The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

34th Year—Number 43.

The Hereford Brand, Hereford, Texas, Thursday, November 1, 1934.

Five Cents Per Copy.

WOULD HURT; PROPOSED CHANGES ARE DISCUSSED

palities shall be taxed in proproperty; the Legislature may pase poll, occupation and inine fax, exempting occupation and incompact on agricultural and mechanical state shall be limited to \$22.50 per capital for each two years. its; \$250 worth of household will be exempt from taxalocal occupation taxes shall exceed half that levied by state, says the first amend-on the ballot. This amendmerely clarifies and straight-ut matters pertaining to tax-it is desirable and one

Note Next Tuesday the ballot gives the Commissioners' frame will vote upon of eight proposed amend-control of the county affairs and empowers the Legislature to provide more economical forms of county government and different control of the county affairs and empowers the Legislature to provide more economical forms of than as now provided by law. This is a step in the direction of be equal and uniform; all necessarily expensive local units.

It is a good amendment and will have more far reaching effects

> capita for each two years. This will cut the total of all state income, including ad valorem taxes, occupation taxes, licenses and fees to \$11.25 per capita for each year. This amendment is being fought throughout the length and breadth of the state. Its drawbacks are

(Continued on page seven)

FARMERS HERE GET MORE THAN \$100,000.00 IN CATTLE PROGRAM

Cattle buying has stopped in a county. The last animals re bought Saturday. The promise is closed and no definite instantion as to whether it will opened again has been fur-

In Deaf Smith county the government bought 8562 head of cattle from distressed growers. The regram lasted from June 8 thru ast Saturday, October 27. Of the cattle bought 3,140 were contemned and killed on the farms boys took Hereford in charge last night in an unbridled celebration of Halloween. From the heart of the downtown area to the outer deeds.

Money delivered to krowers of the county aggregated \$100,819.

Nothing movable was overlook
Nothing movable was overlook
district championship game will be played in Dumas, since that team came here last year. In district two there are four sections this year, with Shamrock, Panhandle, Spearman and Clarendon the leading contenders. Dope to the downtown area to the outer of the sections this year, with Shamrock, Panhandle, Spearman and Clarendon the leading contenders. Dope to the downtown area to the outer of the downtown area

oney delivered to growers of they "did their stuff."

The Whitefaces will be in the county aggregated \$100,819. Nothing movable was overlook- best shape of the year for the higher than the average per Buyers were S. O. Wilson, Hen-Hastings, Ezra Norton, Ira eketts, Dra. Roy Lorton, P. M. mes and John M. Fitte acted as

ore than 8,000 cattle still are able for mie should the pro-be re-opened, says County to Dewey Reed. The cattle ht were from 860 different

Halloween Is Big Night

Signs were draped from telephone throughout West Texas, and light poles. Metal barrels were stacked in the most inconvenient

Few if any gates were displayed in high places. No cows were tied to church or school bells— but it was only because there are no bells. That other standard and ters, sometimes called a telephone ooth, was not in evidence simply

booth, was not in evidence simply because of its obsolesence.

There was much ghashing of teeth this morning as business men and householders went about the grim job of cleaning up. Some of the more resigned passed it off with the stock remark that "boys will be boys." Others used strong-

the Good Will Day attractions in Hereford each Thursday afternoon, the Presbyterian Women's Auxiliary meeting day has been changed from Thursday to Tuesday by members of that organization at Jumbo.

Whitefaces Will Go To Canyon-Tulia Game Next Saturday.

Without a game this week due the cancellation of a scheduled tilt with Happy, the Whitefaces will practice through Friday then go to Canyon Saturday afternoon to witness a conflict between Can-you and Tulia.

Only Canyon remains on the conference schedule of the Cattle. The Eagles will be guests at White-face Field Friday afternoon, November 9 The following week the locals will trek to Clovis for their final scheduled game, meeting the Mexico state champs in their balliwick. beaten in starts against Fri-

ona and Tulia, and winners by forfeit against Happy and Farwell, the Whitefaces have Canyou yet to hurdle in order to be sectional champions, again this

Should Canyon lose to Tulia this week, the locals will have a cinch for a tie, even though they lose

In the north half of the district Dalhart and Dumas are the leading contenders, with the latter in the lead with a victory over the Wolves of Dallam county. Should the Demons of Dumas win that section and Hereford this the district championship game will be played in Dumas, since that

aking the average price approx- ed. Old automobile bodies were Canyon contest, believes Coach mately \$13 per head, consider- piled in the streets this morning. Tommy McCollum. He is taking advantage of the week's rest to polish the play of his tackles and ends on the defensive. The of-fense, too, is receiving plenty of attention. Blockers are putting coming in for his share of attencoming in for his share of atten-tion on lugging the ball. McCol-lum hopes to shake this speedster loose against the Engles. He al-lows as how a few fleeting glimpses of his heels won't hurt Conch Cleve Jones' boys.

Corn-Hog Compliance Papers to Washington

Compliance papers on 271 of 278 corn-hog contracts in the coun-ty have been completed and are being sent to Washington today, reports Jack Newell at the county

Second payment on the allot-ment will be made during November. This payment will be 20 per cent of the year's total and will be half as much as the payment made early this month. It will total about \$15,000 for the

Team Without Amendments Take Attention House Rates Opponent As In General Election Tuesday On Electric

WILL DAY IS STAGED TODAY

Ninety-eight Hereford merchants and professional men are today sponsoring the city's second Good Will Day. The first was a week

Good Wil Days are framed to acquaint the people of the city's trade area with the business opportunities here. Merchants are offering a free show to all visitors at the Star Theatre. Today's attraction is "The Old-Fashioned Way," with W. C. Fields. In addition to the picture, various premiums will be awarded visit-

Not only the show and the premluras, but also special prices on also offering an opponent for merchandise are available. Every Jones in the person of R. D. Tomcooperating store is giving its best linson. prices just as on Friday and Sat-

Great interest in the event was hown last week. More than 1800 attended the matinee at the Star, according to J. C. Parker. Stores were well patronized all long, merchants report.

Visitors and participating firms alike were unanimous in the opinion that Good Will Day last Thursday was a great success. second is today and there will be a third next Thursday.

Relief Load Here Is 279 For Month

Relief load here for October was 279 cases, according to W. W. Chilton, administrator. That many different persons, representing as many families have workon relief rolls during

been done on 20 projects during the month, 17 of which are not completed. Highway 33 east of the city is one of the principal

School officials have asked for relief projects to take care of minor repairs around the school buildings. The county also wants an extra janitor, to be placed on the relief payroll, but he has not yet been furnished.

Dogs In CCC Camp Will Be Slain, Warns Chief

Dogs without vaccination tags showing they are immune to rables, are in danger of their lives if al-lowed to wander into the CCC camp, says Captain Barrell Cox,

It is a violation of Army regulations for dogs that are not protected to be on the camp. Heretofore such animals have been taken to the city pound, but this method has proved ineffective.

Citizens are warned, therefore, not to allow the pets to stray to the camp site, as they will be

Musical Comedy to Be At Auditorium Tonight

"Miss Blue Bonnett," a musical medy, will be given by the Business and Professional Women's Club tonight and Friday night at the high school auditorium. Admission prices will be 10 cents and 25 cents. In the cast are John Olson as

Dr. Evans, Mrs. Laverna Harman as Magnolia Evans, Mrs. H. D. Reed as Mrs. Evans. Mrs. Frank Cogdell will play the title role. Clifford Kester will take the part

of Burton Hillis.

Rev. E. R. McWilliams is the "biggest frogman in the South." Miss Neville Wrenn does the part of an old maid "whose ears flop the right way for most of the

The whole production is frothy comedy with dots of singing and dancing.

Cox Warns Against Buying Army Goods

Persons buying government prop-erty such as Army shirts, wind breakers or other equipment from members of the CCC Company here will be prosecuted, warns Capt. Barrell Cox, company com-

Republicans Offer Three COTTON MEN'S Candidates For District Jobs.

Most interest in next Tuesday's general election is in the eight proosed amendments to the state onstitution rather than the candidates for the various offices. parties have full tickets of candidates for state offices.

In addition to the Democratic nominees—all of whom are conceded easy victories—the Republicans, Socialists and Communists have nominees for state offices.

Republicans have two candidates for district offices in this district. They are William T. Pheisfer, Amarillo attorney, who is opposing H. K. Stanfield for state representative, and James M. Kernan, opponent of Marvin Jones for Congress. The Socialists are

Appended to the ballot are the eight amendments. The first would provide for equal and uniform taxation. The second would give the county commission general manday agement and control of county affairs and give the legislature pow-

The third amendment and the one against which there is great opposition throughout the state would limit taxation to \$22.50 per capita for each two years or an average of \$11.25 per year. It is contended that this amendment would shift the tax burden from large corporations to small individuals and from the state at large to local units. It is also believed it would cripple the state educational system.

The next amendment would abolish the fee system and put

(Continued on Page Seven.)

Sheep Purchase **Ends This Week**

Sheep growers here will be allowed to sell 2,300 ewes to the lowed to sell 2,300 ewes to the government. The allotment was fixed this week, according to J. R. Self, buyer. The buying is to be dinished this week.

Through yesterday 1,132 head

had been purchased. Of these 900 have been shipped and the remainder slaughtered on the farms. Only ewes at least a year old are being bought. A flat price of \$2.00 per head is being paid.

Penney Store Offers Specials for Season

"Even in the pit of the depres sion we did not offer greater val-ues in high quality merchandise," declars M. E. Garrett, manager of Penney's store, in commenting on the specials his store is making this week.

"We have a great following in Hereford and the surrounding area and in view of our volume of business, we are able to cut profit to the bone in selling really fine goods at our current prices. Cooperating with the Good Will Day movement, the store is putting on an intensive merchandising campaign.

Fox Store Announces Special Sales Event

A "Money Raising Sale" has een aunounced by the Fox Mercantile Company. "The sale is just what the name implies," Doug Fox, manager, says. raise some cash and price is no

"Everything in the house is priced to sell, nearly every item in the house is priced below actual cost. We intend to move this nerchandise. A glance at the specials in our advertisement is sufficient to show what we are doing."

Mrs. J. Bruer of Sterling, Kansas sister of J. E. Beyer, who has been visiting here, left for her home Sunday after she and the Beyers had attended a birthday dinner for Perry Beyer in Amarillo.

Superintendent C. H. Dillehay will be in Pampa Saturday to attend the meeting of the Panhandle-Plains Superintendents' Association. Mrs. Dillehay and the children will make the trip.

Mr. and Mrs. Arthur Thompson returned Friday from Hamilton. Kansas, where they visited in the home of Mrs. Thompson's mother. Mrs. Thompson was gone more than son are the judges.

a mouth, while Mr. Thompson was Sims school house is box 4. Tom there two weeks. They also call-ed on relatives in Arkansas.

CERTIFICATES ARE RECEIVED

All cotton tax exemption certificates for Deaf Smith county have been received and are ready for distribution at the office of the county agent. The certificates cover every year from 1928 through

For the years from 1928 through 1932 there is one certificate to cover. For the county's 26 cotton farms these certificates represent 38,300 pounds of tax free cotton. For 1933 the certificates provide for 22,925 pounds, and for 1934, 14,330 pounds.

Farmers who wish to sell the certificates at the standard price of four cents per pound through the government pool are asked to get in touch with County Agent Dewey Reed at once.

Final date when the certificates must be in Washington is November 10. An advance of two cents per pound will be made by the government upon receipt of the certificates and the remainder after they have been sold.

For the years 1928-1934 county is getting 5,555 pounds of tax exempt cotton. At the standard value of four cents per pound, the certificates will bring \$3,022 to the 32 landlords and tenants operating the 26 cotton farms in the

Seven Local Men

Seven Hereford men were en-Thursday. This is one of the ed in a unit in their own local-

The men are J. A. Leckliter, Will Craig, J. T. Patterson, Lee Ott, E. S. Burns, Oscar Altman and R. E. Williams. They are enrolled for a period of six months.

Miss Hostetler Attends

Miss Lillie Hostetler, county librarian, returned last week from Memphis, Tennessee, where she attended the annual convention of the Southern Library Association. Each of the 17 states represented at the meeting has a library planning commission like that of Texas, Miss Hostetler reported. Every speaker, she said, emphasized the importance of making books available to all the people in the country rather than to the 35 per cent, most of them in

Relief Department Wants Surplus Feed

reading materials.

Farmers who have surplus feed if there are any such are asked to get in touch with W. W. ton wants to know the amount of pete in the matches. Each team feed the producer has and the price he expects to receive for it. The relief departmnt, he states, will likely buy feed this winter.

Any sort of feed, be it bundle

stuff or grain, is acceptable. It will be necessary for the departdistressed stock owners.

Service Cut

Reduction Pares Cost of Current for Homes Only.

A reduction in the domestic electric rate was announced Wednesday by the Texas Utilities Company. Under the new residential the first 25 kilowatt hours rate used will be charged at 10 cents instead of 11 as charged hereto-

The reduction will apply on all bills rendered on November 1. The statement will include all current consumed since September 20. This is the second rate reduction for domestic users here in the past five years, says Fred Oberthier, Jr., manager. The reduction is made in the hope that all patrons will avail themselves of the opportunities for improvement in home lighting and at

a lower cost, Oberthier said. "Those who have observed our company's operations will recall that no effort has been spared to provide dependable supply of elec-

trie energy," he added.

During the past five years the company has made seven rate reductions, according to Oberthier. These have been made applicable to and distributed amor all commercial and residential users, to city and municipal services in water pumping as well as lowering of street lighting and other municipal lighting charges. Reductions have been made during the period to industrial users and to the public schools.

The last previous reduction was Enroll With CCC and was made March 1 of this

"We expect to maintain our same high standard of service to the rolled in CCC Company 1862 last community and to follow the policy of building and assisting the community," Oberthier declared.

Civic Chorus Has 50 Voices; Meet Sunday

Next Sunday's meeting of the Civic Chorus, to be held at 4 o'clock at the Methodist church. will be the deadline for new mem-Southern Library Meet bers to enter. Persons may join after that meeting only if they have sung in the Messiah before.

There are now more than 50 voices in the organisation, according to Miss Mattle Mae Swisber, director, Mrs. L. N. George, former director of the Hereford chorus, has joined. After next Sunday meetings

will be held each Monday evening at 7:30. Miss Swisher urges all members to attend the Sunday

BOWLERS TO ORGANIZE LEAGUE; MEET FRIDAY

A bowling league to run during cities, who can now obtain good the winter is to be organized by enthusiasts at a meeting called for Friday evening at 7 o'clock. The gathering will be held at the La-Vall alleys. Herb Sindt is taking a leading

hand in the organization work and asks every person interested in bowling to attend. It is hoped the league can be formed at the meeting and play started next week. Five-man teams will comwill be allowed a sixth member. Sindt hopes to get teams from the Lions Club, Firemen, churches and other organizations.

Mrs. R. L. Cocanougher returned Sunday from San Angelo and ment, Chilton pointed out, to fur- Lubbock where she visited with nish much feed stuff this winter to relatives. Mr. Cocanougher went to Lubbock Sunday for her.

Name Judges, Voting Places For Election

In next Tuesday's general election the same voting boxes used in the Democratic Primary will Lawrence Womble. serve as election boxes. Officials see a light vote. A total of 1,840 voted in the first primary. There are slightly more than 1,900 qualifled voters in the county.

Box No. 1 is at the court house where D. H. Alexander and J. H. Head will be judges.

Number 2 is also at the court house. C. H. Dillehay and Earl W. Wilson are the judges. The residence of J. A. Roe is

box 3. Mr. Roe and Grady Wilson are the judges. Cook and Jack Fortenberry will

George Larsen and Carl Strafuss are judges at box 6, whileh is at Ford. Box 7 is at Dawn. A. T. Frye

Judges are Bob Campbell and

and H. H. Miller are judges. C. M. Brown and Fred Collett are judges for box 8 at Messenger. Marvin Morrison and George Bippus will handle box 9 at Bip-

Box 10 is at Daniel. Joe Thurmend and Bill Moore are the

Judges will name their tabulators and the count will begin soon after voting starts.

Polls will open at 8 o'clock and close at 7 in the evening.

WHITEFACES HAVE EASY TIME BEATING AMHERST By a score of 33 to 0, the White-faces of Hereford High added the salp of Amherst's Buildogs to heir growing collection here last friday afternoon. It was the sixth traight win for the locals. yard pass to Carlyle about the 20vard stripe. Russell and Smith

Doing pretty much as they pleas-the locals scored in the open-fsame, twice in the second once each in the third and th. Second stringers played to than did most of the regu-

be Bulldogs, outclassed from start, fought hard and courgly. In a bareheaded left in amed Davis they producbest Class B lineman seen a local grid this season. The sould have been much highad his defensive work not stop to much of the Whitestop to much of the White-

Means Smith, regular halfoack, ras she of the few first stringers flay all the game. He considered to show improvement. On ride plays the fast Smith was a populately helpless. He lost nord thus he gained. But at amplies the line he accumulated ast yardage. Had be not run too high he might have been loose host of the afternoon. As it was a victim of neck tackling. Suddy Sowell, captain and quartary, played all the game and did attack.

He considered three and Smith rammed and Smith rammed and Smith rammed across. Benge's kick was low.

Early in the second quarter being needed experience. Coach rough the start of the squad.

Russell made three apiece, and Russell flipped a 19-yard pass to Carlyle for a touchdown. Benge missed the kick.

A little fater Russell took a punt on 1 3. Smith made two and 1 1 back, carried the entire burden and 1 well flipped a 30- of the Amherst attack.

Stevens

Amberst _____ 0 0 0 0 0 0 0 Hereford _____ 6 13 7 7—33 Officials: C. C. Acker, referee: Herb Sindt, umpire; John Patton, headlinesman.

punt from midfield to the 11, Smith

Clayton then rammed the line for a touch-down. Smith scoring on the sixth Daniel power play. Smith plowed the Kirby middle for extra point.

McLean The Whitefaces inherited a Buil-

the third quarter. Nine running plays with Russell and Sowell helping Smith resulted in the fourth touchdown. Smith went the final nine yards. Russell threw a pass to Bud Posey for the spare

intercepted another pass, this one about his 44. On the first play Bud Sowell cut back over right tackle for 54 of the 56 yards needed for touchdown. He was caught from behind. But no matter, Smith powerhoused through the line for the final yardage and then

"The buyer as well as the seller is guilty of violating the law," Cantain Cox pointed out, "and both will be prosecuted.

Beginning Thursday Morning, November 1st!

WE NEED MONEY TO PAY OUR BILLS

Need money NOW, so we're going to sacrifice on every bit of merchandise in the store. This sale coming right at the height of the Fall season offers an opportunity for saving on Christmas gifts and gift material. It's our loss and your gain. On some items the quantity is limited, so come in at once while the selection is best.

Wool Serges

36 to 48 inches wide. Regular \$1.50 to \$2.50 per yard. While it lasts, only

79C YARD

Fancy cotton suiting, some with rayon mixture. Regular 29c to 49c yard values, special

LADIES'

25 ladies' rain coats, sizes One-14 to 40, colors tan, red and brown. Regularly priced from \$3.95 to \$6.95. Your choice _____

Ready made curtains, colors rose and gold. regular 95c values, sale price only _____

INGHAM

One table 32-inch Gilbrea Gingham and Imperial Chambray, values up to 35c vard. Your choice-

OC YARD

39-inch rough and plain silk crepes, regular

Saxtet Suiting

36-inch Saxtet Suiting. Ideal material for 24¢ school dresses, regular 35c values, sale price, yd

Shirting

Shirting in plain and fancy stripes. Heavy 12%¢ quality, your choice, yard

Curtain Scrim 36-inch Curtain Scrim, ecru and white

LADIES' PORTO RICAN

White and Flesh Only Special, Each

CHILDREN'S

Special slip-over and coat style sweaters, all wool, each

Wool Tweeds

54-inch wool tweed, regular \$1.48 grade 98° Sale Price, yard _____

T 1 770 1 . Feather Ticking

8-ounce Feather Ticking, special sale

Prints

36-inch vat dye prints, both plain and fancy 14¢ patterns, regular 19c value, yard

Ladies' Unions

Ladies' Union Suits, open gore, length, sizes 36 to 44

Garza Sheeting

Garza Sheeting, both bleached and below today's market price. Special, yard ---

Ladies' Bloomers

Ladies' knit rayon and cotton Bloomers, Regular 35c Only, the pair

Hosiery

Children's school hose. Colors tan

Ladies' Rayon Hosiery

In the new Fall shades, regular 35c values 25¢

GOSSARD

One table odds and ends in Gossard Corsets. Values up to \$5.00, choice

Cotton Batts 8 pounds unbleached, 2

BED SPREADS

Krinkle Bed Spreads, sizes 80x105, col-

ors blue, green and rose, special, each

BOYS' SCHOOL AND WORK

Gray Only, Regular 59c Value

Special, Each

Florsheim !

For men. New Fall styles, most-

ly Oxfords. Regular \$9.00 and

plain and fancy patterns. Regular

15c values, sale price, yard

S Washington Dee Cee, regular 75c values, 40
Taxi Kloth, special.

36-inch Outing, in both light and dark Extra heavy quality, your patterns. choice-

IIC YARD

Men's Gloves

Men's Canvas Gloves

Knit Wrist, specially priced at only, pair ...

Boys' Dress Shirts

New fall patterns, sizes 10 to 14 years, regular 49*

Boys' Covert Pants

Boys' Unions

Heavy winter weight Special, pair

Children's Taped Unions

Special sale price per pair

Boys' Sweaters

Slip-over styles, all wool broken sizes, only

Boys' Caps

Extra special value

All Corsets and Brassiers

33 1-3 Per Cent Discount

LADIES' MUNSINGWEAR

ONE RACK LADIES'

House Dresses

LADIES' KNITTED

Color flesh, sizes small, medium and

Special values, all sizes, values \$1.48 to \$1.95-Your choice ----

ALL \$1.00 DRESSES

FOX MERCANTILE

HEREFORD **TEXAS**



FALL COLDS

Are most prevalent at this time of the year. Better come in today and let us safeguard you with cold preventatives. Or if you are unfortunate enough to have already caught a cold let us provide you with a remedy that will give you relief. 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 sav-

TELEPHONE 100

BY MRS. GUY WALSER

Several from here attended the orkers meeting at Hereford last ursday.

he YWA met in the first meetof the new year with Mrs. atrice Clark. Mrs. Mildred ser was elected president. ns for the year were discussafter which refreshments were Misses Allie Fae Lance, yn and Jessie Schuiz, Gere and Christine Atchley and
y Lee Curry, Mrs. Mildred
ser and Mrs. Leatrice Clark.
meeting, November 6, at 7
ek with Jessie and Evelyn

Mr. and Mrs. Behrends of Kress and Andrew Behrends and

The Junior club met Tuesday jim Clark presiding. Plans discussed and made for during the coming months, meeting November 13 at the school house. All and those wanting to numbers are urged to at-

r, and Mrs. Ky Lawrence and Noland were business visit-in Sudan last week.

ummerfield News and Mrs. Elmer Euler of Friona to Hydro, Oklahoma, last week. The WMS met at the church Wednesday of last week with a mission study program.

Several attended the services at the Baptist church in Hereford Sunday morning and evening.

G. H. Whitaker left last Wednesday morning for Fort Worth where he will be indefinitely. Miss Easter of Hereford spent

the week end with Lola and Mary Elizabeth Cox. Mr. and Mrs. D. B. Roberson

and Dean of Amarillo spent the let coa week end with Mr. and Mrs. O. 292-726.

BYPU and singing were well attended Sunday night. Visiting in the N. P. Sikes home

are Mrs. Sikes' sisters, Mr. and Mrs. J. T. Coffee of Cottonwood, Texas, and Mrs. Holley, of Jayton, and Mrs. W. R. Burke of McAdoo.

Mr. and Mrs. Wilson Vines and little daughter have returned from a weeks visit to A Century of Progress in Chicago,

The extensive manufacture of newsprint paper from Southern pine will be undertaken in the near future.

Noland were business visit-n Sudan last week.

K. Greeson, Mrs. Roy Euler children accompanied Mr.

When 100 pounds of pork is worth more than 13.2 bushels of corn, it is considered profitable to feed hogs.

You Are the

Running a business is like running a household: Current income must be depended upon to meet current expenses. Help must be paid regularly. Materials purchased must be paid for according to terms. Rent, light and other bills must be

You are the Merchant's paymaster. Prompt payment of their accounts will enable them (and their creditors) to pay their bills promptly. Everyone will benefit—including your-self—paying bills promptly builds a good credit record.

Use your credit freely and pay all bills by the 10th, or promptly as agreed.

HEREFORD CREDIT ASSOCIATION

DOROTHY H. ROSS Local Affiliation of the NATIONAL RETAIL CREDIT ASSOCIATION

Don't make your hens lay they must be roosters!

This good Purina Feed is today's outstanding value in laying mashes.

We Have All Kinds of

McLean & Pitman

Grain Company

Phone 1.

Buy at Home

We Deliver

COURTHOUSE RECORDS

Warranty Beeds.

Robert C. Hurst to S. S. Williams, W1/2 and NE1/4 of section 4, township 4 north of range 3E. Grace Borden et vir to E. L. and R. F. Dryden, NW1/4 of section 64, block K-3. New Automobiles

Amarillo Used Car Co., Chevrolet coach, Grizzle Chevrolet Co.,

Jim McCracken, Ford coupe,

Messenger News

Hereford Motor Co., 392-727.

BY ESTELLE WILLIAMS

(Too Late for Last Week) About 38 friends and relatives gathered at the home of Mr. and Mrs. G. W. Wells Sunday and surprised Mr. Wells on his 56th birthday. Dinner was served at noon and all present reported an enjoyable day.

Leonard Ware and Miss Eunits Williams drove to Hereford Saturday and were married by Rev.
T. C. Willett. Mr. Ware is the
son of Mr. and Mrs. J. E. Ware
who live in the Ford community,
and Mrs. Ware is a daughter of
Mr. and Mrs. L. M. Williams who live in this community. Attend-ing the wedding were Mr. and Mrs. J. E. Ware and son, Olen; Mr. and Mrs. Henry Taylor and Miss Estelle and Altis Williams. Mr. and Mrs. Ware will make their home in the Ford community for the present. We wish them a long and happy married life.

Henry Turner who is attending school at Hereford spent the week end in the home of his parents, Mr. and Mrs. L. M. Turner. He returned to Hereford Sunday after-

J. H. Hudgeons was in Friona and Clovis Thursday. Jack Doyle, who spent the past week in Oklahoma, returned home

Mr. and Mrs. O. Dillingham and son, Charles, took Sunday dinner in the J. H. Hudgeons home.

Troy Womble of Hereford called in the W. A. Whitson home Mon-Mr. and Mrs. Davis and children of Pampa were in this com-munity Saturday. They own land

in the west part of the county.

Those shopping in Hereford
Saturday were Mr. and Mrs. Bob
Lindsey, Jr., and daughter, Christine; Mr. and Mrs. Clayton Woolery and children, Mr. and Mrs. A. Whitson and children, G. W. Wells and James Reece, and Altis Williams.

Urges Disease Control **Among School Children**

The daily inspection of school children and the removal and isolation of those found ailing, constitutes one of the most important factors in the control of communi-

factors in the control of communicable diseases, declared Dr. John W. Brown, state health officer.

Medical supervision of school children is, of course, the ideal method of disease control. However, in most communities this is not possible. Parents and teachers can do a great deal in preventing the spread of disease. If the parents notices anything abthe parents notices anything abnormal about the child, he should

be kept at home.

The teacher should notify the parents of children who show any of the following symptoms: loss of weight, pallor, pains, flushing of the face, breaking out of any kind, cold in head, especially run-ning eyes, evidence of sore throat,

cough, vomiting, etc.

If children showing the early signs of the common children's diseases are excluded and their family physician consulted early many epidemics could be averted and loss of time prevented. It is much better to have one child miss a few days of school, rather than run the risk of spreading the disease to his classmates.

Not a Comforting Thought "To bring sorrow to others ever in your own triumph," said Hi Ho. the sage of Chinatown, "means that you have increased the sadness of your own suroundings."-Washing



MRS. WILEY ROBERSON

Miss Mary Snell of Pampa spent the past week with her sister, Mrs. G. C. Snell. Mr. and Mrs. Chester Hodges spent the week end with relatives in Clarendon.

There were 74 in Sunday school After services dinner was spread day morning.

SPECIAL.

Service Tray

With

5 Bars of

CRYSTAL WHITE

2 Bars of

PALMOLIVE

1 Package

SUPER SUDS

2 Packages

BORAX

All For

Ward News Notes in honor of G. M. Suggs' birthsinging. Several visitors were present, including Mr. and Mrs. Cronin and daughter of Hereford.

The school children gave a splendid Halloween program Friday. Visitors from town were Mr . and Mrs. Davis and daughter and Mrs. H. H. Hawkins.

Mr. and Mrs. Bill Hutson and Sunday and Rev. Hornbeak de- Mr. and Mrs. Arlie Dean called livered a sermon to a full house. in the Wiley Roberson home Fri-

You will never know just how lovely you can be until you have visited us. We can do exciting things to your hair. See us about our hot oil treatment shampoos, wave sets and

STAR BEAUTY SHOP

Mrs. Bess Jennings

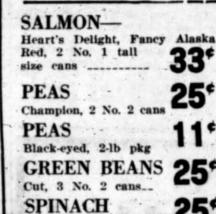
15

SAVE This Week-End at FURR FOOD'S

clacular

treats . . . to bring up the standard of your every-day luncheons . . . we suggest these choice wholesome foods. You'll find a bevy of remarkable values here, too. All of which should make

Prices Good Friday - Saturday - Monday



3 No. 2 cans _____ TOMATOES 3 No. 2 cans SPINACH-Libby's Fancy California, No. 2 can

HOMINY 3 No. 21/2 size cans ___ PEARS-Charmed . Land, Choice in heavy syrup

No. 2½ can 18¢ PINEAPPLE— Half slices, No. 21/2 size can -----

Tomato Cocktail 10¢ Van Camp's, tall can Campbell's All kinds, 3 cans

Colorado Sweet Clover-

No. 5 comb -----

No. 5 extracted _____ 59¢
No. 10 extracted _____ 98¢
No. 5 comb _____ 65¢

HONEY-

No. 10 Comb

APPLES

YAMS

Pound

Delicious, dozen

ORANGES

Chase and Sanborn

Dated to Insure Freshness 1-pound Pkg

Corn or Bran Flakes Regular Size Pkg

PRESERVI Pure fruit and ors, 4 pound jar		59°
COFFEE Break O' Morn, IELLY—		204
Break O' Morn,	1-lb pkg	,
JELLY—		
White House, apple, 2-lb jar		21
SUGAR		569
10-pound bag .		- Wall
OATS		. 19
Quick Quaker,	large siz	e 10
Quick Quaker,	large siz	e ·

Tree Tea, Orange Pekoe, Green Japan Gunpowder

Quarter Pound 15c

RALSTON'S Whole wheat cereal, pk HOMINY GRIT Quaker, pkg -----GRAPE NUTS RICE

•	Brown Sugar	5
•	PECANS New crop, ½-lb pkg	29
	Fancy Long Thread	25
¢	Marshmallows Angelus, 1-lb pkg	19
1	JELLO All flavors, 3 pkgs CHERRIES-	19
1	Maraschino, 3-oz bottle, 2 for	15
1	Salad Dressing	29
1	Soda Crackers 2-1b caddy	17
	Macaroni Elbowa Macaroni Rings, Spag bows, Beechnut 1-lb pkg	
•	CHERRIES Chocolate Covered 1-lb box	25
	GINGER ALE	10

Corned Beef

Armour's, square can

Choice Blue Rose, lb MINCE MEAT Old Time, pkg -----

4 - 1 V	CHERR
, 23°	Chocolate
5 9 °	Clicquot C
18	BIRD S
5°	STARCE Linit, 2 for JELLY
	Rex, 51lb [

10 Pounds,

Red or White 215 SPUDS

21/24

No. 1 selected Burbank, 10 lbs- 2.

19°

Boned, Rolled, Tied Beef Shoulder ROAST

FREE DELIVERY

BACON Armou'r Banquet, Sliced, pound 2. LOAF MEAT With the right amount of pork BUTTER

BOLOGNA, FRANKS Or MINCED HAM, 2 lbs CHEESE Elkhorn, pound BACON Armour's Sugar Cured Slab, lb

GRAPEFRUIT

Marsh Seedless, 6 for

BANANAS

-no waste, per pound -----

Brookfield, fresh creamery, lb

SELLS ALL KINDS OF FEED; BUYS CREAM, HIDES, EGGS AND CHICKENS

PHONE 74

You Have to Buy Chicken Feed

Get The Best

JUST - RIGHT 😞

Is But Little Higher than Grain and Look at the Results

With eggs at their present price and since you must buy feed, you cannot afford not to use JUST-RIGHT. It produces eggs.



West Texas Feed and Seed Co.

We Buy Produce Of ALL Kinds

Anti-Freeze



-No charge for flushing your radiator. Drive in today, it may be too late tomorrow.

> Conoco Gas, Oils and Greases

WE REALLY FIX FLATS— ROAD SERVICE



CONOCO Service

Corner Main & First Sts.

DeLuxe Cafe In Connection

Ford Doings

MRS. H. M. BENSON

Rev. L. E. Godwin filled his appointment Sunday and taught the Sunday school lesson, each one present receiving the full benefit of his remarks. Attendance was improved, with 45 present. The young people class will have charge of the opening exercises next Sunday.

Fred Brunson, Geo. Benson and Hardy Benson, also H. D. Hill were in Amarillo Monday.

Bob Higgins of Ward was this community Wednesday. Mr. and Mrs. Glenn and son Julian, called in the Hardy Ben-

son home Monday night. Messrs, and Mmes. W. M. Ste wart, H. D. Hill, Bob Orr and Hedrick and children were among the Hereford shoppers Saturday.

Mr. and Mrs. J. E. Ware and

Mr. and Mrs. L. E. Ware were
supper guests in the J. S. Gar-

rett home recenty.

The well at Ford will soon be

Mmes. M. J. Parks, H. M. Ben-son and daughter, Mary Louise, spent Wednesday with Mrs. Jess Gyles at Vega. A number of Vega people were present and the day D. B. Mann and family moved try was born.

to Littlefield Friday. Their going is regretted by the community. They will be missed for their feithfulness to help in everything worthwhile. They lived here sev-eral years, coming from Okla-

The first killing frost and light freeze came Saturday night, killing lots of flowers and late gar-

The Halloween party was a success, about 75 being present. One of the attractions was the Ghost Room, which was interesting and filled with thrill seekers until some missed being admitted. Little Miss Dorothy Mecaskey won the free quilt given by the ladis club. Among those present were Mr. Shields of Vega, Judge Humble of Hereford, and Miss Shields of Hereford. Some young people Hereford. Some young people from Sims and Dean communities

Mrs. Fly was a dinner guest in the Stewart home Sunday. Mrs. Hugh Knox, Mrs. L. E. Godwin and daughters were Ford Texas from the reservoir of invisitors Sunday.

J. S. Garrett and family attended the birthday dinner at Ward Sunday honoring Mr. Suggs of Hereford for helping to organize the Sunday school and his faith-

fulness through the years. The Deaf Smith county singing convention will meet at Bippus November 11. A. K. Webster was in Carson

county on business Monday. Mr. and Mrs. Jim Ware and Son, L. E. Ware and bride, attended Sunday school here Sun-

INSURANCE COMPANIES MUST: INVEST MONEYS

New and interesting facts regarding the business of the legal reserve life insurance companies of Texas, the part they play in the economic and social life of the Lone Star State, and some illuminating reasons for the tremendous popularity of the State laws which place them on a basis of equality with other insurance companies of the nation, are developed in a survey which has been completed here recently by the information committee of the Texas Life Convention.

passed a law which has since been popularly known as the "Robertson Insurance Law." It requires all in-surance companies operating in Texas to invest 75 per cent of the reserves of life insurance written in this state in Texas securities.

Under the protection of this law, completed as they have struck the drain of millions of dollars an- Sunday. nually paid by Texas life insurance policy holders, which went outside the state to the financial centers of the East was halted, this money was retained in Texas and the infant Texas life insurance indus-

> Despite repeated efforts made at almost every session of the legislature for 27 years to repeal or amend the Robertson Insurance Law, the legislators, reflecting the firm insistence of the people of the state have refused to tamper with it. The survey just completed gives a graphic picture of the development made by the Texas companies and their contribution to the economic scheme of the state:

The Texas legal reserve life companies employ 10,000 persons, the study shows, who in turn support 34,000 dependents living with-in Texas. To these workers they paid \$8,000,000 in 1933 and all of this sum must be classified as spendable income which goes immediately into general circulation and is turned over many times in the tills of merchants of Texas.

Additional sums paid out in surance premium accumulation by the Texas legal reserve companies and put back immediately to work in Texas include a total paid out by these companies since their organization of \$175,000,000 in the form of death claims, surrender values, endowment and annuities. This sum is increasing each year, and in 1933 totaled \$20,000,000 the survey shows.

In addition taxes and purchases of materials and supplies last year added another \$2,115,000 of circulating money to the coffers of governmental bodies and local merchants from the Texas legal reserve life companies.

These figures take into account only the operation within Texas the Texas legal reserve life states, and contributing to the deveopment of Texas by operating within this state under the provisions of the Robertson Insurance Law, which require all life in-surance companies to invest a part of the proceeds of their Texas inome in Texas securities.

Andelucian Shrine
Monserrat in foremest among the
attractions of Andalusis. This huge
mass of rocks is more than 15 miles around the base, rising in fanias-tic shapes to 4,000 feet. Perched on its side, beside the Benedictine mos of the Yirgin of Monserrat, to which shrine thousands of Catalans make a pilgrimage every year.

A normal colony of bees con-sists of one queen, several hundred drones and from 8,000 to 75,000

STATEMENT

Statement of ownership, management, etc., required by Act of Congress of March 3, 1933, of The Hereford Brand, published weekly at Hereford, Texas, for October 15, 1934. STATE OF TEXAS.

County of Deaf Smith. Before me, a notary public in and for the state and county aforesaid, personally appeared Mrs. Seth B. Holman, who, having been sworn according to law, deposes and says that she is the manager of the Here-ford Brand, and that the followsaid publication for date shown

isher, editor, etc. are: Publisher, Mrs. Seth B. Holman, Hereford, Texas; Editor, DeWitt Landis, Hereford, Texas, Managing Edit-or, Mrs. Seth B. Holman, Here-ford, Texas; Business Manager, Mrs. Seth B. Holman, Hereford,

That the owner is: Mrs. Seth B. Holman, Hereford, Texas. That the known bondholders, etc. holding one per cent or more of total amount of securities are: Amarillo Bank & Trust Co., Ama-

rillo, Texas. MRS. SETH B. HOLMAN, Sworn to and subscribed before me this 24th day of October, 1934. (Seal) C. C. ACKER,

Easter Items

BY MISS LOUISE PRYE

The program and carnival at Easter was well attended Friday night. Two good playlets were given, after which every one was asked to visit the booths. Sandwiches, doughnuts and candy were sold with coffee and cocoa.

Mrs. Chris Wegner and daughters returned home from Hereford Monday afternoon.

C. W. Frye and Caroline made a trip to Plainview Saturday. Mrs. and Mrs. Clem Gilliam and In 1907, the Texas Legislature B. Saxon home Sunday.

Mr. and Mrs. E. Ramey and Misses Carey Easter and Piele of

Miss McClure made a visit with her parents at Claude Thursday, returning in time for school Fri-day morning.

Aubrey Epperson was in Pampa

Chris Wegner was in Amarillo Sunday attending services at the

Sunday attending services at the Lutheran church.

Estelle Franks, who is attending school in Dimmitt, spent the week end with home folks.

Miss Ruth Greenfield spent the week end with Miss McClure.

Mmes. Geo. Chambless and Fred Walton went with Miss Clark to Hart last Thursday to attend a Hart last Thursday to attend a

turkey dressing demonstration. Mr. and Mrs. W. E. Betts and Miss Kate Cross of Clovis visited the Carl Frye home Sunday.

Miss Izora Clark of Dimmitt visited in the U. G. Randal home

mortal soil.-Milton.

ean

but ARE

they?

There are several case of contagious diseases which have been reported to authorities within the past several days.

A Word of

WARNING

To Mothers

Shanty washed clothing or clothing laundered in surroundings which are not properly safeguarded against disease germs are deady carriers of bacter-ia. Germs cannot be seen

This modern laundry returns your clothing properly washed and ironed-free of all germs

HEREFORD LAUNDRY AND DRY CLEANING CO.

CALL 298-WE CALL FOR AND DELIVER

Fame to no plant that grows on Brand Want Ads Pay Good Dividends

Vote For Men -Not Parties!

The greatest asset of a democratic government is an organized minority! No truer philoso phy of government has ever been written,

Texas has been a one-party state since its admission in the Union. Consequently it has been completely forgotten in all federal programs. If the Democrats are in power, the underlying opinion is "Texas is our state. We don't have to curry its favor." If the Republicans are in power, it as surely is, "We can't swing Texas anyhow. Let's forget her."

Texas needs two parties. The Panhandle needs representation. Even as Texas must wake up the federal government to its value, so must the l'unhandle make its voice heard in the legislative halls of our state.

We need some "shake-up" in our government. We need new men, if necessary, a new party. et party lines in the Panhandle this year. Let's elect n faces to Austin. Let's think of the good of the country in which we live.

REPUBLICAN PARTY DEMOCRATIC PARTY TOM CONNALLY For Chief Justice Court of Criminal A -WORROW-JAMES V. ALLRED WALTER WOODUL WILLIAM McCRAW For Comptroller of Public A GEORGE H. SHEPPARD CHARLEY LOCKHART L. A. WOODS J. E. McDONALD J. H. WALKER For Congress 18th Die

Here's How to Vote the Above Ticket:-

We want to vote for S. E. Fish, the only Panhandle man who is a candidate for an office which represents the entire state—Chief Justice Court of Criminal Appeals. Line through W. C. Morrow, his opponent. Maybe you are not satisfied with the work of Marvin Jones. Mark through his name and leave James M. Kernau's as it is. William T. Pheiffer has promised to do everything he possibly can for his district if he is elected state representative. If you believe he will, mark through his opponent's name, H. K. Stanfield. Let's vote the split ticket!

PAID FOR BY FRIENDS OF ABOVE CANDIDATES

r all Duits



With Snap In Every Line

In brown, blue, black and Oxford gray. The new fall Bi-swing models, with pinch back and half belt. New zipper front trousers or button style if preferred. Many with two pair of pants, one pleated and one plain. All new fall materials and a full range of sizes. Come in and see them today.

These New Arrivals Are Offered In Three Price Groups

ANOTHER GROUP

This group includes many new styles especially suited for young men. New 22-inch bottom trousers, two button sack and other popular styles, in three price groups. \$15-\$18.75-\$19.75

WORK CLOTHING OF ALL KINDS ets, both botton and zipper styles. Outdoor clothing of all kinds. Field boots with Corduroy pants and jackets to match. Pants \$2.98, Jackets \$3.29. Suede Jacklace sides and insteps, \$8.95

Stetson Hats-\$6.00 to \$15.00

Thoroughbred Hate, \$3.50

D.R.GASS&

"Your Friendly Shoe Dealer"

Good Will Day Thursday, November 8th

ANOTHER BIG FREE SHOW



FEATURE PICTURE--

"THE OLD FASHIONED WAY"

With W. C. FIELDS

Special Comedy and Short Subjects

Another Free Good Will BANK FEATURE

On Main Street at 4:00 p. m.

Merchants of Hereford Are Offering Merchandise at Special Low Prices

EVERYTHING FREE
TELL YOUR FRIENDS
BRING THEM WITH YOU

You Will Be Guests of These Business Firms and Professional Men

CHAMBER OF COMMERCE FURR FOOD STORE TEXAS MARKET & GROCERY PIGGLY WIGGLY GEORGE REDDOCH GROCERY PARMER'S GROCERY FULLER'S FRUIT MARKET HEREFORD BAKERY STAR BEAUTY SHOP BROOKS' BARBER SHOP STAR BARBER SHOP CITY BARBER SHOP BILL KNOX BARBER SHOP WHITEHEAD BARBER SHOP IKE'S CAFE FLOWER'S CAFE B-W CAFE NEW CLUB CAFE HEREFORD BRAND PACKARD MILLING CO. STREU HARDWARE CO. THE CHOCOLATE SHOP DR. T. L. MORGAN, M. D.

FIRST STATE BANK FIRST NATIONAL BANK CLOSE DRUG STORE CITY DRUG STORE CORNER DRUG STORE ROCKWELL BROS. & CO. PANHANDLE LUMBER CO. PHILLIPS PETROLEUM CO. TEXAS COMPANY MAGNOLIA OIL CO. CONTINENTAL OIL CO. SINCLAIR REFINING CO. TEXAS SERVICE STATION CONOCO SERVICE STATION THOMPSON SERVICE STATION KEMP LUMBER CO. RICE TIRE SHOP NORTON SERVICE STATION CLARK SERVICE STATION GRIZZLE CHEVROLET CO. REED & TAYLOR, Blacksmiths POWELSON'S SHOE SHOP DANIEL'S TIRE SHOP DE LUXE CAFE

SPROWLS & CRONIN CO. FOX MERCANTILE CO. J. C. PENNEY CO. D. R. GASS & SON THE POPULAR STORE FASHION DRESS SHOPPE VOGELE MILLINERY PARLOR WEIR'S VARIETY STORE SKELTON'S VARIETY STORE CARROLL & CORBETT WILLARD BATTERY STATION E. B. BLACK CO. McLEAN & PITMAN GRAIN CO. WEST TEXAS FEED & SEED CO. I. H. SPRATT, PRODUCE ROY'S PRODUCE TEXAS UTILITIES CO. SMOKE HOUSE DR. J. W. HENDRIX DR. R. E. PERKINS DR. B. M. WILTSHIRE, D. D. S. DR. G. W. HEARD, D. D. S. WEST TEXAS GAS CO.

HEREFORD INSURANCE AGENCY PLAINS INSURANCE CO. HALES' BARBER SHOP DE LUXE BARBER SHOP D. M. RAYZOR, WOODWORK PARAMOUNT RECREATION CLUB F. M. KESTER & SON CARL'S GROCERY FRANK'S GROCERY **BUCHANAN & ROSSON** M. D. WOMBLE, IMPLEMENTS PEVELY & SEED CO. IMPLEMENTS BEAMS & MARRS, MACHINISTS HEREFORD MOTOR CO. IRELAND-BEAVERS MOTOR CO. STAMBAUGH DRY CLEANING CO. WHITE FACE PUBLISHING CO. HEREFORD POULTRY & EGG CO. FARMERS CREAMERY ASSOCIATION, Inc. FULLWOOD BATTERY & ELECTRIC STATION WEST TAILOR SHOP CITY LAUNDRY & CLEANERS KERR HARDWARE AND IMPLEMENT CO.

"Here Comes the Navy"--Nov. 11th

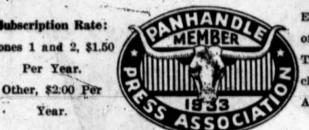
The Hereford Brand

HEREFORD, DEAF SMITH COUNTY, TEXAS TELEPHONE 30

MRS, SETH B. HOLMAN _____ Publisher and Marage DE WITT LANDIS Edito

Subscription Rate: Zones 1 and 2, \$1.50

Year.



Entered at the postoffice at Hereford, lass matter, under

WHY GOOD WILL DAYS?

Today marks the second successive Thursday the merchants of Hereford have sponsored a "Good Will Day." Last Thursday's fete was an unqualified success.

Often is heard the question, what is it all about?

It is a concentrated effort to recapture the strayed business which rightfully belongs to the merchants of Hereford. For a radius of at lease 20 miles in every direction—in most directions much more— Hereford offers the best market, both for buying and selling of goods For various reasons lots of people who could come here easier and do their shopping and selling at as good or better prices, have been going elsewhere. Hereford merchants do not propose to sit idly by and watch this happen. Therefore they are putting on "Good Will Days."

Some of the reasons people are going elsewhere is because of similar trade stimulating events being put on in other towns. In order to make the event here as attractive as possible, the merchants are offering a free show and other inducements as well as putting on their best prices for the day.

The shoppers enjoy the attractions. The merchants are pleased with the added business. And the event is mutually profitable to every

"Good Will Day" is your party. Be there.

Have You Seen the New 1934 and 1935 Standard

Chevrolet Sedan

Price \$668 Delivered

The greatest value ever offered in a light car. Come, look it over, and be the judge.



COMPLETE STOCK OF GOOD THINGS TO EAT.

10 Pounds of Really Good Spuds	19¢
3 Pounds White Onions	_ 10¢
New Crop Popcorn, 2 pounds	_ 21¢
East Texas Sorghum, the good kind, g	al 73¢
Two Dozen Delicious Apples	_ 35¢
East Texas, South Texas and Colorado	Honey

FULLER'S FRESHER FRUITS AND VEGETABLES

First Door South of Post Office

Permanents-

more **Natural**

more Beautiful



-We have many permanent wave methods from which to choose . . . and we adapt each one to enhance your individual beauty . . . to suit your face and head contours becomingly. Call Us for An Appointment Today.

MORENE'S BEAUTY SHOP

PHONE 107

Public Opinion

A DANGEROUS PROPOSITION

Hereford School Board Asks That Amendment Be Defeated.

After careful study, we are AGAINST the amendment to Section 3 of Article VIII of the State Constitution providing for the levying and collection of taxes and fixing the maximum amount thereof which can be collected and ex-pended each blennium. This is the so-called "tax-limiting" amendment, which would limit the total amount of revenue which the State may collect and spend each year

to \$11.25 per inhabitant. This amendment, if adopted, has every prospect of reducing the amount of State support for public schools and other improvements and services financed in whole or in part by the State. It would doubtless result in shifting taxes from the large foreign corporations, which cannot be taxed locally, back to the small local taxpayer. It would inevitably raise county, district and city taxes to the extent that it restricts the Legislature. It seeks to limit taxes on the basis of population rather than on the basis of actual ability to pay or need of services to be rendered. No other state has tried this method which is unsound in principle even if it should be found wise to place additional restrictions on the taxing power of the Legislature.

Members of the Hereford school board join the following organizations in urging that you go to the polls on next Tuesday and vote to defeat this dangerous proposal:
State Democratic Convention, Texas Branch, American Association of University Women, Texas Federation of Women's Clubs, Texas State Teachers Association, Texas Good Roads Association, Ex-Students dents Association, University of Texas; Association of Former Students A. & M., "Friends of Education in Texas," American Legion, State Citizens Organization on Constitutional Amendments.

BOARD OF SCHOOL TRUSTEES. Hereford Independent School

District. W. Jesse Stanford, President. B. Posey, Secretary. M. Hicks

W. S. Kerr A. H. Stren Louie LeGrand D. H. Alexander.

See Miss Blue Bonnett, it tilts your ticklebox. Thursday and Friday, November 1 and 2.

Want Ada

Wanted

WANTED: Second hand Alladin lamp in good condition. Write to Mildred Wilder, Hereford. 1p WANTED: Party who borrowed our pipe threading outfit and vice to return it as soon as they have finished with it. E. B. Black Company.

WANTED: In private home, sleeping room for gentleman, Apply to Butch Rabo, Star Theatre, after

FOR SALE OR TRADE: 160 acres

good Plains wheat and row crop school, on good road, plenty of water. Will trade for good resi-dence or small tract near. Here-ford. See I. V. Flowers at Ever leady Lunch.

FOR SALE: 8,000 bundles, of kanr and hegari, 71/2c bundle for kafir and 81/2 for hegari. Must sell by November 6 at this price. J. E. Harper, 5 miles south and 1/2 mile east of Black.

HAVE the SPIRELLA foundation garments, made to please the fastidious. Mrs. Bessie Davis, 410 Sampson Ave. 43-2p

FOR SALE: One tractor, plow and wheat drill. See Mrs. A. M. Jones at post office.

PHOTOES you will like Bring ns your kodak work. We have moved to our new location on West Third St. Hanna & Hanna 43-tfc FOR SALE: Well grained kafir and begari bundles. W. G. Slagle.

FOR SALE: Violin, in good condition. Apply Brand Office. FOR SALE: Upright plane, good condition, in finish, tone and appearance. See at W. F. Orr. 34tf

For Rent

FOR RENT: Furnished apartvate bath, garage. Mr. Dameron, phone 80-W. FOR RENT: Two large rooms one block west of high school. Mrs. Luna Jacobs.

FOR RENT: Furnished room with bath, on corner of Eighth and FOR RENT: Furnished apartment, 706 Twenty-Five Mile telephone 335. Miss

Lost and Found

LOST: Sunday, October 21 ,one blue kid glove. Finder please leave at the Brand office and claim

WILL PARTY who took fountain

Republicans Have District Nominees

Republicans of the Panhandle have nominated as candidates in next Tuesday's general election, S. E. Fish, judge of the court of criminal appeals; James M. Ker-nan, representative in Congress from the 18th congressional district, and William T. Phieffer, as state representative from the 123rd district of Texas.

In naming their candidates, cember A. D. 1934, it being the leaders of the Republican party 4th day of said month, at the passed a resolution voicing their belief in the two-party system as Smith County, in the City of the truly American method by Hereford, proceed to sell at public which best results can be obtained, by which the attention of voters can be focussed upon issues rather than on personalities and through which the people may make their will known and effective.

We believe that Texas will attain, the good and efficient and economical government and high standard of public service for which all good citizens strive, only through the watchfulness, the interest and the political competi-tion guaranteed by a two-party government."

Captain Barrell Cox, command er of CCC Company No. 1862, returned Sunday night from Fort Sill, Oklahoma, where he was con-fined to the Army hospital with an eye ailment. He was gone more than two weeks.

ESTRAY NOTICE

Taken up about August 15, 193 at the ranch of the undersigned living two miles west from th Town of Hereford in the County of Deaf Smith, the following de-scribed animal known to be—Estray—, viz; One steer yearling, brand Bar X on left shoulder, crop-off left ear.

If not legally proven by the owner thereof within twenty days from the date hereof I will proceed to Estray the same in

J. T. GILBREATH, Taker Hereford, Texas, this 23 day October, 1934.

NOTICE OF SHERIFF'S SALE OF REAL ESTATE

By virtue of an order of sale issued out of the Honorable 68th Judicial District Court of Texas in and for Dallas County, on the 27th day of October, 1984, in the case of THE DALLAS JOINT STOCK LAND BANK OF DALLAS versus Arthur Brooks, et al No. 9166-C and to me, as Sheriff, directed and delivered, I have levied upon this 30th day of October A. D. 1934, and will between the hours of 10 o'clock A. M. and 4 o'clock P. M. on the first Tuesday in Deauction to the highest bidder, for cash in hand, all the right, title and interest which Arthur Brooks, Roxie Brooks, Mary V. Palmer, Paul S. Mathers, Rosella Bishop, H. N. Bishop, Elmer F. O'Farrell Rosa B. O'Farrell, and Banker's Life Company, a corporation, had on the 1st day of December A. D. 1925 or at any time thereafter, of, in and to the following describproperty, to-wit:

Lying and being situated in Deaf Smith County, Texas: Being all of Section No. 66, in Block K-8 containing 640

acres of land
Said property being levied on
as the property of said above named persons and will be sold to
satisfy a judgment amounting to \$7,686.31 against Arthur Brooks and Paul S. Mathers, jointly and severally, together with 8 per cent interest thereon from the 25th day of September, 1934, in favor of THE DALLAS JOINT STOCK LAND BANK OF DALLAS, and costs of court and the further Given under my hand this 30th day of October, A. D. 1934. J. B. MILLER, Sheriff,

Deaf Smith County, Texas.

Don't let them get a strangle hold. Fight them quickly. Creomulaion combines 7 helps in one. Powerful but harmless. Pleasant to take. No narcotics. Your own druggist is authorized to refund your on the anot if your cough or cold

Friday and Salurd	
CELATINE DESSERT, Joneo, 6 for	25¢
EANUT'BUTTER, pint	STATE OF THE PARTY
BLACKBERRIES, No. 2	
SOAP, Crystal White, 6 for	24¢
OCOA, Bliss, 1 lb 15¢, 2 lbs	. 25¢
PALMOLIVE SOAP, 6 for	23¢
C. C. BAKING POWDER, 25 ounces	19¢
SPUDS, 10 pounds	7.7
PEARS, gallon	35¢
ORN FLAKES, Kellogg's, 2 for	19¢
CLEANSER, Sunbrite, 6 for	. 25¢
OATS, Scotch	
OFFEE, Texas Girl, 1 lb 23¢, 2 lbs	45¢
CRACKERS, 2 pounds	180
	100 To 100 to

OUR QUALITY MEATS

					PES		ASSESSED NO.
TEAK,	round,	loin	or T	bone,	lb		15¢
CONTROL OF THE CASE OF THE CONTROL O	BEEF,				Drivator 1	Control of the second of	COLUMN TO SERVICE STATE OF THE PARTY OF THE
	E, pure						100

Texas Market & Grocery

All Kinds of Lauch Most for Picules.

PHONE 353 FREE DELIVERY

ly Z more da

The Last Chance To Help Your Favorite Contestant Win a Prize!

Think—is there anything you are going to need in the near future? If so, buy it now and help your contestant win!

40,000 Votes Are Given

- for the sale of Merchandise Bonds. These bonds are handled the same as cash here and can be traded out at any time—they are still good, even after the campaign is over.

EXTRA VOTES are given in addition to regular purchase vote on the following items: Men's Dress Shirts ______ 10,000 Extra Votes Men's and Boys' Suits _____ 25,000 Extra Votes Men's and Boys' Jackets _____ 25,000 Extra Votes All Shoes _____ 10,000 Extra Votes Ladies' Jackets _____ 25,000 Extra Votes Ladies' Dresses _____ 25,000 Extra Votes Ladies' Coats _____ 25,000 Extra Votes

Voting closes 8 o'clock and prizes awarded as soon as judges finish counting votes.

SPROWLS + CRONIN CO.



PAID ON ACCT.

Lions' Annual Party a Success

Games, music, dancing, feed and stunts—these and more were included in the revelries at the annual Halloween party of Lions Club Monday night at the Legion Hall.

Guests at the affair were members of the Canyon Rotary Club METHODIST SUNDAY and their wives. The visitors put SCHOOL HAS PARTIES on a short program during the

The dinner came first, with Boss Lion Gus Streu introducing visitors and the "standing army" of the Hereford Lions. Herb Sindt's orchestra played during the din-ner and later for the dance.

B. H. Hopkins as master of ceremonies directed the entertain-ment and kept things going at a lively pace. The program includ-ed initiation of members who have joined since Halloween of last year. Little Miss Dorothy Nelle Trimble gave a tap dance. An old-time Western atmosphere An old-time Western atmosphere surrounded the games and the bar as the fun started. Several who were not sufficiently active in the doings were arrested and thrown into the hoosegow. Their trial was a highlight of the party. A bar, roulette and chuck-a-luck games completed the western scene. John Miller really looked like a sheriff in enforcing the laws of the evening.

MRS. DILLEHAY IS

MUSIC CLUB HOSTESS

Women Composers were studied by the Music Club at their meeting Monday afternoon at the bome of Mrs. C. H. Dillehay. Mrs. C. C. Acker was program leader.

All members present took part

was the featured speaker on Can-OBSERVES BIRTHDAY yon's part of the program.

Everyone, including some of the new members who went thru

initiation rites, pronounced the affair the season's best party and also the best of a long list of successful Lion's parties.

The party was planned and put on by a committee composed of Dr. B. M. Wiltshire, John Patton, Ray Coneway, W . H. Trimble and Mack Womble. The gentlemen's wives, however, did most of the work, it is reliably reported.

Parties for both the primary and intermediate departments were held Tuesday at the Methodist church. The primary youngsters had their party from 4 to 6 in the afternoon amidst Halloween decorations.

Mmes. E. C. Harrison, Ray Coneway, Walter Dunlap, J. O. Newell, Jack Wright and C. C. Acker arranged the party for the kiddies. In costumes came the intermediate children to their party ab 6 o'clock Tuesday evening. Mrs. Homer Henslee and Mrs. Glenn Snyder were hostesses. Refresh-ments were individual pies and

Irby Carruth, vice president of the Canyon's Rotary, brought 30 ounty capital. Clyde Warwick solos.

Acker was program leader.

All members present took part in the various phases of the program. There were chorus numbers and vocal and instrumental solos.

CHARTER NO. 5004 RESERVE DISTRICT NO. 11 REPORT OF THE CONDITION OF THE

In the State of Texas, at the Close of Business On October

	ANSDITS	-
1.	Loans and discounts	163,725,72
2.	Overdrafts	196.82
3.	United States Government obligations, direct and or	F 17 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
323	fully guaranteed	103,104.00
4.	Other bonds, stocks, and securities	7,777.82
A	Customers' liability on account of acceptances executed	NONE
4	Banking house, \$10,002.53; Fur. & Fix., \$4,219.30	14,271.88
7.	Real estate owned other than banking house	4,492,13
-8:	Reserve with Federal Reserve Bank	
9.	Cash in vault and balances with other banks	
10.	Outside checks and other cash items	
11.	Redemption fund with United States Treasurer and due	
900	from United States Treasurer	2,500.00
12.	Acceptance of other banks and bills of exchange or	
1980	drafts sold with endorsement of this bank	NONE
13.		NONE
14	Other Assets Temporary Federal Deposit Insurance Fund	407.33
44	TOTAL ASSETS	
.45	The state of the s	300000
-67	LIABILITIES	
15.	Demand deposits, except United States Government de-	
3.0	posits, public funds, and deposits of other banks	199,305.71
16.	Time deposits, except postal savings, public funds, and	
7.49	deposits of other banks	days as make dive
17.	Public funds of States, counties, school districts, or other	
100	subdivisions or municipalities	The second second second second second

United States Government and postal savings deposits

Deposits of other banks, including certified and cashlers

checks outstanding

	Total of items 15 to 19:	****
	(a) Secured by pledge of loans and or in-	STORY OF STREET
	Investments\$ 29,000.00	
	or Investments298,163.13	
	TOTAL DEPOSITS327,163.13	
	20. Circulating notes outstanding	50,000.00
	21. Agreements to repurchase United States Government ob-	ACE IN
	ligations or other securities sold	NONE
	22. Bills payable	NONE
ų,	OR Dellarantes	NONE
	24. Obligations on industrial advances transferred to the	
8	Poderal Reserve bank	NONE
4	95 Acceptances of other banks and bills of exchange or	
j.	drafts sold with endorsement of this band	NONE
	of Acceptances executed by this bank for customers and to	total like
	furnish dollar exchange, exclusive of acceptances of this	NONE
y	bank surchased or discounted	NONE
3	27 Acceptances executed by other banks for account of this	NONE
53	bank	NONE
	98 Securities horrowed	NONE
	20 Interest taxes, and other expenses accrued and unpaid	NONE
8	on Thistends Applaced but not yet payable and amounts set	NONE
	neide for dividends not declared	NONE
	31. Other liabilities	NONE
	89 Capital account:	
	Class A preferred stock, none shares, par \$ None	
Ġ.	mer share retirable at \$ None per share None	
Q,	Class R preferred stock, none shares, par \$ None	
2	mettechie at 2 None per share None	
	Common stock, 500 shares, par \$100.00 per spare \$00,000.00	
	Supplies	
1	Undivided profits net	C ST
1	Reserves for contingencies	In m
8		
	and the second s	77,167.00
10.	Total Capital Account	454,530,13
	MEMORANDUM: Loans and Investments Liebsen	79,000.00
20	Albatora Habilities	I Ding of the

secure liabilities

Other bonds, stocks, and securities _____

.Total Pledged (excluding rediscounts)

(a) Against circulating notes outstanding ---Against U. S. Government and postal savings Against public funds of States, counties, school districts, or other subdivisions or municipalities of fiduciary powers NONE Total pledged ---

STATE OF TEXAS, COUNTY OF DEAF SMITH, ss: I, E. B. POSEY, Cashler of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge E. B. POSEY, Cashier. CORRECT-ATTEST:

J. L. FUQUA OLLIE D. BRADLY

Sworn to and subscribed before me this 31 day of October, 1934

Halloween and his twelfth birthday were the occasion for a party given by Grant Fuller, Jr., at his home last night. Sixteen guests played at various games and then unished the gala evening with refreshments of pumpkin pie, sand-wiches and chololate.

Attending were Virginia Newell, Betty Sue Henslee, Connie Houser, Lova Barbyte, Katherine Full-wood, Joy Wagley, Helen Ruth Barber, Betty Jo Cockrell, Paul Foster, Bill Montgomery, E. B. Posey, Jr., Floyd Ross, Merlin Ccaklin, Arnold Wilkins and John

REBEKAHS CELEBRATE HALLOWEEN

Wierd cats and witches greeted the Rebekahs and their families and guests Tuesday night at the IOOF hall. The hall was beautifully decorated in keeping with Halloween. A series of games were played. After much screeching and screaming, delicious refreshments were served.

Assembly of God Church

E. E. MANNEY, Pastor. Sunday school, 9:45 a. m. Preaching at 11. Young people, 6:30 p. m. Services each Tuesday and Sat-Evangelistic service, 7:30 p. m. urday, 7:30 p. m.
Progressive school house each third Sunday at 3 n. m.

Church of Christ

FRED ROSS, Minister Services at high school auditor

Bible School, 10 a. m. Morning worship and sermon at 11, subject, The Sect Everywhere Spoken Against. Night services at 7:30 o'clock, sermon, The Trial of Abraham. Young people's meeting Sunday

Prayer meeting Wednesday night at 7:30.

OFFICIAL STATEMENT OF PINANCIAL CONDITION OF

First State Bank

AT HEREFORD. State of Texas, at the close of business on the 17th day of October, 1934, published in the Hereford Brand, a newspaper printed and published at Hereford, State of Texas, on the 1st day of November, 1934.

The second secon	The state of the
RESOURCES	A Glan
Loans and discounts on	225 316
personal or collateral	5 S 25 5 7
	153,018,65
security Loans secured by real	A SECTION
estate	8,618.43
Overdrafts	NONE
Acceptance of other	
banks	NONE
Securities of U. S., any	
State or political sub-	ALIES STATE OF
division thereof Other bonds and stocks	13,600.00
Other bonds and stocks	1000
owned	25,000.00
	A COLUMN
for safekeeping	NONE
Banking House	5,500.00
Furniture and Fixtures	3,402.20
Real Estate owned, other	
than banking house Cash in bank and due	9,341.15
from approved reserve	
agents	141,965.56
agents Due from other banks	141,000
and bankers, subject to	4
check on demand	NONE
Interest in Depositors'	
Guaranty Fund, Fed-	
eral Dep. Ins. Corp	421.67
Assessment Depositors'	
Guaranty Fund	NONE
Other resources	4,480.57
TOTAL	365,348.23
LIABILITIES	MODEL CO.

5,723.45

50,000.00

Other resources	4,480.57
TOTAL	365,348.23
LIABILITIES	
Capital Stock and De-	
bentures\$	75.000.00
Surplus Fund	5,000.00
Undivided Profits, net	2,457.37
Reserved for interest	166.70
Dividends unpaid	NONE
Due to banks and bank-	
ers, subject to check_	_15,018.12
Individual deposits sub-	Maria San Company
ject to check, including	
time deposits due in 30	
State Funds on Deposit	213,484.50
	NONE
Time Certificates of De-	
posit	52,404.35
Cashler's Checks Out-	
standing	1,817.19
Bills Payable	NONE
Rediscounts	NONE
Customers' Bonds depos-	Section of
ted for safekeeping	NONE
Other Liabilities	NONE

\$365,348.23

STATE OF TEXAS, County of Deaf Smith. We, C. B. Williams, as President, and C. C. Acker, as Cashfer of said bank, each of us do emnly ewear that the above statement is true to the best our knowledge and belief. C. B. WILLIAMS,

C. C. ACKER, Cashler. CORRECT-ATTEST:

H. R. FRITZ, E. S. IRELAND, H. G. CONKWRIGHT, Subscribed and sworn to before

VIOLA CARPENTER, (SEAL) Notary Public.

ne this 29th day of October, A. D.

First Presbyterian Church After this and while the orches-

Sunday school at 9:45. A men's class has been organized and promises to be interesting. You are invited to attend. Bring Bible, Morning worship, at 11.

W. M. GRIFFIN, Minister.

Evening worship at 7. Christian Endeavor, 6:30. Tuesday evening we have our Church Family gathering. At

6:45 the ladies serve supper, followed by a brief discussion period. TRY A WANT AD IN THE BRAND highly enjoyed.

tra plays there is dishwashing. You are welcome to share in all the activities.

St. Anthony's Church

Second mass at Bovina, Benediction at 8 p. m. day, 7 at convent. Holy hour, Thursday, 8 to 9 p. m.

Why not investigate Brunswick Tires and prices before sending to mail order houses? They are INSURED against ACCIDENTS, and all adjustments are made at once at RICE'S.

A workers conference was held Sunday: Mass at 8 o'clock only, at the Baptist church last Thursday with visitors from Canyon, Amarillo, Dimmitt, Tulia, Bovina, Week days: Mass at 8. Satur-ay, 7 at convent. Holy hour, hursday, 8 to 9 p. m. Amarino, Dimmerfield. The sub-ject for the day was "My Last Opportunity." This with the other numbers on the program was

PRICES REDUCED On Barber Work Hair Cut 250 Shave ____ 200 All Prices Cut DeLUXE BARBER SHOP 320 Main. J. F. Merr

ashea

Friday and Saturday Only



Johnson Chintz

In both plain and fancy patterns. Guaranteed absolutely fast colors, a real value, yard

Good Heavy

Light, fancy, and plain, full 36 inches wide and a sterling quality. Special for two days only, yard

Men's Big Jim

DIIII 12

Big, full cut, excellent material, - a real bargain for two days only



HOSE

One lot of pure thread silk hose, very special-

39c

Men's Outing Bal SHOES

These work shoes are a real bargain. Men, you'd better buy two pair at this price

.Over Shoes

Just received and a real bargain.



Canvas **GLOVES**

Men's and boys' good weight canvas gloves. Here is an outstanding bargain. Pair

Men's Tan Glove Leather

Work Shoes

Men, here is an opportunity for buying these good heavy work shoes at a bargain Best construction, and good price. leather

\$1.98

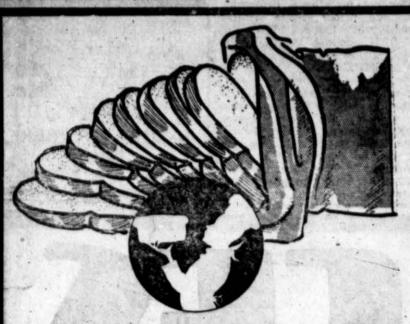
Men's Black Elk Dress

SHOES

Arch support and best leather and workmanship, you can afford two or three pair at this special two day price.

52.98

prowls & Cronin Co.



Genuine QUALITY Bread

By Every Standard

How do you buy bread? By taste? By freshness? By quality? By price? Here's a bread that gives you all four of them—and more. It's deliciously wholesome and made fresh daily. It's a generously sized full weight loaf of healthful, appetizing bread—the kind you enjoy eating. No bread gives you a better or bigger 10 cents worth—try it today!

ASK FOR IT BY NAME

Mity-Nice Bread HEREFORD BAKERY

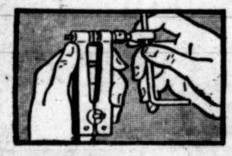


We Can and Do!

This Machine Shows Why this New Oil Cuts Motor Wear and Saves You Money!

YOU, as a buyer of Motor Oil, should ask that question -and demand facts! Here is Continental's answer: In the demonstration pictured below, the film strength and oiliness of every well known motor oil in America have been shown to be increased by the addition of a drop of Germ Essence.

Demonstrations before at least two hundred thousand motor-minded men have proved that "Any oil would be better oil if Germ Processed!" But there is only one oil made by the patented Germ Process-New and Improved Conoco Germ Processed Motor Oil! Use this oil of proved strength in your car! It saves you money by giving greater motor protection and lower oil consumption. It gives you the comfortable feeling that you know your car is protected by the safest, finest motor oil madel



Assembled instrument.

Split bearings and shaft, lubricated with competitive oil, are clamped between "jaws" of instrument. With set-screw, exreme pressure is applied.



Crank is now used to turn shaft. Oil film ruptures and bearings "seize." Shaft extremely hard to turn. You can even bear the metal-to-metal con-



Drop of Germ Essence is added to oil in bearing. Same pressure applied. Shaft can now be turned easily. Smooth, quiet no sound. Proof that Germ Processing in-creases oiliness and film strength of any oil!

TO CAR OWNERS OF HEREFORD

Continental backs claims with facts. To prove that New and In-proved Conoco Germ Processed Motor Oil gives you lower oil consumption as well as greater motor protection, we drove six brand new cars to destruction, testing this oil against five other nationally known oils. Any Conoco station will give you a booklet that tells the story of this convincing test. It will pay you in money saved to read it. Drive in and ask for a copy—or try this oil!

CONOCO MEN OF HEREFORD



EVERY WEDNESDAY NIGHT Continental Oil Company presents Harry Richman . . . Jack Denny and His Music . . . and John B. Kennedy, over N. B. C., including WFAA, WBAP, at 8:30 P. M., C. S. T.

CONTINENTAL OIL COMPANY - Established 1875

Brand Want Ads Pay Good Dividends

Jumbo News

BY MRS. J. W. BERRY

Campaign News Story. It may be of interest to the Brand readers to know something of my recent subscription campaign a number have asked "When did you get your subscriptions, we never saw you working in Hereford?" When I first entered the contest I discovered that about half of the contestants were located in or near Hereford, so I decided my territory was elsewhere, although I did get a few sub-scriptions in Deaf Smith county. After thoroughly working Jumbo, Frio and Easter, I worked from Amarillo to Lubbock and from Plainview to Muleshoe, driving about 3000 miles. Some days as I drove over this drouth-stricken country I just dreaded to ask the people for subscriptions, but I knew if I didn't I could not hope to succeed. Where people did not have the money to pay for a subscription I took what ever they had that I could sell for the price of the subscription. I took from 50 to 75 hens, two turkeys, eggs, cream, apples, oranges, English walnuts, Irish potatoes, sweet potatoes, a bushel of snap beans, three bushels of wheat coal oil, gasoline, lubricating oil and two pigs. Altogether I turned in \$481 in subscriptions which in subscriptions which gave me a vote of 23,448,000 which won the Plymouth coach, and I feel well paid for my efforts.

Take Produce to Carl's Gro. tf W. A. Hunter and son, Ullman, were in Tulia on business last

Mr. and Mrs. Jesse Lindsey and children, Mrs. Jessie McGiggins and son, Charles, were Sunday guests of Mr. and Mrs. C. D. Pinckert.

Miss Louise Goats, primary teacher, spent last Monday night Mr. and Mrs. W. L. Hall spent most of last week in the M. L. Hardy home. with the Layman children.

Mr. and Mrs. A. C. Flowers and son, Jack, were Sunday guests of Mr. and Mrs. J. W. Berry. • Ross Cox of Dimmitt spent last Sunday with his cousins, Fred

and Wilburn Axe. Misses LaRue Beck and Lucille Dyer spent Tuesday night with Pauline Matthews.

Mrs. Charles S. King and son, Gerald Gene, called in the George Ward home at Hereford Friday afternoon to get acquainted with the new 7½ pound daughter, born to Mr. and Mrs. Ward early that morning. The little miss has been named Virginia Louise. Her little brother, George L., is very proud of his new sister. Mrs. Ward is the former Helen King and a sister of Chas. S. King.

Mr. and Mrs. W. A. Springer and children of Frio called Sunday afternoon in the J. W. Berry

Mr. and Mrs. Laban Galloway spent several days last week in the Chas. Mapes home near Dim-

Leslie Backus and wife visited their cousin, Miss Florene Stork, Sunday.

A number from this community attended the Free Will day at Hereford last Thursday. Mmes. W. A. and Ullman Hunt-

er and two daughters, M. L. Simpson and Mr. and Mrs. F. J. Axe represented the Jumbo Presbyter-



Instant Heat ... when you want it!

phere. When you're cold you want

Radiant Heater-it's always ready

Heater adds a touch of cheer to any fireplace. And they're so convenlent and inexpensive to use. Many attractive models to choose from at your gas appliance dealer's. See them today.

West Texas Gas Co.

ians at the all-day services held at the Presbyterian church in Dimmitt last Sunday.

Friday night the trustees held their regular monthly meeting at the school house. The teachers and a few of the patrons met with

Virginia, Margaret and M. L. Simpson spent Saturday afternoon with the J. C. Stork children.

The automobile races held Sunday at the Pinckert farm were well attended and much interest is being shown in the venture.

Claudis Beck, son of C. I. Beck, came last Friday morning for a brief visit with his father, C. I. Beck, at the L. E. Beck home. Claudis, who is, in the Navy, left San Antonio Thursday afternoon at 5:15 in his car and arrived at 6 a. m. Friday morning at the L. E. Beck home.

Messrs. and Mmes. W. L. Hall and M. L. Hardy called Thursday evening in the J. W. Berry home.

The Jumbo Presbyterian Auxiliary met with Mrs. L. E. Beck, last Thursday afternoon. The hostess gave a very interesting account of Stephen for worship service. The sh third orphans home quilt was quilted and finished ready to presquilted to Rev. Sharp to be sent to the Presbyterian Orphans Home. The meeting day has been changed from Thursday to Tuesday so as to not conflict with the Good Will Day at Hereford. "Granny" Kring, Mmes. Belle Oxford, Jessie McGinmis, Finis Hunter and Chas. King the were guests.

Rev. W. C. Howell, Baptist minwere guests. ister of Dimmitt, accompanied by Mrs. Howell, filled his regular appointment at Jumbo Sunday mornpointment at Jumbo Sunday morning and night. At the evening service he brought the Dimmitt BYPU who had charge of that part of the service and gave a pleasing program. Jumbo people were very glad to have the Dimmitt organization. Refreshments of cake and cocoa were served to all present after preaching services. to all present after preaching ser-vice, and a social hour was en-

Fairview-Palo **Duro Items**

By MISS LILA MAE OGLESBY

Miss Pauline Maben, the Fair-view school teacher, spent Satur-day night in the home of Mrs.

Mart Burham. Mrs. Allen of the Daniel com-munity spent last Wednesday night in the home of Mrs. Mart Burham. Mr. and Mrs. Comingoer, Miss Pauline Maben, Mr. and Mrs. Mart Burham, Bill and Lilian, took dinner in the home of Mrs. Day

in Amarillo last Sunday. Miss Sunbeam Price, attending college in Amarillo, spent the week end with her parents, Mr. and

Mrs. Toy Price. There was a Halloween party and program given at the view school last Friday night. Lots of good music, pie, coffee and hot chocolate, and all enjoyed the occasion.

Mr. Smith went to Panhandle last Friday to get his daughter, Miss Lila, who is attending school there, and she spent the week end at her home here.

Miss Mary Robinson of Amarillo spent the week end with Lila Mae

Mr. and Mrs. S. B. Oglesby of Hereford spent last Sunday in the home of Mr. and Mrs. H. J. Oglesby. One of our old ploneers, Mr. Mars, of Amarillo took dinner in

the H. J. Oglesby home last Sun-

Homer Thompson of New Mex-ico is visiting in the community. Mr. and Mrs. Carl Bowen of East Texas are visiting in the home of Mrs. Lawrence Womble.

Mrs. Draver, Harland Deaver,
Luzern and Rosa Lee Deaver returned from Stephensvile last Fri-

DEAF SMITH COUNTY Vs. Con Schrimsher et al

n the County Court of Deaf Smith County, Texas. To:—Con Schrimsher and the un-known heirs of Con Schrim-

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

This is notice to you and each of you that you should appear at the County Court room, Deaf Smith County, Texas, in the City of Hereford, at 10 o'clock A. M., on the 13th day of November, 1934,

on the 13th day of November, 1934, to then and there offer evidence of the value of said lands and said commissioners will on said day hear evidence and award the damage and ascertain the value of said lands to be taken for par

purposes.

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

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

Arney News Notes

MRS. JEFF ROGERS

Take Produce to Carl's Gro. tf Mr. and Mrs. Ray Cole returned from Amarillo Thursday night where they attended the bedside of her father, C. H. Cox. They reported Mr. Cox doing nicely since an operation Wednesday morning. Mrs. Cox is also greatly improved.

The surprise party given Mr. and Mrs. Ben Fortner Wednesday night was a success

shoe Monday morning. Alyne Creager spent the week end with home folks near Dim-

Mr. and Mrs. Bill Hendrix visited in the home of Mr. and Mrs. Jeff Rogers Sunday. Frank Davis and wife were Way-

side visitors Sunday. A large number attended church services Sunday.

Helen and Minnie Marros spent the week end with Mrs. John Hen-Miss Creed is on the sick list.

but is expected to be able to take up her teaching duties soon. Mrs. John Hendrix visited Mrs.

Jeff Rogers Sunday evening.

Gilbert Lowler has gone to
Shamrock to bring home, his sis-

ter, Mrs. Ruth Reems, who has been recovering there from an operation.

John Rogers spent Thursday night with Woodie Tipton.

Miss Aline Crager and mother were in Amarillo Saturday. J. F. Trimmer has gone to Ok-

wife and Mr. and Mrs. H. B. Fields and son, Bruce, visited in Wayside Sunday.

Notice to Creditors of the Estate of A. B. Harrison, Deceased: Notice is hereby given that original Letters of Administration updeceased, were granted to me, the undersigned, on the 3rd day of September, 1934. All persons having claims against said critical and control of the control ing claims against said estate are hereby requested to present the same to me within the time pre-

scribed by law. My residence and Post Office ad-dress are Hereford, Deaf Smith

E. H. NORTON, Administrator of the estate of A. Harrison, Deceased.

TUNE IN! PACKARD'S **BEST FLOUR**

On the Air Daily with THE LONE STAR COWBOY 12 Noon, CST

KICA Clovis, New Mexico 1370 Kilocycles

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

DIRECTORY Mrs. E. Tipton, Mr. and Mrs. BUSINESS' AND Bernard Tipton left for Mule- PROFESSIONAL

ABSTRACTS

INSURANCE

The title to your land is vital Our Abstracts correctly reveal the title. A. O. THOMPSON ABSTRACT CO.

5 per cent Federal Farm

DR. J. W. HENDRIX B Street Just North

Phone 841 for Appointm

CLEANERS

WEST TAILOR SHOP

MRS. O. F. WEST. Proprieto

Clothes Called for and

DAIRY

Delivered.

INSURANCE JNO. H. PATTON

PHONE 50

LUNCHES

BAT A CHICKEN DINNER AT EVER-READY LUNCH Sleep on Sealy Mattre At Henson Hotel.

PHYSICIANS

PRAIRIE DAIRIE P. M. KESTER Registered Optometries thorough examination with • Grade "A" Milk • Sweetmilk, Cream, Buttermilk. We Deliver Dafly.

PHONE 666

ELECTRICAL

GEO. S. McCONNELL

Electrical Contractor Frigidaires Repaired, Factory trained service.

••••••

Phone 759-W

DONT

the newest and most me

nstruments and equip 816-B Main Street.

Neglect Your Eyes

Dr. T. M. Montgomery At Close Drug

Third Friday Each Month



WHY NOT MAKE THIS YOUR BANK, TOO

People from all ranks of life are numbered among our patrons. Tradesmen, professional people, young folk, housewives have come to depend upon this bank for financial services that meet their every need—and courteous consideration that makes every transaction here a pleasantly remembered one. Why not make this YOUR bank, too, and get acquainted with the complete service facilities that have given satisfaction to so many who bank here regularly?

The First State Bank

OF HEREFORD

Dresses

Of printed crepe, new cotorful patterns of plaids, stripes and novelty designs. Newest style features of better dresses have been included in these dresses

Street | COMPARE THESE Penney Values WITH ANY ANYWHERE

Girls'

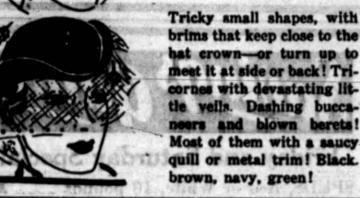
every dress different. New, pretty colors and styles. Pretty trimmings. Buy two or three for the school girl

net received from Jean Nedra! New



Millinery in soft, pliable felts!







Solid colors! Smart prints! SILK CREPE

Value Feature for Fall Sewing



Plannels, Novelties, Tweeds! Smart Skirts! Sices for Misses and Women!



Wise Mothers will buy now! Boy's Union Suits Ribbed cotton that wears well!



Good and heavy! Women's Rayon Platted Hose The kind you'll want for winter!

Buy A Winter's Supply Now And Save!

BLANKET PAIRS



Solid Colors! Cotton!

61.49 Pr.

We believe this is to be one of the most outstanding values in whole Blanket Event! Think of buying a pair of blankets at this low price! Plain colors with a contrasting striped colored border! 70 x 80 size for double beds. Plenty of length for Tucking-in! Buy now!

Domestic

Unbleached, 39 inches wide. A splendid quality. At this low

Sweaters

Men's all wool slip-over, solid black or solid with white trim

\$1.69

Boys' Jackets

32-ounce all wool MELTON cloth, slide fastener, navy blue color, adjustable sides. This is a value at

\$2.69

Remnants

The remnant table is piled high with lots of good lengths of various materials. Many big bargains. Don't fall to dig in this table.

Knitted tams with collars to match. A nice assortment of

Men's navy blue twill or gamb-

98c

89c

Men's Unions

Heavy weight, bleached, long sleeves and legs. A real buy at

69c

Oil Cloth

New patterns. Regular width,

25c

54 inche width

30c

Tennis Shoes

New fresh stock, heavy soles for gym, tennis, basketball, all

49c

"Rondo" Prints

A lot of new plaids, checks and

stripes. Vat dye, 80 square

19c

Men's Ties

A new lot at

49c

construction

Bloomers

Women's and children's sizes in a high grade rayon. Special at-

25c

Blankets

72 x 84, double bed size, sateen bound, not less than 5 per cent wool. Plaids in rose, blue, green, gred orchid. Extra large size to tuck in comfortably

\$2.98

Men's Sox	IV
avy mixed	25
avy All Cotton	15
shmere	39
PSS Sox	150
id Color Work	100
ys' Sox, dress	15

New Corduroy

For shirts, jackets, suits, robes, sport togs, dresses; new pretty colors, red, scarlet, blue, white,

69c

Nutone Tubfast Printed



Just in time for your Fall sewing-a new assortment of novelty patterns, small nedium, and large. For w dren's dresses, pajamas, aprons - for drapes and pillow tops bed-spreads? 36 inches a grand Fall sewing value!

I TUB PROCKS



House Slippers Solid colors, fancy and pom-pom trim, new "Suedene" material

39c

Cotton Batts

quality, unbleached, 72

35c

Part Wool Blankets 70 x 80 Single



\$1.98 Deep nap! Not less than 5% wool. Reversible two tone colors. Sateen bindings!

Men's UNION SUITS

Heavy cotton! Knit in a fine rib stitch. Long or Value Extra

Men's black horsehide coats. This is a value we are proud of

\$5.90

Cloth Gloves Heavy Jersey

15e

Heavy Canvas

15e

Boys' Work SHOES Bergains! 2% -5%



Moisture and retan uppers Leather soles

Work Gloves

Men's genuine horsehide. Soft and very durable

69c

Jumpers Blanket lined, 220 blue denim, full cut, warm

\$1.49 **OUTING FLANNEL**



10º Td. 27 inch; wellced on a firm,

rable ground.

For many uses!

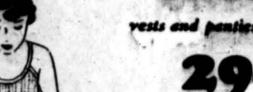
len's Lumberjacks



Rubberized!

alon front, ekets. Navy,

Bargains! Get Yours! Tuck Stitch



Comfortable, close-fittingsoft and warm without being bulky! Of Durene and rayon in a fancy pineapple stitch, full sized and nicely finished. Panties have allelastic top, and lastex round the bottom! Small, medium

and large sizes! For girls 6 to 16 19c!

OUTDOOR WEAR

all the state of t	
Men's Suede Jackets	\$4.98
Boys' Suede Jackets	\$3.98
	\$3.98
	\$2.69
Ladies' Suede Jackets	\$4.98
Ladies' Wool Jackets	\$2.98
	\$1.98
Suede Cloth Jackets, Men's	\$2,29



Men! Hit for Outdoor Wear Cossack Jackets

All Wool! Talon Slide Fastener! \$7.98

Full of breezy, snappy style! And what a bargain price! Heavy 32-oz. navy blue mackinaw cloth with large sport collar, muff pockets, straps at side. Self Cossack bottom. 36-48.



Bias Cut Slips of lace-trimmed rayon taffets!



Stock Up On Big Double

Terry Towels While You Can Get Them for

19c

Big, soft, spongy towels that are great for the rubdown! 22x44 . . . unusually large size in a towel at this low price. Colored borders; white centers. Get plenty of them

Wizard, Jr. The Lowest Priced BIG

SHEETS



We Know of! And Only

81 x 99 inch big enough for a deep tuck-in at the sides, and a wide, blanket protecting fold at the top. Of sturdy muslin that will wear and wear, it's a sheet value you won't find often! And this is a new low price! If you want cases to match, the 36 x 42 inch size is 15c.

Hereford, Texas

C. Penney Colne.

Hereford, Texas

Dean News

BY MARY LOUISE DEAN-ELSIE

H. G. Biggers was in Vega on Mr. and Mrs. M. B. Stone were in Hereford Tuesday.

Mrs. Lineberger visited Mrs. Weaver Tuesday. Mr. and Mrs. Lineberger and m attended the show Monday

tended the dinner at Ward Sunday. Jim Boyd, Cecil Harris, Eldon Biggers and Don Guseman visited the B. R. Fulkerson home last

Elsie and Vincent Friemel at-Hutson home Saturday night.

pala visited the Clem Friemel nome Thursday.

Mr. Brock returned to this community recently. Mr. and Mrs. M. B. Stone returned from Floydada Sunday

Mr. and Mrs. Lee Weaver, Diana Marie and Elsie and Vincent Friemel spent the week end at the V. Skypala home at Westway.

Mr. and Mrs. Arlie Dean, Mary Louise and Faye Crosthwaite of Mrs. Morel and Eldon Harris at- Hereford ate ice cream and cake at the home of a friend near the New Mexico line Saturday night. Mr. and Mrs. B. R. Fulkerson were in Amarilla Monday.

Mr. and Mrs. Mark Galloway tended the party in the Frances of Amarillo visited Sunday in the home of Mrs. Seth B. Holman.



DON'T TAKE A CHANCE ON A FREEZE-UP

It's no pleasure to be caught unprepared by a sudden cold spell, and it's usually a costly experience. Play safe,, avoid unnecessary expense have your car serviced before cold weather.

Ever-Ready Prestone

The perfect anti-freeze only \$2.95 per gallon. No extra charge for checking cooling system and flushing radiator.

Ireland-Beavers Motor Co.

301 East Third Street,

Hereford

BEN BERNIE TO BE IN AMARILLO NOVEMBER 17



BEN BERNIE AND ALL THE LADS

AMARILLO, Tex.—Ben Bernie, the old Maestre and all the lads, will be in Amarillo in Saturday night, November 17, for a concert and dance engage Ben Bernie, whose cable address is "Yowsah," and who has the word copyrighted for use in radio programs, needs no introduction to radio, dance and stage fans. Not only is his orchestra one of the finest in the world, but Bernie is in a class by himself as a master of ceremonies. The Old Maestro, as he calls himself, appeared at the World's Fair in Chicago during its first year; has been a featured attraction on the radio for four years, and has one of the three highest-priced dance bands in America. He may be heard at 8 e'clock every Tuesday evening on the NBC chain.

Wilbur C. Hawk, who is bringing Bernie and his entertainers here, announces popular prices for the concert, which will begin at \$1.55 e'clock. They are \$1.55 e'clock.

cert, which will begin at 8:15 o'clock. They are 35, 50 and 75 cents, \$1 and \$1.50. For the dance, which will follow at the Nat, \$2.50 per person will be charged.

Reservations may be made now by writing Misr Lois Black, care of the News-Globe in Amarillo.

Dimmitt News

MRS. BUCK WOOD

Take Produce to Carl's Gro. tf Mr. and Mrs. J. R. Gollehon and Mr. and Mrs. Joe Gollehon and daughters were Amarillo visitors last Thursday.

Mr. and Mrs. Claude Morris left Friday for a few days visit with relatives in Memphis, Texas, and Snyder, Oklahoma,

Mr. and Mrs. Carroll Gunter, Misses Stella Harman, Dot and Sue Blanton attended the show in Hereford Tuesday night.

Dr. Mayes Miller returned Friday from a six weeks tour over the Eastern States.

Mmes. George Key, Clarence Goings, Etta Brashear and daughter and Mrs. Rob Hensley were shopping in Hereford Thursday. Raymond Wilson was in Snyder Friday. Mrs. Wilson returned with him after a two weeks visit with her parents.

Mr. and Mrs. Andrew Elder spent Thursday and Friday Lubbock with her parents.

Mrs. Carroll Gunter spent the week end in Silverton with her Leonard Ricketts was se

lously burned Thursday when his truck caught fire. He is in the hospital and improving some. Mr. and Mrs. Meade Halle were in Amarillo Tuesday.

Mr. and Mrs. Ward Golden of bo Sunday. Mobeetie have moved to Dimmitt.

Mr. Golden will manage the Pan-handle lumber yard. Clarence Goings, former manager, was transferred to Muleshoe.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

each Sunday morning.

Mrs. F. P. Lyons.

in Oklahoma.

We received a good rain last

Wednesday evening at Sims the

teachers, parents and children are

going to have a Halloween social.

is visiting her sister and family,

and children called in the J. M.

Chapman home Sunday afternoon. Tom Cook is home from points

Virginia Chapman visited with

Mr. and Mrs. R. A. Freeman and

Mr. and Mrs. R. A. Freeman

near Adrian were dinner guests in

the Tom Bohannan home Sunday.

Mr. and Mrs. Theron Bohannan visited Sunday with his parents, Mr. and Mrs. Tom Bohannan.

Mmes. Minnie B. Jones, M. D.

Womble, Jack Rose, Lan Shore and H. C. Baird returned Friday

night from Fort Worth where they attended the Grand Chapter

meeting of Eastern Star Lodge.

here Tuesday afternoon.

Jim Clayton of Amarillo was

Westway school's first carni-

program Miss Marjorie Rogers

spent seeing the circus, side shows

eats were freely patronized by the

ome folks this week end.

Chloe went to Tulia Friday.

Mrs. Murray of Oklaboma City

Mr. and Mrs. E. C. Chapman

T. A. Miller of Fort Worth was here on business last week. Mr. and Mrs. Bob Parker of Thursday night. Attendance at Sunday school is increasing. Everyone invited to worship with us at 10:30 o'clock

Friona was in Dimmitt Sunday. Dr. and Mrs. R. E. Cogswell left Saturday for a three months trip to New Orleans where he will attend medical school.

Mr. and Mrs. Lee Christopher of Amarillo spent Sunday in the Rayford Ricketts home Ernest Harman and E. A. Mc

Cullom left Thursday for a deer hunt in New Mexico. Mmes. Carlos Reynolds, Sid Huckaby and Urcel Umberson were in Amarillo Thursday.

Mr. and Mrs. Howard Scoggins were visiting relatives in Lamesa this week.

Mr. and Mrs. I. B. Brooks of Hereford were in Dimmitt Sunday. Mmes. Ed West, Dilmond Newmeyer and Henry Stalcup were in Fort Worth last week attending

the Eastern Star convention. Dimmitt High school football team played Happy Friday, Dimmitt losing the game

-Mr . and Mrs. B. D. Woodlee and daughter returned from the World's Fair in Chicago, They purchased a new car while away. Jim Elder of Muleshoe spent the week end with home folks.

A large crowd from Dimmitt at-

Mr. and Mrs. Jack Gregory are her aunt and uncle, Mr. and Mrs. the proud parents of a baby boy, Aivis Wilson at Hereford. born October 27. Rev. John Witt Hendrix of Lit- val was a success financially and

tlefield preached at the Methodist for entertainment. The program church here Sunday night. put on by the Lions Club of Here-

Miss Alyne Creager of Arney ford was well received and ap-spent the week end with her par- preciated. Following the Lions' The Nacmi Lee circle of the

was crown Carnival Queen in an Missionary Society met with Mrs. impressive cerémony. Then the Joe Gollehon Monday afternoon in school pupils performed as operaa Halloween social . About 15 tion, followed by a Human Ford. Both of these stunts made a big hit. The rest of the evening was members were present.

Miss Helen Estes spent the week end with home folks. and various booths. Plenty of T. A. Singer and Charles Dean attended the barbecue in Ama-

rillo last week. largest crowd to attend a school Mrs. Raymond Annen of Nazareth underwent an operation in desires to thank everyone who the Miller Cogswell hospital Sat- helped to make the carnival a success. Especially do we thank

urday and is improving nicely. Mr. and Mrs. Wade Dent, T. A. the Lions Club and the merchants Singer and H. M. Horton were in for their gifts to the Merchants' Austin on business last week-end. C. D. Biggs and son and daughter and Misses Sybel Nell Waggon er and Marie Hulin were Amarilvisitors Monday.

Westway Items

(BY WILMA SKYPALA) Take Produce to Cari's Gro. tf W. A. Downs of Pueblo, Colorado, father of Miss Wanda Downs, visited her Thursday night returning to his home Friday. Tuesday from a short stay with relatives in Schulenburg and San

Rev. Lewis of Clovis, New Mex-ico, preached a good sermon here

Mr. and Mrs. W. L. Weaver and Vincent, and Elsie Friemel of Dean spent the week end in the V. Skypala home.

Mr. and Mrs. Tom Rowe and children of Plainview are living with his parents, Mr. and Mrs.

Rev. Landstand of Friona attended preaching here Sunday.

Mr. and Mrs. Guy Lawrence and daughter of Walcott spent Sunday night with her parents, Mr. and Mrs. R. M. Gunn.

Miss Wilma Skypala, Vincent and Elsie Friemel of Dean spent Saturday night in the J. Huston home.

Mr. and Mrs. Chas. Vaughn of Hereford visited in the T. L. Vaughn home Sunday.

J. and E. Wilson spent Sunday in the Rowe home.

Mr. Rowe is visiting his mother in Fort Worth, leaving here Monday morning.

Monday morning.

Edgar Skypala, who has been employed on the M. B. Stone farm at Dean, returned home Saturday.

We Need Turkeys



We need them now! Bring them in to us this week-end. We will pay the highest market quotation for them and you'll find them weighed on "honest scales."

We pay the highest market price for your cream, eggs and poultry.

Elliston Bullding on Third Street, Plenty of Parking Space

Friday and Saturday Specials

of obs, fied of white, to pounds	
TAMALES, Ratcliff, 2 cans	25¢
CORN, 2 No. 2 cans, Big M	23¢
BAKING POWDER, 50 ounce can 3	120
SWEET SPUDS, No. 1, 10 pounds	284
COCOA, Bliss, 1-lb can 11¢, 2-lb can 1	194
POST BRAN, large box	14e
GELATINE DESSERT, Royal, 2 boxes _ 1	L3¢
TOILET TISSUE, 5 rolls	224
COFFEE, Texas Girl, 2-lb package	16c
SODA, Arm and Hammer, 3 1-lb boxes 2	24¢
CLEANSER, Sunbrite, can	Se
NAPKINS, fancy folded, 60 to pkg	Sé
VIENNA SAUSAGE, 4 cans	25ė
CRACKERS, 2-lb box1	17é
MILK, Armour's, 3 large or 6 small 1	Se
PRUNES, gallon tins	11¢
SALMON, pink, 2 tall cans	23¢
1-303 Tall Hominy, 1-303 tall Pork	and
Beans, 1-303 Tall Vegetable Soup, 1-	303
Tall Red Beans, 1-303 Tall Tomato Sour	p. 1
303 Tall Peas, value 75c, all six cans	i0¢
BORAX Washing Powder, 6 small boxes	20c
COOKIES, Graham, chocolate covered	
Merchants, pound	23¢

We Will Have a Sale On All Ratcliff Products Saturday.

FRUITS AND VEGETABLES

APPLES, 150 size, dozen

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

Genuine Ford Heaters This is the heater that took the Blue Ribbon

at the World's Fair this year. It's a dandy hot water heater that will sure feel fine on cold days. Come is and see them today. Installed complete

WARNING V-8 DRIVERS

The Ford Motor Co. has sent out a bulletin warning V-8 drivers about the use of some anti-freeze solutions. Some of these damage by eating into the aluminum parts of your motor. Be sure to check with us before putting anti-freeze in your car. We have plenty here and will be glad to service your car.

No Charge for Flushing Radiator

New Ford Radio \$44.50 Complete

and Installed If you haven't inspected this radio, do so now. Especially designed for the new V-8. Come in for a demonstration today.



Friday and Saturday Specials

PORK and BEANS	4 cans	25¢
COCOA	Mother's, 2-pound box	18¢
SPUDS	10 pounds	18¢
POTTED MEAT	4 cans	15¢
CORN FLAKES	Package	10¢
PEAS	2 No. 2 cans	25¢
SOAP	P. and G., 5bars	19¢
TARCHITATE OWIC	Real State of the	

1-pound package _____ Crackers 2-Pound Soda Wafer

MARSHMALLOWS

Cash and Carry GR



WASTED CURRENT O SCORCHED CLOTHES

Coleman Automatic

THE Coleman Automatic on electric current.

When it reaches the temperature at which the thermostat is set, the current is automatically cut off. It "coasts" or "free wheels" on stored heat. 40% of the time it is in use heat. 40% of the time it is in use it consumes no electricity. This saving on your electric bill goes on year after year as long as you use your Colemani This same automatic action of the thermostat eliminates fire danger and scorching of clothes. Saves work . . . does more than the ironing.

The Coleman is beautifully designed and finished in super-chromium. Has long tapering point, button bevel and glass-smooth troning

and see this beautiful iron. Let us prove our statement about the money it saves you.

STREU HARDWARE CO.

RAVENWOOD-NIGGERHEAD CHANDLER-CANON CITY SUNSHINE-MAITLAND Best Colorado Ceals

343 h

The Whiteface Roundup NEWS OF HEREFORD HIGH SCHOOL

PEP CLUB

After the Hereford-Tulia game the Tulia Pep Club entertained Hereford Pep Club with an informal tea. After the tea the a farewell program as Mr. Dur-club entertained us. They had ham has gone to Seattle, Wash-Hereford club really enjoyed it. Two of our girls, Elizabeth Sprad-ley and Mary Frances Holder, sang Deal Hartman, his accompanist,

"Waiting at the Gate for Katy." The Pep Club wishes to take this opportunity to tell the Tulia girls how much we enjoyed your hospitality.

Miss Westbrook asked the girls who are accustomed to have boy friends wait for them until after the pep meetings tell the boys to please stay out of the building Iron *saves \$2 to \$5 a year Otherwise there will be no more pep meetings at night and all of you know what that means. So, boys, please stay out of the building while pep meeting is going on.

ATHLETIC ASSOCIATION

The Athletic Association box supper certainly went over big school gym. The Freshmen with-drew their candidate in the after-The second dealt with a girl noon of that day. Along at the last of the supper the bidding be-gan to get high between the Junand Seniors and the Freshmen and Sophomores. The Juniors Seniors even went as far as to pay \$25 for the last box to elect their candidate, Bobbie Rhoads. This box, incidentally, the Freshmen's former candidate Joan Barhyte. The popularity con-test that we had also went over-with a bang. The candidates elected in assembly Thursday morning were Elizabeth Spradley and Eve-lyn Van Sweringen, and the boys were L B. Russell and Wilbur Womble. However, the Juniors withdrew Wilbur and L. B. became the most popular boy in school. The race between the girls was a close ont, but Elisabeth finally won out. They were voted on by one cent a vote. The purpose of this box supper was to raise money to pay for the new football equipment and buy sweaters next spring and raise money

ASSEMBLY PROGRAM

On Tuesday morning, October 23; Gordon Durham, well known musician of Hereford, gave a musical program in assembly. It was a farewell program as Mr. Durseveral songs and dances, and the ington. The first instrument that he played was the accordion. His sang two numbers, Mr. Durham then gave two numbers on the hand saw, and his concluding number was given on the piano.

We are sure each student of HHS is sorry to see Mr.Durham go, as we have enjoyed his programs very much.

Thursday morning, October 25 Miss Crawford's public speaking class gave two pantomimes. The first The Girl's Suitors, the second, And the Lamp Went Out.

The first was about a girl who had too many boy friends. To get rid of the one that she was To entertaining she would make him get in the position of a hat rack, table or chair, and throw a blanket over him. She would let the last Thursday evening at the High | door. At last there were five boys

> who was loved by two men. To tell you a secret, they were Pleas Baker and Carl Dean Mountz, the girl, Florene Hunter. Baker was the villian, Mountz the hero. The villian appeared on the scene wearing rubber boots and a mus-tache but he did not rate with the heroine. The hero appeared wearing knickers and socks. He was greeted by the mother. Weeks passed and a beautiful night with the moon slowly rising (by some unknown hand) the villian and the hero came together with a great compact—a fight. The hero won, winning the girl of his heartand what a heart.

These two numbers were great and everyone enjoyed them.

CHIT AND CHATTER

Nell Hill is very mad at Nicholas Koelzer. What caused it, Nick? There are about a half dozen

(?) boys about to go crazy here HHS. There's another new girl in town. Ask some of our Pep Girls and

few others what they set out to do when they went to Tulia but didn't succeed.

Ask C. L. Benge what he told

be Sanky Trimble. We students of HHS should make Jack Cazon (better known as Squirt) quit hurting Pleas Baker cut in front of the school

house in the morning.

Ask Ed Ling what he is bragging about that happened at a

Ask Roy Hastings how much knows about holes in water. We wonder who R. A. Daniel walked home with at noon October 23. You might ask him.

There seemed to be some mis-understanding in Tulia concerning L. B. One man said that there had been a Russell on Hereford's team for the last 20 years.

DEAF SMITH COUNTY

Greeting:-

In the County Court of Deaf Smith County, Texas. To:—Erskine Clement and Mary Louise A. Clement his wife,

You are hereby given notice that the County of Deaf Smith and

State of Texas, acting through the Commissioners' Court of Deaf Smith County, Texas, did on the Sth day of August, 1984, file its petition in condemnation, seeking and asking that the lands described in its said petition on file, being blocks Nos. 55 and 75 in Whitehead addition to Hereford, be condemned for the use of a public sioners whose names appear below, were by the County Judge of Deaf Smith County, Texas, appointed to determine the value of the lands sought to be condemned and the damage, if any, done to any remainder of lands which you own and which by the taking of the lands described above would effect or change in value. That fect or change in value. That said commissioners' having duly taken the oath required by law, to act in this cause, and to assess any damage, and fairly and impartially and in accordance with the law, and to assess the value of the real property fairly and impartially.

impartially.

This is notice to you and each of you that you should appear at the County Court room, Deaf Smith Hereford, at 10 o'clock A. M. on the 13th day of November, 1934, to then and there offer evidence of the value of said lands and said commissioners will on said, day hear evidence and award the damage and ascertain the value of said lands to be taken for park

BOOSTER VS KNOCKER

"When the Creator had used all the good, things, there was still some dirty work to do, so He made the beasts and reptiles and poisonous insects; and when He had finished he had some scraps that were too bad to put into the rattlesnake, the hyena, the scorplan and the skunk, so he put all these together, covered it with suspicion, wrapped it with jealousy, it is best to begin in the middle and called it a Knocker.

This product was so fearful to contemplate that he had to make something to counteract it, so he took a sunbeam and put it in the heart of a child, the brain of a man, wrapped these with civic pride, covered it with brotherly love, gave it a mask of velvet and think so, and we are discriminata grasp of steel and called it a Booster, made him a lover of food supply, we departed hilarfields and flowers and many sports, a believer in equality and justice, and ever since these two were, mortal man has had the privilege of choosing his associates."-Author Unknown.

If the true significance of this masterful thought and sentiment could be forcibly portrayed in panorama in the minds of every student, our school, faculty and students alike, would profit individually and collectively beyond measure. Attitudes are worth a great deal in the world. Let's boost our school and all its institutions; let's boost one another; let's boost the teachers and what they sand for-they might boost our grades as a result. After all, it's our school. In fact, we are the school: so let's boost everything with honest enthus iasm—and push hard!

FRESHMAN CLASS

At the last meeting of the class the entertainment committee reported that they had planned a party to be given on the eve of November 3, from 7:30 to 10:30. Everyone was much in favor of

The flower, color, motto, song and yell committee then reported that they had decided on the flow- be done, bring it here . . . We'll er, color and motto. The flower and color elected was the chrys- do it and do it RIGHT! anthemum flower and red and white colors. The motto is Good, Better, Best, never rest until good is better, and better is best.

This committee had some song and yells but the class decided What's this we hear about Edith to wait until some other time to Jackson beginning to like the vote on them until they got some better ones.

GIRL RESERVES

Perhaps you think from our names that we are reticient and timid. Well if that is the impression you got you are just a little bit mistaken because when we have a party we forget our dignity and behave like human beings.

Wednesday afternoon, October 24, the old members entertained the new ones with a party at the home of Miss Carlisle.

At least there is one time when marked it with a yellow streak of a thing instead of at the end. That is when the candy is in the middle of the string.

Try spelling some time without use of the vowels. It is lots of fun and quite suddenly you will find yourself giving an excellent imitation of a monkey.

Weren't the sandwiches good? Wasn't that cocoa delicious? Because of the exhausted

JUNIORS

In the Junior class meeting October 24 the subject, barnyard noises, was discussed and good talks were given on this by Wilbur Womble, Elmo Hicks, Dennis Baker and Mr. McCollum.

French blue and white were chosen as the Junior colors, and white carnation as the class flower. The Junior girls decided to make their boxes for the box supper in Junior colors.

The Junior class is especially proud of their girls this week because Bobbie Rhoads was elected Football Queen. The Junior girls also play a large part on the basketball team this year. The following expect to play in a game at Vega Friday: Helen Danforth, Genevieve Orr, Gaytha Wilson, Philleen Arthur, Velma Smith, Gertrude Wilson and Vesta Bashear.

The Junior class appreciates the cooperation given them by the Senior class in electing Bobbie Rhoads as Football Queen

After being told by others it can't

THE BETTER THE LIGHT ... THE HIGHER THEIR MARKS



VOUNG students often find arithmetic and geography a rather irksome task. Study becomes even more difficult with unnecessary eye-strain. In the schoolroom, teachers try to see that their pupils all have sufficient light. At home, parents should also make sure that their children have the right amount of shaded light when they do their homework.

Light is inexpensive but children's eyesight is priceless. Let Mazda Lamps protect their

You Will Be Interested In Reading A Book-"Old Eyes In Young People". Please Call At Our Office For A Copy Absolutely Free.

TEXAS UTILITIES CO.



PACKARD'S BEST **FLOUR**

To My Grocer . . .

Of course the most important reason for my preference for this good all-purpose flour is the success it has brought to my baking and cooking. Then, too, it's made right here at home and I believe in patronizing a home firm. If it wasn't better I wouldn't expect my friends to follow my advice, but I can safely say that if they do follow it they will be more than pleased.

All Hereford stores feature these good flours and they, too, will tell you how many housewives will not buy any other.



PACKARD ALSO PRODUCES

Western Beauty Sunrise and Panhandle Maid

HIGH PATENT AND HIGH TEST FLOURS

AND ALSO PACKARD'S

Fine Corn Meal

PACKARD MILLING CO.



INDESTRUCTIBLE

fires not preventable carry an insurance policy that will safe-

guard you from loss. We will gladly give you facts and figures.

HEREFORD INSURANCE AGENCY

John McLean, Owner.

surance every wise person appreciates the importance of saving. Money that is in the bank is protected from all hazards. You are insured against loss of every kind. There is no better method of acquiring independence from worry than in saving systematically. Come in today and let us help you plan a savings account that in the future will be your insurance against financial worry and trouble

THE FIRST NATIONAL BAN

OF HEREFORD TEDERAL PESERVE

Hereford, Texas

Friday Only

Elmer and Elsie

George Bancroft and Frances Fuller SERIAL AND COMEDY ONLY 10¢

Saturday Only





HONOR OF

A whirlwind of Western action and thrills with fighting Ken in a dual

UNIVERSAL PICTURE

Desperate

SPECIAL SATURDAY COMEDY ONLY 10¢

Sunday Matinee Sunday Night



Monday - Tuesday

YOU SAW ONLY ITS SPLENDORS ... your senses would be exalted! YOU HEARD ONLY

ITS MELODY ... your soul would be stirred!



C. AUBREY SMITH CHARLEY GRAPEWIN NOAH BEERY ERIK CHARELL

SPECIAL SHORTS Regular Admission

Coming November 11 "Here Comes the Navy"

For that leaky car top try Miller Top Putty. RICE sells it. 4c J. B. Elliston of Canyon was

Mrs. Ola Wright of Dimmitt was shopper in the city Saturday. Mrs. Gerald Morgan and son of Adrian were here Saturday. We have bicycle tire fluid for

leaky bicycle tires. At RICE'S. 1c Miss Doris Coursey of Oklahoma City arrived last week to visit Mrs. W. L. Davis.

Fresh radio "B" batteries at RICE'S, and of course the price

Mrs. Jim Clark and daughter, Mrs. Orland Wilson, spent last Thursday in Amarillo.

Mr. and Mrs. F. H. Oberthier returned last week from a several weeks visit to Dallas, Tyler and

Jimmie Louise, a seven-pound daughter, was born to Mr. and Mrs. J. D. Vaughn last Tuesday. Mrs. W. A. Gentry is spending the week with her brother, Arthur Stone, and other relatives at Ama-

carries many of the parts you

See Miss Blue Bonnett, it tilts your ticklebox. Thursday and Friday, November 1 and 2.

Tuesday's Election

(Continued from Page One)

county officials on a salary basis and empower commissioners to fix the compensation. The fifth proposal would give the legislature power to erase or create county lines. Home rule cities, under the sixth amendment offered, would have the power to amend, alter or repeal their charters once per year. The next would allow officials in these cities to hold office up to four years.

The eighth would remove the tax exemption of University lands for county and district school pur-

Connally Heads List.

Tom Connally, U. S. Senator, heads the list of. Democratic nominees on the ballot. Marvin Jones name comes next. James V. Allred for governor. Walter Woodul for lieutenant governor, William McCraw for attorney general, Charley Lockhart for treasurer, Geo. H. Sheppard for comptroller, Lon A. Smith for railroad commissioner, J. E. McDonald for agriculture commissioner, J. Walker for land commissioner, John H. Sharp for Supreme Court, W. O. Morrow for the criminal appeals court, L. A. Woods for

didates for state office. The list of district Democratic nominees includes M. J. R. Jackson for the civil appeals court, H. K. Stanfield for state repres nta-tive, Reese Tatum for district judge and James Witherspoon for Republicans are offering U. S. Goen against Connally and D. E.

tate superintendent, are

Waggoner for governor. W. B. Starr is running for the Senate on the Socialist ticket and George ernor. The Communists have nomrnor. The Communists have no-m inated L. C. Keel for the Senate

Moved to New Location.
We are now located just around the corner on West Third Street, for the month of November will make very special prices cheap photos, in small sizes, fact cheaper than ever before. fust think, one dozen retouched photos in latest style, easel folders, for \$1.50. Several other sizes included in this sale. Bring us our kodak work. HANNA & HANNA.

Guns Ammunition

All kinds of Hunting Supplies. Decoys and Duck calls.

Hunting Licenses and Sporting Goods

WE HAVE **GUNS FOR RENT**

Hardware Co.

our ticklebox. Thursday and Friday, November 1 and 2. It day, November 1 and 2. It day, November 1 and 2.

There will be a special meeting of the American Legion Auxiliary next Tuesday evening, November 6, at the Legion Hall.

Mr. and Mrs. Oscar Easley and son went to Chillicothe Monday a business trip. They returned yesterday.

The High School band and or chestra mothers will meet in the high school music room Tuesday, November 6, at 3 o'clock.

Mrs. Birdie Duree and Mrs. Etta Brashears and daughter of Dimmitt were shoppers in Hereford last Saturday.

Mr. and Mrs. Barnard Hicks returned last week from Arlington where they were called because of illness of Mrs. Hicks' mother.

J. R. Koelzer has returned from Kansas City where he has been a patient in the Thornton & Minor Clinic. He is in much better We don't cold patch nor "burn

on" patches. Every tube is VUL-CANIZED and you don't have to wait. Steam is always up Rural teachers discussed Inter-

scholastic League plans at a month-ly meeting held in the county court room last Saturday after-

Members of the Junior and High School Band Mothers' Associations who are interested in ath-

letics will meet in the gym Thursday, November 8, at 7:30 o'clock. A zone meeting of the Methodist Missionary Society was held in Bovina Wednesday afternoon. There were 22 attending from

The reason we can give you better tire repair service is because we have the equipment and 20 years tire experience. Try RICE'S

E. Ramey and wife attended the gospel meeting at the Church of Christ in Dimmitt Sunday night and heard the sermon delivered by Rev. Thomas McDonald.

her home at Beloit, Kansas, last Saturday after a three-months stay here with her aunt, Mrs. Mrs. Grace Hevel, daughter of

Mr. and Mrs. A. H. Elliston, left Saturday for her home in Denver after visiting here several weeks. She attended her parents' Golden Wedding anniversary.

serious illness. He ventured down exemption, and this amendment town a few minutes last Saturday will aid them considerably. The and has been at his place of business every day this week.

See Miss Blue Bonnett, It tilts

Mrs. H. L. Rice was brought home from St. Anthony's hospital at Amarillo last Friday. Mrs. Rice underwent an eye operation and was in the hospital eight days. Her daughter, Ethel, was with her during her stay. Mr. Rice brought them home.

Tax Amendment

(Continued from Page One)

be cut down to the point where schools and highways would be crippled, causing the burden of support to be thrown back on local units. The Democratic convention adopted a resolution opposing it. Governor-elect James V. Allred is against it. The Texas Teachers Association is fighting it. The Texas Good Roads Association is battling for its defeat. To vote against it one merely has to scratch the fifth paragraph at the bottom of the ballot. It reads as follows: "For the amendment of Section 3 of Article VIII of the State Constitution prolection of taxes and fixing the maximum amount thereof which can be collected and expended each biennium."

The next amondment abolishes the fee system of compensating When overhauling that Model Mr. and Mrs. Frank Shearer of the fee system of compensating T motor don't forget that RICE Mangum, Oklahoma, visited in the county officials where the popula-carries many of the parts you home of Mr. and Mrs. Ollie Fox tion is more than 20,000 and gives tion is more than 20,000 and gives from Thursday to Sunday of last the commissioners the right to week. less population and to do away with the fee system. This amendment has probably more support than any other on the list,

Another long felt need is pro-vided for in the next amendment which gives the Legislature the right to create new counties and change the boundaries of existing counties. This will provide for nsolidation of counties in instances where economies can be effected thereby.

The sixth amendment would allow home rule cities to amend or Instant Tire Service next time. 1c repeal charters every 12 months. Cities coming under this classifi-cation should have this right and this is a provision that was over-looked when the home rule amend-

ment was adopted.

The seventh amendment is close-Miss Faye Brady returned to ly related to the sixth and provides that home rule cities may amend their charters to allow of-ficials to hold office not to ex-ceed four years.

The final amendment is designed to aid schools in counties where there is State University land. It provides that these lands, now exempt from taxation, may be taxed for the county and district E. B. Black is back in circulation after more than a month of ties have been handicapped by the lands will remain exempt from taxation for other purposes

Cafe For Sale

We've been selling this cafe to folks for years. And there's not a bite of food in the house that isn't for sale today. We have featured the finest of foods and service since the first and the fact that we have so many satisfied customers is proof that this method is best and pays.

> Two of our feature dishes are IKE'S ENCHILADAS and "EATAPIG" SANDWICHES

Ike's Cafe



DAY

-We have a complete line of new Bedroom Furniture which we are offering until next Thursday evening at Special Prices.

GROCERY SHOPPERS

Fill Your Needs from These Specials!

Specials For Friday and Saturday

TOMATO JUICE	Campbell's, 3 cans 25¢
OLIVES	Quart Jars, plain 35¢
SOAP	P. and G., large size19¢
OXYDOL	Large package21¢
CORN FLAKES	Jersey, package10¢

SUGAR 10-Pound Cloth Bag

FRUIT JARS Quart size ___. VANILLA WAFERS Pound package SHOE POLISH Jet Oil, bottle _____ **FLOUR** Gold Medal, Kitchen Tested, 24-lb sk PEANUT BUTTER Quart jar TOILET SOAP Kirk's Hardwater, 5 bars ____

MELO Large package, 25c size _____ MUSTARD 16¢ Ouart jar _____

COFFEE Chase and Sanborn, dated pkg ----SPACHETTI Or MACARONI, package _____ **BAKING POWDER**

K. C., 5-lb can 58¢, 50-oz 32¢, 25-oz COCOA Bliss, 2-lb can 19¢, lb can OATS Large round package

CRACKERS 2-pound package _____ PORK and BEANS Phillips', per can

TUNA SORGHUM

SANI FLUSH

SALAD DRESSING Jane Good, quart ____

MACKEREL Tall can, 3 for -

FRESH FRUITS and VEGETABL POTATOES 10 pounds CABBAGE

Per pound ---**Sweet Potatoes** , 10 pounds

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