

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

34th Year—Number 38.

The Hereford Brand, Hereford, Texas, Thursday, September 27, 1934.

Five Cents Per Copy.

Resume Adult School Work Here Friday

Emergency education classes will be resumed Friday, September 28, Miss Lillie Hostetler has announced. Classes are to be held both during the day and in the evening at the court house. Miss Hostetler, county librarian, is in charge of the work which is an emergency education project.

There will be a meeting of all interested persons in the district court room Friday morning at 9 o'clock. For those who cannot be present at that time there will be another meeting at 7:30 in the evening.

A broader program that of last year has been approved by the state department. It has appeal for the business man, the club woman, the home maker and high school graduates who wish to continue their educations. Classes are absolutely free and are open to every one. Whenever possible text books will be furnished free.

The program as outlined by the state department is to continue until February 1, after which time another program is likely to be approved.

Classes already outlined will include bookkeeping, business arithmetic, business English, dramatics, economics, English literature, history, household economics, mechanical drawing, penmanship, public speaking, shorthand, sold geometry, Spanish, spelling and typing.

There are to be both beginning and advanced classes in bookkeeping, shorthand, Spanish and typing. The public speaking classes will be open to all who wish to improve themselves in that way. Business men are especially urged to enroll in these classes. And the same is true of dramatic courses in which plays will be given by class members.

Both the history and economic courses will be determined by those enrolling. Courses which are brought down to the moment and having personal application for the students will be studied. In the English literature classes courses to suit the students will also be chosen.

The entire faculty has not been worked out, Miss Hostetler said, but teachers will be named next week.

First Cotton of Year Produced by Paetzold

The first bale of cotton of the season for Deaf Smith county was delivered to the gin at Friday, Wednesday. It was raised by J. J. Paetzold on his farm five miles southeast of Hereford. It was the fourth bale of the present season to be delivered at the gin.

Paetzold has a ten-acre patch on which he will make a bale or more to the acre. It is only by irrigating that he is able to make any cotton. He watered the tract three times during the growing season. He will get 12 cents per pound for the cotton, which the gin operators say has the best staple of any thus far delivered.

FOUR MORE DAYS FOR CAMPAIGN CONTESTANTS TO GET BIG VOTES

Four more days will end the biggest remaining vote schedule of the race—that is how fast the end is approaching. Yet that fact in itself would mean much were it not for the striking closeness of the race on the home stretch. So close to one another are the candidates that it is surprising how many favorites are being picked to win and how intense and general the interest in this great campaign has become.

Because of this situation and because of the fact that subscriptions will soon be worth only half what they are now in votes, these next four days have become the most important thus far of those remaining. But think what opportunities these four days hold, with the interest of friends and the public at such a pitch!

Now is the time for candidates to see their friends and acquaintances who have been promising their support, and explain to them that now is the time to cast their votes (on account of the big drop after 9:00 o'clock Monday night) to help win the 1934 model Plymouth De Luxe Coach, purchased at a cost of \$781.90.

And don't forget "second subscriptions." They mean real votes. Business will be turned in in sealed envelopes Monday night before 9:00 o'clock.

Whitefaces To Meet Portales On Friday

A sterner foe than they faced last week will be met by the Whitefaces of Hereford tomorrow when they play the Rams of Portales, New Mexico, at Whiteface Field. It will be the second game of the season for the locals and the first for the visitors.

Under Coach C. F. Brown the Rams will enter the game with five letter men from the strong 1933 team. The veterans are Kirksey, 180-pound center; Moody, 160 and B. Briggs, 165, guards; D. Briggs, 165, quarterback; Burke, 175, fullback.

Others in the starting lineup will likely be Houseman and LaFar at ends, Landess and Martin at tackles, Whitworth and Creighton, halfbacks.

A year ago the Whitefaces opened the Ram's season at Portales by winning 25 to 0. The Rams went on from there to be runner-

up at Clovis for the state championship of New Mexico. Coach Brown is figuring on getting even in Hereford Friday.

As for the Whitefaces, Coach Tommy McColum has been working them long and hard every day this week and he promises they will have considerable more fire and charge than they displayed in the opener last Friday when they beat the Amarillo Yaguigans.

Womble and Clayton will be at the terminals. Turner and Millard will again start at tackle posts. McLean and Daniel are the guards and Hagar center. Sowell will call signals with Russell and Smith as halfbacks and Benge at fullback.

The contest will start at 3:30. Season tickets are on sale at downtown drug stores for \$1.40 each for the five home games. Single admission will be 35 cents for adults and 20 cents for children.

Explain Ruling On Wheat Acres

No crop that is going to be harvested can be planted on contracted wheat acreage, explains a letter from the department of agriculture. Contracted wheat acreage is the area taken out of cultivation—for 1935, 10 per cent of the base wheat acreage.

Emergency forage crops may be planted on the acreage but it is not to be allowed to grow to maturity. Any grass legume may be planted without restriction, except emergency forage crops. The land may be allowed to stand idle or may be summer fallowed.

Says the bulletin: "Contracted wheat acreage may not be planted to a basic commodity except barley, oats, rye or other grains except wheat, which may be used as nurse or companion crops if pastured or harvested as hay before maturity or clipped and allowed to lie on the ground."

Instead of 85 per cent of the base acreage farmers are to be allowed to plant 90 per cent of the acreage in wheat. Thus the contracted acreage is reduced by one-third. Dewey Reed, county agent, explains that planting one one-third of the acreage held out of cultivation the past year will meet with the new requirements.

MISS HOSTETLER WILL GO TO LIBRARY CONVENTION

Miss Lillie Hostetler will attend the convention of the Southern Library Association to be held in Memphis, Tennessee, October 17 to 20.

Regional library planning and adult education as a public library function will be among the main topics to be taken up at the convention she said.

Centennial Group to Meet

T. E. Selgier, local chairman, has called a meeting of the Deaf Smith county members of the Texas Centennial advisory committee for Saturday afternoon. The meeting will be held at the Brand office at 2 o'clock.

Sheep Owners Asked To Register Stock

Date for buying by the government of Deaf Smith county sheep has not been set, according to County Agent Dewey Reed. Reed urged, however, that owners of sheep in this county register the animals at his office, whether they care to sell or not.

Packard's Flour USED IN OKLAHOMA

Mrs. G. A. Peer of 2000 Northwest 15th Street, Oklahoma City, prefers to use only Packard's Best Flour. Last summer while vacationing in Ruidoso Mrs. Peer began using Packard's flour and found it so good she wants no other brand.

When passing through Hereford on her way home Mrs. Peer told V. T. Downs at his filling station that she wanted Packard's flour. H. D. Danforth, manager of the mill, sent her a sack, and now she writes that she wants the flour put on the market in her home town.

Camp Buildings Ready For Men

New homes for the men of CCC Company 1862 are about ready for occupancy. The tent city in which the men have lived since coming to Hereford will be abandoned within the next few days, as officers, men and park officials have a "house warming" in their new winter quarters.

Army officials from Fort Sill, Oklahoma, are due here today or tomorrow to inspect the buildings and the company will take possession following their approval.

There are nine buildings completed, including six barracks, infirmary, mess hall with kitchen and officers' quarters. One of the barracks will be used as a recreation hall, lounge and office. Officers and park officials will occupy the officers' building.

Meanwhile road work and excavating as well as the soil survey and cleanup work is progressing nicely at the park. Plans have been completed for the system of roads and submitted to park officials for approval.

The new rail crossing just north of the present camp site will be built just as soon as approval of Santa Fe officials is obtained. It will be a right angle grade crossing and will be about 75 yards west of the present one.

Roloson Is Farm Debts Mediator

F. T. Roloson has been named conciliation commissioner for Deaf Smith county under the new amendment to the National Bankruptcy Act. He was named by R. J. Murray of Lubbock, supervising conciliation commissioner for the Northern District of Texas, and Judge James C. Wilson, U. S. District Judge.

Work of Judge Roloson will be to arrange settlements between insolvent farmers and their creditors. His mission is to arrive at settlement with a majority of creditors after the farmer has filed a petition with him stating that he cannot meet his obligations.

The final step which the debtor may take is to file a petition in bankruptcy under the Frasier-Lemke amendment. Under this act the debtor is allowed to retain his farm for a period of five or six years. During this time he makes certain payments under a six-year purchase plan, including taxes and one per cent interest on the principal each year and certain payments on the principal of the debt. The plan is followed provided the secured creditors assent.

If they do not the farmer may keep his farm by paying into the court a fixed annual rental. At the end of the five or six year period he may repurchase the farm by paying a price set upon it by three appraisers appointed by the Federal Court.

Shower Here Today

Two-tenths of an inch of rain fell here shortly after 8 o'clock this morning. There was a quarter inch shower Sunday night. In addition, sandstorms blew both on Monday and Tuesday. Skies continued threatening after the rain ceased this morning.

Mrs. Vogele's Sister Dies

Mrs. Ervin Huff, sister of Mrs. N. C. Vogele of Hereford, died suddenly at her home in Bremen, Indiana, on Thursday of last week.

Corn-Hog Men To Ballot On 1935 Program

Corn-hog contract signers of Deaf Smith county will be asked to vote on the 1935 plan of handling the corn-hog program at a meeting to be held in the district court room on the afternoon of Friday, October 5.

All signers of corn-hog contracts are urged to be present at that meeting, says Dewey Reed, county agent. Corn-hog contract signers throughout the county will have meetings next week and upon the outcome of their voting will depend the program for next year.

Four questions will be submitted to a vote and only contract signers will be allowed to vote. The questions are: whether or not there will be an adjustment program in 1935; whether the contract shall deal with corn only or hogs only or be a joint contract; whether or not farmers would like to combine all agricultural adjustment program into one contract; and growers of grain sorghums will vote on whether or not these products shall be included in the 1935 contracts.

All farmers who wish to have a voice in the future agricultural programs must be present in order to vote on the issues.

Band Is Second In Fair Contest

With more than 715 Hereford people registered as attending the Tri-State Fair on Tuesday of last week, the combined high school and junior high bands took second place in the attendance contest. A cash award of \$50 goes with the winning of second place.

Tulla won first place with more than 1,000 in attendance. Ralph Smith, band director, expressed his thanks on behalf of the organization for attendance by Hereford citizens. "We can use the money," he declares.

Catholic Lecturer to Speak Next Week

The Reverend Francis J. Ledwig, nationally known speaker, will give a series of lectures on the teachings and doctrines of the Catholic Church beginning Sunday, September 30. The talks will be given each evening at 8 o'clock in the district court room.

The series, seven lectures, will last through to the following Saturday. At the end of each lecture an opportunity will be given to ask questions or, if preferred, questions may be placed in the question box to be answered the following evening.

Fr. Ledwig, a former lieutenant and chaplain in the U. S. Navy, a state historian and state chairman of the Americanization Committee of the American Legion, is a native born Texan, well known to many in Hereford. He was at one time professor of education and sociology at Duquesne University in Pittsburgh.

There will be no criticism or attack on any other church or society. The lectures will be free to every one and no collection will be taken.

Mrs. Morrison's Sister Dies

Mrs. A. I. Morrison received word last Friday that her sister, Mrs. Henry Kunze, had died at her home in Duquoin, Illinois.

Mrs. Kunze had visited here and was well known to members of the Christian church.

NEW OPTIONAL GAS RATE IS INSTALLED THIS WEEK HERE BY WEST TEXAS GAS CO.

OLIVER RAY IS A. & M. TEACHER

Oliver Ray, former Hereford boy and son of W. H. Ray, has been appointed a professor in electrical engineering at Texas A. & M. College. It was learned here this week.

Ray grew up in Hereford and was graduated from high school here with the class of 1926 at the age of 16. He entered A. & M. and finished with the Bachelor of Science Degree in electrical engineering in 1930 at the age of 20. He was the youngest member of the class and was also valedictorian winning highest scholastic honors.

Ray was a major in the Cadet Corps and was a member of various student organizations. After graduation he worked three years for the General Electric Company at Schenectady and the Bendix Corporation at Orange, New Jersey, working through the testing laboratories of both organizations.

He returned to A. & M. last year to take graduate work and finished with a degree of Master of Science this year. During the past year he was an instructor in electrical engineering and this summer was appointed professor.

Mrs. W. H. Rhoads Dies On Tuesday

Mrs. Martha L. Rhoads, wife of W. H. Rhoads, died at the family home Tuesday afternoon. She had been in poor health a number of years. Last rites were spoken Wednesday afternoon at the Baptist church. Rev. T. E. Willett, pastor of the Methodist church, assisted by Rev. B. N. Shepard of the Baptist church, officiated.

Mr. and Mrs. Rhoads had lived here about four years, coming from Yale, Oklahoma, to Hereford. Three children survive. They are Bobbie Lois of Hereford, Frank of Pampa, and Mrs. Alma Young of Yale.

Mrs. Rhoads was a sister of George Brunley. Mr. Rhoads is associated with Mr. Brunley in the livestock business. Three other brothers, Jim Brunley of Ozark, Missouri; Ransie John Brunley of Iowa, and John Brunley of Pasadena, California, survive.

Mrs. Rhoads leaves three sisters, Mrs. Ellen Day of Springfield, Missouri; Mrs. Ida McKenzie of Levelland, and Mrs. Clara Russell of Bartlesville, Oklahoma.

Mrs. Rhoads was 54 years old. She was born at Ozark, Missouri, April 12, 1880.

Weir Store Is Sold to Childress People

J. W. Allmond and Leola Dempsey of Childress have purchased Weir's Variety Store from Glenn Weir. The sale was made last Friday and the new owners took possession Saturday. The firm will be operated as in the past with Miss Dempsey as manager. Miss Virginia Lillard will continue to work in the store.

The new owners have operated a similar concern in Wheeler store for the past eight years. They recently sold the Wheeler store. Miss Dempsey has been in the business for the past 15 years.

The new manager is making her home at the John McLean residence and declares she is delighted with Hereford. This is her first time to visit this city.

Mr. and Mrs. Weir will stay in Hereford until cold weather, when they will leave for San Antonio to spend the winter.

A new optional gas rate is being offered domestic and commercial consumers in Hereford, announces Jack Wayland, local manager for the West Texas Gas Company.

The rate is available to consumers who sign contracts for 12 months continuous service. There are two rate schedules set out on the contract and the consumer will be billed at whichever is lower. For those who do not sign the optional rate contract the rate will remain as it now is.

The new arrangement will be in effect with the next bills sent out by the company. The new rate is similar to one proposed by the company during the summer except that the consumer of less than 5,000 cubic feet per month is now offered a reduction.

Minimum bill of a consumer under the contract will be \$1.50 per month. Additional charge of one-tenth of the amount of the bill will be added if it is not paid within ten days.

For the user of 5,000 or less feet per month cost of the first 2,000 feet will be \$1.50; for the next 3,000 feet, 50 cents per thousand feet. Thus a consumer gets 5,000 cubic feet for \$3.00.

A consumer using more than 5,000 cubic feet per month will get the first 6,000 feet for \$4.00. The next 44,000 cubic feet will cost 50 cents per thousand feet; the next 50,000 feet will be charged at 30 cents per thousand; all additional will be 25 cents per thousand feet. Under this schedule the commercial user will pay \$25 for the first 50,000 feet, and \$15 for the next 50,000. All additional will cost \$25 per 100,000 feet.

"The purpose of the rate for users of 5,000 or less feet," Wayland explained, "is to give a lower rate for gas that is consumed primarily for water heating and for cooking. Gas used for these purposes is not subject to any great seasonal fluctuations in demand and the company feels that a lower rate is justified to consumers who use gas in excess of the minimum bill for such purposes."

Under the optional rate no bill can exceed the amount it would be under the present rate and will be, in almost every instance, materially lower, Wayland pointed out. The present rate is 6 7/8 cents per thousand feet with a minimum of \$1.50. The 6 7/8 cent rate applies to both commercial and domestic users for the first 50,000 cubic feet. Above 50,000 feet the rate for domestic users drops to 50 cents and commercial to 30 cents.

Copies of the budget, now required by state law, have been filed with the county clerk and state comptroller and are open to inspection by any citizen.

Rockwell Firm Is Broadcast Sponsor

A new radio program, sponsored by Texas lumber dealers, will begin next Tuesday evening over WFAA at Dallas, WOAI at San Antonio, and KPRC at Houston. It will begin at 6:15 Tuesday evening and last a half hour.

Rockwell Brothers & Company are the local firm sharing in sponsoring the broadcast. The program will be put on over the group of stations each Tuesday at the same hour. It will be known as the "Friendly Builders Hour." In it are the Bel Canto Quartet, a male group, a large studio orchestra and The Friendly Carpenter.

Federation Meet Tuesday

The Deaf Smith county federation of women's clubs will hold a meeting next Tuesday, October 2, at the Baptist church. It will be an all-day affair with a covered dish luncheon at 1 o'clock.

The Pioneer and La Aflatus Clubs will act as hostesses to the meeting.

County's Tax Levy Will Be Same In '35

Deaf Smith county's tax levy of 75 cents per \$100 valuation will not be raised this year. Under the budget adopted Monday by the commissioners court, the levy will remain the same, but allotment of tax money into the various funds will be changed.

The county will operate in 1935 for \$80,270. Estimated receipts for the year will be \$75,710. Because of a cash balance now on hand the county will be able to operate with the \$4.56 deficiency without any hardship. According to the report of Auditor Fred Baird as of June 30, the balance on hand was \$35,268.50. This balance will be almost as much at the end of the year.

Under the new division of the tax levy the jury fund will get the same amount as this year, 10 cents; the road and bridge fund has been increased from 13 to 20 cents; general fund will remain as it is, 25 cents; the permanent improvement fund will be reduced from 15 to two cents; the hospital maintenance fund is to be reduced from 10 to eight cents and the interest and sinking fund increased from two to 10 cents.

On an estimated valuation of \$8,600,000 it is figured that tax collections, current and delinquent, will total \$44,650. Other income will be \$19,000, according to the estimate. This other revenue will come from the automobile license fees, poll and occupation taxes, jury fees, depository interest, gasoline tax-refunds, and hospital income. In addition there will be an item of \$12,000 from sale of warrants for purchase of the state park site.

The budget reveals that the largest item of expenditure will be for administration, \$24,440. Judicial service and law enforcement cost will be \$9,194; charity, \$944; health and sanitation, \$700; agriculture, \$2,000; road and bridge fund, \$15,500; capital outlay, \$17,000; debt service, \$8,292; and reserves, \$2,200.

The budget, Judge C. W. Humble explains, is figured so that it will cover all possible expenditures and meet any contingency. "We do not believe we will spend all we are allowing on any of the items except debt service; therefore, it is quite possible there will be no deficiency."

Copies of the budget, now required by state law, have been filed with the county clerk and state comptroller and are open to inspection by any citizen.

Cow Buying Will End Next Saturday Night

With 500 head to be purchased this week before the program is closed, cattle sold in Deaf Smith county in the drought relief program will total 7,028 head.

Money paid by the government will total more than \$80,000 since the program opened early in the summer. Word was received yesterday that the program would be closed at least for the present, Saturday. The county's quota for the week was set at 500 head.

The program started in June and has enabled stockmen to dispose of cattle which they could not feed or pasture and at the same time to realize a little cash from the transactions. It has also provided an ideal means for the culling of herds.

Almost a fourth of the county's estimated cattle population of 30,000 have been sold in the program.

J. H. Wallace of Amarillo was a business visitor here Monday.

WHITEFACES BEST AMARILLO GRIDDERS

Playing good, hard and indifferent football, the Hereford High Whitefaces opened their season last Friday at Whiteface Field with a 20 to 6 win over the Yaguigans of Amarillo High. L. B. Russell did all the scoring for Hereford, making touchdowns in the second and third quarters. Hagar place-kicked the extra points on the first and last fallies.

But it was Amarillo that scored first. It was in the opening quarter and was the only offensive gesture the visitors made. It took place after Amarillo recovered a fumble on Hereford's 28. A spin play and several plunges made the 28 yards with Cramer carrying the ball across the marker.

Hereford took the lead early in the second when the Yaguigans got in a hole after Russell's punt was killed on their one-yard line. They

booted out to the 28. Meade Smith flew through the middle for 16 yards and Russell scrambled around right end on a lateral for the remaining distance. G. B. Hagar place-kicked the extra point.

Again in this period Russell scored when he took Nasty Clayton's pass on the 22, evaded a couple of tacklers, then trotted to pay dirt behind a wall of interference.

The last touchdown came in the third quarter. Russell again making the score. This time he intercepted a desperate Amarillo pass on the visitor's 40 and lunged it to the end-zone behind blocking that made it a cinch.

Meade Smith showed signs at times of having the makings of a fine halfback. He runs like a deer, but carries the ball like a sack of flour and does not pay much attention to where he is

going. He is green, but shows much promise.

Buddy Sowell, quarterback, is a defensive demon. Nasty Clayton, G. B. Hagar, R. A. Daniel and Wilbur Womble carried the burden of defense for the Whitefaces. On the offensive, however, the blocking was sluggish and the charging for the most part, slow. Goal line punch was sadly lacking also on two occasions when some high-powered line ramming would have resulted in touchdowns.

In Wisley, halfback, and Rice, quarterback, Amarillo's second stringers displayed a couple of leads whose play was above reproach. A constant stream of substitutes prevented any member of the Amarillo cast from showing to great advantage.

First Quarter. Rice kicked off to Russell on Hereford's 8, and a crisp cross

to Meade Smith resulted in a return to Amarillo's 49. Russell kicked for 12. Sowell picked up 2. Another play and a pass failed and Clayton kicked out on the 8. Russell took Rice's kick on Amarillo's 40 and brought it back to the 32. A pass failed and after two tries at the line, Hereford kicked out on the 12.

A good boot by Wisley carried to Hereford's 10. It was a 78-yard kick which Russell returned to his 31. A fumble by Russell was recovered on Hereford's 28 by Amarillo. Rice picked up 12 on a spinner. Wisley added 2 and then 5. Rice plunged for 6 more. Rice failed at the middle, then Bramor plunged the last 3 for 6 points. Rice's place-kick was blocked.

Russell received the kickoff on his 8 and after a double reverse,

Continued on Page Two

What We Want Is Lots of Leaky Radiators Because We Can Repair 'em

Batteries, starters, generators, electric motors, magnetos and anything electrical, for that matter, are just some of the things on which we give guaranteed service.

Willard Battery Station

Phone 284. 313 North Main

REGULAR SERVICE AVOIDS UNNECESSARY EXPENSE

We have found that owners who do not neglect little troubles, but bring their cars to us for regular inspection, keep their repair bills at a minimum. Big repair bills often grow from little troubles which are not corrected in time.

Bring your cars to us today, or we will gladly call for and deliver it to you free of charge. Our experienced service men will give it a rigid inspection and if anything is wrong you will be advised about it.

Ireland-Beavers Motor Co.

301 East Third Street, Hereford

The 14-Inch Rule

A Measure of Safety for Your Child's Eyes

—Improper lighting frequently causes a child to bring his book much closer to his eyes than the normal reading distance, which is 14 inches.

—Only the very best in lighting is good enough because, remember, about three-fourths of all the knowledge acquired will come through your child's eyes.

—By attention to proper lighting now, a lot of future trouble can be avoided. See that the child gets the opportunity to read under good lights.

Texas Utilities Co.

Messenger News

BY MISS BUNITA WILLIAMS

There were 50 present at Sunday school last Sunday. Rev. Harrison filled his regular appointment. He was accompanied by his mother. The Loyal Workers had their regular meeting at the school house Friday night. Refreshments of lemonade and cake were served. There will be a party at the Myrtice Wyly home Friday night, September 28. Everybody invited. Mr. and Mrs. Homer Sharp called at the L. M. Williams home Sunday.

Elwyn Green of Bovina and Hettie Franks of Easter attended Sunday school at Messenger Sunday. Visitors always welcome.

Among those shopping in Hereford Saturday were L. M. Williams, Homer Sharp, Taylor Oglesby, Ben Bates and Mr. and Mrs. W. A. Whitson and children.

C. T. Guseman called at the Fred Collett home recently.

Quince Williams who is attending school at Hereford spent the week end with his parents, Mr. and Mrs. L. M. Williams.

Lester Myers, who is attending school at Friona, spent the week end with his parents, Mr. and Mrs. Bill Myers.

A good rain fell in this community Sunday evening, which will be of great help to late row crops and early wheat.

Mr. and Mrs. Bill Myers called at the W. P. Walker home Sunday.

Mrs. L. M. Williams and daughter, Estelle, called at the Fred Collett home Thursday.

Mr. and Mrs. L. M. Turner and children were in Hereford Saturday.

Gas House Defeats Dimmitt.

Led by Dub Thurmond, the Gas House Gang, Whiteface second squad, licked Dimmitt's gridders here last Thursday afternoon. Thurmond made the first counter in the opening stanza on an eight-yard dash through the Bobcat team. In the second he scored one after totting the mail 12 yards following a Dimmitt fumble. Thurmond passed to Snyder for the final tally in the third quarter.

Dimmitt scored late in the game on an exceptional 96-yard run by Randolph, halfback, who weaved his way through the Gassers for the yardage.

FOOTBALL

(Continued from Page One)

returned to his 41. Sowell hit the line for 6. Russell failed, then Smith blazed a tackle for 25 yards. A plunge failed and the Yannigans recovered a bad lateral pass on their 40.

Second Quarter.

After two plays, Rice booted to Hereford's 28. Russell booted back with the wind to Amarillo's 1-yard line, where the ball was killed. Rice kicked back to his 28. Smith picked up 16 around left end. Russell took a lateral around right end for the remaining 12 paces and a touchdown. Hagar place-kicked the goal to put the Whitefaces ahead, 7 to 6.

Wisely returned Hagar's kick to his 31. A pass and two plunges made a first down. Hereford held and Rice kicked from mid-field out of bounds on Hereford's 45. Russell lost 7. Clayton passed to Russell for 24 yards on the 22. Three plays made 5 yards then Clayton passed to Russell on the 22. L. B. evaded two tacklers then loafed 20 yards for the touchdown behind Womble's fine blocking. Hagar missed the place kick. Russell returned Amarillo's kick, bolting back to the 28. Rice kicked after three plays to Hereford's 41. Two passes failed and Clayton punted 58 yards across the goal. A play later the ball reached.

Third Quarter.

Bramer regained Hagar's kick from his 70 to his 42. Wisely made 16 on a reverse. Three plays made

DEAF SMITH COUNTY, TEXAS VS.

Con Schrimsher et al In the County Court of Deaf Smith County, Texas.

To:—Con Schrimsher and the unknown heirs of Con Schrimsher

Greeting:—

You are hereby given notice that the County of Deaf Smith and State of Texas, acting through the Commissioners Court of Deaf Smith County, Texas, did on the 8th day of August, 1934, file its petition in condemnation, seeking and asking that the lands known as 2.4 acres out of survey No. 60 in block K-3 Deaf Smith County, Texas, be condemned for the use of a public park. That the special commissioners whose names appear below, were by the court appointed to determine the value of the lands sought to be condemned, and also the damage done, if any, by reason of condemning said lands. That said commissioners having taken the oath required by law, to act in this cause, and to assess the damage fairly and impartially and in accordance with the law, and to assess the value of the real property fairly and impartially.

This is notice to you and each of you that you should appear at the County Court Room, Deaf Smith County, Texas, in the City of Hereford, at 10 o'clock, A. M., on the 9th day of October, 1934, to then and there offer evidence of the value of said lands and said commissioners will on said day hear evidence and award the damage and ascertain the value of said lands to be taken for park purposes.

Witness our hands this 8th day of September, 1934.

C. R. SMITH
E. S. IRELAND
FRANK GIVAN

36-3

seven and Rice kicked to the 16. Russell booted back to Amarillo's 10. Russell intercepted Rice's pass on Amarillo's 40 and returned it to a touchdown behind swell blocking. Bramer fumbled the kick off on his 10 and Smith recovered it on Amarillo's 8. Three plays netted a couple of yards; a pass failed and Amarillo took the ball on their 6. Rice kicked to his 32. Clayton flipped one to Womble for 11 yards. Russell booted for 11 more. Here the attack bogged down and Amarillo took the ball on their 10.

Wisely rammled for 6. R. Miller took Rice's pass for 10 more.

Fourth Quarter.

A couple of plays failed, and Rice kicked to Hereford's 8. Clayton kicked back to the 30. Roy Hastings picked off a Yannigan pass on his 10 and returned it to the 19. Smith almost got loose but was hauled down after a 15 yard gain. Amarillo recovered a Hereford fumble on the 35. A pass to Wisely was good for 12. Hastings promptly intercepted another pass on his 22. Clayton toed the ball to mid-field. Rice lost 20 yards on an attempted pass, then kicked to Hereford's 28. Hastings lost 10 on a bad pass from center. Clayton kicked to mid-field.

Rice kicked back to Hereford's 10 after a couple of bad plays. Smith returned the boot to his 41. Two plays lost a couple and Clayton kicked to Amarillo's 43 as the bout ended.

Lineups—Amarillo: R. Miller, le; Dubbs, it; Storme, lg; Clayton, c;

DEAF SMITH COUNTY, TEXAS VS.

Erskine Clement et ux In the County Court of Deaf Smith County, Texas.

To:—Erskine Clement and Mary Louisa A. Clement, his wife,

Greeting:—

You are hereby given notice that the County of Deaf Smith and State of Texas, acting through the Commissioners' Court of Deaf Smith County, Texas, did on the 8th day of August, 1934, file its petition in condemnation, seeking and asking that the land described in its said petition on file, being blocks Nos. 55 and 75 in Whitehead addition to Hereford, be condemned for the use of a public park. That the special commissioners whose names appear below, were by the County Judge of Deaf Smith County, Texas, appointed to determine the value of the lands sought to be condemned and the damage, if any, done to any remainder of lands which you own and which by the taking of the lands described above would effect or change in value. That said commissioners, having duly taken the oath required by law, to act in this cause, and to assess any damage, and fairly and impartially and in accordance with the law, and to assess the value of the real property fairly and impartially.

This is notice to you and each of you that you should appear at the County Court room, Deaf Smith County, Texas, in the city of Hereford, at 10 o'clock A. M., on the 9th day of October, 1934, to then and there offer evidence of the value of said lands and said commissioners will on said day hear evidence and award the damage and ascertain the value of said lands to be taken for park purposes.

Witness our hands this 8th day of September, 1934.

C. R. SMITH
E. S. IRELAND
FRANK GIVAN

36-3

Pike, rg; N. Miller, rt; McDonald, re; Rice, qb; Wisley and Bramer, lbs; Thompson, fb.

Hereford—Womble, le; Turner, lt; McLean, lg; Hagar, c; Daniel, rg; Millard, rt; Clayton, rr; Sowell, qb; Russell and Smith, rbs; Benge, fb.

Officials: Acker, referee; Sinds, umpire; Patton, headlinesman.

Announcement

Mr. and Mrs. C. E. Bean

announce a new addition to their family

Admiration Coffee

vacuum-packed in glass jars

If your grocer hasn't met the new member, call him to order some from the Durcan Salesman

WHO PAYS FOR THESE

Accidents?

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

HEREFORD INSURANCE AGENCY

John McLean, Owner.

FOR QUICK JOB SERVICE SEE THE BRAND.



Dollar Wise Is All Wise

Do you remember Wilkins Micawber who was always "waiting for something to turn up"—and nearly starving in the meantime? Micawber was only a creature of Dickens' imagination; but he has his counterparts in real life—good men of talent and wit, but waiting for Opportunity to send an engraved invitation. No, it's the men who have ready money to invest when they see the chance who attain Success.

The First State Bank OF HEREFORD

You ride better..you drive better..you feel better in a Knee Action CHEVROLET

THE Ownership Test is simplicity itself. You merely drive the Chevrolet over the same routes and in the same way you drive every day. Chevrolet is confident that you will like the freedom from jolts that Knee-Action brings—the shock-proof steering—the big Fisher body—the 80-horsepower engine—the cable-controlled brakes. In fact, Chevrolet believes that the Ownership Test will prove to your complete satisfaction that the low-priced Chevrolet is the car for you.

CHEVROLET MOTOR CO., DETROIT, MICH.
Compare Chevrolet's low delivered price and easy C.M.A.C. terms. A General Motors Value

ONE RIDE IS WORTH A THOUSAND WORDS

GRIZZLE CHEVROLET CO. PHONE 740 HEREFORD, TEXAS





Dependable Drugs

Regardless of the item, you will find it of the best quality and always dependable if it comes from this store. We maintain a complete stock of drug items at all times. We appreciate your patronage and will do all we can to serve you well.

QUALITY AND SERVICE

CITY DRUG STORE

OUR DAILY SPECIALS

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

PRESCRIPTION SPECIALISTS

Every prescription brought to this store is filled by trained registered pharmacists. Every prescription is filled as your doctor orders it, and all drugs used in compounding the prescription are fresh and of the highest standard of quality.

TELEPHONE 100

Jumbo News

BY MRS. J. W. BERRY

Take Produce to Carl's Gro. if Noel Andrews and family of Hereford were recent Sunday visitors in the F. L. Pinckert home.

L. E. Beck in company with Mrs. Skipworth of Dimmitt went to Plainview on business Tuesday of last week.

Miss Clara Jo Nell spent Wednesday night with Pauline Matthews.

Mrs. Pat Hardy and two children spent Saturday night in the home of her parents, Mr. and Mrs. John Nolan, near Easter.

Rev. Howell of Dimmitt, young Baptist minister, preached here Sunday morning. About a month ago he conducted a revival at this place.

A. C. Flowers was a dinner guest of J. W. Berry Sunday.

Mr. and Mrs. J. E. Andrews and daughter, Alma, and son, Henry, were Sunday guests in the Chas. S. King home.

Mrs. F. L. Pinckert, M. L. Hardy, L. C. Baggett, M. G. Layman and daughter, Mrs. Jack Hunga, attended a quilting at the home of Rev. E. C. Armstrong in Dimmitt last Tuesday.

Mrs. George Ward of Arney called Friday evening in the home of her brother, Chas. S. King.

Mr. and Mrs. C. I. Beck who have been in Amarillo the past two weeks, called in the L. E. Beck home Friday morning.

Jumbo community was well represented at the Tri-State Fair at Amarillo the past week. Among those going Monday were Mr. and Mrs. Finis Hunter and children. Tuesday J. C. Stork and daughters, Lucille and Billie Dyer and La Rue Beck, Mr. and Mrs. C. D. Pinckert and son, Mr. and Mrs. Edwin Mauk, Mrs. Chas. S. King, Wednesday, Mr. and Mrs. F. L. Pinckert and family, Frankie Pinckert, Wm. Hacker, Mr. and Mrs. M. L. Hardy and daughter, Sammie Hardy, Mr. and Mrs. Buck Wood, Thursday, Mr. and Mrs. Sam Hunter, Mrs. W. A. Hunter, M. L. Simpson and children, John Hardy Wood, Friday, Mr. and Mrs. Ullman Hunter and daughters, La Velle Beck, Mrs. Belle Oxford and son, James Beck, Saturday, Mr. and Mrs. L. C. Baggett,

and daughter, Miss Louise Goats, Mrs. Mildred Bailey accompanied them as far as Canyon where she visited relatives until Sunday evening.

Jumbo Presbyterian Auxiliary met Thursday afternoon with Mrs. F. J. Axe. The hostess gave a very interesting worship service on the life of Joseph, which was followed by all present taking part in a discussion of his life. Mrs. L. C. Baggett gave her chapter, "The Jew, from the study book 'Land of All Nations.'" At the close of the meeting Mrs. Axe served tea cakes and iced tea to Mrs. J. M. Dixon, her mother, Mmes. Fannie Childers, P. H. Dyer and Jackie, Minerva Potts, Bob Axe and three sons, Lynn Axe and two sons, guests; and Mmes. Ullman Hunter, L. E. Beck, L. C. Baggett and J. W. Berry, members. The next meeting will be September 27 with Mrs. M. L. Simpson.

Bob Zane Axe, son of Mr. and Mrs. Bob Axe, celebrated his sixth birthday last Sunday by inviting his Sunday school class and teacher, Mrs. L. C. Baggett, to a dinner at his home. It was also the third birthday of Phyllis and Frances Hunter. Present were Jimmie and Mary Jean Dyer, Norma Hunter, Phyllis and Frances Hunter, John Earl and Marvin Lynn Axe, Dickie and Bob Zane Axe, Mrs. Baggett, Mr. and Mrs. Lynn Axe and Mr. and Mrs. Bob Axe.

Mrs. W. A. Hunter was given a surprise birthday dinner at her home last Sunday by her children. Her birthday was Saturday, September 22. Those present were K. R. C. C. Sam, Finis Ullman Hunter and families, Mr. and Mrs. M. L. Simpson and family, Addie Hunter and Frank Jones. Mrs. Hunter was remembered with birthday gifts from her family and the ladies of the Missionary Auxiliary.

C. Kring's daughter, Mrs. Jim Baggs, of Amarillo and his daughter-in-law, Mrs. Jet Terrel, of Dennison, spent Sunday in the Kring home.

Mrs. Jessie McGinnis ate Sunday dinner in the C. Andrew home. Charles McGinnis and Junior Woolery spent several days in Amarillo last week attending the fair and visiting in the home of Charles' aunt, Mrs. J. E. Baggs.

Westway Items

(BY WILMA SKYPALA)

Take Produce to Carl's Gro. if Mr. and Mrs. Lee Weaver and Vincent, Alvin and Elsie Friemel of Dean took Sunday dinner in the V. Skypala home.

Mr. and Mrs. Leslie Vaughn were Sunday guests in the T. L. Vaughn home.

Mr. and Mrs. T. L. Vaughn called in the Schuls home at Hereford Sunday evening.

Gomer Lee McCoy of Dimmitt who has been in school here the past year, spent the week end in the F. W. Dodson home.

Mr. and Mrs. M. M. Gregg of Walcott spent Monday in the T. A. Rogers home.

Randolph Hyde went to the fair at Lubbock Friday.

The teachers took 35 pupils to the Tri-State Fair in Amarillo Friday. Mr. Whitesides was the driver of the bus.

Mrs. O. Wilder visited her sister in Amarillo Saturday, returning home Monday.

Mrs. Guy Lawrence returned to her home on the ranch near Walcott recently.

Dawn Items

BY INEZ MILLER

Take Produce to Carl's Gro. if A large number attended Sunday school Sunday. Singing was directed by Miss Lois Smith in the evening.

Those who are attending training school at Canyon are Ruby, Lois and Bernice Harris, Clara Mae Bagwell, Byron George, Syble Smith, Inez and Alma Miller, Miss Lois Smith and Roger George have entered college.

Miss Mary Chambers spent the week end in the A. S. Higgins home in the Higgins community.

Norman and William Miller and Mrs. Martin-Campbell return-

ed from Pauls Valley, Oklahoma, Sunday. Gordon Miller returned with them.

Mr. and Mrs. Ernest May are the proud parents of a baby girl born Thursday September 20, and has been named Mary Ruth. She weighed eight pounds and 11 ounces.

Mr. and Mrs. J. H. Brooks of Hereford were dinner guests of Mr. and Mrs. L. N. George Friday evening.

Mr. and Mrs. H. E. Miller and family and Miss Hazel Crouch visited the fair in Amarillo Saturday.

Misses Vivian and Margaret Bowers and Hazel Crouch were guests in the H. H. Miller home Sunday.

The women's demonstration club met with Mrs. H. H. Miller Tuesday. The club will meet with Mrs. W. L. Stewart next time. Mrs. P. H. Barnes of Sudan, who was formerly a club member, visited here Tuesday.

Mr. and Mrs. H. H. Miller and family and Vivian and Margaret Bowers visited friends in Hereford Sunday.

TRY TEXACO

For Faster Cool Weather Starting

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

Texas Service Station

GLEN SNYDER

ONLY GOOD FEEDS GIVE GOOD RESULTS

FROM

COWS and HENS

FEED THEM

MO-MILK Dairy Feed LA-MO Laying Mash JUST-RIGHT Egg Mash

Approved and recommended by the Department of Agriculture.

—made in our plant here

West Texas Feed and Seed Co.

TUNE IN! PACKARD'S BEST FLOUR

On the Air Daily

with

THE LONE STAR

COWBOY

12 Noon, CST

KICA

Clovis, New Mexico

1370 Kilocycles

WOULD YOUR TIRES

STOP

YOU IN TIME? . . .

Skidding—cause of 5½ times more accidents than blowouts—becomes more dangerous as winter approaches. For quickest stops buy "G-3" Good-years—proved safest by 8,400 tests.

When you must suddenly jam on your brakes, averting an accident often is a matter of inches. Well, stop tests on slippery pavement show: on smooth tires you slide 77% farther, on other new tires you slide 14% to 19% farther than on new "G-3" Good-year All-Weathers. That's the Goodyear Margin of Safety—a big reason why more people buy Goodyears than any other tire. Since it costs you nothing extra, why not have this margin of safety on your car too?

GOODYEAR ALL-WEATHER
43% Longer Non-Skid Mileage . . . No Extra Cost.

DOUBLY GUARANTEED

1. Against road hazards.
2. Against defects for life.

GOODYEAR SPEEDWAY

Built with Super-twist Cord. A lifetime guaranteed Goodyear—full over-size—with Center Traction for quick stops and tough thick tread for long mileage. Value you get because Goodyear Dealers sell the most tires—by millions!

4.40-21 \$4.71 4.75-19 \$5.42

NOW! THE NEW TYPE "H" GOODYEAR ALL-WEATHER TRUCK BALLOON

Designed for fast over-the-highway service on trucks and trailers. Now you can expect exceptional results. Phone for columns.

We Handle That Good Gulf Gasoline and Oil

See us for complete automobile and tire service.

Ireland-Beavers Motor Co.

301 East Third Street.

Hereford



I'll Sing It's Praises From the Housetops

Packard's Best

Has Solved My Baking Worries

I used to hate to see "hot bread and biscuit time" come every year. But not since I got acquainted with PACKARD'S BEST FLOUR.

Regardless of what you wish to bake, you'll find this fine all-purpose flour the best you've ever used. That's the reason for its remarkable popularity with housewives. No one likes to have baking failures. It is embarrassing to have biscuits turn into cobble stones, and flour is all important in good baking. Specify to your grocer with your next order that you wish a sack of Packard's Best Flour, every sack is guaranteed and you'll find your baking problems solved forever.



WE ALSO PRODUCE

WESTERN BEAUTY --- SUNRISE PANHANDLE MAID

HIGH PATENT AND HIGH TEST FLOURS

AND PACKARD'S FINE CORN MEAL

PACKARD MILLING CO.

PHONE 29

HEREFORD, TEXAS

Ask Rosson to WTCC Directors Meeting

Prentice Rosson, Hereford's director in the West Texas Chamber of Commerce, has been invited by Judge J. D. Hamlin of Farwell, president, to attend a joint meeting of the directors of the West, South and East Texas Chamber in Waco on Friday, October 5. The meeting is "for the purpose of throwing the combined strength of the regional chambers behind a definite work program which would champion the rights of property and business." The following subjects will be on the program at Waco: (1) The

Property Owner's Burden, (2) Balancing the Governmental Budget, (3) Government in Business, and (4) Our State Constitutional Amendments. Outstanding speakers for each subject are being obtained to be announced later.

Judge to Convention.

County Judge C. W. Humble and the next year's commissioners will attend the annual convention in Plainview Friday and Saturday of the West Texas County Judges and Commissioners Association. In the group will be Commissioner Jack Rose and Commissioners-elect H. D. Culpepper, Wiley Robertson and E. T. Allred. They will leave early Friday.

Society

WMS OBSERVES PRAYER WEEK

The Baptist WMS is observing its state mission week of prayer Wednesday, Thursday and Friday at 3 o'clock in the church. The following program was given Wednesday. Subject, A door of hope among the Mexicans, a door of opportunity among the negroes.

Leader: Mrs. R. E. McCullough. Song, My Hope is Built. Devotional, Hosea 2:15, John 10:9. Mrs. Hazel Sparks, State mission work and an open door, Mrs. Ben Davis. Prayer for state missionaries, Mrs. C. H. Carl. Solo, Mrs. E. W. Young. Our Mexican work, Mrs. Ab Posey. Preaching to the negroes of Texas, Mrs. Gordon Durham. How needs in black become opportunities in white, Mrs. J. G. Evan. Prayer, Mrs. Schwartz. Song, Rescue the Perishing. Benediction.

WMU will meet next Wednesday at 2:30 at the church for their regular monthly business and mission program and installation of officers for the ensuing year.

MRS. WARD ENTERTAINS MISSIONARY SOCIETY

The Methodist Missionary Society met with Mrs. J. F. Ward yesterday afternoon with 28 members present. Miss Mattie Mae Swisher is a new member of the group. After a business session the time was spent in a social hour. Refreshments of pumpkin pie and coffee were served.

LOYAL WORKERS MEET FRIDAY

The Loyal Workers club met for their regular monthly quilting at the IOOF hall last Friday, quilting for Mrs. C. C. Cox. At the noon hour a covered dish luncheon was spread. A business meeting was enjoyed at which time plans were made for a quilt for the IOOF orphans home.

Enjoying the day were Miss Jonnie Estes, guest; Mrs. F. E. Rowe, C. C. Cox, Ted Young, Arthur Rogers, R. A. Wall, E. E. Fridley, A. H. Elliston, C. O. Lee, H. L. Stewart, R. E. McCullough, Misses Edah Park and Ursalee Fridley.

WILSON TO LEAD FRIENDSHIP CLASS

The Friendship Class of the Methodist Sunday school held the quarterly election of officers Sunday, September 23. James Wilson was elected president, Jerry Behrens vice president and Julia McCowan secretary.

Mr. Wilson made some definite plans of work for the class for the fall quarter. Miss Swisher was a visitor who added interesting discussion to the lesson thru her reference to the visit in Germany this summer. Mrs. Slaton gave a most interesting discussion of the lesson.

SIXTY ATTEND B. & P. W. PICNIC

The Business and Professional Women's club entertained a number of business and professional women of Hereford Monday evening at the City Park with a picnic supper.

The supper of wieners, pickles, tomatoes, onions, potato chips, buns, coffee or water, and marshmallows was served. After supper circle games were played. President Ceil Williams made a short talk and the picnic ended after singing several group songs. Sixty guests and members were present.

AUXILIARY PRESENTS PLAY TUESDAY

"Two Masters," a three-act play, was presented at the meeting Tuesday afternoon of the Presbyterian Auxiliary.

In the cast were Meses, Charles Donald, D. H. Alexander, Frank Cogdell, S. L. Harman, Jr., J. T. Gilbreath, Onias Carroll, Velma Dawson and Harold Close.

PIONEER CLUB STUDIES LITERATURE

Mrs. H. G. Conkright and Mrs. Allen Bell were hostesses to the Pioneer Study club Tuesday. After the business session, the following program was furnished:

Life of George Elliot was given by Mrs. J. E. Beyer; Review of Adam Bede was made most interesting by Mrs. Ray Johnson. Refreshments of peach sherbet and cake were served to 19 members, Meses, O. G. Hill, J. E. Beyer, A. A. Foster, Burl Franco, Carl Gilliland, J. M. Gilliland, Bob Higgins, Ralph Allred, E. S. Ireland, J. B. Jones, Ray Johnson, F. M. Kester, Wirt Phillips, H. D. Reed, Jack Rose, T. E. Selgier, Arthur Thompson, M. D. Womble and a guest, Mrs. Clara Short of Hamilton, Kansas.

BUSY BEE CLUB MEETS THURSDAY

The Busy Bee Club met with Mrs. John Kropf Thursday, September 13, with nine members and one visitor present. The afternoon was spent socially and in working for the hostess. After a business meeting, in which it was decided to give Mrs. Christine Thurmond a bridal shower, delightful refreshments were served by the hostess.

On September 21 members and friends met at the home of Mrs. Huntzinger and surprised her daughter, Mrs. Thurmond, with a lovely shower. When the guests arrived the honoree was presented a large bag of washing by Aileen Hughes and Margaret Paetzold. When the bride investigated she found many beautiful and useful gifts from her friends. Refreshments were served to 20.

Title Bout in Amarillo Tonight

Gus Kallio, middleweight wrestling champion of the world, will risk his title in Amarillo tonight in meeting Otis Clingman, Amarillo grappler, who has fought his way to the top. A number of Hereford mat fans are planning to attend.

Rural Teachers to Meet.

City and rural school work is to be co-ordinated in this county so that rural school pupils may transfer or move up to the city high school and fit right in with the curricula.

Co-ordination plans are to be started at a meeting of rural teachers Saturday afternoon at 2 o'clock with officials of the city school. The meeting will be in the county court room.

Church of Christ

FRED ROSS, Minister

Services at high school auditorium.

Bible School, 10 a. m. Morning worship and sermon at 11 o'clock, subject of sermon, "Christ's Method of Saving Men." Night services at 8 o'clock, sermon subject, "The Red Cord in the Window." Young people's meeting Sunday at 7 o'clock. Prayer meeting Wednesday night at 8 o'clock.

First Methodist Church

REV. T. C. WILLETT, Pastor

Sermon subject for the morning hour, "Doing More Than Ours Part." A coward is never dangerous until he is cornered. The coach picks his first string while his team has its back to the goal line. Every man has his spiritual location. Come in time for Sunday school.

Evening subject, "God's Balances." Invite your friends to hear this message. They hear bad news six days out of the week, invite them to come to church Sunday and hear the good news. Good music, timely preaching and a hearty welcome at the Methodist church.

St. Anthony's Church

Sunday, mass at 8 and sung mass at 10 o'clock. Benediction after the lecture by Fr. Ludwig at 8 p. m.

Week days, mass at 7 and 8 a. m. each morning this week. Present plans allow for a sermon by the preacher, Fr. Ludwig, between the two masses. Further announcement Sunday night.

Thursday, St. Francis Day, sung mass and possibly Solemn High mass, and Exposition of the Blessed Sacrament all day.

FUNDAMENTALIST BAPTIST

Regular services as follows: Sunday school, 9:45. Lesson, Exodus, 5 and 6.

Preaching at 11 a. m. and 8 p. m. Rev. Wiley, of the CCC camp, preached for us last Sunday evening.

Wednesday evening services at 8. We are studying the Book of Revelation.

We promise you a blessing if you worship and study with us. Coleman Campbell, Pastor.

First Baptist Church

REV. B. N. SHEPARD, Pastor.

Sunday school, 9:45 a. m. Preaching, 10 a. m. and 8 p. m. B. Y. P. U., 7 p. m.

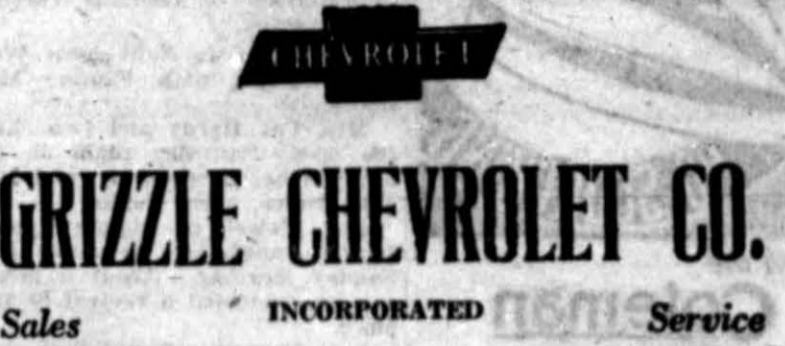
Prayer meeting and teachers' meeting at 8 p. m. on Wednesday. Choir practice after prayer meeting.

Try and find anything of wood that I cannot make or repair.



CHEVROLET MECHANICS
WORK FOR CHEVROLET DEALERS

Our policy is to have only trained and experienced mechanics in our service department. These men are trained by Chevrolet factory experts who know Chevrolets from the bottom up. When you bring your Chevrolet to us for service you can rest assured that it will be fixed right, and at the lowest possible cost, by men who know how to work on a Chevrolet.



Look! This New 1935 Super NU TYPE Aladdin KEROSENE (COOL) MANTLE LAMP for Only \$4.95

No home need any longer be without plenty of modern white light of the highest quality when this amazing new 1935 Aladdin can be secured for so little as \$4.95 in sparkling clear crystal or in green or amber if preferred. Beautiful new colorful Aladdin Whip-o-lite shades too at only \$1.50 or a handsome satin white glass shade for \$1.25, plus a few cents for tripod.

Why struggle along in the semi-darkness of the old style kerosene lamp, when for so little you can fill your home with radiance and cheer with Aladdin light. Aladdin saves one-half on oil, and actually pays for itself in a very short time. Simple, safe, sanitary, smokeless, odorless and troubleless. Get yours now before prices must go higher.

Big Price Reductions Still Effective

On all metal Aladdin Table, Hanging, Bracket and Floor lamps and on new colorful Vase lamps. Beautiful Whip-o-lite shades now at lowest prices for all styles.

Come in and see this Aladdin in operation—it will amaze you!

STREU HARDWARE CO.

Dependable Used Cars

We have on hand a number of good used cars, among them being:

- 1930 Chevrolet Coach
- 1931 Buick Sedan
- 1932 Chevrolet Coupe

When in the market for a used car, see us.

Ireland-Beavers Motor Co.

301 East Third. Phone 383



MILK AND EGG BREAD

The tasty, wholesome loaf that is so popular with all the family.

Ask us about our Cakes, Pies and Cookies. They are so good.

Hereford Bakery

Savings Galore

Friday and Saturday Specials

Come in and let us tell you how to get Wm. A. Rogers Silverware by trading with us.

- SPUDS, No. 1, Red or White, 10 lbs. 19c
- CORN, No. 2, Standard, 3 cans 31c
- BEANS, No. 1, Mexican style, 3 cans 27c
- PRUNES, fresh Italian, gallon 30c
- CORN FLAKES, Jersey, large pkg 10c
- VANILLA, Cages, large bottle 19c
- CLOXOX, bottle 15c
- COAP, Crystal White, 6 large bars 24c
- COFFEE, W. P. or Break O' Morn, pkg 19c
- CLEANSER, Sunbrite, 2 cans 9c
- LYE, Rex, 3 cans 25c
- PEACHES, gallon, Well-Maid 46c
- SYRUP, Karo, light or dark, gallon 55c
- TOILET TISSUE, Ft. Howard, 3 rolls 23c
- SALMON, No. 1 tall can 12c, 2 for 23c
- COCOA, Mother's, 2-lb can 18c
- TUNA FLAKES, No. 1 flat can 13c
- POTTED MEAT, 6 cans 21c
- CRACKERS, 2-lb box 21c
- MACARONI or SPAGHETTI, pkg 7c
- PINEAPPLE JUICE, 3 cans 25c
- BAKING POWDER, 50-oz can 32c
- STARCH, Faultless, 3 10-c boxes 24c
- OVALTINE, small size 35c

FRUITS AND VEGETABLES

- FRESH TOMATOES, pound 7c
- GREEN BEANS, pound 8c
- CARROTS, bunch 4c
- TURNIPS, bunch 5c
- ORANGES, 288-size, dozen 21c
- LEMONS, 360 size, dozen 24c
- GRAPES, Tokays, 3 pounds 20c
- BANANAS, pound 7 1/2c

Frank's CASH Grocery

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

WORLD SERIES

Next best thing to being there



New 1935 Model Atwater - Kent RADIOS New On Display Drop in and see them Today!

Is to Have a Radio That Puts You in a Box Seat! With our new 1935 Atwater-Kent radio you'll be able to hear the crack of the bat and the roar of the crowd—catch every bit of the thrills of the World Series. Our Atwater - Kent radios get everything. Come in and hear one perform and you'll be convinced.



FULLWOOD BATTERY AND ELECTRIC STATION



Yes! Washday Means "PLAY DAY" For Many Local Women

He—"Singing on washday? I can't believe my ears."
She—"Oh, since the laundry is offering this new semi-finish service I've changed my tune. Now washday is the happiest day in the week for me."

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

LADIES' SUEDE JACKETS
Ideal for Sport Wear

We have a good selection of these popular garments. In red, two shades of tan and two of brown. Single or double breasted styles. In three popular price ranges. See them today.

\$7.50 \$6.50 \$2.79



Selby Shoes for Ladies

- Famous for style and comfort, as well as for wearing qualities, up from 6.95
- A group of nice dress pumps and ties, black or brown, good styles 3.95
- Sport Shoes, in blacks and browns, 2.50 and 2.95
- Sport Oxfords 2.95 Misses Sport Oxfords 2.69
- Ladies Dress Boots with new military heel, black, sizes 4 1-2 to 6 1-2 4.95

D. R. GASS & SON



For Every Type

A New Permanent

What ever your type, there is a new permanent or finger wave that will suit you and make you better looking than ever. Our operators are experienced and can bring new personality to your hair.

Phone Today for An Appointment.

MORENE'S BEAUTY SHOP

Lost and Found

LOST: White bulldog pup, five months old, right eye black, big boned, Pete Murchison, Sheriff's Office. 1c

STRAYED: One sorrel horse, X brand on left shoulder. Finder please notify Frank Beizer. 1p

For Rent

FOR RENT: Furnished apartment, modern conveniences, private bath, garage. Mrs. W. B. Dameron, phone 80-W. 37-1f

FOR RENT: Furnished room with bath, on corner of Eighth and Lee. 34-1c

FOR LEASE: Half section smooth wheat land, north of Syndicate's school house. E. F. Connell. 38

FOR RENT: 910 25-Mile Avenue, two furnished rooms. D. H. Connell. 38

FOR RENT: Furnished or unfurnished apartment, close to high school. See Buck Weaver. 1c

TO LEASE—Five hundred ewes to experienced sheepman who has plenty of grass. Also 20 breeding mares and a jack for sale or trade. Write R. E. P., care Brand. 38-2p

FOR RENT: One or more unfurnished rooms. 511 Sampson Avenue. H. E. Weathered. 1p

FOR LEASE: Smooth half section wheat land, about 17 miles northwest of Syndicate school house. E. F. Connell, Elliston Building, East Third Street. 38

For Sale or Trade

WILL BUY any kind of cattle at highest market prices. See Claude Higgins or Pete Eagle. 1p

FOR SALE: Upright piano, good condition, in finish, tone and appearance. See at W. F. Orr. 34f

FOR SALE: 400 acres of feed for pasturage, too short to cut. Wayne Carthel. 1c

FOR SALE: By owner, 20 acres level land, west edge of Hereford, for less than one-third of its former sale value. J. W. Sellars, county library. 37-1ptf

FOR SALE: Model D John Deere tractor, with 3-row lister-planter, ready to go. Can use young registered Herefords. Schumpert Implement Company, Portales, New Mexico. 38-2p

FOR SALE: First class improved American cream separator for \$20 cash. D. C. McClain, Wildorado, Texas, farm 12 miles south of Wildorado. 36-3p

WANTED: Clean fruit jars. Will pay 35 cents for quarts; 50 cents for half gallons, delivered at town. Mrs. John Paetzold Rt. 3. 1p

Wanted

WANTED: A used Round Oak heater. H. C. Bowsler. 1p

Miscellaneous

STOCKMEN: I have put my prices down and with collection now I must have my syringes, because they cost me \$3.50 each. I must pay 10 cents per day rent, so after two days I must charge 10 cents per day. You have forced me to do this. Dr. F. E. Bowe. 38-3c



We're Pleased When You're Pleased

—People habitually praise this restaurant. They like the food—its pleasant, cozy atmosphere—its courteous personnel. To many it is all that a restaurant could be. That, of course, is what we continually strive to make it—a better restaurant—serving better food—and always in the best of taste.

IKE'S CAFE

When Better Coffee Is Made—We'll Make It!

FREE

EXPLANATORY LECTURES ON THE

Catholic Church

BY THE

REV. FRANCIS J. LEDWIG

A Speaker With a National Reputation

Services Will Be Held In

DISTRICT COURT ROOM

Hereford, Texas

Sunday, September 30, 8 p. m. — "Who is a Loyal American?"
 Monday, October 1, 8 p. m. — "Am I My Brother's Keeper?"
 Tuesday, October 2, 8 p. m. — "The Church and the Bible."
 Wednesday, October 3, 8 p. m. — "The Truth About Confession."
 Thursday, October 4, 8 p. m. — "The Real Presence."
 Friday, October 5, 8 p. m. — "The Sacraments."
 Saturday, October 6, 8 p. m. — "Which is the True Church?"

QUESTION BOX

Any question pertaining to religion will be gladly answered. Put question in box. Much has been said and written against the Catholic Church which is not true. Here is a chance to hear a native Texan, a pioneer open air preacher and lecturer, speak the truth. No Church, Society or Organization will be Criticized or Attacked.

Everybody Invited Everybody Welcome

NO COLLECTIONS

Values like these!

MAKE BUSINESS GOOD!

The values represented here are not just "specials" offered for a few days only, but they represent our every-day bargains on quality merchandise. Most of these items are new arrivals at our store, and represent only a few of the outstanding values to be found every day at Sprowls and Cronin Company.

<p>Men's Fine BROWN KID Dress Gloves</p> <p>Men, here is an outstanding value, these gloves are well made and look well. You will find the size range complete.</p> <p>98c Pair</p>	<p>Men's Slipon Work Gloves</p> <p>These gloves must be seen to be fully appreciated. Come in today and see for yourself what a bargain they really are.</p> <p>50c Pair</p>	<p>Men's Genuine Kangaroo Driving Gloves</p> <p>While ideal for driving, will also be of service as a light work glove.</p> <p>\$1.48 Pair</p>	<p>Men's Pig Skin Dress Gloves</p> <p>We have just received these and believe them to be a value that cannot be duplicated elsewhere. Good construction—a real value.</p> <p>\$1.48 Pair</p> 
 <p>Men's Suede Cloth Weather-Proof Coats</p> <p>These coats will feel mighty good when that North wind begins to blow. They are of good material and well made. Some with zipper fronts and some button styles.</p> <p>\$2.98-\$3.48</p>	<p>Young Men's Wool Jackets</p> <p>These wool jackets are very desirable for school wear. A good selection of colors, and a full range of boys' and young men's sizes.</p> <p>\$3.48</p>	<p>Boys' Heavy Suede Jackets</p> <p>These weather-proof jackets of good heavy material and ideal for winter wear. Cossack bottoms, button and zipper styles.</p> <p>\$1.98-\$2.98</p>	<p>Men's Cord Pants</p> <p>Full 22-inch bottoms, good, heavy material, suitable for work or semi-dress.</p> <p>\$2.98</p>

PANTRY SPECIALS

Friday and Saturday

JERSEY CORN FLAKES	10c
PRUNES, No. 2 1/2, in syrup	13c
COFFEE, Bliss, 1 lb	25c
JERSEY BRAN FLAKES	10c
NAPKINS, assorted colors, 2 pkgs for	15c
CRACKERS, 2 lbs	20c
POTTED MEATS, 3 cans for	11c
RELISH SPREAD, 8 ounces	9c
BAKING POWDER, K. C., 25 ounces	19c
OATS, Scotch, 48 ounces	17c
GELATINE DESSERT, Jonco, 6 for	24c
CLOROX, 16-ounce bottle	10c
CHIPSO, large package	17c
PEARS, gallon	39c
CORNED BEEF HASH, No. 2, Wilson's Certified, 2 for	27c
HAMBURGER, fresh, good, pound	5c
CHILI MEAT, fresh, pound	5c
PURE PORK SAUSAGE, pound	10c
FRESH BARBECUE, pound	15c

All Kinds of Lunch Meat for Picnics.

Texas Market & Grocery

PHONE 353—FREE DELIVERY

Sensational Everyday Bargains In MEN'S SHOES

 <p>Men's medium weight black shoes. With arch support. Excellent all-weather construction.</p> <p>\$2.98</p>	<p>Men's fine kid dress shoes, black with genuine oak soles, a real bargain.</p> <p>\$2.98</p>	<p>Men's heavy calf, arch support, police style shoes; black, with the best of workmanship and materials.</p> <p>\$3.95</p>
<p>Boys' Black Elk Glove Leather Shoes</p> <p>These shoes have chrome leather soles. Ideal for hard school or play wear.</p> <p>\$1.98</p>	<p>MEN'S TAN GLOVE LEATHER WORK SHOES</p> <p>Here is a shoe that will give real service. It is constructed out of heavy, good material throughout and is well made.</p> <p>\$1.98</p>	<p>MEN'S SMOKED HORSE HIDE WORK GLOVES</p> <p>You'll like the kind of service these gloves will give. An unusually good buy in a work glove.</p> <p>59c</p>

Ladies' Oxfords—Black and Brown

These ladies' oxfords, in black or brown, good kid leather and in a full range of sizes. This is one of our most outstanding bargains. It would be good economy to buy two pairs at this price.

\$1.98



Men's Neckties

Men, we believe we have the finest selection of new neckties in the city. The low price offers the opportunity for buying several. In two big groups.

48c, 98c



YOUNG MEN'S TWEED TROUSERS

Here is an opportunity to purchase real high quality trousers for the young man. Black styles at the unusually low price of

\$1.98

Sprowls & Cronin Co.

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

JUNIOR CLASS NOTES

Each of the Juniors who met September 5 and 12, was enthusiastic over making the Junior Class of 1934-35 the best class that Hereford High has ever known.

A nominating committee was appointed which selected names from the class for officers. Ralph Jennings was elected president, Wilbur Womble vice president, Jean Snyder secretary, Florence Walker and Ted Clancy council members, Roger Brumley and Dennis Baker representatives in the Athletic Association. The reporter will be elected later. Miss Fern Carlyle and Mr. Tommie McCollum were chosen sponsors.

The committee which selected class officers will also select the flowers and colors to submit to the class at the next meeting.

Juniors, we want to welcome to our class 20 new members of Hereford High who were not here last year. They are Alleen Bell Denver, Colorado; Adlyth Botsford of Dawn; Vesta Brashear, Irene Grimes, Ilena Rogers, Westway; Charles Brown, Quince Williams, Messenger; Faye Russ, Glenn Robertson, Summerfield; Allen Ware, Friona; Syble Weckesser, Miami; Lottie Belle Hackney, Lockney; Melba Rea, Fluvana.

Former members of Hereford High school are James Bell, Adrian; Glenn Greer, Frio; Allen and Evelyn Plummer, Vega; Wayne Farris and Vern McDonald, of Hereford, and Marlin Pierce, of Vega.

HAVE YOU HEARD?

L. B. Russell is usually seen going around with a smile on his face. A new girl in school with blue eyes and blonde hair might be said to be the reason.

Ralph Jennings told someone that his girl's name began with L. Of course, we could guess who it is, but perhaps you'd better know. It's Lucretia Wilson.

Palmer Norton's big interests seem to still be in Summerfield. Have you noticed Jim Kirby looking foolish? Well, the reason is Sallie Gilbreath has gone to college.

Someone said something about Bed Houton's mustache. If you don't believe he has one, just get a microscope and look at it. It's really there.

We wonder how Sue Vaught manages to get along without Jiggs being in high school. Sad, Sad! There's a question as to who Wayne's girl really is. It is said he is a lady's man.

Mary Frances Holder's name is strangely connected with a house. We wonder why.

Ruth Lane was seen receiving notes from an exceedingly tall, dark boy. Who is he?

Someone says that there is a new boy in school from the country. He is said to blush every time you wink at him.

L. W. Carlyle seems to have "blonde" interests lately.

The school had a distinguished visitor Thursday, Kermit Wilson.

Ruth Smith's name would occur among those names who seem to have out of school interests.

We wonder what is going to happen to a certain person when Homer Heneslee leaves for college. Someone wants to know how Lucretia got her cold.

Ask Irene Knox about her ways and means committee.

PEP CLUB

New and old members of the Pep Club met for the first time on September 13. There are 13 new members. Three of these members are from other schools. They are Mary Frances Holder, Lilly Cobb and Sibyl Weckesser. Other new members are Nora Jean Russell, Jerry Parker, Thelma Cawthon, Frances Hutson, Mary Jane Morgan, Elsie Wilkins, Viola Phillips, Henrietta Fritz, Gaytha Wilson, Rena Allred and Genevieve Orr.

We wish to welcome these new members and we feel we will all work together and our club will be better than ever.

The Pep Club wishes to welcome again our sponsor, Miss Westbrook, and we hope she enjoys being with us as much as we enjoy having her.

The Pep Club has ordered five new suits. The seniors are going to have the honor of wearing them first. At the last meeting Irene Knox was elected reporter.

The old members of the Pep Club who did not pass three subjects have until mid-term to pass three subjects. If they do not, they are out of the club for the rest of the year, but they are given a chance to join again the next year.

We do not accept a member unless she has passed three subjects. The club is larger this year than ever before and we hope to do bigger and better things.—IK

HI-Y

Well, the HI-Y is in full swing again under our new and capable leader, Bill McLean, and we are moving forward in big strides. The discussion of our ideal of the four C's was brought out for the benefit of the new members.

Wayne Evans was elected acting vice president in the absence of our former one who is unable to attend meetings. We welcome to this office Mr. Evans and we of the HI-Y will cooperate with you in every possible way to promote the success of these programs. Unfortunately yours truly was elected reporter and was, incidentally given the hot-hand for trying to create news.—The Tattler.

GLEE CLUB

The Glee Club met September 10 with 30 girls present. With the teacher and the girls disagreeing on tunes, but may be that's just an old music custom. But getting serious about it, the Glee Club is really going to be a good one if not the best one. You know that old saying, "practice makes perfect," and before the school year is over the Glee Club will prove it.

The Glee Club had a business discussion and the following officers were elected: Elizabeth Spradley, president; Jean Morgan, secretary and treasurer; Mary Francis Holder, vice president, and Evelyn Van Sweringen, reporter. The following is some idea what the club intends to do this year: They will give a Christmas program, will go to different near-by towns. They plan to attend the music festival this year and also to give an operetta some time the spring and many more things. They will let you in on the plans later. In the meantime keep an eye and ear open for the Glee Club of dear of Hereford High, for their colors are going to wave.

HI-Y CAMP

The Older Boys' Camp, held annually at Ceta Canyon, dismissed Sunday, September 16, after a three-day session of study and worship. The Northwest Texas Conference is one of four YMCA conferences in Texas. Its meetings at Ceta Canyon are training camps where leaders and sponsors exchange inspirations and suggestions. A definite and important work of every camp is to suggest theme subjects for the annual Older Boys' Conference. These themes are presented to the State Board of the YMCA along with those suggested at other camps. The board then chooses the one which seems the most suitable and practical and all conferences discuss the same topic.

Another work of the camp is selection of the town in which the next conference is to be held. Representatives of towns are allowed to make invitations before the entire camp. These invitations are then discussed and voted on. The town receiving the highest number of votes is recommended to the state board as a favorable place for an Older Boys' Conference, and the board again decides the issue at hand.

Each year the camp is operated by one of the attending delegations. Last year it was Hereford's responsibility, this year the Plainview delegation was host. Only five members of the Hereford HI-Y attended. These boys were Wayne Evans, pianist; Henry Turner, secretary-treasurer; Donald Hicks, Elmo Hicks and Bill McLean, president. Mr. Hudson was the only adult leader who attended from Hereford, but he made up for others, both in side and influence.

Every one of the boys came back full of ideas and enthusiasm. The HI-Y is going to do its best to put these two qualities to work and to be a real benefit to the school and community this year. If you wish it to be a live wire and to have the satisfaction of actually doing something in the school, join the HI-Y—the club with a purpose.

COWHANDS

The Cowhands started off with a bang this year. We are increasing the membership to have a bigger and better pep club this year. We stand behind the football team 100 per cent and to prove it we are going to have a large squad of boys out at the game Friday.

Sherman Morgan, Kermit Wilson and Kellar Muse were visitors at one meeting. They received a hot reception as a token of old-times.

The Cowhands had a wiener roast on the creek last Tuesday for the new members. James Bell likes the club fine so far. He ate so many wieners. Little fellows like G. B. Hagar and R. A. Daniel just got four each. R. A. says James is a bully.

We intend to have the trophy case ready this semester.—R. J.

HOME ECONOMICS CLUB

Eighteen of the Home Economics girls from classes two and three met in the study hall Monday, September 17, for the purpose of organizing a club. Miss McCown acted as chairman until Alleen Caraway was elected president. She took the floor and the following officers were elected: Jerry Parker, vice president; Louise Fyfe, secretary-treasurer, and Lillie Cobb, reporter. On the program committee are Florence Hunter, chairman; Beatrice Lawrence, Adeline Schumacher, Viola Beryle Phillips and Syble Hickasher.

The president also appointed a committee to choose a flower, colors, motto and name. The committee is Lorraine Massie, chairman; Nancy Ann Garrett and Lena Ivey.

The first course that the club will study will be on etiquette. The club will meet every other Monday.

YARDSTICKS

Our school is measured by the yardsticks that measure each individual who attends. There are differences of opinion and conflicting ideas of what should or should not be done prevalent among us. That is natural. But we are all friends—and good ones. Because we are united in school spirit, we shall go far along the road of progress and school happiness.

By working together with one common purpose, which is to make this a pleasant and profitable school year from which the greatest majority shall derive the most benefits, we can create and maintain a precedent for those who are to carry on after we are gone. Let us nourish that unspoken creed of fellowship that binds the whole school together as one, and—as Cowhands—dig up more enthusiasm and pep than ever existed before; as Pep Squad yell leader than you ever thought you could yell; as HI-Y club, render more service than you ever thought about before; as Girl Reserve, fulfill the code to the best of your abilities; as football team, win all the games in the right spirit, and, as classes (that means everybody in general)—give the best that you have. Then we can and ought to effect a full, happy school year—the best ever.

SENIOR CLASS

The Senior class has started the year with much enthusiasm, having met five times to date.

The following officers were elected: L. W. Carlyle, president; Ruth Smith, vice president; Christine Fischer, secretary and treasurer; Wayne Evans, sergeant-at-arms.

Two able sponsors were elected, Mr. Hopkins and Miss McCown. The class can already see that it made a wise choice.

The sports editor, Richard Baker, and the class reporter, Clyde Hussey, were added to the staff of which Bill McLean is editor-in-chief and Elizabeth Spradley is associate editor. These editors will print a page to be remembered.

The Athletic Association was honored with the addition of Clinton Jackson and H. D. Blythe. A ring and invitation committee was appointed and includes Seniors Florine Hunter, Wayne Evans, Ruth Smith, Don Atherton and Jim Kirby. After meeting with representatives of several companies the committee selected rings from two of them. After the members of the class inspected the two rings, a vote was taken. A very beautiful and durable ring was selected. A design will be chosen later after the company sends the class a number of whiteface designs. Such a ring should add to the appearance of anyone's hand—even a boy's.

SOPHOMORE CLASS

The Sophomore class of 1934-35 met September 6 and elected the sponsors. The two were Miss Neville Wrenn and Mr. James Wilson. The class elected sponsors they thought would be very efficient ones and companions throughout their high school career. The same period, Mary Lee Alexander, Frances Borden, Jack Barber, Varian Jay Fuller, and Billy Smith were elected nominating committee. They met in the chemistry laboratory Thursday evening at 4 o'clock and nominated students for the different offices to be held.

The class met Wednesday, September 12, and elected Jack Barber president, Rena Allred vice president, Clyde Posey, secretary-treasurer; social committee, Vernelle Hancock; boy representative to Student Council, Clyde Oldham; girl representative to Student Council, Virginia Lee Hussey; reporter, Ernest Schelhaugen, and athletic representative, Billy Smith. Congratulations to all elected.—VLH

Will You Answer the Challenge?

The annual Girl Reserve Installation-Recognition service was conducted Monday evening, September 17, officially recognizing nine new members and installing the officers for the following year. Four of the new members are seniors.

Evelyn Van Sweringen is president, and we feel sure she will be an excellent one. Elizabeth Spradley is her worthy understudy, vice president. Lucretia Wilson will serve as treasurer and Lorraine Massie as secretary.

The new members are Gaytha Wilson, Lottie Bell Hackney, Evelyn Plummer, Velma Smith and Aline Bell, Juniors; Mary Frances Holder, Lillie Cobb, Adelya Schumacher and Alleen Caraway, Seniors.

Due to other meetings no Girl Reserve program was given Wednesday afternoon, but there will be one next Wednesday and all members are requested to be there.

This year offers new possibilities for Girl Reserves. Let us strive to make the best of all opportunities. Each Girl Reserve has a talent no one else has. Contribute that talent and remember "The good gift is a portion of thyself." For almost all of us it is the last chance to work in the Girl Reserve club as a member, so let us make it a pleasant memory. To us folks the task of making the club one that we will be glad to leave to our successors. We can "stand steady" for an hour or stretch an hour to eternity.—FEH

Code of Ethics.

Following is the Code of Ethics drawn up by the student-faculty association and ratified by the student body as prescribed in the constitution:

As a member of Hereford High school, I accept as my code and shall strive to carry out the following ideals:
Honor for self and school.
Equality of students.
Right attitudes.
Enthusiasm.
Fairness.
Open mindedness.
Reliability.
Diligence.
Harmony in school.
Interest in school activities.
Group responsibility.
Hospitality.

It is to be hoped that every student will realize the full significance of this code and fulfill it to the best of his ability.

Nutmeg Necklaces

Necklaces composed of nutmegs are believed in some parts of the world to protect the wearer from colds and chills.

THINGS YOU MAY NOT KNOW

About your Telephone



THOMAS A. WATSON, the young electrician who helped Bell invent the telephone, made with his own hands the first instruments. But the demand soon grew so big that Watson alone could not meet it, and licenses were given to four other manufacturers.

By 1880 the telephones made by these manufacturers varied as greatly as did the women's fashions of that year. Uniform quality and operation is essential to successful telephone service. To gain this uniformity, these companies were consolidated in 1881 as the Western Electric Company, manufacturing and purchasing agent for the Bell System.

Without the aid of the Western Electric Company, the men and women who furnish your telephone service here could not do their job so well.

Today, as a proven fact, the Southwestern Bell Telephone Company buys from Western Electric at a cost lower than it would pay in the competitive market.

For more than 50 years, such savings have contributed to our policy of good service at a fair cost to telephone users. This policy has been chosen deliberately. It is based upon the belief that what is best for the telephone user will in the end bring us the sure, more enduring success, Southwestern Bell Telephone Company.



Some one has just the car you want and would sell it reasonably; another wants the very car someone else has to sell. A want-ad in the Brand helps each to find the other.

BUSINESS AND PROFESSIONAL DIRECTORY

ABSTRACTS

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

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INSURANCE
JNO. H. PATTON
PHONE 20

LUNCHES

THE CHOCOLATE SHOP
Flate Lunches
Sandwiches
Cold Drinks, Candies
Magazines.

EAT A CHICKEN DINNER
AT EVER-READY LUNCHEON

Sleep on Sealy Mattresses
At Henson Hotel.

CHIROPRACTOR

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

CLEANERS

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

DAIRY

FRANK DAIRY
Grade "A" MILK
Sweetmilk, Cream, Buttermilk.
We Deliver Daily.
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ELECTRICAL

GEO. S. McCONNELL
Electrical Contractor
Refrigerators Repaired, Factory
trained service man.
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PHYSICIANS

DR. T. L. MORGAN
Physician and Surgeon
Above Corner Drug Store
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OPTOMETRIST

F. M. KESTER
Registered Optometrist
A thorough examination with
the newest and most modern
instruments and equipment.
316-B Main Street.

DON'T

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

Make a Game of SAVING!

You never have any trouble getting a real, red-blooded boy to play football, baseball—any game! And you won't have any trouble instilling a sense of thrift in your boy if you make a game of saving money. We know this to be true for we have hundreds of boys and girls who get a great kick out of putting a little money aside every week. Teach your child the lesson of thrift—open a savings account at this bank and we'll make a game of it—a game that will be interesting and a game that will teach the greatest lesson all must learn—the practice of thrift.

THE FIRST NATIONAL BANK

OF HEREFORD MEMBER FEDERAL RESERVE SYSTEM A Strong Bank Thoughtfully Managed

GREATER MOTOR PROTECTION— LOWER OIL CONSUMPTION— PROVED



At Indianapolis Motor Speedway, under AAA supervision (Sanction No. 3001), New and Improved Conoco Germ Processed Motor Oil was tested against five other nationally known motor oils.

Six identical stock cars were broken in on oils assigned them by lot. Each car was filled with five quarts of its assigned oil—no more added—and driven until the motor was wrecked.

New and Improved Conoco Germ Processed Motor Oil carried its car 4,729 miles—3,105.8 miles farther than the first oil to fail and 1,410.2 miles farther than the best of the five oils! Could you ask for better proof of greater motor protection and lower oil consumption? Drive into a Conoco Red Triangle Station today and fill with New and Improved Conoco Germ Processed Motor Oil!



IN 1 AND 5 QUART REFINERY-SEALED CANS, AND IN BULK



New and Improved CONOCO GERM PROCESSED MOTOR OIL

A PRODUCT OF CONTINENTAL OIL COMPANY

CONTINENTAL OIL CO. PRESENTS—Every Wednesday Night, over N. B. C., including WFAA-WRAP, at 9:30 P. M., G. S. T.—Harry Richman, Jack Deany and His Music and John B. Kennedy.

Have You the Stick-To-It-iveness That Wins?

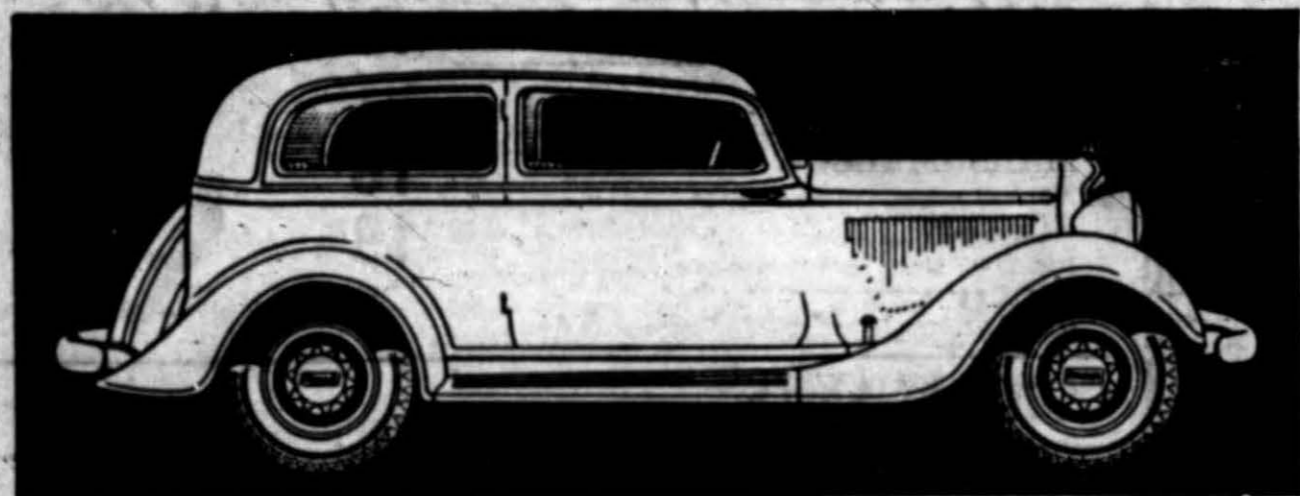
Car Winners Will Work Hard

These Last Few Days of the
Big Second Period Votes

BECAUSE

AS CLOSE AS THE RACE STANDS NOW, WORK DONE IN THIS "SECOND PERIOD" WILL NO DOUBT BE THE DETERMINING FACTOR IN ESTABLISHING THE WINNERS OF THE TWO CAPITAL PRIZES!

Grand Capital Prize



Plymouth DeLuxe Coach

Purchased at a Cost of \$781.90 from Ireland-Beayers Motor Co., Hereford, Texas, and now on display at their show rooms.

Second Grand Prize

\$300.00

In Cash

Third Prize **\$100.00**

Fourth Prize **\$50.00**

BE HONEST WITH YOURSELF

Did You Work Yesterday?

Fear more days in which to practically cinch your prize. If you are not working every one of these important days, you will have no one but yourself to blame if you lose. And don't overlook "Second Subscriptions." They mean real votes to you!

May the Best Candidate Win!

The Hereford Brand

Hereford, Texas

STAR THEATRE

Hereford, Texas

FRIDAY ONLY
MATINEE AND NIGHT

Another One of Those BIG 10c Specials.

"The Life of Vergie Winters"

Featuring JOHN BOLES ANN HARDING Chapter Six of "LOST JUNGLE" Special Comedy.

Attend the Matinee.

If you liked "Back Street" or "Only Yesterday," then you will like this picture.

SATURDAY ONLY

Matinee and Night. BUCK JONES.

"The Fighting Ranger"

And one of those funny Saturday Comedies—Only 10c

SUNDAY MATINEE
Sunday Night, After Church



POWELL THE KEY

EDNA BEST, COLIN CLIVE

ONLY TWO SHOWINGS
Special News and Short Subjects.
REGULAR ADMISSION

EXTRA EXTRA
EXTRA BARGAIN NIGHT
Monday Night

With Special Picture



DEATH ON THE DIAMOND

ROBERT YOUNG
MADGE EVANS
NAT PENDLETON
TED HEALY

Come Early—No Extra Charges.

WEDNESDAY,
OCTOBER 3

Our Big Bank Night
With Special Picture

Girl from Missouri

With Jess Harlow, Franchot Tone
Lionel Barrymore, Lewis Stone

PERSONALS

Mrs. L. A. Ricketts of Dimmitt was a visitor here Monday.

Mrs. Seth B. Holman visited last week end in Amarillo.

S. P. Rosson is on the Federal Court Jury at Amarillo this week.

Dr. and Mrs. F. E. Bowe were fair visitors in Amarillo last week.

Miss Mary Katherine Crawford of Friona visited her cousin, Miss Irene Crawford, here Monday.

Mrs. E. Carter of Dallas is visiting her son Tom Carter, here this week.

Miss Lillie Hostetler was in Canyon Wednesday attending a meeting of federated women's clubs.

Permanent waves at the Star Beauty Shop are offered as low as \$2.50, not \$2 as stated in last week's Brand.

R. E. McCullough and Fred Oberthier were in Reydon, Oklahoma, Sunday.

Mrs. Henry Williamson returned Sunday from near Dallas where where she was called due to the death of her father.

Sheriffs Len Irving of Lamb county and Jim Cook of Bailey county were in Hereford Monday. Irving's 280-pound son accompanied them.

Grant Fuller and son, Sidney, returned yesterday from a trip of more than two weeks at Chicago, where they attended the fair and visited with relatives.

Mr. and Mrs. G. S. Webber, Mr. and Mrs. Glen Webber of Brownfield, and Mrs. T. M. Key of Lamesa visited this week in the home of Mrs. M. A. Fox.

Mrs. John G. Wayland of Amarillo is visiting here in the home of her son, Jack Wayland, this week. She will leave Saturday for California on a two-months vacation trip.

Mrs. C. A. Skelton and Miss Viola Carpenter returned Tuesday from a three-days trip to the Carlsbad Caverns, El Paso and Las Cruces, New Mexico.

Mr. and Mrs. R. E. McCullough and children were fair visitors in Amarillo last week, also visiting in the home of his parents, Mr. and Mrs. J. A. McCullough.

A number of Odd Fellows and Rebekahs will attend the meeting of the Grand Lodge of New Mexico, which will be held next Monday and Tuesday at Clovis.

Judge and Mrs. W. H. Russell attended the football game in Amarillo Saturday between Amarillo College and Hardin-Simmons University. Their son, Jack, is captain and quarterback of the Amarillo Badgers.

Mrs. George F. Clancy, Mrs. R. I. Boyer and Miss Lucille Clancy, all of Cleburne, are visiting this week in the home of Mrs. Jerry Behrens and other friends.

The High School Band and Orchestra Mothers will meet Tuesday, October 2, at the high school building. The meeting will start at 3:30 and every mother is urged to attend.

Mr. and Mrs. E. H. Norton made a business trip to Amarillo Monday and called on Mr. Norton's father, who has been seriously ill at a hospital there, but is reported doing nicely.

STRAYED OR STOLEN: 2 horses, 1 bay baldface, stocking legs, and paces; 1 light sorrel, star in forehead, weight about 900 pounds each. Notify Walter Dunlap or Grover Sanders. 1p

Minnie Dea Smith, daughter of Mr. and Mrs. Bill Smith, underwent an emergency appendix operation Sunday at the Deaf Smith county hospital. She is recovering rapidly, attendants report.

Mrs. M. Y. Galbaway and daughter of Amarillo visited in the home of Mrs. Seth B. Holman this week.

AVOID GEAR GRINDING



And Hard Shifting
Change Now to Winter Greases

Leave your next flat with us to be vulcanized.

WE NEVER CLOSE

Conoco Service

DOWNES & WOODFORD

Corner of Main and First Streets on the Highway. Phone 588



LIVING ROOM and

BED ROOM FURNITURE

We are justly proud of the splendid showing on our floors of this line of home furnishings. An extra value two-piece Mohair over-stuffed suite for **\$67.50**

Other mohair suites and jacquards up to \$125.00 per suite.

Splendid walnut four-piece Bedroom suites at **\$45.00 \$57.50 \$65.00 \$75.00**

Our stock of house furnishings in all departments of our store is complete. We guarantee to satisfy and to save you money.

E. B. Black Co.

WE ARE SATISFIED WITH SMALL PROFITS

STAR THEATRE

Nothing but big specials coming to the Star on all Sundays during month of October—Look 'em over:

OCTOBER 7-8-9
"Chained," Joan Crawford, Clarke Gable.

OCTOBER 14-15-16
"Servants Entrance," Janet Gaynor, Lewis Ayres.

OCTOBER 21-22-23
"Judge Priest," Will Rogers

OCTOBER 28-29-30
"Barrets of Wimpole Street," Norma Shearer, Fredric March

Always a big show on Fridays, and the price is always a DIME!



PLATE LUNCHES

Both during the noon lunch hour and at evening dinner time we feature tasty plate lunches. We specialize on tasty, well prepared foods at all times. Short orders and sandwiches of all kinds.

TEMPTING FOODS Quickly and Appetizingly Served.

CURE SERVICE DeLuxe Cafe

Downs & Woodford



Harvest Time

Into our store from the four corners of the earth—from near and far, comes the bounty of field and orchard,—offered to you now in splendid variety, at thrift-wise prices and if you don't believe this, these prices will convince you:

Friday and Saturday Specials

SANI FLUSH Can	19c
PORK AND BEANS 4 cans	25c
VANILLA WAFERS Fresh, pound	15c
MALT O' MEAL Airplane FREE	25c
SOAP Life Buoy, 2 bars	13c
CHILLI Anstin, No. 2 cans	22c
BUCKWHEAT FLOUR 2 1/2 Pound package	25c
Sugar 10-lb. Cane Cloth Bag	59c
VANILLA 8-ounce Bottle	19c
CAKE FLOUR Softasilk	31c
MARSHMALLOWS Assorted colors, pound package	15c
COFFEE Break O' Morn, pound package	19c
JELLO Package	6c

CORN FLAKES Jersey, package	10c
SOAP Crystal White, 5 bars	19c

CABBAGE, pound	2 1/2c
TOMATOES, home-grown	6c
SPUDS, 10 pounds	19c
APPLES, Jonathon, dozen	19c
ORANGES, dozen	19c
CRANBERRIES, quart	17 1/2c
GRAPES, Tokays, 3 pounds	25c

OATS Mother's, large pkg	27c
(Ask about 1000 Bicycles to be given away FREE)	
COCOA Hershey's, pound	12 1/2c
Old Dutch Cleanser Two for	13c
BAKING POWDER K. C., 25c size	19c
PEANUT BUTTER Quart jar	25c
PANCAKE FLOUR Package	10c
PLUMS Greengage, gallon	36c
CORN No. 2 can	9c
COMPOUND 8-Pound Carton	81c
COFFEE Schilling's, lb	31c
Tomato Juice Campbell's, 3 cans	23c

PIGGLY WIGGLY ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME

Bring Your Summer Suits and Dresses



LET US clean and block that old HAT

We specialize in our hat department upon the highest quality of hat cleaning and blocking. Your last year's hat will be returned to you in first class condition, and the price for this service is unusually low.

Now that the time has come for the storing of summer suits and dresses, we wish to call your attention to our help in their preparation for winter storage. If you wish we can furnish cedarized and moth-proof bags for your clothing. We also take orders for tailor made to measure suits. You will find out line of Fall woolen samples most complete.

CARROLL & CORBETT

HATTERS CLEANERS