

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

36th YEAR—NUMBER 39.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, OCTOBER 1, 1936.

FIVE CENTS PER COPY

## Fire Prevention Drive Sponsored

### AROUND TOWN

#### Sights and Faces Seen

Mr. and Mrs. Jimmie Robinson and Mr. and Mrs. Smith McLeRoy returned Monday from a fishing trip to Elephant Butte Dam, with a story of spending Saturday night in a snow storm on the highway 16 miles west of Mountainair, New Mexico.

Glenn Weir is back on the job after being "knocked out" for some time. He hasn't regained his strength, however, he isn't working too hard.

Formal openings are to be the order of the day Saturday. The opening of Alderson's Variety Store and the Texas Grocery and Market, under the ownership of O. G. Hill, will attract large crowds. Both are offering special prices for the day as well as specials in merchandise.

Just as a newspaperman is always appointed to the publicity committee of whatever organization he happens to be a member, so is the county treasurer elected treasurer of other groups. Mrs. Bessie Smith has been named treasurer of the Business and Professional Women's Club, and her past experience with the county's funds should come in handy.

The Hereford High School band received a number of fine compliments while in Amarillo. In the first place, the director of broadcasts at the Tri-State Fair ranked it with Plainview as the best band to appear on a radio broadcast during the fair. Other compliments came from individuals not connected with the fair, outstanding of which came from a citizen of Memphis who said it was the best he had ever heard as well as one

(Continued on last page)

#### OCC ENROLLMENT BEING TAKEN AT OFFICE HERE

OCC enrollments for junior applicants are being taken at the county welfare office. It has been announced by Mrs. C. A. Skilton. The enrollment is for applications between the ages of 17 and 28 years, inclusive; single, unemployed and not in school. The applicant must be from a family receiving assistance from the welfare office, Resettlement, WPA or PWA or must be eligible for same. If the applicant has been in camp before he must have been out of camp for 12 months and must have served a full four months while in camp.

Mrs. Skilton stated that 11 youths have already been enrolled in the county's quota of 18, leaving five vacancies yet to be filled.

## Start Construction Of New Power Line

The line construction crew of the Texas Utilities Company arrived yesterday from Plainview to start work on construction of the second power line to be built out of Hereford into the irrigation district. The line will run south for a distance of approximately five miles, serving four irrigation wells.

Three transformers were added to the local substation early Saturday morning, increasing its capacity from 300 kilowatts to 750 to meet the increasing demand, and adding 95 kilowatts to the irrigation substation, bringing it to a capacity of 225 kilowatts or approximately 310 horsepower.

The crew started to work yesterday afternoon putting up cross arms and stringing lines on the lightning poles, which it will follow most of the way. If no delay is encountered, power will be available for pumping within a few days, Alton Miller, local manager, announced.

The J. C. Morrison and B. H. Powell wells, which will be served by the new line, were developed last week by tractor power and are ready to go. B. O. Wilson and W. Alexander will electrify the existing plants.

### CITY UNITES IN DRIVE DURING FIRE PREVENTION WEEK, OCT. 4-10.

Hereford joins the nation next week in a concentrated drive to instruct and practice fire prevention as the anniversary of the Chicago fire, marks annual Fire Prevention Week.

Included in the drive leading up to Fire Prevention Week is a newspaper campaign sponsored by leading business institutions of the city, and information distributed by the city fire department. Next week a questionnaire will be circulated among school children to be taken into the homes to check fire hazards. After they are returned, a survey of hazard conditions in Hereford will be completed.

Five Fires In 13 Months. Hereford has had only five destructive fires during the past 13 months, according to a report made by Wallace Cox, city marshal. The total loss amounted to \$2,861. The record reduced the city's fire index.

(Continued on page four)

### Evangelist

Joe Trussell, of Brownwood, evangelistic singer, who is in charge of song services at the First Baptist church revival services being conducted by Rev. Hope Owen, pastor of the First Baptist church at Quanah. Mr. Trussell also speaks on different phases of church work at 7:15 o'clock each evening, preceding the night services.

#### COMMEMORATIVE STAMPS.

Five thousand stamps commemorating the 16th anniversary of woman suffrage have been received by the Hereford post office. They are of three-cent denomination and carry the picture of the great suffragette and the inscription, "Susan B. Anthony, Suffrage for Women".

#### Wheat Loan Date Extended

The time for taking wheat loan applications has been extended to October 15, the Emergency Crop Loan office here announced Tuesday. The time was to have expired Wednesday. Applications should be made immediately so that they can be cleared before the time expires, it was announced.

The maximum loan is \$400. The money is to pay for the preparation of ground and wheat seeding, where farmers have exhausted other means of providing funds for these purposes. The crop loan office is located on the third floor of the court house.

Approximately 350 loans have been made in Deaf Smith county, averaging approximately \$200 per loan. The loans are based on acreage to be seeded. Tenants of any one landowner in one county are limited to a total of \$800. It was announced that this ruling must be adhered to closely.

## Castro County Pioneer Dies Early Tuesday

### MRS. W. A. TATE LIVED IN COUNTY FOR NEARLY HALF A CENTURY

Mrs. W. A. Tate, 78-year-old pioneer resident of Castro county, passed away Tuesday at the home of a daughter, Mrs. Edwin Ramsey, six miles east of Dimmitt. Her death occurred at 6 o'clock Tuesday morning, following an illness of several years.

Mrs. Tate's death marked the passing of perhaps Castro county's oldest citizen from the standpoint of years spent in the county. She was a resident of the county for 45 years, having moved to the county from Grayson county in 1891.

Funeral services were conducted at the Dimmitt Baptist church Wednesday afternoon at 2:30 o'clock by Rev. R. E. Best, pastor of the First Baptist church at Bridgeport, assisted by Rev. J. W. Ware, pastor of the Dimmitt

(Continued on last page)

## Band Plays At Tri-State Fair

### 300 VISITORS REGISTER FOR ORGANIZATION ON HEREFORD DAY

Hereford's High School band pepped things up at the Tri-State Fair Saturday—official Hereford Day—with concerts and a radio broadcast. Followed by approximately 300 persons from Hereford and vicinity, who registered in the attendance contest, the band failed to finish in the money in the competition it won last year.

Leaving Hereford at about 8:30 o'clock Saturday morning by bus and in automobiles, the group arrived at the fair grounds at 10 o'clock. Their activities for the day included a broadcast at 11:15 over KGNC and concerts in the Merchants Building at 1:30 and in front of the race track at 2

(Continued on last page)

## 1936 Taxes Are Due Today

Nineteen thirty-six state and county taxes become due today, and the county tax collector's office is in a receptive mood. They become delinquent on February 1, 1937, when a one per cent penalty will be imposed.

In case of split taxes, the first half must be paid on or before November 30, with the second half becoming delinquent on July 1, 1937. Collectors urged that everyone who could do so pay their taxes in full and avoid added expense placed on the county by split tax payments.

### LOCAL PEOPLE APPEAR ON KFYO FARM PROGRAM

Several Hereford people appeared on a farm program broadcast of Deaf Smith county Tuesday afternoon at 5 o'clock over station KFYO at Lubbock. It was a 30-minute program, shared with Dickens county.

County Agent Alex Bateman acted as master of ceremonies. Alex Thompson gave a brief history of Deaf Smith county. Jim Hill and Ed Marcus discussed erosion control. John Pitman and Homer Thompson discussed new methods of farming and the value of trench sills.

#### No Report

No report has been received concerning Deaf Smith county compliance wheat contract applications. County Agent Alex Bateman stated late yesterday. They were carried to the state wheat office at Amarillo for approval last week. There local officials were informed they would be rushed to Washington for payment as soon as possible.

Miss Edna Altman visited friends in Clayton over the week end.

## Mass Meeting of All Local Citizens Called to Push Electrification Project

### SCS Makes New Study of Water Conservation

#### CONTRASTS IN PENETRATION FOUND FOLLOWING RECENT RAINS

Penetration tests made following recent rains on the soil conservation demonstration project here offer the service's latest data on different types of soil practices. The following comparisons were made by the soil conservation service:

On the C. V. Burges farm eight miles west of Hereford on Harrison Highway, pasture (farrowing) was done with a two-row lister with wings removed and sides of points cut off to six inches in width, furrow six inches deep, and run on contour about 20 feet apart. The average penetration in the top furrow was 28 inches and in the bottom furrow 26 inches. The

(Continued on page three)

## Revival Meeting Given Response

### FORMER HEREFORD BOY CONDUCTING SERVICE AT BAPTIST CHURCH

Revival services are progressing nicely at the First Baptist church, Rev. H. N. Shepherd, pastor, reported yesterday after the meeting had been in progress for four days.

The services are being conducted by Hope Owen, pastor of the First Baptist church at Quanah, and former Hereford boy. He is speaking on Neglected Bible Themes. Some of the subjects to be discussed are Retribution, Hell, The Judgment Day, The Second Coming of Christ. Sunday night he will discuss The Employment Problem. Special attention has been called to the Monday night service when he will endeavor to answer the question, "What happens to the soul the first five minutes after death?"

Song services are being directed by Joe Trussell of Brownwood, evangelistic singer. Mr. Trussell also speaks on different phases of church work at the 7:15 o'clock night meetings, preceding the church services. Mrs. Trussell, the former Miss Eddie Connell of Hereford, did not accompany him here because of illness. Mr. Trussell came here from Vernon, and later will assist in revivals at Wichita Falls and Amarillo.

Morning services are conducted at 10 o'clock. The evening service begins at 7:45, following the earlier prayer and discussion service. Everyone is cordially invited to attend.

## Now's Our Chance!

(An Editorial)

Is Deaf Smith county going to have Rural Electrification? Is irrigation going to receive a great boost? Will 14 months of effort on the part of local citizens bear fruit at last?

Apparently those questions are ready to be answered. At the instruction of the National Rural Electrification administrator, the chamber of commerce has called a mass meeting of everyone interested or who has a possibility of irrigating his farm.

The interest shown at this meeting may determine whether the project goes through or falls through. The outcome, therefore, depends upon the interest shown by the individual farmer and landowner.

The importance of this meeting cannot be over stressed, apparently. If there is enough interest, we stand a good chance of having the project approved. If interest is lacking, the project may fall through.

It is up to you as an individual. The chamber of commerce will direct the proceedings, but it is your personal interest and support that will be the deciding factor.

Drop everything. Be here Saturday afternoon. Few matters should be as important to you as assisting in putting Rural Electrification over. Everyone with the interest of his community and county at heart, regardless of his personal opinion, will be on hand at least to find out what it is all about, and to lend his support to his neighbor, who may be vitally concerned.

## Start Work Today On City Streets

### CALICHE TO BE PLACED ON 56 BLOCKS UNDER SUPERVISION OF WPA

A city-wide WPA project for the placing of caliche on 56 blocks of city streets and employing more than 30 men for a period of five months was scheduled to get under way today.

W. R. Jeffries, district engineer, was here yesterday to get the project started. E. W. Gohmert will act as superintendent of the work. The project was submitted by the city more than a year ago, but is being started at an opportune time, since numerous workmen have been relieved from the state sanitation project here. This project has been reduced to 20 men, with 24 turned off the first of this week.

The city project calls for the working of at least 30 men, and may be increased to a larger number. It was set up to furnish five months of employment. The work is to be scattered throughout the city, with no single street receiving a lion's share of attention. Streets to be improved are as follows:

East Second Street, Schley to Funston, 7 blocks; East Fourth, (Continued on page three)

Mr. and Mrs. B. B. Parmer and LaNelle Parmer, and Ruby Sue Onstead attended the Tri-State Fair in Amarillo last week.

## INTERCEPTED PASS GIVES PORTALES VICTORY OVER IMPROVING HERD; TO BORGER FRIDAY

After the Hereford Whitefaces had battled them on even terms throughout the contest, in a greatly improved manner over their playing of the previous week, the Portales, New Mexico, Rams struck suddenly just before the close of the game at Whiteface Field last Friday afternoon to chalk up a 7-0 victory.

Because of a mixup in the Friona schedule, the Herd will delay for another week its advent into the district race. Instead of entertaining the Chiefs at Whiteface Field tomorrow, Coach Tommie McCollum will take his gridlers to Borger for a night clash with the Class A outfit that last week battled Stripling High of Fort Worth to a scoreless tie. The tilt was originally scheduled for next week, but the two games were switched on the Whiteface schedule early this week when Friona found it had two games scheduled for the same time and none next week, and it was learned that Borger had an open date tomorrow.

Score Comes Suddenly. After driving the Rams back to Friona territory last week, Portales 8.

## Climaxes Push For Rural Power Project Here

### SUPPORT OF EVERY CITIZEN IN COUNTY NEEDED TO CARRY WEIGHT

Fourteen months of diligent effort on the part of the Hereford Chamber of Commerce and its secretary, H. V. Hennes, to secure a rural electrification project for Deaf Smith county will be climaxed Saturday afternoon.

A mass meeting of all citizens of the county, and especially farmers, interested in seeing the project go through, has been called for 3 o'clock Saturday afternoon

(Continued on page three)

## Two Stores Set Formal Openings

Two formal openings will be held here Saturday. One introduces Alderson's Variety Store, succeeding the former S & E Variety, and the other the Texas Grocery and Market under the ownership of O. G. Hill.

Special attractions, prizes and merchandising values will be featured at each store. The Texas Market will have a special feature at 4 o'clock, and Alderson's at 4:30. Guests have been requested to register at each opening. Large crowds are anticipated at each event.

## Revival Leaders On Lion Program

Rev. Hope Owen, pastor of the First Baptist church at Quanah, and Joe Trussell of Brownwood, evangelistic singer, who are conducting a revival meeting at the First Baptist church, appeared on the Lions club program yesterday at noon.

Mr. Trussell, accompanied by Mrs. Margaret Schroeter, sang "Out of the Deep" and "On the Road to Mandalay". Rev. Owen, in a short talk, recalled incidents during the time he lived in Hereford and attended school here.

## Redford Fills Pulpit Here

Rev. H. M. Redford, pastor of the First Christian church, filled the pulpit here for the first time Sunday, opening his ministry before a large portion of the congregation. Last night a general meeting of the church members was held to map out plans for carrying the church-work forward.

Mr. and Mrs. Redford returned the latter part of last week, after spending the summer in Chicago and St. Louis. They came here from the pastorate at Arlington.

### OCCUPANTS ESCAPE INJURY WHEN AUTOS COLLIDE HERE

Although both automobiles were badly damaged, no one was injured in a collision at intersection of Main Street and Highway 66 at 10:40 o'clock Monday morning.

The automobile driven by F. P. Lyons of Adrian collided with a machine driven by Charles Dann of McAllister, Oklahoma. Mr. and Mrs. Lyons were driving south on Main Street and Mr. Dann and a companion were going west on the highway. The second car belonged to Jimmie Dunn, a brother of the driver.

### Weather Chart

Day	Max.	Min.	Moist.
Thursday	78	54	0.00
Friday	73	54	0.00
Saturday	70	49	0.00
Sunday	60	38	0.40
Monday	56	36	0.00
Tuesday	58	35	0.00
Wednesday	74	35	0.00

# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

## DANCE HONORS MISS KATHERINE SLIMP

Highlighting the social calendar for the past week was the dance, given Thursday night by Dr. and Mrs. R. R. Wills at the club house in Herford State Park. The occasion honored Miss Katherine Slimp of Los Angeles, who has been a guest in the Wills home several weeks.

The spacious club rooms were made attractive by artistic decorations. The refreshment table was covered with a lace cloth, and the centerpiece was a beautiful arrangement of pink and white roses and carnations encircled by a mass of green fern. Pink satin ribbons bearing the gold-lettered inscription, "Farewell to Katharine" were entwined with the greenery. At each end of the table pink candles in candelabra carried out the color theme in decorative harmony.

Refreshments were served to 30 couples.

## PAUL FOSTER, JR., HONORED AT PARTY

A surprise birthday party honoring Paul Foster, Jr., was given Friday evening by Mr. and Mrs. Paul Foster at their home on Lawson Street. A variety of popular parlor games were played. Refreshments were served to 16 guests.

Those attending the party were Buddy Wilkins, Betty Sue Henlee, Dean Dunlap, Grant Fuller, Virginia Newell, E. R. Posey, Jr., Jeanne Williams, Howard West, Norma Jean Foster, Helen Francis Streu, Helen Ruth Barber, George McLean, Orvella Hill, Bill Montgomery, Grace Marie Bowen, and the honoree.

## KARL SHIRLEY HAS BIRTHDAY DINNER

Karl Shirley was honored with a birthday dinner, given by his mother, Mrs. J. T. Gilbreath, at their home Friday at 12 o'clock. The guests were met at the high school and taken to the Gilbreath home where plans had been made to surprise the honoree.

The large dining room was decorated with a variety of fall flowers. Low bowls of attractive blossoms, and a pink and white birthday cake were used as table decorations. A delectable three course dinner was served to eight guests. Those enjoying the happy occasion were Dean Dunlap, Chilton Foster, Billy Beene, George McLean, Clifford Estes, Douglas Beene, Lois Agnes Gilbreath, Thornton Shirley and the honoree.

## FRIDAY BRIDGE CLUB ENTERTAINS GUESTS

Guests were entertained with the Friday Bridge club members Friday afternoon, when Mrs. Will S. Kerr was hostess to three tables of bridge. Autumn's gay colors were reflected in flower decorations, table appointments and tallies. An orange and gold color motif was carried out in the refreshments.

High score prize was awarded to Mrs. Bernard Hicks and the traveling prize was won by Mrs. Bobo McLean. Members present were Mrs. Travis Dameron, Dow Mercer, B. F. Guthrie, Paul Maters and the hostess. Guests included Mrs. Colby Conkright, C. H. Dyer, W. J. Stanford, John Coffee, Bernard Hicks, Sam Reed, Bobo McLean and Mrs. Howe.

Try First to Buy in Herford.

## COUNTY FEDERATION REPORT

The County Federation of Women's Clubs met in the first regular meeting of the year Friday, September 25, at the Christian church, members of the Junior and Senior Pioneer Study clubs were hostesses. The meeting opened at 12:30 o'clock with a covered dish luncheon. Zinnias were used in the table decorations, and an attractive centerpiece of miniature feed shock banked by pumpkins and apples completed the fall motif.

The program was begun with the reading of the club collect and singing of Texas, Our Texas, after which Miss Genevieve Eberle sang Little Mother of Mine, accompanied at the piano by Mrs. Major Schroeter. Mrs. Ray Johnson of Summerfield, read the Deaf Smith County Federation report as she presented it at Lubbock last spring at the meeting of the Seventh District. The report was adjudged the best, therefore, the prize winning report of any county federation in the Seventh District.

As guest speaker Mrs. L. T. Mayhugh of Plainview made a very penetrating talk on rural co-operation and the place of a club woman in the world of today. She especially stressed the importance of motherhood and the home, saying "The value of the home is the value of democracy. We need woman's united, diversified abilities."

Mrs. Mayhugh is now completing a term as district chairman of Rural Cooperation. She will serve in the coming term of office as chairman of junior clubs in Seventh District.

In closing the session, Mrs. Schroeter played a piano interpretation, The Boom of the Sea.

The next meeting of the County Federation will be held December 4, at the Presbyterian church with members of the Summerfield and Bay View Study clubs as hostesses.

## FAST PRESIDENTS OF MUSIC STUDY CLUB HAVE LUNCHEON

Fast presidents of the Music Study club were entertained with a luncheon Monday at 1 o'clock in the home of Mrs. H. L. Broadwell. Colorful fall flowers furnished attractive decorations throughout the house.

Clusters of lovely delphinium and clematis centered the table where places were laid for eight guests. Clever and original place cards carried out the color theme of blue and gold, and numbered each guest's place according to the order in which she was president.

During the short business session Mrs. H. L. Broadwell was elected president of the organization, plans for the year's work were discussed and messages were sent to Mrs. G. A. F. Parker and Mrs. C. C. Ferguson, the two absent members. Those present were Mrs. C. H. Dyer, Elmer Dameron, A. O. Thompson, R. F. Coneway, H. K. Fox, C. C. Acker, H. L. Broadwell and Carl Mountz.

## NEW BOOKS IN COUNTY LIBRARY

Fiction: Gulbransen, Beyond Sing the Woods; Loring, Give Me One Summer; Montgomery, Anne of the Windy Poplars.

Non-fiction: Jensen, Texas Ranger's Diary and Scrapbook; Lemye, Fortune Telling by Cards; Waking, Things to Make in Your Home; Workshop; Rak, Mountain Cattle; Wenzelck, Coming Real Estate Boom; Willis, Geologic Structure.

Juvenile: Enacking, Toy Maker; Hamner, No-Gun Man of Texas; Mabry, Castles in Spain.

ASSEMBLY OF GOD CHURCH "A place with a welcome." One block north of the high school. W. A. McCann, Pastor

Sunday school, 9:45 a. m. Owen Neel, superintendent.

Devotional worship, 11 a. m. Christ's Ambassadors, 6:30 p. m. Evangelistic Services, 7:30 p. m. G. T. W., Wednesday, 7:30 p. m. W. M. C. Thursday, 7:30 p. m. Evangelistic Service Friday, 7:30

## Ward News Notes

BY MRS. GEORGE SUGGS

There was no Sunday school last Sunday, due to rain and cold. Most of the farmers are busy sowing wheat.

Forty-one attended a social given by Mr. and Mrs. B. A. West Friday night.

Messrs. and Meses. Jim Lipscomb, Jack Hutson and Bill Hutsons and sons attended the Amarillo fair last Thursday.

Mr. and Mrs. G. M. Suggs spent Friday evening with Mr. and Mrs. Jim Lipscomb.

Attending the Federation Friday were Meses. Bob Higgins, Jack and Bill Hutson, Jim Lipscomb and George Suggs.

Messrs. and Meses. Bill Hutson and George Suggs attended the football game in Herford Friday. B. A. West and family spent Sunday evening in the Glenn Rutler home.

Mrs. Berry Miles visited C. T. Snell and Mrs. Chester Hodges one day last week.

Loti Kyger of Kaufman visited in the Bill Hutson home Friday night.

Mr. and Mrs. Howington's daughter from Fort Worth has been visiting them.

## Messenger News

BY ESTELLE WILLIAMS

Mr. and Mrs. Bob Finch and children are moving to Idaho to make their home.

L. M. and Hobby Williams were in Friona recently.

Mr. and Mrs. J. T. Guinn took their daughters to Canyon Monday where they will enter school.

L. M. Turner is sowing wheat for Oscar Easley.

Mr. and Mrs. R. Lee Howard and sons called in the L. M. Williams home Saturday.

Mr. and Mrs. Charles Brown, J. H. Hudgsons, L. M. Williams were in Herford Thursday.

W. P. Walker and Bill Myers called on L. M. Williams on business Friday.

Another good rain fell in this community Monday and Monday night.

Oscar Easley was at his ranch here recently.

Francis Miller spent a few days this week with Ben Bates.

Artie Russell, son of Judge and Mrs. W. H. Russell, returned Monday to his home in Los Angeles, after a week's visit here.

## BUSINESS AND DIRECTORY PROFESSIONAL

**THE CHOCOLATE SHOP**  
Fruit Sandwiches  
Sandwiches  
Cold Drinks, Cakes  
Magazines

**INSURANCE**  
JNO. H. PATTON  
PHONE 50

**ABSTRACTS**  
OF All Deaf Smith County  
Land Titles.  
DEAF SMITH COUNTY  
ABSTRACTS INC.  
CHP Estes, Manager

**THE HERFORD BRAND**  
JOB PRINTING

The title to your land is vital  
Our Abstracts correctly  
reveal the title.  
A. O. THOMPSON  
ABSTRACT CO.  
4 Par Cent Federal Farm  
Loans

DR. J. W. HENDREX  
Osteopactor and Masseuse  
100 E Street—Just North  
of Mother's Park  
Phone 841 for Appointments

**RADIO SERVICE**  
On All Makes Radios.  
All Work Guaranteed  
GEORGE GILES  
Member of R. M. S.  
At Womble Implement Co.

## More for Your Money Bargains

# Shortening 8-Lb Carton \$1.04

OVALTINE Large Pkg 57¢, small pkg 32¢	CATSUP Glen Valley, 14-oz bottle 10¢	PEACHES Libby's, Halves, No. 2 1/2 can... 15¢
MACARONI Spaghetti, 3 pgs 14¢	SLICED PINEAPPLE Libby's, No. 1 1/4 can 10¢	PEAS, Rosedale, No. 3 sieve Early June, 17-oz can, 2 cans 25¢

<b>Flour</b>	PACKARD'S SUNRISE	CORN, Stockley's Fancy Country Gentleman, 2 No. 2 cans 27¢
24-Pound 85¢	Sack 10¢	
48-Pound 10¢	Sack 10¢	

TOILET SOAP Lux, four bars 25¢	RINSO, Large Pkg 10¢, Small pkg, 2 pgs 15¢	<b>APPLES</b>
LIFEBUCY 4 bars 25¢	BAKING CHOCOLATE Hershey's, 1/4-lb bar 9¢	FANCY WASHINGTON JONATHANS, Dozen 21¢
LUX FLAKES Large pkg 23¢, small, 2 pgs 19¢	COCOA Hershey's, 1-lb can 10¢	POTATOES No. 1 Idaho White Russet, 10 lbs 33¢

<b>Sugar</b> 16 POUND PAPER BAG 53¢	HERSHEY'S KISSES 1-pound package 25¢	ORANGES 288 Size California, dozen 21¢
	CHOCOLATE SYRUP Hershey's, 16-ounce can 9¢	YAMS Louisiana King Dried, pound 5¢
	OXYDOL Large package 19¢	CABBAGE Firm, Green Colorado, lb 4¢

CHOCOLATE BARS Hershey's, almond, plain, 1/4-lb 11¢	THREE 3-cent bars 10¢	CIGARETTES, Camels Chesterfield, Lucky Strikes, pkg 15¢
2 Packages 20¢		

# Apricots NO. 1 CAN 49¢

VIENNA SAUSAGE Libby's, 2 cans 15¢	TOMATO JUICE Libby's, No. 1 tall cans, 3 cans 23¢	POTTED MEAT Libby's, 3 cans 10¢	SOAP Crystal White, 10 giant bars 35¢	WHITE KING Granulated Soap, large box 30¢	RIPE OLIVES, Libby's Extra large size, No. 1 tall can 13¢
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# COFFEE

PORK AND BEANS Van Camp's, 22-oz can 9¢	OATS 3-Minute, large pkg 17¢	FIELD CORN Wayneville, No. 2 can, 3 cans 25¢	PREPARED SPAGHETTI Libby's, No. 3 can 8¢	BABY FOOD Libby's, 3 cans 25¢	PRESERVES, Libby's Assorted fruits, No. 5 can 55¢
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<b>SALAD DRESSING</b> Best Yet	1/2 Pint Jar 9¢	Pint Jar 15¢	Quart Jar 25¢
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**FURR FOOD**  
PRICES GOOD FRIDAY SATURDAY MONDAY  
PRICES GOOD FRIDAY SATURDAY MONDAY

**THE DEAF SMITH COUNTY CHAPTER of the American Red Cross**

Is anxious to have everyone see the picture, "Red Cross to the Rescue," depicting the flood conditions in the East last spring, which is being shown at the STAR THEATRE in connection with its regular program Tuesday and Wednesday, October 6-7.

We Have Just Received a Large Shipment of

# Prestone

\$2.70 Per Gallon

Get Your Car Ready for Winter NOW!

We Also Have

## REPLACEMENT HOSE FOR HEATERS

"OUR WORK STANDS UP—WE MAKE IT!"

# Beavers Bros. Garage

PHONE 383

# YANKEES or GIANTS

That's the most important question of the day, folks. No doubt you're as interested in that as you are in using the best Tailors. Both are champions because they are best equipped with playing material—Just as we are best equipped to do first class cleaning and pressing.

In baseball you're for one team or the other, but in cleaning EVERYONE IS FOR

# FOX

PHONE 111 HOMER FOX  
In by Three—Out by Six

Cleaners and Hatters

### SCS Makes New

(Continued from page one)

average on undisturbed pasture between furrows was nine inches. On the V. Skypala farm across the fence, where the same soil and slope conditions prevailed—potter fine sandy loam with three per cent slope—and rainfall was equal—10 inches—the pasture land received no treatment. The average penetration was 10 inches.

In another instance, on the O. G. Hill farm six miles west of Harrison Highway, pasture furrowing was done with a two-row lister, line run on contour 14 feet apart. The average penetration in the furrows was 16 inches, four feet above the top furrow 14 inches, and midway between the furrows on undisturbed pasture, eight inches. The soil type is Pullman silty clay loam with one per cent slope, and rainfall was 9.07 inches. On untreated pasture land on the John F. Steton farm, adjoining the Hill farm, where similar conditions prevailed, the average penetration was seven inches.

On wheat land on the Burgess farm, where the land was listed on contour after harvest and levelled with one-way plow before sowing time, the average penetration was 18 inches. Across the road on the Albert Kaul farm where the land was blank one-way after wheat harvest, the average penetration was five inches. In both cases the soil type is Pullman silty clay loam with one per cent slope and rainfall 10 inches. There was little weed growth on both fields.

On the George P. Turrentine place 18 miles southwest of Hereford, wheat land was stripped with plow and listed on contour after wheat died out in spring, beds levelled with sweeps and kept clean with harrow and rod weeder, the average penetration on fallow strips was 46 inches. On another field a half mile south which was one-wayed twice since wheat died out in the spring, the average penetration was 28 inches. Soil types and slope were identical, and rainfall totaled 11.48 inches.

Three tests on the Joe Evans farm eight and a half miles south-

west of Hereford, showed the following results: wheat land blank listed and beds levelled with a disc, average penetration 26 inches. Wheat land one-wayed twice after wheat died out in the spring, average penetration 30 inches, and wheat land one-wayed then listed on contour and beds levelled with disc before sowing, average penetration 32 inches. In each case the soil type was identical, the slope one-half of one per cent and rainfall 10 inches.

### Mass Meeting

(Continued from page one)

in the district court room. Upon the interest shown at this meeting may rest the future of the proposed project.

#### Most Important Session.

Believing that the irrigation district has a great future in electrification, the chamber of commerce urged that every land owner and farmer be present. Work of the moment can easily be dropped for a short time to assist in putting over a program that may

have far-reaching effects upon the territory.

The meeting was called upon advice of the national electrification administrator at Washington. The chamber of commerce hopes to have a state representative of the administration present. The meeting will be in the charge of directors of the organization, who are familiar with the program because of their long months of association with it. They are President Jesse Stanford, George Muse, S. O. Wilson, Alex Thompson, Geo. Brumley, Wilson Gyles and Charlie Paddock.

**Set-up To Be Explained.**  
The entire rural electrification set-up and the progress made by the sponsoring organization will be explained. Mr. Hennen said the program has been changed, improved and made more practical during the past few months and now is of greater benefit to the area than it would have been 14 months ago.

In addition, the program has been placed under state administration, and \$4,000,000 allocated to Texas to be used as loans to individual farmers for the pur-

pose of electrifying their homes and farms in connection with the electrification brought to their farms by the REA. These loans will be made at four per cent, Mr. Hennen stated, and probably for the duration of the guarantee placed upon the electrical appliances purchased.

### Start Work

(Continued from page one)

Lawton to Witherspoon, 2 blocks; McKinley Avenue, First to Third, 2 blocks; Roosevelt Avenue, Third to Sixth, 3 blocks; Lawton Avenue, First to Third, 2 blocks; Jewell Avenue, Second to Fifth, 3 blocks; Gough Avenue, First to Third, 2 blocks; Schley Avenue, Third to Fifth and Sixth to Tenth, 4 blocks; Main Street, First across Santa Fe right-of-way, one block; Miles Avenue, Fourth to Fifth, Sixth to Seventh and Eighth to Tenth, 3 1/2 blocks; Lee Avenue, First to New York Avenue, two blocks.

Jackson Avenue, First to Second and Fifth to Eighth, 4 blocks;

Ross Avenue, First to Third and Fifth to Seventh, 4 blocks; West Sixth, Lee Avenue to 25 - Mile Avenue, 2 blocks; West Seventh, Main to Miles, 1 block; West Eighth Main to Miles and Lee to Jackson, 2 blocks; West Ninth, Main to 25-Mile Avenue, 2 1/2 blocks; 25-Miles Avenue, Eighth to Tenth, 2 blocks; 25-Mile Avenue, 11th south to present caliche, 1 block; 11th, 25-Mile Avenue to B Street, 2 blocks; B Street, end of pavement to 12th Street, 1 block; G Street, end of caliche to 11th, 1 block; Bradley, 25-Mile to City Limits, 2 blocks.

**WHY SUFFER FROM AN ULCERATED STOMACH-COLLITIS, INDIGESTION, SOUR OR UPSET STOMACH?— WHEN THIS NEW SCIENTIFIC MEDICAL DISCOVERY, M-S-T, IS GUARANTEED TO RELIEVE YOU. Go to the Corner Drug Store today and call for M-S-T and use it for ten days, then if you are not thoroughly convinced of its merits, return the remainder of the treatment and your money will be refunded.**

### NEW HATS

—will be in this week. We will have them in all new styles, new materials and all the wanted colors.  
**COME IN AND SEE THEM**  
You can't help but find what you want.

**VOGELE MILLINERY PARLOR**

# PAY... by the 10th

Credit in the business world is based on the prompt payment of bills. "Pay by the 10th of the month following purchase", is the rule wholesalers and jobbers expect retailers to live up to.

And in turn your home town merchant must ask you to pay for the goods or service which you purchase of him "by the 10th" so it will be possible for him to keep his credit good.

Credit is an endless chain of good faith. Don't be the "weak link".

**PAY BY THE 10th WHENEVER POSSIBLE.**

We Are Prompted to Sponsor This Message to You Through Our Interest in Community Welfare

**Magnolia Petroleum Co.**  
W. J. (Bill) SMITH, Agent  
Phone 371

**Roy's Produce**  
Buyers of  
Cream, Poultry, Eggs  
Hides, Produce, Feed

**Hillside Hatchery**  
"Custom Hatching"  
S. Main St. Phone 70  
Ray Conway, Manager

**Davis & McCracken**  
Implement Company  
Minneapolis - Moline  
Dealer

**Rosson Implement Co.**  
Your  
McCormick - Deering  
Dealer

**Texas Utilities Company**  
Power-Light-Ice

**Weir's**  
Red and White Grocery  
310 N. Main—Phone 117

**Ireland Motor Co.**  
Dodge - Plymouth  
Sales - Service

**Taylor & Son**  
Blacksmith - Welders  
104 West 2nd St.

**Carl's Grocery**  
Phone 335  
Fancy and Staple Groceries

**Star Theatre**  
'Air Conditioned'  
Latest and Best News  
Reels and Features

**M. D. Womble**  
Implements  
Philco Radios, Maytag  
Washers  
Electrolux Refrigerators

**J. O. Newell**  
Candidate for  
Sheriff, Tax Assessor and  
Collector

**First State Bank**  
A Strong  
Conservative Bank  
Phone 290

READ YOUR HOMETOWN NEWSPAPER FIRST  
**THE HEREFORD BRAND**

**Fraser Produce**  
209 West Third Street  
Phone 484

**Kerr Hardware & Implement Co.**  
Everything for the  
FARM — HOME — RANCH

**L. H. Foster**  
County and District Clerk

**H. L. Rice**  
"Brunswick Tires"  
112 W. 3rd St. Phone 28

**Furr Food Store**  
"Where Hereford House-  
wives Buy"  
Phone 74

**J. C. Penney Co.**  
(Inc.)  
"Under More Than 1400  
Roofs"  
Phone 22

**New Club Cafe**  
"Just a Good Place to Eat"  
Mrs. Henson, Manager

**Packard Milling Co.**  
Makers of  
Packard's Best Flour  
"Made In Hereford"

**Pitman Grain Co.**  
Grain Buyers  
Phone 1

**West Texas Gas Co.**  
"Good Gas With Dependable  
Service"

**White Face Printing Co.**  
"You Don't Have To Wait"  
Phone 277

**Vogele Millinery Parlor**  
"Fashionable Millinery"  
Always On Display

**Phillips "66" Station No. 2**  
"Phill-up With Phillips"  
Washing, Greasing, Lee  
Tires

**Fox Cleaners & Hatters**  
"In by 3:00, Out by 6:00"  
Phone One-One-One  
We Call for and Deliver

### Football Game

(Continued from page one)

22 yards to Hereford's 32-yard marker. In the second period the Rams drove on to Hereford's 21. Here Willett, Clyde Posey and Loerwald figured prominently in tossing them backward to gain possession on their 27. Neither team made headway for the remainder of the period, and resorted to kicking for extremely short distances that gave neither an advantage. As the half ended, Bousman circled his left end for 16 yards and then passed to Willis for 12 to take the ball back to Hereford territory.

**Herd Moves Forward.**  
After another exchange of kicks in the third period, Willett gave the Herd the advantage by blocking one of Bass' boots, with Loerwald rushing in to recover on Portales' 30-yard line. Here three fumbles were executed by the excited ball carriers. They recovered

two of them to garner a first down, but Ellison fell on the third to take the ball on his 24. Another punt exchange followed before the quarter ended. Playing in Portales' territory in the final period, both clubs lost ground and both lost the ball once on fumbles. As the game neared the end, Clyde Posey opened with a series of passes that were unsuccessful and ended disastrously. After Portales scored, Hereford received the kickoff on her 36-yard line, and on two successful passes to Ray Nunn and Loerwald, and six-yard runs by Loerwald and Ashlock, the Herd drove to Portales 33 before the game ended.

The individual defensive play of the Whitefaces was encouraging, showing substantial gain over the opening exhibition at Panhandle. Clean tackles and hard hitting by such players as Captain Willett and Hagar, tackles H. Nunn, guard, Higgins, center, and Loerwald, Stanford and Green in the backfield showed that the lads had progressed rapidly. E. B. Posey, R. Nunn and Vaughn did some nice defensive end work whereas they were entirely ineffective against the more powerful Panthers. But offensively the club has not kept pace with its defense. The Herd did no consistent ground gaining. The fact that the club is inexperienced and gradually rounding into shape, however, gave heartening promise to the disappointingly small crowd that watched the action.

#### First Presbyterian Church.

Sunday is Rally Day at the First Presbyterian church. Special services have been arranged in all departments. In the Sunday school the theme of the program will be "All Together to Learn and to Do." At the worship hour at 11 the pastor, Rev. J. C. Thorns, will preach on "All Together." At the vesper hour of 5 the theme will be "Labels". Christian Endeavor at 6, with Miss Mary Ann Baird as leader. Refreshments will be served.

### Fire Prevention

(Continued from page one)

insurance rate to a minimum. However, it does not appear a remarkable record in view of Mr. Cox's statement that all the fires could have been avoided. He gave neglect as the general cause of each blaze.

The first occurred in September, 1935, and was the result of defective wiring. The second, in December, was blamed on a defective 'live' fuse. Two in June of this year were results of an electrical wire loosened by wind and children playing with matches. The final conflagration of the period, in July, was due to a gasoline stove explosion. Practically all of the loss was covered by insurance, which was another point in favor of the community, since the loss did not take materially from the financial condition of the sufferers.

**Lives Are Endangered.**  
In addition to fires reported in the city during that period was one in the country in which one life was lost and a home completely destroyed. It was said to be the result of a cleaning fluid explosion. Two persons were also injured by gasoline explosions during the period.

The questionnaire to be circulated among school children is also a worthy test of adults in the matter of fire prevention and proper action in case of fire. It includes the following important questions:

How would you turn in a fire alarm?  
Is there any rubbish in the attic or closets of your home or in the yard outside?  
What fuel is used in your home for heating? If gas is used, are all curtains, draperies and furniture well away from the open flames of all the stoves?

In lighting a gas stove does anyone bend over the top of the heater where the blaze is likely to flare up and burn them?  
Have all the gas stove connections, including tubing, been tested this fall to see that they do not leak?

Are all open fires properly protected by metal screens in homes where there are small children?  
If wood or coal is used for fuel, is coal oil used to start fires? Have all chimneys and flues been cleaned out carefully this fall to remove all soot?

Do you know that gasoline should not be used for cleaning or any other purpose, and should not be kept inside your home?

Are all oily floor mats and oil polishing rags kept in the open?  
Are there any pennies or other substitutes for fuses in the electric fuse box?

Is the electric iron always disconnected when left, even for a short time?  
Are there any electric light cords under rugs, and are all the cords in the house in good condition?

Are all electric wall connections and devices in good condition and are they properly protected?  
Do you keep matches away from heat and out of reach of children?

Mr. and Mrs. Arthur Davis and family were in Amarillo Saturday.

### Friona News

**BY JOYCE LANDRUM**  
Friona Agriculture boys visited the fair in Amarillo Thursday, and won first place in the WFAA booth.

Mrs. F. L. Spring, room mother of the sophomore class, gave them a party Thursday night. Games were played, refreshments served to the 24 present.

Floyd Johnson returned from a two months stay in Amarillo last Thursday.

Miss Julia O'Brien visited in Amarillo Friday and Saturday. L. V. Hogue of Sweetwater, Oklahoma, visited here last week-end.

Van B. Boston, Lakewood teacher, who has been in an Amarillo hospital for three weeks with typhus fever, is improving. Rev. and Mrs. Thurston are taking his place.

Leslie Hinds was an Amarillo visitor Saturday.

P. L. New, Bennah Burton, Melzia Chronister, Ella Marie and Joyce Landrum were in Bovina Friday night.

Friona high school classes met Monday to plan entertainments.

Mrs. O. A. Drake gave a party in honor of her son, Arthur, Tuesday night. Refreshments were served to the many guests present.

Mr. and Mrs. E. R. New visited the Amarillo fair Wednesday.

Miss Mary Emma Stover was a Hereford visitor, Saturday.

Lloyd Bewer, Ira and Noel Benzer saw the football game in Lubbock Saturday night.

Clifford Crow of Crossroads, N. M., is visiting here this week.

Mr. and Mrs. Ray Landrum of Lubbock visited in Friona Sunday.

Stub Jones, Jack Stanley, Miss Bennah Burton and Wayne New visited the Amarillo fair Thursday.

Miss Mary Turner was a Hereford visitor Sunday.

### Jumbo News

**BY MRS. ULLMAN HUNTER**  
Mr. and Mrs. Joe Traylor of Panhandle visited her parents, Mr. and Mrs. J. J. Wilder, last week end.

David Myers and Miss Florence Curry of Canyon came to begin school Monday. Mr. and Mrs. E. D. Wilmeth are the other teachers.

Mr. and Mrs. Sam Hunter, Clem Gilliam and F. L. Pinckert were in Amarillo Wednesday.

Raymond Miller of Shawnee, Okla., visited in the Dewey Owens home the past week.

Marvin Spencer left Tuesday for Fort Warren, Wyo., where he will assume his duties as chief telephone operator.

Miss Katie Mae Burks of Arney came to live in the E. D. Wilmeth home during the school term to be their housekeeper.

J. J. Wilder's mother of Mineral Wells visited him, enroute from Colorado Springs, where she spent the summer.

Orval Pierce was home from school at Canyon over the week end.

Mr. and Mrs. Charles Barns of Dimmitt have moved to the old Gilliam place. They have three children who will enter school.

Tom Gunnels of Nazareth was in this community Friday.

Mrs. Addison Hunter spent a few days last week with her parents at Arney. They were in Amarillo Friday.

The children who attended Bible

school gave a program Friday evening. Receiving merit cards were Pauline and Leroy Owens, M. L. Virginia, Margaret, Billie and Bobbie Simpson, Norma, Jimmy Doris, Sammie Lane, William, Allen, Phyllis and Frances Hunter.

Mr. and Mrs. Wilder were in Amarillo Friday.

Phyllis and Frances Hunter celebrated their fifth birthday Wednesday with a party in the afternoon. Refreshments were served to a number of little friends.

Rev. Bessire of Canyon called in the M. L. Simpson home Friday afternoon.

Mr. and Mrs. F. J. Axe were in Amarillo Wednesday.

Marvin Spencer spent Friday night in the Ulman Hunter home.

Mr. and Mrs. Bryant Hamilton, who have been living on the old Gilliam place, have moved to Silverton.

This community has received about six inches of rain.

Misses Lucille Dyer and Pauline Matthews, who are in school at Canyon, spent the week end at their homes here.

Jack Russell, sophomore griddler from Hereford, saw considerable action in Rice Institute's 20 to 7 loss to Louisiana State University last week. He piloted the Rice team during part of the first and all the last quarter, being at the helm when Rice scored its lone touchdown.

**Russell in Rice Tilt.**

**A WANT AD WILL SELL THAT COW!**



### Circulating HEAT

Provides a more even distribution, greater comfort and prevents sweating.

### We Have a Complete Line of Gas Heaters and Ranges

—and oil burning heaters, Radiant and Circulating types. Our standard makes include Duo Therm, Florence and Super Fez. We also have a complete line of COAL HEATERS AND ACCESSORIES

See Our Complete Selection of

Gift Items and Bridge Prizes

## STREU HARDWARE CO.

# Texas Grocery & Market Formal Opening Under the Ownership of O. G. Hill

**FREE! FREE!**

**\$10.00**

IN GROCERIES IN THREE PRIZES

**\$5 \$3 \$2**

PRIZES TO BE GIVEN AT 4:00 P. M.

**SATURDAY, OCTOBER 3**

**SUGAR**

10-POUND Paper Bag **53¢**

MEATS		TOMATO JUICE		TOILET SOAP	
Crystal White, 6 giant bars	25¢	Stockley's, 50-ounce can	23¢	Palmolive, bar	5¢
Marco, quart	35¢	Crystal White, 6 giant bars	25¢	CRACKERS	17¢
BRAN FLAKES	10¢	Jersey, package	10¢	A-1, two-pound box	17¢
SALMON, Pink	25¢	SALAD DRESSING	35¢	OATS	23¢
Two tall cans	25¢	Marco, quart	35¢	Moonrose, large box	23¢
SOUP	23¢	BRAN FLAKES	10¢	COCONUT	23¢
Campbell's chicken, 2 cans	23¢	Jersey, package	10¢	Shredded, pound-box	23¢
CORN FLAKES	11¢	SALMON, Pink	25¢	FLOUR	11¢
Jersey, package	11¢	Two tall cans	25¢	Packard's Best, 48 pounds	35¢
		SOUP	23¢	JELLY	35¢
		Campbell's chicken, 2 cans	23¢	Rex, 5-pound pail	35¢
		CORN FLAKES	11¢	COFFEE	17¢
		Jersey, package	11¢	Tasty, pound-package	17¢

**FREE! FREE!**

FOUR STRAND

## BROOM

WITH EACH \$4 Cash Purchase!

DURING THE DAY!

**Fruits and Vegetables**

APPLES 25¢  
Delicious, large size, dozen

YAMS 4¢  
Eatmor, pound

CRANBERRIES 21¢  
Quart

ORANGES 23¢  
Red Balls, dozen

**WE HAVE A FULL LINE OF FRUITS AND VEGETABLES!**

# Texas Grocery & Market "Not How Cheap, but How Good"

PHONE 383 O. G. HILL, Owner. WE DELIVER

**DRS. MILLER, COGSWELL and MOORE**  
Physicians - Surgeons  
DIMMITT, TEXAS

Mays Miller, M. D.  
Obstetrics, diseases of women, children, and infant feeding.

R. E. Cogswell, M. D.  
General Surgery  
Special attention given to the injection treatment of Piles (Hemorrhoids) and Varicose Veins and Tonsillectomy.

Elmer Moore, D. D. S.  
All modern equipment for any dental procedure, including latest method of treatment of pyorrhea.

**Brooks' DRUGS**  
PHONE 99 HEREFORD TEXAS

### Economy Sale—Friday & Saturday

**25¢ PHILLIPS TOOTH PASTE . . . 19¢**

**40¢ Fletcher's Castoria for Children 29¢**

**55¢ POND'S CREAMS Special . . . 39¢**

\$1.00 CARDUI TONIC 79¢		<b>MILK OF MAGNESIA</b> Full Pint 33¢
<b>ASPIRIN TABLETS</b> 100 in Bottle 33¢		<b>25¢ BARBASOL SHAVE CREAM</b> 19¢
<b>50¢ Mulsified SHAMPOO</b> 31¢	<b>198</b> New compact design. Weighs up to 250 lbs.	<b>30¢ M.H.'s CASCARA QUININE</b> 21¢

	<b>Perfection CLEANSING TISSUES</b> 220 SHEETS IN BOX 2 for 23¢	
<b>Bronko Nagurski LEATHER FOOTBALL</b> Regulation Size . . . 198 Genuine pebble grain leather; inflated; ready to use.	<b>Olafsen COD LIVER OIL</b> Full Pint 59¢ Plain or Flavored	<b>Peau-Doux (Pe-Du) Linen Finish PLAYING CARDS</b> Bridge or Pinochle . . . 37¢ Spring, flexible stock, attractively designed assorted backs.

**SAVE ON ELECTRICAL GOODS**

<b>BREAD TOASTER</b> 98¢	<b>SANDWICH TOASTER</b> 129	<b>FLAT IRON</b> 129	<b>BELL ALARM</b> 229

**50¢ IODENT TOOTH PASTE . . . 31¢**

**LAVENDER LOTION**  
Mary Laker's  
39¢



Hereford's Fire Loss Was  
Low Last Year, BUT—

# What About 1937?

Loss by fires in Hereford during the past 13 months totaled only \$2,861, coming from five fires. But that does not set a precedent for next year. The fight against destruction and loss by fire never ceases. To relax our vigilance because of last year's record is to give the fire demon an opportunity to spring up anew.

During Fire Prevention Week, let's renew our knowledge of the causes of fire and strive to eliminate them. Last year's fires were caused by defects in flues and wiring, wire loosened by wind, gasoline explosion and children playing with matches. All were preventable!



## Fire Prevention Week

OCTOBER 4th to 10th

DO YOUR PART IN HELPING REDUCE THE NATION'S FIRE LOSS!

**Fire May Mean  
DEATH IN YOUR FAMILY  
DESTRUCTION OF YOUR HOME**

To Be Safe—

- P**UT lighted matches and smokes out before you throw them away. Keep matches where small children cannot reach them. Never smoke in the garage, barn, attic or in bed.
- R**EMOVE rubbish, waste paper and all unnecessary combustible materials. Provide metal ash and trash cans. Burn rubbish only in a safely covered brick or metal incinerator.
- E**XAMINE all stoves, furnaces and smoke pipes to make sure they are safe and well away from woodwork or other burnable materials. Have needed repairs made at once.
- V**ALUE the advice of your fire department who says that many fires are caused by dirty or defective chimneys. Have the chimney cleaned regularly, and have all defects repaired.
- E**SCAPE the danger of flammable liquid fires and explosions by keeping no gasoline in the house. Never start fires with kerosene.
- N**OTIFY the electric company of electrical trouble and the gas company of gas leaks. Replace "blown" fuses with new ones—not pennies. Avoid home-made wiring jobs.
- T**RACE everyone in the family to be careful of fire, to watch stoves, fireplaces, electric irons and all other possible fire causes, and to remove old rags, papers and other rubbish.
- F**IREPROOF your home as far as possible by fire-safe roofing, fire-stopping in hollow walls and partitions to stop the spread of flames, and a non-combustible basement ceiling.
- I**NQUIRE of your fire department, when buying a fire extinguisher, to be sure of getting the right kind. Don't hesitate to ask your fireman whenever you have questions on fire prevention.
- R**EMEMBER always when reporting a fire to be sure the address is clearly understood. Repeat this to the operator or the person receiving the call.
- E**XPLAIN to everyone in the house what to do in case of fire, how to put out fire in clothing, what to do when grease catches in the kitchen. Never use water but smother with lid over container.
- S**AVE life and property from needless destruction by fire by keeping the principles of fire prevention always in mind and never taking a chance with fire.

Compliments of

**First National Bank-First State Bank**

## JOIN THE FIRE FIGHTERS FIRE PREVENTION WEEK



OCTOBER 4 - 10

**STOP FIRE!  
STOP LOSS OF LIFE!  
STOP PROPERTY LOSS!**

Give your help to reduce the enormous \$500,000,000 fire damage loss that occurs in America each year.

Learn the importance of your part during Fire Prevention Week. Visit the fire department. Check up on yourself to see that you are taking adequate protective steps for your family, your home and your community.

## Stop Fire and Stop Waste

Stop fire and stop paying your share of the yearly loss caused by fire!

**City of Hereford  
HEREFORD FIRE DEPT.**

**HEAT  
SAFELY,**

With

# GAS

ENJOY ALL ITS  
CONVENIENCES

—Natural gas is the most economical and safest heating and cooking fuel if used correctly. All stoves should be connected with rigid pipe connections. Rubber or flexible piping create a dangerous fire hazard that should in all instances be avoided. Leaks may be sprung and endanger your home and family.

**WEST TEXAS  
GAS CO.**

Building  
OR  
Remodeling  
USE

# Sheet Rock

The Fireproof  
Wall Board

**R. H. KEMP  
LUMBER CO.**

Hereford, Texas



Threatens  
Your Home

When gasoline or other combustible cleaning fluids are kept about the place. Don't take this chance—don't submit your home to such danger for the few cents you hope to save by cleaning your own clothes.

Send Them to

**A Reliable Cleaner**

Not only is it safer, but it prolongs the life of the garment because we are equipped to clean and press them with a minimum of wear on the material itself.

**Stambaugh Co.**

PHONE 160

## One Every Minute

That's the record of disastrous fires throughout the country. Fire Prevention Week—October 4 to 10—is the time for Hereford property owners to map out a complete Insurance Program and eliminate Fire Hazards. Are you saving on your fire insurance?

Phone 555

**Hereford Insurance Agency**

SINCE 1898

PAUL BARNETT

## Electricity

HAS ELIMINATED OLD AND DANGEROUS  
LIGHTING AND EVEN COOKING AND  
HEATING METHODS IN MANY HOMES!

There is no danger of starting a fire when you press a switch. No chance to spill oil or gasoline when you screw in a bulb. No danger of an explosion or blaze—that is part of the progress electricity has brought into the modern home, to make it more safe, more cheerful and more clean.

**YET THROUGH CARELESSNESS NUMEROUS FIRES  
ARE STARTED THAT COULD EASILY BE AVOIDED**

Prevent Fires by

**Being Careful!**

**Texas Utilities Co.**

# The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS

TELEPHONE 30

MRS. SETH B. HOLMAN, Publisher and Manager  
ADRIAN ODOM, Editor

**SUBSCRIPTION RATE:** Zone One, \$1.50 per year; Zone Two, \$2.00 per year; Zone Three and higher, \$2.50 per year. All subscriptions strictly cash in advance.  
Entered as second-class matter at the Post Office in Hereford, Texas, under the act of March 30, 1879.

### 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.

### FIRE PREVENTION WEEK IN HEREFORD

National Fire Prevention Week opens Sunday. The occasion calls strongly to mind our individual participation in the drive to reduce one of the greatest menaces to our mode of living in homes, working in buildings and gathering in churches and schools—in structures that may be destroyed by fire, and using conveniences that increase the hazard.

As insurance against future losses, one of the principal purposes of Fire Prevention Week is to educate children to take precautions. The adults, however, are not too old to learn. Next week, questionnaires are to be circulated among school children for fire prevention check-ups at home. We can serve a dual purpose by assisting them in making the check, eliminating the hazards and by observing those points which they bring out as preventatives.

Hereford suffered only five conflagrations during the past 13 months, amounting in total lossage to less than \$3,000. This has reduced the city's fire rate to a minimum. It is a record of which we may be justly proud, but with which we should not be satisfied. We do not know at what time a single flame may jump our loss for next year to staggering figures. To lessen the battle, is to make the possibilities more imminent. We should look beyond Hereford in considering fire losses, however. In the United States, the fire loss reached the enormous sum of \$500,000,000. Our small contribution added to thousands of others similarly small and staggeringly larger built up that almost unbelievable total.

In estimating the loss by fire, we must go farther than the loss to the property owner. Each blaze costs the city in the use of its fire-fighting equipment and the answering of calls by volunteer firemen. It takes them from their regular work, which is no small matter, and endangers life and health. No fire can be isolated. When a blaze is reported, however small, it affects every one of us, because we are footing the bill incurred by fighting it.

Hereford's \$3,000 loss during the past year was almost entirely covered by insurance, which brings up another important matter. Is your property properly insured against fire? Every person owning destroyable property of any value at all should take this precaution. In too many cases, the loss, although small, represents all that the owner possesses. He is terribly hurt financially, and it takes considerable time to recover. Any such financial injury to the individual citizen is a financial injury to business as a whole, for the buying power or ownership of one family is minutely reflected in the business life of the community. In comparison with the loss, when it does come, insurance is extremely cheap.

### Hereford Townsend Club No. 1.

Regular meeting Tuesday night, October 6, 8 o'clock, county court room. Important business, special music. C. H. Carl, Secretary. 1c

### By Their Words AND OURS

A happy medium is needed in salesmanship, neither whoopee nor gloom—just reasonableness. "Salesmanship is the power to persuade plenty of people to pleasurable purchase your product at a profit." Competition may be the life of trade, but unrestricted it is apt to be the death of profit. We must keep on telling if we expect to keep on selling.—Tulsa Herald.

Voters look with suspicion upon any move to increase salaries. Therefore, opposition may be expected to the constitutional amendments to increase the salaries of the governor, attorney general, comptroller, land commissioner, treasurer and secretary of state. No one will hardly argue that Texas pays its officers too much. In fact, most of us will agree that \$4,000 to serve in the responsible office of governor is too little. But, on the other hand, voters will argue that the office has never been vacant for the lack of material, men and women willing to serve for this sum of money.—Canyon News.

Small towns are not necessarily victims of an ever-changing order. They merely have to adjust themselves to new conditions just as do their neighbors, the larger cities. They are part of the rural picture. May their influence never grow less.—Borger Herald.

Agriculture is at the crossroads and critical problems of a great moment will have to be solved to get the greatest business of the nation—agriculture—on an even keel. All who are connected with agriculture in any way will have to work cooperatively and in perfect unison until these problems are solved to the lasting good of the farmers.—Memphis Democrat.

Statistics offered by the Quitaque Post: Automobile accidents on Sundays cause 19 per cent more deaths than the average automobile fatalities for all the days of the week combined. More automobile accidents occur in the morning than at any other time. Twenty-nine per cent of the drivers in automobile accidents are less than 24 years old.

Perhaps these generations who are being taught to down their

# A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, September 29, 1905.)

The Arney correspondent said that every granary and crib in that vicinity was full to overflowing, and that much of the great crop remained to be harvested.

Hereford dealers had put out over 70 row and broadcast binders that season. They, with the many old machines, were busy every minute in an effort to save the immense crops.

Even in 1905 publishers were aware of the value of advertising. A well written article depicted the many advantages of advertising to both advertiser and reader, and wound up by urging buyers to patronize the man willing to spend money inviting them to do so.

G. R. Jowell called attention to the then deplorable condition of the cemetery, and urged every proudfold Hereford citizen to cooperate in beautifying the City of the Dead.

J. D. Burkett had sold 45

head of yearling to Kansas interests at \$21 around, a record to that time.

"Cotton Pickers Wanted," said a sign on the side of a buggy driven through Hereford streets. Inquiry revealed that O. M. Daniels had eight acres of cotton from which he expected to harvest four bales and needed help in saving the crop.

Amarillo was in line to have erected a new wireless station.

Correction: Instead of 2,000 bushels of grain threshed the past season, J. J. Ward wanted it understood that his outfit had threshed 23,500 bushels.

(From The Hereford Brand, October 1, 1915.)

Deaf Smith county took many first prizes at the Panhandle fair. In addition to the numerous individual honors, the county won second place on general farm display.

Hereford merchants were to

close their places of business at 6 o'clock p. m. from October 1 to December 31.

A gasoline tank at Ardmore, Oklahoma, had exploded, killing 50 people and injuring over 200 others.

Rat Jowell was attending the Royal Stock Show in Kansas City.

Governor Ferguson had issued a proclamation declaring October 9 as Five Prevention Day.

Mr. Stoabs, express agent, was somewhat busy when 17 horses arrived here, all sent by express from Illinois, by A. E. Channess. They came through in a palace horse car and were unloaded and taken to the Channess farm northeast of town.

Recent rains had shown the desirability of more sidewalks in Hereford. Mud seemed objectionable to most citizens, but few appeared willing to do away with it by putting down permanent walks.

leaves some condition that will cause trouble later in life.

"Assume your responsibility in the community and work for the development of health education which will pave the way to a better health for the future."

### Boy Scouts National Jamboree.

Scouts and scout leaders in all parts of the United States are now planning their participation in the National Scout Jamboree to be held in Washington, D. C., from June 30 to July 9, 1937. The Jamboree will replace the one scheduled for last summer which was cancelled because of infantile paralysis that developed near the Nation's Capital.

F. P. Lyons spent the week end here with his family. He lives on his ranch in the northwest part of the county.

Mrs. H. M. Packard of Springlake was a Hereford visitor Tuesday.

### Want Ads

#### For Sale or Trade

FOR SALE OR TRADE: 10-foot Van Brunt wheat drill in good condition. See C. E. Lady. 37-3p

FOR SALE OR TRADE: 25 acres at edge of city limits, \$25.00 per acre cash will buy this. J. M. Murchison. 34-4f

FOR SALE: Young Jersey milk cows, fresh. See Jack Grady, at Consumers. 35-3p

FOR SALE: Grade "A" raw milk. Delivered to your door twice daily. Steam sterilized standards and adequate refrigeration. Reasonable prices. Phone 663. Prairie Dale. 32-4f

FOR SALE: Extra good Model A Ford Tudor. Good shape. New tires. At a bargain. Call at brand office for information. 32-4f

FOR SALE: Cucumbers for picklings, also tomatoes for canning. Kropf Farm, 2 miles north on 25 Mile Avenue. 35-6p

SHADE TREES for sale at Great West Nursery, one and one-half miles northwest. 35-3p

FOR SALE: Heavy work team, \$175. Also good milk cow. See Pat Wederbrook. 1p

FOR SALE: Eight cows, 2 young heifers, 3 calves, at reasonable terms. See O. K. Howe, Hereford, Texas. 35-3p

### INSURANCE!

Yes, that is my business and I will be glad to call on you at any convenient time to discuss your insurance problems with you. E. E. Knott, P. O. Box 414. 1c

### For Rent

FOR RENT: 700 acres wheat land, about 18 miles northwest of Hereford. B. O. Taylor, 705 Fisk Building, Amarillo, Texas. Phone 2-3278. 37-3p

FOR RENT: Two bed rooms. Mrs. E. B. Posey, at 509 East Third Street. 1p

FOR RENT: 50 acres known as N<sup>1</sup>/<sub>4</sub> of SE<sup>1</sup>/<sub>4</sub> section 15 Rhea, C. Farmer county, Texas, for grain or cash rent. If interested please

write owner, M. Fillenworth, 2221 Dear Park, Omaha, Neb. 35-1f

FOR RENT: Bedrooms. Also have room available to transients. Mrs. A. M. Jones, 504 East Fifth Street. 35-3c

FOR RENT: Four room furnished apartment, south side Cummins Apartments. See Mrs. J. C. Cummins at 405 East Third St. 1p

FOR RENT: Furnished front bedroom with bath. Prefer ladies or a couple. Mrs. F. W. Lambert, 701 Miles Avenue. 1c

FOR RENT: Houses and apartments. See Paul Barnett, Hereford Insurance Agency or Phone 505. 1c

FOR RENT: Rooms, two block from high school, apartments. Call at 610 East Fifth Street. 1c

### Wanted

WANTED: Broadcast binding or wheat drilling. See or write Frank Folsart, 5 miles north on 25-Mile Avenue, Hereford, Texas. 35-6p

WANTED: To winter 300 cows. Plenty of water, grass and feed. See John L. Wilson, Hereford, Texas. 35-3c

WANTED: Farm or ranch work. See Bill Griswold, 211 West Eighth Street. 35-3p

THE NEXT 10 young people who enroll in this school can do so on waiver of terms of tuition. You can also earn your board and room. Write for information. Fleming Business College, 808<sup>1</sup>/<sub>2</sub> Park St., Amarillo, Tex. 35

WANTED: Small coal burning cook stove in good condition. G. L. Woods, Hereford, Tex. 1p

### Lost and Found

STRAYED from the Bill Rice farm 16 miles west of Hereford, one bay saddle horse, weight about 1000 pounds. Notify E. H. Norton. 1p

# STAR

Hereford, Texas

★ ★ ★  
Thurs. - Fri.  
Reasons Nite  
225 REASONS

Maybe you will be able to give the orphans a home—Register either Thursday or Friday.

### ON THE SCREEN

WHERE THE LAW OF THE WILD IS THE

Only LAW!



ADDED ATTRACTIONS: See America's Safest Driver in

"Lucky Spills"

★ ★ ★  
Saturday Only

10¢ EVERY 10¢ ONE!



LOONEY TUNE SHORT

## PERSONALS

Mrs. D. H. Alexander left Monday for Silverton, where she was called to the bedside of her mother, Mrs. A. P. Donnell, who is seriously ill.

Guests of Mrs. Paul Foster on Thursday were her mother, Mrs. John Veteak, and two sisters, Miss Jeanne Veteak and Mrs. Wallace Lechman, all of Amarillo.

Miss Verna Culpepper returned home Monday night from a two weeks visit with her sister, Mrs. F. E. Kuykendall, of Phoenix, Arizona.

J. D. Buchanan and wife were here Wednesday from their home in Friona, enroute to Dimmitt to attend the funeral of Mrs. W. A. Tate.

Mr. and Mrs. Charles Hardwick of Spur spent Tuesday here with Mr. and Mrs. John Roberts. Mr. and Mrs. Hardwick are former local citizens.

Mr. and Mrs. B. M. Wiltshire spent the week end in Lubbock. There they were met by Mr. and Mrs. Red Allison, formerly of Hereford, who attended the TCU-Tech football game with them Saturday night.

Mattie Mae Swisher, teacher of voice, has returned and is making up her schedule for pupils this week. Special attention given children's voices and free scholarship offered to high school student. Inquire about particulars. 1

### TYPHOID CONTROL IS COMMUNITY DUTY

"It is a well known fact that typhoid fever may result from the use of water, milk or other food contaminated by bodily discharges of patients or carriers who harbor typhoid germs," stated Dr. Jno. W. Brown, state health officer.

"The fact that we know the source of infection and the means by which infection may be controlled, emphasizes the importance to all communities of providing water and milk of the highest quality.

"Texas is being host to many visitors this year, and all communities should put forth every effort to see that no epidemic occurs which will put an unnecessary blot on the health record of the State.

"Typhoid fever may be controlled by the use of pure water, pasteurized milk and clean foods, by the proper disposal of sewage, by screening homes against flies, by protecting food from contamination by flies, by destruction of the fly and its breeding places, by search for and care of carriers, and by anti-typhoid vaccination.

"Excreta from persons ill with typhoid should be carefully disinfectant to prevent the germs from polluting the soil and thus being carried into streams or wells and contaminating the water supply. Where there is an efficient system of water purification, typhoid fever has greatly decreased.

"It is the responsibility of each community to establish adequate safeguards against the consumption of contaminated products at all times and in all places.

"It is the responsibility of each individual to further control the occurrence of typhoid fever by establishing immunity for himself by vaccination."

## Health Education Important Part

Assembling of students in the schools of the state this month calls to public attention the definite health responsibility of parents and teachers, as well as the health workers, and is the subject of an address from the state department of health to the citizenship.

"A public health education program is an outstanding factor in the development of the physical, mental and social welfare of the school children of today," said Dr. John W. Brown, state health officer. "Health teaching should be a basic part of every educational program.

"Practically every phase of the school system is related to health. Housing, screening, diet, disposal of wastes, exercise, rest, even the manner of daily contact with others all have a direct bearing on health. Schools must treat the child as a whole—with his physical condition related definitely to his mental and emotional capacities.

"Prevention is the all important factor in the control of communicable disease. Communicable—as we know—describes that kind of disease which may be imparted or transmitted from one person to another, either by personal contact or through some other method. One by one, the communicable diseases, such as smallpox, diphtheria, whooping cough and typhoid fever, are being controlled by preventive or immunizing agents. It is much better for all concerned that the child should be protected from ever taking these diseases, which often

## Close Drug Store

Home of 60c Purchase Plan

## "Don't Get Caught"

—with a COLD this winter. Protect yourself NOW and be free of all colds by using any of the following:  
COD LIVER OIL  
UPJOHN'S SUPER D CONCENTRATED  
ABBOT'S HALIVER OIL CAPSULES  
Come in now and let us tell you how to take these vitamins to protect yourself from colds.

## SCHOOL SUPPLY CONTEST ENDS SATURDAY

Make ALL your school supply purchases NOW as you can still win easily.  
All boys and girls who have coupons now, turn them in to us next Monday.  
THE WINNER WILL BE ANNOUNCED WEDNESDAY!  
Look Up On Your School Supplies Here!

## MERIT EGG MASH

Produces Winners On the Farm, Too.

as well as at the County and State Fairs. When your hens are fed Merit Egg Mash they will produce more eggs.  
JUST TRY MERIT EGG MASH FOR RESULTS

Now Only \$3.25 For 100-Pound Sack

We Have COPPER CARBONATE For Treating Seed Wheat.

WE BUY EGGS, OREAM AND CHICKENS

West Texas Feed & Seed

# GREEN PASTURES

STAR THEATRE, OCTOBER 11th AND 12th.

SEE IT FROM THE BEGINNING

## SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

### LEAGUE TO HAVE PROGRAM SUNDAY, OCTOBER 4

The Epworth League of the Methodist church will have a special program next Sunday at 7 o'clock at the church. All young people of the church are invited to attend this meeting.

A series of entertainments have been planned for the League, under the direction of the sponsor, Mrs. Homer Brunley. Once each month "Open House" will be held for the group. The first of these

meetings will be on October 11, at 6:15, and will be a general get-together meeting for young people. Games will be played and refreshments served.

All meetings will begin on time, and will be held in the Sunday school department on the third floor of the church.

Mrs. Bess Seed of Canadian spent the week end with relatives in Herford. Mrs. Seed is with the McAdams Dry Goods Co. in Canadian.

### Four Hostesses Entertain With Bridge Party at Park Clubhouse

One of the outstanding social events of the week, both for the beauty of the party itself and for the size of its guest list, was the bridge party given Tuesday afternoon by Meses. Paul Foster, Jack Rhee, M. D. Womble and Glen Weir, at the club house in Herford State Park.

In keeping with the rustic atmosphere of the club house, wild flowers were used in the attractive decorations. The dull wood tones of the building made an effective background for artistic arrangements of pale yellow daisies and goldenrod, combined with orchid hyacinths. In the reception hall a lace covered table was centered with a profusion of orchid and yellow blossoms in a crystal bowl, flanked by tall yellow candles in crystal holders.

Yellow shaded lights and a flaming log fire at the east end of the large club room carried out the color scheme in a harmonizing glow. Table covers, tallies and prize wrappings accentuated the color motif and yellow and orchid mints decorated the refreshment plate.

The grand prize, the highest score made for 20 tables of players, was awarded to Mrs. J. M. Posey. Door prizes were won by Meses. Alex Bateman, Bobo McLean, O. C. Holt and Dow Mercer.

This was the first day time affair given at the club house since the opening tea and the invitations included 80 guests.

**SON IS BORN TO MR. AND MRS. MELVIN HARRIS**  
A seven-pound, four-ounce son was born at 4 o'clock this morning to Mrs. Melvin Harris of Los Angeles, at the Deaf Smith county hospital. Mrs. Harris is the former Billie Valentine, daughter of Mr. and Mrs. W. I. Valentine of this city. Mr. Harris is also a former Herford resident, son of Mr. and Mrs. G. A. Harris. Mother and child are doing nicely.

### ZONE MEETING HELD AT FRIONA

The quarterly zone meeting of the Methodist Missionary Society was held at Friona Wednesday. The program was directed by Mrs. Roy Lanham of Dimmitt. Rev. Armstrong of Dimmitt conducted the interesting devotional which opened the morning program. Mrs. J. F. Ward of Herford gave an inspirational talk on "Finding God in Our Daily Life." A discussion of Present Day Problems was followed by a violin solo rendered by Mrs. Alvin Thompson of Herford. The morning program was closed by a talk, "What the Missionary Society Means to Me." The afternoon program opened with a prayer by Rev. T. C. Willett of Herford. The devotional was given by Rev. Joe Strothers of Dimmitt. A vocal duet was sung by Meses. J. E. Beyer and H. H. Hawkins of Herford.

A short business session closed the day's program. Mrs. W. P. Nittler of Bovina was elected zone leader, succeeding Mrs. Roy Lanham of Dimmitt, and Mrs. John Wilson of Bovina was elected zone secretary. The next zone meeting will be held in the Bethel Circuit.

### YOUNGSTERS ENJOY PARTY

Members of the Junior department of the Presbyterian Sunday school were entertained Friday afternoon at the church, with an African jungle party. Tribes were organized and a chief elected for each tribe.

Games and shooting contests were enjoyed with much enthusiasm. Winners in the contests were Wayne Higgins, Ruth Temple Hastings and Christine Olson. Refreshments were served to 12 members.

### MRS. WAYLAND HOSTESS WEDNESDAY LUNCHEON CLUB

Vivid autumn colors were used in decorations for an attractive luncheon on Wednesday of last week when Mrs. Jack Wayland was hostess to the Wednesday Luncheon club. Orange and gold dahlias and organza candles carried out the color motif. Fall shades of gold and brown were emphasized in hand painted tallies.

After the luncheon Mrs. B. M. Wiltshire won high score in the games of bridge. Guests were Meses. Oscar Easley, J. C. McCracken, Alton Fraser, C. C. Rockwell, W. L. Davis, Colby Conkright and B. M. Wiltshire.

### AMARILLO SPECIAL WILL STOP HERE FOR PARADE

The Amarillo special train to Portales, New Mexico, will stop for 30 minutes in Herford Friday morning, according to information received yesterday from E. R. Arshambean, who is in charge for the American Business club.

The train will be here 30 minutes and during this time the delegation will parade, led by the 20-piece Amarillo College band. The time of arrival was not announced, but it leaves Amarillo at 8 o'clock Friday morning. A special invitation was extended to the Herford Mens Club to have a delegation join the train.

### First Christian Church.

Rev. H. M. Redford, Pastor. Bible school, 9:45 a. m., Mrs. Grace Guthrie, superintendent.

Morning worship, at 11. Evening worship at 8. Church family night, Wednesday, at 8 p. m.

Notwithstanding unpleasant weather, attendance at all services was encouraging. Wednesday night a reception was held in the basement of the church for Mr. and Mrs. Redford. A larger attendance is expected Sunday. "The Enlarged Heart" will be the sermon theme Sunday morning. At the evening hour the pastor will speak on "Three Kinds of Conversation." Everyone is invited to attend these services.

### Miss Stanford Honored.

Miss Mary Elizabeth Stanford, senior home economics student at Texas Technological College, has been elected secretary-treasurer of the 1937 graduating class at the college. She is the daughter of Mr. and Mrs. W. J. Stanford, 808 West Fourth Street, Herford.

### Frio News Items

BY MRS. W. A. SPRINGER

Frio Worthwhile club met last Thursday at the home of Mrs. Annie Beauford, with Mrs. H. D. Robins and Mrs. Ace Campbell present. Sickness prevented most of the members from attending. Next meeting will be with Mrs. Robins.

Miss Ethel Womble of Wyche spent Thursday night with Miss Koma Hyatt.

Mr. and Mrs. W. A. Springer spent Monday in Friona.

Mrs. Koma Hyatt, Mr. and Mrs. D. H. Allman, Mr. and Mrs. Mack Dixon took the Frio school children to the show Monday evening. About 24 attended.

Mr. and Mrs. J. B. Harlin were Plainview visitors last Thursday. Miss Koma Hyatt attended the shower given by Mrs. Andrew Elder for Mrs. Willie Butler, a recent bride, last Thursday evening at Dimmitt.

Mr. and Mrs. H. M. Mobley spent Monday in Dimmitt in the Percy Estes home.

Mesess. and Meses. Paul Williams, H. D. Robins, D. S. Rones, T. L. Sparkman, W. A. Springer, J. E. Springer, Harold and Kitty Kloe Harlin attended the fair in Amarillo last week.

J. E. Andrews and family have moved to their new home, which is just about completed.

### R. E. KNOTT LEADING FOR CENTENNIAL TRIP

R. E. Knott, representative of the Great American Life Insurance Co. of San Antonio, was third in production of insurance for September, according to a letter from K. L. Riggs, agency manager for West Texas.

"Either you are a super-salesman, or Herford is an excellent territory," Mr. Riggs wrote. "You must have a fine territory in Herford and that vicinity to write the volume of high class business you have produced in the short time you have been with the Great American; you have certainly made an outstanding record. You are no doubt going to win the Centennial Trip."

Mrs. J. C. McClallan and grand daughter, Sara Virginia Chambers, of McLean left Sunday after a short visit in the home of Mr. and Mrs. Elmer Patterson.

### Returns to Herford.

Miss Mattie Mae Swisher has returned to Herford to make her home. She has been visiting during the summer months with her family in West Virginia, also visiting in Maryland and in Chicago. Through an error, it was announced

ed in an Amarillo paper that she would teach in Amarillo, but the Braund is happy to make that correction.

R. A. Daniel, student at Altus Junior College, Altus, Oklahoma, spent the week end with his parents, Mr. and Mrs. Artis Daniel.

## SPECIALS

BEGINNING FRIDAY, OCTOBER 2, FOR ONE WEEK

SCALP TREATMENT, good for dandruff Shampoo and Finger Wave	75¢
HOT OIL TREATMENT Shampoo and Finger Wave	75¢
SHAMPOO, FINGER WAVE	60¢
Rinse and Dry	75¢
GOOD FACIALS With Pack	75¢

### PERMANENTS

\$2.50 values for	\$2.00
\$10.00 Machineless Kalor Wave	\$7.50
\$5.00 Machineless, New Ray	\$4.00
\$4.50 Norab	\$3.00
\$1.50 Permanent	\$1.00
Two \$3.00 Permanents for	\$4.00

The Mode Beauty Shop

PHONE 107 KATE SINDT

# SPECIALS

SPUDS		COFFEE	
NO. 1 COLORADO'S 10 Pounds	25¢	BREAK O' MORN 1-pound package	17½¢
TOMATO JUICE Red and White, 3 cans	25¢	SOAP Lux Toilet, 4 bars	25¢
TOILET TISSUE Red, and White, 3 rolls	19¢	SOAP Lady Godiva, 5 bars	25¢
LUX FLAKES		CORN	
LARGE Package	23¢	STANDARD	8½¢
MACARONI or SPAGHETTI, 2 pkgs	9¢	SOAP Crystal White, 5 giant bars	19¢
RICE Red and White, 2-lb pkg	21¢	RINSO Large box	19¢
TOMATOES		SOUP	
NO. 2 CAN 3 cans	25¢	STOCKLEY'S TOMATO 2 cans	13¢
CORN MEAL Packard's, 5-lb bag	18¢	OATS, Moonrose Cup and Saucer or Bowl, pkg	23¢
BEANS		COMPOUND	
PINTO, Fancy Redland Per pound	5¢	VEGETOLE 8-pound carton	\$1.00
CORN MEAL Packard's, 10-lb bag	35¢	BAKING POWDER K. C., 25c can	19¢
Garden Fresh Fruits & Vegetables			
APPLES Fancy Jonathans, 2 dozen	35¢	CABBAGE Fancy Colorado, pound	3¢
PUMPKINS For pies, each	10¢	WATERMELONS From Amherst, nice size, each	20¢
CRANBERRIES Quart	23¢	ORANGES Medium size, dozen	22¢

# WEIR'S



## Fur Trimmed COATS



This year are elegant affairs. The fabrics are so supple, so pliable that your coat will have as much "line" as a Paris evening gown. See them—here!

## The Swagger Line

is still the choice of many. For them we have a complete selection of the latest styles. All Coats Reasonably Priced!

## Dresses as Zestful as Autumn Itself!

Silks, Wool Crepes and Alpaca head the list, in styles for every occasion that will delight you. And here you will find all the accessories you'll need this winter—purses, gloves, blouses, scarfs—in a glorious array of color and appeal. End your fall shopping tour at the home of BEST BY EVERY TEST hose.

## FASHION DRESS SHOPPE

**FREE!**

# \$10 Cash!

\$5.00 - \$3.00 - \$2.00

Saturday, Oct. 3rd, at Our

## FORMAL OPENING

If you have not already done so, come in and register before 4:30 P. M., Saturday, October 3, to be eligible for one of these "get acquainted" prizes. No obligations to buy; no strings. We want you to visit our store during our Formal Opening in Herford and see the values in store for you. Be present at 4:30 P. M. Saturday!

### Formal Opening Specials

<b>Anklets</b> Children's Pastel Shades, Regular 15c 19c values, pair	<b>10¢</b>	<b>Brassiers</b> Reg. 25c value	<b>19¢</b>	<b>Dinner Set</b> 32-piece, Beautiful design	<b>\$3.00</b>
<b>Step-Ins</b> Ladies' Step-Ins Reg. 25c Value	<b>15¢</b>	<b>SILK HOSE</b> Reg. 80c Value	<b>79¢</b>	<b>Water Set</b> 9-Piece Blue Glass, Reg. \$1.25	<b>98¢</b>
<b>Curtain Scrim</b> White, Rose, Pink, Orchid, Tan, Blue Reg. 10c Value	<b>7½¢</b>	<b>STEELWOOL</b> 3 boxes	<b>10¢</b>	<b>Clocks</b> Regular \$1.25 Value, each	<b>98¢</b>
<b>Shoe Soles</b> Wearwell, Small, Medium, large Sizes, 2 pairs	<b>15¢</b>	<b>BOWLS, 5-inch, Colored, Set of 6</b> 50c, or, each	<b>10¢</b>	<b>Brooms</b> Regular 25c Value for	<b>19¢</b>
		<b>OIL CLOTH</b> 46-inch, yard	<b>23¢</b>		
		<b>RADIO TUBES</b> Reg. 60c Value	<b>35¢</b>		
		<b>CREAM CANS</b> 10 quart, each	<b>59¢</b>		
		<b>Bird Cages, Red Green, Ivory, each</b>	<b>\$1.25</b>		
		<b>FLOWER POTS</b> 3 Sizes, 25c, 30c and	<b>15¢</b>		
		<b>RUGS, Linoleum-Felt base, 22½x36</b>	<b>25¢</b>		

## ALDERSON'S VARIETY STORE

# CAUGHT IN THE WILD

ROBERT AMES BENNET



(Continued from last week)

The failure to find the weapon did not alter Garth's plans. Working fast, he filled the three-gallon teapot with packages of tea, salt and sugar. The pot went into an empty flour sack, along with a little dried fruit, some dynamite, and a pair each of tin cups, plates and spoons.

On the big stack of fuel beside the lean-to, he piled all the rest of the food and dynamite, the blankets, and the quarters of moose. With a shovel that was leaning against the rocker cradle he tossed coals from the fire into the base of the stack. The wood soon blazed up in several places.

With the floursack pack and the bag of platinum alloy slung over

his shoulder, he went downslope. Garth lugged the sack across the open space and past the stunted spruce beside which Constable Dillon had been murdered. In a drift on the north side of the next tree, he dug a hole, dropped in the sack of alloy and covered it over.

A backward glance at the camp showed the bonfire flaming high. At any moment the frozen dynamite was apt to thaw enough to explode. From off to the left came angry shouts. The direction of Garth's trail had at last warned the pursuers of his raid on their camp. They were heading for it as fast as they could flounder through the drifts.

Instead of circling to double past them again, Garth skirted

off down-slope towards the west side of the lake. There was no need to warn them about the dynamite. Before he had taken a dozen strides the frosty air crashed with a thunderous explosion. He bent forward and went pounding downhill through the soft snow as if breaking train for a fast driven dog team.

When he neared the border of the muskeg, he glimpsed a gray shape in the outer fringe of willows. No wolf could bulk so large. The she-grizzly had been first of the flesh-eaters to find what was left of the newly killed moose.

Close looking and listening showed that the cubs of the great bear were not with her. Garth went straight towards the hoggishly feeding beast until she caught his scent. She reared up to gape her bloody jaws and roared as she had roared at him and Huxby and Mr. Ramill.

Garth very quietly turned to the left and angled off away from her. He was the two-legged creature who had several times shielded respectfully around her and her cubs during the summer. She watched him go, then returned to her greedy gorging.

He skirted along the border of the muskeg to where a narrow neck of the swamp extended up a little valley to a gulch in the side of the west mountain.

At the far bank he shifted sideways and crouched down behind a clump of willows. He did not have long to wait. Enraged by the destruction of their food and camp outfit, Huxby and his men must have rushed fast down the trail of their bedeviler.

From over across the corner of the muskeg came the warning roar of the disturbed grizzly. A quick shot followed. Close upon the report dinned an outburst of terrific snarling roars and a whole fusillade of shots. The roars suddenly ceased. But the firing kept up for four or five seconds.

"Scared. Wasting cartridges," Garth told himself. "Hopping mad at me and atop that, flurried by her charge. Hope she didn't get any of them."

His wish was soon fulfilled. All four trailers came plodding along the border of the muskeg. Huxby was in the lead. But the bearded man next behind shoved forward beside him as he came striding out on the bog. Both happened to step two or three times on niggerheads. Then the miner hit the 'now between tussocks.

The bearded man's curse as he plunged down into the quagmire jerked Huxby's glance around. He saw the trap a split second too late to keep on the tussocks. Like the miner, he shot forward and down through the frozen crust into the deep slime and mud. The third man followed suit. But he was near shore, where the bog was only knee-deep. The fourth, lagging behind, halted on solid ground.

At Huxby's shouted orders, the last man ran to fetch poles of down timber. The two leaders were in almost to their armpits before the dead aspen trunks could be brought and shoved out to them.

Set on niggerheads, the poles gave support for the trapped men to pull themselves up out of the treacherously sucking quagmire. Other poles made a bridge for them back to solid ground. But the bearded miner left his rifle down in the ooze.

Garth chuckled and looked to see Huxby backtrack with his men. Instead, the engineer headed up the bog valley towards the gulch. That added to Garth's

## STAFF HEADS ARE ELECTED

The Whiteface Staff Officers were elected on Thursday, September 24, 1936, in the High School elections. They were elected by the student body for the purpose of serving the school and aiding in preparing the Whiteface Year Books.

This is the first time in history of the Whiteface Roundup that the staff members have been elected by popular vote of the student body.

The unofficial returns for the candidates of the four offices are: Editor, Mary Turrentine, 151; Helen Reed, 67. Assistant editor, Thama Cawthon, 132; Melvina Stewart, 85. Business manager, Jerry Jowell, 107; Jack Barber, 109. Assistant business manager, Dean Dunlap, 84; Chilton Foster, 132. Official returns of these offices will be announced at a later date.

## LIBRARIANS LEARN RULES

Miss Crawford, with the librarian for each period in the day, met in the library last Monday in their weekly library meeting. The purpose of the meeting was to discuss the arrangements of books and the rules and regulations of the library.

The library has been a great help to the students in past years. It should be recommended to all the new students as an ideal place to obtain references and solutions to current problems. Also there are many excellent fiction books.

## MISS NORA JEAN RUSSELL ELECTED FOOTBALL QUEEN

Miss Nora Jean Russell was elected Football Queen at a box supper given Thursday evening in the high school gymnasium. This event climaxed several days of hard work by all the classes.

Rivalry ran its highest and greater loyalty has never been shown, although the students showed great sportsmanship and seemed to enjoy themselves immensely. Opponents of Miss Russell were Virginia Carlyle, senior; Helen Ruth Barber, sophomore, and Orrella Hill, freshman.

The students and sponsors were very pleased to see so many parents interested in the social events of the school, and hope that they

## Debate Club Is Organized

### BILLIE JO ROBERTS IS SELECTED AS HEAD OF ORGANIZATION

The Debate Club met Wednesday afternoon, September 24, at 4 o'clock in Miss Crawford's room with Miss Crawford as sponsor. The purpose of the meeting was to organize this year's debaters and to let the new members get an idea of what debate is like.

Officers elected were Billie Jo Roberts, president; Mary Jane Morgan, vice-president; Leon Hartman, secretary; business manager, Beverly Alexander, and reporter, Virginia Lee Hussey. Wednesday afternoon from 4 o'clock until 5 was set as regular meeting time for the club.

Those coming out for debate were, girls: Ruth Callahan; Frank-abel Robinson, Mary Jane Morgan, Viola B. Phillips, Leota Reeves, Beverly Alexander, La Wanda Jean Reed, Ida Brock and Virginia Lee Hussey; boys, Terrell Miles, Leon Hartman, S. J. Cook and Jack Nicks. More boys are expected to join the club later.

Miss Crawford gave the debaters the debate question for the year, "Resolved: That the United States Government Should Own and Operate All Plants Engaged in the Manufacture of Munitions." Values of debate and notetaking will be the topics discussed at the meeting next Wednesday. With the past experience of debate behind the club, this year should be a successful one for the debaters.

## Commercial Study Offered Students

Hereford High School, for the first time in many years, has offered a commercial course to the students. It is being taught by Miss Ethel Rice, who is a very efficient teacher, having formerly taught at Pampa, Texas. The commercial course is being made possible by the removal of the lower grades to the new building, thus leaving room for the course.

Three classes in typing are being held in the afternoon in the commercial room, especially prepared for the course. There are 12 students in each class. Although bookkeeping and shorthand are not being offered this year, they will be next year.

No additional fee is required except that of 50 cents each month for the use of the typewriters. Only Juniors and Seniors are eligible.

Miss Rice reports that the classes are showing progress and seem very enthusiastic.

## FUTURE HOMEMAKERS HOLD FIRST MEETING

The Future Homemakers of America met Monday, September 21, at 4 o'clock in the home economics laboratory. There were 12 members present and the sponsor, Miss Sullivan.

The purpose of the club is to make money to send representatives from this school to the State Home Economics rally in the spring.

The FHA club was organized last year and made the money to send seven representatives to the state rally. This was the first time Hereford had ever been represented at such a rally. Hereford won fourth place in the class A school contests.

The officers are: President, Ira Jeanne Ricketts; vice-president, Mary Triefel; reporter, Mary Lee Alexander. The secretary-treasurer has not been elected.

The requirements for membership were read and amended. The club is inviting all girls who have had home economics, or are taking some economics now to join the club. The club is to have a yearbook complete soon. In this book are the programs of the year. These books will not cost the members anything. Every program is very worthwhile and entertaining.

## School Holds Elections

### HEADS OF DIFFERENT SCHOOL GROUPS ARE CHOSEN BY BALLOT

School elections were held at the Hereford High School on Thursday, September 24, for the purpose of selecting the president of the Student Council, the president of the Athletic Association, editor-in-chief, assistant editor, business manager.

These elections were conducted by the two civics classes according to law. The presiding judges were selected by the civics classes and they in turn appointed the clerks. There were two precincts which were open before and after school hours. Distance markers and official ballot boxes were used. The unofficial returns for the presidents of the associations were: President of the Student Council: Virginia Lee Hussey, 120; Genece Standifer, 100. President of the Athletic Association: Chas. Wilson, 111; Billy Smith, 97.

The official returns on all officers of the elections will be confirmed at a later date.

## PUBLIC SPEAKERS HAVE CHARGE OF PROGRAM

The Assembly program given Thursday, September 24, by the Public Speaking class met with approval. Two pantomimes were given. The first, taken from Booth Tarkington's book, "Pen-rod and Jasper," was pantomimed by Jack Barber, Irene Knox and Billy Beene. The dialogue was read by Virginia Lee Hussey. The second pantomime, "And the Lamp Went Out," was pantomimed by Gertrude Wilson, Helen Reed, Jerry Jowell and Alva Barber. Billie Jo Roberts read the dialogue. An example will show the readers just what the audience enjoyed; the title, "And the Lamp Went Out," was more truth than poetry in that the lamp left the stage. This feat was performed by Bill Standford, who was concealed under the table.

Both pantomimes were very amusing and the audience enjoyed them to the fullest extent.

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Every article of clothes we clean is given a thorough bath in pure Naphtha—the surest way to clean them!

### A REAL DIP!

There's no shilly-shallying, no half-way methods about our cleaning. Clothes you send to us are cleaned thoroughly all over—inside and out. Give us a trial to see for yourself.

**SPECIAL THIS WEEK ONLY**

<b>MEN'S SUITS</b> Cleaned and Pressed TWO FOR <b>\$1.00</b>	<b>LADIES' DRESSES</b> Cleaned and Pressed TWO FOR <b>\$1.00</b>
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**HEREFORD LAUNDRY AND DRY CLEANERS**  
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Those same practical, conservative and common sense policies that insure the Bank consistent progress and fair profits, assure to you—year in and year out—a satisfactory banking service.

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Will soon be here! Now is the time to change from summer weight oil to a lighter winter weight, and also change your transmission and differential grease to make the gears shift easier. Don't wait—let us fill your radiator with Anti-Freeze.

### Texas Service Station

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**MEET YOUR OBLIGATIONS**

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**HEREFORD CREDIT ASSOCIATION**  
DOROTHY H. ROSS

Local Affiliation of the NATIONAL RETAIL CREDIT ASSOCIATION

a handful of dried apricots and prunes. After that he skirted along the edge of the muskeg to its north end. Here he came to where in ancient times, before it started to recede, the glacier had piled a big terminal moraine. This was the immense natural dam that held the lake in its bed. Among the rocks of the rapids, on the slope of the lower valley below the falls, Garth made out the wreckage of Mr. Ramill's custom-built monoplane. He worked his way down alongside the rapids to look closer at the wreck. What little had been left of the costly aircraft was not worth salvaging. But the tattered cover of one broken wing thrust up out of the white water within reach from the bank. Garth built a fire of small sticks. He quenched it with damp moss, and used the charred stick ends to write on the wing fabric: "\$5,000 Reward for V. HUXBY, Thief and Murderer."

(Continued next week)

### NOTICE TO BIDDERS

Bids will be received by Deaf Smith county at the court house at Hereford, Texas, until 10 o'clock a. m. on October 5, 1936, for the purchase of one crawler type tractor, 60 H. P. on draw bar, or more, and one 12-foot grader, hand control, and one Monarch 75 H. P. and 12-foot Adams grader to be taken as part payment, and notice is given that warrants will be issued in the maximum sum of \$8,000, payable serially, last maturity not later than April 15, 1940, bearing interest at the rate of 6 per cent per annum, interest payable semi-annually. The right is reserved to reject all bids.

W. M. STEWART, County Judge, Deaf Smith

### Health Service

MANOLOGY CHIROPRACTIC  
COLON IRRIGATION MINERAL BATHS

## Dr. R. E. Perkins

Phone 246. 710 N. Main Street.

FOR QUICK JOB SERVICE SEE THE BRAND.

### GIANTS OR YANKEES?

We are all wondering who will win and how it will be done.

## A PHILCO

—Radio will give the world series to you play by play. The reception so natural and clear that you can almost see Bill Terry's nod of confidence to Carl Hubbell when the game is really going tight.

We have a complete radio repair shop and can repair any make radio. Call us at any time for an estimate on your repair job. We have a complete line of radio accessories, including tubes for all radio. Your patronage will be appreciated.

### M. D. WOMBLE IMPLEMENTS



Summerfield News

BY MRS. ASA ATCHLEY
Rev. and Mrs. S. L. Tidwell
of Plainview were here Sunday.
The Junior Sunday school class
enjoyed a party at the home of
Mrs. Asa Atchley in honor of the
girls of the class, and given by
the boys.
Mr. and Mrs. Chas. Croose of
Floydada and Miss Grace Croose
of Friona visited the Albert Croose
home recently.
J. W. Thompson and sons of
Spearman were in Summerfield last
Thursday.
Several families attended the
fair in Amarillo last week.
Guy Walker and family were
Dummitt visitors last week.
Jim Clark and family moved
to the place owned by Tom Vaughn
at Westway.
Mrs. Marion Clark and son
are visiting her parents in Little-
field.
J. D. Story's sister from Illinois
is visiting him this week.
Mr. and Mrs. Clifford Gandy and
Mrs. J. P. Gandy and James visited
the J. R. Oglesby home Tues-
day.

Messrs. and Mmes. Guy and D.
C. Walser and Woodrow Welty
spent Sunday in the Asa Atch-
ley home.
Mr. and Mrs. B. A. Atchley,
Gertrude and Thurman Atchley
and Jim Suttle left Tuesday for
a visit in Tennessee.
Almost an inch of rain fell here
over the week end.
Mr. and Mrs. J. R. Oglesby visit-
ed at Wyche Saturday.
Asa Atchley was a Westway
visitor Monday.
Ben Wilhelm plans to sell his
farm and move soon.
Gene Roberson had his tonsils
removed Saturday and is doing
nicely.
75 Lands Have Boy Scouts.
The sun never sets on the Boy
Scout uniform. The movement,
constantly growing since it was
established in England in 1908
by Lord (then Sir) Robert Baden-
Powell, is now firmly established
in 75 countries in all parts of the
world. There are 49 scout organiza-
tions; the British Boy Scouts
Association includes all the differ-
ent countries in the British Em-
pire.

Jeffersonian Democrats
Declare Stand They Will Make
In Coming Presidential Election

TEXAS DEMOCRATS WILL SUPPORT LONDON AT THE
POLLS IN NOVEMBER

With a full realization that our country faces a political
crisis transcending all partisan interests, we Democrats of
Texas now pledge our best services to the Nation upon a non-
partisan basis. We reassert our belief in the Constitution,
in the rights of the States, and in the Jeffersonian principle.
Believing thus, we must condemn the Roosevelt Administration.
The issue before the American people today is not Roosevelt
versus Landon; nor is it the Republican Party versus the Demo-
cratic Party. The issue here is the same as that which rocks the
rest of the world, and that issue is regimentation versus free-
dom and democracy. We are confronted with a change in our
form of government from a Democracy, in which the govern-
ment is the servant of the people, to a Socialistic and Commun-
istic state in which the individual becomes the servant of the
state, and loses all personal freedom and all property rights.
We charge that Mr. Roosevelt is
not a Democrat and never has
been in sympathy with the prin-
ciples of the Democratic party.
We charge that Mr. Roosevelt has
aided and abetted the aims of So-
cialists and Communists, and has set
up a board of advisers known as the
"brain trust," which is largely
made up of red radicals not in sym-
pathy with our form of government.
We charge that few members of
this "brain trust" have ever been
connected with the Democratic party
prior to the nomination of
Mr. Roosevelt for President.
We charge that the key positions
in the numerous bureaus set up by
Mr. Roosevelt are now held by radical
appointees selected for the
most part by Felix Frankfurter,
known throughout the country for
his red radical activities.
We charge that the radicals, whether
they call themselves socialists or
communists, now have the nation
by the throat, thanks being due to
Mr. and Mrs. Roosevelt, Miss Perkins
(a married woman following the
Russian system of not taking
her husband's name), Felix Frank-
furter, Rex Tugwell, and others.
We charge that all New Deal acts
such as NRA, AAA, and others in
which business, farmers, and the rest
of us were to be regimented and di-
rected by some bureaucrat are the
brain children of radicals, one of
whom is Tugwell. We will prove to
you before November 3rd, by quoting
Mr. Tugwell himself, that he is
an red or redder than Stalin,
the Russian dictator.
We charge that Mr. Roosevelt has
shown no interest in the 1932 plat-
form of the Democratic party ex-
cept to repeal prohibition.
We charge that most of the New
Deal bills be forced through Con-
gress were specifically called for in
the 1932 Communist and Socialist
platforms. We will prove this to
you before November 3rd by showing
you word for word the plat-
forms of these parties and showing
you how the New Deal acts met
the demand of these platforms.
We charge that when Mr. Roose-
velt insisted on having all relief
and FWA money given to him to
use at his discretion it was for
the purpose of getting control of
Congress by denying any Congres-
sional money-keeping projects in
his district if he voted against the
President's bills.
We charge that Jim Farley, the
Tammany politician and ex-prose-
cutor, expended this money in
building up a political
machine to Tammanyize the United
States, and has succeeded in
doing so to an extent that it is as
vicious as it is in New York City.
We charge that the Nation can-
not survive the continuation of the
present flagrant, wasteful spending
far beyond its income. Mr. Roose-
velt expects to continue it. Our
national debt is now more than
\$35,000,000,000, or approximately
\$1,500 for the average family. The
interest charges at 2 1/2% upon this
debt amount to \$880,000,000.
The President's program of seek-
ing the rich by increasing the tax-
es on all income above \$50,000 does
not provide enough money to pay
even the interest charges on this
debt. If the entire income of this
group were confiscated, it would
just pay the interest charges, which
as shown by the United States
Treasury Department figures for
1934, was \$890,938,307. The New
Dealers have put the mill-stone
of debt around the necks of our
children and our grandchildren.
We believe these debts are being
piled up for the purpose of bank-
rupting the Nation, to forward
plans of the Communists and So-
cialists.
We charge that the most active
bureau in Washington today is
that of propaganda, through which
millions of dollars of taxpayer's
money is spent to misinform him
and sing praises of the New Deal.
We charge that Mr. Roosevelt is
wholly unrepentant. His record is
one of broken promises. The Nation
and business cannot go forward
when it cannot rely on the state-
ments of the President.
We claim that Landon and Knox
are the only national nominees de-
fending the time-honored principles
of Democracy. The most important
plank in their platform is that in
defense of State's rights to govern
the centralization of power in
Washington, where a few organi-
zations can seize control of
our government.
We claim that we are going to
carry this state against Roosevelt.
The normal Republican vote is
about 150,000. Add to this 50,000
Republicans who ordinarily do not
vote because they feel that it is
useless. Add to this 150,000 Demo-
crats who will not vote for Roose-
velt under any circumstances. You
know your own community is full
of this kind of Democrats. Add to
this 150,000 Democrats, who will
gladly join us if they think there
is any use to vote against him.
This alone will mean the election
against Roosevelt, but add to this
thousands more who will vote
against Roosevelt when they are
shown the fallacies and frauds of
the New Deal. We Democrats are
not going to let the New Dealers
and Tammany Jim put any collar
around our necks. A Texas voter
is never a yellow dog unless he
is a politician.
We want you to step out on the
fringe line with us. Are you willing
to help us in the distribution of
our literature, or in getting many
to forward this work? We have a
large number of organizations
throughout Texas. We want one in
every town.
J. EVETTE HALEY, Chairman,
Jeffersonian Democrats of Texas,
Headquarters: Austin, Texas.

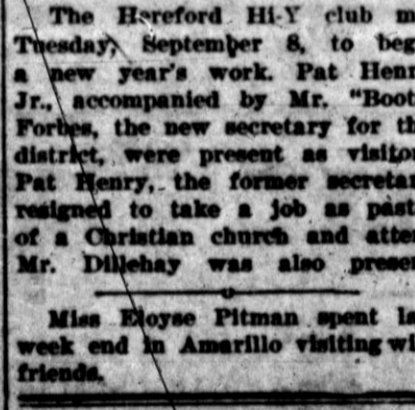
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Wyche Items

BY PEGGY VALENTINE
Mr. and Mrs. N. G. Elliston are
in Wichita, Kansas, where they
were called by the illness of a
relative.
Mr. and Mrs. J. D. Love have
been in Borger and Oklahoma the
past week.
Ruth and Johnnie Love were in
Amarillo Friday.
Miss Virginia Bowman spent
Monday night with Peggy Valen-
tine.
Mr. and Mrs. Lee Cocanougher
were in Amarillo Thursday.
Mr. and Mrs. DuBois Walker
and Jap Dickerson were in Ama-
rillo Saturday.
Due to the rain, no Sunday school
was held here Sunday.
Bill's Vaudeville will be at the
school house Thursday night, Oc-
tober 1. There will be no admis-
sion and all are invited. The en-
tertainment will consist of music,
songs and jokes.
R. W. Elliston and family, C.
L. Ray and family, E. C. Hewett
and family, Mr. Rinehart and fam-
ily and Miss Ethel Wombie were
in Amarillo Saturday.
George, Raymond and Bud Paet-
zold were in Herford Saturday.
Mr. and Mrs. Clifford Gandy
spent Sunday at Summerfield.
Mr. and Mrs. Harper and daugh-
ter, Lottie Tyson, have moved to
this community from Albuquerque.
Mr. Harper is driving the school
bus to Herford.
Victor Elliston was in Herford
Monday.
Peggy and Lorena Valentine and
Virginia Bowman attended Rhythm
on the Range in Herford Monday
night.
Slow, drizzling rains Saturday
night and Sunday made the roads
in this community almost impos-
sible Sunday.

Black
BY MRS. TOM PRESLEY
Miss Geneva Deaton has returned
home from Arkansas.
Mr. and Mrs. Cecil Vandiver
were visited Wednesday by her
brother, Leon Welch, of Canadian.
Black ladies surprised Mrs.
Bert Barnett with a dinner and
birthday shower Wednesday. She
received many useful gifts.
Gene Presley visited Lois at St.
Anthony's Thursday.
Mr. Vandiver took the school
children to the fair Friday.
Mrs. B. Barnett and children
of Mulsoeb visited the Barnett
home this week.
Mr. and Mrs. Jim Black were
in Amarillo one day this week.
Roy Price is doing nicely in the
veterans' hospital at Albuquerque.
Many from this community at-
tended the Tri-State fair last week.
Mr. and Mrs. Bair were in Fri-
ona Saturday night.
Santa Fe men at work here
left for Herford Tuesday.
W. L. Johnson and Porter were
in Farwell Wednesday.
Camille Elmore visited her father
at Amarillo this week.
Mr. and Mrs. Welch and Mulgen
were in Amarillo Saturday night.
Mr. and Mrs. E. M. Newell are
visiting in Black this week.
Mrs. McCrate returned home
Saturday.
Mr. and Mrs. T. L. Welch en-
tertained a number of friends in
their home Thursday night in hon-
or of their son, Leon.
D. R. Bennett and family and
Mrs. Ella Bennett visited the Orin
Bennett home in Hobbs over the
past week end.

HI-Y In First Meeting.
The Herford HI-Y club met
Tuesday, September 8, to begin
a new year's work. Pat Henry,
Jr., accompanied by Mr. "Boots"
Forbes, the new secretary for this
district, were present as visitors.
Pat Henry, the former secretary,
resigned to take a job as pastor
of a Christian church and attend
Mr. Dillehay was also present.
Miss Eloyse Pittman spent last
week end in Amarillo visiting with
friends.



FOR EYES THAT
MEET THE SUN
You fishermen, you hunters, you
outdoor men should give your
eyes the benefit of every care and
every protection. Many a good
vacation has been impaired because
of headaches directly due to im-
proper eye-care. Have your eyes
examined now—and regularly.

Dr. A. J. Black
Ground Floor,
Amarillo,
Texas

WHITEFACE BOUNDUP

Senior Mothers
Form New Club

About 15 of the mothers of the
seniors of this year met in the
high school study hall last Tues-
day afternoon to organize a Senior
Mothers' Club for 1936-37.
The club organized with the fol-
lowing as officers: President, Mrs.
Jack Roberson; secretary-treasur-
er, Mrs. Horace Baird; group
leaders, Mrs. W. R. Schelhaugen,
Mrs. R. G. Blue, Mrs. L. W. Car-
lyle, Mrs. Jesse Stanford.
The main business of the meet-
ing, other than organizing, was
to make plans for their work of
the year. They decided to plan
and give the seniors six socials
this year. The first is to be spon-
sored by the entire group; the
last by the entire group. Each
group leader with her group has
charge of one social during the
year. The first social is to be a
weiner roast held next Monday
afternoon, September 28, at 6:30.
They are to meet at the school
building. It is a certainty that
each mother will want to cooper-
ate in every way possible in order
to give the seniors a good time
during their last year in school
at Herford High.

JUNIOR CLASS

The Junior class met Septem-
ber 23 in the study hall to elect
its officers and queen for the com-
ing year, with Miss Vaughn and
Mr. Emmons as sponsors.
Mary Jane Morgan is president,
Heien Ann Snyder is secretary-
treasurer, Mary Tiefel is reporter,
Jack Nix and Charles Spradley
are athletic association represen-
tatives, and Nona Jean Russell
is queen.
The class gave a fair example
of its sportsmanship and cooper-
ation when it elected the queen as
the Whiteface Queen, but this
show was just a beginning of what
will be done throughout the year.
Also, the class wishes to express
its appreciation for the congrat-
ulations and sportsmanship of the
other classes and the support of
outsiders.
The Juniors will admit that the
other classes are good but not as
good as the Junior class.

SOPHOMORE CLASS

At the third official meeting of
the Sophomore class election of
officers was finished. For the
position of secretary-treasurer
Virginia Newell was elected. Buddy
Wilkins won the title of the
Sophomore member to the Athletic
Association. This completes the
Sophomores officers.
With the splendid officers alone
the class can not function, for it
needs the help of all the members
of the Sophomore class.
Just writing his name in a book
cost Jerry Jowell one dollar, and
eighteen cents. Now who is proud
of his name?

Dawn Items

BY MARGARET BOWERS
There was no Sunday school on
account of the rain. Rev. Roy
Patterson will preach here next
Sunday.
Lester Galley and family, Walt-
er Galley and family and Mrs.
C. P. Galley spent Sunday in the
Howard Roger home in Wildorado.
Miss Ella Smith is attending
high school in Canyon.
Dawn study club honored Mrs.
J. K. Dunavant with a kitchen
shower in the home of Mrs. Ernest
May. The honoree received many
gifts. Refreshments of punch and
wafers were served.
Mrs. Jim White is recovering
from a recent illness.
Several people from this com-
munity attended the Tri-State fair
last week.
Mmes. Lester and C. P. Galley
visited the Walter London home
Thursday afternoon.
Arnold Geiger has returned to
his home in Higgins.
Johnnie B. Caraway, who is at-
tending high school in Herford,
spent the week end at home.
Mr. and Mrs. Irvin Reeves, who
are staying in the Lester Galley
home, spent Sunday afternoon in
Herford.
Mr. and Mrs. Ears Bagwell and
son visited in Herford Saturday.
Sallie Wombie, Mary Ruth May,
Ruth Ann London, Johnny Ray
Putman and Robert Wilson Wombie
were present at a birthday
party given in honor of Clifford
Galley's third birthday at his home
Friday. The main attraction was
a pink and white cake decorated
with three candles.
Several from this community
were shopping in Herford Satur-
day.
Mrs. Charles Donald arrived
home Sunday evening after a visit
with relatives in Fort Worth and
Longview. She was accompanied
home by her daughter, Mrs. Carlos
Floyd and Mr. Floyd, who will
visit her for several weeks.

EDITORIAL

There is a general movement
in the school at this time and it
seems that this club is gaining
too many members for the first
of the school. Perhaps we are
all members of it. It is "loafing."
We are not forced to pay dues in
this club until the last of each
six weeks or each semester, but
by this time many of us find the
accumulated dues are too high to
pay in two or three weeks.
If we are to keep our dues at
a standard amount we must work
every day and do no "loafing."
To help keep our dues low we
must do our own work and not
borrow the work of someone else.
To help pay our dues we must
not think our teachers give so
many hard lessons just so we can't
pass. Lost time can never be re-
gained or made up.
"Experience is a dear teach-
er." Too many of us find this quot-
ation to be true too late in the
year. We may look about us and
see many who discovered this to
be true too late last year, and
several who are going to find it
to be too late this year. This
not only applies to school but to
all work. Perhaps some day we
will realize we must get things
as we go.

SCHOOL SPORTSMANSHIP

The disturbance during the class
meetings is becoming an increas-
ing menace in our high school.
It shows poor sportsmanship, and
lack of respect for others. This
certainly should be stopped because
it annoys those classes in other
parts of the building who are
holdings meetings, and also makes
it difficult for that particular
class. The classes meet on each
Wednesday, and during this pe-
riod there is an unnecessary amount
of disturbance. There are some
students who insist on talking
while the president of the class
is trying to conduct a meeting.
This makes it extremely hard on
those taking part in the discus-
sion and is annoying to the re-
minder of the class. The mem-
bers of Herford High School are
capable of better conduct than
this, and should respect other
students enough to give their at-
tention during the meeting. The
meetings, being a part of the school
work, are educational and should
be treated as any one of the
other classes.

FFA WINS FOURTH
IN TRI-STATE FAIR

The Herford FFA won fourth
place with the booth they made,
fourth place in poultry judging
and placed in dairy judging this
year at the Tri-State Fair in Ama-
rillo.
The FFA won \$35 on the booth.
The first prize was \$50, second,
\$45, and third \$40.

HI-Y HEARS REPORTS
ON RECENT CAMP

The HI-Y club held its regular
meeting Monday night at 8:00 in
the music room. Reports of the
HI-Y camp were made by Charles
Wilson, Clyde Posey, Wilbur Wil-
lett, Bill Stanford and Mr. Hud-
son.
Clyde Posey was elected pres-
ident to take the place of Bud
Bradly, who is out of school.
Varian Jay Fuller was elected
secretary to take Clyde Posey's
place. Charles Wilson was elect-
ed reporter.
The club decided to go to church
in a group the first Sunday night
of each month. The time of meet-
ing has been changed from Mon-
day nights until Tuesday nights.
Several prospective members were
present. The club wishes to ex-
tend a welcome to all visitors and
prospective members.

CLOVIS EVENING NEWS
JOURNAL

The New Mexico Evening News-
Journal at Clovis is sending copies
of the News-Journal to Herford
High School library. This paper is
being sent complimentary. The
high school wishes to thank Clovis
for this paper, and also to offer
the assurance of any cooperation
in school news for the paper.

STUDENTS MAY HELP
LIBRARIAN

"I want something on how a pig
and cow make pork and milk
from an apple," requests the stu-
dent of the librarian. This may
sound a bit exaggerated, but it
has really happened. Other re-
quests have been hardly so queer
but nevertheless the books take
on strange titles if any at all and
frequently the book appears to
have no author, for when being
asked the author's name, the re-
ply is, "I don't know." Of course
all books and authors cannot be
known and remembered, but it is
equally hard for the new librar-
ian to remember them and also
this takes up much time. Most
librarians are willing to help but
cannot spend the entire period with
one student, for there are others
waiting. If one is doubtful as
to the title or author, the card
catalogue is available for his
personal use. If the student is in
doubt as to how to use the cata-
logue, the librarian will gladly
help. So next time please do not
ask for "History of America, United
States, or something like that
by I don't know."

Is it true that Mr. Wilson will
accept: "Things plus things equal
something" for the definition of
an equation?
If you happen to be behind
Miss Rigler, do not suddenly get
in a hurry and want to pass be-
cause she is sometimes backward
in letting people pass.

HI-Y CONVENES IN
CETA CANYON

The HI-Y clubs of Northwest
Texas held their annual encamp-
ment at Ceta Canyon September
17-20. There were about 60 boys
present, representing five towns.
The next Northwest Texas Dis-
trict Secretary, Mr. Faubion, and
George C. Good, state secretary,
were among the distinguished
visitors.
The HI-Y clubs for the first
time used their own camp in Ceta
Canyon. They had many hard-
ships because everything was new
and incomplete.
There were many good pro-
grams during camp. Mr. Faubion
made a wonderful talk Friday
morning by telling the history of
the HI-Y. Saturday night V.
Vaughan of Canyon HI-Y club,
and also, president of the next
HI-Y conference, made a great
talk on "Brotherhood in the
Home." On Sunday morning
Bill Stanford, Clyde Posey and
Charles Wilson sang a trio. The
outstanding speech was made by
Mr. Faubion to close the camp
program. Herford was popular
because of the large boys. They
were Wilbur Willett, Clyde Posey,
Bill Stanford, Charles Wilson and
their sponsor, Mr. Hudson.
Everyone seemed to have a good
time and received new ideas on
how to make the HI-Y clubs bet-
ter.

"RHYTHM RANGERS" NEW
GLEE CLUB NAME

The girls' Glee Club met in the
music room Thursday afternoon
to discuss new uniforms and a
new name for themselves. From
a list of several names, "Rhythm
Rangers" was chosen, "because,"
said the club, "we have rhythm,
and we live on the range."
The problem of uniforms caused
much discussion. After unani-
mously selecting school colors,
maroon and white, for the dresses,
the club voted on style and ma-
terial. It was decided to have
sport dresses made of either silk
or wool crepe. A committee was
appointed to price, the materials
and select the patterns.
After singing a few songs, the
meeting was adjourned.

HUMOR

A certain office girl was given
some money and told to mail a
package that was in Mr. Dille-
hay's car. She returned saying:
"Mr. Dillehay, there wasn't a pack-
age down there for you."
Miss Vaughn: "Robert, what
do you think of when you hear
the word 'swish'?"
Robert: "Swiss cheese."
Mr. McCollum: "Now, in the
eyes of the law, you people are
all infants."
Bright Pupil: "I thought there
was some reason for my being
so sleepy."

Advertisement for First State Bank. Text includes: 'All Signs point in one direction UP!', 'Not since '29 have signs been so encouraging. At last we have had good moisture and we feel that the drouth has been definitely broken. All productions are up, retail business is up and all the news of the day points in one direction—UP. City, town and country—it looks as though this is going to be the best fall since '29.', 'Headlines point, but they can not think. You must draw your own conclusions. It is time to think soundly and step up plans courageously.', 'Use the Service of Your Bank', 'First State Bank'.

# PERSONALS

Mrs. N. H. Hawkins was an Amarillo visitor Saturday.

Mr. and Mrs. T. W. Alderson and daughter, Miss Marjorie, spent Sunday in Sudan.

Mrs. Sam H. Reid, Jr., left Saturday for her home in Lubbock after spending the week with her parents, Mr. and Mrs. C. C. Ferguson.

Mr. and Mrs. Marlin Gilliland were in Tulla over the week end.

Miss Edna Daughtee visited her parents in Pampa Sunday.

The High School Band Mothers will meet at the high school Tuesday afternoon.

Mrs. F. T. Roberson and daughter of Dumas were guests of Mr. and Mrs. J. F. Ward Saturday.

Mrs. W. B. Green and grandson, James Green, were Tri-State Fair visitors last week.

R. E. Knott and family attended the Tri-State Fair in Amarillo last week.

Bob Baird and Orval Pierce, students at WTSTC, Canyon, spent the week end with home folks.

Mrs. Bess Jennings and Mrs. Ed Johnson were Amarillo visitors Wednesday.

Mr. and Mrs. F. E. Givan returned last week from a trip to Missouri.

Drs. George and Evelyn Powers, of Amarillo, visited Tuesday evening with Mr. and Mrs. N. E. Gass.

J. C. McCracken, Lee Morgan, Emmitt Milburn and W. L. Davis attended the TCU-Tech football game in Lubbock Saturday night.

### Thirsty Orchards.

If a mature orchard receives its needed four acre-inches of rainfall each month, it would be equivalent to 108,000 gallons of water to the acre monthly or 3,600 gallons daily, says the Bureau of Plant Industry. Counting an average of 35 trees to the acre, each tree should have a little more than 100 gallons of water daily.

## Hospital Notes

### Births

Born to Mr. and Mrs.— Melvin Harris, of Los Angeles, 7 pound, 4 ounce son, this morning; mother and child doing nicely. Drew Ridgway, 7 pound, 10 1/2 ounce son, last Friday night.

### Hospital.

Mrs. John Robinson, major operation last Friday morning, doing nicely.

Frank Bourrell, dismissed Wednesday, condition improved. Lorene Hughes of Amarillo, improving.

## Band Plays

(Continued from page one)

o'clock. Winners of the attendance contest this year were Tulla, Canyon and Groom, respectively.

The 45 band members who made the trip with Director Ralph Smith were R. L. Bailey, T. B. Bailey, Nola Margaret Blue, Betty Cockrell, Lois Cockrell, Merlin Conklin, Donald Conklin, Dean Dunlap, Clifford Estes, Martha Nell Euton, Norma Jean Foster, Wanda Jean France, Joe L. Hamilton, Leo Hellman, Donald Henslee, O. G. Hill, Jr., Orvella Hill, Anna Marie Kuper, Walter London, Frank Marrs, George McLean, Nancy Millard, Bill Montgomery, Virginia Newell, E. B. Posey, Jr., F. L. Lucas, Wanda Jean Reed, Virginia Erie Reed, L. A. Ricketts, Jr., Hicks Roberson, Lee Rogers, Ernest Schelbagen, Carl Wilson Shirley, Helen Ann Snyder, Billy Smith, Minnie D. Smith, Glenn Smith, Helen Frances Streu, Bill Stanford, Troy Womble, Jr., Delphis Easley, Terrell Williams, Morris Easley, Wilbur Harmon and Hilton Higgins.

## Castro County

(Continued from page one)

church. A host of friends from over the entire area were present to pay their last respects to a true pioneer of the Panhandle. Active pallbearers were her grandsons, Jewel Tate, Curtis Tate, Robert Ramey, Joe Mapes, Fred Mapes, Gyles Tate and Buck Tate.

Mrs. Tate was born in Mississippi on August 28, 1858. She was married to W. A. Tate on May 9, 1879, and three years later the couple moved to Texas. Mrs. Tate was for many years an active member of the Baptist Church.

She is survived by her husband, two sons, T. J. and J. C. Tate of Dimmitt; two daughters, Mrs. C. J. Mapes and Mrs. Edwin Ramey of Dimmitt; a brother, Tom Gyles of Wabahalak, Mississippi; 12 grandchildren and four great grandchildren.

Attending the funeral from here were Judge and Mrs. C. F. Kerr, Mrs. Nancy Lovelace, Mrs. H. C. Baird, Mrs. J. W. Alexander, Mrs. E. S. Ireland and Mrs. Harvey Cash of Canyon.

## Around Town

(Continued from page one)

of the best high school musical organizations he had ever seen. We congratulate the young musicians.

Ardelle Morgan is wearing a "shiner".

Alton Miller has joined the "hoofers" since leaving his automobile in Clovis with most of the bearings, etc. burned out.

The Deaf Smith county chapter of the American Red Cross is urging local people to see "Red Cross to the Rescue," a picture depicting the work of the Red Cross in the flood-swept East last spring. It will give you a real insight on the work of this worthy organization as well as a real glimpse of the horrors of flood conditions. The picture is showing Tuesday and Wednesday at the Star Theatre in connection with the regular

Keith Caldwell doesn't care particularly for the Giants or Yankees, but he certainly likes the score, 6 to 1.

### MURAL ELECTRIFICATION WEEK BARGAINS

- 1929 Chevrolet Coupe
- 1930 Chevrolet Coupe
- 1930 Ford Coupe
- 1934 Ford Sedan
- 1935 Ford V-8 Pickup
- 1934 Plymouth Coupe
- 1933 Plymouth Coupe
- 1934 Pontiac Coupe
- 1933 Dodge Coupe
- 1930 Dodge Coupe
- 1931 Buick Sedan
- 1929 Buick Coupe

These cars are worth the money. BRUMLEY - WOODFORD MOTOR CO.

Miss Minnie B. Jones returned last week from a summer's visit with her two daughters in Minneapolis, Minnesota. Her daughter, Mrs. Harvey Yantis, came home with her mother, but returned home Sunday.

## Westway Items

### BY WILMA SKYPALA

Mr. and Mrs. Anton Demel of Littlefield visited the V. Skypala home recently. Miss Wilma Skypala returned home with them, and from there went to South Texas for a three weeks visit.

R. B. White of Childress visited T. B. Newman Sunday.

Clyde Walker of Floydada visited the Jones home last Friday.

Mrs. V. Skypala spent part of last week with Mrs. E. Putman near Dawn.

S. R. Medgett spent Sunday with Ray Myers at Lockney.

L. Hyde was injured Saturday when he was run over by a one-way plow.

Al Werner went to Panhandle one day last week.

Billie Roe of Plainview is here visiting the Roe home.

Imogene Gore is spending some time with her grandparents, Mr. and Mrs. Gore.

Rob Gilliland got his arm broke while playing in school.

V. Skypala went to Amarillo Friday on business.

## Easter Items

### BY LOUISE FRYE

Farmers are busy cutting and heading row crops.

Harvey Smith and his parents, Mr. and Mrs. J. L. Smith, were called to Anadarko, Okla., the latter part of last week by the illness of their sister and daughter, Mrs. Ray Davis.

Miss Louise McLean visited at her home in Claude over the week end.

Frank Allen visited Saturday night in the W. A. Epperson home at Summerfield.

Mr. and Mrs. Pascal Benson and daughters, Miss Ruth Johnson of Flagg, and Louise Frye attended the fair at Amarillo Thursday.

Mrs. Carl Frye and daughter, Carly Ray, visited in Dallas and Fort Worth over the week end.

## Progressive News

### BY OLIVE PERKINS

Miss Odessa Cockrell of Hereford spent the week end with Miss Ira Jeanne Ricketts.

Mr. and Mrs. Ray Hershey attended the fair at Amarillo last Thursday.

A pie supper will be held at the school house Friday night. The money is to be used to buy song books for the singing school. The public is invited.

Last Friday night the community met at the school house and organized a literary society. The following officers were chosen: President, Ralph Arsenaux; vice-president, Noel Higgins, and secretary, Miss Agnes Hicks. Bill Knox and a number of young folks furnished entertainment.

E. Blakemore and family, Ira Ricketts and family, and Arnold Hershey attended the Amarillo fair Saturday.

Miss Agnes Hicks spent the week end with Miss Lucille Park.

## Walcott News

### MRS. W. D. NAFZGER

Mr. and Mrs. Cord Hammock and Patsy and Marye Evelyn were in Amarillo Thursday.

Mrs. S. J. Bedners is visiting her sister in White Deer this week.

Mr. and Mrs. White and Frank were Amarillo visitors Friday.

Mr. Webber of Amarillo is visiting her daughter, Mrs. T. E. Kuykendall.

Mr. and Mrs. Ridley were in Amarillo Thursday.

Mrs. Jim Clark, accompanied by her daughter, Mrs. Orland Wilson of Clovis, left Friday afternoon for a visit to Dallas and Fort Worth.

Elaine Newell is now helping to make the Popular Store more popular.

## Rance News

### EDNA BEHREND'S

There was no Sunday school at Rance Sunday because of rain.

Lois Walcott returned to Sudan Wednesday, where she is attending high school.

The Rance home demonstration club will meet at the home of Mrs. A. L. Behrends Thursday.

Mr. and Mrs. Owens returned to their home in Illinois after a week's visit in the J. D. Story home.

Edna and Mabel Behrends spent the week end at home.

A number of farmers are busy sowing wheat.

Sunday school is held each Sunday morning at 10 o'clock. Everyone is invited to attend.

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET OUT OF. TRY A BRAND WANT AD NOW!

Protect What You Have INSURE John McLean Insurance Agency Phone 573

STAR THEATRE HEREFORD  
Tues. — Wed.  
A Real Bargain Show  
10¢ MATINEE 15¢ NIGHT  
SHE'S A GAL AFTER YOUR OWN HEART AND DIAMONDS  
The Return of SOPHIE LONG  
CENTURIE MICHAEL SHE GUY STANDING  
Ray Millard Cole Tracy

STAR THEATRE  
SUNDAY — MONDAY  
PREVIEW SATURDAY NIGHT  
DRAMA AIMED STRAIGHT AT YOUR HEART.

A STIRRING SCREEN TRIUMPH  
Rises from the pages of the immortal story beloved by all Americans. A drama of fiery love and fierce conflict.  
HARRY M. GOETZ Presents THE JAMES FENIMORE COOPER CLASSIC  
THE LAST of the MOHICANS  
with RANGOLPH and BINNIE SCOTT-BARNES  
HENRY WILCOXON  
ADDED ATTRACTIONS: POPEYE CARTOON AND PARAMOUNT NEWS

Attending the funeral from here were Judge and Mrs. C. F. Kerr, Mrs. Nancy Lovelace, Mrs. H. C. Baird, Mrs. J. W. Alexander, Mrs. E. S. Ireland and Mrs. Harvey Cash of Canyon.

# Economy Days

<b>Coffee</b> 1 POUND	<b>27c</b>	<b>FRESH FRUITS AND VEGETABLES</b>	
<b>SALMON</b> Pink, tall can	<b>11c</b>	<b>CABBAGE</b> For kraut, pound	<b>3c</b>
<b>SPAGHETTI</b> Tall Can	<b>9c</b>	<b>GRAPES</b> Pound	<b>5c</b>
<b>OATS</b> National, large package	<b>18c</b>	<b>ONIONS</b> 3 pounds	<b>10c</b>
<b>SUGAR</b> 10-POUND PAPER BAG	<b>49c</b>	<b>SRUDES</b> 10 pounds	<b>28c</b>
<b>CORN FLAKES</b> Kiloog's, package	<b>10c</b>	<b>YAMS</b> Portales, 5 pounds	<b>15c</b>
<b>KYE-MEL</b> All flavors, 3 pgs. (1 FREE)	<b>15c</b>	<b>CAULIFLOWER</b> Pound	<b>7 1/2c</b>
<b>TOMATO JUICE</b> New giant can	<b>23c</b>		
<b>PEPPER</b> Vinnyedges black, lb	<b>23c</b>		
<b>SYRUP</b> White Swan, gallon	<b>63c</b>		
<b>TUNA FISH</b> 2 cans	<b>25c</b>		
<b>HERSHEY</b> Or Mr. Goodbars, 3 bars	<b>10c</b>		
<b>EXTRACT</b> Vanilla, 8-oz bottle	<b>15c</b>		
<b>PEAS</b> Concho, 2 cans	<b>23c</b>		
<b>CAKE SPECIAL</b> 10c and 15c values, 3 for	<b>25c</b>		
<b>CLEANSER</b> Old Dutch, 2 cans	<b>13c</b>		
<b>GRAPE JUICE</b> Pint	<b>15c</b>		
<b>SPINACH</b> No. 2 can, 3 for	<b>25c</b>		
<b>PEACHES</b> In syrup, No. 2 1/2 can	<b>16c</b>		
<b>VANILLA WAFERS</b> Pound package	<b>17c</b>		
<b>PINEAPPLE JUICE</b> No. 1 can, 3 for	<b>25c</b>		
<b>SALAD DRESSING</b> Miracle Whip, quart	<b>37c</b>		
<b>CRACKERS</b> 2-pound box	<b>17c</b>		

**Peanut Butter** QUART JAR **29c**

**SOAP** T. N. T. LARGE YELLOW BAR 5 GIANT BARS **19c**

SAVE AT PIGGLY WIGGLY ALL OVER THE WORLD SAVE AT PIGGLY WIGGLY

FRANK GYLES, Manager PHONE 81 BUY AT HOME