

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

1936 YEAR—NUMBER 44

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, NOVEMBER 5, 1936.

FIVE CENTS PER COPY

## Whitefaces Invade Tulia Friday For Crucial Grid Bout

### AROUND TOWN

Sights and Faces Seen

Around Town this week has consisted of nothing but political controversies and pranks. But now that the election is over and the nation has been more solid behind one candidate than ever before, and, likewise, mudslinging has been more fierce, everyone probably is ready to let the matter drop and forget about it.

While agreeing to this, we cannot refrain from quoting the card F. H. Oberthier, Sr., sent to his son, Fred, in Cloria. Fred had predicted, against Mr. Oberthier's advice, that London would be elected. The card read: "Full many a flower is born to blush unseen, and waste its fragrance on the desert air."

### Eight Scouts To Get Treat

Eight members of Hereford's Boy Scout troop No. 1 have attained the ranking of second class scout, thereby becoming eligible for a special treat promised by Scout Master J. C. Thomas when the troop was reorganized, to the first eight to receive promotions.

Five scouts were added to the three patrol leaders in the second class rank last week, when the Court of Honor awarded badges to Dean Dunlap, Chilton Foster, Glenn Smith, Johnnie Willett and Morris Easley. The first to advance were Patrol Leaders George McLean, Floyd Ross and Carl Wilson Shirley.

The troop enjoyed a Halloween party at the scout hut in City Park last Friday night. The event featured a number of games, refreshments were served and the meeting closed with the telling of ghost stories.

Investure services were also held Friday for three tenderfoot scouts. Those to receive badges were Bartley Dowell, R. L. Dowell and Jack Nicks.

### Ernest Medkief Goes to Detroit

Ernest Medkief left yesterday for Oklahoma City, where he joined other Ford dealers of the Southwest on a special train to Detroit, where they are to inspect the 1937 Ford.

They arrive in Detroit at 7 o'clock tomorrow morning, and will be escorted to Coliseum State Fair Grounds where the new Fords will be presented in the presence of Henry and Edsel Ford. They will be their guests at a luncheon tomorrow, and tomorrow night will attend the formal presentation of the Cape Cod Windmill to Mr. Ford.

Saturday will be given over to a tour through Greenfield Village and the Ford plant. The special train returning them to Oklahoma City will leave Detroit Saturday night.

### SEND LOVE AT EXPENSE OF WESTERN UNION

The word "love" has often been defined as the tenth word in a telegram. That was when people thought of telegrams in terms of 10 or 50 words, but now the Western Union is changing that definition. "Love" on certain types of telegrams is free.

The Western Union hopes to keep the word alive telegraphically. Announcement has just been made by the telegraph company that the word "love" may be added to all of the ready written telegrams sent anywhere in the United States, at no additional cost.

### FIGHT FOR UNDISPUTED LEAD IN SOUTH SECTION OF DISTRICT 1

Coach Tommie McCallum's Hereford Whitefaces, after dropping another non-conference tilt to the Amarillo Yarnigans last Friday afternoon, 13 to 6, go to Tulia tomorrow to battle the Tulia Hornets for the virtual championship of the southern section of District 1-B.

Unsuccessful in all non-title bouts this season, the Herd has managed to pull victories out of the bag when they were needed to keep them in the conference race. They did away with the Friona Chiefs in a tough fight, and then smeared mud over the touted Happy Cowboys in a game in which the cowhands were supposed to do the branding.

**Tulia Rated High.** Tulia has been more successful and is rated several points better than the Herd, but the McCallums will put up the fight of their young gridiron lives, and that is what the Hornets will have to overcome to take undisputed control of the sectional race. Tulia defeated Canyon 13 to 0 to lay its strongest claim to the crown. Last week, after letting Dimmitt get a 12-point lead, the Hornets stepped out to score a 33-12 victory.

Regardless of the outcome of tomorrow's game, neither club can lay absolute claim to the crown, for both have one more opponent who must be taken into consideration. The Whitefaces will close the regular schedule against their oldest rival, the Canyon Eagles.

(Continued on last page)

### Music Group To Seek Members

A drive for membership will be made for one week, starting today and continuing through November 11, by the Panhandle Civic Music Association, recently organized in Amarillo as a member of the National Civic Music Association. Miss Mattie Mae Swisher, Hereford chairman, announced yesterday.

The association will present at least three concerts by outstanding artists during the year, Miss Swisher asserted. Season memberships are priced at \$5 for adults and \$2.50 for students. There will be no single admission tickets sold for any of the concerts, she stated.

Memberships may be purchased from Miss Swisher or the Tolsten Music Company in Amarillo. They are transferable and will be accepted for concerts at Lubbock, Dallas, Fort Worth, Austin or any other city in which the association presents concerts. Interested musicians are invited to attend a free dinner at the Capitol Hotel tonight.

### DEATH TAKES MRS. EARL WILSON'S GRANDFATHER

Thomas Thurston Smith, a native of Kentucky who settled in West Texas in 1882, grandfather of Mrs. Earl W. Wilson of Hereford, passed away recently. Funeral rites were held from the home of his daughter, Mrs. Leroy Johnson, at Sweetwater. Burial was in the Snyder cemetery beside Mrs. Smith, who preceded him in death by 15 years.

Mr. Smith located near Abilene in 1882, engaging in farming and extensive cattle raising. During his life he acquired wide interests in Borden and Scurry counties. He is survived by the daughter, an only child, two brothers, several grand children and four great-grand children, including Eleanor, Rue and Miss Lucreia Wilson of Hereford.

**Dr. LeGrand Improving.** Dr. G. F. LeGrand, confined to his home since last Saturday by illness, was reported as improving this morning. His many friends and acquaintances throughout the area will be cheered by the report.

## Beauty and Luxury First In New Cars

### 1937 MOTORIST TO FIND MORE ROOM AND GREATER SAFETY THAN EVER

The American Automobile for 1937! Interest in every make of car sold in Hereford mounts rapidly as dealers show the new models or prepare to do so in the near future.

One trend is universal—in the Chevrolet, the Plymouth, the Pontiac, and it will be so in the Ford, in the Dodge and Buick and Oldsmobile. That is the increasing beauty, greater space and more luxury. The windshields fall backward, and the rear ends get farther away from the horizontal.

**To Show 1937 Chevrolet.** The 1937 Chevrolet is to be shown here for the first time Saturday. Louis Woodford of the Brunley-Woodford Motor Company reports that the car is larger, more luxurious, more stream lined and more beautifully colored and designed. The new Chevrolet, while not yet announced, is to be completely new from bumper to bumper. The company's slogan is: The complete car, completely new. It will retain and improve such features as knee-act-

(Continued on last page)

### Deer Hunters Bring In Game

### FIRST GROUPS OF LOCAL SPORTSMEN SUCCESSFUL IN NEW MEXICO REGION

Hereford deer hunters have found the wiles of New Mexico much to their liking this year, with not one of those reported this week returning empty handed. At least five bucks and one bear have been bagged by local hunters.

Ernest Medkief, Dick Dixon, Jimmie Robinson and C. W. Humble, former county judge, returned Friday night from a stay of nearly two weeks on the New Mexico side of the Arizona border near Luma. Each brought back a deer. Robinson bagged the largest, although two of the others had more points. His was a five pointer. Medkief lays claim to a 10-point buck, and Dixon to one with five points. Humble bagged a young buck, but it was almost as large as the others.

Bill Clutter and Scott Amend followed them in by one day, reporting equal success. They spent three weeks along the west fork of the Gila River. Amend bagged a seven-point buck, and Clutter accounted for a bear that weighed approximately 400 pounds. Amend also came close to getting a bear, but finally lost it in the wild country after it had managed to shake off the dogs in a thrilling 10-mile chase.

### SISTER FRANCIS RESTS IN CATHOLIC CEMETERY

Sister Paul Marie Francis, S. A., was placed in the Catholic cemetery here following funeral services at the Catholic church at 10 o'clock Monday morning. She passed away Saturday in El Paso and the body lay in state until Monday morning.

Solemn religious mass was sung by the choir. Three priests were in charge. Sister Francis came here two years ago from New York for her health. Since coming here she had been in several Texas health resorts.

### Hardy Thomas Dies.

Hardy Thomas, about 23, son of Mr. and Mrs. A. L. Thomas, died last Tuesday at Vallejo, California, his parents were notified last Thursday night. The cause of his death was not learned. Funeral services were held in California, where Hardy had been for the past six years.

### Armistice Dance.

The American Legion's annual Armistice dance will be staged at the city hall Wednesday night, November 11, at 9 o'clock. Music will be furnished by Bob Smith's new seven-piece orchestra.

## County Joins Nation and State In Election Opinion, With Light Vote

### Alton Fraser Purchases Cone Elevator Here

### OPENS INDEPENDENT OIL COMPANY SOON; WILL OPERATE OWN TRUCKS

Alton Fraser Monday morning announced the purchase of the Cone elevator here and the opening soon of the Farmers Oil Company, an independent oil company operating its own trucks.

The oil company, Mr. Fraser stated, will be established at the elevator, and probably will be opened in about 10 days from the date of the announcement. In order to open the independent concern, Mr. Fraser ended his connection with the Consumers Fuel Association, he announced.

The elevator was purchased from S. E. Cone of Lubbock. It will not be opened before next spring. A new office building will be constructed at the elevator site, and a warehouse and six storage tanks moved here from Dimmitt.

Mr. Fraser now operates a fleet of five small oil trucks and one large truck, with a capacity of 4,003 gallons, which is used only in New Mexico. He has just completed a new plant at Mountainair, New Mexico, he said. Independently operated, the Farmers Oil Company will handle mid-continent oils and greases and Danziger Roadrunner gasoline, both retail and wholesale.

### Caliche Placed On Seven Blocks

Approximately seven blocks of caliche work have been completed on Hereford streets under the city-wide WPA recently started. Work is now being done on Ross Avenue and adjoining streets in the vicinity of Halley Park.

Work already completed includes two blocks on Jowell Avenue between Third and Fifth Streets; two blocks on Fourth Street from Lawton to Witherspoon Avenues, and 687 feet on Avenue G, south from 11th Street. The sections included in the portion of the project under construction are Ross Avenue from Fifth Street to 25-Mile Avenue. A later block connecting these streets on the south side of Halley Park, two blocks on Sixth from Ross to Lee, and three blocks on Jackson from Fifth to Eighth.

An average of 30 men are employed daily on the project.

### Friona Routs Melrose Eleven For 37-0 Win

Coach Jack Davis' tribe of Friona Chiefs broke loose Thursday night with all the fury they had stored up in the defeats handed them this season, and gave the Melrose, New Mexico, football team a 37-0 trouncing. The Melrose lads were doped to win by two touchdowns.

Coffman, Chief quarterback, made four of the six touchdowns and was the offensive star of the game. Behind beautiful interference, Coffman made runs of 60, 50, 30 and 25 yards for touchdowns. Captain Houliet, guard, was the defensive star of the game, blocking no less than four punts. The entire club showed fierce blocking and tackling.

Brookfield, left end, made the two remaining markers by catching passes heaved by Baker and Coffman, and also played a bangup defensive game. The Chiefs journey to Happy Friday to engage in a conference tilt with the strong Cowboy eleven.

### Called to Dallas by Father's Illness.

Mrs. Edgar Johnson was called to Dallas Friday by the serious illness of her father, J. M. Stratton, and whose death occurred Sunday. Mr. Stratton's funeral was held at Richardson, Texas, Monday.

### District Governor Addresses Lions At Ladies' Night Fete

Excellent entertainment filled every moment from 7:30 o'clock Friday night, when the festive program began, until Boss Lion Ralph Smith pronounced adjournment and reluctant good-byes were over.

Ladies' Night—and the ladies proved their efficiency. Mrs. A. O. Thompson as Boss Lion, presided; Mrs. D. H. Alexander was secretary; Mrs. Jack Wayland and Mrs. Lee Morgan were Spizerinkers (new name for Tail Twister, and you won't find it in the dictionary), and the program committee consisted of Mrs. R. P. Conaway, chairman; Mrs. A. A. Foster and Mrs. Jesse Stanford. Mrs. Lee Morgan and Mrs. Jack Rose were responsible for the appropriate decorations.

A clever puppet show given by Mrs. A. O. Thompson and Miss Ruby Thompson was the first number on the program. Lueta Borden received enthusiastic applause following a costume dance. Home on the Range was rendered in true cowboy style by four-year-old

(Continued on last page)

### Bishop Seaman Addresses Lions Club Yesterday

### BOSS SMITH ANNOUNCES DATES FOR CARNIVAL, CHRISTMAS TREE PLAN

Bishop E. Cecil Seaman of the Protestant Episcopal church at Amarillo gave the Hereford Lions Club an interesting and thought-provoking discussion of phases of American life yesterday at noon.

There is no use trying to talk about anything other than the election, he stated. First, he wondered what the effect of the campaign and attacks upon the chief executive of the nation might have on the youth of the nation, whom "we are trying to get to honor those in high places and in whom we have entrusted our government." After so long a time, he said, "I suppose most of us get used to it, and pay little attention, but what about the boys and girls who still are easy to impress?"

Discussing the constitution, he suggested that the people should try to be open-minded when it comes time to make changes. "When the constitution suits our aims, we are strong for it, but when it does not, we are strong against it. We should always study the thing out carefully. We don't want to tinker with it at every election, but it would be just as bad to get the idea that, like a dead language, it cannot be changed."

He then went ahead to discuss the high ideals and wide ability of such American trained men as George Washington, Jefferson Davis, Robert E. Lee and General John J. Pershing. So long as American institutions can provide such leaders as these, and "so long as they can train our young

(Continued on last page)

### 10 CENT TAX ON NOTES, ETC., IN EFFECT SOON

A ten cent tax "on each \$100 or fraction thereof, over the first \$200 on all notes and obligations secured by chattel mortgage, deed of trust, mechanic's lien contract, vendor's lien, conditional sales contract and all instruments of similar nature, which are filed or recorded in the office of the county clerk" is to go into effect soon, County Clerk Leonard Foster has been notified.

Included in the omnibus tax bill passed recently, the levy was to become effective when Governor Alfred placed his signature on the bill. The clerk's office is awaiting notification of this act. The treasury department is to provide stamps to be used in the collection of this tax.

### IS HEAVILY DEMOCRATIC AND OPPOSES CONTROL OF LIQUOR BY STATE

Deaf Smith county joined the nation in its landslide to President Roosevelt, and the state in the rejection of state control of liquor in Tuesday's national election. All other amendments were favored in the county, just as the count showed the state was going at the time this was written.

The county vote was lighter than expected, although record-breaking figures were being marked up over the nation. A total of 1,428 ballots were cast in the 10 boxes. Only 18 votes were cast against the Democratic district and county ticket as it appeared on the ballot, Fairview giving six, Daniel nine and Dawn three votes to J. C. Allred as a write-in candidate for sheriff.

**Totals for County.** Totals for the county on national and state officers were as follows, according to an unofficial

(Continued on last page)

### J. H. Short Dies At Dimmitt Home

Funeral services were held from the First Baptist church in Dimmitt at 3:30 o'clock Monday afternoon for J. H. Short, 54, who passed away Sunday afternoon at his home in Dimmitt following a short illness. Rev. W. A. Ware, pastor of the church, officiated. Burial was in the Dimmitt cemetery.

Mr. Short had lived in Castro county since 1931, removing from Collinsworth county. Born on June 4, 1882, in Tennessee, he came to Texas at the age of nine years. He was a member of the Baptist Church.

Survivors include his wife; two sons, John Short of Muleshoe, and George Short of Vernon; four daughters, Mrs. Alma Owens of Dimmitt, Mrs. Opal Tollett of Dimmitt, Mrs. May Coffee of Muleshoe and Mrs. Velma Matthews of Vernon; one sister, Mrs. Sarah Walker of Dallas, and six grandchildren.

### New Books At County Library

Several new books of interest have been added to the Deaf Smith county library. Miss Lillie Hostetter, librarian, announced. The group includes fiction, juvenile and non-fiction as follows:

Fiction—Barnard, Rider of the Cherokee Strip; Bower, Shadow Mountain; Douglas, White Banners; Hill, Mystery Flowers; Raine, To Ride the River; Undset, Gunnar's Daughter; Juvenile—Adams, Scarlet Sheath; Black, Willy Nilly. Non-fiction—Erdman, Sources of Power in Famous Lives; Heller, American Doctor's Odyssey; Mathews, Creative Christianity; and Snowden, Sunday School Lessons for 1937.

### FATHER OF MRS. EDGAR JOHNSON PASSES AWAY

J. M. Stratton of Dallas, father of Mrs. Edgar Johnson, Sr., of this city, passed away last Sunday morning. He was about 83 years old. Mrs. Johnson was called to her father's bedside last Friday.

Funeral services were held Monday at Richardson. Mrs. Stratton and four daughters survive. Mr. and Mrs. Stratton had been married for 63 years.

### Weather Chart

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

Day	Max.	Min.	Moist.
Thursday	75	36	0.00
Friday	70	43	0.00
Saturday	65	49	0.00
Sunday	70	47	0.00
Monday	65	44	0.00
Tuesday	55	18	0.00
Wednesday	69	31	0.00
Thursday	77	24	0.00

**Ward News Notes**

BY MRS. GEORGE SUGGS  
A large number attended the play given Thursday night. Sunday school and church were attended by a large number. Rev. Hornbeak preached.  
Rev. Hornbeak took dinner in the Bob Higgins home Sunday.  
Mrs. Albert Oden of McCamey is visiting her mother, Mrs. John Higgins.  
Mrs. Sonny Ledbetter and daughter...

**Daniel News**

BY PAULINE MOORE  
Rev. Carrol Holtzclaw will begin his pastorate again next Sunday, and it is desired that a large attendance be present to greet him.  
Mr. and Mrs. H. Tomlinson are in Cisco for a visit, and where Herschel is working. They expect to spend most of the winter there.  
Forty-five attended the halloween entertainment at Daniel school house Friday night.  
Harold Gill is helping W. R. Moore stack feed this week.  
Mrs. F. Tomlinson was in Canyon Thursday afternoon.  
J. W. Shook of Canyon called in the W. R. Moore home last week.  
Mr. and Mrs. F. Tomlinson visited in Amarillo Sunday and Mary Jo and Norma Jean visited Mrs. Breifling in Canyon.  
Frances Gill visited friends in Canyon Saturday and Sunday.  
Mr. and Mrs. J. E. Beyer attended a dinner at the home of their son, P. L. Beyer, in Amarillo, Wednesday of last week. The affair was given by Mrs. P. L. Beyer, honoring the birthday of her husband.

**Friena News**

BY JOYCE LANDRUM  
Miss Martha Slagle was home from her school work in Lubbock from Thursday until Monday.  
The Friena Chiefs played their last home game here Thursday night with Melrose, New Mexico, and defeated them 88-0.  
A large number attended the halloween party at the school house Friday night. The King and Queen event was elaborate and entertaining.  
A number of Friena people were in Hereford and Clovis Friday and Saturday nights, celebrating halloween.  
Mrs. S. Smith, T. J. Crawford and daughter, Jean, and Mr. and Mrs. John T. Burton went to Holle, New Mexico, Sunday.  
The Loyalty Day program was given by the pastor and members of the Baptist church and was a great success. Dr. Frye of Lubbock delivered the sermon for the morning worship and following the sermon the service was concluded by each of the members passing to front and placing his loyalty offering in the tub. A noon dinner was served to all present. Other good sermons were heard in the afternoon.  
Marvin Reed of Big Spring visited relatives here last week.  
Mr. Ray and Merle May, and Lonnie Horn, of Sdian spent the week end here with relatives and friends, returning home Monday.  
The Junior class enjoyed a party at the home of Miss Frieda Johnson last Wednesday night. They report an enjoyable time.  
Mrs. C. E. McLean, who has been visiting in Dallas, returned to her home here last week.  
Raymond Howell of Shamrock, who has been working in Friena the past two weeks, returned home Saturday morning.  
Mrs. Glenn Snyder visited her daughter, Jean, who is a student in WTSTC in Canyon, Saturday.

**Progressive News**

BY OLIVE PERKINS  
Owen Noel and family visited the J. W. Vicks home Sunday.  
Ira Ricketts and family spent Saturday evening with Mr. and Mrs. Luke McBrayer in honor of Mr. Ricketts' birthday.  
Misses Lucille Park, Agnes Hicks and Virginia Bowman, and Ralph Arseneaux attended Homecoming in Canyon Saturday. Miss Hicks also visited her parents.  
Mrs. Luke McBrayer and Zola Fay visited her mother, Mrs. Ira Ricketts, Tuesday.  
Mr. and Mrs. Jess Caldwell and daughter visited Mr. and Mrs. C. P. Caldwell Sunday.  
The Gregors, Misses Virginia Bowman and Eunice Caldwell, and C. O. Bowman attended a singing convention at Oklahoma Lane last Sunday.  
Mr. and Mrs. Paul Cavender and children of Amarillo visited her parents, Mr. and Mrs. J. L. Park, Sunday.  
Mr. and Mrs. Orin Russell and sons spent Sunday with Mr. and Mrs. Charles Neu.  
Mr. and Mrs. Frank Givans visited in the Perkins home Thursday evening.  
Mr. and Mrs. Emmett Blakemore and sons went to Quanah Friday to attend the funeral of Jacqueline, 4-year-old daughter of Mr. and Mrs. Guy Easley. Mrs. Easley is a sister of Mr. Blakemore's. They spent Friday night with Mr. and Mrs. J. O. Hicks at Childress.  
Ira Ricketts and family attended a play at Ward Thursday night.  
Ben Conklin spent Sunday with his grandparents, Mr. and Mrs. Ray Hershey.  
Mr. and Mrs. Ira Ricketts and Glenn and Ira Jeanne spent Sunday with Mr. and Mrs. W. A. Ricketts at Hereford.  
Mr. and Mrs. C. P. Caldwell and Mr. and Mrs. Jess Caldwell and daughter visited in the Jeff Roberson home Sunday.

**Walcott News**

MRS. W. D. NAFZGER  
The halloween party and program at the school house was well attended Friday night.  
Mr. and Mrs. Bill Nafzger attended the play at Ward Thursday night.  
Miss Juanita Dunlap of Amarillo visited her mother Sunday.  
Messrs. and Mmes. Stephens, Harold, H. D. Culpepper and Mrs. Walker visited the L. B. Wolfington home Sunday. Mrs. Wolfington is greatly improved.  
Mr. and Mrs. Z. Thomas and family visited the Hammock home last week.  
Mr. and Mrs. T. E. Kuykendall spent Sunday in the Landers home.  
Miss Ramey visited Miss Verna Culpepper last week end.  
S. D. Walker is visiting his sister, Miss Molly Walker, in Oklahoma City this week.  
Miss Alice Johnson visited Miss Juanita Dunlap Sunday.  
Mr. and Mrs. H. D. Culpepper were callers in the Benfield home Sunday.  
Try the Hereford merchants before going elsewhere to buy.

homa City this week.  
Miss Alice Johnson visited Miss Juanita Dunlap Sunday.  
Mr. and Mrs. H. D. Culpepper were callers in the Benfield home Sunday.  
Try the Hereford merchants before going elsewhere to buy.

**BUSINESS AND DIRECTORY**

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

**INSURANCE**  
JNO. H. PATTON  
PHONE 50

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

**DR. J. W. HENDRIX**  
Chiropractor and Masseuse  
100 B Street—Just North  
of Mother's Park  
Phone 841 for Appointments

**RADIO SERVICE**  
On All Makes Radios.  
All Work Guaranteed  
GEORGE GILES  
Member of R. M. S.  
At Womble Implement Co.

**AUCTION SALE**

Every Thursday.  
Hereford Sales Pavilion. Bring in your livestock if you want it sold to the best advantage. Good demand for all classes of livestock. We have plenty of buyers. Always a good SALE.  
HEREFORD SALES CO.  
H. V. Hennen Ray Barber  
Clerk Auctioneer.

**WE SEE THEM ALL**

—And we can honestly say that Century Tires are the biggest buys on the market today. All we ask is that you come in and see for yourself. One look will prove their extra value.  
Guaranteed against ALL road hazards

**WE SEE THEM ALL**

Mr. and Mrs. J. E. Beyer attended a dinner at the home of their son, P. L. Beyer, in Amarillo, Wednesday of last week. The affair was given by Mrs. P. L. Beyer, honoring the birthday of her husband.

**SHEETROCK**  
THE FIREPROOF WALLBOARD



Putting Sheetrock on walls and ceilings is a very simple and easy job—economical too. It saws and nails like lumber. Does not warp or buckle. Takes any decoration. Let us tell you more about this fireproof wallboard.

**R. H. KEMP**  
Lumber Company  
Phone 44. Hereford, Texas



**BEAVERS BROS. GARAGE**  
OUR WORK STANDS UP—WE MAKE IT  
**CENTURY**

**Baking Needs**

- MINCE MEAT 15c
- Old-Time, 2 pkgs
- CAKE FLOUR 23c
- Swansdown, 2-3-4 lb pkg
- Shortening 98c
- Mrs. Tucker's 5-Lb Carton

- PRUNES** 29c
- No. 10 Can

- Coffee** 27c
- Schilling's 1-Lb Can

**Armistice Day**  
THIS STORE WILL BE CLOSED ALL DAY WEDNESDAY

- SUGAR** 49c
- 10-Pound Paper Bag

- Flour** \$1.49
- Packard's Seal-foam, 48-lb Sack

**JUST RECEIVED COMPLETE LINE OF Morton's SUGAR-CURE SMOKE SALT AND MEAT SALT**

- SUPER SUDS** 17c
- Small size, 2 pkgs
- Large Package 17c
- 18x36-inch Cannon Dish Towel FREE (Ask Us)
- SOUP, Cream** 25c
- of Tomato, Heinz, 3 small cans
- FIELD CORN** 25c
- Waynesville, No. 2 can, 3 cans

**IF YOU WERE BACK OF THE SCENERY**

If you could only learn our daily routine of purchasing, arranging and guarding the foods we offer you you would know that we leave nothing undone in our efforts to bring you the finest merchandise obtainable at economy prices. In our store you can buy foods at a saving every day in the week.

- TAMALES** 19c
- Gebhardt's, No. 2 can
- CHILI, Gebhardt's** 15c
- With bean, 15-oz can
- SPICED BEANS** 15c
- Gebhardt's, 15-oz can
- 2 cans
- TOMATOES** 5c
- No. 1 can
- HEINZ CATSUP** 19c
- Large bottle
- HEINZ VINEGAR** 10c
- Pure Cider, qt. bottle
- Pure Cider, pt. bottle
- TOILET TISSUE** 23c
- Charmin, 4-roll box
- CLEANSER** 15c
- Old Dutch, 2 cans
- SOAP** 35c
- Crystal White, 10 giant bars
- 2 1/2-Ft. Mickey Mouse Balloon Malted FREE (Ask Us)
- PEAS, American** 21c
- Wonder, No. 2 can, 2 cans
- PALMOLIVE** 17c
- 3 bars
- Chosen exclusively for the Dionne Quintuplets.

**SHOE POLISH**

- PEANUT BUTTER** 25c
- Wapco, quart jar
- OATS, 3-Minute** 9c
- Large pkg 18c, Small pkg
- RALSTON'S** 23c
- Whole Wheat Cereal, pkg
- GRAHAM CRACKERS** 15c
- 1-lb box
- CORN, Stockley's** 27c
- Fancy, No. 2 can, 2 cans
- PINEAPPLE JUICE** 23c
- Libby's, 12-oz can, 3 cans
- GELATIN** 4c
- Marvin Assorted Flavors, pkg
- PRUNES** 15c
- 50-60 size, 2-lb pkg
- RAISINS, Seedless** 15c
- 4-lb pkg 29c, 2-lb pkg
- PRUNES, Ever-Fresh** 25c
- In syrup, No. 2 1/2 can, 2 cans
- MILK, Borden** 15c
- Rose Brand, 2 tall or 4 small
- PINEAPPLE** 10c
- Rosedale, No. 1 1/4 can
- COFFEE** 17c
- Break O' Morn, 1-lb pkg
- MACARONI** 5c
- Spaghetti, Famous, pkg
- COCOA** 15c
- Our Mother's, 2-lb pkg
- LAVA** 9c
- Toilet Soap, bar
- CAMAY** 17c
- Toilet Soap, 3 bars
- JET OIL** 10c
- Bottle
- SHINOLA** 13c
- 2 cans
- PEACHES, Libby's** 17c
- Halves or sliced, No. 2 1/2 can
- MAZDA LAMPS** 15c
- 25, 40 and 60 watt, each
- PRESERVES** 55c
- Libby's Assorted Fruit, No. 5 can
- SPINACH** 10c
- Libby's, No. 1 tall can
- SCOTT TOWELS** 19c
- 2 rolls
- BON-AMI** 12c
- Powdered, can

**SERVE FRESH MEATS FOR A BALANCED DIET**

- HENS** ?
- Dressed and drawn, pound
- PORK SAUSAGE** 22c
- Country style, pound
- PORK ROAST** 22c
- Shoulder cuts, pound
- BEEF ROAST** 16c
- Fancy chuck, pound
- SALT PORK** 20c
- No. 1 grade, pound
- SLICED BACON** 28c
- Machine sliced, pound

**SERVE FRUITS AND VEGETABLES DAILY FOR HEALTH'S SAKE**

- SPUDS** 10 pounds 25c
- TEXAS ORANGES** 23c
- Nice size, dozen
- GRAPEFRUIT** 25c
- Texas Seedless, 6 for
- YAMS** 23c
- Louisiana, Porto Rican, 5 pounds
- CRANBERRIES** 22c
- Quart
- BANANAS** 5c
- Pound

**SOMEONE TO "Look After Things"**

How often when you were away on a trip have you wished there was someone at home to look after things—someone capable and ready to serve your best interests.

This bank is ready to handle your financial business in a friendly, courteous manner, and offers you every assurance that your interests will be protected at all times.



Let Us Serve You

**First National Bank**

OF HEREFORD MEMBER FEDERAL RESERVE SYSTEM A Strong Bank Thoughtfully Managed

**WE BUY CREAM, EGGS POULTRY AND HIDES**

**FURR FOOD**

PRICES GOOD FRIDAY AND SATURDAY

### Westway Items

**BY WILMA SKYPALA**  
The third annual carnival and stunt show of the Westway school will be held Friday night. The school is planning for this occasion and the carnival will be the best yet. Over \$50 of merchandise will be given at balloon and bingo booths. There will be an hour of free entertainment. Three special shows will add to the fun, and eats will be available. Everyone urged to attend.  
Those attending PTA Friday enjoyed a good program. Rev. E. L. Butler of Farwell gave a lecture on his tour of the Holy Land. J. M. Hamlin of Farwell came with him and gave an interesting talk. This community was fortunate in securing their services.  
Herman Gray has returned from a trip to California.  
Mrs. F. W. Dodson was in Amarillo last Friday.  
Mr. and Mrs. V. Skypala and sons were dinner guests of Mr. and Mrs. Clem Fricmel at Umbarger. Ray and Vesta Mae Landers spent Saturday night with Mr. and Mrs. Guy Lawrence at Walcott.  
Mrs. Herman Gray is visiting in Dallas and Fort Worth this week.  
Miss Mary Elizabeth Butler of Farwell visited in the Dodson home last Friday.  
Mrs. Glenn and daughter of Amarillo visited in the Pierce home last Sunday.

### Easter Items

**BY LOUISE FRYE**  
The Sunday school is very glad to have Mr. Randall back as superintendent. Mr. and Mrs. Randall have been in Glen Rose for the benefit of their health.  
Miss McClure and pupils entertained the mothers and a few friends with a program and bingo party Friday afternoon. Prizes of cleverly wrapped and sealed with halloween seals were given winners. The mothers also took home-made candy as a surprise to the pupils.  
Mr. and Mrs. J. T. Smith, Annie Mae and LeVeda visited in the M. Carter home Sunday night.  
Ben Medley and Foster Bell visited Mr. and Mrs. W. A. Beperson at Summerfield Sunday.  
Miss McClure spent the week end with her parents at Claude.  
Louise Frye went to Clovis Friday afternoon, where she visited her aunt, Mrs. W. E. Betts.  
Mr. and Mrs. Geo. Chambliss and family visited Sunday with Mr. and Mrs. John Nolan.  
The school plans a carnival for Friday night, November 13. A program and lots of fun are promised. Bingo will be the game of the evening and worth while prizes will be given.  
Mrs. U. B. Gardner and son of Tulla visited Mr. and Mrs. V. C. Woolery Sunday.  
Annie Mae Smith entertained with a halloween party Saturday night.  
**County Agents Visit Here.**  
Finley White, Briscoe county agricultural agent, and Louis Miller, his assistant, visited in Deaf Smith county Monday. They inspected a number of 4-H Club calves.  
**Undergoes Operation.**  
Chester Sullins, son of Mr. and Mrs. H. E. Sullins, underwent a tonsil and mastoid operation in Roswell, New Mexico, early this week. He is reported doing well.

### Rance News

**EDNA BEHREND**  
Mr. and Mrs. Blakemore were called to Crowell because of the death of their grand daughter, Jacqueline Easley.  
Mrs. Waincott went to Sudan Friday after her daughter, Lois, who has been attending school there.  
Miss Myrtle Rule has been ill with influenza the past week.  
Mrs. Waller moved back to Hereford last week.  
Mr. and Mrs. H. G. Behrends and family visited in Canyon Sunday.

### Summerfield News

**BY MRS. ASA ATCHLEY**  
Mrs. Ramsey of Forrest, N. M., visited her daughter, Mrs. Woodrow Welby, last week.  
Mrs. Bob Fullwood of Hereford visited the D. C. Waiser home last Thursday.  
Mrs. A. J. Blakemore received news of the death of her granddaughter Friday. The child was a daughter of Mr. and Mrs. Guy Easley of Crowell.  
Mr. and Mrs. Clyde Duncan of Hereford spent Sunday in the Frank Lookingbill home.  
Mr. and Mrs. B. E. Roberson attended Homecoming at Canyon last week end.  
H. H. Milton and family of Spring Lake visited the Crosse home last week end.  
J. R. Oglesby and family and Mrs. Asa Atchley spent Sunday with relatives at Wyche.  
Tandy Legg and family were in Amarillo Saturday.  
A large group enjoyed a halloween party at the school house Friday night.  
Cullen Butler was in Amarillo last Thursday.  
Mr. and Mrs. W. A. Vines were here from Goodwin, Okla., recently.  
Mr. and Mrs. O. T. Caraway of Tulla visited the J. B. Oglesby home Sunday.

### Wyche Items

**BY PEGGY VALENTINE**  
Miss Ethel Womble spent last week end in Dimmitt.  
Club met with Mrs. Valentine October 27. The next meeting is to be October 19, with Mrs. Geo. Robertson.  
Miss Lucille Park attended home coming in Canyon Saturday.  
Mr. and Mrs. John Paetzold are the parents of a baby boy, born October 28, and named James LeRoy.  
Joe Onstead and sister visited the Bea home last week end.  
Mr. and Mrs. DuBois Walker were in Amarillo last week.  
Brooke Love left Friday for Sherman to visit his parents.  
J. D. Loy was in Berger on business Monday.  
A Halloween 42 party was given in the McBrayer home Friday night. Mrs. W. R. Harper and Mr. McBrayer received high honors.  
Mr. and Mrs. Carnie of Amarillo and I. A. Loerwald visited the Paetzold home Sunday.  
Genevieve Orr was home from Texas Tech last week end.  
Misses Ayers and Ooten and Mrs. N. G. Elliston, all teachers at Portus, N. M., were here over the week end.  
Mr. and Mrs. Owen Stagner attended Homecoming at WTSTC in Canyon Saturday.

### COURTHOUSE RECORDS

**Warranty Deeds.**  
W. J. Welch to G. A. Welch, Amarillo, E½ section 18 and W¼ section 17-5-2.  
G. W. Anthony and wife, Castro county, to L. E. Cannon, Castro county, part of section 62, block K-3.  
L. O. Colby et al, McClain county, Oklahoma, to Levi Colby, S 1-3 section 32, block K-3.  
H. E. Edwards, Floyd county, to Frank F. Perry et al, part of section 30-3-3.  
Frank E. Givan and wife to T. W. Roberson, E 80 feet off lot 1, block 29, OT.  
C. W. Hays et al, Poweshiek county, Iowa, to O. L. Rutherford, S½ block 25, Mabry addition.  
Ola B. Brodie et vir, Denton county, to J. F. Postello, Ward county, NE¼ section 100, block K-3.  
J. C. Ricketts and wife to Geo. B. Pace, lot 4, First Christian Church subdivision of block 19, Evans addition.  
J. E. Hill to George B. Pace, lot 3, First Christian Church subdivision of block 19, Evans addition.  
J. E. Hill et al to George B. Pace, lot 5, First Christian Church subdivision of block 19, Evans addition.  
D. L. Rutter to G. S. and M. T. Rutter, NE¼ section 4, block K-8.  
John Schwartz and wife to C. E. Tice, W 90 feet off lot 17, block 4, Womble addition.  
C. E. Tice and wife to Fred Schwartz, S¼ of SW¼ section 114, block M-7.  
Grace Borden et vir to Mrs. E. M. Arnold, Hannibal, Mo., section 18, NE¼ section 117, SW¼ section 24, block 3.  
Bessie B. Cracker et vir, Hendersonville, N. C., to Grace Borden, NE¼ section 17, block 3.  
**Trustee's Deeds.**  
C. H. Bippus et al, by trustee, to W. J. Welch, Amarillo, E½ section 18, and W¼ section 17-5-2.  
T. J. Carter and wife, by trustee, to Federal Farm Mortgage Corporation, N¼ section 6-3-3.  
**Quit Claim Deed.**  
T. A. Bippus and wife, Potter county, to George A. Welch, Potter county, E¼ section 18 and W¼ section 17-5-2.  
George Lammers and wife, Kanabakee county, Ill., to Mary G. Fuqua, Oldham county, section 38, block 8.  
Annee Hoffman, Iroquois county, Ill., to Mary G. Fuqua, section 38, block 8.  
**Substitute Trustee's Deed.**  
B. J. Mecaskey and wife, by substitute trustee, to Edson G. Byrd, E½ section 2, block F, school file No. 5144.

### Adrian-Sims Notes

**BY MRS. J. M. CHAPMAN**  
A South Dakota firm has shipped approximately 7,300 sheep to Adrian for wheat pasture. All these animals are dipped on leaving the railroad.  
Adrian High School gave a carnival Friday night. Proceeds were \$105.50 and will be used by football boys and equipment.  
Mr. and Mrs. Floyd West and children were Hereford visitors Sunday afternoon.  
Mr. and Mrs. Allan Bell were in Hereford Tuesday.  
R. A. Freeman went to 'Amarillo Friday.  
Seventeen were on the honor roll at Adrian, including Billy Tolbert, Bert Lewis Speed, Grady Skaggs, Roy Fortenberry, Orville Calhoun, Richard Fortenberry, Wanda Taylor, Melba Jo Hobbs, Wilbur Chapman, Sarah Calhoun, Lois Taylor, Jake Fortenberry, Lonella Fortenberry, John Witt, Duane Morgan, Evelyn Chapman.  
**Ship Texas Cattle for Fattening.**  
Although Texas is the nation's largest cattle producing state, with approximately 7,222,309 beef animals on the ranges of the state, Texas ships cattle to the corn belt for fattening and slaughtering and imports much of the beef consumed in the state, data compiled by the Texas Planning Board discloses.  
**Visitors to Dalhart.**  
A party of local people motored to Dalhart for a visit with Mr. and Mrs. J. C. Parker and Mr. and Mrs. B. H. Hopkins, former Hereford residents. Mr. and Mrs. S. P. Rosson and daughter, Ann, and Mrs. S. B. Holman went over Saturday night. They were joined Sunday by Mr. and Mrs. C. C. Acker and daughters, Mary Ann, Katherine and Helen, and Mr. and Mrs. Harold Close. They all returned to Hereford Sunday night.  
Ralph Smith attended a business meeting of the North Texas School Band and Orchestra Association held at the Academy of Music and Art in Amarillo Sunday.

### CORRECT POSTURE HELD ESSENTIAL TO HEALTH

Correct posture in school child. Men, and adults as well, is necessary to proper physical and mental development, says a warning from the Texas State Department of Health. "Good posture is a sign of self-respect and plays an important part in winning the respect of others," says Dr. John W. Brown, state health officer.  
"Many of the ills of childhood and the deformities of adult life have their beginning in poor posture acquired during childhood," he said, "and it is particularly important that the child's posture conform to nature's dictates. Most children are born in good physical condition and yet, examination of large groups of children show a high per cent to be suffering from poor posture. Malnutrition and fatigue are productive of poor posture. These lessen the size of the chest and decrease the lung capacity. Abdominal organs may also be pushed out of natural positions, which may seriously interfere with their action. These conditions must be corrected before the body is able to attain normal weight and nutritional standards."  
"School children who have poor posture are said often to average lower in attendance and in school mental and physical activities than those who have good posture. A child may be forced to hold his body in an unnatural position by a desk that is too high or too low. Desks and work tables should be just high enough to allow the feet to rest on the floor and the forearms and hands to rest upon the tops without the shoulders being hunched up."  
"Begin early in life to teach your children to stand straight and sit straight for health and self-confidence, and they should grow into strong, well-built men and women," Dr. Brown urged.  
Miss Ursula Fridley has been transferred from the state wheat office in Amarillo to the wheat office of the agriculture division at College Station. Mr. and Mrs. E. E. Fridley accompanied her there Thursday, and planned to visit the Centennial before returning to Hereford.

### First Christian Church.

H. M. Redford, Minister; Mrs. B. F. Guthrie, superintendent. Bible school, 9:45 a. m. Morning worship, 11 a. m. C. E. Societies, 6:30 p. m. Evening worship, 7:30 o'clock. Connecting with God will be the subject next Lord's Day morning. This will be the first of a series of sermons to be preached upon this subject. The New Patriotism is the theme for the evening service. The Unknown Soldier Speaks, an Armistice Day dramatization, will be presented at the Wednesday night church family service, Wednesday night, November 11, at 7:30. The public is invited.

### Mr. and Mrs. E. F. Clennin and children of Cincinnati, Ohio, left Wednesday for Friona to visit friends, after a visit here with Mr. Clennin's sister, Mrs. H. K. Fox.

# VOTE!

## PICK 3!

OF YOUR FAVORITE MAGAZINES AND THIS NEWSPAPER

**GROUP A - PICK 2**

- PICTORIAL REVIEW...1 Yr.
- American Boy.....1 Yr.
- McCALL'S MAGAZINE...1 Yr.
- True Confessions.....1 Yr.
- PATHFINDER (Weekly)...1 Yr.
- Better Homes & Gardens...1 Yr.
- Christian Herald.....6 Mos.
- Flower Grower.....6 Mos.
- Home Arts—Handicraft...1 Yr.
- Movie Classic.....1 Yr.
- Romantic Stories.....1 Yr.
- Screen Play.....1 Yr.

Check 2 Magazines thus (x)

**GROUP B - PICK 1**

- HOUSEHOLD MAG. ....1 Yr.
- Gentleman Magazine...1 Yr.
- WOMAN'S WORLD.....1 Yr.
- Breeder's Gazette.....1 Yr.
- Country Home.....1 Yr.
- The Farm Journal.....1 Yr.
- Good Stories.....1 Yr.
- Successful Farming...1 Yr.
- Southern Agriculturist...1 Yr.
- Illustrated Mechanics...1 Yr.
- Progressive Farmer...2 Yrs.
- Dixie Poultry Journal...1 Yr.

Check 1 Magazine thus (x)

THIS OFFER GUARANTEED

**ACT TODAY**

**MAIL THIS COUPON NOW!**

Check the three magazines desired and return list with your order. Fill out coupon carefully.

Gentlemen: I enclose \$\_\_\_\_\_ Please send me the three magazines checked with a year's subscription to your newspaper.

NAME \_\_\_\_\_

STREET OR R. F. D. \_\_\_\_\_

TOWN AND STATE \_\_\_\_\_

# New CHEVROLET 1937

## The Complete Car—Completely New

### ON DISPLAY SATURDAY, NOVEMBER 7



**NEW HIGH-COMPRESSION VALVE-IN-HEAD ENGINE**  
Much more powerful, much more spirited, and the thrift king of its price class.

**NEW ALL-SILENT, ALL-STEEL BODIES**  
(With SHUETZ' Torsion Bar Construction)  
Wider, roomier, more luxurious, and the first all-steel bodies combining silence with safety.

**NEW DIAMOND CROWN SPEEDLINE STYLING**  
Making this new 1937 Chevrolet the smartest and most distinctive of all low-priced cars.

**GENUINE FISHER NO DRAFT VENTILATION**  
Eliminating drafts, smoke, windshield clouding—promoting health, comfort, safety.

**It's the newest of all low-priced cars...new in every feature, fitting and fabric...also the most thoroughly safe, the most thoroughly proved, the most thoroughly dependable. Visit your nearest Chevrolet dealer. See and drive the complete car—completely new.**

**PERFECTED HYDRAULIC BRAKES**  
(With Double-Articulated Brake Shoe Linkage)  
Recognized everywhere as the safest, smoothest, most dependable brakes ever built.

**IMPROVED GLIDING KNEE-ACTION RIDE\***  
(at no extra cost)  
Proved by more than two million Knee-Action users to be the world's safest, smoothest ride.

**SUPER-SAFE SHOCKPROOF STEERING\***  
(at no extra cost)  
Steering so true and vibrationless that driving is almost effortless.

**SAFETY PLATE GLASS ALL AROUND**  
(at no extra cost)  
The finest quality, clearest-vision safety plate glass, included as standard equipment.

CHEVROLET

FOR ECONOMICAL TRANSPORTATION A GENERAL MOTORS VALUE

# Brumley-Woodford Motor Co.

HEREFORD TEXAS

## Classified Ads

### Are Little Workmen Who Pay Big Dividends

At a cost so small that it can hardly be considered at all, farms, automobiles, washing machines, radios—practically everything—are being sold daily through these ambitious little salesmen.

## THREE INSERTIONS

### For the Price of Two

Often people advertise articles that may be sold over a period of several weeks, or sometimes the first attempt fails—therefore, we offer this special rate to induce still better results from classified ads.

PHONE THREE OH!

THE Hereford Brand

# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

## METHODIST YOUNGSTERS ENJOY HALLOWEEN PARTY

The primary department of the Methodist church enjoyed a halloween party at the church Saturday afternoon, given by leaders of the department. Halloween games were played and spooks and witches prowled, much to the delight of the children.

Thirty-six members were present, and those in charge of the party were Meses. R. P. Conaway, superintendent; C. C. Acker, J. O. Newell, Jack Wright, W. E. Dunlap, H. V. Williamson, Mrs. Moore and Miss Eunice Rutherford.

## LONDON BRIDGE CLUB MEETS WITH MRS. MEDKIEF

The London Bridge club met with Mrs. Ernest Medkief at her home Friday afternoon. Yellow chrysanthemums and brilliant marigolds set the color scheme for the party.

Mrs. Charles Brooks won high score, and Mrs. Emmitt Milburn won cut prize. Members present were Meses. O. C. Holt, Emmitt Milburn, Charles Brooks, Lee Morgan, Nelson McWright and the hostess. Mrs. Frank Cogdell was a guest of the club.

## LONE STAR STUDY CLUB MEETS WITH MRS. GRADY

The Lone Star Study club met at the home of Mrs. Jack Grady Monday afternoon with Mrs. Jim Higgins as assistant hostess.

Mrs. Grady discussed the article, Current Situation in Germany. Miss Mattie Mae Swisher gave an interesting account of a travel tour of Europe. She told of her visit to Germany and explained pictures portraying scenes of interest. Phyllis Jean Radovich gave two readings.

## T. F. M. CLUB HAS HALLOWEEN PARTY

The T. F. M. club entertained with a Halloween party at the home of Margaret Olson Friday night. Members came dressed as ghosts, spooks and witches, and black cats and weird halloween suggestions decorated the house. Seasonal games were played and a spookish witch told fortunes by the ruddy glow of a camp fire. A ghost walk where goblins prowled ended in a riotous chase.

## BYPU GIVES HALLOWEEN PARTY

The Halloween motif was carried out in the decoration and refreshments when the BYPU entertained with a halloween party at the Baptist church Friday night. Appropriate games and contests were enjoyed and a candy drawing furnished interesting entertainment.

Thirty-five members were present, and Jimmy Allred and Miss Clara May of Wilson, Texas, were guests. Mr. and Mrs. W. A. Ayers sponsored the entertainment.

James Wilson, Tom McCollum and Paul Foster were among those who attended Homecoming at WTSTC in Canyon Saturday.

## LARGE NUMBER ATTENDS AMATEUR CONTEST

A large number attended the Amateur Contest held in the high school auditorium last Thursday night. This was the first of a series of contests which are being sponsored by the Junior Band Mothers. The second one will be held in January, a definite date to be announced later.

Phyllis Jean Radovich and Bobby Jennings won first place, and the \$5.00, with the vocal duet, If I Were a Girl, and If I Were a Boy. Little four-year-old Lewis LeGrand, miniature cowboy, won second place and the \$3.00 prize when he sang Home On the Range. Third place and the \$2.00 were won by Nadine Newell, with the reading, Tit for Tat. Those receiving honorable mention were Jerry Jowell, the High School Quartet, composed of Mary Tjefel, Elizabeth Rice, Dorothy Thompson and Mary Ann Baird; and Donald Roberson.

At the conclusion of the program, Miss Mattie Mae Swisher announced that she would offer a scholarship to the junior boy or girl who rated the highest in the vocal division in the next contest. The scholarship to consist of vocal training for the remainder of the school term.

Plans are being made to divide future contestants into junior and senior groups, and prizes will be awarded in each group.

## YWA AND GA GIRLS ENTERTAIN WITH PARTY

YWA and GA girls entertained with a halloween party at the Baptist church Friday night. Black cats, bats, witches and jack-o-lanterns furnished seasonal decorations. Features of the entertainment were a Blue Beard den where Blue Beard himself presided and a ghost land filled with spooks. Other games were played and fortunes were told.

Those present were Elma Shugart, Glennis Cockrell, Bobbie Turner, Ruth Bowser, Louise Homer, Bernadine Phillips, Beulah Mae Wilson, Odessa Cockrell, Imogene Roberson, Audrey Cockrell, Anne Joe Owens, Ruth Love, Evelyn Wilson, Thornton Shirley, Ione Wood, Mrs. B. N. Shepherd and Miss Clara May of Wilson, Texas.

## HALLOWEEN PARTY AT ROSSON HOME

Little Miss Ann Rosson entertained a number of friends with a halloween party Friday night at the home of her parents, Mr. and Mrs. S. P. Rosson. The house was decorated with jack-o-lanterns, black cats, witches, candles and other seasonal suggestions.

Appropriate games were played, ducking for apples and other traditional contests were enjoyed. Jackie Wright and Joan Smith won prizes, and Barbara Ann LeGrand won the apple bobber prize. Fortune-telling and amateur contests, with Mary Ann Acker as Major Bowes, furnished interesting amusement.

Guests were attired in colorful costumes. Those present were Barbara Burney, Barbara Ann LeGrand, Bessie Frances Caraway, Doris Elaine Dillehay, Virginia Ann Dillehay, Mary Ann Acker, Joan Ann Smith, Mary Estelle LeGrand, Helen Acker, Jackie Wright, Helen Ann Pitman, Katharine Acker, Lonnhlene Martin and Wanda Jean Smith.

## MISS KIRBY HOSTESS TO JUNIOR BAY VIEW CLUB

The Junior Bay View Club met Thursday night at the home of Miss Katherine Kirby, with nine members present. Miss Fern Carlisle, president, conducted the business session and briefly outlined the benefits to be derived from the Teacher Retirement Amendment.

Mrs. Eva Gilliland was leader of the program. She introduced the subject of study, The Scandinavian Peninsula, with facts about climate, occupations, and people as compared with some of our own states.

An imaginary journey, with Mrs. Dorothy Conkright as guide, was taken through Norway, Sweden and said "that Finland, while a small country, has achieved greater economic independence than any other modern country." Attending were Fern Carlisle, Ruth Conkright, Dorothy Conkright, Edna Daughtee, Eva Gilliland, Rhita Jean Sullivan, Earnestine Wayland, Margaret Witherpoon and Katherine Kirby.

## THREE HOSTESSES ENTERTAIN

Mrs. Roy Jowell, Miss Ona Hammer and Mrs. Jim Black were co-hostesses at a bridge party given Thursday afternoon at the home of Miss Hammer. Halloween decorations were used throughout the rooms and a salad course reflected the color motif in orange and black.

Miss Mabel Gass won high score and table prizes were won by Meses. Oscar Easley, B. M. Whitshire, James Wilson, Grant Fuller, H. K. Fox and Mrs. Moore.

The guest list included Meses. C. H. Dyer, Tom Carter, Jim Lipscomb, Roger Corbett, B. E. Guthrie, Paul Foster, J. W. Robinson, Burl France, Glenn Weir, S. P. Rosson, Oscar Easley, J. A. Pitman, F. H. Oberthier, H. K. Fox, J. M. Murchison, Ralph White, C. C. Rockwell, B. M. Whitshire, James Wilson, Grant Fuller, Reed Williams, Miss Mabel Gass and Mrs. Moore.

## JUNIOR CHRISTIAN ENDEAVOR PARTY

Members of the Junior Christian Endeavor of the First Christian church were entertained with a halloween party Friday evening at the church. Pumpkins, jack-o-lanterns, weird false faces, spook costumes, carried out the spirit of the party.

June Dameron, president, directed the program of fun and story telling. Rev. and Mrs. H. M. Redford, and A. Peterson were in charge of games. Mrs. Ellis Combs directed the music. Twenty-three members and guests were present.

## MISS HOSTETLER GIVES HIGHLIGHTS OF MEETING

Miss Lillie Hostetler and her brother, J. C. Hostetler, have returned from a business and pleasure trip to Wichita Falls, Dallas, Galveston and other points in Texas. Miss Hostetler attended a meeting of the Southwestern Library Association in Houston October 21-24. She reports the following discussions as highlights of the convention:

The Place of the Library in Social Planning, by Roger M. Busfield, assistant to the Director, Texas Planning Board, Austin.

Can the Southern States Support an Adequate Library Program, by J. Wheeler Barger, Texas A. & M. College.

The Open Forum in Relation to Adult Education, by Lee M. Sharrar, president of Houston Open Forum.

Books for Today's Children, by Alice Dalglith, specialist in children's literature, New York.

Cowboy Legends and Stories, by J. Frank Doble.

## DISCUSSION GROUP TO MEET FRIDAY

The discussion group will hold its first meeting Friday, November 6, at 7:30 in the county library room.

This is an open forum and every one who is interested in the discussion of current subjects is urged to be present. The outline of the subjects to be discussed will be decided by the group at an early meeting.

## SUMMERFIELD CLUB HAS LLOYD DOUGLAS PROGRAM

The Summerfield Study club met Thursday afternoon at the home of Mrs. L. I. Cannon, with The Life and Works of Lloyd C. Douglas as the study theme for the entertaining program.

Members answered roll call with selective items depicting the philosophy of Douglas portrayed in his books. Mrs. Atchley discussed The Life and Works of Lloyd C. Douglas, and a Book Review of White Banners was given by Mrs. B. E. Roberson.

## METHODIST WMS OBSERVE WEEK OF PRAYER

The Woman's Missionary Society of the Methodist church observed their annual week of prayer Monday, Tuesday and Wednesday of this week. All meetings were held at the church. Monday Mrs. W. O. Fox was in charge of the program on New Schools in Japan, and an offering was made to the school in Hiroshima.

Tuesday Mrs. D. W. Hawkins led the program on Home and Rural Work. The work among Mexicans, Negroes, Creoles, Cojans and Miners was studied and an offering was made for that work.

A covered dish luncheon was held at the church at noon Wednesday. Mrs. S. L. Easley directed the program on Prayer and Meditation, and an offering was given to schools of the church.

## HAYRIDE SPOOKY PARTY ENTERTAIN CLASS

Mrs. Jack Roberson was hostess at a spooky party given at her home Friday night for the 13-year-old girls' Sunday school class of the Baptist church. The entertaining rooms were decorated with spooks and witches of every description. The guests were kept busy with many games and many ghost stories were told.

The group climaxed the evening with a hayride. Attending were Maurine West, Virginia Lee Sparks, Matilda Williams, Mary Frances Crow, Dorothy Banner, Mary Virginia Hamilton, Margaret Higgins, Maxine Beach and Betty Joe Kendall.

## BAND AND ORCHESTRA MOTHERS MEET

The High School Band and Orchestra Mothers met at the high school Tuesday afternoon for their regular monthly business session.

Reports from committees were given and a report from an executive meeting was given when plans were discussed for the purchase of new instruments and new uniforms. The finance committee gave a report on the approaching rummage sale, and members were urged to get their collection of garments to Mrs. Walter Dunlap and Mrs. Cliff Estes this week.

Edgar Horton, drummer in the Regular Army and stationed at Fort Warren, Wyoming, arrived Sunday to visit his mother, Mrs. R. J. Naylor.

## NEW BAND ORGANIZATION

A new band organization was formed Tuesday night when parents of band students met at the high school to discuss problems of the High School Band. The organization will be known as the Band and Orchestra Parents Association, and will take the place of the High School Band and Orchestra Mothers organization.

Director Ralph Smith pointed out the fact that the band must have new instruments to compete with other high school bands, and financial aid is necessary. It is the purpose of the new organization to find ways and means whereby the band can maintain its high rate of comparison.

Regular meetings will be held the first Tuesday of each month at the high school at 7:30 o'clock.

## AMERICAN LEGION AUXILIARY INSTALLS OFFICERS

Officers for the American Legion Auxiliary were installed at a meeting in the home of Mrs. Paul Foster Tuesday evening. The new leaders of the organization are Mrs. Paul Foster, president; Mrs. Glenn Weir, vice president; Mrs. John Renfro, secretary and treasurer; Mrs. Jim Lipscomb, sergeant-at-arms; Mrs. Harry Lomas, historian, and Mrs. P. R. Dixon, chaplain.

Plans were made for a covered dish dinner to be given at the Legion Hall on Armistice Day. This will be for members of the Legion and the Auxiliary at 7:30 o'clock.

## MUSIC STUDY CLUB HAS INTERESTING PROGRAM

The Music Study club met at the home of Mrs. J. C. McCracken Monday afternoon. Mrs. A. O. Thompson was leader of the program on Folk Music. Musical numbers on the program included a vocal sextette, Meses. R. P. Conaway, C. H. Dillehay, A. J. Schroeter, Carl Mounis, B. M. Whitshire and A. O. Thompson. Vocal solo, Mrs. Conaway, piano duet Mrs. C. H. Dyer, and Mrs. Schroeter; vocal solo, Mrs. Carl Mounis, and a chorus number by the club. A report from the district meeting of Federated Clubs held in Lubbock recently, was given by Mrs. Conaway, delegate to the convention.

Miss Gwendolyn Spradley spent the week end visiting Miss Lillian Chambers in Canyon.

## DINNER GIVEN FOR TUESDAY DINNER CLUB

Mr. and Mrs. C. C. Acker entertained members of the Tuesday Dinner club with a bridge dinner at their home Monday evening. The large dining room was attractively appointed and places were laid for 12 guests.

Mrs. J. A. Pitman won high score in the games for ladies, and J. A. Pitman, high for men.

Members present were Meses. and Meses. S. P. Rosson, Oscar Easley, J. A. Pitman, Jack Wayland, Mrs. Seth B. Holman, Miss Eloyse Pitman and the hosts.

## CLASS HAS HALLOWEEN PARTY

Mrs. O. G. Hill entertained members of her Sunday school class with a halloween party Friday night at her home. Yellow chrysanthemums furnished decorations, and black cats and other spooky suggestions carried out the halloween theme for the party. Freakish costumes furnished amusement as traditional halloween games were played.

Members present were Imogene Ballard, Mildred Bowsher, Mary Nicks, Gloria Kress, Eleanor Wilson, Rue Wilson, Paula Mae Edwards, Ruby Tice, Ruth Taylor, Gene Rae Renfro and Florene Lloyd.

## MRS. WALKER NICKS HONORED ON BIRTHDAY

Mrs. Walker Nicks was given a surprise birthday dinner on Wednesday of last week when friends arrived with covered dishes at her home at the noon hour. The dinner was served informally and games of bridge and conversation furnished entertainment for the afternoon.

Those present were Meses. R. E. McCullough, Carl Gilliland, J. M. Gilliland, J. B. Jones, Arthur Thompson, W. H. Russell, Cliff Estes, J. W. Witherpoon, Miss Jonny Estes and the honoree.

## Card of Thanks

We wish to thank our many friends for their kindness and beautiful flowers, and their words of comfort during our sorrow in the death of our son and brother, Hardy.

Mr. and Mrs. A. L. Thomas  
Mr. Marvin Thomas  
Mr. and Mrs. W. N. Griswold and Son  
Mr. and Mrs. Clyde Thomas and Family. 1p

## SINGING CONVENTION TO BE HELD AT MESSENGER

The Pkicau Singing Convention will have its semi-annual meeting at the Messenger school house, 25 miles west of Herford, Sunday, it has been announced. A cordial welcome is extended to everyone to attend. Those attending are urged to bring basket luncheon.

### MERIT EGG MASH

besides giving your flock added weight and nourishment that will help them to survive the cold winter months, will give you greater profits from your flocks by

**Greater Egg Production**



**JUST TRY MERIT EGG MASH FOR RESULTS**

**WE BUY EGGS, CREAM AND CHICKENS**

**West Texas Feed & Seed**

Phone 288

# ON DISPLAY!

## THE 1937 Silver Streaks

A LOOK - A RIDE - AND YOU'LL DECIDE

Everything points to Pontiac

FOR 1937

AMERICA'S FINEST LOW-PRICED CAR

The Crowning Achievement of Pontiac's Policy of Giving More for Less

**REMEMBER**—no matter what other important business you have on hand—be sure to see the 1937 Pontiac. You'll be well repaid, for Pontiac has built a new six and eight that have no counterparts in the history of motoring. The highlights of the 1937 Pontiacs are shown at the right. But even this imposing list can give you only the faintest notion of how completely Pontiac has overturned previous ideas of what a low-priced car should be. The new Silver Streak is bigger—

full five inches bigger—and what a difference that makes in roominess, riding ease, smartness! It's an even better value—enriched with more basic advancements than any new car at its price. And it is even more economical than last year's Pontiac, official economy champion of its price-class! Come in—see the latest, greatest models of the most beautiful thing on wheels—let your own eyes prove that everything points to Pontiac for 1937. It is America's *best low-priced car.*

BIGGER CAR!  
BETTER VALUE!  
GREATER ECONOMY!

MORE BEAUTIFUL SILVER STREAK STYLING • SAFETY TRIPLE-SEALED HYDRAULIC BRAKES • LONGER WHEEL-BASE—117 INCH ON "6" AND 122 INCH ON "8" • LARGER LUGGAGE AND SPARE TIRE COMPARTMENT • PERFECTED SAFETY CENTER-POINT STEERING • LARGER UNSTEER BODIES BY FINER • BIGGER DOORS • ADJUSTABLE TILTING 2-PASSENGER FRONT SEAT • IMPROVED KNEE-ACTION SIDE • PRODUCT OF GENERAL MOTORS

### A Note to Club Secretaries:

At this time you are busy supervising the planning of your club yearbook. You probably have numerous problems with which to deal. We can help you on one of them, if you have been wondering where you can secure an attractive yearbook well prepared and nicely bound, at not too great a cost. We offer you

**ATTRACTIVE PRINTING  
BEAUTIFUL COVERS  
REASONABLE PRICE**



THE Hereford Brand

PHONE 30

# DEPUTY OF THE DEVIL

By BEN AMES WILLIAMS

Copyright Ben Ames Williams . . . . . MAIL SERVICE

with no hint in it of the excitement he felt. Jerrell sobered. There was always in him something deeply likable. He said awkwardly: "I know this is an old-fashioned proceeding, my speaking first to you. . . . And I don't want to be rebuffed. Are you sure she is free?"

"Perfectly sure," Doctor Greeding promised. "I have her confidence. If there were anyone, I would surely know."

Jerrell smiled and his eyes lighted. "Thanks, Ned," he said. "I shall bank on what you say."

Doctor Greeding drove back up town in a complacent triumph. He had no misgivings of what was to come. . . . Edward Greeding was the only son of a Maine farmer. Even as a boy on the farm, he revealed some unique and unusual quality; and his mother's pride furnished a driving motive force. By his own labors he put himself through Bowdoin and afterward through Harvard Medical school, where he ranked second in his class.

By the time he had finished his hospital work, both his father and mother were dead. In Cambridge he had learned to value the atmosphere of dignity and pride which surrounded some of the fine old houses there. In one of them—that of Doctor Bendon—he was a welcomed visitor; and he shrewdly decided that if Myra Bendon were his wife, his career would begin under good auspices. He wooed the girl—she was a little taller than he, plain and awkward, not beset by suitors—and he won her. Later, when Doctor Bendon died, Doctor and Mrs. Greeding came to live in the old house that had been built by her great-grandfather, a hundred years before.

Mrs. Greeding would have preferred more modern surroundings, but her husband insisted. There were in the old house many things—furniture, silverware and the like—which had been old and fine when the house was new; and Doctor Greeding had a keen appreciation of these possessions. He took pride in them—took pride in having achieved them. But Mrs. Greeding kept the old things from a sense of duty. There was a few things—a vase, a modern painting or the like—which she had bought and against the Doctor's protests insisted on keeping; and her own dressing room, her particular domain, was decorated and furnished in a modernistic vein.

Doctor Greeding nodded. "I know as much about you—physically—as you know about yourself." He was proud of his tone. It was—dispassionate and calm.

The house stood on half an acre of well-landscaped grounds, with a fine bay hedge in front, and flowers, and a pool where goldfish swam, and a tennis court. The tennis court was at one side, and the wire screen designed to catch stray balls was itself overgrown with vines, so that the court was hidden from the eye of everyone not actually within the enclosure.

This afternoon—it was a day in May, when spring was already full blown, and the sun was warm—and only a little while after Doctor Greeding had assured Jerrell that Nancy was heart-free, the girl was playing tennis with Dan Carlisle. This young man was an assistant professor of economics in the university, and his book on the business cycle had already won respectful notice and was used as a text in the business school. He telephoned Nancy soon after lunch; asked whether she was free. She told him, eagerly to come; and at a little before three he arrived, to find her driving balls against the batter-board at the end of the court.

Doctor Greeding did not suspect that those great plans he had for Nancy were guessed by half the world; but they were not as secret as he supposed. Thus when Dan arrived he peered through the gate in the screen around the court, and hissed sharply. Nancy heard, and called, "Oh, hello!" and she came swiftly toward him. "Sh-h-h!" he warned her, finger on his lips; he looked right and left, cautiously. "Are we alone?"

he whispered. "Idiot!" she laughed. "Yes, of course! Mother's gone to play bridge—won't be home till late."

"Ah!" Dan sighed, contentedly. "And your father won't be home, either. So it's perfectly safe for me to show myself!"

"Don't be silly, Dan," Nancy indignantly protested. "You're not exactly an outcast, you know." He insisted with mock gravity: "Indigent instructor playing clandestine tennis with daughter of wealth and beauty." He shook his head. "That's bad," he said. Nancy cried, half-irritated: "Just for that, I shall beat you!" She spun her racket. "Rough or smooth?"

"Rough," said Dan; and the racket fell. "Smooth," she announced triumphantly. "I'll take the serve."

(Continued next week.)

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AD NOW!

## FREE! to sufferers of STOMACH ULCERS & HYPERACIDITY

Willard's Message of Relief

PRICELESS INFORMATION for those suffering from STOMACH OR DUODENAL ULCERS, DUE TO HYPERACIDITY—POOR DIGESTION, ACID DYSPEPSIA, SOUR STOMACH, GASSINESS, HEARTBURN, CONSTIPATION, BAD BREATH, SLEEPLESSNESS OR HEADACHES, DUE TO EXCESS ACID.

Explains the marvelous Willard Treatment which is bringing amazing relief. Sold on 15 days trial.

CITY DRUG STORE

## Beauty Specials

- PERMANENTS FROM \$1.00 UP TO \$6.50
- \$ 3.00 Permanents for . . . . . \$2.00
- \$ 4.00 Permanents for . . . . . \$3.00
- \$ 5.00 New Ray (Machineless) . . . . . \$4.00
- \$10.00 Kalor (Machineless) . . . . . \$6.50
- Eugene Permanents for . . . . . \$5.00

- Shampoo, Set, Rinse . . . . . 55¢
- Hot Oil Treatment, with shampoo, set and dry 75¢
- Scalp Treatment, with shampoo, set and dry 75¢

## Fitch Plastique Masque

Is now available for your benefit and beautification. Demonstrated at the Beauty Trade Show in Amarillo last week, it was accepted as the most modern treatment, especially beneficial to the women of West Texas. . . . Relieves skin dryness, softens face muscles and removes lines. Be sure to try this new treatment.

## The Mode Beauty Shop

PHONE 107.

KATE SINDT

(Continued from last week.) "I don't want to—distress her, if she already loves some one else, some youngster her own age. And I don't want to embarrass you or Mrs. Greeding by putting you in the position of opposing her marriage to me." He hesitated, said then: "That's the situation, Ned. What do you think?" After a moment, Doctor Greeding chuckled. "Well, Ira," he said, "I can't pretend to be—surprised. I've not been blind to your new interest in Nancy in these recent months. Mrs. Greeding has told me some things about your visit with them in Georgia." He added calmly: "And Nancy's fine. I should have been more surprised if you had failed to discover the fact."

Greeding," Jerrell asked bluntly. The Doctor hesitated, then went on: "The difference in your ages may seem to her an obstacle, as you say. She may feel it a barrier too great to be surmounted. On that point I cannot speak. That is for Nancy to decide."

Jerrell said simply: "Of course, in the last analysis. But would you and Mrs. Greeding—"

The Doctor met the other man's eyes, straightforwardly. "I know you pretty well, Ira," he replied. "If Nancy loved you and wished to marry you, Mrs. Greeding and I would be—gratified."

Jerrell chuckled with a quick, youthful pleasure; but he sobered then, and he said gratefully: "Thanks, Ned. I appreciate your attitude." And after a moment he added: "I love Nancy, Ned. And I'm not so old as my years. I've lived decently, taken care of myself. I believe—if she came to love me—I could make her happy."

Doctor Greeding nodded. "I know as much about you—physically—as you know about yourself." He was proud of his tone. It was—dispassionate and calm.

## What Your Car Does for You

—Depends on what you do for your car—Especially in winter weather. . . . Along with your usual precautions, resolve to use TEXACO Gas and Oil this winter for better winter driving.

## TEXAS SERVICE STATION

Glenn Snyder

# Brooks' Drugs

Your Walgreen System Home Store

### TOILETRIES

- 75c Italian Balm and Dispenser . . . 59¢
- 60c Pon's Creams . . . . . 49¢
- 50c Perfection Creams . . . . . 33¢
- \$1.50 Fitch's Shampoo . . . . . \$1.19
- 50c Jergen's Lotion . . . . . 36¢
- Lux Chips . . . . . 9¢

### DRUGS

- 60c Syrup Pepsin . . . . . 43¢
- 60c Alka-Seltzer . . . . . 53¢
- 5 Pounds Psyllium Seed . . . . . 89¢
- \$1.00 Mead's Milks . . . . . 89¢
- 50c Oris Antiseptic . . . . . 39¢
- 35c Bromo Quinine Tablets . . . . . 26¢

### Dental Needs

*New*  
**PEPSODENT TOOTH POWDER**  
only 39¢

Hurry! Get Your Amos and Andy Contest Blanks Today!

- 50c Sterident Tooth Brush, Guaranteed . . . . . 33¢
- 25c Dr. West's Tooth Paste . . . . . 12¢
- 50c Iodent Tooth Paste 33¢
- 50c Oris Dental Perborate . . . . . 39¢

### SUNSHINE VITAMINS

- \$1.25 Haliver Oil Capsules, Parke-Davis, box of 50 89¢
  - 75c Olarsen Norwegian Cod Liver Oil, full pint . . . 59¢
  - 85c Olarsen Cod Liver Oil, with Vitamin D, 8 oz 69¢
- Complete line of all popular brands of Vitamin Products. We really are headquarters.

### Shave Needs

- 25c Blue Feather Razor Blades, Gillette Type, Special . . . . . 33¢
- Po-De Shaving Cream, free lathering, large tube 33¢
- Q-T-N-O Blades, Gem and Eveready Type, 20 Blades for . . . . . 39¢

### SUNDRIES

**We have it!**



Whitman's Sampler

The most popular box of candy in the world

Whitman's Sampler is sent to us direct—and so is always fresh, always perfect. 17-oz. \$1.50—2 lbs. \$3.00

Chocolate Covered—CHERRIES, pound . . . 39¢

### SPECIALS

- 50c Lysol Antiseptic 39¢
- 75c Vick's Vapo-Rub Chest Rub . . . . . 63¢
- 1 Pound Moth Balls, It's Storing Time . . . . . 12¢
- 100 Yeastamine Tablets, Yeast and Iron . . . . . 69¢
- 6 Ounces Parke-Davis Pure Vanilla . . . . . 59¢
- 100 Napkins, Embossed 7¢
- 75c Krask's Lather-Cream and Toilet . . . . . 49¢

### FOUNTAIN

**SPECIAL WEEK - END LUNCH. TRY THIS ONE!**

Chicken Salad Sandwich With Potato Salad.

Fresh Apple Pie

All the White Swan Coffee You Want

ALL FOR . . . . . 25¢

### BATTERIES

- Burgess Radio Battery, extra heavy duty . . . . . \$1.95
- 65c Flashlight, 2 cell, complete . . . . . 39¢
- Burgess Radio Battery, heavy duty . . . . . \$1.59
- \$1.50 Flashlight, solid copper, 2-cell, complete . . . . . 89¢
- Fresh! Flash Light Batteries, per cell . . . . . 9¢
- \$1.75 Flashlight 2 cell, focusing. A value . . . . . \$1.45

## ENTER CONFIDENTLY...

Engine is already oiled to start

## IT'S OIL-PLATED

"Morning Drag" is unknown in this heatless garage. The car inside has its engine Oil-Plated for Winter. The owner outside is still six strides away from the starter button. But already his Oil-Plated engine is oiled to the top by its slippy Oil-Plating.

No waiting!

The Oil-Plating was left on last night, all over each part, from bottom bearings to topmost piston. This complete oiling IN ADVANCE that kills starting risk, comes only from the Germ Process—patented.

Quit believing that a process means nothing but refining or over-refining to make an oil winter-THIN. Although perfectly free-flowing, Conoco Germ Processed oil is not needlessly thin—and weak. For in addition to just enough of the most approved modern refining this oil is alloyed! Or speaking still more scientifically, a patented "hyper-oily essence" is added. Nothing else lets oil join up direct with metal, to Oil-Plate your engine, pep your starter, and keep every quart hoarded. Continental Oil Company

## CONOCO GERM PROCESSED OIL



## OFF IN A HURRY!

Severe weather doesn't mean a thing to your car if it has a "CONOCO MOTOR". Drive in at once and let us give you CONOCO SERVICE and a guarantee against winter motor ills.

FOR PROMPT DELIVERIES OR TIRE SERVICE—CALL 588

## Sewell Service Station



# The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager  
ADRIAN ODOM Editor

**SUBSCRIPTION RATE:** Zone One, \$1.50 per year; Zone Two, \$2.00 per year; Zone Three and higher, \$2.50 per year. All subscriptions strictly cash in advance.  
Entered as second-class matter at the Post Office in Hereford, Texas, under the act of March 30, 1879.

### NOTICE TO PUBLIC

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

### BRIGHT PROSPECTS WITH REA

Who isn't pepped up over the possibilities of a Rural Electrification project serving this area, following last week's meeting, at which J. Warner Pyles discussed the procedure of REA and carted away Hereford's project to prepare it for presentation to the national authorities? Frankly, we believe we are going to receive this project, and that none of us will ever be sorry.

Developed to the fullest extent, irrigation on a big scale—but small farms—will add some 4,000 persons to the list of farm families in the shallow water area. In proportion, Hereford and other communities in the area would increase and improve. Full development may seem to be a long way off, but once the ball is started, it picks up momentum rapidly, and once the project is actually in operation, this section may develop more rapidly than even the most optimistic predicts.

Already much interest is being manifested in the future of irrigation with cheap electrical power to do the work of providing water. Land in the area is at par value, and it probably would not be hard to sell. If the project goes through it is safe to expect the value of irrigation tracts to mount rapidly.

The more rapid the development depends to some extent upon the length of the power lines, if and when they are strung up through the area. It will be easier for new users to hook on to existing lines than to get new ones constructed. Therefore, it is to the interest of everyone concerned to make more lines possible. The greatest difficulty we now see before the project is getting present prospective customers to become actual users. But if a man realizes the ultimate benefit he is to derive from such a project, we do not believe he will hesitate long.

Perhaps we are getting the cart before the horse, and looking too far ahead without greater assurance that the project is going through. But this is one project that we cannot help but believe will be reality before many months have passed.

### TEACHERS COLLEGE OUT OF DATE

A movement was started some time ago to drop the word "teachers" from the name of West Texas State Teachers College, and then it seemed to have died out. We feel that this movement should not be dropped. The college at Canyon is no longer in the true sense of the word a teachers' college. It offers many other courses. Yet it continues to bear a name that probably drives many students elsewhere simply because they do not wish to become teachers.

West Texas State College, as such, would have greater prestige, and would not be handicapped with a name that does not fit.

## A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, November 3, 1905.)

Many farmers were installing feed crushers to convert kafir and maize into a better stock ration.

F. B. Fuller had resigned as cashier of the Western National Bank. Ross W. Davis had been appointed to act as temporary cashier.

A. S. Howren, chief engineer of the Capitol Syndicate Land Co., was busy platting an addition to the town of Texico, this addition to be located just across the state line in Texas.

Eleven bales of cotton had been ginned in Hereford, and the total yield of this region was expected to be at least 100 bales.

In Lubbock county, candidates were already announcing for office at such a lively rate that it was feared there would not be enough offices to go round.

The supreme court of Texas had just handed down a decision that in order to be able to vote one must have paid his poll tax.

People were forced to leave Hereford every week because of a lack of housing facilities.

(From The Hereford Brand, November 5, 1915.)  
Mrs. L. R. Bradley had just bought two calves from Jowell and Jowell, for which she paid \$2,000.

The City Commission was seriously considering paving the three blocks of Main Street through the business district.

Utilizing space between rows of grapes, R. T. Mooney had harvested two tons of onions from an estimated half acre of land.

Dr. H. D. Rucker had sold 80 head of high grade yearling heifers to Miller and Robertson at \$65 each.

Mr. and Mrs. Homer Fox had moved to Vega, where Fox Mercantile Co. had purchased a stock of goods. Mr.

and Mrs. Fox were to have charge of the newly acquired business.

About 50 cars of cattle had been shipped from Hereford that week, most of them going to Kansas City markets.

The high school girls had defeated Vega 23 to 13, in a basketball game.

C. B. Williams was jubilant. He had topped the Kansas City market with 219 head of choice cattle.

Entering through a large plate glass window, a mule called in the Hereford post office, presumably for his mail. The mule received a few cuts and scratches, the window came out second bet.

Hereford and Vega high school football teams were to meet in Hereford Saturday at 3:30 o'clock.

### Returns from Vacation.

Mr. and Mrs. Wallace Cox returned Saturday night from a two-weeks vacation trip to Granbury. They also attended the Centennial.

## PERSONALS

Mr. and Mrs. John McCullough and daughter, LaVerne, Mr. and Mrs. Ray McCullough and daughter, Shirley, and J. A. McCullough, all of Amarillo, were guests of Mr. and Mrs. R. E. McCullough Sunday.

Aloysius, Herman and Francis Hellman, Henry Moore and Obe Thurman left Saturday for San Francisco. The Hellman boys will visit their sister, Miss Christine Hellman while there and will return home in about two weeks if they do not find work there.

Mr. and Mrs. Harold Close returned Sunday night from Rawlins, Wyoming, where they were called by the death of Mrs. Close's grandmother, Mrs. Charlotte Irving. Mrs. Irving died Tuesday, October 27, and was buried Wednesday afternoon.

Mrs. Paul Foster had as guests Sunday, her parents, Mr. and Mrs. John Veteak, a brother, Braden Veteak and wife, her sisters, Mrs. Wallace Leachman, Mr. Leachman and baby, and Miss Jean Veteak, all of Amarillo.

A WANT AD WILL SELL THAT COW!

## IRRIGATION OR WATER WELLS

I am in a position to give you a good bid on drilling or equipping any kind of well, from smallest water well to largest irrigation plant.

**J. O. LYTLE**

Hereford, Texas

## Children's Goodwill Clinic

Children, 14 years of age or under, may receive examination and adjustments free of charge, on Monday, Wednesday and Friday, from 4:30 P. M. to 6:30 P. M.

**Lyle H. Leslie**

M. C., Ph. D., D. C.  
Phone 246

**R. E. Perkins**

D. M., D. C.  
710 N. Main St.

# A Welcomed Guest in Every HOME!



## FIRST- In Interest In News In Advertising In Paid Circulation

YOUR HOME-TOWN NEWSPAPER reaches the center of the family group. Its arrival is eagerly anticipated each week, for in it every member of the family will find news in stories and advertising space that is of particular interest to him or her.

The thrifty housewife follows its columns closely for values. A small savings on items needed by the household amount to large reductions in family expense over a period of time.

The head of the house watches for timely suggestions that represent both savings and increased living comforts.

In it the children find things they want, and with its assistance persuade Father and Mother that these things can be obtained within the family budget.

YOUR HOME-TOWN NEWSPAPER is a friend of the entire family. It is as necessary to the farmer attempting to keep abreast of his program as it is to the business man attempting to improve his firm and sell his merchandise. To both it is an informative as well as an economical medium.

Into every home into which the newspaper goes, it goes as a WELCOMED GUEST! Paid circulation assures the merchant seeking an outlet for his goods, when he uses the newspaper his message is read. The subscriber is interested in his newspaper—otherwise, he would save the price of the subscription.

No other medium offers the business opportunities—the interest—as does YOUR HOME-TOWN NEWSPAPER. No other medium so thoroughly covers the entire territory at so small a cost!

## OFFICE SUPPLIES

A complete line of office supplies, from complete furnishings to the smallest items. Any kind of office equipment ordered to your specifications. REMINGTON RAND STENCIL PAPER . . . as good as the best, available here at no additional cost.

Carbon Paper . . . Typewriter Ribbons . . . Ledger Outfits . . . Columnar-Pads . . . Second Sheets . . . Legal Forms . . . Remington-Rand Correction Fluids . . . Receipts . . . Inks . . . Folders . . . Memorandums . . . Daters . . . Fillers . . . Typing Paper . . . Envelopes . . .

When you think of Job Work, consider the impression the appearance of that job will make upon those persons it will eventually reach. Seek better work for distinction. Our printing is the finest available in this section. Distinctive printing may be had at little or no additional price over poorer work.

Letterheads . . . Envelopes . . . Bill Heads . . . Reprint Advertising Dodgers and Handbills . . . Cards . . . Tickets . . . Wedding Announcements . . . Auction Sale Bills . . . Placards . . . Bank Checks . . . Year Books . . .

## BETTER PRINTING

# The Hereford Brand

YOUR HOME-TOWN NEWSPAPER

## By Their Words AND OURS

A recent national survey revealed that persons living in United States cities of more than 100,000 population are much more optimistic about the nation's economic well-being than those who live in smaller towns.—Childress Index.

The Parkers have made the lobby of the Mission so comfortable and pretty that one has a great desire to just sit down there without going on into the show.—Dallas Texan.

Comes now the story that the men who several weeks ago confessed in Russia that they plotted death against Stalin were not guilty, but confessed to save their families from persecution. It seems that if a Russian prisoner charged with treason confesses to the allegations, the prosecutors feel vindicated and the prisoner's family is not molested. Such is the policy of dictatorships. No man or group of men should be given a monopoly on power.—The Stratford Star.

The best things and the worst things we do today will inevitably be forgotten. The same obscurity will cover our triumphs and defeats. Our follies and our virtues will finally drop out of sight. . . . Those hazy, far-off people of 8113 A. M. may not know one thing about us, but what they are and how they live will be shaped and modeled by what we think and do.—Portales Daily News.

Senator Small has saved the legislature from embarrassing situations many times during the eight years he has served in the Senate. The News has stated many times that no man in the past decade has been so useful to the state as Senator Small. We repeat this assertion without fear of successful contradiction.—Canyon News.

This matter of educating the youth of the country is an endless task—routine to those who engage in it, romantic and thrilling to those who create it.

values highly.—Plainview Evening Herald.

Press dispatches indicate Dallas plans to continue the "Skintennial" exposition another year.—State-Line Tribune.

Mrs. Melvin Harris and infant son, Billie Jo, returned to their home in Los Angeles, after a several months visit here with Mrs. Harris' parents, Mr. and Mrs. W. I. Valentine, and other relatives. Mr. and Mrs. G. A. Harris returned home with Mrs. Harris for a visit.

Mrs. G. H. Hopper and son, Donald Gilbert, of Frederick, Oklahoma, returned Friday to their home after a visit with her parents, Mr. and Mrs. W. I. Valentine, and her sister, Mrs. Melvin Harris.

### TEXAS ALMOST FREE OF INFANTILE PARALYSIS

Texas is practically free of infantile paralysis while that dread disease and particular foe of the young children is reaching epidemic proportions in Alabama and adjoining states. Reports to the state health department disclose that there have been only 19 cases from 16 widely separated counties in every geographical section of the state since January 1. Only one case in Texas was reported last week from the entire state. There were 36 cases of the disease in Texas during the first six months of last year.

"The disease is endemic in Texas," Dr. John W. Brown, state health officer, said, "and scarcely ever assumes epidemic proportions."

"Children under five are more susceptible to the disease and all children under 12 should be watched for suspicious symptoms. There are important things to be done when a child shows symptoms. A physician should be called at once and physicians should report all cases to the health authorities immediately. When the disease occurs all cases should be isolated for 21 days. All milk should be boiled unless it is pasteurized."

"Children should not visit homes where the disease exists or there are symptoms of it. Flies should be killed and their breeding places destroyed. Promptness in diagnosis of poliomyelitis is important in preventing spread of the disease."

# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

## Miss Virginia Maddux Becomes Bride of Mr. Alton Miller

Announcement has been made of the marriage of Miss Virginia Maddux, daughter of Mr. and Mrs. E. W. Maddux of Lubbock, to Mr. Alton Miller, son of Mr. and Mrs. J. H. Miller of this city. The nuptial vows were spoken at ten o'clock Sunday morning at the home of the bride's parents, with Rev. Matthews, pastor of the First Methodist church of Lubbock performing the ring ceremony.

The bride was attractively gowned in a brown tailored suit. She wore brown accessories, and a corsage of Tallman roses.

Relatives and a small group of friends attended the wedding.

Mrs. Miller is a graduate of Ralls High School and was connected with the Texas Utilities Co. in Hereford for five years. At the time of her marriage she was employed in the New Mexico Utilities office in Clovis.

Mr. Miller is a graduate of Texas Technological College in Lubbock and is well known in Hereford. He is manager of the Texas Utilities Co. plant here.

Mr. and Mrs. Miller are temporarily at home at the Speer apartments.

Mr. and Mrs. Artie Daniel and Mr. and Mrs. Libburn Ray went to Shamrock last Thursday to see the Altus, Oklahoma, college play. R. A. Daniel is a student in the college, and he came home with his parents for a short visit, returning Sunday morning to school.

A WANT AD WILL GET THAT FLOW!

### MARIE COGDILL IS LEADER OF LESSON

The Junior Pioneer club met at the home of Margarite Nowell Tuesday evening, with Ruby Thompson assistant hostess. The program, under leadership of Marie Cogdill, was on Federation. Marie Roden gave an interesting talk on State and National Officers. Margaret Schroeter reported on the Seventh District Officers and Chairman. Genevieve Eberle who attended the State Federation meeting in 1933 at Austin, told of State Headquarters.

Monty Brumley, president, presided at the short business session and Bessie Patterson was elected parliamentarian to fill a vacancy. The next meeting will be held at the home of Marie Roden, with Nora Alice Ray assisting hostess. The program will be on Home Finance and Business Organization.

### PRIMARY DEPARTMENT ENTERTAINED

The primary department of the First Christian church was entertained with a halloween party at the church Friday afternoon.

Masked youngsters played old fashioned games with enthusiasm. Rev. and Mrs. H. M. Redford directed the entertainment, assisted by Meses. R. G. Blue, F. L. Lucas and Carl Williams, leader of the department.

Refreshments were served to 27 children.

### BILL McLEAN INITIATED INTO HONORARY SOCIETY

Bill McLean, son of Mr. and Mrs. John McLean of this city, was one of 16 new members at the University of Texas initiated into the Alpha Epsilon Delta, honorary pre-medical fraternity.

The 16 were chosen out of about 30 students who were eligible. They were selected on personality, character, industry, dependability, general ability and high scholastics.

### PAMPA WILL BE HOST TO PANHANDLE BANDS

Pampa will be host city to the North Texas School Band and Orchestra Association contests next spring. It has been announced by directors of the body. The Hereford High School Band takes part in these contests each year. It will be the first time the contests have not been held in Amarillo.

Pampa was selected at a regular business session of the association in Amarillo Sunday afternoon. Glenn A. Traux of Shamrock, president, presided.

AN EXTRA ROOM? TRY A WANT AD!

### Hospital Notes

O. L. McClary, emergency appendix operation last Thursday morning, doing fine.

Mrs. C. D. Pinckert, major operation Monday, doing fine.

Noah Gollehon, Dimmitt, emergency appendix operation Monday, doing fine.

W. B. Dameron, medical treatment, condition fair.

Born to Mr. and Mrs. L. W. Lawhon last Friday, a son weighing eight pounds, four ounces. Mother and child, doing fine.

### NANCY CONKRIGHT IS SELECTED AS BEAUTY

Miss Nancy Conkright, junior in Baylor University, was selected as one of her class' nominees for 1937 beauty honors last week. Miss Conkright is the daughter of Mr. and Mrs. H. G. Conkright of this city.

Five girls were chosen from each class; Twelve out of the 20 will be selected by popular vote of the students to go to the finals. From the final 12, Ginger Rogers, movie actress, has agreed to decide on the first seven, each of whose picture will receive an individual page in the Round-Up, student yearbook.

### Given Leave of Absence.

L. C. Chapin, minister of the Church of Christ at Walcott, has been granted a two-week leave of absence by the church officials to answer a call from a church in Nebraska, where he is to hold a meeting. Local persons will fill the pulpit during his absence.

### Transferred to College Station.

Miss Ursalee Fridley was transferred from the Wheat Production Control Office in Amarillo to the Wheat Production Control office at College Station. She left for her new location last week and was accompanied by her parents, Mr. and Mrs. E. E. Fridley, as far as Dallas where they expected to visit the Texas Centennial Exposition.

### Want Ads

#### For Sale or Trade

FOR SALE: Dump bed, worth the money. Mack Baum, Texas Service Station. 1c

FOR SALE: A tract of highway property at very reasonable price. Inquire at Brand office. 44-1f

FOR SALE OR TRADE: 10-foot power drive John Deere binder, good row binder, 10-inch ball-bearing belt idler, for cattle or bundle hegar. Frank Follart, five miles north on 25-Mile Avenue. 44-3p

FOR SALE: Good junior size piano, priced reasonably. Mrs. F. W. Dodson, Westway. 44-3p

FOR SALE OR TRADE: 25 acres at edge of city limits, \$25.00 per acre cash will buy this. J. M. Murchison. 34-1f

FOR SALE: Grade "A" raw milk. Delivered to your door twice daily. Steam sterilized utensils and adequate refrigeration. Reasonable prices. Phone 666. Prairie Dairy. 26-1f

FOR SALE: Bundle feed. If interested come at once. Second place north of the Hereford dump ground. J. W. Vick. 42-3p

FOR TRADE: Good Jersey milk cow. Will trade for young Hereford Whiteface bull. See E. A. Stocker, three miles east and two miles south of Ford School. 42-3p

FOR SALE OR TRADE: J. I. Case threshing machine or would trade for Hereford Whiteface calves. See E. A. Stocker, three miles east and two miles south of Ford School. 42-3p

FOR SALE: Look at SE 1/4, section 1-4-2 and submit your best bid for cash. C. R. Buckman, 1406 N. Main Street, Fort Worth, Texas. 42-3c

FOR SALE: Good quality bundle feed. See O. K. Howe, 210 East Avenue, Hereford, Texas. 42-3p

#### For Rent

FOR RENT: Furnished apartment, hot and cold water furnished. Francis Apartments, phone 198-W.

#### Wanted

WANTED: To sow your wheat. Am. equipped to handle heavy weeds. J. D. Love, Hereford, Texas. 44-3p

#### Insurance

Yes, that is my business and I will be glad to call on you at any convenient time to discuss your insurance problems with you. R. E. Knott, P. O. Box 414, Hereford, Texas. 42-1fc

THE NEXT 10 young people who enroll in this school can do so on unheard of terms of tuition. You can also earn your board and room. Write for information. Planning Business College, 6224

### DIMMITT LIONS CLUB GIVES BASKETBALL CHALLENGE

The Dimmitt Lions Club has recently organized a girls' basketball team consisting of girls who formerly played with the Dimmitt High School. They are sponsored by the Lions Club of Dimmitt and coached by Ed West. Four players on the team have won state honors in basketball. The remaining members of the team have won district honors, as well as having been outstanding players on the local squad.

So far the girls are unbeaten this season. Coach West would like to match games with any team in district 2-B or any of the adjoining districts.

### ASSEMBLY OF GOD CHURCH

"A place with a welcome." One block north of the high school, W. A. McCann, Pastor. Sunday school, 9:45 a. m., Owen Neel, superintendent. Devotional worship, 11 a. m. Christ's Ambassadors, 6:30 p. m. Evangelistic Services, 7:30 p. m. G. T. W., Wednesday, 7:30 p. m. W. M. C. Thursday, 7:30 p. m. Evangelistic Service Friday, 7:30.

### Accident Causes Studied.

A comprehensive study of the causes of accidents on Texas highways has been started by the Texas Planning Board which has included safety in its planning program. Results of the study will determine what recommendations will be made to reduce Texas highway accidents.

### Spending Vacation Here.

Rev. Charles Rice, associate pastor of the Assembly of God church, came here Friday night to spend a two weeks vacation. He was accompanied by his wife who is an accomplished violinist. Rev. Rice will conduct the services and Mrs. Rice will play the violin at the Assembly of God services Sunday night.



### PLANNING A PARTY?

Much of the success of a party depends upon the finishing touches—the clever hostess knows that. That is why so many order Double Kay Butter-Toasted Nuts from us regularly. The fresh butter toasted flavor is new and enticing—so different from ordinary salted nuts merely cooked in oil. Phone us for nuts for your next party.

Our Special This Week! Imperial Mixed Nuts 1/2 lb. 20c - 1 lb. 79c

For High Score Bridge Prize A Beauty Gift Box of Extra Fancy Nuts—\$1.00

Close Drug Store AUTHORIZED NUT SHOP AUTHORIZED

### E. H. Fullwoods to McAllen.

Mr. and Mrs. E. H. Fullwood left Friday morning for McAllen where they will make their home. They joined their daughter, Miss Frances Fullwood, who is employed in the office of the Retail Credit Association at McAllen.

Mrs. Albert Walker, supervisor of the woman's division of WPA works of district 16, with headquarters in Amarillo, visited the WPA office here Thursday.

Rev. T. G. Willett left Tuesday morning for Houston where he will attend the annual State Conference of the Methodist Church. The Conference opened Wednesday morning and will continue through Sunday.

Mr. and Mrs. W. A. Gentry are attending the Centennial at Dallas and probably will visit his relatives at Vernon and Mrs. Gentry's relatives at Wichita Falls and Bonham before returning home.

Mrs. J. E. Beyer and Mrs. E. W. Harrison left today for Houston where as delegates from the local church, they will attend the General State Conference of the Methodist church. Before returning to Hereford they will visit friends in Austin and Galveston. They will also visit the Centennial exposition in Fort Worth and Dallas.

**ARMISTICE DAY DANCE**  
at **UMBARGER PARISH HALL**  
On **Wednesday, November 11**  
Music by **Johnnie Ekeland Orchestra**  
Admission 35c  
Refreshments Served

**Used Car Bargains**

1935 PLYMOUTH DeLUXE SEDAN  
1934 PLYMOUTH DeLUXE COACH  
1933 PLYMOUTH DeLUXE COUPE  
1931 CHEVROLET COACH  
1930 CHEVROLET COUPE  
1929 PONTIAC SEDAN

WATCH FOR THE  
**1937 Dodge**  
THEN  
Switch to Dodge and Save Money  
**Ireland Motor Co.**  
DODGE-PLYMOUTH SALES-SERVICE

Is it  
**RESULTS**  
you want?

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

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

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

The  
**Hereford Brand**  
PHONE 30

**Wool Sweaters**  
—Big shipment of wool sweaters just unpacked. Twins and Barrel types.  
**FROM \$1.50 to \$2.95**

**COATS**  
The well-dressed ladies will find their way to our Shoppe to purchase her coat. It pays to buy National Brand of merchandise. Redferns, Holymodes, Klingrite and Fashionbilt. We are offering you a nice reduction on them. Make your selection  
**Now**

**Kaiser Gloves**  
ANY COLOR  
**\$1.00**

**HUNDREDS**  
of gorgeous new FALL Dresses, just unpacked. We have any type you desire in Alpacia, Shirr Wools, Schallies and Satin Crepes—sizes 11 to 50.  
See our Marvelous Values in Dresses specially priced for only  
**\$4.95**

**FASHION DRESS SHOPPE**

**TEXAS Grocery and Market**  
"NOT HOW CHEAP—BUT HOW GOOD"  
G. O. HILL, OWNER WE DELIVER  
PHONE 353

**WEEK END SPECIALS**

**COFFEE** Bliss one pound . . . **23c**

**PRUNES** Dried 25 lb. box . . **\$1.25**

**FRESH PRODUCE**

ORANGES	29c	COCOA	13c
APPLES	25c	Famous, 2-lb. can	23c
SWEET SPUDS	2 1/2c	OATS	21c
		Moon Rose, large pkg	25c
		COCOANUT	29c
		Fancy, 1lb can	15c
		TOMATOES	25c
		Portales, 3 No. 2 cans	29c
		CORN	25c
		REXVILLE, 3 No. 2 cans	25c
		PEAS	25c
		TEXAS, 300 size, 2 cans	25c
		PEACHES	25c
		Fancy Gold Bar, 2 No. 1 tall cans	25c
		VIENNA SAUSAGE	25c
		6 cans	25c

**FRESH MEATS**

Why not buy Grain-Fed Whiteface Hereford Beef at the same price you pay for Jersey beef?  
Hamburger, fresh ground, lb . . . **25c**  
Bacon, smoked, pound . . . **28c**  
Bacon, dry salt, pound . . . **20c**

**SOAP** CRYSTAL WHITE or P. & G. **23c**  
6 LARGE BARS

**TOILET TISSUE** SANISORB 6 ROLLS **25c**

# The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL. I - NO. 6.

HEREFORD HIGH SCHOOL, THURSDAY, NOVEMBER 5, 1936.

PAGE 13.

## INSTANT STARTING on Coldest Days



FOR extra fast cold-weather starting, your motor must have a gasoline that is extra high test. Phillips 66 Poly Gas meets this specification right down to the last "T".

Because it is made by the WORLD'S LARGEST PRODUCER of natural high test gasoline... because it is 100% custom-tailored to the constant changes in your climate... because we always aim to give greater value—the high test (gravity) rating of Phillips 66 Poly Gas is right now being pushed up and up!

You know this gasoline is different, the first time you touch the starter. And every mile you drive piles up more evidence of the

benefits given by extra high test plus the added energy units supplied by the patented POLYMERIZATION process.

Say "Fill it up" to the man at the Orange and Black 66 pump and you say "Good-by" to the nuisance and damage of slow, hard, winter-starting. You get faster warm-up and smoother running. You reduce battery drain. Cut crankcase dilution. And save the miles usually wasted by overtime use of the choke.

Why wait? Today or tomorrow, the first time your gas gauge looks low, try this sensational winter gasoline. It doesn't cost a penny more than ordinary motor fuels.



COLD WEATHER OIL

Phillips 66 Motor Oil is famous for instant starting, which helps instant starting. Save your money and your motor with this finer, longer-lasting lubricant.

PHILLIPS 66 MOTOR OIL

### Phill-up with Phillips for Instant Starting

Wallace Cox Family Home. Mr. and Mrs. Wallace Cox returned home Saturday night from a ten-day visit with his mother.

Mrs. J. D. Smith, in Granbury, Texas. Returning home they visited the Centennial in Dallas and the Frontier show in Fort Worth.



WITH REAL HEATING COMFORT

PAYNE MODERN CONSOLE HEATERS are finished in pleasing tones of color, complemented by polished chromium in just the right proportion to add dignity and brightness in any room.

Modern, but not extreme; colorful, but not gaudy, they harmonize with home furnishings and become not only a very efficient heater, but an attractive piece of furniture.

Circulated heat gives healthful warmth!

**West Texas Gas Co.**  
GOOD GAS WITH DEFENDABLE SERVICE

### Jumbo News

BY MRS. ULLMAN HUNTER

Miss Sarah Lee Merritt of Hart spent the week end with Miss Lucille Dyer, who was home from WTSTC for the week end.

Miss Florence Curry spent the week end in Canyon for home coming at the college.

Mr. and Mrs. Sam Hunter and Finis Hunter were in Amarillo Friday.

Orval Pierce spent the week end at home. He is attending WTSTC at Canyon.

Rev. and Mrs. Armstrong of Dimmitt were dinner guests in the Ullman Hunter home Sunday, and called on Mr. and Mrs. Randall in the afternoon.

Misses Kitty Oxford and Marjorie Wilder are home for a few weeks. Their school at Flag has dismissed for cotton picking.

Miss Billie Dyer spent the week end at Hart with the Merritts.

Miss Pauline Matthews of WTSTC was home for the week end.

Mrs. Ullman Hunter returned from Mineral Wells Friday, where she had been attending Grand Lodges, O. E. S.

John Hardy Wood, who is in school at Hereford, spent the week end at home here.

Bert Fuller of Dimmitt was in this community Sunday.

Mr. and Mrs. Sam Hunter called on her mother, Mrs. E. M. Allen, of Easter Sunday. Mrs. Allen is ill of asthma.

Mr. and Mrs. U. G. Randall returned from Glen Rose last week. They are improved in health.

Mr. and Mrs. Dewey Owens moved from the Beck place to the Stevens irrigation farm 16 miles east of Jumbo store.

Miss Katie Mae Burks has accepted work in the W. A. Hunter home at Hereford.

There will be a community program at the school house Friday night.

Mr. Wilmeth urges everyone interested in school work to attend the educational meet in Dimmitt Saturday, November 7.

Mr. and Mrs. Finis Hunter were in Canyon Sunday.

Mr. and Mrs. F. L. Pinckert visited their daughter, Mrs. Wilford Taylor, of Umbarger Sunday.

Mr. and Mrs. M. L. Simpson announced the birth of a new daughter Thursday, October 29, who has been named Louise Ann.

Attend Sul Ross-Buffalo Game.

Ed Ireland, Jr., and Gullford Miller attended the home coming at WTSTC, Canyon, and took in the Sul Ross-Buffalo football game Saturday. Keith Guthrie also attended the home coming events, coming here to spend Saturday night and Sunday with his mother, Mrs. B. F. Guthrie, before returning to his school at Sanford.

Owen Miller of Amarillo spent the first of the week here with his mother, Mrs. J. B. Miller.

### Glee Club History Given

(BY MARY ANN BAIRD)  
"The high school girls' glee club was first organized in 1923, with Miss Swisher as director. Since that time there has been a glee club every year with the membership gradually increasing each year. Last year there was a membership of 40, which has increased to 52 this year. For the first time in its history the glee club was federated October 1, 1935, and attended the district convention in Pampa. It is our hope and aim to be federated each coming year.

We are an organized group having all the necessary officers: president, vice president, secretary, treasurer, reporter, business manager, pianist, director and sponsor. In all the business meetings we have parliamentary procedure. Because of geographical location and love and appreciation of the correct rhythmic music, the name

(Continued on page 14.)

### HI-Y SUPERVISOR SPEAKS TO STUDENTS

Tuesday morning in assembly Mr. R. P. Faubion addressed the student body. Mr. Faubion, who has taken Pat Henry's place, is the new associate state secretary in charge of boys' organizations and the district supervisor of the HI-Y clubs in the Panhandle-Plains area.

Mr. Faubion began his talk with the relation of how the first HI-Y was formed. A Mr. George Williams went to London in 1844 and feeling the need for companionship, made a friend. This friend met in Mr. Williams' room one night and on following nights when they met, friends would be brought. Thus the first Christian organization was formed, which was the YMCA. In 1889 the first definite move was made toward an organization of this kind in Kansas. "An organization," said Mr. Faubion, "is only a means to an end." He then said that at the present time there are 5,500 clubs and 6,000 adult leaders. Now the HI-Y is a Christian organization with a definite purpose. This purpose is to create and maintain throughout the community a higher standard of social and spiritual relation. The club stands for clean speech, sports, scholarship and living. By relating to the audience the fine work that a HI-Y does, Mr. Faubion aroused the interest of every student. At the end of his speech, many thoughtful students walked from the room.

### QUEEN AND CANDIDATES



HELEN RUTH BARBER (Top)  
ORVELLA HILL  
NORA JEAN RUSSELL, Football Queen

These charming girls had the honor of representing their classes as candidates for Football Queen. Miss Nora Jean Russell, center, representative from the Junior Class, was crowned Queen

September 25, for the years 1936-1937. Virginia Carlyle was candidate for the Senior Class; Helen Ruth Barber, candidate for the Sophomores, and Orvelle Hill was candidate for the Freshman Class.

### Mr. Hudson Is Honored

An honor was recently conferred upon Mr. Hudson, principal of Hereford High School. The honor was that of having his thesis placed in the library of the Office of Education at Washington, D. C.

Mr. Hudson prepared his thesis as a part of his work in securing his Master's Degree at the Texas Technological College. His thesis was written on "The Occupation Course in Texas High Schools" and 58 Texas high schools cooperated in furnishing facts for reference of his work.

Three copies of his thesis were placed in the library of the Technological College of Lubbock and one in the library of the Office of Education under the Bureau of Education at Washington. This bureau is an office of the Department of Interior of the Federal government.

### HONOR ROLL

Two names were accidentally omitted from the honor roll last week. There were Juniors, Chilton Foster, Karl Wilson Shirley.

### Yannigans Defeat Whitefaces

The Hereford Whitefaces were halted by the Amarillo Yans last Friday with a score of 13 to 0 at Whiteface Field.

In the first of the second quarter the first touchdowns was made by Amarillo. They made the extra point. An intercepted pass paved the way for another touchdown by Amarillo which made the score 13 to 0.

In the third quarter both teams played up and down the field, neither threatening to score.

In the last quarter Hereford went into their scoring formation. The Whitefaces failed to make the extra point. After Hereford's kick-off the old game ended.

The fans saw real football last Friday from men as "The Six Horsemen" Foster, Green, Billings, Ashlock, Posey and Stauden in the backfield division. In the power department, Willett, Nunn, Little Posey, Spradley, Higgins, Rutherford, Hagar, Vaughn, West and Schumacher really set up a defense. One "Horseman" Loerwald, was out of the game because of sickness, but will be back in the next game.

### Students Given Privileges

Friday in assembly the announcement was made that cards were ready in the office for those students who are eligible to receive a Special Privilege card.

These cards are given only to students who make a B average and who do not have more than one hour in the detention hall. They must be approved by all teachers that teach the student. If one is receiving a card for the first time, he receives the privilege of going to the locker during study hall periods, going to the library during the last 30 minutes of the period without the permission of the teacher, and permission to see free teachers from the study hall without a signed slip.

The second six weeks the students receive a special privilege card, they are permitted to go to the county library during study halls. If the card is received the third six weeks, the privileges are: the student may be excused from first and last period of each half day if in the study hall.

These cards were presented to applicants at noon Friday, from 12:30 until 1 o'clock.

Those eligible for the Special Privilege cards for the first six weeks are: Seniors, Mary Turventine, Shirley Cross, Imogene Roberson and Billy Jo Roberts; Juniors, Chilton Foster, Jack Nicks, Glenn Ricketts, Karl Wilson Shirley, Mary Jane Morgan, and Viola Phillips; Sophomores, Grant Fuller, E. B. Posey, Floyd Ross, John Willett, Hertha Baer, Barbara Brotherton, Betty Cockrell, Mary Louise Dean, Virginia Newell, Dorothy Thompson, and Jeanne Williams; Freshmen, Ann Cockrell, Polly Anna Crawford, Louise Homer, Vivian Olson, Geo. McLean and Myron Morgan.

This makes the total of 27 students. The Senior class has only four of these; the Junior class has six, Sophomores 11, and the Freshmen six.

### Band Receives Invitations

The Hereford High School Band on October 29 received an invitation from the Tulsa Band to an entertainment given by the Tulsa Band Mothers in the school gymnasium after the football game, Friday, November 6.

The Yans are the future Sandies of Amarillo. They had plenty of speed and good interference. The Whitefaces showed good ball carrying and plenty of power in the line. The Whitefaces will really show the fans next week at Tulsa what football playing is.

### Bippus Items

BY RUTH REESE

Shoppers in Hereford Saturday were Mr. and Mrs. Frank Canaba and children, Mrs. Jones, Mr. and Mrs. Emery Burks and children, Mr. and Mrs. C. T. Reese and children, Marvin Morrison, Mr. Dodson and son, Mrs. Whitson and son.

Johnnie Jones, member of a CCC camp in Arizona, spent a few days with his parents, Mr. and Mrs. J. E. Jones. He returned to camp Monday.

Mr. Fortenberry and Stella were in Hereford Saturday.

A school carnival was given Friday night, with 32 present, all of whom enjoyed the event.

James Whitson and John Liene spent Friday night with Junior and Lane Reese.

C. E. Reese called in the Geo. Bippus home Saturday morning.

A WANT AD WILL SELL THAT COW!

**DRS. MILLER, COGSWELL and MOORE**  
Physicians - Surgeons  
DIMMITT, TEXAS

Mayes Miller, M. D.  
Obstetrics, diseases of women, children, and infant feeding.

R. E. Cogswell, M. D.  
General Surgery  
Special attention given to the injection treatment of Piles (Hemorrhoids) and Varicose Veins and Tonsillectomy.

Elmer Moore, D. D. S.  
All modern equipment for any dental procedure, including latest method of treatment of pyorrhea.

## FRIENDLY PERSONAL SERVICE

You will choose this bank for the same reason you choose your favorite hotel when traveling. . . . Its friendly, interested service puts business on a personal basis. . . . You will enjoy the convenience of this bank.



Start A Savings Account!

# First State Bank

### ATTENTION FARMERS SAVE THAT 20% WITH A HAMMER KING

We Will Grind  
**FREE**  
**200 LBS.**

Any grain, shelled or ear, corn, fodder, alfalfa, straw, maize, or any other row crop feed



AT OUR  
HAMMERMILL DEMONSTRATION  
ON MONDAY, NOVEMBER 9th (10 a. m. to 5 p. m.)  
On the Carl W. Frye Farm, E. F. D. No. 2, Hereford, Texas.  
3 1/4 Miles Southwest of Hammerfield on Highway No. 60

**Free Lunch Will Be Served**  
Bring 200 Lbs. Any Kind of Grain and It Will Be Ground For You FREE!

MON. NOV. 9th  
**Sears Roebuck & Co.**  
MON. NOV. 9th

WE SURE SURETY PHONE 2-3373 AMARILLO, TEXAS



**WHITEFACE ROUNDUP.**

**STAFF REVEALS PLANS**

Are you students still wondering why the staff is enthusiastic and keeping late hours? This week plans are under way for a big carnival, given by the staff. This carnival will take effect Saturday, Nov. 14, in the gymnasium. The definite hour has not been set yet. You students may be interested to know that the proceeds of this entertainment will be used to improve the year books by adding more pictures, that you may all enjoy.

The staff members will need the cooperation of all students to make this carnival a success. If you are called upon to help in any way, the staff is expecting you to respond. Remember, this is your yearbook! Those who are not asked to do a special thing will be expected to advertise and bring the people to this entertainment.

**CENTRAL TEACHERS ONE HUNDRED PER CENT**

Here is one more thing to make you proud of Herford schools: Central school has attained 100 per cent membership in the Texas State Teachers Association. All of the 13 teachers at Central school are members of this organization.

The Texas State Teachers Association is an organization of teachers for the purpose of improving schools and teaching.

Mr. Dillthey and Mr. Hudson are both life members of the Texas State Teachers Association.

**PEP CLUB GIVES STUNT**

At the Whiteface-Yannigan football game Friday, October 30, the Herford Band and Pep Club complimented the Amarillo and Herford teams and fans with an interesting stunt.

The Band and Pep Squad formed lines behind the west bleachers and turned at the southwest corner of the field, marching eastward to the center of the south goal post. With a square turn, they marched up the center of the field to the north goal post. After counter marching and coming to the center of the field, the Band turned a square corner and went west, while the Pep Club went east, each turning another square turn and marching north to the end of the field. With another square turn, they met at the north goal post. The Pep Club following the Band then marched back to the center of the field and made another square turn, which made them face the west. The clubs formed the letter A, after which the Band played, Hall, Hall, the Gang's All Here. The letter H was formed and the Band played On Ye Whitefaces.

The performers then marched to the north end of the field and each line marched out to the bleachers without breaking formation. The stunt was very effective as it had been well prepared.

**GLEE CLUB HISTORY**

(Continued from page 13.)

Rhythm Bangers has been chosen. Our school colors, maroon and white, were adopted for our club colors with white and American roses as flowers.

Each year we observe National Music Week, subscribe to the National Bulletin, and take helpful suggestions from the National and State courses of study. We also use the Junior song and pledge.

This year we are making a scrap book and plan to have installation of officers. We cooperate with and receive the greatest cooperation from the private music teachers of our vicinity, and especially from our local public school organizations.

We have celebrated Texas Centennial in many different ways, paying tribute to Texas history by presenting several programs composed of Texas songs to schools, county-wide meetings and senior clubs.

At the beginning of last year a girls quartet, trio and sextet were organized. This group proved very beneficial to our school and community welfare by presenting assembly programs, club programs, rural programs, in cooperation with the Lions Club and Music Study Clubs and banquets. They were on the program of the Silver Tea given by the Music Study Club celebrating the opening day of the State Park at Herford. They have entered local and out-of-town amateur programs in order to gain self control and voice while singing, and usually received first, second or third prizes which was used to obtain more and better music.

It is an adopted idea of the glee club to present sacred programs at Christmas, Easter, church programs and other special occasions. We also give an annual opera, picnic and tea.

Music is given up to be the best mind-trainer of any subject. It cannot be surpassed by any phase of life so far as its cultural, emotional, social, intellectual and aesthetic values are concerned.

Let us strive to band ourselves together with one general aim, that is to create, encourage, cultivate and present music of the best type. May we always be a singing nation. Let us never be without music.

**STAFF MEMBERS**

Editor: Mary Turrestine  
 Assistant Editor: Thama Cawthon  
 Business Manager: Jack Barber  
 Assistant Business Manager: Chilton Foster  
 Humor Editor: Erma Faye Robinson  
 Exchange Editor: Imogene Robinson  
 Sports Editor: Billy Smith  
 Columnists: Mary Jane Morgan and Johnny Willett  
 Reporters: Virginia Carlyle, Mary Tefel, Grant Fuller, Clifford Estes, Thama Cawthon, Mary Lee Alexander, Jack Nicka, Charles Wilson, Mary Jane Morgan, Nola Margaret Blue, Elsy Wilkins and L. A. Ricketts

**SENIORS ARE LOYAL**

Did anyone ever see a class which was more loyal than the Seniors of 1936-37? When an organization of the school tries to put something over, the Seniors stick to that organization and help it in its trials. The staff asked the classes for a monthly allowance of 25 cents, only one quarter of a dollar. This allowance was specified for the exchange fund. The Senior class is the only one which has responded to this request. Not only did the class pledge to give to the staff, but also to the Student-Faculty Association. Besides promising to pay the 50 cents a month, other than their ordinary expenses, the Seniors voted unanimously to pay this all at once. This helps the organizations more because other classes have not contributed yet.

The staff extends a hearty vote of thanks to the Seniors. Good work Seniors, keep it up!

**GLEE CLUB GIVES PROGRAM**

The Glee club gave an assembly program Thursday, October 29, composed of four songs by the whole group, and one song by the girls' sextet.

The group sang Lena and Hans, Lullaby Moon, Oh, Sweet Mystery of Life, and last, Napoli, the song that the club sang at Lubbock on Saturday, October 24.

The sextet, composed of Nancy Millard, Virginia Erie Reed, Irene Knox, Viola Phillips, Helen Frances Streu and Barbara Brotherton, sang Little Bluebird of My Heart.

Mary Ann Baird gave the history of the Herford High School Girls' Glee Club. This report was the winning speech she gave at Lubbock on Saturday, October 24.

The new costumes of the Glee club were very effective as the group stood on the stage. The club colors are maroon and white and the costumes are of this color.

**Appreciation.**

The Whiteface Roundup staff and the student body wish to extend their thanks to the Herford Brand and its staff who have this year so generously and unselfishly helped to make the Whiteface Roundup what it is. The staff and the students sincerely appreciate the time and thought spent by the Brand's staff on the making of the school paper.

**Students to Clean Grounds.**

Before the formal opening of the Central School, Miss Harris' sixth grade B writing class cleared from the yard all nails, boards and other debris. At recess the other school children joined them and a clean yard was the result. This was an example of loyalty to the school. The appearance of the school was improved and the willingness of the pupils to follow their teacher's suggestion is a commendable trait.

**FHA CLUB DISCUSSES ETIQUETTE**

A Good Hostess and the Good Guest, was the interesting discussion which took place in the Future Homemakers of America club meeting.

The club met October 26, 1936, in the home economics room at 7:30 with ten members present. Each girl gave what she thought a good hostess and a good guest should do and what they should not do at an entertainment. The leading discussion on a good hostess was given by Martha Nell Ewton and the good guest by Odessa Cockrell.

The parts that seemed to impress the girls most was the way a hostess should invite a guest and the way the guest should respond.

Another interesting part was the discussion on boys' breaking up parties that they were not invited to attend. The members decided that such boys were to be overlooked as they did not have any manners.

A committee of Ira Jeanne Ricketts, Beverly Ruth Alexander, Lois Standifer and Martha Nell Ewton was selected to present suggestions to the club for their next song, colors, flowers and mascot.

Plans for a Thanksgiving party were discussed.

**FFA Initiate Members.**

The FFA club met October 29 to initiate the 15 new members. There was a financial report by Bill Stanford and then the fun began. Mr. Emmons did his work well and there was not a dull moment for two hours. The next meeting will be on November 12, when the FFA will give a program in assembly.

**Herford Writer Recognized.**

One of Texas' foremost modern women writers is Mrs. G. M. Hudson of Herford.

Mrs. Hudson was awarded second place as guest writer of Tack's column in the Amarillo Daily News, and second place for a short story submitted at the Tri-State Fair. Mrs. Hudson has also had poems published in Prairie Nights of the Yucca, and other magazines.

**ExStudent Attends Game.**

R. A. Daniel, an ex-student and football player, witnessed the Herford-Yannigan football game Friday. R. A. is playing on the Altus Junior College team at Altus, Oklahoma. We were very glad to have R. A. with us.

AN EXTRA ROOM? FRY A WANT AD!

**Dawn Items**

BY MARGARET BOWERS

Rev. Patterson preached Sunday morning and evening Sunday school at 10 a. m. and all are invited. Several from this community attended Homecoming at Canyon Saturday.

Mr. and Mrs. J. F. Hickman and Robert are attending the Centennial at Dallas.

Mr. and Mrs. N. R. Miller were in Amarillo Tuesday.

Mr. and Mrs. Walter Galley took dinner in the Orin Russell home at Progressive Sunday.

Mr. and Mrs. J. K. Duvavant are visiting relatives at Levelland and McCamey.

Mmes. Walter Galley, Otis Hedrick and Irvin Reeves visited the Earl Waite home Friday.

Rev. and Mrs. Roy Patterson of Herford spent Sunday in the W. J. Stewart home.

Clifford Galley attended a Halloween party in Herford Saturday. J. B. Caraway was home from his school work in Herford last week end.

J. H. Warner and family were in Canyon Saturday.

Miss Ruth Wolfe visited the L. A. Smith home Sunday.

Mmes. Cecil Walker and Walter Galley spent Wednesday afternoon in the H. E. Miller home.

Mr. and Mrs. Jim White and James Murphy and Mrs. Grady Coe and family have returned from a trip to Dallas.

Mary Olive Frye spent the week end in Amarillo.

Mmes. C. P. and Lester Galley visited the L. A. Smith home Wednesday afternoon.

Mmes. L. A. Smith, H. E. Miller, Mart Burum, Adolph and A. T. Frye and Mrs. Jeff Roberson and Eugene attended the chapel program at school Tuesday.

Literary society met Friday night, with a good program.

Mrs. A. T. Frye and Miss Mary Bowles were in Amarillo Saturday. Singing at school house at 7:30 each Sunday evening.

Cecil Mariner of Texico spent the week end here with his parents. Mart Burum and family spent the week end in Amarillo.



**PREVENT COLD WEATHER TROUBLES WITH MAGNOLIA'S WINTER-PROOF SERVICE**

Don't let a few warm days fool you into waiting too long before having your car winter-proofed. Winter strikes when you least expect it! Magnolia 7-Point Winter-Proof Service is a complete check-up of your automobile. It takes care of your crankcase, transmission, differential, radiator, battery and other vital parts. Play safe—WINTER-PROOF NOW with winter Mobiloil, Mobilgrease and quick starting Mobilgas!

Buy at the Sign of the Flying Red Horse

**Mobilgas Mobiloil**

AMERICA'S FAVORITE GASOLINE AND MOTOR OIL

**THE MAN MOST HIGHLY RESPECTED**

Is the Man Who MEETS HIS OBLIGATIONS PROMPTLY

**PAY BY THE TENTH!**

**HEREFORD CREDIT ASSOCIATION**  
**DOROTHY H. ROSS**

Local Affiliation of the NATIONAL RETAIL CREDIT ASSOCIATION

**Frio News Items**

BY MRS. W. A. SPRINGER  
 Mr. and Mrs. J. Lee Francis and family of Silvertown spent Sunday in the W. A. Springer home.

Mr. and Mrs. D. S. Jones spent Sunday in the H. D. Robbison home.

Mr. and Mrs. D. H. Allman and Mr. and Mrs. Paul Williams visited the J. A. Bagwell home Sunday.

Mrs. Harlin attended the Senior Mothers meeting in Herford last Thursday.

"Miss Molly's Girl," which was presented at Frio last Friday evening was enjoyed by a large number, and James Dixon received the most votes and was given a sweater by Miss Koma Hyatt.

Mr. and Mrs. Elmer Jones and baby, Mr. and Mrs. T. L. Sparkman, Albert Baerman, Mrs. Owen Andrews and family, Mr. and Mrs. Jodie Benson, J. E. Springer and family called in the home of Mr. and Mrs. W. A. Springer Sunday.

Miss Koma Hyatt spent the week end with Mr. and Mrs. Cullen Butler in Summerfield.

Dr. and Mrs. R. R. Wills and little son returned Sunday night from Loreno where he was called by the illness of his father. He reports his father as much improved.

**WHY SUFFER FROM AN ULCERATED STOMACH-COLIC, INDIGESTION, SORE OR UPSET STOMACH!—WHEN THIS NEW SCIENTIFIC MEDICAL DISCOVERY, M-S-T, IS GUARANTEED TO RELIEVE YOU. Go to the Corner Drug Store today and call for M-S-T and use it for ten days, then if you are not thoroughly convinced of its merits, return the remainder of the treatment and your money will be refunded.**

*This is the time to select your lamps...*

This tag on every lamp is your assurance that you will have ample light—glareless—restful light.

Better LIGHT!  
 Better SIGHT!  
 Better STYLE!  
 Better VALUE!

Priced as low as \$3.95

**Texas Utilities Company**

Learn the amazing benefits of **GULFPRIDE**

THE WORLD'S FINEST MOTOR OIL

**WHY** is it that no other motor oil in all the world can deliver the performance of GULFPRIDE OIL? Because only GULFPRIDE starts from the finest Pennsylvania crudes... is refined to the same point as other fine motor oils... and is then further refined by Gulf's exclusive Alchlor process!

This process is the most efficient ever developed—the fruit of 15 years' research by Gulf scientists—men who stand behind every Gulf product.

Read the facts on this page. Then drive into any Gulf dealer's—and replace your old summer-worn oil with GULFPRIDE now.

(Above)—MANY WORLD'S RECORDS on land, sea, and in the air have been set with GULFPRIDE OIL. Racing drivers, fliers, speedboat pilots swear by it. Proved in the toughest competition, GULFPRIDE will outwear, outlast, and outperform any oil you ever used in your car!

(Left)—4 TIMES AROUND EARTH. A man drove his automobile on GULFPRIDE OIL 100,000 miles—without ever needing a repair, without ever having the head of the motor, without ever adding one drop of oil between drains. Expect great things of GULFPRIDE—you'll get them!

**THE ALCHLOR PROCESS** removes all sludge and residue. Proof: we took 6 of the finest Pennsylvania oils we could buy and put them through the Alchlor process. It removed 20% waste from already highly refined oils! Be wise—get GULFPRIDE—the only oil that has this head start.

**GULFPRIDE**  
 THE ONLY ALCHLOR-PROCESSED 100% PURE PENNSYLVANIA OIL

**Gulfpride**  
**GULF**

IN SEALED CANS ONLY

# PERSONALS

Paul Barnett drove to Pampa Tuesday to vote.

Mrs. Tom McCollum and Mrs. James Wilson were Amarillo visitors Saturday.

Miss Edith Shields of Carlsbad, New Mexico, visited friends in Herford Saturday.

Mr. and Mrs. Ralph Smith attended Homecoming at WTSTC in Canyon Saturday.

Miss Elizabeth Vaughn visited her parents in Amarillo over the week end.

Mr. and Mrs. J. E. Young of Sumnerfield were guests of Mr. and Mrs. Walker Nicks Sunday.

Mr. and Mrs. A. H. Elliston spent Sunday in Canyon with their son, J. B. Elliston and family.

Mr. and Mrs. Dow Mercer returned Thursday from a ten-day trip to the Centennial at Dallas.

Mrs. Frances McClendon returned Tuesday from Amarillo where she visited friends the past week.

Miss Mildred Stewart of WTSTC visited her parents over the week end.

Mr. and Mrs. Dan Sanders and children of Canyon visited Mr. and Mrs. John Olson Sunday.

Miss Eleanor Pierle attended the WTSTC Homecoming in Canyon over the week end.

Mrs. Beulah Lee Carter of Amarillo visited her mother, Mrs. Harriette Carter, and her daughter, Harriette Carter, Tuesday.

Mr. and Mrs. John R. Sprouse of Houston were guests of the John Olsons and C. C. Rockwells Saturday and Sunday.

Mrs. Walter Nicks was a Clovis visitor Friday. Mr. Nicks made the return trip to Herford with her.

## Beauty And Whitefaces Invade

(Continued from page one)

tion, all-silent all-steel body, safety plate glass, perfected hydraulic brakes, etc. All the features will be demonstrated Saturday.

Mr. Woodford said "we hope also to show the new Oldsmobile Saturday." G. W. Brumley stated that "all I know is that it is a beautiful car and looks like a real automobile. It is to have new style, new performance, new beauty, new comfort and new safety." The slogan for this automobile is: Bigger, finer and safer than ever.

Ford for 1937 has not been announced. Its first public showing is to be on November 14. In the meantime, Ford dealers are to see the new models at the factory on November 6 and 7 as guests of Henry and Edsel Ford. Ernest Medkief, manager of the Herford Motor Company, will be present.

### Dodge and Plymouth.

Woodrow Ireland of the Ireland Motor Company announces that the 1937 Dodge has 106 vital improvements. "The biggest thing that Dodge has done," he added, "was to dress it up, make it more luxurious." Included in the improvements and outstanding features retained are one-piece steel top, all-steel one-piece body, floating power and hydraulic brakes. The Dodge slogan is: Switch to Dodge and save money. In the 1937 Plymouth is found, Mr. Ireland stated, new hypoid axle, silent operation and longer life gears.

Outstanding of both Dodge and Plymouth, Mr. Ireland stated, is the fact that both cars continue in 1937 with identically the same motor they have had for the past three years. He is enthusiastic over the satisfaction these motors have given. Both cars have ventilating wings on the front doors and new aero-hydraulic shock absorbers on all wheels.

### Buick and Pontiac.

At the Norton Motor Company, Ezra Norton is equally enthusiastic about the 1937 Buick and Pontiac. With the slogan, It's Buick again, this automobile has a motor that has been stepped up in horsepower, and it has adopted new standards of spaciousness and luxury. Among its outstanding points are solid steel turret top in one unit, safety glass, solid wheels, heavy duty generator, aerobal carburetor, streamline valves, wide-throat exhaust, hydraulic brakes, power-booster camshaft, center point steering, knee action front wheels and sealed chassis.

Pontiac climaxes with its 1937 model a three-year program of improvement of sixes and eights, Mr. Norton reported. This car boasts of such highlights as center point steering, improved knee-action, heavier crankshaft, syncro-mesh transmission, triple sealed hydraulic brakes, unisteel body and new rear axle.

From all indications, the motorists of 1937 have the finest automobiles of all times from which to choose. The selection might be difficult, however.

Genevieve Orr, a student in Texas Tech, Lubbock spent the week end here with her parents, Mr. and Mrs. Berry Orr.

Mrs. Alvin Thompson left Sunday for Dalhart where she will visit Mrs. R. P. Hutton for several days.

Fleet Callaway was taken to Amarillo Wednesday where he underwent a nasal operation. He is reported doing fine.

Miss Anna Mae Danforth of Amarillo Junior College spent the week end with her parents, Mr. and Mrs. H. E. Danforth.

District Attorney James W. Witherspoon left Sunday for Dalhart to attend district court, which convened November 2.

Clarence Smith was brought home from an Amarillo hospital last Friday. He is reported doing fine.

Mr. and Mrs. W. L. Davis and son, Billy, returned home Sunday from a visit to the Centennial in Dallas.

J. C. Line of Panhandle, and Keith Guthrie of Sanford spent the week end in the home of Mrs. B. F. Guthrie.

S. T. Roberson and daughter, Anna Belle, of Dumas were visitors in the home of Mr. and Mrs. J. F. Ward last week.

Mrs. Claude Witherspoon of Dalhart is visiting in the W. B. Dameron home, having been called here by the serious illness of her father.

Mr. and Mrs. R. C. Garret of Dalhart left Monday for home after a visit here with relatives. Mrs. Garret is the sister of Mrs. Bobo McLean and Mr. W. E. Dunlap, and at one time lived in Herford with her parents, Mr. and Mrs. Eli Dunlap.

(Continued from page one)

next week on Whiteface Field. Tulla has yet to dispose of the Happy Club.

Friday's game at Tulla gets under way at 3:30 o'clock. Supporting the Whitefaces will be the high school band and the school's colorful pep squad, as well as the largest number of fans to follow the team this year. A half holiday has been declared at the high school so that students might attend the game. School will be dismissed at 12:30 o'clock. The squad will depart for Tulla about 11 o'clock in the morning, and its backers will follow a few hours later.

### Loerwald to Play.

Every player is expected to be ready to go, including Sylvester Loerwald, hard running back who saw no action last week because of a severe cold. Except for a few minor bruises, the club is not expected to be handicapped. Loerwald's absence in the line-up last Friday probably played a major part in the initial period, the Herd reached the Yan's one-foot line, but lost its scoring punch on a mix-up of signals.

The Yannigans plunged over in the second period and converted to take the lead. An intercepted pass later in the same quarter paved the way for another counter before the half ended. After a scoreless third quarter, the Herd drove to its lone touchdown, with Clyde Posey lugging across the final stripe.

## District Governor

(Continued from page one)

Lewis LeGrand. A dialog in song by Phyllis Jean Radovich and Bobby Jennings concluded the ladies part of the program.

Boss Lion Smith introduced John Haunts of Dalhart, who presented Jack Rose with a Master Key as a special honor given by Lions International for outstanding individual service. The entire club roared a welcome when B. H. Hopkins of Dalhart, charter member of the Herford club, then introduced the principal speaker of the evening, the district governor, Elmer Elliott, of Dalhart. Governor Elliott discussed the slogan of the club and what it means.

Our Slogan:  
L-iberty  
I-ntelligence  
O-ur  
N-ation's  
S-afety

He stressed the thought that every true Lion stands for loyalty to his country, community and home and should fight communism and everything that looks like communism.

Governor Elliott said: "It is reported that we have many communists in the United States. Every Lion and every other good citizen should continue to fight these outlaws; otherwise they will carry out their plans to overthrow the government and establish a government under the red flag similar to that which they have in Russia.

"Lionism is non-political, non-sectarian, interested in social, business and civic problems that make a bigger and better city; to promote and practice principles of good government and good citizenship."

Mrs. Edie P. Pool returned to her home in Wichita Falls Wednesday after spending several months with her daughter, Mrs. Paul Mathers.

Mr. and Mrs. J. H. Simpson left Wednesday for their home in San Francisco after a short visit here with his sister, Mrs. R. J. Richardson.

Mr. and Mrs. Alton Frazer left Monday on a business trip to Tucumcari, Glenrio and Mountainair, New Mexico, where they will attend to business.

Paul Foster left Sunday morning for Dallas to attend the Centennial. He was accompanied by his parents, Mr. and Mrs. G. G. Foster, of Canyon.

Mr. and Mrs. E. E. Ramey and daughter, Miss Eunice Olline, spent Sunday in Tulla visiting an old friend of Mr. Ramey, Chad Haygood.

Mr. and Mrs. Leban Dameron and son returned to their home in Denver, Colorado, after a short visit here with Mr. Dameron's parents, Mr. and Mrs. W. B. Dameron.

Mr. and Mrs. Ray Barber and daughter, Margaret, and Mrs. Carl Gilliland returned Monday from Dallas where they transacted business and attended the Centennial.

Miss Jonny Estes left Tuesday morning for Dallas on a business and pleasure trip. She will visit the Centennial while away and plans to return to Herford the latter part of the week.

## County Joins

(Continued from page one)

survey of the returns made by the Board:

For President: Roosevelt 1,287; Landon 142, Lemke 9.

For United States Senator: Sheppard 1,306; Watson 80; Wilson 6.

For Congress: Jones 1,307; Fish 78; Conrad 8.

For Governor: Allred 1,310; Harris 80.

For Lieutenant Governor: Woodul 1,308; Humphries 78.

For Attorney General: McGraw 1,308; Bennett 77.

For Chief Justice: Cureton 1,310; Johnson 77.

For Associate Justice: Criss 1,307; Ingerham, 77.

For Judge Court Criminal Appeals: Lattimore 1,307; Fletcher 77.

For Railroad Commissioner, Thompson 1,312; Hambree 2.

For Comptroller: Sheppard 1,316; Frady, 72.

For Land Commissioner: McDonald 1,316; Smellage 73.

For State Treasurer: Lockhart 1,317; Gross 72.

For State Superintendent: Woods 1,316; Jackson 73.

For Commissioner of Agriculture: McDonald 1,315; Orr 73.

## Legal Officers Elected.

County and precinct officers elected Tuesday were: County Judge, Earl W. Wilson; County Attorney, John A. Coffee; District and County Clerk, L. H. Foster; Sheriff, J. O. Newell; County Treasurer, Mrs. Bessie L. Smith;

## Bishop Seaman

(Continued from page one)

men and women to think, give them the courage to express their thought and to guarantee them the right to express that thought, we need have no fear of the future of America," he concluded.

Boss Lion Ralph Smith announced two committees to start plans for the club's annual Santa Claus parade and Christmas tree, and the dates of the Lions carnival, which is to be staged on December 10, 11 and 12. The Christmas committees are: finance, Ernest Medkief, chairman; Ike Crosthwaite, John Patton and Bill Smith, and purchasing, Glenn Weir and Tom Major. Every Lion was urged to make a suggestion to Secretary John McLean for a booth to be entered in the carnival. It is the plan of the club to make the carnival a semi-annual event, the purpose of which is to provide funds for the maintenance of the Boy Scout troop.

The county opposed the amendment to the constitution providing for the establishment of a state dispensary system, 572 votes to 479. It favored the other amendments as follows: Retirement fund for school teachers, for 565, against 531; workmen's compensation insurance, for 581; against 446; board of pardons and paroles, for 778, against 252; increase in salaries of governor, etc., for 800, against 444; limitation of representation, for 764, against 243.

Try First to Buy in Herford. A WANT AD WILL GET THAT FLOW!

### THIS WEEK AT THE

# STAR THEATRE

Thurs. - Fri.  
Reasons Nite

Saturday Only  
10¢ EVERY ONE 10¢

200

Reasons and going up. Register now and give the Orphans a home!

### ON THE SCREEN

SHE'S ON THE LOOSE AGAIN AND RUNNING WILD!

Gene WITHERS  
PEPPER

Irvin S. COBB - Slim SUMNERVILLE



Also Selected Shorts

A SINGIN SQUARE SHOOTER!  
HE GIVES A CULPRIT PLENTY OF GUN PLAY ON THE BURN

Gene GAUTRY  
Singing COWBOY

Lola WILDE - Smiley BURNETTE

UNIVERSITY'S NEW SERIAL STARRS  
BUCK JONES  
PHANTOM RIDER

EPISODE 2 IN THE THROCK OF CALIBRE

Also Toytown - Hall Cartoon

### SUNDAY - MONDAY PREVIEW SATURDAY NIGHT

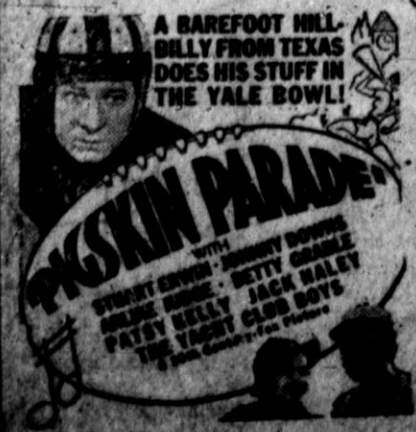
The thrill of great entertainment electrifies the screen as this six-starred triumph thunders into history! Romance at its mightiest... of the glamorous girl who won the hearts of men... the hatred of women... and ruled a nation's destiny!



JOAN CRAWFORD  
ROBERT TAYLOR  
LIONEL BARRYMORE

CLARENCE BROWN'S PRODUCTION  
THE GORGEOUS HUSSY

TUESDAY - WEDNESDAY  
10¢ BARGAIN DAY 15¢



### Hereford High School

## Whitefaces

to be introduced from the stage Wednesday night, November 11.

MEET THE PLAYERS  
Learn what each boy has to do on the field—and support the team when it meets Canyon!

1901 1936  
FURNITURE - UNDERTAKING  
Ambulance Service—Day or Night  
**E. B. Black Co.**  
Hereford, Texas

FOODS ARE NEVER HIGHER

COFFEE	MAXWELL HOUSE	3-POUND CAN	26¢
DOG FOOD			
Ideal, 3 cans			23¢
SOAP			
P. & G. 5 bars			19¢
MARSHMALLOWS			
Lb 15¢, 8-oz pkg			8¢
PEACHES			
Or. Apricots, No. 2 1/2 can, in syrup			15¢
PINEAPPLE JUICE			
3 cans			25¢
BLACKBERRIES			
No. 2 cans, 2 cans			25¢
OATS			
Gold Medal, 5-lb bag			29¢
SALAD DRESSING			
Miracle Whip, quart			37¢
CHILI			
Ratcliff's, . . . 1 can, 2 for			25¢
LYE			
High Test, 3 cans			25¢

CRACKERS	1-POUND BOX	17c
COMPOUND		
Swift's Jewel, 5-lb carton		98¢
MALTED MILK		
Kraft's, chocolate or plain, lb		39¢
BAKING POWDER		
K. C. 30-oz size		29¢
SALT		
Morton's, 2 pkgs		15¢
PEP		
Bran Flakes, 2 pkgs		19¢
SOUP		
Cross & Blackwell's, 2 large cans		35¢
1 can Tomato Soup FREE with this offer.		
CANDY		
Candy Chocolates, Peanuts, 2 lbs		25¢
STRAWBERRIES		
Britnall, No. 10 can		79¢
PEANUT BUTTER		
Quart jar		25¢
PRUNES		
In syrup, No. 1 tall can		10¢
EXTRACT		
Vanilla, 8-oz bottle		15¢
TAMALES		
Ratcliff's, 2 cans		25¢

SUGAR	10-POUND PAPER BAG	49c
MEAT SALT		
Morton's, 10-lb can		84¢
BLACK PEPPER		
Pound-package		29¢
CHILI POWDER		
Vinnidge's, lb 44¢, 1/2-lb		23¢
IVORY SOAP		
2 medium bars and 2 large bars		26¢
IVORY FLAKES		
1-box and 3 medium Ivory Bars		23¢
STARCH		
Elastic, 3 pkgs		23¢

FRESH FRUITS and VEGETABLES		
CABBAGE lb		
100 pounds	\$2.00	2 1/2¢
ONIONS		
3 lbs		10¢
GRAPEFRUIT		
Marsh Seedless, 6 for		23¢
GRAPES		
Pound		7 1/2¢
LEMONS		
Sunkist, 90 size, dozen		27¢
ORANGES		
New crop Texas, juicy, 288 size, dozen		19¢

**PIGGLY WIGGLY**  
ALL OVER THE WORLD  
FRANK GYLES, Manager PHONE 81. BUY AT HOME