

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

32nd Year—Number 36.

The Hereford Brand, Hereford, Texas, Thursday, September 15, 1932.

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## Progressive Community Wins Sanitation Award of Chamber of Commerce

The Sanitary Improvement campaign waged by the county health service during the past several months among rural communities reached its climax last week with the final inspection and rating by three judges, Progressive community receiving the first prize of \$10 given by the chamber of commerce. Wyche second prize of \$5.00 and Fairview third prize of \$2.50. The judges expressed regret that more prize money was not available that other communities might be suitably rewarded for the fine showings they also made.

The judges were Dr. T. L. Morgan, county health officer; Mrs. Charles Donald, and Mrs. L. D. McCurdy. Inspection and grading was done on the basis of improvement made in rural school and health facilities made since each community was given a rating by the district sanitary engineer early in August, the communities making the greatest improvements since the rating was made, being declared the winners. Several communities, notably Westway, had the conditions of their school and its equipment in such excellent shape it was not possible to secure enough additional points to rank high in improvements, a fact that deserves the highest commendation and consideration of the whole county.

Closely following Westway, in meriting special praise for the health and sanitation work are Sims and Daniel, although the latter two made an enormous gain in credit points during the contest. Dawn, Wolcott and Bippus enjoyed high ratings at the beginning because of the excellent work done last year and before, although the last named did not greatly increase its rating during the contest. A miscalculation of the time of the judges' visit to Bippus caused everybody concerned to miss an excellent luncheon made ready for the day previous, much to their regret.

The judges report gives the following comparisons of the respective communities. The prizes were announced on the basis of the community making the highest rate of improvement during the time of the contest:

Community	First Rating	Second Rating	Percentage Improvement
Westway	45	64	49
Bippus	40	50	19
Valentine	34	48	14
Wolcott	50	81	31
Dean	27	45	18
Sims	22	78	56
Ford	31	72	41
Wyche	20	98	73
Dawn	80	92	32
Daniel	17	80	63
Fairview	27	97	70
Progressive	25	100	75

## Wednesday Is Hereford Day at Tri-State Fair

Those in charge have set Wednesday of next week as Hereford and Deaf Smith county day at the Tri-State Fair in Amarillo. This is also Old Settlers Day at the fair and will be accepted as an excellent time for old-timers and those who like to swap reminiscences to make the trip to the fair if they are going at all.

It is understood permission has been granted for the attendance of the high school band at the fair that day, and if that is true it is probable it will broadcast over the radio station set up on the fair grounds.

A. O. Thompson, who has been placed in charge of local arrangements, says that those who wish to travel a la cavalcade will meet with their cars at the court house at 8:30 that morning. If there are some who will have additional room in their cars and will be willing to carry some of the band members, they are asked to notify Mr. Thompson at his abstract office.

Mr. and Mrs. Robert Anthony visited relatives here as they passed through Hereford last Friday enroute to Philadelphia, where they will both take special studies in biology and instruction in the administration of serums his Brother-in-law, George Sasser, has been made distributor for over a large southwestern area.

## June Allred a Hole-In-One Golf Shooter

June Allred, son of R. M. Allred, and graduate of Hereford high school last spring, joined the ranks of the elite of golfers yesterday afternoon when he shot a hole-in-one on the local course. The feat was witnessed by J. A. Tapp and Frank Moseley, who were playing the course with June, the former taking a birdie two and the latter a par three on the same hole, No. 6, a 135-yard shot.

The records available credit the same hole as having been made in one shot by Mrs. O. G. Hill, Mrs. J. W. Hendrix, J. M. Posey and Frank Marra, at different times in local golf history.

## A. W. GREGG REMEMBERS BRAND WITH FINE GRAPES

A 12-pound sack of three varieties of home grown grapes from his vineyard, was a greatly appreciated gift of A. W. Gregg to the Brand this week.

That they were extra tasty goes without saying, and coming from Mr. Gregg, venerable horticulturist who takes such a delight in working with tree and plant life and has done so much for Hereford in promoting parks and encouraging the planting and maintaining of lawns, home gardens, trees and decorative shrubbery, the grapes were highly prized, indeed.

## Guy W. Green Again To Hold Revival Here

Hereford people will remember with pleasure the coming of Guy W. Green, layman-evangelist of Kansas City, who conducted a series of services in the Presbyterian church here about a year ago, and will be delighted to know that he will again be here Wednesday of next week for 12 days, speaking each evening at 7:30.

Mr. and Mrs. Joel Eller and Mr. and Mrs. Charles Eller of Clovis were guests of Mr. and Mrs. Boyd London Sunday. Mrs. J. D. Curtson returned to Clovis with them, where she will visit a few days.

One hot Sunday morning in Kansas City a few years ago the members of a men's Bible class sat half asleep in their chairs. There walked out in front of them a speaker whom they had never heard before. He removed his coat. Two big, bright, gleaming garters were revealed. He showed his necktie. It was held in place by a clasp as big as a butter plate. The speaker snapped his garter and pointed to his necktie clasp. "Look at these," he said. "They prove I am a country boy. I don't know much about speaking. I wish you fellows would be patient with me."

Then the country boy spoke for ten minutes on the book of Esther to such good effect that a lot of old-timers emerged from their whiskers for the first time in 30 years and asked what was going on.

The next Sunday Guy Green, the country boy, began the teaching of the men's class of Linwood Presbyterian church in Kansas City.

Guy Green soon found himself speaking from three to five times a week to men's organizations of various kinds in Kansas City and other towns. Then influential churchmen asked him to give up the editorial work in which he was engaged and devote his entire time to what he calls speeches on "Everyday Religion".

Mrs. A. C. Hales and George Parker drove to Amarillo Monday to meet Mrs. George Parker. Mrs. Parker will be remembered as Miss Anne Copeland, and is a sister of Mrs. Hales.

Mr. and Mrs. George Muse and son, Keller, left Sunday for Fort Worth where Keller will enter Texas Christian University. Mr. and Mrs. Muse will return in a few days.

## LOCAL CITIZENS ATTEND NOMINATING CONVENTION TUESDAY AND WEDNESDAY

Alex Thompson, Earl W. Wilson, Dr. D. K. Robison and E. S. Ireland left Monday for Lubbock to attend the Democratic state convention. Those chosen as delegates from Deaf Smith county had already been selected last week.

## MRS. A. J. RALSTON RAISES CHOICE STRAWBERRIES

The Brand is indebted to Mrs. A. J. Ralston for the gift of some fine strawberries this week. The fruit was grown at her home, 308 Jewell Avenue, and is extra large and delicious. Planted to produce berries for home use and canning, the patch has done that and more, the fall crop now coming on being a surplus of more than can be used, and is being sold to swell the family finances. The plant or more of "sample" Mrs. Ralston brought to the Brand averaged more than an inch in diameter.

## Urlin Streu Is Tennis Champ of Hereford

The champion tennis player of the year in Hereford was established Wednesday and Thursday of last week when Urlin Streu eliminated Frank Cogswell in the singles finals. The match had been postponed for a number of days because of illness, business engagements and out-of-town trips, but was fast and furious enough once it got under way.

In the three games played Wednesday afternoon, Cogswell took the first 4-8, Streu coming back strong in the other two to win 6-1 and 6-2, and finishing the match with a fast game Thursday morning, Streu winning 6-4, to take the set and championship.

More tennis enthusiasm has been shown in Hereford this year than for some time, but the additional players have been mostly former ones returning to the game than much new blood breaking in. Inaccessibility of the courts and a lack of facilities is a serious handicap to tennis here, and it is hoped better accommodations will be made available for next season's play.

Friends of Frank Richards are delighted to again see him behind the counters of Carlyle's Grocery after a several months leave of absence. Frank has been sick this week with the prevalent cold and sore throat that has been the burden of a number of Hereford citizens.

Miss Helen Slak left last Friday for Wichita, Kansas, to resume her teaching duties after having spent the summer here with her mother, Mrs. R. G. Slak.

## Local Club Workers Announce Preliminary Plans For Holding District Federation Meet

With the beginning of the club year September 1, the attention of Hereford and Deaf Smith county club women, along with their local work, is being turned to the coming of the Seventh District Federation meeting to be held here next April. Mrs. Bob Wilson, chairman of local arrangements, has been meeting with the respective clubs over the county during the summer and taking up various phases of the plans for making next spring's session a successful one, and will continue through the winter with this organization work.

The Seventh District comprises practically all of the Panhandle, and the holding of the annual meeting here will bring at least several hundred delegates and visitors to the city. The invitation extended by local clubs and officials last spring to the convention as it met at Canadian, was accepted, and present plans indicate no thing will be left undone to make the visitors' stay here pleasant and beneficial. The assembly will mean much to Hereford in publicity and the possibility of making warm friends of those who come.

Chairmen who will be in charge of a number of phases of the entertainment and work have been appointed that they may have their

## Former Sheriff Will Talk Here Friday Night

Jim Cook, 74, said to be the first white man to visit the Plains country, and of record as the first sheriff of Deaf Smith county, back in 1890, when the county seat was at La Platta, is visiting what old friends there are left here today and tomorrow.



JIM COOK

He spoke to the assembled high school students and visitors this morning and will speak in the district court room tomorrow evening at 8:00 o'clock.

Mr. Cook is a cowboy of the old school, noted Indian fighter, friend of Billy the Kid, and for many years, and former manager of the great XIT ranch. He says he is the oldest living Indian fighter of this region, and speaks reminiscently of traditional events of much historic interest, among them being accounts of the old Chisholm Trail, Lincoln County War, etc.

Guy Green, lay religious speaker of Kansas City, will be in Hereford for a series of addresses at the Presbyterian church, beginning September 21. Mr. Green first made his reputation as a speaker while teaching the biggest men's Bible class in his denomination. In almost every town to which Mr. Green goes he teaches a union Bible class. In many cases these classes have record-breaking attendance.

Just a common fellow with an unusual way of talking about "Everyday Religion" describes Guy Green of Kansas City, who will be at the Presbyterian church for 12 days, starting September 21. Mr. Green is a former newspaper man. When last seen he said he will not miss him once.

## MRS. W. F. GABBERT HOME FROM TOUR OF WESTERN SEACOAST

Mrs. W. F. Gabbert, who has been touring California and the West Coast as far up as Seattle, Washington, for the past several months, returned home Tuesday evening of this week. She reports an excellent trip and many interesting experiences, although the many changes of altitude and climate caused her to reach home with a serious cold. Jack Gilliland, son of Mr. and Mrs. Matt Gilliland, who drove through for Mrs. Gabbert as far as California and visited with home folks there until her return from Washington, again drove home for her and is back in school this week.

## PLAINS PIONEER DIES AT HIS HOME IN CANYON

Edward D. Harrell, 64, widely known cattleman of Randall county, pioneer of the Panhandle and extensive banking and mercantile business operator, died at his home in Canyon last night after a long illness.

## Demonstration and 4-H Club Fair Is Success

The exhibit of demonstration and 4-H Club work held Tuesday and Wednesday at the E. B. Black Company show windows attracted wide-spread attention and brought out for exhibition some of the best looking home decorations, home sewing and specimens of canned fruits and vegetables.

Nine clubs were represented and their combined display made a most unusual and pleasing presentation of demonstration club work. Pictures were made of each club's showing which grouped together the exhibits of individuals of each community.

Full details of the winners in each division were not available for this week's paper, but are promised for publication in the next issue. Club workers from over the county were present in full force both days of the exhibition and announced themselves as exceedingly well pleased with the showing made this year.

## Senate Agrees With House On Highway Bonds

The Senate of the Texas legislature in special session called by Governor Ross Sterling to pass laws whereby the State would assume payment of county bonds that might have been voted to pave state highways, is reported to recede from its former position of also paying for rights of way, and agree with the House of Representatives that the construction and paving alone would be assumed.

It is expected that complete accord will be reached by the two houses today.

Mrs. J. R. Roden of Friona visited friends in Hereford Sunday. Mr. and Mrs. Roden formerly resided in Hereford.

## Mrs. Ferguson Nominated Governor By Democrats At Lubbock Convention

### "Sonny" Marrs Badly Cut By Glass In Door

Frank Owen, 11-year-old son of Mr. and Mrs. B. F. Marrs, was critically injured Tuesday noon at the high school building, when, in attempting to check a door from slamming his arm broke through the glass and he received dangerous wounds from which for a time it was feared he might lose his life.

The prompt work of W. I. Knicker, school janitor, in taking the boy to a doctor's care is considered responsible for saving his life. One of the veins was entirely severed, the shock of the wound and loss of blood has kept him in a feverish, critical condition since the accident. He is improving rapidly and it is thought entirely out of danger today.

### INDICATIONS POINT TO SUCCESSFUL SCHOOL TERM

Reports of high school teachers this week is said to show a decided increase in student interest in school work over any recent previous years, and is taken as an indication of a most successful year's work.

### COUNTY BUDGET MEETING NEXT TUESDAY MORNING

The formal publication of the proposed budget of county expenditures for next year is printed elsewhere in the Brand this week. The time is set for 10:30 o'clock next Tuesday morning, September 20, in the court house.

## Local Fans to See Texas Tech Play A. and M.

Interest in the Tri-State Fair sponsored college football game to be played in Amarillo September 14, the last day of this year's exposition, is mounting daily and not without sufficient cause.

Both the teams, the Aggies of College Station, and the Matadors of Texas Tech, promise to be among the Southwest's greatest this season.

The Matadors are pointing for this game. Pete Cawthon will fire his men up to the highest possible pitch, for a victory over the stalwart Aggies will brighten Tech's chance to some day become a member of the Southwest Conference.

Matty Bell and his team will put out their best, because they will be playing before a strange audience and in a new part of the state for them. The stigma of defeat would cause nearly as much grief to Aggie fans as to lose to Texas, for the Bullfighters are an "outside" outfit, and the Farmers do not intend to do anything to lower the prestige now enjoyed by the Southwest conference.

Hundreds of ex-aggies are planning to attend the game and see their favorites in action. Likewise several hundred ex-matadors and present students of Texas Tech will be on hand to cheer for the West Texans.

The Tri-State Fair has left nothing undone to make this game the feature sports event of the year. Prices are \$1.10, \$1.65 and \$2.20 for boxes. The game will be played at Butler Field.

Out-of-town orders for reservations should be sent to Lyman E. Robbins, Globe-News, Amarillo. Mr. Robbins wishes those who care to sit in the special reserved section for ex-aggies to so specify when sending in orders. The Aggie section seats are \$1.65.

## Austin Myers' Violin Recital Well Attended

Those who failed to hear Austin Myers in his violin recital at the Methodist church Tuesday evening missed a treat. Mr. Myers plays with assurance, good technique, and marked ability in interpretation.

The audience showed its appreciation of each number with hearty applause, the artist responding with several encores. He was ably assisted by Miss Evelyn Kennedy, pianist; Marcella Myers, cellist, and Emil F. Myers, in voice numbers.

The recital was given in the interest of starting a class in violin, with Austin Myers as instructor, who will be in Hereford two days each week.

Mr. and Mrs. Wm. A. Cathey and children are here this week from Houston visiting his sister, Mrs. D. W. Hawkins, and family.

The Hereford Brand  
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HEREFORD, DEAF SMITH  
COUNTY, TEXAS

Published By  
NORTHWESTERN PUBLISHING  
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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.

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SUBSCRIPTION PRICES:  
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Outside Zone 2, per year \$2.50  
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ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.



Corral & Chute

"And children coming home from school, look in at the open door." Doesn't it seem natural to see all our boys and girls on their way to and from school again? Some way it gives the impression of things getting back into their regular paths of procedure, and gives a feeling of confidence in the eventual accomplishment of the right order of things.

I don't believe there is anything in the world worth more than happy, laughing children. Our lives of toil and endeavor are centered around their well being, hoping to make the existence coming to them more serene and full of greater possibilities than we older ones have known, and the best repayment we can have now is to see them filled with the joy of living, bright-eyed, and eager for the future. Surely they deserve the very best we can arrange for them, and as a whole I am confident they appreciate the sacrifices we make in their behalf as much as they can understand them, and will repay full measure and running over for the preparation we make for them.

And as we endeavor to have them learn of us in the sober, matter-of-fact things of everyday life, would it not be well, perhaps, for us to catch some of their happiness of living, and take more pleasure in associating with those with whom we come in contact by a friendly interest in their affairs and a genuine appreciation of their efforts?

I've courted your daughter for almost 25 years.  
What, what do you want?  
I'd like to marry her.  
Oh, I see, I thought perhaps you wanted a pension.

A LONG TIME AGO IN HEREFORD

(From Files of the Reporter, September 28, 1901)

H. H. Hawkins, then residing at Midlothian, had been here on a visit and to inspect his land holdings in this county.

Miss Flossie Johnson had been awarded a scholarship in the North Texas Normal College, Denton, the scholarship coming as a gift from this senatorial district.

The editor remarked that Hereford was rapidly assuming the appearance of a real city, thanks to the numerous telephone poles being set and mile after mile of wire strung on them.

Also he had quite a lot to say as to the evils of cigarette smoking, especially applied to small boys, and took the officers of the law to task for permitting such conduct.

There was talk of organizing a joint stock company for the purpose of installing an electric light plant and steam laundry in Hereford.

And while I am talking about schools and children, let us not forget there are more of the little folks darting in and out across the streets now than there have been for several months; they are preoccupied with their problems of school work or play, and are a traffic hazard for those driving cars.

They don't mean to be careless, yet one of their lives lost or a body maimed would cause much distress and grief, even though no one were to blame. Let's be careful, folks, and drive with full consideration of them. They are entirely too precious and worth too much for even one of them to be hurt.

If you missed the demonstration and 4-H club contest display in E. B. Black's windows Tuesday and Wednesday, you are a loser. Such accumulation of home decorations, clothing and canned foods cannot help but fill a person with enthusiasm for the individuals and the work that looks forward to and makes possible results like that. If you didn't see it, there isn't much use trying to tell about it—you wouldn't understand and would be as indifferent as if none of the accomplishments were done.

Ford Doings

BY LA VERNE MANN

Attendance at Sunday school was 62 last Sunday.

Several new pupils entered our school Monday.

Mrs. J. L. Height had as guests part of last week a niece and children of Amarillo.

Thomas and Floyd Simpson left Monday for a few months stay near Mountain View, and Shawnee, Oklahoma.

Mrs. T. E. Kennedy of Amarillo is here visiting her daughter, Mrs. D. S. Larson.

Dr. and Mrs. Fly of Amarillo were Sunday dinner guests in the W. M. Stewart home. Later Mr. Fly taught the Bible class at our Sunday school.

BILL SAYS



EUROPE WANTS US TO FORGET OUR WAR DEBTS BUT OUR VETERANS WON'T LET US.

The total enrollment in Hereford schools that year was 235.

(From Files of The Hereford Brand, September 22, 1911)

Politically speaking, Joseph Weldon Bailey then held the center of the stage. On the eve of his departure for Washington, his home town, Gainesville, had given him a grand farewell party. An elaborate program praising this native son had been attended by prominent men from over the state.

The Brand carried a story to the effect that E. B. Black was the first farmer of the region to begin picking cotton. His crop was making better than 100 pounds per acre.

B. D. Woodlee had been over from Dimmitt.

J. P. Collier, president of the Adrian State Bank, had been here on business.

A new telephone directory had just been published by the Brand. About 300 names were listed, and

quite a lot of instruction as to how to use the directory and telephone were included in the book.

Commissioner John Gregory was sporting a brand new Baby Buick automobile, in which he could "sail around with speed and pleasure."

One farmer was strictly against the Brand's advocated policy of an irrigation well for each section. He voiced his objections in no uncertain way, and expressed his belief that should too many wells be put down and too much water withdrawn that the entire country would settle equal to the amount of water withdrawn. If that did not happen, at least numerous "holes" would develop and the farmer would be confronted with farming such parts of his land as might remain above water level. He predicted that our new courthouse might be cut in two, and the Santa Fe Railway would be forced to regrade and refill a great part of their line. The editor agreed with him, and stated that if too much water was withdrawn the world might fall in.

Jumbo News

BY EDNA HALL

R. C. Stewart and family, Olton, and John Sikes and family of Stephenville, spent Sunday with Mr. and Mrs. Pete Hicks.

Miss Johnnie Hardy has returned from a visit with Grace Winkle at Cleo.

Mr. and Mrs. Ernie Pinckert left Tuesday for New York after a visit in the F. L. Pinckert home.

Miss Grace Wilkie is visiting Johnnie Hardy this week.

P. H. Dyer, L. E. Beck, Mr. and Mrs. Harvey attended the Methodist conference in Amarillo Friday.

Buck Wood and wife of Dimmitt spent Friday in the M. L. Hardy home.

Mrs. Noah Ewton and Mrs. Louie Olson visited Mrs. Ullman Hunter Thursday afternoon.

J. T. Hartley and wife of Hereford visited in this community Friday.

Mr. and Mrs. F. L. Pinckert and Bobby, C. D. Pinckert and wife were in Hereford Monday.

M. L. Hardy and family were in Dimmitt Monday.

Pat Hardy and wife spent Monday in Dimmitt.

Mr. and Mrs. Stanley Littleton have moved to Bushland.

Misses Mabel Pinckert and Elaine Dyer, who attend Hereford school, spent the week end at home.

Rev. Sharp spent Sunday night in the M. L. Simpson home.

Rev. Sharp of Canyon took Sunday dinner in the Sam Hunter home.

Mr. and Mrs. Lindsey of Westway visited Mr. and Mrs. Oxford Sunday.

Fred Hiltbruner and Mrs. Matthews visited Arnold Hiltbruner, who is in a hospital at Amarillo, and who is improving following an operation.

Mrs. Ullman Hunter entertained her Sunday school class with a party Friday night. Everyone enjoyed a good time, and at a late hour refreshments were served to all present.

Virgil Andrew and family of Portales, N. M., spent last week with his parents, Mr. and Mrs. C. Andrew.

Mrs. Flora Conaster and children of Hereford took dinner in the L. E. Beck home Saturday.

Zibe Andrew and family of Olton visited the C. Andrew home last week end.

Miss Kitty Oxford spent the week end with home folks.

Mr. and Mrs. Clarence Leisner and children and Miss Eva Foreman were in Amarillo Saturday.

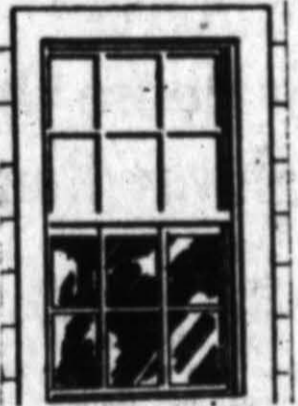
Jack and Helen Litch of Nazareth visited Joe and Edna Hall Tuesday.

Mr. and Mrs. Chub Pinckert spent Saturday night and Sunday with Mr. and Mrs. Noel Andrew at Hereford.

John Hardy Wood has been staying in the Sam Hunter home this week.

Mrs. Clem Gilliam has been very ill this week and is staying with her parents in Hereford.

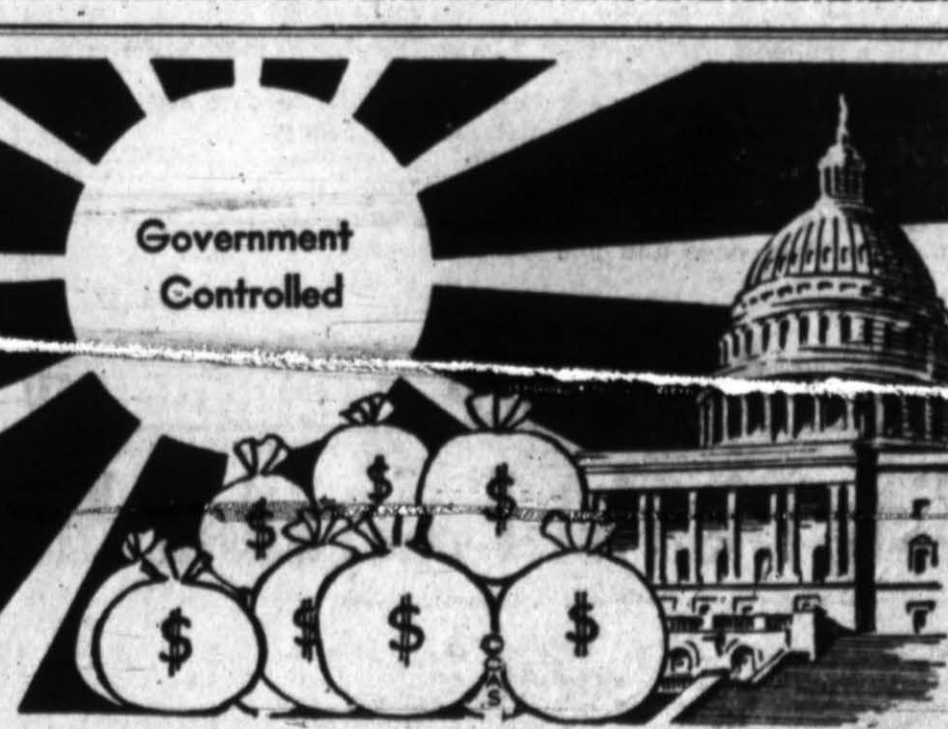
GET READY FOR WINTER!!



Get your cracked and broken window panes replaced before cold weather comes.

Bring in your frames, we have special facilities for replacing glass.

R. H. KEMP LUMBER COMPANY



Have Money IN OUR BANK

WE are members of the Federal Reserve System of banks... under the supervision of Uncle Sam. This enables us to take our notes to our District Federal Reserve bank and get money when we want it. When your money is in our bank you can get it when YOU want it.

START SAVING REGULARLY NOW We Welcome YOUR Banking Business

THE FIRST NATIONAL OF BANK HEREFORD  
A Strong Bank Thoughtfully Managed  
MEMBER FEDERAL RESERVE SYSTEM

Progressive News

BY OLIVE PERKINS

Grace and Walter Botts are attending high school in Hereford, instead of returning to Borger. Paul Williams is also attending high school.

Mrs. Ray Hershey visited her daughter, Mrs. Arch Conklin, in Hereford Monday.

Mr. and Mrs. Ira Ricketts and children went to Silverton to spend the week end. Mr. Hughes, who has been visiting his daughter, returned with them.

Mr. and Mrs. C. P. Caldwell and Eunice spent Sunday with Mr. and Mrs. Cecil Hodges.

Virginia Bowman visited Mrs. Ralph Webb Wednesday. In the afternoon they called on Eunice Caldwell.

Mr. and Mrs. W. A. Ricketts visited the Ira Ricketts home Sunday evening.

Bill Davidson and Mr. Garrett of Taft, Calif., are visiting relatives enroute to their home from Tennessee. Mr. Davidson spent Monday with his cousin, Jim Ricketts.

J. C. Cockrell and family and Travis Mathews of Hereford spent Sunday in the W. C. Russell home.

Mr. and Mrs. Leonard Click of White Deer are visiting his parents and helping put in wheat.

Mr. and Mrs. Jess Caldwell of Canyon visited Mr. and Mrs. Jeff Roberson Sunday and attended singing Sunday night.

Big Reductions  
We will make the lowest price on PHOTOS for the next 40 days that we have made in the last 30 years. Can you imagine  
PHOTOS IN FOLDERS AT \$3.00 A DOZEN?  
\$15.00 WORK FOR \$10.00 and \$10.00 WORK FOR \$6.00  
In Lots of One Dozen or More.  
You probably will not have an opportunity again to get this grade of work at such low prices. This discount starts Saturday, September 17, and ends October 31.  
We also finish Kodak pictures and have films for sale.  
Hanna & Hanna  
HEREFORD, TEXAS  
FOR QUICK JOB SERVICE SEE THE BRAND

REED'S GROCERY  
SUGAR, pure cane, cloth bag, 10 pounds 49c  
SPUDS, Red or White, U. S. No. 1, 10 pounds 17c  
CERTO, Bottle 28c  
FREE! 1 bar White King Toilet Soap with 1 large White King Washing Powder 38c  
PEN-JEL, two for 25c  
PICKLES, quart, sour 18c  
BREAD, Hereford, 16 ounces 8c  
POST'S BRAN 9c  
Free 2 Bars large Crystal White Soap with 3 bars Palm Olive Soap 21c  
CORN FLAKES, Kellogg's 10c  
OATS, Wedding, with glassware 10c  
SUGAR, Powdered, 3 packages 25c  
Free Delivery Phone 249

GET BEHIND ME, OLD SLOW POKES... I'M GOING PLACES, LISTEN, FOLKS... THE ONLY CARS THAT I CAN'T PASS... ARE THOSE THAT USE MY KIND OF GAS!  
Let's Go! with CONOCO  
THE Gasoline THAT'S PACKED WITH POWER!

SEPTEMBER 22 - 23 - 24  
THURSDAY - FRIDAY - SATURDAY  
—This is the date of our Annual Fall Rexall Sale. In cooperation with 10,000 other Rexall Druggists we are permitted to offer you some unusual bargains. These will absolutely be in tune with our times. Buy your . . . .  
Rubbing Alcohol Puretest and  
Milk of Magnesia Rexall Remedies  
Tooth Paste Cars, Nomes and  
Shaving Creams Shari Toiletries  
Toilet Goods Stationery  
MI 31 Solution Hot Water Bottles and  
Other Rubber Sundries  
—Buy one of these at the regular price and get another like it for ONE CENT.  
LOOK AT THE DATE AGAIN.  
Corner Drug Store  
Your Prescription Druggists. Phone 105

Betty

By MARY CARSON

Jake De' Cake



We All Make Mistakes Now And Then

By M.B.



Summerfield News

BY GLENN CURRY

Sunday school was attended by 60. Everybody some next Sunday. B. Y. P. U. meets at 8 o'clock. There were 45 members and 12 visitors Sunday night. The Union was favored by several special numbers and there is to be special each Sunday night. After church Saturday night the B. Y. P. U. is to have a social, so don't forget, members.

Mr. and Mrs. Louie Huckert and Mike Huckert motored to Amarillo Thursday.

Mrs. B. C. Roberson is visiting Mr. and Mrs. Dick Roberson at Amarillo this week.

L. L. Cannon was a business visitor at Bellview, N. M., last week.

Miss Beatrice Lawrence was a Canyon visitor Saturday.

Mrs. J. A. Noland, Mack Noland and Miss Vendell Brooks of Hereford returned last week from a visit at Hot Springs, where they have been for Mrs. Noland's health.

Miss Dorothy Fullwood of Hereford visited her sister, Mrs. D. C. Walsler, one day last week.

Miss Ellen Atchley visited her sister, Mrs. Walter Hawkins, at Hereford last week.

L. G. Harris left Monday for Canyon where he will begin training for the college football team.

S. B. Davis and family of Wheelwell were guests of Mr. and Mrs. Ben Davis last Wednesday and Thursday.

Mr. and Mrs. L. R. Lookingbill and Lois Bradley spent the week end with Mr. and Mrs. Lloyd Lookingbill at Black.

Messrs. and Mmes. Harry and Carl Frye of Easter visited the Ray Johnson home Sunday.

Misses Eva Blakemore, Becky Smith and Mrs. G. W. Miller of Amarillo visited the A. J. Blakemore home one day last week.

Walter Huntley and M. D. Wolfy were in Melrose, N. M., Saturday.

Louie Huckert, jr., left last week for Amarillo where he entered school at Price Memorial.

Messrs. and Mmes. Chas. Padock and F. E. Bowe of Hereford visited the L. L. Cannon home Sunday.

Mrs. Bernard Roberson and Wendell were in Amarillo Wednesday.

Mr. and Mrs. Clayburn Carr, and J. W. Southern were guests in the Jake Mahler home at Lakewood Sunday.

J. L. Lookingbill and wife visited the Lloyd Lookingbill home at Black Sunday.

Mr. and Mrs. Troy Moore of Hereford spent Sunday with Mr. and Mrs. D. C. Walsler.

Mr. Kelleher of Plainview was here one day last week.

Mr. and Mrs. Jack Handley of Amarillo visited the J. R. Oglesby home one day last week.

D. C. Walsler and Kelly Gray of Westway were in New Mexico last Wednesday.

D. J. Nell is plowing northeast of Hereford this week.

The second baseball team played St. Anthony of Hereford here last Sunday, winning 8-0.

K. Lawrence and wife visited last week and was brought home from Buford McMinn's last Thursday, greatly improved.

John Heisman and family of Vega visited her parents, Mr. and Mrs. Louie Huckert, Sunday.

W. P. Turner of Sweetwater, Oklahoma, visited the Marvin Madden home last Monday.

Perry McMinn and wife visited his parents, Mr. and Mrs. Buford McMinn, at Hereford last week.

D. S. Barton of Dimmitt visited here this week and part of last.

Howard Pounds was in Mulewell last week.

E. L. Keith and family of Berger, Mr. and Mrs. R. F. Barnes of Hereford visited the Ben Davis home Sunday.

Here and There

BY MRS. C. E. TICE

The W. W. Club met with Mrs. Mabe Mosley last Thursday in an all day session, and every member except one was present, also we had two visitors. During roll call home demonstration work was discussed freely and during the business session was voted on and carried, so beginning at a later date we will take up the work under the direction of Miss Martin. Mrs. S. B. Oglesby and Mrs. Haskell Robbins were welcomed into the club as new members. A lovely friendship quilt was pieced and presented to the hostess. The next meeting will be with Mrs. Leo Williams, September 22, on which day Miss Buzzell will meet with us.

Mr. and Mrs. Cornelius of Dimmitt spent one day last week with their son, Luther Cornelius, and family.

Mr. and Mrs. Jody Benson of Happy spent Thursday with her parents, Mr. and Mrs. A. T. Jones.

Mr. and Mrs. Claude Dixon of Hereford spent Sunday with Mr. and Mrs. W. S. Dixon.

Mr. and Mrs. Fred Harlin of Itasca spent last Friday with Mr. and Mrs. J. B. Harlin and on Saturday they spent the day in Dimmitt.

Those attending school in Hereford from this community are Harvey and Weldon Lindsey, T. L. Sparkman, George Jones, Frank and Jack Barber, Florine Hunter, Maxine Tice, Helen and Ruth Barber, Louise, Kathryn and Helen Ray Haman.

Mrs. J. B. Harlin spent Monday in Hereford with Mrs. Jack Roberson.

Mr. and Mrs. Carl Putman have moved to Abilene to make their home.

Westway Items

BY WILMA NELL SIKES

The club met with Mrs. Pink Gilliland September 6. Miss Lulu prepared a canned meat. Each member was benefited. The steam pressure cookers in this community are kept busy these days. Let's run our pantry shelves over.

Ulys Pierce has been working for Burl France south of Hereford the past week.

All the Westway teachers spent the week end in Hereford with relatives.

Mr. and Mrs. Skypolsa spent Sunday in the Joe Reinert home at Wyche.

Messrs. and Mmes. Frazier and Lige Ellison of Sims community spent Sunday in the Herman Gray home.

The Kelly family of north of Hereford attended Westway Sunday school last Sunday.

Rev. Harrison did not fill his appointment here Sunday on account of the death of his brother. Mr. and Mrs. Elmer Reynolds visited in the Roe home Sunday. Mr. and Mrs. Grady Wilson visited the Ellis Wilson home after church Sunday. Mrs. Harold Wall and daughter

of Amarillo are visiting in the Tom Vaughn home. Wesley Grimes went to Oklahoma Monday with Mr. Turnbow, Willard Turnbow and Otha Farris. Mr. and Mrs. Roy Cornett of Hereford visited his father Sunday. Mr. and Mrs. Lloyd Cornett spent Sunday with her grand-

mother, Mrs. Boston, in Hereford. Mrs. Carl Jennings of Hereford spent Friday with Ms. Bob Denney. Pink Gilliland and wife spent Sunday in the W. J. Gilliland home in Hereford. Bob Gilliland spent the week end with his aunt, Mrs. R. Williams, in Hereford.

Messrs. and Mmes. Bob Wilson and Reed Williams, with Marlin Gilliland of Hereford, and Mr. and Mrs. Homer Gilliland of Los Angeles visited in the Pink Gilliland home Saturday. Lily May Sikes came home from school for the week end, returning to Hereford Monday.



Betty Crocker's Cake Cooling Rack

Free WITH EACH PACKAGE Gold Medal Cake Flour 23c

MORE SPECIALS FOR FRIDAY, SATURDAY AND MONDAY

BLACKBERRIES Gallon	35c	APRICOTS New, Crop, choice, 2 lbs	19c	TOILET TISSUE Charmin, 4 roll box	23c
LOGANBERRIES Gallon	35c	Honey, New Crop Colorado, Square section	15c	BLACKBERRIES No. 2 can, two for	19c
Preserves, Del Monte Assorted flavors, 4 lb jar	49c	OATS Crystal Wedding, large package	17c	LIMA BEANS 2 pound package	15c

Milk 5c Soap 25c

GELATINE Royal, assorted flavors, 2 pkg.	15c	RAISINS 4-pound package	25c	PEAS Black-eyed, 2 lb package	12c
HOMINY Per can	5 1/2c	Pickles, Sliced Sour or dill, quart jar	15c	SALMON Pink, No. 1 tall can, 3 for	25c
KRAUT 2 1/2 Can	9c	TOMATO OUP Campbell's, 3 cans for	23c	TOILET SOAP Any kind, 3 bars for	19c

Oxydol 18c Economy Special WASHBURN'S PANCAKE FLOUR 15c Coffee 69c

CORN FLAKES Kellogg's, package	10c	CATSUP Midwest, 14-oz bottle	10c	MACARONI Or Spaghetti, 3 boxes	10c
CORN No. 2 can, 2 for	15c	PEANUT BUTTER Quart jar	23c	BRAN FLAKES Kellogg's, 2 boxes	15c
TOMATOES No. 2 can, 2 for	15c	COCOA Hershey's, 1-lb can	17c	MEAL 10-pound bag	17c

GRAPES 13 1/2c

Spuds 14c Bananas 19c

ROAST Short Ribs or Brisket, per pound 5 1/2c

PURE LARD Fresh, Open kettle rendered, lb	8c	SLICED BACON Pinkney's Special, lb	16c	Cooked Sausage Bologna, franks, minced ham, lb	12 1/2c
STEAK Cut from choice fat beef, lb	9 1/2c	ROAST Choice cuts from fat beef, lb	10c	BACON Pinkney, dry cured, breakfast, lb	16c

FEED NOW FOR WINTER EGGS

—Maturing pullets and laying hens should be put on a balanced ration, specially compounded, to assure the best production when eggs are highest price.

Just-Right Egg Mash

Is a balanced feed to condition your flock and increase egg production. Feed it for best results.

West Texas Feed & Seed Company

We Give S. & H. Green Stamps.

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HEREFORD, TEXAS

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A TRIAL will prove to you what more than a million housewives already know—that Faultless Starch is the perfect starch.

FAULTLESS STARCH CO. KANSAS CITY, MO.



Little Willie: Yah, I saw you kiss my sister!  
Boy Friend (hurriedly): Ah—er—here's a quarter.  
L. W.: And here's ten cents change. One price to all. That's the way I do business.

**LOOK!**



**FULL SET GOODYEAR PATHFINDERS**  
AS LOW AS **\$18.00** FOR 4 TIRES  
Expertly Mounted Free

**QUALITY**

You get quality here because Goodyear builds MILLIONS more tires and cars therefore offer the world's greatest values. Come and see.

4-10-21 <b>\$4.65</b> Each Single \$4.79 Tube \$1.03	4-10-20 <b>\$5.19</b> Each Single \$5.35 Tube \$1.03
4-50-22 <b>\$5.27</b> Each Single \$5.43 Tube \$1.03	4-75-19 <b>\$6.16</b> Each Single \$6.33 Tube \$1.17
4-75-20 <b>\$6.24</b> Each Single \$6.43 Tube \$1.03	4-75-21 <b>\$6.40</b> Each Single \$6.60 Tube \$1.03
5-00-19 <b>\$6.45</b> Each Single \$6.65 Tube \$1.17	5-00-20 <b>\$6.55</b> Each Single \$6.75 Tube \$1.33

Other Sizes in Proportion  
**\*6 and 8 "PLIES"**  
Of the six layers (layers in 4, 6 and 8 sizes) of Superwear Cord under the tread, two do not run from head to head—they are really cord "breakers" and that's what we call them.

**REAL TIRE SERVICE**  
Your tires are expertly changed here. We clean and graphite your rims, check alignment, put in the correct air pressure, properly tighten the rim bolts. A first class job by men who know how!

**Ireland - Beavers Motor Co.**  
PHONE 383

# WANT Ads

All classified advertisements must be 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 throughout personal mention columns.

**For Sale or Trade**  
FOR SALE: A Dandy well improved 100 acre farm, only two miles from Hereford, all in cultivation and in wheat, at a real bargain. Some terms; might consider some clear trade—if worth the money, possession now. Troy Womble. 36-1fc

**FOR SALE OR TRADE:** One row binder, one McCormick header, with binder attachment. T. E. Baker, Box 503, Hereford, Tex. 34-3p

**SEED WHEAT FOR SALE,** both Blue Hull and Improved Turkey Red. Price reasonable. Troy Womble. 36-1fc

**For Rent**  
FOR RENT: My home, furnished. 810 Main Street. Ralph Barnett. 36-2c

**FOR RENT:** Four room modern house with garage. Inquire at Piggly Wiggly Store. 34-1fc

**FOR RENT:** Three room unfurnished apartment. Fred Millard. 36-1fc

**FOR RENT:** Two rooms partly furnished. East Second Street. Mrs. J. B. McCord. 1c

**FOR RENT:** Furnished apartment. 400 Lawton Avenue. Mrs. W. M. Megert. 1tc

**Wanted**  
The Brand wants rags—good clean cotton rags, with old knit underwear, stockings, linen collars, etc., absolutely barred. Good prices paid. dh

## SOCIETY

**WEST HEREFORD CLUB MEETS WITH MRS. WHITAKER**  
The West Hereford club met at the home of Mrs. W. B. Whitaker with an all day quilting, and quilted a quilt for Mrs. Whitaker. There were 13 members present, and Mrs. Bill Caint joined the club. The meeting this week will be at the home of Mrs. Caline on West Third Street, September 16.

**MRS. McENTIRE ENTERTAINS ACE HIGH SUPER CLUB**  
A novel party was enjoyed by the members of the Ace High Super club Tuesday evening at the home of Mr. and Mrs. Hubert McEntire. Immediately upon the arrival of the guests supper was served at the bridge tables; after which talks were passed. Each guest played with every other guest at least once during the evening, at the end of which attractive prizes were awarded to Mrs. James M. Witherspoon and Frank Mosley.

**SUNDAY SCHOOL CROSS PARTY**  
The first year intermediate Sunday school class of the Methodist church enjoyed a picnic supper at the home of their teacher, Mrs. H. G. Conkright, at five o'clock. Supper was spread on the lawn after a business session in which the officers for the year were elected. Each member of the class brought a guest and after supper games were played on the lawn.

**PIONEER STUDY CLUB ENTERTAINED AT LUNCHEON**  
The Pioneer Study club started the beginning of its year's work with a lovely luncheon at the home of Mrs. H. G. Conkright on Tuesday. The handsomely appointed tables were made gay with flowers in pastel shades. After a delicious two-course luncheon was served, roll call was answered by each member with an amusing incident. Mrs. Kester, president, made a short speech, and Mrs. Tynes talked for a few minutes on the year's work. The program was ended with a piano solo by Mrs. Reed. Hostesses were Meses. Allen Bell, H. G. Conkright, Carl Gilliland, Arthur Thompson, W. O. Fox, F. M. Kester, O. G. Hill and Frank Marx.

**HOME MAKERS CLASS HAS ALL DAY MEETING**  
Thursday morning the members of the Home Makers Class of the Baptist Sunday school met at the church and went together to the home of Mrs. Edgar Sowell for an all-day meeting.

**CHAS. FERGUSON WINS SECOND PLACE IN RADIO CONTEST**  
Citizens of Hereford will be interested to know that Charles Ferguson, accompanied by Miss Thelma McMillan at the piano, won second place in the Atwater Kame radio contest held in Amarillo Sunday afternoon. The contest is an annual affair, consisting of local, state and national auditions.

**CHAS. FERGUSON BRIDGE HOST**  
Tuesday evening Charles Ferguson entertained a group of his friends with a gay party at his home. In rooms attractively decorated with flowers carrying out a yellow color scheme, the guests enjoyed games of bridge and dancing throughout the evening, after which dainty refreshments of ice cream and cake were served to:

**BREMAN CLASS ELECTS OFFICERS**  
The monthly meeting of the Breman class, Rev. V. M. Cloyd teacher, was held at the Baptist church Tuesday evening, at which time new officers were elected for the coming quarter.

### Texas Market & Grocery

PHONE 353—FREE DELIVERY  
HOME OWNED AND HOME OPERATED

FLOUR, 48 lbs Hereford Beauty	75c
SUGAR, 10 lbs in-cloth bag	49c
COFFEE, 1-lb package	23c
SPUDS, 10 lbs No. 1	14c
BAKING POWDER, Clabber Girl, 2 lbs	29c
PEACHES, in syrup, No. 2 1-2	17c
OATS, Crystal Wedding, package	21c
LYE, Hudson, 3 for	25c
POWDERED SUGAR, 3 pkgs for	25c
SOAP, White Laundry, 10 bars for	23c

**MEAT SPECIALS**

LARD, pure hog, per pound	8c
SAUSAGE, pure pork, 2 lbs for	15c
HAMBURGER Meat, fresh ground, 2 lbs	15c
SMOKED BACON, nice and lean, lb	12½c
SALT PORK, good-to-fry, lb	10½c
SLICED BACON, Pinkney's, per lb	16c
STEAK, young, tender, round, loin, T-Bone, pound	15c
BEST BEEF ROAST, select quality, lb	10c
PORK ROAST, per lb	10c
CHUCK STEAK, 3 lbs for	25c

**Methodist Church Notes**  
Sunday school promptly at 9:45, W. J. Stanford, superintendent. Let us be on time.  
Preaching by the pastor at 11:00, subject, "The Christian Life." At 8:00 o'clock Rev. L. N. Lipscomb, presiding elder of the Amarillo district, will preach. Come to hear him.  
Young people will meet in their service at 7:00 p. m.  
A cordial welcome is extended to all. Come and worship.

**WILL SERVE LUNCHEONS AT CENTRAL SCHOOL**  
Announcement is made this week of the arrangements being made for the coming term of school, to again serve hot lunches at noon at Central school. The cafeteria is being conducted by the Parent-Teacher Association, as it has been for the past several years. The service will begin Monday of next week, September 19.  
The items on the luncheon menu will be served as nearly as cost as it is possible to determine them without sustaining a loss. Vegetable and meat items cost from 1 to 5 cents each, and milk 4 cents a pint.  
Ask for Soap Chips.  
Central school faculty reports the students as still practicing health, activities and recognize cleanliness as one of the finer requisites. To that end, endeavors are being made to supply soap and individuals are requested to save for the school the small scraps and remaining pieces of toilet soap from their homes. Children of Central school will be glad to take them for use at school, or a telephone message will bring someone to receive them.  
The soap scraps are melted together to form liquid soap to be used in the dispensers at school. The faculty advises there is no danger of contagious diseases or poor sanitation from this, as medical authorities have said that soap in any form is death to germs.  
Let us explain the difference between a tire that is merely guaranteed and Brunswick INSURED tires. At RICE'S.

**NOTICE**  
Notice is hereby given that the County Commissioners Court will meet at the Deaf Smith County Court House at Hereford, Texas, at the hour of 10:00 a. m., on Tuesday, September 20th, 1932, for the purpose of holding the public hearing on the County Budget for 1933, and for the purpose of adopting same.  
By order of the Commissioners Court.  
DAEL W. WILSON, County Judge.

**Ward News Notes**  
BY MRS. W. P. CARAWAY  
Mr. and Mrs. W. E. Hicks of Garden City, Kansas, and Miss Lucille Hicks of Hereford took supper in the Wiley Roberson home Sunday night.  
Rev. Bennie Harrison will fill his regular appointment at Ward Sunday.  
Mr. Suggs suggests that everyone of his class be present for Sunday school Sunday, as he has an important lesson for them and also some business to attend to.  
Everyone who attended singing Sunday reported some splendid vocal music.  
Mary Louise Dean spent Saturday night and Sunday in the Wiley Roberson home.  
J. D. Harrell was absent from school part of last week because of ill health, but has recovered and is now back in school.  
Misses Hughes and Garrett report full classes in school, with eight beginners.  
Berry Miles of Amarillo is spending a few days with his parents, Mr. and Mrs. W. O. Miles.  
Mrs. Beatrice Whorton has returned to her home in Denver, Colorado, after a visit here with her parents, Mr. and Mrs. Jack Hutson.  
Mrs. John Higgins was on the sick list last week but is some better at this writing.  
Lynn Powelson of Ford spent Sunday in the W. R. Harrison home.  
Mrs. Gyles and son, Wilson, of Hereford spent Sunday in the Jim Lipscomb home.  
Mr. Mickle of Childress, and sons of Wichita Falls and Dallas were here looking after farm interests and spent a few days with old friends, S. A. and John Edwards.

### Bakers Cash Grocery

MONT E. BAKER

**SPECIALS FOR FRIDAY and SATURDAY:**

CATSUP, large bottle	10c
Tomatoes, Portales brand, No. 2, 2 cans	15c
SALMON, fancy pink, tall can	10c
<b>SUGAR</b> 10 Pound Cloth Bag	49c
Soup, vegetable, vegetable and beef, 3 for	25c
OATS, large pkg., Crystal Wedding	19c
CAKE FLOUR, Swans Down	26c
PANCAKE FLOUR, Pillsbury's, 1g pkg	19c
<b>SOAP</b> Laundry, Double Size, 5 bars	19c
RAISINS, seedless, 4-lb pkg	29c
SPUDS, No. 1 Reds, 10 lbs	15c
FLOUR, 48 lbs Flavo	69c
LETTUCE, nice, firm heads	5c

### Accurate and Dependable JOB PRINTING!

Check up now on your Stationery, Printed Forms, Etc., and let us replenish your supply. A call to 30 will bring someone to discuss your printing needs.

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Programs	Name Cards
Enclosures	Notices
Birth Announcements	Office Forms
Business Announcements	Envelopes
Wedding Announcements	Post Cards
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Calling Cards	Scratch Pads
Filing Cards	Sale Bills
Special Checks	Stickers

We can furnish you with almost anything you need in the line of printing. Plenty of illustrations for your use FREE.

**The Hereford Brand**  
R. E. Kauls, Mgr.

PHONE 30

# THE LAST ROSE OF SUMMER



## Palestine Stony Land, as Told in Scripture

The Arabs have a legend that when God made the world he put all the stones which were to cover it into bags and gave them to an angel, and while the angel was flying over Palestine one bag broke. I never understood the many passages in Scripture about stones until I went to Palestine. Readers of the Bible will recall many passages where stones are sacred, but not every one will have noticed how frequently in the Old and New Testament alike their commonness, cheapness, and troublesomeness are implied.

King Solomon made silver to be in Jerusalem "as stones." This is a meaningful picture of wealth when one has lived even a little while on the Judean ridge. Dashing one's foot against a stone is a symbol of trouble; having a stony heart is a picture of impenitence; gathering stones out of the highway or out of a vineyard is a metaphor of spiritual preparedness. The Master pictured an unreliable life as a stony ground, and described a disdained request as asking for bread and receiving a stone.—Doctor Fosdick.

## Men of Thirty Beyond

### Fear of Many Diseases

Thirty is the critical year in the life of the average man, a writer in the Philadelphia Record asserts. Once you have passed a score and ten, according to a medical authority, you have outgrown many serious diseases. On the other hand, you become liable to many others that seldom or never attack people in the teens or twenties.

Anemia, for instance, is practically unknown after thirty. If you have not had it by then you may never. If you have, you will have outgrown it at thirty or so. Acne, too—that spottiness of complexion so common among young people, has vanished by then.

Thirty, too, may see you out of the reach of the gravest of all diseases, consumption. If you have shown no sign of it by then, in all probability you never will. If you have hitherto escaped rheumatic fever, you are also fairly safe from it for life. Epilepsy and gout, too, usually do not make their first attacks on anyone who has reached thirty.

## "University Wits"

Five pre-Shakespearean authors, —John Lyly, George Peele, Robert Greene, Thomas Lodge and Thomas Nashe, all graduates of Oxford or Cambridge, were sufficiently versatile to be called university wits. Amid various other activities, all of them were impelled by the spirit of the age to write plays. These intellectual aristocrats hurled the keen shafts of their wit at those dramatists who, without a university education, were arrogant enough to think that they could write plays. Because Shakespeare had never attended a university, Greene called him "an upstart crow beautified with our feathers." Thomas Lodge (1558-1625) was author, among other things, of the story "Rosalynde," which Shakespeare used to such good advantage.

## World-Famous Cheese

For the last 200 years Roquefort, France, has been the home of the cheese that bears its name. The individual flavor of this cheese is produced by a particular bacteria working on the cheese, supplied by the natural caves in which the cheese is made. It is made from the milk of sheep which feed on herbs growing only in the rockiest places.

After the cheese is made, it is sprinkled with specially prepared breadcrumbs. In about six weeks a green mold appears. At this time the workers pierce the cheese through and through with a machine containing fine needles. This encourages the bacteria to penetrate into the heart of the cheese.

## Alsace Architecture

Alsace, the incomparable province which two nations have often fought for, is green and lovely between river and mountain, with Strasburg its capital. Whether you direct your journey toward the south, where you can visit Colmar and Mulhouse, or even smaller towns such as Thann and Turckheim, or whether you go to the north, to Haguenau, you will find towns and villages all crowded together with little resemblance. There are towers, steeples, churches with porches, wells, fountains, oriel windows, loggias with projecting corbelling, and every kind of architecture.

## Remarkable Bird Species

An amusing account of his visit to one of the haunts of the strange birds called hoatzins is given by William Beebe in his book "Jungle Peace." Mr. Beebe says the hoatzin is probably the most remarkable and interesting bird living in the world today. It has successfully defied time and space. There has been less change in it than in any other form of organic life. Mr. Beebe says that these queer birds renew for our inspection the youth of bird life upon the earth.

## Clank, Clank, Clank, the Boys Are Marching.

The 1-cent sale special feature for next week, Wednesday and Thursday, shows Gary Cooper and Tallulah in "Devil and the Deep."

## Original American Foods

There has been much controversy concerning the foods originally found in the Americas. It is generally agreed that in North America were tobacco, maize, a certain type of pear and a small variety of tomato. In Central America and the islands the early explorers also found tobacco and tomatoes. In South America, particularly Brazil, wild potatoes were found in abundance, so much so that in about 1840 it was necessary to import thousands of these native plants to develop in order to save the potato crop of the world. It was originally thought that bananas were first found in Central and South America and the islands, but later this theory was the subject of much debate, and it is generally believed today that while bananas were originally in that section of the world, they were also found in tropical sections of the eastern hemisphere at the same time.

## Goethe's Joy in Life

Goethe lived joyously for those things which gave him delight: fresh air, country exercises, the best in literature and art, the theater, and the performance of his manifold duties. He lived for the moment and thought for eternity. Art and literature, for him, had to be positive; the product either of joy or of a need to purge sorrow. Negativity, the besetting sin of our age, he condemned. "Negativity is nothing," was one of his sayings, which have come down to us, but it is an axiom we seem to have forgotten, particularly in literature.—London Saturday Review.

## Prayer for Light

Moxley was traveling along an unfamiliar dirt road through some woods, on a dark night, when a sudden storm arose. At each flash of lightning he would take a few steps forward and then wait. The rain continued to pour and the thunder roared. Finally, as the lightning grew less frequent, the thunder louder and the road more difficult to travel, his misery expressed itself in this prayer: "Oh, Lord, if it's just the same to you, please give me a little more light and a little less noise."—Pathfinder Magazine.

## English "Public Schools"

The term "public school" does not mean the same in England that it does in the United States. Eton, Harrow, Winchester and the like are the famous public schools, but tuition is charged. The schools in England which compare with our own public schools are called "free schools." Only the poorer classes attend for the most part. They are not considered as having as high standards as the thousands of private schools in England.

## Makes World Hard Place

"To laugh at the misfortunes of others," said El Ho, the sage of Chinatown, "gives others an excuse to assume that you enjoy calamity and will not resent laughter at your own sorrows. It is this ungenerous reciprocity that so often has made the world hard to live in."—Washington Star.

## Seen On the Screen at the Star

Two beloved characters of the movies will make their last appearance tonight with the final showing of "Divorce in the Family," featuring Lewis Stone and Jackie Cooper. This in addition to being an excellent picture for the whole family, is the 1-cent special for this week, to which two persons are admitted for one cent more than the price of one.

Two full length entertainments are promised the theatre goes for Friday in a one-night-only showing of "Most Dangerous Game," and the first chapter of a new western comedy serial, "The Vanishing Frontier." The Star offers a special attraction for attendance of big families, as all of one house-

hold will be admitted for only 50 cents.

Tom Mix and his wonderful pony, Tony, take the center of the movie stage in Hereford in Saturday's matinee and evening programs. The story has been named "Texas Bad Man," but no matter what the name, a Tom Mix western is always sure to be a favorite with youngsters of all ages.

Sunday, Monday and Tuesday bring the all-star comedy program of the coming week, with Bert Wheeler and Robert Woolsey, prime fun-makers, in "Hold 'em Jail," a story of a football game between rival penitentiaries, each of which try to steal the game. Suggested pop songs for the battle to date have been:

- Bars and Stripes Forever.
- Time On My Hands.
- For He's a Jolly Good Fellow.
- Just Take the Name to Mother.
- Where Good Fellows Get Together.
- Just a Bird in a Gilded Cage.
- Jail, Jail, Columbia.

# New Fall Arrivals

Exquisite new materials are being shown in our lovely Coats and Dresses. The ladies who desire style and quality in dressing will find just what they want here. . . .



—We strive to give you quality at the least price it can be afforded. A lovely Redfern Coat will top off your winter costume. We have a lovely line of Sara de Saix dresses for the children, sizes 3 years to 14 years. Nifty little knits and jerseys, \$1.95 to \$2.95.

See our lovely sheer chiffon hose in all the new wanted shades. They are beautiful—

# 79c

## Fashion Dress Shoppe

Hereford, Texas

## PERSONALS

Wes Anthony and family were in from their Castro county farm, visiting with home folks over the week end.

Mr. and Mrs. C. J. Crump of Canyon were here over the week end visiting her parents, Mr. and Mrs. S. L. Walser.

Oscar Hackley was in Hereford from Bellview, New Mexico, last Friday shopping and attending to other business.

George Heard left for Madison, Wisconsin, Wednesday morning, to continue his studies in the University of Wisconsin.

Mrs. Jack Lester and two children of Amarillo arrived Tuesday to visit her parents, Mr. and Mrs. W. B. Dameron.

Arthur Thompson is remodeling his home at the west end of Fifth Street, part of the improvements being to stucco the exterior.

The Dorcas Circle will have an all day meeting at the home of Mrs. John Schwartz next Wednesday.

Mrs. Eddie P. Smith and daughter, Betty Jane, are visiting this week with Mrs. Smith's mother, Mrs. W. M. Megert, and family.

Deward Roberson was in Amarillo, Wednesday of last week to visit his parents, Mr. and Mrs. Dick Roberson, former residents of Hereford.

Elaine Dyer is spending the winter with her aunt, Mrs. Matt Gilliland and attending high school here. Miss Dyer's home is in the Jumbo community.

Mr. and Mrs. Jarvis Rayzor of Galveston were here Saturday and Sunday visiting his brother and sister, Delmar Rayzor and Mrs. Charles Newell.

Mrs. Omer Baker and Miss Della Weeden were in Wellington Sunday visiting Mrs. Baker's daughter, Miss Bobbie Baker, who is employed there.

Joe Smith and family of Dallas have been visiting his sister, Mrs. Burl France, the past week. Mr. Smith is a former resident of Hereford.

Miss Mae Millard, who is working in Canyon, was at home last week with her parents, Mr. and Mrs. Fred Millard. Miss Millard has recently had her tonsils removed.

Mr. and Mrs. W. E. Young of Hubbard and Raymond Young of Marysville, visited in Hereford with their brother, E. W. Young and family, the week following the Labor Day holiday.

Mrs. L. H. Shore was in town Tuesday visiting relatives. She is in Amarillo this winter with her two daughters who are attending school there.

Mr. and Mrs. Henry Sherman who left Hereford about three weeks ago are now located in Hondo, California, where they will make their home.

Miss Genevieve Tackett was here from Blanchard, Oklahoma, over the past week end visiting in the T. E. Siegler home.

Mr. and Mrs. W. O. Hester and baby of Amarillo were visiting here Sunday. Mrs. Hester is a niece of W. F. Gillis.

Mr. and Mrs. J. E. Hastings and Mr. and Mrs. J. E. Harmon of Dimmitt visited in Hereford Saturday.

Mrs. R. L. Willis and two sons have moved here from Childress. Mr. Willis expects to join them later.

Mr. and Mrs. Frank Craddock of Portales, New Mexico, were the guests Sunday of his sister, Mrs. W. S. Kerr.



Mr. and Mrs. J. G. Weir had as visitors Sunday Mr. and Mrs. J. J. Boulware of Amarillo and Mr. and Mrs. J. C. Wilkison of Friona.

Mr. and Mrs. Hubert McEntire and Mrs. Eddie Smith went to Dimmitt Sunday to visit Mr. McEntire's parents.

Mr. and Mrs. J. D. Smith left Saturday for their home in Huntington, Tennessee, after spending two weeks with Mrs. W. T. Smith.

Mr. and Mrs. Earl Lance are the proud parents of a little daughter, born September 13. She has been named Joyce Rosalie.

COLON THERAPY MINERAL AND VAPOR BATHS  
**DR. R. E. PERKINS**  
SOUTH HIGH SCHOOL PHONE 475

## Carlyle's Grocery

SPECIALS

GALLON FRUITS	41¢
Blackberries, Loganberries, Peaches, Apricots	
BLACK FIGS	15¢
Bulk, two pounds	
LYE	24¢
Rex, three cans	
CORN	25¢
Regular 18c value, two for	
PEAS	35¢
Van Camp's, sifted, three for	
TOMATOES	7¢
Fresh, home grown, two pounds	
CARROTS	7¢
Large bunches, two bunches	
PEPPERS	7¢
Green, two pounds	
RICE KRISPIES	9¢
Box	

Is it Do you wish to buy, sell or exchange vegetables or fruits for Canning?

# 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 3,000 to 5,000 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

Plaster of Paris Made

Quite "Permanent" Wave

Just as there are in New York barber schools, where beginners practice on the hair and beard at reduced prices, so there are schools which graduate their pupils to beauty parlors.

The operator opened a closet, got some material from a bag and made a paste. After it had been applied, the discovery was made that the stuff happened to be some sort of plaster of paris left by the workmen.

The clipping was done as considerably as possible, but the hair was clipped off with the plaster. In the end the woman had to have her head shaved.—Exchange.

Sea Horse Ranks High Among Nature's Freaks

Of all the queer combinations in the animal kingdom, the sea horse (Hippocampidae) easily takes the prize, points out Boys' Life, the monthly journal of the Boy Scouts of America.

The tall, which is somewhat longer than the head and body combined, is the only tall in the fish kingdom endowed with the power to grasp things, and with it the sea horse clings to underwater foliage when he desires to rest, continues Boys' Life.

Galapagos' Formation

Nearly everywhere on the Galapagos, one walks over fresh or weathered lava. It was natural that Darwin took for granted that the islands had been built up from the sea bottom by their volcanoes within comparatively recent times.

Famous "Sowbelly" Dinners

It has been the custom for a great many years for the Colorado Mining association and the Colorado Chapter of the American Mining Congress to hold a joint convention in January.

History of Methodism

The History of Methodism says: "In the British Wesleyan Conference of 1770 'America' appears for the first time, as a single circuit, served by four preachers, Pinnock, Boardman, King and Williams.

France First With Cambric

Cambric was originally a thin, fine linen manufactured at Cambria, in French Flanders. It is now used chiefly for handkerchiefs.

Deaf Smith County

Library Notes

MISS LILLIE HOSTETLER Librarian

Miss Emma Jean Donald Assistant.

Report of Librarian of the Deaf Smith County Library for the year from September 1, 1931, to August 31, 1932.

Never before in the history of the world has there been such a demand on all libraries for books, and it seems that this county has had even more than its share.

Over the same period last year the number of books and magazines circulated was 43,469, and we thought this was a tremendous number for the population of the county.

The summer months are usually more quiet than the winter months, but this summer the demand equaled that of last winter.

The library has been open two and a half years, having been opened the first of March, 1930, and in that time our records show 160,597 books and magazines having been checked out from the desk.

We are including the magazines on the same basis as the books, as the official report for all libraries gives us that outline.

The friends all over the county have been most generous in the contribution of both books and magazines.

During these distressing times libraries are meeting a need that has never before been so urgent. We are asked to supply material for information, for recreation, and for inspiration.

There is need for a separate place for the children so that they may have special direction in their reading, but we are doing the best we can with what we have.

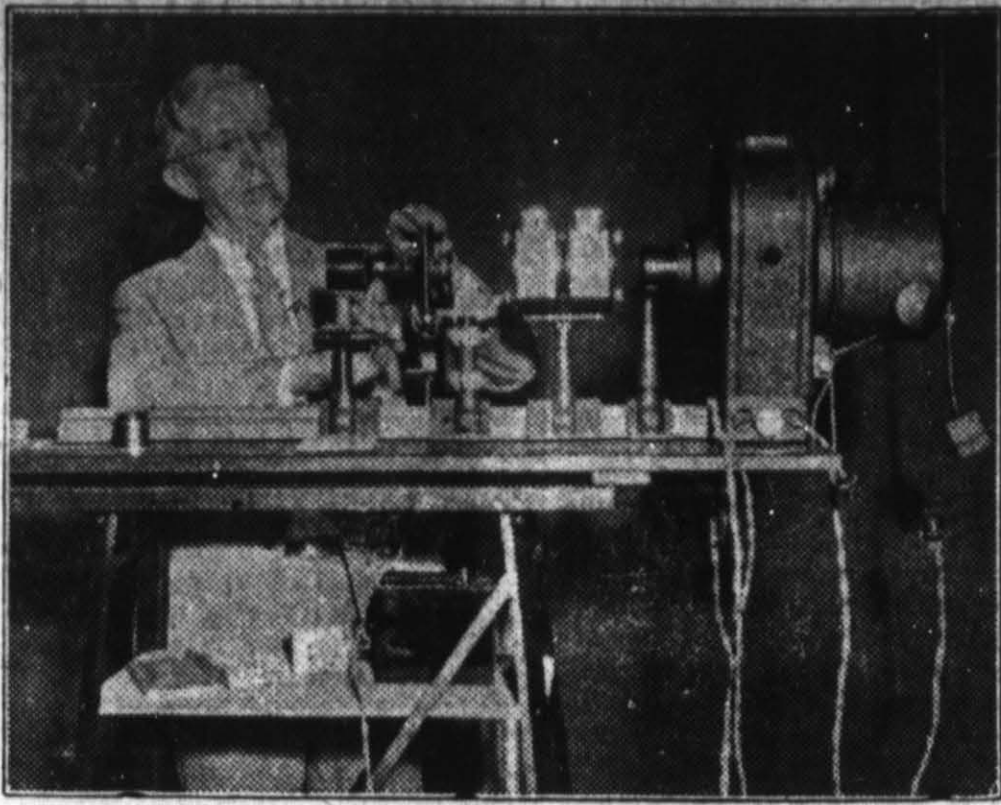
This summer, with the help of Elizabeth Spradley, Lucretia Wilson, Xezvins Cockerham, Virginia Bowman, Peggy Mitchell, Marilyn Jowell and Karl Wilson Shirley, we have been able to get many of the details done that we have never had time for before.

At this time we are getting in some new books to meet the heavy demand that we know is before us. Many of these are included in all standard lists, especially the recreational fiction and the children's books.

Insurance

INSURANCE BONDS HEREFORD INSURANCE AGENCY John McLean, Manager

INVENTOR OF "COLORVISION"



writers: McCallum, Women Pioneers; Macy, Spirit of American Literature; Marsden, Peace, Power and Plenty; Nixon, An Emerging Christian Faith; Olson, Some Values for Today; Parkman, Conquest of Invention; Slosson, Chats In Science, Keeping Up With Science; Smith, Your Biggest Job, School or Business; Scott, Home Labor Saving Devices; Talbot, Oil Conquest of the World; Wiggam, The Next Age of Man; Williams, Things Worth Making; Winter, The Business of Being a Club Woman.

The following are some of the late fiction recently purchased: Abbott, Silver Fountain; Bailey, Little Girl Lost; Bigger, Keeper of the Keys; Bynum, Audacious Fool; Bower, Rocking Arrow, Calmes, Unto the Hills; Dalageld, A Good Man's Love; De la Roche, Lark Ascending; Grey, Robber's Roost; Morgan, Fountain; Muir, Imagined Corners; Norris, Younger Sister; Oliver, Rock and Sand; Roivaag, Their Father's God; Rosmer, Benefits Received; Wildomer, Pre-War Lady; Willoughby, Spawn of the North.

Black

BY MRS. J. J. CRAWFORD

Mrs. Doc Roberson is in the Hereford Hospital for an appendicitis operation. Her many friends here wish for her a speedy recovery.

Mrs. John Galloway and small son returned from the Hereford hospital this week. Both mother and son are doing fine.

Mr. and Mrs. Roy Coker and family of Summerfield visited in the J. J. Crawford home Sunday.

Mr. and Mrs. Bill Garrett of Lakeview visited in the F. E. McMurry home Sunday.

Mr. and Mrs. Dennis Ray, recently of Oklahoma are visiting Mr. Ray's mother, Mrs. M. D. Ray. They are accompanied by Mrs. D. Day's mother, Mrs. Jacobs, and expect to make their home here.

Mr. and Mrs. D. W. Ray and family are visiting in Lubbock this week.

The young people enjoyed an old-fashioned play party Saturday evening at the J. J. Crawford home, celebrating the birthdays of Misses Netha and Maurika Crawford and Messrs. Charlie Hays and J. W. Bennett.

Cecil Brumley of Hereford is spending the week with his sister, Mrs. Oren Bennett.

Misses Lucille, Noble, Maxine and Margot McLean attended an entertainment at the Kelly Gray home in the Westway community Saturday evening.

Mrs. Thomas Stone and children have returned for the school term. The teachers and bus drivers are giving a watermelon feast at the school house Wednesday night, September 14, for the community.

Mr. and Mrs. Jim Black spent Wednesday of last week with friends in Amarillo.

BUSINESS AND PROFESSIONAL DIRECTORY

The title to your land is vital Our Abstracts correctly reveal the title.

A. O. THOMPSON ABSTRACT CO. 5 1/2 per cent Federal Farm Loans.

DR. E. B. THOMASSON SURGERY General Practice Office Over Corner Drug Store, PHONES Residence 224 Office 37

DR. T. L. MORGAN Physician and Surgeon Buckner-Lambert Building Residence and Office Phone 462

DR. G. F. LOGGANS Office Upstairs Buckner-Lambert Bldg. First Door South Star Theatre Office Phone 678 Residence 244

S. O. WILSON DAIRY Grade "A" Milk, 10c quart. Phone 9027

DR. B. M. WILTSHIRE DENTIST Over Sprowles-Cronin Phones Day, 470 Night 474

INSURANCE BONDS HEREFORD INSURANCE AGENCY John McLean, Manager

Eleven-Mile

BY EUNITA WILLIAMS

Mrs. John Medlin was in Amarillo on business Friday.

Mr. and Mrs. Oscar Medlin who spent the past two months in the home of his parents, Mr. and Mrs. J. Medlin, have returned home.

Miss Maxie Riggs left Saturday for Spearman where she will attend school.

W. N. Wells of Whitesboro and Mr. and Mrs. Curtis Wells of Petrolia, called at the home of their brother, G. W. Wells, Sunday and Monday.

Miss Mae Medlin of Houston spent the past week in the home of her parents, Mr. and Mrs. John Medlin.

Rev. O. B. Annis of Friona took dinner in the home of G. W. Wells Tuesday.

Mr. and Mrs. L. M. Williams and daughter, Estelle, were in Hereford Saturday.

Mr. Shaffer and family left Tuesday for Duncan, Oklahoma, to make their home.

Mr. Jewett called at the home of his parents in Summerfield last Tuesday.

We Announce

THE PRIZE WINNERS

We take pleasure in announcing the selection of the prize-winning name for our new breakfast food and of the one who wrote the name. It is—

TACET CEREAL

(Pronounced "Tastle")

The name was suggested by

BILLIE ROSS PHILLIPS of Hereford

and the \$25.00 cash award goes to him. Other prize winners were:

- 2. Mrs. K. R. Durham, of Tahoka, 3. Clara Brooks, of Amarillo, 4. E. O. Dixon, of Hereford, 5. Perry A. Lansdowne, of Friona.

—If you haven't tried Tacet Cereal, may we suggest that you do so at your earliest opportunity? You will find it delicious in flavor, nutritious in food value, and packed full of good health for the entire family.

PACKARD MILLING COMPANY

Fairview-Palo Duro Items

BY MRS. JOHN BOLING

Mr. and Mrs. McTeer of Amarillo have moved to the old Trow place.

Mr. and Mrs. Fred Harlin and daughter of Itasca have been visiting her sister, Mrs. C. O. Phillips, and other relatives here.

Lois Smith of Dawn is visiting Leda Smith here.

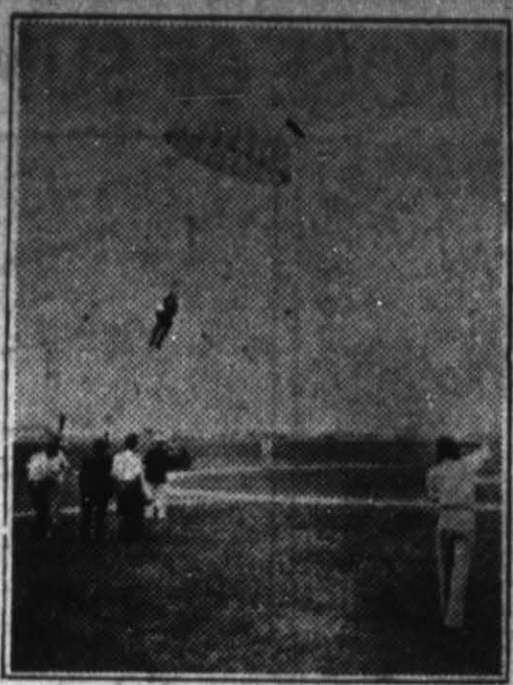
Mr. and Mrs. Jess Ford and family spent Sunday in the Jim Le Grand home near Amarillo.

Ottis, the seven-year-old son of Mr. and Mrs. Otto Smith, is doing nicely after an operation for appendicitis in Hereford last week.

Oren McClain of Amarillo visited in the Coy Phillips home over the week end.

W. O. Cominger spent last week in the Ford community helping R. W. Stephens with his farm work.

Miss Buzzell, accompanied by her corp of helpers visited Fairview Friday on a health inspection tour. Ladies of the community served lunch. The group arrived ahead of schedule, so during the wait for lunch the school children and all enjoyed hearing



Wins Parachute Jumping Contest at Air Races!

Cleveland, Ohio.—Jerry Wessling, Toledo, Ohio, parachute jumper, is shown above about to win the daily parachute jumping contest of the National Air Races at Cleveland airport, by landing close to the center of the circle after a 2200-foot jump.

ing the wait for lunch the school children and all enjoyed hearing

a few words from each of the visitors, except Dr. Morgan, who was too hungry for words.

Rev. J. M. Jones delivered a fine sermon Sunday morning, and there were two additions to the church, making a total of ten during and since the meeting.

Customer: To what do you owe your extraordinary success as a house-to-house salesman? Salesman: To the first five words I utter when a woman opens the door: "Miss, is your mother in?"

Miss Emma Jean Donald was visiting friends in Amarillo Thursday of last week.

IF YOU HAVE—

—Small improved, unincumbered acreage close to Hereford and \$1500, you can steal 650 acres in Castro County at half price. Close to Dimmitt.

ADDRESS MR. H. Care This Paper.

Advertisement for Streu's Hardware Company featuring an illustration of a hunter and the text 'HUNTERS Recommend STREU'S'. It promotes hunting equipment and services.

Large advertisement for McLean & Pitman Grain Co. featuring various products like B-K Disinfectant, Stick-Tite Lice Destroyer, TONUM FOR POULTRY, DR. HESS REMEDIES, Udder Health, and Super-O. It also includes contact information and phone numbers.

# International Sunday School

## Lesson

BY DR. J. E. NUNN

September 15.

### THE REPORTS OF THE SPIES

Num. 13:1-3, 25-33.

1. And Jehovah spake unto Moses, saying,  
2. Send thou men, that they may spy out the land of Canaan, which I give unto the children of Israel: of every tribe of their fathers shall ye send a man, every one a prince among them.  
3. And Moses sent them from the wilderness of Paran according to the commandment of Jehovah; all of them men who were heads of the children of Israel.  
4. And they returned from spying out the land at the end of forty days.  
5. And they went and came to Moses, and to Aaron, and to all the congregation of the children of Israel, unto the wilderness, to Kadesh; and brought back word unto them, and unto all the congregation, and showed them the fruit of the land.  
6. And they told him, and said, We came unto the land whither thou sentest us; and surely it flowed with milk and honey; and this is the fruit of it.  
7. Howbeit the people that dwell in the land are strong, and the cities are fortified, and very great; and moreover we saw the children of Anak there.  
8. Amalek dwelleth in the land of the South; and the Hittite, and the Jebusite and the Amorite, dwell in the hill country; and the Canaanite dwelleth by the sea, and along by the side of the Jordan.  
9. And Caleb stilled the people before Moses, and said, Let us go up at once, and possess it; for we are well able to overcome it.  
10. But the men that went up with him said, We are not able to go up against the people; for they are stronger than we.  
11. And they brought up an evil report of the land which they had spied out unto the children of Israel, saying, The land, through which we have gone to spy it out, is a land that eateth up the inhabitants thereof; and all the people that we saw in it are men of great stature.  
12. And there we saw the Nephilim, the sons of Anak, who come of the Nephilim; and we were in our own sight as grasshoppers, and so we were in their sight.  
13. And Moses said unto the people, Jehovah is the strength of my life; of whom shall I be afraid?—Ps. 27:1.

Golden Text: Jehovah is the strength of my life; of whom shall I be afraid?—Ps. 27:1.  
Time: B. C. 1467.  
Place: Kadesh-barnea, just south of Canaan.

### Hotel Western

10th & Pierce Sts.  
AMARILLO, TEXAS  
"A FRIENDLY PLACE"  
When in Amarillo come to see us.  
Reasonable Rates  
MRS. ENYART  
Manager  
Formerly at The Lewis.

**Introduction.**  
"What might have been. The lesson of history is the story of what might have been. As we turn its pages we see where progress has been postponed; where bloodshed might have been avoided, and where heroes might have been saved from martyr's graves. What if the report of Caleb and Joshua had been accepted instead of that of the cowardly ten? Shall we have the foresight to avoid 'might have been's' in the history that we are making?"

"The Promised Land" is an Old Testament term. We live in the Christian era. Does "Promised Land" have any meaning for us? Is there one for Christianity? As well as for Judaism? Of course there is the future life. Beyond the grave we look forward to the House of Many Mansions. We rest in the assurance of our faith that where He is we shall be also. But there is a Promised Land for the Christian here in this world. It is the life abundant. It is not a place on the map, but a condition of life. Its economics will be based on the teachings of Jesus.

**At the Door of Canaan.**  
At last the wilderness was behind the marching hosts of Israel. With what fears and sins and murmuring and suffering, and with what great mercies their journey was attended, we have been studying. Now they have reached Kadesh-barnea on the northern edge of the desert, and only a few days' journey from Beer-sheba, where Jacob once lived.

**The Twelve Spies Sent.**  
The people of Israel were not ready to occupy the land. Like many others who have passed over rough roads, they remembered less of the attendant mercies and proofs of divine guidance than of the obstacles and enemies. The prospect which presumably would have evoked a shout of gladness seems to have had no such effect. They asked for spies and the Lord, letting them choose their own way, commanded that the spies be appointed. Accordingly Moses chose 12 men, rulers or head men, one from each of the tribes, and sent them forth with instructions to see the land and the people, whether the land was good or bad, how many and how strong the people, whether they dwelt in tents or strongholds, the strength of the cities, and so forth. And for forty days they traveled through the land, some of them going the full length of Palestine toward the north; after which they returned with fruits and facts and opinions.

**The Report of the Spies.**  
Soon after their return an eager multitude, with Moses and Aaron, gathered to see the fruits of the land which the spies had brought and to hear their report. First they gave a recital of the facts, concerning which there seems to have been no disagreement. All twelve saw the same things. The land was reported as "flowing with milk and honey (the fruits bearing witness). The people were strong, and lived in cities that were walled and very great. In the south dwelt the Amalekites, some of whom had been encountered in the wilderness. In the mountainous regions were the warlike Hittites, Jebusites and Amorites. In the coastal regions of the west and in the valley of the Jordan were the Canaanites. They found also somewhere in the land the

"sons of Anak," a giant race, who added to the formidable strength of the other tribes. That is to say the land was rich, and was occupied already by people who would no doubt resist invasion. Israel would have to conquer the land.  
**Caleb, a Man of Faith and Courage**  
The description of the people culminates in the announcement of the giants, and the location of the tribes is given with an elaborateness, which says, "There is no room anywhere for us." And there arose quickly in the multitude the buzzing of question and discouragement. Then Caleb "stilled the people before Moses" and said: "Let us go up at once and possess it; for we are well able to overcome it." With him also stood Joshua sharing the same faith and voicing the same challenge. "These two measured Amalekites and Anak against God, and were jubilant. They do not dispute the facts, but they reverse the implied conclusion, because they add the governing facts of God's help. How differently the same facts strike a man who lives by faith, and one who lives by calculation! Israel might be a row of ciphers, but with God at the head they meant something." What do we see on the road ahead, giants or giants and God? Does our report on the prospect reach its climax in the sons of Anak, or the promises of God?

**Grasshopper Judgment.**  
No sooner had Caleb finished speaking than the ten who were afraid contradicted him, saying "They are stronger than we." The land itself, they said, would be against us, and all the people we saw were men of great stature, and there are also real giants. "And we were in our own sight as grasshoppers, and so we were in their sight." Such was the judgment of spiritual blindness and fear. They saw the giants only and their perspective was marred by fear. And as long as they saw themselves as grasshoppers they did well so say, "We are not able" for grasshoppers can't whip giants. "There is a beautiful virtue called 'humility'; but these men were not humble; they were towards and saggards who want reward without request. Bunyan must have had this story in mind when he pictured Christian on the Hill Difficulty as being met by Timorous and Mistrust runding at full speed, saying they had seen two lions in the way—Hons which Christian soon found to be chained.

**The Sentence of the Forty Years.**  
"But as for you, your carcasses, they shall fall in this wilderness. And your children shall wander in the wilderness forty years, and bear your whoredoms, until your carcasses be wasted in the wilderness." Then followed a night of weeping. "Would that we had died in the land of Egypt!" wailed the disheartened multitude. And instead of blaming themselves, they fell to blaming Moses and Aaron, their great and devoted leaders. And they even dared to find fault with God. Why had he brought them there, to fall by the sword, their wives and children to be preys to the savage Canaanites. In vain did Caleb and Joshua renew their pleadings. In vain did they seek to arouse the courage of the people. "Stone them! Stone them!" screamed the frantic crowd. "Let us choose another leader instead of Moses and go back to Egypt." It was the most shameful moment in the history of Israel until the time, nearly fifteen centuries later when the nation handed over its Messiah to the Roman cross.

**A Too Tardy Repentance.**  
When the decision of Jehovah was communicated to the people there was a quick revulsion of feeling. "We have sinned," they cried, "we are now ready to go up against Canaan." Moses saw the futility of their proposal; they had already

shown themselves too cowardly for the attack. "The Lord will not go up with you," he cried, "and it is useless for you to make the attempt without him." Nevertheless they tried it, without God, and were defeated by the Amalekites and the Canaanites as Moses said they would be. The divine verdict held, and they were condemned to a wandering in the wilderness for thirty-nine more years.

"Those were years of discipline, which were necessary for the development of the nation. When their wanderings ceased they marched into Canaan no longer a rabble of fugitives but a theocratic nation with a mobilized army; the most perfect organization that the world has ever seen to this day."—Rev. David J. Burrell, D. D.

### SHERIFF'S SALE

STATE OF TEXAS,  
COUNTY OF DEAF SMITH.  
By virtue of an order of sale issued out of the Honorable District Court of Deaf Smith County on the 6th day of September, 1932, by the Clerk thereof, in the case of C. J. Paddock versus L. Baskin, C. E. Johnson, Harry L. Johnson, Mrs. Fern E. Johnson, a feme sole, and C. W. Johnson, No. 1968, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in October A. D. 1932, it being the fourth day of said month before the Court House door of said Deaf Smith County, in the City of Hereford, the following described property, to-wit:  
Said property being in Deaf Smith County, Texas, and being a four and one-half acre tract of land out of Block No. 30, of Rickett's Addition to the town of Hereford, in Deaf Smith County, Texas, the same being described and designated on the tax rolls of Deaf Smith County, Texas, as the South half of Lot No. 5 of Block No. 30, of the Rickett's Addition to the town of Hereford, Deaf Smith County, Texas, and the same is further described as the South half of the Northwest quarter of the South thirty-six acres of said Block No. 30, of Rickett's Addition to Hereford, Deaf Smith County, Texas;  
Said property having been levied

on by me on the 6th day of September, 1932, and was levied on as the property of L. Baskin to satisfy a Judgment amounting to \$2,062.05 in favor of C. J. Paddock and cost of suit.  
Given under my hand, this 6th day of September, 1932,  
J. B. MILLER, Sheriff,  
Deaf Smith County, Texas. 35-3c

### Notice of Sale of Real Estate Under Order of Sale.

STATE OF TEXAS,  
COUNTY OF DEAF SMITH.  
By virtue of an order of sale issued out of the District Court of Deaf Smith County, Texas, on the sixth day of September, 1932, on a judgment rendered in the District Court of Deaf Smith County, Texas, on the fifteenth day of August, 1932, in favor of J. E. Golden, and against Geo. J. Nash, in the case of J. E. Golden vs Geo. J. Nash, numbered 1977, in said court, wherein J. E. Golden is plaintiff, and Geo. J. Nash is defendant, I did, on the 6th day of September, 1932, at 6:30 o'clock p. m., levy upon the following described real estate located and situated in Deaf Smith County, Texas, as the property of Geo. J. Nash, to-wit:  
All of the east one-half and NW 1/4 of Section No. 99, Block K-3, containing 480 acres, more or less.

And on the 4th day of October, 1932, the same being the first Tuesday in said month of October, 1932, between the hours of ten o'clock a. m. and four o'clock p. m., I will offer for sale, and sell at public auction for cash, at the door of the Court House of Deaf Smith County, Texas, in Hereford, all the rights, title and interest of the said Geo. J. Nash in and to said property.  
Dated at Hereford, Texas, on this 6th day of September, 1932.  
J. C. CARROLL, Constable,  
Precinct No. 1, Deaf Smith County, Texas. 35-3c

### Notice of Sale of Real Estate Under Order of Sale.

STATE OF TEXAS,  
COUNTY OF DEAF SMITH.  
By virtue of an Order of Sale issued out of the County Court of Deaf Smith County, Texas, on a

judgment rendered in said court on the 17th day of October, 1931, in favor of S. W. Mitchell and against B. B. Parmer, in the case of S. W. Mitchell vs. B. B. Parmer, numbered 1038 in said County Court, wherein S. W. Mitchell is plaintiff and B. B. Parmer is defendant, I did, on the 3rd day of September, 1932, at 11:00 o'clock a. m., levy upon the following described real estate, located and situated in Deaf Smith County, Texas, as the property of B. B. Parmer, to-wit:  
An undivided one-fourth interest in and to lot Number 19, in Block Number 18, in the Original Town of Hereford, Texas,  
and, on the 4th day of October, 1932, the same being the first

Tuesday in said month, between the hours of 10 o'clock a. m. and 4 o'clock p. m., I will offer for sale and sell at public auction, for cash, to the highest bidder, at the court house door of Deaf Smith County, Texas, all the right, title and interest of the said B. B. Parmer, in and to said undivided one-fourth interest in and to said property.  
Dated at Hereford, Texas, on this 3rd day of September, 1932.  
J. C. CARROLL,  
Constable, Justice Precinct No. 1, Deaf Smith County, Texas. 35-3c

Mr. and Mrs. F. H. Oberthier were guests of Mrs. A. C. Houston in Amarillo Wednesday of last week.

COURTEOUS, EFFICIENT SERVICE  
Twenty-four hours a day is that rendered by the  
**WEST TEXAS GAS COMPANY**

**W. J. (BILL) SMITH**  
SERVICE STATION  
Corner First and Main

Sell Us Your  
Unsafe Tires  
FOR AS MUCH AS **\$12.00**  
Per Set

Your old unsafe tires will reduce even these low prices on  
**Goodrich Cavaliers**  
\$4 to \$12 per set allowance for your old tires

Size	Retail Price	Allowance for Old Tire	Your Net Cost	Size	Retail Price	Allowance for Old Tire	Your Net Cost
4.40-21	\$5.60	\$1.00	\$4.60	5.25-21	\$9.55	\$1.50	\$8.05
4.50-20	6.25	1.00	5.25	5.50-19	9.95	1.50	8.45
4.50-25	5.80	1.00	4.80	6.00-18	12.55	2.50	10.05
4.75-19	7.45	1.50	5.95	6.00-19	13.15	2.50	10.65
4.75-20	7.55	1.50	6.05	6.00-20	13.25	2.50	10.75
5.00-19	7.55	1.50	6.05	6.00-21	13.50	2.50	11.00
5.00-20	7.95	1.50	6.45	6.50-19	14.95	3.00	11.95
5.00-21	8.20	1.50	6.70	6.50-20	15.35	3.00	12.35
5.25-18	8.80	1.50	7.30	7.00-21	18.15	3.00	15.15

**THE HOPE OF A NATION LIES IN THE STRENGTH OF—LABOR**

The mills, the fields, the factories and the little shops along the highway... this great country gives tribute to those who have worked there. It is a healthful sign, a constructive sign when a nation such as ours recognizes the right of labor. For the laboring man is the strength of this land. Rank upon rank he stands ready to accomplish. He is quiet, he is steadfast, he is sure—the real source of stamina and power. A country with such integrity to draw on must move forward.

**THE FIRST STATE BANK**

Don't Take  
Chances  
WITH YOUR  
CHILD'S  
EYES

—Let them have an abundance of light for their studying and home work at night. The few cents additional cost each month will much more than repay you in the beneficial results, both in their studies and in their general health.

**Texas Utilities Company**

# STAR THEATRE

HEREFORD, TEXAS  
Last Time Tonight  
THURSDAY, SEPTEMBER 15  
Lewis Stone and Jackie Cooper

**"Divorce In the Family"**  
A DANDY 1c FEATURE

Friday Night Only  
SEPTEMBER 16  
A REAL SPECIAL

The whole family admitted for 50c  
A big Double Program.

**"Most Dangerous Game"**  
Also first chapter of

**"Vanishing Frontier"**  
A new comedy western serial of which you are sure to enjoy every episode.

SATURDAY ONLY  
Matinee and Night  
SEPTEMBER 17

## TOM MIX



## and TONY THE TEXAS BAD MAN

Sunday Matinees and Monday and Tuesday  
SEPTEMBER 18-19-20

The prize football game between rival penitentiaries.

The Cuckoo Birds are Jail-birds Now!

**WHEELER ROY WOOLSEY**  
Football's greatest "drumsticks" in a prison RIOT

**HOLD 'EM JAIL!**  
With EDNA MAY OLIVER ROSCO ATE, EDGAR KENNEDY

### Jake De' Cake



THE HARVEST SEASON WITH NATURE IN ALL HER GLORY WHAT A TIME FOR A BRISK HIKE IN THE COUNTRY.

### When The Harvest Moon Is Shining



HELLO, CUTIE, DO THESE APPLES AND WATERMELONS BELONG TO YOU?

SURE, HELP YOURSELF.



SO YOU LIVE ON A FARM, EH? MAY BE YOU CAN TELL ME WHY LITTLE THINGS LIKE APPLES GROW ON TREES AND A GREAT BIG WATERMELON COMES ON A LITTLE VINE. I THINK IT OUGHT TO BE THE OTHER WAY 'ROUND.



I WISH THAT YOU WERE RIGHT, MISTER.

By M.B.

## LOCALS

R. E. Gill was here from Canyon last Thursday on business.

Walter Orr was in Amarillo last Thursday.

F. H. Oberthier was in Farwell Saturday on business.

Mrs. S. P. Rosson was in Amarillo last Thursday visiting friends.

Yes, sir, and yes, ma'am, we still sell jacks. At RICE'S. 1c

L. A. Ray was a business visitor in Amarillo last Thursday.

Mrs. D. K. Robison visited with friends in Amarillo Monday.

R. B. Addington was here from Littlefield Friday on business.

R. E. Gill was here from Canyon on business Saturday.

John Skaggs was here from White Deer Saturday on business.

W. C. Thomas was here from Wildorado Saturday on business.

Mr. and Mrs. L. A. Ray were Amarillo visitors Monday.

C. C. Johnson was here from Plainview on business Monday.

W. O. Tinsley of Abbott was a business visitor here Monday.

Mrs. Willard Witherspoon and little daughter spent Wednesday of last week in Amarillo.

Mr. and Mrs. Wallace Cox were in Amarillo on business Wednesday of last week.

Mr. and Mrs. Pat Wederbrook were in Amarillo Wednesday of last week.

J. G. Smith of Childress was here on business Wednesday of last week.

A. B. Braughton was here from Amarillo on business Wednesday of last week.

Vance Hough, Amarillo attorney, was in Hereford last Thursday on business matters.

Jas. W. Witherspoon and J. C. Gilliland made a business trip to Friona and Farwell Saturday.

Miss Nell Wyche of Wichita Falls was in Hereford last week on a business mission.

A. A. Umberger and W. Hallway of Amarillo were here on business last Thursday.

J. T. McDonald of Amarillo transacted business in Hereford Friday.

Mrs. G. G. Foster of Canyon was here last Thursday visiting her son, Paul Foster.

Miss Beatrice Carpenter of Abilene visited her sister, Miss Viola Carpenter, here this week.

Paul A. Speer, Amarillo attorney, was in Hereford last Thursday.

A. D. Smith of Friona was shopping and attending to business here last Thursday.

S. F. Salamy of Amarillo was transacting business here last Friday.

Mrs. F. E. Bowe was in Amarillo last Saturday visiting her brother.

H. C. Nott was looking after business here Friday. His home is in Lubbock.

Joe Olbright of Nazareth was here Thursday transacting business.

Mary Ellen Parker left Tuesday for Denver where she is a student in the Colorado Woman's College.

Miss Ethel Wobble left last week for Nazareth where she will teach this year.

Miss Virginia Stovall went to Vega Saturday to begin her teaching duties.

Colonel and Mrs. Owen were in Hereford from Vega last Friday shopping.

W. C. Russell, attorney at law, of Plainview was here Monday on business.

Bob Morris was a business visitor in Hereford from Amarillo Monday.

Carl Frye was in Hereford from Dimmitt Monday, shopping and attending to business.

Mr. and Mrs. T. J. Carter were in Amarillo Monday looking after business interests.

Dr. and Mrs. E. E. Robinson returned Thursday from Plainview where they visited their sons.

Mrs. Cliff Estes and Miss Jennie Estes were in Amarillo Monday visiting friends.

Burl Elliston and Mr. and Mrs. Loughton Branson were here Wednesday visiting relatives.

Noel Bryant left last week for Lubbock where he expects to attend Texas Tech this term.

Rev. J. J. Horn of Eanls arrived Monday for a visit with his grandson, Roy Onstead, and family.

Mrs. Paul Foster and Miss Ona Hammer were in Amarillo on business Tuesday.

Mr. and Mrs. Joe Beyer were in Amarillo Sunday visiting their sons, Virgil and Perry.

J. H. Head is improving his residence property this week by laying oak floors.

John R. Mosley has improved one of his rent properties in North Hereford by stuccoing the building.

W. L. Davis spent Monday in Lubbock where he was called on a business trip.

Erx Williams of Lubbock, formerly of Hereford, was in town on business Saturday.

Judge John Aldridge of Farwell was here Sunday visiting James W. Witherspoon.

Mr. and Mrs. W. E. Hicks of Garden City, Kansas, and former residents of Hereford came last week to visit friends and relatives here.

Miss Willie Allen, sister of Mrs. J. C. Parker, returned Friday night from Los Angeles, where she has been spending the summer with her sister.

Tire prices may advance. Brunswick prices are lowest in tire history and RICE INSURES the tires against all road accidents. 1c

Mrs. W. D. Lawrence and sons, Billy and Lee, left Wednesday of last week for their home in Tyler after having spent several weeks visiting in Hereford.

J. W. Schwaller of Nazareth was transacting business in Hereford Saturday.

B. J. Mecankey was here from Bard, New Mexico, on business Saturday.

Luther Hough and family moved to Amarillo the latter part of the week.

See "Oh Professor," October 20 and 21, at the High School Auditorium. 36-2c

W. A. Miller and family were here Sunday visiting his mother. Mr. Miller's home is in Stinnett.

C. A. Skelton was a business visitor in Clovis Thursday of last week.

Mrs. R. R. Holman was here with her two sons from Booker shopping last Friday.

James Cloyd left Tuesday for Waco where he will be a freshman in Baylor University.

Mr. and Mrs. Ray Barber were business visitors in Amarillo last Friday.

See "Oh Professor," October 20 and 21, at the High School Auditorium. 36-2c

J. C. Ritter of Amarillo visited his sister, Mrs. R. R. Jackson, here Tuesday.

Mrs. Raford Ricketts went to Amarillo Wednesday with Mr. and Mrs. L. A. Ricketts of Dimmitt.

Mrs. I. H. Spratt returned Monday from Sturgeon, Missouri, where she has been visiting her parents.

D. D. Smith of Lawrenceville, Illinois, was in Hereford on business Wednesday.

Mmes. Ezra Norton and R. E. McCullough visited friends in Clovis Saturday.

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Miss Horrell Landrum was shopping in Hereford Thursday of last week. Miss Landrum's home is in Friona.

J. W. Browning was here from Canyon last Thursday visiting with friends and looking after business interests.

Mr. and Mrs. Homer Gilliland of Los Angeles arrived last Friday to visit his parents, Mr. and Mrs. W. J. Gilliland.

Mr. and Mrs. Charles Williams, who are living near Bellview, New Mexico, were visiting friends in Hereford last Thursday.

Mr. and Mrs. Walton Eastland were here Friday from their home in Tucuman, New Mexico, attending to business interests.

Mr. and Mrs. Glenn Weir and Mrs. Harry Sherrieb were Amarillo visitors Wednesday of last week.

Mr. and Mrs. W. O. Fox and Mrs. M. A. Fox were in Amarillo Sunday visiting Mrs. Joe Bowman.

Mr. and Mrs. Everett Kinney left for their home in Plainview Friday after having spent a few days with Mr. and Mrs. Vern Witherspoon in Hereford.

Mmes. C. C. Acker, G. A. F. Parker and Misses Annie and Mary Ellen Parker were in Amarillo Saturday.

Johnny McClendon was visiting Hereford friends Friday. He is connected with the Clovis Hotel Drug store in Clovis, New Mexico.

Miss Anne Craddock of Pullman, Washington, who has been visiting her sister, Mrs. Will S. Kerr, for the past two weeks, left Monday for her home.

We don't know whether tire prices are going to advance soon or not, but you know you need new ones so why take a chance? Brunswick tires are INSURED by RICE.

Why take chances on cold patching when you can have your tube VULCANIZED at RICE'S for 35 cents? 1c

Mr. and Mrs. J. H. Hickman and son of Wichita Falls arrived last Thursday to make their home on their farm northeast of Hereford.

Miss Ethel Rice, who is teaching in the Pampa school, spent the week end with her parents, Mr. and Mrs. H. L. Rice.

Miss Gladys Seigler, who is teaching expression in Clovis, New Mexico, spent Sunday with her parents here.

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

WE HAVE SERVED YOU FOR 30 YEARS!

## E. B. Black Co.

Furniture :: Undertaking

Ambulance Service—Day or Night  
Hereford, Texas

## Piggly Wiggly

### Friday — Saturday

LETTUCE, firm, crisp heads, each	5c
BANANAS, yellow ripe, per dozen	19c
<b>Peaches</b> Extra Dozen	15c
Choice 30-lb box	\$1.25
(Yellow Clings for Pickling)	
GRAHAM CRACKERS, 2-lb box	22c
BRAN FLAKES, White Swan, 2 packages	15c
<b>SUGAR</b> Pure Cans, 10 Pound Cloth Bag	49c
SPUDS, 10 pounds No. 1	14c
JELLO, assorted flavors, three for	19c
SALAD DRESSING, 8-ounce jar, Kraft's	9c
<b>M·J·B Coffee</b> meets every taste in 1 lb can	35c
2 lb can	69c
package Tree Tea FREE	
CABBAGE, 10-lb	2c
GRAPES, Arkansas Concord, basket	15c
SNOWDRIFT, 6-lb can for 69c, 3-lb can	38c
<b>Free 2 GIANT BARS CRYSTAL WHITE WITH 3 CANS OF PALMOLIVE FOR 25c</b>	
BAKING POWDER, K. C., 25c size	19c
FRUIT JARS, Kerr-Masons, quarts, dozen	75c
<b>MEAT SPECIALS</b>	
SAUSAGE, pure pork, 2 pounds for	15c
HAMBURGER MEAT, fresh ground, 2 pounds	15c
SMOKED BACON, nice and lean, pound	12 1/2c
SALT PORK, good to-fry, pound	10 1/2c
SLICED BACON, Pinkney's, per pound	16c
STEAK, young and tender, round, loin, T-bone, lb	15c
BEST BEEF-ROAST, select quality, pound	10c
PORK ROAST, per pound	10c
CHUCK STEAK, 3 pounds for	25c



Van Nuys, Calif.—Tryouts of the new type dirigible model built by Thel Rose were conducted recently, proving that the new model will have unusual control. The inventor asserts that his ideas will revolutionize dirigible construction. Tests disclosed that the 33-foot model, powered by two 120-horse power motors, went thru a series of difficult maneuvers and was brought to earth again with its own power without the assistance of ground crew operations. This feature, Rose claims to have perfected without the discharging of gasoline and water from cumbersome and heavy dirigibles.

The model is a semi-rigid type, 9 1/2 feet wide, weighing about 100 lbs. Interior construction is of circular steel wires and braces, instead of the ordinary type. Another innovation is a circular tunnel running from the nose to the tail of the ship to curtail wind resistance. One of the inventor's beliefs is that a ten-passenger ship built along the lines of his model could attain a cruising speed of about 200 miles an hour with smaller engines than are now used in much heavier dirigibles. Because of the perfect control, Rose claims that the new ship could be grounded in mountains, on buildings, or any platform suitable to accommodate its length and breadth without discharging ballast or using ground crews. The model is the result of three years' work covering the past years, and was built at the cost of \$5,000, while a ten-passenger ship capable of mail or freight can be built for \$300,000. Photo shows Rose at the controls during test.