

## Whitefaces Will Clash With Tulia

### Crucial Conference Game To Be In That City Friday Afternoon.

It will be home coming day for ex-students of Tulia High school next Friday afternoon when the Whitefaces of that city entertain the Hereford Whitefaces in what looks as the most important grid game of the season for both teams.

Tulia, fresh from victories over the highly rated McLean Tigers

A severe blow to hopes of the Whitefaces was suffered yesterday when it was learned that G. B. Hagar, co-captain and regular center, had withdrawn from school.

Hagar, a 190-pounder, was one of the team's veterans and a mainstay to both offense and defense. He did all the kicking-off and kicking of points after touch-downs.

Jim Kirby, lineman last year who has seen little service this fall due to an injury, is being worked in at center.

Vega Outlaws, is intending to win the ball game and wreak vengeance for the licking sustained last year in Hereford. In fact, Coach Hatcher Brown's Hornets intend to wrest the District Crown from the Whitefaces.

That the Hornets' plans are not unfounded is shown in their record. They have lost only to the powerful Floydada Whirlwind, 6 to 0, while trouncing McLean 8 to 0 and Vega 22 to 0. In Butler, 273-pound half back, the Garrison, fullback of the same dimensions, the Hornets have a pair of real offensive stars.

The Hornets' team is big. At line are Starnes, 175, and Fletcher, 167; tackles: Reddell, 185, and Stagg, 180; guards, Barrows, 160, and W. Toome, 165; center, T. Toome, 155; quarterback, Vandergriff, 140; halves, Butler, 175, and Hinchensau, 155; fullback, Garrison, 174.

The Whiteface line measures up to that of the Hornets, but the backs are much lighter. Coach Tommy McCollum hopes to show the Swisher county leads a ball club that will make it tough for 60 long minutes—something the Whitefaces have not done in loafing to four victories thus far.

Lineup for the Whitefaces will be about the same as last week. In the backfield will be Buddy Sowell at quarter, Meade Smith and L. B. Russell at halves, and Wilburn Beuge at fullback. Both Carlyle and Womble will see action at left end, with Clayton at the other wing. Tackles will be E. A. Daniel and Hughes Millard, with Jim Kirby alternating. Heavy Turner and Bill McLean are guards. G. B. Hagar who also does the place kicking and kicking-off, will be on duty as usual at center.

Classes at the high school will be dismissed Friday afternoon to enable students who can attend the contest. Hundreds of Hereford fans will make the trip to root for their favorites.

"This will be our first time this year to go into a game the hard way," McCollum said. "We mean to come out with a vastly improved rating."

## Huntsmen Endanger Telephone Circuits

Shooting birds may be great sport for hunters, but it presents a serious problem for the maintenance department of the Southwestern Bell Telephone Co., N. H. Moore, district commercial superintendent, says.

When the dove season opened September 1, trouble on long distance lines in the Panhandle District more than doubled. There were 33 cases of trouble in the first 15 days of September, 17 of which were caused by hunters.

Shooting into telephone lines causes either an immediate break in important circuits, or weakens lines to the extent that they snap when the first cold weather comes, Moore explained.

### Begin Sanitation Work.

Sanitation work as a relief project was re-opened in the county this week. Work on the project has done here last winter and being but was stopped for the summer. Earl Wood is the new supervisor.

Under the plan sanitary toilets and septic tanks will be built free of charge for any farm or other place providing the materials are furnished. Wood asks that any one who is interested get in touch with him at the relief office.

## Merchants Sponsor "Good Will" Event

### Free Show and Special Bargains Are Offered Patrons All Day On Thursday, October 25.

One week from today Hereford's first "Good Will" Day will be held. It will be an all-day affair sponsored by 98 merchants and professional men of the city. All day on Thursday, October 25, stores will offer special bargains and special entertainment for visitors to the city.

Beginning at 1 o'clock and lasting until 6 there will be a free show at the Star Theatre. The picture will be "Love Time," a brand new film starring the beautiful new English actress, Pat Patterson. In the cast also are Nils Asther, Harry Green, Herbert Mundin and Henry B. Walthall. The doors will be wide open from 1 until 6.

## 1,000 HEAD OF CATTLE BOUGHT HERE AS PROGRAM IS REOPENED

One thousand head of Deaf Smith county cattle are being purchased by the government this week. The special allowance of 1,000 head was made as a relief measure after officials surveyed the feed conditions here. Lack of moisture has resulted in poor wheat pasturage. The grass is in bad condition for the same reason and the county made no feed crops.

Two weeks is the stipulated time in which the cattle may be bought. Already there are registered with the county agent more than 3,000 head to be sold. Applications are increasing daily.

Since the opening of the cattle buying program here in June as a drought relief measure approximately 7,500 head have been sold. More than \$80,000 has been paid stockmen for the animals. County Agent Dewey Reed was in College Station early this week making efforts to have all distressed cattle here bought by the government. "Unless this is done, the cattle will simply starve to death," Reed declared. Congressman Marvin Jones, who was here last week, was instrumental in arranging for the additional sales.

"Stockmen will be required, as in the past, to deliver acceptable cattle to the stock pens for shipping. Animals condemned will be killed on the farms and ranches."

## Peddlers Are Regulated By New City Ordinance

Peddlers and itinerant salesmen will henceforth be stringently regulated and licensed in Hereford. An ordinance adopted by the city commissioners on October 8 and effective today is published in this issue of the Brand.

All these vendors will be required to obtain a license after ten days' notice, paying a fee of \$30 and posting a bond of \$2,000. Licenses will not be transferable, and shall be displayed at all times. Exempt from the law are ordinary traveling salesmen who sell to stores, vendors of farm produce in its natural state, sales of goods donated for charitable purposes.

Penalty for violation is a fine of \$5 to \$200, each sale to constitute a separate offense.

Fred Oberthier was in Lubbock Wednesday.

## WHITEFACES TROUCE FRIONA

With only flashes of good playing, the Whiteface won their fourth straight and first conference game here last Friday afternoon when they defeated Friona's Chiefs, 24 to 0. The Chiefs presented a scrapping and fairly well-drilled team, but they were overcome by sheer weight and superior man power. A goodly crowd, half of them from Friona, witnessed the bout, the final period of which was played in a driving rain. They saw Douglass Frost, Friona quarterback, play an inspired game for a losing cause. His number 25 was in the middle of every play as he backed the line on the defense and furnished the impetus for the few offensive gestures of his team.

The Whitefaces scored about the middle of the opening stanza after fiddling around for ten minutes. The first drive originated on Friona's 47 and required six plays. Sowell opened with a 12-yard spinner. Meade Smith got into the open but failed to dodge the safety who crowded him off the field after 26 yards of gain. Russell and Womble collaborated with Smith for the last 14, Smith making the final two.

Friona	Pos.	Hereford
Gowers	le	Womble
Taylor	lg	Turner
Foot	lg	McLean
Schlenker	c	Hagar
Massey	rg	Daniel
Garrett	rt	Millard
Benger	re	Clayton
Frost	qb	Sowell
Chiles	hb	Smith
McLellan	hb	Russell
Richardson	fb	Benge

Officials: Cowart, A. & M., referee; Phillips, West Texas, umpire; Lee, Navy, headlinesman.

Score by Quarters:  
Friona 0 0 0 0—0  
Hereford 6 12 0—24  
Scoring: Touchdowns, Smith 2, Clayton and Russell.

In the second period a kick by McLellan went out of bounds on his 32. Smith took out again but someone floored him after a 19-yard jaunt. Nasty Clayton then took it upon himself to tally, making 10 yards and then picking up the last for the touchdown.

Two fast touchdowns were counted in the third. Forty-two yards in three plays was the recipe for one. Sowell and Smith hit the line for eight, Sowell took a pass

## CC Officers to Be Named In November

### Plan Pre-Centennial Fete Here for Next Year.

Officers and directors of the Hereford chamber of commerce for the coming year will be chosen at a luncheon to be held on Tuesday, November 13. The luncheon will be at noon at a place to be named later.

Tentative plans for a Pre-Centennial celebration here some time next summer were discussed at a board meeting Tuesday. The plan is to have the celebration in connection with opening and dedication of the state park.

The chamber will provide funds for ribbons and premiums at the annual Tri-County Poultry Show to be held here in December. The show has become one of the Southwest's leading events of the kind and was the only one in West Texas last year affiliated with the American Poultry Association.

Attending the meeting Tuesday, a luncheon, were B. H. Hopkins, Mrs. John McLean, Mrs. Seth B. Holman and A. H. Streu. John Coffee, member of the county centennial board, also attended.

## Farmer Is Found Dead In His Bed

Otto Baker, farmer working on the Jess Ritter place, 18 miles west of Hereford, was found dead in his bed last Thursday. Verdict of the coroner, J. H. Wilson, was death from natural causes. Examination revealed he had been dead several days.

Baker lived alone on the farm. He had lived there about two years, coming from Goree, Texas. The body was taken overland last Thursday night to Goree where burial was made Friday.

Baker had been in Hereford on the Sunday preceding his death. As far as can be ascertained he did not mention being ill. It is believed he had been dead since the preceding Monday night.

## Farm Truck Load Limit and Trailer Ban Lifted

Vehicles registered and licensed as farm trucks now have no restriction as to size of load or pulling a trailer, according to a bill adopted by the Legislature and made law on September 28. John Miller, tax collector, received word of the change yesterday.

Heretofore farm trucks have been limited to 8,000-pound loads and were not allowed to pull trailers. Both restrictions have been removed. Trucks of this kind may also haul laborers, materials, tools, equipment and supplies to and from the farm or place of residence, if carried free of charge.

### Girl Born to McEntires.

A seven and one-half pound girl was born to Mr. and Mrs. Hubert McEntire, formerly of Hereford, last night in a Dalhart hospital. The youngster, the mother and father are all doing well.

## Corn-Hog Payment Given To Farmers

### AUTO CONTEST ENDS SATURDAY

Farmers of Deaf Smith county who are participating in the corn-hog reduction program are richer this week by \$22,600. Checks for 278 of the farmers—every one in the program—came during the week end and were distributed this week.

Not a single contract was found to be faulty and none were turned down. This is believed to be a record. There was some delay, however, in sending of this county's checks. Most others in the Panhandle have been paid several weeks.

This is the first of three payments of the year's allotment for the reduction of corn and hogs. The payment is 40 per cent of the total allotment, which is \$56,500. Another 20 per cent—\$11,300—will be paid within the next two months. The final payment, the same as the first one, will be paid around the first of the year. From this final payment will be deducted the cost of administration.

In the corn-hog contract 14,697 head of hogs are affected with the reduction for the year set at 3,674 head. The corn reduction is 281.8 acres for the county.

### WANTS RECORD OF SALES

Farmers who have corn-hog checks are urged by County Agent Dewey Reed to bring figures with them when coming for checks, showing the number of hogs sold since last December 1 and the number of animals now on hand. This information is necessary on compliance certificates which must be filled out before second allotment payment is made. Compliance papers are being made out and signed when checks are delivered. Second payment will be made only after these papers are submitted.

## Beyer Funeral Is Held Friday

Last rites for Virgil M. Beyer, son of Mr. and Mrs. J. E. Beyer, were spoken last Friday afternoon at the Methodist church by Rev. T. E. Willett, pastor. Pallbearers were H. H. Cooper, H. E. Cooper, Jr., A. A. Lumpkin, J. D. Anderson, Jr., Clyde Gregg and John B. Dowdick. Burial was in West Park Cemetery.

Mr. Beyer died late Wednesday, October 10, at his home in Amarillo. He had lived in Amarillo since leaving Hereford in 1928, shortly after his marriage to Miss Lennis Anthony of this city. He was an accountant and bookkeeper.

Virgil M. Beyer was born June 6, 1904, at Garfield, Kansas. He came with his family to Hereford in 1922 after being graduated from high school at Moreland, Oklahoma. He attended the University of Southern California.

Mr. Beyer was married to Miss Lennis Anthony, daughter of Mr. and Mrs. W. B. Anthony, in this city on October 16, 1928, after which the couple moved to Amarillo. He had been in poor health several years.

Surviving are his widow, his parents, Mr. and Mrs. J. E. Beyer, two brothers, P. L. Beyer of Amarillo, and J. E. Beyer of Hutchinson, Kansas, and one sister, Mrs. Harold Hicks, of Concordia, Kansas.

Many out-of-town relatives and friends were present for the funeral services of Virgil M. Beyer held last Friday. Among those present were Mr. and Mrs. P. L. Beyer and family, Amarillo; Mr. and Mrs. J. E. Beyer, Jr., and daughter, of Hutchinson, Kansas; Mrs. Harold Hicks and daughter, Concordia, Kansas; Messrs. and Mrs. Geo. Sasser and son, R. L. Davidson, Robert Anthony, D. E. Fincher, Sam Tedwell and daughter, Clovis; Mr. and Mrs. W. B. Anthony, Jr., Huntsville; Mr. and Mrs. James Duncan, Plainview; Mr. and Mrs. J. G. Stegall, Waynoka, Oklahoma; Mr. and Mrs. C. W. Anthony, of Flag; Mrs. Josephine Bruner, Sterling, Kansas; Mrs. Zora Butler, Ennis; Messrs. H. H. Cooper, A. A. Lumpkin, J. D. Anderson, Jr., E. H. Cooper, Jr., and Mmes. Forest Richards and J. B. Dowdick, Amarillo.

A birthday dinner honoring Mrs. Oliver Rudd and Mrs. Charles Danforth was given Sunday evening in the home of Mrs. Rudd. Attending were Mr. and Mrs. Frank Merritt and son, Mr. and Mrs. Danforth and the hostess and her family.

Rev. W. M. Griffin of the Presbyterian church and Wilson Gyles returned Tuesday from a four-day trip to Texarkana where they attended the meeting of the Texas Presbytery.

(Continued on page seven)

## Hail Damage Here Tuesday Is Extensive

### Big Stones Harm Roofs, Windows and Cars; Quarter-Inch Rain.

Insurance firms in Hereford did a land office business Wednesday. It was because of the severe hail storm Tuesday evening. More than 60 claims were filed Wednesday. Chief damage was to windows, screens and roofs. As a result every carpenter in town was busy all day Wednesday.

The hail came suddenly Tuesday evening between 8:30 and 9 o'clock. It lasted perhaps 20 minutes but the brevity was more than offset by the severity. Stones as large as golf balls fell during the downpour.

Automobiles suffered as much as did buildings, the huge stones pelting through the tops with little trouble. Plate glass windows in the front of the Texas Utilities Company's office were shattered by the hail. New neon signs of the Star Theatre, Luke's Cafe and the Club Cafe were broken.

The Kemp Lumber Co., the Baptist church, Hereford Motor Co., McLean & Pitman elevator and numerous other downtown buildings had broken glass. The Texas Utilities Company's sub-station at Friona was struck by lightning, throwing that city in darkness temporarily. There was no hail at Friona, only rain.

One redeeming feature did the storm have. It brought with it a quarter-inch of rain—not enough to break the drought or assure a wheat crop, but a start. Combined with two-tenths that fell last Friday afternoon, the Tuesday rain brought the week's total to nearly a half inch.

Good heavy rains were reported in scattered areas throughout the northern and western parts of the county. There was also good moisture to the northeast toward Widorado. Estimates varied from one-half to an inch.

## CCC to Entertain Lions At Luncheon Wednesday

Lions will be guests of CCC Company 1862 at lunch next Wednesday. They were invited to the camp by officers and enlisted men of the organization.

A Halloween party will be given by the club on Monday, October 29, with the Canyon Rotary Club as guests. The Halloween gathering is an annual affair.

Rev. B. N. Shepard of the Baptist church and M. B. Gibson, park supervisor, are new members of the club.

John Biggs and Gordon Durham entertained the club at yesterday's luncheon with a musical program.

## Amarilloans Charged In Robbery

Two Amarillo men, C. C. and O. M. Arnold, are in the county jail charged with robbery. They were arrested last week in Pampa and brought here Friday. Bonds have been set at \$1,000 each. Neither had furnished bail last night.

Former Mayor E. B. Black is rapidly improving from an illness which has kept him in his bed for the past three weeks. He was taken home from the hospital last Saturday.

## ELABORATE PROGRAM PLANNED FOR HOME COMING AT COLLEGE

### DUCK SEASON OPENS HERE ON OCTOBER 26

Silver Jubilee of WTSTC at Canyon will be held Friday and Saturday. A talk Saturday morning in Buffalo Stadium by Mrs. Ruth Bryan Owen, ambassador to Denmark and daughter of William Jennings Bryan, will be the feature of the two-day event.

Saturday afternoon the Buffalo gridders will meet an ancient foe, the Indians of McMurry College at Buffalo Field. It promises to be a rare tussle.

The ex-students will have charge of activities Friday and both nights. Various organizations have teas and receptions on the campus. There will be a dance Saturday night.

Thousand of ex-students who have attended the college during its 25 years of existence will be present for the celebration, which those in charge say is one of the most elaborate ever planned in Texas.

Dr. J. A. Hill, president, invites every citizen of the whole West Texas area to attend. "This is your college and your celebration," he declares, "and we will welcome all of you."



# When the World Gets Sick..

**R** That's when this good drug store with its prescription department is most appreciated. We are justly proud of our prescription department. We maintain a most complete stock of fresh, pure drugs for the filling of prescriptions. They are compounded by experts, according to the directions of your physician. The next time you need to have a prescription filled give us a trial, we guarantee absolute satisfaction.

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**QUALITY AND SERVICE**

**CITY DRUG STORE**

**TELEPHONE 100**

## The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

### COWHANDS

Old members were entertained by a few pledges. Marcus Houser and Jack Barber sang "When It's Springtime in the Rockies," with Jack Barber accompanying on the guitar. Jack Barber and Lannie Line sang "When It's Lamplighting Time in the Valley."

### SENIOR MOTHERS MEET

The Senior Mothers met Friday, October 5, at the home of Mrs. H. C. Baird. As chairman of the group, Mrs. Baird took charge of the meeting, and the Senior Mothers were divided into four groups. A chairman for each group was appointed. Each group is to plan, finance and be responsible for one senior party or entertainment, thus assuring the Seniors four socials during the school year.

### ASSEMBLY PROGRAM

In assembly Tuesday morning an interesting talk was given by Mr. Gilson of the National Park Service. He gave a vivid description of the park site, also told of the trees that are needed in the park. He suggested that each class organize a club and each club locate trees to set out. Trees will be brought from Oklahoma City, Dallas, Fort Worth and the mountains of New Mexico.

### CHIT AND CHATTER

L. W.'s interests seem to be blonde, right now. Guess who she is? Ask Frances Holder who "Baby" is. Frances Borden tells us that she really had a good time in Littlefield. Who is he, Frances? Ask Sue Vaughn and Virginia Carlyle what time they arrived in Hereford Saturday morning. Elsie M. Wilkins has a new flame, or it's supposed he is new. Are you keeping him hidden, Elsie? As to boy friends, who is your gentleman friend, Joan. Certain people seem to like Geo. Jones' shiny, yellow car. Sanky Trimble and Charles Spradley seem to have a certain place they go on Sunday night. They seem to like the army. Did you know that congressmen can't be arrested except for felony, treason and breach of promise? Some people may launch a lot of ships, but it's easy to see that Robert Williams would sink all of them. In Spanish class someone was asked when their birthday was and they started giving the 12 months of the year. Can you imagine that? Lots of people don't even have one any more. Lannie Line surely did have fun with the Littlefield girls. Jean Snyder still thinks Herbert Boardman is perfect. What freshman goes under the name of Fay Crosthwaite's boy friend. In some of Edith Jackson's notes such words as love, can't, fellow are found. Ask Roger Brumley what he was reading that was so interesting in the first period study hall last Tuesday morning.

### FOLLOWING INSTRUCTIONS

The number of students in Hereford High school who can't follow instructions would be surprising to most of us if accurate statistics were available. No doubt every member of the faculty has seen his or her instructions ignored until he wonders if he can follow them himself. Examples need not be cited. A little suggestion brings many vivid illustrations to our mind.

These is a difference between failing to follow instructions and in making mistakes. Mistakes may be the result of this failure, but when we do not at least try to follow instructions it is nothing but negligence. Sometimes it borders on "criminal negligence."

Our entire life is made up of following or failing to follow instructions, whether they be written or spoken, or understood. Some of these instructions are specific, such as state and national laws, constitutions, and the instructions of individuals; while others are more or less general, and of an abstract nature, such as the laws of Nature and custom. We do nothing, however, in which the obedience or disobedience of an instructor is not involved, and because of this fact we are judged to a very great extent by our ability to carry out instructions.

In the Hall of Science at Chicago, the following question is written on the wall of the room in which Beebe's diving bell is displayed: "Nature is to be governed only through obeying her." Never has a more true statement been made. Interpreting the word "nature" as meaning all instructions we receive, we see that a result of obedience. The first and last step in following instructions and in establishing freedom of thought and action is service and implicit obedience.

Before we can unscrupulously obey orders, however, we must understand them. Seldom is blind obedience necessary. In most cases where there is a question involved our judgment is as good as that of anybody else, and in the cases where the justness, necessity and advisability of a law or custom have been established by time and experience it is no less than our duty to follow them without question. If, however, an instruction seems impractical and having the possibilities of disastrous results to us, we should by no means attempt to follow it. For this reason we should increase our general knowledge at every opportunity. If there were no questions there would be no answers. How can we expect to do something if we don't know what to do? The complete elucidation of every instruction is necessary for its most efficient enforcement.

### GLEE CLUB

Students, it's just like this, the news for the Glee Club this week is very meagre. Can't imagine that with better many of you with all the affairs of old HHS getting into full swing.

You feel the effects of the past week for it has been very trying on us, six weeks tests are just over. Anyway the GC has not fallen down on the job, it is just that we have been doing the scales as usual, but no amusement has happened, for real work is starting in the club in the face. We have started practicing for the Christmas cantata, which we are going to have. So you see we've really been working, at least we are going to have to the next ten weeks. It's really going to be fun making mistakes, correcting them, and we even get the teacher off once in a while—then it is funny. The GC is backing HHS with its musical voice, so call on them.

### OCCUPATION CLASS

Last week Mr. Hudson's occupations class drew up a code of ethics, somewhat different to that adopted by the Student Council and the rest of HHS. It goes as follows: Honesty in all dealings, earnest in all our work, ready to accept our share of responsibility, engaged in making good citizens, faithfulness to school, church and home, organized efforts, respect for those deserving respect, doing our best in everything.

High ideals, interest in all school activities, good sportsmanship, having self control. We, the members of the occupations class, believe that all students should live up to this standard.

### GIRL RESERVE

What is a true friend? Every girl has her opinion and in view of this fact she was given an opportunity to express that opinion Wednesday afternoon, October 10.

We, the Girl Reserves, have decided that each first Sunday night in the month the club will attend some church in a body. The first Sunday night in November we will attend the Methodist church.

In order to show the girls who graduated last year that we are members of the Girl Reserve, that we have not forgotten them and are still interested in their work, Florene Hunter was authorized to write to these girls immediately. Various girls now remembered that they had urgent business elsewhere so they dispersed to goodness knows where. FEH

### PERFECT PEOPLE

We have all at one time or another wished we could change some of our physical features. We want a mouth like someone else we have seen, we want to be larger or smaller—but wishing does not change us.

Let us suppose we have found the perfect girl. Quite probably she has dreamy eyes just like Ruth Smith. She will have a mouth just exactly like Mary Lee Alexander and a nose like Lottie Belle Hackney. She will have the olive complexion of Doris Lady which goes with those dreamy eyes that tell of "moonlight and wedding bells." The figure will belong to Helen Reed and those "million dollar legs" will be Rena Allred's. This perfect girl will have the feet of Evelyn Van. She will have beautiful, white expressive hands which could belong to no one else but Elizabeth Spradley; and last, but not least, she has correct posture which will be exactly like Jean Morgan's. Sue Vaughn's hair is very near to ideal.

Concerning disposition, she will be a second Mary Frances Holder. Now, let us suppose we have found a perfect boy: His hair is exactly like that of Don Hicks. He has Bill McLean's mouth. Those eyes and eyelashes could belong to no other than Buddy Sowell. The nose belongs to Clinton Jackson and the ears to Elmo Hicks. That smile belongs to Carlyle. Those hands are O. J. Beene's. Baker's physique belongs to the man He has Blyth's posture.

The sunny disposition must have belonged to Wilbur Womble—being what it is.

This can't be done, but suppose it could, would we like these people? No, we probably wouldn't like them any better than we do the persons from which we took features. We like these persons because they are just what they are and not because they have a perfect mouth or dreamy eyes.

Editor's Note: We would like to inform the students of Hereford High school that we are forbidden to convey to them the knowledge that this article is published by special request and permission of the copyright owners and expresses the view of that person only. The Roundup is not responsible for any opinions expressed herein, and is entirely independent of them.

### STUDENT COUNCIL

The Council this week ratified the election and seated Wilbur Womble as new president for the ensuing year. As the president-elect walked into the room, the Council rose and stood in the order of their classification. Mr. Hudson, faculty member of the council, administered the oath of office. After the president was sworn in he signed the oath with the council members as witnesses.

We are sure the council will cooperate with the president to work toward the aim and advancement of this organization. JK

### JUNIOR CLASS NOTES

In the Junior class meeting on October 10, Wilbur Womble resigned from his position as vice president so that he might give all his time to his duties as the president of the Student Council. Elmo Hicks was elected to take his place. Jimmie Bell was elected to take Roger Brumley's place on the Athletic Association made vacant by Roger's election to the office of president of that body. G. B. Hagar was selected as sergeant-at-arms. Bobbie Rhoads was the choice of the Juniors for the football queen.

### SENIOR CLASS

The Senior class now has its colors and flower selected. The question of colors was the first to appear. The combination of colors placed before the house were blue and white, red and white, and black and gold. Red and white were selected, but not before lots of discussion. Some few, such as Jim Kirby, announced that they did not want red as the girls' faces exhibited enough of that.

After many flowers were suggested, the class decided on the sweet pea. Most of the other flowers suggested were defective by some way or other. Some lost their color, some wilted too quickly, some were not even the right color, and above all, some were too expensive. Because of its many advantages, the flower, sweet pea, was selected.

The last part of the meeting seemed to be the most important. All of the boys seemed to show their bashfulness when it came to nominating candidates for girls to represent the Senior class in the football queen contest. Finally two candidates were nominated. There was a close race between Lillie Cobb and Sue Vaughn, but Sue won. After several defeats this year the Seniors must make Sue the queen of queens.

### PEP CLUB

The Pep Club met Thursday, October 4, and accepted a new member, Frankie Mae Burleson. The president of the Pep Club, Evelyn Van Sweringen, received a letter from the Tulla pep club requesting our club to be present at the game between Hereford and Tulla Friday, October 19. They asked us to have a stunt.

From what is heard, some of the pep girls had better go right home after the pep rally. It's less expensive than repairing broken bones.

Walter Phillips has a new nickname which she doesn't like. Mildred Curtisinger said that she did not want any thing put in the paper about her and Bill Bunch, so I guess I won't do it.

Nicholas Koeltzer and Nell Hill are getting very friendly. Ask Jack Layfield if Nora Jean Russell is losing her sex appeal. Chilton Foster's girl friend calls him "Little Brain."

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If your car actually had a motor of glass, the exact condition of all inner parts would not be as clearly revealed as they are by a marvelous new machine we have installed. This amazing machine revolutionizes motor testing and servicing. It ends all guess work—permits absolute accurate diagnosis of every motor trouble.

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## I Recommend Heartily PACKARD'S BEST FLOUR



I don't have to be persuaded when I make statements to my friends about this truly better flour. I have found it the best for every purpose of any kind I ever used and I tried most of them just to find which best suited me. Then, too, it's made right here in Hereford, I know it's fresh ground and I have never returned a sack since I started using PACKARD'S BEST FLOUR for all my cooking.

### I Like Their Other Products, Too!

I like the other flour produced by the Packard Milling Company, too, and their corn meal is of uniform high quality. Ask for these better HOME PRODUCTS at your grocers today.



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**SUNRISE**  
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**Thursday - Friday - Saturday OF NEXT WEEK**

And the Following Monday and Tuesday

Drugs, Toilet Articles, Rubber Goods Stationery, Sundries

At the Drug Store You Can Patronize With Confidence.

**CLOSE DRUG STORE**

**THE CHURCH WORLD**

**First Methodist Church**

REV. T. C. WILLETT, Pastor

The pastor will be in the pulpit at the morning hour. A pageant will be presented at the evening hour by the Wesley Friendship Class of the San Jacinto Methodist church of Amarillo.

Title of the pageant is Gleams of Light Through the Ages. It will start at 7:30, opening with an organ prelude by Nellie Stanford. A solo, Evening Prayer, will be given by Melvia Morrow. Hilda Brown will make the introduction, after which will come the offertory while Elizabeth Birkmeyer sings Melody of Love.

Presented in character roles will be seven of the most prominent biblical women. Ruth, the maid of Moab, will be portrayed by Fannie Brown; Mary, Mother of Christ, by Melvia Morrow; the Other Mary, the scarlet woman, by Lonita Hamilton; Martha of Bethany, by Clara Brooks; Mary, Martha's sister, by Ella Jacobs; Magdalene of Magdala, by Rosalie Raymond, and Lydia, the purple woman, by Minola Tenafillier.

Violinist of the groups is Ruth Johnson and Hilda Brown pianist.

**First Baptist Church**

REV. B. N. SHEPARD, Pastor.

Sunday school, 9:45 a. m. Praying each Sunday at 11 a. m. and 6:45 p. m.

B. T. S. at 6:45 p. m. Prayer meeting and teachers' meeting at 7:30 on Wednesday. Choir practice after prayer meeting.

Sunday, October 21, a protracted meeting will begin, the pastor doing the preaching. All Christian people are cordially invited. A special invitation is given to all who know not Christ as their personal Savior.

**St. Anthony's Church**

Sunday: Mass at 8 and sung mass at 10 o'clock. Benediction and rosary at 5 p. m.

Week days: Mass at 8 o'clock. Saturday at 7 at convent. October devotions each evening at 8 o'clock. Thursday: Holy Hour, 8 to 9 o'clock.

**First Christian Church**

REV. E. R. McWILLIAMS, Pastor

Church school 9:45, with A. A. Foster in charge; well prepared teachers and graded materials to suit every age group. Morning service at 11, evening service 7:15. The evening service will consist of a Golden Wedding Anniversary service honoring Mr. and Mrs. A. H. Elliston. Special guests for the evening will be all those couples whose weddings were performed by Rev. McWilliams, and all those married 25 years or longer. All those having been married that long are urged to be present for the service and sit in a body. This promises to be one of the most unique services ever held in Hereford. Not only will the couples wed 25 years and longer be honored, but also the institution of marriage. Everybody in the community, particularly the close acquaintances and friends of Mr. and Mrs. Elliston, are urged to attend this service.

**A Three Days' Cough Is Your Danger Signal**

Don't let them get a strangle hold. Fight them quickly. Creomulsion combines 7 helps in one. Powerful but harmless. Pleasant to take. No narcotics. Your own druggist is authorized to refund your money on the spot if your cough or cold is not relieved by Creomulsion. (adv.)

**First Presbyterian Church**

W. M. GRIFFIN, Minister.

Sunday school, 9:45, G. M. Hudson, superintendent. Morning worship at 11. Evening service at 7:00.

**Church of Christ**

FRED ROSS, Minister

Services at high school auditorium. Bible School, 10 a. m. Morning worship and sermon at 11, topic, "The Lord's Supper."

Night services at 7:30 o'clock, sermon subject, "Almost Persuaded."

Young people's meeting Sunday at 8:30. Prayer meeting Wednesday night at 7:30.

**FUNDAMENTALIST BAPTIST**

Last Sunday we started in on the 12th chapter of Exodus, and because of its tremendous importance, particularly the doctrine of "Blood Atonement," we were unable to finish the chapter. I have been greatly encouraged to learn that many who do not attend our Sunday school are keeping up with our lesson through these announcements and are reading the chapters along with us. We hope that many more will follow this practice. We will take up where we left off and go through the 13th chapter. Sunday school at 9:45, preaching at 11, evening service at 7:30 o'clock. COLEMAN CAMPBELL.

**CHRISTIAN CHURCH PLANS GOLDEN WEDDING SERVICE**

Honoring Mr. and Mrs. A. H. Elliston and other members who have been married 50 years or more, the Christian church will hold a special service next Sunday evening. Rev. E. R. McWilliams has announced.

Mr. and Mrs. Elliston observed their Golden Wedding last week. Other couples married more than 50 years are Mr. and Mrs. W. W. Bennett, Mr. and Mrs. W. B. Dameron, Mr. and Mrs. W. A. Hickets. Couples married 25 years or more and couples married by Reverend McWilliams will be special guests.

Opening the program there will be a solo, "Home Sweet Home" by Mrs. C. H. Dyar. A quartet of girls will sing "Love's Old Sweet Song." There will be other musical numbers and the feature, renewal of the marriage covenant, will be conducted by the pastor. A reception will be held in the basement of the church after the service.

A revival conducted by Rev. Thomas McDonald, pastor, will begin at the Church of Christ in Dimmitt Sunday. People of Hereford and the surrounding territory are invited.

The Pep Class of the Methodist Sunday school met Sunday and elected new officers. President Jean Morgan called the house to order and opened it for nominations. Jean Snyder was elected president and we are sure she will do her best and cooperate with the class. Rena Allred was chosen vice president. Mary Jane Morgan will be secretary and treasurer. Helen Seed was nominated reporter.

We welcome new members who were promoted to our class. Anyone wishing to visit or join the Pep Class is welcome at any time.

**Card of Thanks.**

We wish to thank our friends for their many acts of kindness and love during our recent bereavement.

Mrs. Virgil Beyer, Mr. and Mrs. J. E. Beyer, Sr., Mr. and Mrs. W. B. Anthony, Mr. and Mrs. P. L. Beyer, Mr. and Mrs. J. E. Beyer, Jr., Mr. and Mrs. Harold Hicks, Mr. and Mrs. W. B. Anthony, Jr., Mr. and Mrs. Geo. Sasser, Mr. and Mrs. R. L. Davidson, Mr. and Mrs. Robert Anthony, Mr. and Mrs. James Duncan, Mr. and Mrs. J. E. Stegall, Mr. and Mrs. C. W. Anthony, Mr. and Mrs. C. C. Cox.

**Dawn Items**

BY INEZ MILLER

People of Dawn plan a carnival to be given the evening of October 27. There will be side shows, a program, various kinds of "cants" and games for children and grown ups. Every one is invited and a good time awaits.

The Wildora baseball team was defeated here Saturday. The score was 11 and 10. We plan to have a boys' basketball team by the time the season opens.

Miss Maxine Barnes of Canyon was a week end guest of Miss Vivian Bowers.

Mr. and Mrs. H. E. Miller and family visited in the Ed East home Sunday.

Misses Hazel Crouch and Lois Smith were visitors in the H. H. Miller home Sunday.

Arnold Geiger spent last Sunday in the Ray Bowers home.

Miss Alma Miller was a guest of Miss Syble Smith Sunday.

Miss Maxine Bowers of Canyon visited in the H. H. Miller home Sunday.

Ray Bowers transacted business in Amarillo Wednesday. H. H. Miller was in Pampa last Wednesday.

**Cut Loose! Buy the Foods You Like You Can Afford Them at These Prices**

**YOUR NICKELS ARE BIG MONEY WHEN YOU SHOP AT FURR FOOD!**

- HOMINY, medium can ----- 5¢
- TOOTH PICKS, box ----- 5¢
- PORK and BEANS, Phillip's, can 5¢
- TOMATO SOUP, Phillip's, can 5¢
- CHOCOLATE, Hershey's, 1-5 br 5¢
- MACARONI, Justice, pkg ----- 5¢
- SPAGHETTI, Justice, pkg ----- 5¢
- POTTED MEAT, Armour's, can 5¢
- SARDINES, American oil, can 5¢
- RICE, pound ----- 5¢
- SALT, Morton's, pkg ----- 5¢
- SUGAR, brown, bulk, lb ----- 5¢
- KIRK'S Hardwater Castile, bar 5¢
- TISSUE, Sani-Sorb, roll ----- 5¢
- RUBBERS, Fruit Jar, pkg ----- 5¢
- TOMATO PASTE, can ----- 5¢
- TOMATOES, No. 1 size can -- 5¢
- TOILET ARTICLES, 10c value 5¢

**WALKER'S AUSTEK CHILI or TAMALES No. 2 can for 23¢**

- Pancake Flour 23¢
- MEAL 19¢
- SUGAR 15¢
- SUGAR 57¢
- PICKLES 15¢
- Toilet Tissue 23¢
- CRACKERS 21¢
- COFFEE 29¢
- FLOUR \$1.76
- OVALTINE 31¢
- COOKIES 18¢
- Tomato Juice 23¢
- MILK, Borden's 3¢
- TUNA— 25¢
- BEANS 25¢
- ASPARAGUS— 25¢
- SALMON— 35¢
- Wesson Oil 22¢
- Pineapple 19¢
- PEARS— 39¢
- PRUNES— 25¢
- CHERRIES 25¢
- COCONUT 25¢
- Marshmallows 19¢

**DRIED FRUITS**

- BLACK FIGS 21¢
- WHITE FIGS 21¢
- Choice Peaches 23¢
- Choice Apricots 38¢
- Gelatine 17¢
- Corn Flakes 10¢
- CATSUP 10¢
- COFFEE 21¢
- SPINACH 25¢



- One 24-ounce White King Granulated 2 Bars White King Toilet Soap 1 Bar A-Plus Health Soap—All for 29c

**SOAP**

- Palmolive Soap, 3 bars 14¢
- Crystal White Giant Size, 5 bars 19¢
- Super Suds Regular pkg 9¢

**CHOCOLATE DROPS 1-pound Celo Bag 10c**

- SPUDS 16¢
- ORANGES 21¢
- CRANBERRIES 18¢
- YAMS 2 1/2¢
- BANANAS 6 1/2¢
- ONIONS 13¢
- BUNCH VEGETABLES 10¢
- GRAPES, TOKAY 5¢



**ROAST Fancy Baby Beef, lb 11c**

- BACON 27¢
- CHEESE 18¢
- OYSTERS 39¢
- PICNICS 16¢

**FURR FOOD**

FREE DELIVERY PHONE 74



**Consider His Honor THE BABY**

That youngster that spells so much happiness to you should receive and have the utmost in protection and safety. Why not start today and save systematically to insure his future safety and happiness. Money saved now will guarantee his future education and well being.

**THE FIRST NATIONAL BANK OF HEREFORD**

MEMBER FEDERAL RESERVE SYSTEM

**ONLY TWO MORE DAYS Friday and Saturday White Elephant Sale**

Exceptional Bargains for Friday and Saturday

- MACHINE OIL 9¢
- SHOE POLISH 9¢
- SHOE POLISH DAUBER, each 9¢
- SHOE POLISHER, sheepskin 9¢
- Furniture 15¢
- Dental Cream 9¢
- SATURDAY ONLY 98¢

**Weir's Variety Store**

### Summerfield News

BY MRS. GUY WALSER

Wayland College Volunteer Band will be here Saturday night and Sunday. Sandwiches will be served at the church Saturday night for the band and a program will be given. Dinner will be served at the church Sunday. Everyone is invited—and bring a basket of good things to eat.

Mrs. Ulys Pierce of Hereford visited her parents, Mr. and Mrs. N. P. Sikes, a few days last week. Miss Mildred Meharg of Amarillo visited friends here last week. Jenks Bellar and family have moved to Muleshoe.

Mr. and Mrs. Obe Roberson were in Amarillo last Tuesday.

Mrs. Stallings and Mr. and Mrs. Albert Farris and Wayne Farris of Hereford were guests of Mr. and Mrs. Bob Lance Sunday.

Mr. and Mrs. Pete Carmichael of Hereford spent Sunday with Mr. and Mrs. W. G. Harris.

John Bowling of Amarillo visited his sister Miss Oleta Bowling, Saturday.

Mrs. Canfield and family returned home Friday from a visit with her parents, Mr. and Mrs. J. W. Cox.

Mr. and Mrs. C. E. Bell, and Mrs. Fannie Bell of Tulsa were guests of Mr. and Mrs. Ben Wilhelm Sunday. Mrs. Fannie Bell remained for a longer visit.

Messrs. and Mmes. J. C. Lance, S. L. Walsler, Joe Kendall, Earl Lance of Hereford, and Mr. and Mrs. C. J. Crump of Borger were visitors of Mr. and Mrs. C. R. Walsler Sunday.

Miss Maud Noland was in Amarillo Saturday on business.

A singing class was organized here Sunday with Ben Wilhelm, president; Bernard Roberson, vice president; Miss Maud Noland, secretary. Everyone is invited to attend the class meetings every other Sunday night.

Mrs. Wilbora Browder of New York City is visiting her mother, Mrs. August Euler, also a sister and brother, Mrs. Greenston and Roy Euler.

E. A. Atchley and family, Walter Hawkins and family, Ted Statts and family, Mr. and Mrs. Asa Atchley were guests in the Denison Hill home at Ford Sunday.

Mr. and Mrs. Bernard Roberson were in Farwell one day last week.

C. E. Thomas was a Canyon visitor Saturday.

Ed Mackie was in Portales on business Saturday.

One of the school buses started Sunday to pick up the children and parents who may desire to attend Sunday school. Six children came Sunday and it would be nice to have all the children who come on that bus at Sunday school next Sunday.

Misses Lola Wayne and Mary Elizabeth Cox entertained a group of friends from Hereford at dinner Sunday. Present were Misses Lavina West, Ruth Easter, Sybil Welser, Alma Cox and Wayne Evans, J. T. Carroll, Red Horton, Sonny Fullwood, Farmer Norton, Glenn Roberson and the hostesses.

Mr. and Mrs. Pierce of Westway were guests of Mr. and Mrs. N. P. Sikes Sunday.

J. A. and Jim Noland moved their horses to Floydada last week.

Sank Ramey and family, Mr. and Mrs. Ulys Pierce of Hereford spent Sunday in the N. P. Sikes home.

Mr. and Mrs. Edward Carlson of Dayton, Iowa, spent the week with her brother, Lawrence Johnson.

Mrs. Ray Johnson entertained at dinner Friday night honoring Mrs. Close of Los Angeles, and Mr. and Mrs. Ed Carlson of Dayton.

Messrs. and Mmes. Carlson and Ray Johnson spent Sunday in the Palo Duro Canyons.

### Dean News

BY MARY LOUISE DEAN—ELSIE FRIEMEL

Mr. and Mrs. Clem Friemel were Hereford visitors Thursday.

Miss Gonda Biggers visited in the T. P. McCollister home Friday.

Arle Dean and Jack attended the football game at Hereford Friday.

Messrs. and Mmes. T. P. McCollister, M. B. Stone, Arle Dean, Mrs. Morel and Miss Gonda Biggers were Hereford visitors Saturday.

Mrs. Morel and Eldon Harris, Mrs. Arle Dean, Jack and Mary Louise, Mr. and Mrs. Chester Hodges and Mr. and Mrs. Snell attended Sunday school at Ward.

The DSS club met with Mrs. Morel October 11. An enjoyable time was reported by six members. Refreshments of coffee and cake were served by the hostess.

F. W. Brunson, trustee, was in this community Saturday.

Messrs. and Mmes. Pharis London, Chester Hodges, C. Snell and Miss Loyd were Hereford visitors Saturday.

John Van Meter visited in the M. B. Stone home Thursday.

Mr. and Mrs. W. L. Weaver and daughters and Alvin Friemel were in Amarillo Saturday.

Vincent and Elsie Friemel and Thelma Morris spent Sunday afternoon in the V. Skypala home.

The singing at the home of H. G. Biggers was well attended Sunday night. It will meet next at the Pharis London home, Sunday night, October 28.

Jack Dean spent Saturday night with Bob Cartha.

Arle Dean and family took dinner in the Wiley Roberson home Sunday.

Miss Loyd attended the singing Sunday night at the H. G. Biggers home.

Wiley Roberson and family and Bob Cartha ate supper with Mr. and Mrs. Arle Dean Sunday.

### Friona Doings

Guy Bell of Bovina was a Friona visitor Friday.

A. D. Smith returned this week from Fort Sumner, N. M., where he has been on business.

J. C. Temple of Farwell was in Friona Monday.

Mrs. R. R. Willis and Mrs. Lorene Hughes were in Clovis Monday.

Geo. Naugher of Los Angeles, who has been visiting in the home of W. P. Maples of the Lakeview community, returned to his home this week.

Edith Galloway was an Amarillo visitor Monday.

Mrs. W. H. Warren visited Mrs. Sears of Hereford Sunday.

Mr. and Mrs. L. F. Lillard visited in the home of Mr. and Mrs. Geo. Maurer Sunday.

Mr. and Mrs. P. G. Weir of Hereford visited Sunday in Friona.

Mrs. R. H. Kinsley, O. F. Lange, E. B. Willis, J. R. Roden and Miss Orma White returned Friday from Chicago where they attended the Century of Progress.

Walter Overton of Buchanan, N. M., spent Monday in Friona.

Glenn Sullivan, who has been in Wyoming and Montana the past few months is visiting his parents, Mr. and Mrs. C. L. Sullivan.

Roy Jansen of Amarillo, who is connected with the Farmers' Elevator, spent Monday in Friona.

D. W. Hanson returned this week from Tuscola, Ill., where he visited relatives and old friends.

Miss Dot McMillan of Farwell is visiting Miss Katherine Sillup this week.

Elwin Gischler was a business visitor in Portales Wednesday.

The Friona Womans club met at the home of Mrs. F. W. Reece Wednesday in celebration of their 25th anniversary. Attractive in detail was the complimentary tea for the guests and members, with Mrs. Sam Taylor as joint hostess.

Guests and members were greeted at the door by the hostess, who was dressed in Colonial costume.

Roll call. Silver threads among the gold, Mrs. D. W. Hanson. Reading, Ships that came in, Mrs. J. R. Maples. Game, Mrs. R. D. Slagle. Each member told how long she had belonged to the club and what it meant to her.

Two charter members, Mrs. Minnie Goodwine and Mrs. T. H. Taylor, were present. During the serving of tea Mrs. Goodwine, the oldest club member, was honored with lighting the 25 candles on the birthday cake. Guests and members were Mrs. Pearson and Mrs. Thurston; Mmes. Blackwell, Dilger, Dixon, Fleet, Gischler, Goodwine, Guyer, Hanson, Hughes, Lillard, Lacy, Livings, Maples, Maurer, McFarland, Mitchell, Miller, Osborne, Schlenker, Slagle, Smith,

Symson, Trutt, Fred White, Wright and the hostesses, Mmes. Reeves and Taylor.

The PTA met Monday at the school auditorium, Mrs. Ed Boggs president, Mrs. Glenn Davis, secretary. The following officers and chairmen gave reports: Mrs. J. C. Wilkinson, treasurer; Mrs. A. C. Echols, finance; Miss Boston, membership; Mrs. R. E. Fleet, publicity. Enthusiastic talks were given by Mrs. F. W. Reece, J. A. Blackwell and Geo. Heath. Violin solo, Connie Matthews. Room court was given to the fourth grade. They received a beautiful picture.

Don't forget that the Brunswick third grade line of tires carries the same ACCIDENT INSURANCE as the higher priced ones. At RICE'S. 41



**Instant Heat**  
... when you want it!

Patience is a virtue, but it doesn't thrive very well in a chilly atmosphere. When you're cold you want heat without waiting—comfort and health demand it.

That's one thing about a Gas Radiant Heater—it's always ready for instant action. Just the touch of a match and it leaps into life, flooding the room with instant heat.

In use or out, a Gas Radiant Heater adds a touch of cheer to any fireplace. And they're so convenient and inexpensive to use. Many attractive models to choose from. See them today at your Gas Appliance Dealer.

West Texas Gas Co.  
and the West Oklahoma Service

## Poor Lighting BREEDS POOR EYESIGHT

JUST as unsanitary conditions breed ill-health, so does poor lighting breed poor eyesight. Here is a boy working on a jig-saw puzzle under an unshaded lamp of a low wattage. He is doing serious damage to his eyes by straining them.

It is simple to substitute a Mazda Lamp of 60 watts and to see that it is properly shaded. Mazda Lamps save you dollars on your electric bill, although they may cost a few pennies more than inferior lamps.

You Will Be Interested In Reading A Book—"Old Eyes In Young People". Please Call At Our Office For A Copy Absolutely Free.

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SAVE FEED  
PROTECT YOUR LIVESTOCK  
ADD VALUE TO YOUR IMPROVEMENTS  
BY  
Erecting or Repairing  
Windbreaks, Sheds and Feeders  
WINTER WILL SOON BE HERE  
See Us for Estimates On Repairs or New Work.  
**Rockwell Brothers & Co.**  
LUMBERMEN  
Phone 4. So. Main St.

WHAT DID THE  
**HAIL**  
DO TO YOUR CAR?  
If your top, body or glass were damaged or destroyed you will find our top and body department ready to replace or repair them. Bring your car in today for an estimate on this service.  
Authorized Dodge and Plymouth Service  
**Ireland-Beavers Motor Co.**  
301 East Third Street, Hereford

**THRIFT SPECIALS**  
Friday and Saturday Specials  
SPUDS, No. 1, 10 lbs ..... 18c  
SOUP, tomato, Phillip's, 2 for 13c, 4 ..... 25c  
TUNA, good grade, can ..... 13c  
COFFEE, Break O' Morn, 1-lb pkg ..... 20c  
TOILET TISSUE, Charlotte, best grd. 3 ..... 22c  
PORK and Beans, Phillip's, 2 for 13c, 4 ..... 25c  
FLOUR, Western Beauty, 48-lb sack ..... \$1.73  
PEACHES, Heart's Delight, 2 1/2 cans, 2 ..... 35c  
CLEANSER, Sunbrite, can ..... 5c  
HOT SAUCE, 3-oz bottle ..... 10c  
BAKING POWDER, 50-oz size ..... 35c  
SWEET POTATOES, 10 pounds ..... 29c  
PRUNES, gallon tin ..... 31c  
SORGHUM, pure East Texas, gallon ..... 75c  
MILK, Armour's, 6 small or 3 large ..... 18c  
CABBAGE, nice firm heads, good for kraut, pound ..... 2c  
SOAP, Camay Toilet, 4 bars ..... 25c  
GELATINE, Royal, quick setting, all flavors, package ..... 6c  
SOAP, Armour's large yellow bars ..... 4c  
OXYDOL, large box ..... 23c  
BRAN FLAKES, large box Jersey ..... 10c  
POST TOASTIES or Jersey corn flakes ..... 11c  
JELLY, Rex, 5-lb bucket ..... 38c  
FRUITS AND VEGETABLES  
BANANAS, nice and yellow, pound ..... 6 1/2c  
GRAPES, Tokay, 2 pounds ..... 15c  
GRAPEFRUIT, Texas, each ..... 3c  
ORANGES, 288 size, dozen ..... 21c  
CRANBERRIES, quart 18c, 2 for ..... 35c  
CELERY, large bunches ..... 13c  
LETTUCE, firm heads ..... 5c  
CARROTS, Bunch 4c, 3 for ..... 10c  
TURNIPS, bunch ..... 5c

**Frank's CASH Grocery**  
Phone 117 FRANK RICHARDS, Proprietor We Deliver  
Brings Us Your Eggs—Market Price—Buy At Home.

**BIG PRIZE CAMPAIGN**  
VOTES GIVEN WITH EACH PURCHASE  
VOTES GIVEN FOR PAYMENT ON ACCOUNTS  
New Arrivals!  
**HATS**  
Some of the newest creations in Velvets and Felts, with Metallic trimmings, both broad and narrow brims. See this very unusual line of hats today—and priced at only  
**\$1.98**  
Contestants Names Posted In Store.  
Vote for Your Favorite Contestant  
**DRESSES**  
These dresses are made by some of the best style leaders and are truly attractive. The materials are silks and silk crepes, in plain colors.  
One line of knitted suits included in this lovely group, priced from  
**\$4.95**  
AND UP  
(25,000 Extra Votes)  
**FRIDAY 10,000 VOTES FOR EACH**  
Dollar paid on account Friday, November 2. Pay your account and help your favorite contestant.  
**SPROWLS and CRONIN CO.**

# THIS IS YOUR INVITATION To Attend Hereford's First Big Good Will Day

## Thursday, October 25th

will be Hereford's first big "Good Will" Day. Merchants invite you all to come to Hereford. Without any cost, attend a big full length moving picture at the Star Theatre. We want you all to come so tell your friends.

### FREE SHOW

1:00 to 6:00 P. M.

### "Love Time"

A Fox Picture, with Beautiful "Pat" Paterson, Nils Asther, Harry Green, Herbert Mundin, Henry B. Walthall.

### SPECIAL Good Will Day Bank Feature 4:00 P.M.

## Come Early --- Spend the Entire Day Special Bargains at Many Stores

Good Will Days will be sponsored by the following business firms:

- |  |   |  |  |
|--|---|--|--|
| <ul style="list-style-type: none"> <li>CHAMBER OF COMMERCE</li> <li>FURR FOOD STORE</li> <li>TEXAS MARKET &amp; GROCERY</li> <li>PIGGY WIGGLY</li> <li>GEORGE REDDOCH GROCERY</li> <li>PARMER'S GROCERY</li> <li>FULLER'S FRUIT MARKET</li> <li>HEREFORD BAKERY</li> <li>MORENE'S BEAUTY SHOP</li> <li>STAR BEAUTY SHOP</li> <li>BROOKS' BARBER SHOP</li> <li>STAR BARBER SHOP</li> <li>CITY BARBER SHOP</li> <li>BILL KNOX BARBER SHOP</li> <li>WHITEHEAD BARBER SHOP</li> <li>IKE'S CAFE</li> <li>FLOWER'S CAFE</li> <li>B-W CAFE</li> <li>NEW CLUB CAFE</li> <li>HEREFORD BRAND</li> <li>PACKARD MILLING CO.</li> <li>ROUNTREE PLUMBING SHOP</li> <li>STREU HARDWARE CO.</li> <li>THE CHOCOLATE SHOP</li> </ul> | <ul style="list-style-type: none"> <li>FIRST STATE BANK</li> <li>FIRST NATIONAL BANK</li> <li>SPROWLS &amp; CRONIN CO.</li> <li>FOX MERCANTILE CO.</li> <li>J. C. PENNEY CO.</li> <li>D. R. GASS &amp; SON</li> <li>THE POPULAR STORE</li> <li>FASHION DRESS SHOPPE</li> <li>VOGELE MILLINERY PARLOR</li> <li>WEIR'S VARIETY STORE</li> <li>SKELTON'S VARIETY STORE</li> <li>CANNON &amp; GORDON</li> <li>WILLARD BATTERY STATION</li> <li>E. B. BLACK CO.</li> <li>M. E. PITMAN GRAIN CO.</li> <li>WEST TEXAS FEED &amp; SEED CO.</li> <li>I. H. SPRATT, PRODUCE</li> <li>ROY'S PRODUCE</li> <li>TEXAS UTILITIES CO.</li> <li>DR. J. W. HENDRIX</li> <li>DR. R. E. PERKINS</li> <li>DR. T. L. MORCAN, M. D.</li> <li>DR. B. M. WILTSHIRE, D. D. S.</li> <li>DR. G. W. HEARD, D. D. S.</li> <li>WEST TEXAS GAS CO.</li> </ul> | <ul style="list-style-type: none"> <li>CLOSE DRUG STORE</li> <li>CITY DRUG STORE</li> <li>CORNER DRUG STORE</li> <li>ROCKWELL BROS. &amp; CO.</li> <li>PANHANDLE LUMBER CO.</li> <li>PHILLIPS PETROLEUM CO.</li> <li>TEXAS COMPANY</li> <li>MAGNOLIA OIL CO.</li> <li>CONTINENTAL OIL CO.</li> <li>SINCLAIR REFINING CO.</li> <li>TEXAS SERVICE STATION</li> <li>CONOCO SERVICE STATION</li> <li>THOMPSON SERVICE STATION</li> <li>KEMP LUMBER CO.</li> <li>RICE TIRE SHOP</li> <li>NORTON SERVICE STATION</li> <li>GLARK SERVICE STATION</li> <li>GRIZZLE CHEVROLET CO.</li> <li>REED &amp; TAYLOR, Blacksmiths</li> <li>KERR IMPLEMENT CO.</li> <li>POWELSON'S SHOE SHOP</li> <li>DANIEL'S TIRE SHOP</li> <li>DE LUXE CAFE</li> <li>SMOKE HOUSE</li> </ul> | <ul style="list-style-type: none"> <li>HEREFORD INSURANCE AGENCY</li> <li>PLAINS INSURANCE CO.</li> <li>HALES' BARBER SHOP</li> <li>DE LUXE BARBER SHOP</li> <li>D. M. RAYZOR, WOODWORK</li> <li>PARAMOUNT RECREATION CLUB</li> <li>F. M. KESTER &amp; SON</li> <li>CARL'S GROCERY</li> <li>FRANK'S GROCERY</li> <li>CONSUMERS OIL CO.</li> <li>BUCHANAN &amp; ROSSON</li> <li>M. D. WOMBLE, IMPLEMENTS</li> <li>PEVELY &amp; SEED CO. IMPLEMENTS</li> <li>BEAMS &amp; MARRS, MACHINISTS</li> <li>HEREFORD MOTOR CO.</li> <li>IRELAND-BEAVERS MOTOR CO.</li> <li>STAMBAUGH DRY CLEANING CO.</li> <li>WHITE FACE PUBLISHING CO.</li> <li>HEREFORD POULTRY &amp; EGG CO.</li> <li>FARMERS CREAMERY ASSOCIATION, Inc.</li> <li>FULLWOOD BATTERY &amp; ELECTRIC STATION</li> <li>WEST TAILOR SHOP</li> <li>CITY LAUNDRY &amp; CLEANERS</li> <li>HEREFORD LAUNDRY &amp; DRY CLEANING CO.</li> </ul> |
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# The Hereford Brand

Published Every Thursday. Our Slogan—"More People—More Farms"

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 30

MRS. SETH B. HOLMAN ..... Publisher and Manager  
DE WITT LANDIS ..... Editor  
W. C. NIX ..... Foreman

**Subscription Rate:**  
Zones 1 and 2, \$1.50  
Per Year,  
Other, \$2.00 Per  
Year.



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

**NOTICE TO PUBLIC**

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

**OPPOSES TAX-LIMITING AMENDMENT**

Unless the people of Texas "see the joker" in the constitutional amendment which places a limit upon state expenditures of \$22.50 per inhabitant for each two-year period, and defeat it at the polls on November 6, "the State's splendid highway program will be destroyed," the Texas Good Roads Association declares in a statement through its president, Judge W. O. Huggins.

"There seems no doubt that under the amendment," the statement continued, "state expenditures would have to be cut at least \$16,500,000 below present levels. Although every cent spent on highways is paid by the motorist, the fact remains that schools and highways together spend 73 cents of the state's dollar, and these two agencies would have to bear the brunt of the cut.

"The proposed amendment is not in fact a tax-relief measure, but merely a tax-shifting proposal from the state to the local communities, and the man who will suffer most is the smaller taxpayer, whose \$3,000 homestead already is exempt from state tax, but not from the local county and school taxes which ultimately will be raised.

"The deception lies in the phrase, 'state expenditures.' The highway revenues illustrates this plainly. Leaving aside the entire cost of state highway construction and maintenance, there is an additional \$25,000,000 per year in state revenues produced by motor traffic and listed as 'expenditures' which is not spent by the state at all. It is redistributed among all the counties to lighten the burden of several types of local taxation. And just in the degree that this \$25,000,000 is reduced, in that same degree will higher local taxes be necessary to do the work.

"The gasoline tax contributes \$8,500,000 a year to the state's common school fund. If, as school leaders say, this amendment would cut the state per capita school apportionment from \$16.50 to \$10, higher local school taxes are inevitable.

"The gasoline tax supplies \$8,500,000 yearly to the task of paying off \$125,000,000 in roadbonds of the counties of Texas. Even this amount is inadequate to carry the whole load. If it were materially reduced nearly every county would have to raise added money in local taxes to fund its bonds.

"The state now permits the various counties to retain a total of more than \$8,000,000 yearly in auto license fees, to be spent upon local roads and bridges. In a host of smaller counties this comprises the bulk of the county's road and bridge fund. If it were radically cut, local road work would stagnate without added local taxation.

"The net result of this amendment, if enacted, would be a crippled school system and a crippled highway program, or else a heavier local tax burden upon the average man and the average community.

"Do not forget that the state ad valorem tax already is limited to 77 cents. Remember also that the Democratic Party of Texas condemned the above amendment at its Galveston convention and urged its defeat."

**A VALUABLE OPPORTUNITY**

Attendance at the classes in economics held each Tuesday and Thursday nights as part of the adult education program has been disappointing to Mrs. John J. Boling, instructor. Before this week the class was meeting every night, but sessions will be held only twice a week henceforth.

Because of the wide scope of the course—it touches every phase of human activity and especially these activities which concern the people of this community—it is felt every one can get something of lasting value from the course. It may be only a few are aware of the existence of the opportunity to attend the classes. It may be people think it is only for those on relief rolls. This is not true. Anyone may attend the sessions and enter into the discussions. The course does not deal in abstractions. It deals with the vital problems which all of us now face. And no one is required to do outside work, such as preparing lessons or doing reading for which there is little or no time.

The course is for the business man, the farmer, the workman, the artisan, for every one. Regular attendance, while desirable, is not required. Every business man or woman, housewife, workman, farmer—every one—will be welcomed to the classes.

**MEDICAL INSURANCE**

In some of the larger cities of the country good doctors are starving to death or working for paltry wages as taxi and truck drivers, messenger boys or what not. At the same time less than 50 per cent of the people of the United States receive attention of physicians or dentists during each year. It is not because they do not need it. It is because they can not pay for it.

Some fear that state medicine is on its way. Most doctors hope not. On the West Coast cooperative associations giving prepaid medical attention are being formed. The Ross-Loos Clinic is a case in point. Several thousand subscribers to the clinic pay a fee—\$2 per month in one instance—and in return are given necessary medical attention and limited hospitalization—a stipulated number of days per year.

Many industrial concerns have furnished this protection for years. As a movement open to any one it is new. There are organized hospital associations which provide hospitalization but do not furnish medical attention. There are two at Dallas and they are working successfully. Subscribers are entitled to service. Non-members pay at the regular rates.

All this may be a bit far fetched as far as being applicable in Hereford goes. But is it? It may be possible that the Deaf Smith County Hospital could be operated at a profit on this basis. Certainly it could with 3,500 to 4,500 subscribers at \$1 to \$2 per month.

And it may be that doctors will be driven to something of the kind. Certainly it is preferable to state medicine with doctors as government employees who neither know nor are interested in their patients. Just as certainly it is something to think about.



**MOST FIRES CAN BE PREVENTED!**

For protection against the carelessness of others and from fires not preventable carry an insurance policy that will safeguard you from loss. We will gladly give you facts and figures.

**HEREFORD INSURANCE AGENCY**  
John McLean, Owner.

## A LONG TIME AGO IN HEREFORD

(From The Hereford Brand.)  
October 16, 1908.)

A steam heating plant had been ordered for the Hereford College.

There was a great deal of agitation favoring cutting up large ranch holding into small tracts thereby making room for the settlers who were pouring into the country on every train.

Papers in all parts of the state were commenting on the story of Hereford's first car of wheat, as told in the Brand the previous issue. Some thought the Brand gave too much prominence to an unimportant item of that kind, some were able to foresee the thousands of cars which were to follow the first.

Wednesday of the previous week, Miss Ida Patton became the bride of Leonard Ricketts, the ceremony being performed in the home of her parents, Mr. and Mrs. W. H. Patton, of Alamogordo, New Mexico.

The Board of Trade had been in regular session, and, as usual with such bodies, most of the time had been devoted to a solution of the farmers' problems.

Sam P. Jones was ill at his home in Cartersville, Georgia, and this forced a postponement of his scheduled lecture in Hereford. It was believed he would be able to resume platform work on or about November 1.

E. F. Connel was advertising in the Brand for a pet antelope. He offered to pay \$5 for one delivered in Hereford.

"Childrens was disappointed in the show which occurred there last week, since neither Cole Younger nor Frank James was there."

About 200 Amarillo citizens had organized a club, titled "Prohibition Club," and its avowed purpose was to assist officers in enforcing the law in Amarillo.

May 1, 1904, was the date set for officially opening a new town in New Mexico, to be known as Blackdom, and it was to be for negroes only, the promoters having promised location of 10,000 blacks by that date.

(From The Hereford Brand.)  
October 17, 1913.)

Hereford had "mopped up" in grand style at the Amarillo, taking 20 first and 12 second premiums. To make the winning more important in the eyes of citizens and the world in general, The Brand reproduced those ribbons in color. It seems that Hereford took a first or second in about every department.

L. Baskin wanted something done about the condition of Hereford's streets. His proposition was for citizens to volunteer for service in street repair work, receiving no pay for labor performed.

E. B. Black and son, Jim, had gone to the Dallas Fair, and from there expected to go for a visit with relatives at Cleburne.

Out at Summit the correspondent commented on the fact that a large bald eagle and any number of sea gulls were to be seen daily.

As announced some time before by The Brand, the Ray-Dameron debate had been pulled off at the court house. The subject was of woman suffrage. But four of the chosen judges appeared to take the responsibility of so great a deep a subject, and after the dust settled rendered their decision, two for one, two for the other. Mr. Dameron, young and inexperienced, said the editor, was somewhat "skeered" by the ferocious manner in which his opponent hurled challenge after challenge at him.

The chamber of commerce had given an entertainment for the purpose of sending a Deaf Smith county exhibit to the Dallas Fair. The venture was a success; the exhibit had been shipped, and J. E. Stegall had gone to Dallas to prepare and look after the display.

Ernest Hanson had sent \$50 head of yearling Whitefaces to Kansas City, and they topped the market at \$54 around.

From every community came tales of woe in connection with the enforced dipping of cattle. Thousands of head were being put through the chutes.

partment of health.

This ruling is to the effect that the death of any person shall be credited to that person's legal residence. In the past the place where one died was charged with the death. New death rates for all towns and counties will show the true conditions.

The towns in Texas that have a reputation as health centers have been unduly credited with more deaths than have occurred among their citizens. Now, when ever a health seeker dies away from home, the place of residence will be charged with the death.

The same holds good in the compiling of records for counties. In the past many towns had a death rate three or four times as high as the county. This was due to a variety of reasons, principally patients from rural areas coming to town for medical attention and hospitalization and dying while there and giving their addresses as the town without specifying that their home is outside the city limits. The state department of health requests every one to give exact information for all birth and death records.

Mrs. Ernest Harman of Dimmitt was here Monday.

**By Their Words AND OURS**

"People read 'em. Why, that's something they don't know and I don't know, but we all read 'em just the same," says Editor Miller of the Moore County News in speaking of personal columns in newspapers. His new column, "Spasmodically," made its appearance in last week's edition.

Most of the columnists are blowing and puffing about their football teams—that is in towns where the grid teams are prospering. It might as well be done here in Hereford, too.

The Whitefaces are a good big outfit. They have probably the biggest line of any class B team in West Texas. But they are not clicking. One minute they look like champs and the next to be tramps.

Then answer? The boys just don't bear down and put out everything they've got on every play. They will either do that next Friday at Tulla or come home with a mark in the loss column.

"This village would get more work done if the mail came in early morning. It arrives at noon and some of the natives have to sit around all morning waiting for the mail to come," says R. R. Boyles in the Bristow County News. In Hereford the mail arrives about the middle of the forenoon. It's impossible to do anything before it comes, and too near noon to go back to work after it comes. Ho hum.

Editor Landers over at McLean laments as how he "never expected to live until short crops would be considered a blessing."

"Why not place a wrecked car at each dangerous curve? Drivers always slow down to look at a wreck." Is the sage observation of T. L. Waggoner in the Claude News.

And while we are on the subject, why not have a bit better driving right here in Hereford? There is not a whole lot of wild driving, although there is some. The greatest sins are improper parking and turning without warning the car behind.

A hand signal of some kind when a driver is going to turn either way or stop would help immensely. While the driver would not know just what was going to be done he would know something was about to take place. Which would help.

As for parking . . . it seems the whole street is the domain of any driver who wants to stop for any reason. Frequently drivers stop right in front of empty parking spaces rather than drive into them. Often cars stop in intersections while the drivers converse with pedestrians. And they never even warn the cars behind.

This not only is bad business, but bad manners. Visitors in Hereford comment on it quite a lot. And not in complimentary terms.

Says Jodok in the Friona Star: "As a result of what little time I have to give to this study of man, it occurs to me that man is constantly defeating his own purpose in achieving the things he sets his heart upon. And it further occurs to me that this is done mostly through selfishness, prejudice and enmity. Another peculiar thing about man is that when he is about to start something which he knows had better be left unstarted, he usually begins to defend himself by accusing his intended victim of doing the thing he is about to start."

**Progressive News BY OLIVE PERKINS**

Mrs. Archie Dougherty and children of Broadview, N. M., spent last week with her parents, Mr. and Mrs. Ira Ricketts.

Miss Lucille Park spent the week end with her parents.

The community is invited to meet at the school house Friday night when the Literary Society will be organized for the winter. A volunteer program will be given.

Messrs. and Meses Luther Pevely and Ed Chidre and F. D. Perkins and Miss Olive called on Mr. and Mrs. Blassett Sunday afternoon.

Mrs. Homer Gollhor is taking care of her mother, Mrs. Gollhor, who lives near Westway.

The Garrett and Gregory families and Arnold Hershey attended a singing convention at Muleshoe Sunday.

Mrs. C. C. Bowman has been on the sick list the past week but is much improved now.

Jeanette Saylor attended a birthday party for Master Sowell at Hereford Saturday afternoon.

Mr. and Mrs. Chas. Green and children visited her parents near Westway Sunday.

Mrs. Boyer and children and Lynn and Earl Powelson attended services at Ward Sunday.

Mr. and Mrs. Arch Conklin and children spent Saturday with Mr. and Mrs. Ray Hershey.

Mr. and Mrs. Gilbert Donovan and daughter and Mrs. J. L. Park were in Amarillo Wednesday.

Mary Nelle and Marion Batts had their tonsils removed at the Deaf Smith county hospital Friday. They were able to go home Saturday.

Mrs. C. P. Caraway had a lot of turkeys stolen a few weeks ago. The Boyer boys, who are working near Earth, spent Sunday with their mother.

Mrs. Archie Dougherty and children and Mrs. Ira Ricketts visited Mrs. Luke McBrayer Friday.

Roy Thompson of Hereford visited Clyde Neal Sunday.

**COURTHOUSE RECORDS**

**Warranty Deeds.**

Virginia A. Jones et vir to Mary Jones, section 17, township 5-N, range 3E.

Mary Dyer to J. E. Dyer, interest in E 1/4, section 56, block K-5.

Wayne Dyer to J. E. Dyer, interest in E 1/4, section 56, block K-5.

Burton Runtton et ux to Carnolia Runtton, E 1/4 of SW 1/4, section 63, block K-3.

R. R. Merrell et ux to Bonnie Parish, W 1/4 section 32, township 2N, range 3E.

J. M. Purcell et ux to Ernest Ball, five tracts in section 60, block K-3.

**New Automobiles**

Edwin Holland, Ford coupe, Hereford Motor Co., 292-712.

George Reddoch, Ford sedan, Hereford Motor Co., 292-714.

C. H. Prather, Ford sedan, Hereford Motor Co., 292-715.

Noah Ewton, Chevrolet coach, Grizzle Chevrolet Co., 292-711.

H. M. Packard, Chevrolet coupe, Grizzle Chevrolet Co., 292-713.

Nelson McWright, Chevrolet coach, Grizzle Chevrolet Co., 292-719.

Oscar Easley, Chevrolet coach, Grizzle Chevrolet Co., 292-720.

Alex O. Thompson, Plymouth coupe, 292-721.

**L. S. REVISES METHODS OF KEEPING DEATH RECORDS**

A new ruling by the Federal Bureau of Census has just been put into effect in Texas and will be of interest to every community in the State, according to Dr. W. A. Davis, registrar, state de-

### BIG SPECIAL

FRIDAY—SATURDAY—MONDAY

We will give you a big special, one large table of Hats going at \$2.00 each in all colors and shapes. One big line of Tams and Softies, \$1.00 each. We will have new hats this week end.

**VOGELE MILLINERY PARLOR**

Phone 176

Let the laundry break its back!

Says a Hereford man: "My wearing apparel makes me feel so good and clean and the bed clothes are so crisp and white. I feel so dressed up in my newly cleaned suit that I am going to recommend to my home folks that we send our things to the Hereford Laundry regularly.

"Men, let's help our wives to retain their youth."



15 Pounds Semi-Finish Flatwork Ironed **75¢**

Shirts Finished Only 10¢ Extra.

**HEREFORD LAUNDRY AND DRY CLEANING CO.**

CALL 296—WE CALL FOR AND DELIVER

Is it **RESULTS** you want?

Do you have something you wish to buy, need to sell, want to lease or rent, have lost or found anything of value?

then try a **WANT AD** thru **OUR columns**

From 8,000 to 10,000 readers of the Brand see your message every week. If what you desire has an appeal to anyone else, you will be answered if you use want ads in the Brand.

The **Hereford Brand**

PHONE 30

# DUCK SEASON

Opens Friday, October 26

## SHOTGUN SHELLS

Peter's Victor Rustless  
12 Gauge—7½—6—4—2  
22 Rifle—Shorts, Longs, Long Rifle  
OPEN EVENINGS AND SUNDAYS

# CORNER DRUG STORE

## DON'T WAIT Repair Your Hail Damage Now

All Kinds of Roofing Material  
—and—  
All Sizes of Window Glass  
On Hand  
**R. H. KEMP LUMBER CO.**  
Hereford Texas  
Phone 44 for Repairs



**HIGHEST PRICES**  
For Your Chickens, Eggs and Cream

Bring us your poultry, eggs and cream. You will find that without exception our prices are at the peak of the local market.

# Roy's Produce

SWIFT BRANCH  
Elliston Building on Third Street. Plenty of Parking Space.

# Want Ads

**Wanted**  
RELIABLE Man and wife, with-out children, want farm or ranch job. Call at 702 Twenty-Five Mile Avenue. 1p  
WILL BUY used hay baler and hammer mill, must be in good shape. W. W. Wimberly, Dawn, Texas. Save this ad for future reference. 41  
WANTED: To lease good sized lake for coming duck season. Will pay cash. Write me what you have, directions. Amarillo, Texas, Box 3252. 1p

**For Sale or Trade**  
FOR SALE: four-burner oil stove, 1 dresser and 1 dining table. Call at 702 25-Mile Avenue. 1p  
FOR SALE: 8,000 bundles of good feed. See J. E. Harper, 5 miles south and 1½ miles east of Black. No checks cashed. 1p  
FOR SALE: Model T Ford coupe in good shape. A real bargain. Jack Wright, West Texas Food & Seed Co. 41-2e  
FOR SALE: Cheap, one L. C. Smith Typewriter. Gordon Durham, 801 W. 2nd St. 1p  
FOR SALE: Violin in good condition. Apply Brand Office. 1f  
FOR SALE: Cheap, electric washing machine, violin, 32 rifle, General Electric radio, 8 tube set. Gordon Durham, 801 W. 2nd St. 1p  
FOR SALE: Large, gentle Shetland pony, with saddle. Ralph Smith. 40-2p  
FOR SALE: Upright piano, good condition, in finish, tone and appearance. See at W. F. Orr. 242f

**For Rent**  
FOR RENT: Furnished room with bath, on corner of Eighth and Lee. 34-1fc  
FOR RENT: Furnished front bed room, with heat and bath. Mrs. F. W. Lambert, 701 Miles Ave. 1p  
FOR RENT: Furnished apartment, 706 Twenty-Five Mile Avenue, telephone 335. Miss Joanie Estes. 40-1fc

**Lodge Directory**

**HEREFORD LODGE**  
NO. 949, A. F. & A. M.  
Stated Meetings Each Second Monday Night of Month. School of Instruction Each Friday Night. Visitors Are Welcome.  
J. W. ROBINSON, W. M.  
ROBERT BRADLY, Secretary

**HEREFORD LODGE L. O. O. F.**  
CHARLES SOWELL, Noble Grand  
No. 476  
Meets Monday, 8:30 p. m.  
Visiting Brethren Welcome  
L. H. FOSTER, Secretary

**REEBEKAH LODGE**  
Meets Every Tuesday at 8:00 p. m.  
MRS. F. E. BOWE, N. G.  
MRS. HERMAN STEWART, Secretary

**HEREFORD CHAPTER, O. E. S.**  
Meets Each Second Tuesday Night, 7:30.  
MRS. JEWEL WOMBLE, W. M.  
MRS. MERTIE WITHERSPOON, Secretary

## Program Planned for FFA Chapter

Two of 18 objectives set up for themselves by the Hereford Chapter, Future Farmers of America, have been attained. The group, composed of boys from vocational agriculture classes at the high school, have held their summer encampment and placed an exhibit in the Tri-State Fair. The exhibit won first premium in competition with eight Panhandle groups.

Other objectives are to aid with the poultry show, put on a poultry judging contest, prepare a year book, hold father and son banquet, operate concession at football games, send delegates to state convention at Lubbock, have poultry and dairy and livestock teams in district contests, send initiating team to other chapters, entertain home economics class, to wear pin at all times, to have each member on chapter program during year. To give high school assembly program, beautify campus, maintain bulletin board, test milk for farmers, furnish stress for a plot at the state park.

Officers for the year are Ralph Jennings, president; Charles Wilson, vice president; George Jones, secretary; Roger Brunley, treasurer; Bill Roberson, reporter; R. A. Daniel, parliamentarian; Jack Owens, farm watch dog; Forest Hill, historian; B. H. Hopkins, advisor and sponsor. Other members from last year are Leonard Robinson, Lee Renfro, Bob Baird, Ashbon Reece and Fred Winfrey. Next Saturday in Tulsa there will be a district meeting of sponsors and members from the six clubs in this district. Standards for the Certificate of Merit will be set at the meeting. A certificate will be awarded to each member who reaches the standards set out in agricultural or project activities. The first Thursday night in each month has been chosen for the regular meeting.

The Future Farmers believe in leadership by themselves and respect from others; in less dependence on begging and more power in bargaining; in the life abundant and in enough honest wealth to make it so for others as well as themselves; in being happy themselves and playing square with those whose happiness depends upon them.

### FOOTBALL (Continued from Page One)

Frost hit right guard for 5, then made 3 more at left tackle. Friona was offside. A pass failed and McLellan kicked 45 yards to Russell on the 20. He returned to his 39. Sowell spun for 7. Smith barged 2 more then Russell fumbled a low pass and lost it. Clayton punted 35 to the enemy 30. Two rushes and a pass made only 1 and McLellan kicked to Russell on his 35. He brought it back 12 yards.

Sowell made 12 on a spinner. Smith blasted into the open for 26 yards but was herded out of bounds. Russell made 4. Wombie 3; Russell 5, and Smith hit the middle for the last two yards and a touchdown. Hagar's place kick was low.

Frost returned Hagar's kick-off from his 25 to 31. Chiles and Frost made 6, then a pass failed and Gowers kicked 55 yards to Russell on the 10. He came back 15 yards. Smith broke loose around his left end for 32 yards, going out of bounds again. Russell made 9, Smith 5 and 1. Smith took a lateral for 8 and Clayton added 2. Russell made 1 and Smith 3 to reach the 14 as the quarter ended.

**Second Quarter.**  
Clayton made 3 through the middle and Smith lacked a yard of a first down as the Chiefs took the ball on their 10. Friona drew a 5-yard penalty, then Frost hit the middle for 2. McLellan kicked to his 32 out of bounds. Sowell went through the line for 3. Smith blasted 19 yards through his right tackle. Clayton rambled 10 more then plunged the final pace. Hagar's place kick hit the cross bar.

Frost returned the kick-off from his 15 to the 32. Richardson rambled around his left end 20 yards. Frost made 3 more and Hereford was penalized 5. McLellan lost 3 then passed to Chiles for 12 yards. Two plays failed and Bengie intercepted McLellan's pass on his 30 and returned 10 yards. Three plays made 5 and Clayton kicked out on the Chief's 37. Three plays made 1 and Gowers kicked to Russell on his 40, who returned 14 yards. A pass and a run failed and Clayton kicked out on the 10. Gowers kicked to Russell on the 30 and he was hauled down on the 25. Smith made 4 at end and Sowell lateralled to Russell for 15 yards to put the ball on the 11 at half-time.

**Third Quarter.**  
Chiles returned the kick 15 yards to his 35. Three plays failed, but Hereford drew a 35-yard penalty, placing the ball in midfield. A pass for 9 yards, McLellan to Gowers, availed nothing as Hereford held on fourth down with a foot to go, and the locals took the ball on their 41. Smith made 12 and fumbled, Foot recovering for Friona in midfield. Chiles made 4. Richardson gained nothing and Friona was penalized 5. Gowers, back to kick, fumbled and lost the ball on Friona's 21. Richardson intercepted Russell's pass on his 29 and returned 10 yards. Three plays made 9 and Gower's kick was partially blocked, Hereford taking the ball on the 42. Sowell spun for 5, Smith added 3 and Sowell took Russell's pass for 4. Russell made 2 then took

# SOCIETY

### MISS BERTHA DAMERON BECOMES BRIDE

A wedding of much interest was solemnized Wednesday, October 10, when Miss Bertha Dameron of this city was married to Mr. William Claude Witherspoon of Dallas. The marriage rites were spoken at the Abbey Presbyterian church, Dallas, by Dr. L. D. Young, the pastor, using the ring ceremony.

The bride is the daughter of Mr. and Mrs. W. B. Dameron and with the exception of her student days at CIA, Denton, and several years residence in Washington, D. C., most of her interests and work have been in Hereford. She has been a most successful worker in civic, church and social activities here and in Washington.

### JUNE DAMERON HAS BIRTHDAY PARTY

Mrs. W. E. Dameron proved a charming hostess to a number of friends of her daughter, June, on Tuesday evening. The occasion was a costume birthday party. Halloween decorations made the home very attractive. Fortune telling was an amusing feature of the entertainment, and various games were enjoyed during the afternoon. A beautiful birthday cake with 11 candles was cut and served with ice cream. Clever favors were given each guest. Many lovely gifts were presented to the honoree.

Attending were Betty Jane Bolson, Dorothy Nell Trimble, Margaret Higgins, Nellie Pauline Spradley, Doris Elaine Dillehay Maxine Beach, Lois Standifer, Orville Hill, Wanda Jean France, Vivian Olson, Martha Parkins, Hilton Higgins, Delbert Kassohn, Calvin Brunley, O. G. Hill, Clifton Neal Cox, Morris Easley, Rayton Evans, Elmer Mathis, Melvin Burton, Daniel Russell, Billy Dameron and June Dameron.

### ROSSONS ENTERTAIN BRIDGE CLUB

Members of the Dinner Bridge club were entertained Tuesday evening with a lovely party by Mr. and Mrs. S. P. Rossan at their home on McKinley Avenue.

A delicious dinner was enjoyed, and afterwards bridge was the evening's diversion. Attending were Messrs. and Mrs. J. A. Pitman, C. C. Acker, H. K. Fox, Oscar Easley, C. A. Skelton, Mrs. Seth B. Holman, Miss Eloyse Pitman, Mack Pitman and DeWitt Landis.

### ELAPHELIANS INVITE EXES TO CANYON

The Elapheleans Literary Society of WTSTC extends a hearty welcome to all ex-Elapheleans during Home Coming, October 19-20.

A reception room will be open to all ex-Elapheleans in a room on the first floor of the Administration building all day Friday and Saturday.

A tea honoring ex-Elapheleans will be given Friday from 4 to 6 o'clock at Consin's Hall.

### ERER AND FAMILY, MR. AND MRS. A. L. HABERER

er and family, Mr. and Mrs. A. L. Haberer and family, Mr. and Mrs. Herman Haberer and sons, Mr. and Mrs. Hansen, Misses Fern Phoebe and Opal Hansen, Emil and Walter Hansen, all of Muleshoe, Johnnie Haberer, Mrs. Haberer's sister, Mrs. J. Brown, and the host and hostess.

This marriage unites two of the oldest and most prominent families of this section of the country.

Refreshments were served by Group No. 1 to Misses Edgar Sowell, Edgar Mosley, John Olson, T. E. Majors, John Renfro, Walter Easter, Herman Gray, Frank Hackell, Edgar Mosley, Louie Olson, Williams, Roy Thompson, Ralph McCollough, Barrett Sowell, Otto Massey, C. E. Harvey, B. R. Dixon, D. H. Alexander and Miss Odette Matthews.

### JOHN HABERER GIVEN SURPRISE DINNER

Last Sunday was the birthday of both Mr. and Mrs. John Haberer. So Mrs. Haberer and members of the family prepared a surprise party for Mr. Haberer. Dinner was served at 1 o'clock.

The afternoon was devoted to music, games and visiting. Late in the afternoon refreshments were served to Mr. and Mrs. Ray Hab-

made 8 and Frost punted to the goal line with Russell returning it to the 25. After a 5-yard penalty Russell kicked to midfield. Frost made 3 and 8, then passed to Gowers for 8 more. Three passes failed and Hereford took the ball on a touchdown. Russell booted to the Friona 40 and Frost returned to midfield. A pass was wild. Frost whammed off his left tackle for 15 yards. Chiles added 5 as the curtain came down.

It was raining hard. McLellan was downed on his 20 as he took the kick-off. Three plays made 2 yards and Hereford was penalized 5. Gower punted out on Hereford's 35. Smith made 6, then Russell kicked to the 15. Two passes failed and Frost took the ball to Russell in midfield with the latter returning it 10 paces. Sowell fumbled and Friona recovered on their 38. Three plays

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Phone Today for an Appointment.

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### GROCERY SPECIALS FOR FRIDAY AND SATURDAY.

SPUDS, 10 pounds	16c	ONIONS, white, pound	3c
SUGAR, 10 pounds	58c	KARO, white or dark, 3 pounds	21c
PORK AND BEANS, 2 cans	15c	LYE, 3 cans	25c
BEANS, Pinto, 3 pounds	25c	LIME RICKEY, white soda, reg. 25c, 2 bot	25c

## GEORGE'S GROCERY and STATION

GEO. B. REDDOCH, Manager.  
Ninth and Lee Streets

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### Black

BY MISS NOBLE McLEAN

Take Produce to Carl's Gro. If  
The Black demonstration club met last Wednesday at the club house with eight members present. Miss Rozelle McKinney, demonstration agent, was present and gave a good talk on etiquette, that being the subject for the meeting.  
Mrs. H. H. Elmore, who has been confined to her bed the past three weeks with an afflicted limb, is reported doing nicely.  
Ervin Welch and Cecil Vandiver visited home folks this week end.  
Mrs. Verner Melugin, Lucille and Noble McLean have returned from Whitewright, Bonham and Mator where they visited friends and relatives. They were accompanied home by Mrs. J. A. Melugin for an extended visit with her son and sister, Mrs. H. L. McLean.  
Black school has a new curtain for the stage, which is very pretty. Many thanks to those in Hereford and Friona for their help.  
Mrs. G. E. McCrate and daughter, Mrs. Kermie Deaton, were in Friona Thursday.  
The Social Study club met with Mrs. O. Cross last Thursday, with eight members and two visitors. Roll call was answered with My favorite candy recipe. After the

business meeting sandwiches, ice tea, cake and fruit salad were served to all. Mrs. Melugin of Whitewright and Mrs. A. Cross of Lakeview, were visitors.  
Ben Galloway visited friends and relatives here this week. He formerly lived here but has moved to Floydada.  
Mr. and Mrs. Oran Bennett and little son of Hobbs visited his parents, Mr. and Mrs. D. R. Bennett, here this week end.  
Cullen Fagan of Blue Grove is here visiting his aunt, Mrs. T. L. Welch.  
Ervin Kinimins visited in Lark last week end.  
O. Cross and family have moved to west of Friona.  
Mr. Steele of Dawn has moved his family to the place formerly occupied by Mr. and Mrs. Holly.  
Juanita Welch visited in Hereford Friday night with Minnie Dea Smith.  
Maxine McLean attended the football game in Hereford Friday.  
Leo Lahn who has been visiting his aunt in Kansas has returned home.  
Mrs. Laura Shouse of Booker, Oklahoma, was the guest of her brother, G. E. McCrate, one day last week.  
H. L. McLean returned home Sunday from a visit of several days with his brother, G. C. McCrate, in Lubbock.  
Mr. and Mrs. Jim Black were Canyon visitors Sunday. Mrs. Fritchard, mother of Mrs. Black, accompanied them home for a visit.  
A few neighbors enjoyed music in the H. L. McLean home Monday night. Old-time violin selections by Mr. Steele, guitar and mandolin, with piano accompaniment by Dave Galloway and John Vines.  
Mrs. Dave Galloway and family went to Clovis Saturday.

### Jumbo News

BY MRS. J. W. BERRY

Mrs. Mildred Bailey spent last Monday night with one of her pupils, Miss Pauline Boyd.  
Miss Alma Andrews visited last Wednesday and Thursday in the home of her sister, Mrs. Charles S. King.  
On October 7 a 7 1/2 pound daughter was born to Mr. and Mrs. Art Klein of near Nazareth. The little girl has seven brothers to welcome her into their home.  
Mr. and Mrs. Tommie Pettis of Memphis came Wednesday to the L. E. Beck home where his mother, Mrs. Minerva Potts, had been visiting some time and she returned home with them.  
Mr. and Mrs. F. J. Axe and son, Anderson, Mr. and Mrs. Bob Axe and three sons spent Sunday in the Lynn Axe home.  
Mr. and Mrs. J. W. Berry were Sunday guests of Mr. and Mrs. M. L. Hardy.  
Miss Virginia Nix of Hereford spent the week end with her friend, Mary Ann Baird at their farm home.  
Mmes. Ullman Hunter and J. W. Berry attended the O. E. S. at Hereford Tuesday night.  
Mr. and Mrs. C. J. Beck, Mrs. L. E. Beck and Mr. and Mrs. L. A. Matthews called on Dr. A. R. Matthews at Muleshoe last Friday afternoon.  
J. F. Hacker and son, William, went to Hereford Sunday and spent the day with their son and brother, Frank Hacker and family.  
Mrs. J. W. Berry attended the Frio club meeting last Wednesday in the H. M. Mobley home. The members and guests quilted on a wedding ring quilt for Mrs. Molby.  
Luther Lee Beck returned the last of the week from Amarillo where he had been employed.  
Friends of the Pickert and Andrews families will be glad to

learn that their grandson, Paul Andrew, young son of Mr. and Mrs. Noel Andrew of Hereford, is recovering from a recent serious illness following an operation for removal of his tonsils.  
Mr. and Mrs. J. E. Boyd and family who have been living on a farm east of Hillbruners, moved last Friday to the house vacated about six months ago by Mr. and Mrs. Robert Hicks about a mile north of Jumbo.  
Paul Hicks of Tres Lagunas, New Mexico, came last Friday for an extended visit in the home of his uncle, C. Kring.  
The teacher of the young people's Sunday school class, Mrs. W. A. Hunter, gave the young people a party at her home Friday night. Owing to inclement weather not all came, but those who did resort to a most enjoyable occasion.  
Miss LaRue Beck accompanied Mr. and Mrs. C. I. Beck to Lubbock Saturday and spent the week end with relatives.  
Mr. and Mrs. Du Bois Walker and two sons were Sunday dinner guests in the L. E. Beck home. Mrs. Belle Oxford and son, William, called in the afternoon.  
Mr. and Mrs. A. C. Flowers called Sunday afternoon in the W. R. Schelhaugen home.  
BYPU held a meeting here Sunday night and those taking part on the program gave their parts well and showed that time had been spent in preparation. Miss Pauline Andrew is leader next Sunday night and a large number should be present to encourage the young folks in their work. Meeting time has been changed to begin at 7:30.  
Mr. and Mrs. J. E. Springer and children and Myron Jenkins called Sunday evening in the J. W. Berry home.  
The Jumbo Presbyterian Missionary Auxiliary met last Thursday afternoon with Mrs. L. C. Baggett. The ladies finished piecing the third orphans' home

quilt and it will be announced later when and where it will be quilted. The next meeting will be October 18 with Mrs. H. C. Baird in Hereford.  
Rev. J. R. Sharp, Presbyterian minister from Canyon, failed to fill his appointment here Sunday but it was announced he would preach here Sunday, October 21, at 11 o'clock.

### SHERIFF'S SALE

THE STATE OF TEXAS,  
COUNTY OF DEAF SMITH  
By virtue of a certain order of sale, issued out of the District Court, 17th Judicial District of Tarrant County, Texas, on the 28th day of September, 1934, by the Clerk thereof, in the case of Federal Life Insurance Company, a corporation, Plaintiff, versus W. G. Word, Ira C. Merchant; Guardian of the person and Estate of Cal Merchant; Non Compos Mentis; and Eliza Masterson, individually and as Independent Executor of the Estate of R. B. Masterson, Deceased, as defendants, Numbered 8572-A upon the docket of said Court, and to me as Sheriff, directed and delivered on October 10, 1934, at 10 o'clock a. m., I will proceed to sell, within the hours prescribed by law for sheriff's Sale, on the first Tuesday in November, A. D. 1934, to be the 6th day of November, 1934, and between the hours of 10 o'clock A. M., and 4 o'clock p. m., to the highest bidder for cash, before the court House door of said Deaf Smith County Texas, in the City of Hereford, the following described property, to-wit:  
All of Section No. 30, in Block K-3, of the S. K. & K. Surveys, in Deaf Smith County, Texas, and containing 640 acres of land, more or less.  
Levied upon October 10, 1934, at 10:30 o'clock a. m. as the property of W. G. Word to satisfy a judgment amounting to \$14,155.51, besides cost of suit which amounts to the sum of \$28.55 against the said W. G. Word, and in favor of The Federal Life Insurance Company, a corporation.  
Given under my hand, this the 10th day of October 1934.  
JNO. B. MILLER, Sheriff of 40-3c Deaf Smith County, Texas.  
By J. M. Murchison, Deputy.

STATE OF TEXAS,  
COUNTY OF DEAF SMITH  
In Re the Estate of D. F. Ashbrook, Deceased, Pending in County Court of Deaf Smith County, Texas.  
To those indebted to, and holding Claims Against the Estate of D. F. Ashbrook, Deceased:  
The undersigned having been duly appointed Administrator, De Bonis Non of the Estate of D. F. Ashbrook, deceased, with will Annexed, late of the County of Deaf Smith, and State of Texas, by the Honorable C. W. Humble, Judge of the County Court of Deaf Smith County, Texas, on the 26th day of September, 1934, at and during a regular term of said court, hereby notifies all persons indebted to said estate to come forward and make settlement, and those having claims against said estate to present them to him as his residence in the City of Hereford, County of Deaf Smith, State of Texas, where he receives his mail.  
This the 26th day of September, 1934.  
J. C. RICKETTS, Administrator, De Bonis Non of the Estate of D. F. Ashbrook, Deceased, with Will Annexed.  
39-41

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You'll find out the old motor will respond a little quicker on cool mornings if the tank is filled with Texaco "Fire Chief" gas. It's simply packed with power and mileage. Why not drive in today and give it a trial?  
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Chiropractor and Masseuse  
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Your own druggist is authorized to use to cheerfully refund you money on the spot if you are not relieved by Creemulsion.  
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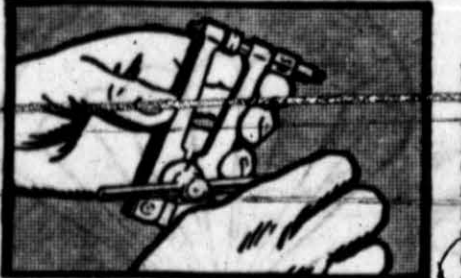
Demonstrations before at least two hundred thousand motor-minded men have proved that "Any oil would be better oil if Germ Processed!" But there is *only one oil* made by the patented Germ Process—New and Improved Conoco Germ Processed Motor Oil! Use this oil of *proved strength* in your car! It saves you money by giving greater motor protection and lower oil consumption. It gives you the comfortable feeling that you know your car is protected by the safest, finest motor oil made!



1 Assembled instrument, split bearings and shaft, lubricated with competitive oil, are clamped between "jaws" of instrument. With set-screw, extreme pressure is applied.



2 Crank is now used to turn shaft. Oil film ruptures and bearings "seize." Shaft extremely hard to turn. You can even hear the metal-to-metal contact!



3 Drop of Germ Essence is added to the bearing. Same pressure applied. Shaft can now be turned easily. Smooth, quiet movement—no seizing—no sound. Proof that Germ Processing increases oiliness and film strength of any oil!

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EVERY WEDNESDAY NIGHT Continental Oil Company presents Harry Richman... Jack Denny and His Music... and John B. Kennedy, over N. B. C., including WFAA, WBAP, at 8:30 P. M., C. S. T.  
CONTINENTAL OIL COMPANY—Established 1875

### DEAF SMITH COUNTY

Erskine Clement et ux  
In the County Court of Deaf Smith County, Texas.  
To:—Erskine Clement and Mary Louise A. Clement his wife, Greeting:—  
You are hereby given notice that the County of Deaf Smith and State of Texas, acting through the Commissioners' Court of Deaf Smith County, Texas, did on the 8th day of August, 1934, file its petition in condemnation, seeking and asking that the lands described in its said petition on file, being blocks Nos. 55 and 75 in Whitehead addition to Hereford, be condemned for the use of a public park. That the special commissioners whose names appear below, were by the County Judge of Deaf Smith County, Texas, appointed to determine the value of the lands sought to be condemned and the damage if any, done to any remainder of lands which you own and which by the taking of the lands described above would effect or change in value. That said commissioners' having duly taken the oath required by law, to act in this cause, and to assess any damage, and fairly and impartially and in accordance with the law, and to assess the value of the real property fairly and impartially.  
This is notice to you and each of you that you should appear at the County Court room, Deaf Smith County, Texas, in the City of Hereford, at 10 o'clock A. M. on the 13th day of November, 1934, to then and there offer evidence of the value of said lands and said commissioners will on said day hear evidence and award the damage and ascertain the value of said lands to be taken for park purposes.  
Witness our hands this the 8th day of September, 1934.  
C. R. SMITH,  
E. S. IRELAND,  
40-4c FRANK E. GIVAN.

### NOTICE OF SALE OF REAL ESTATE

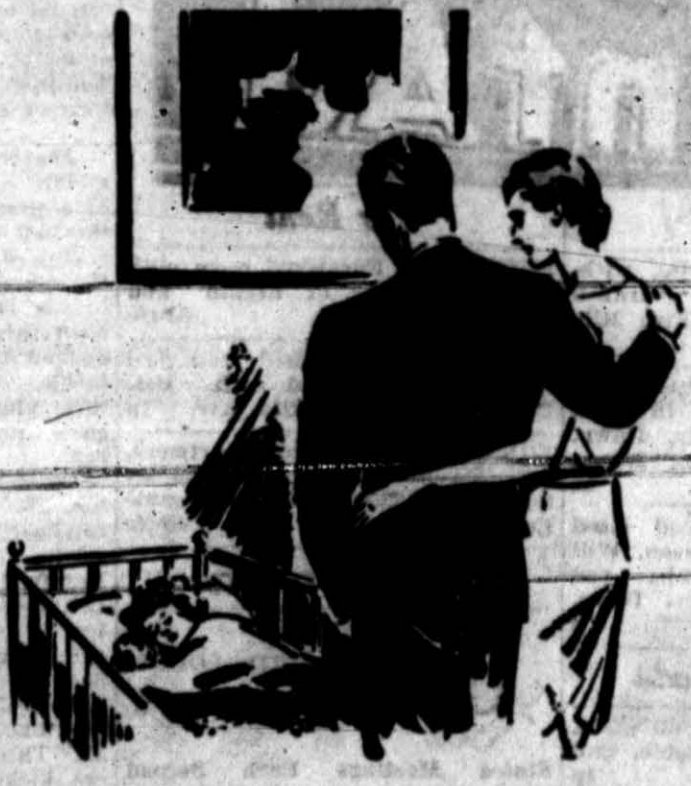
Whereas, by virtue of a certain pluries execution and order of sale issued out of the District Court of Deaf Smith County, Texas, on October 6th, 1934 in favor of Caroline McCord against L. H. Shore, Travis M. Dameron and Billie Money, numbered 2041 on the docket of said court, wherein the plaintiff, Caroline McCord, recovered a judgment against the defendants L. H. Shore, Travis M. Dameron and Billie Money, for the sum of \$1,495.35, with interest from February 2nd, 1933, at the rate of seven per cent per annum and all costs of suit, together with a foreclosure of the vendor's lien as the same existed on April 30th, 1929 on the hereinafter described property; I did, on the 8th day of October, 1934, levy upon the following described tract and parcel of land lying and being situated in Deaf Smith County, Texas, and being the same land described in said order of sale, and in keeping with the terms of said order of sale, which land is described as follows, to-wit:  
The Northwest Quarter (N.W. 1/4) of Section number Thirty-seven (No. 37) in Block K-14, located by virtue of Certificate number 247, and containing 160 acres of land, more or less.  
And on the 6th day of November, 1934, the same being the first Tuesday in said month, between the hours of 10:00 o'clock a. m. and 4:00 o'clock p. m. on said date at the court house door of said county, I will offer for sale and sell at public auction, for cash, all the right, title and interest of the said L. H. Shore, Travis M. Dameron and Billie Money in and to said property.  
Witness my hand at Hereford, Texas, this the 9th day of October, 1934.  
J. B. MILLER, Sheriff of 40-3c Deaf Smith County, Texas.

### NOTICE OF SHERIFF'S SALE OF REAL ESTATE

By virtue of an alias Order of sale issued out of the Honorable 14th Judicial District Court of Texas in and for Dallas County, on the 29th day of September, 1934, in the case of THE DALLAS JOINT STOCK LAND BANK OF DALLAS, Texas, et al., Plaintiff, et al., No. 7256-A, and to me, as Sheriff, directed and delivered, I have levied upon this 9th day of October, A. D. 1934, and will between the hours of 10 o'clock A. M. and 4 o'clock P. M., on the first Tuesday in November, A. D. 1934, at the court House door of said Deaf Smith County, in the City of Hereford, Texas, proceed to sell at public auction, to the highest bidder, for cash in hand, all the right, title and interest which T. C. Calley, Doyie V. Calley, S. L. C. Calley, J. A. Bray and Lubbock National Bank had on the 1st day of January, A. D. 1926, or at any time thereafter, of, in and to the following described property, to-wit: All the following described land situated in Deaf Smith County, Texas to-wit:  
Being all of Section No. 71, in Block M-7 containing 655.4 acres of land in Castro and Deaf Smith County, Texas.  
Said property being levied on as the property of said above named persons and will be sold to satisfy a judgment amounting to \$10,149.49 against T. C. Calley, together with 8 per cent interest thereon from the 11th day of April, 1934, in favor of THE DALLAS JOINT STOCK LAND BANK OF DALLAS, and costs of court and the further costs of executing this writ.  
Given under my hand this 9th day of October, A. D. 1934.  
J. B. MILLER, Sheriff, 40-3c Deaf Smith County, Texas.

### DEAF SMITH COUNTY

Con Schrimsher et al  
In the County Court of Deaf Smith County, Texas.  
To:—Con Schrimsher and the unknown heirs of Con Schrimsher, Greeting:—  
You are hereby given notice that the County of Deaf Smith and the State of Texas, acting through the Commissioners Court of Deaf Smith County, Texas, did on the 8th day of August, 1934, file its petition in condemnation, seeking and asking that the lands known as 2.4 acres out of survey No. 60 in block K-3 Deaf Smith County, Texas, be condemned for the use of a public park. That the special commissioners whose names appear below, were by the court appointed to determine the value of the lands sought to be condemned, and also the damage done, if any, by reason of condemning said lands. That said commissioners' having taken the oath required by law, to act in this cause, and to assess the damages fairly and impartially and in accordance with the law, and to assess the value of the real property fairly and impartially.  
This is notice to you and each of you that you should appear at the County Court room, Deaf Smith County, Texas, in the City of Hereford, at 10 o'clock A. M., on the 13th day of November, 1934, to then and there offer evidence of the value of said lands and said commissioners will on said day hear evidence and award the damage and ascertain the value of said lands to be taken for park purposes.  
Witness our hands this the 8th day of September, 1934.  
C. R. SMITH,  
E. S. IRELAND,  
40-4c FRANK E. GIVAN



## Happy Homes Are the Ones Free from Debt

Don't let your happiness stumble into the trap that is leading many young people to the divorce courts. Debts are easy to accumulate and hard to pay off. If you are having trouble making both ends meet come in today and let us help you plan your budget and show you how to live within your income and save money as well.

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Research scientists at the Laboratories search constantly for inventions and improvements that may be devised by the Southwestern Company, and the other Bell operating companies, to keep the price you pay for telephone service low.

Back of this fundamental policy is the belief that in an undertaking planned like the telephone service for the long pull, what is best for the telephone user becomes in the end the policy that will bring us the sounder, more enduring measure of success.

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After being told by others it can't be done, bring it here... We'll do it and do it RIGHT!

W. D. M. RAYZOR WOODWORK

Here and There

BY MRS. C. E. TICE

Take Produce to Carl's Gro. If The WW club met with Mrs. H. M. Mobley last Wednesday and elected Mrs. Glenn Greer president, Mrs. J. E. Springer, vice-president and Mrs. J. B. Harlin secretary.

Messrs. and Mrs. L. E. Williams and Albert Clubb and children of Floydads spent part of last week here visiting the Leo, Paul and Buck Williams and H. D. Allman homes.

Miss Dot Owens of Hereford was a week end visitor in the home of her sister, Mrs. J. B. Harlin. Miss Mineola Lysie of Dimmitt visited the Misses Hyatt Sunday.

Mr. and Mrs. J. E. Andrews were Dimmitt visitors Friday.

Mr. and Mrs. W. A. Campbell and Mrs. Melvin Mitchell went to Crosbyton Saturday for a several days visit with relatives.

Mr. and Mrs. Oren Jones and family were called to Ada, Oklahoma, by the serious illness of his mother.

Mr. and Mrs. Leo Williams are the proud parents of a fine baby daughter, born October 11, and who has been named Doris Marie.

Mr. and Mrs. Roy Rogers of Hereford were Sunday guests of the Brit Boyds.

Mr. and Mrs. J. M. Dixon spent Sunday in the Joe Hastings home at Dimmitt.

Mr. and Mrs. S. E. Nelson of Amarillo, Mr. and Mrs. Jack Saunders and Mrs. Love and daughters were Sunday guests at the J. J. Lindsey home.

The Energetic club met with Mrs. R. C. Bridges last Friday with all but two members present. They are making plans for their Thanksgiving dinner which will be held this year at the home of Mrs. Josie Smith.

Mrs. E. Ray Smith, Poole, E. Ridgway and E. Rice were Amarillo visitors Saturday.

Westway Items

(BY WILMA SKYPALA)

Take Produce to Carl's Gro. If Leslie Vaughn made a business trip to Plainview Monday.

Mrs. V. Skypala was accompanied by Mr. and Mrs. Paul Arthur and children of Umberger to Schulenburg for a short stay.

Marjorie Rogers spent the past week end in Roswell.

Miss Edna Artho of Umberger is spending the week with her cousin, Miss Wilma Skypala.

Mrs. T. O. Rogers spent Monday in the Hathorn home.

Henry and Walter Kuper of Ford took Sunday dinner with Edgar Skypala.

Mrs. J. H. Rogers of Roswell, mother of T. O. Rogers, spent last week in the Rogers home. She left for her home Saturday.

Elsie and Vincent Friemel of Dean, Miss Thelma Morris of Sims, spent Sunday in the Skypala home.

Miss Ilena Rogers has started to school in Roswell, New Mexico.

Mrs. T. A. Rogers and children spent Saturday in the Russ home at Summerfield.

Dimmitt News

MRS. BUCK WOOD

Take Produce to Carl's Gro. If A light rain fell here Friday night. It was not enough to be of much benefit.

Ralph Cox made a business trip to Snyder, Oklahoma, Monday. Miss Allie Mae Willis went with him to her home in Snyder, after a three months visit with her sisters, Mmes. Claude Morris and Leland Lee.

Mrs. Ray Cowser, Norma Cowser and Mrs. Raymond Wilson were in Amarillo Thursday.

Mrs. Jewel Tate and little daughter of Pampa are spending the week with Mr. and Mrs. Tom Tate.

Mrs. R. V. McMahon was a Hereford visitor Tuesday.

Houston Hullin and Roy Wood made a business trip to Clovis last Thursday.

Russell Buckmaster left Thursday for a two weeks hunting trip in Mexico. He will join friends in Lamesa who will accompany him.

Mrs. Dorothy Hearne of Seagraves spent last week in the home of Mr. and Mrs. Vernon McCullough.

Misses Dot and Billie Blanton were shopping in Hereford Tuesday.

Mrs. Wade Dent spent Friday night with friends in Plainview.

Mr. and Mrs. Edgar Ramey left Thursday for a few days visit with relatives in Oklahoma City.

Miss Laura Rambo of Putman, Oklahoma, and Miss LeVina Hullin of Lubbock spent the week end in the W. H. Hullin home.

Mr. and Mrs. Truitt Boothe visited relatives in Floydada and Petersburg Saturday and Sunday.

Mr. and Mrs. Raymond Wilson went to Snyder Monday. Mrs. Wilson remaining for a few days visit with her parents.

W. L. Hinson made a business trip to Plainview Saturday.

Miss Elfreda Murphy, teacher at Rance spent the week end with her parents, Mr. and Mrs. W. A. Murphy.

Mr. and Mrs. Gene Simpson were in Amarillo Saturday.

Mr. and Mrs. John Flanagan were visiting friends in Hereford Sunday.

Mr. and Mrs. Pete Whitlaw attended the ball game in Plainview Friday night.

Mr. and Mrs. Rayford Ricketts attended the Fair in Dallas this week.

Messrs. and Mmes. Ed West and D. Neumeyer were Hereford visitors Sunday.

Those attending the car races in Plainview Sunday were Gene Simpson, Marsh Collins and Mr. and Mrs. Ovid Pinckert.

Misses Helen Estes, Koma and Ruby Hyatt and Alysne Creager, teachers in the county, spent the week end with home folks.

Bob Boren of New Mexico spent the week end with Mrs. Boren and Jack.

Mr. and Mrs. Clarence Wright of Hereford were visitors in Dimmitt Sunday.

Mr. and Mrs. Andrew Murphy and son of Muleshoe visited relatives here Sunday.

Mrs. Louie Allen of Muleshoe spent the week end with Louie Allen of this city.

Mr. and Mrs. Hoyt Harvel and little son of Toklo spent the week end with Mrs. Harvel's parents, Mr. and Mrs. S. W. McElroy.

Mr. and Mrs. Byron Shipley were called to Era this week by the death of her father.

Mrs. Hanna and daughter of Hereford were Dimmitt visitors Friday.

Dink Brown of Plainview visited his brother, Fred, Saturday.

Miss Dot and Homer Blanton visited Mrs. Ralph Whitesides in Plainview Saturday.

Jack and A. R. Crump of Mobeetie were in Dimmitt Saturday and Sunday.

Miss Dorothy Maples of Canyon spent the week end with home folks.

Mmes. Claude Morris, Ted Wood, L. G. Manning and Buck Wood, Mr. and Mrs. R. B. Boren and Misses Margaret Cooper and Myrtle Woodfin attended the show in Hereford Sunday.

Mrs. Charles Pyles has been in the hospital this week, and is reported to be improving.

Mr. and Mrs. Meade Harte visited their parents in Clarendon over the week end.

The senior class of Dimmitt high school will present a play entitled "The Valley of Ghosts" next Wednesday night, October 24. The proceeds will be used to purchase the seniors' gift for the school.

Mr. and Mrs. W. W. Holcomb attended the show in Hereford Friday night.

We originated the INSURANCE in Hereford nearly five years ago and Brunswick users certainly appreciate the service. RICE'S. 41

TUNE IN!

PACKARD'S BEST FLOUR On the Air Daily with THE LONE STAR COWBOY 12 Noon, CST KICA Clovis, New Mexico 1370 Kilocycles

Ford Doings

BY LA VERNE MANN

Attendance at Sunday school was down to 28 Sunday. Rev. Marvin Boyd of Vega preached. Visitors were Mrs. Boyd and Julian Glenn. Next Sunday the opening exercise will be presented by the Junior class.

Rev. Baxter who has been holding a meeting in Vega, spent Friday night and Saturday in the H. M. Benson home and all attended church together Saturday evening.

Rev. and Mrs. Marvin Boyd and Julian Glenn of Vega were dinner guests of Misses Rachel Shields and Ha Lee Cope Sunday.

J. E. Ware and son, Olaf, and Tom Hainey of near Friona called on D. B. Mann Sunday.

Mrs. T. R. Langley was an Amarillo visitor Saturday.

The Community Welfare Club met Friday at the school house in an all-day meeting. The day was spent in quilting a quilt donated by Mrs. Joe Phipps to the club. Luncheon was served at noon to teachers and school children.

Misses Ida Lee Cope and Rachel Shields entertained the girls with a slumber party Friday night. Attending were Mildred and Melvina Stewart, Adella and Evelyn Benson, LaVerna and Euna Mann, Birdine and Virginia Brunson, Miss Evelyn Plummer spent

the week end with friends in Hereford.

Olan Ware spent the week end in this community with his parents, Mr. and Mrs. J. E. Ware.

Mrs. Parks took Sunday dinner with Mrs. Harrell of Vega, and attended a church opening in Amarillo in the afternoon.

Mr. and Mrs. H. M. Benson and children and Mrs. D. B. Mann attended church in Vega Sunday evening.

Mr. and Mrs. Otis Hedrick and children spent Sunday in the Bob Orr home.

T. R. Langley and daughters spent Saturday with his parents Mr. and Mrs. John Langley, near Vega.

Mildred and Melvina Stewart spent the week end with home folks.

Every one remember the carnival at Ford Halloween.

Mrs. Jackson was in Amarillo on business Friday.

Mr. and Mrs. Joe Phipps made a business trip to Amarillo Saturday.

Hereford visitors Saturday evening included Mr. and Mrs. T. R. Langley and daughters, Mr. and Mrs. F. C. Benson and daughters, Mr. and Mrs. Otis Hedrick and daughters, and Mr. and Mrs. Bob Orr and sons.

Bulk Kreso Dip at West Texas Feed and Seed Co. Bring your bucket or jug.



EGG PRICES ARE UP!

And They Are Going Higher

Hens Will Produce If Fed JUST-RIGHT MASH

SEE US NOW FOR COAL Lots of Lump and Nut On Hand.

West Texas Feed & Seed Company

BEGINS TOMORROW! A PENNEY EVENT BRINGING YOU A

Harvest of Values

Here's your opportunity to put your dollar into sound merchandise value, not store-keeping frills or ballyhoo.

Here are values made possible by cash buying, cash selling — Penney's plan of small profit and large sales.

Values you'll remember long after the price is forgotten.

DRESSES

New — Different Style — Quality

\$3.00



Two piece, tunics, one piece styles with self-trim, taffeta plaid trims, contrasting and other trims, in a variety of new colors. You will gasp at these values. You will want two or three at this price. Come early!

Don't Fail to Be Here Next Thursday, "GOOD WILL" DAY



Save! A new low price on silk Crepe Slips Bias-cut and lace-trimmed!

98c

Penney's all-time low price! And they have adjustable shoulder straps, lace top and bottom, choice of V-neck or bodice top! Sizes 34 to 44—white, flesh, tea rose! Come early for yours!

Shoes-Shoes

Straps, ties, pumps, oxfords. We have a limited quantity of these shoes to offer at this remarkably low price. They are values that you expect to pay as much as twice the price for. Quite an assortment of styles, sizes up to 9, in good widths. It is just once in a great while that we can offer these values. Be here early and get your size. There are some remarkably good school Oxfords in this group.

NO REFUNDS—NO EXCHANGES

\$1.77



Men! A Hard-to-beat Value! Horsehide Vests Blanket Lined! 30 Inches Long!

\$5.90

You can't beat this vest for all-around outdoor work! Adjustable button cuffs and back, cloth-lined sleeves, two leather bead pockets, 5 button front! Sizes 36-48. Boys' Sizes, too... \$3.49!

When you buy merchandise, what do you care how far it is to the stars or how many peas in a bushel? You are interested in the quality of the merchandise, nothing else. When you buy at Penney's you carry home the full value in YOUR package. You get all YOU pay for and pay for just what YOU get. Why pay for something you do not get?

BLANKET PAIRS

Solid Colors! 1.49 Pr. Cotton blankets, with contrasting border. 70 x 80 size. For double beds. Grav-tan.

Good 81x99 SHEETS

Bargains at 74c Wizard, Jr., a strong sheet for long wear. 42x86 Pillow Cases at 15c.

GIRLS' BLOOMERS

Knit Cotton! 19c Big values! Rayon - striped cotton with elastic waist and knee! 4 to 16!

Double Terry Towels

Values at 15c At that price even single terry would be a bargain! 20x40 in.; borders.

Unbleached Sheeting

81 in. Wide 19c Make wide seamless sheets of it...at very small cost! Sturdy weight!

2 LB. PLAID PAIRS

Good blankets! \$1.98 70x80 inch; lovely bedroom shades. Stitched edges. Marvels of value at \$1.98

SPECIALS

- Friday and Saturday PEANUT BUTTER, quart 29c, pint 16c MUSTARD, in salt and pepper shaker 5c OATS, Crystal Wedding, large package 21c CLEANSER, Sunbrite, 6 for 25c SOAP, Camay, 4 bars 25c BROWN SUGAR, bulk 3 1/2 pounds 19c OXYDOL, large package 19c CORN FLAKES, Jersey, pkg 10c RICE, Water Maid, 2 lbs 19c SPUDS, No. 1, 10 lbs 17c PEARS, gallon can 36c COCONUT, bulk, long thread, lb 22c GELATINE DESSERT, Janco, 6 for 25c COFFEE, Maxwell House, lb 31c PRUNES, in syrup, 2 1/2 can 14c

OUR QUALITY MEATS

- STEAK, round, loin or T-bone, lb 15c ROAST BEEF, best baby beef, lb 12c SAUSAGE, pure pork, lb 10c HAMBURGER, fresh ground, 2 lbs 15c

ALL KINDS OF LUNCH MEAT FOR PICNIC. Texas Market & Grocery PHONE 353—FREE DELIVERY

Penney's J.C. Penney Co. Inc. HEREFORD, TEXAS

ORDINANCE NO. 274.

An Ordinance of the City of Hereford, Defining "Itinerant Vendors" and providing for the issuance of License Permits to Itinerant Vendors and regulating the sale of goods and merchandise by such Itinerant Vendors in the City of Hereford, providing for Penalties and repealing Ordinances inconsistent therewith.

BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF HEREFORD:

SECTION 1: Definitions: The term "Itinerant Vendor" as used in this ordinance means and includes and shall be construed to mean and include any person, firm or corporation as well as his, their or its agents and employees, who, in the city of Hereford engage in the temporary business or transient business, as the terms "temporary" and "transient" are herein defined, by selling, exhibiting or offering for sale any goods, wares or merchandise or exhibiting the same for the purpose of taking orders for the sale thereof; and who, for the purpose of carrying on such "temporary" or "transient" business either hires, rents, leases or occupies any room or place in any building, structure, or other enclosure or any place either open or enclosed, upon any private premises in the City of Hereford, in, upon through, or from which any goods, wares or merchandise are sold, offered for sale, or exhibited for sale or exhibited for the purpose of taking orders for the sale thereof. The words "temporary business" as used herein mean and shall be construed to mean any such business as above described, transacted or conducted in the City of Hereford, in, on, upon, through, or from any private premises or place upon any private property, for which no definite arrangement for legal occupancy thereof for any purpose of conducting such business therein, or upon, for a period of at least three months, has been made. "Transient business" as used herein means and shall be construed to mean any such business as above described, as may be operated or conducted by any person, firm or corporation, or his, their or its agents, or employees, who reside or is domiciled away from and out of the City of Hereford, or who has a fixed place of business or business headquarters outside the City of Hereford, or who moves stocks or goods, wares or merchandise or samples thereof into the City of Hereford with the purpose or intention of removing them or the unsold portion thereof away from the City of Hereford before the expiration of six months from the date when same are moved into the City of Hereford.

SECTION 2: License Required: It shall be unlawful hereafter for any "Itinerant Vendor" as such term is defined in Section 1 hereof, or for any person as agent, employee or servant of any such itinerant vendor to sell, offer or exhibit for the purpose of sale, or take orders for the sale thereof, any goods, wares or merchandise in the City of Hereford, without having an unexpired license permit as herein prescribed.

SECTION 3: The Assessor and Collector of taxes shall issue to any "Itinerant Vendor" applying therefor, who has complied with all of the requirements of this ordinance, a license permit authorizing such applicant as an itinerant vendor to sell, offer or exhibit for sale, or exhibit for the purpose of taking orders for sale,

in the City of Hereford, goods, wares and merchandise of the owner and holder of such permit license.

SECTION 4: Before the City Tax Assessor and Collector shall be authorized to issue any such license permit, the applicant therefor shall:

(a) Make a written application verified by affidavit as to the truthfulness of its contents to the Assessor and Collector of taxes at least ten days prior to the beginning day of the contemplated sale or exhibit to be held and made in the City of Hereford.

(b) Such applicant shall state the full name, address, and location of the principal office or place of business of the applicant, and if the latter is a partnership, or firm, or joint venture, the full names and addresses of all members thereof, and if a corporation the State issuing its charter, and the names and addresses of its President, Vice-President, Secretary and Treasurer.

(c) The kind and character of goods, wares and merchandise to be sold or offered or exhibited for sale, or exhibited for the purpose of taking orders for sale;

(d) If the business is not to be conducted by the applicant in person, then the application shall state the name and legal relationship to the applicant of the person who is to be present in the City of Hereford in charge and control of such business.

(e) If the applicant is a corporation it shall file with its application a certified copy of its charter, and if not incorporated under the laws of Texas, a certified copy of its permit to do business in the State of Texas.

(f) Each applicant shall, prior to receiving such license permit deliver to the City Tax Assessor and Collector, a bond in a sum of \$2,000.00, which shall be executed by the itinerant vendor as principal with two or more good and sufficient sureties thereon, satisfactory to the Assessor and Collector of taxes, which bond shall be payable to the Mayor of the City of Hereford, and his successors in office, for the use and benefit of any person or persons entitled thereto and conditioned that the principal and surety will pay all damages to any person or persons caused by or arising from or growing out of any wrongful, fraudulent or illegal conduct of the itinerant vendor while conducting such business in the City of Hereford. The bond shall remain in full force and effect for the entire duration of the license permit and two years thereafter.

(g) As a prerequisite to receiving such license permit, the licensee shall also pay to the Assessor and Collector of taxes, a license fee of Fifty Dollars (\$50.00) as part of the compensation to the City of Hereford for the expenses to it in the issuance of such license permit and enforcing the provisions of this ordinance.

SECTION 5: Licenses Not Transferable: No such license permit as may be issued under the terms hereof shall be transferable or assignable, and shall give to no person, firm or corporation other than the itinerant vendor to whom the same is issued, authority to transact any such business in the City of Hereford.

SECTION 6: Display of License: The itinerant vendor having a license as herein required shall at all times keep the same prominently displayed upon the premises or place where the business authorized thereunder is being conducted or carried on. Each of such li-

censes shall remain in force and effect so long as the business for which the same is procured shall be continuously carried on, such period however in no event to exceed six months from the date of the issuance of such license permit.

SECTION 7: Exemptions: The provisions of this ordinance shall not be held to be applicable to the following:

(a) Ordinary common travelers who sell or exhibit for sale, goods, wares or merchandise to persons, firms or corporations, engaged in the business of buying, selling and dealing in the same;

(b) Vendors of farm produce, poultry, stock, or agriculture products in their natural state;

(c) Sale of goods, wares, and merchandise, donated by the owners thereof, the proceeds of which are to be used and applied to some charitable, religious, or philanthropic purpose.

SECTION 8: Saving Clause: In the event any section, sub-section, sentence, clause or phrase of this ordinance, shall be declared or adjudged invalid or unconstitutional in no manner affecting any other sections, subsection, sentence, clause or phrase, of this ordinance, but all the remaining thereof shall be in full force and effect just as though the section, subsection, sentence, clause, or phrase, so declared or adjudged invalid or unconstitutional was not originally a part of this ordinance.

SECTION 9: Repeal of Inconsistent Ordinances: All ordinances or parts of ordinances in conflict with the specific terms hereof shall be and the same are hereby repealed but all ordinances not specifically in conflict herewith shall not be altered or affected by this ordinance.

SECTION 10: Penalties: Any person, firm or corporation who shall violate or aid or assist in the violation of any provision of this ordinance shall be deemed guilty of a misdemeanor and upon conviction shall be fined in any sum not less than \$5.00 or more than \$200.00, and each sale or each day's exhibit or offering for sale, or taking orders for sale, in violation of the provisions hereof shall constitute a separate offense.

SECTION 11: Public Emergency: In the enactment of this ordinance the City Commission of the City of Hereford finds and declares that there are no sufficient and adequate regulations governing the sale, offering for sale, exhibition for sale, and/or for the exhibition purpose of taking orders for the sale of goods or merchandise by itinerant vendors, as herein defined, in the City of Hereford, and that the conduct and operation of such business enable unscrupulous persons to defraud and deceive citizens of this City under circumstances where such citizens are left without adequate legal remedy; and that it appears that evils and abuses exist in connection with such business which require the licensing thereof, as herein prescribed in the interest of the public welfare of the inhabitants of this City.

SECTION 12: This ordinance shall take effect and be in full force on and after its due publication.

INTRODUCED before the City Commission on this the 8th day of October, 1934, and finally passed and adopted by the City Commission on the 8th day of October, 1934.

C. J. PADDOCK, Mayor  
ATTEST: Eva Skelton, City Clerk. (SEAL)

Ward News Notes

MRS. WILEY ROBERSON

Mrs. Jack Hutson visited Misses Oxford and Davis Monday night. Mrs. Fred Saltzman called on Mrs. Suggs Thursday afternoon. Mr. and Mrs. Arlie Dean, Jack and Mary Louise ate Sunday dinner with Mr. and Mrs. Wiley Roberson and family.

Mrs. Bob Higgins visited Mrs. G. M. Suggs Monday. Mr. and Mrs. G. M. Suggs and George were Sunday dinner guests in the home of Mr. and Mrs. Jim Lipscomb.

Misses Catherine Oxford and Alberta Davis, Wade Shaw and Wesley Higgins visited in the home of Mr. and Mrs. Bill Hutson Wednesday night.

Mrs. Moreman called on Mrs. Suggs Wednesday afternoon.

Mrs. Saltzman visited Mrs. Jno. Higgins and Mrs. Albert Oden Sunday.

Next Sunday Rev. Harrison of Hollene will preach at 11:30. Let's all be on time to start Sunday school promptly at 10:30.

Misses Davis and Oxford called on Mrs. Saltzman Wednesday afternoon.

Mr. and Mrs. Fred Higgins and family have moved from our community to Progressive.

Fairview-Palo Duro Items

By MISS LILA MAE OGLESBY

H. J. Oglesby helped Mr. Seigler drive cattle from west of town to the Oglesby place last week, the drive requiring four days.

Mr. Carter returned from Oklahoma Tuesday, Mrs. Carter remaining there for a visit with her daughter.

Schools were dismissed Monday on account of the death of Gene Binford, who had been in this section many years, and was a pioneer of West Texas. He had been in poor health for some time and was under treatment in Amarillo. The community extends sincerest sympathy to the bereaved. Mr. Binford was 62 years of age.

The adult BTS of Palo Duro church had a chicken fry Friday night at the E. W. Womble home.

Mr. and Mrs. Comingo and Miss Pauline Mabyne took dinner with friends in Panhandle Sunday.

Mr. and Mrs. Robinson and children took dinner in the home of Mr. and Mrs. Deavers Sunday.

Miss Mary Robinson and Mrs. Robinson visited Mrs. O. G. Smith Sunday afternoon.

Mr. and Mrs. Campbell made a trip to Amarillo Friday.

A dinner given for the young folks last Sunday by Mrs. Cecil Allred was enjoyed very much.

Mr. and Mrs. Tom McClain visited Mr. and Mrs. McBroom at Canyon last Friday.

Mr. and Mrs. Coy Phillips and daughter visited in Hereford last Saturday.

Jess Bowen of Gallup, New Mexico, visited in the home of his sister, Mrs. Lawrence Womble, last week.

Wildorado baseball team played Dawn Friday. Wildorado winning by one point, 10 to 11.

Mrs. John Boling was here from Hereford Friday night. She is enjoying her teaching very much. Mr. Boling and son, John Shirley, are batching at the home.

Messenger News

BY MISS EUNITA WILLIAMS

Fifty-seven were present at Sunday school. Rev. Reeves of Grady preached for us.

Mr. and Mrs. Pinkerton of Elk City, Oklahoma, are spending a few days with their daughter, Mrs. R. J. Coleman.

Mr. and Mrs. Bob Lindsey and daughter took dinner in the L. M. Williams home Friday.

Miss Clara Mae Perry spent Sunday evening in the Homer Sharp home.

Mr. and Mrs. Bob Finch and children spent last week in the home of her parents, Mr. and Mrs. P. C. Short.

Miss Imogene Copeland, teacher of Messenger school, spent the week end at Portales with her parents.

Mrs. Minnie Green of Oklahoma Lane spent the past week in the home of her daughter, Mrs. H. L. Agee.

Mr. and Mrs. W. A. Whitson and sons and Altis Williams took dinner in the L. M. Williams home Sunday.

Miss Marie Smith spent Sunday evening with Ruth Short.

Among those shopping in Hereford Saturday were Mr. and Mrs. Robert Myers, Mrs. P. C. Short and daughters, Mr. and Mrs. L. M. Turner and daughters, Mr. and Mrs. W. A. Whitson and sons, Mr. and Mrs. Fred Collett and Mrs. L. M. Williams and daughter, Eunita, and Altis.

C. T. Reace of Bippus harvested feed for W. A. Whitson recently.

Mr. Halt and Ralph Smith left recently for Rocky, Oklahoma. They were accompanied by Raymond Bass who has been staying with them since harvest.

Roy Stokes of Bovina called in the W. A. Whitson home Thursday.

Nearly all the farmers of this community have been busy getting in their little row crops this week.

Mr. and Mrs. Bob Lindsey and daughters were in Hereford Saturday.

Mr. and Mrs. Homer Short and daughter called at the Arthur Hart home recently.

Messenger Community Club met with Mrs. H. L. Agee Thursday, with 16 members and two visitors present. The visitors were Mrs. Bob Finch of Hereford and Mrs. Elwyn Green of Oklahoma Lane. The next meeting will be with Mrs. Homer Short the second Thursday in November.

Mr. and Mrs. G. C. Messenger spent the week end in Tulla with her parents.

Mr. and Mrs. F. H. Oberthier left Saturday for the fair at Dallas. They will visit in Tyler before returning.

**CONOCO SERVICE**

Is Good Service

—We thoroughly cover every cup and part of your car that requires grease. Change to winter-weight oil now. We feature Conoco Gasolines, Oils and Greases.

**WE REALLY FIX FLATS—ROAD SERVICE**

**CONOCO Conoco Service**

L. H. WOODFORD

Corner Main & First Sts. Phone 568

**HEATERS AND STOVES**

Now is the time to start planning the heating of your home for the cold winter months. We have at the present time a most complete stock of all size heaters and stoves. Reasonable in price, and made by well known manufacturers. Come in today and let us show them to you.

**Radiant Gas Heaters, Circulators Oil and Coal Cooking and Heating Stoves**

SEE OUR WINDOW DISPLAY

**STREU HARDWARE CO.**

**GROCERY SPECIALS**

That Will Appeal to Thrifty Shoppers

Friday and Saturday Specials

PEACHES	2 No. 2½ cans	33¢
SOAP	5 large bars	19¢
CLEANSER	Sunbrite, 2 cans	9¢
PORK and BEANS	W. S., 4 cans	25¢
SUGAR	10-pound bag	57¢
SPUDS	10 pounds	18¢
SALMON	Concho, 2 cans	25¢
SHOE POLISH	Two 15-cent bottles	19¢
CRACKERS	Brown's, 2 pounds	22¢
PEAS	Concho, 2 No. 2 cans	25¢
PICKLES	Quart. sour	16¢
MINCE MEAT	W. S., package	9¢
PRUNES	Gallon	31¢

APPLES A load of Delicious, Johnathans and Ben Davis at Most Attractive Prices.

**CARL'S Cash and Carry GROCERY**

**CHEVROLET OFFERS TWO GREAT LINES OF LOW-PRICED CARS**

**THE STANDARD CHEVROLET**

\$465 AND UP

SPORT ROADSTER \$465  
COACH..... 495  
COUPE..... 485  
STANDARD SEDAN \$440  
STANDARD SEDAN DELIVERY (to be announced soon)

Above are list prices of passenger cars at Flint, Mich. With bumpers, spare tire and tire lock, the list price of Standard Models is \$18 additional. List prices of commercial cars quoted are f. o. b. Flint, Mich. Special equipment extra. Prices subject to change without notice.

**THE MASTER CHEVROLET**

\$540 AND UP

SPORT ROADSTER \$540  
COACH..... 590  
TOWN SEDAN..... 615  
SEDAN..... 640  
COUPE..... 660  
SPORT COUPE..... 690  
CABRIOLET..... 665  
SPORT SEDAN..... 475

Above are list prices of passenger cars at Flint, Mich. With bumpers, spare tire and tire lock, the list price of Master Models is \$20 additional. Prices subject to change without notice.

THE world's lowest-priced Six... full brother to all Chevrolet models in fundamental quality and reliability! It's a big, full-size car—169 inches from bumper to bumper—bringing you Chevrolet's many great advantages, including a smart, roomy Fisher body with No Draft ventilation system.

THE de luxe car of the low-price field... Chevrolet's offering to those who desire economical transportation in cars of exceptional size and luxury, with the famous Chevrolet Knee-Action wheels! Remember: One ride is worth a thousand words. Visit your Chevrolet dealer and have that ride today!

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN  
Compare Chevrolet's low delivered prices and easy G.M.A.C. terms. A General Motors Value

ONE RIDE IS WORTH A THOUSAND WORDS

**GRIZZLE CHEVROLET CO.**  
HEREFORD, TEXAS

# TWO MORE DAYS AFTER TODAY

## And the Race for the Plymouth Coach and Cash is Over!

### The Last Published Standings

#### SPECIAL NOTICE

According to the rules of the campaign, the Ballot Box in the Hereford Brand's "Everybody Wins" Campaign has been locked and sealed and is placed in the Brand office between the hours of 9:00 a. m. and 3:00 p. m., where it will remain until Saturday evening, October 20. Candidates and their friends are to drop their votes and subscriptions in the sealed Ballot Box from now until the close.

The standing of every candidate as it appears today includes every subscription and every vote that has been cast for publication up to and including Monday night, October 8. The votes as they appear today will remain unchanged from this time on until the final count by the judges, except in the case of corrections of any error that may exist.

If this standing is not correct, according to YOUR figures, be sure and check with the Campaign Manager.

**Not Later Than Friday Night**

The Judges will accept these figures as absolutely correct.

#### CANDIDATES, READ THIS!

Some of the candidates the past few days seemingly are not taking an active part in the campaign. Accordingly, with the rules those candidates failing to make a cash report in the ballot box this week will have their names dropped and will forfeit all right to a prize or a commission.

**TAKE WARNING  
DO NOT COMPLAIN IF  
YOU FAIL**

#### Warning

Every candidate is urged to compare her vote totals with the records of the Hereford Brand. If the Brand count is not correct, according to your figures and records, notify the Campaign Manager immediately so that the proper correction can be made before the close of the campaign. No corrections will be made after Friday, October 19. Every candidate MUST verify and attest to the correctness of her count by Friday, as the judges will accept last count as absolute and final.

Mrs. G. B. Reddoch	2,290,000
Mrs. Frank Cogdell	2,284,000
Miss Nora Alice Daniel	2,278,000
Mrs. J. R. Maples, Friona	2,269,000
Mrs. John J. Boling, Wildorado	2,258,000
Miss Nora Jean Russell	2,254,000
Miss Minnie Dea Smith	2,252,000
Mrs. Bess Turrentine, Westway	2,249,000
Miss Inez Miller, Dawn	2,245,000
Mrs. J. W. Berry, Jumbo	2,244,000
Mrs. H. P. Sindt	2,235,000
Mrs. LaVerne Harman	2,230,000

#### NOTICE TO CONTESTANTS

The Hereford Brand Ballot Box, locked and sealed by Mayor Charles J. Paddock, who retains the key, is located in the Hereford Brand office from 9:00 a. m. to 3:00 p. m. daily, where all ballots cast during the last week of the campaign are to be deposited. The climax comes Saturday night, October 20.

Ten weeks of enthusiastic work and hustle on the part of the candidates in this campaign will culminate in the closing scene Saturday night at 8:00 o'clock. The awards of the valuable prizes will be announced in the Brand of next Thursday, October 25. The prizes include the Plymouth De Luxe Coach and the three big Cash Awards. In addition to this a cash prize equal to 10 per cent of all receipts that she has turned in will be paid to each contestant who does not win one of the four big prizes, provided she has made a cash report each week since entering the campaign. Never before in the history of this section has there been such a distribution of costly awards, and never before such an exciting battle to land them.

#### ABSOLUTE FAIRNESS

In order to maintain the strictest secrecy as to the number of subscriptions turned in by each individual candidate during the last few days of the race, the contest is being brought to a close in a sealed ballot box.

No subscriptions whatever are being accepted through the campaign department this week, but instead, final collections are being placed in the box—locked a sealed—located in the Brand office. By so doing, no one, not even the campaign manager, can possibly know the voting strength of the respective candidates, which precludes any possibility of favoritism and insures fairness to the minutest degree.

Locked and sealed, the ballot box is now placed where it will remain until the closing hour of the contest—8:00 o'clock Saturday night, October 20.

#### MOST SUCCESSFUL CAMPAIGN

When the final hour arrives the count will be declared closed. The judges will then break the seals, unlock the box, and immediately thereafter or as soon as the votes can be issued on the subscriptions contained therein, the last count will be started.

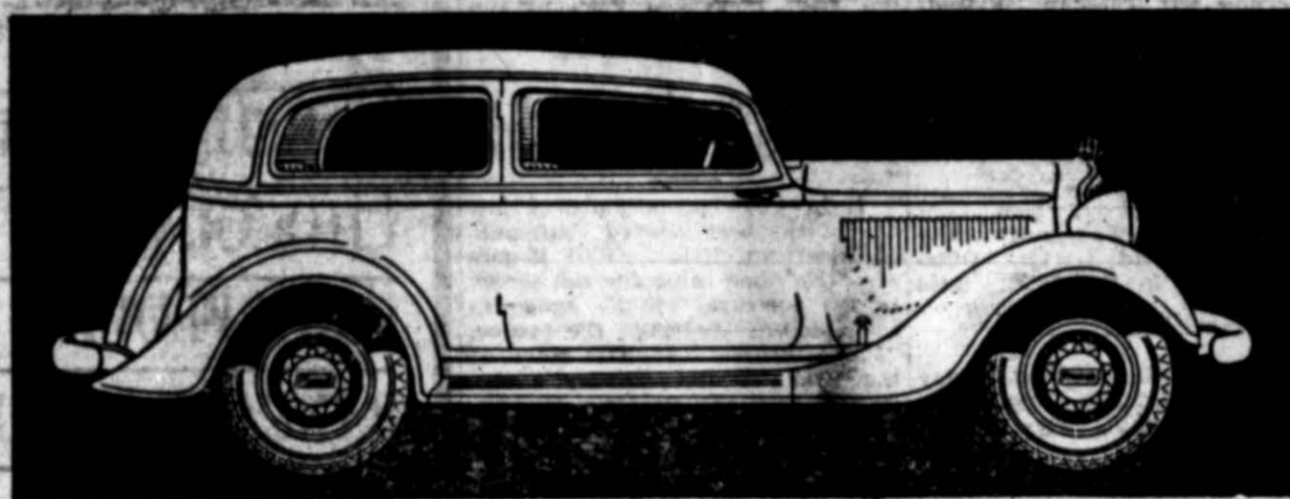
Each of the leading candidates has turned in hundreds of subscriptions, and the enthusiasm of the candidates has been augmented by the hearty response the people have made to their solicitations.

The final week will give the total volume of the campaign a big boost. Each contestant is devoting every minute of her time to getting in as many votes as possible before the closing hour. Enthusiastic boosting on the part of their friends is proving an important factor in the race. Awarding the prizes will be the greatest event of its kind in the history of this section, and interest bordering on excitement will prevail from now until the closing hour—next Saturday night, October 20, at 8:00 o'clock.

C. C. ACKER,  
Cashier, First State Bank  
CLIFF ESTES,  
Cashier, First National Bank.  
CHARLES J. PADDOCK,  
Mayor of Hereford.

All three of these gentlemen are well known to everyone in Deaf Smith and the surrounding counties, and the final results, as determined and given out by them will be beyond dispute.

### Grand Capital Prize



### Plymouth DeLuxe Coach

Purchased at a Cost of \$781.90 from Ireland-Beavers Motor Co., Hereford, Texas, and now on display at their show rooms.

#### Second Grand Prize

**\$300.00  
IN CASH**

## May the Best Candidate Win!

# The Hereford Brand

Hereford, Texas

# STAR THEATRE

HEREFORD, TEXAS

FRIDAY ONLY MATINEE AND NIGHT



**DON'T MISS THE FUN!**

**EDMUND LOWE**  
**RUTH ETING**  
**Gloria Stuart**  
**Phil Baker**  
 Paul Lukas  
 Chester Morris  
 Binnie Barnes  
 Karloff  
 Graham McNamee  
 Alice White  
 Victor Moore  
 Hugh O'Connell  
 Starling Holloway  
 Downey Sisters  
 Douglas Fowley  
 Helen Vinson  
 Alexander Woolcott  
 Ethel Waters  
 Douglas Montgomery  
 Roger Pryor  
 Gene Austin  
 Bela Lugosi  
 June Knight  
 Andy Devine  
 Gus Arnheim's Orchestra, and many others, in

**30 big stars in a grand and glorious screenshow!**

Produced by Carl Loemmle, Jr.  
 Directed by Karl Freund.  
 Presented by Carl Loemmle.  
 A UNIVERSAL PICTURE.

## GIFT OF GAB

You will have to come early if you get a good seat, as we are expecting a record crowd to see this big 30 Star Picture—and it's only 10c.

Attend the Matinee and Avoid the Rush.  
 ALSO SERIAL AND COMEDY

SATURDAY ONLY Matinee and Night  
 Another Big 10c Show

## "MANDALAY"

Kay Francis—Ricardo Cortez—Lyle Talbot and Warner Oland  
 ALSO SPECIAL MUSICAL REVUE

Sunday Matinee, 1:00 to 7:00  
 Sunday Night After Church  
 Monday and Tuesday



The most human story of the screen's most humorous star!

**WILL ROGERS**  
*in Judge Priest*  
**Judge Priest**

Special Short Subjects and News Only 10-25c

COMING OCTOBER 28-29-30  
**'BARRETT'S OF WIMPOLE STREET'**  
 Norma Shearer—Fredric March

EVERY WEDNESDAY IS  
**BANK NIGHT**

Don't forget every Thursday afternoon, starting October 25, FREE Show in connection with Good Will Day.

See Full Page Announcement Inside

# LOCALS

Keith Guthrie was here Saturday.

Fresh radio "B" batteries at RICE'S. 41

Lobs Maddux was in Amarillo last Saturday.

Need a jack or pump. RICE sells them. 41

4.50-21 Brunswick Standard tire only \$5.70 at RICE'S. 41

J. W. Robinson and Harold Close were in Clovis Monday.

Mrs. J. R. Hastings of Dimmitt was a shopper here Monday.

Mrs. Walter Graham of Arney was a shopper in Hereford Monday.

Mrs. Frank Marrs was in Clovis Monday visiting her daughter, Mrs. Milton Orr.

Bulk Kreso Dip at West Texas Feed and Seed Co. Bring your bucket or jug. 1c

Mr. and Mrs. Joe Hastings and family of Dimmitt were visitors in Hereford Monday.

Mr. and Mrs. Will Anthony, Jr. of Huntsville, attended the Virgil Beyer funeral here Friday.

Miss Lillie Hostetler, librarian, is in Memphis, Tennessee, this week attending the convention of the Southern Library Association.

Mrs. C. A. Skelton and son, Charles, and Miss Viola Carpenter were in Lubbock Sunday where they visited Miss Sally Skelton.

Miss Louise Evans of Amarillo visited over the week end in the home of Mrs. Seth B. Holman.

Jess Russell and Roy Smith attended the football game in Amarillo Saturday.

4.75-19 Brunswick Standard tire only \$4.10, and INSURED of course, at RICE'S. 41

Brunswick Standard 5.25-18 tires only \$7.20, and of course they are INSURED at RICE'S. 41

Misses Ruby Keeler and Maxie Hughes of Amarillo are visiting in the home of Mrs. Grace Hughes.

C. A. Skelton was observed wearing a new hat Tuesday. Friends congratulated him on the return of prosperity.

Mr. and Mrs. S. P. Rosson and daughter, Joan, spent the week end in Plainview with relatives and friends.

Mr. and Mrs. Wallace Hutchinson and family of Newkirk, Oklahoma, visited in the D. R. Gass home Sunday.

Arthur Thompson left Friday for Hamilton, Kansas, to bring back Mrs. Thompson, who is visiting her mother.

**NOTICE**  
 Not being able to see all personally, will appreciate any support given me in contest at Mr. Cronin's.  
 MRS. EDGAR JOHNSON.

Mrs. Virgil Beyer left Tuesday afternoon for a visit with relatives in Clovis, New Mexico.

C. W. Humble, county judge, and Dewey Reed, agent, returned Tuesday from Austin and College Station where they went on county business.

Our casing repair department has been quite busy this week. Car owners are learning that it pays to have the injured tires repaired at RICE'S. 41

Mrs. Effa Rutherford returned last Friday from trips to Chicago and Grant, Nebraska. She visited A Century of Progress and called on relatives in Grant.

Mrs. F. M. Kester visited Sunday in the home of Lynn Kester at Sudan. F. M. Kester attended the district optometry meeting in Lubbock the same day.

Mr. and Mrs. J. D. Buchanan and family spent the week end in Plainview. They were joined by their daughter, Beatrice, who is attending college at Tech.

Rev. and Mrs. M. M. Beavers and daughter, Lovie, of Clarendon visited Tuesday with their children, Mrs. J. W. Hendrix, Miss Zoe Beavers, Lama and Hall Beavers.

Mr. and Mrs. J. D. Harrell, formerly of Hereford were here from Clovis Sunday. Mr. Harrell is now in charge of the Furr Food Store in that city. He held a similar position here.

Mr. and Mrs. Alex Thompson and Mr. Thompson's mother, Mrs. Jennie Thompson, and their daughter, Mrs. A. J. Schroeter, left Monday for Chicago where they will visit A Century of Progress.

A baby girl was born Monday of last week to Mr. and Mrs. Art Kleman who live near Dimmitt. This is the eighth child of the Klemans. The other seven are boys. The newest arrival has been named Leola Ann.

Mrs. A. N. Berry of Joliet, Ill., Mrs. Will Jones and Mrs. S. E. Huffman of Lucerne, Missouri, who have been visiting their mother, Mrs. Hettie Cochell, left Friday to visit relatives in Plainview, Quitaque and Roswell. They will return to Hereford for another visit with Mrs. Cochell before leaving for their homes. Accompanying Mrs. Jones are her husband and son, Ted.

### Will Rogers In Film

At Star Next Sunday

Irvin Cobb made Judge Priest one of the best beloved characters of American fiction. Will Rogers does the same thing for the screen in his portrayal of the Judge in the picture bearing the name, "Judge Priest." It will start at the Star Theatre Sunday. Also in the cast are Rochelle Hudson, Tom Brown and Stepin Fetchit, negro character actor.

The Friday film is a musical hodge-podge with 21 stars of screen and radio. It is titled "The Gift of Gab," and is purely for entertainment purposes. Kay Francis and Ricardo Cortez are featured in "Mandalay," Saturday attraction.

## ON DISPLAY NEXT WEEK



A Solid Carload of Beautiful Home Furnishings

We have just received a carload of the newest Fall Furniture. Suites and pieces for every room, all new styles, and at unusually low prices. Come in this coming week and inspect these new arrivals.

## E. B. Black Co.

WE ARE SATISFIED WITH SMALL PROFITS

# A Square Deal VALUE EVENT

## Specials For Friday and Saturday

PINEAPPLE	Crushed, gallon	59¢
TOMATO JUICE	Campbell's, 3 for	25¢
SOAP FLAKES	5-pound box, Big 4	29¢
CLEANSER	Sunbrite, can	5¢
COFFEE	Folger's, 2 lbs 61¢, 1 lb	32¢
MACARONI	Or SPAGHETTI, pkg	5¢
RAISINS	4-pound package	29¢
POTTED MEAT	3 cans	10¢
SARDINES	American, 6 cans	25¢
SOAP	Life Buoy, 2 bars	13¢
RINSO	Large package	21¢
SUGAR	10 pounds	57¢
FLOUR	Gold Medal, 48 lbs \$1.98, 24 lbs	\$1.02
DATES	New crop, 2-lb pkg	25¢
BLACKBERRIES	No. 2 can	10¢
YEAST	New X-R, cake	3¢
MARSHMALLOWS	8-ounce package	8¢
CHOCOLATE	Hershey's, 1/2-lb. bar	14¢
CAKE FLOUR	Softasilk, pkg	31¢
PANCAKE FLOUR	Washburn's, pkg	10¢
PICKLES	Quart jar, sour	17¢
PORK and BEANS	4 cans	25¢

## FRESH FRUITS and VEGETABLES

BANANAS	Pound	6 1/2¢
GRAPES	Pound	5 1/2¢
APPLES	Jonathan, dozen	13¢
LETTUCE	Nice head, each	5¢
GRAPEFRUIT	6 large Texas	19¢
ORANGES	288 size, dozen	19¢
CRACKERS	2 pounds	21¢
CHERRIES	Red Pitted, No. 2 can	12 1/2¢

Quality and Service Are Paramount Always At

# PIGGLY WIGGLY

ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME