!

See it polish floors easier, quicker and with less expense than you ever dreamed were possible. You'll agree, then, that the PREMIER FLOOR POLISHER ACCESSORY is the most sensational household device you've ever seen! It polishes a strip of floor surface twice as wide as many high priced electric floor polishers. It's built durable, of highest quality materials, to give years of service. Thousands of housewives have paid full price for this amazing polisher, and if you act now you can get it FREE with the purchase of a Premier model 9.

**MODEL 9**

**\$69.50**

**THE IDEAL CLEANER**  
Latest Streamlined Design

See today, the new 1937 Premier Vacuum Cleaner with exclusive "Double Brush," "Magic Heart Motor" and "Pure Nap" Bag. Only Premier has all three.

This Offer Expires September 30

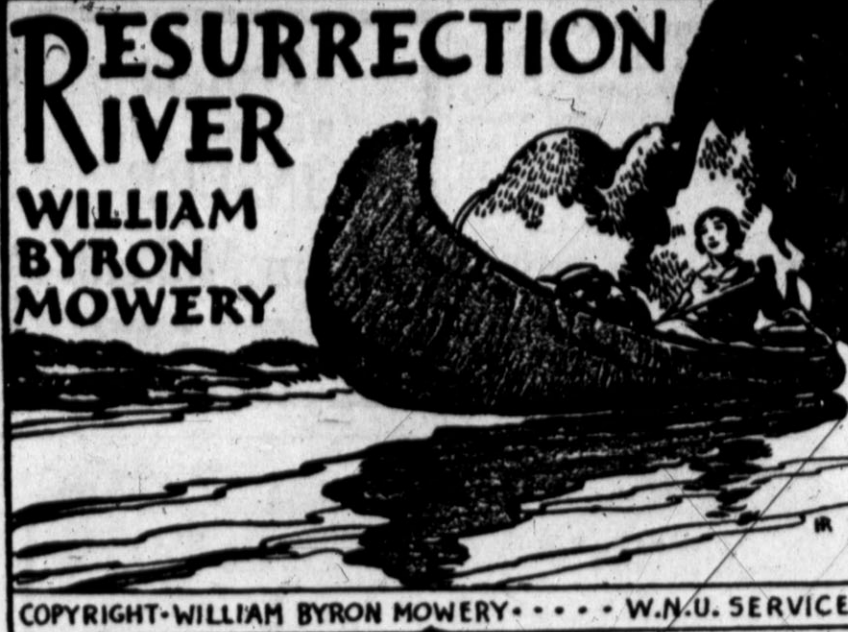
**TEXAS-NEW MEXICO UTILITIES CO.**

Plenty of Home-Grown Vegetables

# Weir's

**RED & WHITE Food Store**





COPYRIGHT-WILLIAM BYRON MOWERY..... W.N.U. SERVICE

violently into his cheeks.

Craig came quietly to Patricia's defense: "Patricia lent me her cabin today. Mine was a wreck. Did you wish to see her or me?" "You" Warren said coldly. "I've got a little communication for you, Tarlton. Would you mind stepping across to the Den?" "Glad to," Craig agreed. "Patricia, excuse us." The door closed behind them.

It was almost an hour before Craig returned. When he stepped inside the cabin Patricia saw at a glance that Warren's "communication" had hit him hard.

She flew to him. "Craig! What did he say to you? What's he done?"

"It could have been worse, I guess," Craig said steadily. "It's a pretty bad blow, coming just now; but we mustn't let it upset us or swerve us. Warren has got out an injunction against you and me, Treeshia. It forbids us to see each other any more, or talk to each other, or associate in any way."

"We can't talk to each other?" Patricia gasped. "Oh see each other?"

"That's what the injunction says, Treeshia. Warren used Rosalie as a tool. Rosalie is back in Vancouver, as you said. She's thousands in debt. She squandered most of the million and a half that I gave her; and the depression swept away the rest. She thinks I've got money, or can make money, and she's out to get it. I thought I'd paid her off in full, but the law apparently doesn't think so."

"But the law can't forbid you and me to see each other!" Patricia cried. "That's preposterous!" "The law can, do anything," Treeshia. This injunction sounds preposterous, but from a legal viewpoint it's perfectly valid. The substance of the court order is that your influence and your association with me are depriving Rosalie of her established rights. The actual writ is on its way here now, for Corporal Northrup to serve and enforce. Rosalie herself is coming to Dynamite Bay Warren persuaded her she should come to establish the legal fact that I refuse to live with her."

CHAPTER XI

Alone at camp, on the southwest shoulder of Kessler hill, Patricia was sitting tight against a little fire, writing out claim notices and watching the men at work, on north along the slope. With a big graphite pencil she was laboriously printing the claim notices on 6 by 8 sheets of tin. She had already printed nineteen, and was on the twentieth, her last one. With extra care she wrote out the legend:

NO. 1  
TRIUMPH  
PHILLIP KESSLER  
LICENSE NO. 317  
8:30 A. M. MARCH 20  
A thousand yards out along the hill Craig and Kessler were building the southwest part of this "Triumph" claim. They had plant-

ed a six-foot length of jacpine in the thin snow, and were heaping a mound of stones around the base of it. Fifteen hundred feet beyond them Polcon and Sam were erecting the northwest corner post of Triumph.

Except for finishing those last two corners on Triumph and nailing the metal notices on all twenty posts, the Kessler hill job was done. In a couple of hours her party would break camp, with nothing remaining but to record the claims at the government land office.

Patricia hated the thought of returning home. That dreaded injunction had probably reached the Bay by now; and when Corporal Northrup read the document to Craig and her, it would mean an abrupt end to all association between them.

That was why she had suddenly decided to come along on this trip—so that she and Craig might have a few days together



Patricia Hated the Thought of Returning Home.

before the law said to them, "Ye shall not."

The rank injustice of that court order filled her with a raging helpless fury. How could the law be so monstrously unjust as to give spendthrift and adulterous woman a club over Craig? After squandering the fortune which Craig handed her and breaking her promise to get a divorce, Rosalie was now coming to Dynamite Bay, backed up by the law, to make Craig take care of her, to spike his reputation among those men and harass him with her vindictive spite.

Craig's one hope of deliverance from her was that cold gray-rook yonder, that gnaws outcropping, rich with gold. If he put through his deal with the Vanguard people, he would eventually have time and money to break that injunction.

(Continued Next Week)

**THIS IS US COMING BACK FROM OUR HONEYMOON**

Mr. Frank Phillips, President, Phillips Petroleum Company, Bartlesville, Oklahoma.

Dear Sir:

It all started when I got something in my eye while we were riding with the top down.

It hurt and I cried and Harold—that's my husband—flared up and called me a cry-baby.

Oh, he's usually a dear. But our engine was overheating and puffing steam like a peanut roaster. And such knocking, you never heard in all your life.

Well, I was practically frantic with my eye. I rubbed my good eye. I pulled the lid of my bad eye three times. I really tried everything. But no use.

Suddenly, of all the marvelous things to happen—right there, practically in the wilds of Wisconsin, we saw a gas station. Harold drove in, slammed on the brakes, and yells to the man, "What have you got for cinders in the eye?"

As polite as could be, the man answered, "There's a big, well-lighted mirror in our rest room. Madam, and water and clean towels." And with that, he started cleaning the fuzzy spots out of our windshield.

In a jiffy I had the black speck out, and what a relief! Harold felt so out, and what a relief! Harold felt so out, and what a relief! Harold felt so out, and what a relief!

It certainly saved us money. And who knows, it may even have saved my husband—seriously, some certainly are going to use Phillips 66—and nothing else—  
—from now on.

Yours very truly,  
(Mr. Frank Phillips)

P. S. The snapshot is us coming back from our honeymoon.

**Phill-up with Phillips for Greater Mileage**

WATCH FOR THE NEW FEATURE, "FARMING IT" IN THE HEREFORD BRAND

**Farm Homes**

Now Enjoy Comfort and Convenience of RUNNING WATER WITH AERMOTOR Water System

There is nothing so convenient as having water piped right to your kitchen, bath or wash room. All homes can now have running water at low cost with an AERMOTOR WATER SYSTEM. If you do not have running water in your home—come in to STREU Hardware today and let us explain the advantages of this modern water system.

**AERMOTOR**

Enjoy Running Water the Year Around with an AERMOTOR WATER SYSTEM

Signifies: Economy, Dependability

AERMOTOR PUMPS and WATER SYSTEMS are especially adapted to suit the climate in which you live and for any size well. We have pumps that can be connected to your windmill, allowing you to use your windmill for regular pumping and provides an electric pump for emergency. The change from electric pumping to windmill operation is quickly made by shifting one connecting pin. See the self-oiling, anti-freezing units.

When it costs so little to have the many comforts and conveniences that running water brings, why put up with "pump and carry" methods?

Aermotor Electric Water Systems provide a complete solution of your water problem in the most modern and efficient manner. And you are offered the most improved systems at a cost so surprisingly low you will wonder why you haven't had one before.

Come in and find out how easily you may have a real water system.

See us for  
Windmills - Pumps - Pressure Tanks

**First State Bank**

**Streu Hardware**  
A. N. STREU, Owner

**RESURRECTION RIVER**  
WILLIAM BYRON MOWERY

"Now," Craig went on, "here's our program. Tomorrow morning we four men are leaving for Kessler hill. We'll stake the deposit; I'll give it a brief survey myself to estimate tonnage; and we'll be back here in six days. Poleon, you get things ready for our trip. Sam, you and Phil play checkers today and say nothing. It'll be plenty time to spring our news after we've got that lode sewed up tight."

When the men had gone, Patricia went up to Craig, stoop tip-toe for his hug and kiss. Craig reached into his pocket and brought out a wireless message which he had been carrying around with him for ten days.

"I didn't want to show you this partner," he said "till we had located the lode. This wireless is from the Vanguard mines, at Winnipeg. They've got money, and they're a square-dealing concern. I wrote 'em a letter a month ago, and this is their answer."

Patricia glanced at the message. **IF YOU LOCATE ORE BODY AND IT HAS SIZE FLASH US WORD STOP YOUR TERMS QUITE REASONABLE STOP WE WILL SEND REPRESENTATIVES BY PLANE TO EXAMINE LODE AND DEAL WITH YOU.**

At mid-afternoon that day, while Patricia was working in her office, she heard the roar of an airplane. From the window she watched it wing in over the rocky islet, level off, touch the snow plain 500 yards out, and taxi in to the landwash south of Resurrection.

Pilot Odron's ship, Warren had returned!

She wanted to run across and see him. Doubtless he had picked up her mail at Fort Smith, and she'd had no mail from home in weeks and weeks. But she was afraid to go and see Warren personally. His long stay in the city country looked ominous—ominous against Craig.

She stepped into the big smoke-filled room, where Sam Honeywell was playing seven-up with Kessler.

"Sam," she bade, "go over to Mr. Lovett's place and see if he has any mail for me, won't you?" Within a very few minutes Sam returned, bringing her a large packet of letter and also a number of very belated Christmas presents.

Hastily sorting out the letters of latest date, Patricia slit them open with a hairpin. The first one she read was her mother's. It was filled with a quiet affection, an unspoken wish for her daughter to come home again.

The letter from her sister Frances was very confidential and informative. "Dad is awfully mad at you, Sis. Moms and I never mention your name to him at all. From what you've written me, Craig sounds like an extremely nice man, and I'd love to know him. But I was shocked to hear this about his being married. And I hated to hear that he doesn't wish ever to make money for himself. Of course, he may reconsider this, for your sake. . . . Please, Sis, don't do anything rash, without thinking it over carefully."

The last letter—Patricia had put it aside till the last, like a dose of bitter medicine—was from her father. A blue-pencil note on a memo page, its two lines jarred her more than all the other letters together.

"Enough nonsense out of you. Now come home, while you've still got a home."

Very pale of face, Patricia laid the letters upon her desk without looking at the rest of her mail or even opening the presents. Her singing happiness over the Kessler gold strike had all ebbed away as she read. A wave of homesick-

**FOR TRADE**  
Stock of  
Hardware and I. H. O. Implement Agency  
For Land Near Hereford

**W. G. Abernathy**  
MADDOX, TEXAS

**ALL SIGNS—**

POINT IN ONE DIRECTION  
**UP!**

Not since '29 have signs been so encouraging. Automobile production is up. Steel production is up. Machine tool production is up. Car loadings are up. Retail business is up. All the news of the day point in one direction—UP. City, town and country, it looks as though this is going to be the biggest Fall since '29.

Headlines point but they can't think! You must draw your own conclusions. It is time to think soundly and step up plans courageously.

It is a part of our business to help, financially, sound business production programs.

We will be glad to discuss your financial problems with you.

**First State Bank**



# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

## Past Presidents Of Bay View Club Are Honored By Members Thursday

One of the outstanding social affairs of the year for members of the Bay View Club was the opening luncheon given at the home of Mrs. R. P. Conaway last Thursday. Active, associate and honorary members were invited for the event which honored past presidents of the club.

Autumn leaves and garden flowers furnished the attractive floral decorations with dahlias in different shades of red predominating. Glazed place cards were decorated with autumn leaves and the luncheon menu carried out the autumn colors. Quartet tables were centered with bright marigolds in low containers.

The program, preliminary to the first study program early in October, was dedicated to the women who have led the club from year to year since its organization in 1909.

Mrs. Bob Wilson, the new president, presided and gave a welcome to new members. Mrs. Charles Donald gave a brief history of the organization, explained how the club got its name and told of the traditions and ideals that Bay View Club members hold dear.

Mrs. Jno. Olson read letters from Mesdames Geo. Garrison of Corpus Christi, Bobo McLean of Dallas, and Grace Guthrie of Los Angeles, Calif., past presidents who were unable to attend. Mrs. Olson also read a poem written by Mrs. Guthrie, especially for this occasion.

A toast to past presidents was given by Mrs. F. T. Roison. She compared club life to a beautiful mosaic, each block in its own niche, some somber alone, but surrounded by those of brilliant hue, being able to reflect rich colorings. She paid high tribute to the past presidents as a group and mentioned individual characteristics of service. Mrs. D. H. Alexander, retiring president, gave an impressive response and presented the gavel to Mrs. Wilson.

Members of the year book committee, who had charge of the program were: Mesdames Jno. Olson, Paul Mathers and John Coffee.

Arrangements for the luncheon were made by Mesdames W. M. Emmons, A. M. Jones and H. L. Broadwell.

Those attending were: Mesdames D. H. Alexander, C. R. Barber, H. L. Broadwell, John Coffee, R. P. Conaway, H. G. Conkright, T. M. Dameron, W. M. Emmons, E. W. Harrison, J. W. Kirby, Paul Mathers, John McLean, J. H. Olson, John Roberts, F. T. Roison, J. P. Slaton, Bob Wilson, Charles Donald, J. B. Stoker and Miss Lillie Hostetler.

### CLUB IS ENTERTAINED

Mrs. J. T. Gilbreath Jr., was hostess at her home on East Fifth Street Thursday afternoon for members of the London Bridge Club. Two tables of guests enjoyed the party.

Appointments in autumn colors, and red, rust and gold zinnias and dahlias were used as decorations.

Mrs. J. M. Posey made high score. Others playing were Mesdames Charles Brooks, O. C. Holt, Nelson McRight, Ernest Medkief, Emmitt Milburn, Lee Morgan and Woodrow Ireland. Mrs. Travis Dameron was a tea guest.

### MR. AND MRS. JIM LIPSCOMB HOSTS FOR SUPPER CLUB

Mr. and Mrs. Jim Lipscomb were hosts for members of the Wednesday Supper Club at their country home on Wednesday evening of last week.

Seasonal decorations were used throughout the house with gold, bronze and orchid tones carried out in the flowers.

The supper was served from an attractively arranged buffet and guests found their places at small tables covered with white linen.

High score in bridge games went to Mrs. Bob Wilson for the ladies and to Reed Williams for the men. Members present were: Messrs. and Mesdames Jno. Olson, Bob Wilson, Reed Williams, Roy Jowell and the hosts.

Mr. Lipscomb's father, A. J. Lipscomb of Mineral Wells, who is visiting his son here, was a guest.

Office supplies, typing paper, and typewriters for sale at The Brand office.

### Ends Aching Sore Muscles

For instant relief, quicker relief, use Bell's Snow Lotion which contains active ingredients to give a more than local action, thus bringing a surge of warm blood to soothe congestion and more quickly soothe away the pain from aching muscles, sprains, strains, backache and lumbago. Bell's Snow Lotion, 50c and 60c. GUY DRUG STORE And Other Drug Stores

## Battle Infantile Paralysis Wave



Preston Springs, Ont.—One of the most serious infantile paralysis epidemics in years has struck the United States and Canada. Science is testing the efficiency of zinc sulphate nose sprays as a preventative among 5,000 children in this Canadian town, where there was a dangerous outbreak. Dr. John Hauch of the Hagmeier clinic is shown treating one of the district children.

### CAMP FIRE GIRLS HAVE REGULAR MEETING

Camp Fire Girls held their regular meeting at the home of Miss Mary Elizabeth Stanford, guardian, Monday evening. General discussions were held concerning new uniforms, tams, arm bands and pillows. It was decided that pillows will be of solid color and will bear individual symbols.

Girls attending the meeting were Margaret Higgins, Betty Jane Roison, June Dameron, Lois Agnes Gilbreath, Rachel Ireland, Margaret Olson, Rena Renfro, Ruth Temple Hastings, Mary Ann Acker, Virginia Ann Dillehay, Gladys Shreves, Doris Elaine Dillehay, Mary Telen Cross, Betty Dunlap, Rae Wilson, Polly Dixon and Eleanor Wilson.

### CHRISTIAN CHURCH

H. M. Redford, Minister. Mrs. C. P. Cockrell, Supt. Bible School 9:45-11 a. m. Morning worship 11-12 a. m. Christian Endeavor 6-8 p. m. Evening worship 8-9 p. m. "Long Cords and Strong Stakes" will be the theme of the sermon next Lord's Day morning. At the evening hour the pastor will speak on the subject, "Re-building The Walls." According to a recent national survey conducted by an outstanding magazine, the walls of our moral and spiritual life are rapidly falling. We need to start the process of re-building. Everyone is cordially invited to attend these services.

### DISCIPLES OF CHRIST BROTHERHOOD CONDUCTS CONFERENCES

A series of three thousand one-day conferences are being conducted by the Brotherhood of the Disciples of Christ throughout the nation. One of these conferences was held at the Amarillo Central Christian Church last Monday. Those attending from the local church were the pastor and wife, Mr. and Mrs. H. M. Redford, Mrs. C. P. Cockrell, Mrs. O. McKee, and Mr. A. Petersen. A follow-up conference will be held in the Hereford Church in the near future. Dr. Roy C. Snodgrass will come to Hereford to assist this church in studying the Brotherhood's five-year plan of advance.

### Attends W. M. U. Meeting

Mrs. R. O. Thompson and her mother-in-law, Mrs. Jennie Thompson, left Sunday for Dallas, where Mrs. A. O. Thompson will attend an executive meeting of the state W. M. U. of the Baptist church. Mrs. Jennie Thompson will go on to Galveston, where she will visit in the home of a son, E. M. Thompson, and will visit relatives in that part of the state until some time in December. After the church meet, Mrs. A. O. Thompson will go to Paris for a visit with relatives and to Depart, where she will visit her parents, Mr. and Mrs. A. E. Argo. She will be away two or three weeks.

### LINE PARTY ENTERTAINS CLASS

The Sunshine Squad Class of the First Christian Church was entertained with a line party on Wednesday afternoon of last week. Members of the class met Mrs. J. B. Stoker, teacher, at the Star Theatre after school, and after the show, went together to the Stoker home where refreshments were served. Those enjoying the party were June Dameron, president of the class, Lois Agnes Gilbreath, Celeta Robinson, Mary Louise Lawhon, Carrie Beth Putnam, Lillie London, Dorothy Coombes, Gertrude London and Katherine Henderson.

Regular services will be held at the First Presbyterian Church next Sunday, conducted by the pastor, Rev. J. C. Thorns. At the morning service he will bring a message on "The Privilege of the Kingdom," and at the vesper service at five, on "Small Beginnings, Big Endings."

### FIRST PRESBYTERIAN CHURCH

Regular services will be held at the First Presbyterian Church next Sunday, conducted by the pastor, Rev. J. C. Thorns. At the morning service he will bring a message on "The Privilege of the Kingdom," and at the vesper service at five, on "Small Beginnings, Big Endings."

### Pioneer Society meets at 4 p. m.

Young People's Society hold their vesper service at 6:30 p. m. Bible Study is held on Wednesday at 8 p. m. Sunday, October 3, will be Rally Day in the Sunday School.

## LOCALS

### Leave for A. & M.

Five boys who left Friday for A. & M. College, were Palmer Norton, Sonny Fullwood, John McGowan, Charles Brown and Clyde Hussey. This will be the second year at the Agricultural & Mechanical school for four of the boys. Charles Brown will enroll as a freshman.

Among those attending the Hereford-Portales football game in Portales Friday night, were Mr. and Mrs. Paul Foster, Boyd Knox, Mr. and Mrs. A. A. Foster, Chil-

ton Foster, Karl Shifley, Leonard Foster, Thayne Cawthon, Nora Jean Russell, Andrew Schumacher, Wilbur Willett, Mary Jane Morgan, Elyse Wilkins, and Sylvester Loerwald.

Mrs. Arlie Dean returned last week from Littlefield, where she visited in the home of her sister, Mrs. W. R. Simon for a week.

Mr. and Mrs. Kay Baird and children of Amarillo, were guests last week in the home of her parents, Mr. and Mrs. Hugh Witherspoon.

Mr. and Mrs. O. G. Lady and children of Tulla, were here Sunday for a short visit in the home of Mr. and Mrs. Wiley Roberson.

Miss Norma Jean Foster of Amarillo, spent the week end in Hereford, visiting Miss Martha Nell Ewton and other friends.

Mr. and Mrs. Arlie Dean and Mr. and Mrs. Jack Dean were business visitors in Amarillo on Wednesday of last week.

Miss Ruby Dutton, teacher in Central School spent the week end in Canyon, visiting her parents, Mr. and Mrs. E. Dutton.

Mr. Fred Mulkey of Pampa, visited relatives and friends here, Sunday. Mr. Mulkey is a brother of Miss Minnie Mulkey and a brother-in-law of R. G. Evans.

Mr. and Mrs. Elmer Patterson and children and Mr. Patterson's mother, Mrs. H. R. Patterson, visited relatives in Amarillo Friday.

### Attend Hi-Y Camp

Two Hereford boys, members of the local Hi-Y organization attended the three-day encampment and study course held in Ceta Canyon Friday, Saturday and Sunday.

Hi-Y boys from eight Panhandle counties assembled for the annual meeting, with Amarillo as the host club.

Clinton Massie and Charles Vir-

den were the only members of the local club who were able to make the trip due to a conflicting football game and the illness of G. M. Hudson, sponsor of the group.

Mr. and Mrs. L. H. Rhodes and children of Tucumcari, visited relatives here the past week end. Mr. Rhodes attended the Hi-Y encampment held in Ceta Canyon and joined Mrs. Rhodes and the children here Sunday, for the return trip to New Mexico. Mrs. Rhodes is the former Miss Jewel Gilbreath, daughter of Jeff Gilbreath of this city.

Mr. and Mrs. Richard Renz of St. Louis, Mo., arrived last week for a two-weeks visit with her parents, Mr. and Mrs. H. H. Boardman.

## Jumbo News

MRS. ULLMAN HUNTER Miss Kitty Oxford, who is teaching at Flagg, spent the week end at home.

Mr. and Mrs. Sam Hunter were in Oklahoma City Monday.

Lucille Dyer, Pauline Matthews and Orval Pierce left last week for Canyon to attend college.

Mr. and Mrs. B. B. Wise of Cleo; visited her sister, Mrs. P. H. Dyer, last week.

Mr. and Mrs. E. M. Allen of Easter, called on Mr. and Mrs. Ullman Hunter, Sunday.

Mr. and Mrs. M. L. Simpson and Mr. and Mrs. Clem Gilliam were in Amarillo Friday.

Mrs. Henry Short of Dimmitt, was a guest of Mrs. Dewey Owens last week.

Misses Julie and Bryant spent the week end in Hereford. L. A. Matthews was in Muleshoe Sunday.

Mr. and Mrs. Jim Nolan of Nugent, are guests of Mr. and Mrs. Si Scott.

Mr. and Mrs. Pinta Hunter were in Amarillo Wednesday.

Mrs. Buddy Taylor of Umbarger, spent the week end with her parents, Mr. and Mrs. F. L. Plackert.

Mr. and Mrs. Wayne Dyer and Mrs. Clay Hughes and Joan, of Frio, visited Mrs. P. H. Dyer, Tuesday.

Mr. and Mrs. C. C. Hunter spent Sunday in Hereford with Mr. and Mrs. W. A. Hunter.

Rev. Wiley of Canyon, preached here Sunday.

Mesdames Sam and Ullman Hunter went to Dimmitt Thursday and heard Mrs. Riefschneider, a missionary from Peru, speak on her work among the Indians. Mrs. Lester Hudson of Briscoe, called in the Dewey Owens home, Sunday.

Switch TO DODGE and Save Money!

Open Season for Goats Chamols goats introduced to New Zealand some thirty to forty years ago have become such a pest and threat to farmers that the government has lifted its protection.

Americans Like to Travel For many years American travelers have been spending six times as much money in seeing the outside world as the outside world has spent in seeing America.

Protect What You Have INSURE John McLean Insurance Agency Phone 273

Oh Boy! Oh Joy! Let's Go To The 24th Annual PANHANDLE SOUTH PLAINS FAIR! LUBBOCK, TEXAS Sept. 27 thru Oct. 2 EXHIBITS GALORE Horse Races FIREWORKS Band Concerts School Children Free Wed. Sept. 29 Michaels Big City Circus Panhandle South Plains Fair Ass'n

ALL WASHDAY SIGNS POINT TO CLEAN WASHING CAREFUL HANDLING EXTRA CONVENIENCE GREATER ECONOMY MAYTAG Hereford Implement & Appliance Co.

Do You Get What You Buy in Binder Twine Cheap Twine Standard Twine Rosson Implement Co. Phone 51 Your I. H. C. Dealer Hereford



# LOCALS

Mrs. H. W. Sberrieb of Skellytown, visited Mr. and Mrs. Glenn Weir, Friday.

Mrs. H. L. Broadwell spent the first of the week in Amarillo.

W. C. Hromas left Tuesday for Moran, Texas, where he was called by the illness of his father, who is over eighty years old, and been in poor health for several months.

Mrs. Florence McClellan left last week for Snohomish, Washington, where she will visit her daughter, Mrs. Myrtle Hatfield for several weeks.

Mrs. Beulah Lee Carter and small daughter, Harriette of Amarillo, spent the week end here with Mrs. Carter's mother, Mrs. Hattie Rutherford.

Judge and Mrs. C. F. Kerr and Mr. and Mrs. F. M. Kester were in Amarillo Wednesday attending the Tri-State Fair.

Mr. and Mrs. Jeff Gilbreath and Thornton Shilrye were among the many from Hereford, to attend the Tri-State Fair Tuesday.

**Notes From St. Anthony's**  
The male choir under the direction of Rev. Father John Schaad, assistant pastor, has begun instruction in the Chant of St. Gregory. The ancient music of the Catholic Church.

The Rev. Father Matthias who recently left Hereford to take up work in the east as disciplinarian and spiritual director for youths pursuing theological studies is now located at Graymoor on the Hudson, New York. Father Matthias interest in the youth of the church is well known here and he reports much interest in the work in his new location.

St. Anthony's Parish will hold a social evening on Wednesday, September 29. Bingo will furnish entertainment and the public in general is cordially invited to attend. Refreshments will be served and plans are being made to insure a maximum round of merriment.

The various organizations of St. Anthony's Parish are placing two volumes of "Our Catholic Heritage in Texas," in the County Library, and members of the parish are urged to read them.

**Attend Tri-State Fair**  
Mr. and Mrs. A. Petersen and family, accompanied by Gene Ham, and Mr. and Mrs. H. M. Redford, attended the Tri-State Fair in Amarillo last Tuesday.

**Vega News**  
(23 miles north)

**MRS. H. R. SHIELDS**  
Mrs. Oscar Brown of Tascosa, was a visitor in Vega Friday.

Dr. W. A. Clark attended the Potter County Medical Society in Amarillo, Monday afternoon.

Miss Cleo Bradley, former instructor in Vega school, and Allen Potter of Kansas City, were married by Rev. Rheu at the Methodist parsonage last Thursday morning.

Miss Roberta Turner and her brother, J. C., left Monday for Canyon, where they will attend college this year.

Mrs. Aldus Jones received word Tuesday afternoon that her father, L. J. Jackson, had dropped dead at Colorado, Texas. The funeral was held Wednesday afternoon in Colorado.

W. A. Williams spent last Sunday in Sayre, Okla., visiting with friends.

Henry Holloway is spending a few days in the mountains in New Mexico.

Mrs. J. T. Shelton, Mrs. John Straub and daughters, Ramona and Anna Marie, attended the district meeting of the National Council of Catholic women, held at Groom, Thursday.

Miss Edith Shields of Carlsbad, N. M., spent the week end visiting with relatives.

Miss June Farnsworth spent the week with her parents in Amarillo.

Mrs. Jas O'Brien of Amarillo, visited here last week with her sister, Mrs. H. R. Shields.

Base Buck and Ted Alexander attended the Clovis-Amarillo football game Saturday afternoon.

Last Wednesday was interclub relations day at the Kiwanis Club; guests and members were present. The Amarillo club furnished entertainment which the local club received in a responsive manner.

A. H. Castiberry and family, were in Amarillo Saturday.

The Methodist Missionary Society met with Mrs. D. W. Clark Thursday in a social meeting. Mrs. Thompson led the interesting study of Communism.

Mrs. Bernice Harris and her sister, Mrs. Ruby Williams of Sweetwater, spent a few days last week in Espanola, N. M.

## LOCAL BOY PLAYS WITH FAMOUS COWBOY BAND AT TRI-STATE FAIR

Wayne Evans, son of J. G. Evans is this week playing with the famous Cowboy Band of Hardin-Simmons University at the Tri-State Fair. Wayne was a member of the band when he attended the University at Abilene in 1935-36, but on account of serious burns was unable to return last year. Last week when he enrolled at the University his outstanding talent again placed him in the French horn section.

The widely known band will give concerts every afternoon and night throughout the week at the exposition grounds.

Rev. Marshall Phew visited friends in Oklahoma City Tuesday and Wednesday.

Adrian and Vega played their first football game for the season at Vega Friday afternoon. Vega won 27-7.

Miss Helene Shelton is spending the week with her parents, Mr. and Mrs. J. T. Shelton.

Miss Barbara Binford has returned to Chickasha, Okla., where she will attend O. C. W. this year.

Miss Elaine Shelton and her mother, Mrs. J. T. Shelton left Monday for Denton where Miss Elaine will be a student at C. I. A.

The Vega Fair was a success in every way, even the weather man did his part to make the Fair a success.

## Wyche Items

(1 1/2 miles south, 5 miles east)

**MRS. R. C. VALENTINE**  
Mrs. Edith Cole of Plainview, visited her sister, Mrs. Fred Henry Friday.

Homer Hill of Hereford, spent Saturday night with Morris Earl Ferguson.

Raymond Paetzold is attending Price Memorial College, in Amarillo.

Mr. and Mrs. Bell and Mr. and Mrs. Jones of Hereford, visited in the Ferguson home Sunday.

The fourth grade is working on a unit in Safety First for boys and girls.

Mr. and Mrs. Bernice Dee Fortnes of Arney, spent Saturday with her parents, Mr. and Mrs. R. W. Elliston.

Mr. DuBois Walker went to Dimmitt, where he secured two hired hands.

Mr. and Mrs. C. E. Ren and family attended the fair in Amarillo, Tuesday.

Miss Nancy Olson and George L. entertained a number of their friends Sunday afternoon. After playing games on their lawn, they went to the field for a car load of muskmelons. After fried chicken and sandwiches were served the muskmelons were cut and each child ate his share. Those present were Welma Gene and Weldon Robertson, Betty Lea and R. C. Valentine, Vera, Kenneth and Hart Rea, DuBois, Jr., and Douglas Walker, and Nancy and George L. Olson.

Mrs. Fred Henry entertained with a party honoring the birthday of her daughter, Mildred.

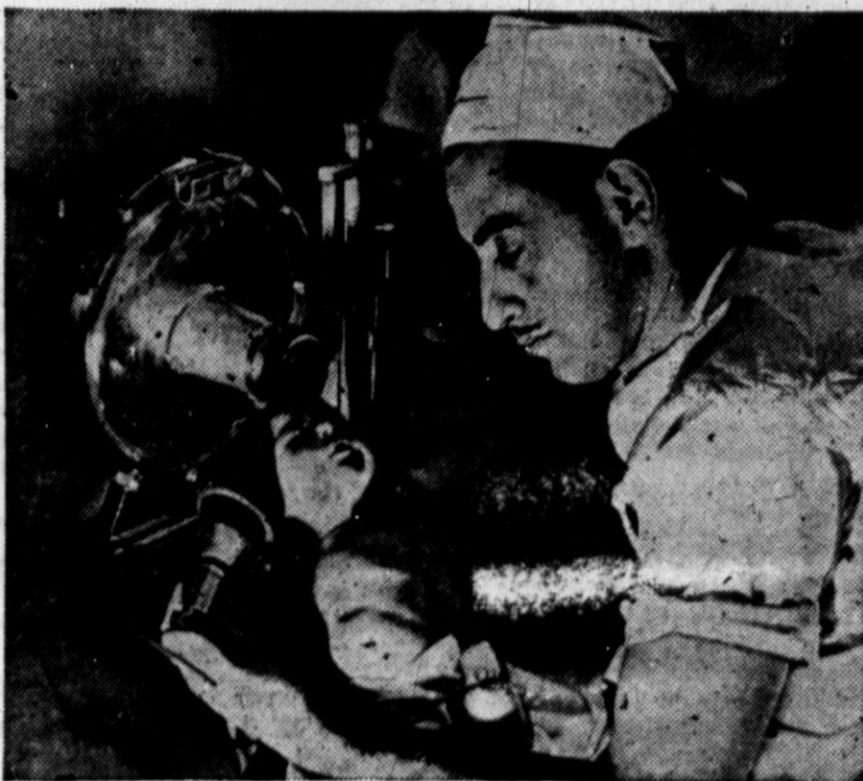
The revival meeting closed Sunday night.

A dinner was served at the church Sunday and the afternoon was spent in visiting and singing. Rev. Gilpin preached both morning and evening. His text in the morning was "How Do We Know the Bible is the Word of God?" In the evening he preached on "Where Does Our Souls Go After Death?"

We are planning to reorganize our club. Each one in the community is requested to be present at the home of Mrs. N. G. Elliston on October 7. Be sure to bring your chimble.

Miss Melba Rea left Tuesday to attend W. T. S. T. C. at Canyon.

## Doctor's Invention Saves Infants



A new type respirator device invented by Dr. Joseph Kreiselman of Washington, D. C., has proved itself effective in saving the lives of children dying of pneumonia, and malnutrition. When a baby born to a Washington couple recently did not breathe at birth the respirator was applied in the same manner as Dr. Ted Mandy, a Gallinger hospital physician, is demonstrating in the above picture and in a few seconds the youngster was crying lustily.

Jack Baker and Mrs. Bob Edwards and family of Hereford, spent Tuesday with the A. E. Edwards family.

Mr. and Mrs. Rea and family left Wednesday for the home of his grandfather to celebrate his 80th birthday, which was observed by a large family dinner.

Mr. Nunn of Hereford, spent Saturday night and Sunday in the E. B. Saxon home.

Miss Lorene Valentine left last Tuesday night for Amarillo, after a two-day vacation at her home here.

Miss Peggy Valentine returned Friday night after spending several days last week with Joyce Davis in Amarillo.

Miss Bobby Robertson spent Saturday night with her grandmother, Mrs. G. W. Brumley in Hereford.

Mr. and Mrs. Clifford Gandy spent Sunday at Black.

Miss Park's pupils start this week studying the different kinds of animals in the circus.

By mistake, Miss Andean Rozo's name was omitted from the Hereford High School list from this community. She is in the ninth grade.

## Summerfield News

(8 miles southwest)

**BY MRS. ASA ATCHLEY**  
There were 55 at Sunday School Sunday. This is the largest attendance for several months.

Mr. and Mrs. L. M. Buckmaster of Dimmitt, were guests in the C. H. Butler home Sunday.

Mr. and Mrs. J. A. Left and Mrs. J. P. Left of Dickens County, visited in the Tandy Legg home, Sunday.

Mr. and Mrs. Fate Walser of Hereford, called in the C. R. Walser home Tuesday.

Mr. and Mrs. H. D. Hill and sons, of Ford, were guests in the B. A. Atchley home Sunday.

Court Stren of Oklahoma, is working for Bill Edelman.

Mr. and Mrs. J. R. Oglesby and family were visitors in Hart, last week.

Mr. Furrier of Stroud, Okla., visited in the home of his granddaughter, Mrs. Albert Crosse and family, last week.

Hobart Atchley, of Ford, spent the week end in the B. A. Atchley home.

Messrs. and Mmes. Ky Lawrence, Lee Kendall, J. B. Noland, and Mr. Marvin Madder were visitors in the Henry Kendall home at Clovis Sunday.

Rev. and Mrs. S. L. Tidwell and Mrs. Mary Lee Neil left last week for school. Rev. and Mrs. Tidwell went to Simmons at Abilene, and Mrs. Neil to Howard Payne at Brownwood, where she is an assistant Dean of Women.

The Home Demonstration Club met with Mrs. J. A. Noland Friday. Mrs. Shultz met with them. A demonstration on quick breads was given.

Mrs. B. E. Roberson entertained the Summerfield Study Club with a luncheon, Thursday.

Messrs. and Mmes. W. A. Davis and J. A. Black of Clarendon, were week end guests in the Lee Curry home.

Mr. J. R. Oglesby, Helen and Robert, were in Turkey Sunday, visiting relatives.

Mr. and Mrs. C. R. Gandy and daughter of Wyche, Mrs. John Vines and son, of Black, and Mrs. Elizabeth Youngblood of Hart, were Summerfield visitors Sunday.

Laura and Howard Black of Amarillo, were visitors in the Lee Curry home, Sunday.

Mr. and Mrs. Milton and granddaughter of Spring Lake, were in the Albert Crosse home Sunday.

Mr. and Mrs. A. S. Curry and grandson, Jimmie Ray Johnson, of Friona, were guests in the Lee Curry home Sunday.

Mr. and Mrs. E. DeLozier and children, Gertrude Atchley and John DeLozier, were guests in the Bill Knox home at Hereford, Sunday.

Frank Lookingbill wrenched his back while unloading a binder last week, and is unable to work this week.

Mr. and Mrs. Newt Clark and Mr. Band Clark of Memphis, Mrs. P. Wilderson and son of Spring Lake, Ark., visited in the J. L. Lookingbill home recently.

the most salubrious climate and the very highest and best, and most intelligent, honorable and industrious class of white, pure Americans to be found anywhere in the United States. Come and see.

—JOHN P. SLATON.

All Americans regret that Amelia Earhart had such tough luck on her world circling flight. But there are few who will appreciate the great amount of money the government was spending to find Miss Earhart and her unfortunate

navigator. Congressmen are harshly criticizing the navy for spending money so lavishly. When the pair started on the world cruise, they knew of the dangers which they were confronting, especially the long water hop which proved their undoing. Drastic steps should be taken by the government to prohibit stunt flying, in which Miss Earhart had been so successful, and allow commercial companies to pursue their safe and sane development of the field of aviation.—Canyon News.

## PUBLIC OPINION

We understand there are those residing in central and east Texas and "Arkansaw" who have never believed that our Panhandle is nothing more than a poor cattle range; even better fitted for prairie dogs, coyotes and rattle snakes. Those so befogged by lack of knowledge concerning the true facts of our Panhandle are the ones who upon reading Walter Davenport's fiction in *Colliers*, will say, "I told you so."

The Associated Press reports from Washington gave out the news on September 20th that the Rural Electrification Administration at Washington had signed a contract that day for the sum of \$120,335.00 for the construction of farm power lines in the FIVE counties of Hunt, Collin, Fannin, Delta and Hopkins. Yet the same department in Washington, after thorough investigation of the TWO counties of Deaf Smith and Castro, let a contract for \$250,000.00 for rural electrification radiating from Hereford to serve a few of our progressive farmers in Castro and Deaf Smith counties, with the statement that this was only the beginning for us. Deaf Smith and Castro counties have the greatest and best shallow water and irrigation territory to be found. The deepest and most productive soil,

## BUSINESS AND PROFESSIONAL DIRECTORY

The title to your land is vital. Our Abstracts correctly reveal the title.  
**A. O. THOMPSON**  
ABSTRACT CO.  
4 Per Cent Federal Farm Loans.

**INSURANCE**  
**JNO. H. PATTON**  
PHONE 68

**ABSTRACTS**  
Of All Deaf Smith County Land Titles.  
**DEAF SMITH COUNTY**  
ABSTRACTS INC.  
Cliff Estes, Manager

**Dr. V. M. COBB**  
NATUROPATHY — CHIROPRACTIC  
(Ten Years Successful Practice)  
Clark Building.  
Phone 470. Residence Phone 344J

**DR. J. W. HENDRIX**  
Chiropractor and Masseur  
109 B Street—Just North of Mother's Park  
Phone 341 for Appointments

**THE CHOCOLATE SHOP**  
Flate Lunches Sandwiches  
Cold Drinks, Candles Magazines

**THE HEREFORD BRAND**  
JOB PRINTERS

A Letter To All

# Farmers and Grain-Raisers



September 23, 1937.

To all Farmers and Grain-Raisers of the Hereford Area.

Mr. Farmer and Grain-Raiser:

Foremost in our services to the farmers — we try to get him the best price possible for his products — to do this we must have the co-operation of all farmers in the area.

Due to much grain, such as maize, kaffir, hegari and other grain sorghums, being brought in to elevators on the South Plains, full of trash, weed seed and mouldy grain, due to not being thoroughly dry before being shipped or having been cut or combined too soon, Federal grain inspectors are heavily docking such grain.

It is our intention in this letter to duly notify the farmers of such dockage so that he may avoid it and thus save himself much money by using a little care in handling his grain.

Sincerely,  
FRASER OIL & GRAIN CO.  
KIMBALL MILLING CO.  
PACKARD MILLING CO.  
PITMAN GRAIN CO.

of the  
**HEREFORD AREA**

**FILL YOUR BASKET WITH FRESH FRUITS and VEGETABLES**

AT **Luck's Fruit Stand**

Just East Bill Knox Barber Shop

Pay Us a Visit — You Are Always Welcome at LUCK'S

We Feature Quality Fruits and Vegetables At Low Prices.

**LUCK'S FRUIT STAND**  
P. H. LUCK, Owner



# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

## JUNIOR PIONEER BEGINS STUDY OF RADIO

With "The Radio," as a basis for the coming months, the Junior Pioneer Study Club held its first meeting of the season Tuesday night at the home of Mrs. Elizabeth Brumley, at 511 Jackson Street. Mrs. Virginia Miller was assistant hostess.

As an introduction to the year's work, roll call was answered with terms used in radio, familiar phrases and words coined by the common use of the radio.

Gussie Edelman as leader, gave a background for future study with a discussion of Marconi and his invention.

Other subjects discussed were "Blazing Radio Trails and Keeping Up With the Times," by Nell Culppepper and Virginia Woodford.

During the business session, presided over by Gussie Edelman, vice-president Nell Culppepper was appointed to serve on the Extension Department of the County Federation of Women's Clubs.

Members of the club voted to co-operate with other clubs of the city in a benefit program for Miss Mattie Mae Swisher.

At the close of the meeting a gift shower was presented for Mrs. Dorothy Telford, a member of the club.

Members present were Nona Wills, Anna K. Huckert, Ruth Marie Crosswait, Lois Moore, Margaret Schroeter, Marie Roden, Nell Culppepper, Virginia Woodford and the hostess.

## KATHERINE WEATHERED HAS BIRTHDAY PARTY

Katherine Weathered celebrated her thirteenth birthday with a party at the home of her parents, Mr. and Mrs. H. A. Weathered on Friday afternoon.

Games on the lawn and contests and games later in the house furnished entertainment. A large birthday cake was the center of attraction as refreshments were served to Margaret Olson, Jack

Thorns, Herman Hypock, Lotus Smith, Paula Mae Edwards, Marjorie Malm, Marjorie Morrison, Ella Mae Parsons, Joanne Thorns, Gathie Vaughn, Bess Hagar, Mary Helen Cross and the honoree.

## EXTENSION DEPARTMENT OF COUNTY FEDERATION TO MEET TODAY

The extension department of the County Federation of Women's Clubs is scheduled to meet this afternoon at 3:30 o'clock at the home of Mrs. Elmer Patterson. A representative from each federated club in the county will be present at the meeting when plans will be made for the organization of a garden club and for a Child Study Club.

## OPENING STUDY PROGRAM IS HELD BY LONE STAR STUDY CLUB

The opening study program for members of the Lone Star Study Club was held at the home of the new president, Mrs. E. W. Young, Monday afternoon, with Mrs. T. E. Majors as assistant hostess.

"Our American Heritage" is the theme of study chosen for the year and includes the story of American traditions as told through literature, music and art. The subject for the afternoon was "Primitive Americans and the American Indian." Mrs. J. W. Aldridge told the story of the Ancient Civilization. She gave a brief history of the Indian since 1492, and told of the gradual diminishing of the different tribes. "Navajo Indians," a topic which was scheduled to be given by Mrs. Tom Carter was postponed until a later date.

Members present were Mesdames J. W. Aldridge, R. G. Blue, Tom Carter, Harold Close, Ralph Smith, Louise LeGrand, Jim Higgins, Ernest Medkief, C. F. Moore, A. R. Posey, Robert Thompson, Ralph White, Lawrence Womble and the hostesses.

## CARD OF THANKS

We take this means of expressing our sincere thanks to our friends and neighbors, who so kindly befriended us at a time of great sorrow in the death of our beloved mother and sister. We especially thank those who contributed the beautiful floral offerings and for the kind words spoken and kind deeds rendered in our recent bereavement. May God bless you all.

Robert McConnell, Geo. S. McConnell, Harvey McConnell, H. C. Harvey, B. R. Harvey, W. T. Harvey, F. W. Harvey, J. E. Harvey, O. S. Harvey, Mrs. B. H. Hanley, Mrs. C. C. Ball, Mrs. D. M. Varnell.

## CARD OF THANKS

We want to thank our friends and neighbors for the many thoughtful kindnesses and expressions of encouragement, and sympathy which comforted us in our sorrow. We pray that each of you may have God's richest blessing.

Sherman Pritchard, The Corbett Family. 14p

Mrs. J. C. Cummins and J. C. Jr., have just returned from Oklahoma City, where they spent several days with Mrs. Cummins' sister, Mrs. Jim Carter.

Mr. and Mrs. Elmer Patterson and children visited relatives in Canyon, Tuesday.

## Play In Tech Band

Hereford will be represented by two boys in the Tech Band this year, Billy Smith and Roy Hastings. The two boys will leave on a special train Friday, for Austin, where they will play with the band at the Texas Tech-University of Texas football game Saturday.

The county schools' circulating library which has been in use for some time will be discontinued this year, County Superintendent C. W. Crosslin says.

The books, borrowed from the different county schools, will be returned to the schools.—Childress County News.

Office supplies, typing paper, and typewriters for sale at The Brand office.

## Watch For



## HOW IS YOUR

ECTOPLASM?

## Pitman Harvests Two Crops Peaches In Two Varieties From Same Tree

J. H. Pitman comes forth with another story of unusual peach yields at his place on East Third Street.

The unusual thing about the tree is the fact that it bears two crops, the early crop of large Elbertas and a second of peaches of smaller variety. Blooms for the second crop are late and in the past, were usually killed by frost, he said. Only during the past two years has he gathered two crops from the eight-year-old tree.

This year he has already gathered six bushels of peaches from the tree, and he estimates that a bushel still remains to be gathered.

Freak peach yields reported by Mrs. J. M. Lewis and by L. H. Alkman have also attracted wide interest here. Both their trees produced peaches of two varieties and sizes growing side by side on the same limbs.

## Hospital Notes

Tim Harvey, SCS employee, is confined to the hospital as the result of two broken ribs. He was injured Tuesday when he fell from a grader, and is today resting as well as might be expected.

J. H. Harris is still confined to the hospital. His condition was

reported unchanged. Mr. and Mrs. Graves report the birth of a son, Leon Bryant, born September 19; both mother and son are resting nicely.

D. J. Douglas has been visiting his sister, Mrs. J. G. Cummins here for the past several weeks. Mr. Douglas visited briefly in Oklahoma before coming here. He was accompanied by Howard Haun both being postal clerks in the metropolitan post office at Los Angeles, Calif.

S. J. Sanders left Tuesday for a short visit with friends in Lubbock.

1901 1937  
**E. B. Black Co.**  
FURNITURE - UNDERTAKING  
Ambulance Service—Day or Night  
Hereford, Texas

## A WEEK OF OUTSTANDING HITS AND ENTERTAINMENT

**STAR THEATRE** HEREFORD  
THURSDAY and FRIDAY

The world's dizziest aviator loops the loop... when he opens the throttle the birds fly in!

**JOE BROWN RIDING ON AIR**  
GUY KIBBEE  
FLORENCE RICE  
VINTON HAWORTH

plus: Bargain Matinee and The Little Pioneer

SATURDAY

His six-gun was judge, jury and executioner!... when Buck blasted western justice into hearts that feared no law!

**Buck Jones LEFT HANDED LAW**  
plus: Gopher Trouble and Smart Agent X-9 Chapter 9

# STAR THEATRE

SUNDAY and MONDAY  
Midnight Prevue Saturday

At Last... at Popular Prices.

You are to see Pearl Buck's novel spring to life!... the greatest story of our lifetime becomes a motion picture destined for immortality!

**THE GOOD EARTH**  
ROMANCE of a woman's sacrifice for a man!  
DRAMA in a man's love for the good earth!  
with PAUL MUNI and LUISE RAINER  
Walter Connolly, Tilly Losch, Chas. Grapewin, Jessie Ralph

TUESDAY

Move Over Dad... Uncle Slim moves in with his race horse... so the Joneses double up to make room!... and you'll double up with laughter!

**OFF TO THE RACES**  
Slim Summerville, Ned Prouty, Chick Evans, Dean Spring, Evington, Russell Gleason  
plus: Comedies, Novelty Hits and Girls Ahoy!  
Clip your calendar coupon. Good after 6 P. M.

WEDNESDAY

Exposed... The secrets of America's forgotten women!... as last you can learn the facts about "America's Savage Million".... Why mountain girls can't love!

**STRAIGHT FROM THE NATION'S HEADLINES!**  
**MOUNTAIN JUSTICE**  
with GEORGE BRENT and JOSEPHINE HUTCHINSON

## GROCERY SPECIALS That Hit the Mark



**GREAT WEST FLOUR**  
48 Pound Sack... \$1.57

OXYDOL Medium Size	21c	PEANUT BUTTER	25c
SARDINES Oil - 3 Cans	11c	BLACKBERRIES No. 2 Can	12c
POTTED MEAT 3 Cans	10c	PEARS No. 2 1-2 Can	15c
PEACHES No. 2 1-2 Can	14c	SANI-FLUSH or DRANO - Can	18c

**COMPOUND 8-LB. CARTON 83c**

SOAP FLAKES Big "4" - Package	36c
MACARONI or SPAGHETTI 3 Packages for	10c
PINEAPPLE Crushed or Sliced - No. 2 Can	16c
CAKE FLOUR Swans Down - Package	28c

**SOAP P & G. 5 Giant Bars 19c**

GRAHAM CRACKERS 2-Pound Box	24c
GRAPE FRUIT JUICE 9-Ounce Can	5c
KRUMBLES (With School Set Free!) - 2 Packages	25c
APPLE BUTTER Marco - Quart Jar	21c

**COFFEE White Swan. POUND 29c**

EXTRACT Vanilla - 8-Ounce Bottle	15c
PANCAKE FLOUR Gooch's - 4-Lb. Package	29c
Whole Wheat - 4-Lb.	32c
Buckwheat - 4-Lb.	42c
COCOA Hershey's (1 Lb. - 13c) - 8-Ounce Can	8c
TOMATO JUICE 3 Cans	25c

## Fresh Fruits & Vegetables

TOMATOES Per Lb.	4 1/2c	CABBAGE Colorado - Per Lb.	2 1/2c
GRAPES California Tokays - Per Lb.	7 1/2c	ONIONS Yellow Valencias - 3 Lbs.	10c
SPUDS No. 1 Colorado's - 10 Lbs.	15c	LEMONS Large Sunkist - Dozen	29c
YAMS East Texas - Per Lb.	4 1/2c	BANANAS Per Lb.	5c

**PIGGLY WIGGLY**  
ALL OVER THE WORLD