

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

36th YEAR—NUMBER 34

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, AUGUST 27, 1936.

FIVE CENTS PER COPY

New Power Line to Serve Irrigation South of Hereford

AROUND TOWN

Sights and Faces Seen

The Crosthwait tells of having to stop twice last Sunday morning in order to see how to drive. He was returning from a fishing trip in Colorado.

Wayne Evans was in town Monday for the first time in a month, after receiving burns while killing a tractor with fuel. He has almost completely recovered.

"Judge" Earl Wilson had an unexpected caller Monday when Walter C. Johnson of Dallas walked in to see him. He and Mr. Johnson were roommates at Baylor University in 1908, and Monday was the first time they had seen each other in 28 years. Earl reported the "reunion" as one of the most pleasant he had experienced.

Mr. Johnson is one of the 42 book company representatives to call on Superintendent C. H. Dillehay, and will return to Hereford on September 13 to confer with school authorities.

A speeding truck swerved suddenly toward the curb as he ran into the street in play—"Chug" died instantly. "Chug" was only a little more than two years old. He was J. B. Sowell, Jr.'s pet bulldog. J. B. Sowell reported the incident to the Brand yesterday, and he thought the truck driver who intentionally ran the pup down had little more right to live than did the dog. But that wasn't the only thing. The truck was being driven at a speed of about 50 miles an hour. Mr. Sowell sold, past his house at 215 F Street, at about 9 o'clock Tuesday night. The driver not only killed the pet, but by racing at such speed along a city street endangered the lives of local citizens. Mr. Sowell also wished to register a complaint against such driving.

It's mighty fine to see Eva Pittman back at the city office. She says she has become quite a tourist.

Missed along Main Street: Opal Cawthon, who used to greet every one from the office of John McLenn. She's at the county agent's office temporarily.

We stood in front of Furr's for 30 minutes waiting for one of the boys juggling watermelons to make a miss—but it never happened. They handle the melons like so many sacks.

Don't mention sheep to Claude Denton. Early this week he was seen headed toward Friona in a car with a trailer, looking for his sheep that had gone astray. Later came back with 26 head.

The most deserted place in town: the Lions Club softball diamond in Lakeside Park.

Jack Newell says Jack Rose was his runner-up for public office "by a landslide of votes."

Harry Rice reported having seen a meteor Tuesday night in the most beautiful, as far as he has ever seen. It came into view in the northern sky, streaked across the eastern sky, disintegrated into the Southwest. After the disintegration, it had been looked at by a number of all see the light of its tail. No one else reported seeing it, though if Harry had seen it alone.

Hereford, the red-headed city, that is the term strangers probably will use to describe the city during the next few weeks. The most of the red-heads will be members of this year's high school football team who visit Kate Land's beauty parlor this week end. The idea is to match the whiteface cattle whose name the

5-MILE LINE WILL FEED FOUR WELLS; PROBABLY COMPLETED IN 30 DAYS

A new power line, serving four irrigation wells, is to be constructed out of Hereford. It has been announced by those who are to be served by the line. Going south from the station of the Texas Utilities Company here, it will extend into the irrigation area for a distance of approximately five miles.

Those to be served by the line are S. O. Wilson, J. W. Alexander, Rufus Sewell and Clarence Morrison. It is possible for additional wells to be added later. This will be the second such line serving irrigation plants near Hereford, the other being the McDonald line, which extends approximately six miles north of town.

The new line will angle from the substation to the northwest corner of Section 89, run south to the center of the east side of Section 107, and west one-half mile to the Sewell well. A branch line will run from the southeast corner of Section 109 to the Morrison well, a half mile west. It will connect with the Alexander and Wilson wells in Section 90.

Constructed at a cost of several thousand dollars, the line is expected to be completed in 30 days. However, this depends upon arrival of equipment and awaits completion of arrangements for irrigation arrangements at the farms involved. Contracts, however, have been signed. Mr. Wilson and Mr. Alexander already have wells. One is being drilled

(Continued on last page)

Black Purchases New Ambulance

Jesse Stanford returned last Friday from Piqua, Ohio, where he purchased a 1935 La Salle ambulance which was added to the equipment of the Black Funeral Home. The machine is one of the finest of its type in the Panhandle, according to E. B. Black. It is of black finish, trimmed in silver.

The trip was a combined vacation and business trip for Mr. Stanford. He went by way of Chicago where he visited a brother and sister, whom he had not seen for about 15 years, and the return journey was by way of St. Louis and Topeka, where he visited other relatives. He went to Piqua by rail and returned in the ambulance.

E. B. Black Company has served this section for 35 years. It installed the first motor ambulance service in the Panhandle 20 years ago. Since that time it has kept in the fore. With the addition of the new ambulance, it has three motors available for service.

Child Passes Away Wednesday

Zina Mae Jones, two-year-old daughter of Mr. and Mrs. D. S. Jones, who reside 11 miles south of Hereford, passed away at 3:30 o'clock Wednesday morning at the Deaf Smith county hospital, following an illness of one week.

Funeral services were held Wednesday afternoon at the Black Funeral Home by Rev. B. N. Shepherd, pastor of the First Baptist church. Interment was at West Park Cemetery.

The child is born on May 24, 1934, and was named by her parents and two sisters, Beatrice and E. SAME OLD PRICE

Man Killed In Auto Mishap

TWO OTHERS, ALL FROM SPEARMAN, ARE INJURED HERE SUNDAY NIGHT

One man was killed and two others were injured in an automobile mishap on Highway 60 a mile west of Hereford early Sunday night. All were from Spearman. Mr. and Mrs. W. C. Nix and children, Bill and Virginia of Hereford, who occupied the second car that figured in the mishap, were uninjured.

L. L. Richardson, about 40 or 45, a Government employe, was killed instantly. E. L. Taylor and W. S. McNab received cuts and bruises. McNab, the driver of the wrecked car, was the most seriously injured of the two.

Their automobile "caught" the right front fender and bumper of the Nix car when McNab drove into the barbit in an attempt to

INDICTMENT RETURNED

An indictment charging W. S. McNab of Spearman with driving while intoxicated was returned yesterday afternoon by the district court grand jury, in connection with the fatal accident on Highway 60 west of Hereford late Sunday, in which L. L. Richardson, also of Spearman, was killed. Mr. McNab was reported resting well at the Deaf Smith county hospital late yesterday. He was to be released this morning to be taken to his home in Spearman.

pass in front of the Nix car, which was angling across the highway on a side road. According to witnesses, the McNab car was hurled about 15 feet into the air and rolled along the right-of-way for approximately 150 feet. The occupants were hurled from the new sedan, which was completely demolished.

Eye witnesses included Bill Snapp, Jack Roberson, H. V. Hensen and Vernon Melugin. It was reported to the sheriff's department that the McNab car, which was being driven toward Here-

(Continued on page seven)

Instruction Costs \$42.68

According to statistics prepared by Superintendent C. H. Dillehay, the cost of instruction in Hereford schools last year was \$42.68. This was based on average daily attendance and teachers' salaries. The figure was below the average for the state, Mr. Dillehay estimated.

The cost was slightly higher than the previous school year, due to a decrease in average daily attendance and a restoration of 10 per cent to teachers' salaries. The 1934-35 cost was \$48.84. In 1929-30 the figure was set at \$52.30, and in 1925-26 at \$55.25, showing a considerable decrease in recent years.

CE To Go To Ceta Canyon.

The CE of the First Presbyterian church will go to Ceta Canyon next Wednesday for a Retreat and outing. They will spend the night there. A good time is being arranged as well as an inspirational program which will be a fitting close to their special summer's work. About 16 young people are expected to attend.

Invitation Golf Tournament To Be Held Here September 6-7

Plans are being completed by local golf enthusiasts for an invitation amateur match play tournament here September 6 and 7. The tournament will be open to all amateur golfers in the Southwest. Invitation to participate is extended to all clubs in this section, and a large number of players is expected to take part.

The affair will start Saturday night, September 5, according to preliminary plans, with a Calcutta dance at Hereford State park clubhouse. Match play will get under way at 8 o'clock Sunday morning, September 6, and continue throughout Labor Day, with matches being played

Unofficial Returns Give Newell One Vote Majority; Rose Re-Nominated

UNOFFICIAL COUNTY RETURNS

SECOND DEMOCRATIC PRIMARY

Candidate	1	2	3	4	5	6	7	8	9	10	Total
Railroad Commissioner:											
Morris	64	118	3	3	4	1	7	6	1	3	210
Thompson	326	706	22	33	27	43	55	41	18	22	1293
Commissioner of Agriculture:											
McDonald	218	478	17	18	14	22	24	21	9	9	830
Terrell	150	294	9	14	16	17	32	20	9	11	572
State Representative:											
Little	219	505	8	22	17	20	28	32	17	16	884
Wright	168	301	18	13	14	24	35	17	2	8	600
Sheriff:											
Allred	203	400	10	15	31	29	34	18	8	22	770
Newell	195	444	17	21	0	15	30	32	11	6	771
Commissioner, Precinct No. 1:											
Wilson							23				23
Rose							41				41

Boy Scout Movement Gets Flying Start

18 BOYS START TROOP; ENJOY OUTING AT HUT IN CITY PARK FRIDAY

Enjoying an all-night outing at their hut in City Park members of Hereford's Boy Scout troop No. 1 got off to a flying start last Friday night, enjoying the occasion and making plans for an active organization.

Sixteen boys were in the group that spent the night; one other was present Friday evening, and another paying dues Saturday

(Continued on last page)

PADDOCK, BAIRD HAVE \$300,000 "BOND" FIRE

Mayor C. J. Paddock and Fred Baird had a \$300,000 "bond" fire Monday morning on the vacant lot in front of the City Hall. They destroyed \$200,000 worth of cancelled city bonds and \$100,000 worth of cancelled coupons while in the process of cleaning out the city vault. The bonds dated back to 1917. Although they were actually worthless, Mr. Baird said they had the time of their lives "poking \$500 and \$1,000 bonds into the fire." It's the first time he ever did it, although like most of the rest of us, he had always possessed a desire to "burn money."

Gridmen Will Get Equipment Here Monday

Two work-outs daily to mark opening week of school training. With less than three weeks of practice before going into the opening game of the season against the team already touted as the one to beat for the regional crown, Hereford Whiteface gridmen will open football practice Monday. Equipment will be issued Monday morning and training will start in the afternoon.

Two sessions daily will mark the first week of work, followed, after school opens the following week, with one workout daily. Some 40-odd candidates are expected to report to Coach Tommie

(Continued on last page)

Enroll 200 High School Students Thru Thursday

ABOUT 75 MORE EXPECTED; JUNIOR CLASS IN LEAD WITH 60 MEMBERS

Exactly 200 high school students had been registered for the coming school term here, according to figures released yesterday morning by Superintendent C. H. Dillehay. Approximately 75 more high school students are expected to enroll for the opening of the term. A total of 319 were enrolled throughout last year.

All schools in Hereford and Deaf Smith county will open on September 7. Central and rural school students will report for the first time on that date. High school students, however, have enrollment now under way and the issuance of books, which will take place Friday, September 4, beginning at 8 o'clock. All high school teachers will hold their first meeting at 2 o'clock Saturday afternoon, September 5. Rural teachers probably will meet in the county superintendent's office on September 8, following enrollment, with classroom work getting under way Wednesday, September 9.

High school enrollment Wednesday morning was as follows: Seniors 39, juniors 61, sophomores 50 and freshmen 50.

W. I. Kucker, high school janitor for the past seven years, tendered his resignation last week, to be effective September 1. He said he is forced to leave because of Mrs. Kucker's health. He planned to go to New Mexico and possibly to Colorado. A successor was to be named last night, when the school board met to study the school budget.

On Tri-State Fair Board. Nine citizens of the Hereford area, four of them from this city, are listed among the out-of-town directors of the Tri-State Fair, which is to be held in Amarillo September 21-26. They are E. B. Black, T. E. Selgier, Tom Ivy and O. L. Rutherford of Hereford, M. B. Avery of Dimmitt, Dr. O. H. Loyd and H. R. Shields of Vega, and Jesse M. Osborn and L. F. Lillard of Friona.

Hold Educational Meeting. C. W. Humble, member of the regional offices of the Soil Conservation service and former Deaf Smith county judge, is conducting a series of meetings this week in Lamb county to explain work of the SCS. His lectures are being illustrated by pictures. The meetings were held at Spade, Spring Lake, Otton, Hart Camp and Littlefield.

Weather Chart. Temperature extremes and moisture for past week, furnished by Department of Agriculture's weather station in Hereford.

Day	Max.	Min.	Moist.
Thursday	91	64	0.00
Friday	89	66	0.03
Saturday	91	64	0.00
Sunday	90	60	0.00
Monday	89	63	0.00
Tuesday	102	63	0.60
Wednesday	88	63	0.60
Thursday	117	67	0.60

LITTLE, THOMPSON AND M'DONALD CARRY COUNTY AND ARE ELECTED

By the smallest majority ever recorded in Deaf Smith county—one vote—J. O. Newell received the Democratic nomination for sheriff in Saturday's runoff primary, according to unofficial returns tabulated Saturday night. He received 771 votes to 770 for J. C. Allred.

Also in a hotly contested race, P. J. (Jack) Rose was re-elected commissioner from Precinct No. 1 over S. O. Wilson, 233 to 228. In the state races, the county showed favoritism for the candidacies of Ernest O. Thompson for railroad commissioner, J. E. McDonald for commissioner of agriculture, G. H. (Jack) Little for state representative (see accompanying chart for complete returns).

The closest race heretofore recorded in the county was between W. D. Kelleher and W. B. Phillips for commissioner of Precinct No. 2 in 1932. Phillips was given a two-vote majority. Large crowds gathered at the Corner and City drug stores where returns were being posted Saturday night, and were kept in suspense on the sheriff's race until the final box was brought in. Newell obtained an early lead, which Allred overcame by two votes when all but Bippus returns had been reported. Newell's three-vote margin in that box placed him in the lead by one vote.

In the commissioners' race Wilson took a 13 vote lead when the Hereford box No. 1 was reported, but Rose was sent into a five vote lead when the Dawn box was brought in, making the other local race also interesting for spectators who watched the returns come in.

Six indictments were returned yesterday afternoon by the district court grand jury, which was dismissed shortly after 3 o'clock by District Judge Reese Tatum Tatum. The indictments included five felony charges and one misdemeanor.

Grand Jury Makes Six Indictments

Three judgments were returned last week by the court. They included L. A. Arnold vs. W. L. Valentine, et al. judgment for plaintiff; Bertha M. Struble vs. C. J. Paddock et al. dismissed; E. R. Williams Jr. vs. Lora Williams, judgment for plaintiff.

DILLEHAY BUSY—WITH 42 TEXTBOOK SALESMEN. Superintendent C. H. Dillehay is a busy man this week, what with representatives of 42 book companies calling on him. In April he was appointed on the state textbook committee of five school men from various parts of the state to choose three books on each subject to be taught in Texas schools.

The committee is to report early in October at Austin where the state board will make a final selection of text books. Each member of the committee will hold conferences with the book salesmen, then gather to make out their report. Therefore, on September 13, Mr. Dillehay will start his conferences, at the rate of four a day.

NEW EQUIPMENT ADDED BY TAILORING CONCERN. Announcement has been made of the installation of \$1,000 worth of new equipment to Fox Cleaners and Hatters, making the plant, in the opinion of tailors and factory representatives, one of the most modern in the Panhandle.

A tumbler, pressure filter and electric steam iron were installed last week end, all of the latest type of cleaning and pressing service, according to Homer Fox. The purpose of the tumbler is to restore life and color to clothing; the pressure filter purifies the solvent with which clothes are cleaned, and the iron has a steam arrangement to steam clothing being pressed by hand, and a temperature control for different fabrics.

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Thursday	117	67	0.60

Bippus Items

BY RUTH REESE
Light showers fell in this community Thursday night. Ruth Reese has returned home from a three weeks visit in Colorado City.
A large number attended Sunday school last Sunday.
Mrs. Steen was in Hereford Monday.
Mr. and Mrs. C. T. Reese and Ruth, Mr. and Mrs. J. F. Reese and Verna Louise were dinner guests in the Dollie Whitson home Monday.
C. T. and James Reese were in Hereford Tuesday.

Bud Morrison and Mr. and Mrs. Dodson and son, Chester, have gone to the Centennial this week. Marvin Morrison is working at Hereford this week.
Mr. and Mrs. James Reese of Idalou are visiting their parents, Mr. and Mrs. J. T. Reese, this week.

First Presbyterian Church.
"The Margin of Goodness" will be the topic at the First Presbyterian church Sunday morning by the pastor, Rev. J. C. Thorns. The evening service will again be on the lawn at 7, the topic will be "Paul: the Man Who Made Good." Sunday school at 9:45, G. M. Hudson, superintendent.

Jumbo News

BY MRS. ULLMAN HUNTER
Mrs. Lee Oxford, Willie and Kitty left Monday for Colorado.
L. A. Matthews was in Amarillo Wednesday.
Mr. and Mrs. Ben Fortner, Miss Katie Mae Burks of Arney and Mr. and Mrs. Addison Hunter left Tuesday for New Mexico and Colorado.
Ullman Hunter was in Amarillo Saturday.
Mr. and Mrs. Jim Baggs of Amarillo visited in the Kring home Tuesday.
F. L. Pinckert, Clem Gilliam and Mrs. Sam and Ullman Hunter held the election at the school house Saturday. Terrell, Thompson and Cunningham were the winning candidates in that box.
Mrs. L. A. Matthews, Pauline, Merle and Lucille Dyer were in Canyon Wednesday.
Winston Adams and Buddy Suenner of Ford spent the week end at home here.
Chas. McGinnis came home Saturday after a few days visit in Amarillo.
Mr. and Mrs. John Coalson of Bronte and Frank Coalson called in the Ullman Hunter home Saturday.
Mr. and Mrs. L. A. Matthews and children, Lucille Dyer, and Mr. and Mrs. Cecil Cayton of Umbarger went fishing on the creek last week.
Mrs. Oxford and Willie went to Canyon Thursday night to the graduating exercises.
Grandpa Metcalf celebrated his 89th birthday Sunday. Mr. and Mrs. F. L. Pinckert were dinner guests.
Rev. Howell filled his appointment here Sunday. He has been away all summer in school.
Mr. and Mrs. C. C. Hunter, Misses Doris and Marie Hardin went to Slaton to spend the week end.
Mr. and Mrs. E. D. Wilmeth have returned after being in school at Canyon this summer. Miss Florence Curry of Canyon has been elected to teach the fifth, sixth and seventh grades.
Mrs. W. W. Adams has returned home after an extended visit in Oklahoma.

COURTHOUSE RECORDS

Quit Claims.
Peck, Wright, First Investment Co., to R. J. McLaughlin of Cloud County Kansas, NW 1/4 Section 77, Block K-7.
Marriage Licenses.
Junior Hyde and Miss Irene Grimes.
Virgil Bills and Miss Mabel Dunce Kimbell.

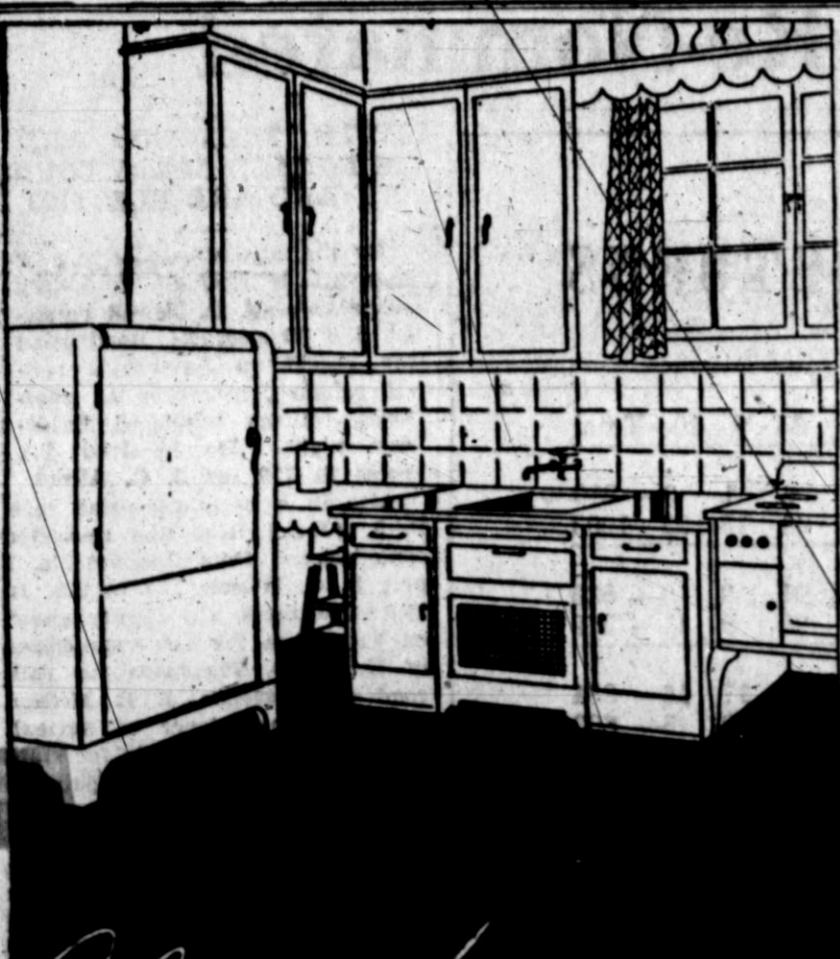
Progressive News

BY OLIVE PERKINS
Emmett Blakemore and family left Thursday for Ford county to visit relatives, and to Dallas for the Centennial.
Miss Eunice Caldwell is home from a visit in the Lawrence home at Summerfield, and to the Carlsbad Caverns.
Miss Augustine Gregory returned Wednesday from a visit with the Garretts at Roswell.
Ira Ricketts and family left Tuesday for a visit in the Jim Ricketts home at Springer, N. M.
Luke McBrayer and family and Glenn Ricketts visited the Clyde Russell home at Berger last week end.
Mr. and Mrs. Paul Cavender of Amarillo announce the birth of a daughter, August 20.
H. Benson and family of Easter and Mr. and Mrs. Ray Hershey visited the Park home Sunday.
Mrs. Luther Pevely spent Tuesday with Mrs. Ira Ricketts.
Yvonne Cavender of Amarillo is visiting her grand parents, Mr. and Mrs. J. L. Park.
Mrs. Burke and sons of Amarillo are visiting her sister-in-law, Mrs. Gregory.
Ira Jeanne Ricketts spent Saturday night with Odessa Cockrell in Hereford.
Mrs. Ray Hershey, Misses Lucille Park and Augustine Gregory spent Thursday in Muleshoe with Mrs. Dudley Buzard.
Miss Odessa Cockrell of Hereford spent several days last week with Ira Jeanne Ricketts.
Miss Agnes Hicks of Canyon will be one of the teachers here this year.
C. C. Bowman returned Friday from Indiana with the new school bus.

Black

BY MRS. TOM PRESLEY
Mrs. Ode Frost and Mary Barnett of Vernon are visiting in the Bert Barnett home.
Christine and Mildred Chapmas visited the W. L. Johnson home one day this week.
Ernest Cummings and family of Lakeview spent Sunday in the George Wyly home.
Ervin Welch, Jim Hays and Ervin Kimmins were in Farwell and Clovis Thursday.
L. H. Lookingbill is spending a week with his grandparents, Mr. and Mrs. W. L. Johnson.
Elbert Dunn of Cordell, Okla., is visiting the H. Elmore home.
Webb Nelson of McKinney is visiting his sister, Mrs. Bert Barnett.
W. L. and Porter Johnson and Mrs. Lloyd Lookingbill are visiting in Waco and Dallas.
Mr. and Mrs. Howard Ford of Friona visited the H. Elmore home Sunday.
Bud and Jim Barnett, Ervin Welch and Jim Hays are fishing in Colorado.
Messrs. and Mrs. Bert Phillips and Genelle, and Arthur Owen of Elk City, Okla., visited the Tom Presley home Saturday, enroute to California.
Mr. and Mrs. Wilson Vines visited in Black Saturday night.
Jim Cotton and Mr. Cook of Rocky, Colo., visited the H. Elmore home Wednesday.
The social club met with Mrs. T. L. Welch Thursday with 10 members and two visitors, Mrs. Verner Melugin and Cecil Vandiver. A program on the care of poultry was given.
Mrs. Jim Hookout returned to her home in Hartley this week.
Mr. and Mrs. Jim Black are home from a vacation in Colorado.
Ervin Welch and Jim Hays have been painting the inside of the school house here.
Mr. and Mrs. Verner Melugin were in Bonham last week.
Mrs. Glen McCrate was in Bovina Wednesday and Thursday.
E. B. Black was here from Hereford Wednesday.
Roy Price and family and Ralph Price have returned from Bonham.
D. R. Bennett returned from Albuquerque last week.
Mrs. T. L. Welch, Odie Hines and V. Melugin attended the all day demonstration rally at Oklahoma Lane last Thursday.
Mrs. John Vines and children have been visiting in Turkey.

Mrs. McCrate is caring for her grand daughter, Betty, while her mother is recovering from a serious throat ailment.
Mrs. Jack Hanna of Turkey visited the John Vines home last week.
Lola and Gene Presley visited in Friona Sunday.
Lloyd Steele of Friona visited the Vines home Wednesday.
Mr. and Mrs. Dick Rocky were in Black Sunday. Their son, H. V., returned home with them.



Modernize ELECTRIFY YOUR KITCHEN

You can have a beautiful electric kitchen—careful planning will make it inexpensive to create—a kitchen in which everything is thoughtfully placed to save unnecessary footsteps.
To all the recognized advantages of electric cooking in your kitchen the new ranges include refinements that are

- CLEANER
- COOLER
- SIMPLER
- MORE ACCURATE

TEXAS UTILITIES COMPANY

WHY NOT DO THAT FLOOR TOMORROW?



A little work and the old cuts, scratches and worn spots will be gone and you will have a bright new floor ready to walk on in a few hours. All you need is a brush and a can of Lowe Brothers Neptunite Varnish Stain. It stains and varnishes at the same time. Many beautiful natural wood shades to choose from.

**R. H. KEMP
Lumber Company**
Phone 44. Hereford, Texas

Ford Doings

BY MRS. H. M. BENSON
Rev. Godwin was here for his appointments Sunday, but on his invitation Rev. Hornbeak delivered the message.
L. M. Stevens of Sayre, Okla., has been visiting his sister, Mrs. Raymond Wells.
C. Carnham and family attended Sunday school here Sunday.
Mr. and Mrs. V. T. Glenn were in Hereford Thursday.
Mr. and Mrs. L. J. Straffus were in Amarillo recently.
Mrs. F. D. Ferguson entertained 11 members of the ladies' club Wednesday. A number of Vega ladies were also present. Refreshments were served. The club meets with Miss Hilda Straffus two weeks from last Wednesday.
Mr. and Mrs. Raymond Wells moved to Hereford Monday.
Mrs. M. J. Parks, H. M. Benson and family visited the J. S. Garretts at Carlsbad, N. M. Sunday, and went through the Caverns Monday.
B. A. Atchley, Jim and Leroy Suttle, Mr. and Mrs. J. P. Atchley of Summerfield visited the H. D. Hill home last week.
School opens September 7, with Miss Era Belle Watkins of Canyon in charge. She taught the primary grades here last year.
Mrs. A. E. Benson of Clarendon is visiting her sons, Hardy, Floyd and George Benson this week.

Easter Items

BY LOUISE FRYE
Easter school opens August 31 with Miss Louise McClure of Claude as teacher.
Clayton Woolery and family went to Melrose, N. M., Sunday to spend a few days with her parents, Mr. and Mrs. W. J. Sullivan.
Mr. and Mrs. Wesson of Dismitt visited the Carter home Sunday.
Hillion Bralley and family of Plainview visited last week in the W. E. Bralley home.
Paul Medley and family spent last week in the H. B. Medley home.
J. S. Smith and family spent Sunday in the W. A. Epperson home at Summerfield.
Misses Christine Fischer, Lucretia Wilson, Florence Hunter of Hereford and Hazel Chambless were dinner guests of Louise and Caroline Frye Sunday.
Mrs. Geo. Chambless and children left Monday for Estancia, N. M., to visit her parents, Mr. and Mrs. R. L. Sullivan.
W. E. Bralley and Daphne left Friday for Denton, accompanied by Miss Beulah Bralley and Mr. Provin. They expect to attend the Centennial before returning.

School Starts September 7

It Is Time to Get the Car Ready to Drive the Children to School.
We Prevent Trouble
Let Us Examine, clean and adjust distributor points, inspect generator charging rate and adjust, adjust clutch pedal, tighten wheel nuts, add water to battery, check carburetor, choke linkage, tighten all water connections, adjust brakes—important when children drive—"Block Test" car and report on mechanical condition.
All the Above for a Nominal Charge.

Remember We Service All Makes of Cars!
Beavers Bros. Garage



His Most Valuable Asset IS HIS **Eyes**
Lowered grades will be the result if your child is studying with the handicap of Ocular discomfort.
Modern instruments and technique enables me to give you reliable information concerning your child's eyes.
**F. M. KESTER
Optometrist**

\$1,000 Worth of New Equipment Has Just Been Installed

FOX CLEANERS AND HATTERS take pride in announcing to the people of Hereford and surrounding community the installation of the very latest cleaning and pressing equipment for the purpose of giving you BETTER AND MORE COMPLETE SERVICE ON ALL TYPES OF GARMENTS. Visiting tailors and factory representatives have expressed the belief that we now have the

Most Modern Plant in the Panhandle

In exactly one year—THIS IS ANNIVERSARY WEEK FOR FOX CLEANERS AND HATTERS—we have made every effort to provide a modern, up-to-date plant, installing first a complete line of Wilson Brothers' popular-priced haberdashery, modernizing our plant at every opportunity, and now \$1,000 of the latest cleaning and pressing equipment.

Our New Tumbler—restores the life and color to the garment while it is being cleaned. It comes out in 30 minutes looking like new, and ready for the press.
Pressure Filter—heats with electricity and steams clothes as it presses. Temperature control for different fabrics. No better finish for silks and linens.

Electric Steam Iron—purifies the solvent in which the clothes are washed. The solvent itself is white as snow—how could the clothes be otherwise?
All Added to—our regular equipment and our up-to-date Electric Hat Blocking machine. We are equipped to handle all your tailoring needs BETTER THAN EVER BEFORE.

**Try a Better Tailoring Service
AT THE SAME OLD PRICES**

Fox Cleaners & Hatters
Phone 111 HOMER FOX In by 3; Out by 6

Another Lesson

... Not Learned in School

Virtually every person, from school age to old age, have learned the value of insurance as protection and as an endowment fund for loved ones.
No type of insurance assures that burial costs will be cared for at as cheap a rate as does burial insurance in such an association as this. It runs only a few cents a month, depending upon the age of the insured, and never increases. It is absolute assurance

Hereford Burial Association

See Paul Barnett

OUR CENTENNIAL LETTER

The letters of Mrs. G. M. ... are being printed in ... in the Brand because of ... interesting highlights they ... on the Texas Centennial ... at Dallas.

Texas Centennial Exposition, Dallas, Texas.

Every hour, General ... gives a free show, the ... of Music, in an air-cooled ... Two young men ex- ... the newest developments in ... of electricity. The fever ... is demonstrated, show- ... how radio energy is used to ... disease and the connection ... it has with the illness that ... sometimes attacks shortwave radio ... There is a new sodium ... lamp that is being tried ... for lighting a big highway ... in South Texas, and a tube ... that controls the floodlights at ... City music hall. There is ... an electric eye and a comb dem- ... stration of the talkies, but the ... most practical thing demonstrated, ... in my opinion, is the electric light ... switch with the mercury button ... that does not click.

The Southwestern Bell Tele- ... phone Company lets you place ... long distance calls to any ... part of the state, while a big, il- ... luminated map traces the call from ... Dallas to destination. Also, there ... is a booth for testing your hear- ... ing and it answers any doubts ... you may have when Hubby says ... he didn't hear you tell him to leave ... money for your club dues.

Nothing is completely modern ... unless it is in some way connect- ... ed with the electric eye or photo- ... electric tube. Westinghouse has a ... bank teller's cage with a pile of ... money behind the wicket, just ... waiting for someone to grab for ... it. Well, as soon as the hand ... goes under the wicket, the electric ... eye beam does its duty and a ... guard-board with the word "fol- ... low" shoots up in front of the ... money, demonstrating how the ... movie magnates make use of the ... principal in burglar alarms for ... their nurseries.

Mid, the most beautiful sight ... in the Hall of Varied Industries ... is the Westinghouse water foun- ... tain, in the center of the building. ... It takes 21 minutes for the gor- ... geous cycle of changing water ... forms and bright colors to take ... place in the pool lined with dark ... blue tile. In my imagination, it ... belongs away back in story-book ... land in some luxurious Turkish ... palace.

After seeing the Westinghouse ... exhibit that ranges from percus- ... sors to oil well pumping rigs and ... irrigation wells, we feel sure that ... the House of Electricity and the ... rural electrification program are ... here to stay. Perhaps we'll see ... the new electric locomotives at ... home before long.

The Singer sewing machine dem- ... onstrators show us how to elimi- ... nate tedious hand work by using ... the new machines for making ... embroidery, cut work, hemstitch- ... ing, rugs, etc.

Most amateur photographers ... enjoy the Eastman Kodak Co. ex- ... hibit, with its showing of winning ... pictures in recent amateur con- ... tests. In photography and the lat- ... est in medical photography. It ... is no longer necessary to make ... sectional X-rays of humans.

The Elgin Watch Co. has an ... actual reproduction of an astron- ... omical observatory, showing how ... accurate time is maintained. Ad- ... jacent exhibits of modern watches ... and 30 historical models dating ... from 1581 show just how clock ... construction has developed.

Mid, you might tell Ed to quit ... worrying over office work. The ... Information business machines of- ... fer him practically "finger-tip" con- ... trol, with the very latest in such ... equipment.

Yours, MADGE.

Westman Circle Head.

Mrs. Treasie Goldtucker of Stam- ... ford, has been appointed Arkansas ... state manager of the Woodmen ... Circle, according to an announce- ... ment received from Woodmen Cir- ... cle national headquarters in ... Omaha, succeeding Mrs. Elizabeth ... C. Geyer of Little Rock, who has ... been state manager of Arkansas ... the past 20 years and who recent- ... ly resigned.

WANT AD WILL SELL THAT COW!

Local Woman Is Sent to Hawaii For Conference

(Note: The following article was written for the Brand by Miss Pauline Schwartz, daughter of Mr. and Mrs. John Schwartz, of this city. Miss Schwartz was one of the few from the United States to attend the seminar conference in Hawaii this summer to study racial conditions. Press representatives were excluded from the conference, and so far as is known here, this is the first report of the meeting ever printed. Miss Schwartz spent her vacation in Hereford, before returning to her work as a faculty member at Columbia University.)

Wherever the white man has taken possession of lands occupied by people with a different way of living, those people have been subjected to changes which have been destructive to their physical and moral fiber. Here in the United States, for example, we have destroyed the culture of the Indian and have given him little to take his place.

Because many governments are distressed at the devastating effects of the impact of western civilization on native populations, they are attempting to do something about it before irreparable damage has been done. In response to such a need, Carnegie Foundation financed a seminar conference of 50 persons who met at the University of Hawaii this summer for six weeks of delibera- ... tion.

The seminar conference mem- ... bers were administrators of native affairs, government anthropologists, missionaries, sociologists and edu- ... cators from all over the world. Perhaps the most distinguished of the group was Sir Arthur May- ... hew, who was recently knighted by King Edward VIII for his out- ... standing work as secretary of colonial affairs.

The object of the gathering was not so much to formulate policies as to pool ideas of the delegates relating to such topics as preser- ... vation of health and sanitation among native people, the effects of the imposition of western ideas about wealth on communal soci- ... eties, the use of vernacular lan- ... guage as opposed to a western or a commercial language as a me- ... dium of instruction in native schools.

I have not the slightest idea why I was among the few to be sent from the United States, but I suppose it was the result of some ideas I have been expressing at meetings at Yale University. Never- ... theless, whatever the cause, I had a joyous and inspirational meeting with those people who came literally from the far cor- ... ners of the earth. Hawaii could not be excelled as a meeting place. They housed all of us as one big family in a comfortable dormitory.

We had afternoon and evening ... free to use as we saw fit.

In our more serious moments, we considered it inexcusable to miss an opportunity to corner such persons as Mr. Williams of Paupa and learn that teaching his na- ... tives the vernacular would be dif- ... ficult, since among some 3,000 people there are 12 different lan- ... guages. We discussed Ghandi with his friend, Mr. Rao, from India, and we would never have stopped regretting it if we had failed to learn from Mr. Maude how he has kept his Gilbert Is- ... landers so healthy and moral, or to learn from Mr. Rutherford of British Samoa how he persuaded his natives to quit singing "Deut- ... schland Uber Alles" and take up "God Save the King". Those lit- ... tle private conversations went on all day and night.

Hawaii is a melting pot with more Asiatics than Occidentals, and she is so successful in her race relations that we all felt that our conference group had much to learn from the Hawaiians. Con- ... sequently, we were happy when our Asiatic friends invited us into their homes.

We are not at all sure how tangible will be the results of the conference, though there is to be

FURR HEREFORD YOUTH ACCEPTS WORK IN CHICAGO

Word has been received that William Bernard Arnold, a former Hereford boy, now of Amarillo, has accepted a position with the Inter-Lake Steel Corporation of Chicago. The work is of a tech- ... nical nature and it is in a field that offers promising opportunity for rapid advancement.

William Bernard is an honor graduate of Texas Technological College at Lubbock. He is the son of Mr. and Mrs. B. S. Arnold of Amarillo, who were influential Hereford citizens for many years.

Announcement has been received of the birth of a son to Mr. and Mrs. Dave McCurdy, of Plain- ... view, on August 9. Mr. McCurdy was formerly located here as manager of the West Texas Gas Co. Mrs. McCurdy was a member of the high school faculty here.

Accepting CCC Applications

Applications for CCC enrollment are being accepted at the county relief office, Mrs. C. A. Skelton announced Tuesday. Actual enrollment is not to start until Oc- ... tober, Mrs. Skelton said, but ap- ... plications should be in as soon as possible by those young men who wish to enroll.

The only actual change in the rule governing eligibility, Mrs. Skelton announced, was that per- ... taining to former CCC members. If a young man has been a member previously he must have been out at least a year before he is eli- ... gible to re-enter. The age limits are 17 and 27 years.

J. H. Hudgens and family wish to express their sincere thanks to the many friends and neighbors who showed their sympathy in so many kind ways during our bereavement at the death of our dear little boy, Roy Richard. J. H. Hudgens.

\$100,000 in Food, Clothing

Through a Works Program Ad- ... ministration project, \$100,000 in food and clothing were distributed to unemployed families in the 20 counties comprising district 16, during the period January 1 to June 30, 1936, according to A. A. Meredith, director of the Amarillo WPA district office. Therefore, through the expenditure of only a very small portion of the several hundred thousands of dollars spent for wages in this district, the WPA made it possible for those needy families to obtain the es- ... sentials of life.

WHY SUFFER FROM AN ULCERATED STOMACH-COLITIS, 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.

SAVE where High Quality is always low priced

Salad Dressing	BESTYETT 1/2 Pint Jar 9¢, Pint Jar 15¢	QUART Jar 25¢
POST BRAN Small size package 11¢	BEANS Pinto, 2-pound bag 10¢	MATCHES 6-box carton 17¢
RAISIN BRAN Skinner's, package 11¢	GELATINE DESSERT Mervin, assorted flavors, 3 pkgs 14¢	VIENNA SAUSAGE Libby's, 2 cans 15¢
MACARONI, Spaghetti Egg Noodles, Skinner's, pkg 7¢	MUSTARD French's, jar 11¢	POTTED MEAT Libby's, 3 cans 10¢
Jar Lids Kerr - Mason, 3 doz 25¢	Fruit Jars 25¢	QUARTS Dozen 65¢
SLICED BEETS Libby's, No. 2 1/2 can 11¢	SPAGHETTI Libby's Prepared, 16-oz can 9¢	HALF GALLONS Dozen 92¢
PIMIENTOS 7-oz can 3¢, 4-oz can 6¢	KARO SYRUP 5-pound can, red or blue label 34¢	GRAPEFRUIT JUICE Curtis, No. 2 can 10¢
CHILE Gebhardt's, with beans, No. 1 can 11¢	KARO SYRUP 10-lb can, red or blue label 57¢	CERTO Bottle 21¢
Soda Arm & Hammer 8c	Buckwheat Flour 25c	JELLO Assorted flavors, package 5 1/2¢
1-Pound Pkg	Aunt Jemima, large pkg	
MILK, Carnation Or Borden's, 2-tall cans 15¢	SOUP, Campbell's Assorted flavors, can 9¢	BABY FOOD Libby's, 3 cans 25¢
Crisco 3-Lb Can 55c	Soap P. AND G., 10 Giant Bars 34c	
SALT Morton's, round pkg, 2 pkgs 15¢	PANCAKE FLOUR Aunt Jemima, large pkg 22¢	OLIVE OIL Pompeian, half pint can 27¢
Kaffee Hag 37c	Marshmallows 15c	
1-pound can	Angelus, 1-lb pkg	

ASSORTED

Cold Meats

POUND 24¢

FANCY BEEF	1 lb.	14¢
CHUCK ROAST	1 lb.	27¢
SLICED BACON	1 lb.	15¢
GOOD STEAK	1 lb.	

PEACHES FREESTONES

PER Bushel \$1.95

COLORADO, No. 1 Whites	10 Lbs	28¢
SPUDS	1 lb	5 1/2¢
YELLOW RIPE BANANAS	3 Lbs	25¢
RED MALAGA GRAPES	Each	15¢
22 LB. AVERAGE Watermelons		

PRICES GOOD FRIDAY AND SATURDAY

FURR FOOD

PRICES GOOD FRIDAY AND SATURDAY

CONGRATULATIONS, JACK

and I promise my cooperation for a successful administration of the county's affairs.

I wish to thank all my friends and supporters in this past election for your support and influence and for those who opposed me, I hold no ill will against you.

S. O. Wilson

School Opens Sept. 7

Watch for the

DANGER SIGNAL



Every day . . . on school days especially . . . every child walking near or across streets becomes a DANGER SIGNAL to drivers. . . . It's time to slow down, to drive carefully. . . . If we have been careless during the summer, we should now double our vigilance, now that children are returning to school. . . . To endanger these children's lives is perhaps the worst crime that could be committed against them. . . . Let's consider it as such, and be CAREFUL!

To the Teachers and Students

We also urge upon you the importance of working toward greater safety for children, both inside and out of school. . . . We have a fine school system, an excellent group of instructors, and a wonderful bunch of students. . . . Let's not mar this school year by tragedy that could have been prevented had some one been more CAREFUL!

City of Hereford

G. J. PADDOCK, Mayor.

Friona News

JOYCE LANDRUM
Mr. and Mrs. Ray Landrum, Mr. and Mrs. Ovie Allen visited friends in Frionada Saturday night and Sunday. They were accompanied home by Mr. Allen's sister, Vener, who will visit here this week.

Clifford Campbell of Las Cruces, New Mexico, arrived here the latter part of last week for a visit of two weeks with his grandparents, Mr. and Mrs. D. H. Meade.

Mr. and Mrs. Bert Shackelford and daughter, Nancy Ruth, were Amarillo visitors Tuesday.

Mr. and Mrs. W. Reeves of Chicago are guests in the home of Rev. and Mrs. K. G. Parks.

Miss Floy Goodwine, who has been attending college at Lubbock, returned home last week. Friona schools will begin Monday, August 31.

Judge E. F. Lokey of Farwell was in Friona Tuesday.

Claude and Grace Miller are visiting their sister, Mrs. Martha Walker, at Salida, Colorado.

Miss Ella Marie and Joyce Landrum spent Saturday in Clovis.

Henry Clements of Dimmitt

Ward News Notes

BY MRS. GEORGE SUGGS
There will be a Sunday school social planned Sunday. Be there. Billy and Mary Angelo of Hereford spent several days recently in the Bill Hutson home.

Jo Bob Gardner of Amarillo visited the Bill Hutson home last week.

Lucille and Alleen Hughes of Hereford and Mrs. Andrews visited Mr. and Mrs. Bill Nafzgar and Mr. and Mrs. Geo. Suggs Thursday.

Mr. and Mrs. T. M. Stevens of Fort Worth visited her parents, Mr. and Mrs. Howerton, Tuesday, en route to Colorado.

Mr. Dennis of Post is visiting his daughter, Mrs. Bill Hutson.

Mrs. Robert Viegler returned last Wednesday from a visit in Plainview.

Messrs. and Mmes. Jas. Gardner and Chas. Etheridge of Amarillo called in the Bill Hutson home Saturday evening.

was a business visitor here Friday.

Paul Parr, who has been employed at Hereford, spent Sunday with relatives here.

Try First to Buy in Hereford.

4500 GUESTS CAN DINE AND DANCE UNDER MILKY WAY

That Casa de Manana, the House of Tomorrow, is 100 light years ahead of anything else of its type in the world came from Billy Rose's own lips. He should know. He's seen 'em all at home and abroad. Billy is director of the Fort Worth Frontier Centennial on whose spacious esplanade the gaudy facade of Casa Manana fronts.

To begin with, it's the largest cafe-theatre in the world. As another staggering item, it contains the biggest revolving stage in the universe. Compared to its 130-foot diameter with Radio City Music Hall's 40-foot one, you get?

Artist's Conception of What the Casa Manana Looks Like



The dizzying array of 600 arches in the building pattern suggests a general style copied from the land of the bullfighters. Dotting the huge tiered amphitheater will be tables, where 3,500 guests may dine. More secluded parties can be arranged for balcony tables. The brilliant blue and white contrast will, to say the least, knock your eyes out.

There inside as Paul Whiteman twitches his baton to extract rhythm from the orchestra, the stage will spin around on a mammoth pool to reveal an elaborate setting for the glamorous show guaranteed to quicken the pulse.

With modest pride there will be presented Texas' own fairest daughter, Faye Cotton of Borger, winner of 75-city "Texas Sweetheart Contest," glittering like a Hollywood premiere in a \$5,000 gold mesh gown. Other blossoms of the Texas plains will hold their

Westway Items

(BY WILMA SKYPALA)
Mr. and Mrs. Dodson and Miss Martha Dodson of Oton visited the F. W. Dodson home Sunday.

A sister of Mr. Burges, of Grady, N. M., is visiting his home.

V. Skypala was in Littlefield Wednesday.

Sue Vaughn and Duane left Sunday for Tacoma, Wash., to meet their mother, who has been visiting Mr. and Mrs. Lealie Vaughn the past three months.

Miss Irene Grimes and Junior Hyde were united in marriage Sunday at the home of her parents, with Rev. Stevens officiating. After the ceremony a delicious meal was served to a large number of relatives and friends.

The revival closed Sunday evening. Eight were baptized Sunday afternoon, and about 25 were converted during this meeting.

Texas Farming Above Average

The agricultural outlook for Texas is far more optimistic than for the country at large, according to a survey by the University of Texas Bureau of Business Research. Although some damage has been sustained in scattered areas of the state by drought and even more by floods, present indications are that the total output of major crop and live stock enterprises will be nearer normal than it has been for the past several years.

Increased prices for farm products already assured cause gains in agricultural income of the state. In addition, the increase in retail sales during June over those of June last year was considerably above that in the nation at large.

OLD SETTLERS MAY STICK WITH OLD HOMESTEAD

Free permits in certain cases are being given to elderly people who wish to live out their lives in their old homes on lands being acquired for national forest areas, the Forest Service says. It is not a blanket policy to be applied indiscriminately, but in exceptional cases of the aged, it may be done so that forest lands of public value can be brought under proper care. The established policy is to deal considerably with the occupants of purchased land.

Elderly owners often are willing or even anxious to sell to the Government, so that the land may be preserved in forest areas, but hesitate at their age to seek new homes. They wish an acre or two for the rest of their lives in familiar surroundings.

The Forest Service has for some time given special use permits to former owners, and tenants. These permits allow them, upon the payment of a nominal rental, to stay until it is to their advantage to move.

The Forest Service acquires land only through voluntary sale by owners. There is no condemnation of land, except for occasional friendly suits to clear title. More than 8,000,000 acres in a score of States have been approved for purchase in the last two years.

Brooks' DRUGS
PHONE 99 HERFORD TEXAS

For Friday and Saturday Selling

SUNDAE—Any kind, 15c value With "Tasty" Ice Cream	9¢
SODA, Our famous Jumbo 15c Ice Cream Soda	9¢
BANANA SPLIT, A real meal 3 Dips, 3 Tops	9¢

3-oz. Keller's Castoria	23c	Just like White Shoe Cleaner	23c
35c Lifebuoy Shave Cream	23c	25c Feenamint Laxative Gum	19c
25c J. & J. Baby Powder	19c	100 5-Grain Aspirin	33c
Oris TOOTH PASTE	2/27c	50c IPANA Tooth Paste	31c
35c MUM Deodorant	26c		

DRUGS

Cartor's Pills	19c
Olive Oil	59c
Fall Pine	23c
Peroxide of Hydrogen, Pint	33c
50c Dr. Lyon's Tooth Powder	33c
75c Acidine	53c
Sal Nopatica	41c
60c Size	41c

TOILETRIES

Campana	49c
Italian Balm	49c
Talcum All-Purpose	39c
50c Mulified Shampoo	34c
Depilatory Tidy	49c
Modess Box of 12	18c
70c Vaseline Hair Tonic	63c

Daniel News

BY PAULINE MOORE
Rev. Holtzclaw filled his appointments here Sunday. Two were baptized in the lake east of Dave Moore's in the afternoon.

H. F. Moore, A. D. Moore and family returned Sunday from a trip to Seymour, Wichita Falls and Dallas Centennial.

Ralph Payne spent Sunday in Amarillo.

Mr. and Mrs. Price Holland and Miss Zelma Garrison of Oton spent Sunday in the Joe Moore home.

Joe Moore and family were in Canyon Sunday.

Messrs. and Mmes. S. and H. Tomlinson and Kenneth were in Hereford Saturday.

Guy Dudley returned to his home near Oton Sunday.

W. R. Moore, J. D. Stice and Guy Dudley were in Amarillo Saturday.

The Boosters of Palo Duro church were entertained Sunday evening with a social, under the supervision of Mrs. A. D. Moore. Refreshments were served to 25.

There will be a chicken fry at Elmer Womble's Friday night. Come, bring a chicken and have a good time.

William Stice of Canyon visited his sister, Mrs. Orville Moore, and J. D. Stice one day last week.

Jess Ford and family are visiting relatives in Arkansas.

Fred and Bud LeGrand of near Bushland spent last week with Mr. and Mrs. Tom McSlain.

Jaque Finney and family of Runningwater spent part of last week in the Orville Moore home.

C. S. and Jim Perrin of Adrian and their nephew, Labry Ballard, have been in Kaskell for some time visiting their mother and other relatives.

Dean News

BY MARY LOUISE DEAN
Mr. and Mrs. T. F. McCollister and Buster, Mr. and Mrs. Arlie Dean and Mary Louise, Mrs. Morel and Mrs. John Morris visited Conchas Dam and Tucumcari Sunday.

Sid Barclay and family visited Albuquerque last week.

Mr. and Mrs. T. F. McCollister were in Hereford Wednesday.

Miss Jeanne Williams of Hereford visited Mary Louise Dean last week.

Mrs. A. A. Head returned Saturday from a visit in Hale Center. Her mother accompanied her home.

A good rain fell in this community Saturday night.

Mr. and Mrs. Jim Barkley and daughter and Mrs. Elvin Barkley of Oklahoma are visiting in the Sid Barclay home this week.

Mrs. Marie Weaver and Elsie Friemel of Borger visited home folks here Sunday.

Mr. and Mrs. Friemel were in Amarillo Monday.

TEACHER:

"What garage is famous for auto frame and axle straightening?"



PUPIL:

"Why, Beams and Marrs, of course!"

Years of experience in handling all types of frame and axle work have made this shop the accepted headquarters for that type of work.

Don't start your kids to school in a wreck. Bring your car to us and have it put in first class condition.

Beams and Marrs Garage

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN
Light rains fell here last week end.

Paul Lyons is visiting relatives at Hobbs, N. M.

Mr. Walker and family have moved to the Powell farm.

Lige Ellison was here from Crosbyton Friday.

Mr. and Mrs. Bood Myers and Berl Fisch of Silverton visited the Zerrell Thomas home last week.

Miss Elizabeth Chapman is home from summer school in Canyon.

Claude Bogie and family returned Saturday from a visit with relatives in Oklahoma.

N. O. Phillips and family were Hereford shoppers Thursday.

Miss Alta Mae Fortenberry is home from school in Canyon.

Miss Stella Lee Fortenberry is attending the Centennial at Dallas.

Among Hereford shoppers Saturday were Messrs. and Mmes. Adrian, Floyd West, Jack Fortenberry, Messrs. Carl and J. C. Perrin and John Morris.

Mr. and Mrs. J. M. Chapman and C. G. Were in Amarillo last Tuesday.

Mr. and Mrs. Alton Biggers are happy over the arrival of a baby girl, who has been named Era Gail.

A new baby girl came to visit Mr. and Mrs. Manuel Lovelace August 18.

Mr. and Mrs. Frank Dunn have as guests his parents.

Mr. and Mrs. Ted Rohrback and babe were in Vega Saturday.

Residents of Columbia.

The races that people Columbia are varied in the extreme, notes a writer in the Detroit News. Spanish descendants, white settlers and mestizos populate the coast. On the high plateaus in the interior are civilized Indians, industrious and prosperous, living in well-built cities. And in the southeast are primitive tribes that few white men have seen. Bogota, the capital of the country, is 8,563 feet up in the mountains, with two means of access to the coast: railroad to the Magdalena river, down it to Caranquilla, thence automobile or rail to Puerto Columbia; or by airplane.

To The Voters of Precinct No. 1

I am happy to be accorded another opportunity to serve as your representative in the management of the affairs of Deaf Smith County. As I promised before, I shall at all times favor economical administration, keeping in mind that which is advantageous to the county as a whole, and to work in unison with other members of the Commissioners Court, with whom I have served during the past. I wish to congratulate my opponent in the run-off primary for his splendid race and sportsmanship. To those who opposed my candidacy, I have only the kindest feeling, believing that you supported a splendid man, who was entirely worthy of your support.

• • •

P. J. [Jack] Rose
COMMISSIONER, PRECINCT NO. 1

Is it **RESULTS** you want?

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

then try a **WANTED** thru OUR columns

From 8,000 to 10,000 readers of the Brand see your message every week. If what you desire has an appeal to anyone else, you will be answered if you use want ads in the Brand.

The **Hereford Brand**
PHONE 30

SCHOOL DAYS ARE HERE!

WATCH FOR OUR CIRCULAR!

SHEAFFER PEN AND PENCIL SETS \$2.95 To \$15.00 New Stock	PARKER PENS AND PENCILS \$1.25 to \$5.00
MASTERPIECE PAPER and NOTE BOOKS	BIG COUNT FILLERS AND TABLETS

THIS STORE IS REALLY SCHOOL SUPPLY HEADQUARTERS THIS YEAR!

"TASTY" ICE CREAM
A Rich, Wholesome Delicious Food

Always a New Flavor. Frozen Fresh Daily!

Pints	15¢	Quarts	25¢
-------	-----	--------	-----

TAKE HOME A QUART!

X-POSE Sun Tan Cream or Oil 49¢

Perfection Cold Cream 4-oz. Jar 33¢

"Winnor" Sun Goggles 29¢

Dawn Items

BY MARGARET BOWERS
 Praying services will be held next Sunday by Rev. Roy Patterson.

Jim White and family visited in Snyder last week.

Miss Willie Mae King of Amarillo spent several days last week in the C. F. Finley home.

Mrs. N. E. Miller who has been visiting relatives in Michigan, returned to her home here last week.

The young folks were entertained with a party at the Martin Campbell home Friday night. The evening was spent playing games. Refreshments were served at a late hour.

Mr. and Mrs. Homer Bryant, Sarah Agnes and Cawthon of Hereford visited in the Joe Groce home Friday night.

Mr. and Mrs. A. A. Seymour of Amarillo are visiting in the E. F. Seymour home.

Mrs. Baker Womble and Sally are visiting relatives in Oklahoma. Johnnie B. Caraway visited in Amherst last week.

H. E. Miller and family and Miss Verda Richardson have returned home from a visit at Ardmore, Okla., and Bowie, Texas.

Miss Allene Caraway left for Oklahoma last week.

Mr. and Mrs. Gordon Miller of Ardmore, Okla., are visiting relatives here.

Misses Tommie and Lavorn Dodson of Texhoma, Okla., are visiting in the C. F. Finley home.

Mr. and Mrs. Ernest May and Mary Ruth have returned from a trip to New Mexico.

Mr. and Mrs. J. F. Hickman

Messenger News Summerfield News

BY ESTELLE WILLIAMS
 There were 43 at Sunday school last Sunday.

Charlie Williams was in Hereford Monday.

Charlie Brown, Mrs. Rouse and Miss Jewel Bussell held the election Saturday.

W. A. Whitson was a Hereford shopper Monday.

Laura Whitson and sons, Mrs. L. M., Estelle, Alvis and Quince Williams, J. T. Guinn and children, C. T. Guseman, Geo. Messenger and children and Lester Myers shopped in Hereford Saturday.

The sympathy of this community goes to the bereaved relatives in the death of Miss Mildred Turner, who was well known and well loved in this community.

Mrs. George Guinn and grandson were here from Hereford last Wednesday.

The community was saddened by the death of little Richard Hudgins, who was drowned in a watering tank. Our sincerest sympathy goes to the bereaved.

J. T. Guinn visited his father, George Guinn, one day this week.

and Robert are enjoying a visit from Mrs. Hickman's mother, of Dallas.

Dick, Fleet and Ollie Calloway have returned home after spending several days at the Centennial in Dallas.

Several from this community were shopping in Hereford Saturday.

Carl Luke and family have returned on a vacation in the mountains.

MRS. ASA ATCHLEY
 Helen Oglesby and Glenn's Hankins were in Dawn Sunday.

Albert Crose and family went to Lakeview Sunday.

Several families from this community shopped in Hereford Saturday.

J. W. Vines visited in Turkey this week.

Mr. and Mrs. Tandy Legge and son are moving to the teacherage.

Rev. and Mrs. Tidwell were here last week end, and he filled his appointment Sunday. Two additions were made to the church.

The community attended a chicken fry Tuesday night honoring Mr. and Mrs. N. P. Sikes who are moving to Clovis.

Mrs. Lloyd Lookingbill is visiting in Waco this week.

B. A. Atchley and son were in Friona last week.

Shirley Thomas is visiting her grandfather in Summerfield.

Britt Clark and family are attending a family reunion in Dallas.

Pat Landrum and family visited the B. C. Robersons Sunday.

Miss Una Morris is visiting her mother in Happy.

Bob Skidmore and son of El Paso spent Wednesday in the Ray Johnson home.

J. O. Clark and family of Hereford are visiting the C. R. Walsor home this week.

W. A. Vines is a substitute foreman in Goodwin, Okla., this week.

Slick Miles and family visited the R. D. Lance home Sunday.

Mrs. Will Harris and Dorothy are home from a vacation spent in Los Angeles.

Owen Stagner and family of Hereford visited the B. E. Roberson home last week end.

Wm. Neill of Merkel is visiting his sister, Mrs. B. A. Roberson.

B. C. Roberson is reported improved from his severe illness.

The senior Sunday school class will feast on watermelon at the D. C. Walsor home Thursday night. All young single and married people are invited.

Mr. and Mrs. C. R. Walsor visited the Hollis Walsor home in Amarillo Thursday and Friday.

Lacey Waters and family of Lubbock visited his sister, Mrs. W. A. Vines, this week end.

H. D. Thomas of Corinth, Miss., and Miss Vivian Bradley of Texico visited the C. R. Thomas home last week.

Messrs. and Mmes. Lee Curry and Guy Walsor and their families have gone to the Curry reunion at Weatherford this week.

J. W. Cox of Bellview, N. M., visited here last week end.

J. R. Oglesby and family spent Sunday in Wyche community.

Woodman Circle to Meet.

The local grove of the Woodman Circle will meet Friday afternoon at 3 o'clock with Mrs. E. E. Fridley. All members are urged to attend.

Mrs. Bea Seed spent Sunday in Canadian.

Dimmitt News

By EMILY McLEAN
 Karl Stewart of Tulla visited friends here last week.

W. A. Jones and family, Mr. and Mrs. Bradshaw are home from Ruidoso, N. M.

Dewey Watson and family and Lon Woodburn are home from a vacation in New Mexico and Colorado.

Miss Pauline Rothwell is visiting in Ada, Okla.

Mrs. J. W. Skipworth has returned from a visit in Kress.

Mrs. J. H. Gladman and sons have returned from Arkansas City, Kansas. Her mother-in-law, Mrs. T. H. Gladman returned with her.

E. R. Rothwell and family, Harry Rothwell and family, Junior Rothwell and family spent Sunday in Amarillo.

Olin Rice and family spent Sunday in Happy.

Nell Reynolds is visiting Nelda Snow in Clovis.

G. B. Duncan and family spent the week end in Clovis.

C. B. Harris and family of Lubbock, and Norma Mae Harris of Floydada spent the week end here.

Henry Stalcup was in Amarillo Saturday.

Joe Gollehon and family are vacationing in New Mexico.

H. P. Clemmons and family have returned from New York where he has been studying.

Edgar Ireland, Mmes. Walter Pickett, Clay Ridgway, Ollie Jennington, Matt Gilliland, C. F. Kerr

and Miss Betty Rose Kerr of Hereford visited the E. Noble home Wednesday, enroute to Shallow-water.

Mr. and Mrs. D. Neymayer were in Roswell, N. M., this week.

Mr. and Mrs. Noel Gollehon are home from Canyon.

Miss Pauline Oswalt of Mottle is visiting Mrs. Ward Golden.

Lovey Beavers, Katherine Royalty and Louise Douglass of Lubbock visited Miss Tina Mae Wright Tuesday.

E. B. Wright, E. W. Thomas and P. H. Dyer attended a farmers meeting in Lubbock Thursday.

Mr. and Mrs. Ralph Whitesides of Plainview, were here Sunday.

Mr. and Mrs. O. B. Trimble were in Hereford Sunday.

Jack Wall and Mark Cook of Longview visited the Hutchins home Sunday.

Rev. Strother and family, Mrs. Easter and Miss Kathleen Rothwell were in Amarillo Tuesday.

G. C. Maples and Bob McLean were in Amarillo Monday.

W. A. Fisk of the IHO was here Tuesday.

Mr. and Mrs. C. E. McLean were here from Friona Sunday.

Mrs. Tom Hanks was here from Amarillo over the week end.

Ed West was in Plainview Monday.

Mrs. R. B. Boren was an Amarillo visitor last Monday.

Glen Hickman and family are vacationing in East Texas.

C. E. Reynolds and family visited in Hart Sunday.

Buck McCuan and family and

Miss Billy James are in New Mexico and Colorado vacationing.

C. G. Maples and family and Mrs. T. J. Maples are in Hot Springs, N. M.

Sid Huckaby and family spent Sunday in Muleshoe, Bob remaining for a short visit.

Mrs. A. G. Bell and sons, James and Charles, are visiting Robert and D. G. Bell, in Dallas. They plan to spend about three weeks visiting the Centennial.

Get \$120,000 in Loans.
 Residents of Deaf Smith county received a total of \$120,000 from the Home Owners' Loan Corporation during the three year period of refinancing operations which terminated June 13, 1936, according to the final figures furnished H. P. Drought, state director for the National Emergency Council. This sum represented 57 individual loans.

A WANT AD WILL SELL THAT COW!

SANDWICHES
 MADE WITH OUR BREAD CANNOT BE BEAT FOR

School Lunches
 LET THE SCHOOL CHILDREN HAVE ALL THE GOOD BREAD They Want

IT'S GOOD FOR THEM . . .

Flavor the Lunch Box or the Table Meal Every Day With Some of Our Delicious Rolls

HEREFORD BAKERY
 Insist On QUALITY BREAD at Your Grocer's.

BUSINESS AND PROFESSIONAL DIRECTORY

THE CHOCOLATE SHOP
 Plate Lunches
 Sandwiches
 Cold Drinks, Cakes
 Magazines.

INSURANCE
JNO. H. PATTON
 PHONE 59

ABSTRACTS
 Of All Deaf Smith County Land Titles.
DEAF SMITH COUNTY ABSTRACTS INC.
 O.H. Hotes, Manager

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

The title to your land is vital. Our Abstracts correctly reveal the title.

A. G. THOMPSON ABSTRACT CO.
 4 Per Cent Federal Farm Loans.

DR. J. W. HENDRIX
 Osteopodist and Masseuse
 109 B Street—Just North of Mother's Park
 Phone 241 for Appointments

THE HEREFORD BRAND JOB PRINTING

PHONE 555
Hereford Insurance Agency
 SINCE 1908
 303 Main Street

Several from this community were shopping in Hereford Saturday.

Carl Luke and family have returned on a vacation in the mountains.

Mrs. Bess Seed spent Sunday in Canadian.

OIL-PLATING IS . . .

Oil-Plating is exactly what is formed in your engine by Conoco Germ Processed oil. The Conoco Germ Process scientifically combines a most carefully refined mineral oil with an extra, exclusive "concentrated oily essence"—fully guarded by patents. And this invention enables your Conoco Germ Processed oil to combine with all engine parts so that they become literally Oil-Plated. Oil-Plating does not depend on constant pumping up, because it does not rapidly drain down, but stays put—fixed—Plated. You can see that this firmly fixed, slippery Oil-Plating leaves no un-oiled bare spots in your engine. And that leaves least chance of wear . . . And the less wear, the more oil you save . . . So Oil-Plate your engine this summer—this day!—with CONOCO GERM PROCESSED OIL

Confidential Oil Co. **CONOCO** For any motor trip get free maps and data. Write Conoco Travel Bureau, Denver, Colo.

A Schoolboy Now

BUT HE'LL WEAR A CAP AND GOWN SOME DAY

An Objective of Systematic Saving

Fond parents can't afford to leave these things to chance. No better way has ever been found of providing for the future than saving today what will be needed tomorrow.

TEACH HIM TO

Save Something Every Day

First State Bank

IN HEREFORD

POWER

-THEN USE CONOCO

You've got to have plenty of it in the first punch. Have you ever stopped to think of the power needed to put your car in motion? More of it is needed than you think—sleeping quietly until you need it, then, at the pushing of a button, ready to flood your car with the energy for quick strong motion. USE the best gasoline—USE CONOCO GASOLINE!

Sewell Service Station

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 20

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

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NOTICE TO PUBLIC

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office at 404 Main Street, Hereford, Texas.

BACK TO SCHOOL THEY GO

In a few days children of this section as well as those over the nation will be returning to school, to another year of study as they prepare themselves for the tasks that lie ahead and, we hope, to better enjoy the privileges that are theirs.

Strangely, as in every other instance, civilization seems to demand that with every advantage we conceive, we must also attach a certain amount of risk. When we build schools, we attach a fire hazard that is a constant threat to life; when children walk to these schools, they run another risk; when they take part in school activities, they are threatened with injury.

This being the case, we can only strive to reduce these risks to a minimum. Safe driving on city streets, careful checks of equipment, elimination of hazards, and regular fire drills have done much in many communities to safeguard lives of children.

Hereford, in remodeling its Central School building, has looked to eliminating the fire hazard as well as to providing additional and needed space for classroom activities, proper lighting and proper ventilation, all of which are of about equal importance. The fact that a serious fire hazard was removed when the building was modernized does not eliminate altogether the chances of fire, however. Certainly we hope that no such disaster befall it or any other school, but greater safety measures can and will be taken by keeping hallways cleared of unnecessary obstructions, exits easily opened during school hours and by the use of fire drills to train the pupils in orderly and rapid exit in case of emergency.

The children also can be trained in caution while going to and from school, but the bulk of this responsibility rests on those not in or connected with the schools, those who are behind the wheels of the automobiles which scurry about the streets.

Again we urge carefulness on the part of citizens, parents, school authorities, teachers and students alike during the coming school year. May Hereford and surrounding communities not know the dreadful experience of avoidable accidents in which school children are involved during the coming year.

BOY SCOUTS GET UNDER WAY

The Hereford Boy Scout movement is again under way. Some 30 or more boys are ready to receive the training this organization can give if carried on properly, if given the right support. It would be better for the movement never to have been started than for it to fail.

Ralph Smith, head of the Lions Club, which is sponsoring the troop, said that previous failures of the movement was not due to shortcomings on the part of the boys or scout masters, but on individual members of the club who failed to take an interest in the troop.

This statement may be broadened to include the city as a whole. Scout masters and committeemen are going to strive to give the boys something worth while. The boys undoubtedly are anxious to cooperate. They have the advantage of a fine club house and a fine leader in Rev. John C. Thorns. Now they need the support of the community, a lasting support that will not wane as the movement extends itself.

ADVERTISING TEXAS TO TOURISTS

Because of its Centennial, transporting, feeding, sheltering and entertaining tourists has become one of the most profitable businesses in Texas. One thing has made this possible—advertising on a national scale. But after the Centennial, what?

Texas has many, many interesting and recreational centers that compare with other states which draw millions of dollars from tourists. Shall Texas forget its tourists, or shall it continue to attract them? We say: Continue to advertise Texas, build better roads, and cater to the tourists.

SOY BEAN MAY INVADE AREA AS ONE OF MAJOR CROPS

Followers of the soy bean are proclaiming its virtues as a money crop and for feeding purposes right here in Deaf Smith county. Carl Gilliland and one or two others have a few acres devoted to the crop. Mr. Gilliland gave seed to "Potato Joe" Ballinger, and he planted an acre for the purpose of experiment.

He brought in two varieties for display Monday. One is the Manchito, which trends heavily to a yellow bean; the other the Virginia, or "New Deal," has a brown bean but trends to foliage. The beans were irrigated three times. Joe estimates that the Manchito will yield about 30 bushels to the acre, but he also believes they can be broadcast more thickly and be made to produce 50 bushels to the acre just as easily.

Furthermore, he says the bean makes better feed than cottonseed meal for it is more digestible. The foliage, he says, is better than sorghum. The soy bean is a dry weather crop, requiring only about half as much

water as the regular bean, and withstanding the summer heat much better.

Bear in mind the 30 to 50 bushels to the acre. The Christian Science Monitor of August 17 says the soy bean has come to America to stay as a major crop. The price on the Chicago Board of Trade rose from 93 cents to \$1.40 a bushel. Soy beans not only make good feed, but they are of importance in the manufacture of automobiles, varnishes and other articles.

The Middlewest, which has watched other crops ruined by drought and heat, is going to reap a nice harvest of soy beans, says the Monitor. It was estimated that 5,000,000 acres in the United States were planted to soy beans this year, which is a third higher than last year. Until recently the soy bean was entirely an imported product, but now it is doubtful if imports will be necessary. Even the high plains area may see the advent of the soy bean, replacing much of its sorghum.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, August 25, 1905)

"Snap me, snap you" and "Shoot the Buffalo" provided amusement for a bunch of youngsters who surprised Mr. and Mrs. Dodson by storming their home and demanding a party.

Monday, September 4, had been set as opening day for Hereford schools.

Geo. Irwin had bought the D. C. Cashion section six miles southeast of Hereford at \$6.50 per acre.

The Arney correspondent reported surveyors busy in that section surveying for the proposed Santa Fe extension to the south.

J. F. Axe, five miles south of Hereford, was reported to have one of the finest crops in this region.

B. D. Galloway of Comanche had purchased the five-section ranch belonging to A. H. and R. L. Elliston.

All committees had been named for arranging details of Hereford's big annual picnic, scheduled to be held September 2.

"On Tuesday last, when 'Day had put on his jacket, and

around his burning bosom buttoned it with stars," Miss Mina Dameron entertained a large number of friends.

The Olton correspondent was elated at the advancing price of land in that vicinity. E. W. Green had sold a section of school land, receiving the extraordinary price of \$1,780.

J. C. Johnson was to ship 53 head of fine horses from Hereford to Waxahachie.

Uncle John Thomas had threshed over 1,200 bushels of oats from 45 acres of land.

The Vernon Hornet talked long and loud about a watermelon brought to that office. Said melon measured 18 inches long and was 4 1/2 inches in diameter.

(From The Hereford Brand, August 27, 1915.)

Old-timers in the county had organized for the purpose of holding an annual reunion on or about September 1 each year.

F. H. Oberthier offered to sell 200 bushels of Macaroni (spring) wheat seed at \$1.25 per bushel.

A rainbow with three or four

colors visible had been witnessed here at night. An unusually brilliant moon was credited with causing this beautiful sight.

Mrs. H. G. Garnett was growing some uncommonly fine strawberries, which, she said, would continue to bear until November.

Carl Frye had been in from his ranch 12 miles south, and had a lot to say about the fine crops in his neighborhood.

A severe hail storm had visited the Summerfield community. Lightning killed a fine horse belonging to L. Johnson the same night.

Berry Orr had a second-hand motorcycle he wanted to trade for a new automobile.

The Brand force was busy working on a big special issue. It was planned as a 32-page paper, with 3,000 copies printed. More than 1,200 extra copies had already been sold.

E. Renfro, E. T. Woodburn, J. E. Bell, Capt. Wright, Capt. Trow, Messrs. Lockhard and T. B. Rector were attending the Confederate Veteran reunion in Amarillo. Miss Meda Woodburn had gone along to keep the boys straight.

By Their Words

AND OURS

Ask any farmer to outline the agricultural policies of the last three Republican administrations. He will have a hard time remembering whether they actually had any agricultural policies.—Curry County Times.

Alabama has set a good example for other states by forbidding the placing of signs and billboards along public highways. Wrecking crews are on the job tearing down every type of sign that has marred the highways for years, and pretty soon at least one state will be able to point to clean highways. Too many signs and billboards are so placed as to form blind corners. Cars shoot out from crossroads from behind billboards which conceal approaching cars in both directions. From the standpoint of safe driving every billboard should be removed.—Muleshoe Journal.

When we think of juvenile delinquency, we almost inevitably think of slums and poverty. The child from a poor family doesn't have the chances that the child from a more solvent family has; he has to play in the streets, economic pressure warps his budding personality, and a drift toward crime is more or less natural for him. That is the accepted theory. It is surprising to learn from a competent authority that it just

POLITICAL ANNOUNCEMENTS, DEAF SMITH COUNTY

The Brand is authorized to announce the following candidates for the offices under which their names are listed, subject to the November General Election:

For State Senator, 31 District: CLINT C. SMALL

For State Representative, 133rd District: G. H. (Jack) LITTLE

For District Attorney: JAMES W. WITHERSPOON

For County Judge and Ex-Officio Superintendent County Schools: EARL W. WILSON

For Sheriff, Tax Assessor and Collector: J. O. NEWELL

For County Commissioner, Precinct No. 1: F. J. (Jack) ROSE

For County Commissioner, Precinct No. 2: T. W. ROBERSON

For County Commissioner, Precinct No. 3: H. D. CULPEPPER

For County Commissioner, Precinct No. 4: ERNEST T. (Dick) ALLRED

For County and District Clerk: L. H. FOSTER

For County Treasurer: MRS. BESSIE L. SMITH

For Hides and Animal Inspector: J. WALK BRADLEY

isn't so. . . . The road to a better social order is very much like charity. It begins at home.—Portales Daily News.

Politicians irk us. . . . We would like to learn more about Texas statesmen, but of Texas politicians well forget it.—Pampa News.

I notice there is a movement on foot to move about 50,000 persons out of the dust bowl, and it will be just my luck to be among those to be left here.—State Line Tribune.

PERSONALS

Kathleeta Hawkins, who is employed in Amarillo, spent the week end in the home of her parents, Mr. and Mrs. D. W. Hawkins. Miss Hawkins has recently returned from a vacation trip to California.

Miss Frances Turrentine of El Paso is here to spend several weeks with her sister, Mrs. E. W. Harrison. Miss Turrentine is a teacher in the El Paso schools. She has recently returned from a vacation in California.

Mary Phyllis Casbolt left Saturday for her home in Tucson, Arizona, after spending the summer in Hereford with the grandparents, Mr. and Mrs. Hugh Witherspoon.

C. L. Hodges, former employee of the local Furr Food Store and son of Charlie Hodges, is spending his vacation in Hereford. He arrived Monday morning from Kansas City, Kansas, where he is working.

Mr. and Mrs. H. R. Neal left Saturday for their home in Lawrenceville, Illinois, after a 10-day visit with Mr. Neal's parents, Mr. and Mrs. W. E. Neal. They went by way of Shidler, Oklahoma, to visit other relatives.

Miss C. S. Garrison of Lubbock and son, Hill and his wife, of Kansas City, passed through Hereford Tuesday afternoon making short visits with friends. The party was enroute home from a long vacation trip by automobile. Mrs. Garrison and her son are former residents of Hereford, Mrs. Garrison being connected with the schools at the time. Hill is now employed in air conditioning work.

Mrs. Bess Jennings and Mrs. Irene Johnson of Bobbie's Beauty Salon, spent Sunday in Lubbock where they took their demonstration work in the new machineless permanent they are now equipped to give. They were accompanied by Mrs. Ross Fuller, who visited friends.

Miss Imogene Ledford, who has spent the last two weeks with her sister, Mrs. Oliver Ruda, returned to her home in Portales, New Mexico, Sunday. She was accompanied by her niece, Miss Jewel Aileen Ruda, who will spend the week visiting her grandparents, Mr. and Mrs. J. L. Ledford, and an aunt, Miss Margaret Ledford.

Want Ads

For Sale or Trade

FOR SALE: Duofold and library table in good condition. Also need quart fruit jar. See Mrs. Bessie Davis, 410 Sampson Avenue. 33-3c

FOR SALE: 8-foot Dempster drill with extra sweeps and lister attachments; almost new. \$100 cash. Mrs. A. K. Webster, Route 4, Hereford, Texas. 19 miles north Hereford on 25-Mile Avenue. 1p

FOR SALE: White sacks, will make good cup towels; \$1.00 per dozen. Phone 265, West Texas Feed & Seed. 1c

FOR SALE: One model 10, Michigan cash register. See R. V. Miller at Brand office. 34-1f

FOR SALE: 1935 Plymouth Coupe 1933 Pontiac Coach 1931 Dodge Sedan
TERMS—TRADES
IRELAND MOTOR COMPANY

FOR SALE: At a bargain, one new Case type M silo filler. Amarillo Iron Works Company, Amarillo, Texas. 1c

FOR SALE: One John Deere six-foot binder, 1 ten-hole Van Brunt drill, horse hitch, one two-year-old roan Durham bull. H. C. Bowsher. 1p

FOR SALE OR TRADE: 25 acres at edge of city limits, \$25.00 per acre cash will buy this. J. M. Murchison. 34-1f

FOR SALE: Grade "A" raw milk. Delivered to your door twice daily. Steam sterilized utensils and adequate refrigeration. Reasonable prices. Phone 666, Prairie Dairy. 36-1f

FOR SALE OR TRADE: 160 acres of land. I will be in Hereford August 20 to 23. See me at O. L. Shugart, 406 Ross Avenue. If not in Hereford, write Mrs. D. A. Sutton, Route 1, San Angelo, Texas. 33-3p

HOUSE FOR SALE OR TRADE: See Edis Wilson, Catalpa St. 35

FOR SALE: 6 ft. IHC one way plow. 6 ft. IHC one way plow. 10 ft. John Deere field cultivator. 23-40 Allis-Chalmers Tractor. 22-36 McCormick Tractor. Late Model No. 3 IHC Combine. No. 11 IHC Combine. 1 1/2 horse gas engine. 4-row Allis-Chalmers Wheatland lister with planter attachments. Link grain blower. IHC six speed special truck. Chevrolet truck. All of the above machinery is in good repair and ready to go right out to the field and go to work, and for sale at bargain prices.

Come to Umbarger and see the Allis-Chalmers All-Crop Harvestor with top crop attachment. We think this is the most wonderful row crop combine on the market.

WM. ASH AND SON
Allis-Chalmers Dealers, Umbarger 33-3
Texas.

RED HOT TO TRADE

FOR SALE: Extra good Model A Ford Truck. Good shape. New

At the Methodist Church.

The revival continues in interest, attendance and offering. Six additions Sunday, with several more promised.

Intermediate classes had an attendance above enrollment Sunday. Mrs. Hall Beavers is superintendent in this department.

Miss Billie Joe Roberts, new president of Epworth League, beamed with satisfaction Sunday when 30 young people were present for the first program after the revival.

S. O. Wilson met his class with the same spirit of enthusiasm as before the election. Takes more than an election to get him down.

Hay fever patients seem improved, at least there is not so much thumbing of noses and winking eyes during the sermon.

Each Sunday morning the church is active from basement to ceiling. There is no place in town where you could spend two hours and 15 minutes to greater profit. You are invited, and we are anxious to have you worship with us. Come to the Methodist church—the church with a message and welcome.

T. C. Willett, Pastor.

TO TOWNSEND MEMBERS

We resume our regular meetings Tuesday night, September 1st. Good speaker coming. Important business. All members are requested to attend. 1c

Friend to Texas Farmer.

President Roosevelt assuredly has been a "good neighbor" to Texas farmers and ranchers, for his administration supplied to them during their direst needs the stupendous sum of \$328,237,304, of which \$136,019,144 was under the Agricultural Adjustment Act, and \$187,208,160 under the Farm Credit Act. What the Texas farmers and ranchers would have done, how they could have lived without this helping hand furnishes food for serious thought, with another national campaign in progress.

Rev. and Mrs. T. J. Conkright left Tuesday for their home in Sapulpa, Oklahoma. They stopped here enroute home from California, where they have been visiting his sister. The Reverend is a brother of H. G. Conkright of this city. The Baptist church here was honored to have him fill its pulpit last Sunday.

In 1888, when people still thought that yellow fever germs flew or drifted in the air, an epidemic of this disease took place in Jacksonville, Florida. In the belief that the microbes could be killed by concussion, writes M. B. Johnson, Jacksonville, Florida, in Collier's Weekly, cannons were fired for several days in the principal streets—to the delight and profit of the glaziers.

tires. At a bargain. Call at Brand office for information. 30-1f

FOR SALE: Three room modern house, large lot and garage. See Bill Smith. 32-3p

For Rent

FOR RENT: Two light housekeeping rooms, close in on pavement. 211 Lee Avenue, Phone 146. 1p

FOR RENT: My home at 405 East Fifth Street, completely furnished. Mrs. C. W. Seed. 1c

FOR RENT: Apartments, all bills paid. 517 East 11th Street. 1p

FOR RENT: Furnished apartment, 3 rooms, kitchenette, bath, garage. Phone 80-W. Mrs. W. P. Dameron, 802 25-Mile Ave. 1c

FOR RENT: Room for one or two girls close to high school. 12th and D Streets. Mrs. D. F. Vaughn.

Wanted

THE NEXT 10 young people who enroll in this school can do so on unshared terms of tuition. You can also earn your board and room. Write for information. Fleming Business College, 208 1/2 Folk St., Amarillo, Tex. 33

WANTED: Man and wife for work on irrigated farm. Steady job. References required. Must be familiar with irrigation. Young man preferred. Write M. C. Hancock, P. O. Box 1444, Amarillo, Texas. 34-1f

WANTED: You to buy auto accident insurance, \$2,500.00 policy \$5 per year with accident benefits. Phone 555. Hereford Insurance Agency. 1c

Merit

Egg Mash

100-Pound Sack

\$3.10

Merit

Growing Mash

100-Pound Sack

\$3.25

Order a Sack of MERIT TODAY!

FREE FEED EVERY SATURDAY

WE BUY EGGS, CREAM AND CHICKENS

West Texas Feed & Seed

Phone 265



Freight trains nowadays act like express specials. New freight schedules are so fast, I sometimes wonder if everything has to be delivered day before yesterday.

Many of our passenger trains are running faster schedules, too. Well, one thing is sure. We make faster runs, but the first railroad commandment is still "Safety First." That's one rule they won't change.

Western railroads and allied industries provided jobs for 750,000 workers last year. Some of them live in our town. Good neighbors.

Passenger fares are now the lowest in history with substantial reductions on round trips. And no more surcharge for riding in sleeping cars.

This new Free-pick-up-and-delivery of less than carload freight—I heard some traveling salesmen talking about it on the train yesterday. They said it saves shippers a lot of money and centers all responsibility on the railroad. The railroad picks up the freight at shipper's door and delivers to receiver's door. Of course, local delivery men get the haul from door-to-car and car-to-door at both ends. The railroad handles the whole transaction.

When railroads are busy, I notice towns along the railroad are prosperous. The merchants put more ads in the newspapers.

Western-railroad achievements, appreciate the public's good will and increased patronage, and pledge continued progress.

Railroad Jim

WESTERN RAILROADS

and THE FULLERAN COMPANY

NEW FALL HATS

Come in and see the New Fall Hats in all the latest shapes and colors. We have pretty styles for children.

VOGELE MILLINERY PARLOR

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

JUNIOR PIONEER CLUB CALLS SPECIAL MEETING

The Junior Pioneer club met with Mrs. Homer Brumley Tuesday evening at 8 o'clock in a special business meeting for the purpose of electing officials and making plans for the regular club work during the coming season.

Officers chosen were Mrs. Homer Brumley, president; Miss Lueta Borden, vice president; Mrs. Marie Cogdell, reporter. Two permanent committees were appointed for the coming year's work, the hospital committee, with Mrs. Marie Roden, chairman, working with Mrs. Berde Patterson and Mrs. Gustie Edelman, and the phone committee, with Miss Virginia Lillard, chairman, working with Miss Genevieve Eberie and Mrs. Lola Moore.

The club voted to sponsor the picture, "Little Lord Fauntleroy," which will be shown at the Star Theatre September 6 and 7. Mrs. Nannie Mae Mauk was named chairman of the committee on ticket sales. The first regular meeting of the club will be held the second Tuesday in September at which time the officers will be formally installed.

HELEN SISK HONOREE AT PRE-NUPRIAL AFFAIR

A lovely pre-nuptial affair, a bridge luncheon, was given by Mrs. Beth B. Holman Tuesday morning honoring Miss Helen Sisk, who is to become the bride of Mr. Herbert C. Patterson of Wichita, Kansas, on Saturday, August 29.

Gladioli and pink rose buds were used throughout the house as decoration; garden flowers, in a profusion of color, formed a center piece for the dining table.

Eight intimate friends of the bride-elect composed two tables of bridge. High score prize was awarded to Miss Eloyse Pitman and low to Mrs. S. P. Rosson, with the guest prize to the honoree. A surprise package as a gift from the guests was presented to Miss Sisk by the hostess, which proved to be a shower of handkerchiefs.

At one o'clock the guests adjourned to the dining room where clever place cards, depicting a miniature bride and groom, designated each guest's place at the table. A four-course luncheon was served, consisting of cantaloupe, cocktail, stuffed tomato salad, a plate luncheon of creamed chicken and mushrooms in patty shells, stuffed baked potatoes, candied carrots, beaten biscuits and ice tea. Ice cream topped with strawberries, and white cake.

The guests were Mrs. J. A. Pitman, Mrs. H. K. Fox, Mrs. C. C. Rockwell, Mrs. S. P. Rosson, Mrs. Jack Wayland, Miss Eloyse Pitman and the honoree.

JUNE McCANN WEDS J. D. GILLISPIE AT CLOVIS

A wedding ceremony performed by the justice of the peace at Clovis August 2, made Miss June McCann and J. D. Gillispie, both of Hereford, man and wife. The bride is the sister of Rev. W. A. McCann of this city. Gillispie works for the Fraser Produce Co. here. He is the son of Mr. and Mrs. W. O. Gillispie, formerly of Dimmitt, now of California.

The couple were secretly married, being accompanied by Clovis friends. At present they are at home with Mrs. Henry Harris at 506 Miles Avenue.

FAREWELL PARTY IS GIVEN L. A. RAYS

A farewell party honoring Mr. and Mrs. L. A. Ray, who leave soon to make their home in California, was given Wednesday night by Masons and Eastern Star members at the Masonic Hall. Mr. Ray is a Past Master of the Masonic Lodge, and Past Patron of the Eastern Star, and Mrs. Ray is a Past Worthy Matron of the Eastern Star.

A short program was given, followed by a watermelon feast. The program included a piano solo by Miss Mary Ann Baird, a piano trio by Mrs. H. D. Reed and two daughters, a duet by Mrs. Alex Thompson and daughter, accompanied by Miss Thelma McMillan, and a number of short talks.

PRESBYTERIAN C. E. ENJOYS PICNIC IN CITY PARK

The Christian Endeavor of the First Presbyterian church held its regular Tuesday night meeting on August 25. The program on "The Promise of Eternal Life" was led by Viola Phillips. In connection with the meeting, which was next to the last of the summer meetings, a picnic and watermelon feast was held in City Lake Park.

Those participating in the happy occasion were Faye Crosthwait, Barbara Brotherton, Elsie Mae Wilkins, Viola Phillips, Billie Jo Roberts, Jean Snyder, Madelyne Whitehead, Mary Broadwell, Buddy Wilkins, Floyd Ross, Jack Smith, Virginia Nix and Rev. Thomas. Following the picnic, the party returned to the church lawn where the program was followed by games.

LEAGUERS REORGANIZE; ELECT NEW OFFICERS

The Epworth League of the First Methodist church was reorganized August 16 by Rev. H. L. Thurston in cooperation with the young people of the church. The renovation of the young peoples' work in the church was enthusiastically accepted by those concerned, as shown by the presence of 30 at the first meeting of the new League.

At this meeting an interesting program was presented and the following officers elected: Billie Jo Roberts, president; Cawthon Bryant, vice president; James Gammill, secretary-treasurer (with La Nelle Scheihagen to fill the place until his arrival). The League officials urge every young person to attend the meetings and add to the already well-organized group. Those in charge are eager to conduct a worthwhile service during the coming winter, and they cordially invite everyone to attend. Services of unusual inspirational and social value are being planned.

SURPRISE PARTY GIVEN LEE KENDALL

A surprise party was given Lee Kendall last Sunday at noon at the Earl Lance home on East Third Street. The affair was a dinner to celebrate the occasion of the honoree's 34th birthday.

Guests present to enjoy the celebration were Mr. and Mrs. Earl Lance and family, Mr. and Mrs. J. C. Lance and family, Mr. and Mrs. S. L. Walser, Mr. and Mrs. Ky Lawrence and daughter, Beatrice, and the honoree and his wife.

FOCUS WEEK OBSERVED BY LOCAL ORGANIZATION

The Intermediate G. A. of the First Baptist Church, led by Ora W. West, recently observed G. A. "Focus Week". The meeting lasted from Monday until Thursday night. During this time the girls enjoyed many activities. Among them were attending morning church services and also the revival meeting at Summerfield. Eleven bouquets of home grown flowers were taken to the sick and shut-ins. A covered dish luncheon was held in the home of Miss West on Thursday.

Girls taking active part in the activities of the week were Grace Marie Bowen, Matjorie Thurman, Alice Louise Parks, Mary Reese, Jeanne Williams and guest, Augusta Faye Auburn, of Plainville, Mollie Jo Roberson, Polly Ann Crawford (Virgie Lee Sparks, Annie Jo Owens, Glennis Cockrell, Mrs. B. N. Shepherd and Mrs. Alex Thompson.

METHODIST MISSIONARY HAS STUDY PROGRAM

The Women's Missionary Society of the Methodist church met at 3 o'clock Wednesday afternoon at the church. Mrs. D. W. Hawkins led the study program which finished the series of programs on "The Jew and the World's Ferment." Mrs. J. E. Beyer led the devotional.

The society voted to donate one copy of the study text to the public library and to place one copy in the church library.

MISS IRENE GRIMES MARRIES AT WESTWAY

Mr. and Mrs. D. R. Grimes announce the marriage of their daughter, Irene, to Junior Hyde. The ceremony took place Sunday, August 23, at the Grimes home at Westway. Vows were spoken by Rev. Ray Stevens.

Attending were Mr. and Mrs. D. R. Grimes and little daughter, Rosie; J. W. Hyde, Elijah, Gladys Gore, Lewis Arnold, Molly Robinson, of Tucumcari, N. M.; Wilson Gyles, Mr. and Mrs. C. P. Grimes and son, James; Wilbur and Malcolm Smith and Eunice Blackwell of Amarillo. The couple will be at home in Westway.

JUNIOR G. A. ORGANIZED IN LOCAL CHURCH

Miss Ora West announces the organization of a Junior G. A. in the First Baptist church. Officers chosen were Nona Deen Rose, president; Polly Mae Edwards, vice president; Billie Louise Crawford, secretary.

All junior girls are urged to attend the regular meeting of the organization each Monday at 3:30 p. m., in the primary department of the Baptist church.

Mrs. J. W. Kirby, Jim and Katherine Kirby were Amarillo visitors Wednesday. They were joined in Amarillo by Mrs. Burroughs Kirby and son, Terry. Katherine and Mrs. B. H. Kirby went on to Pampa to visit Burroughs, and Terry came to Hereford with his grandmother.

TUESDAY DINNER CLUB POPULARIZES PICNIC

The ever-popular summer picnic has taken first place in social activities here as elsewhere. Another group to enjoy this form of entertainment was the Tuesday Dinner Club when Mr. and Mrs. J. A. Pitman were hosts at a hamburger fry at Tom Ivey's country place.

Club members present were Mr. and Mrs. H. K. Fox, Mr. and Mrs. Alton Fraser, Mr. and Mrs. Jack Wayland, Mr. and Mrs. S. P. Rosson, Cliff Acker, Mrs. Seth B. Holman, Eloyse Pitman and the hosts. Guests were Mr. and Mrs. Dow Mercer, Mrs. F. W. Price of Amarillo, Mr. and Mrs. Jim White and Miss Helen Sisk.

NORMA FOSTER GIVES BIRTHDAY PARTY

Norma Foster entertained with a birthday party last Thursday night. The affair was well planned and the evening was thoroughly delightful. The group was chaperoned by Miss Viva Mae Thomas.

Attending were Lois Standifer, Orvella Hill, La Wanda Jean Reed, Virginia Newell, Betty Sue Henslee, Martha Nellie Ewton, Polly Dixon, Helen Ruth Barber, Jack Knox, Clifford Estes, Dean Dunlap, Chilton Foster, Billy Miller, Bill Montgomery, Paul Foster, O. G. Hill, John Estes.

Mr. and Mrs. Carl Mountz and Lois Carol and Frank Homer Wright of Kansas, left Tuesday for Indiana where they will attend the sick bed of his father.

FIREMEN SPONSOR RETURN ENGAGEMENT

George Stacy and his swing band furnished the music last Wednesday night for the Firemen's dance at the city hall. The crowd was larger than on August 12, when the same orchestra was engaged.

The fire boys and their guests enjoyed an evening of fun and frolic that will bear remembering.

Mr. and Mrs. Liston Wilson and son are in Hereford from Ada, Oklahoma, to spend their vacation visiting relatives and friends.



For a Brilliant Fall Season

Let our shop help you to get fixed up for the approaching season. We are equipped to give the best of permanents and wave sets, as well as all other beauty treatments. SPECIAL SCALP MASSAGE with shampoo and wave set. See our operator, Beatrice Lawrence. Price only 75 cents. This is one of our best services.

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PHONE 107 KATE SINDT

A Welcomed Guest in Every HOME!



YOUR HOME-TOWN NEWSPAPER reaches the center of the family group. Its arrival is eagerly anticipated each week, for in it every member of the family will find news in stories and advertising space that is of particular interest to him or her.

The thrifty housewife follows its columns closely for values. A small savings on items needed by the household amount to large reductions in family expense over a period of time.

The head of the house watches for timely suggestions that represent both savings and increased living comforts.

In it the children find things they want, and with its assistance persuade Father and Mother that these things can be obtained within the family budget.

YOUR HOME-TOWN NEWSPAPER is a friend of the entire family. It is as necessary to the farmer attempting to keep abreast of his program as it is to the business man attempting to improve his firm and sell his merchandise. To both it is an informative as well as an economical medium.

Into every home into which the newspaper goes, it goes as a **WELCOMED GUEST!** Paid circulation assures the merchant seeking an outlet for his goods, when he uses the newspaper his message is read. The subscriber is interested in his newspaper—otherwise, he would save the price of the subscription.

No other medium offers the business opportunities—the interest—as does **YOUR HOME-TOWN NEWSPAPER**. No other medium so thoroughly covers the entire territory at so small a cost!

Unaccustomed As I Am To Public Speaking

But as accustomed as I am to the duties of a theatre cashier, I take for my subject "LITTLE LORD FAUNTLEBOY." Having read the reviews of this wonderful picture I know whereof I speak. **LADIES AND GENTLEMEN,** it is a grand picture . . . the kind that will be a delight to you and you and YOU. Even the most severe critics have nothing but praise for this wonderful picture. Read for yourself what a few of the critics say about it. Jimmie Starr of the Los Angeles Examiner says, "It's greater than 'DAVID COPPERFIELD.'" Edwin Schallert, of the Los Angeles Times, "The picture is acted with great taste." I know you'll love Freddie Bartholomew as Ceddie and Dolores Costello Barrymore as Dearest. And if you don't take my advice and see this picture, by golly, I won't make a speech again. **DON'T FORGET** it comes to the STAR for two days beginning Sunday, September sixth.

VONDELL BROOKS,
Cashier.

And so raves Vondell Brooks, the cashier at the Star Theatre. Heed this advice and see this wonderful picture. Make a date now to be there, either Sunday or Monday, September 6 or 7.

OFFICE SUPPLIES

A complete line of office supplies, from complete furnishings to the smallest items. Any kind of office equipment ordered to your specifications. **REMINGTON RAND STENCIL PAPER** . . . as good as the best, available here at no additional cost.

Carbon Paper . . . Typewriter Ribbons . . .
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The Hereford Brand

YOUR HOME - TOWN NEWSPAPER



(Continued from last week)

"Three is a crowd and she is it. Ask her father!"
For the first time the girl betrayed a trace of doubt. "But we'll have to have a pilot."

Kiwi stared, then grinned at the joke. "Lady, what you don't know about our boy friend would appear to be quite a considerable one. All right, you lame duck, go hog the joystick."

Constable Dillon put in a word: "It's not on the cards, sir, to take along a young lady. If this Huxby tries to act up—"

"He's your meat, Dillon. I'll stand responsible for Miss Ramill."

Down at the waterfront, Garth went over the plane with his pilot friend. There was a full load of

gasoline and a change of oil. To the week's supply of provisions, he added the three pairs of snowshoes and the new rifle. With the rifle came enough cartridges to refill the belt that still held his knife and belt-ax.

Lilith had gone aboard the steamer. She returned with her father. He looked worried. She had put on her Indian-woman costume—buckskins, moccasins, fur cap and gloves. The millionaire chose to lay the blame on Garth.

"Have you gone insane? No more than get her out of that musk hell, and you want to drag her back to your infernal hole in desolation!"

"The lady's choice, not mine." "Well, you're taking her." "How can I help it, sir? You

are her father. Why not assert your paternal authority?"
Lilith brushed aside their trifling. "Which is my seat?"

"The rear—close her in, Kiwi!" She turned to fling her arms around her father and kiss him. It was the only caress Garth had ever seen her give anyone.

As he put on his pilot friend's helmet and goggles, the constable mounted to the middle cockpit. Kiwi handed the girl into the rear one. He drew over her head the shatterless glass cowl that almost covered the opening.

Garth spoke a last word to her anxious father: "In all probability, sir, we'll overtake you within three or four days. May, however, have to lay over, in case of storm. If fog or snow makes us miss you on your way out, we'll probably meet at Fort McMurray."

Mr. Ramill came close. "Garth, there's something I can't understand. This crazy notion of Lilith's, I mean. It's not mere willfulness. She has something else in mind."

"Wants to see the handcuffs slipped on Huxby," Garth replied. "Can you blame her? Mangled vanity. Had believed he loved her for herself at least as much as for her inheritance. 'Hell hath no fury like a woman scorned'—all that, you know."

"Not all, Garth—no! There's something else. I can't make her out. Something different about her."

"Perhaps she'll tell you when we come out. I'll of course do what I can for her."

Garth shook hands and swung aboard the small craft. At a sign from him, the displaced pilot gave the propeller a spin. The plane swung around, to tax down stream.

There was no hurry. Had Huxby schemed to fly into the valley merely to stake the placer in his own name and hop out again, he would not have taken the three miners. He undoubtedly had planned to do his season's assessment work.

Midway of the down river flight, the three-seater ran into a sleet squall. Garth dropped to the water and tied up under the lee of a spruce-black point.

They ran in and out of a sleet squall, leaving everything sheeted with ice. Garth and Dillon knocked clear the edge of the wings. Another hop brought the party to the emergency refueling post, shortly before sundown.

This time Lilith Ramill did not refuse Tobin's crude hospitality. She troubled the old sourdough far more by insisting upon watching his preparation of supper and breakfast.

He could not at first believe she was the pained lady who had scoffed at his "garbage." She be only restrained from scoffing, she ate his bacon and porridge as heartily as Garth and the policeman.

The moosehide canoe lay upturned on the bank beside Garth's old birchbark. Tobin had at once told Huxby's story. According to the engineer, the lady and her father were still marooned in the mountains. He had come out with Garth to fetch a plane for them. But Garth had been killed by a wounded she-grizzly.

CHAPTER IX

Murder.

In the morning, Garth for the first time showed haste. The dawn was far too beautifully rose. He made sure that Lilith's blankets were back in her cockpit before he handed her aboard. He fitted the glass wind cowl to the cockpit rim, which came up almost level with her eyes.

"If we strike into blizzard, get your cap over your ears, and blanket yourself, head and all," he warned. "You don't want to lose your ears and nose."

The constable was already snug under his own cowl. Garth swung his pilot cockpit. Old Tobin gave the propeller a spin for him.

This time Garth needed no circling in order to trace the air route. Aboard the cabin monoplane he had watched Huxby's instruments and noted the landmarks from above. He knew the way in by air now.

By the time the lovely rose dawn glared into an angry red sunrise, the roaring plane had flown all the way across that weary desolation of muskags and broken-ridged lower mountains.

Thickening clouds foretold another storm. But Garth had outraced it. Instead of swinging in around the out-thrust mountain to the pass, he banked and drove past the east side of the mountain, on a long upslant.

A few miles north from the pass he banked to the west and headed for the lowest notch in the jagged east side wall of the valley. Above the great barrier the plane bumped like a boat in a choppy sea.

Garth paid no conscious heed to the rough passage. His hands and feet adjusted the controls with automatic precision, leaving his attention free to center upon what lay ahead.

His first glimpse into the valley

showed him a column of smoke above the black belt of spruce at the far end of the lake. Much thicker and darker than ordinary campfire smoke, it stood out distinct against the vivid white of the snow-sheeted tundra slope.

As the plane drove clear above the saddle between the peaks, he shoved the stick forward and cut the gun. With the roar of the engine stilled, the plane swooped down at the lake like a monstrous bird of prey. Relatively speaking, it was driving at its quarry as noiselessly as a great horned owl of the North stoops to strike a rabbit. Also, by entering the valley over this distant saddle instead of through the pass, Garth felt sure the plane would not be seen.

His next problem was to effect a landing without the roar of his restarted motor. He had already made out Huxby's big cabin plane, moored at the mouth of the glacier stream. That was the only safe mooring place.

Absence of any smoke near the plane told that the miners were camped at the placer. The stream mouth was too far from the diggings for the hurried workers to tramp back and forth every night and morning. Besides, there would be snowdrifts to wade through.

From every indication, the claim-jumpers could be surprised and taken before they realized that any other party than his own had come to the valley. The one need was to avoid using the plane's engine. Its roar would be heard for miles.

Garth calculated the volplane angle with his utmost skill. If he hit the water too soon, the propeller would have to be used to pull the plane in to the landing; if he held on too long, there might be a crackup.

It was a matter of fractions of seconds. He allowed for the fact that the slight wind was abeam, instead of sucking down from the glacier. His one failure was to notice in time the shrunken volume of the glacier stream.

The plane took to the water smoothly, at almost the exact distance offshore that he had planned. The difficulty was that the outswirling current lacked the force he expected. Instead of slowing down or stopping short, the three-seater drove in hard at the cabin plane.

The stream mouth lacked width enough for the small plane to

squeeze past the large one. Nor was there room to maneuver between the offshore rocks. Garth acted with instant decision. He averted the three-seater to clear the tail of the cabin plane. As he stripped off his goggles and swung down from the cockpit with the mooring line, the pontoon stems smashed like eggshells on a water-worn rock across the narrow channel from the tail of the other plane.

Before the current could float the three-seater back into deep water, Garth leaped ashore. Lilith had opened the cowl of her cockpit and was starting to climb out. Garth glanced at the threatening sky.

"She has settled down hard, and fast; Miss Ramill. Better stay snug aboard until we return."

The girl's reply was to scramble forward on the shoreward wing of the plane. Garth waded out in the icy water and had her hand down his rifle, the three pairs of snowshoes and all the blankets. He tossed everything to Dillon, then took the girl on his shoulders.

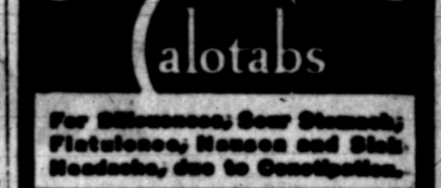
(Continued next week)

ESTRAY NOTICE

In compliance with the law and upon return of Tracy F. Major, Hereford, Deaf Smith County, Texas, I hereby give notice that there has been found running at large and not estrayed, the owner of which is unknown, one red Durham cow, weight about 1000 pounds, about 6 years old, red and white spotted, mostly red, has calf about 7 or 8 weeks old, ranging in the neighborhood of my place and if not legally proven away by the owner thereof, within 30 days from the date hereof, the same will be advertised and I will proceed to sell the same according to law.

TRACY F. MAJOR, Hereford, Deaf Smith County, 35 Texas, August 17, 1934.

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Inquire of our numerous patrons about our pumps and service. Then see us. Wm. McGehee, Manager, Western National Bank Building, Hereford, Texas

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That has never been said, can never be said of the man who neglects his obligations. Bills left unpaid react invariably at the wrong time—when an emergency arises and you need credit.



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Good, sound teeth are essential. Have your child's teeth examined at least twice during the school year. He should not be handicapped by a defect that could be eliminated at little cost. Our charges are reasonable.

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From such as these . . . the leaders, the workers—the hope of the nation.

No better part can anyone play . . . than to have been a part in preparing these youngsters to step in and fill our places tomorrow.

The first lesson should be in saving . . . to do more than merely live within one's means, but to SAVE, regularly and systematically . . . Let us help you give that training.



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GET GULFLUBE—It's "Stripped for action"!



A cheap, poorly refined motor oil is like an over-dressed wrestler. Such an oil is hampered by useless waste which should be removed by further refining. Such an oil, like the over-dressed wrestler, can't do a good job!

Most 25c oils, like this wrestler, are still somewhat hampered. Some of the useless waste has been removed, but not all of it. No refiner of 25c oils could afford to carry refining further than this until Gulf perfected the Multi-sol process.

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SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

FORMER HERFORD PASTOR WEDS IN AMARILLO

A wedding of local interest was that of Mrs. Buford Harris of Amarillo, to Rev. E. B. Bowen of Stamford, former pastor of the Methodist church in Hereford. The ceremony was solemnized at the Park Street Methodist church last Tuesday morning, August 18.

MASONS AND EASTERN STARS WILL HOLD ANNUAL PICNIC

Local Mason and Eastern Star lodges and members of their families will hold their annual basket picnic honoring the birthday of Robert Morris, founder of the Eastern Star, tomorrow at Hereford State Park. The picnic will be held at 8:30 o'clock.

DRS. MILLER, COGSWELL and MOORE
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Obstetric, diseases of women, children, and infant feeding.

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General Surgery
Special attention given to the injection treatment of Piles (Hemorrhoids) and Varicose Veins and Tonsilllectomy.

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

LONDON BRIDGE CLUB MEETS WITH MRS. ODOM

Mrs. Adrian Odom entertained the London Bridge club Thursday afternoon at her home on East Third Street. High score in the games was awarded to Mrs. Sherman Morgan, club member, and to Mrs. Jack Wayland, guest.

Club members present were Mrs. Emmitt Milburn, Nelson McWright, J. T. Gilbreath, Jr., Ernest Medkief, Sherman Morgan and O. C. Holt. Guests were Mrs. Grant Fuller and Mrs. Jack Wayland.

BOY VIEW CLUB MEETS AT STATE PARK

The Boy View club held a business and social meeting last Friday evening at State Park. A chicken supper was served at 7 o'clock to those present.

The president, Mrs. D. H. Alexander, conducted the short business session. Year books were distributed and plans were made for the coming season's work. The first regular meeting of the club will be held in the club rooms the first Thursday in October.

YOUNG GROUP ENJOYS STEAK FRY AT PARK

A group of young people chaperoned by Mrs. Glenn Snyder and Mrs. Wilkins enjoyed a steak fry in State Park last Friday evening, August 21. The party met at the home of Elsie Wilkins, one of the guests, and proceeded to the park from there.

The entertainment was well planned and executed. Guests were Barbara Brotherton, Faye Crosthwaite, Helen Ann Snyder, Elsie Wilkins, Melvina Stewart, Viola Phillips, Mary Jane Morgan, Edith Jackson, Mary Beth McCinnag of Amarillo, Billy Beene, Douglas Beene, Donald Brotherton, Ray Nunn, Billy Smith, Frank Owen Marrs, Charles Spradley, Ray Buchanan of Friona.

JEAN HARLOW SKYROCKETS TO NEW TRIUMPHS

Jean Harlow once feared she had been typed. She was the platinum blonde and feared when her hair whitened with the years she would be remembered as 'the platinum blonde.' Miss Harlow appears in 'Susy' at the Star Sunday, and her fears are dispelled. Her hair is the spun-honey tone that is her own and her role is nothing like any that has gone before.

With Franchot Tone and Carey Grant as wartime aviators, both of whom she incidentally marries, Miss Harlow plays the part of an American chorus girl stranded in London before the war breaks out. The two marriages present a problem. The girl marries the first man and in intrigue of pre-war days he is shot under circumstances which indicate her guilt. Believing him dead, she runs away to Paris and remarries. Her second husband is unfaithful and she is unhappy. The first man appears, the girl learns from him that spies shot him and her present husband is involved with them. Together the pair go to warn him but are too late. The spies have killed him, fearing exposure. The matter is adjusted evenly in a feat of heroism that not only buries the unfaithful husband with honors but brings the original lovers together in lasting peace. Miss Harlow is superb and the supporting players are highly satisfactory. The picture is directed by Geo. Fitzmaurice and has been accorded approval by all who have seen it.

HEREFORD PARTY TOURS PALO DURO PARK

A party of 17 Hereford people enjoyed sight-seeing and picnicking in Palo Duro State Park last Sunday. An all-day excursion in the Park left the party enthusiastic and hungry.

Making the trip were Mr. and Mrs. H. H. Hawkins, Mr. and Mrs. Arthur Davis, Billy Davis, Alberta and Kathleen Davis, Oscar Newton, Mr. and Mrs. Lem Shugart and daughter, Elma; Mr. and Mrs. Bill Prollock and daughters, Dorothy Louise and Betty Jean, and Mr. and Mrs. Raymond Hawkins.

MRS. FUQUA HOSTESS TO SUNDAY SCHOOL CLASS

Mrs. Olin Fuqua entertained her Sunday school class Monday night with a slumber party at her home on 25-Mile Avenue. Members of the class arrived at 8:30 o'clock. Each guest brought a covered dish for a picnic supper. Games were played until a late hour, and the party ended with a waffle breakfast at 7 o'clock Tuesday morning.

Attending were Virgie Lee Sparks, Betty Lou Thompson, Betty Jo Kendall, Maurine West, Doris Elaine Dillehay, Jimmie Jo Pennington, Margaret Higgins and Maxine Beach.

FORMER HERFORD TEACHER WEDS IN AMARILLO

Mrs. Alma McGowen and R. L. Thompson were united in marriage Thursday, August 20, in Amarillo. Mrs. Thompson, a former teacher in the Hereford schools, will be remembered by many local folk.

Mr. Thompson is connected with the Southwestern Wholesale Drug Company of Amarillo. The couple took a plane to Los Angeles, from where they will sail for Honolulu. They will be at home in Amarillo some time in October.

Mr. and Mrs. Elmer Dameron and children, June and Billy, left Tuesday morning for Dallas where they will visit the Centennial. Before returning home they will visit Austin, San Antonio and other points.

A WANT AD WILL SELL THAT COW!

Lowering Meat Supplies Will Improve Price

Total meat supplies in 1937 will be smaller than in 1936 and probably will be almost as small as in 1935, when supplies were the smallest in the last 15 years, according to estimates by the U. S. Department of Agriculture.

Total supplies of feed grains in 1936 will be materially smaller than in 1935, and may be as small as in 1934, the report states. However, the situation with respect to hay and roughage supplies is better than in 1934. Such supplies will be larger than in 1934, and the number of hay-consuming animals will be smaller. Thus, the livestock situation is expected to be more adversely affected by the feed grain shortage in 1936 than by the reduced supply of hay and roughage.

Cattle numbers in the United States, although smaller than two years ago, are still relatively large, but because of drought conditions over a wide area, the numbers at the end of the year probably will be smaller than at the end of 1935. Cattle slaughter during the remainder of the year is expected to be larger than in the corresponding period of 1935, most of the increase being in low grade cows and heifers. Slaughter in 1937 will probably be less than in 1936, with the greatest proportional decrease occurring in the supplies of the better grades.

The number of cattle placed on feed this coming fall and winter is expected to be considerably smaller than the number fed a year earlier. Despite higher feed costs in the 1936-37 feeding season, however, the outcome of feeding operations is likely to be more favorable than in the corresponding period of this year. Next spring and summer when both cattle and hog slaughter is expected to be smaller than in 1936, the increased demand for meats is expected to be reflected in a higher level of cattle prices than has prevailed thus far this year.

Because of reduced marketing of well-finished cattle, prices of such cattle are expected to advance sharply toward the end of 1936 and prices of these kinds next spring are likely to be at much higher levels than in the first half of this year. Although cattle numbers at the beginning of 1937 will be smaller, the general trend, in numbers is likely to be upward during the next few years. Should range and pasture conditions in 1937 be fairly favorable in the areas now most severely affected by the drought, there will be a strong tendency on the part of cattle raisers in those areas to re-stock and increase their herds. Because of reduced hog supplies in the last two years and in prospect for at least another two years, the cattle industry now holds a rather favorable position in the competition for the consumers' meat dollar.

SAUSAGE OF MIDDLE AGES MADE TASTY WITH SPICES

The development of modern sausage took place mainly in Italy and the Germanic countries. These peoples had a real flair for the blending of flavors and developed techniques far in advance of other countries, according to an authority. The warm climate of Italy led largely to the preparation of dry sausages preserved with salt and more virile spices, such as pepper and garlic. Scarcely a city of any importance exists in Italy which does not have a type of sausage named after it—Milano, Bologna, Romano, Genoa, Salami, etc.

In Germany the cooler climate and the use of cave led to the development of fresh and cooked sausages, most of them being adapted to frying. These varieties included brat, wurst, liver sausage, blood sausage, head cheese and Berliner Sausage (a ham sausage). In addition, the Germans made many varieties of summer sauge (that is, a sausage made in winter to be consumed during the summer).

The Germans and Scandinavians were more partial to the milder spices than the Italians, but the rapid spread of the desire for sausage and its convenience for trade during the Middle Ages led to a further competition for trade with the spice countries.

The motivating impulse in Columbus' discovery of America was the short route to the spice countries of the Indies, while Magellan's passage south of Cape Horn, and Hendrick Hudson's search for the northwest passage alike were stimulated by the desire for a shorter trade route to the spicy Orient than the land route through Asia Minor or the water route around Africa.

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

MORE SPEED FROM RADIO FOR WEATHER FORECASTS

A radio instrument that instantaneously signals to the ground temperature, pressure and humidity conditions in the upper air proves promising in preliminary tests, according to W. R. Gregg, chief of the weather bureau. If this robot observer can be perfected, so that at comparatively small cost, it will penetrate the stratosphere in all sorts of weather and flash back accurate information, the Bureau will use a number for the daily observations necessary for charting the weather maps on which forecasts are based.

The radiometerograph has several important advantages over the self-recording meteorographs now used with airplanes or balloons for scouting the upper atmosphere. Attached to a sounding balloon inflated with hydrogen gas, the radiometerograph can go up 15 to 20 miles—well into the stratosphere—and send back signals for about two hours. Air-

planes that carry meteorographs seldom go higher than 4 miles, missing the stratosphere by about 3 miles.

Sounding balloons can be released any time, anywhere; whereas, zero ceiling and other adverse conditions interfere with airplane schedules.

The absence of suitable landing places, fatal to an airplane flight, does not affect radiometerograph observation. Moreover, attached to its balloon, with a small parachute between, it can be released along the coast or from a

ship at sea and provide valuable information from strategic parts of the atmosphere. In such places there is little chance of recovering the instrument. At places in the Middle West the percentage of returned instruments is around 90.

Receiving the reports on conditions above as fast as the meteorograph rises makes it possible to speed the entire forecasting routine. Now it is necessary to wait for planes to land with the instruments that mark the record sheets.

New Fall Term In
DANCING
To Open September 7th
LUETA BORDEN

Big SAVINGS on WEEK-END SPECIALS

No. 10 Fruits

PEACHES	48c	PRUNES	32c
PEARS	48c	APRICOTS	48c

Marshmallows	1 Lb Pkg	17c
Marshmallows	3/4 Lb Pkg	9c
Vanilla Wafers	33 COUNT Pkg	14c
SUGAR	CLOTH BAG 10 Lbs	52c

(NOT SOLD ALONE)

QUART HYPRO	Bottle	18c
BABO	2 Cans	15c
SOAP CHIPS	5 Lb Pkg	29c
BROOM	5-SEWED, Painted Handle Each	35c

PAPER TOWELS	2 Rolls	23c
TOILET TISSUE	RED and WHITE 3 Rolls	19c
TOOTH PICKS	10c PKG Each	9c
TOOTH PICKS	5c PKG 2 for	9c

CORN FLAKES	RED and WHITE Pkg	10c
BRAN FLAKES	RED and WHITE Pkg	9c
WHEAT PUFFS	JERSEY Pkg	10c
Tomato Juice	CH.B 3 Cans	25c

CATSUP	Red and White 14-oz bot.	17c
SALMON	FANCY PINK 2 Cans	25c
TUNA FISH	15c CAN 2 Cans	25c
COFFEE	WHITE SWAN 3 Lbs	81c

CRACKERS	A-1 2-lb Box	17c
CLEANSER	RED and WHITE 2 Cans	9c
BEETS	NO. 2 1/2 CAN Per Can	10c
VANILLA	DOUBLE STRENGTH 8-Oz Bot	23c

(GLASS MEASURING CUP)

GARDEN FRESH Fruits and Vegetables

SPUDS	NO. 1 RED 10 Lbs	28c
LEMONS	SUNKIST 26c	26c
GRAPEFRUIT	FANCY CALIFORNIA Each	5c
Sweet Potatoes	NEW CROP Lb	4c
ONIONS	DRY 1-lb	3c
APPLES	FANCY BANANA Doz	25c
Home Grown Beans, Black-eyed Peas, Squash, Cucumbers, Sweet and Hot Peppers, Carrots, Okra and Cantaloupes.		

WEIR'S RED & WHITE FOOD STORES

Drill Season IS HERE, AND WE STILL HANDLE THE OLD RELIABLE Oliver Superior Grain Drill



In All Sizes, 4-Inch to 14-Inch Spacing—A DRILL TO FIT YOUR NEED
Steel Grain Boxes, If Desired
M. D. Womble, Implements

Thanks, A Lot!

TO MY FRIENDS AND SUPPORTERS—
I again express my appreciation for the vote of confidence that was accorded me in the second Democratic primary. I also wish to congratulate my opponent on his fine race, and express only highest regards for those who opposed my candidacy. Again, I promise to fulfill the duties of this office to the best of my ability, never relaxing my vigilance in upholding the law and preserving order. I shall strive to treat all fairly and equally, and call upon every citizen of Deaf Smith County to cooperate with members of this office.

J. O. Newell
Candidate For
Sheriff - Tax Collector - Assessor

COTTON WAS TEXAS STAPLE BY TIME REPUBLIC ESTABLISHED

Cotton had already become one of the staples of Texas agriculture by the time the Republic was well established. Arthur Ikin, consul from England to the Republic, cited this commodity as one of the major products of the country, in a chapter in his "Guide to Emigrants," published in London in 1841. A copy of this book is in the rare book division of the Texas Collection in the University of Texas Library.

Ikin wrote: "The main staples of the Texian farmer are, in the lower country, cotton and maize; sugar and tobacco will soon become objects of equal importance. In the upper country sugar will only be grown in particular localities; but the smaller grains will be added to the list."

"In every part of Texas, cattle and horses will always be great sources of profit. Most kinds of fruit and vegetables will grow everywhere in the greatest abundance. Negro labor will probably continue to be chiefly employed on the low alluvial lands, but all through the upper country there are many reasons for believing that free white labor will predominate."

"As a cotton-growing country, Texas is now generally admitted to be superior to the United States, one of the strongest proofs of which is the number of planters who continue emigrating thither. "The climate is more congenial and the deep rich soil, strongly impregnated with fertilizing salts, is far more productive than the

"WILD AND WHOPEE" TYPIFIES F. W. SHOW

Within the last few weeks the likeness of a rather scantily clad but buxom beautiful young woman whose brief costume is adorned with stars presumed to symbolize the state of Texas, mounted on an agile and onery paint pony, has become almost as familiar as the bearded brothers on coughdrop boxes or the gent with luxuriant moustacho identifying a certain brand of safety razors.

The young lady... to say nothing of the horse... is calculated to make you Fort Worth Frontier conscious. With a costume rather more attenuated than is the custom in the cow country one might gather the implication that there is truth in the press agent's assertion "you'll see more girls and more of 'em than any time since Cabeza de Vaca barnstormed from Buffalo Bayou to El Paso." Yes, there will be girls and horses... and more girls.

To add zest to Frontier publicity the slogan, "Wild and Whopee," has been coined. This, lest one surmise that the Fort Worth affair contemplates aught save entertainment. With hundreds of communities throughout the state celebrating along historical and educational lines Fort Worth is going in for giving folks a good time... and in a big way.



Fort Worth Trade-Mark

best cotton states of the Union; the result of which is an average of fully one-third more on the acre, and a decidedly finer and longer staple. There are several rivers in Texas, the valley of any one of which is capable of producing more cotton than all the present plantations of the Union together. The lower country will unquestionably produce the finest samples of the 'long staple.' In the rolling country the 'short staple' will almost everywhere flourish. "On some lands, 4,000 pounds weight of seed cotton have been raised, and the plant has been known to reach the extraordinary height of 12 feet, and to become perennial. Texas is, in short, peculiarly the region of the cotton plant, and the advantages of the planter are signal. He has, in the first place, cheaper lands; 2dly, a larger crop. 3dly, a better staple. 4thly, an earlier season to plant, and therefore to pick; likewise a longer season for the latter precarious operation prior

to the rains and frosts doing injury. 5thly, by the superior facilities for raising stock, he can feed his laborers about 50 per cent. cheaper than in the United States. 6thly, their clothing, owing to the lower tariff, will be far less expensive. 7thly, the more salubrious climate will make their life a better purchase. "The planting season commences in February, and the picking begins in June. The mode of culture is very simple and easy. One good hand can raise 10 or even 12 bales of 400 lbs. to 500 lbs. each. (Worth, in the Galveston market, say 4d. per lb.) and grow corn enough for his own support besides. The fallacy that a white labourer cannot raise cotton, is in Texas already partially exploded.

"The sugar now produced there, from its excellent quality... offers every encouragement for a more extended culture. The cane sweetens much higher than on the Mississippi, and yields a richer juice. There are tracts eminently suited to the growth of sugar, that could easily supply more than the consumption of all Europe.

"Tobacco will in all probability become a very important staple. The finest Havana leaf has been frequently raised; and the cigars that have already been manufactured from it, in the opinion of many judges, require only age and better twisting to equal those of Cuba export.

"Maize, or Indian corn, produces everywhere large crops, under the rudest modes of agriculture. Fifty to 70 bushels an acre are frequently raised, and two crops are often obtained the same year.

"Rice would find a congenial soil and climate near the estuaries of the rivers.

"Throughout the upper country, wheat, rye, barley and oats will become staple objects with the farmer. Fine crops of wheat, sown in October and reaped in May, have already been obtained.

"Hemp and fax are likewise eminently suited to the higher regions.

"The morus multicaulis thrives well wherever planted, and the climate offers every inducement for the culture of silk.

"In some parts, native mulberry trees are numerous, but I could not ascertain whether a species of silk-worm, as has been asserted, is actually indigenous.

"Indigo might become a great object to the cultivator. The immense profits which the culture of the plant yields in favourable localities are well known.

"For the labours of horticulture every part of Texas is admirably adapted.

"Irish potatoes, planted early, succeed well, frequently yielding more than 500 bushels per acre. Sweet potatoes produce yet more abundantly; a single root of this excellent vegetable has here been known to attain the extraordinary weight of 10 lbs.

"Beans, peas, turnips, carrots, beet, yams, tomatoes, cucumbers, and almost every other species of excellent vegetable, delicate and hardy, grow with wonderful rapidity and yield prodigious crops.

"Melons more especially suit the soil and climate, and attain a superior size and flavour.

"Figs and peaches are at present the most commonly cultivated fruits trees, and, perhaps, in no other part of America do they flourish so surprisingly. Their flavour is delicious, and the quantity obtained from an orchard of well-grown trees is scarcely credible.

"Olives, almonds, nectarines, apricots, plums, cherries, papaws, &c. will thrive equally well in almost every locality. In the lower region, oranges, lemons, pomegranates, and even pineapples will mature their fruit; and among the hills it is thought that pears and apples might be successfully planted.

"The native pecan nut, a deli-

cate species of history, and of which there are vast quantities, is, in the opinion of many, superior to the walnut.

"If ever the grape be successfully cultivated on the American continent, with a view to the mak-

ing of wine, it will be in Texas, where the light sandy loam and limestone substratum of the hills, and the bright, dry autumn atmosphere, produce even an uncoloured fruit of a sweet and excellent flavour, free from that

"fogy" taste peculiar to some of the kinds of wild grapes in America."

L. W. Caryle went to Amarillo with Tom Vaughn and Geo. Monday afternoon.

CLOSE DRUG STORE

WIN \$10.00 CASH ON OUR 60c PURCHASE PLAN

What's Its Name "ICE CREAM CONTEST" Ends Midnight, July 31

Have You Tried Some of This Delicious Ice Cream? Pint 15c Quart 30c

For Quality As Well As Quantity Try Our Fountain

"It's Always Cool Inside!"

REAL MALTED MILKS 10c

SATURDAY ONLY

JUMBO ICE CREAM SODAS 5c

SUNDAES WITH TWO FRUITS 15c

FRESH LIME KOOLERS 10c

Borden's Quality Ice Cream Used In All Drinks

We Will Have a Complete Line of

SCHOOL SUPPLIES

WATCH FOR OUR ANNOUNCEMENT NEXT WEEK

EXTRA SPECIAL Friday and Saturday 25c Tube Dr. West's TOOTH PASTE 13c

EXTRA SPECIAL Friday and Saturday 200 Tissues KLEENEX 10c 25c KOTEX 14c

SEE OUR DISPLAY AND SPECIAL PRICES ON ALL NATIONALLY ADVERTISED MERCHANDISE!



Back to School

Means that hot meals must be prepared... that mother must plan a variety of good, wholesome things to eat. Millions of mothers have learned that they can

Cook and Heat Safely and Economically With GAS!

West Texas Gas Co.

GOOD GAS WITH DEPENDABLE SERVICE

STAR THEATRE HERFORD



Tues. - Wed. Bargain Days 10c MATINEE NIGHT 15c

He Cheats 'em and They Love It!



ROSS ALEXANDER BEVERLY ROBERTS

HURRY! ONLY 10 MORE DAYS TILL SCHOOL BELLS WILL BE RINGING

BACK-TO-SCHOOL VALUES

Girl's Rayon Undies Bloomers and Panties Sizes 4 to 16 15c ea.	New Fall Patterns HEATHER Tweeds 36 inch New Dark Tweed Prints for smart frocks, fast colors 19c yd.	Girl's Fast Color School Frocks New Fall Styles of Tailored Plain and Fancy Prints 49c ea.
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AGAIN PENNEY SCORES WITH NEW LOW PRICES

On their well known quality Dress Prints—Just in time for school—Buy now while stocks are complete.

BROADCLOTH New Fall Prints 15c yd.	Smart, Inexpensive ADVANCE PATTERNS 10c - 15c	AVENUE PRINTS Clear Colors! 10c yd.	RONDO Prints New Low Price 17c yd.
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Our famous Hometown quality! For men's, women's and children's clothes, as well as decorative uses at home. 36". Good quality cotton dress prints. Wash-fast. 36" wide.

The pride of Penney's cottons. Firmly woven. Wash beautifully. We've never seen better at this price. 36".

Just Received a New Shipment of

School Anklets

15c pr.

BIG-THIRTY CANNON Towels

Double Thread Fast Colors
12 1/2c ea.

Ladies' Slacks

In Dark Shades of Navy and Brown
98c pr.

Boys' Fancy Patterns Dress Shirts

49c ea.

We Teach THRIFT!

School Tablets	4c and 8c
Note Book Paper	4c and 8c
Note Book Binders	10c
Pencils	1c to 4c
Erasers	4c
Lunch Kits	25c and \$1.10
School Bags	25c and 30c
Water Colors	20c and 30c
Crayons	4c and 8c
Reinforcements	4c
Scissors	10c
Rulers	4c

A Special Purchase of

Mill Ends TURKISH TOWELS

5c ea.

Boys' Overall Overalls

Made Just Like Dad's
49c ea.

Misses' and Ladies' Pure

Silk Hose

25c pr.

Boys' Cotton School Slacks

Blue and Gray
89c pr.

Children's Table Shoes

Straps - Oxfords - Shoes Size 5 1/2 to 7
98c pr.

Boys' Athletic Shirts - Shorts

Good Quality, Full Cut
19c ea.

Boys' Work Shirts

Fine Chambray, Full Cut
29c ea.

Lessons In SHOE SAVINGS!

DRESS SHOES \$2.98 For men! They're all leather where leather ought to be.	BOYS' OXFORDS \$2.49 Good looking bal oxfords for dress wear. Strong black side leather. Values!
---	---

NEW... Diamond Shaped Nickel Eyelets!

OXFORDS

\$2.49

Black or brown calf-shined leather... good quality and serviceable. Moccasin lines with lots of style. Goodyear welt.

PENNEY'S

J. C. PENNEY COMPANY, Incorporated

HERFORD TEXAS

ALL REMNANTS AT GREATLY REDUCED PRICES!



Mayor's Proclamation

WHEREAS, at the opening of schools, hundreds of children in Hereford and community will be going to and from school five days of each week; I, C. J. Paddock, Mayor of Hereford, do hereby call on every citizen to aid in the campaign for safety in which the city government, as well as individuals and other groups have profound concern.

May every driver of a motor car exercise special care for the protection of life at the approaching season. Likewise, it is appropriate to warn children to employ caution when crossing thoroughfares, or wherever accidents are likely to happen.

C. J. PADDOCK, Mayor,
City of Hereford.

BACK to . . .

WHAT?

Back to School or Back to Danger! It's Up to You and Every Other Motorist in Hereford

Sixty-nine per cent of the school children who met death by automobiles last year were struck down while walking. Every child ON OR NEAR the highway or street should be considered a danger signal calling for REDUCED SPEED and EXTREME CARE.

Safe driving and speed are inseparately related. How fast is "too fast"? That is a problem that has many answers, depending upon conditions. CONTROLLED speed and haste are two entirely different matters. The first implies full consideration of traffic, road surface, weather, visibility, condition of car and the driver's own mental and physical equipment. Haste, however, ignores all these things and insists only on "saving seconds". THERE IS RARELY AN EXCUSE FOR HASTY DRIVING. Your car may be faster than the fellow's who just passed you—but what of it! The only place to attempt trials of speed is on a race track—and automobile racing is a hazardous profession.

Seconds saved by sacrificing human lives are seconds purchased at too dear a price. No engagement is so important, no journey so urgent that you cannot take those extra seconds you need to bring you safely to your destination. Every time you get behind the wheel, remember the duty you owe yourself, your family and every other user of the highways to drive

SAFELY—LIVE AND LET LIVE!

SAFE WALKING

1. Remember, the motorists may not see you when you step from the curb or when you are walking on the highway, either day or night.
2. Always walk on the left side of the highway against on-coming traffic.
3. Do not walk out between parked cars or any other obstructions on the side of the street or highway.
4. Streets and highways are not recreational grounds. Do not use them or allow children to use them for this purpose.
5. When you step from a curb or attempt to cross a highway, look to the left, and before you reach the center of the street or highway, look to the right. Develop this habit.

SAFE DRIVING

1. Keep your car under control at all times.
2. Give full protection to pedestrians.
3. Correctly regard all traffic signs and stop signals.
4. Slow down where road conditions require slow speed or where roads are so marked for safety.
5. Do not double park. Avoid getting out of your car on the left side.
6. Never pass a car on a curve, near the crest of a hill, or at any place where visibility is obscured.
7. Always signal before making turns, pulling away from curbs, or any other unusual movements.
8. Keep to the right side of the center of the road and do not cut in and out of traffic unsafely.
9. Know that your car is mechanically safe—that your brakes, tires and other features are the running mechanism are in good condition.
10. The operation of a fast moving vehicle requires good judgment as to safe speed. Consider the roadway, the travel, light and weather conditions—for safety.
11. Look, listen and live—at railroad crossings.

THE FOLLOWING FIRMS AND INDIVIDUALS ASK YOUR COOPERATION!

Chamber of Commerce
Furr Food Store
Fox Cleaners and Hatters
West Texas Gas Company
First State Bank
First National Bank
E. B. Black Company
M. D. Womble, Implements
McLean Insurance Agency
Weir's Red and White Grocery
Pitman Grain Company
Ireland Motor Company
A. O. Thompson, Abstracts

Piggly Wiggly
Rockwell Bros., Lumbermen
W. J. (Bill) Smith
Packard Milling Company
Texas Utilities Company
West Texas Feed and Seed
Panhandle Lumber Company
Davis & McCracken
Hereford Motor Company
Bessie L. Smith
S & E Variety Store
Carl's Cash and Carry Grocery
The Hereford Brand

Fraser Produce
Star Theatre
Hillside Hatchery
Fashion Dress Shoppe
Vogele Millinery Parlor
C. J. Paddock
New Club Cafe
Rosson Implement Company
Streu Hardware Company
Brumley-Woodford Motor Company
J. O. Newell
Brook's Drugs

BACK-TO-SCHOOL BACK-TO-SCHOOL BACK-TO-SCHOOL

PERSONALS

Kernit Wilson went to Amarillo on business last Monday.

Harman of Perrin were guests at the Jack Wright home last week.

Mr. and Mrs. D. H. Alexander visited Mrs. Alexander's parents in Silverton Sunday.

Mrs. John Roberts and Mrs. M. A. Horneak were Amarillo visitors Tuesday.

Mr. and Mrs. Jack Wright visited his brother, Dewey Wright, in Dimmitt Sunday.

Mrs. Hess Seed returned Friday of last week from Amarillo where she had been visiting friends.

Harlett Carter visited her mother, Mrs. Beulah Lee Carter, in Amarillo Sunday.

Oscar Newton, a nephew of Mr. and Mrs. Arthur Davis, is visiting the Davis home.

Mrs. E. W. Harrison was in Amarillo Saturday visiting her daughter, Mrs. J. M. Simpson.

Weldon Beene was in Amarillo on business Wednesday of last week.

Mr. and Mrs. O. G. Hill left Friday to visit the Centennial. They plan to be gone some time.

Emil Lee, who works on a newspaper at Gatesville, has been visiting his brother, Carl Lee, here.

Bonnie Jean Beyer of Amarillo visited her grand parents, Mr. and Mrs. J. E. Beyer, last week.

Mr. and Mrs. John Vines left Sunday for San Angelo where they plan to visit relatives.

Miss Joan Carswell arrived Saturday night to spend a week with Norma Jean Foster.

Miss Levina West has returned home after spending six weeks at Anton.

Mrs. Charles Donald returned last week from a visit with friends in Amarillo.

Mr. and Mrs. Frank Givan left Wednesday morning for a visit at Hannibal, Missouri.

Bob Morton of Spearman was in Herford Monday visiting in the J. F. Ward home.

Sherm Williams was a business visitor in Herford last Wednesday.

Johnny Biggs is leading the singing in a two weeks' revival at Cotton Center.

Mr. and Mrs. Edgar Johnson left Wednesday to spend vacation time in South Dakota.

Mrs. John Miller and sons, Bobby, Billy, Gilford and Owen, and his wife and son, Jimmy, left Wednesday for the Centennial.

Mrs. J. T. Gilbreath, Jr., Mrs. J. M. Posey, and Sallie and Lois Agnes Gilbreath went to Amarillo Wednesday.

Mr. and Mrs. M. D. Womble left Wednesday for Montana where they will spend a week or ten days on vacation.

Casey Pool and little daughter, Geraldine, of Longview visited his sister, Mrs. Paul Mathers, last week.

Mrs. Charles Donald left Tuesday for Plainview where she will be a guest in the home of Mr. and Mrs. Dave McCurdy.

Mrs. P. W. Price of Amarillo is visiting friends in Herford this week. Mrs. Price is a former Herford resident.

Mr. and Mrs. Donald Hawkins of Amarillo visited Mr. Hawkins' parents, Mr. and Mrs. D. W. Hawkins, last week.

Mr. and Mrs. James Wilson and children returned Monday from visits in Santa Fe and Portales, New Mexico.

Mr. and Mrs. Jim Clark and daughter, Mrs. Orland Wilson, and grandson, Clark Lee, were in Amarillo Monday.

Mrs. B. F. Guthrie and son, Keith, have returned from Las Cruces, New Mexico, where they visited their son and brother, Gwynne Guthrie and his family.

Mrs. E. E. Standifer and children, Lois and Edith, left last week for Abernathy. Mrs. Standifer will visit the Centennial before returning to Herford.

Mrs. Frances McClendon returned Tuesday from Lake Okechobee, New Mexico, where she had spent a week's vacation with friends from Amarillo.

Mrs. J. M. Templeton, Mr. and Mrs. Velpo Denton and sons, of Miami, Florida, and Mrs. and Mrs. R. B. Gist and sons, of Happy, were guests in the home of Mr. and Mrs. W. H. Russell Friday morning.

Noel Bryant returned Monday from Dallas where he has been attending SMU. He will be in Herford about three weeks before resuming his theological studies.

Mrs. H. B. Holder and daughter, Mary Frances, will leave soon to make their home in Abilene. Mary Frances plans to attend Hardin-Simmons University this fall.

Mrs. H. M. Long of Topeka, Kansas, arrived in Herford Friday with her brother, Jesse Stanford, to spend a few days with relatives here.

Mrs. Cliff Estes and two sons, Clifford and John, Thornton Shirley and Karl Shirley composed a swimming party at Gem Lake near Amarillo Friday.

Mr. and Mrs. Henry Hastings and two daughters, Doris Jeanne and Ruth Temple, went to Melrose, New Mexico, Sunday to visit their son and brother, Ralph.

Tom Vaughn and daughter, Sue, left Amarillo Monday for Washington, where they will join Mrs. Vaughn. The family will make their home there.

Bob Brazil, who has been in Mineral Wells the past several months, was in Herford attending to business last week. Mr. and Mrs. Brazil will spend the winter in Mineral Wells.

In district and state races, Little received approximately a 500-vote majority over Wright to become the 123rd district's choice for representative. Thompson received more than a two to one vote over Morris, and McDonald held nearly the same margin over Terrell.

Mr. Nix told officers he was crossing the highway at an angle to the east. He saw the approaching car, but not realizing its terrific speed, estimated that he had sufficient time to cross the highway before it came near. In the middle of the road, Mrs. Nix said, "They're going to hit us."

Mr. Nix said he then noted the speed of the onrushing car, but said they would be out of the way. He drove his car to the barpit and was about to enter the side road, but McNab attempted to drive in front of his machine. The left rear portion of the McNab car crashed into the right front of the Nix car as they came together.

The men were rushed to the Deaf Smith county hospital. Relatives were notified Sunday night. Mrs. Richardson, widow of the crash victim, Mrs. McNab and her daughter and son-in-law came here Sunday night. The body of Mr. Richardson was sent to Spearman Monday morning, and Mrs. Richardson returned home at the same time. Mr. Taylor is the son of Mr. and Mrs. G. L. Taylor of Stratford but is employed at Spearman.

The Nix car was not badly damaged. The bumper was smashed in, the right front fender crushed, hub cap torn off and rim on a wheel bent by the impact. The car was not moved in the direction from which he was driving, Mr. Nix said.

McCollum. But in this group will be only five lettermen from last year's regional runners-up club.

This year's prospects are entirely problematical, depending to a great extent upon the success of Coach McCollum has in forming a backfield combination that can hold its own against such rivals as Panhandle, Portales, Friona, Borger, Clovis, Happy, Amarillo, Yarnigans, Tulla and Canyon. Material for a well-balanced forward wall, led by the all-region tackle, Captain Willett, will be on hand, but several changes may have to be effected whereby some of the boys will go to backfield position.

Clyde Posey, who lettered at end last year, may be one of those shifted to the backfield. Sylvester Loerwalk is likely to hold down the fullback or blocking position. Jasper Vaughn, end, probably will remain at that position, and Louis Hagar, who lettered at tackle, may become the other wingman.

Posey, Loerwalk and Paul Foster will be groomed to do the signal calling.

From the recruits and last season's squadmen will come the material for the remaining positions. Because of the uncertainty surrounding final selection of starters, almost every fight for position will be open at first, with the work of the boys largely

Miller Hales is spending vacation time in Herford visiting his brother, "Red" Hales, and other relatives and friends. He is employed by the Hudson Motor Co. in Detroit, Michigan.

Mr. and Mrs. J. F. Ward had as guests last Wednesday Tom McClung and two sons of Floyd, Ada, and Mr. and Mrs. Guy McClung and two sons of Missula, Montana.

Mr. and Mrs. E. T. Harman and son, J. E., Mr. and Mrs. Ulys Davis and daughter, Mary Ann, Mr. and Mrs. Dewey Wright and sons, D. L. and Donald, all of Dimmitt, and Mr. and Mrs. J. T.

Mr. and Mrs. Bob Sheward of Oklahoma City have been visiting friends and relatives here this week. Mrs. Sheward, before her recent marriage, was Mrs. Nona LeGrand of this city.

Following breakfast of bacon eggs and coffee, cooked over an open fire, and morning exercises, patrols were organized. Four boys were placed in each patrol, selected patrol names and chose patrol leaders who will act for one month. They were organized as follows: Flying Eagle, Paul Foster, leader, E. B. Posey, Grant Fuller, L. W.

The scouts gathered at the hut at about 6 o'clock Friday night for a steady fry. After the meal, a series of running games and contests were held, and then they gathered around a camp fire to discuss future plans and to hear a camp-fire story by Scout Master J. C. Thorns.

Regular troop meetings will be held in the hut each Friday night. The building has been turned over to the troop by the State Parks Board and has been made into one of the finest Boy Scout houses in the Southwest, offering the troop every advantage for outdoor gatherings and housing facilities. The Lions club sponsored the closing of the front of the building, providing a large meeting room, locker rooms, shower bathers, store rooms and other facilities.

All members of the starting group are tenderfoot scouts. Also start.

one of the first objectives of the troop will be to advance individually in scout rank as rapidly as possible. Scout Master Thorns promised a special event for the first eight boys to become Second Class Scouts. Another of the early objectives is to get all members in uniform as quickly as possible. Several hikes and outings are planned in the near future, and other boys interested in scouting are urged to get in at the

The installation of the second power line for the purpose of irrigation is expected to attract additional attention to this manner of watering crops in the shallow water belt around Herford. There are possibilities of several other lines in areas where wells are fairly well centralized. Power lines await only the agreement of land-owners in these areas.

Burleson and Joe Onstead, who was not present; Wooden Pigeon, Bill Montgomery, leader, Glenn Smith, Clifford Estes and George McLean; Wolf, Karl Shirley, leader, Chilton Foster, Dean Dunlap, and Donald Henlee; Lion, Johnnie Willett, leader, Floyd Ross, Merlin Conklin and Deibert Bennett. Joe Ed Burleson was added to the Lion patrol Saturday morning.

The outing ended at 11 o'clock Saturday morning. Later in the day, Scout Thorns sent registration of the 18 boys to scout headquarters, keeping the original charter from lapsing. Several visitors attended the games and camp-fire meeting Friday night. They included Ralph Smith, president of the Lions club, which is sponsoring the troop; Rev. B. N. Shepherd of the First Baptist church, who also spent the night with the boys; Ray Conaway, member of the troop's executive committee, and Mr. and Mrs. Arch Foster, who were present for a short time.

Plan for Advancement.

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The Nix car was not badly damaged. The bumper was smashed in, the right front fender crushed, hub cap torn off and rim on a wheel bent by the impact. The car was not moved in the direction from which he was driving, Mr. Nix said.

McCollum. But in this group will be only five lettermen from last year's regional runners-up club.

This year's prospects are entirely problematical, depending to a great extent upon the success of Coach McCollum has in forming a backfield combination that can hold its own against such rivals as Panhandle, Portales, Friona, Borger, Clovis, Happy, Amarillo, Yarnigans, Tulla and Canyon. Material for a well-balanced forward wall, led by the all-region tackle, Captain Willett, will be on hand, but several changes may have to be effected whereby some of the boys will go to backfield position.

Clyde Posey, who lettered at end last year, may be one of those shifted to the backfield. Sylvester Loerwalk is likely to hold down the fullback or blocking position. Jasper Vaughn, end, probably will remain at that position, and Louis Hagar, who lettered at tackle, may become the other wingman.

Posey, Loerwalk and Paul Foster will be groomed to do the signal calling.

From the recruits and last season's squadmen will come the material for the remaining positions. Because of the uncertainty surrounding final selection of starters, almost every fight for position will be open at first, with the work of the boys largely

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Auto Mishap

(Continued from page one)

ford, was traveling at a high rate of speed. McNab and Richardson occupied the front seat and Taylor was in the rear.

Mr. Nix told officers he was crossing the highway at an angle to the east. He saw the approaching car, but not realizing its terrific speed, estimated that he had sufficient time to cross the highway before it came near. In the middle of the road, Mrs. Nix said, "They're going to hit us."

Mr. Nix said he then noted the speed of the onrushing car, but said they would be out of the way. He drove his car to the barpit and was about to enter the side road, but McNab attempted to drive in front of his machine. The left rear portion of the McNab car crashed into the right front of the Nix car as they came together.

The men were rushed to the Deaf Smith county hospital. Relatives were notified Sunday night. Mrs. Richardson, widow of the crash victim, Mrs. McNab and her daughter and son-in-law came here Sunday night. The body of Mr. Richardson was sent to Spearman Monday morning, and Mrs. Richardson returned home at the same time. Mr. Taylor is the son of Mr. and Mrs. G. L. Taylor of Stratford but is employed at Spearman.

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Gridmen Will

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Boy Scouts

(Continued from page one)

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Heinz, tall cans, 3 for		25c
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Two cans		15c
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MINCE MEAT	Three packages	25c
PEANUT BUTTER	Five-pound pail	59c
OATS	Brimful, large package	18c
MAZOLA	PINT CAN	19c
BAKING POWDER		
Hi-Lo, 26c size		18c
LYE		25c
Babbitts, 3 cans		35c
PEAS		37c
Van Camp's, No. 2 can, 2 for		37c
SALAD DRESSING		25c
Miracle Whip, quart		25c
SPINACH		22c
No. 2 can, 3 for		22c
ASPARAGUS		22c
Marco, No. 2 can		22c
ROYAL		
Gelatine or Pudding	2 boxes for	11c
SYRUP		
Pure Ribbon Cans		59c
Gallon		59c
RICE FLAKES		
HEINZ	2 Packages	25c
PINEAPPLE		
ALL GOLD	Crushed, 3 cans	25c
COFFEE		
DEL MONTE	Pound	26c
SPAGHETTI	10 Lbs	1.00
WHITE SWAN	Tall can	1.00
W. F. P.	1/2-pounds	1.00

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