

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

39th YEAR—NUMBER 41.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, OCTOBER 15, 1936.

FIVE CENTS PER COPY

## Open House To Be Held At Central School Next Week

## AROUND TOWN

Sights and Faces Seen

W. H. Dillehay reports from San Antonio that his trip down was uneventful, except that he met a highway patrolman whose speedometer was wrong.

Noticed Alton Fraser kneeling beneath his huge oil truck, smoking a cigar.

And Wallace Cox taking an arson reward sign to Black's to get it repaired.

Mayor C. J. Paddock always asks Eva Pitman if "we know anything" when accosted for news.

Chiff Estes reports catching two dogs of about 14 inches in length in the Tierra Blanca last week. He says they fight harder, how than at any other time during the season.

Boas Fuller's chickens have taken numerous blue ribbons at southwestern fairs this season, but much of the credit goes to Miss Ruth Callahan, who has complete charge of the flock.

Ralph Smith is getting to the point where he considers 20 years as a short time.

The City Drug boasts a new combination neon and display sign.

## WTSC Group Gives Program

D. A. Shirley and party from West Texas State Teachers College entertained the Hereford Lions Club with a delightful program yesterday at noon. Mr. Shirley made a short talk on Alma and Objects of Service Clubs. Miss Joyce Parks gave two piano solos, and then accompanied Miss Claude Mosley, tap dancer, and O. T. Craig, tenor, who gave two numbers each.

Mr. Shirley defined a service club as "an association of business and professional men of a community selected for their service to the community." He said the service club should work cooperatively with the church, chamber of commerce, and other organizations. Membership in a service club, he said, denotes acceptance of its ideals and assumption of responsibilities.

He listed some of the benefits to be derived from a service club as: acquaintance of men one ought to know; participation in good, wholesome fellowship; development of friendships, enlightenment as to other men's work, problems and successes; stimulation to be of service to one's fellowmen and society in general; new outlook in one's own business, and above all things, tolerance, which, although not the same, is not far from religion.

## Fill County's First Trench Silo Today

A demonstration of Deaf Smith county's first trench silo was held this morning and afternoon at the Paul Mathews farm eight miles northwest of town, as members of the county agent's office and numerous farmers gathered to witness the filling of the first such reservoir to be placed in use in this section.

## PUBLIC TO INSPECT NEW STRUCTURE EITHER ON THURSDAY OR FRIDAY

Open house will be held at Central School on either Thursday or Friday of next week. School authorities have announced. Plans for the occasion have not been completed.

Although it will not be definitely decided until Superintendent C. H. Dillehay returns early next week, it is probable that the event will be held Thursday evening in order to prevent conflict with Friday's conference football game at Happy.

## To Be Open In Evening

According to tentative arrangements, the building will be open for inspection from about 4 o'clock in the afternoon until 9 or 9:30 in the evening. This will permit persons employed during the day to inspect the modern structure as well as not conflict with regular school activities.

Superintendent Dillehay, Jesse Stanford, president of the board, and Jimmie Gammill, Central School principal, will be on hand to greet the visitors. Numerous teachers will show them about the building. It is probable that some type of entertainment program will be arranged.

## Show Marked Improvements

The building, recently remodeled and added to by C. S. Lambie & Co. of Amarillo, has changed from an old, out-of-date structure, dark and poorly ventilated, into a modern, airy and well lighted school. Halls and stairways have been enlarged and lighted. Two new wings accommodate eight new class rooms, all modernly equipped.

Most noticeable, perhaps, of the changes on the old structure is the disappearance of the attic which at one time housed the largest auditorium in Hereford. Because of its condition the auditorium had not been used for some time. An assembly room large enough to accommodate all school children has been placed in the basement.

Several hundred persons are expected to visit the building when it is formally opened for public inspection.

## Gilbreath Car Badly Damaged

Woodrow Gilbreath, who resides south of Dimmitt, escaped an automobile crash without injury on Sunday, October 4. It was learned here Tuesday when his car was brought here for repairs.

The accident occurred near Littlefield. It was reported that his machine was struck by one in which a group of negroes were riding. Mr. Gilbreath drove into the barpit at the side of the road and came to a complete stop. It was said, but the car driven by the negroes crashed into the Gilbreath machine, stripping the left side of wheels, fenders and running boards.

the local farmers have seen. The feed was to be shingled in the pit—one row half covering the other in the order of shingles on a roof—and after the first row was completed length-wise, the order was reversed. After the silo was filled it was to be covered over with a thick layer of soil. Because of the slanting construction of the silo, as the feed and earth settles, all air pockets will be eliminated to prevent spoilage. After a minimum of about 30 days, the feed may be used, with only enough uncovered to care for the day's feeding. The silage must be cut through to the bottom of the pit each day, it was explained. The end exposed to the air will not be affected in one day, but if left longer will spoil to a depth of a few inches, but again may be left indefinitely. When feeding is started again, in this case, the exposed end must be cut away, and the same feeding procedure.

## AN APPEAL TO DEMOCRATS

An appeal is being issued by Mrs. Stettin B. Holman, finance chairman, and other members of the county Democratic executive committee to loyal Democrats of Deaf Smith county to do their part in aiding the Democratic campaign to return President Roosevelt to office.

Deaf Smith county has done little toward meeting its obligations in the way of providing its financial quota, committees declared, while surrounding counties are going forward to meet their portion of the expense of the campaign. Donations should be made as early as Saturday if possible, to Mrs. Holman.

## Poultrymen Add To Prize List

## LOCAL EXHIBITORS WIN NUMEROUS AWARDS AT NEW MEXICO'S FAIR

Hereford poultrymen, winners in several fairs this year, captured a grand championship and three championships, beside numerous individual class awards, at the New Mexico State Fair in Roswell last week.

A White Leghorn cockerel owned by J. M. Henderson & Son was declared grand champion male of the show. The champion cock was a Buff Orpington, owned by Ross Fuller and raised by Ruth Callahan. A White Leghorn owned by Henderson & Son was the champion cockerel, and a Buff Orpington owned by Fuller was the champion pullet.

In the individual classes, Jack Wright won first and second cocks, cockerels, hens and pullets in the White Rock division. White Leghorns of Henderson & Son were first, second, and third cockerel, second and fourth hens, and third pullets. Ross Fuller and Ruth Callahan also showed first Buff Orpington cock, first and second cockerels, first hen, first and second pullets and first young pen.

## Youth Hurt In Fall Sunday

Gerald Banner, young nephew of John Kropf, at whose home he lives, was injured Sunday morning in a fall from a horse which shied away from a dead calf while the youth was riding along 25-Mile Avenue.

Gerald, with half a dozen other youths, was racing his mount along the avenue about a mile north of Hereford when the accident occurred. It was reported that the calf was struck and killed Saturday night by an automobile driven by Travis Matthews, when he came suddenly upon the animal in the road.

Gerald received a head injury. He was rendered unconscious by the fall and remained so for some time. He fully regained control of his mental faculties Wednesday and was reported greatly improved.

## Attends Reunion of XIT Hands

Verne Witherspoon was among about 50 former cowboys of the XIT ranch who attended the XIT reunion at Fort Worth last Friday. C. R. Smith, although not present, was elected wagon boss of the outfit for its 1937 reunion. J. D. Hamlin of Farwell was elected range boss and W. A. Askew, Amarillo, secretary. Dalhart was chosen for the 1937 reunion, the date of which will be announced later.

Among those present at Fort Worth who will be remembered by many people of this section were E. F. Connell, Oley Conley, Joe Killough and D. J. McNamara, who held the first election in Deaf Smith county. The cowboys were entertained by the West Texas Chamber of Commerce and the City of Fort Worth.

Mr. Askew, the secretary, has sent out a request that all former employees of the old XIT send their addresses to him for the purpose of joining the organization. There are several hundred

## SECOND MASS MEETING CALLED

## Absentees Will Begin Voting Next Monday

## PERIOD ENDS OCTOBER 31; RULES WILL BE FOLLOWED CLOSELY

Absentee voting for the November general election will start next Monday at the office of the county clerk and continue through October 31. Rules governing absentee voting will be followed closely in Deaf Smith county.

According to law, formal application must be made for ballots. The vote may be cast in the county clerk's office, or a request that the ballots be sent out may be made. The poll tax receipt or an affidavit that it has been lost must be presented in cases where the voter is not exempt, before the ballot may be released. If the ballot is to be mailed out, the application must be accompanied by 15 cents to cover postage. If it is returned by mail, the envelope must be sealed before a notary public.

## Extension Head Visits County

Assistant Director of Extension Fisher came to Deaf Smith county last week from Washington to inspect soil conservation work being done by assistant county agents. He was accompanied by K. J. Edwards, assistant agent of District 1.

Accompanied by County Agent Alex Bateman and Assistant Ed Marcus, they visited the Jim Lipscomb farm. Two types of work were inspected: land one-wayed before the May rains and contour planted after the rains, and land contour listed before the rains and also contour planted afterward. On the first, the feed was unable to produce grain because of lack of moisture. On the latter the feed produced a larger stalk and good grain. They also inspected a small patch of ribbon cane planted on August 1, which has grown to an average height of six feet.

Mr. Fisher made a selection of heads from Mr. Lipscomb's maize field, which he said he would use from here to Washington to show what can be done in this country if improved farm practices are used and sufficient efforts are extended. Mr. Lipscomb invited other interested parties to visit his farm.

## Luke Building New Farm Home

Carl Luke is constructing a new home at his farm 10 miles northwest of Hereford. It will be an attractive, modern structure almost entirely surrounded by trees, which have been growing for some time.

The home will consist of six rooms, with bath and basement. It will be of stucco construction, and will have all modern conveniences, including lights and hot and cold water. The family will occupy their old home until the new is completed.

## Tri-County Poultry Show To Be Held December 10-12

## SEVENTH ANNUAL EVENT TO BE STAGED UNDER A. P. A. REGULATIONS

Directors of the Tri-County Poultry Show met last Thursday night to make plans for the seventh annual show under the American Poultry Association regulations. Dates for the annual event were set for December 10-12.

President N. O. Vogels and Secretary W. H. Emmens were instructed to start immediately on preparing entry and prize lists for

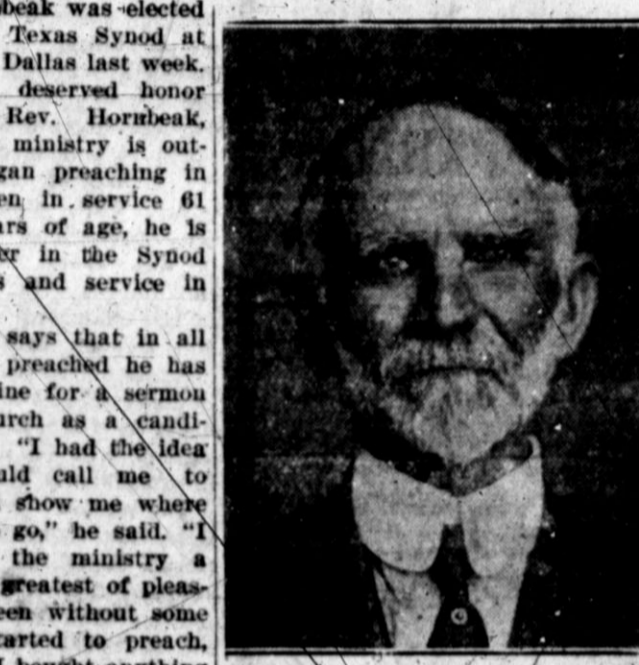
## REV. J. A. HORNBEAK NAMED MODERATOR OF TEXAS SYNOD

Rev. J. A. Hornbeak was elected Moderator of the Texas Synod at a meeting held in Dallas last week. This is a richly deserved honor conferred upon Rev. Hornbeak, whose life in the ministry is outstanding. He began preaching in 1875 and has been in service 61 years. At 82 years of age, he is the oldest minister in the Synod in point of years and service in the ministry.

Rev. Hornbeak says that in all the years he has preached he has never written a line for a sermon nor visited a church as a candidate for a pulpit. "I had the idea that if God would call me to preach, He would show me where He wanted me to go," he said. "I have not found the ministry a hardship, but the greatest of pleasure. I haven't been without some money since I started to preach, and neither have I bought anything on credit." For the first 47 years of his ministry, Rev. Hornbeak answered present to every roll call in the Presbytery, and he has never been tardy at a church service.

Rev. Hornbeak is the oldest man ever elected to the Moderator's chair, it is believed, and he will preside at the next regular meeting of the Synod. While on a recent visit to Henderson, he made an appointment to preach in Henderson on his 90th birthday.

"The Synod of Texas of the Presbyterian Church, U. S. A., honored one of our own when they elected Rev. Hornbeak to the office of Moderator. Rev. Hornbeak has been connected with this Synod longer than any other living person and it was quite fitting that



Rev. J. A. Hornbeak.

he should be so honored." Rev. J. C. Thorns, pastor of the First Presbyterian church, stated. The Synod met in Dallas at the same time the Presbyterian Church, U. S. (Southern) met, and the Synodical woman's organization of both churches met at the same time. Consequently a large group of Presbyterians of Texas were present. Announcement also was made of the election of Rev. F. L. Wear, D. D., to the presidency of Trinity University. Dr. Wear is a relative of Mrs. Charles Donald of Hereford. Wilson Gyles and Rev. Thorns represented the local Presbyterian church and the Presbytery of Amarillo at the meeting.

## Whitefaces Jump Into Title Lead

## Ranch Program May Start Soon

## BENEFIT PAYMENTS MAY BE MADE ON CERTAIN RANGE IMPROVEMENTS

The new government ranch program, which probably will be inaugurated in the near future, has been outlined in its probable form. The probable date for the start of the program is unknown.

It was reported that benefit payments probably will be made for clearing pasture land of prickly pears, reduction of grazing (culling should include 25 per cent of the average herd each year; in this area, however, it was estimated that most ranchers cull about 15 per cent, but ordinarily have another 10 per cent that should be culled), for pasture furrowing, building of service tanks, etc.

All cattlemen of this section have expressed their approval of this program. It was drawn up by a meeting of cattlemen in Amarillo some time ago, and has been tentatively accepted by the secretary of agriculture in almost the exact form in which it was presented.

A. W. Long, district T. R. C. administrator of Amarillo, visited the Deaf Smith relief office Monday afternoon.

## TAKE SECTION'S FIRST CONFERENCE GAME; GO TO CLOVIS ON FRIDAY

Hereford's Whitefaces inaugurated the conference campaign in the southern sector of District 1-B last Friday afternoon, by romping over the Friona Chiefs, 13 to 6; at Whiteface Field.

The Herd got away from the title play again this week-end, but it does not get a rest, because the Clovis Wildcats are the opponents. The Whitefaces journey into New Mexico Friday for another clash under the floodlights. Clovis' claim to distinction is her 14-14 tie a couple of weeks ago with

## MOORE ATTENDS MEETING OF PENNEY STORE HEADS

C. F. Moore, manager of the J. C. Penney Co. store here, attended a group meeting of New Mexico and Texas Panhandle store managers in Amarillo from Wednesday through Friday of last week, returning home Friday night. Managers of 13 stores were present.

Jessie James, district manager of Oklahoma City, presided at the sessions, during which business conditions were discussed and plans made for the coming year.

Mr. and Mrs. Ray Coneway were Amarillo visitors Saturday.

## Plans for Rural Electrification To Be Completed

## NATIONAL R. E. A. REPRESENTATIVE TO VISIT HEREFORD SHORTLY

A second mass meeting for farmers in the irrigation district surrounding Hereford has been called for Saturday afternoon to complete as nearly as possible for a sign-up for rural electrification service should such a project be approved by the Rural Electrification Administration.

H. V. Hennen, secretary of the chamber of commerce, sponsoring organization, said the importance of this meeting could not be over-emphasized, since all data possible must be prepared at once to be presented to a representative of the R. E. A.

R. E. A. Representative Comes. Homer D. Wade, secretary of the Texas Cooperative Council at Dallas, in a letter received by Mr. Hennen Wednesday morning, said that Mr. Faulkenwald, Washington representative of the R. E. A. board, and other members of the board would visit Hereford, and "in the meanwhile, permit me to suggest that you have as much data, as to your plans, ready as possible."

The advisory board of the Texas R. E. A. met in Dallas on October 5, and at that time Mr. Faulkenwald said it would be approximately two weeks before he could come here. A request that he visit the area was made at the state meet.

(Continued on page two)

## Magician To Appear Tuesday

Mel-Roy, a well known magician, will appear in a performance at the high school auditorium next Tuesday night, under the auspices of the H-Y club and Hereford High School. The occasion opens the annual budget drive of the H-Y club.

Mel-Roy is highly recommended by school men for his high type performance. G. M. Hudson, H-Y Sponsor, stated. He will present a full evening's entertainment, beginning at 8 o'clock. He has a splendid supporting cast, and besides his group of tricks and apparent magic has a clever, amusing repertoire that continues throughout the show.

Both the H-Y club and high school will receive a portion of the receipts from the entertainment. Admission is 15 cents and 25 cents, with reserved seats 10 cents extra.

## Baptist Revival Is Successful

The revival meeting at the First Baptist church closed Sunday after "one of the most satisfactory revivals we have had since coming here two years ago," Rev. B. N. Shepherd, pastor, stated. Preceding the meeting, a week's BTU revival was held with each age except the primaries meeting for five nights.

Rev. A. Hope Owen of Quanah and Joe Trussell of Brownwood, conducted the two-week revival. There were 22 additions to the church by baptism and 22 by letter and statement. Rev. Shepherd reported. Twelve others were converted and will join the church in the near future. In addition, nine rededicated their lives.

## Weather Chart

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

| Day       | Max. | Min. | Moist. |
|-----------|------|------|--------|
| Thursday  | 84   | 59   | 0.00   |
| Friday    | 78   | 36   | 0.00   |
| Saturday  | 77   | 48   | 0.00   |
| Sunday    | 78   | 44   | 0.00   |
| Monday    | 80   | 45   | 0.00   |
| Tuesday   | 86   | 38   | 0.00   |
| Wednesday | 81   | 47   | 0.00   |



## Silo To Stop Over-Grazing

Over-grazing is one of the primary causes of wind erosion in this area. O. T. Williams, head of the soil conservation project here, stated yesterday. When a cover of native grasses has been destroyed by man, a substitute of some erosion resisting crop must be planted and maintained if wind erosion is to be prevented, he said. Shortage of feed is the primary cause of over-grazing both pastures and in stubble fields. To prevent this from recurring each year steps should be taken many months before hand. Paul Mathers, one of the coop-

erators on the soil conservation service demonstration project, west of town, is now taking such steps to prevent the necessity of over-grazing his stubble fields this winter and spring. He is filling a trench silo with grain sorghum. This silage will supply his cows through the winter and spring with a source of succulent feed, Williams asserted.

Mr. Mathers is furnishing the tractor, gasoline, and implements for the construction of this silo, the soil conservation service is furnishing the labor, and the county agent is supervising the filling of the silo. Other trench silos within the project area will be started within the next day or two. Switch to Dodge and save money.

## Second Mass

(Continued from page one)

ing by the Hereford Chamber of Commerce.

Open to Meet Farmers. Mr. Wade also said that Mr. Faulkenwald hopes to meet with as many of those who are interested as possible to get together. He said Mr. Heinen would be advised by wire two or three days ahead of Mr. Faulkenwald's visit. It is the plan of the chamber of commerce, therefore, to secure as many signatures as possible on contracts to receive rural electrification "if it is offered at a reasonable rate," prior to the representative's visit, and if possible to announce Saturday on what date Mr. Faulkenwald will be here.

The mass meeting is to be held in the district court room at the Deaf Smith county court house at 3 o'clock. Much enthusiasm was expressed at the first such meeting held two weeks ago. Increased enthusiasm at this time, it is believed, will do much to insure the approval of the project, termed "the biggest thing ever undertaken in this territory". Interest in Project. Mr. Wade assured Mr. Heinen that "we regret that there must be some delay, but assure you of the interest that the REA feels in the enterprise of your farmers". Mr. Heinen said that if definite information as to the time of Mr. Faulkenwald's visit cannot be announced Saturday, all agreement signers will be notified when the information is received.

The advisory board of the Texas REA has requested that an additional \$2,000,000 be made available to Texas farmers for electrifying their farms, in addition to the \$2,000,000 already allocated. Should this request be granted, possibilities for the local project to be approved will be brightened, although it already appears certain, depending almost entirely upon the interest of the farmers themselves. The money would be loaned at four per cent.

### Church Group Presents Play.

To Give or Not to Give, was the title of a play, written and staged at the mid-week church family night at the Christian church last Wednesday at 7:30 p. m.

The characters were: Mr. Busby, Mr. Peterson; Mrs. Busby, Miss Irma Fae Robinson; Buzz Busby, Chilton Foster; Mr. Vandevere, Clyde Oldham; Mrs. Vandevere, Miss Nora/Jeane Russell; two Vandevere children, John Samuel Coombs and Marcella Blue. The play was given in connection with the financial campaign which is nearing completion. Between 60 and 70 people were present at the second mid-week fellowship to enjoy this program.

## Football Game

(Continued from page one)

the Class A Plainview Bulldogs.

Others Are Impressive.

While Hereford was setting the pace for championship contenders, other clubs in the section were making favorable impressions against non-conference foes. Happy, the eleven Hereford, will meet next week, gave Dumas a sound 32 to 0 trouncing and gave warning of the is not to be taken lightly. Tulla, perhaps the strongest club in the section, defeated Whittenton, 20 to 0, while Canyon was holding Ferryton to a 13-12 score. Bright spots in the Herd's victory last week were the blocking of interference runners, the toting of little Paul Foster and the defensive play of line backers and wingmen. It was the first time this year that Hereford has shown any unity of attack and defense. The pessimist might say that any team club can look good against a ball it is defeating. Therefore, it is up to the club to prove against Clovis tomorrow night that it can function against a stronger eleven, if local fans are to accept its accomplishments.

Offensive Battle.

Last week's tilt was offensive. Halfback Foster led Hereford's attack with runs that augur well for his future development. However, it was the blocking of such mates as Loerwald, Green and Billings that made these runs consistently possible. Friona introduced Price Brookfield, rangy end and pass-shagger deluxe. He frightened Hereford fans during the first and second periods by pulling down passes from Coffman and Baker—one a one-handed catch that seemed impossible. By the time Friona gained the support of the wind in the final period, however, lineemen had worn down the forward wall so badly that the aerialists were rushed too rapidly to get off accurate passes, and in that manner only was Hereford able to protect its lead.

Friona drew first blood, as the running account on the school page shows, with Brookfield snatching a fumble by Baker out of the air and stepping over from the four. The try-for-point was blocked by Billings.

Hereford evened the count as quickly as possible, taking the kick-off and driving 60 yards, with Foster going around his left end from the five to score standing up. The Herd went into the lead midway in the third period, when Loerwald received a seven-yard pass from Clyde Posey and stepped over. Vaughn missed the first try for point, but on the second attempt, the conversion was accurate.

E. M. Halle of Kingman, Kansas, spent the past week end in Hereford looking after farm interests in the Progressive community.

## Easter Items

BY LOUISE FRYE

If you need a well drilled, I can do it. Jim Mauk. 40-3c  
The community meeting Friday night was well attended. After a social hour, refreshments of cookies and watermelon were served.

Mr. and Mrs. Luke Medley of Abilene announce the arrival of a daughter, Mary Ann, October 5. Mr. Medley formerly lived here. Mrs. J. S. Smith and Annie Mae went to Anadarko, Okla., to be at the bedside of Mrs. Smith's daughter, who was operated on last week-end.

Carl Frye was in Roswell, N. M., last week.

H. B. and Ben Medley, and Miss McClure were dinner guests in the Chris Wegner home Sunday.

Mr. and Mrs. Harvey Smith of Big Square visited Sunday in the Harry Smith home.  
Boyce and Joyce Carter visited Daphne Bralley Sunday.

Geo. Chambliss and family were dinner guests in the Lynn Aze home Sunday.

Thousands of cranes are laying waste to the feed in this community and more are coming in each day.

Louise Frye and Foster Beall attended the show in Hereford Sunday afternoon.

## Bippus Items

BY RUTH REESE

Shoppers in Hereford Saturday were Mr. and Mrs. Canaba and children, Mrs. Jones, Mr. Whitson and sons, John and James, Mr. and Mrs. C. T. Reese and Ruth, and Mr. Mason.  
Bob Bippus of Denison visited his brother, George Bippus, last week end.  
Mr. Mason is working for C. T. Reese this week.

Mr. Forchberry and daughter, Stella, were in Hereford Saturday.  
Bud and Marvin Morrison were in Hereford Saturday night.  
Mr. and Mrs. Lee were here Thursday and Friday evenings.

## Wyche Items

BY PEGGY VALENTINE

Mr. and Mrs. W. B. Saxon spent Sunday at Idalou.

Miss Augustine Gregory was here from Progressive Sunday.

Mr. and Mrs. Walk Brady spent Sunday in the Dock Roberson home.

Peggy Valentine was in Amarillo Wednesday.

Mrs. H. J. Edwards and baby are home from a visit in Littlefield.

Miss Ethel Womble spent the week end in Dimmitt.

J. D. Jones and family were in Amarillo Saturday.

Mr. and Mrs. Geo. Brumley visited the Geo. Roberson home Sunday.

On the primary honor roll were Wilma Roberson, Geraldine Henry, Alice Ann Paetsold and Kenneth Rea.

Rev. Roy Patterson will conduct services here Sunday. Everybody is invited.

## Frio News Items

BY MRS. W. A. SPRINGER

See J. L. (Jim) Mank about drilling your irrigation well. 40-3c  
A play will be given by the school children soon. The English class gave a program Friday afternoon.

Mrs. and Miss D. E. Allman and Paul Williams were called to Floydada Saturday by the illness of their father, Mr. Williams.

J. E. Springer and children spent last week end in Roswell, N. M.

Mrs. and Misses J. M. Dunn, Billy Dunn, Hubert Jones and Vaughn of Lashbudd were recent visitors in the D. S. Jones home.

Mrs. H. M. Mobley visited Mrs. Percy Bates in Dimmitt Friday.

Mr. and Mrs. Willmoth of Junction spent Saturday evening in the W. S. Dixon home.

### First Christian Church.

H. M. Redford, minister.  
Mrs. Grace Guthrie, superintendent.

Bible school, 9:45 a. m.  
Morning worship, 11 o'clock.  
C. E. Societies, 6:30 p. m.  
Midweek church family night, Wednesday, 7:30 o'clock.

"For God so loved the world," This statement, taken from the Golden Text of the Bible, is the theme for the worship service next Lord's Day morning. At the evening hour the pastor will preach on the subject, An Open Door. Everyone is invited to attend.

### At the Methodist Church.

Three more Sundays in the conference year. We have had a fine year's work. With three weeks remaining we will have a creditable report.

Older church members are giving a party Thursday evening in honor of new members. The pastor and committees will be disappointed if an old member is absent. Sunday school showed an increase Sunday. Let's make it better next Sunday. The pastor will preach at both hours the remaining Sundays of this conference year. We welcome you to all services.

T. C. Willett, Pastor.

Switch to Dodge and save money.

### Wins Safety Contest.

For the second consecutive year employees of the Continental Oil Company's wholesale marketing and production divisions have proved themselves among the most careful of the nation's workmen. It was revealed recently following the close of the annual congress of the National Safety Council at Atlantic City. Again Continental has captured first place in these two divisions of the Petroleum Safety Contest sponsored by the Council. It was announced by Joe S. Boylan, Cosasco's superintendent of safety and sanitation.

Mr. and Mrs. N. E. Gass were in Lubbock Sunday.

### SMART AND ATTRACTIVE

—are the NEW HATS that are arriving daily. We have them in all the new styles, materials and colors. There is a Style JUST FOR YOU. Come in—you will find it here!

### VOGELE MILLINERY PARLOR



### Beatrice Lawrence

FOR FACIALS

Miss Lawrence is our trained expert in facial work. Let her help you to smooth all lines in your face and neck. She knows all the tricks of her trade.

New Ray Permanent, Machineless \$5.00  
Kolor-Pad Permanent, Machineless \$10.00

Be one of our satisfied customers. These are proving entirely satisfactory.

### The Mode Beauty Shop

Phone 107 Kate Sinti

# Jeffersonian WHAT?

Just who are these so-called Jeffersonian Democrats, who are seeking to mislead the Public as to the real issues of the Presidential Campaign, and just WHO are putting up the money being spent in Texas in this attempt to mislead the public by spreading false rumors.

A partial answer to this question might be found in the fact that the Sheet, "The Jeffersonian Democrat," supposedly to be published in Austin, Texas, is being circulated on our streets by the

### Chairman of the Republican Executive Committee of Deaf Smith County

which fact would lead anyone to believe there might be some connection between the Republican Party and the so-called Jeffersonian Democrats.

Any citizen, whether Republican or Democrat, must realize that, but for the program of the Roosevelt Administration, things would have been in a pretty mess in this man's country, and he also must realize that all this talk about taking our liberties from us is just plain bunk.

It's time for every Democrat in Deaf Smith County to wake up to his responsibilities and do something against this campaign of misrepresentation that is being waged against our President, and resolve now to go to the Polls in November and register his vote.

- R. A. DANIEL
- A. O. THOMPSON
- L. H. FOSTER
- CLIFF ESTES
- W. S. KERR
- B. M. WILTSHIRE
- JOHN A. COFFEE
- C. B. WILLIAMS
- H. G. CONKWRIGHT
- C. G. ACKER
- E. S. IRELAND
- MRS. SETH B. HOLMAN

- E. B. BLACK
- J. E. HILL
- J. A. PITMAN
- J. M. GILLILAND
- JNO. P. SLATON
- GEO. L. MUSE
- D. H. ALEXANDER
- A. K. POSEY
- WIET PHILLIPS
- J. E. SEIGLER
- E. D. FOX

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### IN 4 PRIZES Sat. Only

|                                     |               |                   |               |  |               |  |               |
|-------------------------------------|---------------|-------------------|---------------|--|---------------|--|---------------|
| \$2.50                              | At 2:30 P. M. | \$2.00            | At 3:30 P. M. | \$2.50                                   | At 4:30 P. M. | \$2.00                                 | At 5:30 P. M. |
| <b>Compound</b>                     |               |                   |               | SWIFT'S JEWEL 8-POUND CARTON             |               | <b>\$1.02</b>                          |               |
| SOAP                                | 14c           | COCOANUT          | 19c           | Sweet shredded, pound                    | 19c           |  |               |
| Vanity Fair Toilet, 3 bars          | 14c           | ASSORTED COOKIES  | 23c           | Regular 10s package, 3 for               | 23c           |  |               |
| BROOMS                              | 25c           | CATSUP            | 11c           | 14-ounce bottle                          | 11c           |  |               |
| Liberty, each                       | 25c           | BABO              | 15c           | 2 large cans                             | 15c           |  |               |
| BEANS                               | 12c           | TOMATOES          | 23c           | Portales, 3 No. 2 cans                   | 23c           |  |               |
| Pinto, 2-pound bag                  | 12c           | SHOE POLISH       | 15c           | Shinola, 2 for                           | 15c           |  |               |
| PEACHES                             | 27c           | COFFEE            | 27c           | SCHILLING'S 1-POUND CAN                  | 27c           |  |               |
| Dried, new crop, 2-pound bag        | 27c           | APPLES, Winesap   | 15c           | Dosen                                    | 15c           |  |               |
| RICE                                | 15c           | LEMONS, Sunkist   | 27c           | Dosen                                    | 27c           |  |               |
| Fancy Blue Rose, whole grain, 2 lbs | 15c           | ORANGES, Red Ball | 23c           | Dosen                                    | 23c           |  |               |
| OXYDOL                              | 19c           |                   |               | WE HAVE A FULL LINE OF FRESH VEGETABLES! |               |  |               |
| Large box                           | 19c           |                   |               | FLOUR                                    |               | PACKARD'S SEAFOAM 48-POUND SACK \$1.44 |               |

### GRAIN-FED WHITEFACE BEEF

AT NO EXTRA CHARGE—YOUR CHOICE STEAK AT 25c Per Pound

# TEXAS

## Grocery and Market

GERONIMO PHONE 263 U. G. HALL, OWNER WE BELIEVE



### Mock Trial Holds Interest

On Thursday, October 8, 1936, at 1 o'clock, court was held in the commercial law room. The object of the trial was to settle a contract that was made between Sylvester Loerwald and Jack Higgins. In the contract Sylvester agreed to build a house for Jack for \$5,000 and to follow the plans made by the designer, Billy Beene. Sylvester brought suit against Jack for non-payment, and he issued the summons Wednesday afternoon at 1:45.

Mr. McCollum acted as judge, Mary Turrentine as Sylvester's lawyer, and Madelyne Whitehead as Jack's lawyer. Donald Brotherton, a common laborer, and Clyde Oldham, an architect, acted as witnesses for Sylvester. Helen Danforth, a contractor, and Billy Beene, an architect, acted as witnesses for Jack, and the remaining members of the class acted as the jury.

The trial opened and each lawyer stated his case. Then Mary Turrentine called for the first witness, Mr. Brotherton. Mary Turrentine questioned him and turned the witness over to the defendant's lawyer, Madelyne Whitehead, who had no questions; so the witness was dismissed. The second witness, Clyde Oldham, was called and after being questioned was dismissed. The defendant's witnesses, Helen Danforth, Billy Beene, were called and Miss Turrentine succeeded in causing one of them to contradict his statement. The jury did not get to bring in a verdict before court was dismissed; so there are contradictory opinions as to who won the case. If one should ask Madelyne Whitehead and Mary Turrentine and he still will not know.

### CODE OF ETHICS

On the front wall of the study hall there hangs a large piece of cardboard with the following words printed on it:

"As a member of Hereford High School, I accept as my code and shall strive to carry out the following ideals:

- Honor for self and school.
- Equality of students.
- Right attitude.
- Enthusiasm.
- Fairness.
- Open-mindedness.
- Reliability.
- Diligence.
- Harmony in school.
- Interest in school activities.
- Group responsibility.
- Hospitality.

It is hoped that new and old students will observe this code and try to abide by it. After all, it is ours.

Bright Senior: You know, I think that we should get rid of some of these teachers.

Classmate: Yes, I flunked that last test, too.

### EXCHANGE

The Whiteface Roundup staff is very well pleased with the interest shown the paper this year by other schools.

At present the paper is to be exchanged with nine school papers. These are the Dalhart, Canyon, Panhandle, Tulla, Floydada, Borger, Pampa, Lawton, Oklahoma, and Gardena, California, papers. The staff of the Whiteface Roundup is going to do their best to be prompt in sending these exchanges.

We received a copy of the Lasso from Westway this week. The paper gives an account of the new club being organized in Westway school, the Lasso Club. Its chief activity is to sponsor The Lasso, their monthly student publication. The Lasso is certainly to be commended upon the excellence of its first copy.

### STAFF MAKES PLANS

The staff, with class and club reporters, met Thursday, October 8, in room 89 to discuss the Whiteface Roundup and offer suggestions toward improving it. Several important and helpful decisions were made this time. A scrapbook consisting of as nearly perfect examples of the various types of newspaper articles as possible, and will put in the library as a reference for the reporter. Each reporter was requested to turn all humorous material to the Humor editor and to exclude such material from their reports. Helpful instructions were given the members present as to the nature and form of their respective reports. The Whiteface Roundup is not going to be a "yellow sheet," but a paper of constructive news. This year's staff has a real "nose for news" and that it is going to have excellent cooperation is evident.

### F. F. A. CLUB HAS CONTEST

The FFA club met Monday, October 5, at 7 o'clock at the home of Rowena O'Dell in the country. There were 18 girls present and the sponsor, Miss Sullivan.

The meeting was called to order and Rowena O'Dell was elected secretary and treasurer. Minnie Dea Smith was elected business manager.

The program was opened with a report on the history of the Hereford Home Economics Club by Beverly Ruth Alexander. Genece Standifer gave a very worthwhile talk on Salesmanship.

The club is selling the Holland's Magazine. They have divided into two groups and are having a contest to see which side can sell the most subscriptions.

The program was closed with each girl answering the roll call with her desires for the Future Homemakers of America for 1936-1937.

Each member is asked to please pay her dues immediately.

The girls were then served lovely refreshments.

### BUSINESS MANAGERS EXPRESS THANKS

The business managers of the Whiteface Roundup have had a struggle to collect deposits on 125 yearbooks, but they have finally done it. With the help of various organizations, deposits for 125 books have been turned in, thereby making the price of the book \$1.00. If there had been fewer than 125, the price would have been \$1.50.

The following organizations helped either by buying books or by loaning money: the Senior class paid the deposit on 25 books, the Junior class paid the deposit on 10 books, the FFA club paid the deposit on 10 books, and last, but not least, the Lions Club lent \$7.00 to the worthy cause and completed the number required. The staff and the students appreciate this help very much and sincerely thank these organizations for their kind assistance.

### DEBATE CLUB HAS INTERESTING DEBATE

The debate club had their regular meeting Wednesday, October 7, in room 23. An amusing debate was given by Beverly Alexander and Viola Phillips on the question, Resolved: That the cake of soap is more useful than the tooth brush. The decision was given to Viola Phillips, the negative debater.

The meeting was called to order again and Billie Jo Roberts appointed Farrell Miles, S. J. Copeland, Mary Jane Morgan to a committee to select a name for the club. A debate by S. J. Cook, Jack Nicks, Elsie May Wilkins and Wanda Jean Reed will be given next week on the question, Resolved: That chewing gum should be allowed in school. The club then studied deductive and inductive reasoning and adjourned.

### SENIORS SELECT MOTTO, COLORS AND FLOWER

The Seniors held their usual class meeting on Wednesday morning in room 23. The importance of the last few meetings was the selection of the class flower, color and motto.

The class had several color combinations, flowers and mottos submitted to them by members of the class and a committee. The following have been selected by the class for the year of '36-'37: For their flower they chose red and white carnations; colors, maroon and white; and the motto, "Our class, right or wrong! When right to be kept right; when wrong to be put right."

The class was also started to thinking about their invitations by a salesman. He showed the class several types of invitations but none were selected.

The advice of the public speaking class to Earl Oldham is to distinguish between his burros and bureaus. Someone might get the wrong impression.

### F. F. A. Elects Officers

The FFA met Thursday night, October 1, to elect their officers for 1936-37. Those selected were: President, Alva Barber; vice president, Charles Spradley; secretary, Raymond Witherspoon; treasurer, Bill Stanford; reporter, Jack Nicks; parliamentarian, Jasper Vaughn; song leader, Bill Stanford; watchdog, Charles Wilson. Mr. Emmons is the advisor.

It was decided to buy several year books and sell them next spring, if possible.

Mr. Emmons attended a meeting of FFA advisors in Tulla Saturday, October 3, to discuss plans for the coming year.

There were 24 members present, only six being new ones. They would like to have many more boys at their next meeting, October 15, because they have to have new members so that they can carry on next year.

### GLEE CLUB DECIDES ON UNIFORMS

The Rhythm Rangers of the Hereford High had their first meeting under the name Tuesday, October 6. Tickets for the picture Anthony Adverse were issued to each girl. This is the explanation of that speculative look they have been giving classmates. It's just tickets!

The uniform of the Rhythm Rangers has been decided upon, and it will be a maroon and white sport dress in deference to the club colors. The club will sing at Lubbock Saturday, October 24, and prove their right to the name Rhythm Rangers by the different ranges in voice and rhythm. The Indian Love Call for the operetta Rosa Marie, will be sung. This is a difficult selection, but the club expects to sing it well. Miss McClain is pleased with the club and intends to give an assembly program soon.

### HI-Y MEETS

The HI-Y met in their regular meeting place Tuesday, October 6 at 7 o'clock.

The club had planned to have a campfire program in the park but were unable to have it because of the rain. There were several "pigs" in the gym during the period of play. You might ask some of the boys how it feels to be "pig" three times.

The club did not have much program because a campfire program had been planned. Charles Wilson spoke on Brotherhood in school and community.

The club decided to have a social in the near future. Charles Wilson and L. A. Ricketts were appointed to help advertise for the "Magician Show" which is to be here the last part of October.

The club decided to go to church in a group Wednesday night, October 7, at the Baptist church.

### Progressive News

BY OLIVE PERKINS  
I can get to your well next. See me about drilling your irrigation well, NOW. Jim Mauk. 40-3c

Clyde Russell and family of Texas visited the Ira Ricketts and W. C. Russell home last week end.

Ralph Arseneaux spent Sunday with Courtland Caraway at Dawn. Mrs. Ray Hershey visited Mrs. Howard Hershey at Hereford Saturday.

Mrs. G. H. Brooks and E. T. and Mr. and Mrs. F. H. Oberthier visited the Perkins home Sunday.

Mr. and Mrs. M. O. Green moved to Hereford last week.

Mr. and Mrs. Dock Roberson were guests in the Jeff Roberson home Friday evening.

A large number attended the pie supper Friday night. Enough was made to buy new song books. The evening was spent in games.

Mrs. Joe Kendall of Hereford visited Mrs. Jeff Roberson last Thursday afternoon.

Mrs. S. A. Edwards has been ill the past month.

Mr. and Mrs. Vicks spent Tuesday with their daughter, Mrs. Owen Neel and Mr. Neel.

Literary society meets at 8 o'clock Friday night. A fine program was given last Friday night.

### Ford Doings

BY MRS. H. M. BENSON  
Farmers are busy planting wheat and cutting feed.

The baby of Mr. and Mrs. Calahan has been ill several days.

A program at the school house Friday night was greatly enjoyed. Mrs. N. E. Ellison of DeLeon spent last week with her sister, Mrs. H. M. Benson. Mrs. M. J. Parks returned to DeLeon with her to spend the winter.

Miss Laura Kelly spent the week end in the J. L. Hight home.

Mrs. Y. T. Glenn attended a cooking school in Vega Monday.

Messrs. and Mmes. Geo. Benson

and H. D. Hill were in Amarillo one day last week.

School, under care of Miss Kelly, is progressing. A sand table has been put in and a rhythm band planned.

Mr. and Mrs. Harry Murphy and sons visited the H. M. Benson home Sunday.

A number of Ford people attended the show in Hereford Sunday and Monday.

Clyde Shepherd and family moved to Plainview last week.

Miss Ellen Smith, teacher at Ward school, spent last week end at her home in Rails, Texas, called there by the illness of her father.

### The Woman's Job—Managing a Household

She is the homemaker—that keeps her busy but the management of her home is a bigger job. To do it successfully and consistently requires a budget plan.

A bank account will be a time saver—it's much easier to pay by check and, too, it's much safer for each check is a receipt.

Open a bank account and take advantage of the services offered by this bank. We invite the homemaker's account and will endeavor to help her.



## First National Bank

OF HEREFORD MEMBER FEDERAL RESERVE SYSTEM A Strong Bank Thoughtfully Managed

WHEREVER IT GOES

# Knitwear

Is Unusually Popular This Year

—And it has been worked into fascinating styles that are trim and comfortable. You may make your knitwear selection from

Suits  
Sweaters  
and  
Twin Sweater SETS



The variety of selection allows you to make a choice that fits your type and is distinctive . . . and all are reasonably priced.

We Are Receiving the Most Attractive Coats, Suits and Dresses We Have Ever Been Privileged to Offer!

## FASHION DRESS SHOPPE

Sister Improved.

Mrs. C. C. Ferguson returned last Saturday from Fort Worth, where she spent two weeks at the bedside of her sister, Mrs. L. G. Jordan. Mrs. Jordan was reported very much improved.

Switch to Dodge and save money.



GAS INTRODUCES double-quick Broiling! Sealing in more flavor

IMAGINE broiling a steak in half the usual time—and having it taste twice as juicy. You can, with the high-speed broilers on many modern gas ranges! Saves gas, too! Just one of the many improvements of modern automatic gas ranges. Drop in and see them this week!

MODERNIZE YOUR HOME WITH GAS

West Texas Gas Company

Switch to Dodge and save money.

### Dawn Items

BY MARGARET BOWERS  
I have new, modern equipment for drilling your irrigation well. Jim Mauk. 40-3c

Inez and Alma Miller were home from their school work in Canyon last week end.

J. H. and Winfield Mariner were in Portales Wednesday.

Dawn study club met October 5 with Mrs. Alfred May. The afternoon was spent socially.

Junior basketball boys played Messenger at Hereford Friday. The score was 18-25 in favor of Messenger. Outside women played the school girls, this game resulting 8-3 for the Outsiders.

H. H. Miller is in the Hereford hospital with pneumonia. His sister, Miss Estelle Miller, a nurse, of Bowie is helping care for him. Messrs. and Mmes. J. H. and C. W. Mariner, and Cecil Mariner visited in Canyon Sunday.

Johnie Caraway, who attends school in Hereford, spent the week end at home.

Miss Ruth Wolfe spent the week end at her home in Hereford.

Mmes. Ernest May and R. Schroeter shopped in Hereford last Thursday.

The losing side in the Sunday school contest will entertain the winners at the school house Friday night, October 23, with a big party. All young folks invited.

Mrs. Lyle Woodford and Mrs. Woodrow Wilson visited the Baker Womble home Thursday.

Girls of the intermediate grades and high school entertained the boys with a picnic at Green Valley Ranch Thursday evening, with Mr. and Mrs. Barnes, Misses Ruth Wolfe and Mary Bowles as sponsors.

Mrs. Otto Smith and children of Daniel visited the L. A. Smith home Saturday.

Several from this community shopped in Hereford Saturday.

# SPECIALS

## C. H. B. Tomato Juice

|                   |     |                                |       |     |
|-------------------|-----|--------------------------------|-------|-----|
| 3 NO. 1 TALL Cans | 25¢ | 6 GLASSES FREE WITH 3 WRAPPERS | TOTAL | 25¢ |
| NO. 5 Can         | 28¢ | NO. 10 Can                     |       | 45¢ |

| BAKING POWDER                            |     | CRACKERS   |     |
|--|-----|--|-----|
| DAIRY MAID Cup and saucer free, 2-lb can | 23¢ | A-1 2-pound box                                  | 17¢ |
| CLEANSER Red and White, 2 cans           | 9¢  | DICED CARROTS Red and White, No. 2 can           | 9¢  |
| POWDERED SUGAR 1-pound package, 2 for    | 15¢ | CORN, White Swan Whole grain, vacuum packed, can | 15¢ |
| DATES                                    |     | VEGETOLE   |     |
| RED and WHITE Pitted, package            | 13¢ | ARMOUR'S 8-pound carton                          | 98¢ |
| SALMON Brimfull, 2 cans                  | 25¢ | PEACHES No. 10 can                               | 48¢ |
| TOMATOES 3 No. 2 cans                    | 25¢ | PRUNES No. 10 can                                | 30¢ |
| SUGAR                                    |     | SUGAR  |     |
| PURE CANE 10-pound cloth bag             | 55¢ | BEET 10-pound cloth bag                          | 53¢ |
| APRICOTS                                 |     | SOAP, R. and W. Laundry, 5 bars                  |     |
| NO. 10 Can                               | 48¢ | SANIFLUSH, Can                                   | 21¢ |
|  |     | SOAP, Trilby, 4-bars                             | 25¢ |

## Garden Fresh Fruits & Vegetables

|   |     |   |     |
|---|-----|---|-----|
| SPUDS No. 1 Colorado's, 10 pounds       | 25¢ | ORANGES Medium size, dozen                  | 25¢ |
| GRAPEFRUIT Florida Marsh seedless, each | 5¢  | CARROTS Turnips or Beets, home grown, bunch | 5¢  |
| ONIONS No. 1 Spanish Sweet, 3 pounds    | 10¢ | APPLES July Jonathans, peck                 | 35¢ |

# WEIR'S

RED & WHITE FOOD STORES



# The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 39

MR. SETH R. 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 402 Main Street, Hereford, Texas.

### A CITY OF STOOPERS

Perhaps that isn't an appropriate title, but we unfortunately have to walk almost everywhere we go feel that it is just about correct. Hereford has hundreds of young trees along its street fronts, which, of course, are very nice and add much to the attractiveness of the city.

But they are hard on pedestrians who attempt to make their way along our sidewalks, especially at night. Limbs slap them in the face or crowd them off the sidewalk into yards where, perhaps, some one is attempting to produce a smooth lawn, or they stoop to get under the trees. This is not caused by the young trees alone—there are a number of older trees that have not been properly trimmed.

Perhaps you have never noticed how difficult low-hanging branches can make an otherwise agreeable walk, but if you have one slap you in the face or knock off your hat when you fail to stoop far enough, then you are almost determined to steal back in the shadow of night with a good sharp axe or saw and do away with the offender.

Now is an excellent time to trim trees, just before winter sets in and makes the ow branches more offensive if they pop you on half-frozen cheek or ear. A move to "elevate" the position of sidewalk-protecting limbs would be a worthy project for citizens of Hereford, and no doubt, those who entered the move would draw the gratitude of neighbors and passers-by who have been accustomed to "bending down to get under."

### ROOSEVELT'S RED RECORD

There is an organization calling itself the Jeffersonian Democrats—properly an organization of disgruntled Democrats who are displeased with President Roosevelt and his New Deal—who are flooding this newspaper office, at least, with propaganda. They, apparently, prefer to "shoot in the dark" with Landon than ride a marked highroad with the present administration.

Mr. Roosevelt is accused of all types of malefaction for creating the depression, which they seem to forget was in full swing at the time he took office, and drouth, which no mere human yet has been able to control, to communism and facism. Their latest deluge of literature bears the impressive title, "Roosevelt's Red Record."

We wonder how much Republican money has gone into the so-called Jeffersonian Democratic organization, and if the group who originated the title actually know anything of the ideals of Thomas Jefferson. The name insofar as the Jeffersonian Democrats are concerned is nothing more than a catch-word. This type of campaigning may get votes, but we are not so sure of that. When a party stoops to such unmerciful, unfounded tirades upon a person's character, we feel it is done because they have no actual grounds upon which to degrade, and that such literature should have exactly the opposite effect upon thinking men and women than for which it was intended. Personally, we would be thankful to the Jeffersonian Democrats if they would remove our name from their mailing list. It would keep our wastebasket from becoming so quickly over-burdened.

Now that the birth of the Dionne quintuplets is blamed upon sun spots and cosmic rays, we have a new excuse to make when, because of oversleep, we arrive late at the office.

### By Their Words AND OURS

Automobiles containing photographic darkrooms are being used by large metropolitan newspapers and by the police for speedy development of pictures. The idea was originated by newspaper editors impelled by public demand for up-to-the-minute pictures of the news. With complete dark-room facilities, the photographers are topped with a platform and searchlight, enabling the photographers to get better views and improved results in night work.—Pampa News.

News dispatches announce that Mrs. Zioncheck, widow of the late congressional playboy, will receive \$10,000 from Congress for services her husband rendered the country. The question is, what services?—Borger Herald.

Speaking of wheat, it is a good excuse for getting out of jury duty in Gray county. A prospective juror was dismissed from service when he begged off to get into his fields to plant wheat.—Pampa News.

Success does not just happen. It comes only to those who have a goal, with the attitude, determination and perseverance to fight on, regardless of odds toward that goal.—Dalhart Texan.

There has not been a single national bank failure in the United States during the past year. It is the first time in 55 years that a whole year has passed without a bank failure. The banking laws passed by the Roosevelt administration stopped bank failures, and has made impossible the wholesale bank failure as was witnessed during the Hoover administration.—Canyon News.

### 132 Charters In August.

The University of Texas Bureau of Business Research has reported that 132 new charters were granted to Texas companies in August, against 131 in the corresponding month last year and 128 in July. Total capitalization increased sharply due to the fact that there were four firms with capital of more than \$100,000 in August, compared with only three in July and two in August last year, the Bureau pointed out. Groups showing an increase in the number of new charters granted were manufacturing, merchandising and public service.

Mrs. Adrian Odom returned home Sunday afternoon after a week's visit with her parents, Mr. and Mrs. W. E. Weatherby, of Hubbard, Texas.

## A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, October 13, 1905.)

It had long been known that celery did well in this locality, and W. W. Martin has just shown that flax would thrive, and was expected to prove an addition to money crops produced here.

"Rip Van Winkle" was due to be presented in Hereford by Eiler's big company of 30 people Thursday, October 19.

"On last Saturday, when 'Day had put on his jacket, and around his burning bosom had buttoned it with stars,' those having invitations to Mrs. W. B. Robinson's home for the evening went eagerly thither. The party was given in honor of Mr. Sam Bratton."

Yellow fever had been rampant in Louisiana and other Southern states. The situation was improved, and only 3,176 cases, with but 410 deaths, had been reported the past several days.

Those in need of the latest in shawls or fascinators were advised to see Mounds and

Barnett, who had another job lot at half price.

(From The Hereford Brand, October 15, 1915.)

Good rains were hindering harvest of feed crops, but the outlook for wheat had never been better.

Rev. Atticus Weeb was billed to deliver a temperance lecture in Hereford the night of October 17.

The Boston Red Sox had just won the World's Series by defeating Philadelphia, four games out of five. Paid admissions to the five games totaled 143,348 for gross receipts of \$320,361.50.

With total shipments of 60 cars during the past week, the Hereford stock yards district was extremely busy.

Thousands of wild geese had been observed feeding quietly in a pasture west of town.

Times were good here then, because every road show in business had been here or were billed for the near future.

### TEXAS FARM INCOME SHOWS GOOD INCREASE

Gross income from farm production in Texas during 1935 was estimated at \$650,630,000 by the Crop Reporting Board, U. S. Department of Agriculture. This is a gain of 13 per cent over the gross income of 1934. Included in the gross income is \$58,751,000 from rental and benefit payments and from cotton price adjustment payment applying to 1935 production programs. Gross income also includes the value of quantities sold off the farms plus the value of products consumed in the farm household on the farms where the commodities were produced.

The total value of crop production in 1935 was estimated at \$787,569,000. This was about 12 per cent larger than the value of crop production in 1934. The 1935 total farm value of livestock production of \$205,223,000 was 28 per cent larger than that of the previous year. Farm value relates to the evaluation of total production irrespective of use, whether sold, consumed by the farm family or used in the production of further farm products on the farm where grown. Because of duplication in the form of crops used as feed for livestock, the total farm value of crops is not added to the total farm value of livestock.

Gross income from crops, including government payments, amounted to 62 per cent of the total. Income from livestock and livestock products, including government payments, made up the remainder, or 38 per cent. Gross income from cotton and cotton seed (including government payments) which was the largest for any single item, amounted to \$238,492,000 or 43 per cent of the total of all farm products. Milk ranked second with \$75,181,000, and 14 per cent of the total. Cattle and calves were in third place with \$52,796,000 or 10 per cent of the total.

### 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, 123rd 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: P. 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. RUSSIE L. SMITH

For Hides and Animal Inspectors: J. WALK BRADLEY

### PUBLIC HEALTH NEGLECTED

"During October state-wide attention is called to two important matters. One is Fire Prevention, October 4 to 11, and the other will be Public Health, to be stressed the following week.

"Already attention has been called to Fire Prevention week and to the type of program that will be followed. Due to the work that has been done along this line and the results achieved, the idea that fire prevention pays good dividends is pretty generally sold.

"But there is room for much work in selling the idea that public health should be of profound interest to every resident of Texas—that disease must be controlled as nearly as possible if the individual and the home is to be protected.

"One of the points for residents of Texas to consider is that the state is niggardly in its expenditures to protect the health of her citizens, in comparison to what she spends for the protection of the livestock industry, for example.

"Through the Livestock Sanitary Commission, the State Agricultural Commission, the United States Department of Agriculture and other agencies, such as the Texas Agricultural Experiment Station, a much greater amount of money is spent annually in Texas for the protection of the livestock industry than is spent for the protection of the citizenship of the state.

"Science has demonstrated that many diseases that take a heavy toll of treasure and life may be eliminated if proper steps are taken. In Texas some work along these is being done, but nothing like what should be and the citizenship of the state pays the penalty. It is important, of course, that the livestock industry be protected, but there is neither rhyme nor reason on protecting cattle from the fever tick, for example, and not making at least as great an effort to protect the owners of the cattle from malaria.

"Texas does not have an enviable record, so far as death losses from preventable diseases is concerned. This is due in large measure, to the lack of work that is done to protect her citizens. One of the objectives of Health Week should be a New Deal that would seek at least as great a measure of protection from disease for men, women and children, as is given the beasts of the field.—The Bryan Eagle.

Switch to Dodge and save money.

Welcome "Safety Zone."

Young roosters appreciate safety zones when they find it hard to hold their own against other fighters in the flock. They often get bruised heads when they are unable to escape from stronger or larger foes.

Pole perches in chicken yards provide safety zones on which the cockerels can get his "second wind," say poultry specialists of the United States Department of Agriculture. Once a cockerel realizes he is defeated he hunts a spot where it will be difficult for his opponent to attack him. In the poultry house he often finds refuge on the roost. In the chicken yard, it may be on top of a coop or under a bush. Extra perches in the houses are desirable for these cockerels during winter months.

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO SELL OR BUY. TRY A DODGE WANT AD NOW!

A few cases of typhoid fever were reported here, and caution in the water supply was advocated.

Ladies of the Christian church had packed and sent two barrels of fruit, one to the orphans home, another to the old people's home at Dallas.

## STAR THEATRE

Hereford, Texas

Thurs. - Fri. Reasons Nite

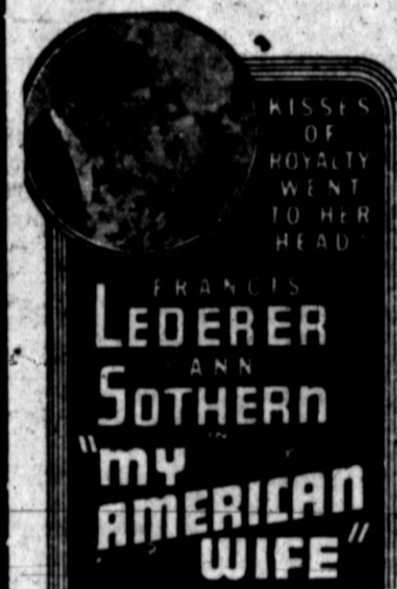
Come on and Get 'Em

# 125

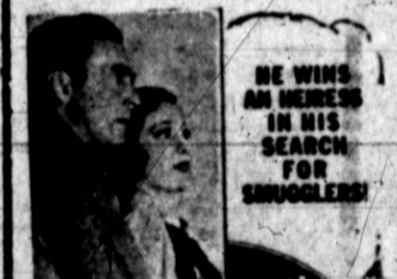
Reasons for you to attend one of these shows, either day, and get your name on the register. Try to give the orphans a home.

### ON THE SCREEN

The Titled Orphan Who Wanted to be Known As "SPIKE"



Saturday Only 10¢ EVERY ONE! 10¢



GREAT AIR MYSTERY NO. 12

### Almost Two Million Tickets Sold.

More than 1,800,000 admission tickets to the Texas Centennial exposition had been sold prior to the opening Saturday, June 6. This establishes a new all-time record for advance ticket sales to a world fair and is the barometer for the prediction that 12,000,000 persons will pay their way through the turnstiles before the closing on November 29.

### Where Women Serve On Juries.

Women are eligible for jury service in Alaska, Arkansas, California, Delaware, District of Columbia, Illinois, Iowa, Indiana, Kansas, Kentucky, Louisiana, Maine, Michigan, Minnesota, Nevada, New Jersey, North Dakota, Ohio, Oregon, Pennsylvania, Rhode Island, Utah, Washington and Wisconsin. In eleven states service is compulsory for women as it is for men. In eleven others women may serve or not as they choose.



## HE'S "FLUTTERBOGY"

Flutter meaning to tremble with excitement or uncertainty and "bogy" coming from the ancient Nattigip dialect meaning to see things in one's sleep. This is not an unpleasant melody, but a new and different kind of a thrill you'll get when you see the 13-inch Devil Doll—a perfectly natural and beautiful girl reduced to one-sixth her normal size.



Coming Soon to the STAR Watch For Date!

## Announcing

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# CAUGHT IN THE WILD



(Continued from last week.)

The first slight tinge of dawn had begun to gray the east. But among the trees the night was still black. A sudden flicker of light in the darkness behind the leanto brought the sleepy watcher's head up with a jerk. Beside the skin-clad man with the lighted match he saw a second man sighting at him along the barrel of a pistol.

Garth put his fingers to his lips for silence, and held a fuse-wrap

ped stick of dynamite close to his match. The miner let go of his rifle and straightened upon his feet, his hands high above his head.

The match flickered out. Garth dropped the dynamite and darted forward. He was none too quick. The slight thud of the fallen rifle had awakened Huxby. As Garth paused behind the corner of the leanto, the engineer peered out, with his pistol thrust forward.

As Garth jumped he struck with the butt of his belt-ax. It cracked down on Huxby's wrist. The engineer's pistol dropped. With a curse, Huxby grasped at the weapon, but Garth was quicker. As he caught it up, Huxby clutched at his throat. Garth felled him with a tap of the ax butt on the temple.

Wakened by the sudden flurry, the two miners in the leanto were grasping at the pair of rifles on which Huxby had lain. Garth whirled the pistol to cover them. "Hands up, and get out beside your mate," he ordered. "We want only the murderer. But we'll

shoot you down like dogs if you interfere."

One of the pair jerked up his hands. The other man hesitated. The miner outside called warningly: "The jig's up, Laney. The other feller has the drop on us, too."

Laney lifted his hands and stared out after his bed-mate. Huxby was staggering up, still dazed from the blow that had felled him. Wild with desperate rage, he struck out furiously. Garth side-stepped and thrust in a tripping foot.

The engineer pitched face down on the hard-crusted snow. Before he could spring up again, Garth jumped upon his back. The blow knocked him breathless. It was then an easy matter to click Constable Dillon's handcuffs on the wrists of the murderer.

"Stop that cursing, or I'll gag you," Garth said. "There's a lady present. All right, Miss Hamill. Join us."

Huxby fell silent to gaze like the miners at the "skin-clad form that came forward out of the black shadows into the firelight. The girl still carried the constable's pistol raised ready to shoot. Huxby saw enough of her face in its border of wolverine fur to make certain Garth had not been bantering him.

"Lilith! You?" "Yes, it's me, you cowardly sneak killer! I came after you with Alan, and he has let me catch you."

The murderer twisted around with his back to her and the fire. His head sagged forward. With a sudden return of alertness, Lilith turned her gaze away from his shadowy profile to watch the three lined-up miners.

Garth did not smile at the girl's needless caution. She had earned the right to think herself an invaluable helper. He allowed her to stand guard while he gathered up the three rifles and unloaded them.

"Right-o, Miss Ramill," Garth said. "Sit down. It's all over now but the talking."

She lowered her pistol but drew back where she could watch Huxby as well as the miners. Garth looked soberly at the men.

"If you know Kipling, you will be in mind that the female of the species is more deadly than

the male. I dare say, though, you can safely venture to lower your hands and sit down with us."

At the welcome permission, the three dropped their arms. Two of them at once squatted on a log. Laney lingered for a surely question, before following suit:

"What's the play?" "All we came for was to arrest Huxby. Help with the cabin plane, and there will be no mention of and shooting other than his murder of the constable. What wages did he promise you?"

"Double the usual. Told us he had to get in his assessment work before the freeze-up."

"The claim belongs to me," Garth replied. "I will pay you the double wages."

"Ugh," growled Laney. "You outplayed the d—m fourflusher. It is a deal. You're boss. We're working for you."

Garth walked back into the blackness of the spruce trees. He returned with the soursack pack-back, his own and Lilith's buckskin suits, and a hindquarter of fat caribou meat. At his invitations the men eagerly went at the frozen meat with an axe, and put the big teapot, full of snow, on the fire.

Lilith and Garth had eaten before coming down from the igloo. They sat back on a snowdrift, and watched while the others devoured the tender broiled meat and gulped down cups of hot tea. The flesh of the old she-bear had been as tough as leather and her fat very rank.

Huxby continued to sit in morose silence, with his back to the fire. The feasters paid no heed to him. After a time, Lilith began to stir uneasily. At last she had to act. She handed her pistol to Garth and went to put a piece of meat on a spit. When it was broiled, she took it and a cup of tea to Huxby.

He stared up at her as if dumfounded, then shook his head sullenly. She put down the cup and plate beside him, and returned to Garth. At his look of cool inquiry, her eyes flashed with defiance.

"I don't care! It's not right to starve anyone."

He replied in a noncommittal tone: "You're a woman."

The murderer took up his cup of hot tea in his manacled hands and drank. He began to eat the meat.

When daylight came, Garth ordered everyone out to the cabin plane. The hard-frozen slush ice gave solid footing over the bog. It also gave a solid foundation out at the plane upon which were based the engineer's lifting operations. The ice had been chopped from around the floats, and a crib built under the inner end of each wing. By hoisting first on the outer end of one wing and then

on the other, the crib had been heightened until the floats were level with the top of the ice.

A glance inside the cabin showed Garth the body of Constable Dillon lying where he had left it. Laney explained, with a jerk of a mittened hand to Huxby:

"He first says we'd chuck the stiff under the ice. Then he says, no, to wait an' heave it out when we was flying over the muskegs."

"We'll wait still longer," Garth said. "That brave constable is going to receive an honorable burial. Now get to work with those sapling leavers. Another pair of logs on the cribs will raise the floats high enough to roller her clear."

As the three miners took up the heavy pry poles, he went farther out on the lake and chopped a hole through the ice with his belt-ax. Though not as thick as he had hoped, it satisfied him when he noted the long streak of glare ice parallel with the shore.

He went back to help the men heave and pry until the bottoms of the pontoons were well above the ice level. Straight, smooth lengths of birch trunks were placed across the floats. The airplane was let down on the round logs. Pushing then rolled the plane from above the holes, out upon the unbroken ice.

Lilith had stood off a little to one side, watching the work with wondering admiration.

Garth showed the men how to ask the rollers for turning the plane. He went to shove sideways on the tail. The plane started to curve around.

A shriek from Lilith whirled Garth face about. Huxby was rushing at him with an ax lifted high in his manacled hands. Lilith flew at the attacker as if frenzied. He gave her his shoulder with the skill of a football player. It caught her on the chin and sent her spinning.

But the slight check allowed Garth time for a leap in under the ax before the blade could whirl down on his head. His left fist appeared to punch deep into the pit of Huxby's stomach. His right

hand

drove up under the chin of the gasping murderer. The uppercut lifted the killer off his feet and dropped him on his face, clean knocked out.

With no more than a glance at his fallen attacker, Garth sprang to help Lilith's dazed efforts to sit up. "Well played," he said. "Not hurt, are you?" "No-no—I-you—he didn't!" she cried, and burst into tears.

(Continued next week)

Notice is hereby given that on the first Tuesday of November, 1936, being the 3rd day of said month, I will sell at public vendue to the highest bidder for cash all of Lot No. 19, in Block No. 18, Original Town of Hereford, located in Deaf Smith County, Texas, by virtue of and in the way and manner as provided in a judgment rendered in cause No. 2279, entitled "E. Witherspoon vs. W. D.

Farmer, et als", in the District Court of Deaf Smith County, Texas, on the 12th day of August, 1936, of record in the Minutes of said Court in Vol. 8 at page 72, to which reference is hereby made. Dated this the 6th day of October, 1936.

GENEVIEVE EBERLE, Receiver.

40-4c

**FOR CONDITION FEED DOG CHOW**  
Containing PUPA-TENE



Packard Milling Co.

## WINTER

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

**Texas Service Station**  
GLENN SNYDER

## BUSINESS AND DIRECTORY

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|--|---|
| <p><b>THE CHOCOLATE SHOP</b><br/>Fruit Lunches<br/>Sandwiches<br/>Cold Drinks, Cakes<br/>Magazines</p>                                   | <p>The title to your land is vital. Our Abstracts correctly reveal the title.<br/><b>A. D. THOMPSON</b><br/>ABSTRACT CO.<br/>4 Per Cent Federal Farm Loans.</p> |
| <p><b>INSURANCE</b><br/><b>JNO. H. PATTON</b><br/>PHONE 59</p>   | <p><b>DR. J. W. HENDRIX</b><br/>Chiropractor and Masseuse<br/>100 B Street—Just North of Mother's Park<br/>Phone 341 for Appointments</p>                       |
| <p><b>ABSTRACTS</b><br/>Of All Deaf Smith County Land Titles.<br/><b>DEAF SMITH COUNTY</b><br/>ABSTRACTS INC.<br/>CHT Estes, Manager</p> | <p><b>RADIO SERVICE</b><br/>On All Makes Radios.<br/>All Work Guaranteed<br/><b>GEORGE GILES</b><br/>Member of R. M. S.<br/>At Womble Implement Co.</p>         |
| <p><b>THE HEREFORD BRAND</b><br/>JOB PRINTING</p>  |   |

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New **CHEVROLET 1937**  
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THE WORLD'S FINEST MOTOR OIL

THE results you get from GULFPRIDE OIL can be obtained from no other motor oil in the world! For only GULFPRIDE is made from choice Pennsylvania crude . . . refined to equal the best motor oils on the market . . . and then further refined by Gulf's exclusive Alchlor process.

This process was developed by Gulf after 15 years of scientific research—the kind of painstaking research that is behind every Gulf product.

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(Left) **BEATING THE BEST.** No other process refines oil so thoroughly as Gulf's Alchlor process. When a blend of 6 of the finest Pennsylvania motor oils—already highly refined—was put through this process, 20% waste came out. Proof that the Alchlor process makes GULFPRIDE finer than the finest other Pennsylvania oils.

**A GULFPRIDE USER** drove from Bennington, Vt. to Portland, Ore., averaging 400 miles a day. He did not add a single drop of oil. An unusual record, yes. But expect GULFPRIDE to take you farther before you need a quart than any other oil you ever used.



**EASTERN AIR LINES' Great Silver Fleet uses GULFPRIDE only in every one of its 21 mighty planes. No other oil will do, because no other oil can match GULFPRIDE—the world's finest motor oil—for safety, stamina, and low cost per mile!**

**GULFPRIDE**  
THE ONLY ALCHLOR-PROCESSED 100% PURE PENNSYLVANIA OIL

IN SEALS CAN ONLY



# The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL. 1-NO. 4

HEREFORD HIGH SCHOOL, THURSDAY, OCTOBER 15, 1936.

PAGE 7.

## Whitefaces Defeat Friona Chiefs, 13-6

### HERD WINS FIRST CONFERENCE GAME

The Hereford Whitefaces triumphed over the Friona Chiefs 13 to 6 last Friday at the Whiteface Field. The two counties of Hereford were made by Paul Foster and Sylvester Loerwald.

Friona won the toss and they took the north goal. In the first few minutes of the game the Whitefaces were in 20 yards of their goal. Hereford fumbled and Friona recovered. Friona punted Hereford received ball on Friona's 40. Green, with perfect interference, ran to Friona's 33. Hereford lost the ball on 32 yard line. Friona completed two long passes and the quarter ended.

In the first few minutes of the second quarter Friona made their only touchdown. They tried for the extra point but failed. Friona kicked to Hereford. The Whitefaces stamped on down the field and Paul Foster made a touchdown. Mutt Vaughn tried for the extra point but missed. Hereford kicked to Friona. The Chiefs failed to gain, so they punted. The ball was in the Herd's possession when the whistle blew ending the second quarter.

In the third quarter Hereford received and again marched on to a touchdown. Then Loerwald carried the pigskin over. Mutt Vaughn made the extra point. Friona received the kick. The Chiefs, being held, had to punt. Posey received the punt. The Herd, falling to gain, punted. Friona tried one long pass which Loerwald intercepted and this ended the third quarter.

Loerwald snagged a pass from Posey. Hereford fumbled and Friona recovered. Friona tried passes but they were knocked down. Friona punted. Green made first down. Another pass from Posey to Loerwald was good and the game ended.

The Whitefaces exhibited the best blocking, tackling, passing and ball carrying that football fans have seen in many a day. When the ball carrying machine needs a hole, the line and the blocking backs can make one quicker than anything on legs. On to victory, Whitefaces, and remember the student body is with you.

Total yardage, Hereford 332; Friona, 173; first downs, Hereford 18; Friona, 9; passes, Hereford completed four out of six for a total of 63 yards; Friona completed five out of 10 for a total of 96 yards.

### AMUSING ACCIDENTS SEEN IN SCHOOL

Who ever stood in front of his locker and watched the students? The person who has not has missed some of the most amusing incidents. For instance, there is a very popular girl in school and a beautiful boy wishes to get a date with her. He puts on a brave front and starts toward her. She smiles encouragingly and he falters; in fact he may blush and pass by. If he gets courage enough to ask for the date, he stammers and becomes more and more confused, until eventually he gathers his courage, takes a deep breath, and asks her if it will be all right if he calls for her at eight Friday night, that is if she would like to go; that is if—"Oh, well, may I take you to the party Friday night?"

Two persons are in a very big hurry and rush madly down the hall toward their classes. They start to pass and both of them go the same way. One starts to go around and the other makes the same move at the same time. This continues for several minutes until they finally stop, agree and continue on their way.

There are many amusing incidents that happen daily in the halls and in the class room, and a close observer has a very interesting time watching them.

### FRESHMEN

The Freshman class met Wednesday in the auditorium. Dues were collected for September and October by the secretary. The rest of the period was spent in studying.

### Starting Lineups.

| Hereford    | Pos. | Friona      |
|-------------|------|-------------|
| E. Posey    | le   | Brookfield  |
| Hagar       | lt   | (O) Honlett |
| West        | lg   | Jones       |
| White       | c    | L. Lovelace |
| Schumacher  | rg   | Massey      |
| Whitett (O) | rt   | Williams    |
| Vaughn      | qb   | Parr        |
| Loerwald    | qb   | Coffman     |
| Green       | lh   | Baker       |
| Foster      | rh   | Benger      |
| Stanford    | fb   | Green       |

Substitutes: Hereford, R. Nunn, H. Nunn, Rutherford, C. Posey, Ashlock, Billings. Officials, Clark, Canyon, referee; Patton, Hereford, umpire; Schlenker, Friona, head linesman.

### Mr. Dillehay Away On Duty

Mr. C. H. Dillehay, superintendent of the Hereford public schools, left Friday afternoon, October 3, for San Antonio, where he is serving as a member of the text book committee of the Board of Education to approve books for public schools next year for the State of Texas. This is considered a great honor to be one of the five chosen out of the State of Texas to act on this committee.

What books he and the other four members will decide will determine how hard the members of Hereford High School as well as others will have to work next year. Let's hope that Mr. Dillehay uses good judgment as to choosing these books to the advantage of the students.

The students of Hereford High School are missing Mr. Dillehay greatly, but perhaps this is giving the students a chance to show how well they can behave and how well they can carry on the functions of the school, as if he were here.

### BAND GETS NEW MUSIC

The Hereford High School Band has received some new music which is certain that everyone will enjoy hearing. The band has some new football pieces and also some new novelty pieces, such as The St. Louis Blues, Three Trees, and I'll Take You Home Again, Kathleen.

The band is planning to play more popular pieces this year, for more people seem to enjoy hearing the popular pieces rather than the classical pieces, although the band is keeping up its work on the classical numbers.

## WHITEFACES TO MEET BOBCATS

After trouncing the Friona Chiefs with a score of 13 to 6, the Hereford Whitefaces will test their skill against the Clovis Bobcats Friday night at 8 o'clock.

During the 1935 season the Whitefaces defeated the Bobcats with a score of 7 to 6, but the Bobcats have a much stronger team this year.

Coach McCallum has been putting the team at offensive drill this week, and the team is in perfect condition for the fray with the Bobcats.

### Roundup Joins N. S. P. A.

The Whiteface Roundup has joined the National Scholastic Press Association this year. It is hoped by the staff that our paper may thereby be improved and be of better service to the students of Hereford High School.

The NSPA was organized 15 years ago to help high schools and colleges improve their publications of newspapers. Membership in the NSPA offers members many services, among which is critical service. The association will give constructive criticism on any article sent and in this way members may see where and in what their articles are lacking. A bulletin of Help for newspaper and yearbook editors is issued regularly also. Annual conventions are held at which newspaper problems are discussed by qualified newspaper men. Last year 440 delegates from 18 states were present at the convention, held in Milwaukee, October 5-7.

Other features of this organization include question and answer, bureau, loan service, research, and protection of members. The association is on guard against individuals and organizations that seek to victimize school publication for propaganda or business purposes.

### LIONS HELP STUDENTS

The Lions Club was one of the most important of the organizations who helped the business managers of the Whiteface Roundup get deposits for the 125 year books. The staff and the students wish to thank the Lions Club for their kind cooperation in this matter. They sincerely appreciate the help rendered them.

### NEW NYA STUDENTS

Hereford High School has been allowed, in addition to the seven jobs offered at the beginning of school by the National Youth Administration, ten new jobs. The jobs have been divided among 29 students of Hereford High School.

These jobs have been offered in order to help the students who need help.

### Rance News

EDNA BEHREND'S Mrs. Wainscott made a business trip recently. Her daughter, Lois, returned home with her.

Mr. and Mrs. G. J. Behrends and daughter, Phyllis Jean, of Hereford called in the H. G. and A. L. Behrends homes Monday.

Mr. and Mrs. Bob Rowens of Amarillo called in the J. D. Story home Friday afternoon.

The PTA meeting will be held at the school house Friday night, October 16. It will be a holloween program.

Carl Frye and Doyle, Rose attended the Roswell, New Mexico, fair last week.

### Jumbo News

BY MRS. ULLMAN HUNTER Can make your irrigation well any size from 18 inches down to six inches. Jim Mauk. 40.3c

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

Taylor Oglesby of Hereford is working on the W. A. Hunter farm.

Mr. and Mrs. E. D. Wilmet, David Myers and Miss Florence Curry were in Canyon Saturday.

Miss Katie Mae Burks spent the week end with her parents at Arney.

Mrs. L. A. Matthews' father, Mr. Connor, of Archer City visited in her home over the week end.

Mr. and Mrs. W. A. Hunter of Hereford called in the M. L. Simpson home Sunday. Mrs. Hunter remained for a few days while Mr. Hunter went to Archer City on a business trip.

Mr. and Mrs. Glenn Hickman of Dimmitt called in the Ullman Hunter home Sunday.

Bill Wilmet spent the week end with his brother, E. D.

Ovid Plucker and Dewey Owen were in Amarillo Thursday.

E. M. Allen, Vay and Mrs. Harry Smith of Easter visited Mrs. Sam Hunter Tuesday.

Dewey Owens and wife visited Mrs. Owens' parents, Mr. and Mrs. Short, in Dimmitt Sunday.

Miss Hope Adams, who is attending school at Dimmitt, spent the week end at home.

Mrs. Opal Tollett of Dimmitt spent Saturday night with her sister, Mrs. Dewey Owens.

Pauline Owens spent Saturday night in Dimmitt with her grandparents, Mr. and Mrs. Henry Short.

### Black

#### BY MRS. TOM PRESLEY

The home demonstration club met with Mrs. Odie Hines Wednesday with seven members present, and three visitors, Mrs. Hines, Vandiver and Chappin. Miss St. Claire, demonstrator, was present. Program was cooking of strong and mild flavored vegetables.

Mr. Moke left this week to take eye treatments.

Roy Price returned Saturday from the Veterans' Hospital at Albuquerque, and is improved.

Mr. and Mrs. Jim Black were in Canyon Sunday.

Mr. and Mrs. Everett Bair moved to the McCrate residence Friday.

Mr. and Mrs. T. L. Welch entertained with a bridge party Friday night.

Mr. and Mrs. Nolan Bennett of Pampa are here. Mr. Bennett is section foreman while Mr. Moke is away.

Dennis Ray and family of Amarillo spent Saturday night here.

Mr. and Mrs. Wilson Vines of Woodward, Okla., visited the Vines home here Saturday.

The home demonstration club won two first prizes at the fair in Friona Saturday.

H. V. Rocky returned to his home in Muleshoe Sunday.

Pat Deaton of Bovina is visiting his grand mother, Mrs. Tamora Deaton this week.

Mr. Lemons of South Texas is visiting his sister, Mrs. Jess Hinds.

### Messenger News

#### BY ESTELLE WILLIAMS

Francis Miller spent the week end in Clovis with his mother.

Hereford shoppers Saturday included L. M. Williams, Frank Knabbe and family, Mrs. J. E. Jones, C. T. Recco and family.

G. W. Burkes and family of Tulia were in this community Sunday.

Elwyn Green and family were in Friona Thursday.

Jake Gregory of Progressive was here looking after his cattle Sunday.

J. T. Guinn visited his father, George, here one day recently.

Bub Newell of Hereford was in this community Wednesday.

A good rain fell here Tuesday of last week.



### GOOD GUNS ARE WASTED

unless the eyes behind those guns are exactly right. Only careful, regular examination will insure this and add to the pleasure you get out of shooting or any other outdoor occupation. Don't guess about your eyes—have them examined regularly. Do it today!

**Dr. A. J. Black**

Ground Floor, **Amarillo**, **Texas**  
Bale Bldg.

### Daniel News

#### BY PAULINE MOORE

Mr. and Mrs. Garrison and Zelma, and Mrs. George Trutt of Oton visited their daughter and sister, Mrs. Joe Moore, last Friday.

Mr. and Mrs. Dick Allred and Alma Lee attended the Portales fair last week.

Miss Mary Posey of Hereford is assisting Miss Viva Mae Thomas in teaching the Daniel school.

Jess Ford and family visited the Jim LeGrand family at Bushland Sunday.

Mr. and Mrs. Seldon Tomlinson are now living near Bushland.

Earl Norman left Sunday for Dallas.

Mr. and Mrs. Joe Moore are the proud parents of a son, who has been named Donald Troy.

Mrs. Estelle Allen of Amarillo visited the W. B. and A. D. Moore homes one afternoon last week.

Mr. and Mrs. Jess Caldwell of Fairview visited the Cecil Hodges home Sunday evening.

Mr. and Mrs. J. H. Hudgeons of Plainview visited her brothers, A. D., W. B. and J. S. Moore, last week.

Mrs. Bill Chappell was with her mother, Mrs. W. C. Thomas, near Canyon last week.

Mr. and Mrs. Floyd Tomlinson and Helene Morris were in Amarillo Wednesday.

Edwin Shugart has been ill the past several days.

Joe Moore and family were in Canyon Sunday.

Mrs. Clarence McBroom and Mrs. H. Tomlinson were shoppers in Hereford Saturday.

Miss Pauline Moore spent the week end with her parents, Mr. and Mrs. W. B. Moore.

A representative from Canyon presented each school in this district a nice Bible last week.

The Palo Duro Sunday school elected new officers for the coming quarter last Sunday.

Switch to Dodge and save money.

Grant Fuller and Earl Springer transacted business and attended the fair in Roswell, New Mexico, over the week end.

Switch to Dodge and save money.

**WHY SUFFER FROM AN ULCERATED STOMACH-COLIC, 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.**

Speaking of the outstanding motor car for 1937

**"IS EVERYBODY HAPPY? YOU'LL CERTAINLY SAY YES. I SAW IT AND KNOW"**



**It's Buick again!**  
TED LEWIS

**Long distance rates reduced 7 TIMES in 10 years**

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|---|--|--|
| <b>1926</b><br>OCTOBER 1—<br>Rates reduced on all calls over 150 miles.       | <b>1927</b><br>DECEMBER 1—<br>Rates reduced on all calls over 378 miles.           | <b>1929</b><br>FEBRUARY 1—<br>Rates reduced on calls between 130 and 1490 miles.                   |
| <b>1930</b><br>JANUARY 1—<br>Rates reduced on calls between 56 and 318 miles. | <b>1935</b><br>JUNE 1—Reduced night rates moved forward from 8:30 p. m. to 7 p. m. | <b>1936</b><br>JANUARY 15—<br>Reductions on Sunday calls, and person-to-person calls after 7 p. m. |

**And now...**

**SEPTEMBER 1, 1936: Reduced rates on calls over 234 miles and reduced person-to-person overtime rates after 3 minutes of overtime.**

In 1926, a person-to-person long distance telephone call between New York and San Francisco cost \$20.60 at any hour. Six minutes were required to make the connection.

Today—1936—the same call may be made for only \$6.75 at night, or any time on Sunday. You are connected in less than a minute and a half, on the average.

This wide difference between the long distance rates of yesterday and today is the result of seven voluntary reductions made in the past ten years.

It illustrates a Bell System policy in action—the policy of voluntarily reducing rates when it can be done.

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**With Us as With The Government**

The Government spends millions of dollars a year watching public safety. Coasts are charted and lighted, river mapped—a thousand things are done so that the public welfare may be kept safe. In fact, so many things are done by the Government for us that only in the event of a great national tragedy would we realize how absolutely safe we have been.

Your bank is the same way. You are apt to take for granted the tenacity, the watchfulness, with which it takes care of your money; the disinterested skill with which it advises you financially. But don't forget for a minute that, like the keeper of a great lighthouse, the bank is constantly alert—unselfish and trustworthy in YOUR interest. Use the Services of Your Bank!

**First State Bank**



# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

## BESSIE CARAWAY HAS BIRTHDAY PARTY

Little Miss Bessie Caraway celebrated her eighth birthday with an enjoyable party at the home of her aunt, Mrs. Carl Jennings, on Tuesday afternoon.

Halloween suggestions and colors were featured in the appointments of the affair. The honoree was showered with a variety of lovely gifts. Out door games were played and readings were given in the house. Hamburgers, cake and cocoa were served to 22 guests. Eight candles decorated the birthday cake, which was cut with much interest.

Those present were Virginia Lynn, La Verne Billings, Madelle Meyers, Jo Ann Rosson, Georgia Kaye McConnell, Wanda Jean Smith, Lonnye Deen Martin, Jean Smith, Betty Wilson, Pat Wilson, LaNelle Williams, Paty Sanders, LaNelle Farmer, Dianne Jowell, Freddie Close, Charles Sanders, Gerald Smith, Myers Binion Hudson, Joe Lyon, Bub Sparks, Bobby Jennings and the honoree.

## PIE SUPPER

The Altar Society and Young Ladies Sodality held a pie supper at St. Anthony's hall Monday, Columbus Day, at 8 p. m. Enjoyable games furnished entertainment after the supper. Proceeds will be used to re-decorate the church and school.

Henry Boyd of Memphis was a guest of Mr. and Mrs. Claude Roberts Sunday.

## NEW LIBRARY BOOKS

BY MISS LILLIE HOSTETLER  
 Biddle, Book on Table Setting; Farmer, Boston Cooking School Cook Book, new revised edition; Heiser, American Doctor's Odyssey, adventures in 45 countries; McKim, One Hundred and One Patchwork Patterns for quilts and fancy work; Peck & Crowther, Why Quit Our Own, offering an American program for farm and factory, a gift from the Chemical Foundation, Inc.; Tousey, Jerry and the Pony Express, juvenile.

## PIONEER STUDY CLUB ENTERTAINS HUSBANDS

Members of the Pioneer Study club entertained their husbands Tuesday evening with a forty-two party at the home of Mrs. T. E. Scigler. Late autumn flowers were used as decorations throughout the house. Lovely petunias centered the lace covered table, where the buffet supper was served.

High score in the games was won by Mrs. Wirt Phillips, and second high prize went to Mrs. Edgar Ireland.

Those present were Messrs. and Mrs. J. E. Beyer, Burl France, A. A. Foster, J. M. Gilliland, Bob Higgins, Edgar Ireland, Wirt Phillips, Jack Rose, O. T. Williams, Mrs. J. B. Jones, Mrs. M. D. Wombie, Arthur Thompson and Mr. and Mrs. T. E. Scigler.

C. W. Humble of Amarillo was a business visitor here Monday.

## BUSINESS AND PROFESSIONAL WOMEN MEET

The Business and Professional Women met Monday night at the city hall for their regular business meeting and program. The general topic for the month is Government that Promotes General Welfare. Miss Hostetler gave a talk on Woman's Place in Politics, and a paper was read by Mrs. P. H. Gilliland on Using Your Vote.

The national organization of the Business and Professional Women in 1931 adopted a Ten-Year Objective in accord with the statement of their purpose "to raise the standards among business and professional women, educationally, physically and morally, and to bring members into relations of mutual and community helpfulness . . . to improve conditions and laws affecting the status of women; to establish and maintain a department of service for young women, particularly along educational lines."

The Ten-Year Objective is "During the next decade, the National and Professional Women's Clubs should fit itself to assume real leadership in thinking on economic problems and their social implications, with a view toward helping in the establishment, through scientific methods, of conditions which assure to women, and to men as well, the fullest possible opportunity, and reward, for development of whatever capacities they may possess."

The local club is interested in lending aid to all projects for civic welfare. It has placed in the Deaf Smith county library a packet of bulletins issued by the national organization on Vocational Surveys of most of the possibilities open to women. It has started a student's loan fund, and is hoping that it will grow to sufficient size to help many deserving girls.

## PALO DURO UNION HOLDS MEETING

The Palo Duro Union, representing Christian Endeavor groups of the Presbyterian and Christian churches of Amarillo, Canyon and Hereford met Tuesday evening at the Presbyterian church, with 90 young people in attendance. The West Amarillo Christian church had charge of the program. Margaret Stinson was pianist for the song service which was led by Roger White. Jessie Price led the devotional and a special number was given by Lloyd Jenkins. The program theme was Religious Experience, and Orau Coble gave a talk on Beliefs that Count. Lucille Creswell talked on Commitment to the Best. A prayer, Into My Heart, was read by Virginia Pearl Morrison.

Blanshear Jameson, president, presided at the business session. The following officers were elected: President, Eleanor Pierce of Hereford; vice president, Herbert Boardman, Canyon; secretary, Joyce Cobb, Amarillo; treasurer, Charlotte Ann Gregg, Amarillo; publicity director, Jessie Pierce, Amarillo; pastor-chairman, Rev. H. M. Redford.

## JUNIOR BAND MOTHERS MEET

The Junior Band Mothers met in regular session Monday, October 12, at Central School, with 22 members present. Mrs. G. M. Hudson read an interesting paper on Notes from the Music Box.

A cornet solo was played by Thurman Williamson, and Dennis Lomas played a number on the saxophone. The president presided at the business session and plans were made to sponsor a series of amateur contests. The first is to be held Thursday, October 29, at the high school auditorium.

## PEP CLASS ENJOYS PICNIC

Hereford State Park continues to grow in popularity as a place for picnics and outings, one of the groups to enjoy this form of entertainment was the Pep class of the Christian church, when members were entertained with a weiner roast and picnic Tuesday evening. Camp fires were added attractions for the occasion, and a gay time prevailed throughout the evening.

Those attending were Mr. and Mrs. Ellis Coombs, Mr. and Mrs. Jowell Murchison, Mr. and Mrs. Travis Dameron, Mr. and Mrs. J. W. Robinson, Mr. and Mrs. A. Peterson, Mr. and Mrs. R. G. Blue, Mr. and Mrs. O. K. Howe, Mr. and Mrs. Earl Phillips, Mr. and Mrs. H. M. Redford, Leonard Foster and Frances Dameron.

Mrs. B. F. Guthrie is teacher of the class and social functions are enjoyed at regular intervals.

## MRS. ROY JOWELL HOSTESS TO CLUB

Mrs. Roy Jowell was hostess at a bridge luncheon at her home Thursday for the Pleasure Hour club and guests. Tables were laid in white linen cloths and place cards were cleverly combined with tallies.

In games of contract Mrs. Smith McLeRoy won high for the club, and low went to Mrs. Jas. Wilson. Guest prize went to Mrs. Jim Black.

Members present were Meses, Ralph Smith, Bill Smith, James Wilson, Owen Stagner, Harry LeMas, Dick Dixon, Mase Whitman, Boyd London, Smith McLeRoy and the hostess. Guests included Mrs. Jim Black and Mrs. Cris Renfro.

Mrs. Roy Jowell, president, directed the business meeting, when plans were made for a Halloween party.

## CRIPPLED CHILDREN TO GET PROCEEDS OF PLAY

Tickets to an Amarillo Little Theatre play to be presented at the municipal auditorium in Amarillo, October 26, may be purchased at Close Drug here. All proceeds derived from the production will go to the Crippled Children's Council of the Panhandle, an organization which has done much good in this section.

The tickets are priced at 75c. They may be taken or sent to Amarillo in advance to be exchanged for reserved seat tickets at no additional cost.

## SURPRISE BIRTHDAY PARTY FOR MRS. PARK

An attractive arrangement of fall flowers furnished the decorations for a surprise birthday party given last week at the home of Mrs. L. J. Strafus in the Ford community, complimenting Mrs. M. J. Park on her 75th birthday. The centerpiece for the table, a large birthday cake, surrounded by lovely gift packages for the honor guest.

A program was given, during the afternoon. Mrs. Park has been visiting her daughter, Mrs. H. M. Benson, for some time and plans to leave soon for Central Texas.

Mr. and Mrs. F. M. Kester are attending the Colorado State Optometric Clinic this week, and while in Denver will attend the wedding of their son, Clifford, and Miss Thelma Bigley of that city, which is scheduled to take place Sunday, October 18.

## JUNIOR PIONEERS TO AMARILLO OCTOBER 20

The Junior Pioneer Study Club will hold its next regular meeting in Amarillo at the home of Mrs. Ardelle George, on Tuesday, October 20. Mrs. Bessie Patterson will be leader of the program. Members of the club are requested to see Mrs. Monty Brumley, president, by Monday concerning ways of transportation.

## Condition Is Serious.

The condition of J. C. Lance, pioneer Hereford citizen, remained critical this morning, it was reported. Mr. Lance has been seriously ill for more than a week at his home on East Third Street.

## Jack Gilliland Operated.

Jack Gilliland, son of Mr. and Mrs. Matt Gilliland, underwent an emergency appendix operation at College Station Tuesday night, his parents were informed Wednesday morning. He was reported doing nicely. Jack is a student at Texas A. & M. College.

## Visitors in Plainview.

Mrs. Seth B. Holman, accompanied by Mr. and Mrs. Harvey Cash and Mrs. B. T. Bell of Canyon, spent the week end in Plainview with Mr. and Mrs. O. J. Lass and family. Mrs. Bell returned to Hereford with Mrs. Holman Sunday night for a visit with her daughter, Mrs. E. S. Ireland.

## Make 4,700,000 Garments.

More than 4,700,000 garments for the destitute of Texas have been manufactured by women workers in WPA sewing rooms during the past year, it has been announced by H. P. Drought, state works progress administrator.

## Scout Executive Here.

Minor Huffman of Dallas, deputy regional executive, ninth region, Boy Scouts of America, was here a short time Tuesday afternoon enroute to Roswell, New Mexico. He had a short visit with Scoutmaster J. C. Thorns and inspected the Hereford scout hut in City Park, which he complimented highly as a boy scout home.

## Old Age Benefits.

Approximately 79,000 needy aged men and women in Texas benefited under the old-age assistance provisions of the Social Security Act during September.

## Hospital Notes

### Births.

Born to Mr. and Mrs. R. A. Frye of Dawn; an 8 pound, 11 1/2 ounce son, Wednesday morning. Mother and son doing fine.

### Hospital.

Mrs. Lorene Hughes, Amarillo, to be dismissed today after 11 weeks confinement. H. H. Miller, Dawn, greatly improved. John R. Mayo, Daughert, admitted last Friday for medical treatment, dismissed this morning, recovered.

### St. Anthony's Church.

Sunday masses at 8 and 10 a. m. Benediction at 4 p. m. Week day mass at 8 a. m. October devotions each evening at 7:30, consisting of rosary and benediction. The Study club held its regular meeting Saturday afternoon at 8 o'clock.

## For Rent

FOR RENT: Desirable apartments, all bills paid. 517 East 11th Street. 1c

FOR RENT: Rent given free to someone to live house, seven miles west of Hereford on school bus route. See Frank Scales, north of cemetery, or W.T. Weaver. 413p

FOR RENT: Furnished front bed room, close in. Also a good garage at 410 Sampson Avenue. Mrs. Bessie Davis. 41-3c

FOR RENT: Furnished apartment, all bills paid. Mrs. Nettie Megert, 400 Lawton Avenue. 1c

FOR RENT: Sleeping rooms and light housekeeping rooms, down stairs. First door east of Presbyterian church. Mrs. Rosa Speer. 1c

FOR RENT: Furnished apartment with garage, lights and water furnished. Mrs. Edgar Johnson, 711 Miles Avenue. 1c

## Wanted

VOCO CLASSES: New, interesting method of singing for children, grade school and kindergarten ages. Call Mattie Mae Swisher, telephone 545-W. 41-3c

WANTED: Wire coat hangers, half cent each, trade or cash. Fox Cleaners & Hatters. 1c

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

WANTED: Maize headers to head 60 acres. Mrs. H. L. Morel, Rt. 4, Hereford, Texas. 40-3p

THE NEXT 10 young people who enroll in this school can do so on unheard of terms of tuition. You can also earn your board and room. Write for information, Fleming Business College, 808 1/2 Polk St., Amarillo, Tex. 53

WANTED: Stalk or wheat field in which to pasture cattle. See O. G. Hill. 41-3c

## Lost and Found

FOUND: Child's blue suede purse. Call at Brand-office. 1c

LOST: Baby's white oxford or slipper. Please return to Brand-office. 1c

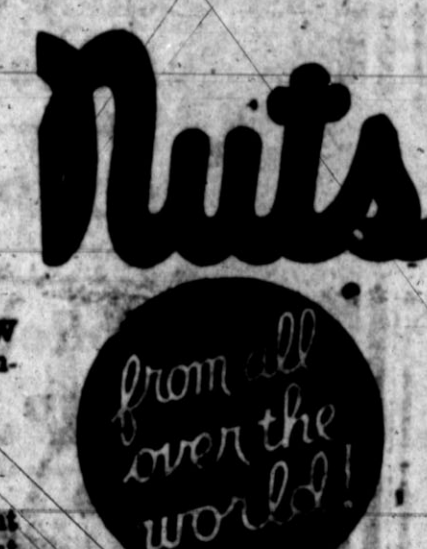
FOUND: 10-gallon cream can north of junk pile. Owner can have same by claiming can and paying for this ad. 1c

## CLOSE DRUG STORE

PHONE 13

### Home of 60c Purchase Plan

You Can't Afford a COLD



Protect Yourself NOW against COLD this winter! START TAKING Vitamins

A sure way to prevent Colds. See us now about the different Vitamins Products.

Our Special This Week

Fancy Mixed Nut Tidbits  
 Quarter Lb 15c     One Lb 59c

|                                    |        |
|------------------------------------|--------|
| \$1.00 Cod Liver Oil               | 89c    |
| 50c Cod Liver Oil                  | 39c    |
| \$1.00 Cod Liver Oil Capsules      | 89c    |
| \$1.00 Haliver Oil Capsules        | 89c    |
| Upjohn's Supp. "D" Pearles (30's)  | \$1.25 |
| Upjohn's Super "D" Pearles (100's) | \$3.50 |

Abbott's Vitamin Products  
 75c to \$3.50

"TAKE YOUR VITAMINS FOR BEST HEALTH"

|                                    |     |
|------------------------------------|-----|
| BOX (6 BARS) Cashmere Bouquet Soap | 49c |
| Pound Hershey's Chocolate Kisses   | 29c |

"SWEETEST DAYS"  
 A NATION-WIDE EVENT  
 October 16th, 17th and 18th

To celebrate NATIONAL CANDY WEEK and especially the three days known as "Sweetest Days" we present a special

2 POUNDS  
 MARTHA WASHINGTON  
 Assorted Chocolates  
**\$1.00**



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The great, new 1937 Dodge and Plymouth will be here soon. We're all excited about these finer cars. Don't miss the first chance to see them. There's a thrill in store for you!

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Bigger . . . More Luxurious . . . More Smartly Styled Than Ever Before!

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 GREATER ALL ROUND ECONOMY COSTS JUST A FEW DOLLARS MORE THAN THE LOWEST PRICE CARS

Millions Will Want To Switch To THE NEW DODGE!

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 DODGE 4-DOOR TOURING  
 PLYMOUTH 4-DOOR TOURING  
 PLYMOUTH DEMONSTRATOR, 4-DOOR

## Ireland Motor Co.

DODGE-PLYMOUTH     HEREFORD, TEXAS     SALES-SERVICE



# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

## CONKRIGHT HOME SCENE OF BRIDGE PARTY

Garden flowers in shades of yellow blending with rich brown were used as decorations when Mrs. Colby Conkright entertained a group of friends with a charming bridge party Thursday afternoon at her attractive country home. Bowls of bright yellow blossoms added beauty and color to the rooms where four tables of players enjoyed the games.

Mrs. Tom McCollum won high score prize, and traveling prize. The guest list included Meses. Travis Dameron, John Coffee, McCollum, W. M. Emmons, Will S. Kerr, Chas. Donald, B. F. Guthrie, J. C. McCracken, B. M. Wiltshire, Alton Fraser, W. L. Davis, Bernard Hicks, Dow Mercer, Oscar Hester and J. W. Witherspoon.

Switch to Dodge and save money.

## JUNIOR BAND MOTHERS SPONSOR AMATEUR CONTESTS

The Junior Band Mothers are planning to sponsor a series of Amateur Contests. The first of these programs is scheduled to take place October 29, at 7:45 in the high school auditorium.

Prizes will be given for first, second and third places, and will be \$5, \$3 and \$2. Admission will be 10 and 20 cents.

Those interested in making entries in this contest are requested to see or phone Mrs. Cliff Estes. These unique programs are sponsored by the Junior Band Mothers for the purpose of raising funds to carry on the necessary expense of the Junior Band, and a cordial invitation is extended to the public to attend the entertainments.

Switch to Dodge and save money.

## MRS. WILTSHIRE GIVES LUNCHEON FOR CLUB

Mrs. B. M. Wiltshire entertained members and guests of the Wednesday Luncheon club with a delightful luncheon Wednesday afternoon at her home. The house was attractively decorated with fall flowers, featuring the rich red browns of autumn's color theme. Red rosebuds adorned the lace covered table where the buffet luncheon was served. Seasonal suggestions were carried out in table and in the menu.

In the games Mrs. W. L. Davis won the club prize, and guest prize was awarded Mrs. John Wayland of Amarillo.

Members present were Meses. W. L. Davis, J. C. McCracken, O. E. Easley, Alton Fraser and the hostess. Guests were Meses. J. W. Witherspoon, W. M. Emmons and Mrs. John Wayland.

## LONE STAR STUDY GROUP ENTERTAINS PIONEER CLUB

Of paramount social interest during the past week was the forty-two-bridge party given Friday afternoon at the club house in Herford State Park by the Lone Star Study club, with members of the Pioneer Study club as honor guests. Seasonal flowers and halloween decorations furnished a setting as gay as the red, rust, green, gold and orange of Autumn's palette of colors.

Gleaming candles in appropriate pumpkin holders, and table appointments in yellow and gold, carried out the halloween motif.

High score prize in forty-two was won by Mrs. J. E. Beyed, and in games of bridge by Mrs. Jack Rose. Second high was awarded to Mrs. J. B. Jones.

Colorful refreshments were served to 20 guests.

## LAE CLUB MEETS WITH MRS. GEORGE SUGGS

The LAE club met with Mrs. George Suggs at her home in the Ward community Tuesday afternoon, October 6. Mrs. Jim Lipscomb, president, presided over the business session.

Roll call was an interesting feature of the program. The next meeting will be held October 20 at the home of Mrs. Bill Hutson. Members present were Meses. Jim Lipscomb, Bob Higgins, Jack Hutson, Bill Hutson and the hostess.

## MRS. ALFRED MAY HOSTESS TO DAWN STUDY CLUB

Mrs. Alfred May entertained members of the Dawn Study club at her home Tuesday afternoon, October 6. A social hour was enjoyed and lovely refreshments were served.

The next meeting will be October 20 at the home of Mrs. N. R. Millers and all members are urged to be present.

## SEVEN HERFORD STUDENTS IN WTSTC BAND

Seven Herford High School graduates who are now in WTSTC are making good in the college band. Eugene Harman, drum major in Herford High in 1935-36, holds the same enviable position in WTSTC. Herbert Boardman continues to play the bass, and Howard Williamson the French horn. LaNelle Scheihagen plays the alto clarinet, J. T. Carroll the cornet, and Dean Story the trombone.

## ARTIS RUSSELL WEDS

Mr. and Mrs. W. H. Russell have received the announcement of the marriage of their son, Artis, to Miss Yvonne Hinton of Los Angeles. The wedding took place Tuesday, October 6, in Los Angeles.

## LOCAL TALENT ON FINE ARTS PROGRAM AT CONVENTION

Musicians of Herford will represent local organizations on the Fine Arts program at the annual district convention of Federated Music clubs to be held in Lubbock October 23-24.

Mrs. B. M. Wiltshire will represent the Music Study club, and will sing Hills of Home, by Oscar J. Fox. The high school glee club, under the direction of Miss Thelma McMinn, will sing in the junior group. There are 52 high school girls in the club, and new maroon and white uniforms will be ready for this occasion. The club is sponsoring the picture, Anthony Adverse, which will be shown here October 25-26, and plans to help finance the Lubbock trip in this manner.

## YOUNG PEOPLE HOLD OPEN HOUSE

Young people of the Epworth League enjoyed a social hour at the Methodist church Sunday evening. Refreshments were served to 20 members. Games and other forms of entertainment were enjoyed.

Those taking part in the program were Helen Ann Snyder, Ida Belle Hicks and George McLean, with Virginia Eris Reed as leader.

Switch to Dodge and save money.

## Mr. and Mrs. A. H. Elliston Observe 52nd Wedding Anniversary

Mr. and Mrs. A. H. Elliston, who moved from Farmersville to the Panhandle over a quarter of a century ago, celebrated their 52nd wedding anniversary at their home Sunday, October 11.

Attending the celebration were their children, Mr. and Mrs. Burl Elliston of Canyon, Mr. and Mrs. Joe Bailey Elliston of Amarillo, and Miss Ruth Elliston, who makes her home with her parents. Two grandchildren, Mrs. Leaton Branson and her husband, and Thomas Elliston and wife, all of Canyon, were present. Two great grandchildren also attended.

The house was attractively decorated with old fashioned garden flowers and at one o'clock a lovely dinner was served.

Table decorations featured the colors of the bride's wedding gown used 52 years ago. A bouquet of yellow and white seasonal blossoms was used as a centerpiece. Miniature bridal couples were at each place, and places were marked by tiny wedding bells in yellow and white, wired to hold the place

card. A yellow and white cake carried out the color scheme.

Mr. and Mrs. Elliston are both native Texans. Mr. Elliston, who is 75, was born in Birdville, and Mrs. Elliston was Miss Martha Allen Willcoxson of Farmersville. The wedding trip was a 16-mile buggy ride to Greenville and return, which took an entire day. In 1901 they moved from Farmersville to Claude. Three years later they moved to Herford in a covered wagon. On the way they encountered a blinding snowstorm and were forced to seek shelter at the old T-Anchor Ranch.

Since coming to Herford Mr. Elliston has been closely connected with business and community interests of the city.

A son, Pat, who is in South America, and a daughter, Mrs. Grace Hevel of Denver, Colorado, were unable to attend the celebration.

Mrs. Grace Newsome, Mrs. Ward Golden and Mrs. Stalcup of Dimmitt were shopping here Saturday.

## MARRIAGE ANNOUNCED

Announcement has been made of the marriage of Miss Katie Balnum and Mr. George Nell, both of this city, which took place October 4 in Portales, New Mexico. Rev. Adams, pastor of the Christian church at Portales, performed the ceremony.

The bride is the daughter of Mrs. Mary Balnum, 300 Lee Avenue, and the groom is the son of Mr. and Mrs. Frank Nell of the Wyche community. Mr. and Mrs. Nell will make their home in Herford.

## AUXILIARY MEETS

The Presbyterian Auxiliary met Tuesday afternoon at the home of Mrs. W. M. Rigler. Mrs. Charles Donald led the spiritual life discussion, I Will Learn to Pray. Mrs. J. C. Thorns had charge of the lesson on Stewardship of Talents.

Church Night will begin at 7 o'clock, October 20. Last year's plan will be used again (each member bringing a covered dish). Out of Africa, will be the study theme for these evening meetings.

Switch to Dodge and save money.

## SMITH-NEWMAN WEDDING

Miss Lorene Smith and Mr. Leo Newman, both of this city, were married Sunday evening, October 11, at 9:30 o'clock at the Presbyterian manse, with Rev. John C. Thorns officiating.

Mrs. Vera Smith, the bride's mother, and Miss Pauline Newman, sister of the groom, attended the wedding. The couple will live near Herford.

## First Presbyterian Church

Services of worship at the usual hours Sunday, conducted by the pastor, Rev. J. C. Thorns. At the morning hour he will preach on Loyalty to the King. At the vesper hour of five he will preach on How Much Do You Weigh?

Sunday school at 9:45 a. m., G. M. Hudson, superintendent. Christian Endeavor, 6:30, Miss Faye Crosthwait, leader.

Church Night, Tuesday at 7:00 p. m.

Prayer meeting Wednesday at 7:30 p. m.

Mrs. J. C. Sullivan and daughter, Dorothy, of Amarillo visited their mother, Mrs. W. M. Rigler, and Miss Sayde Rigler Saturday.

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Many of our I.E.S. lamps give three degrees of light from one bulb—100 watts, 200 watts or 300 watts.

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| <b>Crackers</b> Excell 2-lb box <b>15¢</b>  | <b>Soap Flakes</b> Blue Barrel 5-lb box <b>35¢</b>              |  |
| <b>Tamafes</b> Gebhardt's No. 2 can <b>19¢</b>  | <b>SOAP</b> Crystal White 10 Giant Bars <b>35¢</b>              |  |
| <b>CHILE</b> Gebhardt's With beans 1 1/2-oz can <b>15¢</b>  | <b>Toilet Soap</b> Woodbury 2 bars <b>15¢</b>                   |  |
| <b>Spiced Beans</b> 2 1 1/2-ounce Can <b>15¢</b>  | <b>Matches</b> Good, Cheap 6-box carton <b>19¢</b>              |  |
| <b>SHORTENING</b> Mrs. Tucker's, 8 lbs <b>\$1.02</b>  | <b>RAISINS</b> 4 pounds <b>27¢</b>                              |  |
| <b>SUGAR</b> With Other Purchases of \$3.00 or More <b>10 lbs. 40c</b> When Sold Alone <b>53¢</b> |   |  |
| <b>OATS</b> 3-Minute, large size <b>18¢</b> , small <b>8¢</b>                                     | <b>RIPE OLIVES</b> Libby's, No. 1 tall can <b>15¢</b>           | <b>BAKING CHOCOLATE</b> Hershey's, 1/2-lb bar <b>9¢</b>                            |
| <b>ALL-BRAN</b> Kellogg's, small size, 2 pkgs <b>21¢</b>  | <b>TOMATO JUICE</b> Libby's, No. 1 tall can, 3 cans <b>23¢</b>  | <b>RICE</b> Comet, 2-lb pkg <b>15¢</b>   |
| One Measuring Cup FREE with this purchase!  | <b>GREEN BEANS</b> White Swan, No. 2 can <b>15¢</b>             | <b>SUGAR, Brown</b> Or Powdered, 1-lb pkg, 2 pkgs <b>15¢</b>                       |
| <b>SHREDDED WHEAT</b> N. B. C., pkg <b>11¢</b>  | <b>BLACK EYE PEAS</b> Fresh El-Food, 15-oz can <b>8¢</b>        | <b>TOMATOES</b> No. 2 can, 3 cans <b>23¢</b>                                       |
| <b>PREPARED SPAGHETTI</b> Libby's, 16-oz can <b>8¢</b>  | <b>PRESERVES</b> Libby's, assorted fruits, No. 5 can <b>55¢</b> | <b>PEACHES</b> Rosedale, No. 2 1/2 can <b>15¢</b>                                  |
| <b>PEAS</b> Rosedale, Early June, No. 3 sleeve, 17-oz can, 2 cans <b>25¢</b>                      | <b>CORN</b> Waynesville, Field No. 2 Can, 3 Cans <b>25¢</b>     | <b>SALAD DRESSING</b> , 1/2-pt jar Bestyett, qt jar <b>25¢</b> , Pt jar <b>15¢</b> |
| <b>CATSUP</b> Glen Valley, 14-oz bottle <b>10¢</b>  | <b>MACARONI</b> Spaghetti, 16-oz pkg <b>15¢</b>                 | <b>MARSHMALLOW</b> Angelus, 16-oz bag <b>15¢</b>                                   |
| <b>SODA</b> Arm & Hammer, 1-lb pkg <b>8¢</b>  | <b>KARO</b> Light or dark, No. 5 can <b>33¢</b>                 |  |
| <b>FRESH PRODUCE</b>  |   | <b>MEATS</b>   |
| <b>SPUDS 10 lbs. 21¢</b>  |   | <b>FISH</b> No bone, pound <b>22¢</b>  |
| No. 1 Colorado Reds   |   | <b>SLICED BACON</b> Sugar Cured, pound <b>28¢</b>                                  |
| <b>ONIONS</b> Yellow Spanish, 5 pounds <b>14¢</b>   | <b>BEEF ROAST</b> Four to Six Pounds Average, pound <b>25¢</b>  | <b>PICNIC HAMS</b> <b>25¢</b>  |
| <b>BANANAS</b> Yellow Rip, dozen <b>17¢</b>   | <b>CHEEK CUTS</b> , pound <b>14¢</b>                            | <b>STEAK</b> No. Seven Cuts, pound <b>17¢</b>                                      |
| <b>CABBAGE</b> Firm, Green Heads, pounds <b>3¢</b>  | <b>RIB ROAST</b> Meaty Ribs, pound <b>12 1/2¢</b>               |  |
| <b>CRANBERRIES</b> Quart <b>21¢</b>   |   |  |

**PRICES GOOD FRIDAY AND SATURDAY**

**FURR FOOD**

**WE BUY CREAM, EGGS, POULTRY AND HIDES**



**For Your APPROVAL**

**Just Unpacked**

New Shipment of **MEN'S SUITS and TOPCOATS**

Latest Material and Style.

Made by **MARK and HAAS**

**PRICES RANGE from \$15 Upward**

**FOR EVERYTHING TO WEAR, SEE THE Popular Store**

**QUALITY AND PRICES HIGH!**

**Summerfield News**

BY MRS. ASA ATCHLEY

If you need a well drilled, I can do it. Jim Mauk, 40-3c

Rev. and Mrs. S. L. Tidwell were here from Plainview Sunday, he filling his appointment.

Mrs. Ray Johnson honored Mary Louise Lookingbill Sunday evening with a marshmallow toast, which was attended by a number of friends.

Mr. and Mrs. Ewin Lance, Van Lance of Chillicothe and Mrs. W. C. Meharg of Amarillo are visiting the R. D. Lance home.

Miss Una Morris is working in Hereford.

Mr. and Mrs. Ray Wood, Joe Butler, Miss Kona Hyatt and Mr. and Mrs. Buckmaster of Dimmitt visited the Cullen Butler home Sunday.

Miss Viva Mae Thomas of Dandel visited relatives here last week. Clyde Russell visited his father in Lubbock last week.

Mr. and Mrs. John Heisman visited the L. Huckert home Sunday.

Miss Eva Greeson was here from Amarillo last week end.

Miss Edith Neill of Plainview is visiting Mrs. B. E. Roberson.

Mrs. Albert Crose and children visited the Milton home at Springlake last week.

E. B. Thomas of Amarillo visited the C. B. Thomas home Sunday. Louie Huckert is attending the Centennial at Dallas.

Ozell Lookingbill and family of Amarillo visited here last week-end. Lucretia Wilson and Ruth Lookingbill of Hereford spent the week end in the J.L. Lookingbill home.

Mrs. Clyde Russell visited her brother in Lockney recently.

J. N. Thompson of Spearman was here last week.

A group of young people from

**Westway Items**

BY WILMA SKYPALA

Mr. and Mrs. Rat Rowe of Los Angeles are visiting their parents, Messrs. and Mrs. G. W. Wilson and J. A. Roe.

Miss Wilma Skypala has returned from a visit in South Texas. G. W. Wilson is in Branson, Colo., this week.

Mr. and Mrs. V. Skypala were in Littlefield Tuesday.

Miss Wanda Foster of Hollene, N. M., spent Sunday with Vesta Mae Landers.

Mrs. Madole and Foster and children of Hollene spent Sunday in the R. M. Gunn home.

Everette Campbell of Ellsville is work for J. H. Landers.

Mrs. Kaykendall and children of Walcott spent Wednesday in the R. M. Gunn home.

V. Skypala and family spent Sunday with Mr. and Mrs. Ted Irbeck at Umbarger.

G. L. Vaughn left Monday for Tacoma, Wash., where Mrs. Vaughn and children are living.

Messrs. and Mrs. R. M. Gunn and J. H. Landers spent Sunday in the Huntsinger home in Hereford.

Mrs. Ruby Wilson and Petree of Hereford spent one day recently in the G. W. Wilson home.

Little Nellida Guy Lawrence of Walcott spent Saturday night with her grandparents, Mr. and Mrs. R. M. Gunn.

Edgar Skypala of Hereford, Miss Pauline Fangman of Messenger, Misses Laura and Minnie Till of Pilot Point spent Sunday evening in the Skypala home.

Switch to Dodge and save money.

Hereford will give an entertainment at the school house Friday night. Everybody invited.

**REVIEWING THE AMENDMENTS**

H. J. E. NO. 23

For a number of years there has been a definite movement to give State employees the benefit of Workmen's Compensation Insurance. The State, by law, requires other employers in all other industries to carry such insurance on its employees while the State has not done so.

It will be possible for the State to insure its workers under the terms of the third proposed Amendment to the Constitution, which will be submitted to Texas voters November 3, according to Secretary of State B. T. Matocha.

The amendment is permissive and not compulsory. It does not compel them to do so.

H. J. E. NO. 9

Limiting the representation of the larger cities is the clear intent of H. J. E. No. 9 relating to the apportionment of State Representatives for the counties of this State whose population exceeds 700,000 people, B. P. Matocha, secretary of state, declares.

It is provided by this Amendment that no county in this state shall be entitled to or have under any apportionment more than seven Representatives in the state legislature unless the population of such county shall exceed 700,000 people as ascertained by the most recent U. S. census.

In the event county shall have a population in excess of 700,000, then such county shall be entitled to one additional representative for each 100,000 in excess of 700,000 population as shown by the latest U. S. census.

The amendment also provides that no district shall be created which would permit any county to have more than seven representatives except under the above conditions.

**PERSONALS**

Mrs. Mark Cowart and son of Dimmitt were Hereford shoppers Thursday of last week.

Rev. J. A. Hornbeak returned from Dallas Saturday, where he attended a meeting of the Texas Synod of the Presbyterian Church.

Mr. and Mrs. E. E. Fridley were in Amarillo Saturday. Mrs. Beulah Lee Carter and Miss Ursula Fridley accompanied them home for a week end visit.

Miss Glenola Powelson left Friday for her home in Oklahoma City after a week's visit with her parents, Mr. and Mrs. Allen Powelson.

Mrs. Bess Seed of Canadian spent the week end here with her children.

Mr. and Mrs. C. H. Dyar left Tuesday for Dallas where they will attend the Centennial during the coming week.

Mr. and Mrs. Hubert McEntire and daughter, Marilyn, were in Hereford Thursday afternoon of last week.

A. D. Brownfield and daughter, Miss Beth, of Deming, New Mexico, visited in the J. A. Pitman home last week.

Mrs. Stanley March and Mrs. Henry Gooch of Amarillo spent Friday here as guests of Mrs. Seth B. Holman.

Mr. and Mrs. Lloyd Blackwell and Mr. and Mrs. Lewis Blackwell of Amarillo were guests in the home of Mr. and Mrs. Cooper Morgan Sunday.

Mr. and Mrs. Frank Carl and family left Thursday for Los Angeles, where they will make their home for the present.

Miss Ella Broadwell, who has been working on her Masters degree in NTSTC at Denton for the past several months, is now teaching history in the high school at Georgetown, Texas. Miss Broadwell is the daughter of Mr. and Mrs. H. L. Broadwell of this city.

Miss Ursula Fridley of Amarillo spent the week end with her parents, Mr. and Mrs. E. E. Fridley.

**First Baptist Church.**

Rev. B. N. Shepherd, pastor. Sunday school, 9:45 a. m. Preaching services, 11 a. m. BTU 6:30 p. m. Preaching service, 7:30 p. m. Prayer meeting 7:30 p. m. Wednesday, WMS, 3 p. m. Wednesday.

**THE MAN'S SHOP**

**HOMER FOX—Phone 111**

**IN BY THREE—OUT BY SIX**

**Fox Cleaners & Hatters**

Satisfactory Satisfying Satisfying

**To Start Church Night.**

Church Night will begin at the First Presbyterian church next Tuesday night at 7 o'clock. All will bring a covered dish and enjoy the fellowship of the others. The foreign mission study book, Out of Africa, by Ross, will be studied. The service will end by 8:30. Friends and members of this church should attend.

**CHEER UP YOUR Good Costs**

**FREE**

For 3 Toga from 10¢ Package or 2 Toga from 20¢ Package of SUPER SUDS (3 1/2 oz.) Mottled 1936... Ask for details!

**5 BARS For 28¢**      **5 BARS For 19¢**      **2 JKGS For 11¢**

|   |            |  |            |
|---|------------|--|------------|
| <b>PUMPKIN</b><br>No. 2 1/2 can, 2 for                          | <b>25¢</b> | <b>WALNUTS</b><br>New Crop, bulk, pound  | <b>19¢</b> |
| <b>HERSHEY BARS</b><br>2 bars                                   | <b>5¢</b>  | <b>VANILLA EXTRACT</b><br>8-ounce bottle | <b>15¢</b> |
| <b>SOUP, C. and B.</b><br>Any variety, including tomato, 3 cans | <b>35¢</b> | <b>GELATINE</b><br>Royal, package        | <b>5¢</b>  |

**COFFEE DEL MONTE 26c**

|  |            |   |            |
|--|------------|---|------------|
| <b>TOMATO JUICE</b><br>California Home, 3 cans 23¢, gal. | <b>45¢</b> | <b>CRACKERS</b><br>2-pound box            | <b>17¢</b> |
| <b>ORANGE SLICES</b><br>Pound                            | <b>10¢</b> | <b>PEACHES</b><br>In syrup, No. 2 1/2 can | <b>15¢</b> |
| <b>COCOA</b><br>Hershey's, pound                         | <b>12¢</b> | <b>LYE</b><br>Nu-Lye, 3 cans              | <b>25¢</b> |

**Peanut Butter QUART 26c**

|   |            |  |            |
|---|------------|--|------------|
| <b>SYRUP</b><br>Pure Ribbon Cane, gallon      | <b>69¢</b> | <b>PANCAKE FLOUR</b><br>Marco, 3-lb pkg    | <b>19¢</b> |
| <b>SALAD DRESSING</b><br>Worth's, quart       | <b>25¢</b> | <b>BLACKBERRIES</b><br>Brimful, No. 10 can | <b>47¢</b> |
| <b>OATS</b><br>Moon Rose, with glassware, pkg | <b>23¢</b> | <b>DATES</b><br>New Crop, 1b-pkg           | <b>21¢</b> |

**Toilet Tissue FT. HOWARD 19c**

|   |            |                                     |            |
|---|------------|-------------------------------------|------------|
| <b>PEP BRAN</b><br>3 packages                       | <b>25¢</b> | <b>CORN FLAKES</b><br>Jersey, pkg   | <b>11¢</b> |
| <b>PINEAPPLE</b><br>Broken slices, No. 2 can, 2 for | <b>29¢</b> | <b>SALMON</b><br>Pink, can          | <b>11¢</b> |
| <b>SHOE POLISH</b><br>Jet Oil, 2 bottles            | <b>25¢</b> | <b>CAKE FLOUR</b><br>Softasilk, pkg | <b>28¢</b> |

**FRUIT JARS**

|               |            |                                    |               |
|---------------|------------|------------------------------------|---------------|
| <b>DOZEN</b>  | <b>65¢</b> | <b>GOLD MEDAL</b><br>48-Pound Sack | <b>\$1.00</b> |
| <b>Quarts</b> |            | <b>GOLD MEDAL</b><br>24-Pound Sack | <b>98¢</b>    |
| <b>DOZEN</b>  | <b>49¢</b> |                                    |               |
| <b>Pints</b>  |            |                                    |               |

**FRESH FRUITS AND VEGETABLES**

|  |            |  |            |
|--|------------|--|------------|
| <b>YAMS</b><br>Portales, 5 pounds      | <b>14¢</b> | <b>CRANBERRIES</b><br>Quart                | <b>22¢</b> |
| <b>SPUDS</b><br>100 lbs \$1.85, 10 lbs | <b>19¢</b> | <b>LEMONS</b><br>Dozen                     | <b>27¢</b> |
| <b>BANANAS</b><br>Pound                | <b>5¢</b>  | <b>GRAPEFRUIT</b><br>Marsh Seedless, 5 for | <b>23¢</b> |

**Safer Carefree Miles**

... you get long, dependable mileage on

**CENTURY TIRES**



You'll never know how good Century Tires are until you use them on your own car. For years they've been first choice tires with thousands and thousands of car owners. Today—Century Tires with their speed-grip tread—their full cushion carcasses—their super strong beads—are bigger values than ever before. Don't wait—don't take chances. Protect yourself by equipping your car with safe new Century's today.

**CENTURY TIRES HAVE**

|  |  |
|--|--|
| <b>1 MORE NON-SKID</b><br>in wide, flat speed-grip tread.            | <b>3 MORE SAFETY</b><br>in super strength walls of steel wire beads. |
| <b>2 MORE STRENGTH</b><br>in full cushion, high flat fabric carcass. | <b>RESULT—Tires that guarantee car owners more for their money.</b>  |

**SEASON FOR COLDS PRESENTS PROBLEM**

The common cold is an economic problem of considerable importance and more time is lost from work and school through colds and illness to which they open the way than from any other single cause, according to observation of public health authorities.

"As a means of preventing colds, grippe, influenza, or whatever you choose to call the ailment that is usually present at this season, keep yourself as fit as possible," said Dr. John W. Brown, state health officer. "Get plenty of sleep. Do not overdo. Eat nourishing food at regular times, but do not overeat. Drink plenty of water and take some exercise out of doors every day.

"Colds are spread from person to person through the discharges from the nose and throat. Avoid droplet infection from the coughs and the sneezes. The germs which cause you to take cold may enter your nose and throat passages from the air when the infected person talks, coughs or sneezes. You may also catch cold by using an unwashed glass, spoon or fork which has been used by someone with a cold. The germs may be on your hands because you have touched something which has been handled by a person with a cold. Wash your hands frequently, especially before eating.

"Dress according to the weather. Have a coat ready for the cool days and don't feel that you are coddling yourself when you put it on. Sleep with your windows open but have sufficient blankets available to be comfortable. Do not allow the temperature of your home or working place to exceed 70 degrees.

"The quickest way to get rid of a cold is to go to bed and stay there—following your physician's advice at the beginning of the attack. For the public, the surest prevention is for everyone who has a cold to go to bed and stay there until it is cured, to receive no visitors and to avoid all crowds, in order that one may not be guilty of transmitting a possible deadly infection."

**Allred Backs Amendments.**

A plea to Texas voters to adopt Amendment No. 4 on the November 3 ballot was made this week by Governor James V. Allred. This proposed constitutional amendment would remove pardoning power from the hands of the Governor to those of a non-political, non-partisan board. At the present time the Governor has absolute power in clemency matters.

Mr. and Mrs. O. D. Thompson and children of Amarillo were guests of Mr. and Mrs. John Clark

**Special - Special - Special**

**CENTURY TIRE AND TUBE FOR THE PRICE OF THE TIRE**

|  |  |   |
|--|--|---|
| <b>6.00x16</b><br>4-Ply Tire<br>\$13.25 Value<br>6.00x 16 Tube       | <b>5.25x17</b><br>4-Ply Tire<br>\$10.50 Value<br>5.25x17 Tube        | <b>4.75x19</b><br>4-Ply Leader Tire<br>\$9.90 Value<br>4.75x19 Tube |
| <b>\$2.35 Value \$13.25</b><br>Both for .....<br>15-Month Guarantee! | <b>\$1.95 Value \$10.50</b><br>Both for .....<br>15-Month Guarantee! | <b>\$2.00 Value \$9.90</b><br>Both for .....<br>12 Month Guarantee! |

**Beavers Brothers Garage**

**FRUIT JARS**

**Flour**

**FRESH FRUITS AND VEGETABLES**

**PIGGLY WIGGLY**

**ALL OVER THE WORLD**

**FRANK GYLES, Manager PHONE 81. BUY AT HOME**



# PERSONALS

Mr. and Mrs. Jim Black of Black spent the week end visiting relatives in Hereford.

I have made the best wells in this country. See me about drilling your irrigation well. Jim Mauk. 42

Grady Luck, Henry Moore and Ray L. Kuykendall left this morning for Los Angeles, California.

Walter Richards of Rialto, California, arrived in Hereford Monday for a short visit with friends.

Mrs. D. H. Alexander returned Saturday from Silverton, where she had been at the bedside of her mother, Mrs. A. P. Donald, who has been quite ill for several weeks. Mrs. Donald is reported to be improving.

Mr. and Mrs. Lee Conklin and family visited their son, George, in Lubbock Tech Sunday.

D. L. McDonald, former business man of Hereford, transacted business here Friday.

Mmes. Dick Dixon, Walter Eastler and John Vines were Amarillo visitors Friday.

Miss Sylvan Wrenn of Memphis visited her sister, Miss Neville Wrenn, Sunday.

I have never failed to make a well yet. Let me drill your irrigation well. Jim Mauk. 40-3c

Ed Ireland, Jr., and E. D. Fox were business visitors in Amarillo Monday.

Mr. and Mrs. Reed Williams left Sunday for Dallas, Hico and Gainesville, where they will visit relatives, visiting the Centennial while in Dallas.

W. C. Hromas left Tuesday for Dallas to visit the Centennial Exposition. After leaving Dallas he will go to Hico and Moran for a short visit with relatives.

A. H. Owen is visiting his son, Rev. Hope Owen, in Quanah. He accompanied his son home Sunday night after the close of the meeting at the Baptist church.

Miss Joyce Davis, who is attending the Fleming business college in Amarillo, spent the week end here with her mother, Mrs. Bessie Davis.

Rev. and Mrs. B. N. Shepherd, Mrs. A. O. Thompson, Mrs. Wirt Phillips and Mrs. Phil Radovich were in Tucumcari Wednesday, attending the New Mexico State Baptist Convention.

Messrs. Lewis Woodford, David Harrison, Sherman Morgan and Hal Kester left Friday for a visit to the Centennial in Dallas and the Frontier Centennial in Fort Worth. They returned Tuesday night.

Bob Baird, students at WTSTC in Canyon, spent Saturday here with his parents, Mr. and Mrs. H. C. Baird. Bob left Sunday night with a group of his classmates for a visit to the Centennial in Dallas.

Mrs. F. H. Oberthier will leave Friday for Comanche, Texas, where she will join her four sisters for a visit to the Centennial. Before returning home she will visit her daughter, Mrs. Dewey Lawrence and family in Tyler.

Mr. and Mrs. Homer Brumley and Roger Brumley of Tulla attended the La Remuda celebration at Lubbock Tech Saturday night. Mr. and Mrs. Brumley remained in Lubbock over the week end visiting her parents, Mr. and Mrs. F. W. Montford.

Mr. and Mrs. C. F. Moore had as their guests Sunday Mr. and Mrs. Frank Moore and family and Orville Moore of Floydada. Mr. Frank Moore is county tax assessor and collector for Floyd county, and he and Orville are brothers of C. F.

Mr. and Mrs. Aaron Rose of Cohoma, Texas, and Mr. and Mrs. Carroll Laird of Kilgore, arrived Wednesday morning, called here by the illness of Mrs. L. H. Shore. Mrs. Rose and Mrs. Laird are daughters of Mrs. Shore.

J. W. Gunstream of Austin, deputy state superintendent of public schools, with headquarters at Canyon, visited the Hereford High School Monday. He inspected the local high school for the Southern Association of Accredited High Schools and Colleges.

Mr. and Mrs. E. E. Ramsey have arrived safely in Kansas City after driving for 60 hours through the rain, according to a message received by Rev. H. M. Redford, pastor of the Christian church. Mr. and Mrs. Ramsey are visiting relatives in Kansas City and attending the International Convention of the Disciples of Christ assembled there this week.

New OCC Enrollment.

A new OCC enrollment will be made on October 27 and 28, Mrs. C. A. Skelton, in charge of the local relief office, announced yesterday. It is probable the enrollment will be sent to Colorado, she said. Boys from relief families, who are eligible to enlist, may do so on the above days at the relief office.

Singing Program.

Saturday afternoon from 4 to 5 o'clock, a religious singing program will be presented by the Church of the Gospel at the corner of Fourth and Main Streets. It has been announced. A public address system will be used.

Paul Mathers Undergoes Operation.

Relatives here have received word that Paul Mathers underwent an operation for appendicitis at Wichita Falls, Monday, October 12. His condition was reported as satisfactory.

Marriage License.

Issued October 13, Lee Newman and Miss Lorene Smith.

Switch to Dodge and save money.

Popular as is the little house wren as a dooryard visitor and bird house tenant, members of the species generally breed at least twice in the same season; but more often than not, bird banding authorities state, a remating of the adult birds with other partners takes place before the second brood is raised.

## H. M. REDFORD SPEAKS TO HIGH SCHOOL GROUP

H. M. Redford, pastor of the Christian church, spoke at the high school chapel service Tuesday morning, using as his theme "High Jumpers". Contrasting the method of the "western roll" over previous methods in the high jump, he said today people should jump higher not only in athletics, but in government, business and religion because of improved methods.

He said Jesus was a high jumper in religion when he substituted his own authority for that of the scribes.

## TERRACING, CONTOURING ON STATE NYA PROJECT

An NYA representative was here recently to interview boys eligible for work under a new statewide project that is expected to get under way soon.

One hundred thousand dollars have been set aside for the employment of 1,000 boys to do terracing and contouring throughout the state. Some of this work will be done in Deaf Smith and surrounding counties. It is to be handled by the extension service.

Try the Hereford merchants before going elsewhere to buy.

## COMPLIANCE PAPERS SENT TO WASHINGTON

Deaf Smith county 1936 wheat compliance papers have been sent to Washington for payment, John R. Edmonds, state wheat agent, advised County Agent Alex Bateman in a letter last week end. No additional information has been received and it is not known when the first checks will arrive.

Dr. Jeremiah Rhodes, assistant state superintendent of public schools, inspected the Hereford High School Monday, paying particular attention to the junior high grades.

## Boys Bright Prospects

Max E. Frelburg of Quincy, Illinois, was here this week looking after property interests. He commented on the fine prospects for the coming year in this section.

## 1936 Taxes Tricking In

Nineteen thirty-six taxes are trickling in from non-resident property owners, Deputy Collector Pete Murchison reported Tuesday. Resident taxpayers are being notified as to the amount of their state and county taxes this week.

Switch to Dodge and save money.

# Walgreen System Drug Store

Oct. 15, 16 & 17

**Brooks DRUGS**  
PHONE 99 HEREFORD TEXAS

If you cannot use two of the same article make up your own combination of any two articles selling at the same price.

**Walking Sundae 5c 2 for . . . 6c**      **Jumbo Frozen Malt 10c 2 for . . . 11c**

Viscolized  
**MILK OF MAGNESIA**  
Full Pints  
**2 for 51c**

# ONE CENT Sale!

'Floss-Tex'  
Soft White  
**Toilet Tissue**  
**2 for 7c**

**ORLIS TOOTH PASTE**  
**2 Tubes 26c**  
You'll like Orlis tooth paste. Stock up at this price.

**PERFECTION COLD CREAM**  
4-oz. Sizes  
**2 for 51c**  
Delicately rose scented.

Stock up on drugs and medicine chest needs while these low prices prevail. Buy your supply now for all winter!

**Olseon Pure Norwegian COD LIVER OIL**  
Pint Size  
**2 for 1.01**

**MOUTH WASH ORLIS** Pint Size . . . **2 for 51c**

**MONARCH 2-QUART HOT WATER BOTTLE** 2 for **86c**

**MALTED MILK Plain or Choc., Lt.** 2 for **76c**

## 1c SALE SPECIALS!

- |                                |                                   |
|--------------------------------|-----------------------------------|
| <b>CASTOR OIL</b> 2 for 26c    | <b>HALIBUT LIVER</b> 2 for 1.26   |
| <b>TOOTH BRUSH</b> 2 for 26c   | <b>TALCUM POWDER</b> 2 for 51c    |
| <b>HINKLE PILLS</b> 2 for 26c  | <b>ANALGESIC BALM</b> 2 for 61c   |
| <b>COD LIVER OIL</b> 2 for 61c | <b>YEAST &amp; IRON</b> 2 for 76c |
| <b>TOOTH PASTE</b> 2 for 36c   | <b>DENTAL PERBORATE</b> 2 for 51c |
| <b>SYRUP OF FIGS</b> 2 for 51c | <b>CLEANING FLUID</b> 2 for 36c   |
| <b>SHAVE CREAM</b> 2 for 36c   | <b>COLD TABLETS</b> 2 for 26c     |
| <b>OLIVE OIL</b> 2 for 31c     | <b>PLAYING CARDS</b> 2 for 61c    |

**"Pau-Don" SHAVING CREAM**  
Giant Size  
**2 for 51c**

**Perfection CLEANSING TISSUES**  
500 Sheets to Box  
**2 for 51c**  
Faint and white

**Pa-Do Double Edge RAZOR BLADES**  
10 to pkg.  
**2 for 36c**

**For Beautiful Hair VALENTINE HAIR TONE**  
4-oz. Size  
**2 for 51c**  
Makes hair soft and improves

**Stock Up! Heavy Weight MINERAL OIL**  
Full Pint  
**2 for 26c**

**COCOANUT OIL & EGG SHAMPOO**  
4-oz. Size  
**2 for 51c**

**SHORELAWN Linen Finish STATIONERY**  
24 Sheets OR  
24 Envelopes  
**2 for 16c**

**GARVEY FOUNTAIN PEN INK**  
3-oz. Bottle  
**2 for 16c**  
Exceptionally low price for this brand ink

**L'ADONNA TOILETRIES**  
All Regular 50c Items  
**2 for 51c**  
All Regular 25c Items  
**2 for 26c**  
After this sale prices will be 50c and 25c

**Certified MINERAL OIL & AGAR**  
16-oz. Size  
**2 for 1.26**  
A smooth, pleasant lubricant and mild laxative.

**MARY LAKE LAVENDER LOTION**  
6-oz. Size  
**2 for 51c**  
Keeps the hands soft and moist.

**Campho-Lyptic COLD OINTMENT**  
Regular Size  
**2 for 36c**  
A quick-acting rub for sore throats.

**Certified & Genu ASPIRIN TABLETS**  
100 Tablets  
**2 for 51c**

**Campho-Lyptic COUGH SYRUP**  
4-oz. Size  
**2 for 36c**

**STAR THEATRE HEREFORD**  
MATINEE DAILY 1:45  
Sunday - Monday  
Preview Saturday Nite  
THRILL TO A NEW AIR EPIC!



**CHINA CLIPPER**  
PAT O'BRIEN  
Beverly Roberts Ross Alexander  
ADDED: POPEYE CARTOON and NEWS EVENTS OF THE DAY  
Tues. - Wed. A Real Bargain Show  
10c MATINEE NIGHT 15c  
SHE TOOK A RIDE AND RETURNED WITH A HUSBAND!  
THE 3 WISE GUYS  
ROBERT YOUNG BETTY FURNESS

Enter the Radio Season  
With An  
**RCA-Victor**  
Radio's Greatest Value  
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