

The Hereford Brand

16 PAGES
FIRST SECTION

Published Every Thursday.

Our Slogan—"More People—More Farms"

30th YEAR—NUMBER 37.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, SEPTEMBER 25, 1930.

FIVE CENTS PER COPY.

Three Business Houses Under Construction Mark Development

Frio Community Takes First Money In Close Competition; Women's Department Excels

The Deaf Smith County Fair of 1930 has passed into history, following all precedents of being bigger and better than the one going before. There were close to 700 tries of all kinds in competition, 340 of which were in the women's department alone. Virtually everybody in the territory had something to do with the exposition—either exhibiting, assisting or who were, making it the people's fair in a truer sense than ever.

In community exhibits where results were watched more closely, here greater number of people is concerned. Frio took first and \$50 prize. Westway was a close second, only four points behind. Ford placed third, within nine points of the winner. Seven communities were entered with an excellent array of products. Under such a difficult year for agriculture, visitors could only wonder how it was done, but the products were there to speak for themselves. Over \$1000 were awarded in cash prizes, and the fair association, led by J. E. Hill, president, and F. Chick, secretary, had all the checks ready by four o'clock on Saturday afternoon, the last day of distribution among the prize winners.

The fair was well attended; crowds were greater than expected. Tuesday night was the highest when visitors ran into the thousands. One of the features for the evening was the Old Fiddlers' contest, drawing old-time music from over the Panhandle. The auditorium of the main fair building was jammed and packed, and the treat could be heard by a small portion of the crowd.

There was in attendance to view the cultural, Hereford breeders' products, dairy, swine, poultry, pet show, auto show, commercial exhibits, and the various phases of the woman's department, as well as the educational booths.

Apparently it was with one act that Mrs. Bob Wilson, superintendent of the woman's department, was generously acclaimed as having a heaping share of honor in her organization work and complete division entries.

Completeness of the fair may be gained by those who did not see it by reading over the prize list which has been compiled and is published in this issue of The Brand. Collation of results and setting the information into type for the readers has been a huge task, but growing and making the products available for show purposes must have been Herculean labor.

Only a brief resume of running of the most important features may be given here:

First upon the balcony aisle was the general booth, where beauty and grace were gathered under the leadership of Mrs. J. P. Slaton. Down stairs had given an economic view of Deaf Smith county, the review on the balcony carried the visitor into the home and filled him or her with aesthetic pleasure. The tables were filled with a mass of great variety, potted plants and bouquets, products of the garden, that held the passer-by a little longer to admire.

continued on page 1, section 2)

Baker Becomes Owner of the Dunlap Grocery

The Dunlap Grocery on Main street is closed for invoicing in preparation of sale of stock by Walter Dunlap to Mont E. Baker. The new Baker grocery will be for business in the Dunlap building by Saturday, says Mr. Baker, who will remove his stock from the frame structure on the corner of Fourth and Main streets in time for the opening.

\$75,000 Paving Program Begins At B and Tenth

With initial work of grading and leveling of B Street begun Tuesday, a \$75,000 paving program was launched by Farmer & Company, which will ultimately include about 23 blocks, according to present plans.

The first street to be paved with brick will be B, starting at junction of Main and Tenth streets and extending north for two blocks. The pavement will turn at the L. W. Cartley residence and extend east for five or six blocks, said Mr. Farmer. If possible the high school grounds will be reached, and the stretch southward will connect up with Lawton which is already paved.

No definite announcement was made to be made on the blocks in the advertised improvement districts which include East Fourth and West Seventh streets.

FARM SALE TO BE HELD AT BUSHLAND OCTOBER FIRST

A farm sale for J. M. Jones, one mile south of Bushland, has been booked by Ray Barber, local auctioneer. The auction will take place Wednesday, October 1, and will be of considerable size, including good dairy cattle, hogs, horses, 125 chickens, farm machinery and bundle feed.

MRS. LOUIE OLSON IS ON ROAD TO RECOVERY

Mrs. Louie Olson, who has been critically ill following a major operation at the hospital here last week, is reported to be convalescing nicely. Fears were held Sunday night lest she be unable to survive the crisis but she is now apparently recovering.

C. of C. Gives Out Figures On Financial Shape

The following is a true and correct financial statement as shown by the books of the chamber of commerce of Hereford of all monies received and disbursed from January 1 to August 31, 1930.

It is impractical to publish at this time a complete statement for the eight months because of the great space it would require to publish it and also the time to prepare it.	
Should any one wish to investigate any item the books are at the office and open to all at any time, and inspection is invited.	
Balance, January 1, Def.	\$ 40.30
January receipts	572.00
February receipts	790.25
March receipts	1,027.00
April receipts	444.00
May receipts	427.00
June receipts	420.00
July receipts	464.00
August receipts	466.00
Total	\$4,610.25
Less returned and unpaid drafts	246.00
	\$4,323.95
Disbursements	
Advertising	\$ 373.14
Luncheon, An. Ban.	424.30
Misc. Ex.	84.97
Office Sup. & Ex.	184.54
Salaries	2,080.00
Telephone, Telegraph	74.82
Donations, including \$75 to R. E. Frazier as part salary	135.00
Traveling Ex.	121.15
Dues paid other Organizations	525.00
Amount paid Tony Barg show	200.00
Total	\$4,182.95
Balance, August 31	141.00

Star Theatre Is Bought By W. L. Pickett

A major business transaction was consummated Friday when W. L. Pickett became the owner of the Star Theatre, purchasing the property from J. C. Parker at a consideration not named but known to be a high figure. Mr. Pickett took over the theatre operation Friday, also.

The Star was formerly owned by the present owner, who sold it to Mr. Parker in the spring of last year. Since installation of talking equipment under Mr. Parker, the show property has become a valuable business, one of the best in this part of the Panhandle. The same program of public courtesy and excellent show service will be continued by Mr. Pickett.

The people of Deaf Smith county are thanked for their patronage of the past by Mr. Parker, in retiring from Hereford business circles. He has not announced any plans, but it is thought he will be back in the picture business before long in some other town.

Hereford Mill Now Producing Best of Flour

The Community Mills is now turning out a high grade flour product under the trade name of "Flavo." It is 100 per cent high patent, and those who have used it for bread say it is first class.

Since the purchase of the mill from Roy Rogers the first of August, the new owners, H. M. Packard of the Spring Lake district, and H. E. Davenport of Plainview, have spent the time in getting the mill ready for making flour.

Mr. Davenport has had 12 years experience in wheat mill processing, six years in California and six years with the Plainview mill. In addition to Flavo flour, Community Mills has a heavy output of ground feed.

Mr. and Mrs. J. B. McFarland of Friona were here last week.

Football Loss Is the First In Over 2 Years

In its first defeat within two years, Hereford Whiteface eleven lost to the Lockney Longhorns Friday afternoon on the local gridiron by a score of 12 to 13. It was a bitter dose the Longhorns poured down the throats of the boys in the first quarter, but they did not make them like it, and the Whitefaces came back to equal their opponents in touchdowns but lost a tie through inability to convert an extra point.

The first quarter was the visitors', and the other three were Hereford's, but the Longhorns' rush of the first few minutes of the game was decisive. When the ball came into their possession they marched down the field to south goal, brushing aside Whitefaces as if they were scrubs, making first touchdown in ten plays, an advance of 79 yards. Extra point was also added.

Lockney put over her second and last touchdown within another short time, only six plays being used, four of these by Hereford. Deep in their own territory Habermacher was forced to punt out of danger, and defense well failed to cover. His punt was blocked on 11 yard line, and Lockney capitalized the break into a touchdown in the second quarter.

Coach McCollum made a shift in his lineup and a substitution and the Longhorns' scoring was over for the day, although they made a serious threat in middle of second quarter and another in latter part of the third.

Hereford's counters came in the third and fourth quarters. Starting first of last half, Whitehead made return of kick-off from his 15 yard line to his 45 yard line. Without a stop in the advance, they used seven plays and over

Continued on page three.

Mr. and Mrs. E. L. Donner and daughter, Miss Halcyon, left last Friday for Mineral Wells for the purpose of placing Miss Halcyon in a sanitarium for treatment.

Deaf Smith Won High Place In Tri-State Fair

Fifth place and \$150 are the laurels won by Deaf Smith county in the county booths at the Tri-State fair. Randall county led the show, with Hemphill, Hartley and Wheeler for second, third and fourth positions.

Deaf Smith had a splendid entry and scored 923.4 out of a possible 1000 points. It was prepared by R. O. Dunkle, county agent, Miss Emma Gunter, home agent, and H. L. Hershey. Mr. Dunkle and Mr. Hershey are both attendants for duration of the fair this week.

Today, September 25, is Hereford Day at the Amarillo exposition, and many are seeing the big attractions in response to a special invitation. The municipal band has been sent to represent Hereford, expenses having been made up by public subscription.

Glenn Weir took first three places in White Rock hens and the Hillside Hatchery third on pen of R. I. Reds, according to late information.

Two Surveys Are Being Worked On For Rail Route

Two railroad surveys have been made by the Texas & Pacific from Hereford to Vega, one a mile west of 25-mile avenue, and one a mile east, and right-of-way contracts are being signed up rapidly, according to J. E. Hill of the right-of-way committee to Vega.

No one knows which of the two routes will be selected, and there is much friendly rivalry by land owners on both sides of the highway to present the best showing to the railroad authorities on the track site donations.

DR. ATTICUS WEBB IS BILLED TO SPEAK HERE

Dr. Atticus Webb of Dallas, superintendent of Texas Anti-Saloon League, will address a union gathering at the First Baptist church Sunday, October 12.

Brand Has Flunked Lot of Times, Filled Mission Well Occasionally, But Folks Urged by C. of C. President to Read It

"Citizens of Hereford, Especially, and All the County Generally:

From a strictly personal standpoint I have no interest in The Hereford Brand and care nothing about it. From that standpoint I don't give a rap whether The Brand has only a dozen subscribers or ten thousand. It is nothing to me if it goes busted tomorrow or nets 100 per cent on its investment. From a personal standpoint I am neither for it nor against it. I have done things and failed to do things which I have criticized it for, and will do the same in the future. It has done things that I praised it for, and it seems to me that it is now going its limit in giving its time, labor, space and money generously for the benefit and upbuilding of this town and county. Thanks, I hope and believe it will continue.

"We need The Brand and so do all our people; it is a means to an end; a vehicle on which I propose to ride across the river. It comes in mighty handy just now to be used as a great help for the realization of our hopes, so let's use it to the limit.

"How many citizens in this town and county know how many tracts of land have been sold in Deaf Smith county the past six weeks, and which tracts, who sold and who bought, and the price? Over 100 tracts, and The Brand publishes answers to all the above questions each week. How many citizens know the number and location of

public and private buildings which have been constructed in the last two months and are now under construction in the rural districts and in Hereford? The Brand gives this information each week. How many special elections are now pending in this county and in what districts and subdivisions and for what purposes? The Brand gives this information. How many and what very important road and other matters which will affect you are now being worked on by the commissioners' court. The Brand gives this information each week.

"The progress in Hereford and Deaf Smith county right now is astonishing—it's near a boom, and many of our people don't know what is going on. The Brand gives all this information each week.

And yet these citizens are not sufficiently informed to tell or write the actual facts of what is going forward here on request of inquiring friends and strangers who are interested and thinking of locating here. Read The Brand! If you won't subscribe for one year, then take it for six months or three months, and if you won't do that, borrow it from your neighbor. If your neighbor refuses to loan it to you, then go to The Brand office and ask them to loan you a copy each week and sit there and read.

"The majority of Hereford citizens are now sincerely cooperating with and trying to help our Chamber of Commerce. But you

cannot give your full value and unless you know what the Chamber of Commerce is working on and the progress it is making, and we cannot see and explain in detail to each individual. We will keep The Brand loaded with every new development and every step so that the people will be posted and can advise and work together knowingly and intelligently. If you are not posted and do not fully understand what we are trying to do, you lessen your efficiency to work with us and thereby injure the entire community and muscle-bind the arms of the Chamber of Commerce.

"During the next six months The Brand will be full of real news, new news, good news, each week. As the railroad project progresses you will get every development each week and it will require six months to finally determine whether or not we will get the road, where it will be located and when work will begin. Please read The Brand each week so that you may keep posted and thereby be in a position to help us.

"Finally, The Hereford Brand folks did not ask for this article, and did not even know that such an article would be written or its publication requested. This is not in behalf of The Brand; it is a plea in behalf of the citizens of Hereford and Deaf Smith county and for their interest and benefit.

"CHAMBER OF COMMERCE.
"By J. P. S."

Southwestern Bell Begins Work On Central Office at Miles and Fourth Streets

Hereford Plays On Foreign Soil In Clovis Match

With a record of one victory and one loss, but with a clean conference slate, the Whiteface football team will journey to Clovis Friday to try to impale the Clovis Wildcats on the horn which Lockney evaded.

This is a non-conference match, the local eleven will be more seasoned and experienced, and the large motored fans who will accompany the players in the invasion of New Mexico is expecting another gridiron triumph.

Coach McCollum found some serious defects in his proteges in the hard tussle with the Longhorns last Friday, and he has been working all this week to eliminate such weaknesses.

Clovis is in the same shape with the locals in that the majority of the team is new material. Hereford has always managed to defeat the Wildcats, but it has been by small margins. The Whitefaces won last year on home grounds by 12 to 0.

C. of C. Cuts Overhead, Will Run On Minimum

A retrenchment policy in overhead expenses in operation of the chamber of commerce was announced Tuesday by the board of directors, at which time it was given out that the services of a secretary would be dispensed with October first.

"It is a matter of finances only," said the president, Jno. P. Slaton, "that has caused us to take this step. We will have to run on a minimum of expenses, and even below the minimum, if that be possible, in order to have funds to put up the proper fight for the new railroad."

The highest tribute was paid to the present secretary, J. A. Miller, who has been here a little over a year. In that capacity, the directors, without single dissent, said that Mr. Miller was one of the best men in Hereford and expressed regret that their retrenchment policy had become necessary. Present financial conditions and need

for the money in the railroad work that has been paid for secretarial and managerial duties have brought on the curtailment, they said.

This action was taken in a meeting of the board, last Saturday night. Practically all the efforts of the chamber is now being, and will be for several months, devoted to the new railroad. The railroad committee will be functioning primarily and almost solely, they said, and most of the office work that is to be done will be stenographic.

Fred Pittner Places Among the First Ten

Winner's in the second annual Amarillo News-Globe Master Dairy Farmers' contest, in which \$1,000 in cash awards and medals were given, were announced Tuesday night at a banquet of participants and others at the Herring Hotel.

Fred Pittner of Hereford, a Guernsey herd owner, is among the first ten, receiving title of master dairy farmer and an award of a silver medal. S. O. Wilson won a similar distinction last year. J. W. Watson of Amarillo was declared King of the master dairy farmers. Sid Payne of Tulsa earned the title last year.

What ever local unemployment situation that may have existed in Hereford is now greatly relieved with construction of three major business houses now going on and several residences being built at the same time.

The largest project is perhaps the new central office building for the Southwestern Bell Telephone company on the corner of West Fourth and Miles Avenue. The unusually strong foundation is about completed under superintendency of G. P. Folsom for the contractors, C. S. Lambie and company. The new telephone site covers the entire northwest quarter of block 26, and the building will be set back from both streets for terraces and lawns. The front entrance will be on Miles Avenue to the west.

The structure will be of brick and tile, stuccoed on outside, and will be of English colonial style. It is being designed to house all equipment necessary for converting the present plant into the more modern flashlight call system.

NORTON PUTTING UP STORE HOUSE ON MAIN

Ezra Norton began Monday the erection of a brick store building on his lot in the block on Main between Third and Fourth streets. It will be a one-story structure, with a 25-foot frontage and a depth of 90 feet. It is located on the west side of Main, on the north half of lot 2, block 26, 50 feet south of Fourth street.

The building should be ready for occupancy within at least 90 days, according to Jake Tietel, contractor. No announcement has been made by Mr. Norton as to future occupants.

WALLS GOING UP ON JONES BUSINESS HOUSE

About one-fourth of the brick work has been laid on the A. M. Jones building on West Third St. to be occupied by the West Texas Gas Company. A. W. Nicks, local brick contractor, has charge of the tile and brick work. H. M. Gregory is general contractor on the building.

MRS. DANIELS BUILDS DUPLEX ON ROOSEVELT

A stucco duplex will soon be completed by Mrs. M. B. Daniel on Roosevelt Avenue. The residence will be modern and is on the lot south and adjacent to her home place.

SANTA FE COMPLETES CONCRETE BUILDING

At a cost of \$6,000 the Santa Fe railroad company has completed a 12-room concrete house as living quarters for employes. It is located on the north side of the track three blocks east of the passenger depot.

Letter Contest On C. of C. Is Extended Week

Time of receiving letters on "Why a Chamber of Commerce in Hereford" has been extended until next Monday noon, states Jno. P. Slaton, president of the body, basing the extension upon several reasons. All entries were returned to writers with the following notations, which must be observed, if article is to receive consideration by the judges:

1. The article must not exceed 200 words.
2. It must be directed as instructed in The Brand.
3. Rewrite your article it down to not exceeding 150 words.
4. Time is extended to Monday, September 29. Article to be in post office at Hereford that time.

We Feature Elizabeth Arden Toilet Preparations.

S
A
R
G
O
N

Just Received—

Complete assortment of Parker Pens and Pencils.
Every pen and pencil has a life-time guarantee.

Better Drug Service

RICE DRUG STORE

Phone 13

YOUR PRESCRIPTION WILL BE ACCURATELY COMPOUNDED BY A REGISTERED PHARMACIST.

The Hereford Brand

Published Every Thursday at
HEREFORD, DEAF SMITH
COUNTY, TEXAS

NUNN-WARREN PUBLISHING
COMPANY, INC.
PUBLISHERS
Also Publisher of
THE FRIONA STAR
Frisson, Farmer County, Texas

R. E. KESSIE,
Editor and Manager.

TELEPHONE 30

NOTICE TO THE PUBLIC:
Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office on North Main Street. Entered as second-class matter at the post office at Hereford, Texas, under the act of March 3, 1879.

SUBSCRIPTION PRICES:
Home 1, per year \$3.00
Home 1, six months \$1.90
Outside Zone 1, per year \$2.50
Outside Zone 1, six months \$1.50
Outside Zone 1, three months \$1.00
ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.



Caught in The
Corral
&
Put Through The
Chute

That was a good football game Friday, even if the human toe was errant twice and our high school boys had to take an uncoated pill. Although not a conference match and not counted against the Whitefaces in the championship, it was an upset, a loss by one point. It ended a string of about two dozen consecutive victories. There ought to be some good found in it. We predict the Whitefaces will get warmed up hereafter on the first play, and not wait until the enemy has ruined them before strutting their stuff.

The fans received a hard jolt, but they must remember we have mostly a new team, inexperienced, and the foe Friday had Hereford bested in weight and was a veteran outfit. These seasoned men, with an old head at quarter, knew how, when, and what to do almost from habit. The Whitefaces do not have that this year, can get it only by growth, by going over the top time after time in face of strong opposition. But, take it from us, our boys have the stuff and you will see it farther down the line. Wasn't that fine how they shook that Lockney sandstorm from their eyes, with thirteen markers to zero on the score board against them, and put the invaders on the defensive for the other three quarters? It was Lockney's for only a few minutes, it proved enough, but a team that can call a halt on such a scoring machine and put over two touchdowns for themselves are not weaklings. When the green gets rubbed and the grime ground in, watch them move over the field lines, for they have it and are going to put henceforth.

A letter addressed to the us, published in this is John P. Slaton, president

19 Years Ago In Hereford

Objection had been raised by some that if an irrigation well were put on every 100 acres, the water would soon be pumped out and the surface of the earth would sink, leaving yawning holes.

A committee of T. E. Shirley, Eli Dunlap, A. H. Elliston, Adam Backus, C. F. Kerr and D. L. McDonald was appointed to see about an exhibit in the World's Land Show at Chicago. L. Baskin presided over the meeting.

C. Smith, postmaster, had opened the first account in the postal savings bank in Hereford. W. T. Stanberry of The Brand holding certificate number 1. J. Eagle Henderson, also of The Brand, took out No. 2.

The Baptist church had called Rev. R. H. Purcer as pastor. He was from Mississippi. Rev. J. C. Boyd had resigned and was entering a theological seminary at Louisville, Ky.

Those who left for college were: French David, Milford Presbyterian; Ila Estes, Bertha Witherspoon, Meda Woodburn, Irene Williams, Trinity University; Bertha and Frankie Dameron, C. I. A., Denton; Nellie Black, Southwestern University; Earl Wilson and Edna Fuqua, Baylor University;

Harriett Shirley, Beulah Potter and Claude Ricketts, T. C. U.; Charley Cogdell, A. & M. College; Velma Slaton, University of Texas; Fred Baird, Canyon; Matt Johnson, Chicago School of Oratory.

E. B. Black was credited with being first to pick cotton in this neighborhood. He expected 2000 pounds an acre from fertilized land.

H. B. W., member from Parker, of the home Bench Congress, put life into the last session by resenting that he was the "populist from Parker" and had such a record expunged. Uncle Joe, who had defeated J. P. S. as a delegate from Bell was seated, although it was claimed he had fed his gotch-eared mule thistles instead of alfalfa.

K. of P.'s had added a reading room and two tables for dominoes.

W. L. Brodie, former partner of H. C. Myrick, had accepted a position with D. R. Gass & Son.

J. W. Barnett had built a monolithic reservoir with capacity of 925 barrels.

R. B. Cousins, president of the Northwest Texas Normal at Canyon, was scheduled to speak at the

Methodist church the following Sunday.

Commissioner John Gregory had bought a new baby Buick.

Mrs. Homer Wilkinson was visiting in Poto, Oklahoma.

J. D. Jarrott was here to move his family to Fort Worth.

Rev. A. M. Lohman was visiting in Attenburg, Missouri.

J. D. Collier, president of the Adrian State Bank, had been in Hereford on business.

Born to Mr. and Mrs. O. E. Thomas, Monday, September 18, 1911, a girl.

Mrs. John P. Slaton had gone to Austin with her daughter, Velma, who was entering the University.

Miss Jessie Wright had returned home from Clarendon.

Born to Mr. and Mrs. L. P. Landrum, September 7, 1911, a girl.

J. H. Bowers had business in Amarillo.

George Muse had some important business in Clovis.

Mrs. L. W. Vaughn had as guests her mother, Mrs. Baird, from Oklahoma.

NOT ALL THE FREAKS ARE IN THE CIRCUS THIS YEAR!



of the chamber of commerce, The Brand by the scruff of the neck, dusts his pants with a few resounding whacks, kisses him on the cheek and sends him on to school, with his blessings. He says The Brand has done many things and failed to do when duty beckoned, and he didn't like it. And then the paper had, like a lot of folks, come out of its comatose, its errantcy, and has done some really worthwhile things.

We have no kick to make; we have floundered in the past, and as sure as shootin' we are apt to make a flop most any week. Even if we had time to call a conference of our best minds when a decision was to be made, we would still commit a faux pas in the eyes of the public, for perfection in judgment is not an earthly quality. A newspaper is one of the most peccable and fallible institutions. If we can get a few more helping hands extended like that of the chamber's president, we will make less slips than usual.

A newspaper is a peculiar outfit. It is purely private from a business standpoint and will

RUPTURE EXPERT HERE

C. F. Redlich, Minneapolis, Minn., nationally famous Rupture Appliance Expert, will demonstrate without charge his unequalled method at Amarillo Sunday and Monday, September 28 and 29, at the Herring Hotel from 10 a. m. to 4 p. m.

Mr. C. F. Redlich says: The "Perfect Retention Shields" hold the rupture perfectly, no matter what position the body assumes or how heavy a weight you lift. They give instant relief and contract the opening in a remarkably short time.

The secret of their success is in their simplicity. An expertly adjusted device seals the opening without discomfort or detention from work. It is practically everlasting, sanitary and actually holds ruptures which heretofore were considered uncontrollable.

"IF YOU WANT TO HAVE IT DONE RIGHT—SEE REDLICH." Doctor J. W. Seaver, for many years in charge of the Physical Education of students of Yale College, has recorded 75 per cent cures with this system.

Mr. Redlich is internationally known and speaks English, German and Spanish.

HOME OFFICE: 535 Boston Block, Minneapolis, Minn.

uer cent on the investment referred to in the above mentioned article, maybe we can buy a press that will print the paper all at one time and then we can number the pages and take our place in the sun along with the metropolitan Times.

That article has spilled the beans for us. The chamber of commerce is going to get everybody reading The Brand because of what he says the paper contains, and then we will have to hustle to make good. The writer of that article is a shrewd lawyer—he is downright smart. He wasn't writing to get his name in print, not to lambast the home-town paper or boost it, but to make a better newspaper out of this sheet. You win, Judge. The peo-

ple will read The Brand to keep from getting behind, and we (the whole force), if the payroll doesn't sink us, are determined to keep pace with the leaders.

What we generally term big men are guilty of their frivolities as much as the lesser lights. Witness the episode of the Texas & Pacific surveyors in relation to Canyon. To say the least, the Canyon chamber of commerce has been apathetic about the new railroad, and

Clyde Warwick, editor of the News there, has indicated that the road would serve his territory no more than it is being served by the Santa Fe railroad.

Evidently acting upon authority of the head office, the surveyors failed to go by Canyon in their preliminary survey, but were conspicuously at work the other day six miles west of the Randall county seat. They must have got the expected rise. The surveyors were questioned why they did not survey into town, and replied that Canyon was tile, did not want the road and they were planning to go around. That must have looked like a different horizon the Canyon chamber of commerce. That's a good job you don't live in Canyon.

Two sons of Mr. and Mrs. Frisbe, Frank and son, Bol Fairbury, Nebraska, and Hen Diller, Nebraska, arrived here fore part of last week to visit the Frisbie home for a week ten days.



Open a Joint Account Have Money

YOUR children's future is in your hands today. Will you be able to give them the education you want them to have? A few dollars deposited regularly in a special bank account will take care of the expense of their going to college.

START SAVING REGULARLY NOW We Welcome YOUR Banking Business



THE FIRST NATIONAL BANK OF HEREFORD — a strong bank thoughtfully managed — HEREFORD, TEXAS



MEMBER FEDERAL RESERVE SYSTEM

M SYSTEM

"Saves for the Nation"

Miss Lucy and H. D. Reed
Owners and Operators

Bargains for Friday and Saturday

SALMON, pink	17c
APPLE BUTTER, No. 2 1-2 tin	24c
COFFEE, Schillings	1/2 lb 25c 1 lb 44c 2 lb 86c 4 lb \$1.70
JELLY, assorted, 4 1-2 lb tin	58c
CHEESE, full cream, lb	32c
MACARONI, Spaghetti, Skinner. 3 for	24c
SUGAR, 10 lb cloth bag	59c

WE DELIVER PHONE 249

FOOTBALL

(Concluded from Page 1)

enemy goal line they went, Habermacher making one run for yards and Stone making the two feet.

At a critical point, when only few minutes were left to play, Climer recovered a fumble on the Lockney 12-yard line. Stone and Whitehead put the ball on the goal line and with four downs failed to move it over. But receiving the inevitable punt they came back strong, Russell returning the punt 15 yards to Lockney's 10-yard line. In the first play Russell carried the pigskin around left end for a touchdown. Try for extra point failed. The final whistle ended with ball in middle of field in Lockney's possession.

Play by Play—First Quarter.
Hereford defending south goal, Lockney kicked off with wind to 10-yard line, returned by Russell 15 yards, fumbled and recovered. Habermacher rushed 2 yards, next gain. Stone around left end for 3 yards. Fourth down and five to go, on own 40 yard line. Habermacher had to punt, to Lockney's 15

yard line, returned 6 yards. Duncan for Lockney made 9 yards at right end, then through line for first down on their 32 yard line. Cook, quarterback, took four yards at left end, and Spence went over center for 3 more. Duncan, left half, with splendid interference, ripped through line for 26 yard gain, being stopped on Hereford 35 yard line. Cook followed around left end for another long gain of 16 yards to 19 yard line. Duncan downed by Mitchell after stepping 2 yards at left tackle. Spence went over center for 7 yds. Now on Hereford 10 yard line. Spence made it first down, 8 yards to goal. On first play Cook raced around left end under screen and fake for touchdown. Lockney showing strong like a veteran team. Duncan drop kicked extra point. Score: Hereford 0, Lockney 7.

Lockney kicked off to Hereford 10 yard line, Stone returned 13 yards to his 23 yard line. Habermacher made 1 yard, and then lost two yards at right end, left unprotected. Stone took 4 yards. Hereford had to punt, and ball was blocked on their 11 yard line; Lockney's ball. Cook raced around left end on first play to within one foot of goal, and Spence carried it over for second touchdown.

Failed to make extra point. Score: Hereford 0, Lockney 13.
Substitutions for Hereford: Whitehead went in at right half; Climer moved from right half to right end, replacing Curtisinger. Lockney kicked off to Hereford 10 yard line, returned by Ireland to his 35 yard line. Russell rammed 5 yards at right tackle, and Whitehead went through for 12 yard gain to Lockney's 45 yard line. Stone added another 15 yards to their 30 yard line. Time out for Lockney to talk it over. Hereford had waked up and was crashing toward goal.

Play resumed. Russell picked up 1 yard at right tackle and Stone one more at center. Habermacher tried pass, failed. Stone fumbled, ball going to Lockney on downs on their 20 yard line and quarter ends. Score: Hereford 0, Lockney 13.

Second Quarter.
Lockney's ball. Cook was stopped by Ireland after 2 yard advance. Duncan lost 2 yards at left end when bused by Mitchell. Duncan punted to Whiteface 40 yard line, returned by Mitchell to Lockney's 49 yard line. Whitehead made 2 yards through line, and on next play sped around left end for 10 yards. On a fake, bad pass to Whitehead racing around right end fumbled and was hurt. Lockney recovered on their 42 yard line. Whitehead revived by coach and resumed play.

Cook, as principal in the deceptive play that had worked so well, tore off 24 yards to Hereford 18 yard line, stopped by Habermacher. Made 2 yards through line; Spence 3 more to Hereford 12 yard line, then rammed 4 more at left tackle, then made first down, then on Hereford 7 yard line. Whitefaces stiffened. Cook was thrown for 3 yard loss by Mitchell. Lockney fumbled on bad pass on Hereford 25 yard line. A pass failed and the ball went over to Hereford on their 25-yard line.

Hereford's ball. Whitehead goes a yard over line. Stone advances 7, and then loses one. Habermacher had to punt, to Lockney's 30 yard line, returned 20 yards to middle of field. Cook well protected, ran 30 yards to Hereford's 20 yard line. Duncan failed to gain. Spence ripped off 4 yards at line. Cook brought down with no advance. Duncan tried pass, was rushed by several Whitefaces and failed. Hereford's ball on their own 14 yard line.

Habermacher punted at once, out of bounds on own 40 yard line. Spence rushed down by Climer for 10 yard loss. Ball now in exact center of field and half ends. Lockney had been working fake passes to perfection, but Hereford had solved it and stopped scoring. Score: Hereford 0, Lockney 13.

Third Quarter.
Hereford defending south goal.

Lockney kicked off to 15 yard line. Whitehead making beautiful return to his own 45 yard line. Habermacher got off with broken field run at right end for 33 yards advance to Lockney's 22 yard line. Stone added 4 over line, Russell 2 more, and Stone again for first down to Lockney's 10 yard line. Stone made 5, and Whitehead counted 4, two feet to go. Stone was called on and made it over center. Place kick for extra point fell short. Score: Hereford 0, Lockney 13.

Lockney kicked off to 30 yard line, returned 5 yards, Stone made 2 yards, Russell stopped for no gain. Pass failed. Hereford punted to Lockney's 30 yard line, run back 10 yards. Lockney drew penalty of 5 yards, now on their 35 yard line. Cook lost 5 yards. Had to punt, ball going out of bounds on Hereford 13 yard line.

Stone garnered 7 yards at left end, a pretty run, Russell could pick up only 2 1/2 yards. Fourth down and half foot to go. Fumble, Lockney's ball on Hereford's 24 yard line. Duncan stepped off 7 yards at center and Cook put ball on Hereford's 10 yard line on the usual fake play. Lockney fumbled on fake, and lost 9 yards, tackled by Climer.

Pass to Phillips was good for 3 yards. Duncan run out of bounds for 5 yard gain. Ball goes over to Hereford on downs on her 11 yard line. Habermacher punted on first play to own 35 yard line. Stephenson tried carrying ball and was smothered by line. Duncan fumbled when hit by Higgins. Lockney recovered on Hereford 44 yard line and quarter ends. Score: Hereford 0, Lockney 13.

Fourth Quarter.
Duncan tried a pass on fourth down, failed; Hereford's ball. Habermacher lost 3 yards when overrun by half of Lockney's team. Whitehead failed to gain at right end. Stone lost 2 yards, and Habermacher punted to Lockney 10 yard line, returned only 2 yards, downed by Stone. Duncan made 2 yards, Cook 5, tackled by Habermacher. Duncan ripped off first down on

their 22 yard line. Climer broke through on next play and recovered a fumble on Lockney's 12 yard line. Stone picked up 2 yards at center, and Whitehead made 2 1/2 more in same place. Stone scurried over left tackle for first down on Lockney's one yard line. Stone placed ball on goal line and then failed to add any. Whitehead tried it through line and ball still on line. Stone rammed again and still no advance. Ball to Lockney on goal line on downs.

Lockney punted to their own 40 yard line. Russell making fine return of 24 yards to 16 yard line. On next play Russell, on fake, sped around left end untouched for a score. Hereford 12, Lockney 13.

Lockney kicked off toward north goal to Hereford 20 yard line, returned by Habermacher for 18 yards. Russell made one yard at left end. Pass was intercepted by Lockney on Hereford 43 yard line. Cook lost 7 yards when tackled by Mitchell. Spence made a yard at center. Duncan punted to Hereford 13 yard line, killed. Whitehead bucked center for one yard, and Habermacher punted to middle of field. Spence was stopped for no gain by Noland, and the game was over.

Score: Hereford 12, Lockney 13.

Line-Ups.

Hereford	Place	Lockney
Ireland	le	Flournoy
Higgins	lt	H. Dollar
Mitchell	lg	Baxter
Brumley	c	Shelton
Noland	rg	F. Dollar
Orr	rt	Still
Curtisinger	re	Phillips
Russell	q	Cook
Climer	rh	Stephenson
Habermacher	lh	Suncan
Stone	fb	Spence

Before first quarter was over Whitehead replaced Climer at right half and Climer went over to right end in place of Curtisinger.

Coaches: T. E. McCollum, Hereford; Warner Reid, Lockney. C. C. Acker, referee; H. P. Sindt, umpire; John Patton, head linesman.

ELECTION NOTICE

TO ALL WHOM IT MAY CONCERN: Notice is hereby given that an election will be held on the 25th day of October A. D. 1930, at the Sims School House, at the Bippus School House, at the Ford School House, at the Daniel School House and at the Union School House, all of which places are voting boxes in Commissioners Precinct Number Four of Deaf Smith County, to determine whether horses, mules, jacks, jennets, and cattle shall be permitted to run at large in said Commissioners Precinct or not.

In Testimony Whereof, witness

my hand and seal, this the 9th day of September, A. D. 1930. (SEAL) EARL W. WILSON, County Judge of Deaf Smith County, Texas. 35-40

Jimmie Edwards of Hot Springs, New Mexico, and his half brother, J. L. Tice of Grant Pass, Oregon, arrived the the fore part of last week to visit in the home of their mother, Mrs. Mary Tice, and other members of the family.

E. L. Rumph of Amarillo, representing the Sherwin-Williams Paint Co. and Panhandle Lumber Co. fair exhibit was here during the fair last week.

**TAKE THE WHEEL
.. AND MARVEL!**

WE INVITE YOU TO DRIVE

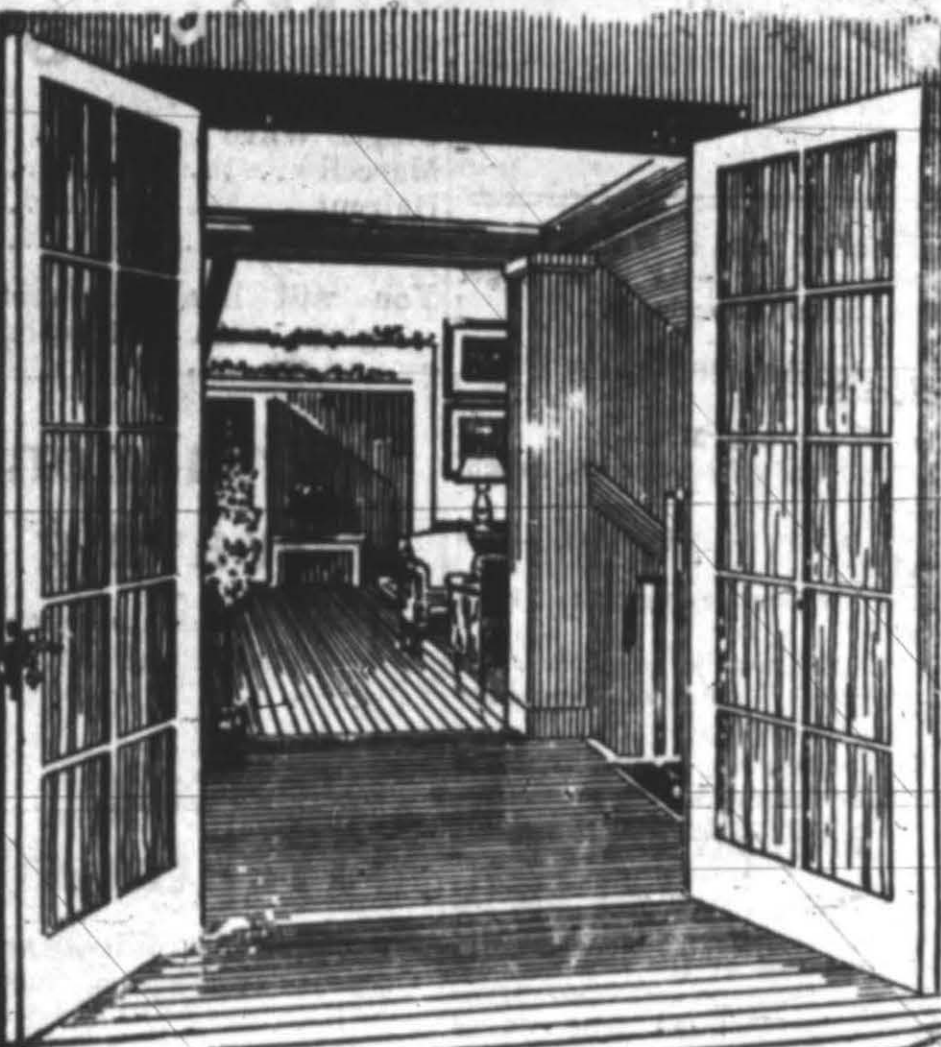
THE EIGHT AS

BUICK
BUILDS IT

NORTON MOTOR COMPANY
HEREFORD, TEXAS

When Better Automobiles Are Built . . . Buick Will Build Them.

Beautiful Oak Floors



The hall-mark of quality in any home—costing little more than ordinary floors to install but giving year after year of beauty and satisfactory service after the cost is forgotten.



Getting Up Nights

If Getting Up Nights, Backache, frequent day calls, Leg Pains, Nervousness, or Burning, due to functional Bladder Irritation, in acid conditions, makes you feel tired, depressed and discouraged, try the Cystex Test. Works fast, starts circulating thru the system in 15 minutes. Frustrated by thousands for rapid and positive action. Don't give up. Try Cystex (pronounced Sine-tex) today, under the Iron-Clad Guarantee. Must quickly ally these conditions, improve restful sleep and energy, or money back. Only 50c at

CORNER DRUG STORE

A. C. Thompson Lumber

McKinley at Third Avenue, Phone 456

ACME QUALITY
PAINT WEEK

Beautify and Protect

For every surface and for every service use Acme Quality Paints and Varnishes. Whatever your need may be there is an Acme Quality Product that is prepared especially for that need.



Sept. 25 to Oct. 2

55c Value 25c

One quart pint of Enamel-Kote (Rapid Drying) and a brush for only 25c. For brightening up odd pieces of furniture. All modern colors to select from.



Furniture Decorating Set

FREE
1 Handy Occasional Shelf (knock down)
2 Matched Die-Cut Stencils
1 Individual Stencil
This Furniture Decorating Set, with a purchase of one-half pint can or more of Acme Quality Enamel-Kote (Rapid Drying). This offer is made to demonstrate the delights of doing your own decorating.



Use Acme Quality Enamel-Kote (Rapid Drying) on woodwork and furniture. Available in fine colors.



FREE!
This stamped steel dust pan with the purchase of a can of

ACME QUALITY
Granite Floor Enamel
(RAPID DRYING)

A high gloss, durable enamel finish for all wood, composition or concrete interior or semi-exposed surfaces. Produces a hard, sanitary finish which will withstand severe wear. Easily applied, dries to recast the same day under favorable drying conditions. Can be walked on in from four to six hours after application.



A Perfect Finish For: Basement; Kitchen; Garage; Stairway; Dado; Auditorium; Church; School; Store; Linoleum.

Special Prices on ACME Quality Barn Paint



During Paint Week we are making a special price on Acme Quality Barn Paint—so that it will be attractive for you to paint your barns, fences or tool houses now.



**CASTLES IN THE AIR
AND A SPANISH GALLEON**

In the sixteenth century men had their dreams—their castles in the air—just as we of today. But there was no well-defined path to wealth. The Merchant of Venice had to borrow of a rapacious Shylock and trust to the uncertain destiny of a medieval trading-ship.

LET THIS BANK ADVISE YOU

How different is the fate of Moderns who deal with Banks! When we borrow, there is no "pound of flesh" to pay. When we embark on new enterprises we have sure guidance. Times have changed.

And the most potent force in this change is the power of Banking. Your Banker is your friend. Trust him with your money problems.

First State Bank

Free! Paint Brush

During Paint Week we will give a regular \$2.00 pure bristle paint brush with every order of sufficient paint to paint your home.



Acme Quality Colors Are Correct

A sparkling beautiful shade with the stamp of authority—the color of the year. That is an Acme color—whether it is intended for inside or outside the home. That is why Acme Quality products are in demand. You will never go wrong in selecting Acme colors.

YOU CAN BUY ANY ONE OR ALL OF THESE BARGAINS DURING PAINT WEEK

WANT Ads

All classified advertisements must be paid in advance unless arrangements are made in person to care for the payment of them. Classified ads received through the mail will not be published unless accompanied by the cost of insertion. Classified advertising includes Cards of Thanks, Resolutions of Respect, Verbatim copies of Obituaries, Legal Publications of all kinds, Announcements, Etc., as well as Reading Locals scattered about through the paper.

personal mention columns. All of the above styled advertising, with the exception of Cards of Thanks, short Announcements and Reading Locals cost 1-2 cents per word for the first insertion, and 8-4 cent per word for each subsequent insertion thereafter without change. Reading Locals and Short Announcements cost 10 cents per line for each insertion, counting six words for each line or part of line.

Cards of Thanks cost 50 cents each in the usual form, when of more than ordinary length the cost is the same as for reading locals. No ad in any issue may cost less than 25 cents. If desired set in black face type add 25 cents to cost of the advertising. Word ads intelligently—do not try to save a few cents by leaving out necessary words; tell who, what, where, and if essential, when and why.

Wanted

WANTED: Have tractor, plows and drill ready to do your plowing and wheat sowing. Phone Central for my number. ARCH CONKLIN. 37-4p

BOARDERS WANTED: Good home-cooked meals at \$7.00 a week. Mrs. A. A. KEELER, one block east of Mothers Park, phone 471-M. 37-1c

WANTED: Let me do your fall sewing, prices reasonable. MRS. FRANCES BARNARD, 312 East Sixth Street. 37-2p

WANTED: Experienced cook and janitor, man and wife preferred. Apply in person. COUNTY HOSPITAL. 37-1c

PAINTING and paper hanging, \$3.50 a day. N. E. MOORE, one mile north on 25-Mile Ave. 27-1c

WANTED: Used or rebuilt Underwood Standard Typewriter. Business Men's Association, telephone 440. 37-1dh

HOUSE WORK done by the hour, day of week, South door of 500 West 5th and Miles Ave. 37-1p

PERMANENT WAVE, \$3.50. Call at residence 507 McKinley Street. Phone 459. MRS. CARL JENNINGS. 37-1c

WANT 10,000 sufferers to use the different kinds of Pine-o-Pich products, unequalled for rheumatism, pyorrhea, stomach and kidneys, old sores, catarrh, hay fever, colds, croup, burns, boils, piles, itching, skin troubles, ringworm, skin cancer. Ask the Corner Drug Store what you need. F. W. Zimmerman, manufacturer, 713 South Harrison Street, Amarillo, Texas. 37-5p

EXPERIENCED practical nurse with boy 12 years old, wants nursing or house keeping; will go anywhere. Write Box 78. Good references. 33-1c

Painting and paperhanging, \$3.50 a day. M. E. MOORE, one mile north on 25-Mile Avenue. 31-1c

WANTED: Bring your feeder hogs to BLACK ELEVATOR for highest prices. 36-1c

WANTED: Want to buy feeder hogs at BLACK ELEVATOR. 36-1c

Lost and Found

LOST: Man's blue serge suit coat between Amarillo and Hereford. Shine emblem in button hole. Report to Hereford Brand. Reward. 37-1p

LOST: Yellow and white Collie dog; last seen dragging a lock and chain. Reward. MRS. C. F. GALGAGER, Phone 236. 37-1p

LOST: Pair shell rim glasses; medium or light color frames. Mrs. RALPH BARNETT, Phone 359. 36-2c

For Rent

FOR RENT: Furnished apartment, three rooms, kitchenette, private bath. MRS. M. S. DAMERON, phone 100. 36-1p

SPLENDID three room apartment, either furnished or unfurnished. Call 194. 37-1c

FOR RENT or for sale, first class piano. MRS. H. L. BROADWELL. 37-1c

FOR RENT: Store room on West Third street. Phone 152. MRS. H. L. BROADWELL. 37-1c

FOR RENT: Three room furnished apartment, close in. Phone 418-W. MRS. GRACE HUGHES. 37-1p

FOR RENT: Two furnished, modern apartments with garage, one block north of high school, MRS. E. J. WILLIAMS, Phone 482-W. 37-1c

FOR RENT: Two furnished light housekeeping rooms in modern home, 1025 25-Mile Ave. Phone 496-W. MRS. J. D. THOMPSON. 37-1p

FOR RENT: Furnished modern light housekeeping rooms, upstairs. MRS. W. E. HICKS, Phone 155. 35-1c

ROOMS for rent, or light housekeeping, terms reasonable. Phone 5. 35-1c

FOR RENT: 3 room house on 3rd street, suitable for restaurant or barber shop. A. H. ELLISTON. 25-1c

For Sale or Trade

FOR SALE: Ten head of registered Shorthorn (Durham) heifers; price \$800. Ages 14 to 28 months. CALDWELL BROS., Box 884. Hereford. Price is delivered. 37-3c

FOR SALE: Silverstone-Victoria, light oak color, and about fifty records. MRS. J. P. WOOD. 37-1p

FOR SALE: Jamesway poultry equipment. See MRS. H. L. BROADWELL. 37-1c

FOR SALE: Grazing rights until eaten out, 450 acres short feed, 2 1/2 sections good grass land, plenty water. Old 7-bar ranch, northwest of Hereford. B. F. BLAKE, White Deer, Texas. 37-3p

FOR SALE: A header with binder attachment, in good running shape. See or write C. J. Smith. Phone 489. 37-1p

FOR SALE: Five room, new modern home, partly furnished. Might take unimproved quarter section part payment. Also two quarter sections for sale. Terms. GEORGE MILLARD, Box 126, Hereford, Texas. 37-1p

FOR SALE: Canning tomatoes, phone 9001-F3. MRS. R. WITHERSPOON. 27-1c

FOR SALE: 22 pigs, shoats and 3 sows. Would like to buy a used truck and pay for it in plowing. O. L. RUTHERFORD. 37-1p

FOR SALE: Ripe tomatoes, one mile north on 25-Mile Avenue. M. E. MOON. 37-1p

FOR SALE: Peony roots, good strong plants, all colors. Plant now for best results. Phone 250. J. F. WARD. 37-2c

FOR SALE: Deering header with binder attachments, tractor hitch can be used if wanted. See AL VAUGHN. 37-1p

FOR SALE: \$7,800 for improved 140 acres only 3 miles from Hereford, 120 acres in crop goes with sale, 6 per cent terms. \$2,500 for fine 80 all in cultivation. Bargain price on section, all in cultivation and well located. \$3,500 for improved 20 acre place edge of town, gas available, 6 per cent terms. L. BASKIN, phone 138. 23-1c

MAPS: Deaf Smith county maps for sale, 60c each. THOMPSON & IRELAND.

FOR SALE or trade: Complete drilling outfit (Axtell) with all necessary equipment for drilling 1000 feet or deeper. Equipment includes blacksmith shop and 15-30 tractor. Will trade complete or sell on terms. RALPH BARNETT. 36-2c

FOR SALE or trade: McCormick row binders. See DR. C. T. KIBBE. 36-2p

FOR SALE: Six room, brick veneer residence near high school in Canyon, Texas. Call or write J. A. MCGOWAN, Vega, Texas. 36-2p

FOR SALE OR TRADE: 1120 acres choice farm lands in Dalham county; has good well, 60 feet deep, windmill. Price \$15 an acre. Will consider clear residence in Hereford as cash payment. See ED CONNELL, Hereford, Texas. 35-3c

\$30 per acre for 320 located 28 miles northwest, near railway, 1 mile to school, 240 in crop goes

with sale; also lease on other half section. \$30 per acre for improved quarter on creek, 120 in crop goes with sale; also lease on other quarter nearby, 10 miles to elevator. \$2750 for well improved 5 acre place, gas, electric lights and daily mail service. \$350 for block of ten lots, natural gas available. \$2750 for 8 room modern house with two big lots, east front. \$200 for fine east front building lot, gas and electric service. Easy 6 per cent terms. L. BASKIN, owner. 23-1c

FOR SALE: International Farmall with attached lister and guide; will take cows on trade. JOHN B. DAVIS, Summerfield, Tex. 30-1c

FOR SALE: Four room residence in Amarillo, or will trade. What have you? Box 114. CLARENCE CONKLIN. 33-1c

HAVE section near Kelo, with 240 acres row crop. Will pasture stock. See L. BASKIN, Owner. 36-3c

FOR SALE: Well grained new crop hegaria feed. Five cents bundle delivered in town or four cents in the field. Inquire at Brand office or see D. H. CONNELL. 36-2c

FOR TRADE: One wheat drill for 3 or 4 gallon, fresh Jersey cow and leghorn pullets Wm. HENRY, 300 25-Mile Avenue. 36-2p

FOR SALE: Or exchange, choice city lots at remarkable bargains. JOWELL MURCHISON. 18-1c

FOR SALE: Ten room modern apartment. Five room modern bungalow, easy terms Phone 456. A. C. THOMPSON. 35-1c

FOR SALE: Modern 4 room stucco house, built-in cabinets, gas fixtures, etc. Address, P. O. Box 362, or phone 179-J. 32-1c

FOR SALE: 25 acres, 1 mile north of town, 1-5 cash, balance to suit you. Also 110 acres, 1 mile SW on Summerfield road, will cut in 20, 40 or 60 acres; 1-5 cash, balance to suit you. A. H. ELLISTON. 25-1c

Notice

SHEEP ON SHARES OR FOR SALE: I have a limited number of good ewes to put out on shares with parties who have feed and will take care of them. Also can supply feeding-lamb. Now is a good time to turn your short crop into lambs for a profit. Everything points to high market for fat lambs in the spring. See me at once. Phone 319. A. G. BELL, Hereford, Texas. 37-4c

Lodge Directory

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

HEREFORD POST NO. 192
AMERICAN LEGION
Meets at 8:00 p. m., first and third Thursday night in County Court Room. 45

YOUNG GIRL PROVES TO BE GOOD AMATEUR JUDGE

In the novel feature of amateur judging of dairy cattle at the fair the second day, Evelyn Plummer, a young girl of the Ford community, came out second and won \$10 in prizes. The contest was carried on by permitting amateurs to pick first and second places of the different classes entered, and their results were compared with D. T. Simon's final decisions. J. W. Berry of Frio was nearest correct. Farmers Creamery gave a \$10 cash prize.

Jobs in Jest

Cosmeticians are doing an increasing business. Alas, even the good dye young these days.

"Lone Chicago Bandit Holds Up Two Policemen." Headline. Now if it were the other way around, that would be news.

In England, they hear that a Chair of Humor has been established at one of our universities. There's a school which should have a successful football team, what with all its pun-ners.

One of the best players on the University of Missouri football team is named McGirl. And they say players on the rival teams are planning to rush him.



Two Funerals Are Held Here On Same Day

Funeral services were held at the First Baptist church Tuesday afternoon at four o'clock for Frank Marion Childress, 78 years old, with Rev. V. M. Cloyd in charge. This man who had come down through the years to the sunset of life was laid to rest in West Park cemetery the same day that loving hands and hearts paid last tribute to an infant who had fallen asleep during the first moments of its earthly journey.

Mr. Childress died Monday at the home of Mrs. M. A. Barnes, in whose care he had been for the past several months. He had been a resident of Deaf Smith county for about 15 years, and for four years had been in ill health, under hospital care most of the time. His wife died here several years ago, and no children survive them. However, they reared a girl, Miss Frances Morris, who is now living in California.

Infant Dies
The infant daughter of Mr. and Mrs. Stanley Thomas, of Wilford, who died in St. Anthony's hospital at Amarillo Monday noon, was brought to Hereford by E. B. Black funeral parlor for interment Tuesday afternoon. Funeral services were held at the cemetery by Rev. V. M. Cloyd.

BEST COW IN JERSEY SALE SOLD FOR \$150.00

Fifteen head of Jersey dairy stock were sold at auction through Ray Barber, auctioneer, last Thursday at the sales pavilion for a total of \$802.50. The highest price cow brought \$150. The average was \$53.50. The sale was made by Berry Orr of the Clover-Dell farm. C. C. Acker was clerk.

In the hog sale which followed immediately, Elizabeth Chapman of Sims sold seven Duroc six-month-old-pigs for \$27 each. Two buyers took all of them.

Star Announces Funniest Hit for Next Week

Acclaimed as the funniest hit on earth, "Animal Crackers" will open at the Star Theatre Monday and run through Tuesday and Wednesday. The "Cocoanuts" was just a starter. The boys saved their wildest moments, their wisest cracks, for their second screen scream, "Animal Crackers".

The Marx Brothers hurl their whole works at the audience in one mighty barrage of buffoonery. It has made them rock in their seats, and they haven't been able to frown for a year. It is like five funny pictures rolled into one.

Mr. and Mrs. James Hughes and daughter, Madeline, of Lubbock were here last Sunday visiting in the home of Mr. and Mrs. J. O. Newell and other relatives.

Lions Club Is Holding Weekly Luncheons Now

The Lions club has purchased a piano and is now holding weekly meetings at the Hereford Hotel. An hour's session is held every Wednesday noon with a luncheon, and with a piano available it is now possible to have the sweetheart and pianist of the club present. Miss Dessie Mae Steele.

S. P. Rosson, J. J. Sharnan and B. H. Hopkins are on the recreation committee to establish a kiddies playground on Lake Park when the city's improvement program is begun. It was suggested by Mr. Rosson that the Lions club, through some activity for raising money, do this work alone, and the club accepted the sole responsibility.

John McLean, Voline Downs and Roy Arnold are a committee of energetics whose duty it is to get out a better attendance.

D. K. ROBISON, M. D.

RESIDENT PHONE 500 OFFICE 282

PIGGLY WIGGLY

FRIDAY & SATURDAY SPECIALS

GRAPES, Tokays, 3 pounds	25c
JELLO, three packages	22c
SOAP, Creme Oil, 4 10-c size for	24c
TOMATOES, No. 2 can	10c
APPLES, evaporated, two pounds	25c
OLD DUTCH CLEANSER, three for	21c
CATSUP, large bottle	21c
MATCHES, large boxes, six for	21c
DYANSHINE POLISH, regular 50c size	38c
PEAS, black-eyed, 2 medium cans	15c

Old Stockyard Material Goes at Public Sale

The old Santa Fe stockyards Hereford has been bought by private parties and will be sold public auction Saturday, September 27, at the stockyards. Farmers and stockmen are urged to be on hand and get some bargains in lumber, posts, fences and bridge timbers. There is great quantity of this material on hand and it is going to be sold says the new owner, K. E. ton.



Prices

Finger Wave
Marcell
Haircut
Shampoo
You will like our shampoo given with soft water.

Permanent Waving

Done by graduate operators. They stand up.

Scalp Treatment

We give all kinds of scalp treatments.

ORR'S Beauty Shop

Phone 484

Social and Society

Union Revival Reaches High Interest Point

High point in the union revival in progress here was perceptibly reached last night when a large audience, the center tier of which was filled with high school students, heard Rev. J. W. Boultinghouse at the Christian church deliver a touching discourse on the theme of "Mother".

It was young people's night, and had taken time out from their week studies to appear in a prominent part in the services, singing their own songs that were above the ordinary, the body of high school students sang their songs and gave their rah-rah-cheers to the choruses and ministers, in a "rooting" style.

Family night was announced for Friday night when all members of the family are expected to attend and sit together. All evening services are now being held at the Christian church.

In announcing his subject of "Mother" for the evening, Rev. Boultinghouse stated it was of interest to both old and young; however his remarks were directed principally to the youths, cutting a straight edge between right and wrong conduct.

The minister spoke in part: "The three sweetest words in the English language, and I would like you glorify all three tonight. You learn in school of the world's needs in politics and economics, but not of its greatest need: really mothers. Back of every great man is a godly mother, that queen of the home. The secret back of Moses' success was his mother. In the background of Samuel was the God-fearing Hannah, faithful to her vows. Even this applies to Christ, though he is so illustrious that we forget Mary, his mother.

"Mothers are creators, second only to the Creator of the universe. They possess a rare privilege and ability. To rear a noble child is greater than to launch a battleship; it is giving back to the world perpetual high ideals. The choicest flower of creation and the closest akin to God is our mother.

"All owe a debt to our mothers: a debt of gratitude for her moral and religious instruction; her self-sacrificing love and care in our birth and infancy. Likewise we owe her a debt of honor. We are under obligation to honor her name, keeping our mind, heart and blood-stream clean from contamination. Honoring a mother should be one of us to honor all womankind. The first commandment issued with promise was to honor our parents.

"We are living in a new age. We have come into new liberties, and I would have you know it is Christianity that has transformed manhood from chattels into herms of equality and freedom. Smoking of cigarettes by girls is biological danger, harmful to the sex, transmitting weakness to the children.

"Streams never rise higher than their source; nations never higher than their best citizenship, and manhood's ideals are the level of influence.

"And there is our debt of love because she first loved us. There is no sweeter tender, so pure, so unselfish, and she craves a responsive return for her love.

"She will say that all in her life is but dim reflections of Christ's shining through her life. You living that you may say, all mother I'll be there, in answer to her prayer."

Mother's Club Holds First Study Session

The Mother's Club, organized in 1910 and federated in 1910, held its first study meeting of the club on Tuesday afternoon in the home of Mrs. Burl France, with Mrs. Mmes. A. G. Bell as hostesses.

The course of study from now till May 12, 1931, will deal with level, and more particularly a study of America's national parks. At Park, New Mexico, and at Park, Oklahoma, were topics discussed Tuesday. The program follows:

Why our national parks? Mrs. E. Hicks. Plans for future development of national parks: Mrs. Arthur Thompson.

Hot Springs: Mrs. E. S. Ireland. At Park: Mrs. W. D. Womble. Officers of the club are: Mrs. Tynes, president; Mrs. Carl Kester, vice president; Mrs. F. Kester, recording secretary;

Miss Sawyer, 1930 Graduate, Is Married

Miss Mildred Sawyer and Frank A. Weaver, two popular young people of Deaf Smith county, surprised their friends Wednesday afternoon by motoring to Clovis and being united in marriage there by Judge G. C. Kennedy.

The bride is the daughter of Mr. and Mrs. W. M. Sawyer of the Progressive community. She was a 1930 graduate of Hereford high school. Mr. Weaver is the son of Mr. and Mrs. W. T. Weaver of Westway community.

The couple will make their home in Hereford.

Friends Spend Day With the Doughertys

On Wednesday morning, September 17, a crowd of former neighbors and friends of the W. A. and Archie Dougherty families drove over early to spend the day with them on their lately acquired New Mexico ranch near Grady.

Each lady carried a dish of something delicious to eat, and at the noon hour the feast was spread and all enjoyed the pleasant hour of a meal together—good eats and close friendship. Kodak pictures were made, and just before time for leaving ice cold cantaloupe and punch were served to the guests by Mrs. Dougherty, assisted by her daughters, Mrs. Archie Dougherty and Mrs. Clyde Kibbe.

"Old friends are dear friends, and we hope you will come again," was Mrs. Dougherty's sincere parting with the Deaf Smith county folk, who includes Messrs. and Mrs. Arlie Dean and R. J. Kibbe, Mrs. Jack Hutson, John Hutson, G. M. Suggs, J. R. Lipscomb, Bob Higgins and Clyde Kibbe and little son, Clifton.

Beauty at 12

Streams never rise higher than their source; nations never higher than their best citizenship, and manhood's ideals are the level of influence.

"And there is our debt of love because she first loved us. There is no sweeter tender, so pure, so unselfish, and she craves a responsive return for her love.

"She will say that all in her life is but dim reflections of Christ's shining through her life. You living that you may say, all mother I'll be there, in answer to her prayer."

Mother's Club Holds First Study Session

The Mother's Club, organized in 1910 and federated in 1910, held its first study meeting of the club on Tuesday afternoon in the home of Mrs. Burl France, with Mrs. Mmes. A. G. Bell as hostesses.

The course of study from now till May 12, 1931, will deal with level, and more particularly a study of America's national parks. At Park, New Mexico, and at Park, Oklahoma, were topics discussed Tuesday. The program follows:

Why our national parks? Mrs. E. Hicks. Plans for future development of national parks: Mrs. Arthur Thompson.

Hot Springs: Mrs. E. S. Ireland. At Park: Mrs. W. D. Womble. Officers of the club are: Mrs. Tynes, president; Mrs. Carl Kester, vice president; Mrs. F. Kester, recording secretary;

It's too late for little De Lore Vincent, above, to compete for the title "Miss Universe," this year, but there are many years yet to come. Only 12 De Lore was recently crowned "Miss Ponca City, Okla.," in a juvenile bathing revue there. She is red-haired.

Planning Hot Lunch System for Central

There will be an important meeting of mother-patrons at the school at the Central school auditorium at 3:30 o'clock next Tuesday afternoon, with a view of organizing a Parent-Teacher Association. The need for such an organized group has been recognized for some time, and requirements for the association have become even greater to promote health work which is being fostered in the school by Miss Nell Hall, county health nurse.

Miss Olga Buresh, state itinerant nurse, arrived here Monday, and she met with many of the mothers Wednesday afternoon at the Central school. An interesting meeting was held in which helpful suggestions were made by Miss Buresh relative to putting in a hot lunch system for pupils at Central. Prospects are good for establishing a service that will provide at least one hot dish and be self-sustaining, says Miss Hall.

It was stated by Miss Buresh that a committee on this feature would probably be appointed at the Tuesday session, in which it is hoped the Parent-Teacher Association will become a reality.

A faculty meeting of Central teachers was held Tuesday at which an outlined health program,

Iris Roots Free for the Asking

Mrs. E. J. Williams is now digging up a big bunch of iris roots and she is offering them free of charge to whoever will call for them. She lives one block north of the high school and her phone number is 482-W. Get in touch with Mrs. Williams by phone or call at her home if you want any of these iris roots. Otherwise she will have to pile them up and burn them.

Mrs. Blythe Was Bridge Hostess

Mrs. H. W. Blythe was hostess to the bridge club Wednesday noon, September 17, and a three-course luncheon was served. In the games that followed, high member went to Miss Frances Obethier, and high guest to Miss Floyd Wilson.

The guest list included Miss Floyd Wilson, Miss Emma Jean Donald and Miss Espanosa. Members present were Mmes. Alton Fraser, Lloyd Edwards, Tom Carter, J. K. Blythe, James Witherspoon, Roger Corbett, Egbert Brady, J. M. Posey; Misses Frances Oberthier, Frances Guhn, Dessie Mae Steele and Polly Steele.

Statements, Letter Heads, Envelopes, all Job Work, at The Brand.

OFF TO COLLEGE

John Jacobsen, Jr., and Duane Orr have enrolled in Texas Tech for the present session.

Elizabeth Chapman left first of the week for C. I. A., Denton, to enter college.

Miss Emma Jackson left the first of last week to enter the University of Texas.

Leo Wolfe and family motored to Lubbock last Thursday where Miss Ruth entered Tech for her sophomore year.

Charles Ferguson, George Heard and Miss Earle Marie Foster entered W. T. S. T. C. at Canyon the first of the week.

WHY CONTINUE TO SUFFER?

We Cure the Most Obstinate Cases of

Colds Appendicitis Colic
Constipation Kidney Diseases Nervous Diseases
Rheumatism Tumors Ulcers
Hay Fever

Free Consultation and Examination

PERKINS & PERKINS, D. M.
609 West Third Street. Phone 475

Food Habits Then and Now

Food knowledge of twenty years ago is as out of date as an automobile or woman's hat of that period.

Butter is one of the most accessible and plentiful sources of Vitamin A. Doctor McCollum says: "Butter should be used as a spread, and in the preparation of various food dishes when ever possible, for a liberal supply of Vitamin A is better than the minimum of which growth is possible.

CREAM O' PLAINS BUTTER
AT YOUR GROCER'S

Farmers Creamery Ass'n, Inc.

Hereford Phone 3.

Conoco Stations Endorse Educational Movement

"A little learning is a dangerous thing," so says a famed and overworked quotation, but there are also times when a little learning is a vitally needed factor; especially is this true when it is a practical education.

The automobile has come to have a definite place in the life of the people of Deaf Smith county—even to school children, many of whom go to and from school in cars. Most people either own, or will own, an automobile some day. Knowing how to take care of this machinery properly is rare ability. When you teach your children to care for your car properly you are teaching them a lesson of which they will have occasion to thank you some time.

First you should teach them the value of using one standard brand of gasoline the whole year around, at the same time giving

them the advantage and convenience of having their car start without trouble—and keep running smoothly after it does start.

Time is also an important element that each child should be taught to recognize. Time is worth money, if properly applied and to save time is to make money. If a student can save ten minutes while filling and greasing his car he may keep from being late to a class in which he might learn something which would cause him to pass a course or have some definite effect on his future life.

For these reasons we invite you to trade with these Conoco stations where you will be assured of receiving standard products throughout the school term, thus teaching your children one of life's greatest, most practical lessons—economy, service and quality.



Conoco Oil

and Gas

ETHYL GAS

Brunswick Tires

At my place of business AT WESTWAY.

R. M. GUNN

WE POINT WITH PRIDE TO THIS CERTIFICATE OF AWARD FROM THE AMERICAN AUTOMOBILE ASSOCIATION . . .



NOW AMERICA'S NEWEST OIL BECOMES AMERICA'S BEST OIL FOR YOU TO USE . . . THE PIKE'S PEAK TEST PROVED IT!

BETWEEN SEPTEMBER 6 AND OCTOBER 5, 1929, CONOCO Germ-Processed Motor Oil was tested side by side with three popular nationally known brands of motor oil on Pike's Peak under the supervision of the American Automobile Association Contest Board.

Following a careful checking of more than ten thousand observations made during this grueling test, the Contest Board of the American Automobile Association issued a Certificate of Performance Number 2268 com-

prising 14 points, with permission to use in connection with the Association Seal pictured above.

The booklet pictured below gives in detail the complete story of the Pike's Peak Tests. You should have these facts . . . for they will convince you beyond doubt of the Superior Quality of CONOCO Germ-Processed Motor Oil. . . Sold in the correct grade for your motor at stations displaying the CONOCO Red Triangle.



CONOCO GERM PROCESSED PARAFFIN BASE MOTOR OIL



Get this free booklet, "Pike's Peak Tests Confirm CONOCO's Claim," at any CONOCO station or stations of CONOCO dealers.

Look for the CONOCO Red Triangle . . . it marks the thousands of CONOCO stations and stations of CONOCO dealers everywhere.



Means something more to you when you use

CONOCO OIL AND GAS

Try Our

Ethyl Gas

O. E. (Oscar) Easley Agent.



Our New Grease Rack

We have installed in our mechanical department one of the finest greasing racks to be found anywhere in the Southwest. We use it also in checking your car and tightening all underneath parts. You are still further assured of the most accurate mechanical adjustments on your car by this process. Our greasing equipment includes one of the new high-pressure electrical power guns that puts the grease in the right place.

BRUMLEY CHEVROLET COMPANY, Inc.



ONE CENT SALE!

THURSDAY - FRIDAY - SATURDAY
OCTOBER 2 - 3 - 4

NEXT WEEK
Unquestionably the Greatest Drug Store Sale
Ever Conducted.

Corner Drug Store
The Rexall Store

Day Phone 105 Night Phone 238 or 473-J
"We Fill Any Doctor's Prescription."
The Best In Drug Store Goods—The Best In Drug Service

Poultry Expert May be Heard at Court House

An unusual opportunity will be afforded poultry raisers of Herford and Deaf Smith county by the visit on Saturday next of Judge E. C. Branch of Lee's Summit, Mo., who will talk on poultry culture and matters of general interest in connection with this great and growing industry.

For 36 years Judge Branch has been a poultry raiser, breeder and fancier. He is a nationally known poultry judge and prominent in the affairs of the American Poultry Association, being chairman of the revision committee of the Standard of Perfection of the A. P. A., and member of the judge's licensing committee of the A. P. A.

Judge Branch is director of poultry research on the nutrition at staff of the Nutrena Feed Mills, Kansas City, and his visit to Herford is made possible through efforts of the Farmers Elevator Co. and the Hillside Hatchery, while the Judge is in this vicinity judging the Tri-State poultry show at Amarillo this week.

A cordial welcome is extended

to everybody interested in poultry raising to attend this lecture Saturday afternoon at 3:30 o'clock in the district court room.

ESTRAY NOTICE

Taken up at the home of the undersigned, living about six miles northeast from the Town of Herford in the County of Deaf Smith, the following described animal, known to be estray, viz: One brindle yearling steer.

If not legally proven by the owner thereof within Twenty Days from the date hereof I will proceed to Estray the same in accordance with law.

Herford, Texas, this 24th day of September, 1930.
37-3p J. W. VICK, Taker Up.

E. A. and J. B. Comer of Clovis were visitors here last Thursday for a short time. They were enroute from Norman, Oklahoma, where Miss Comer, daughter of J. B., entered Oklahoma State University.

Try our soft water shampoos and feel the difference in your hair. ORR'S BEAUTY SHOP, 37-26

Mr. and Mrs. Gaston Baer went to Amarillo where Mrs. Baer remained to take treatment at St. Anthony's sanitarium.

Railroad Meet Agrees to Hire Counsel to Act

Eleven Panhandle-Plains towns joined hands Monday at Lubbock to employ an attorney to represent the affected territory before the Interstate Commerce Commission on application of Texas & Pacific Northern Railway to build 333 miles of rail line from Big Spring north to Herford and Vega, according to John P. Slaton, railroad committee chairman for Herford, who returned home Monday night from the meeting.

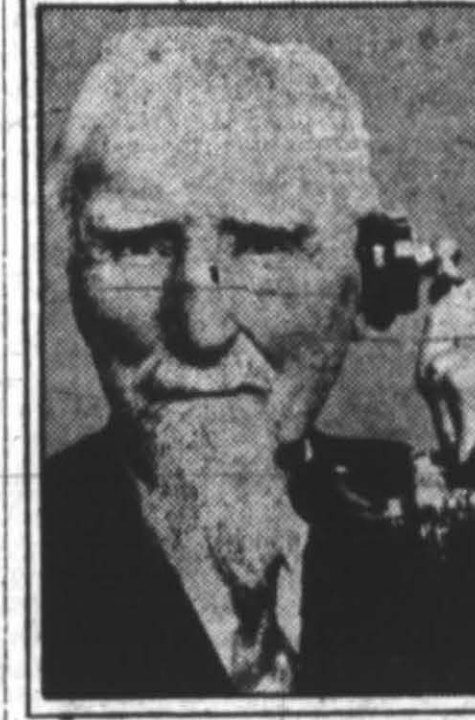
Towns that pledged funds for employing counsel were Lubbock, Big Spring, Herford, Lamesa, Ackery, Brownfield, Levelland, Littlefield, Dimmitt, Vega and Morton. Other towns represented were Amarillo, Olton and Earth.

Upon motion of Judge Slaton, the group voted unanimously to ask the Interstate-Commerce-Commission to hold its hearing in Lubbock. Also, upon another motion of Mr. Slaton, each town represented agreed to go on record as separate units and request the hearing be set at Lubbock.

"The session was as fine a co-operative assembly as ever got together in West Texas," remarked Judge Slaton. "Lubbock is as enthusiastic and is pulling just as hard for the building of the road over the proposed route as any town on the surveyed line. All are working together as smoothly as gears work in unison with the carswain's voice in a collegiate boat race."

Among others present at the Lubbock railroad meeting were E. S. Ireland, Mayor of Herford; F. A. Singer, B. D. Woodlee, I. B. Brook, Dimmitt; Chas. Ingram, Vega.

Wed 56 Years



This excellent camera study of Captain Robert Dollar, Pacific coast shipping magnate, was made at his California estate recently when he and Mrs. Dollar celebrated their 56th wedding anniversary. Dollar is in his 87th year.

Superintendents Are Thanked by President Hill

Congratulations on success of the Deaf Smith county fair which was staged last week in Herford have been pouring in to J. E. Hill, president of the association. In accepting the words of praise he is passing the credit on to the various departmental superintendents and division chairmen.

"In preparation for the event," said Mr. Hill, "I repeatedly emphasized the bearing of personal work of those in charge upon the extent of individual responsiveness toward building a great fair. Their loyalty and labor rose to admirable heights, and I wish to thank them for the fine work they did. Credit for whatever success we attained is theirs. No executive has ever had such splendid cooperation, and I am pleased beyond measure to have been associated with them in this enterprise."

Roy Arnold and J. C. Parker made a business trip to Portales Wednesday.

We have been selling tires in Herford eighteen years and expect to stay in business some time yet. H. L. RICE.

HOSPITAL NOTES
Tonsil operation, September 22, on Walter London twins.
Tonsil operation for Betty Connell, daughter of Mr. and Mrs. Ira Connell, September 22.
Appendicitis operation, September 22, for Curtis Bippus.

BETTY IRENE CONNELL UNDERGOES OPERATION

Betty Irene, little daughter of Mr. and Mrs. Ira Connell, who had her tonsils removed Monday morning at the county hospital, is recovering nicely. Drs. LeGrand and J. W. Hicks were medical attendants.

STAR THEATRE

HEREFORD, TEXAS

Friday Only
September 26

'Lovin' the Ladies'

with

Richard Dix and Lois Wilson

Saturday Only
MATINEE AND NIGHT
September 27

"Personality"

with

Sally Starr and Johnie Arthur

3-Big Days-3

Monday - Tuesday - Wednesday

SEPTEMBER 29 AND 30-OCTOBER 1

"Animal Crackers"

The four Marx Brothers—"Cocoanutter" than ever! There is no substitute for the Marx Brothers—they are the craziest of comedians, full of buffoonery, maniacal merriment and unlooked for situations and climaxes. Unbelievably hilarious, full of spontaneous combustion of laughable incidents. Prices 15c and 50c.

Thursday and Friday
Next Week, October 2 and 3

"Anybody's
Woman"

with

Ruth Chatterton and Olive Brook

SATURDAY
Matinee and Night
Next Week, October 4

"Call of the
West"

A Western You'll Like!



Life Is a Gamble—But We All Play Our Own Cards

This bank is a Financial Service Station for you and all the people of this community.

Our officers are eager to advise with you on money matters or business problems.

If time is money—many are rich and don't know it.

Don't put your problems off—put 'em OVER.

Western National Bank
"There Is No Substitute for Safety"



Our Used Car Business Is Good and Is Getting Better —Why?

Because our cars are OK and our prices are OK, people buy from us because we give them more for their money. Come in NOW—today—and see for yourself. Here are a few:

- 1930 CHEVROLET SEDAN—Practically new and we only ask \$550.00 and give you terms.
 - 1930 CHEVROLET COUPE—Your chance to get the best at the lowest price, \$525.00.
 - 3—1929 FORD COACHES, good buys that range from \$250.00 up. Terms.
 - 3—1929 FORD COUPES, various colors, good mechanical condition. Prices from \$250.00 up.
 - 3—1929 CHEVROLET COUPES, in tip-top condition throughout, \$400.00 and up.
 - 6—1928 CHEVROLETS in coupes, coaches and sedans, prices range from \$250.00 to \$350.
 - 1929 BUICK SEDAN—New tires, a dandy good bargain at \$450.00.
- We have many other cars of different makes and models, at prices that are a big saving to you. Be sure and visit us before you buy.

Yours For Sales and Service

Brumley Chevrolet Co.

Incorporated

Phone 216.

"A Reliable Institution"

Phone 216

Canyon College Plays Football Friday Night

do the county will many times compensate for the time and effort which your committees put forth in making it a success."

Twenty thousand miles insured on Brunswick Super Service tires, and we expect to stay right here and see that you get service. AT-RICES.

We are the only beauty shop in Herford giving shampoos with soft water. ORR'S BEAUTY SHOP, 37-26

Robert Ricks of Amarillo and president of the Tri-State poultry association, was here last week attending the fair.

Mr. and Mrs. Oscar Easley and little son are spending their vacation this week at Ruidoso and Hot Springs, New Mexico.

If you don't use Air-Fast (puncture proof) tubes, a second spare is almost necessary. Tires, tubes, rims and second spare carriers at RICES.

Mrs. Eli Dunlap of Dallas is here this week visiting in the homes of her three children, Mrs. M. B. McLean, Mrs. L. Hough and Walter Dunlap. Mr. Dunlap is expected to join his wife here tonight.

O. W. Band of Van Nuys, California, is visiting here in the home of his brother, B. Bandy and family. Mr. Bandy is enroute to Carlisle Cavern.

Canyon, Sept. 24.—The West Texas State Teachers College formally open the 1930 football season Friday, September 26, when they play hosts to Central State Teachers College of Edmond, Oklahoma. This will not only be an inaugural game of the season, but will also usher night football in West Texas.

Everything will be in perfect order when Coach C. W. Wattle of Oklahoma Central leads his champions against the Thunder Herd.

It is expected that football fans from all over the Plains country will journey to Canyon to witness the first night football game of the College. From several points word comes that followers of Herd will attend the Tri-State Friday, September 26, and the journey on to Canyon for the game, under the powerful lights. The game will start promptly at 8:00 o'clock.

G. B. Warren and two daughters reached home last Sunday from motor trip to El Paso, Roswell, Hot Springs and Alamogordo, New Mexico.

FOR RENT, FOR SALE CAR AT BRAND OFFICE, CHE