

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

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AROUND TOWN

Sights and Faces Seen

Mrs. A. Lowther, who lives west of town, displaying a beautiful pink Paul Neyron rose that, in full bloom, measured more than six inches across.

A traveling salesman trying to convince Mrs. Gaston Baer that the Panhandle as a people was old and un hospitable. Something wrong somewhere as we are noted for our hospitality.

Arthur Thompson wanted to know how one should go about getting his name in this column. Well, that's one way, Arthur.

E. B. Posey confessing that the name Mabel is a great favorite of his.

Wes Anthony came into The Brand office Friday wanting two quintuplet calendars such as are given with each subscription. He wanted them for teachers at the Spring Lake school. He got one himself the other day and after the teachers saw it they told him if he came to town without getting them one they would run him out of the community.

Bob Thompson, Dubbs Pitman and Ab Posey took time off from their work yesterday to play with some of the new toys Harold Close had just gotten in. Their favorite seemed to be the fire truck with siren.

Bill Smith, playing with the school band and clowning in front of Brunk's tent, outdid the comedians themselves. Bill professes to be a trombone player.

Nester Gass spends nearly as much time on the farm as he does in his store.

Mayor Charles Paddock says that a certain group of boys who are making general nuisances out of themselves about town are either going to calm down or else be punished. The boys get in front of cars to force drivers to slow down, throw or shoot rocks at cars and houses, knock on doors or scratch at windows and often use abusive language. They're old enough to know better, and if their parents do not take a hand, the law is going to. This may sound like a threat—and that's what it is.

Three Hereford boys, members of the high school band and all Future Farmers, were ignominiously honored this week. They are Billy Smith, Howard Williamson and Eugene Harman. They left Tuesday as members of the Texas State Future Farmer Band to attend the national FFA convention in Kansas City. They'll be gone eight days.

Ernest Medkief wanted the following classified ad inserted in the paper, but it is of such an urgent nature that we thought it should be given page one attention rather than being placed in the classified section: WANTED: I'm rather cold and don't have a coat. Any of my friends who have an old coat that would fit me, please bring it at once. Will be kindly appreciated. Ernest Medkief.

Mrs. Hutchinson, Son Are Injured

Mrs. E. Hutchinson and one small son were slightly injured Tuesday morning when the car in which they were riding with two other Hutchinson children collided with a Summerfield school bus at the corner of Lawton and Fifth Streets. Mrs. Hutchinson received a cut on the forehead and the child a cut on the chin. They were taken to the Deaf Smith county hospital for emergency treatment.

The school bus was driven by L. Jay. It was carrying no passengers at the time of the accident. According to the driver's report, Mrs. Hutchinson started across Fifth Street behind the bus, just as it passed the Summerfield bus, which was cut from Mrs. Hutchinson's view. The bus struck the car on the rear fender and knocked it completely around. The two injured were hurt by flying glass.

Conservation Work Started Wednesday

HOPES TO HIT ITS FULL STRIDE AS EQUIPMENT ARRIVES HERE

Actual work was started on the 25,000-acre soil conservation demonstration tract yesterday with the preparing of engineered tree sites on the Kelly Gray farm about three miles southwest of Westway. Officials hope to hit a full stride in this work when complete equipment arrives. It will be the policy of the officials to do the work in the order the contracts were signed, O. T. Williams announced.

A meeting was held at Westway last Thursday night for the purpose of organizing Wind Erosion Control association. The purpose of this organization is to promote the soil conservation program. The following officers were elected: Pink H. Gilliland, president; G. C. Hartman, vice president; Lee Morgan, secretary.

Mr. Williams stated that enough acreage had been signed up—a great portion of the 25,000 acres—to appear certain that the demonstration tract will be definitely located in the area around Westway. The program is to furnish work for 192 persons. This is not a relief project, Mr. Williams pointed out, but is a WPA project and will furnish work of a permanent nature for unemployed.

Downtown offices have been established in the west half of the Renfro building occupied by the Hereford Motor Company. The space will be used for offices and warehouse.

Mr. Williams said the program had called for the planting of about 25,000 trees along roadsides where water accumulates or could be made to accumulate and that future plans were to extend the tree planting program to home-stands and roadsides for a distance of three miles each way from the 25,000-acre tract. This would give an area 11 miles by 14 miles planted to trees and would extend almost to the west side of the Hereford city limits. However, the roadside program can not be carried out under the present conditions, he stated, because there are no stock laws in these precincts and therefore no way to insure the protection of the trees against cattle.

Attend Funeral.

Mr. and Mrs. Bob Wilson attended the funeral in Amarillo Monday of Charles Boozer, father of their brother-in-law, S. H. Boozer. Mrs. S. H. Boozer was formerly Miss Waldine Wilson, daughter of Mr. and Mrs. Henry Wilson of Hereford, who spent Saturday and Sunday in the Boozer home in Amarillo.

John Coffee was an Amarillo visitor last Friday.

Duck Season Opens Nov. 20; Here Are Laws, Regulations

Impatient hunters already have started the annual question, "When does the duck season open?" This question is followed by a series of other questions, all pertaining to laws governing the sport. A digest of state laws and federal regulations on migratory birds has been received at the county clerk's office, where complete information may be obtained.

However, here's a brief outline of the laws on the hunting of waterfowl: The open season on wild ducks, coot, geese, brant, Wilson's snipe or jacksnipe is from November 20 to December 19, both dates inclusive. The shooting period is from 7 a. m. to 4 p. m. There is no open season on wood duck, ruddy duck or buffhead duck.

Bag and possession limits: Ducks—10 of all kind and not in possession of more than 10 of all kind. Geese and brant—four of all kind and not more than four of all kind in possession. Woodcock—four of all kind and not more than four in possession. Coot—15 of all kind and not more than

HEREFORD'S FAIR ATTENDANCE PRIZE RAISED TO \$100

Ralph Smith, director of the high school and junior bands, last week end was presented a check for \$50 from Wilbur C. Hawk, president of the Tri-State Fair Association, thereby giving recognition to the fact that Hereford had the largest single delegation to attend the fair on one day.

Following the close of the fair attendance contest, Hereford, represented by the junior band, was awarded second place and a \$50 prize. The combined Tulla-Happy delegation was given first place and the accompanying \$100 prize. In view of the fact that both Tulla and Happy had bands at the fair and that Hereford had the largest single delegation, the first prize was duplicated by the presentation of the additional \$50.

Third Local WPA Project Granted Approval of FDR

The third local WPA project was given presidential approval last Saturday, according to information received from Congressman Marvin Jones. The project for the graveling of Hereford city streets amounts to approximately \$7,000. It will be included on the approved list from which the state director will make selections for allotments, Congressman Jones stated.

His telegram follows: "Have just received advance word from Washington for press release tomorrow of President's approval Hereford WPA project approximately \$7,000. Understand this project will be included on approved list from which state director will make selections for allotment. (Signed) Marvin Jones." This was the third project approved by the President within a week. The first two, approved Tuesday, were for the repair of bridges and embankments on a portion of the north-south county road project, \$7,000, and to improve drainage structures, \$19,000.

Rites Held for Mrs. R. W. Kelly

Funeral services were held yesterday afternoon for Mrs. Alice Amanda Kelly, 24, who passed away early Tuesday morning after only a two-day illness. The rites were conducted by Rev. T. C. Willett from the First Methodist church. Burial was in West Park Cemetery.

Mrs. Kelly was the bride of Roy Ward Kelly. She came here from Friona in November, 1934, and was married to Mr. Kelly last February. She was the daughter of Mr. and Mrs. George Baker of Friona. Survivors are her husband, father and mother and several brothers and sisters.

Clovis Eleven Invades Local Grid Tomorrow

WHITEFACES GO AGAINST STRONGEST OPPONENT OF EARLY SEASON

Entering the final clash before starting the drive that may send them into the district or regional race, the Hereford Whitefaces battle the Clovis, New Mexico, champions tomorrow afternoon at Whiteface Field.

Although coming under the heading of a practice game, the tilt promises to be just as tough as any the local club is likely to get into, and since the Clovis eleven is a rival of long standing, officials are anticipating the greatest turnout of the season when the whistle shrills the signal for the opening kick-off at 3:30 o'clock.

Emerging from their third game still undefeated but boasting only a three-point total over the opponents, the Whitefaces are primed for battle. They have a fight on their hands that will prove a severe test any way they take it. Coaches Tommie McCollum and Jimmie Wilson this week have attempted to instill in the lads the idea that they must enter the contest determined to put out all they have from the starting whistle.

Although the locals appear to have no better than an even chance, according to advance scoring dope, there is likely to be no recurrence of the early setback that almost cost them their battle with the Amarillo Yantigans last Thursday. After they got under way, they outplayed the visitors by displaying more fighting determination than they have displayed all season. That is the type of play, from the very start, that must be exhibited tomorrow if the slate is to remain clean.

Little Dope On Clubs.

Frankly there is little dope by which the two clubs can be compared. Clovis fell before the Plainview Bulldogs a couple of weeks ago by a 24 to 6 score, which at first glance doesn't look any too bright for the New Mexico eleven. However, consider the fact that Plainview is looked upon as a possible dark horse in the Class A race, with Pampa, Amarillo and Lubbock watching their progress closely. Too, the Bulldogs the week before trounced Tulla, 52 to 0. This may mean little; however, Tulla generally is just about on a par with the local eleven—certainly not 30 points weaker.

The Whitefaces will turn on another power attack combined with a fairly dangerous overhead charge when the going on the ground gets rough. Its forward wall, led by Hagar, Barber, Dean and Jewell, may hold the outcome in its ability to overcome the heavy Clovis linemen. This line, with Willett, Hicks and C. Posey also playing important roles, has not been moved back through an entire contest yet, and it's a safe bet that should the Clovis wall surge over them, it'll know it had a real battle before the game ends.

FOUR TIRES STOLEN HERE IN TWO NIGHTS

A light wave of automobile tire thefts swept over Hereford early this week, with four being reported stolen from two automobiles on Sunday and Monday nights. A man's tracks around one of the cars was the only clue to the thefts Sheriff John B. Miller stated.

Three wheels and tires were taken from an automobile belonging to O. G. Hill. The car was in the garage at the time, Mr. Hill reported. The spare tire was taken the following night from a pickup owned by Bill Smith. The car was parked in front of the house.

Wills Is Health Officer.

Dr. R. R. Wills was appointed county health officer by the county commissioners in regular session Monday. He also was appointed to membership of the county hospital board. He succeeds Dr. T. L. Morgan, who recently moved to Lubbock, in each position.

Marvin Jones Defends AAA In Talk Here Monday Night

E. Cottingham Found Dead At Home Near City

E. Cottingham, 75, pioneer Texan and one of the founders of Hall county, was found dead at his home five miles northeast of Hereford late Monday afternoon. He was sitting on a bed, propped against the headboard, with a .22 rifle braced between his knees and clutched in his hands, officers stated. Justice Henry Wilson returned a verdict of suicide.

The aged man was found by his son, R. E. Cottingham, at about 6 o'clock. He had left his father alone at about 11 o'clock that morning, he reported. Deputy Orville Newell was notified. He said Mr. Cottingham had arranged valuable papers and left instructions to his children at his side.

Funeral services were held this afternoon at 2:30 o'clock at the Black Funeral Home. Burial was in West Park Cemetery. Mr. Cottingham's daughter, Mrs. Lois Hooper, of Phoenix, Arizona, came here for the services. She and the son are the only survivors.

Mr. Cottingham had been in ill health for a number of years. His son said he had planned to spend the winter in Arizona, but recently learned that he could not make the trip. He had brooded over this fact for several days.

Mrs. Ruth Gibbs Has Adult Group

Mrs. Ruth Gibbs has been approved by the Adult Education Department at Austin to teach in the emergency education school here and is organizing classes in mechanics of English, business English, public speaking and home-making. The classes are held in the county jury room from 7 until 10 o'clock each evening.

Mrs. Gibbs received her training at West Texas State Teachers College at Canyon and has had several years of experience in teaching, having taught in the training department of the Canyon college and in Potter, Randall and Bosque counties. All persons interested in studying home-making are requested to meet at the grand jury room each evening at 7 o'clock.

Berry Orr is conducting classes in business arithmetic and penmanship from 7 until 10 o'clock in the grand jury room on Monday, Tuesday, Wednesday, Thursday and Friday nights.

Corn-Hog Referendum Will Decide Future of Program

Corn-hog producers in Deaf Smith county will join in the national corn-hog referendum Saturday, October 26, to decide if they favor a corn-hog adjustment program to follow the 1935 program which expires November 30. Every contract signer and anyone growing hogs or planting corn in 1935 is eligible to vote.

The importance of this vote has been stressed since a representative vote must be cast or else there will be no program, even if it is favored by those who cast ballots. The question to be decided is whether corn acreage is to be held won to what is believed a safe, desirable level and an excessive increase in hog numbers prevented, or is control of both corn acreage and hog production to be released?

It was pointed out that in the years before the AAA every corn-hog producer would have had to deal with this prospect in his in-

CONGRESSMAN SPEAKS HERE THIS WEEK



Congressman Marvin Jones defended the AAA before more than 1,000 Deaf Smith people here Monday night. He made a forgetful stand for the farmers and ranchmen of the Southwest and attacked the concentration of power under Hoover's administration.

Glenn L. Morris To Appear Here Tomorrow Night

Glenn L. Morris, scientific entertainer, will appear at the high school auditorium in public exhibition tomorrow night at 8:00 o'clock. The appearance is sponsored by the local H-Y club as the first of a series of entertainments to raise its quota of \$100. Admission is 15 cents.

Mr. Morris is not a magician. He will demonstrate freak and unusual types of electrical energy which will astound as well as puzzle the layman who is not familiar with the powers of this force. Mr. Morris has appeared under the auspices of schools, colleges, clubs, etc., over the entire country.

Among the demonstrations listed for the program are: probably the smallest wireless outfit in the world, with which he controls lights in a miniature lighthouse. An electrical storm is produced on the stage. He causes a quarter million volts to pass through the human body, enough force to melt and weld steel held in the hands of two persons. Bells ring, a candle lighted from a drop of water; mysterious lights appear; terrific heat is generated apparently from nowhere. During all of these demonstrations, Mr. Morris explains each step clearly and concisely and shows how each is based on scientific facts.

Arrangements have been made whereby revival services on the night Mr. Morris is to speak will begin early and be finished in time for the people to attend the demonstration. Rev. B. N. Sheppard stated he had seen Mr. Morris' demonstration and could recommend it whole heartedly as being entertaining, educational and well worth while.

1,000 PACK CHURCH TO HEAR CONGRESSMAN LAUD PROGRAM

Congressman Marvin Jones, talking to more than 1,000 people Monday night at the First Baptist church here, defended the Agricultural Adjustment Act, attacked sectional domination of government and painted a picture of success for the principles of the New Deal.

He compared the AAA with the first automobile and electric light. "They were imperfect," he said, "but they were not discarded because of that. Instead they were used to work on and to build something really worth while. I believe that if the farmers stick together on this program, we are going back to equality, where people will have an even chance. I don't think there can be any doubt about the next election, because this is the first government for the people we have had in a long time."

Junior Band Concert.

The congressman's address was preceded by a half-hour concert by the Hereford junior band under the direction of Ralph Smith. Jones complimented the band highly, saying he believed it was the finest music he had ever heard by an organization of that age. He was introduced by County Judge C. W. Humble, who said: "I am sure I voice the opinion of all when I say we are glad to have our congressman with us tonight. It is unnecessary for me to tell you what he has done in Washington and as chairman of the agricultural committee. He is recognized by his co-workers and by the President as an outstanding leader." The audience rose as the congressman was introduced.

The crowd repeatedly cheered the speaker's remarks, the first times when he said that Ethiopia is the only independent country in Africa, and a man is trying to take its liberty away. "I hope he does not succeed, and I hope above all that we don't get into it. We tried to settle one dispute over there." He used the African situation to illustrate the struggle between those who would be free

(Continued on page five)

Wheat Meetings In County Will Start Saturday

Wheat meetings have been scheduled in Deaf Smith county, starting Saturday and running through Wednesday of next week. At the meetings, which will be the only educational meetings held before contracts are signed, the new wheat contracts will be explained and the corn-hog referendum will be discussed.

Following the meetings, wheat applications will be taken at any time next week at the county agent's office. Agent Dewey Reed announced. Anyone coming in to make application is requested to bring a map of his farm showing the 1935 crops.

The first and largest of the meetings will be a county-wide session held in the district court room here Saturday afternoon at 2 o'clock. Mr. Reed stated that the meeting will begin and end on time and will not be a long session.

Community meetings will be held next week as follows: Bippus, community house, Monday, 10 a. m.; Messenger school house, Monday, 2 p. m.; Westway school house, Monday, 8 p. m.; Sims school house, Tuesday, 10 a. m.; Ford school house, Tuesday, 2 p. m.; Ward school house, Tuesday, 8 p. m.; Daniel school, Wednesday, 10 a. m.; Dawn school house, Wednesday, 2 p. m.

Moves Auto Show Room.

The Hereford Motor Company has announced the moving of its show room to the Carter building on Main Street. The new automobile will be shown in the new building on Saturday, October 19, and after November 1 the present offices will also be moved to the Carter building.

(Continued on last page)

Bippus Items
BY RUTH REESE

Shoppers in Hereford Saturday were Mrs. C. V. Griggs, Mr. and Mrs. Emory Burks and son.
Ruth Reese visited the M. E. Morrison home Thursday.
Marvin Morrison called in the C. T. Reese home Thursday night.
Mr. and Mrs. Adrian visited the C. T. Reese home Thursday night.
Mrs. Reese and Milton were in Hereford last Thursday.
Bud Morrison was a Hereford visitor Sunday.
Webb Adrian made a trip to Amarillo Tuesday.

Frio News Items
BY MRS. W. A. SPRINGER

Frio Worthwhile club met with Mrs. W. A. Springer October 10. Next meeting with Mrs. H. D. Allman October 23. All club members should be present. Names will be drawn for meeting places, and what the gifts will be for the hostess each time.
Misses Thelma and Mildred Holly of Jumbo spent the week end in Dimmitt with Miss Koma Hyatt.
Mrs. R. B. Boren of Dimmitt visited Frio school Wednesday.
H. W. Legg of Grand Junction, Colorado, is visiting his mother, Mmes. D. H. Allman and W. A. Springer spent an afternoon last week with Mrs. T. L. Sparkman, who is confined to her bed most of the time.
Mmes. M. A. Springer and Deward Roberson of Amarillo spent last Wednesday in the T. L. Sparkman and Owen Andrew homes.
Waylan and Haban Schwartz are new pupils in Frio school.
H. M. Mobley and family, D. H. Allman and family and Miss Koma Hyatt were Sunday dinner guests in the J. B. Harlan home.
G. W. Sparkman is visiting relatives in Childress this week.
Aldon Hawk and family, Mr. and Mrs. H. W. Legg spent Sunday in Canyon at the home of their mother, Mrs. Legg.
Miss Koma Hyatt attended the teachers' meeting in Dimmitt Saturday.
There will be a community party at Frio next Friday night to which everyone is invited.
Guy Richards, teacher in the Skellytown schools, was in Hereford Saturday.

Fairview-Palo Duro Items
BY MISS VADA NORMAN

The ladies men Wednesday in the home of Mrs. Elmer Womble. A covered dish luncheon was served to 28 people.
Mr. and Mrs. Cecil Allred spent from Monday to Friday with relatives in Plainview.
Mr. and Mrs. A. R. Norman were in Amarillo Thursday.
J. C. Allred and family spent the week end at the farm.
Rev. and Mrs. Carrol Holtzclaw of Plainview, Messrs. and Mmes. Cecil Allred, H. J. Oglesby and Lee Norman took dinner in the Norman home Sunday.
Mrs. Dave Moore is visiting relatives in Plainview.
Mr. and Mrs. H. J. Oglesby spent Monday in the D. R. Burns home in Amarillo.
Messrs. and Mmes. Dick and Hamp Carter visited at Bippus Sunday.
A pie supper was held at Wildorado Friday night.
Mr. and Mrs. S. B. Oglesby of Castro county visited the H. J. Oglesby home Tuesday.
Lawrence Womble was in Hereford Monday.

Jumbo News
(BY LA RUE BECK)

Rev. J. R. Sharp of Canyon was here and preached Sunday morning. He took dinner in the W. A. Hunter home.
C. V. Woolery and family of Bippus, Finis Sanders and family of Hereford were Sunday guests in the I. E. Woolery home.
Miss Viola Stark of Nazareth spent the week end at home.
Mr. and Mrs. R. T. Nunn and Ray spent Tuesday night in the Ullman Hunter home.
Mr. and Mrs. L. A. Matthews and Merle, and Miss Emma Metcalf were in Amarillo Tuesday.
Mr. and Mrs. C. I. Beck of Lubbock spent Sunday night in the home of Mrs. Lee Oxford.
C. E. Leisure and family visited in Umbarger Sunday.
Mrs. C. Andrew and Pauline visited the C. G. Maples home in Dimmitt Thursday.
Mrs. Johnnie Stork and Florence called in the Jacob Wagner home at Hereford Monday.
Luke Beck was home from Messenger Sunday.
Mr. and Mrs. John Noland of Hereford, Mr. and Mrs. Mack Dixon, Misses Juanita and Hazel Henry of Easter, Mr. and Mrs. H. J. Edwards and Margaret of Wyche and Mr. and Mrs. G. W. Harrell of Hereford were Sunday guests in the C. R. Harrell home.
Mrs. U. R. Garner and son of Tulla, Mrs. R. E. Brashears and Dan of Silverton called in the I. E. Woolery home Friday.
Miss Pauline Matthews of Muleshoe spent the week end at home.
Mr. and Mrs. DuBois Walker and children of Wyche, Mr. and Mrs. C. I. Beck, Mrs. Ella Walker of Lubbock and Mrs. Lee Oxford called in the L. E. Beck home Sunday.
H. E. Barnes was in Amarillo Friday.
Mr. and Mrs. Clem Gilliam and John Wood visited Mrs. Allen and Reb of Tulla Sunday.
Mr. and Mrs. Manual Hawk of Black and Mrs. Hazel Legg of Colorado called in the Clay Hughes home Sunday.

Jumbo teachers attended the rally at Dimmitt Saturday. Dr. Cook of WTSTC and Wilson, state deputy superintendent, were speakers. Castro teachers organized an interscholastic league.
J. W. Berry of Frio called in the Ullman Hunter home Thursday night.
J. E. Boyd and family of Happy visited the L. A. Matthews home Sunday.
Pat Wederbrook of Hereford, Luther Beck and Robert Thannish worked the past week in Lorenzo.
Mrs. P. H. Dyer of Dimmitt called in the Clay Hughes home last Thursday.
Mrs. M. L. Simpson visited Mrs.

Kenneth Hunter in Hereford Tuesday.
Misses Dorothy and Virginia Stork were Sunday guests in the G. F. Bockus home at Nazareth.
Mr. and Mrs. Ullman Hunter, Phyllis and Frances called in the Metcalf home Sunday night.
Mr. and Mrs. Alden Hawks of Frio called on Mr. and Mrs. Clay Hughes Thursday.
Mr. and Mrs. Kenneth Hunter of Hereford were Sunday guests in the W. A. Hunter home.
Charles McGinnis and Mr. and Mrs. A. F. Harget spent the week end with Mr. and Mrs. Vernon at Earth.
Mrs. C. Andrew and Pauline

visited Mrs. Ralph Jennings in Hereford Saturday.
Mr. and Mrs. J. H. Holy of Happy visited their daughters, Thelma and Mildred, Sunday.
Buddy Spencer spent Saturday night in the L. A. Matthews home.
NOTICE TO PERSON WHO BORROWED COUNTY SEALER
This sealer was borrowed several weeks ago and has not been returned. It is in great demand, so will the person with this sealer in his possession please return it to the county judge's office. Will appreciate information as to whereabouts of sealer.



PUR-A-TENE
FOR HEALTHY HENS and MORE EGGS!

PUR-A-TENE, the rich concentrate of health-giving vitamin A from green plants is now in all Purina Mash, Krap, and Vigor. Helps them lay.



Packard Milling Co.

WHAT! NO WOMEN?

WINTER LUBRICATION

When you are ready to change to winter lubrication, bring us your car or give us a ring. We are equipped to service your car with the finest motor products.

Texas Service Station

Glenn Snyder

TONITE THURSDAY

THE SHOW BOAT PLAY FRIDAY NIGHT

FRED G. BRUNK'S GOMEDIANS

THE SHOW BOAT PLAY FRIDAY NIGHT

IN THE GREATEST FEATURE PLAY OF ALL TIME—

"Saintly Hypocrites"

AND

"Honest Sinners"

FRIDAY NITE

The Show Boat Play

"The Sweetest Girl in Dixie"

All Ladies and Children 10c—Others 20c

Merchants' 5-Cent Matinee 3 p. m. Saturday

"Puddinhead Jones"

Get Tickets from the Places Advertised at the Tent.

Farewell Show Saturday Nite 8:15
And What A Show!

"Petticoat Lane"

All Ladies and Children 10—Others 20c
AT 10:15 OUR BIG

1935 Whoopee Jamboree Show

Any Seat—Adults 15c; Children 10c
ALSO SATURDAY NIGHT IS OPPORTUNITY NIGHT

Dimmitt News

MAYME COX

Mmes. Ray Sheffy and Goodwin Miller have returned to Dimmitt after visiting several days in Pensacola, Florida, where Mrs. Sheffy left Ray, Junior.
Mmes. Bruce McLean, Charles McLean and N. H. Witt and daughter, Betty June, were Amarillo visitors Tuesday.
Carl Kemp, Harold Gladman and Misses Norma Cowser and Louise Whitlow attended the show in Hereford Monday evening.
Mr. and Mrs. Jim Com of Plainview were in Dimmitt Monday.
Swain Burkett was in Fort Worth Monday on legal business.
Tom Hanks and Miss Mayme Cox attended the show in Hereford Thursday evening.
Mrs. Grace Lobman of Plainview is visiting Mrs. Alta Gladman.
Chas. McLean was in Amarillo Thursday afternoon.
Tom Hanks spent the week end at Dalhart with his uncle, Len McCrory.
Mr. and Mrs. Mark Cowser spent Sunday in Palo Duro Park.
Misses Louise Whitlow and Mayme Cox were in Hereford last Sunday.
J. H. Flanagan of Decatur was here the first of the week.
Mr. and Mrs. Ray Cowser were in Plainview Sunday.
Ed West spent the week end at home with his wife, after having spent the week in Plainview.
Mr. and Mrs. W. B. Howard are here from Wolf City for the Howard-Boren trial.
Meade Griffin was in Dimmitt Monday on court business.
Mr. and Mrs. Ralph Wright of Wheelock, Okla., were here Monday.
Dr. Mayes Miller was in Tulla on business Thursday.
John H. Mathis of Amarillo visited his representative, J. A. Swan, here Tuesday.

Still Coughing?

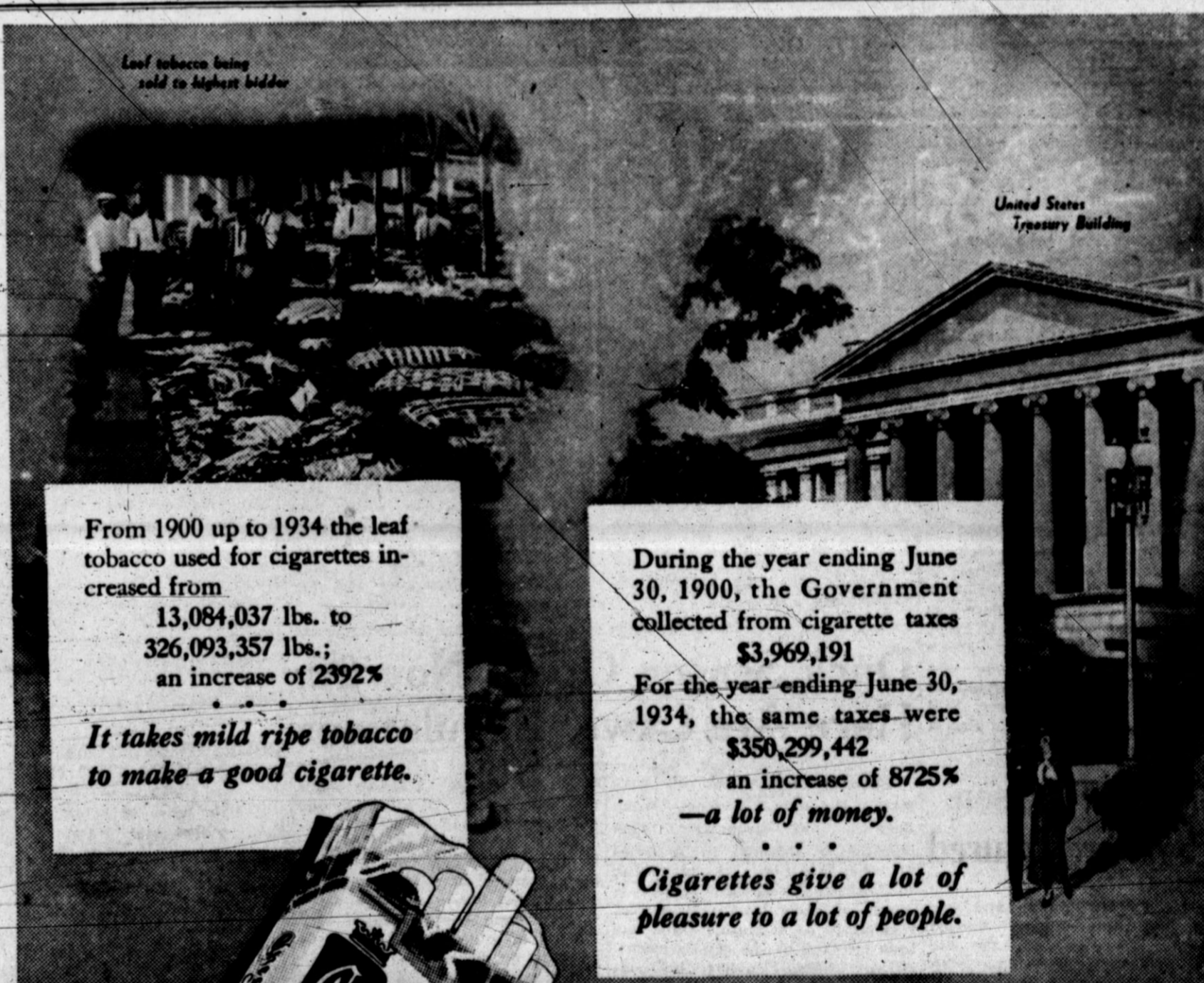
No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Serious trouble may be brewing and you cannot afford to take a chance with anything less than Creomulsion, which goes right to the seat of the trouble to aid nature to soothe and heal the inflamed membranes as the germ-laden phlegm is loosened and expelled. Even if other remedies have failed, don't be discouraged, your druggist is authorized to guarantee Creomulsion and to refund your money if you are not satisfied with results from the very first bottle. Get Creomulsion right now. (Adv.)

In the Years That Are Coming

Life does begin at forty for the man who has spent his earlier years in planning for the future. Leisure to enjoy to the full many exciting things of a world replete with fascinating adventures. Leisure for travel, for reading, for your favorite recreation. That we live on this earth but once is true but true. The intelligent man is he who plans his life with the aim of extracting from it its last drop of pleasurable profit.

Start A Savings Account

First State Bank



From 1900 up to 1934 the leaf tobacco used for cigarettes increased from
13,084,037 lbs. to
326,093,357 lbs.;
an increase of 2392%

It takes mild ripe tobacco to make a good cigarette.

During the year ending June 30, 1900, the Government collected from cigarette taxes \$3,969,191
For the year ending June 30, 1934, the same taxes were \$350,299,442
an increase of 8725%
—a lot of money.

Cigarettes give a lot of pleasure to a lot of people.

More cigarettes are smoked today because more people know about them—they are better advertised. But the main reason for the increase is that they are made better—made of better tobaccos; then again the tobaccos are blended—a blend of Domestic and Turkish tobaccos. Chesterfield is made of mild, ripe tobaccos. Everything that science knows about is used in making it a milder and better-tasting cigarette. We believe you will enjoy them.

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

WHITEFACE ROUNDUP STAFF
 Editor-in-Chief: Mike Ben
 Assistant Editor: Mike Bell
 Exchange Editor: Palmer Nelson
 Alumni Editor: Gayle Wilson
 Jones and Hunt: Phyllis Arthur
 Copy Reader: Nellie Schillingen
 Reporters: Mildred Stover, Nora Jean Russell, Jean Willett, Clyde Sheer, Odessa King, George Conklin, Beverly Anderson, Lavina West, Mary Ann Baird, Alva Barber, Mary Turentine.

PEP CLUB

The Pep club met Wednesday afternoon on the football field to practice the stunt that was given Thursday at the game. We practiced for almost an hour; then went into a huddle (like the football boys) for a business meeting.

Mr. Harwick, manager of the Star Theatre, invited the club to attend the show Wednesday night before the next game on the following Friday with Clovis. The Pep girls were in full uniform and came in a body. We gave several yells for the team and for Mr. Harwick. We sincerely hope that we helped bring a larger crowd to the theatre and wish to express our gratitude to the manager of the Star Theatre for his cooperation with us in rooting for our team. We, the Pep squad girls, thoroughly enjoyed the picture.

The Clovis Wildcats will be here Friday afternoon, and we want everybody to see that game. It is really going to be a good game. Clovis, I hear, is now playing under the same rules that we are and now we have an even chance of beating them.

Come on, folks! Don't miss this chance of seeing the boys really play. If you've never seen them, you're missing something. If you have seen them, then I know you want to see them again.

N. Y. A.

It is announced that seven students of HHS will receive employment under the National Youth Administration. These students are worthy young people who need and want opportunity to continue their education. They are employed for 30 hours per month for \$6.00. They do clerical work and other similar services for the school.

A HIGHER AMBITION

After observing the workers in any field of work, whether in high school, college or some industrial occupation, one is often surprised to find how few people really attempt to do their work well. They do what is required of them, but never attempt to excel in a particular subject or field of work or knowledge, or to render service that is above the average.

In the overcrowded conditions of today, one must, if he expects to accomplish anything worthwhile, rise above the common standards of workmanship, and show himself skilled and competent in at least one field. His aim should be to serve his fellow students or citizens in the most efficient way possible.

Students, we should endeavor to improve ourselves at every opportunity. In our school work we can show our competency, and be useful in our service to our school and fellow students.

SOPHOMORE CLASS

The Sophomore class had a picnic and watermelon feast last Friday. The girls out numbered the boys by a large majority, but everyone seemed to have a good time.

The Sophomores met October 9 for class meeting. There was no business, so the meeting adjourned.

We are certainly sorry that Miss Campbell is leaving us. We want to thank her for being such a good sponsor and in helping our class to come to the top.

NEW ASSISTANT EDITOR

The resignation of Louise Frye as assistant editor of the Whiteface Roundup was accepted by the senior class at the meeting held October 9. She decided that she had too many other activities to be responsible for the duties of this position, and James Bell was elected for the place.

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THE FIRST NATIONAL BANK

FUN FINDING FANOT

I haven't done much copying this past week to find fanot, but there were so many in plain sight that I didn't have to search.

Mr. Wilson tells us that some people are just dumb and keep quiet while others are dumber and show it. Here are some answers he received on his papers:

How do robots get water from the soil?
 They wander around until they find it.

Why were microscopes first used?
 To look at cells.

Of all creatures, a fish has the greatest environment.
 All matter is either lived or living.

May be some students are dumb, but what do you call this? Intelligence?

Miss Wrenn: Space is where there aren't anything, Correcce English, I suppose.

If anyone wishes to gain pounds overnight he might ask Roger for information.

In a few days some people might find Mr. Wilson going to ashes. He warned us by saying, "I smoke myself, but I don't want any of you to smoke."

Miss Houston has purchased a pretty blue and yellow sweater and some of the girls were looking for her before football game started, but to no avail. Suddenly one girl cried out, "There she is, the one in that sweater with the yellow stripes down her back." Hold your temper, Miss Houston, there was no insinuation meant.

While the Home Economics class was in Furr Food market the other day, Miss Sullivan asked, "How do you cook a T-bone steak?" Gertrude Wilson said, "No, you don't, you make soup out of it."

We suppose Herbert's policy is "Honesty is good for the soul," for in English Miss Crawford asked, "Elmo, where did Johnson secure his education. Elmo: 'I've forgotten.' Miss Crawford: 'Herbert?' Herbert: 'I never did know.'"

History II Student: What are the middle ages?
 History III Student: Well, they used to be 50 to 60, but now they are 20 to 40.

Give me the good old days when gentlemen were gentlemen, men were knights instead of cowhands, and wore armor in duels instead of pajamas to a football game.

FATE OF FACULTY

The Senior class presented to the high school students and several visitors the first class program of the year, a play entitled, "The Fate of Faculty," written by "Vira Weatherbrook." It was given Thursday morning. The teachers were impersonated by members of the Senior class. The following students took part: St. Peter; Bob Baird; the devil, Ted Clancy; the Angel, Alma Cox; Gay Hudson, Roger Brumley; C. Dillehay, Byron George; Bernard Hopkins, Charles Wilson; Tom McCollum, George Conklin; James Wilson, James Bell; Ralph Smith, Charles Brown; Lillian Chambers, Alma Paetzold; Mabel Gene Campbell, Phyllis Arthur; Bayde Rigler, Katherine Hamm; Nevills Wrenn, LaVada Cox; Ruth Houston, Evelyn Plummer; Rita Jean Sullivan, LaNelle Schillingen; Stacia Irene Crawford, Joyce Davis; Fern Carlisle, Virginia Eberle.

Each member of the faculty was brought before St. Peter for his final sentence. Two teachers, Miss Carlisle and Mr. McCollum, were admitted through the "Pearly Gates." The rest went to stay an indefinite time with the "Devil." The moanings of the sufferers were pitiful. "A hint to the wise is sufficient."

NEW SENIOR ARRIVELS

On the afternoon of October 9, 18 seniors were made happy by the arrival of their rings, and the remainder of the class began to think more seriously of the day that their rings would be received.

The senior class has a new member, Meredith Montgomery, and it is hoped that he will soon know all of us and enjoy his school work here. We welcome him into all the activities of our school.

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

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DEBATE

The subject for debate on October 2 was "Resolved, That a cake of soap is a greater necessity than a toothbrush." It was a humorous debate, and the debaters received considerable enjoyment from it. Louise Frye and George Conklin made up the affirmative side and Jean Snyder and Sibyl Callaway the negative. At the debate which was full of mirth, we had a short discussion.

In one of the columns sent to the Brand by the reporter it said that the Freshmen had great talent. This statement was surely true, because I have just finished reading a four-page book called Just Our Gang. It was written by Betty Jo Cockrell. Evelyn Hunter also wrote a four page book that was very interesting. These books showed great talent on the part of the authors. Bill Montgomery has a personality book that has articles written in it by different people. If this book was shown publicly in school it would nearly cause another Civil War. We hope that this talent will be encouraged and not discouraged.

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FRESHMEN

The regular class meeting of the freshmen was held Wednesday. Votes were cast to help the social committee decide on the entertainment that will be had throughout the year. The class was very sorry to hear that Miss Campbell was leaving. She was a very efficient English teacher, and really knew how to teach it. Miss Campbell was appreciated by all.

JUNIOR CLASS

The Junior class met Wednesday. The committee which was appointed last week to select a flower, motto and yell for the class, reported that it could not find a flower to match black and white, class colors. They asked that we change it to royal purple and white. A certain group of boys, a majority, voted not to have purple and white, and the committee resigned. The president thought it would be a good idea for the ones who did not like the colors to be on a committee, but they refused to serve.

What a class!

JUNIOR GLEE CLUB

The Junior Glee Club met last Thursday and elected officers. They were as follows: Orrella Hill, president; Virginia Yeager, vice president; Vivian Olson, secretary and treasurer, and Lois Standifer, reporter.

We have enrolled in our glee club 35 or 40 members. We are learning some pep songs now but will soon start on a Christmas operetta.

We hope to go to the Music Festival in Amarillo in March. We also plan to buy costumes for the festival.

Mr. and Mrs. Ernest Medkief, Mr. and Mrs. Travis Dameron, Miss Mabel Gass and George V. Stambaugh attended the Shriners' dance in Amarillo Friday evening.

O. G. Hill and J. A. Pitman made a business trip to Seminole Monday.

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SHERIFF'S SALE

STATE OF TEXAS, County of Deaf Smith. By virtue of an Order of Sale issued out of the Honorable District Court of Wichita County, on the 23 day of September, 1935, by the Clerk thereof, in the case of North Texas Federal Savings and Loan Association versus Fred A. Millard and wife Mamie May Millard Cause No. 25993-B, and to favor of North Texas Federal Savings and Loan Association and cost of suit.

Given under my hand, this 2nd day of October A. D. 1935. J. B. MILLER, Sheriff, Deaf Smith County, Texas.

By J. M. Murchison, Deputy.

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Oil wouldn't be oil if it weren't slippery. Ordinarily it slips off the job as soon as you stop. After you park half a night—or even half a morning—where's your lubrication? Down in the crankcase. And before it gets back up in the motor, these colder days, your engine wears fully twice as fast as any other time.

This winter skip all that double-quick destruction. Change to Conoco Germ Processed Oil, known to bond itself direct to every engine part. It forms what millions know as "the Hidden Quart that never drains away." For Germ Processed Oil actually becomes a part of all surfaces that used to scrape, drag, rub and clatter.

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CONOCO GERM PROCESSED MOTOR OIL

There's Always Another Year

MARTHA OSTENSO

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(Continued from Last Week)

Roddy got up and put his arm about her. "It isn't stubbornness, dear," he said, quietly. "Lord, can't you tell when a man is dog-tired?"

"You're not too tired to go, if you really wanted to," she persisted. "It's just you don't like the people who are going to be there."

"Well—they're not my idea of a steady diet, exactly," he admitted. She drew her lips tight as she returned his look. "You are very funny sometimes," she said coldly. "I simply can't understand you."

"Don't try, kid," he said, and patted her on the shoulder. "Go ahead and have a good time, I'll

put in a couple of hours checking up on the new corn."

"You're not too tired for that," she retorted.

"But that has to be done," he told her. "There's Harry now."

There was the sound of a car coming to a stop before the door. Corinne turned away immediately and was gone. Roddy went to the window and watched until the car was out of sight.

Silver gathered her tweed jacket about her and seated herself beside a clump of Juneberry bushes on the hill. It was quite late but she had been unable to go to bed on such a night as this.

There was a sound of some one moving out of the brush to the left. Silver glanced up and saw Roddy standing a few feet away, looking down at her.

"Why, Roddy!" she exclaimed. "I thought you and Corinne had gone to the party."

For a moment he hesitated. "Corinne went," he told her. "The Richters came for her." He sat down near by. "I took a night off and spent it bringing some of my records up to date."

"I wish," said Silver wistfully, "that I had studied plant pathology and those things instead of languages. Every time I go into your laboratory I feel so darned inferior."

He laughed indulgently. "Well, you're certainly young enough to learn," he remarked, "if

you're still bent on being a farmer. And it's beginning to look as though you are." He got his pipe from his overall pocket, packed and lighted it. "Except that you ought to be in bed at this hour. You worked pretty hard today, Phronie told me."

"This is lots better than sleeping," Silver said, and waved her hand toward the clouds of mist that were drifting low under the waning moon.

"And not such a waste of time," he declared. "When I saw you walking up here I was leaving the shop—I thought I'd sneak along and get an eyeful of it for myself."

They sat in silence watching the thin wreaths blending, parting, blending, parting, in the hollows below.

"You were over to see the Healy boys today, weren't you?" Silver asked finally. "I was thinking about him today. Couldn't we give a barn dance or something and collect enough money to pay Doctor Woodward? The Micheners told me the Healys haven't a dollar to spare for anything like this."

"That's an idea, Silver," Roddy exclaimed with enthusiasm. "I've been wondering what we could do to help out. Old Doc Woodward won't be so hard to satisfy. I can probably fix that myself. But the family is up against it, and without the boy's wages, they'll be in a bad way. I'll speak to Corrie about it. I'm sure she'll take to the idea."

"It would be fun," Silver said. And perhaps wretched for herself, she thought with a pang. Except for the Flahtes, a Norwegian family on the south, and the Micheners, frugal but free-spirited Germans up near the lake, she had so far made friends of none of the people in and around Heron River.

Roddy turned and looked at her suddenly. "You know—that's the kind of thing that makes you likeable, Silver."

"What kind of thing?"

"You're always thinking about somebody else. The other day in the field, when you tore off your blouse—"

She was smiling at him. "I shall probably grow up to be a nice old maid—loved for my good deeds."

Roddy laughed and put his arm about her shoulder.

"You're a great kid!" he exclaimed. "After old-lady Folds, and then—this bird Lucas copping up—or should I say flying in—"

"Now, Roddy, please don't start applauding me, or I may cry. Besides—I'll be twenty in November, so I haven't much credit coming to me."

"You will? Well, well! And I suppose Phil Michener thinks you are just about the right age to settle down, eh?"

"Oh, I don't know about that," Silver replied loftily. "I like his sister and I like him. They are real people, Roddy. They more than make up for women like Mrs. Folds."

"And men like Gerald Lucas?"

There was a curious note in Roddy's voice, half gentle, half embarrassed, the banter gone out of it.

Silver clasped her hands together before her. "Yes," she said. "Although Gerald isn't as evil as Mrs. Folds is, Roddy. He is an evil for me, that's all. Or he was, I should say. But you know by this time that I don't run away from—from that sort of thing any more."

Roddy cleared his throat. "You were in love with him, weren't you?" he asked abruptly.

For fully half a minute Silver gazed down upon the wavering shelves of mist.

"I went and stayed at his apartment," she said tonelessly. "For a week or so—while dad was away. Perhaps I was in love with him, I don't know. But now that I am here I know that it wasn't the right kind of love. I must have known that even then, because I wouldn't marry him. Gerald wanted to marry me. He was more decent that I was. He still is, in a way. He fascinated me, but I knew all the time, underneath, that his life could never be mine. That's all there is to it, Roddy."

At first, Roddy continued to turn the bowl of his pipe about in his hands. Then, slowly, his eyes moved toward the girl beside him.

"Does Phronie know this?" he asked quietly.

"No. I have never told anyone but you. I—I didn't even tell dad the whole truth. I don't know why I've told you this," she went on broodingly. "But it seems to me the land has something to do with it. It has been like telling it to the land—starting over again, honestly. It's hard to explain—"

"I've hardly deserved your confidence," Roddy broke in with a short and ironic laugh. "My feelings toward you have been anything but generous, Silver."

"I think I've understood them, though," she replied thoughtfully. "When you've worked a piece of land until you have your roots in it—"

he stopped suddenly, and bent toward her with his hand outstretched. "This is just my clumsy way of apologizing to you for being a fool, Silver."

draw her to her feet. Silver, meeting his eyes, experienced a frightening contraction of her throat. Roddy pressed his lips together and drew a deep breath, as though some profound unease had settled within him.

Together they walked down into the yard and their simple good night was taken coolly into the silence.

Harry Richter and his sister Evelyn, Corinne reflected with a secret fillip of contempt, were still—and perhaps always would be, in spite of their advantages of money and travel—just a pair of noisy and vulgar cubs. But of course their father owned most of the town of Maynard, and the family mansion there was the pride of the district.

Corinne sat in a deep chair in the shadowed corner of the sprawling room and as she gave a side-long glance at the amused profile of Gerald Lucas, who stood beside her in an indolent, provocative attitude, smoking a cigarette, it seemed to her that Harry's friends were a little pathetic, even rustic, Corinne was coolly excited by the realization that never before in her life had she met anyone so polished, so cynically debonaire as

Gerald Lucas. She felt, with merely the least thrill of danger, their mutual understanding.

A rubicund young grain broker from the city came from across

the room, with an enormous silver cocktail shaker in his hands.

"One more little drink on the house—for the prettiest little girl in the party!" he announced.

"Thanks, no," she demurred. "I am much too warm already. I think I'll stroll out for a little air."

(Continued Next Week)



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And all of these things can — and do — help us tremendously at the job of giving you good telephone service at a fair cost.

Yet not one of them could replace the qualities of friendliness and neighborliness which grow out of the fact that the men and women who operate the telephones here belong to and are part of this community.

You can't measure those qualities. You can't set them down on monthly reports. Yet they have a large part in the job of providing telephone service.

SOUTHWESTERN BELL TELEPHONE CO.

IT'S HERE! NEW BIG DODGE!

Beauty Winner of 1936 - See It Today



Money Saving Plus:

- Lower and longer-over-all measurements.
- New distinctive air-style design.
- Patented floating power engine mountings.
- Genuine hydraulic brakes.
- Dodge safety-steel body.
- New and improved "Airglide Ride."
- Balanced driving control.
- 41 per cent to 65 per cent less fatiguing.
- More room, more luxury in interiors.
- Improved automatic choke action.
- Hand brake mounted on frame.
- New rubber insulation between body and frame.
- And many other features that will make you want to own a new 1936 Dodge.

PROTECT THEM IN THE DODGE Safety-Steel Body

Dodge pioneered in building safety-steel bodies. Over the years, Dodge engineers have put these bodies to the most tortuous safety tests that scientific ingenuity could devise. And now the big, new, Money-Saving Dodge gives you a steel body that is even stronger, more rigid than ever before... steel reinforced with an even more sturdy framework of steel pillars, corner posts and side braces — all welded together into a rugged network of steel. You and your family are entitled to the safest body construction you can buy — and you get it in the Dodge safety-steel body—the body that has 21 years of experience in steel body building behind it!

Big MONEY SAVING DODGE NOW ONLY A FEW DOLLARS MORE THAN THE LOWEST-PRICED CARS

Ireland-Beavers Motor Co.
 Dodge-Plymouth Sales and Service Hereford, Texas

FIRST PRESBYTERIAN CHURCH
 Sunday school meets at 9:45 a. m., W. M. Hudson, superintendent. There is a class for every age. Morning worship at 11. The pastor, Rev. John O. Thorns, will preach on "The Family Altar." Christian Endeavor Vesper 6:30. Evening worship at 7:30. "The Dynamics of the Gospel." Church night Tuesday, 7:00.

Westway Items
 (BY WILMA SKYPALA)

Mr. and Mrs. Guy Lawrence and daughter of Walcott, Mr. and Mrs. J. H. Landers and children and John Ross spent Sunday in the R. M. Gunn home.
 Miss Sue Vaughn spent Saturday night in the Leslie Vaughn home at Dean.
 Miss Wilma Skypala was in Amarillo Sunday morning.
 G. W. Wilson and family spent Sunday in the Ellis Wilson home at Herford.
 C. V. Burges and family were dinner guests of Mr. and Mrs. Roy Coker at Summerfield Sunday.
 Mr. and Mrs. V. Skypala spent Friday in Amarillo.
 Sam Williams and family of Littlefield spent the week end in the J. A. Roe home. Miss Ruth Williams is to stay in the home about two weeks.
 Mr. and Mrs. Rudolph Pipper of Schulenburg spent the past week in the V. Skypala home. They left Monday for their home.
 Mildred Roe, who was operated on one day last week was reported to be doing very well.
 V. Skypala and family spent Sunday in the home of his sister, Mrs. Ted Irlbeck.
 John Ross, who has been working his land in Hollene, N. M., returned to the home of Mr. and Mrs. Gunn this week.
 John Weaver spent Sunday with his parents, Mr. and Mrs. W. T. Weaver.
 Mr. and Mrs. T. L. Vaughn spent Sunday in the Leslie Vaughn home at Dean.
 John Ross is spending this week with Guy Lawrence at Walcott.
 Mr. and Mrs. W. L. Oden of Plainview spent last Tuesday and Wednesday in the J. A. Roe home.
 Mrs. Moody Stephens entertained her Sunday school class and a number of friends at a party. Refreshments of cake and apples were served.

Dawn Items

BY MRS. NORMAN MILLER
 Messrs. and Mmes. S. R. and Arch Conklin visited the Clarence Conklin home Tuesday.
 Mr. Skarkey and family of Umbarger called in the Carl Luke home Sunday.
 Raymond Crouch spent Saturday night with his sister, Miss Hazel Crouch.
 Mr. and Mrs. Jess Dodson returned to their home in Amarillo Friday after visiting two weeks with her mother, Mrs. Lizzie Harris.
 Miss Mary Chambers visited Miss Ruth Wolfe at Walcott last week end.
 George Roberson of Hereford called in the Clarence Conklin home Sunday.
 L. A. Smith and family visited H. E. Hershey in Herford Sunday.
 Miss Crouch spent Sunday in Canyon.
 Mr. and Mrs. H. E. Miller called on L. J. Bennett in Herford Sunday.
 Several from Dawn attended singing at Progressive Sunday.
 Mr. and Mrs. A. K. Frye visited in the Veolia home in Canyon Sunday.
 Miss Bennie Harris spent Sunday at home.
 Oscar Sandy and family called on W. R. Snapp in Herford Sunday.
 Mr. and Mrs. C. J. Geiger and Arnold were in Amarillo Monday. Chapel was presented Monday morning by Mrs. Legge's room. Several visitors were present to enjoy it, and the school is always glad to have visitors.
 Miss June Conklin, who is staying at the Springer home at Frto, spent Saturday night with her parents here.
 Mrs. Paul Frye and children and Aubrey O'Neal of Amarillo called in the A. T. Frye home Sunday.

Marvin Jones

(Continued from page one)
 and those who want personal power.
Attacks Hoover Policies.
 He jumped quickly into an attack upon those who claim that the administration is threatening the constitution. "The men who wrote the constitution spent 83 days writing 80 lines," he stated, "and it has withstood every attack throughout the years. It is strong enough to withstand the attack of radicals and the defense of men like Hoover." True progress, he said, is mental and spiritual. "If you want to know if a country will endure, look into the hearts and lives of the people of every community. If it were possible to overthrow the government, the people would rebuild it in three days. The fundamentals that made the constitution possible are found in the people's hearts."
 First there was religious liberty and then political liberty, he pointed out, "and now we are on the way to economic liberty." He said that equal rights disappeared when a certain group descended upon the capitol and demanded special privileges. The condition grew until it became almost impossible for a man to make a living. The financial blood was flowing only one way. "In 1932 there was no money in the agricultural section," he said. "Money is a basis for the medium of exchange, and that is all, but these fellows imagined that if they had all the gold they would grab all the power."
 "Hoover didn't know what to do about it, but I think Mellon did," he said. "Mr. Hoover, through Mr. Mills, was anxious to do something, so he turned to the people who were demanding the privileges to help him out. They actually passed a resolution denouncing unemployment. Hoover had a chance to turn against the people who made his nomination possible—our nomination of Al Smith made his election possible—or stay with the little group and pull the wool over the people's eyes. He stayed with the little group and thereby sealed his political doom."
To Hold Balance Equal.
 At that time there came a man whose face was in the right direction. There was just one thing fundamentally wrong with the American government, and that was the fact that the masses who live on the farms and ranches did not get an even break. Thirty per cent of the people are employed in farming and ranching, and they had to convince the others that the balance must be retained, or something will happen to them. The government must insofar as possible hold the balance equal and give every man an equal chance.
 The congressman attacked the tariff and at the same time defied the AAA. He said that he does not believe in giving any man anything. The government is not giving anything away, it is trying to make a restitution to the people that which is theirs and has been taken away from them. "We will reduce the processing tax just as much as you reduce the tariff," he said he promised the group who attacked the tax. "We want to do away with the processing tax when prices are 20 per cent above parity and to reduce the tariff when it gets 20 per cent above parity." He pointed out that farming is the biggest single business in America, but if there had been no legislation for any other group, there would have been no need for farm legislation and the farmer would not have asked it. "But for 50 years the tariff, etc., have helped to drain the farmer," he stated. "For the purpose of correcting this, the farm program was fashioned in the principles of equality."
 He said the AAA was the first real farm bill ever passed in America, and it was passed within three months after Roosevelt went into office. "It is not perfect," he admitted, but it is something to start with, to improve and eventually to make perfect. "When they offer us something better, we'll meet them half way," he stated, "but until they offer something better we're going to keep the AAA as long as they keep the tariff."

Easter Items

BY LOUISE FRYE
 There was an attendance of 46 at Sunday school. Rev. Armstrong will fill his appointment next Sunday, the last time before District Conference.
 Mr. and Mrs. U. G. Randall, Rev. and Mrs. E. C. Armstrong, Mmes. E. M. Allen and Fred Walton attended the stewards meeting at the Methodist church in Herford last Thursday.
 Misses McClure and Ramey were dinner guests of Mr. and Mrs. Geo. Chambliss Sunday.
 Mr. and Mrs. Chris Wegner had as guests Sunday Annie Mae Smith and Ben Medley.
 Mr. and Mrs. D. S. Bruton who have been visiting their son at Altaque, N. M., will return home Thursday of this week.

Mrs. Carl Frye visited with her brother, W. R. Woodburn, in Dimmitt Tuesday.
 The EHD club met with Mrs. Jim Wright last Friday. Club members present were Mmes. I. G. Randall, M. Stemmmons, Troy Maxwell, Fred Walton and Jim Wright.

James and Leota Reeves and Miss Ford of Herford visited last Sunday afternoon with Mr. and Mrs. Irvin Reeves.
 The young people's Sunday school class enjoyed a moonlight picnic Saturday evening in the Bruton

?? Men Will ??
??? Wed! ???

"What do you call the man who waited too long to buy insurance he needed?"
 Ask Ralph Barnett, Manager
Herford Insurance Agency

Aladdin Lamps
 In Table, Floor and Hanging Styles
 An Allowance of **\$1.50**
 On Your Old Kerosene Lamp When You Buy an Aladdin
Streu Hardware

Close Drug Store
 Drugs at Low Prices - Friday - Saturday

- KOTEX** Regular **17c**
- 20c**
- KLEENEX** **13c**
- 75c**
- WARWICK** Gilt Edge **49c**
- Bridge Cards**
- Others** **29c**
- Druggist Special** Bathroom Tissue **10c**
- 3 for** **25c**

Nyal Cod Liver Ext. Tablets



Easy to take—quick to improve appetite and build up resistance against colds—winter ills.

Bottle of 85 tablets . **89c**

Nyad Hot Water Bottle

A comfort for invalids, a friend to cold feet—two quart, guaranteed quality.



79c

Soothing TO SORENESS

Boys' bumps, bruises, aches, pains, strains and sprains would take the fun out of play were it not for this first aid to the injured.



Two Sizes 50c—\$1.00

Nyal Honey and Horehound

An old-fashioned remedy that eases hacking coughs and checks stubborn colds.



Two sizes

25-50c

—WE WANT YOU TO VISIT OUR STORE. You are welcome, whether you purchase or not—Many worth-while bargains on display every day.

Guaranteed Freshness
 Martha Washington
CHOCOLATES

80¢ Pound **\$1**

Shirley Temple

DOLL
 17 Inch—Free
ASK US NOW

OR
 Retail Price **\$4.95**

- \$1.00 Crazy Crystals** .. **89c**
- 75c Bayer Aspirin** .. **59c**
- \$1.00 Cod Liver Oil** .. **89c**
- \$1.25 Creomulsion** .. **\$1.19**
- 50c Chamberlin Lotion** **39c**
- 50c Milk of Magnesia** **39c**
- 35c Vicks Salve** .. **29c**
- 75c Nyseptol** .. **49c**
- 50c Ipana Tooth Paste** **39c**

Ladies

A new complete stock of Popular

Perfumes

In Giro, Carons, Coty's, Houbigant, Roger and Galleti Yardley's
We Have Your Favorite Odor!

1936
PONTIAC
 TWO NEW SIXES · A NEW EIGHT
More beautiful than ever
 and
BUILT TO LAST 100,000 MILES



Dressed in beauty beyond anything known to motoring and backed by a pledge of quality entirely new to the low-price field, the Silver Streaks for '36 go on display next Saturday. Plan now to see them, and set your hopes high. No matter what great things you expect, you will not be disappointed—the 1936 Pontiac Sixes and Eight present all that's best of all that's new, because that's what it takes to build a car to last 100,000 miles! You'll see new body lines—even smarter and more modern—to keep you in style through all the years you drive. You'll find great new safety, comfort and performance advancements to make each mile more pleasant than ever before. And, best of all, you'll learn the astonishing story of Pontiac's 100,000 mile dependability! So keep an open mind until you see the Silver Streaks for '36—and remember, Saturday's the day! PONTIAC MOTOR COMPANY, PONTIAC, MICHIGAN

ON DISPLAY NEXT SATURDAY

A GENERAL MOTORS VALUE

DEALER ADVERTISEMENT

Norton Motor Co.
 Your **PONTIAC** Dealer
317 North Main Street Phone **392**

DON'T FORGET OUR 60c PURCHASE PLAN

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager
ADRIAN ODOM Editor
W. C. NIX Foreman

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NOTICE TO PUBLIC

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

ATHLETICS GO NOCTURNAL

Hereford, like so many other towns, is facing a development that it might just as well decide to meet in order to keep up with the changing times. This is athletics gone nocturnal. In recent years the playing of football and baseball and other minor games under more powerful floodlights has become not a craze but an accepted institution, even in the smaller town.

Many other cities and towns in the Panhandle have installed lights. Hereford has not. We have heard this remark many times in the past few weeks: "Why is it that Friona can afford lights but Hereford cannot?" Perhaps that is not the right attitude—wanting something merely because a nearby town has it—but it expresses an attitude that everyone is likely to adopt, whether they live in Hereford, nearby communities or in the towns that our athletic clubs meet.

The fact stands that in order to hold our own next year, Hereford has got to have lights. Other towns, using lights for football naturally want to play under the arcs, and they want to arrange their games so that the full benefit of the lights may be obtained during the early season. Unless we meet this changing tide, we are likely to find ourselves out in the cold insofar as good non-conference home football games are concerned. The conference opponents will continue to come here because they have to, but not through choice. Although the Texas Interscholastic League says the games must be played in the daytime, if one club so desires, it certainly and surely is approaching the time when the official ruling will favor night games, and day games will be played only by agreement. If Hereford is without lights at that time, the Whitefaces are going to be at a distinct disadvantage.

It is not right to throw all the burden on the athletic council, which already is about taxed to the limit to keep up a progressive athletic program. The playing of night games is found to be an advantage to gate receipts, but they do not make a great enough difference to pay for the equipment for night play and cover the added expense. Providing lights, therefore, should not be considered a money-making proposition. It is something the entire community must enter into in order to keep abreast of the times, to provide more adequate facilities for the promotion of athletic activities, both in the school and in the community, and to add to the attractiveness of sports.

Some plan must be devised whereby this project may be put through. The athletic council should assist, but it is just as much a responsibility of the chamber of commerce, the City of Hereford and civic and social clubs. However, it is arranged, the lights should be secured by next spring, so that they may be used during the summer and next fall. To delay another year will be merely to avoid the issue, for the matter cannot be satisfactorily or adequately disposed of until the equipment is secured. By waiting we only delay the benefits that may be derived.

Find Houston's Report On San Jacinto Battle

A document of great historical interest, the only known existing manuscript version of the report of the battle of San Jacinto signed and inscribed by General Sam Houston, was found recently by research workers in the Dallas News offices.

Unusual interest is attached to the discovery of the 99 year old document found as the state is entering the Centennial year of her independence.

Scholars and other experts on Texas history long ago gave up as lost the original manuscript report by General Houston of the battle which freed Texas from Mexico. This original has been missing three-quarters of a century. The yellowed and faded document checks word for word with the authenticated, printed order of Houston's report made to David G. Burnett, an interim president of Texas. It is dated at San Jacinto, April 25, 1836.

1,600-Acre "Classroom" Used
One classroom at Montana university, Missoula, Mont., covers 1,600 acres. It's the forestry school's laboratory in Patte canyon—a stand of virgin yellow pine, five times the size of the campus.

For Want of a Word, a Sale is Lost

Do not let false economy lose prospects for you when you write a Classified Ad. Describe the merchandise or service you are offering in full detail. Make it terse and business-like, but do not omit anything that is likely to interest some reader. This is, therefore, our first suggestion in making your Want Ad bring the desired results.

GIVE ALL THE DESIRED INFORMATION—SO THAT YOUR WANT AD WILL INTEREST THE GREATEST NUMBER OF READERS!

The Hereford Brand

PHONE 30

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, October 21, 1904.)

The Ladies' Home Missionary Society conducted services at the Methodist church Sunday morning and night.

First killing frost of the season was noted on the morning of October 18.

The U. S. Weather Bureau had agreed to establish a sub-station in Hereford.

J. T. Gilbreath, over Cleo way, had grown a cabbage head, which after being closely trimmed, measured 44 inches in circumference, and weighed 18 pounds.

E. B. Black stated in an advertisement that he wanted 400 to 500 head of cattle to pasture.

M. O. Meeks of Texico was a Hereford visitor.

Born—To Mr. and Mrs. G.

F. LeGrand on the 15th, a 13-pound boy.

Orders had been placed with the Pecos Valley road for 147 stock cars with which to move cattle from this immediate vicinity.

Members of the local Baptist church had held a reunion the previous Sunday.

(From The Hereford Brand, October 23, 1914.)

From Europe came reports of fierce fighting with but little progress by either side.

Virginia's adoption of state-wide prohibition brought the total of states favoring this amendment to 10.

Hereford and Clovis had engaged in a football game, the resulting score being: Hereford, 62; Clovis, 0.

Rainfall amounting to 1.70 inches had encouraged farming

operations in this region.

"He's a mean man."
"How so?"
"When his little daughter begs for an ice cream cone, he asks her if she wouldn't rather have a wrist watch when she's nineteen."

George Barber had been here visiting his brother, Ray.

The youngest business man in Hereford was Paul Wright Barnett, who was agent for the leading newspapers and magazines. He was just three years old.

From press reports, it seemed that Texas as a whole and the Brand in particular opposed increasing the salaries of state representatives and senators.

Boys and girls at Dimmitt were rejoicing. School had been dismissed because of scarlet fever.

By Their Words AND OURS

"The auditors have just completed the final audit of the Tri-State Fair. Their figures reveal by far the most successful fair in the history of this regional exposition, not only from a point of unusual exhibits but every department, the interest manifested by the visitors, and its most satisfactory financial success, but the attendance was the largest in history," says Wilbur C. Hawk, president, in a letter to Mrs. Seth B. Holman, publisher of the Brand. "I am without words to express the sincere appreciation of myself and corps of assistants for the cooperation and assistance your citizens gave to the fair this and last years. Will you, in some appropriate way, deliver out message of appreciation to every individual in your community, and if you or they find where we may lend you a helping hand, will you do us the honor of so commanding us."

Science Yet To Conquer Colds

"The open season for the so-called common cold has again arrived. Victims of this general complaint will constantly increase during the winter months, large numbers of persons will become temporarily incapacitated, many will become dangerously ill, and yet others will succumb to complications," stated Dr. John W. Brown, state health officer.

In spite of the wonderful strides in disease prevention made in the last few decades, the problem of the common cold yet remains to be solved. If the situation lent itself to mass control, there possibly would be no problem. Unfortunately, however, the matter cannot be handled in that way. The solution, in view of present-day limitations, rests somewhat upon the intelligent cooperation of the individual. So far this has proved to be an insurmountable barrier. The trouble arises because the victim fails to appreciate the possibility of "only a cold." In fact, with the day's work to be done, it is difficult to be self-persuaded that one should remain at home, and possibly in bed, if overtaken by such an infection. Feeling quite able to move around, it is hard to realize that rest and care represent the best treatment not only for the cold

itself but as a preventive of more dangerous supplemental conditions. The average person argues that home and bed are all right when one is too sick to be any place else. However, the scientific facts prove that most of the calamities now charged to the common cold could be avoided if one would at least stay at home when this infection appears and remain there until it is cured. In fact, on a business basis, it is the economical and wise thing to do. For "only a cold" may develop into a very real illness; therefore, every precaution should be taken to minimize the spread of this infection.

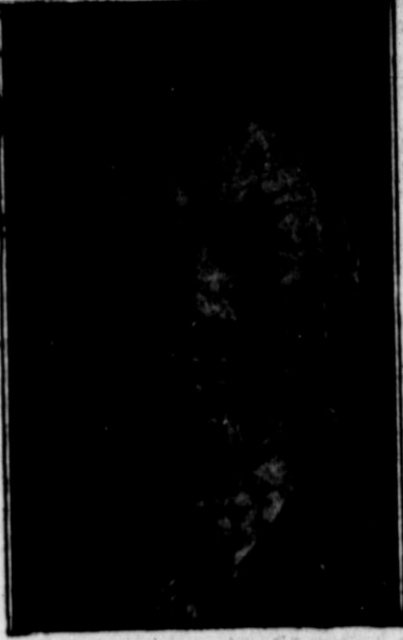
Miss Mary Posey, student in Wayland, Plainview, spent the week-end here with her parents, Mr. and Mrs. E. B. Posey.

Bad Flavor and Odors In Cream

Objectionable flavors and odors found in cream, and subsequently reappears in butter made from this cream, may be grouped as follows: feed and weed flavors coming from such materials consumed by the cow, flavors absorbed from surroundings, flavors due to contamination with foreign materials, and those due to bacterial contamination and fermentation. Feed and weed flavors—Feed flavors affect the flavor of milk to a great extent, but as a rule

First Baptist Church

The revival meeting is now in progress, at the First Baptist church. Pastor B. N. Shepherd is doing the preaching, and Geo. Wilson, Indian singer, is leading the song service in a splendid way. The entire citizenship of Hereford and the community at large



George Wilson, Song Leader.

is cordially invited to attend each service. We truly need the help of all Christian people in order to be most successful in the revival. Services are held at 10 a. m. and 7:30 p. m.

REPORTER.

They are not distinctly objectionable. These flavors can usually be overcome or lessened to a great extent by cutting down on the amount of feed, feeding immediately after milking and, in some instances cutting down the time the cows are on pasture. Weeds are the source of the most objectionable flavors in this group and affect the market value of cream to a great extent, the most familiar being wild onions, garlic and bitterweed.

The best method is to rid the pasture of these weeds by mowing. If this practice is followed, pastures will be greatly improved.

as well as the quality of cream produced.

Flavors absorbed from surroundings are not common in cream but when they do occur are very objectionable. Cream will absorb flavors from machine oil, gasoline, coal oil and various vegetables when kept in close contact with them. Bad odors may be absorbed by milk from dirty stables and cows, and they are as a rule stronger in the cream separated from such milk. These flavors may be overcome by producing milk in a clean place and storing the cream in a place where it will not absorb odors.

Flavors due to contamination of cream with foreign substances are due almost entirely to carelessness in handling the cream and utensils in which it is stored. Coal oil, gasoline and metallic flavors are the most common of this group, the first two are due to spilling these materials into the cream or using the can to hold such products. Metallic flavor may be due to rusty cream cans.

To prevent these flavors, be sure your can is used for cream only and that it is free from rust. Flavors due to bacterial contamination most commonly are cheesy-stale, yeasty, metallic, bitter and high acid. They are usually the result of careless production methods, dirty utensils, cream held at too high temperature and not delivered often enough. These flavors can be overcome by producing clean milk, keeping utensils, including the separator, clean, cooling milk properly, not mixing warm and cold cream together, and delivering cream at least each three days in warm weather.

Band Director Ralph Smith attended a meeting of the North Texas Band and Orchestra Directors Association Sunday afternoon in Amarillo. The music to be used in the spring Music Festival was chosen at this time. Mr. Smith is a former president of the association. He was accompanied by Amarillo by Mrs. Smith and Mrs. Tom Carroll.

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

Modern Convenience Make Happy Homes

The most important of all commodities that go to make a convenient home is a plentiful and uninterrupted supply of hot water. Therefore, why not have a water heater that automatically will do this for you. The automatic gas storage water heater requires no labor or bother on your part.

West Texas Gas Co.

"GOOD GAS WITH DEPENDABLE SERVICE"

PICK 4 OF YOUR FAVORITE MAGAZINES

AND THIS NEWSPAPER • 1 FULL YEAR

You Save Money on this Amazing Combination Offer • 4 Leading Magazines and Your Favorite Newspaper

Pick 1 Magazine

\$2.00

Pick 3 Magazines

GROUP 1 SELECT ONE MAGAZINE

- Better Homes & Gardens... 1 Yr.
- Dollmaker... 1 Yr.
- McCall's Magazine... 1 Yr.
- Pathfinder (Weekly)... 1 Yr.
- Pictorial Review... 1 Yr.
- Open Road (Soyl)... 2 Yrs.
- Parents' Magazine... 6 Mos.
- Sports Afield... 1 Yr.
- Silver Screen... 1 Yr.
- Woman's World... 2 Yrs.
- Household Magazine... 2 Yrs.
- Needlecraft... 2 Yrs.
- Cleveland Review... 2 Yrs.
- Home Circle... 2 Yrs.

Check 1 magazine thus (X)

GROUP 2 SELECT THREE MAGAZINES

- Progressive Farmer... 3 Yrs.
- Southern Agriculture... 1 Yr.
- The Country Home... 1 Yr.
- Gloveleaf Review... 1 Yr.
- American Poultry Journal... 1 Yr.
- The Farm Journal... 1 Yr.
- Copper's Farmer... 1 Yr.
- Gentlewoman Magazine... 1 Yr.
- Good Stories... 1 Yr.
- Home Circle... 1 Yr.
- Household Magazine... 1 Yr.
- Illustrated Mechanics... 1 Yr.
- Mother's Home Life... 1 Yr.
- Needlecraft... 1 Yr.
- Successful Farming... 1 Yr.
- Everybody's Poultry Mag... 1 Yr.
- Woman's World... 1 Yr.
- American Fruit Grower... 1 Yr.

Check 3 magazines thus (X)

We Guarantee This Offer!

Our arrangement with the publishers' own representative enables us to make you this remarkable offer. It is strictly guaranteed, and all subscriptions will be entered promptly. If you are at present a subscriber to any of the magazines, your time will be extended.

USE THIS HANDY ORDER BLANK TODAY!

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

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

Name.....
Street or P.O.
Town and State.....

QUOTATIONS ON MAGAZINES NOT LISTED SENT ON REQUEST

For Subscriptions Outside Deaf Smith and Adjoining Counties, Add 50 Cents Extra

Want Ads

For Sale or Trade

FOR SALE: Sewing machine. 306 Miles Ave. Mrs. C. O. Bee. 1p

FOR TRADE: Spuds for tow sacks. Joe Ballinger. 2 1/2 miles north on 25-Mile Avenue. 1p

WILL TRADE: Clear farm, Lynn county, for improved wheat farm. Take debt. I. F. Strong, Rt. 2, Dimmitt, Texas. 41-2p

FOR SALE: Stock feed, bundle feed, lease on farm. O. K. Higgins. 41-2c

FOR SALE: Columbine plants, in beautiful dark colors. Mrs. J. B. Phillips. 41-1f

FOR SALE OR TRADE: A quarter section of well improved land; lays perfect for irrigation; trade for cattle, yearlings or anything of value. Corners Westway four-teacher school, 7 1/2 miles west of Hereford. D. R. Grimes. 41-2c

FOR SALE OR TRADE: Acre and house in Hereford. Write J. Andrew West, Owner, Prescott, Arizona. 39-4c

FOR SALE: One red boar hog. See Rem. Witherspoon. 1c

For Rent

FOR RENT—One nice two-room apartment, with large pantry. See Mrs. J. H. Harris. 1p

FOR RENT: Three room furnished apartment, bath, garage, modern conveniences. 711 Miles Avenue, Mrs. Edgar Johnson. 1c

FOR RENT: Modern bedrooms. Mrs. A. M. Jones, 504 East 5th Street, Hereford, Texas. 35fc

Wanted

WANTED: Let me put your well and windmill in shape for the winter before cold weather sets in. J. E. Turner. 40-2p

WANTED: Bids to gather and stack in lot about 100 acres light kafir and some maize on section adjoining Dawn. W. D. Twichell, Box 776 San Angelo, Tex. 40-2p

WANTED: We have power take-off binder to do work for hire or share. We board and room ourselves. See Joe Evans. 40-2p

WANTED: Will pay cash for section of good farm land in the vicinity of Hereford. Must be a bargain. Address E. C. Reinauer, 25 West 9th, Oklahoma City, Okla. 39-4c

November 2 is marked to be a "red-letter" day for students and ex-students of West Texas State Teachers College. The annual home-coming festivities will be observed on this date. An address by Hugh S. Johnson, former NRA chief, is scheduled to be the high point of interest in the forenoon program.—Canyon News.

Robert county should have about three times as many farmers as we have at present. The county has plenty of land for that many and we need them. There are too many men in the county trying to farm four times as much land as they can handle. They could make more money out of less land and give room for more people to make something. Our irrigation project in Red Deer Valley will add greatly to our population but there are thousands of acres of dry farming land that would bring many more people if it could be put on the market at reasonable prices.—Miami Chief.

We have been listening to promises on the Jericho Gap paying until patience has ceased to be a virtue. There should be some of road. It is admitted that there is no more important highway than 66, and there is no stretch of road anywhere that needs paying more.—McLean News.

Old Tack's coming to Collingsworth county it attracting more comment than is the visit of Congressman Marvin Jones. This may sound odd, for Marvin Jones is not only the chairman of the congressional committee that is the most important to the welfare of the farmer, but he is also one of the right hand men of the president. I think it is mainly curiosity that is causing them to talk about Old Tack. Marvin Jones has been here so much in the past ten years that he is a familiar figure, but this is Old Tack's first visit to this county.—Deskins Wells in Wellington Leader.

Congressman Fred Crawford, who visited here this week, resembles Clint Small while wearing a hat and Marvin Jones with it off. There must be something in looks.—Pampa News.

SOCIETY

MRS. B. F. GUTHRIE, Society Editor Phone 374-J

EDGAR PICKETT TO APPEAR ON PAMPA PROGRAM

Edgar Pickett, pianist, will represent the Hereford Civic Chorus on the Fine Arts program at the Pampa Music Federation convention Friday evening. He will play "Prelude in A Minor" by Debussy. On the same program an ensemble group from the Music Study Club will sing "Gloria" from the Twelfth Mass by Mozart, Mrs. G. A. F. Parker accompanying and Miss Swisher conducting. The group personnel includes Mmes. Fox, Conaway, Beyer, Rosson, Dillehay, Roberson, Jones, Schroeter, McCracken, A. O. and A. C. Thompson and Dyar. Miss Swisher will appear as vocal soloist on the Board Dinner program Thursday evening.

Board members are leaving today for Pampa. Others will go Friday and still others Saturday. A number of those interested only in hearing the program are expected to attend some of the sessions.

MRS. MILLER HOSTESS TO JUNIOR PIONEER CLUB

One of the best of the Junior Pioneer Club's recent meetings was enjoyed Tuesday evening in the home of Ruth Miller, with Lois Moore assisting hostess. The crisp autumn weather gave special appeal to the coziness of an indoor evening under softly shaded lights, the rooms lovely with garden flowers, and filled with congenial faces.

Under the guidance of Jean Streu the program became an inspirational thing as she emphasized the life value of the study being presented. In "The Value of Literature," by Mrs. Jimmie Wilson, literature was revealed as a beautiful path toward higher ideals of living and a deeper appreciation of life's meaning and beauty. Genevieve Eberle gave "Literary Discipline," pointing out the discipline, mental, moral and spiritual that a study and knowledge of literature brings and that such discipline is essential to creative literature. The fascinating realm of the mental part of being as it is revealed through literature was studied in an excellent number, "Psychology and Literature," given by Marguerite Newell.

Sandwiches, pumpkin pie and coffee was the refreshment course. The next meeting will be held November 5 with Katherine Kester. Attending Tuesday's meeting were Nell Culpepper, Jimmie Wilson, Lueta Borden, Genevieve Eberle, Ruth Marie Mouttz, Katherine Kester, Marie Cogdell, Betty Ruth Miller, Virginia Lillard, Ardelle Morgan, Marguerite Newell, Ressie Patterson, Margaret Schroeter, Jean Streu, Lois Moore, Ruth Miller.

Mrs. Josie Powell of Amarillo is the house guest of Mr. and Mrs. C. H. Dillehay.



BRUNK'S COMEDIANS

Fred G. Brunk's Comedians will close their one-week stand here Saturday night. They present "Sainted Hypocrites and Honest Sinners" tonight. "The Sweetest Girl in Dixie" tomorrow night, "Puddinhead Jones" Saturday afternoon, and "Petticoat Lane" Saturday night.

In the accompanying picture is Bonnie Brunk, character player, as she appears in everyday life. She has an outstanding role in each of the plays.

VAUGHN-ANTHONY MARRIAGE IS ANNOUNCED

Friends here have received the announcement of the marriage on Saturday, October 5, of Miss Ruby Vaughn of Hereford to Mr. John T. Anthony of Hobbs, New Mexico. The marriage was solemnized at Snyder, Texas, the service being read by Rev. McPears, minister of the Christian church, at the parsonage in Snyder.

The bride was visiting in Hobbs at the time of her marriage. She is a daughter of Mr. and Mrs. W. A. Vaughn, long-time residents of Hereford. She is a graduate of Hereford high school, of a business school in Amarillo, and of Randolph Junior College at Cisco. The groom was formerly employed here as a mechanic and now holds a similar position with the Job-Rollin Chevrolet Company of Hobbs. He is a son of Mr. and Mrs. John Anthony, former residents here.

The couple will reside at Hobbs.

MISS MABEL JEAN CAMPBELL LEAVES HEREFORD

At a recent meeting of the school board, the resignation of Miss Mabel Jean Campbell, teacher of English in the high school, was accepted and the vacancy filled by the election of Miss Virginia Vaughn of Amarillo.

Miss Campbell, who has been in the Hereford schools the past six years, goes to Childress. Miss Vaughn holds a degree from the Teachers College at Canyon. She is also a graduate of Amarillo high school and Junior College. She has had teaching experience and comes well recommended.

PRESBYTERIANS HAVE CHURCH NIGHT MEETING

Church Night was observed at the Presbyterian church Tuesday evening with a covered dish luncheon followed by a 30-minute study period. The text used is "Lupita," a story of Mexican youth, who, bewildered by the difficulties of life adjustment, find in the Christian religion the answer to their problems.

The study is being conducted by the pastor, Rev. John C. Thorns.

DISCUSSION GROUP CHANGES MEETING DATE

Announcement is made by the Discussion Group of a change in the date of meeting from Tuesday to Friday evening. The hour will still be 7:30.

Tuesday's meeting was intensely interesting. Mr. Thompson being able to present his theme on the level of those who have given it far less study than he. His evident careful research gave authority to his discussion which was enjoyable and helpful. Dr. G. W. Heard will have charge of next week's study, continuing upon the basis aid by Mr. Thompson. His theme will be "Science of Mind," his presentation to be followed by a general discussion.

A keen interest is being manifested in the meetings and the attendance is growing.

LOCAL COUPLE LEAVE FOR EXTENDED TRIP

Mr. and Mrs. Carl Mouttz will leave Friday for an extended visit with relatives. They will go first to Butler, Indiana, making a brief visit there with Mr. Mouttz's father, C. Mouttz. They will then go to Detroit where they will visit his brother, later returning to Butler for a longer stay.

On their return they will visit in the home of Mr. and Mrs. H. F. Lambert at La Junta, Colorado. Mr. Lambert is a brother of Mrs. Mouttz.

BURLESON-ELLISTON WEDDING ON AUGUST 25 IS ANNOUNCED

Announcement has been made of the marriage on Sunday, August 25, of Miss Estelle Burleson of Hereford and Mr. Joe B. Elliston of Long Beach, California.

The bride made the journey to Long Beach just prior to her marriage. Upon her arrival, the bridal party, made up of the bride and groom, Mrs. Pat Elliston and Mrs. Venire of Los Angeles, motored to Tia Juana, Mexico, where at the Granada Club the nuptial rites were performed. An added touch of romance came with the ceremony which was spoken in Spanish, requiring the services of an interpreter. The bride was lovely in a handsome white tailored to Tia Juana, Mexico, where immediately following the ceremony the couple left for San Diego where they spent several days visiting the exposition. On their return to Long Beach they were honor guests of a dinner party given by Mrs. Harry Rush, a sister of Mrs. Pat Elliston. They will reside in Long Beach.

The bride is a daughter of Mr. and Mrs. Frank Burleson, and the groom a son of Mr. and Mrs. A. H. Elliston.

SEVEN FEATURES ARE GIVEN BY OLDSMOBILE

The new Oldsmobile is to be on display here this week end, as the parade of 1936 automobiles gets under way. Oldsmobile will display distinctive models in both sixes and eights.

The new Oldsmobile offers seven outstanding changes: Solid steel "turret-top" body, knee-action wheels, ride stabilizer, super-hydraulic brakes, center-control steering, synchro-mesh, all-silent shifting, and no draft ventilation.

DINNER BRIDGE CLUB HAS ENJOYABLE MEETING

The Dinner Bridge club was entertained Tuesday evening in the home of Mr. and Mrs. S. P. Rosson where the spirit of hospitality characteristic of this group was evidenced in a warm welcome and in the cheery atmosphere created by the use of garden flowers throughout the rooms. Congenial friends, a lovely dinner, and the club's favorite diversion of bridge completed a most enjoyable evening.

High score prizes were won by Mrs. C. A. Skelton and Jack Wayland. The guest list included Messrs. and Mmes. C. C. Acker, Homer Fox, C. A. Skelton, Miss Eloise Pitman, Mrs. Seth B. Holman and Doug. Fox, members, Mrs. Rolla Townsend of Amarillo; Messrs. and Mmes. Jack Wayland and Alton Fraser and Adrian Odum.

FIVE CELEBRATE BIRTHDAYS AT ONCE

The happy coincidence of five birthdays of relatives and friends falling within the same week occasioned an enjoyable joint celebration Sunday, the home of Mr. and Mrs. Edgar Sowell being the scene of the pleasant hospitality.

The feature of the event was the noonday dinner, a veritable feast most attractively arranged and served. Honor guests were Mrs. Julia Sowell, J. B. Sowell, Jr., Jeannine Singletary, Sharon Dee Moore and G. M. Suggs. Other guests were Messrs. and Mmes. Charles Hodges, Hughes, Millard, Mrs. G. M. Suggs and the following children of Mrs. Sowell: Burren, Barrett and Charles Sowell, Roy Moore and Pearl Singletary, all of these with their families, and Morris Sowell.

HIGH SCHOOL GLEE CLUB WILL SING AT CONVENTION

The Hereford High School Glee Club, numbering about 35 or 40 high school girls, will go to Pampa Saturday of this week where it will participate in the Junior Day program of the Seventh District Federation of Music Clubs convention. Miss Mary Virginia Eberle, president of the club, will give a report of the accomplishments and plans of the organization. The club will sing in the massed chorus, the numbers being "Springtime," by Rubinstein, and "Where'er You Walk," by Handel. For the Fine Arts program the chosen number is Moore's "Lullaby Moon."

Miss Thelma McMinn, director of the club, is district chairman of bands and orchestras and will give an address on the convention program.

CIVIC CHORUS REHEARSAL MONDAY EVENING

The first regular rehearsal of the Hereford Civic Chorus will be held at the Methodist church Monday evening, October 21, at 7:30 o'clock. The presence of all former members is urged as well as that of new members who, it is hoped, will come into the organization at this time.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE, CHEAP

MRS. J. M. POSEY HOSTESS TO LONE STAR STUDY CLUB

Mrs. J. M. Posey was hostess to the Lone Star Study Club Monday afternoon, October 7. Fall flowers effectively used in the rooms where the guests were seated added a harmonious note to the afternoon program whose general study theme was drawn from Texas history.

Under the theme, "The Importance of Sam Houston, the Tennessean," Mrs. A. R. Posey brought before the club an interesting biography of General Houston, bringing out many less-known facts of his life which materially strengthened her discussion. "The Average American Who Came as a Pioneer to Texas" was the subject of an excellent paper by Mrs. George LeGrand. Mrs. LeGrand pointed out that it is upon the high moral character of this "average" pioneer that the intellectual and economic progress of Texas has been based. A refreshment course of cake and coffee was served to 15 members.

MESSANGER CLUB STARTS NEW YEAR'S WORK

In an enjoyable all-day meeting at the home of Mrs. Rosa Terry Thursday, the Messenger Club inaugurated the activities of the new club year.

At noon a delicious covered dish luncheon was spread, each club member having contributed a dish. The afternoon diversion was quilting, the club demonstrating the truth of the adage that many hands make quick work by completing a quilt for the hostess.

The next regular meeting will be held at the home of Mrs. H. L. Sharp at which time a Thanksgiving program will be presented under the leadership of Mrs. Sharp. A cordial invitation is extended to all women of the community to be present and to help the club in furthering an interesting program of activities throughout the year.

DOROTHY CONKWRIGHT HOSTESS TO JUNIOR BAY VIEW CLUB

The attractive country home of Dorothy Conkwright was the scene of Thursday's meeting of the Junior Bay View Club, the meeting being characterized by good attendance and a program of real interest.

The evening's study was devoted to Carolyn Miller's novel, "Lamb In His Bosom." As leader, Edna Daughte gave pertinent facts of the author's life revealing the writer's intimate knowledge of these pioneer people whose bleak lives she so forcefully portrays. The book itself was graphically pictured by Margaret Witherspoon. Its appealing story and its grim philosophy of life were brought before the club in a way that made beautiful the sordid, difficult road of those to whom civilization today is so deeply indebted.

Following the program an informal hour in which refreshments were served was enjoyed.

D. P. VAUGHN CELEBRATES HIS 78th BIRTHDAY

D. P. Vaughn celebrated his 78th birthday Thursday, October 10. It was one of those joyous occasions that come all too seldom in life when families are brought together at the old home to relive the sweet associations of earlier years.

The celebrant had planned for the happy event since early last spring and Thursday his dream came true in the beautiful setting given the occasion by a lovely arbor covered with the riotous purple bloom of ornamental bean vines. The arbor is prominently placed in his back yard garden, a spot noted for its invariable loveliness in summer time, no matter what the season does to prevent.

The table had been specially made for the occasion, its unusual size adding to the decorative effect of vari-colored dahlias arranged down its lovely length of

snowy linen. The menu was complete with everything that goes to make up a bountiful and appetizing dinner, the various dishes only less attractive than the large white birthday cake with its 78 glowing candles. The festivities lasted until late evening and at 6 o'clock a big iron pot in the yard was called into service for a feast of delicious barbecued veal. A merry program of stunts provided the evening's entertainment.

Many lovely gifts were received by the honoree, the nicest of which was perhaps to him the presence of his six children, 21 grand children four great grand children and several close friends.

Enjoying the day with Mr. and Mrs. Vaughn were Messrs. and Mmes. W. A. Charlie, Bob, Tom and Wood Vaughn with their families, Mrs. Herman Mitchell of Snyder; Messrs. and Mmes. Harold Wall, Claude Aaron, Norton, Dick Vaughn, Mrs. Iva Mae Norton, and the children of these homes, all of Amarillo; Miss Sue Vaughn of Westway, Mr. and Mrs. Leslie Vaughn and baby of Dean, and Mrs. Emma McMinn of Dimmitt. Mr. and Mrs. Claude Higgins, Mr. and Mrs. J. J. Buckner and Misses Kathryn and Helen Ray Hamlin and Ineva Hunter.

Attends Mechanics' School.

Ellis Combs, Shop Foreman at the Brumley Chevrolet Company, last week attended a mechanics' school in Amarillo, given on the new 1936 Chevrolet. All shop foremen are required to attend the school and to use the latest tools. He also is to attend an Oldsmobile school in Amarillo next week.

WHO IS THE Strangest Bride IN HEREFORD?

SOLD OUT

After completely selling out our last shipment of one-half size dresses, we have just received another large shipment of glorious

Mme. Renaud and Bloomfield Creations

In one-half and regular sizes at prices that will astound you.

Our Volume of Knit Suits

Is Tremendous! Be one of our many satisfied customers and wear one of these Knit Suits!

All Our Knit Suits Are Guaranteed!

Printzess Coats

Your trademark of the old established made coat in America.

100 Per Cent Guarantee \$2.00 Reduction On All Coats In Stock!

POPULAR STORE

FRIDAY AND SATURDAY SPECIALS

- BLACKBERRIES, Brimfull, No. 10 can 39c
- TOMATOES, Wapco, No. 2 can, 3 for 25c
- QATS, Cup and Saucer or Dinner Plate, pkg 25c
- RAISINS, 4-pound package 29c
- CRACKERS, A-1, 2-pound box 17c
- LETTUCE, large firm heads 5c
- BEETS, home-grown, bunch 6c
- TURNIPS, home-grown, bunch 6c
- CARROTS, home-grown, bunch 5c
- POST TOASTIES, large size package 10c
- SUGAR, 10-pound cloth bag 58c
- SPUDS, home-grown, 10 pounds 12 1/2c
- ORANGES, 288 size, dozen 15c
- PORK and BEANS, White Swan, 4 cans 25c
- PEACHES, White Swan, De Luxe, No. 2 1/2 can 23c
- PEARS, White Swan, No. 2 1/2 can 24c
- APRICOTS, White Swan, No. 2 1/2 can 24c
- PRUNES, White Swan, fresh, No. 2 1/2 can 16c
- APPLES, choice dried, 2 pounds 25c
- WATCHES, Red Fox, 6 boxes for 20c
- VANILLA, 8-ounce bottle 15c
- SALMON, pink, 2 cans 25c
- PRUNES, large dried, 2 pounds 19c
- BROOM, 5-sewed, good value 49c
- RICE, 3 pounds 17c
- COMPOUND, any brand, 8-pound carton 99c
- FRUIT JARS, glass top, quarts, dozen 67c
- JAR RUBBERS, White Swan, 2 boxes 9c
- CLEANSER, Sunbrite, 2 cans 9c
- JELLO, any flavor, 3 packages 19c
- SOAP, Palmolive, 3 bars 13c
- TOMATO JUICE, California, 3 cans 25c

Weir's GROCERY AND MARKET

1936 FORD V-8 To Be Shown Saturday in Our Sales Room in the Carter Bldg.



The Improved streamlining of the front end of the Ford V-8 for 1936 is well illustrated by this camera shot. Note the horn set into the fender apron behind a chromium grille and the way the graceful contour of the fender is carried to the edge of the new radiator grille. A glimpse of the new hood louvres is caught behind the headlamp. The V-8 insignia on the prow of the car is of new design.

Join The Crowds To Inspect the New FORD V-8

- Body lines which strike a new note in conservative streamlining
- A new treatment of interiors Three important refinements in chassis engineering Improved steering for greater ease
- New steel wheels Improved transmission using quiet helical gears in all forward speeds and reverse No radical changes.

Hereford Motor Co.

Whitefaces Overcome Early Lead To Eke Out 14-12 Win Over Yans

It took the Hereford Whitefaces three full quarters to overcome the sudden thrusts of the Amarillo Yannigans last Thursday afternoon at Whiteface Field, but they came out fighting and hung up another thrilling close - margined victory, 14 to 12.

Two breaks of the game and a baffling attack led the way to a pair of Yannigan counters in the first period, but the Whiteface determination never wavered—in fact it grew stronger as the minutes ticked away—and touchdown thrusts in the second and fourth periods paved the way for the second victory gained on goal kicking after touchdowns.

Yannigans Take Lead. Hastings took the kick-off on the Hereford 10 and returned to the 19. On the first, scrimmage play, he fumbled the toss back from center, but recovered on his five-yard line. Booting against the wind, the attempted punt out of danger got only to the 25, and the Yannigans struck quickly. Flung their arms as they shifted into double wing-back formations, hitting the line with spinners and with the wingbacks circling the ends, the visitors baffled the local boys and set them back on their heels. Bengé and Barber did their best to keep the Yans from picking up a first down, both nailing toters for no gains after Mays had picked up nine yards, but on fourth down Mays skirted left end on one of the fake-spinner plays and raced 12 yards to a touchdown, almost before the game

was well under way. Armstrong attempted to plunge for the extra point, but failed to drive through the wall.

Another so-called break favored the Yannigan when Clayton allowed the ball to come to rest on the two-yard stripe on the kick-off before he scooped it up. Referee Cowart called the play at that point. Two five-yard penalties gave the Herd a first down, but Clayton was forced to kick. He got off a nice boot, to mid-field where C. Posey killed the ball.

Again They Strike. Still flashing the tricky stuff and speed of Montgomery and Mays on the wingbacks, the Yannigans drove down to the 30 before Quarterback Craighead kicked. He aimed at the corner, but the ball was several yards inside when it struck the ground a yard in front of the goal. It took a right angle bounce and went out of bounds on the one. Again Clayton found it hard to kick against the wind and the ball went out on the Hereford 23. On the first play after the boot Mays skirted left end and outran the Whiteface secondary that had pulled in, reaching pay dirt without being touched. Craighead's attempt to kick goal didn't get over the line of scrimmage.

Taking the kick-off on the 20, Clayton returned to the 30, and the Whitefaces got under way for the first time just before the period ended and trailing 12 to 0. Returning the Yannigans' own tactics, Daniel broke off left end for a 31-yard run before Craighead brought him down from behind.

Clayton shot a 20-yard pass to Bengé to reach the 16, and the fullback plunged for five yards before the period ended.

Whitefaces Score. The drive almost stopped when Daniel and Clayton missed a first down, but Daniel was determined on the fourth play and dragged to three tacklers along with him to the six for a first down. Clayton plunged to the one and then over the goal line. He also converted to give the Whitefaces an edge provided they could score again. After that the Hereford forwards figured the tricks of the "Full-men. The ends started cutting the plays in and the linemen and line backers nailed the carriers. The Whitefaces, every man on the field, played "the hardest football

The Lineups.

Hereford	Pos.	Yannigans
C. Posey	le	Gray
Hagar	rt	Weatherly
Barber	lg	Overhuls
Hicks	cg	E. Moore
Dean	rg	Wallace
Willett	rt	Toombs
Jowell	re	Miller
Clayton	q	Craighead
Daniel	rb	Montgomery
Hastings	rb	Mays
Bengé	rt	Armstrong

Substitutes: Hereford, Boardman, Patton, Moore; Yannigans, Marlett, O. Moore, Maxwell, Robinson. Officials: Cowart, WTSCTC, referee; Sindh, Ohio State, umpire; Russell, Texas A. & M., headlinesman.

they have exhibited this season, starting with the Whitefaces' first touchdown drive. The Yannigans got nowhere through the line and their desperate aerial attempts failed. In other words, they were through insofar as scoring was concerned, but through most of two quarters it appeared the Whitefaces also had finished their point gathering.

In the second period following the touchdown, the Whitefaces drove inside the Yannigan 30, featuring on the drive a double lateral that, on a fumble, went back to the first man who handled the ball and gained 16 yards. Clayton took the ball to the line and lateraled to Hastings, who picked up several yards before tossing back to Daniel. The ball was low and Daniel knocked it forward with his leg, in position for Clayton to recover for the long gain.

Desperate Tackles. The Whitefaces tried some desperate tactics. On a fourth down Clayton faked a kick and handed the ball to Daniel, but he failed to gain and lost possession on the Yan 33. A few minutes later, in possession, in mid-field, Daniel plunged for a first down on the last chance after Hastings had missed by inches on a short toss from Clayton. On the next series Clayton shot a long pass down near the goal line, intended for Jowell. It was a beautiful toss but a little too long for the flying end. On fourth down he passed to Bengé for a nice gain, but the officials ruled he stepped out of bounds before receiving the toss and the ball went over to the Yannigans on their 44. However, the half ended after a single play.

Opening the third round, the kicking of Clayton put the visitors in a hole, but the locals failed to capitalize. The Yans received the kick-off and lost 10 yards on three plays before Craighead kicked near mid-field. After picking up a first on the Yannigan 27, the Whiteface quarterback aimed at the corner and kicked perfectly, the ball going out of bounds on the one-foot line.

One More Threat. After taking the kick in Yan territory, the Whitefaces drove back, but Bengé fumbled on the 14 and Armstrong recovered on the eight. Craighead booted to his 31, and Montgomery halted another threat by intercepting a pass on his 15 and returning to the 25. Aided by an off-side penalty, the Yannigans managed a first down and then the fast-moving backs got another in mid-field before the quarter ended.

One more threat was left in the Yannigans as the final period opened, but the battle tide changed quickly. Marlett, who started the period for Montgomery, got loose around Jowell's end for 15 yards to reach the Hereford 32. Hagar stopped the ground charge by nailing Mays for a neat loss after Armstrong had met a brick wall in the center of the line. Craighead shot a beautiful pass to Gray down near the goal, and the fans were breathless for a moment. But the end turned too quickly, backed up to get under the ball, lost his balance and let the slip through his fingers.

Taking possession on their 39, the Whitefaces reversed the tide rapidly, with Clayton slashing off right guard to break through the line, reverse the field to the left and race 45 yards to the Yannigans' 17, where he was overtaken and brought down from behind by Matlett. Daniel and Clayton picked up five yards, and a Yan penalty gave the locals a first down on the seven. Clayton picked up a yard at center, and Overhuls, Yan left guard who was the outstanding lineman on the field all afternoon, tossed Daniel for a three-yard loss. Placed in a hole, the Whitefaces changed tactics, with Clayton shooting a short pass to Bengé, who dived over for a touchdown. Clayton converted to give the Whitefaces a two-point lead.

Deep In Yan Territory. Taking the kick-off, the visitors took to the air, but were stopped when Marlett fumbled when Willett hit him hard and Hagar recovered on the Yannigan 44. Wallace, another outstanding Yan lineman, tossed Clayton for a five-yard loss and then Clayton fumbled but Jowell recovered without loss. Clayton booted to the Yan 25, where Mays was driven back on an attempted run, fumbled and finally recovered on his five-yard line. Hastings took a boot on the Yan 40 and made a beautiful return to the 21. Clayton and Bengé picked up eight yards, and Clayton shot a short pass to Jowell for a first down on the nine yard line. Daniel plunged for three yards as the game ended.

With the exception of those early minutes the Whitefaces played the visitors off their feet, with every man battling as he had never battled before. Outstanding players were scarce, but each man played a jam-up defensive game, and several offensive flashes added zest to the tilt. The Whitefaces chalked up 11 first downs, as evenly divided by halves as possible, while the Yannigans gained only six firsts, three in each division. The locals picked up 204 yards on the ground and through the air to 82 yards for the visitors, and lost 32 yards on plays that went wrong, while tossing the visitors for a net loss of 15 yards.

Messenger News
BY ESTELLE WILLIAMS

L. L. Howard and daughter of Olton were visitors in the home of his son, R. Lee Howard, Saturday and Sunday.

Bruce Coleman has been out of school several days because of sickness.

Mr. and Mrs. Bill Myers of Oklahoma are visiting the W. P. Walker home this week.

On the sick list are Mrs. Perry, Mr. and Mrs. Frank Osborn and K. L. Howard.

J. H. Hudgens, J. T. Guinn, Alvis and Quince Williams were in Hereford Monday.

Mrs. Bob Finch and two children of Hereford visited her parents, Mr. and Mrs. P. C. Short last Thursday.

L. M. and Miss Estella Williams were in Friona Thursday.

The young people's class of Messenger Sunday school gave a party at the school house Friday night. Games were played and refreshments of cake and lemonade were served to 16 members and Mrs. J. T. Guinn, teacher.

Hereford shoppers Saturday included Frank Knabe and family, Mrs. J. E. Jones, W. A. Whitson and family, Mr. and Mrs. Hugh Grisham, Ben Bates, Mr. and Mrs. L. M. Williams and two children, and J. T. Guinn.

Adrian-Sims Notes
BY MRS. J. M. CHAPMAN

R. A. Freeman and family of near Adrian visited Sunday in the Roy Hobbs home.

Messrs. Ellison and Phillips were in Amarillo Thursday.

Miss Lois Phillips came home from Canyon Sunday.

Adrian football team defeated Lazbuddy Friday afternoon, 27 to 0.

Adrian PTA met at Adrian high school Tuesday evening. An interesting program was given and a social time enjoyed.

Summerfield News
MAUD E. NOLAND

There was a good attendance at Sunday school Sunday. Everyone is urged to come regularly.

Arlin Turner of Canyon was a guest in the Ray Johnson home Sunday.

Miss Ruth Lookingbill is visiting in Tulla with relatives.

Mrs. L. H. Lookingbill gave a birthday party Friday night, honoring her daughter, Mary Louise.

Mr. and Mrs. O. B. Roberson spent Sunday with Mr. and Mrs. Noel Gollehon in Dimmitt.

Mr. and Mrs. B. K. Greeson, J. D. and Olin Greeson are in Oklahoma this week.

Kurt Streun is in Oklahoma visiting relatives.

Mr. and Mrs. Ben Wilhelm and Mrs. Bell spent one day in Tulla recently.

Mrs. Charlie Noland was in Dimmitt Saturday.

Mr. and Mrs. Dick Roberson of Amarillo spent one night recently in the B. C. Roberson home.

Darlie Harkins of Hereford was a visitor here Sunday night.

Mr. and Mrs. Charley Roberson and Gene have returned from Miami where he has been at work.

Mrs. Guy Easley of Crowell has been visiting her parents, Mr. and Mrs. A. J. Blakemore.

Mr. and Mrs. Wilson Vines and Jaunell of Dumas spent Sunday here.

Mrs. David Bellar and young daughter came home Sunday. Mrs. Bellar is doing nicely.

Progressive News

BY OLIVE PERKINS

There was a large number at Progressive Sunday afternoon to hear Rev. B. N. Shepherd.

Mrs. Jeff Roberson and sons spent Monday in Amarillo.

Mmes. Bridges and George Conklin and Mr. and Mrs. Arch Conklin and two children called in the Ray Hershey home Monday afternoon.

Young people of the community enjoyed a weler roast and party at the school house Friday night.

This Friday evening people of the community will meet and organize a Literary Society for the coming year.

Arnold Hershey spent the week end with his parents, Mr. and Mrs. Ray Hershey.

Mr. and Mrs. Clyde Russell and son of Berger spent the week end with their parents, Messrs. and Mmes. W. C. Russell and Jra Ricketts.

Miss Grace Botts of Amarillo is visiting her parents, Mr. and Mrs. Ed Botts.

Mr. Taylor and family visited Mr. and Mrs. Toby Hines at Hereford Sunday.

Mr. and Mrs. Overstreet and daughter of Bippus, Mr. and Mrs. O. L. Click and son of Hereford, and Miss Lucille Park were dinner guests in the Click home last Sunday.

There was a large number at singing Sunday evening, with several visitors from Dawn and Hereford who were very welcome.

Mrs. Ray Hershey, Miss Lilla Short and Howard Hershey were in Amarillo Saturday.

Mr. and Mrs. Ira Ricketts went to Berger Wednesday with Mr. and Mrs. W. A. Ricketts of Hereford, and visited Messrs. and Mmes. Anderson and Clyde Russell.

Miss Lucille and Mrs. J. L. Park entertained the young people's Sunday school class at a buffet supper Sunday evening.

Ward News Notes

BY MRS. W. D. NAFZGER

Tom Newman and children visited at Washburn Sunday.

The LAE club met Tuesday with Mrs. Bob Higgins. A report of the short story, House Against the Wood, by Ben A. Williams, was given by Mrs. Edgar Sowell, and Dark, by Josephine Johnson, was given by Mrs. Wiley Roberson. Refreshments of coffee and pumpkin pie with whipped cream were served Mmes. Lipscomb, Roberson, Sowell, Nafzger, McCollister, Jack Hutson, Suggs and Bill Hutson. Next meeting will be with Mrs. Dealy.

Arlus Higgins, Misses Davis, Alleen and Lucille Hughes visited Wade Shaw at Pampa Sunday.

Mr. and Mrs. Wiley Roberson and children spent Saturday at the ranch with John and Clifford Estes as guests of Hicks and Donald.

Black

BY MISS NOBLES M'LEAN

The agricultural organization met last Tuesday night with a large number present. After the business session, music by the Massey string band was enjoyed. A reading by Marjory York and Thelma Osborn of Friona was enjoyed, songs and music by the Misses Clara May, Lora Perry also of Friona were

enjoyed. Sandwiches, cake and coffee were served to all. Next meeting will be November 22.

Miss Margaret Gwyn visited Lucille McLean last Tuesday night.

Ervan Kimmins and Lucille Hays spent Sunday at Lark visiting her parents.

Jim Barnett, Ervan Welch and Charley Hays went to Canadian Saturday night to visit Leon Welsh.

Rev. and Mrs. Paul Collins spent the week-end here, he filling his appointments Sunday morning and night.

Most of the ladies from Black attended the food show at Friona Saturday. Mrs. George Wylie won first on peppers and some seconds on peaches. Mrs. Howard Elmore won second and third on Jellies.

Mr. and Mrs. Clyde Hays spent Saturday and Sunday in Amarillo visiting her brother.

J. T. Bartlett and family visited relatives in Hereford Sunday.

ESTHER JOHNSON
CONCERT

If you wish to be a patron to this concert, see
Miss Mattie Mae Swisher
or
Phone 642-W

How Calotabs Help Nature To Throw Off a Bad Cold

Millions have found in Calotabs a most valuable aid in the treatment of colds. They take one or two tablets the first night and repeat the third or fifth night if needed.

How do Calotabs help Nature throw off a cold? First, Calotabs is one of the most thorough and dependable of all intestinal eliminators, thus cleansing the intestinal tract of the germ-laden mucus and toxins.

Second, Calotabs are diuretic to the kidneys, promoting the elimination of cold poisons from the system. Thus Calotabs serve the double purpose of a purgative and diuretic, both of which are needed in the treatment of colds.

Calotabs are quite economical; only twenty-five cents for the family package, ten cents for the trial package. (Adv.)

Brooks DRUGS

PHONE 99 HEREFORD TEXAS

ALWAYS SOMETHING DIFFERENT AT OUR FOUNTAIN!

JUMBO MALTED MILK
BUTTER TOASTED SANDWICH
A GREAT LUNCH

BOTH 25c

FRIDAY and SATURDAY SPECIALS

BAYER ASPIRIN TABLETS 24's 19c

MILK OF MAGNESIA Full Pint 33c

POND'S CREAMS 55c Size 39c



Large Tube Po-Do Shaving Cream and 10 Po-Do Razor Blades

ALL FOR 59c

PALMOLIVE SOAP
6 Bars 25c

ORLIS TOOTH PASTE
2 Tubes 29c

ASPIRIN TABLETS
100 in Bottle 39c

50c JERGEN'S LOTION
6 1/2-oz. Size 36c

FEENAMINT LAXATIVE GUM
25c Size 17c

RUSSIAN MINERAL OIL
Full Pint 49c

OLAFSEN COD LIVER OIL
Full Pint 59c
Plain or Flavored

SPECIALS

60c Bromo Seltzer, 40c Malted Milk, 1 lb. 49c Football Helmet . . . 98c Gilbert Alarm Clock . . . 98c 70c Kruschen Salts . . . 47c 50c Iodent T. Paste. 31c Utility Fount. Syringe 39c Pen and Pencil Set . . . 79c 40c Fletcher's Castoria 27c 50c Dr. Lyon's T. Pow. 33c

NU-VOL SANITARY NAPKINS
Boxes of 12 2 For 29c

TOILETRIES

35c Italian Balm . . . 29c Perf. Cold Cream, 4oz. 33c Modess, Box of 38 . . . 47c 70c Vaseline Hair Tonic 63c L'Adonna Creams, 4oz. 50c Egg and Oil Shampoo 37c 25c Jocer Wave Set . . . 19c 60c Neut Depilatory . . . 43c All-Purpose Talc . . . 39c Coty Air-Spun Powder \$1

VITAMIN PRODUCTS SPECIALS

Hallbut Liver Oil Capsules Plain 99c Fortified 29c 99c

Cod Liver Oil Tablets 60 49c

Vitamin "D" 9-oz. Bottle 63c

KOTEX Wondersoft
Box of 12 18c

Introducing The 1936 Oldsmobile

"THE CAR THAT HAS EVERYTHING"

To Be on Display in Our Showroom This Week-End

Inspect at Your Very First Opportunity The Car With-

1. Solid Steel "Turret Top" Body by Fisher.
2. Knee-Action Wheels.
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6. Syncro-Mesh All-Silent Shifting.
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Brumley Chevrolet Co.

Demand Quality Drug Service

Because science has made drugs easily available for every true need, the average person is prone to forget the true value of this service, willing to accept substitutes for standard, proven drugs, and overlook the training that must go into the profession before a pharmacist is capable of safeguarding health. Years of service have proven that this store may be relied upon on every occasion.

WE FILL ANY DOCTOR'S PRESCRIPTION AND DELIVER

QUALITY AND SERVICE—PHONE 100

The CITY DRUG STORE

PRESCRIPTIONS DRUGS AND DRUG SUNDRIES

REFRESH YOURSELF AT OUR FOUNTAIN—UNEXCELLED SERVICE

A Complete Line of Novelties

This is just to remind you that we have a most complete line of Bridge Novelties and Cutglass Ware—
DESK SETS, PERFUMES AND BOTTLES
COMPACTS
WHITMAN'S AND ALICE BLUE CHOCOLATES
AND CHOCOLATE COVERED CHERRIES

SOCIETY

MRS. B. F. GUTHRIE, Society Editor

Phone 374-J

MRS. JULIA SOWELL HONORED ON BIRTHDAY

The birthday of Mrs. Julia Sowell, Monday, was the occasion for a pleasant gathering of the members of her Sunday school class and other friends who at 12 o'clock served in her honor a lovely covered dish luncheon. The afternoon was spent informally and very pleasantly as to the accompaniment of cheery voices, the guests hemmed tea towels which when finished were presented to the honoree.

Members of the Clara Nance Bible class present were Meses. Askred, Cochell, Elliston, Cunningham, Stambaugh, Ramsey and Lowther. Other friends were Meses. L. E. Smith, S. F. Hamilt, O. L. McKee and M. R. Moore.

MRS. JOHN OLSON HONORS AUXILIARY

The home of Mrs. John H. Olson provided an attractive setting for Tuesday's meeting of the Woman's Auxiliary of the Presbyterian church. The lavish blooms gathered in profusion from the Olson lovely back-yard garden was exquisitely effective in an arrangement of dahlias, roses, gladioli and marigolds.

A program based on the topic "Alaska" was interestingly discussed by Mrs. Paul Mathers, with Mrs. Charles Donald conducting the devotional.

Mmes. C. S. Webber of Brown field and T. M. Keys of Lamesa arrived Monday to visit their mother, Mrs. M. A. Fox.

MUSIC STUDY CLUB PRESENTS BEAUTIFUL GUEST-DAY PROGRAM

Entertainment of a high order was provided in the beautiful guest-day program presented by the Music Study Club Monday afternoon, when the world's great poet and dramatist, Shakespeare, was revealed through the charm of music.

The home of Mrs. S. P. Rossow, very lovely with baskets of dahlias and exquisite late fall roses lending their beauty and fragrance to the spacious rooms, welcomed the guests, about 30 enjoying the club's hospitality. As president of the club, Mrs. Carl Muntz gave a most cordial greeting and introduced Mrs. Ray Conway, the program leader. Out of her own complete familiarity with the interesting historical setting and the facts of Shakespeare's life that give color and meaning to the dainty lyrics, Mrs. Conway made possible a truer appreciation of his art.

The program was chosen from different periods of the writer's work, showing the transition from the joyous exuberance of youth to the deeper emotional experience of the fuller life that comes with years. About it all was a fascinating realism that was keenly marked. Fairies came out from their too-deep seclusion, happy with the simple joy of living. Love became again the beautiful, moving thing that inspires to loftiest sentiment as one after another the fascinating panorama of musical numbers passed in sheer beauty before the audience. The program follows:

Midsummer-Night's Dream, Overture, Mendelssohn, Meses. Dyar and Schroeter, I Know a Bank, Horn, Miss Swisher, Mrs. Conway, As You Like It: It was a Lover and His Lass, Harker, Meses. A. C. Thompson, Hendricks, Under the Greenwood Tree, Arne-Shelley, Meses. Fox, Roberson, A. O. Thompson.

Love's Labour's Lost: When Icicles Hang by the Wall, Risher, Mrs. Schroeter, violin obl. Mrs. Hendricks, Merry, Wives of Windsor, Galop, J. Nicolla, Miss Pitman, Mrs. Acker.

Merchant of Venice: Tell Me Where Is Fancy Bred, Stevenson, Meses. Fox, A. C. Thompson.

The Tempest: Where the Bee Sucks, Risher, Mrs. Muntz; violin obl. Mrs. A. C. Thompson.

Cymbeline: Hark, Hark the Lark, Schubert-Liszt, Mrs. McCracken.

Two Gentlemen of Verona: Who Is Sylvia, Schubert, Club.

JUDGE BISHOP, AMARILLO, ADDRESSES BUSINESS AND PROFESSIONAL WOMEN

Continuing its study of government, the Business and Professional Women's club presented Judge Bishop of Amarillo in an address on "Efficiency in Government" Monday evening.

The speaker considered three phases of his subject: Trained personnel in public service, elimination of overlapping units, and taxation for general welfare. He declared that honesty and efficiency should be synonymous terms in government and that the desire for fortune undermines the service element, bringing out that America's annual crime bill of 13 billion dollars shows inefficiency in government.

He attributed the cause of government inefficiency directly to a lack of interest on the part of the people. He stressed the fact that the people are the government or should be but that lack of interest had opened the door to the unscrupulous politician and public office were too often unworthily filled. He pointed out that the entrance of women into governmental affairs was in no sense the cause of political unrest and strife but that the indifference of voters gave undue opportunity for improper legislation.

Speaking of the sales tax, Judge Bishop said that if passed, it would be flexible enough to impose no burden on the poor and that the overlapping of units in administrative government had yet to be worked out even locally speaking. In closing the speaker named three factors in good government: tax paying, jury service and informed voting.

ESTHER JOHNSON TO APPEAR IN HERFORD

Announcement is made that Esther Johnson, internationally celebrated artist pianist will be brought to Herford in concert the latter part of November. She is being secured through patron memberships priced at \$1 which pays for two concert tickets. Those wishing to secure such memberships are asked to call Miss Swisher or Mrs. G. A. F. Parker.

Announce Birth of Daughter.

Announcement has been received here of the birth of a daughter, Della Dean, to Mr. and Mrs. Pryor Cornett of Neodesha, Kansas, on September 29. She is the grand daughter of Mr. and Mrs. G. W. Smith, also of Neodesha, who, with Mr. and Mrs. Cornett, recently moved from Herford to make their home in Kansas. Mrs. Cornett will be remembered here as Miss Lillemae Smith.

DIMMITT ARTISTS ON CONVENTION PROGRAM

Dimmitt will be represented on the Fine Arts program of the Pampa convention by two numbers, one from the Dimmitt Music Study Club, the other from the Dimmitt High School Glee Club, the latter singing as a junior club. Both choruses will be directed by Miss Swisher.

Miss Frances Dameron spent Sunday and Monday in Amarillo, the guest of her sister, Mrs. Jack Lester.

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Laugh
At the Bride and Groom

Personality = Plus



Bring out your personality by fitting your make-up to your particular type. Put your beauty problems in our hands. We are especially equipped to help you.

Beautiful Hair

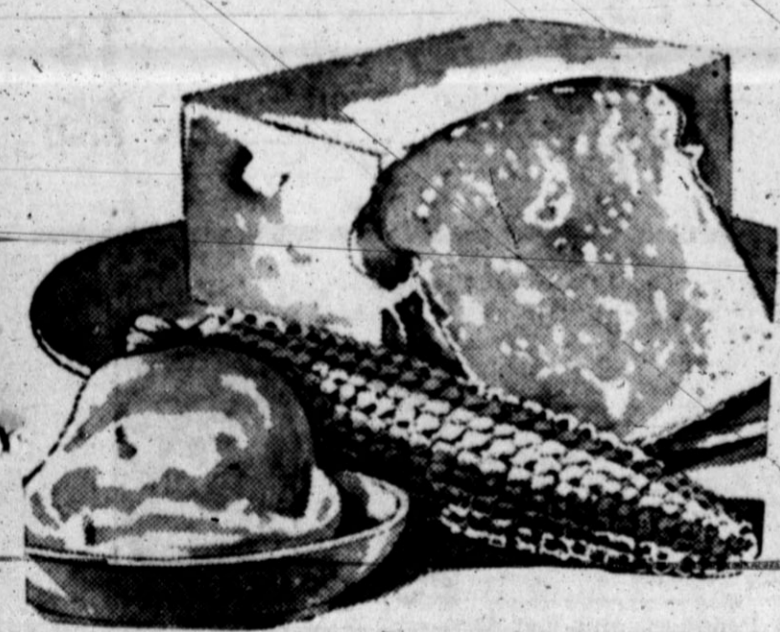
Is the first requirement of attractiveness. Our operators are noted for their ability to give permanents and other waves, shampoos and hair treatments. Call for an appointment today. You will be delighted with our work.



Bobbie's Beauty Salon

Zaydee Rule Managers Irene Johnson

BUTTER that REALLY Satisfies



Cream O'Plains

Sweet, golden butter—to spread on your bread or to change the most commonplace food to an epicurean triumph of sheer delight. You will enjoy its creamy richness at every meal of the day. A health-giving food—delicious to eat.

For Your Sake—Demand CREAM O' PLAINS BUTTER!

Farmer's Creamery Ass'n

Everybody's Talking about our

WEEK-END Specials

Shortening

BAKING POWDER D. Price's, 12 ounces	19¢	SHRIMP Blue Plate, dry, can	13¢	SALAD DRESSING Dixie, Pint	25¢
MACARONI Cellophane pkg., 2 lbs	25¢	F. and G. SOAP 5 Giant bars	21¢	JOHNSON'S WAX Paste, 1 pound	63¢
CRACKERS Excell, 2-lb pkg	17¢	CAMAY Toilet Soap, bar	5¢	SHINOLA Shoe Polish, all colors, 2 boxes	15¢
WESSON OIL, The food that Gives you staying power, pint can	24¢	OXYDOL Large package	21¢	PRUNES Dried, 3 pounds	20¢

Royal Desserts Buy 3 packages for 17¢ and get 1 pkg. Royal Chocolate Pudding 1¢	Soap Flakes Blue Barrel 5-Pound Box 35¢	Nucoa 1 Pound 21¢	White King Granulated Soap, Large Box 31¢	Tree Tea Orange Pezoe Green Japan or Gunpowder 1/4-Pound Pkg. 15¢
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SUGAR 10 pounds, beet	52¢	SCOTT TISSUE 1000 sheet rolls, 3 rolls	25¢	CORN FLAKES Kellogg's, package	9¢
TOMATOES Three No. 2 cans	20¢	CHERRIES Red pitted, two No. 2 cans	25¢	RICE KRISPIES Package	10¢
CORN Standard, Sugar, No. 2 can	9¢	PINTO BEANS 2-pound package	11¢	OATS Crystal Wedding, large package	22¢
COCONUT Fancy long thread, 1-lb pkg	19¢	PUFFED RICE Quaker, package	12¢	COFFEE Break O' Morn, two 1-lb pkgs	35¢

Fresh Produce

LEMONS Fresh, large, California Sunkist, dozen	21¢
CABBAGE New Green, pound	1 1/2¢
Spuds RED 10 POUNDS	9c
BRAZIL NUTS New crop, 2 pounds	35¢
BANANAS 2 dozen	37¢

Quality Meats

BACON Sliced, no rind, pound	36¢
PICNIC HAMS No shank, average 6 pounds, sugar cured, each	\$1.49
CHILI Fresh home-made, pound brick	17 1/2¢
FISH TROUT, CATFISH STEAKS, pound	28¢
LOAF MEAT Pork added, pound	10¢
Roast Baby Beef, Lb	14c
CHEESE No. 1 Longhorn, pound	18¢
SALT BACON Fresh shipment, pound	24¢
OYSTERS Chesapeake Bay, pint	34¢

FURR FOOD

WE BUY CREAM, EGGS AND CHICKENS
WE DELIVER
PHONE 74

PERSONALS

Travis Dameron made a business trip to Lubbock Monday.

Mrs. Seth B. Holman has as her house guest this week Mrs. Rolla Townsend of Amarillo.

Mr. and Mrs. V. G. Weir of Friona are here visiting their son, Glenn and Mrs. Weir.

Mr. and Mrs. C. O. Wilkins of Adrian spent Sunday with the families of A. H. and Urlin Streu.

New shipment of Ladies' Felt Hats, 98c to \$5.95. We specialize in large head sizes. POPULAR STORE.

David Harrison of Farwell and Mrs. Chas. Simpson, Jr., of Amarillo spent Sunday with their mother, Mrs. W. E. Harrison.

Mrs. Frank Marrs returned Sunday morning from an extended visit with her sister, Mrs. W. W. White, in Jefferson City, Missouri.

STOCK UP at the POPULAR PRICES. Fine stock of Merchandise for the whole family. At reduction now!

Mr. and Mrs. Perry Beyer of Amarillo visited in Hereford Sunday, guests of Mr. Beyer's parents, Mr. and Mrs. J. E. Beyer.

Mrs. Sam Moseley of Houston is visiting the family of her father, J. T. Cronin, and her grandparents, the Rev. and Mrs. Hornbeak.

Leather jackets, coats, blankets, under clothes, hats, dress shirts, and fall line of work clothes—At prices unbelievable—Trade here and save. Popular Store.

Mr. and Mrs. H. G. Conkright returned last Thursday from a several weeks trip to Kentucky and Oklahoma.

Mrs. Gerald Morgan came over from Amarillo Sunday and is visiting her sister, Mrs. Ruby Shirley Gilbreath.

Mrs. D. C. Williams, mother of Mrs. Lee Coconougher, left Wednesday for St. Louis to spend the winter with another daughter, Mrs. W. P. Graham.

Mr. and Mrs. Frank Marrs, Frank Marrs, Jr., and Mrs. Rosa Spear motored to Clovis Sunday and spent the day with Mr. and Mrs. Milton Orr.

J. E. Hall of Seymour returned to his home Wednesday after a weeks visit with the family of his daughter, Mrs. Ellis Combs.

Mrs. Early Joiner arrived home Monday from a visit with Mr. Joiner at their farm on the South Plains. She expects to join her husband some time next month to make their home there.

Mmes. Herb Sindt, Edwin Mauk, Annie Mae Johnson and Miss Opal Cawthon made up a motor party that left Hereford for Austin Saturday afternoon. They are combining business with pleasure and expect to be gone about a week.

BENNETT IS FAVORABLE TO SOIL EROSION PLAN

A committee of county judges representing the nine soil erosion districts in the Panhandle, met last Friday at Dalhart with H. H. Bennett, director of the soil erosion service, to discuss the cooperative plan of carrying on the erosion control work in this section. Judge C. W. Humble is a member of the committee. He was accompanied by Dewey Reed, county agent.

Judge Humble said that Bennett was favorable to the cooperative plan, worked out recently, and made suggestions as to how they could get the Department of Agriculture to approve the plan and allot funds for the erosion work.

Mr. and Mrs. W. F. Gillis spent Friday night in Littlefield visiting their sister, Miss Mary Wilson and attending to business.

White Deer and McLean Capture Title Contests

McLean and White Deer set the pace in Panhandle Class B football last week end, both taking conference games by substantial margins. McLean's Tigers erased the hopes of the Memphis Cyclone to be the District 3 favorite by taking a 19 to 7 victory. White Deer defeated the less hopeful Claude Mustangs, 31 to 0.

In non-conference tilts, Dalhart, a member of District 1, defeated Clayton, New Mexico, 12 to 7. Groom downed Glarendon's weak Broncho, 26 to 0. Floydada dedicated a new stadium and night football by trouncing Price Memorial of Amarillo, 19 to 6. Shamrock fought Sayre, Oklahoma, out to a 6-6 tie. And Spearman dropped to the Class A Berger Bulldogs, 9 to 6.

FORD V-8 UNDERGOES NO RADICAL CHANGES

Ford V-8 cars for 1936 were shown for the first time Tuesday to Ford dealers at group meetings in the 34 Ford branch cities. The new cars will be publicly shown for the first time Saturday by the dealers. Body line which strikes a new note in conservative streamlining, a new treatment of the interiors and three refinements in chassis engineering summarize the principal improvements. There are no radical changes. The 85-horsepower V-8 engine is unaltered. The three principal chassis improvements are improved steering, the use of new steel wheels and an improved transmission using helical gears in all forward speeds and reverse.

EDUCATION CONFERENCE TO BE HELD MARCH 6-7

Superintendent C. H. Dillehay went to Canyon Saturday to attend a meeting of the executive committee of the Northwest Texas Conference for Education. Mr. Dillehay is a committee member and is the past president of the conference. The next regular meeting of the conference was set for March 6-7.

Following the meeting, Mr. Dillehay went to Amarillo to confer with architects working on plans for improvements on the Central school building. He also mailed to Attorney General William McGram the local bond transcript for approval.

Daniel News

BY PAULINE MOORE

Miss Thelma Ruth Bishop spent Sunday with Miss Pauline Moore. Joe Moore went to New Mexico for a load of apples last week. Clarence McBroom was in Hereford Saturday.

Mrs. Clarence Brown and Miss Thelma Ruth Bishop were Hereford shoppers Saturday.

Miss Mamie Thomas and L. V. of Canyon visited in the W. R. Moore and George Mason homes Sunday.

Mmes. Dave Moore, Floyd Tomlinson and Clarence McBroom attended a shower and quilting at the home of Mrs. Elmer Womble Wednesday.

Joe Moore and family were in Hereford Saturday.

Pauline Moore and Thelma Ruth Bishop called in the Joe Moore home Sunday morning.

Mr. and Mrs. Coy Phillips and daughter were in Hereford Saturday.

Mr. and Mrs. McCraw and daughter were in Canyon Saturday. Misses Bernadine Phillips, Ruth Moore, Mildred McCraw, Pauline Moore and Thelma Ruth Bishop went to Umbarger Sunday.

Mrs. R. E. Gill was in Amarillo Wednesday.

ELIZABETH SPRADLEY TO BE IN COLLEGE CHORUS

Miss Elizabeth Spradley has recently been selected for membership in Mary Hardin-Baylor chorus. Miss Spradley is a freshman and has already begun to make a place for herself among her classmates.

It is a distinctive honor to become a member of this organization, for only those voices which will contribute toward the building of a superior chorus are accepted. They are directed by J. E. Toms, tenor and teacher of singing at Mary Hardin-Baylor, and rehearsals are held twice weekly.

Ed Baird Passes Away.

R. W. Baird received word this morning of the death of his brother, Ed Baird, at Kermit. He passed away at 2 o'clock this morning. Mr. Baird and Horace and Fred Baird left this morning for Kermit to attend the funeral.

Lease Beauty Parlor. Irene Johnson and Zayde Rule Monday leased Robbie's Beauty Salon here, they announced yesterday, and have taken over the active management of the business. They will specialize in all beauty work. Vera Calpepper will assist them as operator.

WESTWAY SCHOOL NEWS

Friday evening, October 25, Westway school holds its second carnival and stunt show. Food booths, bingo stand and other features open at 7. At 8 an hour's program will be put on. Snappy stunts and numbers and band music all through the program. The carnival and beauty queen will be crowned in an elaborate ceremony. The seventh grade is running Betty Tom Roe, the ninth graders have chosen Irene Grimes as their candidate. Final decision will be made at PTA this Friday night. Each person at this meeting will have a vote. Loy Cook, seventh grader, speaks in behalf of Betty Tom; his older brother, S. J. Cook, will use his oratory to get votes for Irene. The carnival is being advertised in other schools. Plan to attend.

Leon Hartman will lead Westway basketballers this year. Howard Gore, best all-around player in the county tournament last year, will help him in the other-forward position. Wayne Little will likely be pivot man. Other candidates are Herman Tedford, S. J. Cook, Randolph Hyde, Norbert Skypala, Roy Landers, Bob Gilliland, Raymond Tedford, Loy Cook, Jack Weaver, Dan Turrentine, Edwin Skypala.

New suits have been ordered for the girls' team. Wilma Skypala is captain. Practice is under way. Others coming out are Pauline Edwards, Wanda Downs, Betty Tom Roe, Gwendolyn Hyde, Nannette Little, Vesta Mae Landers, Gladys Gore, Marguerite Weaver, Arleta Burges.

SCREEN PALS STAR IN 'O'SHAUGHNESSY'S BOY'

At last a circus picture that is all circus. It is "O'Shaughnessy's Boy," which will be presented at the Star Theatre at the mid-night preview Saturday night and Sunday, Monday and Tuesday.

Comedy, pathos, spectacle and a dramatically powerful story are

100 IMPROVEMENTS LISTED ON NEW DODGE

Dodge claims the most distinctive remodeling in 1936 automobiles, and lists almost 100 important improvements in the new car. These improvements, of course, are too numerous to list, but the most important changes to be found in the Dodge car include the following:

Patented floating power engine mountings, new and improved "Air-glide ride," balanced driving control, more room and more luxury in the interiors, ride levelator, longer springs, new radiator of air-style design, hand brake mounted on frame, lower frame, new rubber insulation between body and frame, metal spring covers and lower center of gravity.

deftly blended into a picture that wins new honor for its co-stars—Wallace Beery and Jackie Cooper. Richard Boleslawski, who scored so heavily with "Clive In India" and more recently with "Les Miserables," directed the picture for Merto-Goldwyn-Mayer.

His subtle touch and power of direction are evidenced throughout the picture, which gives Beery every opportunity to reach new dramatic heights as "Windy," a swaggering, easy-going animal trainer. Jackie, too, has one of his finest roles as "Stubby," Beery's son, in the picture and both give performances that will long stand as standards of excellence.

While the picture is Beery and Cooper from start to finish, a splendid cast supports the co-stars. A new face is presented in Leona Maricé, who was brought from the Broadway stage to make her debut as Beery's wife, Cora. She turns in an excellent performance. So does Spanky McFarland, who plays "Stubby" as a child; Sarah Haden, as Martha, Cora's spiteful sister; Henry Stephenson, as Valkenburg; Willard Robertson, as the circus boss; Clarence Muse, as the colored circus roustabout, and Ben Hendricks, as the ringmaster.

Corn-Hog

(Continued from page one)

million acres of corn are likely to be harvested under the AAA the acreage was about 94 million; with a large supply of corn and fewer animals the price probably will extend downward; with unlimited farrowing in 1936, a total pig crop of 25 to 30 per cent larger than the 1935 crop may be expected; ruinously low farm prices have resulted from unlimited increases in corn and hog production following periods in which livestock numbers and feed supplies have been out of balance; no improvement in pork exports can be expected; in a considerable or unlimited increase in hog production desirable, and can the program allow for a healthy increase in hog numbers and at the same time keep corn acreage at a desirable level?

Mr. and Mrs. H. C. Baird and daughter, Mary Ann, spent Friday and Saturday in Kermit, where they visited Mr. Baird's uncle, who is seriously ill. R. W. Baird returned home with them.

Ozone Lower Than Believed

The ozone layer in the atmosphere is lower than scientists have believed. Seventy per cent of the ozone is below the 18-mile height. Balloons carrying spectroscopes are used to study the ozone layer.

THREE LINES OF NEW 1936 PONTIAC MODELS

Three lines of new Pontiac models for 1936, the straight eight six and de luxe six, were announced this week. The "silver streak" radiator and hood grills that formed the central design motif of 1935, continues as the basic theme with certain changes. Improvements include Fisher turret top bodies, hydraulic, tripe sealed brakes and sealed chassis.

The straight eight and de luxe six are available in six body styles each, while seven are mounted on the six chassis. A striking change in external appearance is in the front end treatment, where the chromium grille has been crowned as it sweeps over the radiator in an unbroken line. Front doors are hinged at the front and open from the rear.

Births.

To Mr. and Mrs. Delmar Baysor, daughter, Friday.

To Mr. and Mrs. S. H. Drup, son, Saturday.

To Mr. and Mrs. L. P. Wheat, daughter, Saturday.

Mrs. Wheat was here visiting her father, O. G. Hill.

To Mr. and Mrs. O. F. Nix, daughter, Sunday.

To Mr. and Mrs. W. H. Holar, daughter, Tuesday.

Hospital.

Walter D. Sutherland, from CCC camp, admitted last Thursday, greatly improved.

Mildred Roe, doing nicely.

1901 1935
FURNITURE - UNDERTAKING
Ambulance Service—Day or Night
E. B. Black Co.
Hereford, Texas

PIGGLY WIGGLY

Frank Gyles Mgr. - Phone 81 - Hereford, Texas

Compound

Armour's Vegetable 8 pound Carton 99c

BAKING POWDER Health Club, 25c size	15¢	HERSHEY KISSES In cellophane bag, pound	25¢	NO. 10 FRUITS
BEANS Mexican, new crop, 5 lbs	29¢	SALT 2 lb pkg, 2 for	15¢	PRUNES Can
FLOUR Buckwheat, 4-lb pkg	39¢	COFFEE Maxwell House, 1b 25¢, 3 lbs	83¢	GREENGAGE PLUMS Can
JELLO All flavors, 3 pkgs	19¢	POST TOASTIES, 2 Pkgs 1 pkg. Grape Nut Flakes FREE	23¢	APRICOTS Can
TOILET TISSUE Seminole, 4 rolls	25¢	CORN Standard, No. 2 can, 3 for	25¢	CHERRIES Can
BISQUICK Medium size, box	18¢	PEAS, White Swan Luncheon, No. 2 can, 2 for	35¢	BLACKBERRIES Can
PINEAPPLE JUICE No. 1 can, 3 for	25¢	CHILI BLEND ½-pound pkg	23¢	PEACHES Can
BLEACHING FLUID Purex, 25c size	10¢	PECANS Shelled, 7-oz pkg	29¢	PINEAPPLE Broken slices, No. 2½ can
HERSHEY BARS Almond or Plain, ½-lb bars, 2 for	25¢	CRACKERS A-1, 24b box	17¢	BAB-O 2 cans

C-H-B TOMATO JUICE 3 cans	25¢
C-H-B TOMATO CATSUP 14-ounce bottle	18¢
C-H-B WORCESTERSHIRE SAUCE Bottle	18¢
C-H-B FRESH CUCUMBER CHIPS 25-ounce size	25¢

Save the Wrappers and Lids on C-H-B Products and Get Dishes!

Fruits and Vegetables

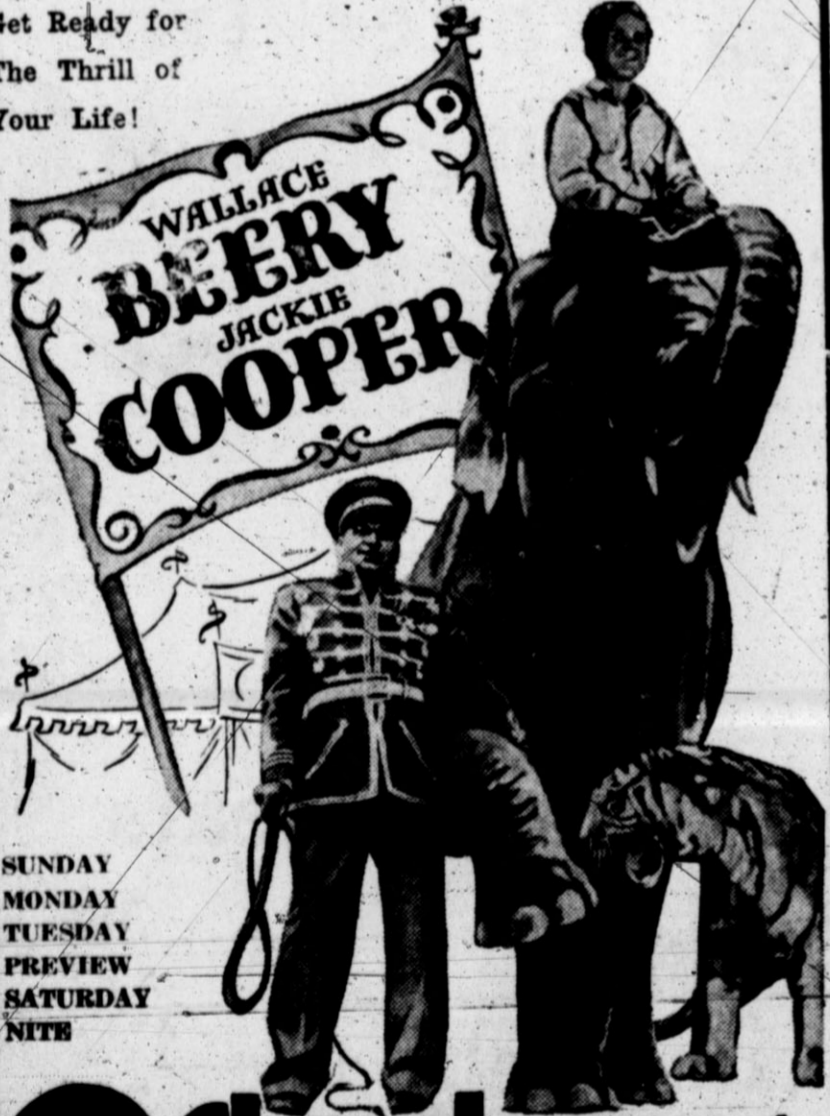
CABBAGE Fresh green, pound	1 ½¢	ONIONS Valencias, 5 pounds	19¢
CRANBERRIES Quart	18¢	ORANGES Peck	45¢
SPUDS 10 pounds	12 ½¢	LEMONS Dosen	24¢
PEPPERS Pound	5¢	LETTUCE Head	5¢

STAR Theatre Hereford

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Get Ready for
The Thrill of
Your Life!



O'Shaughnessy's BOY With SPANKY McFARLAND

Bob Steele

SATURDAY'S BARGAIN SHOW

10¢ Everyone 10¢

Also Chapter 11 of "LAW OF THE WILD" Also Cartoon Comedy Continuous Noon to Midnight.

