

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

90th YEAR—NUMBER 40

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Caliche On Every Street, City's Aim

AROUND TOWN

Sights and Faces Seen

John McCarty, managing editor of the Amarillo News; Fred Post, a news reporter; Hugh Norman, the paper's new advertising director, and Ernest Archambeau, popular insurance man, who ramrodded the goodwill train for the American Business Club, paid the Brand office a short visit last Friday morning while the Amarillo special to Forties was in town.

We are told that McCarty refused to have anything to do with the special until he received a promise that it would stop in Hereford.

They were especially pleased with the reception given them by the high school band. They had not anticipated a reception of that nature.

The Earth, publication of the Santa Fe Railroad, in its October number, says: "Hereford's new state park along Tierra Blanca Creek is well set with trees and shrubs and with its fine drives and fishing holes, promises to become one of the best parks in Northwest Texas."

Ernest Medick would like to have a back yard. Must be thinking of becoming a gardener or is seeking a place to keep a horse.

While other communities and counties have been pushing a drive to help raise Democratic campaign funds, Deaf Smith county (Continued on last page)

Measuring of Land to Start

Measuring of farm land in Deaf Smith county is to start early next week, the county farm committee decided at a meeting Monday night. The work has been delayed, County Agent Alex Bateman stated, because approximately 300 farmers had failed to turn in their maps with measurements.

There undoubtedly will be many farms for which work sheets were turned in that will have no compliance, Mr. Bateman asserted. If these people who turned in work sheets but failed to comply with farm program requirements will return their maps, indicated that no compliance has been attempted, it will greatly assist both the county committee and all supervisors, he said.

NEARLY \$140,000 COMES TO COUNTY THROUGH RFC

The Reconstruction Finance Corporation during the period February 2, 1932, to June 30, 1935, distributed the sum of \$139,967.70 in Deaf Smith county, according to information received by E. P. Drought, state director for the National Emergency Council for Texas.

Disbursements in Texas aggregated \$95,298,772.48, not including amounts that went to various government agencies, or relief grants to the State of Texas as authorized under the Federal Emergency Relief Act of 1935.

MISS ELIZABETH IRELAND TAKES ROLE OF GREAT - GREAT - GREAT GRANDMOTHER IN PLAY

Miss Elizabeth Ireland, daughter of Mr. and Mrs. E. S. Ireland of Hereford, became in fiction her own great-great-great grandmother when she appeared in the role of Mrs. Josiah Bell, one of the Texas pioneer women featured in The Cavalade of Texas. Miss Ireland took this role in a play, "The Pioneer's Reward," presented yesterday by a group of Trinity University students at the 48th annual meeting of the Women's Synodical Ministry Society of the Presbyterian Church, U. S. A., in Dallas.

The story of Mrs. Josiah Bell teaming with Ireland in the Hereford area. Miss Ireland is a grand daughter of the late Josiah Bell, a descendant of the

WPA PROJECT COVERING 56 BLOCKS LEADS TO EXTENSIVE PLANNING

It may not be long until Hereford will have pavement or caliche on every street, according to a statement made Tuesday by Mayor C. J. Paddock. If the present WPA projects that include 56 blocks works out smoothly, another will be ready at the time it is concluded, he said, adding: "It is our intention to caliche every street in Hereford."

The city project, started last week end, moved into full swing Monday, with from 25 to 30 men on the job, before it was halted by rain at noon Tuesday. The first work was being done on Noel Street between Third and Fifth Streets. Seven trucks were bringing caliche from the old dipping vat, and 25 men were busy loading, smoothing, pulverizing and packing it on the streets.

It is a five month project, and probably will use a maximum of 55 men when they are available. City officials reserved the right to withdraw the above statement if they were not satisfied with the project now under way. It has not progressed far enough to be tested accurately under WPA supervision. Only in case the city is satisfied with this project will officials agree to start another. But, nevertheless, plans are being made to that end.

Child Injured By Dog Monday

OLIVER FOSTER SLASHED FAIRLY ABOUT FACE MOUTH RUINED

Oliver Foster, young son of Mr. and Mrs. Paul Foster, was painfully injured at noon Monday when a dog knocked him to the ground and inflicted wounds about the face and mouth. The child was returning home from school.

Several persons heard the child's screams and went to his assistance. Mr. Foster rushed to a doctor for treatment. Injuries included two gashes in the face and a bruised mouth. Two teeth were knocked loose. Oliver was reported doing nicely Tuesday.

Dillehays In San Antonio

Mr. and Mrs. C. H. Dillehay left Friday morning, with San Antonio as their destination, where Mr. Dillehay, superintendent of Hereford schools, is to spend the next two weeks assisting with the selection of textbooks to be used in Texas public schools, starting next year.

Mr. Dillehay's appointment to the state textbook committee of 1936 was a tribute to his ability as a school man, and placed Hereford schools in a distinctive position. Forty-four book salesmen called on Mr. Dillehay during the past month.

Mr. and Mrs. Dillehay went via Dallas where they spent a short time at the Centennial, and also stopped for a visit in Temple and Austin. Mrs. Dillehay is visiting friends in San Antonio while Mr. Dillehay attends the sessions.

famous Texas woman, and who was a pioneer of Castro county, where he owned a vast sheep ranching interest. His son, Allen Bell, now resides at Adrian, Mrs. Harvey Cash of Canyon, a daughter of the Castro county rancher, also took a part in the play. Rev. J. C. Thomas, pastor of the First Presbyterian church, and Wilson Gyles are attending the meeting and witnessed the production. A Bible containing the family record of the Bells was introduced into the pioneer drama, which was a part of a program reviewing the early history of missionary women in the state.

"Mrs. Josiah Bell, the outstanding woman of the Presbyterian Church of the day, was called

State Office Gets County WPA Project

ROAD JOB MAY BE USED LATER IN WINTER TO PROVIDE EMPLOYMENT

Deaf Smith County's No. 2 WPA project has been worked into shape for final approval, and last Saturday was sent to the regional office at Amarillo by the commissioners court.

The original project included considerable work on 25-Mile Avenue north of town and on Harrison highway to West Park Cemetery. However, only a portion of the project is expected to be approved for work later in the winter, if such labor is needed to care for WPA clients who are being turned off by the state sanitation project.

First in the minds of the county officials is the hard surfacing of Harrison Highway to West Park, where the present caliche base is being damaged by wind and rain and needs protection and improvement. Next is the paving of caliche on 25-Mile Avenue in the immediate vicinity of Hereford.

Action is not expected to come on the project for several weeks. It received Presidential approval about a year ago, and in its form at that time called for the employment of 55 men. Regional officials urged that the project be placed on file at San Antonio so that it could be put in operation on short notice if the county found it necessary to provide employment later in the winter. At present the city street project is absorbing all available WPA labor. The county project will not be pushed, because of its expense to the county, until such time as it becomes necessary to supply jobs.

Rites Held for Aged Resident

Funeral services were held Tuesday afternoon for Mrs. Mandy Cooper, 79, who passed away Monday night at the home of a daughter.

(Continued on page four)

Hopes of Trampled Herd Rise Friday

Hereford's Whiteface gridders slid backward last Friday night, while Borger's Class A Bulldogs frolicked to six touchdowns and a 37 to 0 victory, their first against the Herd. The Bulldogs were out to avenge all previous defeats, and frenzied Borger fans who packed the park saw them do it without resistance.

Still attempting to hit their stride before their chance to stay

Entertains Friona in First Title Clash; Borger Turns Table

Starting Line-ups:

Hereford	Pos	Borger
E. B. Posey	le	Sechrist
Hagar	lt	Sullivan
Schumacher	lg	Miles
Higgins	lc	Davis
West	rg	Gillman
Willett	rt	Kirby
Vaughn	re	Baber
C. Posey	q	Allen
Ashlock	lh	Conner
Billings	rh	Rameris
Loerwald	c	Little

in the race passes, the Herd entertains the Friona Chiefs at Whiteface Field Friday afternoon at 3:30 o'clock in their first conference tussle. Despite Friona's small margin loss to Adrian, win-across are anticipating a close battle between the two clubs. Friona, with a team heavier than that of the Whitefaces, is looking for a chance to continue the drubbings being handed the Herd this year, and unless the Whitefaces get under way, something is likely to happen.

The rout at Borger was another story of slanking off tackle, roaming around ends and flicking the ball through the air in such manner that the Herd was powerless

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RURAL ELECTRIFICATION IS SPEEDED

FARMERS ALONG LINE ASK RIGHT TO SAVE GRAIN

Texas farmers along the New Mexico state line, especially in Parmer and Curry counties, are becoming desperate from the inroads made on crops by ducks and geese, which have descended upon the vicinity the past week. The farmers have asked the sheriff's office at Farwell if they might open up on the intruders with their guns.

The birds are fully protected by law until the latter part of November, but if they do not move on soon, farmers say it will not be unlikely that an entire field in shocks can disappear within a week. No permission has been granted in other parts of the country where similar circumstances prevail.

Ross Fuller Exhibits Grand Champions

ENTRIES WIN FOUR OF SIX GRAND PRIZES IN SOUTH PLAINS SHOW

Ross Fuller of Hereford won four of six grand prizes in the poultry department of the South Plains Fair at Lubbock. His entries rated the grand champion hen, grand champion pullet, grand champion young pen and grand champion cockerel. A White Leghorn cockerel by J. M. Henderson of Hereford was declared grand champion of its class.

Hereford shared in individual awards also, with the following winners: Golden Seabright bantams, Miss Jackie Wright, first, second and third cockerels; first second and third pullets, and first, second and third hens. Black Cochins, Bantams, Ralph Smith, first, second and third pullets, and first, second and fourth cockerels. White Leghorns, J. M. Henderson and Son, first, second, third and fourth hen; first and champion cockerel; first, second, third and fifth cockerels; first and second pullets; first young pen, and best

(Continued on page four)

School To Be Dedicated Soon

WORK IS COMPLETED ON CENTRAL SCHOOL PWA PROJECT BY LAMBIE

The new Central School building will be formally opened within a short time, Jesse Stanford, president of the school board, announced yesterday at the Lions Club luncheon. The announcement came following a short talk made by C. S. Lambie, contractor.

Both wings have been completely remodeled. Heating units also were changed. Work has been completed for several weeks with exception of small detail work, for which equipment was late in arriving.

Mr. Lambie discussed his work with the Public Works Administration, which, he said, has been one of the most successful recovery undertakings in that it accomplished worthwhile tasks, furnished employment and provided a complete distribution of money. He said that PWA had served its purpose, and predicted its gradual withdrawal from the government picture.

The Lions Club also honored F. S. Dyar, president of the Lions Club at Salina, Kansas, who, with his brother, C. H. Dyar of Hereford, was a guest, and the club heard Alex Bateman in a three-minute talk on Lionism, stressed boys' and girls' work and suggest a girls' scout movement here.

Trench Silo To Be Demonstrated

DEMONSTRATION WILL BE HELD LATE NEXT WEEK ON MATHERS PLACE

A demonstration of the trench silo will be held at the Paul Mathers farm eight miles northwest of Hereford some time during the latter part of next week, County Agent Alex Bateman announced yesterday. The silo is being prepared now, and the exact date on which it will be filled will not be known until next week.

The trench silo is the best insurance a farmer may have, Bateman said, because in years of plenty the silo can be filled and feed carried over from year to year, to be used when needed. They may be constructed cheaply, and in addition the feed in the trench silo doubles its feeding value; the handling is eliminated to a great extent. Feed shocked in the field is covered with sand, loses food value by drying out, and fowls and rats have access to it.

Feed is placed in the silo by a method known as shingling. In other words, in the same method as shingles are placed on a house, this is covered with 30 inches of dirt, which is left in place for 21 days for chemical action. In years

(Continued on page four)

AGENT THINKS HE MULTIPLIES BY 23, BUT HE DOESN'T

In a recent story the Brand announced that members of the county agent's office convert square feet into acres by multiplying by 23. They didn't know why, except that it had been found to work.

J. R. Nichols of Amarillo, in a letter to the Brand, disagrees with this assertion. They are not multiplying by 23, but "by .000023, which is itself incorrect if accuracy is considered," Mr. Nichols asserts. "Please suggest to him that he multiply by .000022952 and he will secure an answer accurate to one-hundredths of an acre."

Mr. Nichols added that an explanation that would show why this "works" would be in the nature of professional services.

Family Observes 70th Birthday Of W. S. Dixon

CHILDREN AND GRAND-CHILDREN GATHER TO CELEBRATE OCCASION

Last Sunday Mrs. W. S. Dixon and sons honored Mr. Dixon on his 70th birthday, gathering at the family home seven miles south of Hereford, where Mr. and Mrs. Dixon have lived for the past 15 years, removing from Dimmitt, where they were among the pioneer settlers. In 1901 Mr. Dixon came to the Panhandle from Bryan. He has seen Texas during bad times and good, he says, and thinks that now it is more like it was when he came than it has been in many years.

All of the children and grand-

(Continued on page four)

Paddocks Make 4,500-Mile Trip

Mayor and Mrs. C. J. Paddock returned last week from a 4,500 mile trip through the Middle States and a visit of nearly a month at plenty of the silo can be filled and feed carried over from year to year, to be used when needed. They may be constructed cheaply, and in addition the feed in the trench silo doubles its feeding value; the handling is eliminated to a great extent. Feed shocked in the field is covered with sand, loses food value by drying out, and fowls and rats have access to it.

Going via Wichita, Kansas, they headed directly to St. Cloud, Minnesota, where they had a visit with Mrs. Paddock's sister. From there they dropped back to Chicago and then into Michigan, where they visited Mr. Paddock's old home, Quincy and Jackson, and toured the southern part of the state. Later they went to Mrs. Paddock's old home in Fayette, Ohio. They returned via St. Louis and Oklahoma City. It was the mayor's first visit home in nine years, and Mrs. Paddock's first in 16 years.

DR. LESLIE JOINS DR. PERKINS IN ESTABLISHMENT OF SCHOOL

Dr. Lyle H. Leslie, formerly of Oklahoma City, is now engaged in private practice with Dr. R. E. Perkins on North Main Street, and is associated with Dr. Perkins in the Richmond University, the establishment of which is announced this week. Dr. Leslie is president and dean of this chiropractic school.

Dr. and Mrs. Leslie arrived here last week and are making their home at the Cummins apartments. Dr. Leslie possesses the highest degrees conferred in his profession, Master of Chiropractic and Doctor of Philosophy. From his experience as an instructor in his profession for the past several years he perceived the need of an institution that could present chiropractic in such a manner that would be a credit to the profession, eliminating some of the existing inadequacies, Dr. Perkins said of him.

Through his previous associations with Dr. Perkins, he learned that their ideals were identical, he said, which resulted in their

Plans Given Impetus Through Mass Meeting

OPTIMISM PREVAILS AS 100 FARMERS EXPRESS INTEREST IN PROJECT

Over 100 farm men and women throughout the shallow water district surrounding Hereford, and a representative group of Hereford business men gathered in mass meeting in the district court room here Saturday afternoon to lend impetus to the rural electrification project being sought through the efforts of the chamber of commerce.

They were given agreements to sign, stating they would "agree to take service and wire premises, and will grant the necessary easements and right-of-way for power lines on my property" if electricity is made available at reasonable rates. Approximately 50 of these agreements were returned at the close of the meeting. Others carried them away to study the proposition more closely, and approximately 50 more were taken out to be given friends who had made requests for them.

To Call Second Meeting. H. V. Hennen, secretary of the chamber of commerce, announced that another meeting will be called in about two weeks to complete

(Continued on page four)

County's Tax Roll Complete

State and county tax rolls are complete and the collection of 1936 taxes is under way. The total state and county valuations in Deaf Smith county amount to \$12,005,682, and the tax levy is 75 cents. The valuation showed a decrease under last year, due to decreased values, especially in the western portion of the county.

Total taxes are expected to amount to \$116,531.87. In addition, poll taxes are set at \$2,504.94. The valuation and tax figures are as follows: Total county valuation, \$6,692,251; total state valuations, \$5,973,431 (showing \$718,820 property valuation untaxable by the state because of homesteads); state tax, \$37,035.27; county tax, \$50,101.59; common school tax, \$29,304.71; state poll tax, \$2,146.59, and county poll tax, \$357.75.

Shipment of Cattle Jumps

Cattle shipments from Deaf Smith county during September jumped to nearly three times that of the previous month, due mostly to the heavy shipping of Noah Ewton, H. W. Engle and Carl Frye. The total shipment for the month, according to Inspector Walk Brady's report to the commissioner's court, was 913 head, as compared with 365 during August.

Mr. Ewton sent out 287 head in three shipments; Mr. Frye shipped 217 head, and Mr. Engle 182. The month's shipment of cattle and hides was as follows: C. B. Williams 25 bulls, B. K. Green 13 mixed, Engle 136 mixed, Frye 217 mixed, O. G. Hill 58, Ewton 185 cows, Bob Higgins 9 cows, J. J. Lindsey 14 mixed, Ewton 42 heifer yearlings, C. J. Mapes 55 cows and calves, Ewton 60 cows, E. W. Womble 17 bull yearlings, Engle 46 mixed, L. H. Shore 15 bull yearlings, Higgins 8 cows, J. J. Lindsey 13 mixed, and W. T. F. S. 30 g. s. h.

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	42	0.00
Friday	80	48	0.00
Saturday	81	50	0.00
Sunday	80	53	0.00
Monday	82	45	0.00
Tuesday	76	45	0.40
Wednesday	60	41	0.68
Thursday	77	50	0.69



DR. LYLE H. LESLIE

CAUGHT IN THE WILD

ROBERT AMES BENNET



(Continued from last week)

CHAPTER XI

Female of the Species.

Shortly before noon, the four trappers appeared on the moraine. The man who had not been bogged led the way down. Another miner followed, then Huxby. The man who had lost his rifle lagged behind. The two leaders reached the broken monoplane wing. Garth saw them read the writing. Huxby jumped down beside the miners, to stare at the offer of reward that branded him for

what he was. With a curse, he ripped the tattered piece of fabric from the wing frame and flung it down into the foaming rapid. The two men glanced furtively at each other. Huxby pointed to the trail on the opposite bank and signed for them to lead the way across. Neither moved. The first man cursed, and shouted his refusal: "Jump them boulders? I ain't no lynx. I'm through trailing that devil." "Me too," declared the second man. "I won't break my neck for nobody."

A second look at the crossing forced Huxby to shout his agreement. "Curse the devil! We'll chase back. He's going around to our plane. That's where he must have left both his disabled companions."

Along with the angry statement, the engineer signed for his miners to start back ahead of him. Garth smiled. The two who had seen that offer of reward would not forget it, and Huxby was keenly aware of the fact.

When all four disappeared up on the moraine, Garth recrossed the boulders.

There was no sign of Lilith when he came down from the



A Quick Crawl Took Him in Through the Low Narrow Passage.

moraine. He called into the entrance tunnel. Back came a quivering cry of relief. A quick crawl took him in through the low, narrow passage.

Lilith was breathing hard, almost gasping. "Oh! oh, thank God! I looked and looked, but I could not see you. I thought you must be lying there—like that poor policeman—dead!"

"Hardly. Look here—and here." He showed the pistol, then dumped his flour sack pack. "How about salt on our meat and a cup of tea with sugar?"

"Alan!" she cried. "You made them give you all this?"

"In a way—yes. Set a pot of snow on the lamp stove, and slice some meat."

Lilith gazed at him in speechless wonderment, her blue eyes wide and very lustrous. He pretended not to notice. He salted and started to eat the first hot fat caribou steak that she served him on one of the looted tin plates.

But after he had told about the bear scare and the luring of the men into the bog, her surprise found utterance.

"Why didn't you kill the beasts while you had the chance?"

Garth answered with sudden gravity: "For several reasons, my girl. The main ones are because I am not a killer, and because I intend that Vivian Huxby shall be tried and hung for murder." She gasped: "You—hung! But he has all those men to help him. You're alone—worse than alone. I'm only a hindrance."

He smiled banteringly: "Well, I wouldn't say that. A handy cook isn't altogether a nuisance. The pot is beginning to simmer. You might drop in a pinch of tea. How's your ankle?"

"Ever so much better. I've exercised it a little every time I went outside. And I've half finished my parka. But how—" she interrupted herself—"how can you win if you don't kill them?"

"Why, for a starter, Miss Cook, we'll let them stew in their own juice for a few days. That will tend to soften their bonds of mutual aid. No bedding and a diet of saltless meat will help those three placer jacks to consider the desirability of that five thousand dollar reward I offered for their boss."

"Alan Garth, you're marvelous!"

"Not at all. It just happens I know this game, and I told you before that Huxby is only a commonplace wolf. If he were a wolverine, I'd have to look sharp. As it is, we'll stay up here snug and cosy, and enjoy their tea and sugar while you're learning to use your snowshoes."

By noon the next day Lilith's Eskimo suit was finished. Her ankle, though weak, was no longer sore or swollen. Garth bandaged it firmly with a strip of skin, and had her begin practicing on her webs.

Not being hurried or excited, she soon caught the knack of the snowshoe stride. As her ankle became stronger and her feet hardened she developed into a fairly fast snowshoe runner.

Their last climb took them up around the bend in the great cleft. Before they turned back, Garth had the girl fire the pistol. She neither shut her aiming eye nor flinched as she pulled the trigger. Each time the bullet struck within a foot of the nearby mark, that Garth set up.

Rance News

EDNA BEHREND'S

Dean Story and George Smith, who are attending WTSTC, spent Sunday in the J. D. Story home.

Miss Plunk, who is teaching at Rance, and Mrs. A. L. Behrends were in Dimmitt Saturday.

Miss Zay Dee Rule of Hereford spent the week end here with her parents.

Mr. and Mrs. Collins spent one night last week with his father.

There were 24 present at Sunday school Sunday. There will be Sunday school and preaching Sunday, October 11, at 11 o'clock and in the evening at 7:30.

Miss Myrtle Rule is working north of Hereford.

"I'll let you go down with me tomorrow morning."

Though the temperature had become milder, it remained below freezing. As on the other occasion, Garth started down gulch two hours before dawn. This time Lilith trailed with him.

Huxby had moved his camp to the lake shore opposite the stranded cabin plane. The engineer and two of his miners lay asleep, huddled in nests of spruce sprays and dry moss.

The fourth man sat on a log beside the fire, his rifle between his knees. He yawned drowsily.

(Continued next week)

Try First to Buy in Hereford.

Black

BY MRS. TOM PRESLEY
Mr. and Mrs. W. H. Rogers of Amarillo visited the Everett Bair home this week.

Mrs. Ella Bennett returned to San Angelo Sunday.

Mr. and Mrs. Cecil Vandiver visited the V. Melugen home Sunday.

Charlie Bennett of Hobbs visited the Bennett home last week.

G. C. McCrate have moved to Etta where Mr. McCrate will work for the Santa Fe.

Miss Genevieve Deaton is postmistress at Black now.

The social club met with Mrs. D. R. Bennett Thursday, with 12 members present. Program readings by all, and storing of bulbs by Mrs. Wylie.

Mrs. Kerma Deaton visited in Black Friday.

G. C. McCrate was in Black Saturday.

Black has added another bus

Protect
What You Have
INSURE
John McLean
Insurance Agency
Phone 273

driver. Dave Galloway will drive the north route.
Miss Juanita Welch visited her parents at Black Sunday.
Bert Barnett started picking cotton this week.

Mr. and Mrs. George Woods of Hereford visited in the T. L. Welch home Sunday.
Meses. Odie Hines and Welch attended council at Friona Saturday.

BUSINESS AND DIRECTORY

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

The title to your land is vital
Our Abstracts correctly
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All Work Guaranteed
GEORGE GILES
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THE HEREFORD BRAND
JOB PRINTING

The cheapest and best way to keep a record of your business - - - unless you have a bookkeeper - - - is to deposit your money in the bank and pay all your bills by check.



We offer the services of this bank as a safe, convenient and efficient agency through which your business can be conducted.

First National Bank

OF HEREFORD



A Strong Bank Thoughtfully Managed

Wanted Your Cotton

When you think of ginning your cotton crop, naturally you will want to patronize a gin where you can get good, all-around service. Bring your cotton to us. We are in position to give you this service. You will see

Our Motto

"We Serve" to "Serve Again"

on the nice Texas Independence Calendar you will get with your first bale of cotton, and we do everything possible in our line of business to fulfill the words.

Mechanically our plant is in good condition, all worn parts removed and repaired from last season—with a complete set of new ginsaws installed, which will enable us to give you better ginning service.

COME TRY US

Large or Small, Your Business Will Be Appreciated Very Much.

Friona Gin

R. H. Belew - - - Manager

"Aw, Winter's not here yet!"

BUT OIL-PLATING LASTS...

Change today

Right you are. The weather hasn't made up its mind yet. But you don't care, once Conoco Germ Processed oil—patented—is Oil-Plating your engine for Winter.

Change to modern Oil-Plating today, for instance. Then every cylinder, piston, bearing and other part is completely Oil-Plated.

And today... tomorrow... next month... as long as you use Germ Processed, this Oil-Plating will still be up there. It gets there by means of the special "hyper-oily concentrate" which is alloyed into Germ Processed oil under patents. In circulating, this oil renews its genuine Oil-Plating, which doesn't return to the crankcase, but stays up all through your engine.

Thus the old cry of "get your right Winter viscosity" isn't the half of it, now that you can get exclusive Oil-Plating, too—a great big extra. Oil-Plating is all ready to lubricate before your starter even turns, and that lets your battery live. Oil-Plating doesn't run off in any weather, and that saves your engine and oil. You keep away from your next quart—your next battery—your next car, by changing today to Conoco Germ Processed oil. Continental Oil Company

CONOCO GERM PROCESSED OIL

COLD WEATHER POWER IN OUR GAS!

For gas that gives you all the extra power and quick starting qualities that you need on cold days, drive in here and let us fill your tank with CONOCO GASOLINE. Our winter gasolines will give you winter motor performance that's a positive revelation. Drive in and try a few gallons. You'll come back for more CONOCO.

Sewell Service Station

CONOCO GAS OIL

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

LONG STAR STUDY CLUB MEETS WITH MRS. PHILLIPS

The Long Star Study club met Monday afternoon at the home of Mrs. Earl Phillips with 14 members present. On the program Mrs. Tom Major talked on The Irish Free State, and a clarinet solo was played by Mrs. Wayne Phillips. Mrs. Harold Close told about Celebrities of Ireland.

A delicious ice course was served to members. The next meeting will be October 19 at the home of Mrs. Pat Lawbon.

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.

Brooks' DRUGS
PHONE 99 HEREFORD TEXAS
Friday and Saturday Super Values

For Whiter Teeth! Teeth Paste 2 Tubes 27¢	COFFEE Steaming Hot, With De-Nut 5¢
A Healthful Paste or Chocolate Malted Milk 1 Pound Jar . . . 49¢	HOT CHOCOLATE Made with Whole- some milk, served with Wafers 10¢
Perfection Cleansing Tissues 220 SHEET 2 Boxes 23¢	Toasted SANDWICHES With Potato Salad 15¢

**WATCH, WAIT!
LISTEN!**

**OUR BI-ANNUAL
1c SALE**

Next Week-End
Thursday, Friday and Saturday

October 15, 16 and 17
See Our Store and Window
Displays for These Values!

FORD DEALERS **NATION WIDE**

Used Cars

CLEARANCE SALE

SALE LASTS THIS MONTH ONLY

1-1936 Ford V-8 Tudor	REDUCED FROM \$25.00 TO \$65.00
1-1934 Ford V-8 Tudor	
1-1934 Ford V-8 Sedan	
1-1932 Chevrolet Coupe	
1-1932 Chevrolet Coupe	
1-1934 Ford V-8 Coupe	
1-1934 Chevrolet Coach	
1-1932 Ford V-8 Tudor	
1-1932 Dodge Sedan	
1-1931 Chevrolet Sports Runabout	
1-1929 Chevrolet Sedan	
1-1929 Chevrolet Coach	
1-1930 Chevrolet Coach	
1-1935 Ford V-8 Pickup	
1-1932 Chevrolet Truck, (L.W.B.)	

LIBERAL TERMS

HEREFORD MOTOR CO.

RAY VIEW CLUB MEETS THURSDAY

The Ray View club met Thursday afternoon in the club room at the court house, with Mrs. F. T. Rolosen, vice-president, in charge of the meeting. Mrs. Tom McCollum directed the program on Realizing the Personality of America, and gave an explanatory talk on The Personality of America, as classified by the physical and the spiritual.

A splendid discussion on The Anglo American Ideal of Free Government and Its Enemy, was given by Mrs. Bob Wilson. Our Heritage and the New War of Ideals, by Mrs. Charles Donald, brought out the historical background for fundamental principles and ideals.

Mrs. Carlos Floyd of Longview and Mrs. H. M. Bedford were guests of the club.

JUNIOR BAY VIEW CLUB IN FIRST PROGRAM OF SEASON

The Junior Bay View club held its first study program of the season at the home of Eloyse Pitman Thursday evening, October 1. Miss Fern Carlisle, president, directed the program.

A travel course, with Travel in Europe as the central theme, has been chosen for the year's work, and Miss Carlisle gave an interesting and educational report entitled, A General Survey of European Background. This survey included a resume of the forms of government, political and economic conditions, as well as a comparison of boundaries and acquisitions before the World War, with the present day situation.

Refreshments were served to Fern Carlisle, Ruth Cookwright, Edna Daughette, Eva Gilliland, Katherine Kirby, Jo Pearl Odum, Eloyse Pitman, Eva Pitman, Gwen Spradley, Rhita Sullivan and Margaret Witherspoon.

MISS RUBY THOMPSON ON AMARILLO CLUB PROGRAM

Miss Ruby Thompson appeared on the Twentieth Century Club program Friday afternoon at the home of Mrs. L. D. Stith in Amarillo.

Miss Thompson sang "Habanera." She wore a Spanish costume and was accompanied at the piano by Mrs. George Carns.

St. Anthony's.

Sunday masses at 8 and 10 a. m. Benediction at 4 p. m. Week day mass at 8. October devotions each evening at 7:30, consisting of rosary and benediction. Study clubs held the first meetings last Sunday, and look forward to other meetings Sunday at 3.

A meeting of the Altar society was held Sunday. A committee of young ladies Sodality was received and it was decided to hold a Columbus Day celebration October 12 at 8 p. m. Games will furnish entertainment. Proceeds from pie sales will be used in painting the church and school.

Sodality has voted to combine their efforts with the Altar society to make Columbus Day a success. Plans are being made to unite CMMC in properly celebrating the Feast of Christ the King the last Sunday in October. It was decided to accept an offer of Jesko PTA to present a three act Halloween play Friday, October 30, and to sponsor it at a nominal admission.

Mrs. John L. Wilson left Sunday for Fort Sumner, New Mexico, where she will visit in the home of her daughter, Mrs. Sam Steele.

MISS SWISHER LOCATED IN HEREFORD

Miss Mattie Mae Swisher has returned from a vacation spent in the East and has begun her classes in voice. She is at home with Mrs. Nona Jowell, Lawton Avenue. Miss Swisher asks all members of the Civic Chorus to meet Sunday afternoon, October 11, at the Methodist Church, at 3 o'clock.

Miss Swisher is teaching in Amarillo two days, Tuesday and Saturday, each week.

HIGH SCHOOL BAND AND ORCHESTRA MOTHERS MEET

Plans for the year's work were discussed Tuesday afternoon when the High School Band and Orchestra Mothers met at the high school in their regular monthly business meeting. Committee reports were given and new committees appointed.

Mrs. Lee Conklin, president, told of a new finance plan and urged mothers to cooperate with this committee. Mrs. Jim Higgins was elected corresponding secretary and the organization voted to buy needed uniforms.

Friena News

BY JOYCE LANDRUM

The As You Like It club sponsored a game tournament in the Crume building Wednesday night. Brigs and 42 were played. Winner for high in bridge was Miss Christine Warren, and for 42 B. T. Galoway and Oyle Allen. Coffee, sandwiches and doughnuts were served. Marty Essel of Farwell was here Thursday.

Forty-five students of Friena schools met a train in Kress Wednesday and attended the Centennial at Dallas. The group was

sponsored by Robert Morgan, J. T. Gee and others. They will return to Friena Saturday.

Mrs. Steele, mother of Mrs. W. E. Frost, returned to her home in Waco after a month's visit here.

The Methodist Zone meeting met here September 30, with Dimmitt, the Dimmitt Circuit, Bovina, Hereford and Hereford Circuit, and Oklahoma Lane represented. The program was given in last week's Brand. Officers for the ensuing year are Mrs. Nitler of Bovina, zone leader; Mrs. Thomas of Bovina, secretary and treasurer.

P. L. New spent Saturday night in Amarillo.

Miss Mildred Hughes, who is attending school in Amarillo, was at her home here last week end.

Miss Martha Slagle, who is attending school in Lubbock, was a Friena visitor Tuesday.

Harry Gower and J. B. Crow, who have been working in Kansas the past few weeks, returned to Friena Wednesday.

The senior class had a backward party Tuesday night. Everyone came wearing their clothes backward and did everything backward. Refreshments were served after a few games of softball.

Mrs. Harold Close and sons were in Amarillo Saturday.

THE MAN'S SHOP
HOMER FOX—Phone 111
IN BY THREE—OUT BY SIX
Fox Cleaners & Hatters

PUMPKIN
Van
Camp's, No. 2 1/2 Can
2 Cans
23¢

MILK
Carnation, 4 Small
or 2 Large Cans
15¢

Baking Powder
K. C., 25-Ounce Can
17¢

Apple Jelly
White House
2-Pound Jar
23¢

Pancake Flour
Aunt Jimma
Large Package
23¢

PEAS
GLEN VALLEY
No. 2 Can
11¢

COFFEE
SCHILLING'S
1-Pound Can
27¢

CRACKERS
EXCELL
2-Pound Box
17¢

OXYDOL
Large Package
19¢

Bake it at HOME
Week

ushering in the home baking season, we are featuring at special prices the whole list of needed items for home baked bread, cakes, pies and other pastries. You'll be buying these items anyhow . . . buy them now and save on your purchases!

SPICED BEANS	15¢
Gebhardt's, 15 1/2-ounce can, 2 cans	29¢
CHILI POWDER	7¢
Gebhardt's, 3-ounce can 29¢, 1-ounce can	19¢
PINEAPPLE	25¢
Libby's Tidbits, or Crushed, 9-ounce can	23¢
TAMALES	25¢
Gebhardt's, No. 2 can	17¢
SPINACH	4¢
Olimto, No. 2 can, 3 cans	7¢
CHILI	25¢
Gebhardt's, with Beans, No. 2 can	25¢
DATES	25¢
Dromedary Pitted or Regular, 2 packages	17¢
STARCH	4¢
Lint, 2 packages (1 Package FREE)	7¢
GELATINE	25¢
Marvin, assorted Flavors, package	4¢
SHAVING SOAP	7¢
Colgate's, each	25¢
TOILET SOAP	15¢
Woodbury's, 2 bars	15¢
SANIFLUSH	9¢
Can	25¢
OATS	
3-Minute, large size 18¢, small size	
TUNA FLAKES	
El Campo, No. 1/2 can, 2 cans	

FRESH PRODUCE

Cabbage	Small Green Heads	3¢
SPUDS		21¢
U. S., No. 1 Rurals, 10 pounds		4 1/2¢
BANANAS		4 1/2¢
Yellow Ripe, pound		4 1/2¢
YAMS		21¢
Fancy Louisiana, pound		21¢
ORANGES		21¢
California, 288 size, dozen		21¢
CRANBERRIES		21¢
Quart		

MEATS

GROUND MEAT	Fresh Ground Pound	11¢
BEEF ROAST		14¢
Chuck Cuts, pound		12 1/2¢
SHORT RIBS		16¢
Fine to Bake or Boil, pound		27¢
VEAL STEAK		18¢
Seven Bone, pound		33¢
SLICED BACON		
Sugar Cured, Rindless, pound		
SALT PORK		
Pound		
OLEOMARGARINE		
Lily Brand, 2 pounds		

GRAPELADE
Welch's, 16-Ounce Jar
11¢

SOAP
P. and G., 10 Giant Bars
35¢

Mince meat

Old Time Package
8¢

SUGAR
10-Pound Bag (LIMIT)
48¢

JEWEL Shortening
8-Pound Carton
\$1.00

FLOUR
Packard's Sunrise
48-Pound Sack **\$1.05**
24-Pound Sack **85¢**

Green Beans
Whole White Swan
No. 2 Can
15¢

PRUNES
ITALIAN
No. 10 Can
33¢

Pork and Beans
Campbell's, 22-Ounce Can
9¢

CATSUP
GLEN VALLEY
14-Ounce Bottle
10¢

HONEY
Sander's Comb
Pint **29¢**
Quart **39¢**

PRICES GOOD FRIDAY AND SATURDAY

FURR FOOD

WE BUY CREAM, EGGS, POULTRY AND HIDES

Rites Held For

(Continued from page one)

ter, Mrs. J. L. Taylor, following an illness of two months. Rites were conducted from the First Baptist church by Rev. B. N. Shepherd, pastor, with burial in West Park Cemetery.

Mrs. Cooper was born on March 19, 1857. She was the widow of the late J. D. Cooper. She removed to Texas in 1908, and came to Deaf Smith county from Floyd county in 1921. She was long a member of the Baptist Church.

Survivors include two daughters, Mrs. Taylor of Hereford, and Mrs. I. S. Bartlett of Black; five sons, T. A. Cooper, Frederick, Oklahoma; M. S. Cooper, Seymour; B. D. Cooper, Edgewood, and J. B. Cooper, Phoenix, Arizona; two sisters who reside in Alabama; 29 grand children and six great grand children.

Ward News Notes

BY MRS. GEORGE SUGGS

Everyone is busy with wheat sowing and feed cutting. Thirty attended Sunday school last Sunday.

Mr. Houghton was in Tulla several days the past week. Tom Kyger returned home after sowing his wheat here.

Mrs. Blackburn visited Mrs. Montgomery the past week.

Mr. and Mrs. Orval House spent Saturday night and Sunday with Mr. and Mrs. Robert Viegol.

Mr. and Mrs. J. T. Wheeler of Endece, New Mexico, arrived Sunday. They were joined here by Mrs. Edgar Johnson, twin sister of Mrs. Wheeler, and left Tuesday for Dallas to visit Mr. and Mrs. J. M. Stratton, parents of Mmes. Wheeler and Johnson, and the Centennial. Mr. Wheeler is a brother of Mrs. Hal Hawkins and visited in her home while here.

Family Observes

(Continued from page one)

children of Mr. and Mrs. Dixon were present Sunday, this being the first time for all of them to gather at the home since Mr. and Mrs. Dixon celebrated their 35th wedding anniversary. They will have been married 47 years Saturday.

During the morning members of the family gathered for a pleasant time recalling past experiences and joking. The women prepared a delicious dinner.

Seated at the table with Mr. and Mrs. Dixon were their sons, Emmitt, Hereford; Clarence, Friona; Elmer, Dimmitt; Harvey, Lockney, and Ollie, Amarillo; their wives, and Mr. and Mrs. Roy Landrum of Lasbuddle. Mrs. Landrum is a married grand daughter of the Dixons. Grand children were seated at another table. They were William, Wilbur, Eugene, Irene, Elizabeth, Wilma Ruth, Margaret, Lucille, Jim, Lynn, Glenice and Olaf Peterson, a guest. Jimmie, son of Clarence Dixon, was too small to be at the table.

Mr. Dixon and sons furnished entertaining music after dinner. Ice cream and cake were served in the afternoon, after which pictures were made. The family wished the father and grandfather many more happy birthdays.

Notice is hereby given that on the first Tuesday of November, 1936, being the 3rd day of said month, I will sell at public vendue to the highest bidder for cash all of Lot No. 19 in Block No. 18, Original Town of Hereford, located in Deaf Smith County, Texas, by virtue of and in the way and manner as provided in a judgment rendered in cause No. 2275, entitled "E. Witherspoon vs. W. D. Farmer et al", in the District Court of Deaf Smith County, Texas, on the 12th day of August, 1936, of record in the Minutes of said Court in Vol. 6, at page 72, to which reference is hereby made. Dated this 6th day of October, 1936.

GENEVIEVE EBERLE, Receiver.

Mrs. W. F. Gillis of the Fashion Dress Shoppe, who has been spending several weeks at her shop in Littlefield, came home Sunday to spend the week here. Mrs. Gertrude Brotherton is spending this week in Littlefield during Mrs. Gillis' absence.

A WANT AD WILL SELL THAT COW!

Mass Meeting

(Continued from page one)

the signing of agreements. After that, a huge map showing the location of farms where agreements have been signed, and the proposed power line route, will be prepared and sent to the Rural Electrification Authority at Washington.

The meeting rang with optimism concerning the future of the project and of irrigation and hopes of farmers to receive electrical energy and loans with which to electrify homes, purchase appliances and install irrigation wells, for which \$4,000,000 has been allocated to Texas. One speaker estimated that should the project be inaugurated in the magnitude which it is now planned, Hereford would become a city three times its present size.

Urges Cooperation. Alex Thompson, head of the chamber of commerce committee on electrification, urged every farmer to provide the information on the agreement sheet. "We will try to build a life to everyone where the expense is not too great."

J. E. Hill discussed two problems facing the project, but he saw an easy hurdle over these barriers. "I think this is the biggest thing we ever had up in this county," he stated. "REA is satisfied with our water source and sold on pump irrigation. There is no question but that it is going over. The higher-ups in Washington are greatly interested."

To Overcome Obstacles. There are two obstacles which Mr. Hill believes can and will be overcome. The first is population. "With the statement of facts on what irrigation can do, with the possibilities presented to Washington officials in person, we can show that we have more use for electricity than East Texas. The greater amount of power used for irrigation than for homes will overcome this obstacle. The total amount of energy consumed is more important than population."

The second obstacle, he said, is that the state has no water control law by which pumping can be regulated to prevent possibility of exhausting the underground water supply. Senator Clint Small has been asked, Mr. Hill announced, to draft a water control bill to be presented to the next congress. "This project may not be considered until this law is passed," he averred. "It would set up conservancy districts in shallow water areas, and determine the number of wells that could be drilled on a section without affecting the water belt."

T. U. Offers Assistance. Mr. Hennen stated that "no community in the country has a greater use for this power than this community. There has been no time when we could not have increased yield if we had water at the right time. We need more irrigation, and electricity is the logical power to use."

Fred Oberther, district manager of the Texas Utilities Company, said his company "wants to cooperate as best we can to help develop the country. We are really in favor of the project and will be glad to contribute what we can." Several other speakers expressed their views on the project, and all were strongly behind it and optimistic concerning its final approval by REA.

Ross Fuller

(Continued from page one)

solid color display. Buff Orpington, Ross Fuller, first, second and third pullet; first, second and third hen; first, second and third cockerel; first and second cock, and first young pen. Buff Rocks, N.C. Vogels, first, second and third pullets, and first, second and third cockerel.

Fuller, Wright and Vogels carried their prize birds to Portales Tuesday to enter them in the Eastern New Mexico State Fair.

Trench Silo

(Continued from page one)

of plenty of the feed may be left in the silo. A cow of 1,000 pounds will consume approximately 30 pounds of this feed per day, Bateman said. Livestock of all kinds eat the feed readily. One cubic foot will weigh between 30 and 35 pounds. Any kind of feed may be placed in the silo, but, Bateman said, "it is true that the better feed you put in the better feed you'll take out."

"Coal Trees." "Coal trees," trees that have remained complete through the ages which turned them into coal, are one of nature's strangest sights. They are found in mines, standing in their normal position, and as perfectly formed as the day they reached maturity, except that their roots, trunks, branches and even their leaves have been converted into black, gleaming coal. Collier's Weekly.

Football Game

(Continued from page one)

to act effectively. Ends failed to turn the plays in; line-backers failed to fill up the off-tackle holes; the secondary missed tackles, which at times would have meant losses, but instead turned into touchdowns or long gains; defensive halves let pass receivers get entirely away—in short, everything went wrong, and the Herd faded into oblivion.

The feet feet of Rameris and Conner and the accurate passing arm of Robertson demoralized the Whitefaces in the third quarter. Berger scored four touchdowns in that period, on exactly six plays. During the first half it was nip and tuck, with the Bulldogs getting loose once late in the initial period when Robertson found a great hole at his right tackle and scampered 42 yards to a touchdown.

Opening the third, Hereford took the kick-off, but with the club unable to gain, except for a 15-yard penalty, Posey kicked. The punt was blocked, and although Posey recovered, the ball went over on Hereford's 49-yard line. On the first play, Conner circled his right end and raced across the goal line. Again the Herd received, and Posey kicked to mid-field. Taking the ball, Robertson passed 35 yards to Rameris, who scampered the remaining 15 yards to score. After Hereford received a third time, Posey kicked out on his 45. Rameris, going around his right end, picked up 21 yards, and then Robertson shot a pass to Sechrist near the goal. As he was tackled, the end latered to Fullback Little, who stepped over. Another time Hereford was forced to kick, after drawing a 15-yard penalty, and Posey booted out on his 27. Conner picked up five yards before Robertson passed over the goal line into the arms of Rameris.

Just before the final period opened Coach Carl Moulden sent in a new team of 11 players. They took the ball 58 yards from the goal, and in the last quarter march-

ed slowly but surely to pay dirt. White did the scoring from the one foot mark.

The Whiteface offense met another powerful line and was unable to crack it on any substantial gains. They reached their maximum of four first downs, as compared with 18 made by the Bulldogs. Only once did Hereford get into Bulldog territory—in the closing seconds of the first period when Posey booted to Berger's 12. After Rameris elicited off seven yards, Conner, on a mix-up in signals, let the ball go and ran back to recover on his four yard line. Allen kicked out to

the 25, with Conner, returning to the 30 on the period ending. Conner lost ground, however, on the play of plays that followed.

Mr. and Mrs. Frank H. Shimp of Santa Fe, New Mexico, were business visitors here over the week end. They own land here and submitted for the Grand while in town that they might keep up with developments here.

Mrs. W. S. McClung and daughter, Mary Beth, of Amarillo were Hereford visitors Sunday. Mrs. McClung is a sister of John and Bobo McClain.



The QUAKER Burnoil HEATER

YARDSTICK BY WHICH ALL SPACE HEATERS ARE MEASURED!

Quaker Burnoil heaters eliminate once and for all the dust, dirt and drudgery of coal heat. That's why they are fast replacing coal stoves everywhere. All the comforts and conveniences, previously enjoyed only by those who do not have to make every dollar count, can now be enjoyed in the modest home.

Built by America's Pioneer Oil Burning Space Heater Manufacturer

Inspect these modern, beautifully designed stoves, both circulating and radiant models, now on display in the showroom of

M. D. WOMBLE, Implements

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

PEANUT BUTTER qt 29c CRACKERS 2 lbs 17c

FREE GROCERIES EVERY SATURDAY!

BRAN FLAKES Red and White, package 10c

SALMON Pink, good quality, 2 cans 25c

TOMATO JUICE Red and White, 3 cans 25c

No. 2 can, 3 for TOMATOES 25c

Armour's, 4 cans Pork and Beans 25c

C. WHEAT Red and White, package 19c

BLACK-EYED PEAS El Food, 3 cans 25c

MEXICAN BEANS Fancy re-cleaned, pound 5c

PEANUT BUTTER Pint 15c

Chase & Sanborn, Seal Brand, 1-lb pkg COFFEE 25c

White Swan, No. 2 1/2 can PEARS 20c

JAR LIDS Kerr, regular, 3 for 25c

WHEAT PUFFS Jersey, package 10c

LAUNDRY SOAP Any brand, 6 bars 25c

CORN FLAKES Kellogg's, package 10 1/2c

White Swan, DeLuxe or Sliced, No. 2 1/2 can PEACHES 17 1/2c

Tree Ripened, No. 2 1/2 can APRICOTS 20c

Garden Fresh Fruits & Vegetables

GREEN PEPPERS Home grown, 3 pounds 25c

LETTUCE Large crisp heads, each 10c

TURNIPS Fresh, home grown, pound 3c

SPUDS No. 1 Colorados, 10 pounds 25c

CRANBERRIES Eatmor, quart 22 1/2c

CABBAGE Fresh Colorado, pound 3c

PUMPKINS Each 10c

LEMONS Sunkist, dozen 27c

WEIR'S



Close Drug Store DRUGS AT LOW PRICES—FRI.—SAT.

40c Fletcher's Castoria 27c

100 Bayer Aspirin Tablets 59c

Large Listerine Mouth Wash 59c

25c Mavis Talcum 17c

35c Cutex Nail Polish 31c

35c Vick's Vapo Rub 27c



When sickness comes, two allies stand ready for your call—your doctor and your druggist. Consult your physician, follow his instructions—patronize the drug store that justifies your confidence.

Nyal Magnesia Tooth Paste Neutralizes acid mouth, protecting decay and dull coated teeth. Large tube 39c

Nyal Halibut Liver Oil Capsules Vitamin A Content 90 times greater than Cod Liver Oil—build resistance against ill, increase appetite. Box of 50 capsules... 39c

ANTACID Correct the causes of chronic stomach trouble. NYAL ANTACID POWDER does away with gas, heartburn, acid indigestion—forevermore of hard-to-cure Dyspepsia. You'll like the minty flavor. TWO SIZES 50c-1.00

Pint Squibb's Mineral Oil 59c

50c Syrup Black Draught 39c

50c S. T. 37 Antiseptic 42c

50c Doan's UREOLANT Cough Syrup 39c

50c PEPSIN 98c

2 qt. Nyad Fountain Syringe 79c

Whitefaces

Start Right in the District Race

BEAT FRIONA!

Whiteface Field 3:30
Friday, Oct. 2, 1936

The Hereford Whitefaces are going places again, believe it or not. Despite their slow start, they are progressing rapidly, and because of it need your support more than every. The conference season opens Friday — the Whitefaces are due to "arrive," and your backing is a deciding factor!



We're Backing You in Another Conference Race

First State Bank
 Texas Market and Grocery
 W. J. (Bill) Smith, Magnolia Agent
 Carl's Cash and Carry Grocery
 West Texas Gas Company
 Panhandle Lumber Company
 First National Bank
 Glenn Snyder, Texaco Station
 Rosson Implement Company
 Jack Hagar Shoe Shop
 E. B. Black Company
 Kerr Hardware and Implement Co.
 J. O. Newell
 Galf Service Station
 Ike's Cafe
 Prairie Dairie
 Norton Motor Company
 Richmond University

Davis & McCracken, Implements
 Texas Utilities Company
 Streu Hardware Company
 A. O. Thompson, Abstracts
 Brumley-Woodford Motor Company
 The Hereford Brand
 Arthur Thompson Filling Station
 Chamber of Commerce
 Willard Battery Station
 Fox Cleaners and Hatters
 Hereford Insurance Agency
 Packard Milling Company
 Hereford Creamery Company
 New Club Cafe
 John McLean
 Furr Food Stores, Inc.
 Lyle H. Leslie, M. C.

Hereford Bakery
 Hereford Motor Company
 Hillside Hatchery
 West Texas Feed and Seed
 Pitman Grain Company
 C. A. Skelton, Case Implements
 Fraser Produce
 Corner Drug Store
 Star Theatre
 Fashion Dress Shoppe
 Weir's Red and White Grocery
 Beavers Bros. Garage
 Chocolate Shop
 J. C. Penney Co., Inc.
 Piggly Wiggly
 Ireland Motor Company
 R. E. Perkins, D. C.

The Herford Brand

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

HERFORD, DEAF SMITH COUNTY, TEXAS

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

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NOTICE TO PUBLIC

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

REVIEWING THE PROPOSED AMENDMENTS

Six constitutional amendments are to be voted on next month in Texas. They affect state government and the taxpayers, and voters should not go to the polls until they have studied them carefully. Three of the six would increase expenditures of the state, directly by increasing certain salaries or indirectly by adding to the state's obligations to certain groups. The question in these instances is whether it is worthwhile at this time to allow the state to acquire these extra burdens.

In this issue, the Brand is starting a series of three articles discussing in an unbiased manner the six amendments. These discussions are furnished by the Department of State. Study them carefully.

SCHOOL WORK AND THE WORLD SERIES

A news story announced that students of Canadian High School listened to the World Series broadcast over a radio installed in the high school for this purpose. This was the fifth year that the school has provided radio accounts of the series. Superintendent F. N. Sawyer said, "Boys and girls have a legitimate right to such wholesome recreation."

We imagine the students of Herford High School would not be opposed to such practice, and, at that, the idea might be worth consideration. It is recreation of grand order.

By Their Words

AND OURS

Few people realize the importance of patience. It is so rare that not one man in a thousand is a successful investor or speculator.—Tulia Herald.

Only through an aroused public opinion and the cooperation of organizations and individuals can the mad career of death on the highways be ended.—Potter County News.

Should the Republicans win how much of a victory will it really be? They can never hope to attain a majority in the senate for the coming congress, since only about one-third of the senators are due for re-election. Even if every Republican senatorial nominee is elected this fall, the Democrats still have a majority. Laundon may find himself in the same situation as was Hoover, who accused the Democratic majority of blocking every effort he put forth.—Muleshoe Journal.

It is always amusing to hear a fellow criticize the administration, who can't even pick out a necktie without taking his wife along.—Happy Herald.

AMARILLOANS STOP ON GOODWILL TRIP FRIDAY

Two hundred and ten Amarilloans and the Amarillo College band stopped in Herford last Friday morning enroute on a goodwill tour via special train to Portales, New Mexico.

The train was met by the Herford High School band, and, with the college band, played a concert during the 30 minutes the train was here. A larger number of local people gathered at the station. The visitors paraded Main Street and mingled with local merchants and business men for a few minutes. They arrived at 9 o'clock and 30 minutes later continued toward Portales, with stops in Farwell and Clovis.

At Father's Bedside.

Miss Estelle Miller, superintendent of the hospital at Bowie, arrived Monday night to be at the bedside of her father, H. H. Miller, of Dawn, who is confined to the Deaf Smith County Hospital with pneumonia. His condition was reported as satisfactory this morning.

HERFORD BOYS GAINING RECOGNITION AT A. & M.

Herford boys are getting into the limelight at Texas A. & M., according to a report received from the school at College Station. Five boys are attending the institution for their first year.

J. D. Clayton has become a member of the "A" freshman football squad at right end, and played in the game with Allen Academy. His performance was outstanding. It was reported, Palmer Norton has been accepted as a regular member of the college team. The others of the group are Clyde Bussey, Edward Fullwood and Bill Patton.

Easter Items

BY LOUISE FRYE

If you need a well drilled, I can do it. Jim Mauk. 40-3c
A community meeting will be held at the social hour Friday night. After the business meeting a social will be given.
Lynn Axe and family visited Sunday in the Geo. Chambliss home.

Ruby Faye Noland was among the group of school children who attended the Centennial last week.
Friends of Mrs. M. Stimmens will regret to learn that she is still confined to her bed. Mrs. Stimmens has been ill six weeks.

Mr. and Mrs. J. S. Smith and daughter were in Amarillo last Thursday afternoon.
Mmes. Woolery, Chambliss and Miss McClure called on Mrs. Carl Frye Monday afternoon.

Mr. and Mrs. Haskell Benson had relatives from Pampa and Flag as guests Sunday.

Mr. and Mrs. W. S. Fields and daughter of Portales visited Sunday in the Fred Walton home.

Mr. and Mrs. W. A. Epperson visited Sunday in the J. S. Smith home.

Misses Hazel Chambliss, Annie Mae Smith, Louise and Caroline Frye; Foster Beall, Dan Allen, Brittain Chambliss were dinner guests of Miss Louise McClure and Ben Medley Sunday.

Misses Hazel Chambliss, Annie Mae Smith, Louise and Caroline Frye; Foster Beall, Dan Allen, Brittain Chambliss were dinner guests of Miss Louise McClure and Ben Medley Sunday.

Summerfield News

BY MRS. ASA ATCHLEY

I can get to your well next. See me about drilling your irrigation well. NOW. Jim Mauk. 40-3c

There were 44 present at Sunday school. Mr. Legg taught the entire group.

J. R. Oglesby and family visited at Wyche last Sunday.

Miss Una Morris visited her parents in Happy recently.

Messrs. and Mmes. Andrew Olson and Lloyd Olson and son of Boone, Iowa, visited the Ray Johnson home recently.

Miss Edith Miller of Plainview visited her sister, Mrs. E. E. Roberson, last week.

Mrs. Marian Clark and son returned from Littlefield last week.

Mr. and Mrs. D. C. and Guy Walsler, Mr. and Mrs. Asa Atchley spent Sunday in the Woodrow Welty home.

Mrs. A. J. Blakemore is visiting in Amarillo this week.

Miss Geneva Petty spent Sunday with Christine Atchley.

Mr. and Mrs. Albert Crosse spent Sunday in Friona.

The Summerfield Study club met at the home of Mrs. B. E. Roberson Thursday. The program was a study of health in which Mmes. Troy Welty and Ray Johnson discussed health nurses, and reviewed the book of Magnificent Obsessions. Present were Mmes. Guy Walsler, Lee Curry, Ray Johnson, Lloyd Lookingbill, L. L. Cannon, John Cress, Brit Clark, Woodrow Welty, J. R. Oglesby, Asa Atchley, Miss Una Morris and hostess, Mrs. B. E. Roberson. The next meeting will be with Mrs. Cannon.

C. Streun has been working for Bill Edelman the past three weeks.

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

A LONG TIME AGO IN HERFORD

(From The Herford Brand, October 6, 1905.)

C. S. Cardwell had exhibited the prize home grown watermelon. It weighed 65 pounds, was grown without irrigation on a volunteer vine.

A sign painter had come to town. He seemed to have been needed for some time, judging by the long list of customers.

R. A. Hall had cleaned up his acre of onions and found he had grown 125 bushels. At the then current price, Mr. Hall realized \$112.50 from his onion crop.

Once more the editor lifted his voice in a loud wail of protest against the town cow. He intimated that this would be the supreme Eutopia were it not for those danged heifers eating the various and sundry vegetation put out by home-loving citizens.

From Boom came the information that J. P. Roberson would start for Texico on October 5.

(From The Herford Brand, October 8, 1915.)

Someone called "whoa" in a rather emphatic manner to a horse driven by Sam Ward, and the animal stopped so suddenly that Ward fell from the wagon, breaking one of his legs near the hip.

Dr. F. E. Bowe was more or less peeved. Listing as borrowed were two summer laprobes, two winter heavy robes, one green fall robe, two spring seats for wagon, snap and tie ropes, large number; one new raincoat, and other articles. "Please return and get reward where deserved," lamented the good doctor.

Miss Myrtle Bennett was at home from her school work at Black over the week-end.

Twenty-one years ago the "thinning ranks of Union Veterans" paraded before President Woodrow Wilson.

Orville, Newell had bought the J. G. Callen stock of dry goods.

R. G. Sisk had brought to the Brand office a beet which weighed 12 pounds, and a parsnip that was over three feet from tip to tip.

G. M. Suggs was in Paris, a delegate to the Synod of the Presbyterian Church.

C. T. and W. E. Herring shipped 17 cars of fat cattle from Herford to the Kansas City market Saturday.

"Lady Repeater," three-year-old cow, owned by Mrs. L. R. Brady, had won third premium at the Midland Fair. W. T. Womble, Jewell and Jowell also won premiums on their Herford exhibits.

REVIEWING THE AMENDMENTS

S. J. E. No. 3-A

The first proposed Constitutional amendment to face the voter on November 3, provides for a State dispensary system to have exclusive sale of distilled liquors and all profits from the sale of such liquors would go to the State. The sale of spirituous distilled liquors for private profit, as is now the case, is prohibited within this State by this Amendment, except where such sale is made to the State, according to B. P. Matocha, secretary of state. It is further provided that the State of Texas shall have the exclusive right to purchase at wholesale and to sell at retail such distilled spirituous liquors. Such sale shall be made only in unbroken packages and no such liquors shall be consumed on the premises where sold. The difference between the proposed plan and that now in effect would simply be one of ownership—i. e. by the State rather than the individual.

The State would maintain various places of business for the purpose of the sale of such liquor direct to the consumer. These places of business would only be maintained in the counties, precincts or incorporated towns where by local option elections such sale has been made legal. This amendment further provides that the open saloon shall not be reestablished. It is also provided in this amendment that the legislature shall have the power to regulate the sale for private profit and possession of distilled liquors for medicinal, scientific and mechanical purposes.

S. J. E. No. 13

Proposal No. 2 effecting a change in the State Constitution provides that the Legislature shall have the right to levy taxes to provide a Retirement Fund for school teachers and persons employed in public schools, colleges and universities, supported wholly or partly by the State.

According to the interpretation of Secretary of State B. P. Matocha, it is provided that the

POLITICAL ANNOUNCEMENTS, DEAF SMITH COUNTY

The Brand is authorized to announce the following candidates for the offices under which their names are listed, subject to the November General Election:

For State Senator, 31 District: CLAYTON C. SMALL

For State Representative, 12th District: G. H. (Jack) LITTLE

For District Attorney: JAMES W. WITHERSPOON

For County Judge and Ex-Officio Superintendent, County Schools: EARL W. WILSON

For Sheriff, Tax Assessor and Collector: J. O. NEWELL

For County Commissioner, Precinct No. 1: P. J. (Jack) ROSE

For County Commissioner, Precinct No. 2: T. W. ROBERSON

For County Commissioner, Precinct No. 3: H. D. CULPEPPER

For County Commissioner, Precinct No. 4: ERNEST T. (Dick) ALLRED

For County and District Clerk: L. H. FOSTER

For County Treasurer: MRS. BESSIE L. SMITH

For Hide and Animal Inspector: J. WALK BRADLEY

State shall contribute to such Retirement Fund an amount equal to that paid for the same purpose from the income of each such person. It is a matching plan. Each person so employed in such State schools, colleges and universities will likely be required to set aside so much of their salary and the State will set aside a like amount. This amendment further provides that the amount contributed to such Retirement Fund by the State shall not exceed at any time five per cent of the compensation paid to each such person by the State or school district, and shall not be more than \$180 for any one person in one year.

No person shall be eligible for a pension under this amendment who has not taught 20 years in the State of Texas, but those who retire before they have taught for a period of 20 years in this State and who have been contributing to the Retirement Fund shall be entitled to a refund of the moneys paid into this fund.

All funds provided from the compensation of said persons, or by the State, for the Retirement Fund, as are received by the Treasury of the State of Texas, shall be invested in bonds of the United States, the State of Texas, or counties or cities of this State, or in bonds issued by any agency of the United States Government, the payment of the principal of and interest on which is guaranteed by the United States Government.

Persons who are the recipients of pensions from such Retirement Fund shall not be eligible for any other pension, retirement funds or direct aid from the State.

Wyche Items

BY PEGGY VALENTINE

See J. L. (Jim) Mauk about drilling your irrigation well. 38-3c

"Bill's Vandeville," given at the school house last Thursday night, was well attended.

Thirty were present at Sunday school Sunday.

A number from this community are attending the Baptist revival in Herford.

Club meets October 13 with Mrs. Andrew Gilliam. Plan to attend and bring thimbles.

Two brothers of Mr. Paetsold from Ilwa, and Joe of Ouster City, Okla., and a sister, Mrs. F. Keeling of Harrison, Ark., a nephew, Carl Homer and Mrs. Homer of Groom visited the Paetsold home Friday and Saturday.

Mr. and Mrs. Lee Cale and Mrs. Henry of Plainview visited the home of their sister and daughter, Mrs. Fred Henry, Sunday.

Geraldine Henry is on the sick list.

H. J. Edwards is home from a trip to Clovis, Littlefield and Disbuck.

W. E. Saxon and family visited at Canyon Sunday afternoon. DuBols Walker and Douglas were in Messenger Sunday.

A niece of Ben McBrayer visited the home Tuesday.

Fred Henry and family were in Herford Monday.

J. D. Love spent this week in Tucuman, N. M.

Dock and Mrs. Roberson were in Herford Wednesday.

Mr. and Mrs. Jack Rose were here Wednesday.

Mr. and Mrs. N. G. Elliston returned from Wichita, Kansas, Friday, where they were called by the death of Mrs. Elliston's cousin, Miss Ollie.

Mr. and Mrs. Victor Elliston returned to Fort Worth, N. M., Friday. Shopping in Herford Saturday were Mr. and Mrs. J. D. Love.

Ben McBrayer and family, Mr. and Mrs. Andrew Gilliam, Lloyd and Clara Jo and Mrs. Nell and Jim Gandy.

Jim Gandy was in Amarillo Saturday night and in Friona Sunday.

Services at Christian Church

H. M. Redford, Minister.

Mrs. Grace Guthrie, superintendent. Bible school 9:45 a. m. Morning worship, 11 o'clock. Intermediate C. E., 6:30 p. m.; Young People's Christian Endeavor, 7:30. Church family night Wednesday, 7:30. Evening services will be dismissed that the congregation may attend the Baptist revival.

"That Nothing Be Lost" will be the sermon subject by the pastor Lord's Day morning.

Attendance last week was encouraging. Family night was attended by 71, who were delighted with the dramatization by Mr. and Mrs. Redford, assisted by several young people. Bible school and church attendance showed a 54 per cent increase. A cordial invitation is extended every one.

Want Ads

For Sale or Trade

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: Jersey cow; Middie washing machine and natural gas range, good as new. B. J. Leub, 600 West Third Street. 1p

FOR SALE: "At a bargain, the former 'Ma Daniel' home on Roosevelt Avenue. Small cash down payment. See Mrs. Edgar Johnson. 1c

FOR SALE: Good dump bed, worth the money. See Mack Rainum at Texas Service Station. 1c

FOR SALE OR TRADE: Well located farms in Armstrong, Castro.

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Deaf Smith, Floyd, Hale, Potter, Randall, Swisher and Sherman counties. Also several small ranches. Well financed, mostly Federal loans. Priced to sell. Will trade for clear Amarillo real estate. 605 Plisk Building, Box 1974, Phone 9861, Amarillo, Tex. 1c

FOR SALE OR TRADE: Two houses in West Herford, extra cheap. Four Amarillo lots, two on Panhandle highway, two on West Third. See John Patton. 42

BARGAIN WEEK
1929 Chevrolet Coach, 1930 Chevrolet Coupe, 1931 Buick Sedan, 1933 Dodge Coupe, 1934 Plymouth Coach, 1934 Ford Sedan. Several others, all in A-1 condition and ready to go. Brumley - Woodford Motor Co. 1c

FOR SALE: A Detroit Jewell circulating heater, as good as new. See Mrs. J. C. Cummins. 1p

FOR SALE: Young Jersey milk cows, fresh. See Jack Grady, at Consumers. 28-3p

FOR SALE: Grade "A" raw milk. Delivered to your door twice daily. Steam sterilized utensils and adequate refrigeration. Reasonable prices. Phone 666. Prairie Dairies. 28-1f

FOR SALE: Extra good Model A Ford Tudor. Good shape. New tires. At a bargain. Call at Brand office for information. 30-1f

FOR SALE: Cucumbers for pickings, also tomatoes for canning. Kropp Farm, 2 miles north on 25 Mile Avenue. 28-3p

SHADE TREES for sale at Great West Nursery, one and one-half miles northwest. 28-3p

FOR SALE: Eight cows, 2 young heifers, 3 calves, at reasonable terms. See O. E. Howe, Herford, Texas. 28-3p

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. E. E. Knott, P. O. Box 414. 1c

FOR RENT: Two bed rooms. Mrs. E. E. Posey, at 508 East Third Street. 1p

FOR RENT: Bedrooms. Also have room available to transients. Mrs. A. M. Jones, 504 East Fifth Street. 28-3c

FOR RENT: Two furnished apartments. See Paul Barnst at Herford Insurance Agency, or phone 655. 1c

FOR RENT: Rooms, two blocks from high school, apartments.

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kitchen privileges. Call at 666 East Fifth Street. 1c

FOR R

GREEN PASTURES

SEE IT FROM THE BEGINNING

STAR THEATRE, OCTOBER 11th AND 12th.

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

FORD COMMUNITY WOMAN'S CLUB

The Ford community Woman's club met at the home of Mrs. B. J. Strafus Wednesday, September 30. Interesting reports on How to Prepare a Booth for a Fair and How to Make Entries and Win Points in the Domestic Science Department at a Fair were given by Miss Hilda Strafus and Mrs. Ferguson.

Mrs. Geo. Benson, president, presided over the business meeting and plans were discussed for organizing a rhythm band in the school.

The next meeting will be held at the home of Mrs. A. K. Webster October 14. Members present were Meses. V. T. Glenn, J. L. Whitsett, Geo. Benson, Clyde Shepherd, H. Benson, M. J. Parks, Ferguson and Miss Strafus. The Ford booth won first place at the Oldham county fair at Vega, September 18-19.



EYES ARE TRUMPS

Whether at work or at play, 80% of the impressions your brain receives come through the eyes and your eyes use over 50% of your bodily energy. That is why it is important to have your eyes examined regularly. You cannot afford to guess—you must know for your satisfaction and happiness.

Dr. A. J. Black
Ground Floor, Amarillo, Texas
Eule Bldg.

SUMMERFIELD CLUB BEGINS YEAR'S WORK

An attractive arrangement of autumn flowers furnished a beautiful setting for the Summerfield Study club's annual luncheon, given at the home of Mrs. Ray Johnson, Thursday, September 24.

On the program Miss Lillie Hostetler gave a splendid discussion on Criticism of Current Literature. Mrs. Ray Johnson, president, directed the business session. Mrs. Troy Welty, parliamentarian, read the club constitution and explained the duties of officers.

The first study program of the season was held at the home of Mrs. B. E. Roberson Thursday of last week. Mrs. Troy Welty had charge of the program on Health. She discussed Latest Governmental Health Projects. A review of An American Doctor's Odyssey (Victor Heiser) was given by Mrs. Ray Johnson.

Lovely refreshments were served after the program.

NEW BOOKS AT COUNTY LIBRARY

Adams, Harper's Electricity Book for Boys, with an explanation of the uses of electricity today, the advent of the dynamo, electric light, heat, traction, radio, television, talking moving pictures and with a glossary of electrical terms. The contents of this book range from the preparation of simple cells to the making of dynamos and motors.

Mr. Adams has taken pains to place danger signals where ever special precautions are advisable, and, as a father of boys who are constantly working with electricity in his laboratory, he may be relied upon as a safe and sure counselor and guide, says Miss Lillie Hostetler, librarian.

Out-of-town guests in the Chas. Donald home last Thursday were Mr. and Mrs. E. E. Smith and two daughters, and Mrs. B. S. Arnold of Amarillo.

LUNCHEON LAUNCHES SEASON FOR MUSIC STUDY CLUB

Opening its fall season of study and social activities, the Music Study club entertained with a covered dish luncheon Monday, at the home of Mrs. H. K. Fox. The rooms were attractively decorated with baskets of colorful autumn flowers, and snap dragons and roses made an artistic centerpiece for the table. Miss Ruth Conkright and Miss Ruby Thompson, new members, were given a welcome into the club by Mrs. C. J. Mounitz.

In the afternoon Mrs. Mounitz, president, presided at the business session. Mrs. Ray Conaway was elected delegate, and Mrs. Dyar alternate to the seventh district Federation of Music Clubs convention which is to be held in Lubbock October 24-25. A special committee was appointed to arrange a number to be given by the Music club on the Fine Arts program at this convention. The new year books were presented by the year book committee, and Mrs. C. C. Acker read a letter to the club from Mrs. C. H. Dillehay, an absent member.

The course of study as outlined for the year has for its central theme Twentieth Century Music.

Active members are Meses. C. C. Acker, J. E. Beyer, H. L. Broadwell, R. P. Conaway, W. E. Dameron, C. H. Dillehay, C. H. Dyar, C. C. Ferguson, H. K. Fox, J. T. Glibreath, H. H. Hawkins, J. W. Hendrix, J. B. Jones, J. C. McCracken, C. J. Mounitz, Wiley Roberson, S. P. Benson, A. J. Schroeter, Glenn Snyder, C. B. Smith, W. J. Stanford, A. C. Thompson, A. O. Thompson, B. M. Whitshire and Misses Ruth Conkright, Ruby Thompson, Thelma McElhin, Eloyse Pittman and Mattie Swisher.

A Texas Centennial program will be given at the next meeting on October 19, at the home of Mrs. J. B. Jones.

FAREWELL PARTY FOR MRS. TOMLINSON

Complimenting her mother, Mrs. G. F. Tomlinson, who is soon to leave for her home in Tulla, Mrs. Henry Hastings entertained a group of friends Friday afternoon at her home on Fourth Street.

The afternoon was spent informally. The guests were told to bring their work baskets and conversation and croquet furnished interesting diversion. Refreshments were served to Meses. W. M. Rigler, Vern Witherspoon, Lillian Smith, Ezra Norton, T. M. Palmer, B. J. Branson, F. P. Potter, W. A. Hunter and the honoree. Mrs. Hastings was assisted in entertaining by Mrs. Vern Witherspoon.

FORMER HERFORD GIRL WEDS

Miss Ruby Faye Sawyer and Ernest Runyon, both of Manila Arkansas, were united in marriage September 24 in Beytheville, Arkansas. Mrs. Runyon is the daughter of Mr. and Mrs. Lem Sawyer and lived with her parents in Herford until nine years ago, when the family moved to Sadler, Texas.

Mr. and Mrs. Sawyer are now resident of Manila. Mrs. John Kropp of this city is a sister of the bride.

LUETA BORDEN LEADS JUNIOR PIONEER PROGRAM

Lueta Borden was leader of the program of A Historical Survey of the Home, at the meeting held by the Junior Pioneer Study club Tuesday evening at the home of Ardelie Morgan, with Virginia Lillard assistant hostess. Members responded to roll call with interesting items of information concerning early West Texas homes.

The Traditional Home was the subject of a talk given by Nora Alice Ray, and Nell Culpepper told of the Home in the Creative Present. Mrs. Monty Brumley, president, directed the business session. She gave a report on Suggestions for Club Projects, which was sent to the club by Mrs. L. T. Mayhugh of Plainview, junior chairman of the seventh district. The next meeting of the club will be held at the home of Margaret Schroeter October 20, at 7:30 o'clock.

Refreshments were served to Lueta Borden, Monty Brumley, Marie Cordell, Nell Culpepper, Genevieve Eluerle, Gussie Eelman, Katherine Kester, Virginia Lillard, Nannie Mac Mauk, Lois Moore, Ardelie Morgan, Margaret Newell and Nora Alice Ray.

MRS. HOLT HOSTESS TO LONDON BRIDGE CLUB

Mrs. O. C. Holt was hostess to the London Bridge club at her home Thursday afternoon. Autumn leaves and garden flowers in bright contrasting colors furnished the decorations.

Two tables of contract made up the party, and Mrs. Lee Morgan was awarded high score prize. Mrs. J. T. Glibreath, Jr., won low. A salad course and coffee was served to Meses. Adrian Odum, Nelson McWright, J. T. Glibreath, Jr., Lee Morgan, Ernest Medkief, Emmitt McBurn, O. C. Holt, members of the club, and Mrs. Grant Fuller, a guest.

T. E. L. CLASS INSTALLS OFFICERS

T. E. L. class of the First Baptist church had their regular monthly business and social meeting Thursday afternoon at the home of Mrs. H. M. Beach. Mrs. Edgar Johnson, president of the class, directed the business session, when officers were installed for the coming year.

Delightful refreshments were served during the social hour. Members present were Meses. Edgar Johnson, J. T. Glibreath, Ardis Daniel, Cecil Guseman, S. L. Walker, St. Orr, F. H. Bove, Wirt Phillips, B. N. Shepherd, Clay Bowman, W. A. Long, Jack Naylor, H. M. Beach, Marie Hanna, Lee Lamberson, J. H. Miller and Mrs. Dobbin.

INSTALLATION OF OFFICERS FOR BAPTIST W.M.U.

Officers of the W.M.U. were installed by Rev. B. N. Shepherd in an impressive ceremony at the Baptist church Wednesday afternoon. Rev. Hope Adams gave an interesting talk on Esther, and Mrs. Frank Lambert led the prayer.

New officers are, president, Mrs. O. T. Williams; first vice president, Mrs. Jack Roberson; second vice president, Mrs. Aldridge; third vice president, Mrs. B. N. Shepherd; recording secretary, Mrs. Edgar Mosley; corresponding secretary and treasurer, Mrs. R. E. McCullough; periodical, Mrs. W. L. Alexander; personal service, Mrs. R. A. Daniel; mission study, Mrs. Allen Powelson; social chairman, Mrs. Wiley Roberson; stewardship, Mrs. H. G. Conkright.

CHRISTIAN WMS MEETS WITH MRS. SOWELL

The Woman's Missionary Society of the Christian church met at the home of Mrs. J. B. Sowell, with Mrs. Julia Sowell and Mrs. O. L. McKee assistant hostesses. Mrs. Howe was leader of the program on Moving Forward Toward God Through Friendship. Twenty-five members were present.

PALMER NORTON SELECTED FOR A. & M. BAND

Palmer Norton, son of Mr. and Mrs. Ezra Norton, has been selected as a member of the senior band at Texas A. & M. College.

In a recent trial for prospective members, Palmer rated superior, which placed him in line for the position. Only 150 students out of an enrollment of 4,000 are used in the band. This distinction not only recognizes Palmer's ability as a musician, but reflects an honor upon the Herford High School band and its director, Ralph Smith.

Local People Express Ideas Of Famed Film

"The Green Pastures," one of the screen's outstanding productions, will be presented at the Star theatre Sunday and Monday. Its coming is an occasion that is attracting considerable comment and attention. At a special preview last week it drew a comment of numerous local people. With superb characterization, authentic scenes, highly dramatic points and clean humor, its portrayal of a southern negro's idea of religion rivals the stage production that was such an outstanding success. Like Manager John Roberts, the Brand insists that you see the picture from the start, bearing in mind that it has its conception in the mind of a southern negro. Following are some of the comments made by local people who have witnessed the picture, written at the request of the Brand:

"I take this opportunity to say that I thoroughly enjoyed the picture, 'Green Pastures.' I think the depiction of character and certain ideals were good. Of course, the ideas of the Good Lord are

not the ideas I entertain now just as my present conceptions are not those of my childhood. We may get a real 'uplift' from the picture and I appreciate the fact that the management of the Star is offering us such good pictures.

"E. E. Ramsey."

"I was deeply impressed by 'Green Pastures' and feel that every man, woman and child should see it. It is a picture which writes indelibly upon the mind, the story of the creation of earth, the beginning of sin, the flood, the trip to the promised land and God's watchful care over all things. The singing of negro spirituals charms the audience and the acting is excellent. The love of God for His earth children and His suffering when they do wrong, is one of its greatest lessons. I shall never forget it."

"Mrs. J. H. Olson."

"For one to understand and appreciate 'Green Pastures' fully, he must know the negro's conception and understanding of God and Heaven. It is full of interest, comedy, and pathos through the entire picture. The closing scene, where Moses was old and had to surrender his life work to a younger man, Joshua, is full of pathos. This scene alone is worth the price of the picture."

"Mrs. E. W. Harrison."

"It has been my privilege to see 'Green Pastures' both upon the stage and upon the screen. While I do not consider myself a literary critic, the play impresses me as possessing the following qualities: First, it is true to the cultured outlook of the negro as that culture relates to his religious experience. Second, it carries one to the depths of sincerity and to the heights of levity, but through it all one feels that the writer and the producers have attempted to remain true to the spirit of the colored race. Third, for me the play has in it some mountain peaks of dramatic action, as for instance the scene in Pharaoh's Court, and the burial of Moses. Finally, the play has great religious value, be-

cause it shows how religious faith, though quite out of harmony with modern-day conceptions of the universe and ultimate reality, has been, is now, and will always be a sustaining and guiding factor in the lives of men.

"H. M. Redford"

Rev. and Mrs. J. C. Thorns motored to Silverton last Friday where they visited his sister, Mrs. M. A. Powell and family. Mrs. Powell returned with them for a longer visit here.

REA Approves Projects.

Over \$800,000 to build about 800 miles of electric distribution lines in Indiana, Missouri, Montana and Texas were allocated by Rural Electrification Administrator Morris L. Cooke last week. The projects include: Texas, Williamson county, The Central Texas Power Co., a cooperative association of Temple, \$240,000, to construct about 240 miles of rural lines serving some 750 new customers. The project will include parts of Travis and Williamson counties.

2 REAL BUYS

New 4-DOOR
DODGE SEDAN
With Built-In Trunk
\$870

Plymouth Sedan
1936 6-Wheel, 4-Door
DEMONSTRATOR
\$100 Discount

IRELAND MOTOR CO.

DODGE-PLYMOUTH SALES-SERVICE

WE HELP YOU HELP YOURSELF

Everything's made so easy for you—our orderly arrangement of stock enables you to pick out exactly what you want in the quickest possible time. And the big saving on overhead which we make by this system makes extra savings for you on your food budget! No wonder thrifty housewives prefer to shop here!

Cookies Assorted, 25c

3 Pkgs.

COFFEE	TOMATOES	SALMON
SCHILLING'S Pound 27c	NO. 2 CAN 3 for 25c	NO. 1 Tall Can 11c
CORN FLAKES Jersey, large box 11c	PANCAKE FLOUR Marco, package 13c	TOMATO JUICE Stockley's, 50-ounce can 22c
CORNERBERRIES Pound 23c	TOILET TISSUE Fort Howard, 3 rolls 25c	SOAP Crystal White, 6 giant bars 25c
SUGAR	COFFEE	
10-POUND Paper Bag 53c	TASTY Pound 17c	
MEATS	PRODUCE	
SAUSAGE Pure pork, pound 20c	POTATOES No. 1, 10 pounds 29c	
HAMBURGER 2 pounds 25c	CABBAGE Pound 3c	
BACON Smoked, Swift's Best, pound 28c	ORANGES Red Balls, nice size, dozen 23c	
FRESH FISH AND OYSTERS!	LEMONS Sunkiss, dozen 27c	

Texas Market and Grocery

"NOT HOW CHEAP, BUT HOW GOOD"

PHONE 353 O. G. HILL, Owner. WE DELIVER

I. E. S. LAMP

IS YOUR ASSURANCE FOR

... Better Light

... Better Sight

It is a lamp that was created by the Illuminating Engineering Society (a non-profit organization) for the sole purpose of giving you the abundant, glareless light that your eyes need when you read the evening newspaper.

It gives you a more useful light than a light bulb by itself.

It gives a comfortable, well-diffused light.

It provides a general illumination throughout the rest of the room.

It gives you light where you need it.

It gives you beauty that will blend admirably into and room.

It will NOT correct faulty eye-sight but WILL prevent defective vision.

Our overnight trial . . . at no obligation whatever . . . will prove to you that "Seeing Is Believing."

LIBERAL TERMS

TEXAS UTILITIES COMPANY

The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL. 1—NO. 3.

HEREFORD HIGH SCHOOL, THURSDAY, OCTOBER 8, 1936.

PAGE 5.

Mrs. Ola Ridgway of Canyon spent Friday and Saturday visiting her sons, Clay and Drew Ridgway, and to make the acquaintance of her grandson, the new baby in the Drew Ridgway home.

COURTHOUSE RECORDS

Warranty Deeds.
 Wilmer W. Gould and wife, Lawrenceville, Illinois, to L. C. and Rowena Davis, Lawrenceville, SW 1/4 section 77, block K-3.
 T. E. Major and wife to J. F. Postelle, Ward county, Texas, E 1/4 of NW 1/4, section 100, block K-3.
 Noble Poulk and wife, Potter county, to John E. Hill, W 1/2 of NW 1/4 section 14-5-3.
 W. M. Cordell and wife to R. G. Manning, W 1/2 of W 1/2 lot 15, block 5, Womble addition.
 D. D. Dever, Potter county, to H. M. Wheeler, Potter county, W 1/2 section 19-5-2.
 J. H. Nix to J. P. Nix, lot 7, Lambert sub-division of block 6, Womble addition.
 J. T. Hartley and wife to Frank D. Coalsen, NE 1/4 section 85, block M-7.

Quit Claim Deeds.
 A. L. Thomas to Noble Legrand, lots 17, 18 and 19, block 5, Evans addition.
 Jennie F. Wood, Oldham county, to W. R. Wood, Oldham county, E 1/2 section 66, block K-5, and section 67, block K-5.

Dimmitt News

BY EMILY McLEAN
 Mrs. J. A. Hodges of Lubbock, and daughter, Edith Helen, were in Dimmitt Sunday. Mrs. Rosa McLean returned home with her for a short visit.
 Miss Bernice Connor of Hollis, Okla., is visiting in the home of Mr. and Mrs. Shorty Kenmore.
 Elmer Youts and family are visiting here this week.
 Miss Emily and Idell Jones, Lorene Ridley and Don Gladman accompanied the students to Dallas. Mr. Gladman remained to work.
 C. M. Clark and family and J. W. Hattox of Eunice, N. M., have been visiting the Wesson home.
 Loyal Cochran left Monday for Clovis where he has work.
 Mrs. J. R. Sisk, who has been visiting her father, A. W. Phillips, left for her home in Newark, N. J., Tuesday.
 Sybel Waggoner, Deelmae Ramey of Texas Tech spent the week end at home. Miss Dorothy Maples of WTSTC was also here.
 Mr. and Mrs. Edwin Kimbell were complimented with a lovely wedding shower and dinner by the Epworth League Tuesday evening at the Methodist church. Guests were received by Emily McLean, president of the League, Miss Daphne Hutchison and Rev. Joe Strother. A special welcome was given the bride, who formerly lived in Turkey. A program was given and a beautifully appointed dinner served the many guests.
 Mr. and Mrs. C. E. McLean of Friona were here Sunday.
 Miss Terel Cox and Julia Stelster of Henrietta were in Dimmitt Sunday.
 Mrs. Tom Hank of Amarillo spent the week end in Dimmitt.
 Mr. and Mrs. Edwin Ramey and Bub were in Lubbock Sunday.

GAS INTRODUCES
 double-quick Broiling!
 Sealing in more flavor

IMAGINE broiling a steak in half the usual time—and having it taste twice as juicy, too! You can, with the high-speed broilers on many modern gas ranges! Saves gas, too! Just one of the many improvements of modern automatic gas ranges. Drop in and see them this week!

MODERNIZE YOUR HOME WITH GAS

West Texas Gas Company

WANT AD WILL SELL THAT COW!

NOW-DOG CHOW
 Contains **PURATENE** for Condition!

WANT AD WILL SELL THAT COW!

PENNEY'S SAYS: Remember Last Winter!

BEAT THE GOLD WAVE

Here are Real Values in "Cold Beaters!" Every item has been selected for its warmth as well as good looks... and the price is honestly far below what you'd expect to pay for such quality. Prepare now and laugh at the frigid winds!

Printed OUTING
 Nursery Patterns **19¢**
 Canning for children's wear! Juvenile and floral patterns. Gay colors. 26 inches wide.

FINE BLANKETS
 Part Wool **\$1.98**
 Good looking pastel plaids. Lustrous 3 inch satene binding. Not less than 5% wool. Double bed size, 70" x 80".

COSSACKS
 All Wool! **\$2.98**
 Men's Sizes!
 Heavy 32 oz. all wool. Talon fastener front. Sport collar, muff pockets. Made to last! Navy meltons, shadowtones.

SPORT GLOVES
 For Women **49¢**
 Jaunty gauntlet cuffs with hand stripes or multi-colored fingers! Brushed wool! Sizes 6 to 8.

PLAID BLANKETS
 Lovely Pastels! **\$2.79**
 4 lbs. of warmth and satisfaction. Not less than 5% wool. Extra large, 72x84 inches. A treat at this price!

Shirts, Drawers
 Lightly Fleeced **49¢**
 Heavyweight, long sleeve shirt. Rib collar. Full length drawers with satene waist.

COTTON BATTS
 2 1/2 Pound Size **49c**
 Penney's better quality natural linter. Free from harsh fibers that cause "matting." An economy buy! Clean and sanitary!

VALUES
 You Can't Duplicate

Boy's Heavy Weight UNION SUITS For warm wear **49¢**

Men's Sanforized Shrunk WORK PANTS All sizes **98¢**

Ladies' Trimmed Rayon Bloomers and Panties Snappy styles, each **19¢**

Men's Heavy Weight UNION SUITS Sizes 36 to 46, pair **69¢**

Boys' Corduroy PANTS or JACKETS, each **\$1.49**

Children's School Sweaters, All sizes and Types, each **98¢**

Boy's Sheeplined COATS All sizes, each **\$1.98**

Children's School FROCKS Fast colors, each **49¢**

Feather Pillows
 Here's Value! **98¢**
 Curled chicken feathers in choice of several very fine tickings. Exceptional value!

Nation-Wide Outing
 Famous for Wear! **15¢**
 Fine flannelette tested for wear! Woven patterns, light and dark shades, and white 36"

Heavyweight Unions
 Standard Sizes **89¢**
 This suit is built for winter weather! Rib knit cotton, lightly fleeced. Military shoulders. Cuffs on legs and sleeves.

PENNEY'S
 J. C. PENNEY COMPANY, Incorporated
 HEREFORD TEXAS

Whitefaces Are Trowned At Borger

The Whiteface football squad was trounced by Borger 57-0 last Friday night. If you football fans want to see a fast clicking, hard hitting team, just come to see the Friona football game in which Hereford will win.

STUDENTS OBSERVE FIRE PREVENTION WEEK

The week of October 9 is official Fire Prevention Week, and the students of Hereford High School are taking an active part in observing the affair. Monday started with a bang. Each student was given a home inspection blank for school children, as was suggested by the Texas Fire Insurance Department. This was filled out by the student, and signed by the parents, and then returned and given to the city fire authorities.

Fire Prevention themes, written by the Sophomores and Seniors gave many interesting things about preventing fires in the homes and the advantages of insurance.

Everyone in Hereford High School took part in the fire drills. The school house was empty within four minutes after the alarm was given.

GLEE CLUB SPONSORS SHOW

The Glee Club met Tuesday September 29, with a number of things to decide. The type of uniform desired was the most important question before the members. After a lengthy discussion it was decided to wait until Thursday for a final decision.

The Glee Club is sponsoring the picture, "Anthony Adverse," in order to reimburse its depleted fortune. Everyone is urged to buy tickets from members of the Glee Club. This year's glee club hopes to achieve more than any other club that has preceded this one and with the talent and enthusiasm evident in the club, it is sure to succeed.

Band Meets Amarillo Train

The band on Friday morning, October 2, left school at 8:35 and met the Amarillo special train that was going to Portales, New Mexico, and the Roosevelt County Fair. The special train carried the Amarillo Junior College Band, which played several pieces, and it was also estimated that there were more than two hundred passengers, all wearing Amarillo Bands and carrying white canes.

SINGER ENTERTAINS STUDENTS

The students of Hereford High school were entertained last Friday morning, September 29, by an artist, Mr. Joe Trussell, of Brownwood, who entertained with two songs and some stories.

Mr. Trussell is in Hereford conducting the song services in the revival at the Baptist church. He took time out from his work to cause much laughter by his jokes. He is a wonderful singer. He said that he got his strength of voice by calling hogs when he lived in the hills of Arkansas. He then sang two songs, "Out of the Deep" and "On the Road to Mandalay."

All of the students know of one of the best sources of entertainment to be found in the State of Texas. They sincerely hope he will be able to come back to the school for another program while he is in town.

Mothers Entertain Seniors

The Seniors thoroughly enjoyed a weller roast at the State Park Monday night, September 28, 1936, which was given by the mothers. The class spirit was well represented by the enthusiasm which the members displayed in the ensuing activities.

A vivid atmosphere was created by a large bonfire in which welters and marshmallows were roasted. Much enjoyment was derived from the group games which were played. A large per cent of the class was present and they are waiting expectantly the future entertainments.

SOPHOMORE CLASS

The Sophomores decided in their last meeting to have dues to be paid the first meeting of each month. The dues will be ten cents.

The dues will be used to pay for the picture of our candidate for football queen, dues for student, and for the Sophomore parties.

FRESHMEN

The Freshmen met Wednesday morning to decide upon dues to be paid during the year. The class decided that each member should pay 45 cents a year and that the freshmen should have two social functions a semester.

New Council Installed

The installation of the new members of the Student Council was performed in assembly Thursday morning, October 1, with Virginia Lee Hussey presiding.

Virginia Lee was pledged as the president of the Student Council for 1936 and 1937 by Mr. Hudson. The other new members were then pledged by the president. The representatives of the seventh grade: Doris Elaine Dillehay and Rayland Evans. The freshmen members are Norma Jean Foster and Billie Wilber. Jean Williams and John Willett will represent the sophomore class. The juniors will be represented by Gene Standifer and Carl Wilson Shirley. The senior representatives are Mary Ann Baird and Bill Starford.

In closing the installation, Mr. Hudson asked the cooperation of the students. The members will do their best but must have the cooperation of the students. All that the Student Council does is for the interest of the students. The Council desires that all students participate in the events and help the Student Council accomplish its aims. In our country we believe in a democratic nation, and it was established in order that the people might determine the policies of the government. Our own high school is based on this and the Student Council members are our chosen representatives. When we take part in school elections, Student Council and organizations we are developing our citizenship for future years, said Mr. Hudson.

Last year the Student Council published songs for the amusement of the students, privilege cards, and gave awards for assembly programs. Next year it hopes to accomplish much more in interest of the student.

FOOTBALL QUEEN IS CROWNED

At the first football game on the Whiteface Field for the season of 1936, Miss Nora Jean Russell was crowned Football Queen in a very effective ceremony. The band was on the north end of the field. Pep squad was on the south end and the Queen, Captain Willett and one representative from each of the classes and their escorts on the east side. As the band played they all marched to the center of field in front of the grandstands.

Nora Jean knelt and captain Willett placed the crown on her head with a pledge. The band played "On Ye Whiteface" and the pep club sang it. As they marched from the field, the pep club turned and went south and the band north.

PAUL FOSTER NAMED SOPHOMORE PRESIDENT

In the last two meetings of the Sophomores, officers were elected for the first semester. For president, Paul Foster, while Betty Sue Hensieck was elected vice-president. For Student Council members, Jeanne Williams and John Willett were elected. Grant Fuller was elected as class reporter.

The Sophomore candidate for football queen is that glamorous, alluring, captivating, charming, versatile, stylish, fascinating and fascinating Helen Ruth Barber. Everybody vote for her.

Our motto: Vote as the Sophomore president does.

DRILL PRACTICE

The Pep Club has been meeting on Wednesday mornings at 7:45 to practice marching and turning square corners. The club has a motto of "Spare the practice and spoil the stunt." If the girls miss these practices when time comes to do them before an audience, then these same girls spoil the stunt.

Mr. Smith and his band are willing to help them in these practices. The girls of the club must cooperate with the band if the stunts are to be correct.

These practices are scheduled on Wednesdays at 7:45.

Jumbo News

BY MRS. ULLMAN HUNTER
 Can make your irrigation well any size from 18 inches down to six inches. Jim Mauk. 40.3c
 M. L. Simpson, Jr., Bobbie Pinkert and Bernard Wilder went to the Centennial last week with a group of Dimmitt school children.

Mr. and Mrs. Ovid Pinkert and Mrs. Dewey Owens were in Amarillo Tuesday.

William Allen Hunter has been quite ill this week.

Mrs. Wilford Taylor of Umbarger visited her parents, Mr. and Mrs. F. L. Pinkert, over the past week end.

Jack and Bradford Spencer of near Hereford, spent Monday evening in the Ullman Hunter home.

Pauline Owens received three fractured ribs last week while playing at school. James Laymond also was injured while playing football.

E. D. Wilmet and Mr. Myers attended an educational meeting in Dimmitt Saturday.

Mr. and Mrs. Frank Coalsen, Mrs. J. E. Reed and George of Sweetwater spent the week end in the Ullman Hunter home. Mr. Coalsen has bought the J. T. Hartley home near Hereford.

Rev. Armstrong preached here Sunday. Wayne Dyer was elected Sunday school secretary after Mrs. Owens resigned.

Nancy Conkright Honored

Miss Nancy Conkright, daughter of Mr. and Mrs. H. G. Conkright of this city, and a junior at Baylor University, Waco, has been elected as a member of the Alpha Omega society, outstanding campus social organization. Miss Conkright was one of eight chosen out of a field of 25 applicants.

Mmes. J. A. Pitman and S. P. Rosson spent Friday in Amarillo.

WINTER

Will soon be here! Now is the time to change from summer weight oil to a lighter winter weight, and also change your transmission and differential grease to make the gears shift easier. Don't wait—let us sell your radiator with Anti-Freeze.

Texas Service Station
 GLENN SNYDER

Announcing

The Establishment of

Richmond University

of

Chiropractic & Manology

LYLE H. LESLIE—M. O., Ph. D., D. O. R. E. PERKINS, D. M., D. O.
 President and Dean Secretary and Manager

710 Main St. P. O. Box 791 Hereford, Tex

WHITEFACE ROUNDUP STAFF:

Mary Turrentine -- Editor-in-Chief
 Thama Cawthon -- Assistant Editor
 Jack Barber -- Business Manager
 Chilton Foster -- Assistant Business Manager
 Billy Smith -- Sports Editor
 Imogene Roberson -- Exchange Editor
 Erma Faye Robinson -- Humor and Feature Editor
 Mary Jane Morgan, Johnnie Willett, Columnists
 Virginia Carlyle, Mary Tiefert, Grant Fuller, Clifford Estes, Nola Margaret Blue, Thama Cawthon, Mary Jane Morgan, Virginia Lee Hussey, Bill Stanford.

THINK

(Editorial)

Physics seems to be unusually hard for some students who are taking it for the first time this year. Their greatest trouble seems to be in their inability to understand the subject. If they are to understand it clearly, they must think about what they are reading. Mr. Hudson said the other day: "Think! Don't just look and then holler!" Of course this is all very true, because in everything they undertake they must think (even in public speaking). After a while they will find they can be like the little boy and the worm. The little boy kept trying to pick the worm up but could never catch it. Finally he succeeded in catching it, and running to his father, crying, "Daddy! Daddy! I've got it!" Maybe after while they will be able to say, "I've got it!" So come on, students, and get in a huddle and conquer this thing called Physics.

PEP CLUB INITIATION

The old members of the PEP Club wish to extend a hearty welcome to the new members. The new members have proved they "can take it". Last Thursday night the girls were put to quite a few embarrassing tests, but they all came through. Friday the girls came to school with one high heeled shoe and a nice stocking, and a tennis shoe and a well worn sock. On one side of their face they wore bright makeup, but on the other side was left shiny and exposed to the weather in spite of the new members' protest. One side of their hair was curly and the other side very straight. Of course all well dressed wear corsages to complete their costumes, so the girls wore corsages of onions and carrots on their most conspicuous dresses. In spite of their freakish dress, they did do some good. They tended to the ventilation, picked up paper and kept books on library tables nicely straightened.

Ex-Students Leaving for Higher Institutions Over Country

The time has come for the graduates and our old friends of HHS to turn to higher schools of learning. They are leaving daily for the various colleges and universities of this wide land. Of course the Hereford High School will miss them, but is glad they can go, and so the HHS student body of 1936-37 wishes them all good luck in their new adventure.

Among the graduates of last year and former years to enter college are Jeane Snyder, Mildred Stewart, J. T. Carroll, Herbert Boardman, Bob Baird, Howard Williamson, who will attend WTSTC at Canyon. Billie Patton, Palmer Norton, Edward Fullwood, Clyde Hussey, J. D. Clayton, A. & M., College Station. George Conklin, Roy Hastings, Texas Tech, Lubbock; R. A. Daniel, Altus Junior College, Altus, Oklahoma. Byron George, Ruth Easter, Amarillo Junior College, Amarillo Business College, respectively. Among the former graduates who are entering college are Ernest Kerr, sophomore; Geneva Sue Benton, sophomore; Betty Jones, Junior, member of Pi Omega; Mary Kate Brotherton, Junior, member of Scribblers' Club and honor student, all of who are attending WTSTC, Canyon.

Jack Gilliland, Junior; Joe Huckert, Sophomore; Texas A. & M. Mary Frances Holder is attending Hardin-Simmons, Abilene. She formerly attended Greeley University, Colorado. She received the honor of being a member of a special choir with which she traveled in Colorado. Those attending Texas Tech are: Billy Ross Phillips, Senior, member of band and Alpha Kappa; Junior Thompson, a Senior, member of band; Paul Conaway, Senior, secretary of A. S. M. E., vice-president of Mechanical Engineers; Bud Jacobson, Junior, member of A. S. M. E.; C. J. Borden, Junior, member of A. S. M. E.; Mary Elizabeth Stanford, Senior; Christine Fischer, Sophomore, member of orchestra; Homer Henslee, Junior, member of band and A. S. M. E.; Nancy Conkright, Junior, member of Personnel Council and an honorary French fraternity at Baylor University, Waco; Noel Bryant, who graduated from McMurry last year, and having received a scholarship is attending SMU. Vivienne Davis, ETTC, Commerce; Jim Kirby and Bill McLean, University of Texas, Austin; Bill was a member of Phi Eta Sigma, Honorary Scholarship Fraternity for freshmen. Jack Russell, Rice Institute, Houston, is a football player and honor student; L. B. Russell, Paris Junior College, Paris, Texas, Freshman; Sallie Gilbreath, Junior Kansas A. & M., Manhattan; Elizabeth Ireland, Sophomore, Trinity University, Wazachschie; Katherine Miller, Alabama University, Fayetteville, is an honor student; Lorraine Massey, Flor-

ene Hunter, Wesley Hospital (student nursing), Oklahoma City, and Jayne McKee, business college in Lubbock.

Due to inadequate information, not all reports are complete. Further news will be given later.

SENIORS ELECT PERMANENT OFFICERS

The Seniors of '36-'37 wish to announce their permanent officers for their class. Due to other schedules and offices, many resignations have been accepted, but now hope the present officials remain definite.

The officers are as follows: President, Alva Barber; vice-president, Clyde Posey; secretary, Imogene Roberson; treasurer, Frances Borden; members of the Student-Faculty Association, Mary Ann Baird and Bill Stanford, and class reporter, Virginia Carlyle.

The Seniors of this year wish to start on a new adventure which they hope to prove successful by the end of the year.

Therefore, they have cooperated and worked together splendidly.

ANOTHER MIRACLE

I read, not long ago, of a new drinking fountain that makes it easy for one to satisfy his thirst without getting his gloves wet. The person just leans over the fountain, never touching a faucet, and the stream spouts up to meet the open mouth. As I understand it, this is done by light rays. The shadow of one's head interferes with a beam of light, and this touches off an electric current which throws a switch and turns on the water. These inventions are bound to find some way to make people lazy; however, this would be of great use to a person without hands.

FRESHMAN CLASS IS LARGEST IN YEARS

The Freshman class this year is the largest it has been for a number of years.

At the first class meeting the sponsors, Mr. McCollum and Miss Sullivan, were elected. The president, George McLean, was also elected at that meeting.

The vice-president, Wanda Jean Reed, and the secretary-treasurer, Orvella Hill, were elected at the next class meeting. The class has not as yet elected a permanent reporter, but one will be elected in the near future.

The campaign for football queen began this week and is going strong. Orvella Hill is the Freshman candidate for queen.

The Freshman class issues a warning to the other classes. The Freshmen are full of vim and vigor and are ready to take their place in high school.

New Library Books On Hand

Soon several new library books which are on the following list will be on the shelves of the Hereford High School library:

"Manners for Williams," a book of great value of every day subjects. Every student should read it.

"Little Known Facts About Well Known People," interesting and often amusing.

"Fifteen Hundred Anecdotes and Stories," extremely entertaining.

"A Picturesque Tale of Progress," an excellent history for children.

"The Complete Works of William Shakespeare" will be helpful for someone's dreaded term theme.

"Stories of Great Operas," helpful to those who wish to be able to understand opera.

"The Art of Extempore Speaking," excellent as it gives very helpful explanations.

"Making the Most of Your Life," every student should read it.

"Games for All Occasions," very helpful when planning socials.

School Atlas (believe it or not).

"Birds of America," very interesting and has colored illustrations.

"The Music Hour," for young children.

"Under Texas and Border Skies," excellent history of Texas.

The home economics girls will find the remaining books helpful:

Practical Dress Designs, Housewifery, Making Homes, How to Arrange Flowers, The Family's Food, Pictures of Family Life, The Girl and Her Home, Living Together in the Family, Teaching Nutrition to Boys and Girls.

HI-Y MEETS

The HI-Y club held its regular meeting Tuesday, September 29, at 7:30. There were 21 boys present and everyone seemed to enjoy playing dodgeball in the gym from 7:30 until 8.

At 8 o'clock everyone went to the music room for regular meeting. Talks were made on HI-Y work by Mr. Hudson, Charles Wilson and Varian J. Fuller.

The club voted to have a weiner roast on the creek next meeting night. Wilbur Willett suggests that everyone pay his dues before he has to collect.

JUNIOR CLASS

The Junior Class had its regular meeting on September 13 to discuss class business.

Mary Jane Morgan, president, appointed an entertainment committee, composed of Viola Phillips, Dean Dunlap and Elseye Mac Wilkins, and a finance committee for the Junior-Senior banquet consisting of Melvina Stewart, Ray Nunn and Mary Tiefert.

Frio News Items

BY MRS. W. A. SPRINGER

I have everything new for drilling your irrigation well except the driller. Jim Mauk. 40-3c

Several people from this community have been attending the Baptist revival in Hereford.

Mr. and Mrs. Jess Sparkman of Panhandle spent Sunday night in the T. L. Sparkman home.

J. B. Harlin and family spent Sunday in the Jack Roberson home at Hereford.

Elmer Jones and family were Sunday visitors in the A. T. Jones home in Hereford.

D. S. Jones and family and Mrs. B. E. Dunn were in Amarillo Saturday.

J. B. Harlin, Jr., who is attending school in Plainview, spent the week end at home here.

Sunday is preaching day at Frio and a large attendance is hoped for. There was a good number at Sunday school last Sunday.

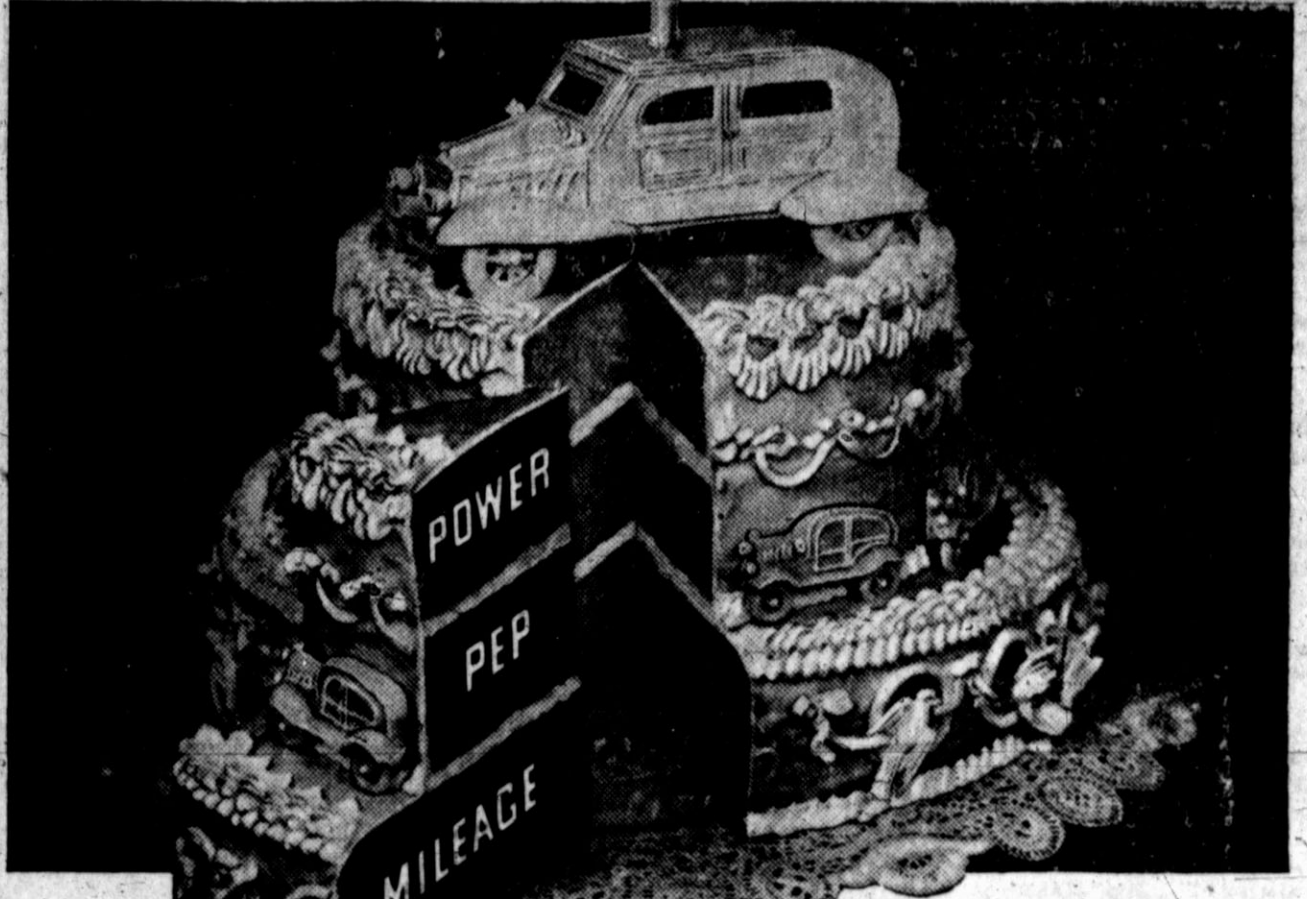
DR. MILLER, OGSWELL and MOORE
 Physicians - Surgeons
 DIMITT, TEXAS

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

R. E. Ogswell, 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.

CUT YOURSELF A PIECE OF CAKE



It's POLY'S Birthday Party

Just one year ago, car owners were given their first opportunity to try the new Phillips 66 Poly Gas... the extra-powered motor fuel resulting from the patented POLY fusion process. During these twelve months your increased purchases have pushed Phillips gasoline sales to an all-time peak in the company's history. It has been an exciting, dramatic year. A year filled with the problem--not of how to find purchasers, but of how to meet the constantly growing demand for this new kind of gasoline. More and more motorists were finding out that there is a difference in gasoline, a difference which they could actually feel in their engines. They were discovering the extra value given by a gas 100% custom-tailored... a gas enriched with added energy units by the scientific Poly process... a gas offered by the world's largest producer of natural high-test gasoline. Gains in sales followed on top of previous gains. The figures skyrocketed in a way never before seen in the industry. All this is tremendously important to you, because obviously "It takes a great gasoline to grow like that!" Deeply grateful to the millions of experienced drivers whose purchase of Phillips 66 Poly Gas made possible this record-breaking year of achievement, we invite you to try a tankful of this amazing new gasoline.



Phill-up with Phillips for Greater Mileage

Dawn Items

BY MARGARET BOWERS
 I have new, modern equipment for drilling your irrigation well. Jim Mauk. 40-3c

A few attended Sunday school. Rev. Roy Patterson preached both morning and evening. Everyone is invited to attend Sunday school.

Mrs. Baker Womble visited in Happy Monday.

Miss Leona Frye is in an Amarillo hospital with blood poison in her arm.

Johnnie B. Caraway, who is attending school in Hereford, spent the week end at home here.

Mr. and Mrs. Ernest May and Mary Ruth spent Sunday in the Borden home in Hereford.

There was a box supper at the school house Friday night. The money received is to be used for athletic purposes.

Sarah Smith spent Sunday with Doris Jean Bowers.

Rev. and Mrs. Roy Patterson of Hereford spent Sunday in the E. F. Seymour home.

Henry Hamblin of Canyon spent the week end in the Harris home.

Mrs. J. K. Dunavant spent Sunday in the Ray Bowers home.

Mrs. A. T. Frye substituted as teacher of the intermediate grades for Miss Mary Bowles two days last week.

Syble and Ella Smith spent Sunday in the N. R. Miller home.

Mrs. Ira Fleming and Mrs. Lizzie May Harris are on the sick list.

Several from this community shopped in Hereford Saturday.

Messenger News

BY ESTELLE WILLIAMS
 Oscar Easley and son were at the ranch here Sunday.

Hereford shoppers Saturday included J. T. Guinn, P. O. Rasberry, Pat Brantley, Euell Walker, Lewis Smith, L. M., Estelle and Hobby Williams, Frank Knabe and family, Mrs. J. E. Jones.

C. T. Reese of Bippus called at the L. M. Williams home Tuesday.

Mr. and Mrs. Lester Davis were in Hereford Monday.

Quince Williams visited his parents here last Thursday.

T. W. Medlin of Dallas was at his farm here last week.

Dick Barnes of Tucumcari, N. M., visited in this community Saturday and Sunday.

Mr. and Mrs. Frank Knabe, E. Burkes and wife, Alva Ellison and family, Mrs. Clara Whitson and sons were in Amarillo last week.

Mr. and Mrs. Cecil Marone of Pampa visited Mr. and Mrs. Lester Davis Saturday and Sunday.

Most of the farmers have been very busy sowing wheat since the recent good rains.

Mr. and Mrs. O. Q. Lewis of Pampa are here sowing wheat. He was a visitor in Hereford Thursday of last week.

W. W. Loewell was in Here-

Mrs. Clara Johnson and small son, Billy, of Duncan, Oklahoma, were guests of Mr. and Mrs. J. T. Gilbreath last week.

Mr. and Mrs. Dal Rigter and son of Plainview were guests of their mother, Mrs. W. M. Rigter, over the week end.

Character and Credit Guard It!

As you guard your health. Borrow if you must, buy on CREDIT when necessary; but PAY AS YOU AGREE. When you give your word, make it as good as your bond. Consider your debts as sacred obligations.

MEET YOUR OBLIGATIONS WHEN DUE
 BUY FREELY PAY PROMPTLY

HEREFORD CREDIT ASSOCIATION
 DOROTHY H. ROSS

Local Affiliation of the NATIONAL RETAIL CREDIT ASSOCIATION

Broadcasting Our Thanks TO YOU AND YOU AND YOU!

For Making Our Formal Opening A REAL SUCCESS.

Formal Opening A REAL SUCCESS

We sincerely appreciated the response and friendliness of the people of this section. . . . We are glad to be able to serve you, and invite you to always

MAKE THIS STORE YOUR HEADQUARTERS FOR BETTER VALUES

Alderson's VARIETY STORE

Use the Service of Your Bank

First State Bank

The people of Hereford who have long been depositors of this bank are a certain sign that we have succeeded in our aim.

The scientist, like ourselves, is a public servant--his only employer the great American public, whom he hopes to benefit and to make happy.

We, too, are interdependent with the great mass of Americans. We take every care of their money--after they bring it to us. They must have trust in us for us to do them any service. They must believe that with their bank, public interest always comes first.

PUBLIC INTEREST COMES First

In Science and in Banking

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PERSONALS

Mrs. Reba Howton left Sunday for Elida, New Mexico, to visit her daughter, Mrs. A. L. Manjeot.

Troy Stambaugh of the Bippus community was a visitor in town Saturday.

Mrs. B. F. Guthrie and Mrs. John McLean were in Amarillo Friday.

Mrs. John Wayland of Amarillo is visiting her son, Jack Wayland.

Mr. and Mrs. C. F. Hastings of Eovina were guests of Mr. and Mrs. Henry Hastings Sunday.

Mrs. J. E. Beyer spent Monday and Tuesday in Amarillo visiting relatives and friends.

Jim White of Dawn, J. A. Pittman and Tom Ivey spent Sunday on the South Plains.

I have never failed to make a well yet. Let me drill your irrigation well. Jim Mauk. 38-3c

I have made the best wells in this country. See me about drilling your irrigation well. Jim Mauk 42

Mr. and Mrs. Richard Benz have returned to their home in St. Louis after spending several weeks with Mrs. Benz's parents, Mr. and Mrs. H. H. Boardman.

Mrs. C. D. Hodges of White Deer visited her sister, Mrs. John Robinson, Thursday.

Mrs. Etta Brashears and daughter, Mrs. Sarah, of Dimmitt were visitors here Saturday.

Miss Eleanor Pierle visited her parents, Dr. and Mrs. C. A. Pierle, in Canyon over the week end.

Mrs. E. W. Harrison has as her guest this week her daughter, Mrs. J. M. Simpson and baby, of Amarillo.

Mr. and Mrs. C. H. Dyar have as their guests Mr. Dyar's brother, F. S. Dyar and Mrs. Dyar, of Salina, Kansas.

Jeanne Snyder, a student in WTSTC, visited her parents, Mr. and Mrs. Glen Snyder, over the week end.

Mrs. Lennis Beyer of Amarillo visited her parents, Mr. and Mrs. W. B. Anthony, and other relatives here Sunday.

Mrs. Mary Bainum has returned from Clovis, where she attended the funeral of her son, Laurence Brummet.

Mr. and Mrs. Duncan and son of Plainview visited Mrs. Duncan's parents, Mr. and Mrs. W. B. Anthony, over the week end.

Miss Elizabeth Vaughn, English teacher in Hereford High School, visited her parents in Amarillo last week end.

Mrs. Mack Bainum was called to Clovis Friday by the serious illness of her sister-in-law, Mrs. Vernon Cogdill.

Mr. and Mrs. A. J. Halek of Fairbury, Nebraska, left Sunday after a visit with their daughter, Mrs. R. E. McCullough and family.

Mrs. Si Boosler and daughter, Judith, of Amarillo spent last week end with her parents, Mr. and Mrs. Henry Wilson.

Mrs. Charles Brown and daughter were in town shopping last Saturday. They live west on Harrison Highway.

Miss Lessie Cobb of Dallas is nursing her sister, Mrs. John Robinson, who is recovering from a major operation.

Fred W. Baird, Deaf Smith county auditor, left Friday for a month's vacation in Hot Springs, New Mexico.

Keith Guthrie, principal of the Sanford school, spent the week end with his mother, Mrs. B. F. Guthrie.

Miss Mary Posey left Sunday for Daniel, where she has accepted a position as teacher.

Miss Mildred Stewart, who is a student in WTSTC, visited her parents over the week end.

Mary Kate Brotherton returned to Canyon Sunday after spending the week end in Hereford. Mary Kate is a junior in WTSTC.

W. J. (Bill) Smith left Wednesday for Oklahoma City where he will enter the Veteran's Hospital for treatment.

Mack Womble is able to be out after being confined to his home for the past several days with a severe cold.

Mr. and Mrs. Owen Miller and son, Jimmie, of Amarillo spent Sunday with their parents, Mrs. John B. Miller and Mr. and Mrs. Walter Pickett.

Mr. and Mrs. Paul Mathers left Wednesday for Wichita Falls. From there they will go to Fort Worth and Dallas to visit the Centennial celebrations.

Ray, John C. Thorns and Wilson Gyles left Monday for Dallas to attend a meeting of the Presbyterian Synod.

Mrs. E. M. Vanderburg, Mrs. Bill Bell and sisters, Misses Tallie and Madeline Bell, spent Saturday in Amarillo.

A. E. Chamness of Dallas transacted business in Hereford last week. He was accompanied by his daughter, Mrs. Bonnie Oberthier, and her son.

Mr. and Mrs. Wayne Davenport of Seattle, Washington, are visiting Mr. and Mrs. Elmer Patterson. Mrs. Davenport and Mrs. Patterson are sisters.

Mr. and Mrs. Fletcher Rogers and grandson, Jack, of Happy spent Sunday here visiting old friends. They formerly lived in Hereford.

Miss Simmons, superintendent of the county hospital, had as her guest over the week end, her sister, Miss Betty Simmons, who is a student at WTSTC in Canyon.

Ples Turnbow left Monday for Sulphur, Oklahoma, where he was called to the bedside of his father, P. H. Turnbow, who is seriously ill.

Dr. and Mrs. G. W. Heard and Mr. and Mrs. Smith McLeRoy were dinner guests Sunday in the Allan Bell home on their ranch near Adrian.

Mr. and Mrs. Clarence Powell and family visited Mrs. Powell's sister, Mrs. Tom Bates, last week. The Powell family was enroute from Weatherford to California, where they will make their home.

Visiting in Independence, Kansas is Mrs. Jack Wayland. She left last Friday to spend several weeks with her parents.

Mr. Wayland's mother, Mrs. Jon G. Wayland, of Amarillo is here visiting him.

Mr. and Mrs. Carlos Floyd and Mrs. Charles Donald spent several days last week with Mr. Donald at the Fort Sumner Ranch. Mrs. Floyd is the former Emma Jean Donald.

D. H. Alexander drove to Silveston Saturday evening, bringing Mrs. Alexander back with him for a few days at home before returning to Silveston to be with her mother, who is seriously ill.

Mrs. Adrian Odom left Saturday for Amarillo where she joined her brother, Bryan Weatherby and his wife for a visit with their parents, Mr. and Mrs. W. E. Weatherby, in Hubbard. Mrs. Odom will also visit friends in Fort Worth.

W. E. Cobb and daughter, Mrs. Milton Brewton, of Mineral Wells, visited Mrs. John Robinson recently. Mrs. Brewton is the former Miss Lillie Cobb, and a former student in Hereford High School.

Mr. and Mrs. E. E. Ramsey left Tuesday for a three weeks vacation in Kansas City. They will visit relatives and attend the International Convention of Christian Churches, which convenes in Kansas City October 13.

Eli Dunlap and daughter, Mrs. Ward Bell, of Dallas arrived Sunday for a short visit with relatives. Mr. Dunlap is the father, and Mrs. Bell the sister of Mrs. Bobo McLean and W. E. Dunlap, and at one time were Hereford residents.

Mr. and Mrs. Jess Wheeler of Socorro, New Mexico, arrived last Sunday to visit Mrs. Wheeler's twin sister, Mrs. Edgar Johnson, Tuesday Mr. and Mrs. Wheeler and Mrs. Johnson left for Dallas where they will visit their parents and attend the Centennial Exposition.

Mr. and Mrs. Richard Benz of St. Louis, and Mrs. Benz's father, H. H. Boardman, and Glenn Boardman formed a party to visit Carlsbad Cavern last week. On the return trip they visited points of interest in Texas.

Mr. and Mrs. Floyd Sweet of Fort Worth spent the week end here with Mrs. E. J. Williams, enroute home from a vacation spent in Colorado. Mrs. Sweet will be remembered as the former Irene Williams.

Mr. and Mrs. C. C. Rockwell and son, Tom Wilson, left Friday for a ten-day visit in Dallas, Houston and Galveston. In Dallas they will visit Mrs. Jack Mounts, sister of Mrs. Rockwell, and will see the Centennial. In Houston they will visit Mr. Rockwell's mother, Mrs. J. M. Rockwell, and other members of his family. A sight-seeing trip in Galveston will complete the trip.

Mr. and Mrs. Carlos Floyd will leave today for Dallas, after a short visit with Mrs. Floyd's parents, Mr. and Mrs. Chas. Donald.

Mr. and Mrs. Andrew Olson and Mrs. Lloyd Olson and son, Roger, of Boone, Iowa, were recent visitors in the Ray Johnson home at Summerfield. Roger Olson and Ray Johnson are old school mates.

Mr. and Mrs. Carlos Floyd will leave today for Dallas, after a short visit with Mrs. Floyd's parents, Mr. and Mrs. Chas. Donald.

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Hospital Notes

Mrs. John Robinson, dismissed Wednesday, doing fine.

Mrs. Melvin Harris and son, dismissed Wednesday, both doing fine.

Mrs. Bill Mitchell, emergency appendix operation last Saturday, to be dismissed tomorrow, doing fine.

H. H. Miller, of Dawn, admitted Sunday with pneumonia, condition satisfactory.

Mrs. Lorene Hughes, condition greatly improved.

Mr. and Mrs. Andrew Olson and Mrs. Lloyd Olson and son, Roger, of Boone, Iowa, were recent visitors in the Ray Johnson home at Summerfield.

Mr. and Mrs. Carlos Floyd will leave today for Dallas, after a short visit with Mrs. Floyd's parents, Mr. and Mrs. Chas. Donald.

CANYON EAGLES SOAR ON 24-0 WIN OVER DIMMITT

The Canyon Eagles showed excellent form last Friday afternoon as they passed their way to a 20 to 0 gridiron victory over the Dimmitt Cats.

Passes paved the way for every touchdown, twice in the end and twice in the fourth period. Dimmitt was effective with line plunges in the middle of the field, but was unable to penetrate deep into

Eagle territory. Canyon is proving itself as the darkhorse in the district race.

Miss Adeline Schumacher and Marie Schumacher left today for Dallas, where they will attend a three-day State Sodality convention. They will represent the BVM Sodality of St. Anthony's church. While in Dallas they will also visit the Centennial Exposition.

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

Around Town

(Continued from page one)

ty has not attempted to provide contributions to the fund. Mrs. Seth B. Holman is chairman of the committee here. Any contributions made to her will be forwarded to the proper authorities at Austin.

Woodrow Ireland says he thought he was tough but found out he wasn't. As a result he has a badly bruised lip, but gets along very nicely until some one tells him a funny story.

Mrs. C. O. Wilkins received burns about the hands and face Tuesday when she lighted a stove that, unknown to her, had already been turned on but not lighted. The neglect occasioned her greater fright than injury, however.

Arthur Thompson, gnawing a steak at Ike's Cafe, said one week of "hatching" is okay, but after that it gets mighty old. Mrs. Thompson has been gone more than a month.

Nester Gass had an all-day search Sunday before locating cattle that had gone astray.

We believe Harold Closs hated worse than anyone else to see the World Series end.

To Ed Marcum and Homer Thompson: Just one coke isn't enough to pay to keep out of the paper the fact you went to Wichita Falls to see the A. & M. game. On second thought, we've decided not to mention it and collect the drink.

What is your guess as to the average number of baseballs used in one World Series game? Dr. R. R. Willis said 30, Paul Barnett 16, and Jack Wayland 70. Jack was almost right. An average of six dozen balls are used in one game. We counted them as nearly as possible by radio in one game and got a total of 60.

Phyllis Jean Radorich found a seagull in her chicken yard Tuesday night. The gull spent the night and was still among the chickens yesterday.

In the midst of the broadcast of one of the World Series games, coming from New York, the loud speaker at Closs Drug announced: "Ab Posey, your wife wants you to come home."

Mayor C. J. Paddock drove 4,500 miles on his recent trip and "got home with Hereford air in three of the tires."

COUNTY MADE 1,125,965 GALLONS OF MILK IN 1934

Deaf Smith county produced nearly a million and a quarter gallons of milk during 1934, according to figures just released by the farm census bureau. This compared with slightly more than a million gallons in 1929. Total figures released for 1934 and 1929, respectively, are:

Farms reporting, 577 as compared to 79; number of cows milked, 2,029 and in 1929, 2,064; milk produced, gallons, 1,215,965 and 1,074,268; butter churned, farms reporting, 535 and 286; pounds churned, 63,826 and 45,557; all cows and heifers (both milk and beef) 2-year-old and over, January 1, 1935, 9,965, over 27 months old, April 1, 1930, 7,510.

FORMER HEREFORD MAN NAMED POLICE CAPTAIN

R. M. Allred, former Hereford citizen and brother of J. C. Allred, has been named night police captain at Amarillo, succeeding Wm. D. McNeill, resigned. Police Chief W. R. McDowell announced Sunday night.

Mr. Allred joined the Amarillo police force a year ago, serving until his promotion as a scout car officer. He lived on a ranch near Wildorado before going to Amarillo in 1929. In 1931 he came to Hereford and entered the electric appliance business, but returned to Amarillo in 1934.

Fall Food Festival

Every year at this time we bring you this big festival of food values, products of field, orchard and factory, at prices that make it just plain common sense to stock up now and save for weeks to come. Dozens and dozens of bargains. Come in and see for yourself—now!

SOAP	COFFEE
CRYSTAL WHITE	FOLGER'S
5 GIANT BARS	PER POUND
19¢	27¢
PIMENTOS	SOUP
Large 7-ounce can	Campbell's Tomato, 5 cans
9¢	23¢
TOMATOES	OATS
No. 2 can, 3 for	Brimfull, large package
25¢	18¢

FLOUR PACKARD'S SEAFLOAM 48-Pound Sack **\$1.59**

COCOA	10¢	SYRUP	59¢
Mother's, 2-lb can	12¢, pound can	Corn, light or dark, gallon	
LYE	25¢	SUPER SUDS	11¢
No. 1, 3 cans		Concentrated, 2 pgs	
PINEAPPLE	25¢	MARSHMALLOWS	8¢
Flat cans, crushed or sliced, 3 for		1-lb pkg 15¢, 2-oz pkg	

Compound 8-POUND GANTON **\$1.02**

SALAD DRESSING	25¢	BUCKWHEAT FLOUR	34¢
Worth's, quart jar		Pure, 4-lb package	
ALL BRAN	19¢	MACARONI	5¢
Measuring Cup FREE, large package		Or SPAGHETTI, pkg	
DOG FOOD	25¢	OVALTINE	31¢
3 cans		Large size 54¢, small size	
HUSKIES	11¢	POTTED MEAT	10¢
Whole wheat flakes, pkg		3 cans	
SARDINES	25¢	SPARAGUS	15¢
No. 1 tall cans, 3 for		Picnic size	
BAKING POWDER	32¢	CLEANSER	5¢
K. C., 50-ounce can		Sunbrite, can	
TOMATO JUICE	49¢	POWDERED SUGAR	15¢
Swift's, No. 10 cans		2 packages	
Small cans, 3 for	28¢		

CRACKERS	17¢	PRUNES	31¢
2-POUND BOX		NO. 10 CAN	

FRESH FRUITS AND VEGETABLES

CABBAGE	3¢	CRANBERRIES	22¢
Pound		Quart	
POTATOES	25¢	BANANAS	5¢
No. 1, 10 pounds		Pound	
ORANGES	21¢	APPLES	21¢
Nice size, dozen		Fancy Jonathans, dozen	
SWEET POTATOES	14¢	ALSO PLENTY OF APPLES BY THE BUSHEL!	
5 pounds			

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

STAR THEATRE HEREFORD

Tues. — Wed.

A Real Bargain Show

10¢ MATINEE NIGHT 15¢

What a Cast for Laughs!

GOOD OLD SCHOOL DAZE

WE WENT TO COLLEGE

CHARLES BUTTERWORTH
HUGH WEBER
WALTER ABEL
UNA MERRILL

Added Attractions Selected Short Subjects

STAR THEATRE

SUNDAY — MONDAY

PREVIEW SATURDAY NIGHT

THE GREATEST MOTION PICTURE OF THIS MODERN AGE!

See It From the Beginning. Feature Starts Sunday 1:45, 3:45, 5:51, 9:10

THE GREEN PASTURES

Feature Starts Monday 1:45, 3:45, 5:51, 7:45, 9:57