

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

34th Year—Number 40.

The Hereford Brand, Hereford, Texas, Thursday, October 11, 1934.

Five Cents Per Copy.

Local Women Will Attend Music Meet

Miss Swisher To Head District Meeting at Plainview.

Annual convention of the Seventh District Federation of Music Clubs will be held Friday and Saturday in Plainview. Miss Mattie Mae Swisher of Hereford, president, will preside at the sessions which will be held in the first Baptist church.

Mrs. C. C. Acker of this city is corresponding secretary of the district organization and Mrs. H. L. Broadwell is secretary. Mrs. G. A. F. Parker is chairman of the course of study. The north 48 counties of the Panhandle are in the district. Approximately 20 clubs will be represented at the meeting.

The chorus of the local Music Study Club will appear on the fine arts program Friday evening at the church staging Bisset's "Agnes De." In the chorus are Misses C. H. Dillehay, R. P. Conaway, A. C. Hales, Carl Mounitz, C. R. Smith, Wiley Roberson, C. H. Dyer, B. M. Wiltshire and A. O. Thompson. Mrs. Parker will play the piano accompaniment and Mrs. J. W. Hendrix the violin obligato.

Mrs. A. J. Schroeter and the officers of the local club, in addition to members of the chorus will attend the convention.

Other district officers are Mrs. H. S. Wilbur of Canadian, parliamentarian; Mrs. Grace Spiller, of Canadian, historian; Mrs. M. McNeely of Memphis, auditor; and Mrs. Ruby Suddarth of Tahoka, recording secretary.

Mrs. Acker is president of the Hereford Music Study Club.

Special Meeting of Legion Next Tuesday

There will be a special meeting of the Hereford American Legion Post next Tuesday evening, October 16, at the Legion Hall, Commander Charles W. Bennett has announced.

Bennett urges all Legionnaires in good standing to be present. There will be a social hour after the business session with refreshments.

CANDIDATES OF FOUR PARTIES ON GENERAL ELECTION BALLOT

The ballot to be used in the general election in Texas November 6 will list four parties with candidates, Democratic, Republican, Socialist and Communist.

In addition, E. J. Hix of Houston is running as an independent candidate for congress from the eighth district and there may

CANDIDATES FOR CAR IN FINAL DRIVE

Now or never! Now or never! Now or never! This time the end of the great campaign of the Hereford Brand, which has aroused all this section, is at hand. Just nine more days!

There is tremendous opportunity in these last hours. If you can set yourself a goal, lay your plans accordingly, and WORK till you reach that goal and see it, you can claim the title and turn what might be defeat into a sweeping victory.

This is truly a wonderful race. With a small fortune trailing at the finish wire, these contestants have come off the turn into the home stretch in such a burst of tireless, unremitting effort as this section has never seen before.

Will your favorite win? If you want to see her crowned the champion of champions and possessor of a magnificent new Plymouth you had better help her now. The race—the greatest in the history of this section of the state—can yet be won with a final burst of subscription.

Do not delay!

Friona Friday's Foe In Conference Game

Hereford Doped to Win Over Chieftains In Contest at Whiteface Field; Both Teams Undefeated for Season.

CORN - HOG MEN FOR PROGRAM

Farmers in the county favor continuing the corn hog program in 1935. Sixty-six contract signers in a meeting at the court house last Friday voted for retention of the program. The count was 68 to 8.

Meetings were held throughout the county with the signers voting on whether or not the program would be used next year. Reports from other counties and states indicate the program will find favor with the farmers.

An overwhelming vote against combining all agricultural contracts into one was cast by farmers here.

Canning Plant Will Do Work for People

Persons who have raised fruits or vegetables and want them canned may obtain the service through the county relief office. W. W. Chilton, administrator, says his organization will handle the produce either on a share basis or for a straight toll.

This service is offered to anyone. The relief department will furnish all cans and goods where needed or will merely do the work if that is wanted. Chilton asks that anyone interested get in touch with him at his office in the court house.

Hi-Y Official Visits Here.

Grover Good, state Y. M. C. A. official and director of boys' work, was in Hereford Tuesday afternoon visiting with G. M. Hudson, sponsor of the local Hi-Y chapter and meeting members of the club. Mr. Good, who is making a tour of the entire state, was lavish in his praise of the Hereford club and its sponsor.

Humble, Reed to Austin.

County Judge C. W. Humble and County Agent Dewey Reed left Tuesday night for Austin and College Station. Humble is making the trip on school and county business, while Reed is seeking an extension of the cattle buying program in this county.

County Wheat Program Cost Is Below Average

Cost of administration of the wheat reduction program in Deaf Smith county for 1933 was three-quarters of a cent per bushel lower than the average in the United States. This fact was revealed by Thos. A. Wendt of the wheat section, AAA, who was here inspecting the books of the county organization last Saturday.

The average cost for local administration throughout the county for the first year was two cents per bushel, he said. This year's cost in this county will be only one cent per bushel.

Wendt complimented the local organization on their business-like methods of handling the records and expenses of the wheat reduction program and approved the budget of the board for the coming period.

Delegates Displeased At Highway Meeting

The West Texas highway meeting held last Friday in Plainview was attended by Judge C. W. Humble, Alex. Thompson, J. E. Hill, L. H. Foster and E. R. McWilliams of Hereford.

The meeting proved unsatisfactory to Panhandle representatives as the South Plains groups steam-rolled resolutions supporting W. R. Ely for re-appointment as highway commissioner through the meeting and over the protest of the North Plains delegates who were in the minority. The Panhandle, it is felt in this section, is entitled to representation on the board.

After the meeting the Hereford contingent attended the football game in Lubbock between Tech and Baylor.

Kick By Colt Breaks W. R. Scheihagen's Leg

W. R. Scheihagen is in the hospital, his left leg broken below the knee as a result of a kick by a horse. It happened about three miles southwest of town. Scheihagen was attempting to "shoo" a colt away from a truck load of feed parked in a field. The animal whirled and lashed out with both hind feet, striking Scheihagen's leg and fracturing the bone. He is getting along well, hospital attendants say.

Split Payment Of School Tax For This Year

Valuation Is \$30,000 Below Assessment for Last Year.

Taxes of the Hereford Independent School District became due October 1. A split payment plan has been adopted. First half taxes may be paid between October 1 and November 30. Last half payments will then be due between December 1 and March 31, becoming delinquent April 1.

If the split payment plan is not followed, then the period of 31, the entire tax becoming delinquent on February 1.

Holls were completed this week with the valuation for 1934 falling more than \$30,000 below that of 1933. The roll last year totaled \$2,904,300. This year it is \$2,873,700.

The levy this year is unchanged, \$1.00 per \$100. Of the levy 40 cents goes to the maintenance and operating fund with the remaining 60 cents applied to debt service—interest and sinking fund.

Zowell Murchison, deputy tax collector, will mail statements to taxpayers this month.

Virgil Beyer Dies Late Wednesday

Virgil Beyer, son of Mr. and Mrs. J. E. Beyer, and a former resident of Hereford, died late Wednesday in Amarillo, his home for the past several years. He had been in poor health a number of years.

Funeral services will be held here Friday afternoon. Arrangements are not complete, however.

Mr. Beyer leaves his wife, the former Miss Lenis Anthony, daughter of Mr. and Mrs. W. B. Anthony of Hereford. He also leaves his parents, a sister, Mrs. Harold Hicks, of Concordia, Kansas, and two brothers, Erceel of Hutchinson, Kansas, and Perry of Amarillo.

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City Tax Valuation Higher Than 1933; Levy Unchanged

ANNIVERSARY FETE OF CANYON COLLEGE WILL BE NEXT WEEK

Preparations are in full swing at Canyon for the celebration of the twenty-fifth anniversary of the WTSTC on October 19 and 20.

The two days celebration will include four programs, a football game between McMurry College, Abilene, and the West Texas Buffaloes, and many small gatherings for special organizations.

President J. A. Hill is urgently inviting every person who has been a student in the college since its founding in 1910, and all friends of the college to join in the celebration.

Ruth Bryan Owen, U. S. ambassador to Denmark, will be the headline speaker for the October 20 program at 10 a. m. "Ten Nights in the Bar Room," old-time melodrama, will be presented Friday night, and a program representing the State will be given Friday afternoon with prominent state officials as speakers.

The opening program of the celebration will be Friday, October 19, at 10 a. m., with J. R. Speer, president of the Ex-Students Association, presiding. Guy Rogers of Wichita Falls will be the principal speaker. A representative from the family of Dr. R. B. Cousins, first president of the college, will also be on the program.

There are 18,000 individuals who have attended the college since its founding; it is expected that at least 5,000 of them will attend the celebration. Professor L. F. Sheffy is chairman of the faculty committee in charge of arrangements. A special committee has charge of the barbecue on Saturday at which all ex-students and parents of present students will be honor guests.

Early Allotment Payment Is Seen

Representing the wheat section of the AAA, Charles M. Schwartz of Washington was here last Friday and Saturday conferring with County Agent Dewey Reed and members of the Deaf Smith county wheat board.

Wheat allotment payments in this county have been delayed, he said, because most of the farmers over-planted. This is a violation of the wheat reduction contract and the fact that the excess acreage was not harvested did not alter the case.

The difficulty has been ironed out, however, and Schwartz assured Reed that the remaining checks would be forwarded immediately. Approximately \$22,000 of the second allotment has been paid.

Books Given Library.

Eight volumes, seven of them works of Mary Baker Eddy, have been donated to the Deaf Smith county library by the Christian Science Publishing Company. The eighth volume is a biography of Mrs. Eddy, founder of Christian Science.

County Exceeds Quota Of Cattle To Be Sold

Five hundred cattle have been sold to the government here during the past week. That is the quota allowed the county in the reopened program. More than 5,000 head are registered for sale at the county agent's office.

Dewey Reed, agent, is in College Station in an effort to persuade officials to increase the quota for the county because there is no feed, and danger of losing the cattle through starvation is facing stockmen here.

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City Tax Valuation Higher Than 1933; Levy Unchanged

Split Payment Plan Is Again Adopted By Municipality.

Tax rolls for the City of Hereford have been completed with an increase of more than \$20,000 in the total valuation. The rate for 1934 taxes is unchanged, \$1.45 per \$100 valuation.

Taxes are now due and payable, but payments may be split. First half may be paid between now and January 31, 1935. The last half may then be paid before August 1. Last half taxes, paid under the split plan, will carry interest at six per cent but no penalty. Taxes not paid by August 1, 1935, will become delinquent.

Of the levy of \$1.45, 17 cents goes into the general fund and the remaining \$1.28 into the interest and sinking fund. The city hall, water works and sewers and paving are being paid for and are absorbing the bulk of the tax money. Total indebtedness of the city is \$264,706.50, mostly in long term bonds carrying five and six per cent interest.

Total valuation for 1934 is \$1,761,536 compared with \$1,742,100 in 1933. The increase comes from augmented stocks of merchants and additional buildings and property of several firms.

Mayor Charles J. Paddock urges early payment of taxes by citizens. "We need to meet our debts and payments will be due shortly," he declared.

A little more than 63 per cent of the 1933 roll has been collected. The total levy was approximately \$25,000. Collections total \$16,399.85. The 1934 levy totals \$26,097.44.

Statements are to be mailed out to taxpayers some time this month, according to Miss Eva Skelton, city clerk. Taxpayers may, however, pay their taxes now by calling at the city hall.

Kay Francis Is Film At Star For Friday

"Dr. Monick" is the title of Friday's film for the Star. But there are no hospital scenes. Kay Francis is in the title role. It is a strong story taken from a noted Polish play and presents an unusual triangle. Warren William, Jean Muir and Yvonne Deans are in the supporting cast.

Sunday's attraction brings back together Lew Ayres and Janet Gaynor in "Servants' Entrance." They were last teamed in "State Fair." This latest film is a frothy comedy in which the winsome Janet and Ayres are given full latitude for their talents. Ned Sparks, a sour cartoonist, furnishes most of the laughs. Walter Connolly and Louise Dresser are also in the picture.

Weir's Store Has Sale.

A "White Elephant Sale" in which all old stock will be offered at exceedingly low prices will open at Weir's Variety Store Friday, Miss Leola Dempsey, manager, has announced.

Miss Dempsey and H. A. Allmond purchased the store recently from Glen Weir.

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WHITEFACE CREW LICKS LITTLEFIELD

Playing their best football of the new season in their first night game, the Whitefaces annexed a third straight victory last Friday evening by beating Littlefield on their own lot. The score was 21 to 0.

All the marking was done in the past two periods as the bi-district champs opened with a rush. In the last half the Wildcats offered much sterner opposition, with the result that no one tallied. The Hereford defense was above reproach all evening.

As usual, L. B. Russell played a sterling game as offensive spark-plug of the winners. In addition he intercepted three passes. Nasty Clayton did his best work of this season or last, kicking three extra points and throwing passes with monotonous accuracy.

Line Plays Well.

Lem Carlyle at end stood out in the line, but he was ably aided and abetted by the other six members of the front wall who displayed a defense that yielded only one first down to the Wildcats.

A fullback named McKnight turned out to be the punter, passer and ball carrier of the Wildcats and he was an excellent workman. Another capable lad was Dorman at left end who received all four of the Wildcats' completed passes. At the other wing was Martinez, easily the best defen-

sive player on the field, while Christian at tackle and Kendrick at center did the bulk of the Wildcats' line duties.

Score Early.

In the opening chapter Russell scored from the two-yard line after McKnight had fumbled a punt, then Clayton place-kicked the

second period. Russell took the punt in middle and returned it to the 30. Clayton, Bengo and Sowell rammed it to the five yard line in seven plays. Clayton then tossed the leather to Carlyle in the end zone. He added the extra point.

First Quarter.

Hagar kicked to Rowe on Littlefield's 19. Two plays made a three yard gain and McKnight kicked to middle. Russell skirted end for 15. Clayton rammed 19 more. Four plays failed and Littlefield took the ball on the 12. McKnight kicked to middle. Carlyle took Clayton's pass on the 26 and then fumbled, the Wildcats recovering. After two passing attempts, McKnight kicked to middle. Clayton kicked to McKnight on the 2-yard line where he fumbled and several Hereford players fell on the ball. Russell scored on the first play and Clayton kicked the goal.

Hagar kicked to the 27 and McKnight booted it back to Hereford's 37. Russell punted to Littlefield's 11. McKnight punted to middle. Russell returned it to the 39 and then made 25 yards at right end. Russell flipped a

pass to Sowell for a touchdown and Clayton kicked the point.

Second Quarter.

McKnight took the kickoff on his 12. Three plays later he kicked to the middle of the field, and Russell returned it to the 30. Seven power plays made 25 yards then Russell passed incomplete to Carlyle. Clayton flipped one to Carlyle for a touchdown and kicked the extra point. Hereford 21, Littlefield 0.

Third Quarter.

Littlefield received on the 29. McKnight lost 10 on a fumble then passed 16 yards to Dorman. Another pass was bad and he kicked to Hereford's 29. A pass was incomplete and Clayton punted to Littlefield's 30 as the half-time gun sounded.

Sowell returned the kickoff from his 29 to his 35. A fumble lost 12 and Clayton kicked to Littlefield's 19. McKnight fetching it back 11 paces. Three plays failed and McKnight kicked to Russell who returned from his 35 to middle. Clayton passed to Womble for 25 yards. Four plays failed and the Wildcats took the ball at that point. Three plays, one a pass by McKnight, netted four yards and McKnight kicked to Hereford's 39 for the last play of the period.

(Continued on page seven)

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

PEP CLUB

The Pep Club and Cowhands are planning on buying a trophy case for Hereford High. The case is eight feet long, three and one-half high and two feet wide.

On October 4, the Pep Club held their initiation, and we also had two old members, Robbie Jackson and Mrs. Tom Parks (better known as Catherine) to see that the initiation was put over in a big way, and it was (if you don't believe it, just ask the old members).

Lillie Cobb was the first victim of one of the Pep Squads master minds. She was told to place a chair in the center of the room, take off her shoes and jump over them. Then she was told to place her foot on the wall and jump over her leg which was at a 90 degree angle (see Mr. Wilson). Then she made a circle with her toe and an 8 with her hand. She then got a thimble out of a pan of flour with her teeth, which beautified her considerably, after which she made love to herself in a mirror and when she got a spaghetti worm down her back she was declared a full fledged pep squad girl. Next came Mary Frances Holder who had to do the same things except for a daring exhibition of skill in which she clutched at her ears, nose, eyes and feet but finally made it. Next came Mary Jane Morgan. She made a run for it. One of the mighty Russells was next on the scene. She patted her head and rubbed her stomach—anyway she tried. Then Gaytha and Nora Jean followed Mary Frances' examples and scratched at their noses and eyes. They then followed the example of the others. Nora Jean called for her mama when she put spaghetti (worm) down her back. Then came Thama Cawthorn. She first jumped over a chair, then followed Nora Jean's example. Frances Hutson came next. She followed Thama's example. They were simply thrilled to pieces with a worm down their backs. Jerry Parker and Madelyne Whitehead did a weird race which cannot be described. They did the same as above except Jerry nearly got strangled on flour. Oh, the screaming! Mary Jane Morgan and Elsie Mae Wilkins followed the examples of Jerry and Madelyne. Mary Ann Baird, Virginia Nix and Syble Weckesser followed the example of the others. Genevieve, Rena Allred and Viola Phillips had a very hard time finding the thimbles in the flour and got a generous mouthful of flour, but they finally succeeded.

On Friday following the initiation the girls had to wear one of their hose up and the other rolled down, hair parted in the middle and braided with ribbons of all colors used to tie the braids. They had to say "Yes, my dear," to all the people outside of the class room who asked them a question. The old members could make the new members do anything they wanted them to. The new members could wear no makeup to school. The initiation is just one way of welcoming the new members to the club.

IRENE KNOX.

ELECTION RETURNS

The total election returns were as follows:

For president of the Student Faculty Association, Wilbur Womble, Junior candidate, 159 votes; Clyde Hussey, Senior, 103. For president of Athletic Association, Roger Brumley, Junior, 178; H. D. Blythe, Senior, 82.

The full wisdom of these choices made by the student body remains to be seen in the functioning of the two organizations of which Womble and Brumley are the newly elected presidents, but it is certain that no mistake was made in the choice. With the two major organizations of the student body under such popular and capable leaders the 1934-35 school year should be filled with definite and beneficial accomplishments. In fact such action is rightfully expected by the student body.

GLEE CLUB

The Glee Club is still holding regular sessions of practicing, and are we getting good? Tuesday, October 2, the Glee Club had the honor of hearing an ex-Glee Club teacher of Hereford High for a brief and interesting talk, Miss Mattie Swisher, president of this district's music organizations. Miss Swisher has encouraged the club to try for the Tri-State festival, to be held in Carlsbad, New Mexico some time in March. She also gave us the title of two numbers that are to be used by the music organizations. It is being planned that we learn one of these numbers for the music festival that is to be held in Amarillo, and also, if we should go to Plainview. Nothing has been said about going to the Tri-State festival, but you can all imagine what we're thinking.

The Glee Club performed its first program October 4, for the student body and visitors by singing several numbers. The girls, boys and the mixed quartet took part in the program. Everyone was of course a little excited and our knees kept knocking together, but all in all it was encouraging to hear the applause from the audience. We're coming back, so get ready to pay close attention.

ASSEMBLY PROGRAM

October 2 the student body had the pleasure of hearing one of the most interesting and fascinating talks of the school year given by Father Ludwig, Catholic missionary, of San Antonio. His subject was Life is nothing but a test. The very name of the subject caused each one to give his closest attention. He explained many ways that life is worked out by symbols. If one wishes to build a building or a character, he must plan, because we are born in this world with a personality, but we must build a character. We are the architects of our own future. If we have bad habits they must be replaced by new good ones.

He gave a very clear picture of how some of us feel toward examinations and towards the teachers. We look at the teachers as policemen and at examinations as absurd, but we have never really tried to see the real good a teacher is other than just to give assignments. They are there for other purposes than enforcing law of the school—they are there to be friends, to make us citizens and companions for others. They give us examinations not to see the score we make, but to test our ability. We are not only having examinations in school, but also as we walk along the highways of life.

Day in and day out we are going through examinations. So, students, let each change our attitude toward teachers and remember even after we are through school we will continue to have daily exams. Never be afraid; just master the trials of life; think, for thinking is the best habit; think clearly and life will seem real and ideal. Father Ludwig solved a very hard question for the students—why teachers become provoked at us. They had teachers to teach them, so by the time they got to their students they practiced the same thing that they went through to receive their education. Oh, you students who are planning to be teachers, brace up. Your day is coming and perhaps the rest of us will consider teaching.

So, students as we continue on life's highway let us remember Father Ludwig's speech. EVS

HONOR

One of our former students has been greatly honored at Kansas A. & M. in Manhattan. She is Sallie Gilbreath. Sallie took the freshman entrance examination and made the highest grade of the whole class in English. She made 193 points out of a possible 200.

Students and faculty of HHS are always glad when one of their number excels in College. Sallie, we are proud of you.

Commendable and encouraging as is the reflection on Sallie, no less praiseworthy is the reflection on the English department of HHS. If success be measured by achievement, certainly the success of the faculty of our school has been established. Definite examples of the desirability of HHS students as college prospects are numerous. Even Mr. Dillehay admits that he is more than pleased by the records established by his students in the larger schools. We students of 1934-35 should cherish the admirable precedents set for us and determine to take every advantage of the splendid opportunities which are ours.

NEW TEACHER

We have a new teacher in our faculty this year, due to overcrowded classes. She is Miss Tommy Lillian Chambers, who is from WTSTC at Canyon. As this is her first year of teaching, we want to do our best to make her feel at home. Miss Chambers is a graduate of Stratford high school. She is teaching English and history. Come on, fellow students; let's give her a rousing welcome. SF

FUTURE FARMERS

The FFA opens with a boom this year. At the meeting on October 2 there were 13 old members present. We met and discussed our plans for this year and elected the following officers: President, Ralph Jennings; vice president, Charles Wilson; secretary, George Jones; treasurer, Roger Brumley; Reporter, Billie Roberson; parliamentarian, R. A. Daniel; song leader, Lee Renfro; farm watchdog, Jack Owen; historian, Forrest Hill; chapter advisor, Mr. Hopkins.

With this group of officers, we plan to make a real FFA chapter that the HHS will never forget. We have set our goal high and plan many activities to be sponsored and put on by the chapter, such as a poultry show, and what?

This poultry show we plan to have a poultry judging contest. We have in view many activities of this kind which will be published later. The committee appointed to write up our objectives consists of Bob Baird, Chas. Wilson, Leonard Rolston and the president Ralph Jennings. By this time you may wonder what this FFA is, well, it is Future Farmers of America and it consists of boys taking vocational agriculture and boys who are in school and have taken vocational agriculture. Now, are you satisfied? If you are not, watch the Roundup for more news concerning our club.

GIRL RESERVE

Due to the fact that no committees had been appointed with the exception of a temporary social committee, the following committees were selected: Program, Evelyn Van Swerigen, chairman, Elizabeth Spradley, Jean Morgan and Lucretia Wilson. Lorraine Massie, chairman of social committee, Christine Fincher, Mary Frances Holder and Gaytha Wilson, members. Lucretia Wilson, chairman of financial committee, Florence Hunter, Velma Smith and Alene Caraway, co-workers. Elizabeth Spradley, chairman membership committee, Evelyn Plummer and Aline Bell, assistants. Louise Frye and Adeline Schumacher have charge of the social service committee. Publicity, Florene Hunter, chairman, Arvis Mathews and Latha Belle Hackney, assistants.

Plans were discussed for a party, the old members entertaining the new with boy friends excluded. In view of the fact that so many of us need working over, we had for our subject October 3 Beauty Hints. Aline Bell, Lucretia Wilson, Louise Frye, Lottie Beth Hackney and Alene Caraway gave an abundance of excellent advice.

Elizabeth Spradley and Mary Frances Holder, accompanied by Mrs. Holder at the piano, sang two duets. After being retained to be there next club day, we were dismissed by Miss Carlisle.

SOCIAL AFFAIR

At 7:30 Tuesday evening a group, bent on having a good time and becoming better acquainted, gathered at Whiteface Field. The occasion was a party given by Mr. and Mrs. C. H. Dillehay for school board members, their wives, and faculty members of Hereford schools.

If laughter, shouts and hilarity in general indicate a good time, then the affair was a success. After two hours of play in which even teachers forgot their dignity, and had a wonderful time, refreshments of ice cream and cookies were served.

The party was for the purpose of making friends among those who are responsible for the work in our schools. After such an affair, everyone feels better, and is ready to carry on with new determination. May there be more such gatherings in the future. All those present express their appreciation of a good time.

COWHANDS

The Cowhands have decided to have programs throughout the year. We are going to carry out our objectives with more force this year than we did the last one. Everyone is working with a desire to have a bigger and better club.

Boss Carlyle has his hands full now with 25 new members to attend to and to watch the old members with an eagle eye. His nerves are still steady, but we are afraid of a breakdown soon. He has to bear singing from the pledges and he can't join in to drown them out.

We had a very short meeting last week. All business was not attended to correctly. Lannie Lane was supposed to have a program using 14 pledges. He was called one but he had three pledges and a few jokes. Another chance was given to him. Business will be attended to correctly next week. He does not present a satisfactory program.

Walter Seed, an ex-Cowhand, visited us last Tuesday night to view our club. We invite all ex-Cowhands to come out and see what we are doing. We enjoy your company and we will try to have something you will enjoy. Do not be afraid of getting your temperature raised. We have a lot of fellows to play on.

CHIT AND CHATTER

Meade Smith and Richard Baker are certainly growing feminine. Watch their literature.

Jerry Parker must have lots of admirers, judging from the notes she writes in SH.

A certain Junior boy is seen going around this week with a long expression on his face. Can you guess the reason?

Helen Seed certainly has a variety of names, Liston, Peaches, Blue Eyes, Sugar! Oh, My!

Have you heard these names together: Clinton-Virginia? If you haven't you're behind times.

Ask Roy, H. who his girl is. He'll probably blush.

Did you know that Jim Ennis Kirby is full of blab-blah?

Florene Hunter is said to have lost her balance, especially when she goes through doors.

Jack Barber seems to have blondes on the brain. Ask Beverly.

What would Red Horton say if he knew who Syble Wickliss was keeping company with last Sunday?

We don't wonder at E. Hicks playing football for all he is worth when his big moment is in the pep squad.

Go, but D. Hicks has a terrible time with his girls. Wonder what he will do when L. B. H. leaves.

We are still wondering what the interesting conversation between Buddy and Lilly May was the other day in civics class. LC

SENIOR CLASS

The Junior class met September 26. The resignation of Ted Clancy as a member of the student council was recognized and George Conklin was elected to take his place. Velma Smith was elected reporter and Gaytha Wilson, Louise Frye and Elmo Hicks were chosen to serve as the social committee with Wilbur Womble as chairman.

This week the Juniors are especially proud of their boys because Wilbur Womble was elected president of the Student Council by the student body as a whole, and Roger Brumley as the president of the Athletic Association.

The Junior boys also play a large part on the football team this year. G. B. Hagar is one of the captains of the team and plays center. Wilbur Womble, the biggest regular, plays right end. Roy Hastings, little but loud, plays back field. J. W. Cockrell, Elmo Hicks and Billie Patton also play backfield. Ralph Jennings plays a good game. Donald Hicks and Henry Turner play tackle.

It looks as if the Juniors were getting somewhere.

SOPHOMORE CLASS

In their last class meeting the Sophomores chose class colors, flower and motto. Colors are purple and gold, with the pamy as the flower. The motto is "A quitter never wins and a winner never quits." The class also had several speeches. Two of the speakers were Roger Brumley, who was electioneering for Wilbur Womble, Junior candidate for president of the Student Council Association, and Ralph Jennings, who was electioneering for Roger Brumley, Junior candidate for president of the Athletic Association. The other speakers were Jim Kirby, electioneering for Clyde Hussey, senior's candidate for president of the Athletic Association, and Bill McLean, for H. D. Blythe, senior's candidate for president of Athletic Association.

HI-Y

The Hi-Y, according to the plan mapped out by the program committee, discussed a unit of the work for this year. It is the present plan to discuss each week a phase or part of the Bible. Once a month talks on social and political problems; next week an outside lecturer will give a talk on any subject he may choose; the third meeting is devoted to a program of inside talent, of music, comedy and other entertainments. The last week is for business.

The members brought out interesting subjects last week on social and political problems. The questions were raised: what is success? and Who is benefitting from Byrd's expedition to the South Pole? Basil, like all talented speakers, cracked a joke as a forerunner in his talk on Success. He asks, "Which of the men is more successful, a man that goes out to capture fleas and travels extensively to find them but finally is satisfied when he gathers all kinds and retires to an easy life, or the man whose purpose is to collect wealth, and although a millionaire he is never satisfied because his goal was too great? Would you believe there were some who could not decide.

While Mr. Hudson was at our meeting last Wednesday a pantry shower was given him. The mothers and boys wished to express to you, Mr. Hudson, our sincere appreciation of the time and thought you have given our organization, the Hi-Y.

The sponsor, Mr. Hudson, wishes to express his appreciation to all the boys and their mothers for the delightful surprise mentioned above. G. M. HUDSON.

TAKE IT FOR WHAT IT IS WORTH

The following announcement was very dutifully read by Mr. Hudson to the Senior class on Wednesday, October 3: "Students failing within the fourth quartile will not be recommended for general college entrance. Such students will be given transcripts but refused recommendation."

For college entrance or recommendation, all high school students are classified according to grade. The entire range of grades is divided into quartiles. At the center of the range is the median. Fifty per cent of the students fall above the median and fifty per cent fall below it. The students failing in the first two quartiles are doing a little above the average work and are good general college prospects. Those failing in the third quartile are somewhat below the average and are generally doubtful. Those in the fourth quartile are refused recommendation. Such refusal is indicated on that student's transcript who has fallen below the eligibility line.

Reasons for such action on the part of the school authorities are as follows: First, two and one-half times as many first quartile students passed the minimum requirements for college entrance as did the others. Second, the percentage of failure in college among students of the fourth quartile was five times as high

Phillips 66

EVEN SLAMMER TYPES have difficulty starting. For that reason, there is no such thing as a cheap gas. The low price of the Phillips 66 gas will be noticeable in the next 75 years here.

GASOLINES ARE different, TOO!

IF YOU want to buy gasoline CHEAP, by all means get Phillips 66. It is a good one at a cut price... an excellent value because it meets U.S. Government specifications for Motor Grade gasoline. It is equal or superior to other motor fuels sold at a similar cut price.

But if you want the MOST ECONOMICAL gasoline, we frankly do not recommend this cut-price grade. We sincerely say that you will save more money and get more miles per gallon with Phillips 66... ANTI-KNOCK RATING 70 OCTANE

Phillips 66... the greatest gasoline. It contains Lead Tetraethyl to give it the highest possible anti-knock rating. Its high lead rating (quantity) is always at the highest point possible under our process of CONTROLLED VOLATILITY, which matches Phillips 66 to your location and weather... "100% custom-tailored gasoline."

It starts cold motors with split second speed. Needs less choke and hence delivers more miles per gallon.

These are the results you actually get in your car, results that prove there is a difference. Get the winning advantage for yourself by getting a trial tankful of any Orange and Black 66 Shield.

Phillips 66 MOTOR OIL is the... Economy-Oiled

GREATER MILEAGE

as among students of the first quartile. Third, the percentage of those students failing to complete any college work was nearly seven times as high in the fourth quartile group than in the first. Fourth, nearly five times as high per cent of students rated as fourth quartile stock withdrew from college as did those rated in the first. Fifth, the first, second, third and fourth quartiles are much closer together than the second and third. In other words, students classified in the first and second quartiles are doing comparable work, but those that fall below the median in the third quartile drop far below the average.

Sixth, the two upper groups are much more likely to succeed. Because of this fact, the advisability of sending some students to college is questionable. A college education is not necessary in order to be a good citizen or to be happy. As Mr. Hudson explained, a first class ditch digger who is a conscientious worker and a good citizen does more good digging ditches capably than trying to be a doctor and making a miserable failure at it, because he has no the ability. The man who works at the white collar job very often is a much less desirable type of citizen than the man who is a day laborer.

Then, too, these are different types of colleges, just as there are different types of students. To send a student to the wrong college is a deplorable procedure. In contemplating going to college, the college should be suited to the student and not the student to the college. For instance, the average girl will profit more and learn more by going to an ordinary school and "fitting" than by going to Vassar and losing herself among those who are not her type. Her whole life may be wrecked by those four years.

Seventh, some colleges are beginning to require a B average for the entire high school course as a qualification recommendation. This practice among the major colleges is rapidly increasing. The necessity of diligent and persevering effort is evident, therefore, if one contemplates attending college.

WOMBLE WINS

The student body has a new president. That means the installation of new ideas, new enthusiasm, and above all, new and more efficient student self government.

When Mr. Womble won the presidential election, everybody won. The majority must rule and the minority must take it and like it if our school is to firmly establish itself as a self governing body. We are students of HHS and not politicians. We are all working for the same goal and the name of the president of the Student Council must not hide that goal.

The fundamental organizations of the Council is complete. The success or failure of the Student Council and its policies this year mean the success or failure of student self government of our school in the future. Do we intend to let petty and insignificant jealousies and prejudices kill the wonderful opportunity for a more democratic school for those who are to follow us? Can we afford to cast aside the privilege and duty of

conscientiously shaping the future policy of the school by the use of criticism?

A moment of immediate and clear thinking should convince each and every one of us that we can afford to do nothing less than sacrifice every pessimistic and ungenerous thought for the sole purpose of keeping our loyal and unquestioning support to the Student Council. The Council is an institution of our choosing, and the precedent set by it this year are those which will be followed by future students of HHS. Our support should not have to be solicited. It will not be solicited. We can fertilize the growth of the Council or we can kill it. The quality of our attitude and support will determine the fate of the Council. What is the result of this school year to be?

WHO PAYS FOR THESE Accidents?

Whether it's your fault or someone else's, there's always the danger of some accident occurring. And that invariably means bills—big bills—loss of earnings. If you have to pay those bills, that means double tragedy—financial distress, possibly long after you're well again. For surprisingly small amounts you can provide for complete protection no matter what unusual accident occurs to you. We'll take all the risks—pay all your bills—help keep you financially safe and secure. It's worth investigating—call us today.

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John McLean, Owner.

It Really Has to Be GOOD!

When you consider the high quality of every single ingredient of MITY-NICE bread you won't wonder at its uniform goodness. Every precaution is taken against variation in quality and you will find this good bread always tasty and delicious.

ASK FOR IT BY NAME

MITY-NICE BREAD

HEREFORD BAKERY



Chills
---Avoid them now!

The best protection you can have against the colds that are so prevalent at this time of year is a Gas Radiant Heater in your home. You can always be sure of one warm spot in the house, no matter how chilly the rest may be. It gives forth an instantaneous flood of warmth—without more effort on your part than it takes to turn a handle and light a match. This Heater quickly makes the whole room cozy and comfortable—in fact it takes the chill out of the atmosphere of the whole house. You'll find a Gas Radiant Heater that is just the size and price you want at your Gas Appliance Dealer's.

West Texas Gas Co.
Call us for the latest news.

Early 1900 Laughs at 13 Jinx



Barney Oldfield fills his sporty runabout with feminine beauty as he tunes it up in preparation for the Jinx Automobile Race to be held at the Chrysler test track at the Chicago World's Fair on Friday, July 13. Thirteen antique cars from Wings of a Century, huge and popular transportation

pageant, will be manned by thirteen famed old-time drivers, including Andy Burt, Cliff Woodbury and Charley Cozy. The race will be thirteen times around a thirteen hundred foot track, there are thirteen letters in Barney's real name, Barne Oldfield, and his car is number 13. Oh, me!

Messenger News

BY MISS EUNITA WILLIAMS

Take Produce to Carl's Gro. If there were 87 present at Sunday school last Sunday.
Mr. and Mrs. G. W. Wells and Quince Williams took dinner in the L. M. Williams home Sunday.
Among those shopping in Hereford Saturday were Mr. and Mrs. L. M. Williams, Eunice and Estelle; Ralph Smith, J. H. Hudgens, Bill Nafziger and L. M. Turner.
Rev. Reeves of Bellview will fill his appointment at the school house Sunday.
Preaching services each second and fourth Sundays. Sunday school at 2:30 and singing each Sunday night.
Mr. and Mrs. W. P. Walker and children called at the Homer Sharp home Sunday.
Mr. and Mrs. J. L. Smith and daughters, Marie and Nola Fae, left recently for Rocky, Oklahoma, where they will visit a few weeks.
Lester Myers, who is attending school at Frio, spent the week end at home with his parents Mr. and Mrs. Bill Myers.
Mr. and Mrs. W. A. Whitson and son, James, were shopping in Hereford Friday.
Mr. and Mrs. L. M. Williams and Estelle called at the G. W. Wells home in Bippus community

Sunday. Quince Williams accompanied them. He has been at work there and will continue on the job this week.

Washington Inauguration
Scripture was not read nor a prayer offered at the inauguration of George Washington. After making the inaugural address, George Washington with the company assembled, adjourned to St. Paul's church, where prayers were read by the bishop.

MAKE MONEY
ON OLD FURNITURE
SELL VIA THE WANT ADS

AFTER ALL IS SAID AND DONE HONESTLY NOW

Is there anything in your life that means as much to you as is wrapped up in that little four-letter word, "HOME"?

And isn't it a fact that you are sorry now that you let it run down so badly in the last three or four years?

Wouldn't you feel better satisfied if the porch floors were fixed up and you didn't have to worry about stumbling over a loose board and maybe breaking a leg? Or the house had a new roof on it so that when the next rain comes it won't pour in and ruin the wallpaper?

Get that feeling of pride and satisfaction that comes only from having a WELL-KEPT HOME.

Take advantage now of the low costs of building. We will be glad to assist you in planning improvements to your home.

Rockwell Brothers & Co.
LUMBERMEN
Phone 4. So. Main St.
Tune in on the "Friendly Builders Hour" every Thursday evening at 6:15 on Stations WFAA, WOAI, KPRC, WKY, KVOO, KPRC

Here and There

BY MRS. C. E. TICE

Mrs. J. E. Springer was elected president and Miss Koma Hyatt secretary of the recently organized P. T. A. Miss Ruby Hyatt, Mrs. Alden Hawks, Albert Springer, and H. M. Mobley are the program committee. Social committee, Mrs. Allman and Mrs. Mobley. A social evening will be enjoyed each second Thursday night. On the fourth Thursday nights P. T. A. programs will be given.
Mr. and Mrs. Hawk of Black were Sunday guests of their son, Aldin Hawks and family.
Mmes. W. A. and J. E. Springer, J. M. Dixon and U. G. Randall attended Council meeting at Dim-

mitt last Tuesday. Miss Clark demonstrated school lunches. Editor Holcomb of the Castro County News gave a talk.
A. T. Jones has returned from California where he had gone with Blain Poff. The Poffs are moving to California.
Mr. and Mrs. M. D. Welty spent Sunday in Hereford with Mr. and Mrs. Briggs.
Mmes. Robbins, Mobley, Allman spent Wednesday with Mrs. Harlin and did sewing for Mrs. Mobley.
Rev. Brewer preached at Frio Sunday morning and evening. He and his family ate dinner in the D. S. Jones home.
Mr. and Mrs. H. Benson of Progressive were Sunday guests of D. O. Benson.
Mr. and Mrs. Ellis Foust of Littlefield were recent visitors in the J. M. Dixon home.
Clarence Malone of Duncan, Oklahoma is staying for some time with his grand father, J. N. Benson.

Winter Is Coming!
LET US GET YOUR CAR READY FOR COLD WEATHER

Let us drain and flush your radiator, check your battery, inspect hose connections and joints, replacing the faulty and worn parts, and put an anti-freeze solution in that radiator. It's too late after the car freezes.

We Have All Kinds of Anti-Freeze
DON'T WAIT—SEE US NOW

Willard Battery Station
Phone 204. 212 North Main

COMFORT
SING A SONG OF CERTAIN COMFORT

ANOTHER CAR OF **COLORADO LUMP** ON TRACK NOW

Place Your Order Today!

With your bin filled with dependable coal, your home is all set for Winter months of cozy comfort and warmth. Order now—don't wait until the last minute—we can assure you best service and all-around satisfaction.

McLean & Pitman
Grain Company
Phone 1. Buy at Home We Deliver

Messrs. and Mmes. Emmett and Elmer Dixon attended church at Frio Sunday and spent the day with their parents, Mr. and Mrs. W. S. Dixon.
Joe Nowak had the misfortune to lose his car by fire last Wednesday. He had gone to Dimmitt and left his car at the Schutte place where it caught fire. It is supposed a short caused the fire.
Mr. and Mrs. Chas. Green of Baton Rouge, La., and Mrs. Green of Hereford spent Monday with Mr. and Mrs. Glenn Greer.
Mrs. J. E. Springer and Mrs. W. A. Springer attended church at Cleo Sunday morning.
Mmes. Koma and Ruby Hyatt, Geneva Crawford, James Booth and Hector Fuentes of Dimmitt were entertained at 6 o'clock dinner Sunday evening and later attended church services.
Mr. and Mrs. Leonard Peele of Amberst visited one day last week with Mr. and Mrs. Mack Dixon. J. N. Benson and Miss Leatrice returned Saturday from a visit with relatives at Shamrock and Duncan, Oklahoma.
Mr. and Mrs. J. E. Andrews, Mmes. Ruby and Alma and Mr. and Mrs. Elmer Jones spent Sunday at Sudan visiting the Roscoe Bell home.
Several from here attended the corn-hog meeting at the court house Friday. A similar meeting was held at Frio school Friday night.

Easter Items
BY MISS LOUISE FRYE

Teachers and pupils are planning a community party to be given at the school house next Friday evening from 8 to 11 o'clock.
Mrs. Homer Henry and daughters entertained the League with a party Saturday evening. A treasure hunt furnished much amusement during the evening.
Mrs. Geo. Chambliss and Emerald Smith were shopping in Hereford Saturday afternoon.
Friends of Miss Hattie Franks were surprised to learn of her marriage two weeks ago to Melvin Green of Oklahoma Lane. Miss Franks has lived in this community the past two years. Mr. Green formerly lived in the Messenger community. The young couple will make their home in the Oklahoma Lane community.
Mr. and Mrs. Henry Staleup and little daughter and Miss Woodhym of Dimmitt called in this community Sunday afternoon.
Mr. and Mrs. Fred Walton visited in the Fields home in Portales New Mexico over the week end.
C. W. Frye made a business trip to Amarillo Tuesday.

Monasticism Old Custom
There is no record of the first monastery. Monasticism has existed among various peoples of the world since a very early period, and antedates Christianity.

RESULTS
from WANT ADS

The BEST MEAT is always the BEST BUY

Prices Good Friday, Saturday and Monday

COFFEE Chase & Sanborn dated, lb Vienna Sausage Armour's, can PINK SALMON 2 Tall Cans	29¢ 9¢ 23¢	Baking Powder Calumet, 1-lb can CRISCO 3-lb can CLEANSER Old Dutch, 2 cans	25¢ 55¢ 15¢
PICNICS Armour's Sugar Cured Shankless, pound	16c	COCOMALT 1 lb	43c
CHOPS Or Steaks from Fancy Veal, pound	15c	SCOTTISSUE 1000 sheet rolls, 3 for	23¢
BACON Wilson's Sliced, 1-pound roll	29c	DYANSHINE Dyes & Shines shoes, bottle	17¢
ROAST Veal or Baby Beef, pound	11c	SOAP CHIPS Blue Barrel, 5-lb box	31¢
CHEESE Kraft's Elkhorn Pound	19c	HY-PRO Cleanser and Deodorant, qt.	17c
OXYDOL Large Size	23¢	KARO Red or Blue Label No. 5 size can	29¢
HERSHEY'S BAKING CHOCOLATE 8 INDIVIDUALLY WRAPPED PIECES	14c	MATCHES Crescent Double Dip 2 boxes	9¢
SHORTENING Mrs. Tucker's—8-lb Carton	86c	SALAD WAFERS Merchants Supreme 2-lb caddy	29¢
GERBER'S Strained Vegetables, 3 cans	25¢	SUGAR Pure Cane, 10-lb cloth bag	57¢
BUTTER Fresh creamery, lb	27¢	SPAGHETTI Phillips' Prepared with rich tomato sauce, 2 tall cans	15¢
		PEAS Van Camp's extra sifted small peas, No. 2 can	15¢
		SOUP Phillips' Vegetable and Vegetable Beef, 2 cans	15¢
		SPINACH Standard, 3 No. 2 cans	25¢
		LETTUCE Fresh, Crisp Large head	5¢
		ONIONS Spanish Sweets 5 pounds	13¢
		Cauliflower Snow White Heads, lb	7¢
		YAMS Per Pound	2 1/2¢
		ORANGES Sweet and Juicy Dozen	21¢
		LEMONS Per Dozen	19¢
		TEA Lipton's Orange Pekoe 1/4-pound	21¢
		Green Japan 1/4-pound	19¢
		Gun Powder 1/4-pound	19¢
		SERVE TEA AT YOUR NEXT PARTY	

FURR FOOD
FREE DELIVERY

Folger's Coffee
1-lb Can 32¢ 2-lb Can 61¢

That RICH Chocolate Flavor
HERSHEY'S COCOA
1-lb can 12¢

SELLS ALL KINDS OF FEED; BUYS CREAM, HIDES, EGGS AND CHICKENS
PHONE 74

GOOD BUTTER

Is Important In Good Cooking

In the baking of cakes and pastries you'll find Cream O' Plains butter most important. Not only is it good to eat on bread at the dinner table, but you'll find it excellent for every cooking use as well.

Farmers' Creamery Association

213 East Third INCORPORATED Phone 680

Extra Specials

FOR THE WEEK-END

Friday and Saturday Specials

- SYNUP, Kard, Blue Label, 55¢, Red La. 58¢
- BAKING POWDER, K. C., 25-oz can - 19¢
- KRE-MEL DESSERT, all flavors, 3 pkgs. with 1 pkg. free - 15¢
- POST BRAN, box - 10¢
- PRESERVES, Del Monte, 9 1/2-oz tin - 10¢
- CORN FLAKES, Jersey, large box - 10¢
- CRACKERS, 2-lb Saltine, Brown's - 21¢
- SAUCE, Worcestershire, large bottle - 14¢
- MACKEREL, No. 1 tall, 3 cans - 27¢
- COCOA, Hershey's, 1-lb pkg - 13¢
- PEAS, No. 2 cans - 10¢
- TOMATOES, No. 2 can, 3 cans - 29¢
- SALAD DRESSING, W. P., quart - 25¢
- SPUDS, extra quality, 10 lbs - 18¢
- PLUMS, No. 10 size - 30¢
- SUGAR, powdered, 3 boxes - 25¢
- COFFEE, Texas Girl, 2-lb pkg - 47¢
- LYE, 3 cans - 25¢
- BEANS, Cut, No. 2 can - 10¢
- MUSTARD, 5-oz, in salt and pepper shaker - 5¢
- TOMATO JUICE, 3 cans - 25¢
- CLEANSER, Sunbrite, 2 cans - 9¢
- SOAP, Blue Barrel, 5 large bars - 19¢

FRUITS AND VEGETABLES

- APPLES, Fancy Jonathans, 163 size, dozen - 21¢
- GRAPES, Tokays, fancy, 2 pounds - 15¢
- BANANAS, nice and ripe, pound - 7 1/2¢
- SWEET SPUDS, No. 1, 8 pounds - 24¢
- BUNCH CARROTS, Onions, Radishes, Mustard, 3 for - 10¢

Frank's CASH Grocery

Phone 117 FRANK RICHARDS, Proprietor We Deliver Brings Us Your Eggs—Market Price—Buy At Home.



WISE BUSINESS MEN SEEK WISE COUNSEL

For twenty-eight years this bank and its officers have endeavored to give sound advice and counsel to business men and citizens of Hereford and this trade area. We welcome your coming to us and are anxious to be of any possible service to our customers.

THE FIRST NATIONAL BANK

OF HEREFORD MEMBER FEDERAL RESERVE SYSTEM A Strong Bank Thoughtfully Managed

Jumbo News

BY MRS. J. W. BERRY

Take Produce to Carl's Gro. to W. F. Mayfield and family of south of Dimmitt visited last Sunday in the home of their daughter, Mrs. Laban Galloway.

Dick and Bill Sanders, sons of Mr. and Mrs. B. O. Sanders of near Dawn visited Homer Battles and Chas. McGinnis Sunday.

C. I. Beck, who with his family, recently moved to Lubbock, spent last Monday evening in the L. E. Beck home.

Mrs. Florence Kirby of Arkansas was a visitor last week in the W. A. Hunter home.

Mmes. Minnie Marlar of Sunnyside, Belle Oxford and Ullman Hunter, and Minnie Potts helped Mrs. L. E. Beck quilt Wednesday.

Mrs. George Ward and son spent Saturday night in the home of her brother, Chas. S. King and family. Mr. Ward joined them Sunday. The Wards are moving to Hereford from their farm near Arney.

Rev. E. C. Armstrong of the Dimmitt Methodist circuit, filled his appointment here Sunday, both morning and night. Quarterly conference will be held at Easter Sunday, October 21.

Dr. A. R. Matthews of Muleshoe called in the home of his son, L. A. Matthews, Sunday morning.

Mrs. Geo. Chambliss and son of Easter called Thursday afternoon in the Laban Galloway home.

Mr. and Mrs. W. T. Hall and daughter, Edna, Mrs. John Hall and daughter, Shirley Ann spent Thursday in the M. L. Hardy home.

Mr. and Mrs. Ullman Hunter and daughters spent Saturday evening in the Edwin Mauk home.

Mmes. Calvin Bell and E. S. Ireland of Hereford were callers last Monday in the Laban Galloway home.

Rev. E. C. Armstrong and wife and son were Sunday guests in the A. G. Flowers home.

Mr. and Mrs. Ullman Hunter, Figs Hunter and Wilburn Axe were Sunday dinner guests in the W. A. Hunter home.

Mrs. Jessie McGinnis spent Sunday in the L. E. Beck home.

Mmes. Ullman Hunter, L. C. Baggett, L. E. Beck, Belle Oxford and son, and Mr. and Mrs. U. G. Randall attended the services at the Methodist church in Dimmitt last Thursday when a lady who had spent 13 years as a missionary in Japan gave an interesting talk.

There was a corn-hog meeting at Jumbo school house Friday night and those present voted to continue the program another year.

Mr. and Mrs. C. I. Beck of Lubbock and Mrs. W. B. Marlar of Sunnyside spent Sunday night in the L. E. Beck home.

Mrs. M. G. Layman spent Friday with Mrs. Jessie McGinnis.

M. G. Layman and son were in Muleshoe the past week visiting relatives and picking cotton.

Shade and Glen Ratcliff and Hartland Caraway from north of Hereford were Sunday guests in the home of their sister, Mrs. A. C. Flowers and family.

Mr. and Mrs. J. C. Stork celebrated their 15th wedding anniversary last Sunday. Mrs. Stork's parents, Mr. and Mrs. Jacob Wagner, and her sisters and families, Mr. and Mrs. Joe Berkenfeld, Mr. and Mrs. Art Klemen, Geo. Backus of Nazareth, and her brother, Mr. and Mrs. Roy Wagner of near Hereford brought well for her and invited her teacher, brate the day. The guests also gave Mr. and Mrs. Stork some lovely crystalware. Guests in the afternoon were Eddie Lee, Sue and James Layman and Jack Hunga, Junior.

Betty Jo Baggett was seven years old October 4, and Sunday her mother, Mrs. L. C. Baggett, prepared a nice birthday dinner for her and invited her teacher, Miss Louise Goats, and Sunday school class for the day. Enjoying the occasion were C. C. Barbara Ann, Norma, Phyllis and Frances Hunter, Mary Jean and Jimmie Dyer, Merle Matthews, Billie Simpson and Bob Zane Axe. The little folks enjoyed the good and wished Betty Jo many more happy birthdays.

School Notes. Juniors and seniors entertained the Freshmen and Sophomores at the home economics department Friday night. Teachers were invited. Games were played and stunts pulled. All-day suckers were served to all.

Mr. Jones' room gave chapel services at 3:13 Friday, consisting of songs, one-act play and other interesting features. Several visitors were there and they are invited to return. Mrs. Bailey's room will have a program in two weeks.

Basketball boys have elected Homer Battles captain Phillip Boyd co-captain. The Juniors elected Bernard Wilder captain, Robert Pinckert co-captain.

Mr. King has made a jig-saw for the manual training department. It works well.

To make the A honor roll a student must have a straight A grade, and the B honor roll must have a straight B.

Honor roll, Mary Gene Dyer, Pauline Andrews, B honor roll, Betty Jo Baggett, Norma Hunter, Junior Leasure, Clifford Stork, C. C. Hunter, Yuel Bray, Dorothy Stork, Margaret Simpson, Sue Layman, Virginia Simpson Anderson Axe, Virginia Stork, Lawrence Matthews, Nella Harrell, Milton Woolery, Pauline Boyd, M. L. Simpson, Hope Adams, Pauline Matthews, Chas. McGinnis, La Velle Beck.

Old Belgian Library. Weavers hall in Louvain, Belgium, dates back to 1317 and contains a library with 200,000 volumes.

GIRL SCOUT NOTES

Whiteface troop met Monday. We had a member back who had not been able to come in quite a while, so we went to welcome Miss Henrietta Fritz.

The Scouts reviewed some of their tests and talked some more about getting uniforms. We also decided that we wanted to have a Halloween party.

After the meeting we had Court of Honor in order to plan the Halloween party and we also discussed plans for Christmas money.

Ward News Notes

MRS. WILEY ROBERSON

LAE club met Wednesday with Mrs. Jim Lipscomb, with all members present. An interesting program was given of England, Ireland and Scotland by Mmes. Bill Hutson, Morel, Arlie Dean and Wiley Roberson. After the program refreshments of sandwiches, cookies and coffee were served to the 11 members and two visitors, Miss Stella Pollard of Plainview, and Miss Lowery of Fort Worth. Next meeting will be with Mrs. McCollister October 16.

Mr. and Mrs. G. C. Snell were Amarillo visitors Thursday.

Mmes. and Mmes. Bill Hutson, Arlie Dean and Wiley Roberson attended the football game at Littlefield Friday night. They also visited in the home of Mr. and Mrs. Geo. Neely and in the Sam Hutson home with Mr. and Mrs. D. O. Williams.

Mrs. Jim Higgins of Hereford visited Mrs. Bob Higgins Thursday afternoon.

Donald Hicks Roberson spent Sunday with Harold and Ray Saltzman.

Mr. and Mrs. Adrian of Bippus spent last Sunday with Mr. and Mrs. G. C. Snell.

Mrs. Jimmie Gardner and son of Amarillo spent the week end with Mr. and Mrs. Bill Hutson.

Bob Higgins was in Amarillo on business Friday and Saturday.

Clarence Schulz called in the John Hutson home Sunday.

Mr. and Mrs. Sank Ramey and children of Hereford, Mrs. Jimmy Gardner and son of Amarillo, Geo. Suggs and Mr. and Mrs. Bill Hutson and children visited in the home of Mr. and Mrs. Jim Lipscomb Sunday afternoon.

Mrs. Rutherford, Mrs. Jesse Carter and daughter, and Miss Harris all of Hereford visited in the Wiley Roberson home Sunday afternoon.

Mr. and Mrs. Frank Stivers called on Mrs. John Higgins Sunday evening.

Mrs. G. C. Snell called on Mrs. Chester Hodges Wednesday.

The community enjoyed a party at the school house Friday night. Bob Higgins, John Hutson, Arlie Dean and Wiley Roberson were in Clovis Monday night.

Ford Doings

BY LA VERNE MANN

Only 24 attended Sunday school Sunday. Next Sunday Rev. Marvin Boyd of Vega will preach and the intermediate class will present the opening exercise.

Evelyn Benson and Virginia Brunson spent Friday night with Euna Mann.

Mrs. Harold Wilson visited Mrs. T. R. Langley Thursday.

Mrs. Brunson and daughter, Mary, of Claude have been guests of her son, F. W. Brunson, for the past week.

Mrs. J. McGowan of near Vega called on Mrs. J. L. Hight Tuesday.

Mr. and Mrs. H. D. Hill and sons and Mrs. Bob Orr were Hereford visitors Tuesday.

Mr. and Mrs. T. R. Langley and daughters visited in the D. B. Mann home Monday afternoon.

Mrs. H. M. Benson and Mrs. Parks attended church in Vega Sunday.

The club ladies met at the school house Friday. After a short program by the school children a discussion was had to decide what kind of Halloween celebration is to be held this year, and a carnival was decided on. The ladies are to meet at the school house again Friday, October 12, to quilt a quilt donated by Mrs. Joe Phipps. The quilt is to be given away at the carnival. The teachers, men and children are to be guests of the club at luncheon Friday.

Mrs. D. B. Mann and daughter LaVerne, visited in the H. M. Benson home Monday morning.

Mr. and Mrs. T. R. Langley and daughters, and Mr. and Mrs. Harold Wilson were picnicking in the breaks northwest of Vega Sunday.

Clyde Mann left Sunday night for Plainview to be gone indefinitely.

Mrs. Joe Phipps spent Sunday with Mrs. W. M. Stewart.

Miss Rachel Shields spent the week end with home folks at Vega.

Mrs. F. C. Benson and daughter, Adelia, spent Friday night in the T. R. Langley home.

Mr. and Mrs. J. E. Ware and son, Leonard, and Wirt Halsey called in the D. B. Mann home Sunday evening.

Mrs. J. L. Hight visited Mrs. J. McGowan Saturday.

T. R. Langley, F. W. Brunson and Fred and Otis Jackson were Hereford visitors Monday.

Mr. and Mrs. H. M. Benson, Mr. and Mrs. J. L. Hight, Mr. and Mrs. W. M. Stewart and daughters, and Mr. and Mrs. D. S. Larson and children attended church at Vega Sunday evening.

Miss Ida Lee Cove spent the week end with her parents at Claude.

W. M. Stewart was in Hereford on Monday.

Chest Colds

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

Coats and Suits

A Remarkable Value Offering In Coats

—Blue Fox, Mink, Badger, Beaver, Lynx Trims, Tree Bark, Diagonal and all wool mixtures are found in these lovely Redfern and Imperial Coats.

\$29.50 to \$69.50

Make Your Selection Early

Receiving Swagger Suits and Lovely Wool Dresses weekly, always something new.

Accessories to match—Gloves, Hosiery, Purse, Handkerchiefs, Scarfs—all new wanted shades.

A new shipment of Skirts—Sweaters—Blouses.

TRY A PAIR OF OUR BEST BY EVERY TEST HOSE . . . 79c Up

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Mrs. Frank Cogdell	2,284.000
Miss Nora Allen Daniel	2,278.000
Mrs. J. E. Haines, Priests	2,269.000
Mrs. John J. Helling, Wildorado	2,258.000
Miss Nora Jean Russell	2,254.000
Miss Minnie Dea Smith	2,252.000
Mrs. Essa Turrentino, Westway	2,249.000
Miss Inez Miller, Dawn	2,245.000
Mrs. J. W. Berry, Jumbo	2,244.000
Mrs. H. P. Sinds	2,231.000
Mrs. LaVerne Harman	2,230.000

TIRES TIRES

Note these low prices on the New GOODYEAR G-3; All-Weathers. If your size is not listed, you can get them at the same reduction in price

G-3, ALL-WEATHER TREAD
The Best That Money Can Buy

4.75-19	\$7.39
5.25-17	\$8.45
5.25-18	\$8.81
5.50-17	\$9.47

The New PATHFINDER and the Superb Speedway for Less Money. Both the All-Weathers and the Pathfinders are guaranteed for 12 months against road hazards.

TRUCK TIRES
Heavy Duty All-Weathers

6.00-20	\$15.36
30 x 5	\$19.23
32 x 6	\$22.75

NOTE—Truck tires are guaranteed against road hazards for six months.

Ireland-Beavers Motor Co.

301 East Third Street, Hereford

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The title to your land is vital. Our Abstracts correctly reveal the title.
A. G. THOMPSON
ABSTRACT CO.
5 per cent Federal Farm Loans.

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INSURANCE
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CHIROPRACTOR

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

LUNCHES

THE CHOCOLATE SHOP
Plate Lunches
Sandwiches
Cold Drinks, Candles
Magazines.

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WEST TAILOR SHOP
MRS. O. F. WEST, Proprietor
Clothes Called for and Delivered.
Phone 285

EAT A CHICKEN DINNER AT EVER-READY LUNCH

Sleep on Sealy Mattresses At Henson Hotel.

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PRAIRIE DAIRIE
Grade "A" Milk
Sweetmilk, Cream, Buttermilk.
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OPTOMETRIST

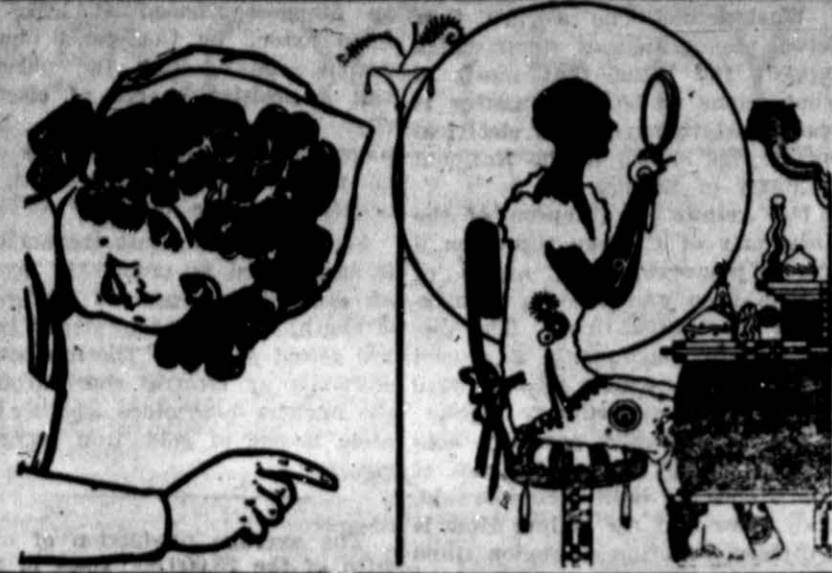
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A thorough examination with the newest and most modern instruments and equipment.
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Frigidaires Repaired, Factory-trained service man.
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DON'T

Neglect Your Eyes
Dr. T. M. Montgomery
At Close Drug
Third Friday Each Month



COSMETICS BY DOROTHY PERKINS AND MAX FACTOR

Are featured by this popular drug store. We maintain at all time a complete fresh stock of these well-known cosmetics. We also are prescription headquarters, and have a complete stock of general drug store merchandise. Come in today and let us supply your drug needs.

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CITY DRUG STORE

OUR DAILY SPECIALS

Offer you the lowest prices consistent with highest quality. Watch these values for real savings.

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CREOMULSION
Your own doctor is authorized to cheerfully refund your money on the spot if you are not relieved by Creomulsion.
COUGHS

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

Friona Doings

Edith Etheridge of Groom visited friends and relatives here Sunday and Monday.
A. D. Smith is visiting in Fort Sumner, New Mexico, this week.
J. R. Maples and Forest Saunders were business visitors in Clovis Monday.
Clyde Seamount spent Tuesday in Farwell on business.
Annis Martin was an Amarillo visitor Monday.
Rev. Chapman of the Church of Christ preached at the Bovina church Sunday.
O. G. Turner returned Sunday from New Mexico where he has been looking after business.
M. A. Crum spent Monday in Clovis.
Miss Martha McFarland spent Sunday in the home of Mrs. Thelma Osborn.
Mr. and Mrs. T. H. Hughes were in Clovis Monday.
T. E. Goodloe of Lubbock was attending to business affairs in Friona Monday.
F. H. Oberthier of Hereford was in Friona Saturday.
O. G. Turner spent Monday in Amarillo.
Judge C. Temple of the Syndicate Land Office of Farwell was a business visitor in Friona Tuesday.

Fairview-Palo Duro Items

By MISS LILA MAE OGLESBY

Take Produce to Carl's Gro. We had a good attendance at Sunday school September 30, for re-election of officers and teachers.
Mrs. Cecil Hodges of Daniel visited in the home of Mr. Mart Burums last Monday evening.
Miss Frances Campbell, who is attending school in Amarillo spent the week end with her parents, Mr. and Mrs. R. L. Campbell.
J. B. Grisham, Bill Dyer, Woodrow Dyer, Wilburn and Cecil Oglesby visited the Canyon Museum Sunday afternoon.
Mrs. Coninger was ill last Sunday.
Mrs. Cecil Allred is entertaining the young folks of the Palo Duro community with a dinner next Sunday.
Mr. and Mrs. Carter was called to Alva Oklahoma, last Friday by the serious illness of their grand daughter.
J. B. Grisham has returned to his home in Memphis after a visit of a month with his sister, Mrs. Dick Allred and other relatives here.
The senior class of the BTS had a wienner roast last Friday night. All had a good time.
WMS meets at Palo Duro church Thursday afternoon at 3 o'clock for re-election of officers for the ensuing year. There will also be an interesting program.
Mrs. John Boling, formerly of this community, is teaching a course in home economics at the court house in Hereford at 3:30 each day of the week except Saturday and Sunday. She extends a cordial invitation for anyone to attend that class at any time.
Rev. J. M. Dyer and family of the Wildorado community visited in the H. J. Oglesby home Sunday.
Mal Stewart is having the road graded in this part of the community for the first time in four years.
Mrs. Mart Burum and children spent Saturday night in Amarillo with her mother, Mrs. Day.

Dimmitt News

MRS. BUCK WOOD

Hector Tuentes from Old Mexico spent this week with Jas. Boothe. They were room mates at A. & M. College. James returned home with him for a three months tour of Mexico.
Mr. and Mrs. Chas. Greer and son of Houston spent several days this week in the home of Mr. and Mrs. Percy Estes.
A Junior Study club was organized in Dimmitt Wednesday with ten charter members. The club plans to study Texas the coming year. Charter members are Mmes. Carroll Gunter, Bob Parker, Wade Dent, Geo. Key, Raymond Wilson, L. D. Parker Ray Cowser, Claude Morris, Meade Halle and Buck Wood.
Mr. and Mrs. B. D. Woodlee and daughter, Mrs. Arthur Headley left Thursday to attend A Century of Progress in Chicago.
The Naomi Lee Circle of the Methodist missionary met in the home of Mrs. Buddy Birdwell with a large number present.
Mrs. Langford and daughter returned to their home in Midland after a two weeks visit with her mother, Mrs. Kimball.
Mrs. C. O. Lee and son, Oscar, and Mr. and Mrs. Arthur Rogers and son spent Sunday in the Leland Lee home.
Mr. and Mrs. C. A. Boothe and family visited her parents in Hale Center Sunday.
Mr. and Mrs. Jack Miller entertained the London Bridge club Thursday. Enjoying the occasion were Mmes. Edgar Ramey, Tom Bice, Byron Shipley, Meade Halle, Rayford Ricketts, Sam Gilbreath, Buck Wood and the hostess.
Mr. and Mrs. Fred Boswell left Monday for San Antonio where her sister, Mrs. Hunter underwent an operation.
Mr. and Mrs. Shorty Manning were in Amarillo Tuesday and Wednesday.
Messrs. and Mmes. Trullitt and Will Boothe attended the show at Hereford Wednesday night.
Mrs. Tom Gunnels and son and Mrs. Homer Norwood visited relatives in Tucumcari this week.
Mr. and Mrs. Leland Lee were in Amarillo Thursday.
A missionary from Japan spoke at the Methodist church last Thursday afternoon. A large number attended.
Fred Brown of Hereford has leased the Hullin Produce. Mr. and Mrs. Brown are making their home at the Witt Hotel.
Mmes. Homer Newton, Homer Norwood and Ted Wood were shopping in Hereford Saturday.
Mr. and Mrs. E. C. Hudson and daughters visited the home of his parents at Happy Sunday.
Mr. and Mrs. Ernest Medkief of Hereford spent Sunday in the O. B. Trimble home.
Joe Elliott of Lubbock was in Dimmitt this week.
Carroll Gunter, Spurgeon Webb and Floyd Smith attended the Tech-Baylor football game at Lubbock Friday night.
Mr. and Mrs. Jack Miller left Saturday for a visit with relatives in Fort Worth.
Among those attending the show in Hereford Sunday afternoon were Messrs. and Mmes. Rayford Ricketts, Byron Shipley, Ted Wood, Homer Norwood, Homer Newton and Mrs. Tom Bice and daughter.
Mr. and Mrs. Houston Hullin visited relatives in Lubbock Friday.
Mr. and Mrs. I. B. Brooks of Hereford spent Sunday in the J. H. Flannigan home.
Mrs. Percy Estes, daughter and son were in Plainview Saturday.
Mr. and Mrs. Clyde Tisdale of Borger visited relatives and friends in Dimmitt Saturday and Sunday.
Mrs. Cleve Tate and daughter spent the week end in Amarillo.
Mr. and Mrs. Geo. Barnett and Lois Rae spent several days last week with Mr. and Mrs. Andrew Elder.
Mr. and Mrs. Noel Gollehon of Hereford visited in Dimmitt Sunday afternoon.
Dan Boothe, student in Wayland College, spent the week end with his parents, Mr. and Mrs. C. W. Boothe.
Misses Helen Estes and Ethel Womble, teachers at Bethel, spent the week end in Dimmitt.
Mrs. Claude Morris and Mrs. Goodwin Miller were joint hostesses to the Tres Mesa bridge club last Friday evening at the home of Mrs. Miller. Refreshments were served to Mr. and Mrs. Curtis Tate, Ray Cowser, Raymond Wilson, Choc Collins, Harvey Yants, Buck Wood, L. G. Manning, and the host and hostess.
The parent-teacher association presented a play, "Comic Characters 'Revue'" at the high school auditorium last Friday evening. A large crowd was present. The proceeds will be used to buy playground equipment for the grammar school.

Dawn Items

BY INEZ MILLER

Attendance at Sunday school Sunday was greatly improved over that of the week before. A small group enjoyed singing in the evening.
Miss Clara Mae Bagwell visited with friends in Tulla over the past week end.
Miss Mary Chambers spent the week end at her home in Canyon.
Miss Lois Smith visited friends in Canyon Friday evening.
Miss Sybil Smith visited in the H. H. Miller home Sunday.
Mr. and Mrs. H. E. Miller visited in the home of Mr. and Mrs. L. A. Smith Sunday.
Mr. and Mrs. Lathern of Hereford were guests in the home of W. G. Slagle Sunday.
Miss Inez Miller and Sarah Smith visited in the Ray Bowers home Sunday.
Mr. and Mrs. Ray Bowers and daughter, Vivian were in Amarillo Wednesday.
H. H. Miller was in Amarillo Monday.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Take Produce to Carl's Gro. The all-day services at Sims Sunday was largely attended. Rev. Carver of Amarillo preached twice and with the basket dinner and singing made the day complete. Visitors were present from Amarillo, Bippus and San Jon, and it is hoped they come again each Sunday morning at 10:30 o'clock.
T. F. and Olaf Bohannon were in Hereford Saturday.
N. O. Phillips and family spent the week end at Dimmitt.
Gilford Stroop and family visited relatives at Pampa Sunday.
Willie Kliever was a Hereford visitor Saturday.
FOR RENT, FOR SALE CARDS AT BRAND OFFICE CHEAP
Furniture of all kinds made according to your own specifications. Wood turning and repairing of all kinds.

TRY TEXACO

For Faster Cool Weather Starting

You'll find out the old motor will respond a little quicker on cool mornings if the tank is filled with Texaco "Fire Chief" gas. It's simply packed with power and mileage. Why not drive in today and give it a trial?

Texas Service Station
GLEN SNYDER



"I don't care if the Hereford Laundry did launder that shirt . . . You can't wear it in here."

ONE SHIRT FREE

Clip this advertisement, send it with your bundle and we'll finish one shirt free of charge.

HEREFORD LAUNDRY AND DRY CLEANING CO.
CALL 298—WE CALL FOR AND DELIVER

THIS LIGHT COSTS Less THAN MY EVENING PAPER



I USED to skimp myself on light—but no more. It's not worth it. I sit here and read all evening and all it costs me for light is one cent. Lighting is really a small item in the cost of operating this house.

Of course, you have to use good lamps. No more of these cheap ones for me; they send your lighting bill sky high and they don't last. I always buy Mazda Lamps. They're the best I can buy and they save me money in the long run.

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

TEXAS UTILITIES CO.



with the **Coleman Automatic ELECTRIC IRON**

THERE is no fire danger with a Coleman Automatic Iron. It's your best fire insurance policy because the accurate, dependable Coleman Thermostat keeps the iron from becoming overheated; never reaches a temperature at which it will start a fire.

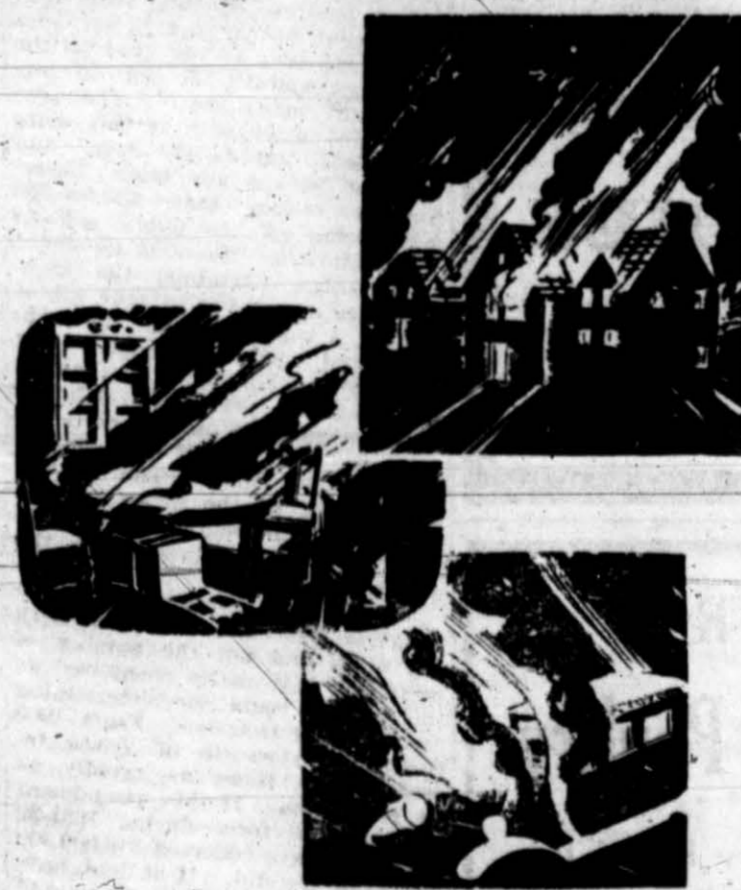
The thermostat automatically shuts off the current when the iron reaches the temperature at which it is set; turns it on again when the iron starts to cool.

Prevents scorching of clothes . . . you can always have just the heat you need for any kind of ironing. Saves current, reduces your electric bill . . . does MORE than the ironing. Beautifully designed; super-chromium finish.

You are invited to come in and see this beautiful Coleman Iron. The low price will surprise you!

Streu Hardware Co.
Hereford, Texas

W.D.M. RAYZOR WOODWORK



A Savings Account

Is Your Best Protection

When sickness or misfortune overtake you or some member of your family you will find that former habits of good money management will more than prove your good judgment. Come in today and let us explain a plan whereby you can start on the road to financial independence.

The First State Bank
OF HEREFORD

STAMBAUGH COMPANY

Second and Main Phone 160

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The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

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NOTICE TO PUBLIC

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

AN ORCHID TO HUDSON

It's an excellent idea to give flowers to the living, think the mothers of boys who are in the Hi-Y club at high school. Consequently, one night last week when the club was meeting, these mothers gathered up oodles of canned fruits and foods and took them to the home of G. M. Hudson, sponsor of the club and principal of the high school. It was solely a token of recognition and gratitude for the work Hudson has done for and with the boys.

This week Grover Good, state Y. M. C. A. man and director of boys' work, was in Hereford. He said without any hesitation that there is no man in the work throughout Texas who has done more and better work with the boys. Not a boy is there in the Hereford Hi-Y but who is better for having been associated with Mr. Hudson. That is not only the opinion of the mothers, but of the boys themselves.

So we join the mothers, the boys, Mr. Good and the many citizens who voiced their views in expressing our admiration of Mr. Hudson and in wishing him the best of luck.

By Their Words

What Panhandle Papers Say

What I am really trying to get you all interested in is to quit laying around home with nothing to do and no money to spend and get out with the rest of the folks and go to hitch hiking and begging and hitting Uncle Sam up for a nights lodging and if necessary to take a bath in order to get to stay all night with the old gentleman, go ahead and take the bath, it won't hurt much now and besides some day we are all going to have to go to work because this relief money is going to play out some of these days and another thing us autolists are going to get reguisted with these highways being cluttered up with hitch hikers and quit hauling them and then this hitch hiking will stop at once.—D. A. Davis, in McLean News.

The West Texas Gas Co. has lowered the gas rates at Hereford. The first 2,000 feet comes at the minimum rate of ONLY \$1.50, while Claude Gas Patrons pay TWO DOLLARS and FIFTY CENTS minimum. Hereford patrons who use 5,000 feet of gas pay only \$3.00.—Claude News.

News in a newspaper is divided into two parts—the chronicling of events as they occur or are about to occur, and hints on how to live with the least possible discomfort.

with the greatest possible enjoyment, and at the lowest possible cost. The former is the news generally considered as such, but the latter, commonly known as advertising, is news of the highest order, having all the qualities of good news story—who, what, when, where and why—Vega Sentinel.

We have just discovered what has become of the Veterinarians since automobiles have replaced the horse. They have all taken up work in gun factories, mending "Colts."—Briscoe County News.

COURTHOUSE RECORDS

Warranty Deeds.

E. B. Williams et ux to John H. Williams et ux to Wilson W. Gyles, lot 10, block 16.
Mrs. Byrdle Wilkinson et vir to Wilson W. Gyles, south half of lot 11, block 16.

New Automobiles

J. L. Pevley, Chevrolet sedan, Grizzle Chevrolet Co., 292-706.
J. G. Evans, Chevrolet sedan, Grizzle Chevrolet Co., 292-708.
Bill Smith, Chevrolet sedan, Grizzle Chevrolet Co., 292-709.
R. E. Brunley, Chevrolet coach, Grizzle Chevrolet Co., 292-710.
Noah Ewton, Chevrolet coach, Grizzle Chevrolet Co., 292-711.
Edwin Holland, Ford coupe, Hereford Motor Co., 292-712.

About Ourselves

We cannot expect to find a paradise anywhere unless we are willing to create it.

A LONG TIME AGO IN HEREFORD

From The Hereford Brand, October 9, 1903.

The previous week J. Ray and F. L. Vanderburgh had purchased the paper from C. L. Stocks and C. E. Edwards, changing the name from The Hereford Reporter back to The Hereford Brand.

Another important happening of the week of October 2 was the shipment of the first carload of wheat from this place. J. N. Askren had planted 100 acres to wheat, and after harvest found he had more than he could use, and brought in in and sold it to Higgins & Rice.

Tucker & Jacobsen, general blacksmiths, had added a lot of equipment to their shop.

R. F. Holloway having resigned as county attorney, W. H. Russell had been appointed to fill out his unexpired term.

Wednesday, October 21, was the date set for a lecture at the Methodist church by Sam Jones. Ad-

mission was fixed at 75 cents, reserved seats \$1.00.

Walter Ricketts had bought the Ideal Dairy from J. E. Bridges.

A dispatch from Austin stated that thousands of settlers were pouring into the Panhandle, attracted by cheap land prices and visions of great opportunity.

Religious wars had cost the lives of over 40,000 Bulgarians, who were massacred by Turks.

Up at Amarillo fire had destroyed the depot, express office and a freight train on the Choctaw railway.

Russell Carroll had bought the Elite Cafe from C. T. Dobbins.

From The Hereford Brand, October 10, 1913.

J. S. Jones, A. P. Murchison, C. W. Warren, J. A. Stegall, J. I. Walker and other Hereford citizens had visited the Amarillo Fair.

Deaf Smith county had been fortunate in winning numerous prizes at the Amarillo Fair.

Clay Bowsher and family had returned from Kansas to spend the winter in Hereford.

The Santa Fe Railway had been doing a lot of intensive advertising in Eastern papers with reference to the shallow water irrigation possibilities in this vicinity.

J. W. Wagner had sold to Dr. G. W. Heard of Alabama a quarter section of land south of town. Dr. Heard stated that he expected to put the tract under irrigation.

Frank Barber had the misfortune to get four fingers on his right hand torn off, stated the Dimmitt correspondent.

From Kelso came the information that residents of that region were mighty glad to see the sun shine, after three days and nights of constant rainfall.

WOOD IS AGAINST AMENDMENT FOR LIMITING STATE TAXES

The voice of L. A. Wood, state superintendent of public instruction, has been added to the ever-growing chorus of the opposition to the proposed amendment to the State Constitution which would limit taxation to an average of \$22.50 per capita.

Schools would be the principal sufferers should the people of Texas adopt this amendment, Wood declares. He went into the issue thoroughly last week in a talk at Wellington.

Said Mr. Wood: "At the next November election the people of Texas will vote on a proposed constitutional amendment purporting to 'reduce taxes,' but really proposes to restrict the total revenues that the state may collect (not including tax units) during the biennium from taxes, licenses, permits and fees, to the sum of \$22.50 per inhabitant. This amendment should be by all means defeated for the following reasons:

1. This country has had no experience with this form of state tax limitation. In two states this method is used to restrict the income from certain specified local taxes, but no state has been willing to subject its own income to such restrictions. We have a constitutional limitation in Texas at this time of 35c on ad valorem property for school purposes, and 35c for all other purposes except pensions on which there is 7c. Making a constitutional limitation on real estate in Texas of 77c. We have a homestead exemption law, and now comes this proposed amendment, which, if passed, will counteract what little advantage the small home owner has gained by having the homestead exemption law passed.

Would Lose \$35,000,000.
"We collected for all purposes the past year in round numbers, \$105,000,000 from taxes, licenses, permits and fees. If the amendment were enforced for this coming year we could raise only from the same sources \$70,000,000, which would mean a loss of \$35,000,000.

What part of our government will suffer because of this reduction? 50 percent of the tax dollar goes to the schools, 31 per cent to the highways, and 19 per cent to governmental machinery of this state is already 'cut to the bone' and will not be cut any more. Therefore, it means that \$35,000,000 must come off the public schools and highways. There is no doubt about this. Certainly, the highways are not going to take all of the cut. I would say that the highways and public schools will share about equally. If that be true then the per capita will not be more than \$8 or \$9, certainly not more than \$10 if this amendment should carry. The further development of the highways will vanish. The income that we would have would hardly keep up the present highways.

"2. It is absolutely wrong in principle. Wealth, coupled with the need, and not the number of people, is universally recognized as the proper basis for determining and limiting taxation. From 1900 to 1930 the wealth of Texas increased five times as rapidly as its population. If this amendment had been in force during 1931-32 we would have collected \$16,000,000 less than we did. If it had been enforced during 1932-33 we would have collected \$10,000,000 less than we did collect, and during that biennium we lacked some \$15,000,000 balancing the budget. These figures prove beyond any reasonable doubt that if this amendment carries the progress of the state will be brought to a sudden halt.

Will Hurt Roads.
"3. This amendment ignores impending educational demands on state funds. The people of Texas have authorized the issuance of \$20,000,000 in bond bonds to relieve the poor. Interest and retirement charges on these bonds during the next biennium will be about \$6,000,000. Federal highway Act No. 393 calls upon the states to resume the matching of Federal highway grants beginning in 1936. Texas' share which the state must match will be at least \$6,000,000 annually. Then, too, if we are to receive Federal aid in full, the state cannot reduce its own

expenditures for highways below the present figures.

"4. May I call your attention to the Act of the Forty-Third Legislature which provided for the assumption by the state, during the biennium of 1935-37 of county and road district highway bonds incurred in building roads now absorbed by the state's highway system."

Mr. and Mrs. Rankin C. Reynolds and son, Robert Wayne, left last week for Amarillo where they will make their home. Mr. Reynolds recently sold his interest here, to become district manager for Atkinson Bros., California fruit growers, shippers and wholesale.

The Malcolm Shelton Ranch at Alamogordo, New Mexico, will be opened for deer hunting this fall for the first time in years. The season is October 25 to November 15. A fee will be charged at the ranch where guides and pack horses will be furnished. Reservations may be made by writing Sid West at 350 Amarillo Building until October 15, after which time he will be at Alamogordo. A number of Hereford sportsmen are planning to go deer hunting on the ranch.

Deposits Insured

The deposits of more than \$23 Texas banks are insured by the Federal Deposit Insurance Corporation. Cahrlin Leo T. Crowley has announced. This number is more than 80 per cent of all the licensed institutions in the state.

In the nation more than 14,000 banks or over 93 per cent of all the licensed institutions are insured.

Although deposit insurance is how a permanent part of the nation's banking system people generally do not understand it very well, Mr. Crowley said. "The Federal Deposit Insurance Corporation is just what the name implies," he pointed out. "It is an insurance organization insuring deposits in banks. This protection is paid for by the banks. The insurance offers full protection to individual depositors up to \$5,000. In other words, if an insured bank fails and a person has, say \$4,800 on deposit, the Corporation would pay him in full. Our studies have shown that the \$5,000 maximum fully protects more than 97 per cent of all the depositors in insured banks."

The procedure is simple when an insured bank gets into difficulties and is forced to close its doors, Mr. Crowley explained.

"Just as soon as a receiver is appointed for the bank the Corporation begins to pay depositors the insured amount of their deposits," he said. All the individual depositor needs to do is to present his pass book or some other evidence of the bank's deposit debt and representatives of the Corporation, who will be at the bank, will give him his check. The depositor then assigns his insured claim against the bank to the Corporation. Thus, the Corporation steps into the depositor's shoes.

"In the first payoff which took place recently 99 per cent of all the depositors received their money in full.

"With the depositors paid, liquidation of the bank proceeds on a business-like basis. Formerly, of course, the depositors had to wait a long time before the liquidation produced any money to pay them and they were usually paid in small amounts. Naturally, they were anxious to get their money as soon as possible and they exerted a great deal of pressure to speed liquidation. This often resulted in hasty and unwise disposal of the bank's assets to obtain ready cash.

"The new system eliminates this danger. Liquidation proceeds efficiently and the maximum value is obtained from the assets. This has two important effects. First, the Corporation and other creditors of the bank get a maximum return on the money owed them. Second, those who owe the bank have more time in which to meet their obligations."

Photographing Atoms

Washington.—The world's first actual photographs of atoms, which support the belief that much of what seems to be solid matter is really just tightly-packed electrical energy was shown to the National Academy of Science.

Dr. Arthur H. Compton of the University of Chicago threw on a screen photographs of atoms of helium, neon and argon gas, magnified ten billion times. The pictures were made with a special microscope in which S-Rays were used instead of ordinary light.

The photographs partially confirm scientists' modern theories of how atoms are built, Compton said. They show that the helium atom is a diffusely continuous region filled with electricity. The photographs of neon and argon show electrons, the outer parts of atoms, circling

around the center or nucleus. Scientists' theoretical picture of an atom, confirmed at least some extent by Compton's photographs, showed that the nucleus had a positive charge of electricity, and that around it, like planets around the sun, circles one or more electrons, each with a negative electric charge.

Some scientists think the nucleus is surrounded by onion-skin layers of electrical energy of different strength, instead of electrons that are actual particles. The number of electrons or electric shells around the nucleus determines whether the atom is one of gold, iron, oxygen etc.

The average production of fifth of the 25,000,000 cows in the United States is less than 111 pounds of butterfat per year. This is below the cost of production.



your wheels for

SAFE GRIP

THIS FALL AND WINTER!

43% more miles of non-skid safety at no extra cost because of Flatter tread—16% more non-skid blocks—Wider riding ribs—Heavier tougher tread—Also you get the blouest protection of Superwick Cord in every ply.

Skids cause 5 1/2 times more accidents than blowouts—and smooth tires skid 77% farther, other new tires skid 14 to 19% farther, than new "G-3" Goodyear All-Weather. This "Goodyear Margin of Safety" costs you nothing extra—let us quote on your size "G-3"!

It's Doubly Guaranteed!
1. Against road hazards.
2. Against defects for life.

Ireland-Beavers Motor Co.

GOODYEAR DEALERS

301 East Third Street.

Hereford

Is it RESULTS you want?

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

then try a

WANT AD

thru OUR columns

From 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

WHEN IN NEED OF GOOD CLOTHES FOR THE WHOLE FAMILY TRADE AT THE Popular Store

Hereford, Texas, Since 1921—They Will Save You Money!

WE WANT YOUR

Cream, Eggs and Poultry

We are in the market for every bit of this farm produce. Highest current prices paid. We represent one of the largest concerns in the world, one that is known for its fair dealing and honest testing and weighing. We attempt to maintain the standard of the company we represent at all times.

Fine Large Muskegee Ducks For Sale

Roy's Produce

SWIFT BRANCH

Elliston Building on Third Street. Plenty of Parking Space.

**STARTS
FRIDAY,
OCT 12.**

White Elephant SALE

**Come Early
Quantities
Are
Limited**

Gloves

100 dozen pairs of these Heavy Boss Canvas Gloves per pair

10c

FOLKS...

We have just purchased the Weir Variety Store. We come to Hereford to give the people the advantage of the lowest prices and the best service possible. It will be the policy of this institution to sell HONEST MERCHANDISE at HONEST PRICES. After looking through the stock we find that there is much merchandise that is good, though a bit shelf-worn, out of season, or for some reason should be replaced. To us this merchandise is WHITE ELEPHANTS—just talking truthfully if we have to take a loss—we'd rather take it now. So out goes good merchandise under the head of WHITE ELEPHANTS—at LOW PRICES.

SOAP

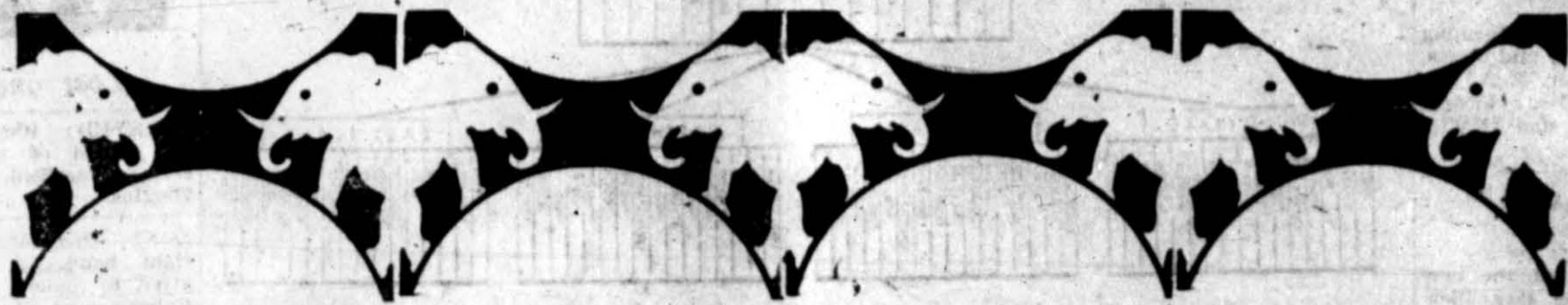
Almond Oil Soap, regular 10-cent value, 10 bars

25c

Pencils

These pencils with soft lead are a real value at six for

5c



COTTON BATTS

White and of good quality **49c**

COTTON BATTS

Mt. Mist 81 x 90 **49c**

GLOVES

7-ounce Boss work gloves, 60 dozen of them, per pair **8c**

GLOVES

Leather Palms, Per pair **19c**

BLANKETS

Single, part wool, a good quality, 70 x 80, each **98c**

PRINTS

80 square Pepperell Prints, 300 yards, good fast color, per yard... **17c**

TOWELS

Dundee, double loop, assorted colors, 20 x 40, each **21c**

OIL CLOTH

Standard width, assorted colors and patterns, No. 1 quality, per yard **19c**

JAR RINGS

White Swan fruit jar rings, red rubber, double lipped, 3 dozen **10c**

PLATES

White, 9-inch, good quality plates, each **10c**

PALMOLIVE SOAP

Regular size, 7 bars **25c**

ANKLETS

Assortment of children's anklets and three-quarter hose, per pair... **5c**

HOSE

Good quality rayon hose for men, pair **15c**

BOY'S CAPS

Good quality dress caps, many patterns, each **19c**

SWEATERS

Boy's button styles, part wool and good quality, each **49c**

LADIES' SWEATERS

Bought to sell at 98c, special during this sale **49c**

WAISTS and GARTERS

Dr. Parker's, for boys and girls, assorted sizes, each **39c**

WASH DRESSES

A good assortment, fast colors, formerly priced from \$1.49 to \$1.98, slightly soiled, each **89c**

WASH DRESSES

Formerly priced at 79c to 98c, fast colors, each **49c**

WASH DRESSES

For girls, fast colors, sizes from 7 to 12 years, slightly soiled, each... **39c**

BLOOMERS

Girls, broadcloth, good quality, per pair **10c**

BLOOMERS

Girls, rayon pair **19c**

PANTIES and STEP-INS

Rayon, good quality, pair **19c**

BUTTON

And Belt Slides, one assortment of fancy sets, each **5c**

TALCUM

Regular 15c value, assortment, each **9c**

WAVE SET

Here is a real value **9c**

BAYER'S ASPIRIN

Dozen size **15c**

SHOPPING BASKETS

Good quality straw baskets each **10c**

NOTEBOOK FILLERS

Okay brand fillers, standard size, 3 packages **5c**

PENCIL TABLETS

Both wide and narrow sizes, 2 for **5c**

GOBLETS

Ice tea and tall sherbet glasses, out glass, rose and green, each... **19c**

DINNER SETS

32-piece, decorated, a real value, quantity limited... **\$3.49**

DISHES

One lot of odds and ends, good quality, specially priced to close out

SOX

Good heavy grade men's work sox, double heel and toe, per pair

9c

Blankets

Double, part wool, with heavy sateen binding, a real value

\$2.19

SHIRTS

Publix, good range of colors, a real value

\$1.09

PRINT

64 count, 36-inch fast color dress prints, unusually good quality, per yard

14c

Anklets

Girl's Anklets, in assorted colors per pair

9c

OUTING

1,000 yards of light and dark fast color outing, per yard

12c

CUPS AND SAUCERS

Here is a real item, a good quality cup and saucer two sizes

10c

SHORTS

Men's and Misses, rayon, Regular 49c value

9c

**NO REFUNDS
ALL SALES FINAL**

BEVERAGE SETS

Spanish Jug with three and four glasses and pads, regular \$1 value

59c

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

WEIR'S VARIETY STORE

HEREFORD - - TEXAS

USED CAR VALUES

- 1931 Ford Tudor
- 1930 Ford De Luxe Sedan
- 1930 Chevrolet Tudor
- 1929 Chevrolet Tudor
- 1930 Chevrolet Coupe
- 1928 Chevrolet Roadster
- 1928 Chevrolet Sedan
- 1931 Chevrolet Pick-Up
- 1929 Whippet Coupe
- 1929 Hup Sedan

HEREFORD MOTOR CO.

103 W. 3rd Phone 39

KEEP POSTED

Straight, Solid Cedar FENCE POSTS 10¢ and Up

New car of posts just unloaded. All sizes.

Buy the POST that will do your work.

R. H. KEMP LUMBER COMPANY

Hereford, Texas

Tune in on WFAA and WOAI every Tuesday at 6:15 P. M.

"Friendly Builders Hour" If you like the program tell your friends. If you do not, tell us why.

Spain's Greatest Monument At Valladolid, Spain, is a national monument to Christopher Columbus which is considered one of the great works of art in that country.

MARKET SPECIALS

Friday and Saturday

- WALNUTS, this year's crop, 1 lb 22¢
- SNOWDRIFT, 3 lb can 49¢, 6 lb can 93¢
- SPUDS, No. 1, 10 lbs 18¢
- CATSUP, large bottle 10¢
- SUGAR, brown, 3 1/2 lbs 19¢
- CHIPSO, large package 17¢
- BAKING POWDER, K. C., 25-oz size 19¢
- Pancake Flour, Aunt Jemima, reg. size 12 1/2¢
- VIENNA SAUSAGE, 2-for 15¢
- POTTED MEAT, 4 for 15¢
- OATS, Scotch, large pkg 19¢
- CORN FLAKES, Jersey, pkg 10¢
- BRAN FLAKES, Jersey, pkg 10¢
- COFFEE, M. J. B., 1 lb 33¢
- PRUNE JUICE, 3 for 25¢

OUR QUALITY MEATS

- STEAK, round, loin or T-bone, baby beef, pound 15¢
- ROAST, best cuts, baby beef, pound 12¢
- HAMBURGER, good and fresh, pound 5¢
- LIVER, fresh, beef, pound 5¢
- CHILI MEAT, fresh, pound 5¢
- HOT BARBECUE, plenty of gravy, pound 15¢

All Kinds of Lunch Meat for Picnics.

Texas Market & Grocery

PHONE 353—FREE DELIVERY

Summerfield News

BY MRS. GUY WALSER

Rev. Muriel Weathers and wife of Plainview were here Sunday, he filling his appointment Sunday morning and night.

Study Club met last Thursday with Mrs. Lee Curry, with Mrs. Troy Welty leading. Subject, Pathfinders of the West. Beautiful Texas by club, Mrs. Welty at the piano. John Marsh, by Mrs. Welty. Kit Carson—Happy Warrior. Mrs. Walter Huntley. Danl Boone—the Scout. Mrs. H. E. Robinson. There was an attendance of 100 per cent, two new members and two visitors, Mrs. John Helling and Mrs. W. A. Wilson of Hereford. Mrs. Helling will open a class in economics and home building here soon. Next meeting will be on October 18, at the home of Mrs. Walter Huntley, with Mrs. J. B. Saunders leading.

Mrs. Jay Sanders and children of Walcott were guests of her parents, Mr. and Mrs. Louie Huckert, Monday.

Jim Nolan helped Perry McMillan move his cattle to grass at Muleshoe last week.

Mr. and Mrs. J. C. McGehee of Wichita spent a few days in the home of Mr. and Mrs. Ben Wilhelms last week.

Miss Jennie Morris of Hereford was a guest of Miss Ruby Thompson and Oleta Bowling over the week-end.

The Vounteer Band of Wayland College will be here Saturday night and Sunday, October 26 and 27. There will be dinner on the ground Sunday, so don't forget to come with a well filled basket.

Several new business visitors in Dimmitt last week.

Mrs. Campbell and children of Plainview were guests of her parents, Mr. and Mrs. J. N. Cox, last week.

J. H. Oglesby and family motored to Fortless Saturday on business.

Miss Viva Mae Thomas of Canyon and E. B. Thomas of Amarillo spent the week end with home folks.

Mrs. Beulah Roberson of Hereford spent the week with her son, Chas. Roberson and family.

Mr. and Mrs. John Hlsemann of Vega spent several days last week in the Louie Huckert home.

Miss Clydine Kendall of Eriev spent the week end with Miss Geraldine Huntley.

Mr. and Mrs. Obe Roberson visited in the J. P. Roberson home at Hereford last Friday.

Clifford Walsler of Canadian spent the week end with Mr. and Mrs. C. R. Walsler.

Miss Bellar of Muleshoe is visiting her sister Mrs. Perry McMillan.

Mr. and Mrs. Joe Kendall and daughters of Hereford were guests of Mr. and Mrs. Lee Kendall last Sunday.

Mrs. G. W. Roberson who has been visiting in the home of B. C. Roberson left Monday for her home at Vega.

Mr. and Mrs. Denson Hill and sons and Mrs. Bob Orr of Ford were guests of Mr. and Mrs. B. A. Atchley last Tuesday.

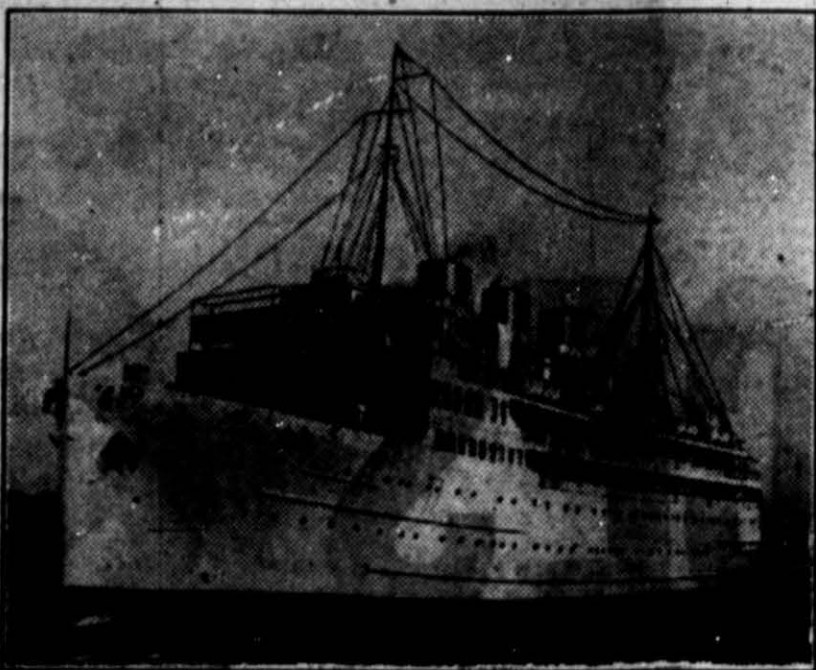
Mr. and Mrs. Ed Taylor and family of Amarillo visited friends here recently.

Several from here attended the County Federation at Hereford last Tuesday.

Mr. and Mrs. Will Schulz were Amarillo visitors one day last week.

Miss Mary Lee Curry returned home Sunday after a visit with relatives at Clarendon.

World's Largest Ferry



MIAMI, Florida, and Nassau, Bahamas, two of the continent's most important winter resorts, are to be linked by a regular steamship service this winter. Under arrangement with the Bahamas Government, the Canadian National Steamship Prince David will operate a ferry service between the two points starting on January 8 and making three sailings a week from each port. The Prince David is a twin screw turbine ship, 384 feet long, with accommodation for 350 passengers and a large number of automobiles. The ship was constructed in 1929 and was originally used in service on the Pacific Coast between Vancouver, Victoria and Seattle.

Progressive News

BY OLIVE PERKINS

H. D. Wallace and family visited her brother Owen Neel and family Saturday and Sunday. They had been in New Mexico and were returning to their home at Memphis.

Rev. Willett filled his regular appointment at Progressive Sunday afternoon.

The Kelly family of Earth and Mr. and Mrs. Lon Kelly of Hereford visited Mrs. Boyer and family Sunday.

Mr. and Mrs. Ray Hershey and Arnold went to Muleshoe Friday to visit Mrs. Dudley Buzard and family.

Wayne Kimmons spent the week end with his parents at Mark.

Mrs. Ira Ricketts spent Monday with her daughter, Mrs. Luke McBrayer.

Mr. and Mrs. Carl Donovan and Mrs. Gilbert Donovan spent the week end at Gage, Oklahoma, with relatives. Gilbert Donovan returned with them.

Jim Caroway of Amberst spent last Tuesday and Wednesday with his brother.

The club met last Wednesday with Mrs. Caroway, with nine members and one visitor, Miss Estella Counts, present. Mr. Ray Hershey joined the club. The next meeting will be with Mrs. Blakemore.

S. A. Edwards is working for the Weir Variety Store.

Mr. and Mrs. H. R. Patterson and Mrs. Frank Weaver spent Wednesday in Amarillo visiting Paul Patterson and family.

Mr. and Mrs. Blasser who formerly lived in this community, have returned from California, and will live on their farm 3 1/2 miles east of Progressive.

Miss Edith Childree of Plainview and Miss Madge Childree of Fort Sumner, New Mexico, spent the week end with their parents, Mr. and Mrs. Ed Childree.

Forbes Blakemore of Summerfield spent Thursday night with his brother, Emmett Blakemore.

Cecil Callans of Kansas is visiting his aunt, Mrs. Carl Donovan.

Rose Cohn of Berger visited Ira Jean Ricketts Sunday.

Mr. and Mrs. Luke McBrayer and daughters visited her sister, Mrs. Archie Dougherty and family at Bellview, New Mexico, Sunday.

George Botts is a new student at Progressive.

Forbes Blakemore is on the sick list.

Arnold Hershey spent several days last week with his parents, Mr. and Mrs. Ray Hershey.

Mr. and Mrs. Bob Orr and sons of Ford spent Sunday evening in the Ray Hershey home.

A light shower fell over the Progressive community Thursday morning. Sunday night the Higgins community had an inch and one-half of rain.

Mr. and Mrs. Haskell Benson and her mother, Mrs. W. Johnston, of near Dimmitt visited last week with relatives at Wellington.

Misses Short and Evelyn De Ar-

STATE OF TEXAS, COUNTY OF DEAF SMITH

In Re the Estate of D. F. Ashbrook, Deceased, Pending in County Court of Deaf Smith County, Texas.

To those indebted to, and holding Claims Against the Estate of D. F. Ashbrook, Deceased:

The undersigned having been duly appointed Administrator, De Bonis Non of the Estate of D. F. Ashbrook, deceased, with will Annexed, late of the County of Deaf Smith, and State of Texas, by the Honorable C. W. Humble, Judge of the County Court of Deaf Smith County, Texas, on the 26th day of September, 1934, and during a regular term of said court, hereby notifies all persons indebted to said estate to come forward and make settlement, and those having claims against said estate to present them to him as his residence in the City of Hereford, County of Deaf Smith, State of Texas, where he receives his mail.

This the 23th day of September, 1934.

J. C. RICKETTS, Administrator, De Bonis Non of the Estate of D. F. Ashbrook, Deceased, with will Annexed.

30-41

Dean News

BY MARY LOUISE DEAN—ELSI FRIEMEL

Mr. and Mrs. M. B. Stone and son, Jackie, were business callers in Amarillo Thursday.

Mrs. Tom Brock and daughter, Evelyn, of Amarillo spent the week end with Tom Brock here.

Cecil Walker and Miss Bowers of Hereford spent Sunday afternoon with Mr. and Mrs. Arlie Dean and family. The afternoon was enjoyed with ice cream and cake.

Mr. and Mrs. Sid Barclay and children and Miss Gonda Biggers attended the show in Hereford Saturday.

Mrs. Friemel and sons, Mr. and Mrs. W. L. Weaver attended the mission at Vega Sunday night.

Mrs. Arlie Dean and Mary Louise were in town Saturday.

Mrs. Morel and Eldon Harris attended the surprise dinner given in honor of Mrs. Ben Witherspoon.

Miss Gonda Biggers attended singing at Sims Sunday.

Arlie Dean was in Clovis this week attending the Odd Fellows convention.

Don Gossman, Cecil Harris and Alton Biggers attended to business in Hereford Saturday night.

Mr. and Mrs. Arlie Dean accompanied by Mr. and Mrs. Wiley Roberson and Mr. and Mrs. Bill Roberson of Ward attended the football game at Littlefield Friday night.

Mr. and Mrs. Ted Rohabek spent Sunday in Vega.

Mary Louise Dean spent Friday night in Hereford with Ruth Temple Hastings.

Mr. and Mrs. Hunk Gillespie spent the week end in Hereford.

RAVENWOOD-NIGGERHEAD CHANDLER-CANON CITY SUNSHINE-MAITLAND BEST COLORADO COALS Sold by Your Coal Dealer

ANNOUNCING

MY PURCHASE OF THE

Conoco Service Station and DeLuxe Cafe

Having just purchased the interest of my former partner, V. T. Downs, I wish to make the announcement of my ownership of the Conoco Service Station, and De Luxe Cafe. I will appreciate your business and will do all in my power to serve you well at all times.

L. H. WOODFORD

IT WILL BE MY AIM

To maintain the present high quality of all products which I am selling, Conoco Germ Processed Motor Oils, Gasoline, and the best of greases will be featured at this station as in the past.

EXPERT TIRE REPAIRING



Conoco Service

L. H. WOODFORD

Corner Main & First Sts. Phone 588

Brand Want Ads Pay Good Dividends!

BIG PRIZE CAMPAIGN

\$285.00

BUY NOW AND VOTE FOR YOUR FAVORITE CONTESTANT AND HELP HER WIN A PRIZE

Votes are given with each purchase, payment made on accounts, and special free vote days.

Call at the store and get a program of special stunt days. It is not too late to enter. Just turn in your name to the campaign manager at the store.

VOTE FOR ONE OF THESE CONTESTANTS

Names Not in Order of Their Standing

- | | |
|----------------------------------|----------------------------------|
| Miss Blanche Beauford | Mrs. C. O. Moore (Flagg) |
| Mrs. J. W. Alexander | Mrs. Homer Norwood (Dimmitt) |
| Mrs. George Lewis (Wesley) | Mrs. John Haberer |
| Mrs. Velma Dawson | Mrs. H. E. Miller (Dawn) |
| Mrs. Floyd Benson (Ford) | Mrs. Alvin Carroll |
| Miss Ruth Elliston | Mrs. S. L. Calloway |
| Mrs. Mal Stewart (Ford) | Mrs. A. M. Kelley (Frio) |
| Mrs. A. J. Ellwart | Mrs. F. J. Eberle |
| Mrs. B. B. Fulkerson (Dean) | Miss Oline Ramsey |
| Miss Ruby Hagar | Mrs. Howard Hershey |
| Mrs. Howard Morel (Ward) | Mrs. Mary Simmons (Bippus) |
| Mrs. Henry Hastings | Miss Lillian Hayes (Black) |
| Mrs. Bill Hutson (Ward) | Miss Yvonne Blythe |
| Mrs. H. E. Henslee | Mrs. A. E. Schulz |
| Mrs. S. I. Riggs (Bippus) | Miss Avis Matthews |
| Miss Alice Hughes | Mrs. Ronald Matthews |
| Mrs. George McConnell | Miss Pauline Matthews |
| Mrs. Bess Turrentine (Westway) | Mrs. Tom Robinson |
| Mrs. E. R. McWilliams | Mrs. Ben McBrayer (Summerfield) |
| Mrs. W. P. Caraway (Progressive) | Mrs. J. L. Click (Progressive) |
| Mrs. H. D. Culpepper (Walcott) | Mrs. Lee J. Caldwell |
| Mrs. Edith Hughes | Miss Opal Mobley (Frio) |
| Mrs. J. N. Messenger (Messenger) | Mrs. Henry Cloyd |
| Mrs. E. B. Posey | Mrs. S. A. Edwards (Progressive) |
| Mrs. G. L. Livings (Frona) | Mrs. W. I. Valentine |
| Mrs. Herman Schulz | Mrs. Edgar Johnson |
| Mrs. I. L. Welch (Black) | Miss Geneva Sue Benton |
| Miss Lucille McLean (Black) | Mrs. J. E. Cockrell |
| Miss Arline Willett | Mrs. Effie Brown |
| Mrs. W. A. Springer (Frio) | |
| Miss Maude Noland (Summerfield) | |
| Mrs. Odessa Painter | |
| Mrs. Lee Curry (Summerfield) | |
| Mrs. C. W. Frye (Easter) | |
| Mrs. I. O. Blassegale (Flagg) | |

1,000 Votes for each wire coat hanger turned in at the store Friday, 19th.

IN PRIZES FREE

VOTES GIVEN WITH EACH CASH PURCHASE

5,000 VOTES FOR EACH DOLLAR PAID ON ACCOUNT

SPROWLS & CRONIN CO.

YEA WHITEFACES BEAT FRIONA FRIDAY

OCT. 12th



HERE IS THE SCHEDULE OF REMAINING WHITEFACE GAMES

FRIONA at Hereford	October 12
TULIA at Tulia	October 19
FARWELL at Hereford	October 26
HAPPY at Happy	November 2
CANYON at Hereford	November 9
CLOVIS at Clovis	November 16

These Firms and Individuals Are Backing the Whitefaces to Win

G. M. HUDSON
B. H. HOPKINS
C. H. DILLEHAY
OSCAR EASLEY
C. W. HUMBLE
PRAIRIE DAIRIE
JNO. B. MILLER
DEWEY REED
M. D. WOMBLE
JNO. McLEAN
PEVELY & SEED
GLEN SNYDER
HKE'S CAFE
STAR THEATRE

JNO. H. PATTON
PIGGLY WIGGLY
T. L. MORGAN, M. D.
FIRST STATE BANK
CITY DRUG STORE
ALEX THOMPSON
FURR FOOD STORE
TEXAS UTILITIES CO.
McLEAN & PITMAN CO.
FOX MERCANTILE CO.
HILLSIDE HATCHERY
CARROLL & CORBETT
HEREFORD BRAND
WEST TEXAS GAS CO.

CORNER DRUG STORE
STREU HARDWARE CO.
BUCHANAN-ROSSON
SPROWLS & CRONIN CO.
ROCKWELL BROS. & CO.
FIRST NATIONAL BANK
PANHANDLE LUMBER CO.
GRIZZLE CHEVROLET CO.
FARMERS CREAMERY, Inc.

MAGNOLIA OIL CO., W. J. Smith, Agent.
KERR HARDWARE & IMPLEMENT CO.
TEXAS MARKET AND GROCERY
IRELAND-BEAVERS MOTOR CO.
Hereford Laundry & Dry Cleaning Co.
WEST TEXAS FEED & SEED CO.
Walter T. Butler Circulation Service
WILLARD BATTERY STATION

DETAILS OF FINAL COUNT

In order to maintain the utmost secrecy as to the number of subscriptions turned in by each candidate in this, the last period of the Hereford Brand's big automobile campaign, the race will be brought to a close in a sealed ballot box!

Today's Standing Will Not Be Changed!

CANDIDATES—If this standing is not correct according to YOUR FIGURES, be sure and check with the Campaign Manager not later than Wednesday night, October 17.

Read The Following Carefully

No subscriptions whatever will be accepted through the Campaign Department this week but instead candidates themselves will deposit their collections in the sealed ballot box—located in the business office of the Hereford Brand during banking hours only. The box will be locked in a bank vault at the end of each day's banking hours, and will not be brought out again until the banks open next morning.

By this plan no one, not even the Campaign Manager or the Publisher, can possibly know the voting strength of the respective candidates, which precludes any possibility of favoritism and insures fairness to the minutest degree.

Locked and sealed, with the key in possession of the judges, the ballot box has been placed in the business office of The Hereford Brand, where it will remain each day from 9:00 a. m. to 3:00 p. m. until the closing hour of the campaign—8 o'clock Saturday night, October 20.

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

The winner will be determined by merely adding the published vote totals, which appear in their final form in today's issue, to reserve votes and those contained in the ballot box. There

will be no waiting; no complicated count—simply a matter of adding the totals and announcing the winners.

It is calculated that it will require some time, however, to canvass the findings of the box and to determine the winner. The official reports will be announced in the Hereford Brand, in the issue of Thursday, October 25.

Out-of-Town Candidates Attention

Heretofore out-of-town candidates have had the privilege of mailing their letters containing subscriptions from their home town as late as the closing hour of the various periods. This will not be permitted the last night of the campaign. All votes and subscriptions must be in the sealed ballot box when the race is closed at 8 o'clock sharp. Out-of-town candidates should, where it is possible to do so, arrange to deposit their envelopes in person at the office; but where this cannot be done, letters containing remittances should be addressed to "Campaign Department, The Hereford Brand, Hereford, Texas," and plainly marked: "For Sealed Ballot Box—Not to Be Opened."

Particular care should be taken to post such letters in good time to reach this office before the final hour. It is advisable also that the same should be by registered mail and be under special delivery stamp.

IMPORTANT NOTICE

All subscriptions deposited in the sealed ballot box must be accompanied by cash, money order, or certified check for the full amount to cover. Personal checks are not acceptable. Have personal checks made to yourself and cash them. This rule is made in fairness to all candidates, and it will be strictly adhered to.

Fourth Period

Embracing the fourth period, terminating October 20, the following number of votes will be issued on subscriptions:

1 Year	1,000
2 Years	4,000
3 Years	17,000
4 Years	40,000
5 Years	60,000

100,000 Extra Votes for Each \$15.00

The Judges

The gentlemen who will act as auditors and counting judges, and who will canvass the findings of the ballot box and award the many prizes, including the 1934 Plymouth DeLuxe Coach, cash prizes and the cash commissions, are:

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

All these gentlemen are well known to everybody in Hereford and the surrounding territory, and the final results as given out by them will be beyond dispute.

Eight O'Clock Saturday Night, Oct. 20 May the Best Candidate Win!

The Hereford Brand

Hereford, Texas

STAR THEATRE

Hereford, Texas

Friday Only

Matinee and Night
ANOTHER BIG SHOW FOR
ONLY 10c

THE HEART-CRY OF A
CHILDLESS WOMAN!

The most daring—courageous—forthright role
Key Francis has ever
played! Even more
sensational than "The
House on 56th Street"



KAY
Francis
JEAN MUIR
WARREN
WILLIAM
VERREE
TEASDALE

Attend the Matinee.
SERIAL AND COMEDY
Always a BIG Show on Friday
for only 10c.

Saturday Only
MATINEE AND NIGHT



And one of those funny Saturday
Comedies.
IT'S ONLY A DIME!

Wednesday, October 17
You Belong to Me

Also
BANK NIGHT

Coming
October 21, 22, 23
Will Rogers
in
"JUDGE PRIEST"

RESULTS
from
WANTADS

LOCALS

Edgar Exum of Amarillo was a visitor in Hereford yesterday.

Mrs. J. A. Pitman and Miss Eloyse Pitman were Amarillo visitors Wednesday.

Mr. and Mrs. Ernest Medkief visited with friends in Dimmitt one day last week.

Miss Velma Reed of Amarillo is visiting in the home of R. A. Daniel this week.

Mark your calendar for November 1 and 2 and look for an important notice in the Brand later.

Mrs. Cecil Montgomery and her mother of Dimmitt were visitors in Hereford Tuesday.

Mr. and Mrs. V. T. Downs returned Tuesday night from a visit of several days in Portales.

Mark your calendar for November 1 and 2 and look for an important notice in the Brand later.

Mr. and Mrs. R. E. Perkins are in Abilene this week attending a convention of chiropractors.

Mrs. R. A. Wall left Sunday on a 30-day trip to the Century of Progress, Niagara and Canada.

The Home Makers class of the First Baptist church will meet Friday at 2:30 in their class room.

Mark your calendar for November 1 and 2 and look for an important notice in the Brand later.

Ray Daniel and C. R. Hutchinson of Amarillo were business callers in Hereford Tuesday.

Mark your calendar for November 1 and 2 and look for an important notice in the Brand later.

J. W. Donohoo of Amarillo, representative of Standard Foods, is delivering his products here fresh daily.

Owen Miller is now operating the Phillips Station at Schley and Third, succeeding June Allred as manager.

Mr. and Mrs. H. L. Stewart were Amarillo visitors Saturday in the home of her sister, Mrs. Buck Harris.

Former Mayor E. B. Black, who has been ill at the hospital for the past ten days, is reported to be improving.

Mrs. Henry S. Gooch of Amarillo was a visitor during the week end in the home of Mrs. Seth B. Holman.

Mark your calendar for November 1 and 2 and look for an important notice in the Brand later.

Mrs. S. P. Rosson and little daughter, Jo Ann, left Friday for Portales to visit relatives for several days.

Mrs. R. E. Hevel of Denver, Colorado, arrived Friday last for a visit with her parents, Mr. and Mrs. A. H. Elliston.

A shirt will be laundered free by the Hereford Laundry for persons clipping the firm's ad in this edition of the Brand.

Louis H. Woodford is now sole owner of the Conoco Service Station, having bought the interest of Voline Downs last week.

The Junior Band will give a concert Sunday afternoon at the CCC Camp. It will begin at 4 o'clock. The public is invited.

Mrs. Ruth Akerman and son, Kenneth, of Fort Dodge Iowa, visited last week here in the home of her aunt, Mrs. J. L. Johnson.

Miss Addie Ramsey of Kansas City, Missouri, who spent the summer in the home of her brother, E. E. Ramsey, returned to her home Wednesday morning.

Miss Lillie Hostetler will leave Sunday for Memphis, Tennessee, where she will attend the annual convention of the Southern Library Association, October 17-20.

Miss Blanche McDonald of Amarillo visited here Saturday and Sunday. She is a former resident of Hereford and visited in the home of Miss Gladys Seigler.

Mr. and Mrs. Lawrence Kemp announce the arrival of a 10-pound baby boy. The youngster has been named Billie Lawrence. He was born early Tuesday at the home.

Rev. E. R. McWilliams was at Pampa Monday attending a district convention of Christian Church pastors and members of the Panhandle. He is president of the body and delivered an address at the Monday evening meeting. More than 100 delegates from Panhandle churches attended.

A small blaze at the home of Louie Beizer on North Main this morning resulted in calling the fire department. The fire was extinguished before the trucks arrived.

Mrs. W. M. Mogert, accompanied by Mr. and Mrs. Rayford Ricketts of Dimmitt left Wednesday for Dallas to visit relatives and take in the fair. They expect to return Sunday.

About forty Rebekahs and Odd Fellows of Hereford attended the New Mexico Grand Lodge Monday afternoon and night. The I. O. O. F. degree staff put on the first degree work.

Mrs. Margaret Carrico who has been living for some months with her niece, Mrs. Harry Taylor, in North Hereford left Friday to make her permanent home with relatives in Kansas City.

Dick Coffee, Major Schroeter and Ray Conaway attended the football game between Tech and Baylor in Lubbock last Friday night. Tech won the contest, 14 to 7.

Mr. and Mrs. W. F. Gillis, Mr. and Mrs. N. E. Gass, Mr. and Mrs. J. T. Cronin, Mrs. Gertrude Brotherton, Miss Mabel Gass and George V. Stambaugh attended a style show in Lubbock Sunday.

The Junior organization of the Band Mothers Association met at the high school for their regular monthly meeting. Mrs. J. G. Evans gave an interesting talk on Arrangement of Instruments in Band, and Why. Eleven members attended the meeting.

Rev. M. J. Johnson and family of Hollis, Oklahoma, enroute home from a business trip to Clovis, New Mexico, visited friends here a short time Tuesday. Rev. Johnson was formerly pastor of the First Christian church here.

Dr. F. M. Kester will attend a joint session of optometrists of the Texas Association, districts one and two, in Lubbock Sunday. Through these meetings, held monthly, members of the group keep up with the latest developments in equipment and technique in the profession.

THE CHURCH WORLD

First Christian Church

REV. E. R. McWILLIAMS, Pastor

Church school 9:45, with A. A. Foster in charge; well prepared teachers and graded materials to suit every age group. Morning services with communion of the Lord's Supper every Lord's Day at 11 a. m. Evening service at 7:15, featuring congregational singing and informal worship. Bro. McWilliams will preach at both services Sunday and announces his subject for the 11 o'clock hour as "The Proposal of Jesus." Everyone assured a hearty welcome when they attend any of our services.

First Presbyterian Church

W. M. GRIFFIN, Minister.

Sunday school, 9:45, G. M. Hudson, superintendent. Morning worship at 11, conducted by the young people. Theme, Man and the Machine. No evening services, since pastor is commissioner to Synod meeting at Texarkana.

FUNDAMENTALIST BAPTIST

We changed our prayer meeting time to Thursday evening in order to make it possible for those who wish to attend prayer meeting at some other place on Wednesday evening to do so.

Sunday school 9:45 a. m. Preaching 11 a. m. and 7:30 p. m. COLEMAN CAMPBELL.

Church of Christ

FRED ROSS, Minister

Services at high school auditorium. Bible School, 10 a. m. Morning worship and sermon at 11 o'clock, subject of sermon, The Abolishment of the First Covenant.

Night services at 7:30 o'clock, Universal Brotherhood will be the theme.

Young people's meeting Sunday at 6:30.

Prayer meeting Wednesday night at 8 o'clock.

First Baptist Church

REV. B. N. SHEPARD, Pastor.

Sunday school, 9:45 a. m. Preaching each Sunday at 11 a. m. and 8 p. m. The pastor preached last Sunday on Christ's establishing his church and for a few Sundays following will discuss the functioning of his church.

B. T. S. Sunday night, 7 o'clock. Prayer meeting and teachers' meeting at 8 p. m. on Wednesday. Choir practice after prayer meeting.

STAR THEATRE

HEREFORD, TEXAS

Sunday Matinee

Sunday Night

AFTER CHURCH

Monday - Tuesday

Four Big Showings



WHEN A MILLION-HEIRESS TAKES A FLING AT SERVANT LIFE... THERE'S LAUGHTER AND LOVE A-PLENTY!

Janet **GAYNOR**

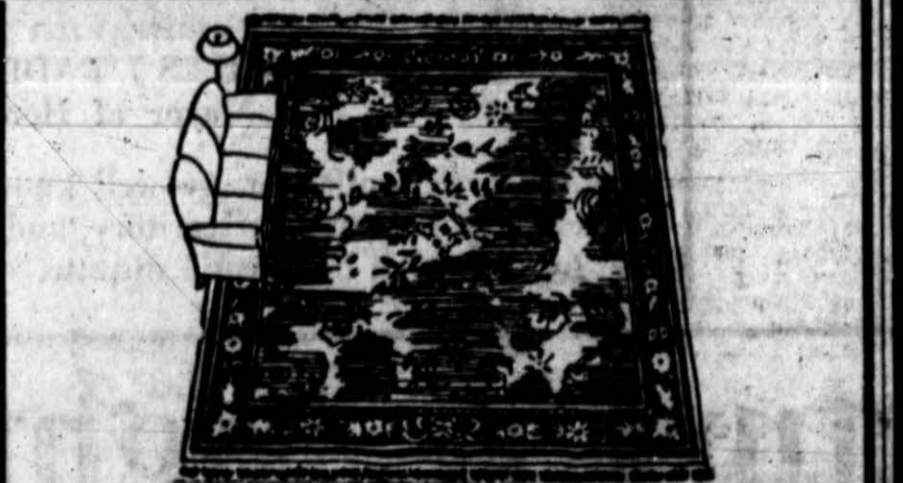
Low **AYRES**

Servants' Entrance

with **NED SPARKS**
WALTER CONNOLLY
G. P. HUNTLEY, JR.

Special Musical Shorts, with Vincent Lopez and his Orchestra, also special news reels.

Only 10c-25c



SPECIAL.

Friday and Saturday Only

A lot of good quality, standard make
FELT BASE RUGS

Size 9 by 12 ONLY \$4.95 Each
While They Last

E. B. Black Co.

WE ARE SATISFIED WITH SMALL PROFITS

Quality and Low Price A WINNING TEAM

Specials For Friday and Saturday

APRICOTS	Gallon size	49c
CORN FLAKES	Kellogg's, package	10c
COCOA	Hershey's, lb can, 2 for	25c
GELATINE	Royal, package	6c
TOILET TISSUE	Fort Howard, 3 for	22c
PEANUT BUTTER	Quart jar	27c
CLEANSER	Sunbrite, can	5c
PEPPER	15 ounces 28c, 8-ounce can	15c
CHILI BLEND	16-ounce pkg, 37c, 8-oz pkg	19c
COFFEE	Chase and Sanborn, dated lb pkg	29c
VIENNA SAUSAGE	4 cans	25c
CRACKERS	2-pound box	21c
WASHING POWDER	Swift's Pride, 15c size, 2 for	25c
BAKING POWDER	K. C., 50-oz size	37c
SYRUP	Log Cabin, med. size 43c, small size	22c
SOAP	Luna Laundry, 5 bars	12c
TOILET SOAP	Camay, bar	5c
PRUNES	Gallon	31c
LUX	Large size package	22c
MILK	Armour's, 6 small or 3 large	18c
SORGHUM	Pure Country, gallon	74c
OATS	National, large pkg	17c

FRESH FRUITS and VEGETABLES

GRAPE FRUIT	Texas, medium size, 5 for	19c
CABBAGE	Colorado, pound	1 1/2c
APPLES	Jonathan, dozen	19c
POTATOES	10 pounds	18c

MUSTARD GREENS No. 2 cans, 3 for 25c

TUNA Can 14c

FRUIT JARS Quart size, dozen 79c

Quality and Service Are Paramount Always At

PIGGLY WIGGLY

ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME