

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

34th Year—Number 39.

The Hereford Brand, Hereford, Texas, Thursday, October 4, 1934.

Five Cents Per Copy.

Whitefaces To Play First Night Game at Littlefield

CORN-HOG MEN MEET FRIDAY

Every signer of a corn-hog contract is urged to be present at the meeting of corn-hog men in the district court room Friday afternoon by George Brunley, president of the county corn-hog board. The meeting is to begin at 2:30. Similar meetings are being held week throughout the United States and upon the vote of signers will depend the 1935 corn-hog program.

Four questions upon which only contract signers will be allowed to vote will be submitted. The questions: whether there will be a corn-hog program in 1935; whether the contract shall deal with corn only or hogs only or be joint; whether farmers want to combine all agricultural adjustment contracts in one; and whether grain sorghums will be included in the 1935 contracts.

"The grain sorghum question is especially important," says Dewey Reed, county agent, "and we want all our farmers to vote on this issue."

Danger of Whooping Cough Pointed Out

"There is no other communicable disease as dangerous as the whooping cough to the very young, and there is no other disease causing an equal amount of suffering of which parents show such an unaccountable disregard, not only for the safety of their own little ones, but also for the lives of the neighbors' children," said Dr. John W. Brown, state health officer. "There is no natural immunity against this disease during the first six months of life as there is against measles. It is at this age that whooping cough strikes its hardest blow and over 50 per cent of the deaths occurring in children are under one year of age. The disease is usually transmitted by direct contact with the secretions of the mouth or nose, and only a very short exposure is required to contract the infection. Handkerchiefs, drinking cups and toys also may transmit the infection.

"The infection is communicable from the appearance of the first symptoms and is most contagious at this early period when the nature of the affection can only be suspected. The incubation period is commonly seven days. A slight fever, running of the nose and a cough make their appearance so gradually and insidiously that a diagnosis is practically impossible unless a history of exposure is obtained. When the whoop appears there is no mistaking the disease. If there is whooping cough in your community keep other children away from your little children and keep your children at home. Call your physician early. Isolation of all cases for at least two weeks from the development of the characteristic cough should be rigidly enforced."

Garford Wilkinson, agricultural editor of the Amarillo News-Globe, James Florey, John Smith and Bob Epperson of Amarillo were here this morning en route to the Eastern New Mexico State Fair at Roswell.

M. D. Womble is confined to his home on account of illness.

Friday Tussle Will Be First Meeting of Teams.

Lots of things are going to happen to the Whitefaces Friday night when they play the Littlefield Wildcats in that city. In the first place it will be the first night game for the Hereford crew, and in the second place the two teams have never met before.

In addition to that, one of the teams is going to suffer its first setback of the season. The Wildcats have blanked two opponents in two starts, Amherst and Brownfield. In that order. The Amherst contest ended 6 to 0, and last week Brownfield was beaten 19 to 0.

Barksdale Is Coach.

Coach B. T. Barksdale, formerly mentor of the Canyon Eagles, is printing his eleven for-the-Whiteface fray. He will start a smaller team than Hereford's but one which is plenty potent, according to reports.

At ends for the Wildcats will be Pierce, 150, and Martinez, 190; tackles, Rowe, 160, and Chisholm, 151; guards, Brantley, 145, and Fouse, 140; center, Kendrick, 180; quarter, Duffy, 146; halves, Yantis, 160, and Hall, 175; fullback, R. McKnight, 160. This aggregation presents a considerably heavier backfield and correspondingly lighter line than Hereford's.

Set Dates of Yearly Poultry Exposition

Dates for the annual show of the Tri-County Poultry Association, held here each year, have been set as December 6, 7 and 8. The building in which the show will be held has not been determined.

The show has developed into one of West Texas' finest and last year was the only one in the area affiliated with the American Poultry Association. The Tri-State show will be held the following week in Amarillo.

Sprowls and Cronin Have Merchandising Contest

A contest in which successful candidates will earn prizes aggregating \$285 in value is opening Saturday at the Sprowls & Cronin store. It will last through Saturday, November 3.

Advertising appearing elsewhere in this edition explains the plan in detail. It is a campaign based on votes received by contestants. Voting is based principally on purchases, although there are ways in which bonus votes will be given. The prizes include a four-piece bedroom suite, cedar chest, chest of silverware, wrist watch, fitted case, dinner sets and other prizes.

CONTEST LEADERS IN TIGHT RACE AS TIME GROWS SHORT

Candidates in the Hereford Brand New Deal "Everybody Wins" gift distribution are working every minute, forging ahead in their drive for supremacy, each striving to be the ultimate winner of the new 1934 Plymouth DeLuxe Coach, purchased from Ireland-Beavers Motor Co. at a cost of \$781.90, and three other grand capital prizes consisting of \$450 in hard, cold cash.

Many candidates changed positions in the final minutes of the second period which ended Monday night. Some that were up are down, and some that were down are up. The closeness of the race has varied little, however, many having exchanged a small disadvantage to a small advantage (and vice-versa) in the vote count.

Work will bring results; subscriptions mean votes. Votes will win—not alibis. While most candidates are bringing in subscriptions, a few bring alibis.

Just a few more days and the heat of the big vote periods will be over. A few more and someone will drive away in her own new automobile.

Right now ten of new five-year subscriptions count over three million votes. The bonus votes are extra. Work to get them.

Every candidate should make a report to campaign headquarters not later than 9:30 p. m. Saturday.

Monday night at 9 o'clock sees the close of the last big vote period in the Hereford Brand campaign for a fine automobile and valuable purses of cold, hard cash.

"Live wire" candidates are preparing to show outstanding results at that time, for the hours are getting crucial. A lead taken now with only a few days remaining and the vote schedule so sharply changed after Monday night, means that the grand prize is virtually assured.

On ten new five-year subscriptions to the Brand over 3,000,000 votes will be given in this period. Twenty such subscriptions will bring over 7,000,000 votes. A glance at the vote totals will demonstrate that a few such subscriptions could upset the race.

This is the time to redouble all efforts.

CATTLE BUYING RESUMED HERE

As a result of the renewed cattle buying program, which was reopened after the efforts of Congressman Marvin Jones, Deaf Smith county has received authority to sell 500 more head to the government.

Order to buy that many at once was received yesterday by County Agent Dewey Reed. Purchasing will likely start today. Reed says that more than 3,000 head are for sale by owners in the county.

The program, started as a drought relief measure because of lack of feed, was closed last week with more than 7,000 cattle having been sold in this county. More than \$80,000 has been paid growers here for livestock.

Humble Is Named Group's Official

County Judge C. W. Humble was elected secretary-treasurer of the West Texas Commissioners and County Judges Association in the annual meeting at Plainview last Saturday. Judge Clyde Garrett of Eastland is the new president. Brownwood was named as the 1935 convention city.

The judges went on record as opposing any more "tax remission" laws, holding that counties cannot afford to lose penalties and interest on delinquent taxes. Officials from the state relief department pointed out in the Friday session that commissioners courts should take a greater part in the local administration of relief.

W. O. Ware Kills Himself Sunday

Last rites for William Otis Ware were spoken Tuesday morning at the Methodist church by Rev. H. L. Thurston of Friona. Burial was in West Park Cemetery.

Ware, 29 years old, died Sunday at the home of his father, J. E. Ware, 18 miles north of Hereford. Death was caused by gunshot wounds, pronounced "self-inflicted" in the coroner's verdict.

Ware, a former patient at the state sanitarium in Wichita Falls, was in the next room to one occupied by his father, and Sheriff John B. Miller, Miller had gone to the Ware home at the request of the father.

The fatal wound was inflicted with a .22 calibre rifle, the bullet striking near the heart. The tragedy occurred Sunday afternoon at about 4:30 o'clock.

Plainview Plans Highway Meeting

A Panhandle-Plains highway meeting to be held Friday afternoon with delegates from throughout the Panhandle attending. Delegates have been invited from every county in the Panhandle from Lubbock north and Vernon west.

The purpose of the meeting is to start an organized movement to have the new state administration to take care of the unpaved highway gaps in the Panhandle.

County Judge C. W. Humble and the commissioners as well as Alex Thompson, chamber of commerce president, have been invited.

DIZZY DEAN PARALYZES BUSINESS HERE

Business and most other activities came to an abrupt halt here Wednesday at 12:30. That was when Dizzy Dean took the mound in the first game of the World Series against the Tigers of Detroit.

There was nothing going on until shortly after 3 o'clock. Then the groups dispersed from the radios around which they were clustered.

Everybody was all smiles. Dizzy had won, 8 to 3. It will be the same story until the end of the series.

Doctors of the Terra Blanca Medical Association will hold their regular monthly meeting here Friday night.

Adult School Has Over 100 Enrolled Now

Classes Started Monday; Teachers Named for Work.

With a faculty of seven instructors and an enrollment of more than 100, the adult education school got under way at the court house Monday. There are 20 separate class groups, each meeting from two to four times per week.

On the faculty are Mrs. J. J. Boling, Mrs. Nell Culpepper, Mrs. R. McCullough, Misses Ella Broadwell, Frances Dameron and Gladys Seigler and Beryl Witherspoon.

It will be arranged later for Mrs. Boling to meet with home demonstration clubs in the country once per week to give instructions in economics and home building.

Subjects being taught include economics, home building, business arithmetic and English, history, Spanish, penmanship, shorthand, typing, bookkeeping, spelling, dramatics, public speaking, English literature, mechanics and mechanical drawing.

The school is being directed by Miss Lillie Hostetler, county librarian. All adults are invited to enroll for courses. There is no charge and in many instances textbooks are furnished.

Cream Grading School Tuesday

Instructions in grading of cream to comply with Federal regulations will be given at a meeting of cream producers and buyers to be held next Tuesday night, October 10, at the Farmers Creamery. The meeting to be conducted by Willis Tinney of Austin, district cream grader and inspector of the State Health Department, will begin at 8 o'clock. All sellers and buyers of cream are invited and urged to attend.

This is one of a series of meetings Tinney is holding in the Panhandle to "bring about a better grading situation and to acquaint the operators with the necessity of purchasing only cream which will pass federal and state inspectors. In other words," Tinney says, "we expect to give particular attention to sediment tests and extraneous matter in cream."

COURTHOUSE RECORDS

Warranty Deeds.
Charles W. Smith et ux to Frank F. Ferry et al, W 1/2 section 2, township 2N, range 4E.
H. W. Galbraith to Galbraith Investment Co., section 36, block K-7; section 45, block K-7; section 46, block K-7; 1/2 of section 37, block K-7.
Wilburn Edelman et ux to Kenneth Foss, NW 1/4 of section 174, block M-7.
Lillian M. Springer et vir to P. A. Hogan, lots 4 and 5, assessors' subdivision of block 14, Evans Addition, City of Hereford.
Kemp Lumber Co. to James Witherspoon, part of lot 2, block 10, Evans addition.
W. F. Karr to Livie Troxell lots 5, 6, 7 and 8, of Renfro & Price subdivision, Evans addition.

New Automobiles
Frank Givan Ford coupe, Hereford Motor Co., 292-685.
R. N. Gollehon, Chevrolet coach, Grizzle Chevrolet Co., 292-690.
E. B. Black, Dodge sedan, Ireland-Beavers Motor Co., 292-692.
Mrs. Seth B. Holman, Plymouth sedan, Ireland-Beavers Motor Co., 292-693.
J. D. Buchanan, Chevrolet sedan, Grizzle Chevrolet Co., 292-703.
R. E. Perkins, Pontiac coupe, Norton Motor Co., 292-704.
N. W. Ewton, Chevrolet sedan, Grizzle Chevrolet Co., 292-705.

Marriage Licenses.
T. E. Evans and Miss Clea Loving.

Park Men Speakers At Lions Luncheon

J. H. Barrett and M. B. Gilson, supervisors of the State Park Service who are connected with the Hereford Park, addressed the Lions Club at the meeting yesterday noon. Barrett told of the purpose and aims of the CCC and Gilson outlined plans of the park here for the planting of trees. He asked cooperation of the various organizations and citizens of the community in obtaining trees.

New Camp Barracks Home of Park Crew

C. C. C. Company, Officials Occupying Winter Quarters for First Time This Week; Road Plans at Entrance Okayed.

Established in their new homes, the men and officers of CCC Company 1862 as well as the park officials are ready for cold weather as they go forward with construction work on the state park.

Most activity the past week has been on roads and excavating for the big pool near the east end of the park. Plans for the construction of retaining walls on the entrance under the highway bridge at the city park have been approved and construction on it will start shortly.

Twenty-six members of the CCC Company did not re-enroll at the end of their enlistments on September 30. Ten new enrollees entered the company here and 36 enrollees from the Dallas office arrived last night. Total strength of the unit is now 189 men.

Tree locations have all been worked out, according to Superintendent Howard Trigg. Park officials are still seeking donations of trees of any kind, shrubs and bushes. More than 7,000 tree locations have been made and it is planned to put most of them in this fall.

Ovens and barbecue pits for the use of campers and picnickers are being built all along the creek. They are of natural rock and each will accommodate several parties.

TWO NEW TEACHERS RELIEVE CROWDED SCHOOL CONDITION

Catholic Talks Draw Big Crowd

"Good citizenship," declares Rev. Francis J. Ludwig, Catholic lecturer, "finds its very essence in the roots of Christianity." Father Ludwig is giving a series of lectures on the teachings of his church each night at the court house. He spoke Sunday night on "Who is a Loyal American?"

He denounced hate and bigotry and intolerance in his lecture Monday, declaring that any man who stirs up hate and bigotry against any religion, sect or society is neither a Christian nor an American. The Church and Bible was his Tuesday theme and his subject Wednesday was The Truth About Confession. He will speak each evening through Saturday.

On Tuesday Father Ludwig addressed the students of the high school and gave a short talk to the CCC men Wednesday evening. A mission for the Catholic people has been in progress this week and will close with the 10 o'clock mass Sunday at St. Anthony's. Father Ludwig will preach the final sermon and give the Papal blessing at the conclusion.

Lumber Program On Air

"The Friendly Builders' Hour" was heard by a number of Hereford radio fans Tuesday evening at 6:15 from WFAA at Dallas. This is a regular Tuesday feature sponsored by the retail lumbermen of the state.

The Kemp and Rockwell companies are local sponsors of the program which features the Bel Canto male quartet.

Gable, Crawford Star In Sunday Attraction

"Chained," latest starring vehicle for Clark Gable and Joan Crawford, will be the week-end feature at the Star. It opens with an owl show Saturday night, then begins the regular run at the Sunday matinee. It will be screened Sunday, Monday and Tuesday nights. Stuart Erwin and Otto Kruger are also in the cast.

A gangster yarn, "He Was Her Man," with Joan Blondell and Jimmie Cagney will be the feature Friday afternoon and night.

Centennial Banquet At Pampa On Tuesday

Pampa will fire the opening gun of the Pre-Centennial celebration to be held in that city in 1935 next Tuesday evening, October 9, when members of the Centennial advisory boards of the 25 counties in the thirty-first senatorial district will be guests of the Junior chamber of commerce, the Gray county advisory board and prominent Pampa citizens.

The banquet will be held at 7:30 in the banquet hall of the First Methodist church. The occasion will celebrate the ninety-eighth anniversary of the return of Stephen F. Austin, founder of Texas, from Mexico City where he was imprisoned from 1833 to 1835.

The Deaf Smith county board members, Mrs. B. F. Guthrie, Mrs. Seth B. Holman, Carl Gilliland, John Coffee, T. E. Seigler and J. E. Hill, have all been invited.

Sarah Agnes and Noel Bryant, Hereford students in McMurry College, Abilene, have been chosen members of the college glee club. Miss Bryant, a sophomore, will sing first soprano, while her brother, a junior, will sing bass.

Civic Chorus Is Organized Here Sunday

Miss Swisher Is Named Director; to Give "Messiah."

Hereford is to have a civic chorus. Preliminary organization was effected at a meeting last Sunday afternoon at the Methodist church. Rev. W. M. Griffin was named president, Mrs. A. C. Hales, treasurer, and Mrs. A. O. Thompson, secretary.

Miss Mattie Mae Swisher, voice and music teacher and former voice teacher in the college at Canyon, will direct the chorus. Miss Swisher has done much work of this kind and is optimistic over the prospects of building an excellent singing group.

Another meeting has been called for next Sunday afternoon at 4 o'clock to perfect the permanent organization. Miss Swisher urges all singers from the county and surrounding area to be on hand. Already plans are afoot to present Handel's "Messiah" oratorio some time during the holidays. The organization will also join with other groups over the Panhandle in the Panhandle chorus at Amarillo on December 16.

A contest will be held for the selection of a name for the chorus.

FIREARMS REGISTRATION LAW EXPLANATION GIVEN

Considerable confusion has arisen here as to firearms to be registered under the new Federal Law restricting possession of arms. An interpretation from L. P. Herndon, deputy collector of Internal Revenue at Amarillo, explains that machine guns, sawed-off shotguns and rifles are about the only weapons that require registration.

"The term firearm," provides the act, "means a shotgun or rifle having a barrel of less than 18 inches in length, or any weapon, except a pistol or revolver, from which a shot is discharged by an explosive if such a weapon is capable of being concealed on the person, or a machine gun."

This, it is legal for any citizen to possess an ordinary pistol, revolver, rifle or shotgun.

E. B. Black Improves At County Hospital

Former Mayor E. B. Black was reported resting well at the hospital this morning. Mr. Black has been in the hospital since Monday suffering with a severe case of nephritis.

He was taken ill Sunday and his condition became steadily worse until Monday afternoon when he was removed to the hospital. His condition is still grave, although there has been a definite improvement since Tuesday morning.

Fair Success Is Due To Papers, Says Hawk

"The outstanding success of the 1934 Tri-State Fair, one of the greatest from every standpoint in the fair's history, is a great tribute to the efficiency and economy of newspaper advertising and publicity," said Wilbur C. Hawk, president of the exposition, at its close here. "Sixty newspapers in the territory carried advertising several weeks on the fair, with exceptionally satisfying results."

Hawk declares that this year such forms of advertising as tire covers, window cards, road signs and expensive items were eliminated from the fair budget and the entire advertising expenditure was placed with the newspapers. The result was an attendance much greater than even during the prosperous years and a generally improved interest.

"This is another example of the results to be expected from newspaper advertising and I deeply appreciate the part played by the newspapers of this area in making the 1934 fair so outstanding an event, especially from the standpoint of attendance from such a large territory," said Mr. Hawk.

Gas Users Sign for New Optional Rates

More than one-fourth of the gas users of Hereford had signed up this morning to take advantage of the new optional gas rate, announced Jack Wayland, local manager.

The optional rate became effective October 1. It provides a lower rate for the year-around user. Wayland said in his announcement of the rate last week.

Zephyr Will Be Here Tomorrow; May Stop

The Zephyr, Burlington's streamlined train, may stop in Hereford Friday evening. Stop or not, the Zephyr is going to pass through here some time between 6 and 7 o'clock Friday. It will be en route from the West Coast to Amarillo.

Alex Thompson, chamber of commerce head, has been wiring rail officials from Amarillo to Fort Worth in an effort to arrange for the train to stop here. He has had no definite reply this morning, although J. W. Mode, Amarillo agent of the Denver, had taken the matter up with high officials.

JOHN DERE DEMONSTRATION HELD HERE ON WEDNESDAY

Two truck loads of the latest John Deere implements and equipment were demonstrated here Wednesday by branch and factory representatives at the Kerr Implement Company. Two model A tractors, a two-row lister, a two-bottom plow and other implements were shown.

Accompanying the caravan were J. W. Milley, Amarillo branch man, Ross Loughlin, from the factory at Moline, and John Duncan, of the Kansas City branch.

Bill Black of Lubbock Is Here Because of the Severe Illness of his Father, E. B. Black.

Bill Black of Lubbock is here because of the severe illness of his father, E. B. Black.

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

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

COUGHS

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

RENT PROPERTY

Is at a premium in Hereford. Since the coming of the CCC camp furnished rooms, rent houses and apartments are hard to get. Every few minutes the Brand has calls for rentals of this kind.

So, if you have rent property and want to get action, you can do it right quick by using Brand classified ads.

But that is not all. If you have anything you want to sell, swap, lease or give away, Brand want ads will get the job done and get it done in a hurry. Merely call

NUMBER 30

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

Portales Whipped by Whitetails

Locals Score In First Half

With a little more power than they displayed the week before, the Whitefaces last Friday annexed their second scalp of the young grid season by trouncing the Rams of Portales High school, 13 to 0.

Touchdowns were made in the first and second quarters, but the Rams stiffened considerably in the last half to choke off several Hereford scoring gestures. All four of Hereford's starting backs collaborated in fashioning the first tally, Meade Smith plunging the final three yards.

Smith and L. B. Russell were co-conspirators for the second tally with Russell doing the shining as he carried a 12-yard pass from Clayton through 22 yards of Portales players. The scoring play was immediately preceded by a 56-yard punt return by Smith who took a criss-cross from Russell on the 10-yard stripe.

Drive from 34. The drive that brought the opening tally originated on Hereford's 34 where Russell took D. Briggs' punt. It was a sustained offensive with Russell making seven, then taking Clayton's pass for 11. Sowell plunged four and Smith added eight more. Russell then squirmed through for 17 more and Smith grabbed off eight twice. Sowell rammed for another and Smith made the final three. G. B. Hagar, center, missed the first extra point but made the second.

The third period was a midfield conflict with neither team able to penetrate the other's territory with any degree of success. The last quarter saw the Whitefaces drive to the 14 only to lose the ball on downs and again to the eight, at which point they lacked a yard of making a first down.

Many Subs Used. Coach Tommy McCollum used hordes of substitutes after amassing the 13-point margin. Coach C. F. Brown of the visitors also called on his limited supply of reserves. Except for D. Briggs and Burke in backfield, Kirksey and Burke at center and tackle, the Rams were mostly green men. The punting of D. Briggs and ball carrying of Burke were outstanding for the New Mexicans.

L. W. Carlyle, starting for the first time at end for the home crew, played a smart game. Clayton was moved from terminal to fullback in the absence of Wilburn Bengo and did a neat job passing and kicking along with blocking that was at times effective.

Westway Items
 (BY WILMA SKYPALA)

Sylvester Fangman of Messenger, Elmer Reinart of Wyche spent Sunday with Norbert and Edwin Skypala.

Mr. and Mrs. V. Skypala and son, Edgar, spent Thursday in the Clem Friemel home at Dean. Edgar Skypala had Sunday dinner with Henry and Walter Kuper at Ford.

Willie Landers and Mrs. Roscoe Landers and son of Oklahoma returned home Saturday night.

Mr. and Mrs. R. M. Gunn visited the week end in Clovis, New Mexico, with friends.

Mr. and Mrs. V. L. Newton and children spent Friday evening in the J. L. Hyde home at Ward.

Mrs. Guy Lawrence of Walcott spent the week end in the J. L. Landers home.

Miss Marjorie Rogers spent Sunday evening with Miss Wanda Downs.

W. E. Compton of Grier, New Mexico, visited Thursday in the T. A. Rogers home.

Dean News
 BY MARY LOUISE DEAN—ELSIE FRIEMEL

Mr. and Mrs. Sid Barclay made a business trip to Amarillo Thursday.

Mr. and Mrs. Arlie Dean and children and Mr. and Mrs. Clay Neill of Dimmitt spent Saturday night and Sunday in the W. R. Simon home at Plainview.

Among those present at the birthday dinner of Mrs. M. B. Stone were Messrs. and Mmes. T. P. McCollister, Sid Barclay, H. D. Biggers, Clem Friemel, T. F. Bohannon, W. L. Weavers, Pharis London, C. Hammock, J. I. Morris of this community; Messrs. and Mmes. John Van Meter and John Allen Wilson of Vega and her father, Jim McCaskey.

Mmes. Ralph Sears and Huckert of Hereford were Thursday dinner guests in the Friemel home.

Ladies of the DSS club were entertained at a backward party at the home of Mrs. T. P. McCollister Thursday. The hostess and three members were present. The next meeting will be with Mrs. Morel October 11. This will be a business meeting.

Mrs. M. B. Stone was in Vega Friday visiting relatives.

Mr. and Mrs. Arlie Dean were in Amarillo Friday.

Pharis London, M. B. Stone, C. Friemel and J. M. Chapman shipped cattle from Vega Friday.

Dawn Items
 BY INEZ MILLER

Mrs. L. N. George was a guest of the Federated clubs in Amarillo last Wednesday evening, a guest of the Fine Arts club in Panhandle Thursday, and of the Federated clubs in Pampa the same evening.

Mr. and Mrs. Curtis Douglas of Panhandle and Mr. and Mrs. John Hash of Pampa were dinner guests of Mr. and Mrs. L. N. George Sunday evening.

Gomas Allen Frye, son of Mr. and Mrs. Paul Frye, was christened Sunday at the Lutheran church. August Frye and Mrs. Henry Tiefert were sponsors.

A forty-two party was given in honor of Mr. and Mrs. H. E. Miller Saturday evening in honor of the Miller boys. Present were Mr. and Mrs. H. E. Miller, Misses Lois and Sybil Smith, Mary Chambers, Hazel Crouch, Evelyn Arceneaux of Higgins, Miss Short of Progressive, Maxine Barnes of Canyon, Inez and Alma Miller; Messrs. Wm. Gordon, Norman and Raymond Miller, Roger and Byron George and Donald Hawkins of Hereford.

Wm. Miller, who has been visiting relatives here, returned to his work in Denver. Gordon Miller, also a visitor here, returned to his home in Pauls Valley, Okla.

Mr. and Mrs. Paul Frye called in the Ernest May home Sunday.

Miss Maxine Barnes, who is attending WTSTC, was a guest in the H. H. Miller home over the week end.

Miss Ella Smith spent the week end in the home of her uncle, O. G. Smith.

The Candidates and Their Standing In the "EVERYBODY WINS" DISTRIBUTION

Mrs. J. W. Berry, Jumbo	1,544,000
Mrs. John J. Boling, Wildorado	1,570,000
Mrs. Frank Cogdell	1,573,000
Miss Nora Alice Daniel	1,579,000
Mrs. LaVerne Harman	1,560,000
Mrs. J. R. Naples, Friona	1,565,000
Miss Inez Miller, Dawn	1,563,000
Mrs. G. B. Reddoch	1,548,000
Miss Nora Jean Russell	1,549,000
Mrs. H. P. Sindt	1,560,000
Miss Minnie Dea Smith	1,573,000
Mrs. Bess Turrentine, Westway	1,555,000

We Have . . .
CUT FLOWERS—POT PLANTS
CORSAGES—ALL FLORAL DESIGNS
 For Any Occasion
HEREFORD FLORAL CO.
 PHONE 597-J

Our Objective--

To Help You Get the LOWEST Operating Cost Per Mile From Your CHEVROLET

Our Authorized CHEVROLET SERVICE Saves You MONEY, TIME and INCONVENIENCE.

Economy is an outstanding feature of Chevrolet cars. As a Chevrolet Dealer, our policy has always been to maintain this enviable feature by rendering protective service, thereby enabling you to enjoy the lowest possible operating cost.

Our Service Department is equipped with special tools and machinery—operated by factory-trained mechanics. Only genuine Chevrolet parts are used.



GRIZZLE CHEVROLET CO.

Sales INCORPORATED Service

ANOTHER SHIPMENT OF COLORADO NIGGERHEAD COAL

Will Be Here Soon
 Place Your Order
NOW!

\$10.50 Per Ton

CERESAN

WILL PREVENT SMUT

So Don't Plant Untreated Wheat
 See Us

McLean & Pitman

Grain Company

Phone 1. Buy at Home We Deliver

STATE OF TEXAS, COUNTY OF DEAF SMITH

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

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

This the 26th day of September, 1934.

J. C. RICKETTS, Administrator, De Bonis Non of the Estate of D. F. Ashbrook, Deceased, with Will Annexed. 39-4t

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Mr. and Mrs. Curtis Douglas of Panhandle and Mr. and Mrs. John Hash of Pampa were dinner guests of Mr. and Mrs. L. N. George Sunday evening.

Gomas Allen Frye, son of Mr. and Mrs. Paul Frye, was christened Sunday at the Lutheran church. August Frye and Mrs. Henry Tiefert were sponsors.

A forty-two party was given in honor of Mr. and Mrs. H. E. Miller Saturday evening in honor of the Miller boys. Present were Mr. and Mrs. H. E. Miller, Misses Lois and Sybil Smith, Mary Chambers, Hazel Crouch, Evelyn Arceneaux of Higgins, Miss Short of Progressive, Maxine Barnes of Canyon, Inez and Alma Miller; Messrs. Wm. Gordon, Norman and Raymond Miller, Roger and Byron George and Donald Hawkins of Hereford.

Wm. Miller, who has been visiting relatives here, returned to his work in Denver. Gordon Miller, also a visitor here, returned to his home in Pauls Valley, Okla.

Mr. and Mrs. Paul Frye called in the Ernest May home Sunday.

Miss Maxine Barnes, who is attending WTSTC, was a guest in the H. H. Miller home over the week end.

Miss Ella Smith spent the week end in the home of her uncle, O. G. Smith.

L. N. George, Misses Hazel Crouch and Mary Chambers attended the county teachers meeting in Hereford Saturday.

Junior boys of Dawn were defeated in a baseball game played with Wildorado Friday.

H. H. Miller and family and Miss Vivian Bowers visited in Canyon Sunday.

Ray Bowers and family were dinner guests of Jim Greer on his sixth birthday Sunday.



EAT WELL and Save

Friday and Saturday Specials

SUGAR	10-pound bag	56¢
PEAS	Concho, 2 No. 2 cans	25¢
TOMATOES	3 No. 2 cans	29¢
ONIONS	Pound	3¢
PRUNES	Italian, gallon	31¢
GRAPE JUICE	Quart	29¢
PEACHES	2 No. 2 1/2 cans	33¢
JELLO	All flavors, package	6¢
HOMINY	2 No. 2 1/2 cans	21¢
COCOA	Mother's, 2-pound box	18¢
APPLES	Bushel	65¢

CARL'S Cash and Carry GROCERY

STAMBAUGH COMPANY

Second and Main Phone 160

CLEANERS - - - HATTERS

Here and There

BY MRS. C. E. TICE

The WW club met with Mrs. M. Mobley last Wednesday with 12 members and two visitors, Mrs. Allman and Mrs. Childers, present. Miss Clark was there and demonstrated jelly making. Dates were drawn for next year's meeting and Mrs. Mobley drew the next meeting. During the past year the hostess was given tea towels and it was voted to give handkerchiefs next year. A plan was worked out for Christmas meeting, which will be a delight to all. A quilt was quilted for the hostess.

Mr. and Mrs. C. E. Gatlin visited points in New Mexico last week. Mr. and Mrs. Oglesby spent Sunday with Mr. and Mrs. Geo. Muse.

Mrs. J. J. Lindsey and Mrs. Jack Sanders spent one day last week with Mrs. Steve Sanders in Hereford, who is ill.

Mrs. J. N. Benson, who was badly hurt some weeks ago, was able to be in town Saturday, and the family spent Sunday in the J. E. Andrews home.

Mr. and Mrs. Clyde Renfro moved a house to the airport grounds last Friday and will live there this winter.

Mr. and Mrs. Guy Hamm and Misses Helen Ray and Kathryn spent Sunday with Mr. and Mrs. Edgar Mosley.

Marion Bell of Amistad, New Mexico, attended singing Sunday night and stayed all night with T. L. Sparkman.

Mrs. R. L. Elliston and baby, Paul and Clarence Gaede and Eldon Coffman were Saturday visitors at the J. J. Lindsey home.

Mr. and Mrs. Jack Springer, Miss Olive Watson of Kress, Mr. and Mrs. Deward Roberson and Mrs. M. A. Springer of Amarillo, Earl Springer, A. T. Jones, Andrew Gilliam, W. A. Springer and Owen Andrews, together with their families spent Sunday with Mr. and Mrs. T. L. Sparkman.

Mr. and Mrs. Alvis Springer spent Sunday in Hereford with Mr. and Mrs. John Turner.

Mr. and Mrs. Ray Rogers and Mrs. Britt Boyd spent the week end with their parents at Portales.

Messrs. and Mmes. H. M. Mobley, Haskell Robbins and D. S. Jones were Sunday visitors of the J. B. Harlin family.

A. T. Jones was a Canyon visitor Tuesday.

Mr. and Mrs. Will Henry spent Sunday in the D. O. Benson home.

Mr. and Mrs. Henry Allman spent Sunday with Mr. and Mrs. Buck Williams near Hereford.

The Energetic club met with Mrs. Conklin last Friday with seven members and two visitors, Mrs. Green and Nettie Lee Green, present. The next meeting will be with Mrs. R. Bridges.

Mr. and Mrs. Clarence Beauford spent Sunday in the home of Mrs. Annie Beauford.

Mr. and Mrs. Jas. W. Edwards of Clovis, C. E. Tice and family, L. Tice and family spent Sunday with Mrs. Mary Tice.

Messrs. and Mmes. J. N. Benson and Leatrice Benson, Melvin Mitchell spent Sunday evening in the K. F. Campbell home.

Mrs. Arthur Thompson and her mother, Mrs. Clara Short, left Tuesday for Hamilton, Kansas, Mrs. Short's home. Mrs. Thompson will visit two weeks before returning. Mrs. Short visited in Hereford since mid-summer.

Ward News Notes

MRS. WILBY ROBERSON

Mmes. Jim Lipscomb and G. M. Suggs called on Mrs. G. C. Snell and Mrs. Chester Hodges Saturday.

Mrs. Maggie Morell and Eldon Harris took Sunday dinner with Mr. and Mrs. Jack Hutson.

Mrs. Roberson with Mmes. C. C. Ferguson and A. O. Thompson attended the called meeting of the Seventh District Federation in Canyon last Wednesday.

Mr. and Mrs. Jim Caldwell of San Diego, California, visited in the home of Mr. and Mrs. Fred Saltzman last Wednesday.

Mr. and Mrs. Kuper of Ford called in the G. M. Suggs home Wednesday.

Misses Grace Garrett and Lucille Hughes of Flax spent Saturday night and Sunday with Mr. and Mrs. Wilby Roberson.

Mrs. Albert Oden called on Mrs. Fred Saltzman Thursday.

Miss Alberta Davis took Sunday dinner in the Wilby Roberson home.

Mrs. Saltzman visited Mrs. Jim Lipscomb Friday afternoon.

Mr. and Mrs. Jack Hutson visited in the W. R. Harrison home Sunday afternoon.

Mr. and Mrs. Reed Williams of Hereford visited Mr. and Mrs. Jim Lipscomb Sunday afternoon.

LOE club was postponed this week from Tuesday to Wednesday on account of the county federation.

Robert and Fred Hutson spent Saturday night and Sunday in the home of their grand parents, Mr. and Mrs. Jack Hutson.

Miss Stella Phillips of Plaview is spending the week with her aunt, Mrs. Bob Higgins.

Mrs. Bill Hutson called on Mrs. Jack Hutson Friday.

Mrs. Jim Lipscomb visited Mrs. Higgins Monday afternoon.

Sims to Have Preaching.

Evangelist E. R. Carver of the North Side Church of Christ, Amarillo, will preach at Sims school house Sunday, October 7, at 11:30 and 2:30.

There will be singing and dinner on the ground between services. Everyone is invited.

Myrtle McGowan, Hereford girl who had enrolled as a junior at the University of Southern California, was recently given a try-out by Fanchon and Marco, leading theatrical school of Los Angeles, and was accepted as a student in dancing and dramatics.

There will be a box supper at the Hippus church next Friday night.

Mr. and Mrs. J. W. Allmond of Childress were business visitors here last Thursday. Mr. Allmond and Miss Leola Dempsey recently purchased the Weir store which Miss Dempsey is operating.

Furniture of all kinds made according to your own specifications. Wood turning and repairing of all kinds.

W. D. MRAYZOR
WOODWORK

Dimmitt News

MRS. BUCK WOOD

Take Produce to Carl's Gro. if Mr. and Mrs. H. C. Webb and Mr. and Mrs. L. G. Manning visited relatives in Amarillo Sunday.

Mr. and Mrs. Claude Morris were shopping in Hereford one day this week.

Mr. and Mrs. C. W. Boothe made a business trip to Littlefield Thursday.

Miss Sarah Brashears, Mrs. Purvis Daniels and Mrs. N. H. Witt and daughter were shopping in Hereford Friday.

Mrs. Leland Lee and daughter were in Amarillo Tuesday.

Miss Sue Blanton and Homer Blanton attended the Lubbock Fair Wednesday.

Mr. and Mrs. Homer Norwood visited his mother in McAllister, New Mexico, this week end. Mrs. Burman accompanied them to Tucumcari and remained for a three weeks visit.

Mr. and Mrs. Raymond Wilson made a business trip to Tulla last Thursday night.

Wade Parks and D. Neumyer were in Fort Worth this week. Mrs. Tom Gunnells and son, Mrs. Homer Newton, Mrs. Homer Narwood and Mrs. Milton Morris were Hereford visitors Thursday.

Miss Dorothy Maples who is attending WTSTC at Canyon spent the week end with her parents.

Misses Koma and Ruby Hyatt, teachers at Frio, spent the week end here with their parents.

Mrs. Alfred Freeman and Mrs. Vernon McCullough were in Plainview Thursday.

W. L. Hinson, John Nolan and daughter and Mr. and Mrs. Pat Hardy attended the fair in Lubbock Thursday.

Miss Alynne Creager, who is teaching in the Army school, spent the week end in Dimmitt.

Mrs. Andrew Murphy and little son, and Jim Elder of Muleshoe visited relatives and friends here Saturday and Sunday.

Mrs. J. T. Gilbreath was in Hereford Tuesday.

Mrs. Charles Wilson and daughter of McLean were in Dimmitt this week moving their furniture to McLean. Jimmie Rothwell and Mutt Webb moved them.

The study club entertained new members with a chicken roast last Friday night in the south park. A delicious supper was enjoyed by Mr. and Mrs. Ray Sheffy, Gano Hastings, Wayne Thomas, Claude Morris, Leland Lee, Buck Wood, Chas. Dean, W. W. Halcomb, Mrs. R. B. Boren, Mrs. Chas. Wilson and Mrs. C. O. Byrnes.

Mrs. Ernest Medkief of Hereford visited friends here Friday.

Mrs. Will Boothe returned home Sunday from Amarillo where she visited her mother last week.

Mrs. Graham and son have returned to their home from a visit of a month in the home of her sister, Mrs. Byron Shipley.

Mr. and Mrs. Charles McLean, Ross Cox, Mr. and Mrs. L. G. Manning and Mr. and Mrs. Buck Wood attended the show in Hereford Friday night.

Andrew Elder was in Amarillo this week and purchased a new car. Mr. and Mrs. Elder attended the fair in Lubbock this week.

The Dimmitt football team will have their first home game Friday afternoon. They will play the Amherst team.

Homer and Malcolm Blanton and Mutt Webb attended the football game at Hereford last Friday.

Mr. and Mrs. Meade Halls visited friends in Clarendon Sunday.

Mr. and Mrs. L. G. Manning spent Saturday night and Sunday with friends in Amherst.

The Methodist revival will start in Dimmitt Sunday, Rev. T. M. Johnson of Wellington will conduct the services.

Mr. and Mrs. Will S. Kerr returned Monday from a three weeks trip to Chicago, Detroit, Niagara Falls, New York and Washington. They bought a new car in Detroit.

RESULTS



from WANT ADS

Attractiveness

A woman's hair dress is more important this Fall than ever before, as the trend is decidedly toward individuality. Our operators are experts in every line of beauty work.



Get your scalp in condition for the Fall Permanent with our oil treatments. They end scalp trouble.

Phone Today for An Appointment.

MORENE'S BEAUTY SHOP

INADEQUATE LIGHT

Poor lighting is one of the greatest single causes of eye strain. It is nevertheless the easiest cause to prevent. It can always be prevented if we remember that light is as important to seeing as are the eyes themselves. Eye-strain comes not so much from bad eyes as from the efforts of good eyes to see when there is not enough light for sight.

TEXAS UTILITIES COMPANY

YOU CAN MAKE EVERY PENNY COUNT

FRIDAY, SATURDAY AND MONDAY AT FURR FOOD STORE'S GREAT

NEW CUSTOMER SALE



You new customers will learn why we have so many old regular customers when you study this list of food bargains and then see the hundreds of others at our store. Our "New Customer" sale this week is a value-giving demonstration, proving conclusively that we are vitally interested in your welfare. We are vitally interested in maintaining the highest standards of quality at all times and at the same time offering lowest prices. If you are not one of our old customers, we urge you to take advantage of these low prices like hundreds of other thrifty housewives are doing.

BONELESS ROAST

Beef Shoulder, Rolled, pound

12c



BARBECUE 15c

DRY SALT BACON 18c

FRESH, Streaked, pound 83c

PICNIC HAMS 83c

Armour's, 5-6 pound average, shankless, each 25c

PEANUT BUTTER 25c

Fresh, 2 pounds for 29c

BACON 29c

Armour's Machine Sliced, pound

CABBAGE 1 1/2c

We Reserve the Right to Limit Quantities

APPLES 19c

Jonathan, dozen 3 1/2c

ORANGES 23c

Sweet and juicy, dozen 19c

SPUDS 19c

U. S. No. 1, 10 lbs

ONIONS Spanish Sweet 15c

5 pounds

Snowdrift

Always creamy, always fresh and sweet—always a help for making good things to eat.

3-lb Can 43c 6-lb Can 85c

HY-PRO Cleanser-Bleacher

Quart

17c

CHILI 23c

Or TAMALES, Walker's, No. 2 can

SARDINES 10c

In tomato or mustard sauce, 15-oz can

PINEAPPLE 15c

Sure Hit, sliced or crushed, No. 2 can

BAKING POWDER 18c

Dr. Price's, 12-oz can

MILK, Borden's 3c

Or Carnation, tall can 6c, small can

GINGER ALE 14c

Line Rickey, De Soto, 1ge 24-oz bottle

MEAT SAUCES 29c

Lea & Perrin's or A-1, bottle

PICKLES 24c

Sweet or sweet mixed, quart jar

JERSEY CEREALS

CORN OR BRAN FLAKES

1 pkg for 10c

SKINNER'S

MACARONI, SPAGHETTI

or Egg Noodles

2 pkgs for 15c

OATS 25c

Mother's China, large pkg

RAISIN BRAN 23c

Skinner's, 2 pkgs

RICE 5c

Choice Blue Rose, lb

PEACHES 24c

Choice New Crop, 2-lb pkg

Minute Tapioca 25c

2 Pkgs

Gelatine, Knox 21c

Plain or acidulated, pkg

GELATINE 6c

Royal, all flavors, pkg

POPCORN 10c

Jolly Time, can

Eggs, Guaranteed 23c

Fresh, dozen

LYE 25c

Hudson, 3 cans

Toilet Tissue 11c

Northern, 2 rolls

Shaving Soap 9c

Colgate's, round cakes, 2 for

Sani-Flush

1 Can for 21c

MELO 17c

2 cans

SCHILLING'S

COFFEE

1-lb Can 30c

OYSTERS 12c

5-ounce can

CHERRIES 25c

Red pitted, 2 No. 2 cans

Ripe Olives 19c

Curtis, tall can

GREEN BEANS 25c

Out, 3 No. 2 cans

SOAP 5c

Palmolive, bar

SUPER SUDS 9c

Pkg

SOAP 4c

Crystal White, giant bar

Corned Beef 15c

Armour's, square can

Pearl Barley 25c

Scotch, 2 pkgs

Pancake Flour 23c

Aunt Jemima, large pkg

SOAP CHIPS 31c

Crystal White, 5-lb box

Baking Powder 34c

Royal, 12-oz can

FURR FOOD

FREE DELIVERY

PHONE 74



Back of Good Performance

Good Repairs

Don't drive a block without positive assurance that your motor, brakes and body are fit to serve you capably and safely. We maintain a qualified repair service department for our customers. Trained mechanics, genuine quality parts, and our service charges are uniformly low for the high quality work we do.

COME IN TODAY AND SEE THE NEW

DODGE and PLYMOUTH

Ireland-Beavers Motor Co.

301 East Third Street,

Hereford

WHO PAYS FOR THESE Accidents?

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

HEREFORD INSURANCE AGENCY
John McLean, Owner.

Drink MILK
and Keep Your **YOUTH!**

There's only one way to keep your youth—and that's to supply your body with the correct vitamins. Milk is the only inexpensive food that has every necessary vitamin. That's why we say: "Drink milk and keep your youth!"

We're betting that you will like Prairie Dairie Milk. Try a quart of this truly better milk today. Grade A raw from selected herds.

Prairie Dairie
At Your Grocer or Delivered to Your Home.

SOCIETY

SURPRISE BIRTHDAY PARTY GIVEN C. P. ARTHUR

A surprise party celebrating his seventy-fifth birthday was given C. P. Arthur last Sunday at the home of his daughter, Mrs. Nona Jewell. Attending were a number of relatives and close friends.

Two boyhood friends of Mr. Arthur, John W. Robinson, Sr. and Will A. Ricketts, both of Hereford, were present.

MRS. ALVIN CARROLL HONORED AT SHOWER

Mrs. Alvin Carroll was the honoree Wednesday afternoon of last week with a shower at the home of Mrs. Wilbert Carroll. The romance of the couple was read by Mrs. Velma Dawson, assisted with a duet by Mrs. Glen Witherspoon and Miss Odella Flowers, accompanied by Mrs. Audrey Galbreath at the piano. A reading was given by Mrs. Gordon Witherspoon.

The bride was given a streamer which led to a pot of gold at the end of a rainbow. The pot was overflowing with gifts. At the end of the program Mrs. Glen Witherspoon sang "Always."

Refreshments of punch and ice box cookies were served to the

bride, Meses. Willard Witherspoon, Audrey Galbreath, Earl Lance, A. N. McWright, Clay Angelo, W. A. Carroll, Glen Witherspoon, R. W. Carroll, Velma Dawson, Jim Carroll, Bill Upton, Roy Lee Wilson, Ellis Wilson, C. N. Panman, G. C. Hartman, Tom Vaughn, Ulys Pierce, Vern Witherspoon; Missed Odella Flowers, Nettie McWhorter; Lucille Smith and the hostesses, Mrs. Gordon Witherspoon.

W. M. S. HAS MEETING WEDNESDAY

The Baptist WMS met Wednesday at 2:30 at the church. Devotional was led by Mrs. Harry Whitechurch. Following the business meeting installation services were conferred by the association's president, Mrs. Kirkpatrick, of Dimmitt. Co-workers Meses. Stephens, Gollehon, Harvell, Mrs. Stephens gave a solo. An interesting talk was given by Mrs. Kirkpatrick. Meses. Stephens and A. O. Thompson sang a duet. Refreshments were served to 38 members and four visitors.

WMS will meet in circle next Wednesday at: Dorcas, 2 o'clock, with Mrs. Schwartz; East Side, 2:30, Mrs. Buckner; Good Cheer, 2:30, Mrs. Roy Thompson.

ersburg were in this community last week.

J. D. Woodburn of Claude and Mr. and Mrs. W. E. Betts of Clovis spent Sunday night in the Carl Frye home.

NOTICE TO BIDDERS

Bids will be received Monday, October 8, at 2 o'clock P. M. by the Commissioners Court of Deaf Smith county for painting and repairs to Deaf Smith county hospital. The job will include scaling off of the old paint and applying two coats to screens, window frames, window sashes and water spouts; kalsomining of ceiling to entrance; renewal of putty on window glasses; supplying of screen hangers and fasteners where needed; and cleaning of paint from window glasses when job is completed. A standard brand of paint must be used. Bidders may submit sealed bids or appear in person.

COMMISSIONERS' COURT, Deaf Smith County, Texas. By C. W. Humble, County Judge.

READ Before You BUY!

BRING US YOUR EGGS, POULTRY AND CREAM

—You will find that we consistently pay the highest market prices for your produce. Remember, too, that good, sweet, well cared for cream brings a better price. Honest weights and tests are one of the features of this station.

Roy's Produce

SWIFT BRANCH
Elliston Building on Third Street. Plenty of Parking Space.

Messenger News

BY MISS BUNITA WILLIAMS

Take Produce to Carl's Gro. if There were 60 present at Sunday school last Sunday.

Mr. and Mrs. James Bragg visited the Carlsbad Caverns recently.

Mr. and Mrs. H. L. Agee and children visited in the home of her mother, Mrs. Minnie Green, at Bovina Friday night.

Elwyn Green and H. L. Agee were in Amarillo Thursday and purchased a new broadcast binder.

Mr. and Mrs. Homer Sharp and daughter, William, have been spending the week in the H. L. Agee home.

L. M. Williams and Eunice were in Hereford and Friona Wednesday.

Frank, Leo and Ab Bezner were busy last week fencing one of their farms.

Mmes. Bob Lindsey and Charley Brown visited the school Friday.

Bob Lindsey and family called at the L. M. Williams home last Wednesday night.

Miss Imogene Copeland and Mrs. Nelda Bragg took supper in the Bob Lindsey home Tuesday.

Mrs. R. W. Fanning has been very ill the past two months.

Elwyn Green of Bovina and Miss Hattie Frank of Easter were married at Clovis, New Mexico, Friday. Elwyn formerly lived in the Messenger community and Miss Franks is known and loved by many here. Everybody in the community wishes them a long and happy married life.

Louis Smith left recently for Rocky, Oklahoma, accompanied by Cecil Bass, who has been staying with the Smiths while they were combining and sowing wheat.

The Loyal Workers class will meet at the G. C. Messenger home Wednesday night to have an entertainment. Every member is invited and visitors are always welcome.

Mrs. J. L. Smith entertained her Sunday school class with a social Sunday evening.

The party given at the Myrtice Wyly home Friday night was enjoyed by a large number, all reporting a delightful evening.

Mr. and Mrs. R. Lee Howard and children spent Sunday in Olney with his parents.

G. W. Wells called at the L. M. Williams home Monday.

Mr. and Mrs. R. J. Coleman spent Sunday in Bovina with relatives.

Mr. and Mrs. H. L. Agee took supper in the Arthur Hart home Sunday.

Raymond, Thorley and O. A. Fanning and J. R. Coleman spent Sunday with Lendel and Denton Hudgouns.

Messenger school and several patrons were entertained Friday afternoon with a "radio" program sponsored by the seventh and high school grades. Bob Lindsey, Jr., teacher, had charge of the program and Hobby Williams, student, acted as a blackface announcer at the "microphone."

The following numbers were enjoyed: How to become an American citizen, Raymond Fanning; How a foreigner becomes naturalized, Ruth Short; The Preamble of the Constitution, Martin Bussell; Tri-State Fair school exhibits, Marjorie Jack; Piano selections, Mrs. Bob Lindsey, Jr.; An unusual visitor, Marie Smith; French harp selections, Hurl Hart; Blackface wit, Hobby Williams and Porter Wyly. Station WXYZ gave the correct time at the sound of the gong and "stood by."

The next monthly chapel program will be Friday, October 26, by the intermediates. Everyone invited.

Messenger residents organized the Messenger Activities Club at the school house Sunday evening. The purpose of the club is to cooperate with the school in putting on plays and programs. The group will meet on the third Friday of each month. Officers are to be elected for three months. The following will serve the ensuing term: Mrs. J. A. Wyly, president; Mr. Agee, vice president; Mrs. E. F. Coleman, secretary; and Mrs. J. L. Smith, treasurer. The Messenger faculty was appointed as the program committee.

Easter Items

BY MISS LOUISE FRYE

Sunday school is growing. Visitors and new members welcomed. Quarterly conference meets here the third Sunday in October, when Rev. Lipscomb will be here his last time as presiding elder.

Juanita and Hazel Hiny went to Vernon over the week end, returning Tuesday.

Marvin Turner, who has been visiting in the home of his grandparents, Mr. and Mrs. J. S. Smith, left Thursday for California where his parents live.

A number of cattle were sold to the government last week.

Mrs. Clem Gilliam of Jumbo and her nephews, Jimmie and Wallie Cayton visited in the Frye and Saxon homes Saturday morning.

The EHD club met with Mrs. Betty Cocanougher and Miss Maggie last Thursday, with six members present.

Mrs. Geo. Chambliss and daughter, Hazel, entertained the League members with a tacky party last Saturday evening. About 30 were present. Refreshments of sandwiches and cocoa were served.

Mr. and Mrs. John Nolen and Ruby Faye attended the fair at Lubbock last week.

Miss Lorine McClure spent the week end at Claude with her parents.

Tom Jameson was in Amarillo several days last week.

Mr. and Mrs. Fullingem of Pet-



A Spectacular Value Offering

New Fall Suits \$15.75 \$18.75 \$22.50

All wool, in new Fall materials and colors. These suits are real bargains. You will find them both stylish and serviceable.

STETSON HATS

You all know the quality of Stetson Hats. A new shipment of Fall styles and colors just received.

Priced from \$6.00 up
Other Hats, good quality felt, priced up from \$1.50

FALL SHOES

Including Friendly Five and other makes.

Shirts, Gloves, Ties
Hosiery

D. R. GASS & SON

HEREFORD, TEXAS

Extra Specials FOR THE WEEK-END

Friday and Saturday Specials

- COFFEE, Chase and Sanborn Dated, 1 lb **29c**
- SALAD DRESSING, quart jar **25c**
- GELATIN, Royal, quick setting, 2 for **13c**
- SPUDS, red or white, No. 1, 10 lbs **18c**
- CORN FLAKES, large package **11c**
- SCAP, Crystal White, 6 large bars **24c**
- GOOSEBERRIES, gallon tin **43c**
- TOMATOES, Portales, No. 2 can, 3 for **27c**
- PRUNES, fresh Italian, gallon tin **30c**
- VANILLA WAFERS, bulk, 1 lb **15c**
- SALMON, pink, No. 1 tall, 2 cans for **23c**
- DUTCH CLEANSER, 2 cans **13c**
- BAKING POWDER, 50-oz can **33c**
- MACKEREL, No. 1 tall can, 2 for **19c**
- PRUNE JUICE, No. 1 tall, 3 cans **27c**
- CHERRIES, Royal Ann, 2 1/2 can **21c**
- TOMATO JUICE, California Home, 3 **25c**
- COMPOUND, Flake White, 8-lb carton **78c**
- TOILET TISSUE, Charlotte, best grade, 3 **22c**
- SHOE POLISH, Oil Glow, bottle **12c**
- OXYDOL, large box **12c**

FRUITS AND VEGETABLES

- SWEET POTATOES, 8 pounds **25c**
- TURNIPS and TOPS, bunch **5c**
- CARROTS, bunch **4c**
- CELERY, large bunch, California **12c**
- GRAPES, Tokays, good, 2 pounds **15c**
- BANANAS, nice and yellow, 1 pound **7 1/2c**
- ORANGES, 283 size, dozen **21c**

Frank's CASH Grocery

Phone 117 FRANK RICHARDS, Proprietor We Deliver

ANY WAY YOU SLICE IT....

"Chevrolet so good it never needs replacing."

BOLONEY!

Even Glands wear out—else what would we do with our surplus production of monkeys?

Chevrolet service stations aren't merely decorations—once in a while they get a job, too—

Man may attempt, and come close to, but never achieves perfection. Only Nature is perfect... It is after 100,000 or 200,000 miles, when time has taken its toll, that the Ford owner cashes in on a policy that gives his car a new lease on life, new thousands of miles of service for the cost of a few tankfuls of gas.

Here's the Lowdown, Lads--Not a Lot of "Language"

Rebuilt—Not Patched New Motor Guarantee

Ford Exchanged Motors are not like a pair of pants patched by loving but inefficient hands! The same men, methods, tools; the same rigid inspection that gave you the world's best new motor, gives you the Rebuilt Exchange Motor, good as new—and guaranteed good as new!

Here Are the Figures

Complete Factory Rebuilt Motors

FORD \$49.50

A GARAGE OVERHAUL

Chevrolet **\$82.02**

Plymouth **\$93.88**

Price includes new connecting rods, pistons assemblies, valve assemblies, head gaskets and labor. All prices available August 25, 1934, Detroit.

The Exchange Policy Is Bonus Insurance

You may never need to take advantage of the Exchange Policy—but if you do—it's there! Bonus Insurance to the old customers... The buyer of a Ford V-8 is a buyer of the world's best transportation, plus the assurance that it will stay that way, economically.

Hereford Motor Co.

103 West Third St.

PHONE 39



Get Ready For Old Man Winter!

You may not be ready to believe that cold weather is coming, but you can take our experienced word for it. We know that medicine is not a nice thing to mention, but when sickness comes it's a nice thing to have. Colds and sickness are most common at this time of the year, and this store is headquarters for the kind of remedies that will aid in your recovery. We are prescription specialists, too.

QUALITY AND SERVICE

CITY DRUG STORE

OUR DAILY SPECIALS

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

TELEPHONE 100

Jumbo News

BY MRS. J. W. BERRY

Take Produce to Carl's Gro. if Mr. and Mrs. B. F. Neill and daughter, Clara Jo, called Sunday evening in the Geo. Sheppard home.

Winston Adams, who has been at Portales the past month, spent a few days this week end visiting his parents, Mr. and Mrs. W. W. Adams.

Mrs. Minnie Marlar and family called in the L. E. Beck home last Wednesday afternoon.

Miss Kitty Oxford, who teaches at Ward, spent the week end with her mother, Mrs. Belle Oxford.

J. F. Hacker was a Sunday dinner guest in the L. E. Beck home.

Mr. and Mrs. Andrew Gilliam were visitors in the C. D. Gilliam home last Thursday.

Mr. and Mrs. P. H. Dyer and family were Sunday guests in the C. C. Hunter home.

Mr. and Mrs. L. A. Matthews went to Portales Thursday for tomatoes and potatoes.

Mrs. A. C. Flowers and Jack returned last Tuesday from Roy, New Mexico, where they had been visiting the past ten days in the home of her parents, Mr. and Mrs. A. G. Ratcliff.

Mmes. W. A., S. M., and Finis Hunter helped Mrs. C. D. Gilliam quilt last Wednesday.

Bob Baird, son of Mr. and Mrs. H. C. Baird, who had the misfortune to have his collar bone broken when a horse fell with him about a week ago, is improving as fast as can be expected. He was unable to attend school for several days because of the injury.

Messrs. W. A., S. M., Finis and Ullman Hunter were Amarillo visitors Sunday.

C. D. Spencer was a Sunday dinner guest of Mr. and Mrs. A. C. Flowers.

The teachers of Jumbo school, Chas. S. King, Mrs. Mildred Bailey, Frank Jones, and Miss Louise Goats, went to Dimmitt Saturday to attend a teachers meeting, when an inter-scholastic league was organized.

A number of the farmers in this community attended the meeting held at the court house Friday afternoon.

The trustees and teachers held their regular monthly meeting at the school house Friday night.

The Jumbo Presbyterian Assembly met with Mrs. M. L. Simpson last Thursday afternoon. Present were Mmes. W. A. and Ullman Hunter, L. C. Baggett, L. E. Beck, members, and Mmes. Minerva Potts

and Chas. S. King, guests. There will be no meeting next Thursday as the Auxiliary has been invited to attend the services held at the Methodist church in Dimmitt, where a Missionary from Japan will speak.

A number of the farmers of this community gathered at the school house Friday evening and enjoyed a chicken fry. About 50 were present.

Mr. and Mrs. L. C. Baggett and daughter, Betty Jo, were Sunday visitors in the A. C. Flowers home.

Mr. and Mrs. John Decker and family of near Arney were Sunday guests in the C. Kring home.

Mr. and Mrs. John Hall and two children spent Saturday night and Sunday in the M. L. Hardy home.

Mr. and Mrs. James Cox and two sons of South of Dimmitt and Mrs. W. A. Hunter and son, Addison, were Sunday guests in the Ullman Hunter home.

Mrs. Jessie McGinnis and sons, Bill and Charles, called in the C. D. Plinkert home Sunday.

C. M. Bell and sons, Edward and Marion of Amistad, New Mexico, are in this community. Mr. Bell and Edward spent Sunday night in the J. W. Berry home while Marion spent the night with a former school mate, T. L. Sparkman and attended singing at Frio Sunday night.

Jumbo Public School Notes.

The Junior-Senior class organized and elected the following officers: Pauline Andrews, president; Charles McGinnis, vice president; Pauline Mathews, secretary-treasurer; La Velle Beck, sergeant-at-arms; Lucile Dyer, reporter; La Rue Beck, chairman program committee; Supt. Chas. S. King, sponsor.

The sophomore class had a debate last week. The question was, Resolved: that basketball was a better sport for Jumbo than baseball. The affirmative was represented by Florene Stark and James Beck; the negative by John Wood and James Smith. The affirmative was given the decision. Homer Battles was chairman.

Phillip Boyd returned to school this week after a being absent for some time.

The eighth and ninth grades organized a dramatic club with the following officers: Phillip Boyd, president; Pauline Boyd, secretary, and Homer Battles, chairman of program committee.

The seventh grades debated last week on Resolved that radio is more useful than newspapers. Affirmative: Nellie Harrell, Virginia Stork, negative: Lawrence Mathews, Milton Woolery. Chairmen: Sara Jo Neill, timekeeper, Andy Axe.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Mr. and Mrs. Lige Ellison were Amarillo visitors Friday.

Mr. and Mrs. Stroop had as visitors Sunday two sisters, Mrs. Cude and Mrs. Roberts, of Pampa.

Virginia Chapman, who is attending school at Vega, visited homefolks over the week end.

Friends of Mrs. M. B. Stone gathered at her home Sunday and enjoyed a surprise birthday dinner.

Mr. and Mrs. Floyd West and baby were Sunday visitors in the Tom Bohannon home.

Rev. Carver of Amarillo will preach at Sims school house Sunday, October 7, at the morning service. At noon there will be a basket dinner, with singing in the afternoon and preaching service again. A quartet from ereford has agreed to come out. Let everyone come and help us to enjoy the day.

Mr. and Mrs. J. M. Chapman were in Hereford Wednesday.

death of Bill Ware, and extends its deepest sympathy to the bereaved.

D. B. Mann returned home Saturday from a weeks visit at points south.

Mr. and Mrs. T. R. Langley and daughters were Sunday dinner guests of Mr. and Mrs. Joe Phipps.

Elizabeth Benson has her left arm broken as a result of a fall Tuesday.

Euna Mann spent Tuesday night with Evelyn Benson.

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TRY TEXACO

For Faster Cool Weather Starting

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

Texas Service Station

GLEN SNYDER

CLEANING & PRESSING

Properly Done—

We really try to give thorough satisfaction in our cleaning and pressing department. We use only harmless cleaning solutions and will return your dresses and suits fresh and in the best of condition. It pays to look well and old suits or dresses can be made to appear new and will give the utmost in wearing satisfaction.



Phone 111
Free Delivery

CARROLL & CORBETT
HATTERS CLEANERS



HAT

Cleaning - Blocking

We maintain a most complete hat department. Your old hats can be reblocked to look and wear like new. We can size hats correctly and renew their original shape and stiffness.

We Take Orders for Made-to-Measure suits.

I HAVE BEEN REFERRED TO AS A "GOOD TASTE"

FLOUR SHOPPER

A little over a year ago I began using Packard's Best Flour in my home. Since that time my friends have been giving me the title of a "Good Taster". I take some of the credit for myself, but Packard's have certainly helped me in the preparation of pastries and other dishes where flour is necessary.



I Have Found New Baking Success With
Packard's Best

Sincerely I believe that Packard's is the best all-purpose flour I have ever used. Breads, biscuits, pies, and, in fact, every kind of pastry turns out more uniformly delicious when this good flour is used.

WE ALSO PRODUCE

**WESTERN BEAUTY ... SUNRISE
PANHANDLE MAID**
HIGH PATENT AND HIGH TEST FLOURS

AND PACKARD'S FINE CORN MEAL

PACKARD MILLING CO.

PHONE 29

HEREFORD, TEXAS

SAFE SAVINGS

You've heard the expression, "money in the bank"—well that's what we mean by safe savings. This bank is insured to protect your savings. If it burns down tomorrow; if it is held up and robbed tonight, your money is guaranteed against the calamity. Money hidden away in the home is not insured; money in your pocket is easily spent or lost. These are only a few of the many good reasons for starting a savings account at this bank today.

The First State Bank
OF HEREFORD



with the **Coleman** Automatic ELECTRIC IRON

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

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

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

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

Streu Hardware Co.
Hereford, Texas



Creomulsion

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



SAFE SAVINGS

You've heard the expression, "money in the bank"—well that's what we mean by safe savings. This bank is insured to protect your savings. If it burns down tomorrow; if it is held up and robbed tonight, your money is guaranteed against the calamity. Money hidden away in the home is not insured; money in your pocket is easily spent or lost. These are only a few of the many good reasons for starting a savings account at this bank today.

The First State Bank
OF HEREFORD

**SPROWLS
& CRONIN
COMPANY**

HEREFORD, TEX.

BIG PRIZE

STARTS SATURDAY, 9 A. M.

This is not a sale, but you will find specials in every department throughout our entire stock that will make it well worth your while. Let nothing keep you away from the opening of the first great event of the kind ever staged by this store! Enter the campaign.

36-INCH
OUTING

Best quality, heavy weight, in both light and dark colors

12¹/₂

One small lot 36-inch Outing, to close out at **10c**

Fast Color
PRINTS

Good grade, all the new fall colors and patterns

15c

LADIES'
SILK HOSE

Full fashioned, all the new fall shades, exceptional value

69c

One small lot Silk Hose, to close out at **39c**

LADIES'
FOOTWEAR

Soft Kid Pump and Oxfords, in high and low heels, either black or brown

\$1.98

SHOES
FOR LADIES

One big lot Ladies' Oxfords, Pumps, Straps, Ties, in black, brown and two-tone, to close out for only **\$1**

**Wonderful Bargains In
READY-TO-WEAR**

One group of Ladies' Knit Frocks for Fall, in all desirable shades—regular \$5.95 values, to go for only

\$1⁹⁵

Another special line of Dresses, including silks and Knitted Materials, regular \$3.95 values for

\$3⁹⁵

Wide selection, Ladies' New Fall Silk Dresses at

\$6⁹⁵ to \$12⁷⁵

SWAGGER SUITS
In all sizes and various materials and colors, from **\$10⁷⁵ to \$29⁷⁵**

SEE OUR NEW
Winter Coats with plain or fur trimmed collars and cuffs—the newest styles and materials, priced at

**\$7⁹⁵
TO
\$25**

**WASH
FROCK**
Soft wash frocks, in all sizes, in a very lovely range of patterns and styles at

\$1.69
One short line of Wash Frocks to close out at **49c**

JACKETS

French Cloth Jackets in all colors and sizes for ladies and misses

\$2⁹⁸
ALL SIZES

LADIES' HOUSE
SLIPPERS

Leather trimmed felt House Slippers in red, blue, black, tan, rose and green. Going during this campaign for only

29c

LADIES'
**WINTER
HATS**

You will be quite pleased with the lovely new styles in our hat department. Priced at

98c

AND UP

Children's
School Hose
Good weight hose in tan color

15c

36-Inch
SILK

Good selections of color and a most exceptional value for only

59c

**NEW
FALL
SUITING**
All good colors for Fall **49c**

\$285.00

**How
To Win**

All prizes are given free of charge on the last day of the Campaign to persons having the most votes. This is not a Popularity or Penury Contest. It is free and open to anyone either married or single. Ladies living out of town have an equal chance with those living in town. (Read program.) It does not cost you one cent to enter this great campaign. Votes will be given with each cash purchase, payment on accounts and for the sale of merchandise cards. Votes are given at the rate of 10 votes for each dollar purchase, 5,000 votes given for the first \$2.50 merchandise; 5,000 votes given for every dollar paid on account. (Account must have been made before campaign started.) Thousands of free votes given daily—read the program below.

You can nominate yourself or some friend. Complete information and rules will be given to each contestant. Join now! Get in touch with your friends who will be glad to help you. That is what friends are for. Spare time and effort among your friends will bring thousands of votes. It is not necessary that you spend one cent here to win—ask your friends to vote for you.

PRIZES

These prizes given to contestants getting the most votes, then next and so on.

- 4-Piece Bed Suite
- Walnut Finished Chest
- Chest Community ware
- 10-Jewel Wrist
- Chest Tudor Ware
- Lady's Fitted Corset
- 42-Piece Dinner
- 32-Piece Dinner
- 16-Piece Pyrex Imported Tea

See these prizes on Windows. For campaign see Mr. Campaign Manager at

PROG

**SATURDAY, OCTOBER 6—CONTEST
STARTS AT 9 A. M.**

MONDAY, OCTOBER 8—Come to the store and guess at the number of beans in the No. 11 shoe in our show window and receive 1,000 votes. Anyone over 15 years of age may guess and any time from 8 a. m. to 5:30 p. m. (No prize for best guess.)

TUESDAY, OCTOBER 9—Double Vote Day—Double votes will be given this day on every cash purchase.

WEDNESDAY, OCTOBER 10, Registration Day—Come to the store on this day and register for your favorite contestant and give her free votes as follows: If you live in town, or 1 mile from town you will receive 1,000 free votes; if you live 2 miles you will receive 2,000 votes, and 3 miles 3,000 votes; 4 miles 4,000 and so on—1,000 votes per mile up to 5 miles which will be

5,000 free votes. 5 miles will receive 5,000 free votes. Traveling men, 1,000 votes. Any one may register any time from 5:30 p. m.

THURSDAY, OCTOBER 11—Watch for the day. "Extra Votes" to regular purchase.

FRIDAY, OCTOBER 12—10,000 votes given account this day.

MONDAY, OCTOBER 15—Come to the store free and receive 1,000 votes. You weigh—it's all yours! Anytime from 5:30 p. m. to 5:00 p. m. **TUESDAY, OCTOBER 16—**

SPROWLS
HEREFORD

CAMPAIGN!

Free!
BOX STATIONERY

Saturday morning when the doors open at 9 o'clock we will give away free (to adults only) a box of stationery to each person visiting the store—no purchase required! It's all FREE! Come in and get yours—only one box to each person as long as the supply lasts. Come early as we have only about 100 of these boxes.

While to come in and shop around. Many of our New Fall lines have arrived and will be included in this great campaign! Today and win one of the beautiful prizes to be given away at the close of campaign. **BE HERE WHEN THE DOORS OPEN!**

IN FREE!
PRIZES

PRIZES

last day of campaign to the most votes. Contestants take her choice one takes her choice

- **\$100.00**
- Cedar **\$35.00**
- Plate Silver **\$32.50**
- Watch **\$29.50**
- ite Silver **\$25.00**
- ase **\$20.00**
- Set **\$15.00**
- Set **\$12.50**
- Gift Set **\$8.00**
- let **\$7.50**

CAMPAIGN RULES

- 1—Prizes given last day of campaign to contestants having the most votes.
- 2—Standing of the contestants posted at store daily.
- 3—Votes cannot be transferred after being cast.
- 4—Votes must be cast each day as they are received.
- 5—Votes must not be solicited in or directly in front of store.
- 6—Any person may enter, subject to approval of contest manager, except relatives of anyone actively connected with store. Organizations barred.
- 7—Each of the highest ten contestants on last day of Campaign will appoint Judges to make the final count of votes.

NOMINATION COUPON
25,000 FREE VOTES

I Nominate _____

Address _____

Not good unless brought to the store personally or mailed in to Campaign Manager. Only one nomination credited to each candidate.

GRAM

sons coming over 5 only 5,000 free votes. and visitors allow- one over 1 year of age time from 8 a. m. to

BER 11—Extra Vote tra votes" items on this are given in addition votes.

ER 12—Accounts Day for every dollar paid on

ER 15—Weight Day— on this day and weigh votes for each pound free, no purchase re- 8 a. m. to 5:30 p. m. years of age.

ER 16—Double Vote

Day—All purchase votes are double on this day same as on Tuesday of last week.

WEDNESDAY, OCTOBER 17—Registration Day.

FRIDAY, OCTOBER 19—Hanger Day— 1000 votes will be given for every wire hanger turned in at the store. Bring as many as you can find. (1,000 limit.)

TUESDAY, OCTOBER 23—Double Vote Day— Double votes are given with each cash purchase on this day.

WEDNESDAY, OCTOBER 24—Registration Day.

WATCH FOR Later Advertising, listing free vote days and program for the last of the campaign.

CAMPAIGN CLOSES Saturday, November 3, at 8 p. m.

Special Prices On Men's Winter

SUITS

—Why wait until the end of the season to save on your Suit? You can buy it NOW at the beginning of the season, at a great saving and have the satisfaction of wearing it through the heart of the season!! Don't wait—get one of these Suits NOW and save enough to buy a pair of shoes!

Come in and see our new Fall Suits in all desirable shades and weaves. Priced at—

\$12⁹⁵
AND UP



SEE OUR New line of Topcoats and Overcoats at pleasing prices.

MEN'S DRESS SHIRTS

Six button front, well made, extra quality and figured in all colors for only

79^c

MEN'S FALL HATS

Felt Hats in all the new fall shades for

98^c

AND UP

BOYS' JACKETS

Boys' peach cloth tan Jackets, waterproof, ideal for school wear

\$2.48

Suede Cloth

Jackets for boys—good weight and very durable

\$1.98

Men's Unions White and ecru, regular 12-pocket garment, size 34-44, 49c. Boys' Winter Weight Unions 49c

Men's Dress

OXFORDS

Wing toe, black calf skin, solid leather, half rubber heel, leather sole for only

\$2.48

UP TO SIZE 2

SCHOOL SHOES For Children! An exceptional Value!!

98^c

MEN'S AND BOYS' WORK SHOES

Outing bal Scout Shoes either men's or boys'

\$1.48

MEN'S BLACK KID DRESS SHOES

Very Soft—made of good grade kid leather, with oak sole

\$2.98

MEN'S OVERALLS

Men's 220 weight blue denim, full cut, high backs

79^c

8-OUNCE CANVAS GLOVES

9^c

MEN'S WORK SHIRTS

Woolen Dress Shirts, in Big Smith covert w. all sizes for only

79^c

One odd lot Big Jim Work Shirts to close out for **49^c**

BLUE COVERT WORK PANTS For Men

98^c

MEN'S SUEDE LEATHER JACKETS

An exceptional value! All first quality Jackets, not spotted or seconds. We offer a first quality jacket at second quality prices. Get One Today!

\$5.00

"TEACHER" for kiddies. Come see wonderful shoes for the

98^c

CRONIN CO.

HEREFORD, TEX.

LEY Co. Inc.

A WORD OF

WARNING

To Those With Concrete Work to Be Done

Do your concrete work before freezing weather sets in, thereby avoiding danger of a concrete failure. We have a fresh supply of El Torro Cement on hands now.

Rockwell Brothers & Co.

LUMBERMEN

Phone 4. So. Main St.

Tune in each Tuesday evening, 8:35 to 9:45, Stations
WOAI WFAA KPRC
"FRIENDLY BUILDERS' HOUR"

HATS TAKE NEW SLANTS



They can endow your profile with unsuspected charm and piquancy. That's exactly what you may expect from the clever new hats that we have just gotten in.

We have a wide variety of new styles, materials and colors. Come in and see them. You will find the perfect hat for yourself.

VOGELE MILLINERY PARLOR

Phone 176

WANT BASKET SPECIALS

Friday and Saturday

- BAKING POWDER, Clabber Girl, 2 lbs 21¢
- SOAP, Crystal White, 6 for 24¢
- CATSUP, large 14-oz bottle 10¢
- SPUDS, No. 1, 10 pounds 18¢
- CRACKERS, 2 pounds 20¢
- EL FOOD MAYONNAISE 15¢
- MUSTARD, 5-oz in salt and pepper shaker 5¢
- PEANUT BUTTER, 16 ounces 17¢
- DATES, 1934 crop, 1 lb, 3 oz 25¢
- SPAGHETTI, Franco-American, 3 for 25¢
- COCOA, Hershey's, 1 lb 18¢, 1/2 lb 11¢
- CLEANSER, Sunbrite, 6 for 25¢
- JONCO, Gelatin Dessert, 6 for 24¢
- SOAP, CHIPS, Blue Barrel 29¢
- HYPRO, Bleacher, quart 19¢
- ROUND LOIN or T-BONE STEAK, baby beef 15¢
- BEST BEEF ROAST, baby beef 12¢
- HAMBURGER, good and fresh 5¢
- CHILI MEAT, ground fresh 5¢
- HOT BARBECUE, plenty of gravy 15¢

All Kinds of Lunch Meat for Picnics.

Texas Market & Grocery

PHONE 353—FREE DELIVERY

THE CHURCH WORLD

First Methodist Church

REV. T. C. WILLETT, Pastor

Morning worship service Sunday will consist of an appropriate message by the pastor, followed by communion. No Christian can afford to miss the means of Grace offered in this service. Come in time for Sunday school and have your children stay and take the communion with you. A whole family kneeling at the communion table is a sight to make the angels rejoice and best of all your children will never forget.

An evangelistic message at the evening hour. Bring your unsaved friend with you. "I was glad when they said unto me, 'Let us go into the house of the Lord.'"

Church of Christ

FRED ROSS, Minister

Services at high school auditorium.

Bible School, 10 a. m. Morning worship and sermon at 11 o'clock, subject of sermon, "The Temptation of Christ." Night services at 7:30 o'clock, subject, "The Commission of Cornelius."

Young people's meeting Sunday at 6:30. Prayer meeting Wednesday night at 8 o'clock.

First Presbyterian Church

W. M. GRIFFIN, Minister.

Sunday school, 9:45, G. M. Hudson, superintendent. Morning worship at 11, Communion service.

Evening service at 7:30. If you do not attend church elsewhere we shall be glad to have you worship with us.

Assembly of God Church

E. E. MANNEY, Pastor.

Rev. William A. Cox of Spearman will preach at 8 o'clock Friday evening, October 5. Rev. Cox was formerly pastor of the church here, and many will be glad to have another opportunity to hear him. The pastor will be speaking at the morning and evening hour, October 7. Sunday school at 9:45 a. m., young people at 7 p. m. Regular services on Tuesdays and Fridays of each week at 8 p. m. All are invited to attend our services.

Friena Doings

Mr. and Mrs. L. F. Lillard returned Saturday night from El Paso where they had been visiting a few days.

Mrs. Parrott of Dallas is visiting in the home of her daughter, Mrs. E. B. Willis.

Audis Martin and J. B. Bushe spent Saturday and Sunday visiting the Lubbock fair.

Mr. and Mrs. Buford Taylor were Clovis visitors Sunday.

Mrs. R. H. Kinley, O. F. Lange, J. R. Roden, E. B. Willis and Miss Orma White left Monday for Chicago. They will visit the Fair and Mrs. Lange will visit her daughter, Mrs. Mary Mistle.

Mrs. Buford Hughes was in Amarillo Wednesday.

Miss Alice Guyer was a Fairwell visitor Monday.

Miss Dot McMiller of Farwell is visiting Mr. and Mrs. H. T. Magnus and Miss Katherine Sillip.

Bud Muffett was an Amarillo visitor Saturday.

Mr. and Mrs. Buford Taylor and daughter, Ben Gene, are leaving this week for Dallas and expect to be away several weeks.

Mr. and Mrs. Frank Sylvester returned this week from Wichita Falls where they spent the summer.

R. F. Fleet returned from Albuquerque, New Mexico, where he was called on account of the illness of his uncle, Floy Van Landingham.

Miss Theima Osborn accompanied a group of friends to El Paso over the week end, and visited the Carlsbad Caverns on the return trip.

Where Dieting Counts

In the New Hebrides Islands, where cannibalism still prevails, dieting by the ladies is a matter of life and death. The fat ones all go into the kettle.—Collier's Weekly.

First Christian Church

REV. E. R. M'WILLIAMS, Pastor

Sunday school, 9:45; morning service at 11. The pastor will fill the pulpit at the morning hour, taking for his sermon subject, "The Proposal of Jesus." There will be no evening services as Rev. McWilliams will leave for Pampa for the District Convention on Monday. Everybody invited to attend Sunday school and church services.

St. Anthony's Church

Sunday: Masses at 8 and 10 o'clock; Rosary and Benediction, 8 p. m. Mission closes with the 10 o'clock mass by Fr. Ludwig. Week days, mass at 8, Saturday at the convent, 7 o'clock. Thursday, 8 to 9 p. m., Holy Hour. Saturday, Benediction at convent at 6:30 p. m. October devotions each evening with Rosary and Benediction.

FUNDAMENTALIST BAPTIST

Last Sunday we left the Children of Israel down in Egypt with all the land filled with frogs—houses, fields, beds, ovens, bread-trays—everything. Next Sunday we will continue to study in the eighth to eleventh chapters of Exodus how God, through these plagues, forced Pharaoh to let Israel go.

These plagues on Egypt are types of the future judgments of God on the world during the Tribulation period, told about in the Book of Revelations. We are studying Revelations on Wednesday evenings.

At the evening hour next Sunday we will discuss the subject, "The Verbal Inspiration of the Scripture."

COLEMAN CAMPBELL.

Want Ads

Lost and Found

STRAYED: Black range mare; last heard of between Westway and Summerfield. Reward. Claude Higgins. 39-2p

LOST: Thoroughbred bull pup; not a Boston; white, with large black spot on right eye. J. M. Murchison. 1c

For Rent

FURNISHED apartment, all bills paid. 517 East 11th St. 1p

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

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

FOR RENT: Furnished apartment with private bath, near high school. Phone 43. 1c

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

WILL PARTY who took fountain pen from post office please return it. Pen highly prized as a gift. Return to Brand office. Mrs. A. M. Jones. 39-2c

Wanted

WANTED: Stalk field or wheat pasture for small bunch of cattle. Claude Higgins. 39-2p

Miscellaneous

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

SEE ME about plowing and drilling in, and around Hereford, Geo. W. Smith, half mile out on Harrison Highway. 39-2c

For Sale or Trade

FOR SALE: 160 acres land in Bippus, church and school district, rural route by land three times weekly. Never was broken out, \$2,000 cash. No trades. James Stanton, Cameron, Missouri, Route 3. 39-2p

FOR SALE: A Simmons baby bed, with new mattress in good condition. Mrs. R. H. Beavers. 1c

FOR SALE: Upright piano, good condition, in finish, tone and appearance. See at W. F. Orr. 34-1f

FOR SALE: 160 acres land in Bippus, church and school district, rural route by land three times weekly. Never was broken out, \$2,000 cash. No trades. James Stanton, Cameron, Missouri, Route 3. 37-3p

FOR SALE OR TRADE: Majestic coal range and gas range and gas heaters. Will trade for gasoline range. See or write W. S. Harris, Sumnerfield. 39-1p

WILL TRADE a fine room duplex in Amarillo, Texas, for high school; also 320 acres in New Mexico, for small farm, 80 or 100 acres. Might assume small debt. Address Box 155, Dimmitt, Texas, or see Fred Welch, Hereford. 39-2p

Black

BY MISS NOBLE McLEAN

Some of the wheat is coming up after the light rains of last week.

Wayne Kimmins of Progressive visited the home of his uncle, R. E. Barnett, this week end.

Jim Black and wife attended the fair at Lubbock Saturday and visited the William Black home Sunday. They were accompanied by Mr. and Mrs. E. B. Black.

H. L. McLean, H. H. Elmore, Jess Hinds and Ervin Kimmins were in Farwell and Clovis Saturday.

Mr. Holly has moved to Dawn to continue his work for the Santa Fe.

R. O. Bennett and wife were called to Hereford last Wednesday by the death of Mrs. Bennett's aunt. They were accompanied by Mr. and Mrs. Henson and Cecil Brumley. They visited the D. R. Bennett home a short while and then returned to their home in Hobbs, New Mexico.

Mr. and Mrs. F. H. Oberthier of Hereford visited in the G. E. McCrate home one day last week.

Cecil Vandiver was called to the Ivey ranch Sunday where he will have work this week. Mr. and Mrs. F. T. Welch accompanied him and visited their son, Ervin.

Mrs. Dave Galloway visited Mr. and Mrs. Wilson Vines one day last week at Summerfield.

BRICKS

Haul your own bricks, pay cash, and make a big saving.

COMMON BRICKS, per Thousand \$13.00

RED FACE BRICKS, per Thousand and \$30.00

Buy in any quantities desired. Plant located 1 1/2 miles east of Fair Grounds at Amarillo, on north side of Ft. Worth & Denver Ry. PAN-TEX CLAY PRODUCTS CO. P. O. Box 1474. Telephone 2-3976 Amarillo, Texas.

MORE OUTSTANDING VALUES

You are still the judge of these items. They are convincing evidence that only Penney's offer you such values at these low prices.

New Purses

Crochet—Slide Fastener 98¢

Leather—New Styles 79¢—98¢

New Woolens

—Coatings and dress goods—new weaves and colors.

Underwear Time

- Children's Unions, sleeveless, French leg 49¢
- Children's Short Sleeve, knee length 49¢
- Misses' Tuck stitch vest or panties 25¢
- Ladies' Tuck stitch vest or panties 29¢
- Children's Bloomers, highly mercerized
- Rayon stripe 19¢
- Ladies Tuck stitch unions, new 39¢

BLANKETS

70 x 80, double size; rose, blue, green, orchid, plaids—

\$1.49

CORDUROY SUITS

Boys' sizes, 6-18, 2 piece, Talon fastener jackets—

\$4.98

INFANTS' WEAR

- Vests 25¢
- Silk Hose 25¢
- Mercerized Hose 19¢

PLAY SUITS

Solid gray or hickory stripes—heavy weight—

69¢

FANCY BLANKETS

- 70x80 Reversible 1.98
- Indian Designs 1.98

MEN'S PANTS

- Heavy Moleskin 1.89
- Sanforized Khaki 1.69

HOUSE SLIPPERS

"Suedene"—a new leather, red, brown, blue—

49¢

Heavy Suede Jackets

Rubber inner-lined, fleeced inside—

\$2.49

MEN'S AND BOYS' UNDERWEAR

Unions for men, in most any weight for your needs—

69¢—79¢—98¢

- Boys, 49¢—59¢
- Men's heavy shirt and drawers, each 59¢

MEN'S PAJAMAS

- Outing 1.49-1.98
- Printed 98¢

ALL-WOOL JACKETS

32-ounce navy blue Melton Cloth, Talon slide fasteners, a value special

\$2.98

MEN'S PANTS

Solid blue twill or striped covert cloth. These pants are made right and will wear. See them. A value special—

98¢

SUEDE LEATHER JACKETS

First grade material, close fitting; tan or brown—

\$4.98

BOYS' OVERALLS

Liberty stripes or solid blues—heavy weight—

59¢

CORDUROY SLACKS

Boys' pants for hard wear—blues, rust, tans—

\$2.49

MEN'S SHIRTS

- Heavy Covert, pre shrunk 98¢
- Suede Cloth 98¢
- Heavy Chambray 79¢
- Coverts 69¢
- Good Weight Chambray 49¢

LADIES' PUMPS

New styles and leathers—let us fit you—

\$2.49



This Value Calls for Action!

MEN'S SUITS

Penney's Clothing Sensation at

\$14.75

Act now! See these suits for yourself! Styled right, made right! Good quality cassimeres, worsteds, novelties. Stripes, checks, plaids, plain colors. Blues, greys, tans, browns.

MEN'S OXFORDS

Men's Oxfords, all leather—new styles—

\$2.98

"LITTLE TEACHER"

Shoes for kiddies. Come see these wonderful shoes for the children—

98¢

J. C. PENNEY Co. Inc.

SEMI-FINISH SERVICE

15-pound bundle with all flat work finished 75¢
Shirts finished, 10¢ Extra

A NEW WAY TO STRETCH YOUR LAUNDRY DOLLAR

This family service called semi-finish will truly save you time and money. Call and get all the details today.

HEREFORD LAUNDRY AND DRY CLEANING CO.

CALL 296—WE CALL FOR AND DELIVER

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
DE WITT LANDIS 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.

RUSSIAN THISTLES AS FEED

At last the lowly tumble weed has come into its own. Always despised and sometimes dreaded, the Russian Thistle has become an important item in the diet of Deaf Smith county cattle. The drought did it. It seems the weed will grow—rain or no rain. A year ago the weeds piled high along fences and in places filled the roads so that cars were often stalled by them and great concern was caused by the fire danger. And the county commissioners pleaded with people to control these weeds because they pile in bar ditches and are covered with blown soil, creating a road maintenance problem both expensive and difficult of solution.

But this year many farmers cut the thistles while they were green, stacked them and will use them for feed. They are suitable for cows and sheep but are too laxative for horses. Experiments have shown them to be successful when used as one-third to half of the roughage diet. Some claim the weeds cut into ensilage make better feed than when stacked. Russian Thistle is a milk-producing feed and does not taint milk. At any rate there will be fewer tumble weeds blowing around these parts this winter.

MORE ABOUT THE TAX AMENDMENT

Last week The Brand editorially supported the proposed amendment to the Constitution of Texas which would limit taxes collected by the state to an average of \$22.50 per capita. The proposal includes, as a matter of fact, not only taxes, but also licenses, permits and fees, the total of which shall not exceed an average of \$22.50 per capita.

Now comes R. T. Ellis, editor of the Texas Outlook, pointing out the probable harmful effects which would result from adoption of the amendment. Furthermore, the State Democratic Convention adopted a resolution opposing the amendment at the meeting in Galveston this month.

After due consideration it appears that Mr. Ellis and the Democratic organization are more nearly right than Mr. C. A. Jay, tax reform advocate who is supporting the amendment. Section 3 of Article VIII of the Constitution is affected, "providing for the levying and collection of taxes and fixing the maximum amount thereof which can be collected and expended each biennium."

The amendment threatens the continuation on existing bases of state aid to local units for schools and roads. It would further shift tax burdens from the state to local communities, and from large to small taxpayers.

Particularly would adoption of the amendment threaten the ability of Texas to carry on certain activities heretofore considered a function of the state. Especially would it affect the carrying and retiring of bonds for poor relief and in meeting the requirements of the Federal Highway Act. States will be required again in 1936 to match all Federal road funds. This would be impossible as would the issuance of "bread bonds" if the amendment were adopted.

A LONG TIME AGO IN HEREFORD

(From The Western Reporter, September 26, 1903.)

S. S. Evans was in Oklahoma City disposing of two carloads of horses raised on his ranch south of town.

By a vote of 32 to 4, Silverton had decided to incorporate.

Gabreath, Fox & Co. carried the largest advertisement ever published in a Hereford paper by a Hereford firm. It was a double page, and set forth many bargains to be found in this popular store.

The Western National Bank was having a fireplace put in the lobby which was to be a thing of beauty and comfort.

C. R. Moreman had sold 50 head of yearling steers at \$19.

J. S. Jones, Hereford railway agent, had spent a day or so in Roswell.

(From The Hereford Brand, September 20, 1913.)

Many farmers around Hereford were filling silos with feed for winter use. About 20 silos were in use, ranging from 250-ton capacity downward.

The Brand's correspondent at Summit argued that everybody was all wet when they believed hanging a dead snake on a fence would bring rain. The boys out Summit way said nothing was as effective as a dead hawk decorating a wire fence.

Misses Beulah Head, Nell Wyche,

Percy Gallaber and Belle Woodburn formed a house party at the Joe Collins home the previous week.

Elmer Dameron had accepted a challenge from W. H. Ray to debate the woman suffrage question, suggesting the night of October 9 as a suitable time for the discussion.

Rain the past week had sent the thermometer down to 42 degrees.

John Patton had returned from "the land of the Red Skins" and it was suspected that he might remain in Hereford permanently.

Fred Oberthier had gone to Texas A. & M. College for a course in electrical engineering.

Dalhart Paper Will Publish Poetry Book

Dalhart.—To foster greater interest in and appreciation of Panhandle writers and Panhandle culture, the Dalhart Texan, daily picture tabloid, will publish a poetry anthology November 15, say John L. McCarty and Henry H. Lawrence, under whose direction the verse compendium will be issued.

The anthology will be printed on high grade book paper, bound in cloth and will be library size. Poetry for it will be gathered from writers in the Panhandle of Texas, New Mexico and Oklahoma. The title will be "Prairie Nights, and Yucca."

Gathering and selection of material is already well under way. The editors are urging all poets of the Panhandle area to submit their best manuscripts immediately, as the deadline for their receipt is October 20. There is no cost to any of the contributing writers.

Persons wanting copies of the book should place their orders immediately for first edition copies as publication of some sections will soon be started.

FOR JOB WORK, TRY THE BRAND

From 1913 to 1933 inclusive an aggregate of more than 60 feet of rainfall was received in Central Texas.

YOU CAN NOW GET
STANDARD BRAND
PRODUCTS
DELIVERED WEEKLY TO
YOUR GROCER

Chase & Sanborn Dated Coffee
Royal Quick Setting Gelatine
Break O' Morn Coffee.

Royal and Dr. Price's Baking
Powders.

Don't Forget to Try the New
XR Fleischman's Yeast.

Ask For These Products.

Standard Brands, Inc.
H. W. Donohoe, Rep.

Public Opinion

Dear Mr. Landis: I have read with much interest your editorial entitled, "Need Tax Reform" as found in The Hereford Brand of September 20. The purpose of this letter is to call your attention to some facts.

First, Senator Woodward, the proponent of this amendment, was defeated in his recent race for attorney general. A goodly number have said that this defeat came because of the fact that he is the author of Senate Joint Resolution No. 13.

I am enclosing herewith copy of a resolution adopted by the State Democratic Convention at Galveston. The resolution condemns this particular amendment limiting the collection and expenditures of state taxes from certain sources to \$22.50 per capita for each biennium.

I call your attention to the fact that this amendment is not a tax saving enactment. It is a tax shifting and tax dodging amendment, and I am enclosing copy of an article which explains this phase of it.

We are trying to see to it that the people know the real truth about this matter and we have great confidence in the editors. If we can serve you further we shall be happy to do so.

Cordially,
R. T. ELLIS, Editor,
The Texas Outlook.

ADULT EDUCATION—WHY?

Horace Mann, in his time, said education should teach reading, writing, spelling, figuring, and honesty. A very good present day definition is that education prepares one for life. Hence we see the second embodies the first and we mean education should provide one mentally with tools to work out the problems of life. But we know preparation yesterday for life today is entirely different. An unseen need is seldom if ever provided for and never adequately. Changing conditions have given rise to new problems and we find no efficient tool in our mental storeroom to cope with the situation.

A struggle to bring back the spring to our step is today's problem; yesterday's problem should have been to so direct that spring that it would not rebound in the wrong direction. Somehow that problem was not met effectively; for there were those who went into the paths of dishonesty and every individual of us felt the sting of their acts. Today's problem is to banish deteriorating fear; but yesterday's problem should have been to train over confidence in cautiousness. Today's problem is to encourage the spending of one's income for the values of life; yesterday's problem was, should have been, to restrain a reckless spending beyond one's income—apply this to other things beside money.

What is adult education? It is not a preparation for life, but an effort to help us live, to help us solve our problems, individual and group problems, today. Have you felt fear in your heart; have you felt sluggishness in your individual life and business; have you been afraid to spend for actual needs—be honest with yourself—have you? Then these are your problems. You are a member of the World State. Your life—no matter who you are nor where you are—has its influence on the World State, for "no man liveth unto himself."

MRS. JOHN J. BOLING.

By Their Words

What Panhandle
Papers Say

What has happened to the enterprising youngsters who used to take paddles to the school to the teachers? We haven't heard of a gang fight among the kids since school started.—Pinky Martin, in State-Line Tribune.

I overheard a man talking on the street less than a year ago and the subject discussed was the losing of money in banks when they went broke. The man said, and punctuated it with a vile oath, "It is a cinch that I will never lose any money in a bank failure, for I am going to spend every cent just as soon as I get it." This same man was a corpse in less than 30 days and the county buried him.—McLean News.

It's no snap walking up and down the business section of Panhandle, and the Panhandler knows it. Recently he purchased a pedometer, which enables him to know the miles he walks a day. The Panhandler walks from 5 to 9 miles a day and usually he does not walk more than four blocks from the office. As he does not walk to and from his home, he does most of this walking in search of news and solicitation of advertising. Thursday is usually the biggest day for walking—that's the day the paper goes to press. Even Monday of last week was a busy day with seven miles of walking.—Dave Warren, Panhandle Herald.

John Waddell, operator of one of Abernathy's fine cafes, has this to say: "The folks of this country have had considerable assistance from the Federal NRA, CWA, PWA, TTT, FERA, etc., but a few more better combinations I think are COW, PIG, EWE and HEN. They will furnish the most permanent relief for this country."—Archibald, in Abernathy Review.

Before the Civil War, each farm worker used 1½ horse power in his daily work. By 1930 each farm hand used 6.7 horse power.



DRIVE AUTUMN
CHILLS AWAY
WITH A
GAS RADIANT
HEATER

Changing fall temperatures bring the need for convenient heat . . . heat that can be turned on for ten minutes or an entire evening, and turned off at a moment's notice. And that's a condition for which the Gas Radiant Heater is ideally suited.

Just strike a match, turn on the gas, and an instant flood of glowing heat carries warmth and cheer to every corner of the room.

A Gas Radiant Heater will bring comfort and cheer to every member of the family. Attractive designs to fit any mental or financial. See them today at your Gas Appliance Dealer.

West Texas Gas Co.
Sole and Exclusive Distributors

GIRL SCOUT NOTES

Whiteface Troop met Monday, and discussed the bake sale and considered what we would do with the proceeds. It was decided to buy necessary articles for the entire troop and put the rest into a troop uniform fund. It is desired to have the complete troop in official uniform by Christmas and sooner if possible. Part of the girls decided they wanted to go to Amarillo soon to buy the used uniforms that are selling for \$1.50. This would be a saving of about \$2.50.

The girls then considered more ways of making money for the uniform fund and decided to ask everybody for their extra wire coat hangers, and then get Miss Ella Broadwell to see them for the troop. All of you people get your extra hangers out—some Girl Scout will be around to get them and the troop will surely thank you.

All the girls remembered the nice taffy they pulled Monday, September 24.

Camera Helps Fight Fire
Fire-fighting crews in Paris are equipped with movie cameras. The cameras are rushed to each fire covered and movies are made of the progress in putting it out. Flaws in the work of the firemen are picked out when the film is shown later.

Ozone Production
Ozone is a faintly blue gaseous substance obtained (usually much diluted) by the silent discharge of electricity in air or oxygen or by other methods.

Just Received—New Shipment of

CHE-MA Grass Seed

Hardy Growing—Suitable for Shady or Sunny
Lawns.

We Have VIGORO and LOMA Lawn
FERTILIZERS

- GAS HEATERS

In all sizes and several well known and popular makes and prices.

STREU HARDWARE CO.

Don't wait until
the last minute
for trains or
Fuel



ORDER
COAL NOW!

When Winter comes roaring in and you find you've forgotten to order coal, you get madder than you did when you missed that train. There's likely to be a coal shortage this winter and it's certain the price will climb.

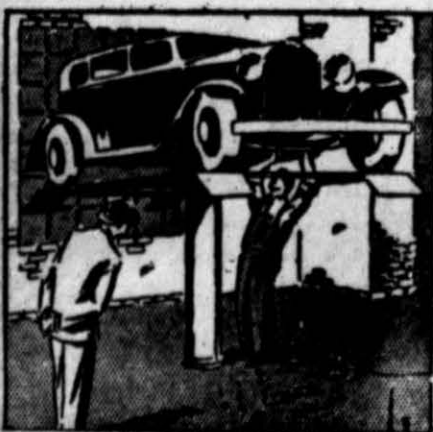
We have a car of nut coal on the track now and a car of Colorado Lump coming this week. We also have Gulf Petroleum Coke.

West Texas Feed and Seed Co.

PHONE 265



Let Us Prepare Your Car
FOR WINTER



Now Is The Time
to Change to
Winter Greases

Now is the time to change to winter greases and oil. Conoco is the recognized extra service winter lubrication. Let us service your car today.

Leave your next flat with us to be vulcanized.

WE NEVER CLOSE

Conoco Service

DOWN & WOODFORD

Corner of Main and First Streets on the Highway. Phone 555

BUYING
and
SELLING

THROUGH
THE
WANT ADS

Is it
RESULTS
you want?

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

then try a
WANT AD
thru OUR columns

From 3,000 to 5,000 readers of the Brand see your message every week. If what you desire has an appeal to anyone else, you will be answered if you use want ads in the Brand.

The
Hereford Brand

PHONE 30

MONDAY NIGHT AT 9 O'CLOCK

THE BIG VOTE PERIOD == The Last Big Vote Schedule and the Extension Privilege are Closed Forever

Subscriptions Count Votes!

BUT EXCUSES COUNT NOTHING AND WILL NOT WIN. SOME CANDIDATES COME IN AND TELL HOW HARD THEY ARE TO GET, OTHERS BRING IN SUBSCRIPTIONS

Can You Turn In Enough To Win One Of These?

Candidates Attention!

Some of the candidates the past few days seemingly are not taking an active part in the campaign. Accordingly, with the rules of the campaign, those candidates failing to make a cash report each week, will have their names dropped from the race and will forfeit all rights to a prize and commission.

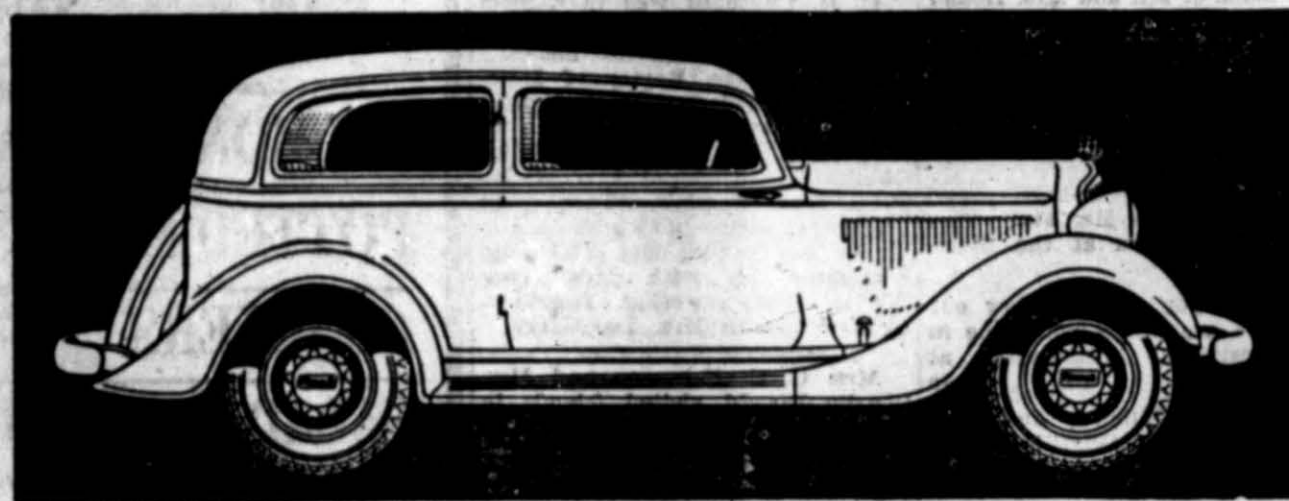
TAKE WARNING—DO NOT COMPLAIN IF YOU FAIL

Second Payments

Second payments on the subscriptions taken during the early part of the campaign will play a very important part during the present vote period. You not only receive the full credit for the extended subscriptions on the biggest vote schedule, but this money applies on the 100,000 EXTRA FREE VOTE OFFER.

These are the days, too, to go right back over your list of friends and get those who are not already subscribers to the Hereford Brand to take a subscription in your favor, even though it be a small one.

Grand Capital Prize



Plymouth DeLuxe Coach

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

Second Grand Prize

\$300.00
In Cash

Third Prize \$100.00

Fourth Prize \$50.00

Some Candidates Seem To Think The Race Is Over

Just a little tip: Owing to the extreme closeness of the leaders, YOU must keep right after them, if it is your desire to win one of these big prizes.

If you are going to do anything big for yourself in the race

DO IT NOW!

ONLY A FEW MORE DAYS LEFT

Over-Confidence Is Sometimes Fatal!

Some of Those Who Were Ahead Fell Down During the Second Period and Some Who Were Behind Came Up—Many Candidates Changed Positions.

The Hereford Brand

Hereford, Texas

Campaign Department Open Until 9 p. m.

Phone 30

STAR THEATRE

HEREFORD, TEXAS

FRIDAY ONLY
MATINEE AND NIGHT
ANOTHER BIG SHOW FOR
ONLY 10c

SATURDAY ONLY
Matinee and Night.

FIGHTING MEN...
BRAVE WOMEN



HE WAS HER MAN

JAMES CAGNEY
JOAN BLONDELL
VICTOR JORY - FRANK CRAVEN

SERIAL AND COMEDY
ALWAYS A BIG SHOW
ON FRIDAY



Zane Grey's
WAGON WHEELS

Frontier Busters
blazing trails. Fighting
their way to a new
life in the Golden West!

Attend the Matinee and Avoid
the Rush!

Special Attraction
SATURDAY NIGHT PREVIEW
SUNDAY MATINEE—2:00 to 7:00
SUNDAY NIGHT—AFTER CHURCH
MONDAY AND TUESDAY NIGHTS
5—BIG SHOWINGS—5



Joan CRAWFORD
Clark GABLE
CHAINED

SPECIAL NEWS AND SHORT SUBJECTS
ADMISSION—10c AND 35c

LOCALS

4.40-21 INSURED Brunswick only \$4.20 at RICE'S. 1c
Mrs. Alice Lee made a business trip to Roswell this week.
Mrs. Seth B. Holman was in Pampa Tuesday on business.
Wesley Quinn, Clovis attorney, was a business visitor here last Friday.
Bring your cream, poultry and eggs to West Texas Feed & Seed Company.
Donald Taylor and Alan Heater of Pampa were visitors here Sunday.
Only \$4.65 for a 4.50-21 Brunswick, and INSURED against the accidents, too. RICE sells them.
Mrs. R. M. Carroll left today for Cella, Texas, where she will visit relatives.
Bring your cream, poultry and eggs to West Texas Feed & Seed Company.
Mr. and Mrs. R. E. McCullough and Palmer Norton were Plainview visitors Sunday.
Bring your cream, poultry and eggs to West Texas Feed & Seed Company.
Mr. and Mrs. Bill Reed of Crosbyton returned to their home last Thursday. They visited in the home of Mr. and Mrs. Jno. Harvey.
Mr. and Mrs. John Harvey were Portales visitors Sunday and Dahlart Monday.
Miss Edith Shields, principal of the Central school, was in Amarillo Friday and Saturday.
The Junior Band Mothers will meet Monday at 3:30 at the high school building, in music room.
Mr. and Mrs. Glen Weir visited in the home of Mr. and Mrs. Homer Grizzle at Electra over the week end.
Mr. and Mrs. Ezra Norton and Mrs. Perkins made a business trip to Oklahoma City Friday and Saturday.
A seven and one-half pound girl was born to Mr. and Mrs. Beryl Witherpoon at the hospital Wednesday.
How can you tell how low our tire prices are unless you come in and investigate. Brunswicks at RICE'S. 1c
Mrs. M. Y. Galloway and little daughter, Ann, of Amarillo visited in the home of Mrs. Seth B. Holman last week.
Mr. and Mrs. Arthur Thompson took their son, Arthur, Jr., and Billy Ross Phillips to Lubbock Sunday where they enrolled Monday in Texas Tech. Other Hereford students enrolled at Tech include Homer Henslee, Paul Coneway, Elizabeth Ireland, Sally Skelton, Homer Brumley, Beatrice Buchanan and Elizabeth Stanford.

Summerfield News

BY MRS. GUY WALSER
Take Produce to Carl's Gro. if Mr. and Mrs. Perry McMiny and Mrs. Jenks Bellar and daughter spent the week end with relatives in Muleshoe.
Mr. and Mrs. Ben Welthelm were Amarillo visitors Wednesday.
Clee Meharg of Amarillo spent the week end here.
Mrs. G. W. Roberson of Vega has been visiting the home of her nephew, B. C. Roberson.
Guy Easley of Crowell came last week for Mrs. Easley and daughters, who have been visiting her parents, Mr. and Mrs. A. J. Blakemore.
Messrs. and Mmes. Albert and O. Cross of Friona were guests of Mr. and Mrs. Wilson Vines Sunday.
Henry Gandy of Amarillo visited his sister, Mrs. J. R. Oglesby and family one day last week.
Baptist WMS observed its state mission week of prayer last Thursday in an all-day meeting at the church. An interesting program was led by Mrs. Walter Huntley. WMS meets October 11 at the church.
Mr. and Mrs. Will Barber and nephew, Ed Barber, of Ripley, Miss. and Mr. and Mrs. D. B. Roberson and Miss Dean of Amarillo were recent visitors in the B. C. Roberson home.
L. G. Harris of Farwell and Mr. and Mrs. Pete Carnichael of Hereford spent the week end with Mr. and Mrs. W. G. Harris.
Mr. and Mrs. Jeff and daughter of Elida, New Mexico, spent the week end with Mr. and Mrs. L. L. Cannon and family.
L. H. Lookingbill and family of Black were guests in the J. L. Lookingbill home Sunday.
C. H. Churchill was in Canyon several days last week to see his wife who is taking treatments.
Mr. and Mrs. Ramey of Hereford spent Friday afternoon in the A. J. Blakemore home.
Mr. and Mrs. Adams of Altus, Oklahoma, visited the A. J. Blakemore home Sunday. They were neighbors years ago.
The Study club met Thursday, September 19, with Mrs. Troy Welty. Next meeting Thursday, October 4, with Mrs. Lee Curry.
Mrs. C. C. Ferguson and Mrs. Charlie Donald visited friends in Amarillo Wednesday.
We pioneered the INSURANCE for we have been INSURING Brunswick tires against road ACCIDENTS for nearly five years. Our customers appreciate the service, too. At RICE'S. 1c
A repair job on that injured tire will give you cheaper tire mileage than a new one. Take it to RICE'S for an estimate of the cost. 1c

You'll Appreciate Our
Prompt, Courteous Service

WHEN BETTER COFFEE IS MADE WE'LL MAKE IT
Foods served here are selected only after a rigid inspection as to freshness and quality. They are cooked and served to you with the utmost care.

Ike's Cafe



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

Other mohair suites and jacquards up to \$125.00 per suite.
Splendid walnut four-piece Bedroom suites at \$45.00 \$57.50 \$65.00 \$75.00

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

E. B. Black Co.
WE ARE SATISFIED WITH SMALL PROFITS

COMPARE THESE PRICES

Specials For Friday and Saturday

RAISINS	4-pound	29c
COCOA	Mother's, 2 pounds	18c
PRUNE JUICE	12-ounce can	10c
CRACKERS	2 pounds	21c
JELLO	6c	
POST'S BRAN FLAKES	10c	
KRAUT	No. 2, 3 for	25c
SOAP	Luna, 5 bars	12c
BAKING POWDER	Health Club, 10c size	7c
CALUMET BAKING POWDER		24c
SALMON	No. 1 tall, 2 cans	23c
POTTED MEAT	3 cans for	10c
CRACKERS	Graham, 2 pounds	23c
SALAD DRESSING	W. P., quart	24c

Fun for the children
1174 PRIZES
FREE CIRCUS BOOK
full of Animal Pictures with 5 Bars
GIANT P and G 19c
WHITE SOAP

MAXWELL HOUSE COFFEE
1-pound can 31c
SWANS DOWN CAKE FLOUR
Per package 29c

SYRUP	Karo, White or Blue Label, gallon	55c
JELLY	Rex, 5 pounds	35c
CATSUP	14-ounce bottle	10c
SOAP	Kirk's Hardwater	5c

FRESH FRUITS and VEGETABLES	
SPUDS	No. 1 Idaho selected, 100 lbs \$1.79, 10 lbs 19c
LEMONS	Dozen 25c
CABBAGE	Colorado, firm, pound 2 1/2c
MELO	Large 25c size 21c
MUSTARD	Quart jar 15c
CRISCO	6 lbs \$1.09, 3 lbs 57c
MACARONI	or SPAGHETTI, box 5c
PORK and BEANS	4 cans 25c

Quality and Service Are Paramount Always At
PIGGLY WIGGLY
ALL OVER THE WORLD
PHONE 81. FRANK GYLES, Manager BUY AT HOME