

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

34th Year—Number 34.

The Hereford Brand, Hereford, Texas, Thursday, August 30, 1934.

Five Cents Per Copy.

Rains Cover County This Week and Last

Rains that fell last week and Monday of this week covered all of Deaf Smith county. A heavy rain fell in Hereford Monday afternoon and slightly more than a quarter-inch fell last week. While some areas received only showers, most points hereabouts were favored with fair rains. As much as three inches fell on the west side of the county in the messenger community. Around the fall was heavy both this week and last. Dawn and Umbarger, as usual, were soaked. The fill across Palo Duro Creek between Dawn and Wildorado was washed out badly. Dried up for long stretches most of the summer, Tierra Blanca Creek is now running full from bank to bank. Grass is greatly revived as a result of the rains and prospects for a good season in the wheat lands are enhanced. Lots of feed crops were saved by the rain and will make good forage. Production of grain from these crops, however, will be unusually light because they were too far retarded before rains came.

Housing Loans Details Given

Any property owner, individual, partnership or corporation with a regular income from salary, commissions, business or other assured source may apply for loans under the Federal Housing Act. It is not required that applicant be a depositor in the financial institution consulted. Information from Washington states that application may be made to any National Bank, State Bank or Trust Company Savings Bank, Industrial Bank, Building and Loan Association or finance company approved by the Federal Housing Administrator or to the contractor or building supply dealer. Loans will be guaranteed up to 20 per cent by the government. Loans from \$100 to \$20,000 will be made, depending upon the income for improvements, on any one property and in connection with not more than five properties unless approved by the FEA. Notes may run from one to three years for any number of months. All the security required is that the borrower have an adequate regular income and a good credit record.

Borrower must own the property; income of the signers of the note must be at least five times the annual payments on the note; the mortgage, if any, must be in good standing; the proceeds of the loan must be used solely for property improvement. Notes are to be paid in regular monthly installments with seasonal payments for farmers. Applications will be considered for credit to improve one-family, two-family or other residences, apartment buildings, stores, office buildings, factories, warehouses and farm buildings.

Arrangements for making money available to Deaf Smith county farmers who are eligible for loans have not been worked out. Local lumber firms and banks are at work and some definite announcement is to be made soon.

To Choose Centennial City September First

Proposals of cities bidding for the Texas Centennial in 1936 will be received Saturday, September 1, in Austin by a committee of the Texas Centennial Commission. Shortly thereafter the full commission will receive the proposals and make the final award. Houston, Dallas, Fort Worth, San Antonio and Austin are bidding for the celebration. Choosing of the site will depend on the most attractive offers of lands and money that is made. This is for the primary celebration. Secondary city celebrations will be provided throughout the year in cities which can arrange to hold them.

JOHN COFFEY NAMED ON CENTENNIAL BOARD

John Coffey, county attorney, has been named a member of the Texas Centennial Advisory Board for Deaf Smith county. Notice of his appointment was received this week from Will H. Mayes, Austin, secretary of the commission. Other members of the Deaf Smith group, appointed some time ago, are John Hill, J. A. Witherspoon, Carl Gilliland, Mrs. Seth E. Holman, Mrs. B. F. Guthrie and T. E. Seigler.

IS WINNER



James V. Allred, attorney general, is the choice of the people of Texas for the Democratic nomination to the office of governor. He polled a majority last Saturday in the run-off, getting almost 500,000 votes to approximately 455,000 for Tom F. Hunter.

Walter Woodul, senator from Houston, was named lieutenant-governor over Joe Moore, Greenville senator, 513,433 to 367,519. This figure is not official nor complete but remaining reports will not change the standing.

William McCraw, Dallas district attorney, triumphed over Senator Walter Woodward of Coleman in the race for attorney general. The count was approximately 500,000 to 410,000.

Lon A. Smith, railroad commissioner, retained his office over John Pundt of Dallas with about 500,000 to 300,000 for Pundt.

John Sharp of Ellis county was the choice for Associate Justice of the Supreme Court over H. S. Lattimore, polling about 450,000 to 430,000.

Deaf Smith county gave majorities to every one of the winners save McCraw. Woodward had a slight lead in the attorney general race.

New Wheat Loans Are Opened Here

Increased wheat loans, announced two weeks ago, became available here this week. Under the new arrangement additional advances will be made to farmers in drought areas for the purchase of winter seed wheat, rye or barley for summer fallowing or both. The maximum has been raised to \$750 from \$400. Congressman Marvin Jones, chairman of the House Agricultural Committee, is largely responsible for the move.

Charles W. Sherrill of the Emergency Crop Loan Office, explains the new arrangement. "In no case can a borrower obtain a loan for the purchase of winter seed wheat, rye or barley during the year 1934 in excess of \$400 or an aggregate from the 1934 Emergency Crop Loan Fund exceeding \$750."

As an explanation, a borrower who has received a crop loan of \$250 and wheat loan of \$200 will be eligible for an additional wheat loan of \$200 if located in the drought area. If the borrower has received a wheat loan of \$400, he will not be entitled to an additional loan to assist him in the planting and cultivating of his wheat crop.

Time for applying for loans for summer fallowing and for the purchase of seed wheat has been extended to September 15. Miss Peggy Mitchell in the chamber of commerce office at the court house is taking the applications.

Lions Addressed By Guthrie Wednesday

Gwynne Guthrie of Las Cruces, New Mexico, member of the Lions Club in that city and son of Mrs. B. F. Guthrie of Hereford, gave a report of the International meeting in Grand Rapids, Michigan, last month at the luncheon of the Hereford club yesterday. On the program were a couple of youngsters who gave piano solos and Miss Ruby Faye Bennett in several vocal numbers. E. R. McWilliams acted as boss lion in the absence of Gus Streu who ran off to Colorado fishing. Alex Thompson was pinch hitter for Tall Twister Bill Smith, who was also absent.

Unofficial Run-Off Results

	1	2	3	4	5	6	7	8	9	10	Total
For Governor—											
James V. Allred	297	644	36	24	34	51	41	74	11	34	1246
Tom F. Hunter	136	267	19	16	5	23	12	33	5	5	521
For Lieutenant-Governor—											
Walter Woodul	242	494	22	17	20	33	35	44	11	4	922
Joe Moore	158	316	22	18	16	23	17	34	5	9	618
For Attorney General—											
Arthur Woodward	264	494	25	19	21	40	35	49	10	10	967
Wm. McCraw	140	321	18	15	14	24	15	26	4	18	595
For Railroad Commissioner—											
John Pundt	153	286	23	14	12	28	17	22	6	7	558
Lon Smith	245	514	21	20	21	33	34	57	7	23	975
For Associate Justice Supreme Court—											
John H. Sharp	231	434	24	21	21	35	28	36	4	15	849
H. S. Lattimore	162	365	16	12	12	25	21	43	11	14	681
For Sheriff—											
John B. Miller	247	468	34	24	2	42	23	67	10	5	922
J. C. Allred	188	446	21	18	37	34	30	43	6	35	854
For Treasurer—											
Nona Jowell	198	448	33	19	17	30	26	45	5	18	839
Bessie Smith	240	464	22	21	21	46	26	65	10	21	936
For Commissioner, Precinct No. 2—											
W. B. Phillips											370
Wiley Roberson											539
For Commissioner, Precinct No. 3—											
E. M. Jack											54
H. D. Culpepper											59
For Commissioner, Precinct No. 4—											
John Whitsett											11
Dick Allred											29
For Constable—											
Emmett Hales	174	365	24	30	24	36	22	52	13	16	756
Dick Dixon	228	474	21	9	2	32	26	35	2	10	839
TOTAL	438	923	55	40	39	76	53	115	16	40	1795

Camp Building Project Begins

Contractors have started work on construction of the permanent CCC Camp at Hereford State Park. It is being built just east of the present tent camp. Barracks, mess hall, latrine, garages, officers' quarters and other buildings are to be erected. Foundations have been laid and lumber work is to start this week. Contractors were allowed 36 working days in which to complete the job. Capt. Barrell Cox, commander of the company, said work probably would be finished by September 15 if weather does not interfere.

Map Out Roads In Park, Tree Cultivation Under Way.

Road construction in the park is progressing rapidly under Superintendent Howard C. Trigg. Caliche roads throughout the park have been approved. There will be two entrances, one under the highway bridge at the city park on South Main Street and the other at the present camp site. The road will follow the rim of the draw all the way through the park site on both sides of the creek. There will be both an entrance and exit under the highway bridge and traffic will move only one way.

Pool Site Chosen.

Site for the swimming pool has been chosen. It will be in the flat about 200 yards south of the present camp site. Water drained from the pool will be used for the thousands of trees which are to be set out.

Crews are at work on the trees now.

It is planned by M. B. Gilson, who is handling the tree work to get the schools of the city and county interested in this work. He wants groups of students to take plots, furnish trees, plant them and take care of them. Under his direction the old cottonwoods at the park have been rejuvenated by pruning, topping and insect treatment, as well as replacing of eroded soil and providing adequate water supplies.

Test Tree Soil.

A long trench is being dug along the north bank of the creek at the east end of the park and citizens are asked to stick to the roads closely when driving in the tract to avoid running into this ditch. Soil tests are being made throughout the park to determine what spots are suitable for the planting of trees and the types of trees to use. It is the plan to put trees at every available spot.

Plan Band Contest At Tri-State Fair

Bands which visit the Tri-State Fair in Amarillo the week of September 17 to 22, will be competing for cash prizes which will more than pay their expenses for the trip. Awards will be based on attendance at the fair of citizens of the band's home county.

Local Farmers to Keep Books

In Deaf Smith county at least 400 farmers are going into book-keeping on a business-like basis. They are being furnished books and materials by the government through the county agent's office. Last week B. H. Hopkins and Dewey Reed conducted classes in the nine districts of the county, instructing farmers in the use of the books for keeping records of farming activities and transactions incident thereto.

Farmers Here Form Council

Farmers in this county are forming community councils in the nine districts of Deaf Smith. Officers have been elected from each of the districts and a county-wide organization which will be part of a state body will be formed soon.

Purpose of the group is to keep farmers informed as to the progress of the Agricultural Adjustment Administration; and use them in the methods of land measuring used in the reduction programs; assist in keeping farm records; and to hold demonstrations.

The work of organization is under the direction of County Agent Dewey Reed and is supervised and planned by the Extension Department.

In the Bippus community J. W. Kirby is president; Dawa, H. H. Miller; Fairview, Lawrence Womble; Ford, Mal Stewart; Hereford, George Brumley; Messenger, Louis Woodford; Sims, B. L. Kinsey; Ward, Jim Lipscomb; Westway, Paul Mathers.

School Ready For Opening

With 204 pupils enrolled in high school and departmental grades and books already issued, school is ready to start in full swing Monday morning here.

Classes at High School to Be Held Monday; Enrollment High.

C. H. Dillehay announced late yesterday the number enrolled. It is 40 more than had enrolled at this time a year ago.

Fundamentalists Buy Building for Church

The building south of the Hereford Laundry has been bought by the Fundamentalist Baptist Church, announces the pastor, Coleman Campbell. The church has been holding meetings in the building for the past three months.

Masons, Eastern Stars Make Plans for Picnic

Hereford Masons and Eastern Stars will meet Friday night at City Park for their annual picnic. It is to be a basket picnic, each family attending to provide "cats" as they choose. Coffee and tea will be provided at the grounds. All members of either of these orders are invited, especially those who may be visiting in Hereford and vicinity. The festivities are scheduled to start at about 8:00 o'clock.

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Miller, Mrs. Smith Elected Saturday

CATTLE BUYING RESUMED HERE

Cattle will be bought in Deaf Smith county Friday and Saturday in the government drought relief program. County Agent Dewey Reed urges stockmen and farmers wishing to sell to list the stock at his office. These two days are added to the regular program. Next Monday and Tuesday will be scheduled days and cattle will be bought then.

A total of 382 head were purchased last week here. Of this number 275 were accepted for shipment and the remaining 107 were condemned and killed. Last week marked the resumption of buying after a number of weeks when none were bought.

Since the beginning of the cattle buying program 5,820 head of Deaf Smith county stock have been sold to the government. Cattle owners have been paid \$72,328, most of which has been delivered. The cattle were bought from 490 owners. Buying was suspended early in August because of glutted stockyards throughout the country and strikes in various cities. The program was resumed last week.

C. O. Lee Succumbs To Heart Attack

C. O. Lee, rural mail carrier and long-time resident of Hereford, died at his home, 1029 25-Mile Avenue, shortly before noon today. He suffered a heart attack Wednesday morning at his home.

He was somewhat improved this morning, but suffered a set back about the middle of the morning. No funeral arrangements had been made at noon. He was a member of the Presbyterian church. Surviving are the widow and three children, Mrs. Arthur Rogers and Oscar Lee of Hereford, and Leland Lee of Dimmitt.

County Favors State Leaders

Governor-elect James V. Allred received an overwhelming majority over Tom Hunter in the run-off last Saturday in Deaf Smith county. The attorney general carried the endorsement of 1,246 voters here, while Hunter was the choice of only 521. Allred carried every one of the ten boxes by about the same proportion.

The county was also on the winning side in the lieutenant-governor's race, supporting Walter Woodul with 922 votes while giving Joe Moore 618. Only in the race for attorney general did Deaf Smith differ with the majority of Texans; Walter Woodul, defeated candidate, was given 967 here to 595 for William McCraw, successful contestant.

Legion, Auxiliary Meet Tuesday.

Regular joint meeting of the American Legion and Auxiliary will be held at the hall next Tuesday evening, September 4.

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Phillips Loses; Allred and Culpepper On Commission.

One candidate for re-election, W. B. Phillips, was defeated in the run-off primary of Deaf Smith county last Saturday. Mr. Phillips lost to Wiley Roberson for commissioner of precinct No. 2 by a count of 370 to 539.

Sheriff John B. Miller was swept into office for the fourth consecutive term. He polled 922 votes to 856 for his opponent, J. Clyde Allred. Mrs. Bessie L. Smith, county treasurer, scored the most imposing victory in a county race. She triumphed over Mrs. Nona Jowell, 936 to 839. Mrs. Jowell led the ticket in the first primary.

H. D. Culpepper won the nomination for commissioner of precinct 3 to succeed J. T. Gulna, who did not offer for re-election. Culpepper received 103 votes to 65 for E. M. Jack.

E. T. (Dick) Allred was chosen commissioner of precinct 4, defeating John Whitsett, 129 to 78. B. R. (Dick) Dixon sailed in as constable. Dixon beat Emmet Hales 839 to 756, carrying the city boxes by wide margins and running close in the county boxes. Dixon topped the ticket in the four-way race in the first primary.

In the county there were 1,795 votes cast, compared with 1,840 in the July primary.

JONES INFANT DIES; FUNERAL WEDNESDAY

A daughter was born Tuesday, August 28, to Mr. and Mrs. C. C. Jones. The infant died a few hours after birth. Funeral services were conducted at West Park Cemetery Wednesday afternoon by Rev. E. R. McWilliams.

McMurry College Head Is Visitor

Dr. C. Q. Smith, president of McMurry College at Abilene, was in Hereford Monday. While here Dr. Smith visited with Noel and Sarah Agnes Bryant, students last year at McMurry, who plan to return this fall. He also looked at a tract of land he owns in the western portion of the county.

Park Men Seek to Aid In Killing Tree Pests

Cooperation in fighting insects in trees in Hereford is being offered citizens by the state park organization. M. B. Gilson, foreman in charge of tree work at the park, states that many trees in Hereford are in bad shape due to borers, bugs and caterpillars, as well as other insects.

Citizens who wish to fight the insects are asked to get in touch with him at park headquarters through Howard Trigg, superintendent. Men can be hired from the CCC Camp and equipment will be furnished them. They will be available to work in town on Saturdays. Gilson did tree work in the Department of Agriculture 11 years and is an expert in his line.

The men will top out trees, prune them and eradicate insects through treatment. It has to be done at once, though, as the trees will go into a dormant stage within the next few weeks and the insects will hibernate for the winter.

Examples of the work done by Gilson and his men may be seen in the trees at the City Park and in the state park on the Mooney land. Old cottonwoods which a few weeks ago appeared doomed to die through neglect are beginning to show improvement already.

Four kinds of borers, flat head, bugs and caterpillars are doing the greatest harm to trees here at this time, Gilson says. He urges citizens to get in touch with Trigg at the park headquarters and arrange to have this work done.

CREAM AND EGG PRICES
ARE CLIMBING

MO-MILK

Our own scientific dairy feed
will give maximum production

LA-MO

Our favorite laying-hen feed will boost the
layers.

Don't let those cows and hens be star boarders when this low-cost feed will make them into revenue producers. See us today.

West Texas Feed and Seed Co.

**The workman is
greater than his
machinery**

It has ever been this bank's aim never to lose sight of the individual, because upon his confidence and support has this bank built its foundations.

Every business needs a bank. We invite you to make our bank your bank and your financial problems our problems.

Because of our strict adherence to the principle of making only bankable loans, we offer you the maximum of banking security. We invite your DEPOSITS AND BANKABLE LOANS.

THE FIRST NATIONAL BANK

OF HEREFORD



A Strong Bank
Thoughtfully Managed

Electric Appliances

WILL BRING YOU HAPPINESS

Happiness

WILL PERMIT YOU TO SMILE

When the spotlight is turned on happy people today, the cause for their happiness is found closely related to the conveniences they enjoy. And this doesn't mean a privileged few, for electricity is within the reach of everyone. It is not a luxury, but an economical necessity, accepted and used by the whole civilized world.

Probably more important to the average individual is the fact that ELECTRIC APPLIANCES are both economical and durable. It doesn't take much money to enjoy the uses of electricity . . . which means the elimination of drudgery . . . increased happiness . . . smiles.

Texas Utilities Co.

**Hereford Boys
Get Farm Jobs**

George Smith and Dean Story of Hereford have been chosen for two of the 40 places on the West Texas State Teachers College farm which is under the direction of Professor T. M. Moore of the Agriculture Department.

The men who live on the farm are chosen annually from scores of applicants. In order to be eligible for a place, each young man must have at least \$150 with which to pay his college fees and his share in the co-operative living plan which is used on the farm.

These young men with their farm associates are to report in Canyon on September 18 when the fall session of college opens. Every man who works on the farm is chosen after a careful investigation of his grades in high school or college, his character and reputation, and his ability to do some one of the special duties in connection with the dairy and farm.

The college farm is located one mile from the campus and the young men reach the campus by means of bus transportation—the bus being locally known as the T-Anchor fresh air taxicab.

REDUCED RAILWAY FARES

The railroads have decided to extend to September 30, 1935, the present low passenger fares, based on three cents per mile for first class tickets, and two cents per mile for coach travel, according to announcement made by T. B. Gallaher, general passenger agent, Santa Fe Lines, Amarillo.

Round trip first class tickets cost two cents per mile traveled when the limit is ten days, or 2 1/2 cents per mile traveled when the limit is six months. The round trip coach tickets with limit of ten days in addition to date of sale, cost but one and eight-tenths cents per mile, a most remarkable fare for individual travel. These rates are not applicable to points in territory east of Chicago and St. Louis; however, though passengers are given benefit of the low fares to those points.

Convention travel is accorded, when fares are arranged for specific meetings, rates based on one and one-third of the first class fare, which nets two cents per miles traveled in western or southeastern territory, but slightly higher to points east of Chicago and St. Louis.

Black

BY MISS NOBLE M'LEAN

Everyone is enjoying the cool days since the summer has been so unusually hot.

Lois Presley has returned home from a five weeks visit in Elk City, Oklahoma, with relatives. She was accompanied home by a little cousin, Mildred Murry, who will spend the winter here and attend school at Black.

Jim and Bud Barnett are visiting their sister at Vernon.

T. J. Hawks and daughter, Mrs. Fred Myers and children, visited Alden Hawks Wednesday.

Jim Black and wife, Verner Melugin and wife were business visitors in Amarillo Friday.

Charley Bennett, who has been at Fort Bliss the past 17 months, returned to his home here Tuesday.

Leo Lawhorn is visiting relatives in Kansas this week.

R. Hinds and family are visiting in Oklahoma this week.

T. L. Welch and family visited the Fridleys in Hereford Sunday.

Mrs. Paul Houston and daughters of Amarillo visited in the F. E. Mc-Murry home Sunday.

Ervin Welch is visiting in Henrietta this week.

Mrs. R. O. Bennett of Hobbs, N. M., visited in the D. R. Bennett home last week. She was accompanied home by Charlie Bennett who will work in Hobbs.

Mrs. John Galloway and children of Floydada is visiting relatives and friends here.

R. E. Bennett and F. E. Mc-Murry were in Farwell Friday.

Work in and around the school house is almost completed. School will open September 3.

Mr. and Mrs. R. D. Bennett entertained the community with a party at the club house Friday night in honor of the return of their son, Charley.

Mr. and Mrs. E. B. Black of Hereford, Mr. and Mrs. William Black of Lubbock and Mrs. Elizabeth Birkmeyer and children of Amarillo visited in the Jim Black home last Tuesday.

Mr. and Mrs. Will Garrett of the Lakeview community visited in the Ray home Sunday.

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

W. D. MRAY ZORR
WOODWORK

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

**GIRL SCOUT
NOTES**

The Scout Council is making plans for the camping trip August 31 and September 1. Only Second Class Scouts are eligible for the trip. Those who plan to go must see Ella Broadwell immediately.

In the last few weeks some Scouts have been very industrious. Mollie Clayton, Geneva Sue Benton, Mary Reese and Eleanor Altman passed Second Class First Aid. The examiner was Miss Ivalin Overhuls, R. N. Others interested in first aid may make arrangements for examinations with Miss Overhuls.

Dorothy Nell Trimble, Faye Crosthwait, Helen Snyder, Mary V. Eberle, Bobby Turner, Vivian Olson, Mollie Clayton, Aline Waldron, Marthella Perkins, Betty Joe Cockrell, Joy Wagley and Lois Cockrell learned and passed the table setting requirements. Various ones have passed cooking and sewing requirements.

Bobby Turner, Lois Cockrell, Helen Snyder, Faye Crosthwait, Eleanor Altman and Barbara Brotherton passed Second Class Knots. Barbara also completed the star work in nature study.

At the next two meetings the troop will work on bedmaking and trees in nature study. Special work has been planned in these subjects as well as in some new handicraft work.

Signalling instruction is given every day at Scout Tank. Scouts swim and play signalling games every day between 5 and 6 o'clock. Scouts learn the General Service code as soon as possible. You will miss a lot of fun if you don't.

Scouts, please purchase a handbook. Your progress in scouting will be seriously retarded without one. The cost is only 50 cents. Put your Ninth Law into practice and you can soon save enough to buy one. One way to do it is to save up your show and candy money for a little while. Give your money to Fern Williams. She will be glad to order your handbooks.

**Library Books Sent
County Rural Schools**

More than one hundred books have been received at the County Library to be circulated among the rural schools, according to Miss Lillie Hostetler, librarian.

These books have been purchased with state aid funds and are for use in the rural schools only.

Now is the time to plant turnips. See us for seed. West Texas Feed & Seed Co. 1c

Ford Doings
BY LA VERNE MANN

Forty-four were present at our Sunday school this week. Rev. L. E. Godwin was unable to fill his appointment. Visitors were Mr. and Mrs. E. Sprouse and daughter and Tom Bassett. There was no singing in the evening.

Mr. and Mrs. George Benson and daughter were Sunday guests in the W. M. Stewart home.

Mr. and Mrs. E. Sprouse and daughter of Vega spent Sunday with Mr. and Mrs. Joe Phipps.

Mr. and Mrs. Bob Orr and sons took supper in the Otis Hedrick home Sunday.

Mr. and Mrs. H. M. Benson and children and Mrs. Parks are visiting relatives at Cisco and Waco.

D. B. Mann and family returned Tuesday from a three weeks visit with relatives in New Mexico and Texas points.

Mr. and Mrs. W. M. Stewart and family had as guests last week relatives from another state.

Virginia Brunson was a supper guest of Euna Mann Sunday.

Mr. and Mrs. Joe Phipps attended the show in Hereford Sunday.

Misses LaVerne Mann and Birdine Brunson visited Miss Mildred Stewart Saturday afternoon.

J. E. Hill and D. B. Mann were in Amarillo Monday.

D. B. and Clyde Mann and G. E. Taylor were in Hereford on business Tuesday.

Mrs. T. E. Langley was an Amarillo visitor Saturday.

**NOTICE OF PUBLIC HEARING
ON DEAF SMITH COUNTY
BUDGET**

Public hearing on budget of Deaf Smith county for the coming year will be held in the commission chamber at the court house in Hereford on Monday, September 10, beginning at 10 o'clock a. m. at which time taxpayers of the county may hear the provisions of the proposed budget and make any suggestions as to changes or additions. Budget for the year will be adopted after the hearing.

DEAF SMITH COUNTY COMMISSIONERS.
By C. W. Humble,
County Judge.

33-3c

The Deaf Smith county board of equalization will sit in public session in the commission chambers at the court house in Hereford, Texas, all day Friday, September 7. Taxpayers whose renditions are lower or higher than the county assessments will be notified to appear before the board to adjust the differences. Any taxpayer may appear before the group on that day to work out differences in property valuations.

DEAF SMITH COUNTY COMMISSIONERS.
By C. W. Humble,
County Judge.

33-3c

BUSINESS AND PROFESSIONAL DIRECTORY

ABSTRACTS

The title to your land is vital. Our Abstracts correctly reveal the title.
A. G. THOMPSON
ABSTRACT CO.
5 1/2 per cent Federal Farm Loans.

CHIROPRACTOR

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

CLEANERS

WEST TAILOR SHOP
MRS. O. F. WEST, Proprietor
Clothes Called for and Delivered.
Phone 385

DAIRY

PRAIRIE DAIRIES
Grade "A" Milk
Sweetmilk, Cream, Buttermilk.
We Deliver Daily.
PHONE 606

ELECTRICAL

GEO. S. McCONNELL
Electrical Contractor
Refrigerators Repaired, Factory trained service man.
Phone 750-W

INSURANCE

INSURANCE
JNO. H. PATTON
PHONE 80

LUNCHES

THE CHOCOLATE SHOP
Fudge, Licorice, Sandwiches
Cold Drinks, Candies, Magazines

EAT A CHEERFUL DINNER
AT EVER-READY LUNCHEON
Sleep on Sealy Mattresses
At Henson Hotel.

PHYSICIANS

DR. T. L. MORGAN
Physician and Surgeon
Above Corner Drug Store
Office Phone 423
Residence Phone 428

OPTOMETRIST

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

DON'T

Neglect Your Eyes

Dr. T. M. Montgomery
At Close Drug
Third Friday Each Month.



THERE IS MUCH TO BE LEARNED
IN THE KITCHEN
AS WELL AS

IN THE
CLASSROOM

Housewives of
Hereford
Have Learned



that **Packard's Best** is
THE VERY BEST FLOUR THEY CAN BUY

There are any number of important reasons why Packard's Best is such a fine flour. To begin with, only hard winter wheat of the highest test is used in its manufacture. Then every step in the milling process is carefully supervised. And the mill is perfectly clean—every precaution is taken to guard against germs and dirt in the flour.

Featherlite—we had to coin the word to describe Packard's Best. No other was adequate. Its smooth, fine and uniform texture is a delight to the heart of the kitchen artist. No wonder there is no better flour for all family purposes—for the best in breads, pastries and cakes.

ASK YOUR GROCER

Manufactured by

Packard Milling Company

Producers Also of—

**PANHANDLE
MAID**
High Patent Flour

SUNRISE
High Patent Flour

**WESTERN
BEAUTY**
High Grade Flour



Birth Rate For First Time

The first time in the history of the United States Bureau of the Census has published Texas birth rate along with the other states of the country. Last year 107,924 births registered with the Texas Department of Health.

In comparison with the states, ranked first in birth rate per thousand population; in number of births per 1,000 in population. This is the first time comparisons could be made between all the states and is proud of her showing in the past.

Secure admission to the Region Area of the United States necessary for at least ninety percent of all births to be filed with the State Department of Health.

a new born child should make sure that its birth is filed with the local registrar.

The registrations of births is valuable to the individual in that a birth certificate may be necessary to secure passports, prove school age, prove citizenship, prove right to vote, prove legal age for marriage, prove age for military service, prove right to hold public office, prove right to property inheritance, prove qualification for jury service, prove age under child labor laws, prove nationality in foreign countries, determine the birth rate in state, counties and cities, establish proof for pensions, insurance, compensation, etc.

Charles Ferguson Gets Degree.

Charles Ferguson Jr., son of Mr. and Mrs. C. C. Ferguson of this city, was graduated this summer at Stephen F. Austin State Teachers College at Nacogdoches. He was one of 77 to receive the BA degree. Friends of Charles will also be interested to know that he has been studying the past year under Harry Givard, director of the Civic Opera Co. in Houston. Givard is considered one of the best voice instructors in the Southwest, and is well known as an artist and composer in New York, Chicago and Los Angeles.

Friena Doings

Luncheon Bridge.

Mrs. R. F. Fleet entertained at luncheon bridge Thursday morning from 10 o'clock until one at her home in honor of Miss Felicia Fern Gullilans, sister and house guest of Mrs. Fleet. Garden flowers decorated the entertaining rooms and at 12:30 a lovely two course luncheon was served. Mrs. A. C. Echols won high score and was presented a beautiful lamp. Mrs. D. W. Hanson won second high and received a lovely handkerchief set. Guest prize was perfume for Miss Gullilans.

Guests includes Miss Gullilans, honor guest, and Meses. Sloan Osborn, Claude Osborn, Roy Slagle, C. C. Maurer, J. C. Wilkinson, Geo. Heath, J. R. Maples, A. C. Echols, Roy Smith, Townley Redferne, Wright Williams, D. W. Hanson, G. L. Symphon, Fred White, R. H. Kinsley, W. B. Stark, J. A. Blackwell, M. S. Weir, Reuben Gischler and S. F. Warren.

Little Miss Glenda Mae Campbell, who is staying at the Maurer hotel recovering from an illness, is very much improved.

Rev. and Mrs. Samuel Pearson, accompanied by their daughter, Mrs. Patch and grand daughters, who have been visiting in Houston, arrived here Friday. Mrs. Patch is an ordained minister and will talk for the Sunday morning services at the Congregational church.

Mrs. J. G. Latty of Fargo, Oklahoma, is visiting A. C. Berger, also her sons, John and George Berger. Attorney A. D. Smith left Saturday for Fort Sumner, N. M., where he will spend a few days visiting and attending to business.

Perry T. Brown of Farwell was a visitor in Friena Thursday. Miss Felicia Fern Gullilans of Tecumseh, Oklahoma, who has been the house guest of Mr. and Mrs. R. F. Fleet, returned to her home Friday.

Dan Etheridge is at home from a trip to San Antonio.

Glenn Davis, principal of the Friena schools, is spending a few days with his parents at Lockney.

Mr. and Mrs. R. F. Fleet were Hereford visitors Sunday.

Mrs. Jim Schoerer and children are visiting her folks this week.

Mr. and Mrs. F. S. Truitt returned from a trip to Galveston Wednesday.

Mr. and Mrs. Tommie Galloway were in Canyon Tuesday.

Mr. and Mrs. Charley Baxter left this week for Elk City, Oklahoma, where he will assist as a bookkeeper in a gin.

Earl Watkins is spending a few days in East Texas.

Elvin Johnson of Pampa spent a few days with home folks last week.

C. H. Fallwell is spending a few days in Hot Springs, N. M.

Miss Ruth Jones of Abernathy is visiting Miss Juanita Crow.

Mr. and Mrs. L. K. Cole returned from a trip to Enid, Oklahoma, Monday.

O. G. Turner made a business trip to Amarillo Friday.

Mr. and Mrs. Roy Slagle and children and Miss Thelma Chronister visited in Clovis Thursday.

Mr. and Mrs. Sam Taylor spent Sunday in Amarillo.

Mr. and Mrs. Fat Hughes returned to Friena from Red River, Colorado, where they had been the past three months.

Mr. and Mrs. Howard Morris are the proud parents of a baby son.

Mrs. Elmer Maples of Pampa is visiting Mr. and Mrs. W. P. Maples of the Lakeview community.

Progressive News

BY OLIVE PERKINS

Take Produce to Carl's Gro. If Mr. and Mrs. Ira Ricketts and Ira Jeanne returned Saturday from a week's visit with Mr. and Mrs. Jim Ricketts at Miami, New Mexico. They spent Friday with their daughter, Mrs. Archie Dougherty and family at Broadview, New Mexico.

Gilbert Donovan left last week for Enid, Oklahoma, where he intends to make his home. Mrs. Donovan will go to Enid in the near future.

Mr. and Mrs. Dudley Busard of Muleshoe visited her parents over the week end.

Miss Lucile Park is home from her school work at Canyon.

Last Wednesday the country north of the school house received a good rain, especially that part three miles or more north. At the Albert Higgins place they had 4 1/2 inches of rain. Monday night of this week the country south receive drain.

Mrs. C. P. Cadwell and Eunice visited Mrs. John Rector and Mrs. Russell last Wednesday.

Mr. and Mrs. Orin Russell and Misses Estelle and Myrtice Counts were in Canyon Saturday.

Ira Ricketts and family visited the Claude Ricketts home in Hereford Sunday.

Mrs. Owen Neel and sons visited her mother Wednesday.

Mr. and Mrs. Stewart and family of Oklahoma and Mr. and Mrs. Paul Buren of El Dorado, Kansas, visited in the Carl Donovan home last week. Meses. Stewart and Buren are sisters of Mrs. Donovan. The party was on the way to Carlsbad Caverns.

The Gregory and Garrett families attended the singing convention at Dimmitt Sunday.

Glenn Ricketts made a trip to Roswell, N. M., Sunday with his brother-in-law, A. Dougherty.

Over 60 from this community enjoyed dinner at the school house Sunday.

CWA workers of this community fixed the pony sheds, cleaned, graded and put caliche on the schools grounds, and thoroughly cleaned the inside of the building.

Arnold Hershey spent Sunday with his parents, Mr. and Mrs. Ray Hershey.

Mr. and Mrs. Oscar Johnson and baby of Pampa visited her sister, Mrs. Haskell Benson and Mr. Benson last week.

Mr. and Mrs. Orin Russell spent several days last week with her parents, Mr. and Mrs. Jim Counts, at Fort Sumner, N. M. Miss Estelle and Myrtice Counts returned home with them. Glenn and Dale Russell stayed with their grand parents, Mr. and Mrs. W. C. Russell.

Mrs. Arch Conklin and children and Mr. and Mrs. Howard Hershey and daughters spent Sunday with Mr. and Mrs. Ray Hershey.

Mr. and Mrs. Harold Dixon and his mother, and Mrs. Jerry Miller of Kingsbury, California, visited in the C. C. Bowman home last week, enroute to a Century of Progress Fair, Chicago. Mrs. Harold Dixon and Mrs. Miller are nieces of Mr. Bowman.

Mr. and Mrs. Haskell Benson and Miss Leatrice Benson visited their father, J. N. Benson and Mrs. Benson last Sunday.

During the war, farmers in the United States plowed up forty million acres of grass land, an area slightly smaller than the state of Oklahoma.

KVP HEAVY WAXED PAPER



THOSE TEMPTING PICNIC LUNCHES—

Wrap your next picnic lunch in KVP Heavy Waxed Paper and see how much more tempting it is when picnic time comes it will be exactly as fresh and tasty as when it left your kitchen.

Another Product For Sale At Brand Office.

KEEP YOUR EYES ON THESE SUPERIOR Food Values

and your savings will take care of themselves

Vicious appetites call for plenty of the fresh wholesome foods you'll always find at FURR FOOD! And thrifty shoppers know they can always count on FURR FOOD values to be the biggest here and save!

PRICES GOOD FRIDAY AND SATURDAY

CORN BEEF Armour's, 12-oz can	15¢	SOAP Lifebuoy, 2 bars	13¢
SYRUP Karo Red or Blue Label, gallon can	55¢	SOAP Woodbury's Facial, 3 bars	25¢
TOMATO SOUP Campbell's, 3 cans	25¢	CLOREX Pint	15¢
PINEAPPLE Sure Hit, sliced or crushed, No. 2 can	15¢	LINIT STARCH 2 pks, 1 pkg FREE	18¢
BAKING POWDER K. C., 25-oz can	19¢	TISSUE Sanisorb, 6 rolls for	25¢
PIMENTOS 4-oz can	10¢	WAX PAPER Cut-Rite, 2 pks	15¢

BLUE RIBBON MALT 3-lb. Can	55¢	RAISIN BRAN Skinner's 2 pks	25¢
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GRAPE NUTS Package	18¢	SOAP SPECIALS	
WAFERS, Vanilla 1-pound bag for	15¢	CAMAY Toilet Soap, bar	5¢
CAKES, Assorted 1-pound bag for	21¢	P. and G., 5 large bars	19¢
CRACKERS 2-pound box for	19¢	CHIPSO, large pkg	17¢
PEANUT BUTTER A full quart jar	25¢	OATS Crystal Wedding, large pkg	20¢
FRUIT JARS Quarts, dozen for	77¢	MACARONI SPAGHETTI, Justice, pkg	5¢
POTTED MEAT 3 cans for	10¢	COCOANUT Long Shreds, pound	23¢
		MARSHMALLOWS Edward's, 1-lb pkg	19¢
		MUSTARD Quart jar	15¢
		POST TOASTIES Large package	10¢
		SHORTENING Mrs. Tucker's, 8-lb carton	72¢
		CAKE FLOUR Softasilk, large pkg	31¢

BUY! through the VANTADS

You're Smart When You Buy Good Cleaning

be assured of quality, workmanship and care for your belongings—then you get full dry-cleaning satisfaction.

Mr. Dugger, of Dallas, experienced in all lines of Dry Cleaning, is now with us and can take care of your cleaning problems

HERE YOUR CONFIDENCE IS JUSTIFIED

WEST TAILOR SHOP

MRS. O. F. WEST

John Deere--Van Brunt Double-Run Grain Drill

It Stands the Strain

This steel box drill will not buckle or sag—will stand up for years under heavy work in your fields—will handle any kind of seed. These are just a few of the many splendid features of this drill.

Our 16-10 Drill With Metal Hopper Is On the Floor. Come In and See It.

Kerr Implement Company

Stambaugh Company Is Successor to CORBETT & CO., Cleaners

CHOOSE THE DRY CLEANER THAT YOU CAN TRUST

We want your dry cleaning business now as in the past and we say you will do best to choose the cleaner whose work guarantees you complete satisfaction.

STAMBAUGH COMPANY DOES THAT

J. L. Taylor and Ed. V. Price Clothes for Men

STAMBAUGH COMPANY CLEANERS

Wesson Oil
Pint Can **21¢**

SCHOOL SUPPLIES
A complete line from which to choose Buy Here and Save!

1 can Sani-Flush
1 can Melo
Brush Free **31¢**

SALE ON TOILET GOODS

WAVE SET, per jar	10¢	1-lb can for	31¢
HAIR OIL, per bottle	10¢	2-lb can for	60¢
CEDAR POLISH, 20c bottle for	19¢	4-lb can for	\$1.18
HAND LOTION, 10c bottle for	5¢	Coffee Will Be Served All Day Saturday	

LIPTON'S TEA 1-4 lb. Package **21¢**

BEEF ROAST Cut from Choice Beef, per pound **10¢**

CHEESE Long Horn, pound	21¢	BARBECUE Free Gravy, pound	15¢
BACON Armour's sliced, pound	25¢	BACON Sugar cured squares, pound	17 1/2¢
POTATOES Idaho Rural, extra good, No. 1, 1/2 pk	14¢	SWEET POTATOES New crop, pound	3 1/2¢
CABBAGE Colorado Mountain, large, firm hd, lb	3 1/2¢	CELERY No. 1 grade, extra large stalk for	10¢

WE BUY CREAM, HIDES, EGGS AND CHICKENS

FURR FOOD

FREE DELIVERY PHONE 74

Tempting Foods

QUICKLY AND APPETIZINGLY SERVED

An ideal place for busy people. Our plate luncheons are delicious. Try our sandwiches. "Mrs. Down's Special" is a favorite.

DeLuxe Cafe

DOWNS & WOODFORD

We are expecting a very chic line of

California Pattern Hats

for this week-end in best styles and colors. Velvet, Fur, Felt, Chiffon, Felt and Silk Felt.

Come In and See Us.

Vogele Millinery Parlor

THANKS

I desire to express my sincere appreciation to the voters of Deaf Smith county, and to my many friends who made my re-election to the County Treasurer's office possible through their untiring efforts. I shall show my gratitude my the most courteous treatment and the best service which is possible for me to render.

MRS. BESSIE L. SMITH

THANKS

—To the voters of Deaf Smith County for the confidence they showed in me at the polls last Saturday. I herewith repeat my campaign promise to give you the best I can as your sheriff, tax collector and tax assessor. I am at your service.

John B. Miller

Sheriff—Tax Collector—Assessor



Do your shoes soon look old?

DO YOUR FEET BOTH ER YOU?

Do your shoes run over at the heels or soon lose their shape . . . slip . . . spread . . . bulge over the soles? Here is your chance to learn how these conditions can be prevented . . . also how you can obtain relief from tired, aching feet, hurting corns, callouses or bunions, itching feet and toes, weak arches or any foot trouble. No charge or obligation. Be sure to attend this

SPECIAL EVENT

Dr. Scholl's personal representative from Chicago will be at our store, on

Thursday, September 6

We will make Pedograph prints of both your stockings feet, giving you the prints without charge, so that you may see just how you stand in the matter of foot health . . . also sample of Dr. Scholl's Zino-pads for quick removal of a corn or cushioning a sore spot from shoe pressure, and an interesting booklet, by Dr. Wm. M. Scholl, "Treatment and Care of the Feet."

D. R. GASS & SON

"YOUR FRIENDLY SHOE DEALER"

Fairview-Palo Duro Items

BY MRS. JOHN BOLING

Mrs. Archer Mansford and her daughter, Jane, of Oklahoma have returned home after a visit with her parents, Mr. and Mrs. Hamp Carter.

Mrs. R. S. Tillatson of Abilene is visiting her daughter, Mrs. John Downing and family.

Mr. and Mrs. A. R. Norman and Miss Vada Lou visited relatives in Plainview last week.

Mrs. C. S. Allred returned to Plainview after a visit with relatives and friends here.

Ed Sharp returned home last week after a month's visit with relatives at Ponca City and Freedom, Oklahoma.

Mr. and Mrs. J. M. Heaton, Bud, Lloyd, and Paul left Saturday for a visit with relatives in Oklahoma.

Mr. and Mrs. Tom Price and family of Bard, New Mexico, visited his parents, Mr. and Mrs. W. T. Price, and other relatives here last week.

Mrs. Boyd Gillipie of Truscott is visiting her father, Grandpa McClain, and her brother, Dave McClain, who is seriously ill.

Mr. and Mrs. J. W. Neill of Plainview visited their daughter, Mrs. Cecil Allred, and family recently.

Mr. and Mrs. A. R. Norman, Mr. and Mrs. Dave Moore, Miss Sunbeam Price and Jimmie Allred were elected delegates to represent Palo Duro church at the Baptist Association, which meets at Claude Monday and Tuesday.

Mr. and Mrs. Groves Burum and children of Panhandle visited in the Mart Burum home last week.

A large number of people enjoyed the ice cream social in the O. G. Smith home Friday night. The young people gave Miss Leda a shower before her leaving for school.

E. Deavers and Mr. Sanders were in Canyon one day last week seeking to open a school term at the Pierce school building, which was closed at Christmas time last year.

The recent rains did much damage in washing out the fill at the Palo Duro creek bridges on the Wildorado-Dawn road. Travel over it is very precarious. The rains were in time that some fodder will be made from row crops, but too late for grain.

Mr. and Mrs. Alva Berry and girls of McLean visited last week with his parents, Mr. and Mrs. W. A. Berry.

Mrs. S. Littleton and daughter, Phyllis Jean, of Portales, New Mexico, are visiting her parents, Mr. and Mrs. W. A. Berry.

Mrs. R. L. Dotson of Vernon is visiting her son, Marvin Cavender and wife.

Mr. and Mrs. Ed Sprowell have their daughter, Mrs. C. J. Conrad and their grandson visiting them from Groom.

Mrs. W. O. Comingoer has returned from an extended visit with relatives at Clarendon and Goodnight.

Mrs. Glenn Rutter and children returned last Thursday from a two weeks stay with her parents in Cleburne.

Mr. and Mrs. C. G. Witherspoon and Claude Witherspoon of Dallas, and Mr. and Mrs. Vern Witherspoon of Hereford visited in the G. M. Suggs home Wednesday.

Fred Moreman and family were in Amarillo last week.

Mr. and Mrs. G. D. Neely and Lloyd of Littlefield spent Thursday in the Wiley Roberson home and took their two daughters, Reba Carol and Ola Belle, home after a two weeks visit in the home of their aunt, Mrs. Roberson.

Mr. and Mrs. C. B. Miles of Hereford visited in the W. O. Miles home one night last week.

Mrs. Jim Higgins and son, James Ellis, took dinner with Mrs. Wiley Roberson last Tuesday.

Mrs. G. M. Suggs called on Mrs. Montgomery Thursday.

Mr. and Mrs. Snell of Walcott have moved to this district and

are living on the place vacated by Walter Hodges.

Mr. Moreman and family enjoyed a picnic in Palo Duro Canyon Sunday with friends and relatives.

Mrs. John Higgins went to Amarillo last Wednesday for an eye operation, and is doing as well as can be expected.

Mr. and Mrs. H. D. Smith of Amarillo visited Mr. and Mrs. Lee Hutson Saturday afternoon.

Mrs. Stivers and Mrs. Saltzman called on Mrs. W. O. Miles Tuesday.

Helen Miles ate Sunday dinner with Omah Harrison.

Mr. and Mrs. Andrew and Mr. and Mrs. Ray Victor of Amarillo, Mr. and Mrs. Vester Hodges of White Deer, Mr. and Mrs. Glenn Rutter and family, Mr. and Mrs. Herman Gray enjoyed a picnic at Sulphur Park Sunday.

John Hutson and family of Hereford, Lee Hutson and family took Sunday dinner with Mr. and Mrs. Bill Hutson.

Mr. and Mrs. Bailey and children of Spur are visiting in the O. J. Lady home.

Mr. Miles and Dorothy visited relatives in Cone last week.

Mr. and Mrs. Dewey Reed of Hereford visited Tuesday night with Mr. and Mrs. Jim Lipscomb. Howard Gibbs spent Saturday night with Robert and Fred Hutson.

School opens Monday, September 3, with Misses Alberta Davis and Catherine Oxford teaching.

Mrs. Jim Lipscomb and Mrs. Bill Hutson were Amarillo visitors Tuesday.

Joe Nowak was in Dimmitt last Friday.

Messrs. and Mmes. Brit Boyd and Roy Rogers spent Sunday in Plainview attending a family reunion of the Boyds.

Misses Ruby and Alma Andrews, Gladys and Margaret Benson, Gladys Greer, Harvey and Weldon Lindsey, Henry Andrews and Buster Greer spent Thursday evening in the C. E. Tice home.

Haskell Robbins spent Sunday and Monday in Canyon with his brother, Ray Robbins.

J. J. Lindsey and family attended church in Amarillo Saturday.

G. H. Whitaker and family attended the Golden Wedding anniversary of her parents, Mr. and Mrs. Jordan, at Bowie.

Several from Frio community attended the singing convention at Dimmitt Sunday.

Mr. and Mrs. Chas. King spent Sunday in the J. E. Andrews home. Good rains fell over this community Monday.

Mrs. Melvin Mitchell spent Saturday night with her parents, Mr. and Mrs. K. F. Campbell.

Mrs. J. B. Tillman and children of Gladewater, Felton Doss of Hugo, Oklahoma, visited last Sunday in the home of Mr. and Mrs. R. L. Doss. The entire party spent Friday in the home of another daughter, Mrs. J. B. Richardson, of Vega.

Misses Mary Evelyn and Ruth Anna Sain of Portales are visiting in the homes of their aunts, Mmes. Brit Boyd and J. L. Rogers.

WALLACE C. COX, City Marshall.

One whiteface bull calf about 10 months old, no marks except test tag. August 29: One black gilt with white face and bobbed tail. Unless claimed by owner, I will sell above described stock at public auction at City Barn Wednesday, September 5, at 3:00 p. m. Don't forget the cow and calf to be sold at 3:00 p. m. Tuesday, September 4.

WARRANTY BONDS.

J. E. Hill et ux to H. D. Hill, 3/4 of section 8, block E.

J. E. Hill et ux to H. D. Hill, 1/2 of section 8, block E.

J. E. Hill et ux to H. D. Hill, section 60, block K-5.

Pearl Harrison to N. E. Gass, block 36, city of Hereford.

Mrs. P. O. Rasberry et vir to A. L. Farwell et al, SW 1/4 of section 26, township 2, N Range 3 E.

Frances Dameron, Dodge sedan, Ireland-Beavers Motor Co.

Alberta Davis, Ford Sedan, Hereford Motor Co.

C. J. Geiger, Chevrolet sedan, Grizzle Chevrolet Co.

Here and There

BY MRS. C. E. TICE

Take Produce to Carl's Gro. if Mrs. Henry Kendall returned from Roswell last week.

Mr. and Mrs. Mabe Mobley spent Sunday in the F. C. Miller home at Bovina. Mr. Mobley took his mother there to her home.

Miss Agnes Halub returned to Plainview last Tuesday after a visit with her sister, Mrs. Joe Nowak.

Alvis Frazier was an Amarillo visitor last Saturday.

Mr. and Mrs. Henry Allman and children spent Sunday in the Haskell Robbins home.

J. J. Lindsey and children left Sunday for a visit with his mother in Moran.

Mr. and Mrs. A. B. Hays spent Sunday in the Earl Springer home.

Mr. and Mrs. Mack Dixon spent Tuesday in the Joe Hastings home at Dimmitt.

Mr. and Mrs. Bell of Pampa, Mr. and Mrs. George Muse and son of Hereford spent Sunday in the S. Oglesby home near Frio.

Misses Mary Posey, Ora West, Ines Easter, Charles Wilson and Billie Roberson were guests of J. B. Harlin Sunday, celebrating his birthday.

Mr. and Mrs. Haskell Robbins spent part of last week in Santa Rosa, New Mexico.

Mr. and Mrs. H. M. Mobley and Mrs. J. B. Harlin were Amarillo visitors last Tuesday.

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Pearl Harrison to N. E. Gass, block 36, city of Hereford.

Mrs. P. O. Rasberry et vir to A. L. Farwell et al, SW 1/4 of section 26, township 2, N Range 3 E.

The Rain Has Helped and We Should Have

MORE CREAM

The Price Is Climbing

Therefore, cream producers should try to make their cows "come through" in a big way. The next step, of course, is to bring the cream up and get cash for it at the top market price.

We also want all your poultry and eggs on the same terms.

Quick and Courteous Service.

Roy's Produce

SWIFT BRANCH ROY ONSTEAD, Manager

FALL TIME IS PARTY TIME

We are expecting a new shipment goods that will make lovely prizes and favors for all kinds of parties. Be sure to see them.

Fall is also the time to prepare and care for your lawn. We have a supply of both Vigor and Loma. They are the best fertilizers.

For canning your fruits and vegetables be wise and use a pressure cooker. We carry the National, Hibbard and Automatic. We have a complete stock of all kinds and sizes of jars and cans.

STREU HARDWARE

FRANK'S

Friday and Saturday Special

SOAP, Blue Barrel, 5 large bars

RAISIN BRAN, 2 boxes

COCOA, Hershey's, large box

SALAD DRESSING, quart jar

CATSUP, Brimfull, large bottle

TUNA FISH, can

CRACKERS, 2-lb box

SUGAR, powdered, 3 boxes

CORN, Stockley's Extra Quality, No. 2 cans, 3 cans for

POST BRAN, 3 boxes

MACARONI, 7-oz box, 2 for

VANILLA WAFERS, 1-lb bulk

PORK AND BEANS, can

VINEGAR, pure apple cider, gallon

MILK, Armour's, large can

POST TOASTIES, large pkg

PEACHES, gallon tins

PRUNES, gallon tins

BLACKBERRIES, gallon tins

CHERRIES, red pitted, gallon tins

Turnip Greens, Mustard, Spinach, 3 No. 2 cans for

PEAS, No. 2 can

1 can Sani Plus, 1 Old Dutch, 1 Toilet Brush, all for

TOILET SOAP, Bells Palm Rose, bar

FRUITS AND VEGETABLES

LETTUCE, nice California, head

SPUDS, No. 1 White, 10 lbs 18c, No. 1 Red, 10 lbs

CARROTS, Beets, Onions, Radishes, bunch

ORANGES, 288 size, dozen

LEMONS, 360 size, dozen

Frank's CASH Grocer

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

Enthusiasm Grows Daily!

Saturday, September 8, To Be "BANNER DAY"

NEW COMERS IN RACE HAVE EXCELLENT CHANCE TO EARN BIG REWARD

Every Candidate to Report With At Least Four "Clubs" of Subscriptions, Saturday, Sept. 8.

A CLUB IS \$15.00 WORTH OF SUBSCRIPTIONS

Saturday is "Banner Day" for all those who have been nominated in The Hereford Brand's "Everybody Wins" Campaign. Every candidate is invited to turn in at least four "clubs" of subscriptions before 9 o'clock Saturday night to make it sure enough "Banner Day" and to show that he or she means business.

The real, live, energetic candidates—those who have set their hearts on the biggest of the prizes, those who would be declared the winner of the big car—will not be satisfied with less than four "clubs" of subscriptions Saturday.

The vote score for each and every candidate will appear in The Brand each week, the totals being for votes cast up to noon of the day previous. A glance at the districts and the totals will readily show that there is lots of room in all districts of the campaign territory for newcomers.

Candidates who find it inconvenient to report with at least a single subscription on Saturday are invited at least to write or telephone the campaign manager, phone 30, telling of their interest in this biggest vote period. This will, indeed, be a cheering message, and it will enable him to know who is really taking an active part in the race.

Contestants should bear in mind that a cash report each week is required for everyone who intends to remain active and participate in the prizes.

THE NEXT TWO WEEKS WILL DECIDE WHO WILL BE THE CAR OWNER

The real ambitious candidates will leave nothing undone that will help them get the winning votes.



GRAND CAPITAL PRIZE
A New 1934 De Luxe
Plymouth Coach

Purchased From and On Display In the Show Rooms of Ireland-Beavers Motor Company At a Cost of \$781.90

SECOND GRAND PRIZE
\$300.00 In Cash

THIRD PRIZE
\$100.00 In Cash

FOURTH PRIZE
\$50.00 In Cash

10 Per Cent CASH COMMISSION GUARANTEED EVERY ACTIVE NON-PRIZE WINNER

READ THIS RULE

7—Votes cannot be purchased. Every cent accepted through the Campaign Department must be represented by subscriptions. All subscriptions subject to our check and any candidates found putting up their own money for subscriptions other than their own subscriptions, or turning in any subscriptions that are not bona fide and paid in full by the subscribers themselves, will be disqualified.

CAN'T YOU REALIZE THAT THIS CAMPAIGN IS DIFFERENT?

REDUCED VOTE SCHEDULE

Contrary to the plan usually followed, The Hereford Brand plan calls for a reduction of votes as the campaign progresses. In The Brand campaign the last week is the least important, because the subscriptions then count for so few votes. Live contestants who are on the job ought to cinch the car within the next few weeks before the vote schedule is cut. It can be done. Perhaps you will do it. Remember the standing published is always for votes received up to the Monday before the date of publication.

Now, if you're "in" go to work. Win. If you are still "thinking" about entering—get in. You can win.

ALL CANDIDATES TO REPORT ON SATURDAY

Do not confuse this campaign with others held in this vicinity. Just study the plan. We positively guarantee that no money can be spent in this campaign. Come on down and enter.

Saturday, September 8, Will Tell Everyone Whether You Are a Live One or Not. It Is To Be "Banner Day"

COME IN AND HAVE THIS OPPORTUNITY EXPLAINED TO YOU

The Hereford Brand

Hereford, Texas

Campaign Department Open Until 9 p. m.

Phone 30

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager
DE WITT LANDIS Editor
W. C. NIX Foreman

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NOTICE TO PUBLIC

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

EGG PRICES WILL CLIMB

Along with all other foodstuffs eggs are going to be much higher this fall and winter with the price likely to jump immediately. Authority for this comes from the Department of Agriculture in a survey reprinted in the August 25 issue of Feedstuffs. "Farm prices of eggs," says the report, "during recent months have been higher than a year ago, and prices this fall are likewise expected to be higher."

"The seasonal advance in egg prices throughout the remainder of 1934 will probably be greater than normal. Production will be smaller and the depressing effect of storage supplies will not be greater than was the case in 1933. Egg prices also tended to rise with general advances in the level of prices of food commodities."

In many farm and city homes in this community the poultry flocks are important factors in the family incomes. With a rising market and a certainty of further rise in prices, it behooves poultry raisers to get maximum results from their flocks through proper care and feeding.

TREES

If nothing else were accomplished by the state park being placed in Deaf Smith county than to make the citizens tree-conscious, it would be worth every dime that is spent. A trip to the city park where tree experts from the park camp have been working and a glance at the old cottonwoods that have been made into thriving trees down near the east end of the park will be a revelation.

M. B. Gilson is the tree expert at the park. He worked in that capacity 11 years in the U. S. Department of Agriculture. His fondest desire is to see real trees—thousands of them—growing in the park and in and around Hereford. The old cottonwoods down along the creek near the east end of the park have shown vast improvement already. They were topped out and pruned, then insects were eradicated through treatment. This gave the trees an even chance. But that is not all that has been done. Gilson and his men made soil tests as deep as 16 feet and their discoveries were remarkable. They found deficiencies in the food for the trees, and in nature's arrangement for watering them. So they remedied that by transplanting soil from the creek bottoms to give the trees plenty of the right kind of food.

Now the whole park plot has been plotted as to nature of the soil and watering and erosion limitations so that it is known just where to plant what kind of trees and where not to plant any. Besides that the park men are volunteering to help citizens of Hereford to doctor their trees and to assist in eradicating insects.

It is their wish also to start a program in which city and county school children will take over tracts in the park where they will plant and care for trees. They would like for each of the rural schools to take a plot, furnish trees and cultivate them. They are offering the community a real service, of which advantage must be taken.

My Friends of Precinct No. 3—

Thanks for the loyal support given me last Saturday. I shall endeavor to make the best commissioner possible.

H. D. CULPEPPER

Friday and Saturday

MARKET BASKET SPECIALS

SOAP, Lava, 10 bars	19c
PEANUT BUTTER, pint jar	16c
PRUNES, gallon	33c
TEA, Par, 1/2 lb 25c, 1/4 lb	13c
SPELDS, 10 pounds	18c
K. C. BAKING POWDER, 22 ounces	19c
COCOA, Mother's, 1/2 pound	8c
SPAGHETTI, Franco-American, 3 for	24c
MATCHES, carton	21c
COCONUT, long thread, 1 pound	21c
RAISINS, 2 pounds	16c
CLOXOX, pint bottle	16c
CORN FLAKES, Jersey	10c
BRAN FLAKES, Jersey	10c
CHIPSO, large package	17c
BROOM, a good one	32c

All Kinds of Lunch Meat for Picnics.

Texas Market & Grocery

PHONE 353—FREE DELIVERY

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, August 21, 1903)

Many of Hereford's citizens had attended the 'carnival' at Amarillo and reported the affair a decided success as a first-class fake. They said the only interesting events were the two ball games between Hereford and Amarillo nine, both of which were won by Hereford.

Canyon was looking forward to erection of a Baptist College and the city was booming, said a letter from Dr. Thomas Odell.

An editorial bemoaned the fact that Hereford had failed to get the Baptist College, but insisted that citizens who had pledged financial aid to the project give this help to the college already here, Add-Ran.

The next session would open Sept. 15, 1903, said a page advertisement of Add-Ran College and Industrial School.

The edition contained 38 pages, swelled by page after page of tax suit notices.

Farmers owning fishing lands

along the Tierra Blanca had united to protect themselves against fishermen who left gates open and otherwise abused the privilege of fishing. They had adopted a set of rules as follows: permission must be had from the proper authority; no fishing on Sunday; fish under eight inches must be returned to the water; gates must not be left open and grapevines or other private property molested; a violation of any of the above rules works a forfeiture of the season's fishing privileges for the person so offending.

Mr. and Mrs. George Cloyd and guests were enjoying an outing in New Mexico.

(From The Hereford Brand, August 22, 1913)

"It shall be unlawful for any person to sit or loaf upon the fire truck when it is not in use, or to handle the tools or equipment without the consent of the city marshal," said an ordinance just passed by the city commission.

Judge C. F. Kerr of Dimmitt had been a business visitor.

J. Ray, editor of the Vernon Record and former editor of the Brand, had been visiting here and wrote extensively in his paper of irrigation possibilities around Hereford.

The Brand had been severely criticised for not giving the volunteer weed cutters a bigger write-up.

That the Hereford people liked the merry-go-round was clearly evidenced by the way they patronized such institutions. The last one here which was during a carnival, had taken in \$510.15.

Orville Newell had just left for Chicago and St. Louis "where he will make large purchases for the J. G. Callens spot cash store."

Mayor Knight had gone to Denver to take a rest from his pressing duties as chief officer of the city.

"Mrs. Byri Elliston and children arrived in Hereford last Monday after a few months down in central Texas."

By Their Words

What Panhandle Papers Say

New Mexico has a stiff gasoline tax and a sales tax to keep a share of tourists' money for the dear old state. Now if it would contrive to keep its wind-blown soil at home we'd raise no complaint.—Olin Hinkle, in Pampa News.

The emergency relief dollars should be doled out with extreme care for they are growing scarce with a probable hard winter coming on. It should not require such a huge army to dole them out, either. It would be interesting to know just how many billions of dollars it costs the taxpayers annually, through politics, in connection with relief and public works agencies.—State Line Tribune.

Geography teaches that the earth's surface is composed of one-fourth land and three-fourths water, but since this drouth set in it is getting hard to believe that the same proportion still exists, and it seems as Mother Nature had let her fountain run dry and has sued old Jupiter Pluvius for divorce, but she will eventually get in a better mood and make up for lost time, and the people who are the first to complain of the drouth will be the first to cry too much rain.—Old Timer, McLean News.

In towns this size every industrial plant knows the bum who drops in and tells his hard luck tale, asks for enough money to get a bite of breakfast. The bum will tell me he's a printer, get a quarter to eat on; if I tell him to go to work, he asks only that he be given time enough to get a bite to eat, since he hasn't eaten for a day or two. Then he disappears, bobs up at a garage with the story he's a mechanic; from there he goes perhaps to some other place, where he is something else.—Curry County Times.

They tell a story about an editor who did his best but his best wasn't good enough to please at least one subscriber. The subscriber a veteran of the World War who was wounded in the service of his country, was elected commander of the local Legion Post. When the event was duly chronicled in the paper, the editor having attempted to eulogize on the veteran referred to him as a "battle scarred hero." When the story got in print, however, there was a typographical error in the worst place possible and the veteran was described instead as a "bottle scarred" hero. Being an ultra-dry in politics, at least, he demanded a correction. This the editor was glad to promise and in the next issue of the paper it read that the veteran was a "battle scarred" hero. The editor left town.—Miami Chief.

Old Man Drouth has made arrangements for a very different price level prospect on foodstuffs in 1935, and Secretary Wallace is already watching for efforts to speculate in all food supply markets.

The cattle surplus is going down fast, very fast. Corn, wheat and oats, and their products are getting off the surplus list pretty well too. Which means up go prices.

Drouth has done quickly what the government had set out to do in more orderly fashion. Drouth has no rules, no laws, is merciful. While it is erasing surplus stocks, it has failed to insure that we shall all be able to buy all we need on the new coming higher markets.

There is a hope, however, that a bit of silver lining may be found by those who can weather through drouth, should good crops come back next year without the usual surplus holding down prices.—Curry Co., N. M., Times.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE, CHEAP

ALLRED PRODUCT OF PIONEER CHILDHOOD IN WESTERN TEXAS

James V. Allred is a product of the pioneer spirit which under bleak poverty and arduous toil developed the state and pushed back its frontiers.

Allred's first job was that of dishwasher at 25 cents a day. He was a shoe-shiner in a barber shop and magazine salesman. He served in the navy while Franklin D. Roosevelt was assistant secretary of the navy. Then he worked in a law office as stenographer, and studied law. Then he practiced law, became a public prosecutor, on his second race he was elected attorney general of Texas, stepping stone from which many candidates have offered for governor.

Allred was born in the "hell roaring" town of Bowie, Montague county. After he grew up, he was located in Wichita Falls until he went to Austin as attorney general.

Both Allred's grandfathers wore the uniform of the Southern Confederacy. His father, Renne Allred, was born in Grayson county, and grew up there, marrying Mary Henson, whose mother was of the Burleson family. Renne Allred and his bride moved out by schooner to Childress county, and there dug them a sod house on the prairie. They gave up the effort to make a go of it out in the West and started back to Grayson county, but Allred Sr. found work at Vernon, then at Bowie. Allred got a job as mail carrier, developed a truck farm, bought a wagon yard at Bowie, cowboy and railroad town.

Five Sons in Family.

There five sons were born, Oran, Ben, Raymond, James and Renne Jr. All of them became lawyers. After James V. Allred's return from the navy, he studied law and went to Cumberland University, where many Texans, including Joseph Weldon Bailey Jr. and former Attorney General Ben Looney received their law training. He received his diploma in 1921, returned to Wichita Falls, and entered the law office of Martin & Oneal at \$50 a month. About that time the future Mrs. Allred, Miss Joe Betsey Miller, moved with her family to Wichita Falls. Mr. Allred first saw her when she gave a piano recital, she having become, even at that early age, the city's most famous musician.

Mr. and Mrs. Allred have two sons, Jimmie Jr., four years old, and William David, six months old.

At the age of 24, Allred was named by Governor Pat M. Neff as district attorney of the four-county Wichita Falls district.

Ten years later Allred appointed Pat Neff Jr. as an assistant attorney general.

In 1924, Allred was elected to a full term as district attorney. In 1926 he resigned to run for attorney general.

Lones to Pollard.

Allred lost to Claude Pollard of Houston by 4000 votes. Four years later, in 1930, he ran against Robert Lee Bobbitt, who had been appointed attorney general and was running for a first elective term, and defeated Bobbitt. Three years later he was one of three or four Texans strongly urged by their friends to get into the governor's race, Gov. Ross S. Sterling and Former Governor Miriam A. Ferguson were in the race. Allred early declined to be considered in the race, but from that point shaped his course toward his candidacy in 1934.

Last December he announced at Del Rio. He demanded, in his first statement, stringent legislation to clean up unsavory lobby influences affecting the legislature, a strengthened state police force and an aggressive policy to stamp out crime in the state.

As attorney general, Allred faced a vast volume of state work, dealing with many new and experimental laws. More than 600 suits involving the motor transportation laws were before him, and Allred won in United States supreme court the first clear-cut decision upholding the state's authority to control the use of its highways.

Milk Prices

HAVE GONE UP, BUT

1. As soon as feed prices warrant it, prices will be reduced promptly.
2. Prices in Hereford will not go any higher this year.

We value your patronage far too much to abuse it.

Prairie Dairie

Phone 666

Thanks to the People of Precinct No. 2

I am grateful for the votes given me last Saturday in my race for Commissioner. I promise to do my utmost to merit the confidence shown.

T. W. (Wiley) ROBERSON

Signs of FALL

ARE SEEN IN THIS DASHING NEW MILLINERY

FELTS

Black and Colors

\$1.95

Jaunty Berets

Velvet With Feather Trim

\$1.95

DRESS CAPS



—Eight-piece caps with leather sweat band all around—only—

48c



There's good news for your profile in the dashing new models which the millinery designers have created to top off your Fall costume! Very debonaire are the huge pancake berets, chiefly of velvet—flat but softly draped. And you'll see lots of derby hats—felts with rolled-up brims and a long back-to-front line. Tricornes, too, the shallow-crowned sailors, and some brims with a buccaneer air about them.



Send Those Boys Back to School In These Togs

GENUINE HOOD

Tennis Shoes

with hygiene inner

soles—sizes

7 1/2 to 2 ----- 49c 2 1/2 to 6 ----- 59c



Boy's and Men's Heavy Rayon Socks
Fancy Colors—15c Pair; 2 for 25c

Sprowls & Cronin Co.

HIGH SCHOOL STUDENTS WILL BE GIVEN BOOKS ON FRIDAY

(BY C. H. DILLEHAY)

High school pupils will be issued books Friday, August 31. Enrollment cards will be necessary to get books. Those who cannot get their books at that time will have to run the risk of encountering some delay Monday when teachers will meet their classes for regular work. All elementary grade children will be issued books Monday morning. School opens in the high school building, which will house all grades beginning with the fifth, at 8:45 a. m. Work and Central school will begin at nine o'clock and all grades below the fifth will be taught in that building. Children below the high school will not be expected to return to school Monday afternoon.

Advance enrollment in the high school had reached a total of 281 Tuesday. Eighteen of these were sub-freshmen. The freshman class had the largest enrollment, with 91, while the senior class which will probably be the smallest one in recent years had only 40, with probably a half dozen more to come. The total enrollment will doubtless exceed 300 by the opening of school Monday.

School authorities have considered for some time the possibility of substituting two half year subjects for ancient history in the eighth grade. Some students have been almost forced to take this subject because of the fact that they did not want the other subjects offered. We have decided to offer a half year of commercial arithmetic provided a sufficient number want to substitute it for ancient history. These should be very practical courses and should appeal to many eighth grade students. The state will furnish the arithmetic text book but will not furnish the workbook required. The student will have to buy a textbook and a workbook for occupations. Secondhand books may be obtained locally as that course has been offered before. Those interested in making the change should call in person or by telephone and leave their names at the high school office.

30,000 TEXAS FAMILIES WILL BE REHABILITATED THIS YEAR

Thirty thousand Texas families will be included in the rural rehabilitation program by the end of the year. It has been estimated by J. E. Stanford, head of the Texas Relief Commission Rural Rehabilitation Department.

The estimate was based on a survey in progress since April, which also revealed that the department will be able eventually to secure approximately 15,000 vacant farm houses, premises and maintenance plots which will be made tenable for families approved for the rural rehabilitation lists. Of these houses, about 80 per cent will be in approximately 100 counties located in the eastern half of the state.

Leasing of these houses, together with sufficient tillable land in each case to produce the major food and feed requirements of the families occupying now is under way and hundreds of executed leases, contracts of tenure for selected clients, and applications for capital goods are being received daily, Stanford said. Repair work actually has been started on several hundred of these leased houses and a small number of selected families have already been moved from towns to improved rural homes.

As soon as clients are placed in the repaired houses, the relief agency furnishes them with such capital goods as milk cows, laying hens, meat hogs, brood sows, seed

and supplementary feed for livestock. It is estimated that some 25,000 to 40,000 dairy cows will be needed for families in the process of rehabilitation between now and the end of the year, while approximately 50,000 meat hogs and brood sows and around 400,000 laying hens will be required. Purchase of these farm animals and fowls has already been started.

The department already has approved four rural work centers, the Friendship community in Houston county, the Tennessee colony in Anderson county, a center at Rio Grande City, Starr county, and an emergency center in Cochran county.

Additional work centers in several South Texas counties suffering from the effects of last year's storm, were expected to be finally approved shortly. Stanford explained that projects will be approved for the building of farmers' markets, rural parks and playgrounds, subsistence or farm homestead colonies, roadside markets, the terracing of farm lands and other rural projects. He said he expected to have 25 to 50 work centers under construction within the next 90 to 100 days.

Stanford estimated it required roughly \$250 to repair a vacant house, buy the requisite capital goods and get a family off toward a self-sustaining basis. This is not a gift, but is repaid in work on one of the rural projects.

SOCIETY

Mrs. C. G. Witherspoon and Son Visit This Week

Mrs. C. G. Witherspoon and son, Claude, of Dallas, pioneer residents of Hereford and the Pancher, visited here several days during the past week. A real pioneer, Judge C. G. Witherspoon built the first house in Amarillo at its present site in 1889. He later taught the first nine-months school in Amarillo. He served as county judge of Deaf Smith county for a number of years. He died here 25 years ago.

Mrs. Witherspoon and her son have been living in Dallas for the past 24 years. This is Claude's first visit in Hereford in 18 years. They attended the old cowboys' reunion last week at the T-Anchor ranch near Canyon last Thursday. Mrs. Witherspoon was honored with a luncheon at the home of Mrs. Vern Witherspoon last Friday.

Miss Swisher On Trip to Chicago

Miss Mattie Mae Swisher, who visited friends in Hereford last week, left Saturday for a trip to the East. She will return about September 15 to direct the work of the Seventh District Federation of Music Clubs, of which she is president. She will be assisted by Mrs. C. C. Acker, corresponding secretary.

Miss Swisher will also take a limited number of students for vocal training.

Mrs. Barrell Cox and children of Houston have joined Captain Cox, commander of the CCC Company, here. They are making their home at 610 East Fifth.

Ralph Glennin, nephew of Mr. and Mrs. Homer Fox, arrived Tuesday from Dallas. He came with Doug Fox and Cliff Acker from Dallas where they had been on a business trip. Glennin was graduated from Texas A. & M. this summer.

Want Ads

Wanted
WANTED—Girl to help with housework and children. \$3.00 per week and board. Write the Brand. 1c
WANTED: A girl to help with housework and children, \$3 per week, room and board. Call at Brand. 1c
ARE YOU LOOKING FOR A BUYER? My plan is designed to bring your farm and ranch land to the attention of a larger number of possible buyers. Write today. Jas. E. Hamilton, Box 1153, Amarillo. 32-3p

Lost and Found

LOST: St. Regis watch, with a fob, somewhere on court house lawn. If found please leave at Brand office. 1p

For Sale or Trade

FOR SALE: Two 20-hole, 8-inch space drills and one 16-hole, 8-inch space drill, in A-1 shape. Buchanan & Rosson. 30-tfc
GET A GOOD FARM: Will take small home, some cash and assume; the opportunity is limited. A. A. Ott. 33-2c

SALE: The "Faithful Workers" of Circle of the W. M. S. will hold a bake sale at Furr Food Store Saturday, Sept. 1. 1c

FOR SALE: Van Brunt 16-hole, 10-inch spacing, semi-deep furrow grain drill; used very little. Jim Higgins. 34-2p

FOR SALE: One hundred one-year-old White Leghorn hens. Every hen a good layer. Price 35 cents each. Write Mrs. M. L. Simpson, Hereford, Rt. 3. 34-2p

FOR SALE—Building, 30x30, 12-ft. to eaves, double walls. Price \$75.00. First house west of Bill Borden on Harrison Highway. L. J. Bennett. 33-2p

FOR SALE: Upright piano, good condition, in finish, tone and appearance. See at W. F. Orr. 34tf
FOR SALE: One registered Jersey bull. B. C. Roberson, Summerfield. 1p

For Rent

FOR RENT: Furnished room. J. F. Ward, phone 250-W. 31-tfc

FOR RENT: Furnished apartment with private bath. Phone 43. 34-tfc

FOR RENT: Furnished apartment and a bed room. John Estes, 706 25-Mile Avenue. Phone 335. 1p

FOR RENT: Room, two blocks north of hospital. See C. P. Arthur. 1p

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

Miscellaneous

NOTICE: Ruth Marie Mountz will start a Music Class September 5. Anyone interested in piano lessons, call phone No. 157. She will be located at the home of Mrs. Cliff Hicks. 1p

MRS. C. G. WITHERSPOON HONORED AT LUNCHEON

To pay homage to one of Hereford's best loved pioneer women, a few of the many friends of Mrs. C. G. Witherspoon, now of Dallas, met last Friday in the home of Mr. and Mrs. Vern Witherspoon for a covered dish luncheon.

Reminiscences of pioneer days furnished ample entertainment for the hours preceding and following the luncheon hour.

Friends who enjoyed the occasion were Meses. Chas. Donald, T. M. Palmer, E. B. Black, Vern Witherspoon, C. O. Lee, G. A. Stambaugh, F. P. Potter, Ezra Norton, F. E. Bowe, Cogsdell, C. C. Ferguson, all of Hereford, and Mrs. C. G. Witherspoon of Dallas, Mrs. A. H. Lea of Denver, Colorado, Mrs. B. S. Arnold of Amarillo, and Mrs. Sam Reid, Jr., of Lufkin.

HOME MAKERS ENTERTAIN FAMILIES

The Home Makers Sunday school class of the First Baptist church entertained their husbands and families with a picnic Friday evening, August 24, at Lake Park. A fried chicken supper with ice cream and cake was enjoyed. Running games were played until 10 o'clock.

Enjoying the occasion were Messrs. and Meses. W. L. Alexander, Claude Dixon, Ralph McCullough, Earl Lance, R. H. Ray, Joe Kendall, Edgar Mosley; Meses. Flossie Thompson, W. I. Valentine, Alma Hooper, Hazel Sparks, Edith Standifer, John Harvey, Jessie Radovich; Mr. W. L. Ayers, Misses Jonnie Estes, Mary Lee and Beverly Alexander and about 25 children.

I WANT TO THANK

the voters of Precinct Two who supported me in my race for re-election as county commissioner. They have my sincere gratitude and I have no feeling of ill will toward my opponent or any who did not vote for me.

W. B. PHILLIPS
 Commissioner
 Precinct Two

FASHION HIGHLIGHTS for FALL



Hose
 that will tone in subtly with the new Fall shades shown in our Dresses and Suits now on display at the FASHION DRESS SHOPPE. The sheer black- gray blends are especially favored. And you will love the rich shades of brown—in Derby, Hob-Nob and Stag. At 79c to \$1.95.

Sweater Suits
 are the ideal outfit for the well-groomed woman. The FASHION DRESS SHOPPE is featuring the lovely Marquette Knits in many of the most luscious new shades and fabrics. In silk, boucles and wool. Be sure to see these popular knits—you will simply have to have one.



Frocks
 are so individual and priced so thriftily at FASHION DRESS SHOPPE that you will feel you have made a happy discovery when you see them. In wooleens and in silks that are styled for every smart occasion. We have a new shipment of the ever-popular Nellie Dons in Dresses and Suits, priced to suit all.

Handbags
 In Autumn's new roomy, boxy shapes are ready for you at FASHION DRESS SHOPPE, and you are going to say they're the best looking and easiest to carry styles that you've seen in many a season. Their underarm bags are very swank—and you'll see some stunning ones in many new styles.



Gloves
 with an ingenious flare at the wrist will mark you as a person with a flair for what's newest and smartest in feminine accessories. And you'll find many fascinating new styles at FASHION DRESS SHOPPE—quite the trickiest ones we've seen anywhere. They cost so little, too, that you can match up all your new Fall costumes!

Coats
 with all the latest tricks of fashion up their sleeves and in their silhouettes and necklines are ready for you at FASHION DRESS SHOPPE. Each has an unmistakably thoroughbred air about it—and the luxurious richness of the fur trimmings sets, we think, a brand new record in lavish beauty at moderate prices.



Suits
 that boast a nonchalant new tuxedo silhouette are among the dozens of stunning new styles which you'll love trying on at FASHION DRESS SHOPPE. Don't forget for a moment that it's going to be a tremendous suit season this Fall! So you really ought to choose two—one for sporty wear and another for dressier occasions.

Lingerie
 has had to take lessons from the new frocks this Autumn—and you will want some of the new fitted slips in crepes and satins. You'll find them at FASHION DRESS SHOPPE—and just wait until you see the elegant robes and pajamas in the new silk and wool materials—you will love them for yourself and for gifts, too!

NELLIE DON DRESSES AND SUITS—RANGING IN PRICES TO SUIT ALL

Fashion Dress Shoppe

THE CHURCH WORLD

First Methodist Church

REV. T. C. WILLETT, Pastor

The pastor will be in his pulpit at both hours next Sunday. The message for the morning hour will be an appropriate communion meditation. The communion is a means of grace that should not be neglected by any Christian. Let us all be present for this sweet, solemn service. We shall try to make the evening hour both interesting and helpful. We will stir your conscience, warm your heart and perhaps step on your toes. Just an old-fashioned gospel message in terms easy to understand. "Come with us and we will do you good."

Epworth League meets at 7:15. The young people will hear an interesting program and receive hearty welcome. Prayer meeting each Wednesday evening at 8. We are studying the book of Revelations and finding it most interesting. Come to prayer meeting. You will always hear a message and receive a welcome at the Methodist church.

St. Anthony's Church

Sunday, mass at 8 o'clock only, second mass at 8:30. Benediction at 8 p. m.
 Week days, mass at 7 a. m.; Saturday at convent. Holy hour Thursday 8 to 9 p. m. Friday, 3 to 4 p. m. Exposition of Blessed Sacrament.
 St. Anthony's school will open like other schools of the district on Monday morning, September 3.

First Christian Church

REV. E. R. M'WILLIAMS, Pastor
 Bible school, 9:45 a. m.
 Morning services at 11 o'clock, observance of Lord's Supper.
 Evening service, 8.
 Young people's service at 7.
 The pastor will have a Labor Day theme for his message Sunday morning. The evening service will be dismissed in order that all may join with members of other churches in extending a welcome to the new minister of the Baptist church. All members are asked to make special effort to be present at all these services on next Lord's Day. Strangers and visitors always welcome.

First Presbyterian Church

W. M. GRIFFIN, Minister.

Morning worship at 11. Sunday school at 9:45. No evening services since we are joining with the Baptists in a welcome to their new pastor, Rev. V. M. Shepard.

Morning worship services are back to the regular hour at which time we shall be glad to have you worship with us.
FUNDAMENTALIST BAPTIST
 The meeting will close Sunday evening. Subject for that time will be "The Prodigal Son." Sunday morning at 9:45 Bible study, Gen. 44-45. Preaching at 11 on "Let Not Your Heart be Troubled." A message of heaven. Thursday evening we will study the "Signs of the Times." Friday "The Great White Throne Judgment." Saturday, "When the Morning Comes." We have had some fine services though the weather has interfered. We promise you a blessing if you come.
 COLEMAN CAMPBELL.

Miss Helen Sisk left Wednesday for Chicago where she will attend the Fair, later going to the Great Lakes Region for a visit with friends. She will then go to Wichita, Kansas, where she will assume her duties as a teacher in the public schools.

Federation Meets October 2.

Due to the illness of Mrs. A. O. Thompson, president, the regular monthly meeting of the county federation of women's clubs will be postponed until Tuesday, October 2.

More than a dozen diseases common to domestic animals and birds can be transmitted directly to man.



Enjoy Your Labor Day Trip on New Goodyears

Stopping to change tires in heavy traffic spoils a holiday—not to mention the risk. Better put on new Goodyears—world's most popular tires—then your car will be safely equipped also for the fall and winter to follow. Today's prices are low—take advantage of them! Come in, let us fix you up—all sizes—all prices.

GOODYEAR SPEEDWAY
 Thick tough Center-Traction tread—Full Oversize—Built with Supertwist Cord.

4.40-21
\$4.95

4.75-19
\$5.20

Prices subject to change without notice. State tax, if any, additional.

Sensational NEW G-3

GOODYEAR ALL-WEATHER

See it! Let us explain why it actually delivers 43% More Miles of Real Non-Skid. Costs more to build but no more to buy!

4.40-21
\$5.13

4.50-20
\$5.58

4.50-21
\$5.85

4.75-19
\$6.21

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See us for complete automobile and tire service.

GOODYEAR
 PUBLIC'S FIRST-CHOICE TIRES FOR 19 YEARS

Ireland-Beavers Motor Co.
 GOODYEAR DEALERS
 301 East Third Street. Hereford

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To Check Your
Battery NOW

Now is the time to check your battery—after summer's trip. Checking your battery is like having your teeth regularly inspected. It pays to catch disorders before they're too big to repair. Come in today.

Willard Battery Station

Phone 284. 313 North Main

If There Was DANGER
of SMALL-POX . . .

You Would be Vaccinated

Then Why Plant

UNTREATED SEED?

CERESAN

—Should be used to treat every grain of wheat that's planted

GET THE MOST
FROM YOUR HENS

Purina

POULTRY FEEDS
WILL DO THE JOB!

McLean & Pitman

Grain Company

Phone 1. Buy at Home We Deliver

A MODERN Laundry Service



FAMILY WASH

Semi-Finish
This service is growing daily in popularity. Your bundle comes back with flat work ironed, and wearing apparel dry. 15 pounds, minimum charge 75c. We guarantee sanitation.

You are invited to visit our modern laundry and see just how carefully we work on your bundle. It is your duty to know how our clothes are handled.

Send Us Your Laundry and Dry Cleaning.

HEREFORD LAUNDRY AND DRY CLEANING CO.

Call 298—We Call for and Deliver.

Summerfield News

BY MRS. GUY WALSER

This community received a light rain last week. Rain is badly needed and unless it comes soon most of the row crops will be ruined.

Mrs. Stallings and Mr. and Mrs. Albert Farris of Hereford and Mrs. Chitty of Blair, Oklahoma, were recent visitors in the Bob Lance home.

Mrs. Oscar Gentle, Misses Kathleen Gentle and Pauline Spikes and Oscar Gentle Jr. of Sanger were guests of Mr. and Mrs. Lee Curry Sunday.

Mrs. C. R. Walser who is in the hospital at Hereford, is improving rapidly and is expected to come home soon.

Mrs. Bessie Davis and Joel of Hereford were guests of Mr. and Mrs. Troy Welty one day last week.

N. P. Sikes visited relatives near Abilene and Baird last week.

G. H. Whitaker left Saturday with his grand parents for a visit in Fort Worth.

W. G. Harris and family spent the week end in Canyon.

Mr. and Mrs. J. A. Noland, Otho and Maude, and Mrs. J. W. Cox returned Thursday from an extended visit with relatives at Waco. While there Mrs. Noland had the misfortune to knock her arm out of place at the elbow. A few hours after their return a message came that Mrs. Noland's sister at Waco was not expected to live. Mrs. Noland, Charlie, J. B. and Jim, and Miss Dorothy Fullwood of Hereford left Friday morning for Waco to be at the bedside of her sister.

Men of the B. A. U. entertained the women with an ice cream supper at the church Thursday night.

Mr. and Mrs. Troy Welty entertained a group of young people Friday night with a party. Various games were played inside and out and refreshments of punch and cake were served to about 25.

Mrs. Cross of Friona and a daughter from Lubbock visited in the Wilson Vines home Wednesday of last week.

Mr. and Mrs. Walter Huntley and Geraldine have moved to their farm west of here. Mr. and Mrs. Lewis Jay are occupying the house vacated by the Huntleys.

J. R. Oglesby and family spent Sunday with her sister and family at Tulla.

School will open Monday with Miss Ruby Thompson of Hereford and Miss Oleta Bowling of Amarillo as teachers. The bus drivers will be Walter Hawkins for Summerfield school children and C. B. Thomas driving for students going to Hereford. All high school pupils will be in the Hereford school this year.

Misses Nora Alice Daniel and Mary Elizabeth Stafford were in this community Tuesday.

B. C. and B. E. Roberson were in Farwell Tuesday.

Will Schulz and family were in Amarillo Monday.

Miss Izora Clark of Dimmitt spent Tuesday night and Wednesday in the A. J. Blakemore and Ed Peacock homes.

Mrs. J. W. Vines and children, Mrs. Galloway and Mrs. Moke, all of Black, were visitors in the J. R. Oglesby home last Wednesday.

Mrs. Ky Lawrence is at the home of her brother, Joe Kendall at Hereford being treated for rheumatism.

Messrs. and Mmes. A. J. Blakemore and Ed Peacock entertained some 25 families near their homes with a chicken fry. About 40 chickens were fried in iron pots and served with pickles, bread and iced tea.

Billy Saunders was in the hospital at Hereford Monday having his tonsils removed.

WMS met at the church last Thursday afternoon in regular meeting.

In the election Saturday only two were in a run-off. Mr. Brown of Hart received the office of sheriff and Mr. Hickman the office of county clerk.

D. J. Neill will preach here Sunday morning and night.

Misses Ruby Thompson and Irene Buckner of Hereford attended BYPU here Sunday night.

Dean Story is in Canyon at the T-Anchor farm where he will stay while attending school at WTSTC.

Voters of Deaf Smith County.

To the voters and friends who supported me in the last election, I wish to express my sincerest gratitude. To those of you who did not support me, I hold no malice.

MRS. NONA JOWELL

Easter Items

BY MISS LOUISE FRYE

Rev. Armstrong, assisted by Rev. Garner of Petersburg, closed a successful meeting here a week ago Sunday. There were four conversions and seven new members added to the church.

The EHD club met with Mrs. Carl Frye August 23, with six members present, and Mrs. Paul Medley and little daughter of San Angelo, and Hazel Chambless as guests. Miss Clark gave a talk on the A. & M. short course. She stated that Castro county girls had the best exhibit of candlewick bed spreads of any in the state. More than 6000 were in attendance at the short course, with 13 from this county.

The largest number of votes ever polled in this district were cast here Saturday, every eligible voter, including over and unders, went to the polls, rolling up 40 votes. J. S. Smith was judge of the election, with Miss Vay Allen, Geo. Chambless and John Noland assisting.

Mr. and Mrs. N. S. Frye and family of Independence, Iowa, Mr. and Mrs. Ed Rochau and family and Geo. Frye of Davenport, Iowa, were visitors in the Carl Frye home last week. N. S. Frye and Mrs. Rochau are brother and sister of Geo. Frye, an uncle of Carl Frye.

Mr. and Mrs. Bethel and family of Plainview have recently moved to the Cocanougher farm. Mrs. Betty Cocanougher will help Mr. Carter, who recently bought the land to farm this year.

Mr. and Mrs. B. Saxon visited relatives in Olton Sunday.

Aubrey Epperson returned last Friday from a two weeks visit with relatives in Oklahoma and Arkansas.

Miss Izora Clark visited last Wednesday night and Thursday in the Blakemore home.

Members of the Epworth League were entertained in the E. M. Allen home with a watermelon feast last Friday night, with 25 guests present.

This community has received good showers the past week.

C. W. Frye and Caroline, Mr. and Mrs. Ed Rochau and family went to Carlsbad Caverns Thursday. Louise Ann Frye accompanied them as far as Clovis where she remained for a week's visit with her aunt, Mrs. W. E. Betts.

Mr. and Mrs. E. M. Allen entertained friends from Dallas last week.

A subsistence farm is one which primarily furnishes the operator employment and a home. The subsistence farmer produces only what he consumes.

HIGHEST PRICE PAID

for OLD GOLD, SILVER, PLATINUM, DIAMONDS, etc., today, but, by tomorrow, the government may stop buying at the present high rate. Thus it is to your advantage to sell your old trinkets, dental work, unseable jewelry, broken bits of gold, silver and whatnot, today. Never was there such a high price paid for old gold—and perhaps there shall be never again a price like this offered. It is to your advantage to sell your old gold, diamonds, silver, dental work, containing gold, today—tomorrow the price may drop to its old level.

Ship your old gold, jewelry of every description, bridgework, silver and diamonds today to the GOLD SMELTING AND REFINERY COMPANY, 253 South Broadway, Suite 221, Los Angeles, California. Satisfaction with purchase price guaranteed. If not satisfied return check sent you in ten days from its date and you can have your shipment returned at once.

TUNE IN!

PACKARD'S BEST FLOUR

On the Air Daily
with
THE LONE STAR
COWBOY
12 Noon, CST
KICA
Clovis, New Mexico
1370 Kilocycles

Announcement

MRS. G. A. F. PARKER

Teacher of Piano

Registration for Beginner's Class, August 30th
Fall Term Opens September 3rd



INSTANT
Hot Water
is so convenient!
An automatic water heater
operates for only a few
pennies a day.

Symbol of Dealer West Texas Gas Co.

Dean News

BY MARY LOUISE DEAN—ELSIE FRIEMEL

Mrs. B. R. Fulkerson and children are spending a few days in Pampa and Oklahoma visiting relatives.

Mrs. Morel and nephew, Eldon Harris, Mr. and Mrs. Edgar Sowell spent Sunday in Palo Duro Canyons where the Moreman family was having a reunion.

Mr. and Mrs. Dean and son, Jack, called in the Jim Boyd home Sunday.

The club picnic supper was well attended and everyone reported a jolly time.

Mr. and Mrs. Clem Friemel and family spent Sunday in Umbarger. The Plowboys went to Amarillo Sunday and played the Westside Merchants' team, being defeated 10 to 8.

Mary Louise Dean spent the week end with Faye Crosthwait in Hereford.

The community received a good rain last Wednesday and in some parts again Monday.

Out of every dollar the consumer paid for meat in 1932, 43½ cents went to the producer and 56½ went to the producer, and 56½ cent.

Legume crops such as clover, peas and alfalfa gather nitrogen from the air by means of bacteria which live on the roots of these plants. Nitrogen is one of the elements essential to plant growth and one which is very often deficient.

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ONE-WAY
RAIL
FARES
EVERY
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Per Mile
Good In
Coaches
and Chair
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Per Mile.
Good In All
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SPEED--
COMFORT--
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ECONOMY

Also low Round-trip fares with liberal privileges.
NO SURCHARGE IN PULLMANS
These low fares apply anywhere on the



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Or Write
T. B. GALLAHER
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Amarillo, Texas

Don't Wait

Until It Is Too Late--

Insure Now

Consult us and see how you can be fully protected against fire, accident, theft and liability

HEREFORD INSURANCE AGENCY

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BUGGY SPRINGS

ARE ALL
RIGHT FOR
BUGGIES

BUT UP-TO-DATE

MOTOR CARS

USE KNEE-ACTION!

When you stop to think about it, why should buggy springs linger on when the buggies they were invented for have gone the way of all old-fashioned things? They are as out of place on a modern car as a whip socket. Chevrolet, pioneer of progress in the low-price field, saw all this long ago. So Chevrolet has been working and achieving until today Chevrolet offers you the safest, most comfortable and most up-to-date front-end construction in the world—Knee-Action. Come in and make us prove it.



GRIZZLE CHEVROLET CO.

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A Bank Book

for Every Member of the Family

—That's the way to train your children and wife in business-like ways and the way to make sure that your business and household books are being properly balanced and accounted periodically. With security guaranteed on each individual account there is no reason why you and your family should not adopt and use this banking service. Hundreds of daily customers now comprise our satisfied clientele. Why not stop in today and learn how you too can use the advice and help of this institution in financial matters without cost.

The First State Bank OF HEREFORD



and this store is headquarters for supplies

NOTE BOOKS
NOTE BOOK FILLERS
ALL SORTS OF INK
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PAPER OF ALL KINDS
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WATER COLORS and PAINTS
CRAYONS and CRAYOLAS
COLORED PENCILS
BOOK COVERS
BOUND-BLANK BOOKS

OUR DAILY SPECIALS

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

GET YOUR MATERIALS HERE, KIDS

Telephone 100

CITY DRUG STORE

Quality and Service

Westway Items

(BY WILMA SKYPALA)

Take Produce to Carl's Gro. if Westway school will open with a public program on Monday, September 3, announces F. W. Dodson, principal. Buses will be sent around for the children at the usual hour. At 10 o'clock a general assembly will be held at which time there will be a short program. School will be dismissed in time for the children to eat lunch at home. All patrons are invited to the assembly. Mr. and Mrs. August Skypala of son, and Mrs. A. L. Allworth of Hereford took dinner in the Skypala home Sunday. Raymond Pierce and Edgar

Skypala spent Saturday in the Clem Friemel home at Dean. Howard Gore and Walter Reeves were in the Dean community Sunday.

V. Skypala made a business trip to Amarillo Friday.

G. W. Wilson has returned from a business trip to Colorado. Leslie Vaughn of Plainview spent the week end with his parents, Mr. and Mrs. T. L. Vaughn.

Miss Louise Walthall of Olton is visiting in the F. W. Dodson home, who have moved back here. School opens Monday. Mr. and Mrs. Dodson and his sister, Miss Dodson, will be teachers. The school buses are not ready for use, so the children will have to walk or their parents bring them.

The revival closed Sunday night with five additions to the church.

Jumbo News

BY MRS. J. W. BERRY

This community has been visited the past week with occasional showers which were of some benefit but a big soaking rain is needed. It has also been much cooler since the showers fell.

It has been announced the Jumbo school will begin September 3. Mr. and Mrs. Ellis Mick of Muleshoe spent the week end in the home of her parents, Mr. and Mrs. M. G. Layman.

Fred Axe and Bill Hacker ate Sunday dinner with Luke Beck.

Mr. and Mrs. L. E. Leach of Stratford spent last Wednesday night in the home of his brother, G. T. Lynch. They had come from Stratford to attend the cowboys reunion at Canyon Thursday.

Little Frankie Pinckert spent from Friday until Sunday with his cousin, Paul Andrew, in Hereford.

Bob Baird, who has been attending school in Canyon the past semester, returned to his home here Friday.

W. A. Hunter took Mrs. Hunter to Muleshoe last Monday where she visited until Friday in the home of her sister, Mrs. J. E. Jennings. Mr. Jennings had been ill but on her return Mrs. Hunter reported him somewhat improved.

Mr. and Mrs. L. E. Beck and family were Sunday guests in the Belle Oxford home.

Mr. and Mrs. Lan Shore were supper guests last Tuesday evening in the H. C. Baird home.

The families of P. H. Dyer and F. J. Axe enjoyed their annual picnic on the Brady ranch last Thursday.

Mr. and Mrs. J. W. Berry and J. F. Hacker were Sunday guests in the M. L. Hardy home.

Mr. and Mrs. C. E. Leasure and sons were in Amarillo last Friday afternoon.

Misses Athalie and Maurine Wilder, who have been attending school at Canyon returned to their homes here last Friday, accompanied by Miss Irene Hurst, who spent the week end here.

Ullman Hunter went to Matador last Wednesday where he met his wife and daughters, who had spent the past two weeks with relatives at Sweetwater, and brought them home the following day.

Election day passed quietly at Jumbo last Saturday. The winners in the county race for sheriff, Garland Brown; clerk, Glenn Hickman; commissioner, Andrew Acker. F. L. Pinckert was judge of the election, and was assisted by H. C. Baird, Mmes. J. J. Wilder and Ullman Hunter.

W. A. Hunter and sons, Sam and Addison, accompanied by William Oxford, were in Amarillo last Saturday.

Mrs. Noel Andrew and two children spent Friday and Saturday in the F. L. Pinckert and C. Andrew homes.

Miss Gwendolyn Fulton of Shattuck, Oklahoma, accompanied by Miss Eva Foreman and Johnnie, spent last Wednesday in the C. E. Leasure home.

C. I. Beck and family of Inglewood, California, who have been visiting in the L. E. Beck home, went to Lubbock last Thursday to visit relatives, returning here Sunday evening.

Ovid Pinckert entered and drove a racing car at the auto races in Plainview Saturday and won two first and one second premium.

Mr. and Mrs. M. L. Simpson and family were Sunday guests in the Finis Hunter home. In the afternoon some of them went to Dimmitt to attend the Castro County Singing Convention.

L. C. Baggett is hobbling around as a result of a fall from a wagon which injured his knee.

Mr. and Mrs. J. R. Bell who have been staying at the Wayne Carthel home during their absence, went fishing on the Tierra Blanca creek last Sunday and found and killed a coyote.

Mr. and Mrs. Doyle Adams returned Sunday evening from a ten day visit in the Jergen home at Portales. They report that Portales and vicinity had some good rains and crops are good.

C. D. Spencer was a Sunday dinner guest in the H. C. Baird home.

Miss Irene Hurst, who taught last year in the Jumbo school, was a Sunday dinner guest of Mr. and Mrs. Ullman Hunter.

Mr. and Mrs. F. L. Pinckert were Sunday guests in the Metcalf home, it being Grandpa Metcalf's 86th birthday.

Shade Ratcliff of northwest of Hereford spent Sunday in the home of his sister, Mrs. A. C. Flowers.

Rev. Howell, Baptist minister at Dimmitt, closed his week's meeting at Jumbo Sunday night. Much interest and good attendance were noted. A number of visitors from Dimmitt attended the Sunday morning services.

Messenger News

BY MISS BUNTA WILLIAMS

There were 63 present at Sunday school last Sunday. Visitors are always welcome.

Milton Morris, Friona coach, called on Quince Williams Monday.

Mr. and Mrs. W. A. Whitson and children spent Sunday in the L. M. Turner home.

Mrs. L. M. Williams and Estelle called at the G. A. Wells home Sunday to visit Quince, who is working there.

R. J. Coleman and family were Sunday guests in the W. P. Walker home.

Among those trading in Hereford Saturday were Mr. and Mrs. W. A. Whitson and children, Mr. and Mrs. L. M. Turner and daughters, Mrs. L. M. Williams and children, Mr. and Mrs. Fred Collett.

Alta Williams, who spent the past two weeks at Cameron, New Mexico, with his brother and family, returned home Thursday.

Little Ruth Ann Fehr of Nazareth spent last week with her aunt, Mrs. W. A. Whitson. She

returned home Saturday, her mother coming as far as Hereford after her.

Mrs. Fred Collett who spent two months with her parents at Valley View, returned last week, accompanied by her sisters, Jean and Dean, who will spend a few days here.

Mr. and Mrs. J. V. Wells and baby, who have been in Duncan, Oklahoma, the past eight months, are here working for his parents, Mr. and Mrs. G. W. Wells.

About three inches of rain fell in this community Wednesday of last week, and it will bring up volunteer wheat and help the late feed crops.

The party at the J. L. Smith home Friday night was attended by a large number. Games were played and a wetter roast was enjoyed, and this was followed by cake and cocoa.

Mr. and Mrs. R. L. Howard had as dinner guests Sunday Mr. and Mrs. J. N. Messenger and son, George and his children, and Miss Weeks and Mr. and Mrs. H. L. Agee and children.

Mmes. B. L. Coleman and L. W. Fannings are on the sick list this week.



Don't Drive Unless Your Car Is Wear Protected

Wear-protection is vital to auto life. It means safeguard against premature old age for your motor and body. It means fewer repairs, greater mileage. It means smaller bills and more motoring enjoyment. Provide wear-protection with quality lubrication—oiling and greasing with high grade materials by experts. We have that economy service for you here.

CONOCO SERVICE

Corner of Main and Third. Open All Night. L. H. WOODFORD

FOR QUICK JOB SERVICE SEE THE BRAND.

WE HAVE THE SPECIAL
Texaco Lubricants and equipment for correct application to any car. That's why we do your grease job right.

Texas Service Station

GLEN SNYDER

We are now equipped to give you the best in HOT OIL TREATMENTS

We have just received a brand new

ARNAO OIL MACHINE

We have a new line of the ever-popular FITCH COSMETICS. Try them—we know you will like them.

Star Beauty Shop

MRS. CARL JENNINGS



GET READY FOR SCHOOL!

Timely Values in School Needs.

PENCILS
PENCIL BOXES
PEN STAFFS
PEN POINTS
FOUNTAIN PENS
INK
NOTE BOOKS
THEME PAPER
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When you think of buying your school supplies, think of Weir's. We are completely ready with the things you need.

WEIR'S VARIETY STORE

For School Supplies

BUILDS ROBUST HEALTH



The Bread with Home-Made Flavor

With a full-flavored goodness that makes it irresistible to young and old, this better bread is packed full of body and health-building vitamins. That's because it's made from pure, wholesome ingredients—the best of whole, fresh, milk-selected flour and shortening without the use of any substitutes! Try a loaf or two tonight—and you'll experience a new flavor sensation from the rich, golden crust and finely textured body of our home-baked bread.

SLICED, IF YOU WANT IT

Hereford Bakery

Penney's! Tomorrow! Hurry!

Remnant DAYS MILL LENGTHS ODDS AND ENDS! Sensational Savings!

It's the biggest opportunity of the year to buy fabrics . . . for now and later. Thrifty women will stock up at these great savings. Get here early tomorrow . . . it means money in your pocket.

One Group of Colorful Printed Percales 13c

Patterns for little girls' frocks and for practical housedresses for you. 1 to 6 yards lengths . . . hundreds of them! priced by the piece.

<p>Solid Color Materials Fabrics that have come from the highest priced ranges. Lengths for dresses, quilt scraps, quilt linings, etc. You will want plenty of these.</p> <p>10c Yard</p> <p>Ladies' and Children's Dresses Odds and ends of wash and silk dresses. All grouped together at one price. (Don't be disappointed if you get here too late for these.)</p> <p>\$1</p> <p>Curtain Materials Five and ten yard lengths of ruffled curtain goods, plain and printed patterns. Brighten up with these bargains!</p> <p>10c and 12c Yd.</p>	<p>Sheer Prints Mills have given, yes! literally given, us great bargains in sheer materials to wind up with. You will think enough of these to buy even for spring dresses. This IS a saving! Lots of newest patterns!</p> <p>15c Yard</p> <p>Hundreds of Odds and Ends All kinds of desirable materials in the better selling patterns and colors. The old-fashioned "Remnant Table." Lengths for dresses, quilts, shirts, etc. All priced by the piece</p> <p>Sheeting Remnants Two and three-fourth-yard lengths—torn, ready for hemming—9/4 width, unbleached sheeting, good quality. Stock up at this price. Sheetings are bound to go up.</p> <p>50c Each—All You Want!</p>
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Hereford, Texas

Friday Only

MATINEE AND NIGHT

Another Big Show for Only 10c

TOGETHER AGAIN TO THRILL THE WORLD!



James Dunn
Ginger Rogers
Produced by WINFIELD SHEEHAN
Directed by JOHN G. BLYSTONE
From the novel "Manhattan Love Song," by KATHLEEN NORRIS.

And with them are...
JAMES DUNN
GINGER ROGERS

Chapter Three of
CLYDE BEATTY IN
"THE LOST JUNGLE"

News and Comedy
Attend the Matinee.

Saturday Only
Matinee and Night
"Bottoms Up"

Another Big Dime Show
In this show you will see Spencer Tracy, John Boles, Pat Patterson, Harry Green, Thelma Todd. Lots of Comedy, Music, Singing and Dancing.

Also Special Saturday Comedy.

Sunday Matinee
Sunday Night
Again

Monday and Tuesday
Four Big Showings

20 MILLION SWEET-HEARTS

with Dick Powell, Ginger Rogers, The 4 Mills Bros, Ted Fiorito & Band and a host of celebrated stars from screen and air.

Special Short Subjects
Regular Admission

COMING SOON
Harold Lloyd in
"CAT'S PAW"

Wallace Beery in
"TREASURE ISLAND"

CANDIDATES IN BRAND RACE FOR 'AUTOMOBILE ARE NAMED

The Hereford Brand is printing today for the first time the names of those who have entered so far the great \$3,200.00 "Everybody Wins" gift campaign being conducted by this newspaper.

Made unique by its rules and outstanding by its liberalities, this will be the greatest campaign of its kind ever conducted by any newspaper in this section of the state. Many of the candidates thus far entered, however, are not making the most of their opportunities, and there is an excellent opening for hustlers to get in the race and forge quickly ahead to victory.

The names listed below are arranged alphabetically for the convenience of readers. On of them, or someone yet to enter his name in the campaign, will drive away at the close of the campaign in a new 1934 model Plymouth Deluxe Coach. Another will receive \$300.00 in cold, hard cash, with lesser cash awards for every active contestant. Nobody loses! Here they are:

Mrs. Jerry Behrens, Hereford	5000
Mrs. J. W. Berry, Jumbo	5000
Mrs. John J. Boling, Wildorado	5000
Mrs. F. M. Cogdell, Hereford	5000
Miss Nora Alice Daniel, Hereford	5000
Mrs. Ollie Lee Dillehay, Vega	5000
Mrs. Grace Hughes, Hereford	5000
Mrs. LaVerne Harman, Hereford	5000
Mr. Donald Hicks, Hereford	5000
Mr. Jerry Jowell, Hereford	5000
Mrs. J. R. Maples, Friona	5000
Miss Inez Miller, Dawn	5000
Mrs. Milton Orr, Hereford	5000
Mrs. Martha Powelson, Hereford	5000
Mrs. G. B. Reddock, Hereford	5000
Miss Nora Jeanne Russell, Hereford	5000
Mrs. H. P. Sindt, Hereford	5000
Miss Minnie Dea Smith, Hereford	5000
Miss Mary Stocker, Hereford	5000
Mrs. Bess Turrentine, Westway	5000

This small list published today must not be misunderstood. The names printed are just nominations, and the list shows only who is eligible SO FAR to take part in the campaign. Emphatically this does not show who are the ACTIVE candidates.

If you have been surprised at the slenderness of the list, you would be even more surprised at the markedly great scarcity of real workers. Many who have been nominated have failed so far to turn in one solitary subscription, while others have not even called for an official receipt book.

Candidates who will not produce subscriptions cannot hope to win a major prize. With so few participants entered and with so many of these not yet manifesting any activity, the opportunity here for energetic newcomers to start a drive to victory is extraordinary.

The vote count of each candidate entered will be published next Thursday. All subscriptions should be turned in at campaign headquarters by Wednesday night to appear in next week's count. If your name is not listed properly, please notify the campaign manager, so that a correction can be made. Also, if you have been nominated and your name does not appear, please notify campaign headquarters at once.

Nominations, it should be stressed, are not closed, and neither is the opportunity for real hustlers. If you have not entered, do so now. The greatest cash-value array of awards in the history of this section beckons you.

PERSONALS

E. D. Fox and Cliff Acker were in Dallas this week on business.

We will have lots of good young fryers Friday and Saturday. West Texas Feed & Seed Co. 1c

Mrs. B. S. Arnold of Amarillo visited Mrs. Chas. Donald the past week.

Now is the time to plant turnips. See us for seed. West Texas Feed & Seed Co. 1c

Mrs. C. E. Davis and daughter, Vivlene, spent last week with friends in Wichita Falls.

We will have lots of good young fryers Friday and Saturday. West Texas Feed & Seed Co. 1c

Mrs. Pearl Caldwell of Wellington, mother of Mrs. T. L. Morgan, visited here last week end.

Now is the time to plant turnips. See us for seed. West Texas Feed & Seed Co. 1c

Mr. and Mrs. W. C. Nix and children returned last Friday from a week's vacation trip to Springtown and Fort Worth.

We will have lots of good young fryers Friday and Saturday. West Texas Feed & Seed Co. 1c

Mr. and Mrs. R. G. Alexander and wife of Silverton spent Sunday with Mr. and Mrs. D. H. Alexander.

Gwynne Guthrie of Las Cruces, New Mexico, returned home Wednesday after a visit here with his mother, Mrs. B. F. Guthrie.

September is the time to put in a lawn. See us for grass seed of all kinds. West Texas Feed & Seed Co. 1c

Miss Lillian Donnell left last Friday for her home in Canyon after a visit with her aunt, Mrs. D. H. Alexander.

Mr. and Mrs. J. T. Cronin returned Wednesday from a three-day trip into Oklahoma.

September is the time to put in a lawn. See us for grass seed of all kinds. West Texas Feed & Seed Co. 1c

Mrs. W. E. Rogers of Erick, Oklahoma, is visiting her son, J. D. Harrell.

J. G. Everhart of Monroe, Louisiana, who is connected with the Walter T. Butler Circulation Service, was a business visitor here this week.

Painting is still in season. The recent rains make it more in season and S. W. P. is the paint to use. Panhandle Lumber Company. 34

E. W. Kinney of Plainview, a former resident of Hereford, visited friends and relatives here Tuesday.

Mrs. T. W. Tinsley and little son, Tim Jr., left Tuesday for their home in Brooklyn, New York, after having spent the summer with Mrs. Tinsley's parents, Mr. and Mrs. F. H. Oberthier.

September is the time to put in a lawn. See us for grass seed of all kinds. West Texas Feed & Seed Co. 1c

Mr. and Mrs. G. M. Huson returned this week after spending the summer in Lubbock where Mr. Hudson, principal of the high school, attended Texas Technological College.

Painting is still in season. The recent rains make it more in season and S. W. P. is the paint to use. Panhandle Lumber Company. 34

Mrs. Boyd Knox and children returned Sunday from a week's visit with her parents, Mr. and Mrs. J. T. Dennis, of Memphis. Her mother came home with her for a few days visit.

Mrs. Alice Tabor, who has been visiting with her sister, Mrs. R. F. Barnes, for the past three weeks, left for her home in Roswell Tuesday morning. It was the first time in 18 years the two sisters had met.

Mason King and Bill Beechler of Amarillo, evangelists of the Tri-State Fair, stopped in Hereford Monday afternoon on a return trip from Roswell and the Pecos Valley. They were out nine days and stated they were rained on almost every day.

Mrs. C. H. Dillehay and children returned Monday night after being away for the summer. They went with Mr. Dillehay to Austin where he attended the University and have been visiting with relatives and friends for several weeks since.

Mr. and Mrs. W. E. Neal and grandson, Gaylord, the latter of Amarillo, returned Tuesday from a five weeks trip to Lawrenceville and other points in Illinois, their old home. Mr. Neal reported wonderful corn crops on his farm on the Wabash River.

County Judge C. W. Humble, Mayor C. W. Paddock, N. E. Gass and Alex Thompson attended the meeting in Amarillo Tuesday when representatives of the Panhandle formed a league to protect the interests of the area in governmental affairs.

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E. B. Black Co.

Furniture :: Undertaking
Ambulance Service—Day or Night
Hereford, Texas

Library Receives Many New Books

Several new books have been added to the County Library this month. Patrons have also donated a large number.

One of the outstanding books recommended by Miss Lillie Hostettler, librarian, is "Earth's Horizon," by Austin.

The list of new books are: Mulford, Trail Dust; Parmeter, Wind Blows West; Jacobson, You Must Relax; Rosman, Somebody Must; Engelbrecht, Merchants of Death; Clark, What Is Money; Deeping, Seven Men Came Back; Garland, Foresters Daughter; Perkins, People At Work; Bailey, Shadows of the Wall; Willett, Bible Through the Centuries; Markham, Book of American Poetry; Untermeyer, Poetry; Skinner, Beavens, Kings and Cabin; Sherman, If You Want To Get Ahead; Hillyer, Collected Verse; Miller, Blue Marigold; Golding, Five Silver Daughters; Foster, Friedrich Nietzsche; Adams, Our Business; Fishbein, Shattering Health Superstitions; Chase, Goodly Heritage; Royce, Frontier Lady; Pollock, Synthetic Gentleman; Farson, Sailing Across Europe; McCreech, White Waters and Black; Frost, Lone Striker; Queen, Chinese Orange Mystery; Wallace Statesmanship and Religion; Sandburg, Cornhuskers; MacLeish, Conquistador; Erskine, Bachelor of Art.

Fair Catalog Demand Soars, Say Officials

Eleventh annual Tri-State Fair, to be held in Amarillo September 15-22, promises to be the largest in the history of the exposition.

Demands for catalogs listing prizes offered in every department are much larger than in years past. Copies are sent post-paid to anyone interested enough to ask for them.

The Fair Association, headed by Wilbur C. Hawk, is offering more than \$15,000 in cash premiums.

Big entertainment features of the fair this year are the daily horse races with legalized betting, the Sam B. Dill three ring circus headed by Tom Mix, the movie star; a carnival company, motor show and Hollywood musical revue, besides the many exhibits.

The exposition which serves the Panhandle-Plains, Oklahoma and New Mexico, will again have a free gate. In years past daily attendance to the fair has run as high as 60,000. It has grown to be the second largest exposition in Texas.

Cash premiums have been replaced in every department in which cash premiums have ever been offered and many new cash premiums have been added in new departments.

Teeth Cause Trouble, Says Health Officer

A fact that is not generally understood, according to Dr. John W. Brown, is that diseased teeth frequently may be associated with disease manifestations in other parts of the body. The inter-relationship and inter-dependence of the various parts which comprise this intricate bodily mechanism are so sensitive that in many instances when matters go amiss, not only is the location of the infection affected but other parts become involved also.

Thus diseased teeth or gums may directly develop an infection of the nose, eye, head, sinuses, the stomach and even the intestinal tract. Again, germs from a diseased mouth may be transported by the blood stream to the kidneys or heart, thus causing serious trouble frequently ending fatally. Even such extremely painful and tenacious conditions as neuritis and arthritis can often be directly traced to infections in and around the teeth.

The man or woman who respects health as the greatest of all earthly assets will do well to heed the ordinary principles of mouth hygiene; being conscientiously adhered to, they can be relied upon to protect against the conditions that take such a tremendous and unnecessary toll.

Thoroughly to cleanse the teeth daily by toothbrush and dental floss and religiously to seek a periodic dental examination at least semi-annually, oftener if required, is merely practicing a common sense procedure which returns incalculable dividends.

Miss Sadye Rigler and her mother returned last Friday after several weeks of vacationing in California. O. T. Rushing, son-in-law of Mrs. Rigler, who lives at Huntington Park, California, came with them.

The Junior Pioneer club will meet Tuesday, September 4, with Miss Nora Alice Daniel, Lueta Borden serving as assistant hostess. Meeting will begin promptly at 8 o'clock. All members be there.

PIGGLY WIGGLY SCHOOL DAYS



A SALE OF ENERGY FOODS!

The youngsters are starting back to school... they need plenty of filling, nourishing foods... and Mother needs a "break"—easily prepared breakfasts, and lunches, economical in cost. Here's the answer!

Specials For Friday and Saturday

COCOA	Hershey's, lb 17c, 8 ounces	9¢
RAISINS	4 pounds	29¢
SYRUP, Chocolate	Hershey's, 16-oz can, 2 for	25¢
PICKLES	Quart	15¢
TEA	Stag Brand, 1-4-lb	10¢
SALAD DRESSING	Jar	29¢
MACARONI	SPAGHETTI, pkg	5 1/2¢



Hill Bros. COFFEE
Per pound 33¢



HILO Baking Powder
23c

SHOE POLISH	Jet Oil, bottle	12¢
SUGAR	Powdered, 2 pkgs	15¢
SOAP	Life Buoy, 2 for	13¢
LUX	Large box	22¢
CRACKERS	2-pound box	19¢
APPLE BUTTER	No. 2 1/2 can	19¢



OXYDOL
2 Pkgs.
21c



Washburn's Pancake Flour
2 Packages
19c

OATS	Large box	17¢
COMPOUND	Swift's Jewel, 8-lb carton	76¢
DATES	Fresh shipment, 24-oz pkg	25¢
FIGS	Fresh, 32-oz pkg	25¢
PEANUT BUTTER	28¢	CAKE FLOUR 29¢
Quart jar		Swans Down
PORK and BEANS	25¢	JELLO 6¢
4 cans for		Package
POTTED MEAT	10¢	CORN FLAKES 10¢
3 cans for		Jersey, pkg
SOUP	25¢	BRAN 10¢
Campbell's, 3 cans for		Jersey, pkg

FRESH FRUITS and VEGETABLES

LEMONS, dozen	23¢
TOMATOES, 3 pounds	25¢
ORANGES, 288 size, dozen	19¢
GRAPES, Tokay, 3 pounds	25¢
GRAPEFRUIT, California, 5 for	19¢

PIGGLY WIGGLY ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME