

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

36th YEAR—NUMBER 43

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, OCTOBER 29, 1936.

FIVE CENTS PER COPY

About 500 Inspect New Central School

AROUND TOWN

Sights and Faces Seen

O. L. McKee, superintendent of West Park Cemetery, presented the published with a bouquet of big red roses from bushes he had planted along the cemetery driveway. The gift was in appreciation for a recent appeal by the Brand in behalf of the cemetery, which brought desired results. Mr. McKee is to be congratulated upon the manner in which he manages to keep the burial ground looking neat and attractive. It is really one of Hereford's most attractive spots.

Rear partitions at J. C. Penney's have been moved back to give the store greater floor space. The shoe and women's wear departments have been enlarged 10 feet in depth, and their general appearance improved.

All instructors in Central School are members of the State Teachers Association. Recognition of this fact was given in the last edition of the Texas Outlook, a teachers publication. It indicates the high interest of the teachers in their profession, as well as the interest of Principal Jimmy Gammill, who took the lead in getting the 100 per cent representation.

(Continued on last page)

JOE TRUSSSELL SINGING AT AMARILLO BAPTIST CHURCH

Joe L. Trussell of Brownwood, who had charge of the song services at the First Baptist church during a recent revival meeting here, is leading the singing in a revival at the First Baptist church in Amarillo.

Mr. Trussell went from Hereford to Wichita Falls, thence to Amarillo, where the meeting opened Sunday. He has a wonderful voice and is doing a splendid work.

Mr. and Mrs. Lewis Baer and Mr. and Mrs. Babinecamp of Rayne, Louisiana, spent the week end with Mr. and Mrs. Gaston Baer. Lewis Baer is a brother of Gaston Baer, who accompanied the party to Tucuman Sunday where they visited another brother, making the return trip Sunday night.

Receives Charter.

Richmond University of Chiropractic has received a charter to operate in the State of Texas. Drs. Lyle H. Leslie and E. E. Perkins have announced.

Mr. and Mrs. Adrian Odom left Wednesday afternoon for Memphis, Texas, where Mrs. Odom will undergo an operation today. She suffered an attack of appendicitis Tuesday night. Dr. J. A. Odom, Mr. Odom's father, will perform the operation at his hospital in Memphis.

Ben Ames Williams writes Deputy of the Devil

(Continued on last page)

IMPROVEMENTS PRAISED BY VISITORS AT OPEN HOUSE LAST THURSDAY

Several hundred persons inspected the new Central School building during open house last Thursday afternoon and night. Superintendent C. H. Dillehay and Principal Jimmy Gammill estimated.

The Junior Band Mothers, who served tea during the occasion, estimated that they served slightly more than 400 persons. A number passed up the refreshments, making a conservative estimate of approximately 500 persons who inspected the improvements.

That the work met with hearty approval of school patrons was evident. Especially did the change from a dark, poorly ventilated building to a well lighted, airy structure draw considerable comment. The new wings were modernly finished, and the old portion of the building remodeled to such an extent that there is not a great deal of difference between the new and old sections of the school.

Displays in the different classrooms drew considerable interest, as did the profusion of beautiful flowers placed throughout the building and the concert by the junior band, under the direction of Director Ralph Smith. Mrs. Cliff Estes had charge of the serving and Mrs. Hall Beavers was in charge of flowers. Mrs. Ralph McCullough is president of the organization.

All teachers were in their respective rooms during the hours the building was open. They showed the visitors through the rooms, calling their attention to all changes and improvements that had been made. Also on exhibit were a number of new books just received by the school library. Dillehay, Gammill and Jesse Stanford, president of the school board, received the congratulations of visitors.

To Give Canning Demonstration November 4-5

Mrs. Allise Chapman of Dallas, well known home economist of the Ball Bros. Co., will be in Hereford at the Stren Hardware Co. November 4 and 5 at 2 p. m. at which time she will give a free demonstration in the proper modern method of canning meats, fruits and vegetables in glass. Mrs. Chapman is a graduate of East Central State Teachers' College in Oklahoma and was formerly connected with the extension department of Oklahoma A. & M. College. During her experience she has specialized in the art of canning. Mrs. Chapman has done extensive work in the culinary department working with clubs interested in better food for home use. This demonstration is being sponsored by Ball Bros. Co. for 50 years manufacturers of Mason jars of fruits, meats and vegetables under the U. S. Government approved methods of steam pressure, hot water bath and open kettle canning. Attendance prizes given.

Wills To Father's Bedside.

Dr. R. R. Wills was called to Central Texas Tuesday night because of the illness of his father. Dr. and Mrs. Wills and small son left about 7:30 o'clock Tuesday night. His father's home is near Waco.

NEW APPEAL FOR FUNDS ISSUED TO LOYAL DEMOCRATS

Mrs. Seth B. Holman, Democratic finance chairman, issues another appeal to Democrats to do their part in raising the county quota. A per cent of the quota of \$302 has been raised, and the committee hopes to complete its drive before the election Tuesday.

Although the campaign will be completed at that time, the funds will still be needed to meet expenses. Mrs. Holman will receive the contributions at the meeting.

Poultry Show Plans Advance

SEVENTH ANNUAL EVENT TO BE HELD HERE ON DECEMBER 10, 11, 12

Plans were moving forward this week for the seventh annual Tri-County Poultry Show to be held here on December 10, 11 and 12, when several hundred of the leading birds will be brought together from over the Texas Panhandle and Eastern New Mexico.

Secretary W. M. Emmons and President N. C. Vogels are in charge of planning the divisions and exhibitions, as well as arranging the prize list. They reported yesterday that their work is progressing rapidly but was not ready to be released to interested poultrymen.

The birds will again be placed on exhibit in the show room of Rosson Implement Company, with FFA members in charge of the pens and caring for the birds.

Honor Roll at Central School

Sixteen pupils from the fifth and sixth grades were listed on the Central School honor roll for the first six weeks, it was announced yesterday.

The honor roll includes: sixth grade: Ruth Temple Hastings, Rachel Ireland, Nadine Newell, Rena Rae Renfro, Gloria Cress, Lois Agnes Gilbreath, Mabel Henderson, Mattie Louise Lawhon, Selma Robinson and Marjorie West. Fifth grade: John Douglas Pittman, Helen Rutherford, Billy Dameron, David Neal Bosman, Phyllis Gene Radovich and Billie Louise Crawford.

County Singers to Meet.

The Deaf Smith county singing convention will hold its semi-annual meeting at Messenger on November 8, it was announced Tuesday. It will be an all-day meeting with a noon luncheon being one of the features. All singers are urged to be present.

Pleased With Conditions.

T. W. Medlin of Tyler has been visiting for the past two weeks in the home of Tom Carter. Mr. Medlin was looking after extensive farming interests here, and reported he is well pleased with present prospects.

New Serving Sandwiches.

The Corner Drug Store this week opened its new sandwich and coffee service. A modern, attractive sandwich counter and a toaster have been installed. A coffee urn was expected this week. This department of the store will specialize in all kinds of sandwiches and hot and cold drinks.

Whitefaces Splash Way To Conference Win Over Happy

Matching long passes with long runs, the Hereford Whitefaces moved up another notch in the sectional gridiron race last Friday afternoon with a 13-6 victory over the Happy Jacks on the rain-soaked snow-soaked Happy field.

Defying the elements that were ready-made for slow scoreless football, the clubs stepped out with long thrilling gains in the most exciting tilt in which the Herd has figured this year. Although the Whitefaces put up a stubborn fight, it was only through the grace of the gridiron gods that they were able to maintain their margin over the Jacks.

Herd Opens Scoring.

Hereford opened the scoring in the second period, after a listless first quarter in which the clubs felt their way about carefully. Before the half, however, Happy tied the count. Loerwald's long touchdown run in the final period ended the scoring, but not until Happy had completed a pass beyond the goal line, only to have it ruled a touchback because the receiver ran beyond the end zone.

Texas' 1937 Road Program Is Approved

PAVING THROUGH DEAF SMITH COUNTY PROBABLY IS INCLUDED

Texas' federally aided road program for 1937, calling for \$15,542,634, has been approved by the U. S. Bureau of Public Roads, a United Press dispatch Sunday said. The state highway department had been advised. The program was formally adopted by the state highway department last week.

It is believed locally that the program will include the paving of Highway 60 through Deaf Smith county, and perhaps to the New Mexico line, filling in one of the remaining gaps in the Panhandle's most important roads.

No individual projects were released by the highway department, but county officials were recently assured by District Engineer Van London of Amarillo that this strip of unpaved highway was included in the tentative program only a few weeks before it was officially adopted.

Van London said that should the program be approved by the Federal government, in all probability the contract for paving from Hereford to the Randall county line would be let prior to January 1, 1937, and that all paving through the county would be under way or completed prior to July 1, 1937.

Local officers feel certain that the Deaf Smith strip was not dropped from the program, since no indication of such has been given, and to their knowledge no difficulties have arisen.

THIEF INJURES CAPTOR BUT PAYS WITH HIS LIFE

A sneak thief, surprised in the act of stealing milk, wounded W. B. Dameron Sunday night before paying for the crime with his life. The thief was a thirsty cat.

Mr. Dameron grabbed the cat by its rear legs when he caught it stealing milk, it was reported, and the animal turned on its captor, painfully scratching the back of his right hand. Mr. Dameron succeeded in killing the cat.

Severe pain followed the injury, and medical aid was summoned early Monday morning. Although there is believed to be no danger of complications, Mr. Dameron's hand is badly swollen and the injury is still painful.

HERD ENTERTAINS AMARILLO YANNIGANS

The Whitefaces, leading the sectional race, remains at home this week end to entertain T. G. Hull's Amarillo Yannigans. The game will be played at Whiteface Field Friday afternoon at 3:30 o'clock.

The Yannigans, a strong aggregation from Amarillo's state champion outfit, will provide the Herd with ample competition for a good object lesson before the Whitefaces tackle the Tulla Hornets and Canyon Eagles on successive Fridays for their final drive toward the district title game on Thanksgiving. Tulla kept pace with the Herd Friday night by defeating Canyon, 13 to 0.

lateral pass and scampered 40 yards on the first series of downs in the second period. The pass was bad, the ball striking the ground before bounding into Foster's arms. The play was called back, but after a conference with coaches, the touchdown was allowed. The pass for extra point was too long.

Happy Tie Score.

After Happy retained the kick-off, an exchange of punts gave

Lower Cost, Water Conservation, And Convenience Outlined by REA

SNOW BLANKETS AREA, WITH TEMPERATURE BELOW FREEZING

Snow blanketed the Hereford area last week-end, bringing, along with light rains, a total of .59 inches of moisture, and accompanied by sub-freezing temperatures.

Last Thursday morning started with a light sleet that changed to snow, which fell steadily throughout the day. Across the southern portion of the area it amounted to approximately five inches, while in the northern portion it was estimated at about two inches. The temperature Thursday morning was 29 degrees, the lowest of the week end, which was equaled on Friday and Monday mornings. The high for the week end, as recorded by the Government station here, was

61 degrees Sunday afternoon, and was reached shortly before a fresh norther drove the mercury down again. The wave ended Tuesday with a warm sun and subsided wind.

Drizzling rains that were little more than a fog, added .04 inches of moisture Friday, a like amount Saturday, and .09 Sunday to that obtained from Thursday's snow. The precipitation, while hendering for several days the gathering of row crops which had not been completed, but was of great benefit to growing wheat. Only slight damage to trees, still holding its foliage, was noted.

Voters Join Trek To Polls Tuesday

LIST ELECTION JUDGES TO BE IN CHARGE OF BALLOTING IN COUNTY

Deaf Smith county voters will join the nation next Tuesday in a trek to the polls in a presidential election, and to help select state, district, county and precinct officers. In addition, they will pass on six amendments to the Texas Constitution.

With local Democratic candidates assured of offices, interest here naturally is centered in the presidential race. While the area is almost solidly Democratic and no great amount of enthusiasm has been aroused in the campaign battle between the forces of President Roosevelt and Governor Alf M. Landon, the people are interested in the sidelines.

The polls will open at 10 voting places in the county at 8 o'clock Tuesday morning and remain open until 7 o'clock Tuesday night. Returns are expected to be reported rapidly Tuesday night. Official ballots will be delivered to the polling places Saturday.

Voting boxes and election judges named by the commissioners court are: Dawn, R. A. Frye and Alfred May; Hereford No. 1, Dave Alexander, J. H. Head and Dock Robinson; Hereford No. 2, C. H. Dillehay and H. G. Conkright (a third to be named to succeed S. Ireland, disqualified when elected county Democratic chairman); Messenger, Charlie Brown and Geo. Messenger; Roe, J. A. Roe and Grady Wilson; Fairview, Bob Campbell and L. H. Carter; Daniel, Coy Phillips and Clarence McBrook; Ford, Carl Straffus and Hardy Benson; Slings, Jim Chapman and Jack Fortenberry; Bippus, George Bippus and one to be named.

S. H. Condron To Speak Here Next Thursday

BAY VIEW CLUB BRINGS AUTHORITY ON INTERNATIONAL PROBLEMS

S. H. Condron, professor of government and economics at West Texas State Teachers College in Canyon, will speak on international peace at the First Methodist church at 3 o'clock next Thursday afternoon, his appearance sponsored by the Bay View club of Hereford. The public is cordially invited to attend.

Mr. Condron spent more than a month last summer in Ann Arbor, Michigan, in session at an international conference. He probably is better acquainted with the present day international problems which threaten the peace of the world than any other man in this section of the country. His talk will be both interesting and instructive.

A large crowd is anticipated. The American Legion has been invited to attend in a body, and it is probable that a number of local stores will close so that employees may attend, a representative of the Bay View club stated.

Former Citizen Passes Away

William Roy Myers, 50, former resident of Deaf Smith county, passed away on September 30, in an Abilene hospital, it has been learned by former friends here. Mr. Myers had many friends in and near Hereford who remembered him during the 28 years since he left this community.

His home was in Snyder. He came to Deaf Smith county in 1900 with his parents, Mr. and Mrs. J. J. Myers, and resided for a number of years on the old T. M. Palmer farm north of town. He was a member of the Baptist Church. Among the survivors are his wife, three sons, three sisters and his mother, who resides at Corpus Christi.

Expect Wheat Checks Any Day

The Deaf Smith county agent's office is more or less anxiously awaiting the first notification of compliance payments for final wheat contracts under the old AAA.

Agent Alex Bateman said they are expecting the notification any day. The checks probably will come in small groups, scattered about the country in irregular manner. As soon as a farmer's check arrives, he will be notified and need not call to inquire about his check until he received the notification.

OVER 300 PERSONS HEAR REPRESENTATIVE DISCUSS PROJECT PLANS

More thorough irrigation at less cost, conservation of the shallow water supply, and the general use of electricity to relieve farmers of burdensome work and to modernize rural homes were included in the conception of J. Warner Pyles, Rural Electrification Authority representative, of the electrification project proposed for the shallow water district surrounding Hereford.

More than 300 persons crowded into the district court room Monday afternoon to hear Mr. Pyles discuss the plan that may bring cheap electrical energy into many rural homes and irrigation plants in the Hereford area by next spring.

Cost, Usage Too Great. "In this section of the country, where it is necessary to do irrigation, you have been using 25 horsepower motors pumping 24 hours per day. It will be necessary that you change," he stated. "On farms of 200 acres or less, you can cut in half your irrigation time and the flow of the wells. You can put in a reservoir, pump it full at night and use this water in the day time in conjunction with your well. It will cut irrigation costs \$75 or \$80 a month."

The rural electrification plan recommended by the Government is the Roachdale system of cooperation, Mr. Pyles stated. Each person on the line becomes a member of the cooperative and has one

(Continued on last page)

Contributors To Democratic Campaign Fund

Jimmie Witherspoon, Bert Sindt, City Drug Store, Hudson Grocery, Robert Thompson, Paul Barnett, J. A. Hornbeak, Deaf Smith County Young Democrats, H. V. Hennen, A. S. Higgins, F. H. Orthler, Major Schroeter, J. C. Jordan, W. M. Stewart, C. J. Paddock, H. G. Conkright, J. E. Hill, N. E. Gass, F. H. Foster, A. O. Thompson, T. E. Seigler, J. S. Jones, Carl Hill, Ans Martin, Travis Caraway, Troy Moore, Fox Cleaners and Hatters, Woodrow Ireland, Willard Battery Station, W. O. Witherspoon, E. S. Ireland, R. E. Knott, Claude Ricketts, Bob Fullwood, Ike's Cafe, Fred Brown, Gaston Baer, Glen Weir, O. D. Godwin, St. Orr, M. D. Womble, C. F. Moore, Dr. R. R. Wills, Jim Clark, J. P. Stalon, W. F. Gillis, Close Drug, Stren Hardware, E. B. Black, Brooks Drug, Gyles Brothers, Charles Bennett, John McLean, Bill Hutson, Arlie Dean, V. T. Glenn, H. M. Benson, Jim White, J. M. Marchison, Mike Baird, J. H. Wilson, Mrs. D. H. Ross, Bessie Smith, H. D. Hill, Geo. Benson, H. E. Miller, Elmer Womble, W. W. Wimberly, Mr. Carsham, J. H. Brooks, O. E. Sherman.

IRRIGATION EXPERT IS VISITOR IN HEREFORD

J. A. Ulmer, an executive of the Johnson Pump Company, of Los Angeles, and L. L. Lane, factory representative at Roswell, were in Hereford last week discussing irrigation problems with William McGehee.

Mr. Ulmer was enroute home after vacationing at Torreon, Mexico. He has been here several times in the past few years inspecting irrigation projects, and states he is confident there are wonderful possibilities for irrigation in this community.

Weather Chart

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

Day	Max.	Min.	Moist.
Thursday	50	29	0.45
Friday	40	20	0.04
Saturday	51	37	0.04
Sunday	51	45	0.08
Monday	51	39	0.09
Tuesday	55	32	0.09
Wednesday	55	35	0.09
Thursday	71	48	0.09



DEPUTY OF THE DEVIL

By BEN AMES WILLIAMS

CHAPTER I

The events to be related began upon a certain afternoon and early evening when Doctor Greeding became for almost the first time in his life furiously angry. Call these events coincidences; yet it is permissible to suggest that if human passions be supposed sometimes to have a force of their own, so that a violent emotion in one individual may without any physical action on his part project itself and impact upon other individuals, then these occurrences will fall into an ordered pattern.

Doctor Greeding's own experience had persuaded him that incidents do occur, and conditions do arise, for which there can be no

natural explanation. Certain episodes in his life, certain unique traits which he recognized in himself had long since convinced him of this.

Thus his sense of smell was far more acute than normal. If he came into an empty room he knew instantly who had past passed through that room. In the same way, perhaps from a peculiarity of structure which his oculist early remarked, he could see with some precision in the dark. Incidentally, his eyes sometimes shone like those of an animal; and Mrs. Greeding might be startled, when they both awoke at night, to see her husband's eyes thus gleaming.

Doctor Greeding cultivated these

unusual capacities—taking care, for instance, not to smoke, lest he blur his sense of smell; but this was a matter as much inclination as of choice, for he had a dog's distaste for tobacco. Mrs. Greeding, and his daughter, Nancy, respected this feeling on his part. Mrs. Greeding never smoked at all, Nancy never when she was near him.

But he had other gifts not so definitely physical. For instance, he sometimes knew what a person was about to say before the word was uttered. Or when he approached a street-corner, or a closed door, he might find himself perfectly sure that when he turned the corner, or opened the door, he would discover a certain person or scene.

Also, he had had occasionally the experience of wishing very much that something entirely out of the ordinary run of expectation would happen—and having the wished-for event occur. But this he attributed to his 'luck.' Doctor Greeding was in fact a child of good fortune. Life ran well with him. He had married, with the deliberate intention of furthering his career, the girl he chose; and their life together had been all that he had hoped. He had desired one child, a daughter; Nancy was their only child. He had sought material and professional success, and found it.

And in other ways, in the small incidents of daily life, luck was likely to break in his direction. His mother—she was a simple woman—once told him that he had been born under a caul. "So you'll always be lucky," she explained.

The thing began with Ira Jerrell, a wealthy business man near Doctor Greeding's own age, whose life the Doctor had saved by a difficult operation. From that day, as a not unnatural consequence, their friendship had steadily deepened.

Today Jerrell had telephoned Dr. Greeding and made an appointment to lunch with him, at their club. During the luncheon they spoke of casual matters. Afterward, Jerrell started to light a cigar, then hesitated.

"Light it, Ira," the Doctor bade him, smiling. "The window's open; and if any tobacco can be tolerable to a sensitive nose, it's yours."

So Jerrell scratched a match. He was a man physically fit, lean and hard. His thick hair contributed to the youthfulness of his appearance; but there were betraying lines at the corners of his mouth. He said, after a moment, quietly:

"I want to have a talk with you, Ned—about Nancy." There was a slow color in his cheeks.

The Doctor nodded. "Yes, I know." Jerrell looked at him curiously. "How can you know?" he asked. Doctor Greeding only smiled, and Jerrell said: "Ned, I have always a feeling, in talking with you, that you know what I'm going to say. You're a curiously understanding man." He chuckled. "I should not like to try to keep a business secret from you."

"If I could read your mind, I'd have been able to retire long ago," Doctor Greeding remarked. "You don't—speculate, do you?" Jerrell inquired. He had never invited the other to participate in any business affair.

Greeding shook his head. "No. At least, I never have. I'm naturally cautious, and it hasn't been necessary. I've been lucky in my investments. I was born under a caul, you know." His tone suggested that he was laughing at his own words.

Jerrell finally spoke again. "Well, you're right, Ned," he said. "It's about Nancy. She's a beautiful, lovely girl."

"Why, yes," Doctor Greeding smilingly assented, rather amused at the other's indirection. "I think so."

After a moment Jerrell came to the point:

"Ned," he said, "here it is, in words of one syllable: if—well, I would like to marry Nancy." Doctor's Greeding's heart quick-

ened its beat; but he held his tongue. Jerrell went on, hurriedly. "Of course, I haven't spoken to her," Jerrell explained. "It seemed to me that under the circumstances I ought first to come to you—my old friend, and Nancy's father."

And he continued: "I see quite clearly the difficulties in the way. I am twenty years older than she is, twenty-two or three years older. That is an obstacle. Then I have known her, as a child, and as a young woman, for years; but she has thought of me as an old man—who grew older—for as long. That is another obstacle. There may be still others. It may be that she is—in love with some one her own age; and it may be that even if she were not, you and Mrs. Greeding would object to her marrying me, either because I'm so much older, or for some other reason."

He hesitated, and when Doctor Greeding still held silent, he went on:

(Continued next week.)

Try the Hereford merchants before going elsewhere to buy.

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 judg-

ment 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 13th day of August, 1936, of record in the Minutes of

said Court in Vol. 6 at page 72, to which reference is hereby made. Dated this 6th day of October, 1936. GENEVIEVE EBERLE, Receiver.

FREE Canning DEMONSTRATION



Attendance Prizes Given

By MRS. ALISSE CHAPMAN Home Economist Correct and economical methods for preserving Meats, Fruits and Vegetables in . . .

Individual canning problems solved

BALL JARS

No Metal Taste

NOVEMBER 4th and 5th AT 2:00 P. M.

STREU HARDWARE CO.

PLAN YOUR SPENDING

Credit is a wonder asset if it is not overworked. Plan your spending within your own means so that you will always be able to



MEET YOUR OBLIGATIONS WHEN DUE

BUY FREELY PAY PROMPTLY

HEREFORD CREDIT ASSOCIATION DOROTHY H. ROSS

Local Affiliation of the NATIONAL RETAIL CREDIT ASSOCIATION

ON DISPLAY at all Buick Showrooms

SPECIAL CENTURY ROADMASTER LIMITED

FOUR WONDROUS NEW REASONS WHY. "It's Buick again!"

SENSATIONAL is the fervor with which the American public has taken to its heart the brilliant motor cars offered by Buick this year.

Indeed, the sweeping success of the 1936 Buick program flatly challenged us and our great parent General Motors to a momentous decision.

Should we continue this amazingly popular line of cars into next year, perhaps the prudent thing to do—or should we dare broad improvement upon their spectacular excellence?

We felt there was only one right answer to that question, the bold and progressive answer—and that's why insiders now forecasting 1937 are already saying: "It's Buick again!"

That's why on top of \$15,000,000 recently spent re-tooling and re-equipping Buick's great plant, we appropriated and are now spending \$14,500,000 more.

That's why every car in the 1937 Buick line—the SPECIAL, the CENTURY, the ROADMASTER and the LIMITED—is a triumph visibly and intrinsically outranking anything we have ever done.

Each has more beauty for dazzling style, more power for breath-taking action, more room for full-family comfort, more downright "road-command" for safety and pleasure.

See them—then you'll know why Buick's soaring sales curve is headed for yet loftier altitudes next year.

YOU'VE GOT WHAT IT TAKES! \$765

You can afford the new Buick. It's easy to buy and thrifty to own. With all its quality, its phenomenal performance and stunning style, prices start as low as \$765 and up list as high as \$14,500. Buick's new plant, with its new machinery, is now producing Buick's great cars. Prices subject to change without notice. YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR.

OIL-PLATING DONE HERE

(BUT BE SURE YOU READ ALL THE OTHER WINTER OIL ADS, TOO)



You will find most of the emphasis these days, on oil that flows freely.

Well and good. You SHOULD use your correct Winter grade, but . . . You can see that the more freely any oil flows, the more freely it FLOWS DOWN OFF the pistons, cylinders, and other parts when you stop.

Then in starting up cold, where is mere free-flowing oil?

It is waiting to be pumped up on the job. And even in much warmer weather than this—according to engineering opinion—those oil-starved waits can cost you more engine wear than all the rest of your driving!

But this Winter with free-flowing Germ Processed oil, you can have your engine Oil-Plated! . . . much more than a change to OUR Conoco Germ Processed oil . . . really a change to unbroken Winter lubrication for YOUR engine. It may stand cold for hours—days—weeks. Yet the slippery Oil-Plating formed only by patented Germ Processed oil, will always be UP IN ADVANCE. Pistons slip easy. Starter spins. Oil-Plated engine obliges—and lives the good life, on a stingy diet of Conoco Germ Processed oil. Continental Oil Company

GERM PROCESSED OIL

YES, WE HAVE IT!

NEW AND IMPROVED CONOCO GERM-PROCESSED MOTOR OIL TIME TO CHANGE TO WINTER WEIGHT OIL NOW!

FOR PROMPT DELIVERIES OR THIS SERVICE—CALL 566

Sewell Service Station



Norton Motor Co. 317 E. Main Street Hereford, Texas

BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

Arthur Ikin Sees Great Future For Texas In World Trade

"The trade opening between Texas and the West Indies, especially the island of Cuba, will soon become important," Arthur Ikin, English consul to the Republic of Texas, wrote in 1841. Ikin prepared a "Guide to Emigrants," which was published in London for the purpose of attracting English colonists to the new country. In this little book, now a rarity among Texans, he took up every important aspect of geography, topography, agriculture, commerce, and other general statistics concerning Texas, and placed at the disposal of prospective settlers a vast fund of information calculated to interest them in the Republic as a new home. One copy of this rare volume is now in the Texas Collection of the University of Texas Library.

"From Texas, these islands can be supplied with provisions and mules, more easily and more cheaply than from any other quarter," Ikin wrote, referring to the West Indies. "The Mexican traders will often sell mules in Western Texas for 30 dollars, which would command, in Havana, 150.

"Hides, as well as cotton and tobacco, will form a considerable export to Europe.

"That invaluable timber for ship building, (especially for vessels of war), the live oak, must also become a very important object of commerce. It is in Texas one of the most common, as well as the most noble of forest trees; and, it is believed, it might be procured there at less cost, and of better quality, than from any other coast to which we have access. (Note: In a report made by the Secretary of the Navy to the United States Congress, in 1832, the value and scarcity of this species of oak are thus referred to: 'The value of the live oak is so generally known that it will not, I am sure, be necessary to say anything to the committee on that subject. Forming the most essential material in ship building, equal in durability and strength to the teak, and far surpassing it in buoyancy, without any substitute on this continent, its destruction cannot be contemplated without the most serious apprehensions. For ships of war it is admitted to be the best in the world. This timber is only found in any quantity south of latitude 32, and rarely ever grows north of 34. . . It is disappearing by exportation, by sales and by clearing up the country for cultivation, until the coast of Georgia is nearly shorn of every branch, and a large portion of East Florida. There is none, it appears, between the Sabine and the Mississippi, and the small quantities in Alabama, and the state of Mississippi, are inaccessible. Compared with the demand, there is but a small portion in West Florida. . . If natural product is our dependence, we shall be in half a century without live oak enough to repair such a vessel as the 'Constitution,' and shall have to sell her ex necessitate. . . The Congress of the United States appropriated 200,000 dollars as early as the year 1799 to form plantations of live oak, and it has since been recommended by Mr. Jefferson. There is scarcely an intelligent officer in our navy who is not in favour of it.'")

"Shippers to Texas must for a time be cautious as to the extent of their consignments; recollecting that, however great the commercial prospects of the country are, it is at present only a new market, whose own consumption must necessarily be limited, and the channels of whose interior, or transit trade, are as yet but very partially opened. The time will soon arrive when a vast amount of British goods may be

advantageously imported; at present, shipments should consist of small general assortments; that is to say, for great varieties of articles—but not great quantities of each article. The quality should be always good. It is a great mistake to suppose the refuse of other markets will sell well here. Winter is the busiest season for trade. Cotton being the chief return, it will be some guide to shippers to know that the quantity grown in Texas during the present year is generally estimated at full 50,000 bales. Much of this, however, reaches New Orleans via the Red River, without being identified as Texian cotton. The official returns of the quantity duly exported did not, in 1840, include more than 15,304 bales, though it should be added, that much of that year's crop was not exported until 1841. Besides her cotton and some hides, Texas already produces no inconsiderable amount of specie from Mexico, with which to purchase European goods.

"The total amount of imports during the four years ending December, 1840, exceeded 4,870,941 dollars.

"The imports during the first quarter of the present year were 291,671 dollars.

"The exports from September, 1837, to September, 1840, exceeded 793,880 dollars, of which 218,134 were exported during the nine months of 1840 alone. The exports of the first quarter of the present year were, as far as the returns had been received, 92,795 dollars.

"The rate of 'legal' interest in Texas is 8 per cent. per annum. Conventional interest may not exceed 12 per cent. Commission charges are generally rather high. Port dues are light, and there is no tonnage duty exacted.

"The Texian tariff will be found, with other statistical information, at the end of this little work. It will be seen that the duties on manufactured goods have been raised to the nominal rate of 45 per cent. As they are payable in depreciated paper currency, the real amount of duty does not exceed 10 per cent. That paper having, however, been greedily bought up by speculators, many of whom would part with it for little less than par value, is becoming scarce, and consequently must rise in value, which will be sufficient reason for the tariff being again reduced, especially as its increase had merely a view to temporary convenience. And as the policy of a low tariff is, as a principle, adopted by the unanimous feeling of the whole nation, they will only wait for a proper arrangement of their fiscal affairs to affect further reductions, until Texas shall, in the language of an eminent American, 'become the great free trade republic of the world.'

"The limited depth of water in the Texian ports has been already noticed. Vessels of about 250 tons, or not drawing more than ten or eleven feet, are best suited to the trade. The open anchorage outside the bars is very good, the holding-ground being generally a stiff clay; and the severest gales which occur during the winter months, blowing off the land, seldom produce much sea on the coast."

Football Game

(Continued from page one)

had picked up five around his right end, he passed to Waits, but the toss was taken behind the end none and Herford was given possession on the 20.

Using Happy's tactics, Posey shot a 20-yard pass to Loerwald, who was downed in his tracks. Stopping the drive, Waits intercepted a pass on his 39-yard line. Again the Jacks were stopped, and Guest got off a poor kick that sailed out of bounds in mid-field.

Loerwald Gets Off.

The first play of the new series clicked, and the aspects of the game changed suddenly. Loerwald stepping through a nice hole on the right side of the line, reversed to the left as he got into the clear, and then swung back to the right as he raced off on a 52-yard touchdown jaunt. It was a perfectly executed play, assisted by a neat job of ball-toting. Ashlock kicked the goal to give the Herd a substantial margin.

The elation of the Herd backers was short. Waits threw a scare into them when he took the kick-off on his 10, swung to the extreme left side of the field and then made a long circling run to the right, finally being brought down from behind by Captain Willett on Herford's 30-yard line. Waits and Guest picked up eight yards, but a fourth down pass was incomplete, and Herford gained possession. Posey kicked to Guest on his 40, and Foster made the most beautiful tackle of the day. Green intercepted a pass on his 40 and returned to Happy's 44, just before the game ended, to rob the Jacks of any possible chance of doing further damage.

The Jacks were without the services of W. T. Townsend, their great end. This loss, caused by an injury, combined with weather conditions to minimize their strongest punch—through the air—and equalize their weight advantage. Using these handicaps to advantage, several Herdsmen gave spicage, and did account of themselves to play an important part in the victory. Foster and Loerwald stood out as ball toters, and the little half-back combined with Jack Higgins, center, and Captain Willett, both of whom turned in the best games of the season, to do outstanding defensive work.

Revival to Run Through Sunday

The revival meeting which began Sunday, October 11, at the Assembly of God church, will continue at least through Sunday, according to Rev. W. A. McCann, pastor. Preaching was continued this week by Evangelist L. B. Lewis of Plainview.

Considering the disagreeable weather the past week, attendance has been good, Rev. McCann stated. Rev. Lewis is reported to be a capable and interesting speaker. Wednesday night was dedicated especially to the young people of Herford, with the evangelist speaking on Youth at the Crossroads.

Rev. Lewis is assisted by Mrs. Lewis, a competent musician and singer. Special music is a part of each service. Sunday night the evangelist will speak on What Will You Do With Jesus?

Prayer is conducted each morning except Saturday at 10 o'clock. Children's service starts at 7 each evening and the evangelistic service at 7:30. Saturday morning at 10 o'clock there will be a peanut scramble for the children. The public is invited to attend the services.

Two SCS Jobs To Be Filled

An examination for the position of automotive mechanic in the soil conservation service has been announced by the U. S. Civil Service Commission to fill a vacancy existing in the local conservation office. Salary will be \$1680 per year, and for the position of assistant project mechanic will be \$4.06 per day when employed. Duties will be to maintain mechanical and automotive equipment. Applicants must have had three years experience, provided that the completion of a six months course in an automotive school may be substituted in lieu of one year of the required experience.

Application and forms may be secured at local post office and must be on file with the manager, Tenth U. S. Civil Service District, New Orleans, La., not later than November 18.

WOMEN ARE INVITED TO CANNING DEMONSTRATION

Gus Streu, owner of Streu Hardware, has extended an invitation to the women of Herford area to attend a canning demonstration to be conducted by Mrs. Ailise Chapman of Dallas, well known home economist of the Ball Bros. Co.

The demonstration is to be held at Streu Hardware next Wednesday and Thursday at 2 p. m. A variety of canning demonstrations will be featured free of charge. Attendance prizes will be given.

Civic Chorus Rehearsal.

The first rehearsal of the season for the Herford Civic Chorus is to be held Monday night at 7:30 o'clock at the First Methodist church. All members have been urged to bring copies of the Messiah. Edgar Pickett has been named chorus pianist, Mrs. A. J. Schroeter, assistant pianist, and Mrs. Jesse Stanford, organist.

STAR THEATRE HERFORD

Tues. — Wed.

A Real Bargain Show

10¢ MATINEE NIGHT 15¢

IT'S MURDER IN THE BIG HOUSE!

JAIL BREAK

JUNE TRAVIS - GRAIG REYNOLDS
BARTON M. LANE - ROBERT FURBER

"The Texian tariff will be found, with other statistical information, at the end of this little work. It will be seen that the duties on manufactured goods have been raised to the nominal rate of 45 per cent. As they are payable in depreciated paper currency, the real amount of duty does not exceed 10 per cent. That paper having, however, been greedily bought up by speculators, many of whom would part with it for little less than par value, is becoming scarce, and consequently must rise in value, which will be sufficient reason for the tariff being again reduced, especially as its increase had merely a view to temporary convenience. And as the policy of a low tariff is, as a principle, adopted by the unanimous feeling of the whole nation, they will only wait for a proper arrangement of their fiscal affairs to affect further reductions, until Texas shall, in the language of an eminent American, 'become the great free trade republic of the world.'

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St. Anthony's Church.

Sunday, All Saints Day, masses at 8 and 10 o'clock. Mass at 9 a. m. Life of Christ study club at 3, followed by benediction of blessed sacrament at 4 p. m.

Monday, All Souls Day, two masses precede weekday mass at 8 This day is set aside to commemorate deceased members of the church and it is the privilege to say three masses. Catholics avail themselves to pay respects to deceased members of their families.

Thursday, Holy hour at 7:30 p. m. Friday, exposition of Blessed Sacrament at 3 and 4 o'clock, p. m.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Recent rains and snow are benefitting wheat in this vicinity. Most of it is up and growing fast.

Mr. and Mrs. Zerrill Thomas gave a party at their home Saturday evening, October 24. Conversation and games afforded entertainment for young and old. Refreshments of cake and cocoa were served to the guests.

Miss Elizabeth Chapman and Paul Obrecht of Panhandle were visiting Sunday in the J. M. Chapman home.

Mrs. Virgil Polindexter and children visited last week end with relatives at Claude.

Mr. and Mrs. Roy Hobbs and baby visited Sunday in the R. A. Freeman home near Adrian.

Adrian and Dumas played football Friday at Dumas. The score was 13 to 7 in favor of Adrian.

Mr. and Mrs. J. M. Chapman and Virginia were in Herford Tuesday shopping.

First Christian Church.

H. M. Redford, Minister.

Mrs. Grace Guthrie Superintendent.

Bible school, 9:45; morning worship, 11 a. m.; Christian Endeavor 6:30; evening worship, 7:30 p. m.

A Strong Heart will be the morning theme, and in the evening the pastor will preach on "The Return to Religion," suggested by a book by H. C. Lin. The sermon will not attempt to review the book, but will summarize and evaluate its message.

The church was happy Sunday morning to receive Mr. and Mrs. Ronnie Shepherd, who recently moved to Herford. He is employed at the Texas Utilities plant. Three young people made the Good Confession and were baptized Sunday night.

A cordial invitation is extended to every one.

INSTALL A

WARD FLOOR FURNACE

IN YOUR HOME

MANY REASONS WHY YOU SHOULD OWN A WARD:

- SAVES YOU MONEY: More heat per cubic foot.
- EASY TO INSTALL: Requires no basement.
- NO MOISTURE: Sweating, frosty windows eliminated.
- NO GAS FUMES: No odors or stale air. Fumes are vented outside house.
- TAKES NO SPACE: Level with floor, furnace is hidden beneath floor.
- SAFETY PILOT: Guards your home from fire.
- HEALTHFUL VENTILATION: Circulator keeps air fresh, clean and healthful.
- EVEN TEMPERATURE: Exact degree of warmth you want.
- NO COLD ZONES: Cold air from floor is drawn in and warmed and circulated.
- GUARANTEED: Every WARD is guaranteed for ten years. Built to last a lifetime.

M. D. Womble, Implements

WE DON'T KNOW WHO WILL BE ELECTED HERE

BUT

WE DO KNOW THAT MERIT EGG MASH

has been elected by leading Poultrymen of this section as the feed that hens must have to lay the most eggs and keep in good body weight and condition. Begin now to make more profit. Feed MERIT!

West Texas Feed and Seed

PHONE 285

Returns Home.

Dick Walker has returned to his home in East Texas after being called here on account of the illness of his sister, Mrs. L. B. Wolfington. Mrs. Walker and small daughter will remain here for a few weeks visit, after which Mr. and Mrs. J. D. Harrell will accompany her home. Mrs. Harrell is Mr. Walker's sister.

Halloween Party.

A Halloween party will be given in St. Anthony's hall Friday evening by the Young Ladies' Sodality of St. Anthony's church. Admission will be charged at five cents per foot, according to height of those desiring to enjoy the festivities. Pumpkin pie and coffee will be served. A shadow play is to be staged, and Misses Adeline and Marie Schumacher will give a Halloween playlet.

WEIR'S RED & WHITE FOOD STORES

HALLOWE'EN SPECIALS

TOILET TISSUE	
MILADY 6 Rolls	25¢
SOUP	
STOCKLEY'S TOMATO 3 cans	23¢
WAX PAPER	
TWO Boxes	15¢
MARSHMALLOWS	
1-POUND Box	15¢
COMPOUND	
SWIFT'S JEWEL 8-pound carton	98¢
SUGAR	
10-POUND Cloth bag	52¢
OATS	
Gold Medal, 5-pound sack	29¢
OATS, Gold Medal Dinner plate or cup and saucer free, pkg.	23¢
FIGS	
Dried, 3 pounds	39¢
PEARS	
Choice, 1 1/2 pounds	25¢
APRICOTS	
Choice, 1 1/2 pounds	25¢
LAUNDRY SOAP	
Red and White, 5 large bars	19¢
SOAP	
Palmolive, 3 bars	18¢
CLEANSER	
Red and White, 2 cans	9¢
SOAP CHIPS	
Balloon, 5-pound box	34¢
BEETS	
No. 2 1/2 can	10¢
SALMON	
2 cans	25¢
MACKEREL	
3 cans	25¢
HOMINY	
9-ounce can	5¢
SPAGHETTI	
9-ounce can	5¢
TOMATO SOUP	
9-ounce can	5¢
CORN FLAKES	
Kellogg's, 10c pkg, 3 for	29¢
Fruits and Vegetables	
SPUDS 10 pounds	19¢
CABBAGE Pound	3¢
CARROTS Home Grown, 2 bunches	5¢
TURNIPS Home Grown, pound	3¢
CELERY Fancy Colorado, bunch	10¢

REASON'S

For Using Newspaper Advertising

2. The newspaper advertisement, as part of the complete paper, goes into the home as a welcome guest.

One of a Series by

The Herford Brand

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET FOR. TRY A BRAND WANT AS HOW!

Ford Doings

BY MRS. H. M. BENSON
Miss Lorene Turner attended Sunday school here Sunday.
Mr. and Mrs. J. L. Hight visited the F. C. Benson home Sunday.
F. D. Ferguson, who has been working near Pampa, spent Sunday and Monday with his family.
Byron Gist of Amarillo was in this community last week.
Raymond Wells and family of Hereford called in the H. M. Benson home Wednesday.
There will be a Halloween party and program at the school house Friday night.
H. D. Hill and family visited Mr. and Mrs. Ben Bentley Sunday.
Burdine and Virginia spent the week end with home folks here.
Mrs. H. Climer will entertain ladies of the Ford community and the Vega home demonstration club with an all day meeting November 13. A covered dish luncheon will be served at noon.
V. T. Glenn went to Hereford Saturday.
The next regular meeting of the Ford community club will meet with Mrs. John Whitsett Wednesday afternoon, November 11.

Dr. and Mrs. J. W. Hendrix and little daughter, Joan Carolyn, returned home Wednesday from a trip to Bisbee, Arizona. Mrs. Hendrix's sister, Mrs. Hubert Freeman and baby, Don, returned home with them for a visit.

Easter Items

BY LOUISE FRYE
Leanda Smith of Big Square returned to the home of her grandparents, Mr. and Mrs. J. S. Smith in this community and will resume her studies in school. She has been ill for the past two weeks.
Misses McClure and Annie Mae Smith, and Lester Biel and Ben Medley visited in the C. W. Frye home Sunday evening.
J. S. Smith, H. B. Medley, C. W. Frye and E. O. Dixon attended the rural electrification meeting in Hereford Monday.
The school children will entertain their mothers with a short Halloween program Friday afternoon.
Miss McClure and Mrs. C. W. Frye visited with Mrs. George Chambliss Monday afternoon.
Mr. and Mrs. Pascal Benson and daughters visited with Mrs. Benson's parents, Mr. and Mrs. Johnson, of Flagg Monday afternoon.

Thanksgiving Dinner.

The Altar Society of St. Anthony's church plans to make this year's Thanksgiving dinner the greatest for years. It has been decided that adults be charged 50 cents. The dinner committee in charge of Mrs. Joe Gaetz will provide a splendid dinner, with turkey, cranberries, and all the Thanksgiving fixings.

Progressive News

BY OLIVE PERKINS
Arnold Hershey spent the week end with his parents, Mr. and Mrs. Ray Hershey.
Miss Ira Jeanne Ricketts spent Monday night in Hereford with Miss Odessa Cockrell.
Mrs. C. P. Caldwell and Miss Eunice entertained the club at a Halloween party last Wednesday. Streamers, cats, bats and other Halloween decorations created a festive spirit. Mrs. Lynn Powellson and her committee has charge of games. Refreshments of pumpkin pie were served to the 13 club members. The next meeting will be with Mrs. S. A. Edwards.
Mrs. Johnson and family visited her sister, Mrs. Ford, at Hereford Sunday afternoon.
Mr. and Mrs. Arvin Click of White Deer visited his parents, Mr. and Mrs. J. L. Click, Tuesday.
Miss Ira Jeanne Ricketts, Howard Higgins and Edgar Russell were dinner guests Sunday of Miss Odessa Cockrell in Hereford.
Mrs. Fleeta Galley, Mrs. Lester Galley, Mrs. Walter Galley and son, Mrs. Howard Hershey and daughters, Mrs. Arch Conklin and Julia spent Thursday with Mrs. Ray Hershey.
Miss Eunice Caldwell spent Sunday with her sister, Mrs. Jeff Roberson.
Lynn Powellson and family spent Sunday with Mrs. O. E. Boyer.
Arch Conklin and family visited the Ray Hersheys Wednesday.
Earl Waits and family of Dawn visited the Johnston home Sunday.
C. C. Bowman has announced that several from this community expect to attend the singing convention at Messenger the second Sunday in November. Dinner is to be served at noon. Everyone is invited to attend and bring a well-filled basket.

Ward News Notes

BY MRS. GEORGE SUGGS
The play, Black Cats, will be presented at Ward Thursday.
Mr. and Mrs. Reed Williams of Hereford spent Sunday evening in the Jim Lipscomb home.
Mrs. John Higgins spent Monday with Mrs. G. M. Suggs in Hereford.
Mrs. George Suggs spent last week visiting her sister, Mrs. J. F. Davenport, at Albreed.
Altus Higgins and George Suggs attended the Centennial at Dallas last week.
First Presbyterian Church.
November 1 has been set aside as World Day of Communion by Presbyterians. Presbyterians in all countries will celebrate the Sacrament of the Lord's Supper this day. It will be fittingly celebrated at the First Presbyterian church. Pastor J. C. Thorns will bring a communion meditation on What Mean Ye by this Service?
Vesper service continues popular. Sunday theme will be Afraid to Take the Best.
Sunday school, 9:45; C. E. Society 4:30 p. m.; Church Night, Tuesday, 7 p. m.; prayer meeting Wednesday at 7:30 p. m.
Mr. and Mrs. W. L. Davis were Amarillo visitors last Thursday.

Dawn Items

BY MARGARET BOWERS
There was a good attendance at Sunday school. Rev. George Griffin preached, morning and evening.
Sarah Smith spent Sunday with Doris Jean Bowers.
Winners of the Sunday school contest were entertained by the losers at the party in the school house Friday night.
Ruby and William Harris are still on the sick list.
Primary high honor roll: Bobby Hagge, Honor roll Bob Coe, Ida Kuhles, Morris Barnes, Fidel Ortega, Lillian Buram, John Grady Coe, Marcella Luke, Edward Ray Roberson and Doris Smith.
L. A. Smith and family were in Amarillo Thursday.
Johnnie B. Caraway, who is attending school in Hereford, spent the week end at home.
Dawn Study club met Tuesday with Mrs. N. R. Miller. The next meeting will be with Mrs. Jeff Roberson, November 3.
Mrs. J. F. Hickman and Mianie Seymour attended the chapel program at school Wednesday morning.
Mr. and Mrs. Jim White and James Murphy, and Mrs. Grady Coe and children are visiting the Centennial at Dallas.
Leda Smith of Daniel spent the week end in the L. A. Smith home.
There will be singing at the school house each Sunday night at 7 o'clock.

Wyche Items

BY PEGGY VALENTINE
Rev. Fred Hankins of Hart conducted services at the school house Sunday morning and night.
Robert Edwards and family of Hereford spent Sunday with his parents, Mr. and Mrs. S. E. Edwards.
Mrs. C. E. Davis and Vivienne were in Hereford Monday.
Mr. and Mrs. G. W. Brumley, Mrs. Frye, Mr. and Mrs. W. B. Saxon and Jap Dickerson visited the Louie Olson home Sunday.
Brooks Love of Los Angeles is visiting his brother, J. D. Love.
Honor roll: Minnie Opal Elliston, Weldon and Wilma Roberson, Kenneth Rea, Alice Ann Paetzold, Vera Rea, Nancy Olson and Bernice Elliston.
Rev. Fred Hankins and a nephew spent Sunday in the R. C. Valentine home.
Mrs. J. W. Dickerson has returned home from Amarillo, where she had been employed in a hospital.
Alma Hopper of Oklahoma and Mrs. W. I. Valentine called in the R. C. Valentine home Monday.

Frona News

BY JOYCE LANDRUM
Miss May Turner is visiting the Centennial this week.
Miss Bernice Rogers and Lucille Routh visited friends in Lubbock last week end.
The Methodist Missionary Society presented a play, The Flapper Grandmother, Thursday night. In spite of bad weather, many attended.
Donald Hicks of Hereford visited here Sunday night.
L. B. Redwine was here Tuesday and Friday.
P. L. New and Raymond Howel were in Hereford Sunday night.
Mmes. S. Smith and J. L. Landrum and Miss Dorothy Crawford were in Hollene Sunday.
Mr. and Mrs. Ray Landrum were here from Lazbuddy Thursday.
Miss Dorothy Crawford of Tech spent the week end with her parents here.
Irvin Johnson and Worth Wear were in Clovis one day last week.
Miss Neva Raybon was in Farwell last Monday.
Charlie Lovelace was here from Farwell Thursday night.
John Dennam and wife of Farwell and Smitty Smith and wife of Clovis were here Tuesday night.
Hainey Tate of Clovis called on friends here Tuesday.
Ernest Osborne and W. J. Thompson spent Saturday night in Lubbock.
Mr. and Mrs. Floyd Beave has as guests last week end their son Glenn and wife, of Springlake, Mrs. J. H. O'Hear of Goodnight, and their daughter, Miss Mary Reeve of Pampa.
Miss Mildred Chappel was in Lubbock last week end.
Miss Madge Sear spent the week end in Amarillo.
High school classes met last week end to elect Kings and Queens for the Halloween carnival to be held Friday night.

Move Into Parsonage.

Rev. and Mrs. H. M. Redford are to move into the Christian parsonage this week. Rev. Redford, pastor of the First Christian church announced. The parsonage is being repaired and put into condition for their occupancy.

Rance News

EDNA BEHREND'S
Mrs. Waller, who has been visiting in Sudan, returned home Saturday.
George Smith and Dean Story spent the week end in the J. D. Story home.
R. J. Behrend and Stanford Sjogren of Kress visited in the A. L. and H. G. Behrends homes Thursday.
Mrs. G. J. Behrends and brother, Dub Dempsey, of Dinamit called in the A. L. Behrends home last Thursday.
There were 30 present for Sunday. Rev. Holman preached.
Miss Myrtle Rule, who has been working in Hereford, returned to her home here Saturday.
Rev. and Mrs. Holman took dinner with Mr. and Mrs. Rule Sunday.
There were 21 present at singing and preaching Sunday night. Rev. Holman preached. Singing is held every two weeks and all are invited.

Daniel News

BY PAULINE MOORE
The good snow of the past week will be beneficial to wheat.
Mr. and Mrs. Bill Chappell have moved to the Wilson place in the Pierce community.
Mr. and Mrs. Hershey Tomlinson are visiting relatives in Cisco.
Messrs. and Mmes. Clarence McBrooms and Clarence Brown visited the Joe Moore home Sunday.
Mr. and Mrs. Seldon Tomlinson were in Hereford Saturday.
Mrs. Joe Moore was an Amarillo visitor Friday.
John Gill and Ernest Ford were on the sick list last week.
There will be a Halloween party at Daniel school house Friday night. Come in ghostly garb.
R. E. Gill and family were in Amarillo Tuesday, Mildred undergoing eye tests.

Several from this community shopped in Hereford Saturday.
Earl Fuqua of Wildorado visited the W. R. Moore home Tuesday.
David Joe and Betty Katherine Hodges have been visiting Mr. and Mrs. Clarence McBroom since Mrs. Hodges has been in Hereford.
Pauline Moore was at home from Canyon last week end.
Mrs. Earl Myers visited the W. R. Moore home Saturday night and Sunday.
Mr. and Mrs. Orville Moore spent the week end with her parents, Mr. and Mrs. R. F. Stick, in Canyon.

Warning Is Issued.

A warning has been issued by the State Department of Health at Austin against the buying and selling of poor cream. The warning said state, city and federal authorities are being called upon to make a strong fight against this practice.

IT'S NEW
ANNOUNCING THE INSTALLATION OF
DELICIOUS
Butter - Toasted SANDWICHES
AND HOT COFFEE



Our new Sandwich Service is now in operation. Plan to try one of these delicious Butter-Toasted Sandwiches the first time you're out for a snack.

Any of the following sandwiches with salad dressing, potato chips, olives, pickles **15¢**

CHICKEN SALAD	PIMENTO CHEESE
HAM SALAD	AMERICAN CHEESE
FRIED HAM	SWISS CHEESE
BOILED HAM	HAM AND CHEESE
BAKED HAM	BACON AND TOMATO

SPECIAL
FRIDAY AND SATURDAY ONLY
ANY SANDWICH and JUMBO MALTED MILK **25¢**

PRIVATE BOOTHS
EXCELLENT FOUNTAIN SERVICE

Corner Drug
PHONE 105

TEXAS
Grocery and Market
"NOT HOW CHEAP—BUT HOW GOOD"
PHONE 353 O. G. HILL, OWNER WE DELIVER

WEEK END SPECIALS

COFFEE	SCHILLING'S 1-LB CAN	27¢
COCOANUT Sweet Shredded, pound-package	OATS Moon Rose, large box	21¢ 22¢
SHOE-POLISH Shinola, 2 cans	MACARONI Or SPAGHETTI, 2 pkgs	15¢ 9¢
BAKING POWDER K. C., 1-pound can	PEACHES New crop, 2 pounds	11¢ 27¢
TOMATOES Portales, 3. No. 2 cans	TAMALES Wolf, 2 cans	23¢ 25¢
SHORTENING	SWIFT'S JEWEL 8-LB CARTON	\$1.02
Fresh Produce	NAPKINS Embossed, 80 count, 2 pkgs	19¢ 15¢
ORANGES Texas, 288 size, dozen	POP CORN 2-pound bag	19¢ 21¢
APPLES Golden Delicious, dozen	FRESH MEATS	
CABBAGE Pound	FRANKFURTERS Or BOLOGNA, pound	3¢ 15¢
SWEET SPUDS Pound	BACON Smoked, pound	3¢ 28¢
COCOA	FAMOUS 2-LB CAN	13¢

DOLLAR DAYS
STARTING FRIDAY MORNING

COMPARE QUALITY!	COMPARE PRICES!	COMPARE EVERYTHING!
Ladies' Silk Dresses At an unbelievable low price—and yet they have the quality you would expect to find in much more expensive dresses—come early for best selection. They will go fast at this price.	Boys' two-piece Outing PAJAMAS Sizes 8 to 16—Two Pair	\$1
	Close-Out of Men's DRESS SHIRTS Odd Sizes—Two for	\$1
	Boys' Corduroy BOOT PANTS Sizes 8 to 16—Pair	\$1
EACH \$1	Boys' Blue OVERALLS Broken Sizes—Four Pair	\$1
	Boys' Blanket-Lined JUMPERS Sizes 8 to 15—Two for	\$1
Big Double Thread Terry BATH TOWELS Seven for	\$1	HERE'S A BUY! Men's and Students' SUITS In a Close-Out of odd lots—You will find a real value in these suits if you are lucky at finding your size... at only \$6
Ladies' Pure SILK HOSE All New Fall Colors—Four Pair	\$1	
Close-Out of Ladies' DRESS SLIPPERS Straps, Pumps, Oxfords, Pair	\$1	
Novelty Rayon or Cotton BED SPREADS Size 81 x 105—Each	\$1	
Assorted Dark and Light Stripe OUTING FLANNELS 36-Inch — 10 Yards	\$1	

Your Dollars Go Farther At—
PENNEY'S
J. C. PENNEY COMPANY, INCORPORATED
HEREFORD TEXAS

LOTS OF PEOPLE MAY BE LOOKING FOR A REAL BARGAIN... TRY A REAL BARGAIN AT PENNEY'S.

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

MRS. DONALD GIVES CONTRACT PARTY

Mrs. Charles Donald entertained Friday afternoon with a charming contract party, featuring a halloween color note in decorations. Long-stemmed dahlias in tall vases and appropriate bowls of fall flowers accented the gold, yellow and orange shades of the season. Table covers were in orange and black and spooky black witches told the season's story on bright orange tallies.

went to Mrs. C. C. Rockwell. A colorful salad plate was served to Mmes. W. M. Emmons, John Olson, C. C. Acker, Alex Bateman, W. L. Davis, Bobo McLean, B. F. Guthrie, S. P. Rosson, Tom Carter, E. B. Hicks, C. C. Rockwell, Harold Close, Glen Snyder, Jewell Murchison, Gaston Baer, Paul Mathers, Travis Dameron, John McLean, Homer Fox and W. S. Kerr. Mrs. Essie Cardwell and Miss Catherine Kirby were tea guests.

Miss Elizabeth Vaughn visited relatives in Amarillo over the week end.

A Vote for Teacher Retirement Is a Vote for Better Schools

TEACHER RETIREMENT system is not a pension provided for after service rendered.

It is based on the sound principles and practices of insurance paid for concurrently during service.

It is for the mutual benefit of the state and the teacher.

More than 400,000 federal employees, and nearly 5,000,000 employees in large business enterprises and more than 90 per cent of the teachers of the nation now have security and protection.

Why not the teachers of Texas?

Advantages of Teacher Retirement

TEACHER RETIREMENT safeguards the welfare of children.

It attracts and retains a better teaching personnel.

It stabilizes and improves the teaching profession.

It is beneficial to the public.

It is an approved business and governmental practice.

It is primarily an efficiency measure.

It is more desirable than a pension.

The pending amendment makes possible a sound retirement law.

Teacher Retirement Committee, Herford Schools.

Stacia Irene Crawford, Secretary.

MR. AND MRS. H. K. FOX HOSTS TO DINNER CLUB

Mr. and Mrs. H. K. Fox were hosts at a lovely dinner, given Thursday evening for members of the Tuesday Dinner club, at their home on Lee Avenue. The halloween motif was used in table appointments, score pads and tallies. A profusion of orange and rust snapdragons formed an attractive centerpiece for the dinner table.

In the games, H. K. Fox won high score for the men, and Mrs. Lee Morgan won high for the ladies. Attending were Mr. and Mrs. C. C. Acker, Mr. and Mrs. S. P. Rosson, Mr. and Mrs. J. A. Pitman, Mr. and Mrs. Jack Wayland, Mrs. Seth B. Holman, Miss Eloyse Pitman, Mr. and Mrs. Lee Morgan and Mr. and Mrs. Harold Close were guests of the club.

MRS. RALPH SMITH ENTERTAINS WITH LUNCHEON

Naming Mrs. Bob Allison as the honoree, Mrs. Ralph Smith entertained Wednesday of last week with a covered dish luncheon at her home at one o'clock.

Clusters of purple dahlias and pink roses furnished attractive decorations. The invitations included old friends of the honoree and places were laid for 12 guests. The afternoon was spent informally with games of bridge and conversation as entertainment.

Present were Mmes. Carl Jennings, Bill Smith, Henry Cloyd, Mace Whitman, Dick Dixon, Boyd London, Cris Renfro, Smith McLeRoy, Homer Henslee, Bill Weems and the honor guest.

MRS. W. L. DAVIS HOSTESS TO LUNCHEON CLUB

Guests were entertained with members of the Wednesday Luncheon Club at the home of Mrs. W. L. Davis on Wednesday, October 21. Groups of dahlias and other tall flowers were arranged attractively as decorations. Yellow candles and bright orange marigolds adorned the lace-covered table where the luncheon was served buffet style.

Mrs. J. C. McCracken won high score prize in games of bridge. Members present were Mmes. B. M. Whitshire, J. C. McCracken, W. M. Emmons, C. C. Rockwell and the hostess. Guests were Mrs. Adrian Odum and Mrs. Lee Morgan.

MISS EDITH SHIELDS ON NEW MEXICO COMMITTEE

Miss Edith Shields, who for eight years was principal of Herford Central School, and who now holds the same position in Carlsbad, New Mexico, has been appointed to serve on the New Mexico curriculum revision committee, which meets in Albuquerque this week.

A report from this committee will be given at a meeting of the New Mexico State Teachers' Association to be held Thanksgiving.

MRS. LOMAS HOSTESS TO PLEASURE HOUR CLUB

The Pleasure Hour Bridge club met Thursday afternoon at the home of Mrs. Dick Dixon, with Mrs. Harry Lomas as hostess.

Autumn flowers and halloween decorations were used throughout the house and furnished colorful attractions. Mrs. Mace Whitman won high score, and Mrs. Roy Jowell second high. The guest prize went to Mrs. Bob Allison.

Members present were Mmes. Roy Jowell, Boyd London, Owen Stagner, B. R. Dixon, Mace Whitman, Grace McLeRoy, James Wilson and the hostess. Mrs. Homer Henslee and Mrs. Bob Allison were guests of the club.

PRESBYTERIAN AUXILIARY HONORS RECENT BRIDES

Two recent brides were honored Monday afternoon, when members of the Presbyterian Auxiliary entertained at the church with a miscellaneous shower, naming Mrs. Lee Newman and Mrs. George Neill as honor guests. An attractive bouquet of beautiful dahlias formed a centerpiece for the table, where a shower of gift packages were arranged.

Mrs. Newman opened the first group of gifts, assisted by Mrs. Neill, and Mrs. Neill opened the second group, assisted by Mrs. Newman. Many beautiful and useful gifts were presented and lovely refreshments were served.

ELSIE MAE WILKINS HONORED ON BIRTHDAY

Miss Elsie Mae Wilkins was honored with a birthday dinner given by her mother, Mrs. C. O. Wilkins, at their home Friday evening. Guests met at the home of Miss Mary Jane Morgan and went to the Wilkins home in a group to surprise the honoree.

The dinner was served in rooms decorated with a variety of fall flowers, and later in the evening appropriate games were enjoyed.

Those present were Mary Jane Morgan, Barbara Brotherton, Viola Phillips, Helen Ann Snyder, Betty Sue Henslee, Faye Croshaw and the honoree.

BRIDGE AFFAIR AT CLUB HOUSE IN WEEK'S SPOTLIGHT

Elaborate in detail were the appointments for the bridge party given Monday afternoon by Mmes. C. C. Acker, S. P. Rosson, J. A. Pitman, S. B. Holman and H. K. Fox at the club house. Halloween decorations, seasonal blossoms and bright fires created a gay and festive atmosphere for the occasion.

Baskets of brilliant marigolds, jack 'o lanterns and black and orange candles in black candelabra carried out a color scheme in keeping with the spirit of the party. Table covers, score pads and tallies emphasized the halloween motif in orange and black.

Mrs. R. R. Willis won high score prize and cut prizes went to Mmes. W. M. Emmons, Tom McCollum, W. E. Dameron and Cecil Guseman.

A delicious salad course was served to 60 guests.

Mrs. H. G. Conkwright and daughter, Miss Ruth Conkwright, were week end visitors at the Centennial in Dallas. Miss Nancy Conkwright, student in Baylor University, met them in Dallas and attended the Centennial with them.

WIN ONE CLASS HAS HALLOWEEN PARTY

The Win One class of the Methodist church was entertained with a halloween party Friday afternoon at the home of Mrs. E. B. Black, with Mrs. C. B. Williams as assistant hostess. The house was decorated with seasonal suggestions, and vases of tall flowers were used throughout the rooms. Mrs. Florence McClelland, president, presided at the business meeting, and Mrs. Esca Harrison led the prayer. The program was in charge of Mrs. S. L. Easley, who gave a talk on Friendship and read the poem, Sweet Obligations of Friendship by Edgar Guest. Mrs. Alvin Thompson played a violin solo, accompanied by Mrs. Jesse Stanford.

A piano number, The Chimes, was given by Mrs. Stanford. A quartet was rendered by Mmes. J. E. Beyer, J. B. Jones, H. H. Hawkins and Alvin Thompson. A number of negro spirituals were sung in unison, and Mrs. Alvin Thompson played another violin selection, accompanied by Mrs. Stanford.

Miss Katherine Kirby gave three readings, and lovely refreshments

were served during the social hour. Twenty-four members and Mmes. Alvin Thompson, Jesse Stanford and Miss Katherine Kirby were guests.

Mr. and Mrs. George Suggs and baby of Ward community returned Sunday night from a visit to the Centennial in Dallas and with Mrs. Suggs parents in Tulsa.

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BABY FOOD Libby's, 3 cans	23¢	TAMALES Gebhardt's, No. 2 can	17¢
CHILI Gebhardt's, with beans, 15-oz can	15¢	COCOANUT Fancy Long Thread, 1-lb cello bag	21¢
SPICED BEANS Gebhardt's, 15-oz can, 2 cans	15¢	LIMA BEANS Small, 2-lb pkg	20¢

Shortening SWIFT'S JEWEL \$1.02 8-LB CARTON

TOMATOES No. 1 can	5¢	OYSTERS 5-ounce can	10¢
CUT OKRA Evangeline, No. 2 can	10¢	PINK SALMON Select Alaska, No. 1 tall can	10¢
RICE Choice Blue Rose, 2-lb bag	10¢	SALAD DRESSING, Best Yett Quart jar 25¢, Pint jar 15¢, 1/2-pt	9¢
SARDINES, In Tomato Sauce or Mustard sauce, large oyal can, 3 cans	25¢	OATS 3-Minute, large pkg	18¢
CORN FLAKES Kellogg's, large pkg	10¢	CATSUP Glen Valley, 14-oz bottle	10¢
SCOT TISSUE 1000-sheet rolls, 3 rolls	23¢	MARSHMALLOWS Angelus, 1-lb pkg	15¢
TUNA FLAKES El Campo, No. 1/2 can, 2 cans	25¢	OXYDOL Large pkg	19¢
PEANUT BUTTER Wapco, quart jar	25¢	P. and G. SOAP Giant size, 10 bars	35¢
DATES Dromedary, 2 pkgs	25¢	SHINOLA Assorted colors, 2 cans	15¢

SUGAR 10-POUND PAPER BAG 49c

COCOA Mother's, 2-lb pkg	15¢	FIELD CORN Waynesville, No. 2 can, 3 cans	25¢
SHOE POLISH Jet Oil, bottle	10¢	CORN, Stockley's Country Gentleman, No. 2 can, 2 cans	27¢
CRACKERS Premium Flake, N. B. C., 2-lb box	29¢	MILK, Borden's Rose Brand, 2 tall or 4 small cans	15¢
CRACKERS Excel, 2-lb box	15¢	PINEAPPLE JUICE Libby's, 46-oz can	29¢
MINCEMEAT None Such, 9-oz pkg, 2 pkgs	25¢	PEACHES Libby's, No. 2 1/2 can	17¢
PICKLES Full Value, sour or dill, quart jar	15¢	SLICED PINEAPPLE Rosedale, No. 1 1/2 can	10¢
MACARONI, SPAGHETTI Famous, pkg	5¢	FRUIT COCKTAIL Libby's, No. 1 tall can	15¢

QUALITY MEATS

SAUSAGE Pork, Country Style, pound	20c
PORK CHOPS Lean and Tender, pound	25¢
BEEF ROAST Chuck Cuts, pound	16¢
SLICED BACON Northern Cured, pound	30¢
SALT PORK Pound	20¢
CHEESE Full Cream, pound	23¢
STEAK Seven Bone, pound	17¢

GRAPEFRUIT

TEXAS SEEDLESS Dozen 49¢, Each	42¢
APPLES Washington Delicious, dozen	25¢
SPUDS Colorado Reds, 19 pounds	19¢
CABBAGE Pound	3¢
ORANGES Texas Seedless, large size, dozen	23¢
ONIONS Yellow, 3 pounds	10¢
BANANAS 2 dozen	35¢

PRICES GOOD FRIDAY AND SATURDAY

FURR FOOD

WE BUY CREAM, EGGS, POULTRY AND HIDES

Brooks DRUGS

PHONE 99 HERFORD TEXAS

\$2.00
LUCKY TIGER
Preparations
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\$1.50
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Laxative
87¢

75c
Vick's Vapo-Rub
59¢

25c
KOTEX
Wunder Soft
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L'Adonna CREAMS
39¢

60c
COTTON
1 Lb Sterilized
33¢

"TASTY" Toasted Sandwiches

Try one of these "Tasty" Sandwiches today—you will say it is the best.

A BIG VARIETY
15¢

Hot CHOCOLATE A Food Drink	10¢	Hot OVALTINE A Different Treat	10¢
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Don't forget healthy Ice Cream. Made in small quantity now TO KEEP IT FRESH!

35c Rubber Gloves	23¢
75c Ovaltine	59¢
\$2.00 Electric Iron	\$1.29
Model Airplanes	25¢
75c Malted Milk	59¢
75c Famous Crystals	49¢

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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.

THE TEACHER RETIREMENT AMENDMENT

(By C. H. Dillehay)
The second of the proposed amendments to the Texas Constitution to be voted upon next Tuesday authorizes the Legislature to establish a retirement system for teachers in public schools and state supported colleges.

The proposed system is a business arrangement between the teacher and the State, is designed for their mutual benefit, and is to be financed by equal contribution from both. Each teacher would be required to contribute not more than five per cent of his annual salary and not to exceed \$180 per year. This sum is to be matched by the state and the total will draw compound interest and provide annuities for those eligible. No person would be eligible for a retirement annuity who had not taught 20 years in the state, and those accepting retirement payments would not be eligible for benefits from other pension funds. Teachers who quit teaching before becoming eligible for retirement would have all of their payments and accrued interest refunded to them, while the state could use the money saved as a revolving fund to match payments of those who continue teaching, thus reducing the annual cost to the state.

If we can judge by the experience of other states having some kind of teacher retirement laws which are found in more than half the states and affect 60 per cent of the teachers of the country, the schools will be materially helped by a sound retirement system. Some of the advantages claimed are: making it easier for school boards to retire teachers who because of age or disability have passed their maximum efficiency; attracting and holding superior teachers who would otherwise go into other professions as they have done in the past; adding to the efficiency of teachers by freeing them from anxiety and worry over the difficulty of meeting the constant demands for professional improvement when they should be providing for their future comfort, a task made more difficult because of the fact that the nature of their work removes them from the channels of trade and safe investment.

THINGS ONE REMEMBERS

R. M. Hofer of Industrial News Review comments on an Associate Press dispatch from Berlin which reported recently that an editor of a well-known German newspaper was sentenced to life imprisonment for "high treason". No official explanation was given as to just what he had done to merit such severe punishment, but members of the foreign press corps remembered that a few months before he had divulged to them some of the orders given the German press by the "ministers of propaganda," and had been immediately arrested.

Here is a fine fruit of dictatorship, Hofer stated. Such things can happen only in nations where freedom of press, freedom of speech and constitutional liberties have been abrogated by iron-heeled dictators more powerful than the ancient Tsars.

SHOOTING DUCKS OUT OF SEASON

A warning has come out of the proper offices against the shooting of ducks out of season. This is being done to some degree in this territory. The Brand has been informed, and because of it a Federal game warden is now working in this area. Whether you think it proper or unjust, it is, nevertheless, a serious Federal offense to shoot ducks out of season. The offender will not be brought up before the county judge to be fined. He will be hustled off to Federal Court. The game wardens say they have no other choice. And the penalty if found guilty is \$500.

Because ducks are harming your crops is no excuse. Application can be made to Washington, in this case, and a game warden will be rushed into the neighborhood to investigate. If your claim is found to be true, the game warden will take steps to remedy the situation. You do not have to take it upon yourself. In case your crops are being damaged, we suggest that you see your county attorney as to the proper procedure to follow.

THEORIES OF GOVERNMENT

District Attorney Jimmie Witherspoon drew a fine comparison of Democratic and Republican theories of government when he spoke briefly before a gathering of Deaf Smith county Democrats last Thursday night. Study it carefully:

"The Republican theory of government," he said, "is that the country as a whole will get along if big industry is able to carry on; some of the money will trickle down to the little fellow. The Democratic theory is, 'Help the man at the bottom, and all will profit.'"

URNS AGAINST "PROPAGANDA"

"I have always voted a straight Republican ticket, without thinking very much about it," said Mrs. Charles S. Whitman, wife of the former Republican governor of New York at Democratic National Headquarters in New York City. "My change of political belief was crystallized by joining a class for public speaking at the Women's Republican Club. The statistics, data and so-called arguments handed me, on which I was supposed to base my speeches attacking the national administration, turned me definitely to Mr. Roosevelt. This change, according to the Democratic National Committee was brought about by the unfairness of the material supplied. This would indicate that the voter is beginning to demand clean fair campaigns, and that the candidate who stands on the old mud-slinging practice is going to find himself at a distinct disadvantage."

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, October 27, 1905.)

Trouble between railroad construction hands and Negroes near Texico the previous Saturday afternoon resulted in a number of the Gentlemen of Color being severely beaten.

Cattle shipments that week ran to 1,516 head, most of them going to Kansas City.

Grayson Bell was married to Miss Bulah Angel in Donley county Tuesday by Rev. A. W. Crawford of Hereford, who went there for the purpose. The newly weds were to make their home in Hereford.

The fifth grade welcomed Guy Smith as a new member.

The Randall County News was elating over the fact that the county had grown a bale

of cotton; but the Brand editor claimed the cotton was produced just over the line in Deaf Smith county.

"The latest creation in men's and boy's head wear are the low crown and slightly turned edge."

E. B. Black sustained a heavy financial loss in the death of his fine buggy horse, which had to be killed as the result of wire cuts.

Roscoe Davidson had been promoted to the position of bookkeeper at the Garner grocery store.

(From The Hereford Brand, October 29, 1915.)

Born to Messrs. and Mmes. Mack Short, girl; Tom Wood, boy; E. M. Kimbrough, boy; J. N. Jacobsen; Mrs. Bessie Gillean, girl.

Beau Randolph, young bull

recently bought by Jowell and Jowell for \$5,000, had arrived in Hereford, along with 50 high class registered cows, and 83 young bulls.

Clovis downed Hereford in their last football game, 27 to 0 in a game played there.

A couple of automobile accidents made the first page look real modern. Also Frank Falkerson had been injured when his team ran away.

A. H. Owen had grown 635 bales, or 21 tons, of German millet on 10 acres of ground.

The lady didn't buy a garment from a Hereford merchant for \$27.50—'twas too high. She went to an adjoining town and paid \$35.00 for an exact duplicate of the same garment. That was the editor's story, and he was sticking to it.

Large Group of Spectators See Silo Demonstration

The first trench silo demonstration in Deaf Smith county was held at the Paul Mathers farm nine miles northeast of Hereford October 15th and 16th. It is the pot the first trench silo in the county, but it is one of few located here.

At this demonstration was a large number of visitors, including Alex Thompson of Hereford, Vance Johnson, agricultural news reporter of the Amarillo News, K. J. Edwards, assistant district agent, Jack Rose and Wiley Roberson, county commissioners.

The silo was dug under the supervision of the Soil Conservation Service, with a tractor and Fresno. It was constructed 60 feet long, six feet deep and nine feet wide at the top, sloping inward to seven feet at the bottom. The approximate capacity was 43 tons.

Mr. Mathers was absent because of sickness, being confined in a Wichita hospital following an appendix operation. County Agent Alex Bateman and assistants Ed Marcum and Homer Thompson, supervised the job of packing and shingling the feed. Bundle carriers worked diligently for hours and most of Mr. Mathers' feed was required to fill the hole.

Some of the spectators were amazed to learn of the process and to know that the feed will not rot. A similar silo at Texas A. & M. has been filled for eight years and is opened every August for a test. The feed was found at the end of 14 years to be as good as it was when placed in the silo. It preserves the feed from sand, rats and waste in other manners. None of the food value is lost.

At present time O. G. Hill is having a silo dug that will hold 100 tons, and Alton Fraser is digging two of 100 tons each. Several others are interested in placing trench silos on their farms. Lester Galley, northeast of town, has been using a trench silo for the past ten years, and completed filling it last Monday.

WINDBREAK TREES CUT FARMHOUSE FUEL COST

For heating the homes, trees are more than just a source of firewood. They conserve fuel when used as a windbreak, says W. K. Williams of the United States Forest Service. Heating requirements in a house unprotected by trees are tripled when cold winds reach a velocity of 20 miles an hour.

Tests show that winter temperatures are two to six per cent higher on the leeward side of a windbreak than on the windward side, and that heat requirements increase rapidly with an increase in wind velocity during winter months.

Considering proper circulation of air in the summer as well as protection in the winter, Williams recommends that windbreaks be planted 100 to 150 feet from the house. Best protection is given also when the trees are "staggered" in alternate rows.

The compactness of evergreen trees makes them popular for windbreak purposes. However, mixed plantings with more permanent trees in the center rows may develop more rapidly. At least three or four rows, 8 to 12 feet apart, give best protection. The young trees grow faster where cultivated for the first few years. Windbreak trees may be obtained from many of the State colleges as State nurseries have been developed under the Clark-McNary farm forest law. These trees are distributed to farmers at a nominal cost.

REVIEWING THE AMENDMENTS

S. J. R. NO. 14.
"Proposal No. 5 to the State Constitution proposes to raise the salaries of the governor, attorney general, comptroller of public accounts, treasurer, commissioner of general land office and secretary of state.

This amendment provides that the governor shall receive as compensation for his services an annual salary of \$12,000, as compared to the \$4,000 he now receives, and shall have the use and occupation of the governor's mansion, fixtures and furniture.

The salary of the attorney general would be fixed at \$10,000 as compared to the \$4,000 he now receives. The comptroller, treasurer and commissioner of the general land office now receive salaries of \$2,500 each per year. This amendment would increase the salaries of these officials to \$6,000 each. The present salary of the secretary of state is \$2,000 per year and this amendment would provide a salary of \$6,000 annually.

S. J. R. NO. 26

Removal of the absolute power of pardon and parole from the hands of the governor and vesting it largely in those of a non-political board, is the effect of Amendment No. 4 on the November 3 ballot. This amendment makes provision for the governor to grant parole, pardon, commutation, etc. of sentences upon the recommendation of a Board.

In interpreting the amendment, Secretary of State B. P. Matocha said: "The proposed Board of Pardons and Paroles would be comprised of three members, one of whom would be appointed by the governor, one by the Chief Justice of the Supreme Court, and one by the Chief Justice of the Court of Criminal Appeals. They will serve for six years, one member's

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, 21st 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. BESSIE L. SMITH

For J. P. and Justice of the Peace: J. WALK, NEARBY.

term expiring every two years. It would be impossible in this manner for any one individual or official to ever have complete control of the board.

The governor is given the power to grant one 30-day reprieve in a death case. This is his only initiative, however. He has the veto power on all recommendations and he may revoke paroles and conditional pardons.

In cases of treason, under the terms of the proposed amendment the governor has the power to grant reprieves, commutations of punishment and pardons with the advice and consent of the legislature.

By Their Words AND OURS

Waiting around a court room one hears many comedy relief stories about the legal profession. ... Tells one about a colored boy who was on trial for chicken stealing. The jury brought in a verdict of not guilty, and the judge so advised him by saying, "Sam, you are acquitted of the charge." Sam immediately hobbled from his seat on the bench and asked the court: "Judge, does that mean that I have to give back the chickens?"—Pampa News.

Let us have a moment of silent prayer as we watch the tried old GOP come forward to promise a sweeping reform in government—with a whopper in one hand and a violation of law in the other.—Borger Herald.

It is a wholesome idea for neighbors, though more or less competitive in their business relations, to become better acquainted with one another, for it is now a conclusive fact that the spirit of cooperation has clearly superseded that of competition, both individually and collectively.—Muleshoe Journal.

"I am against Roosevelt. When Hoover was president I had \$30,000 in cash. Now I can't pay my debts."

"You must have been a good bootlegger," replied a Democrat.—Portales Daily News.

If Texas were redistricted today under our present constitution, Dallas would have 10 members of (the state legislature) and Houston 11. In 20 or 30 years more this would be doubled, thus taking the balance of power away from the less populated district.—Memphis Democrat.

Many men who refuse to buy an "off brand" article will agree that it does not pay to advertise.—State Line Tribune.

The June bridegroom who declared he would be master of his home or know the reason why probably knows the reason by this time.—Wellington Leader.

"Mother, I fell so 'cited!'" "Excited, child! I doubt if you know what 'excited' means."

"Why, it's being in a hurry, all over."

San Antonio is one of America's eight oldest municipalities. First to Buy in Houston

Little Favors

Amendment No. 6

G. H. (Jack) Little, state representative-elect from the 123rd district, Tuesday publicly announced his support of the sixth of the constitutional amendments to be voted on next Tuesday. The amendment would limit any one county to not more than seven members in the Texas House of Representatives, unless that county had a population of more than 700,000.

Mr. Little believes it will be to the best interests of West Texas, as well as the state as a whole, for this amendment to be passed, he stated. The variety of conditions and industries represented in Texas makes it necessary that no particular section be given too much power, he stated.

UNIFORM TRAFFIC SIGNS MAKE HIGHWAYS SAFER

Traffic control by signs, signals and regulations is one field at least in which country-wide uniformity would be highly desirable, says the Bureau of Public Roads, United States Department of Agriculture. Variations by local authorities offer no advantage and are likely to cause accidents.

Recently a driver passing thru a strange city was responsible for the death of a pedestrian at an intersection. He ignored a red light not in the standard position to which he was accustomed in his home city. This death was not a result of speeding or willful violation of the law, but was the result of a variation in local practice.

The Bureau of Public Roads has cooperated with the American Association of State Highway Officials and the National Conference of Street and Highway Safety in issuing a Uniform Vehicle Code recommended for adoption by the states.

Both sets of recommendations have been widely adopted. The Bureau believes they should be made universal.

Want Ads

For Sale or Trade

FOR SALE OR TRADE: 25 acres at edge of city limits, \$25.00 per acre cash will buy this. J. M. Murchison. 24-1f

FOR SALE: Good two-wheel trailer, worth the money. Mrs. E. R. Posey. 41-3c

FOR SALE OR TRADE: Real good Shorthorn yearling bull, papers furnished if desired. Six miles south and two miles west of Hereford. C. R. Boyd. 41-3p

FOR SALE: Grade "A" raw milk delivered to your door twice daily. Steam sterilized utensils and adequate refrigeration. Reasonable prices. Phone 668. Prairie Dairy. 26-1f

FOR SALE: 10-foot Eclipse steel windmill, first class shape. Also good 32-hp heavy duty, 10-ply truck tire, practically new, and one and one-half horsepower Fairbanks-Morse gasoline engine, with 32 volt generator. See B. & M. Cash Store, Summerfield, Texas. 1p

FOR SALE: Shade trees. Mrs. H. L. Broadwell. 1c

VOTE!

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SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

PLEASURE HOUR CLUB HAS HALLOWEEN PARTY

The Pleasure Hour club entertained with a halloween party at the home of Mrs. Smith McElroy Tuesday night. Autumn flowers and halloween suggestions furnished the decorations. Guests wore fancy costumes as ghosts and spooks prowled.

Clever stunts were features of the entertainment, and games of bridge were enjoyed. Table prizes were won by Mrs. Boyd London, Mrs. James Wilson, Ralph Smith, Carl Jennings and Henry Cloyd.

Present were Messrs. and Misses Roy Jowell, Harry Lomas, Henry Cloyd, Bill Smith, Ralph Smith, Owen Stagner, Criss Renfro, Boyd London, Carl Jennings, James Wilson, Mrs. B. R. Dixon, Mrs. S. M. Laddetter of Clem, Georgia, and the hostess.

MRS. C. B. WILLIAMS HONORED AT PARTY

Mrs. C. B. Williams was honored with a surprise birthday dinner Tuesday evening when friends arrived with covered dishes at her home to celebrate the occasion.

Forty-two furnished entertainment for the evening. Guests were Messrs. and Misses C. H. Dillehay, J. E. Beyer, Alvin Thompson, Misses D. H. Ross, Arlie Dean and J. B. Jones.

AMATEUR CONTEST TONIGHT

Among the entries in the Amateur Contest to be held at the high school auditorium tonight are Thurman Williamson and Meyers Hudson, cornet duet; Ernest Schel-hagen, vocal solo; Jerry Jowell, vocal solo; Robbie Jennings and Phyllis Radovich, vocal duet; Jackie Wright, clarinet solo; Lewis LeGrand, vocal solo, and Donald Robinson, vocal solo.

The contest is being sponsored by the Junior Band Mothers and prizes of \$5, \$3 and \$2 will be given. Admission will be 10 and 20 cents.

BRIDGE PARTY AT L. T. REECE HOME

Mr. and Mrs. L. T. Reece entertained with a four table bridge party Saturday evening at their home on West Second Street. Halloween decorations were used throughout the house and autumn flowers carried out the color scheme. Mints were served during the games and high score prize was awarded to Mrs. Ralph Sears. Mrs. Charles Sowell won low.

Refreshments were served to Messrs. and Misses Charles Sowell, Ralph Sears, H. C. Mitchell, A. Peterson, Ellis Coombs, Huren Sowell, Misses Ursula Fridley and Frances Higgins; Messrs. Bill Hromas and Kermit Wilson.

High School Glee Club Given Trophy for Best Report

Hereford's Rhythm Rangers, the high school glee club, won the trophy for the best report given at the annual district convention of Federated Music Clubs held in Lubbock last week end. The trophy, a bronze bust of Mozart, was won when Miss Mary Ann Baird gave the following report from memory:

"The high school girls' glee club was first organized in 1923, with Miss Swisher as director. Since that time there has been a glee club every year with the membership gradually increasing each year. Last year there was a membership of 40, which has increased to 52 this year. For the first time in its history the glee club was federated October 1, 1935, and attended the district convention in Pampa. It is our hope and aim to be federated each coming year.

We are an organized group having all the necessary officers: president, vice president, secretary, treasurer, reporter, business manager, pianist director and sponsor. In all the business meetings we have parliamentary procedure. Because of geographical location and love and appreciation of the correct rhythmic music, the name Rhythm Rangers has been chosen. Our school colors, maroon and white, were adopted for our club colors with white and American roses as flowers.

Each year we observe National Music Week, subscribe to the National Bulletin, and take helpful suggestions from the National and State courses of study. We also use the junior song and pledge.

This year we are making a scrap book and plan to have installation of officers. We cooperate with and receive the greatest cooperation from the private music teachers of our vicinity, and especially from our local public school organizations.

We have celebrated Texas Centennial in many different ways, paying tribute to Texas history by presenting several programs composed of Texas songs to schools, county-wide meetings and senior clubs.

At the beginning of last year a girls quartet, trio and sextet were organized. This group proved very beneficial to our school and community welfare by presenting assembly programs, club programs, rural programs, in cooperation with the Lions Club and Music Study Clubs and banquets. They were on the program of the Silver Tea given by the Music Study Club celebrating the opening day of the State Park at Hereford. They have entered local and out-of-town amateur programs in order to gain self control and poise while singing, and usually received first, second or third prizes which was used to obtain more and better music.

It is an adopted idea of the glee club to present sacred programs at Christmas, Easter, church programs and other special occasions. We also give an annual operetta, picnic and tea.

Music is given up to be the best mind trainer of any subject. It cannot be surpassed by any phase of life so far as its cultural, emotional, social, intellectual and aesthetic values are concerned. Let us strive to hand ourselves together with one general aim, that is to create, encourage, cultivate and present music of the best type. May we always be a singing nation. Let us never be without music.

Miss Thelma McMin is director of the club and at the annual convention she was appointed chairman of the Choral Music Division of the junior group. This includes the selecting and directing of the music to be used at the district and state conventions for the coming year.

ATTEND DISTRICT MUSIC CONVENTION

Officers attending the annual district convention of Federated Music Clubs in Lubbock last week end were Miss Mattie Mae Swisher, treasurer; Mrs. H. L. Broadwell, historian; Mrs. C. C. Ferguson, chairman of endowment, and Mrs. A. O. Thompson, recording secretary.

Others in attendance were Mrs. O. T. Williams, president civic chorus; Mrs. H. D. Reed and Mrs. Ralph White, delegates from civic chorus; Mrs. E. P. Conaway, Mrs. C. H. Dyer, Mrs. A. J. Schroeter, Miss Ruby Thompson and Miss Thelma McMin represented the Music Study Club.

LOCAL ARTIST IN BENEFIT SHOW

Miss Lueta Borden, local artist, appeared in the Parakeet Night Club, benefit show for crippled children, given Monday night at the Municipal Auditorium in Amarillo. She appeared in Bacchanale Ballet, or the grape dance, the most elaborate feature of the show. This was a beautiful number done by girls draped in bunches of grapes.

She was one of four in a dancing quartet called the Cigaret Girls, and she was also in a comedy number.

Miss Borden conducts classes of dancing in Hereford and in Friona, and she is continuing her study of the ballet, toe and tap dancing with Miss Rosalie Raymond of the West Texas Conservatory of Music and Arts in Amarillo. She is planning a program to be presented soon by her pupils in Hereford.

CARL DEAN MOUNTZ ON TRIP

Carl Dean Mountz left Saturday for a month's vacation trip spent in sight seeing and visiting relatives. He will visit Sydney Fuller in Chicago for several days and, after a brief stop in Detroit he will go to visit an aunt, Mrs. G. R. Jones, in Buffalo, New York.

He plans to visit Niagara Falls and Canada before returning to Butler, Indiana, to visit his grandfather. After a short visit with another aunt, Mrs. Lloyd Wright, in Fort Scott, Kansas, Carl Dean will return to Hereford.

C. H. DILLEHAY SPEAKER FOR PIONEER CLUB

C. H. Dillehay was the principal speaker at the meeting of the Pioneer Club Tuesday afternoon at the home of Mrs. A. A. Foster. Mrs. Bob Higgins led the program on Education and Psychology, and her subject for discussion was Illiteracy in Texas and What is Being Done to Eradicate it. She introduced the speaker whose subject was Recent Developments in Education. Mr. Dillehay stressed progress in public schools concerning the health of the children. He spoke of the rapid development being made in larger schools in visual education and the care given children who are physically weak. Facts concerning the teachers' retirement plan were also given by Mr. Dillehay.

Mrs. O. G. Hill gave an interesting talk on Every-Day Psychological Problems. Mrs. J. B. Jones was co-hostess for the meeting.

PROGRESSIVE LADIES CLUB ENTERTAINED

Mrs. C. P. Caldwell entertained members of the Progressive Ladies club Wednesday afternoon at her home in Progressive community. The room was beautifully decorated and halloween suggestions and colors were used throughout the house.

After a short business session, a variety of games were enjoyed. The hostess was assisted in entertaining by Misses Lynn Rowelson, Ira Ricketts and C. C. Bowman.

Present were Misses C. C. Bowman, Ray Hershey, A. S. Higgins, Owen Neal, Luke McBrayer, Orlin Russell, Ira Ricketts, Robert Vogel, C. P. Caldwell; Misses Virginia Bowman, Eunice Caldwell and Olive Perkins.

(Continued from page one)

Fiendish were his plans... cunning were his methods. But Dr. Greeding, the man whose strange powers held sway over friend and foe alike, could not combat the stronger power of love that was destined to ruin his plan.

You'll read with amazement how a series of foreshadowed incidents gave this deputy of the devil his supreme confidence... and later you'll read with satisfaction how that confidence was shattered by a force stronger than hate.

The deputy of the devil became a man again; his very soul at last rebelled against the tortuous path in which it was being driven!

Read it Serially In This Paper

L. A. E. CLUB MEETS WITH MRS. HUTSON

L. A. E. club met Tuesday afternoon at the home of Mrs. Bill Hutson in the Ward community. Mrs. Jim Lipscomb, president, presided over the business session.

Mrs. T. P. McCollister was leader of the program on Careers that are Different. She discussed the lives of Mussolini, Jack Dempsey, and Andrew Carnegie. Mrs. Jim Higgins gave an interesting talk on Individual Differences and Individuality.

Present were Misses Arlie Dean, Jim Lipscomb, Jack Hutson, T. P. McCollister, Bob Higgins, Bill Hutson and Jim Higgins.

JUNIOR PIONEER STUDY CLUB IN AMARILLO

Members of the Junior Pioneer Study club were entertained in Amarillo Tuesday evening at the home of Mrs. Ardelle George. Lovely roses decorated the rooms and several Amarillo guests were present to join in the evenings entertainment.

The club continued its regular study program on the Home and Family, with Mrs. Elizabeth Brumley as leader. She talked on Qualifications of a Successful Home Maker. Margaret Schroeter told of Personal and Social Relationship, and Katherine Kester discussed Recreation and Mental Growth.

Byron George sang two songs, and Mrs. George gave two vocal numbers. Mrs. Clifford Kester of Colorado was a guest, and two former club members, Laverne Womble and Bettie Ruth Miller of Amarillo were present. Mrs. Lennis Beyer of Amarillo presided at the coffee table.

Refreshments were served to Elizabeth Brumley, Marie Cogdell, Nell Culpepper, Genevieve Eberle, Anna K. Hardesty, Katherine Kester, Virginia Lillard, Ardelle Morgan, Nora Alice Ray, Margaret Schroeter, Ruby Thompson, Laverne Womble, Bettie Ruth Miller, Lennis Beyer, Mrs. Clifford Kester, and the hostess.

PEP CLASS HAS PIE SUPPER

The Pep class of the First Christian church held a pie supper Friday night at the church. The affair was not only a financial success, but proved a source of wholesome fun for members of the class and others.

ATTEND PRESBYTERIAL IN AMARILLO

Four Hereford women who attended the meeting of the Fall Presbyterial of the Presbyterian Church in Amarillo Wednesday were Mrs. Will S. Kerr, Mrs. J. C. Thorns, Mrs. Vern Witherspoon and Mrs. Charles Donald.

AMERICAN LEGION AUXILIARY ELECTS OFFICERS

The American Legion Auxiliary met at the home of Mrs. Paul Foster Wednesday evening. New officers elected were, president, Mrs. Paul Foster; vice president, Mrs. Glenn Weir; secretary and treasurer, Mrs. John Renfro; sergeant-at-arms, Mrs. Jim Lipscomb; historian, Mrs. Harry Lomas; chaplain, Mrs. B. R. Dixon.

The next regular business meeting will be held at the home of Mrs. Paul Foster on Tuesday evening, November 3.

WHOOPIING COUGH CONTROL NEEDED

While whooping cough is evident in all months of the year, the first weeks in October this year showed a rise in the number of cases reported to the State Health Department.

"Whooping cough is one of the most serious communicable or germ diseases affecting childhood, and is especially dangerous to babies who have not passed their first birthday," Dr. John W. Brown, state health officer, said in recommending stricter methods of control. About 90 per cent of all deaths from whooping cough, occur in children under five years of age, the records show.

"The disease is usually transmitted," Dr. Brown said, "by direct contact with the secretion of the mouth or the nose, or with articles freshly soiled with the secretion. Only a short exposure is required to contract the infection. The communicable stage must be considered to extend from seven days after exposure to an individual infected with whooping cough to three weeks after the development of the characteristic whoop."

"Whooping cough is not easy to detect in its early stages, for during the first week or two it resembles an ordinary cold in its symptoms. Then, however, the child begins to have attacks of whooping. The catarrhal symptoms and cough gradually become more severe, there is a running from the nose and the eyes are reddened. The child coughs in spells, the cough getting more severe and finally develops what is commonly known as the 'whoop'."

"Preventive measures against whooping cough should include keeping small children away from other children when whooping cough is in the neighborhood, and a visit to the family physician if whooping cough is suspected. Medical care is essential in whooping cough because proper medications can ease the spasmodic whooping and thus may save a life."

"Early reporting and isolation of whooping cough or suspicious coughing serves as a real protection to the young children of a community."

A True Prophecy.

The fat of the Kingdom of the Rajas on Gonda, India, was said to be bound up with a Child tree which, like many of the sacred trees of India, has sprouted from the tooth-twig of a saint. The kingdom was to last till the day a monkey was to be seen sitting in one of the trees. This occurred on the day the Indian mutiny broke out, which ended in the ruin of the dynasty.

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

Ancient Rome's Tax Program.

Imperial Rome of ancient days imposed a legacy tax of 5 per cent on sums over a certain amount left to other than near relatives. The introduction of this tax was partly due to the anxiety of Caesar Augustus to encourage matrimony. Only Roman citizens at first were subject to the inheritance tax until the whole empire was enfranchised to increase the revenue from this source.

Mrs. Mark Galloway of Amarillo spent Monday and Tuesday here with her aunt, Mrs. Seth B. Holman. Mr. and Mrs. Galloway will leave today for Kilgore, where they will visit her parents, Mr. and Mrs. D. C. Laird, for two weeks. Enroute home they will visit the Centennial in Dallas. They also expect to attend the football game in Dallas on November 7, between A. & M. College and S. M. U.

STAR THEATRE

Hereford, Texas
Thurs. - Fri.
Reasons Nite

175
Good Reasons looking for a home. You may register either Thursday or Friday and be eligible!

ON THE SCREEN

Swing to the tingle and zip of this side-splitting jamboree!

SING BABY SING
ALICE FAYE
ADOLPHE MENJOU
PAUL HENREY
GEO. KATOFF
RIZZ BROTHERS

Saturday Only
10¢ EVERY 10¢

THE LAW WAS ON HIS SIDE
AND SO WAS LOVE
KEN MAYNARD
IN
FUGITIVE SHERIFF
BETH MARION

UNIVERSAL'S NEW SERIAL GREAT
BUCK JONES
PHANTOM RIDER
EPISODE 1
THE BLOODY BIRD

RICHMOND UNIVERSITY

SUBJECTS TAUGHT

EMBRYOLOGY	PHYSIOLOGY
OSTEOLOGY	PATHOLOGY
MYOLOGY	SYMPTOMATOLOGY
ARTHEROLOGY	DIAGNOSIS
ANGIOLOGY	BACTERIOLOGY
NEUROLOGY	CHEMISTRY:
UROGENITAL	1. Physiologic
SYSTEM	2. Pathologic
RESPIRATORY	LABORATORY DIAGNOSIS
SYSTEM	ADJUSTOLOGY
DIGESTIVE	MANOLOGY
SYSTEM	PHYSIOTHERAPY
HISTOLOGY	HYDROTHERAPY

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HEREFORD, TEXAS

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PAYNE Floor FURNACE

- Carefree
- Clean
- Comfortable

EASILY INSTALLED
REQUIRES NO BASEMENT

Estimates Furnished FREE

West Texas Gas Co.

Good Gas With Dependable Service

Hospital Notes

Births.
To Mr. and Mrs. W. A. Springer, a son, born Saturday. Mother and child doing fine.

Hospital.
Nona Jean Wall, admitted Tuesday night for medical treatment, condition improved.

Charles Robinson, dismissed Sunday, recovered.

W. F. Lindsay, dismissed Sunday, recovered.

Sheen-70

Dry Cleaning
Distinction

Sanitary
Revitalizing
Modernizing

THE MAN'S SHOP

HOMER FOX—Phone 111
IN BY THREE—OUT BY SIX

Fox Cleaners & Hatters

The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL. I—No. 5.

HEREFORD HIGH SCHOOL, THURSDAY, OCTOBER 29, 1936.

PAGE 11.

Miss Ella Alkman visited friends in Canyon over the week end.

Miss Eleanor Pierle spent the week end with her parents in Canyon.

ASSEMBLY OF GOD CHURCH

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

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

Devotional worship, 11 a. m.

Christ's Ambassadors, 6:30 p. m.

Evangelistic Services, 7:30 p. m.

G. T. W., Wednesday, 7:30 p. m.

W. M. C. Thursday, 7:30 p. m.

Evangelistic Service Friday, 7:30.

Mr. and Mrs. Paul Wilson of Stratford visited relatives in Hereford over the week end. They stopped here enroute to Temple, where Mr. Wilson will go through the clinic and receive medical treatment.

Summerfield News

BY MRS. ASA ATCHLEY
Rev. S. L. Tidwell of Plainview was here Sunday.

Wayne Milton of Oklahoma visited his sister, Mrs. Albert Crosse, recently.

Mr. and Mrs. W. A. Vines were here from Goodwin, Okla., Sunday. B. G. Mulkey and daughter, Mrs. H. S. Wilkes and sons of Happy spent Saturday night and Sunday in the J. G. Evans home.

Mr. and Mrs. Chas. Crosse of Floydada visited the Albert Crosse home recently.

J. N. Thompson and sons of Spearman were in Summerfield on business recently.

N. P. Sikes was here from Clovis last week.

Mrs. John Vines of Black visited the J. B. Oglesby home last week. There is to be a Halloween party at the school house Friday night, to which all are invited.

Mrs. Walser of Chillicothe visited her brother, Bob Lance, last week. J. W. Vines has returned from Clovis.

A play will be given at the school house Friday afternoon. All parents invited.

Troy Welty and family were in Shamrock last week, called there by the illness of Mrs. Welty's mother. Mrs. Welty's brother died in Philadelphia and his body was sent to San Diego, Calif. The shock of his death caused Mrs. Martin's illness.

YWA met with Mrs. Asa Atchley Wednesday night, with a large number in attendance. Officers elected were Mrs. Cullen Butler, president; Mrs. Atchley, vice president, and Mrs. D. C. Walser, secretary.

A good snow fell in this vicinity last week.

Walter Hawkins and family of Lamesa visited the B. A. Atchley home last week.

Christine Atchley, Lester and Louise Suttle are in Dallas.

Mr. and Mrs. Bill Knox of Hereford visited the B. A. Atchley home Sunday.

Miss Koma Hyatt of Frio visited her sister, Mrs. Cullen Butler, last week end.

Mr. and Mrs. D. J. Neill of Plainview visited here last week end.

Guests of Miss Edna Daughette Sunday were her mother and father, Mr. and Mrs. W. M. Daughette, and her sister and family, Mr. and Mrs. J. L. Carlton and children, all of Pampa.

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A WANT AD WILL SELL THAT COW!

Protect
What You Have
INSURE
John McLean
Insurance Agency
Phone 273

-At This Time of The Year

Your financial problems bear down harder than ever. The arrival of winter means extra fuel costs, more clothing and perhaps drug and medical bills.

You look forward with special plans for Armistice Day, Thanksgiving and Christmas—perhaps a visit home, football games and Christmas gifts.

All take money. Is it more than you can afford? These things are available, not necessarily for the wealthy, but to those who have a plan for saving. Learn your lesson from them.



Let Us
Serve You

First National Bank

OF HEREFORD



A Strong Bank
Thoughtfully Managed

Girls' Team Starts Work

The basketball girls reported for practice Monday for the first time this year. The squad lost only three girls last year, Gaytha Wilson, Phylene Arthur and Genevieve Orr. The girls returning this year are Nora Jean Russell, Evelyn Lovelady, Mary Turrentine, Imogene Robinson, Ruth Atchley, Melba Schulz, Anna Marie Kuper, Thelma Cawthon, Hellen Danforth, Mary Virginia Whitehead, Gertrude Wilson and Helen Ann Snyder. The team is glad to welcome the new girls, Wanda Jean Reed, Annie Joe Owens, Lois Standifer, Caroline Frye and Betty Cockrell.

The basketball squad would like to have every girl who is interested in basketball to report from three until four every day.

The basketball girls are enthusiastic and hope to make history for Hereford High School for 1936 and 1937.

Honor Roll

The honor roll for the first six weeks is as follows:

- High Honor Roll.**
Tenth grade: Viola Phillips.
Seventh grade: Doris Elaine Dillehay, June Dameron.
- Honor Roll.**
Seniors: Billie Jo Roberts, Mary Turrentine.
Juniors: Jack Nicks, Mary Jane Morgan.
Sophomores: Grant Fuller, E. B. Posey, John R. Willett, Barbara Brotherton, Virginia Newell, Jeanne Williams.
Freshmen: Myron Morgan, Geo. McLean, Polly Anna Crawford, Anna Cockrell, Vivian Olson, Orville Hill.

Seventh Grade: Rayland Evans, Billy Louise Davis, Mary Nicks, Elma Shugart, Virginia Lee Sparks, Bobby Davis, Calvin Brunley.

A MYSTERY

Mr. Hudson is gone! What do you suppose has happened to him? Why did he leave so suddenly? Do you think the magician has hypnotized him and whisked him away right out from under our noses? You know the magician said that usually one of the committee would be missing after one of his performances. And today Mr. Hudson is absent from school. Do you think this could have been Mr. Hudson's fate? Oh, children, what shall we do? What shall we do?

EVANGELIST SPEAKS TO STUDENTS

Tuesday, October 20, the student body enjoyed a full program in assembly. Reverend McCann, pastor of the Assembly of God church, was present. Reverend Bill Lewis, evangelist, and Mrs. Lewis said "Jesus Taught Me How to Smile". Reverend Lewis is conducting a revival for two weeks. He talked on "A Race Through Christianity".

Another feature of the program was the appearance of Mel-Roy, the magician who entertained with tricks.

WHAT DOES IT MEAN?

What could be the reason for the staff's staying after 5 lately? Do they have something up their sleeves? They are all so enthusiastic over their meeting that they must be planning a very unusual paper. Did any of the past staffs have so much interest embodied in one meeting? It positively seems impossible that they could stay so late and find so much interesting about an everyday newspaper. The student body is beginning to wonder if that is all the staff does in these meetings. Why do they always answer to outsiders inquisitive questions, "Just wait, you'll find out soon enough."

Listen: If you watch this column, you will know next week at this same time why the staff has worked so diligently and stayed so late.

Mel-Roy called for some business men to come upon the stage and help him. Jerry Jowell calmly arose and went to assist the magician. What is the business, Jerry?

WHITEFACES DEFEAT HAPPY TO RETAIN SECTIONAL LEAD

In a muddy turf at Happy last Friday the Hereford Whitefaces trampled the Happy squad 13 to 6. The first quarter was scoreless. Both teams tried only ball carrying but they could gain very little.

Starting Line-Ups.

Hereford	Pos.	Happy
E. Posey	le	Gazzaway
Hagar	lt	Newton
West	lg	Crow
Higgins	c	Forbus
Schumacher	rg	Heller
Willett (C)	rt	Curb
C. Posey	re	Sims
Loerwald	qb	Toles
Billings	hb	Watts
Foster	hb	Guest
Stanford	fb	(C) Evans

In the second period the teams went to the air, and gained

MR. DILLEHAY RETURNS

PICNIC POSTPONED

In the meeting Wednesday the Freshmen decided to have a picnic Thursday at the football field, but the picnic was postponed because of the snow.

Report cards were passed out and many were the grim looks, but there were also determined looks to raise the grades this six weeks.

Speech Class Gives Program

Thursday morning in assembly Miss Crawford's public speaking class gave a very striking demonstration of choral speaking.

There were two to four groups of performers on the stage according to the requirements of the poems. Each group gave its part of the selection in a different tone of voice. The selections given were "The Song of the Bee," "Whistle, Whistle," "Cargoes," "The Lyke-Wake Dirge," and "Perri Merri, Dixi, Domine."

A short history of choral speaking was given by Jerry Jowell.

Chorus or unity in speech developed in ancient Greece. They were the first people to use this form of speaking to bring out the vividness, beauty and forcefulness in speech.

Plain facts can be presented in such a way to make a person take enlightened interest in them.

Since Choral speaking is something comparatively new in Hereford High School, the student body looks forward to more performances.

SEVERAL TEXT BOOKS ARE SELECTED

Mr. C. H. Dillehay has just returned from attending a meeting of the State Textbook Committee.

On Sunday, October 4, the formal hearing of the committee was given. Each publisher of each type of book was given two minutes in which to discuss his book. During the remainder of the week members of the committee studied and discussed the books. After finishing their selection of text books, they went to Austin to the State Board of Education, where they made their report.

There were five books selected for each subject, from which the high schools may select one. The following subjects were considered: Spanish I and II, Biology, Physiology and General Science; these were all adopted by the State Board of Education. Out of the 27 books recommended by the committee for the sixth and seventh grades, nine were adopted. These included dictionaries for the sixth and seventh grades; this is the first time that a dictionary has been furnished as a free text book. Out of the three supplementary readers recommended for the second grade, the State Board selected one. There were 47 companies competing, which fact made competition very keen since this was the highest adoption of text-books in several years.

There are nine members on the State Board of Education committee; five members on our local committee, making a total of 14 having a voice in the selection. Many of these have local committees of their own. The local committee of this high school consisted of: Spanish, Miss Rigler and Mr. Hudson; science, Miss Wrenn and Mr. Wilson. For the sixth and seventh grades, Miss Kirby and Miss Spradley. Miss McMinn and Miss Harris, the second reader, Miss Alkman, Miss Rutherford and Mrs. A. M. Smith, of Plainview.

On Monday and Tuesday Mr. Dillehay visited schools in Dallas, and on Wednesday he conferred with the members of the State Board of Education about a bond problem. While away Mr. Dillehay also saw the TCU and Arkansas football game, and on returning he saw the SMU and Vanderbilt game. He made a brief visit to the Texas Centennial, and also visited with Mr. and Mrs. Hopkins. Mr. Hopkins was a former teacher of Hereford school.

Although he had to work rather hard, Mr. Dillehay reported an interesting and enjoyable trip.

Frio News Items

BY MRS. W. A. SPRINGER
H. M. Mobley and family, J. B. Harlin and family, Messrs. and Mmes. Percy Estes, Paul Williams and J. A. Bagwell visited in the D. H. Allman home Sunday.

Mr. and Mrs. D. S. Jones spent the week end in Plainview.

Mr. and Mrs. Cullen Butler spent Friday night in the Allman home.

Frio school will present Miss Mollie's Gid at the school house Friday night at 8 o'clock.

Miss Koma Hyatt spent the week end with Mr. and Mrs. Cullen Butler at Summerfield.

Mrs. M. A. Springer of Amarillo is visiting relatives here.

W. S. Dixon and family called in the J. E. Springer home Saturday night.

Miss Helen Jones spent Saturday night with Mary Lois Springer.

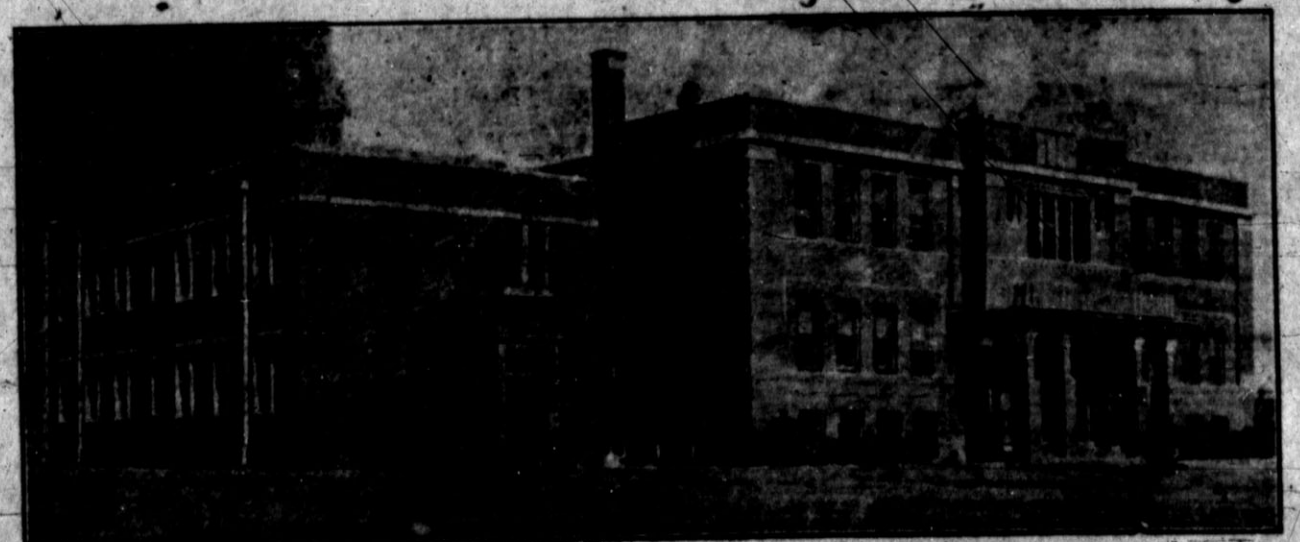
What Your Car Does for You

—Depends on what you do for your car—Especially in winter weather. . . . Along with your usual precautions, resolve to use TEXACO Gas and Oil this winter for better winter driving.

TEXAS SERVICE STATION

Glenn Snyder

We Enjoyed Our Work in Hereford On The Central School



It was a pleasure to work with the School Board at Hereford, and we hope they—as well as the patrons who inspected the building last week—are pleased with the work which we did in connection with their building.

C. S. Lambie & Company

AMARILLO, TEXAS

Contractors on New Central School Building

A GREAT BUY!

2nd BIRTHDAY Specials in I.E.S

BETTER SIGHT LAMPS

AS NATIONALLY ADVERTISED
Just unpacked! A remarkable purchase of I. E. S. Better Sight Lamps! These lamps were specially built for the I. E. S. Second Birthday Celebration and represent the best values the makers can devise. See them.

SEMI-INDIRECT FLOOR MODELS

Save dollars at this price. These lamps employ MAZDA Three-Lite bulbs that give you three levels of light.

\$14.95

NEW CLAMP-ON MODELS

Save space by clamping onto edge of table or desk. Some have a swivel. Swing them over work or push them out of the way.

\$8.00

NEW END TABLE MODELS

Just the lamps you want to give you correct reading light at the ends of the davenport or at the sides of easy chairs. Unusual values.

\$5.75

IT'S SMART TO BUY I. E. S. BETTER SIGHT LAMPS THAT MATCH UP

Terms—20% Down—Balance 6 Equal Monthly Installments

TEXAS UTILITIES COMPANY

SEMI-INDIRECT MODEL

CLAMP-ON MODEL

END TABLE MODEL

This tag certifies sight-saving lighting and is the mark of unusual value.

Not translucent bowl reflector, common to all I. E. S. Better Sight Lamps. It is made to rigid light-saving specifications.

HALLOWEEN

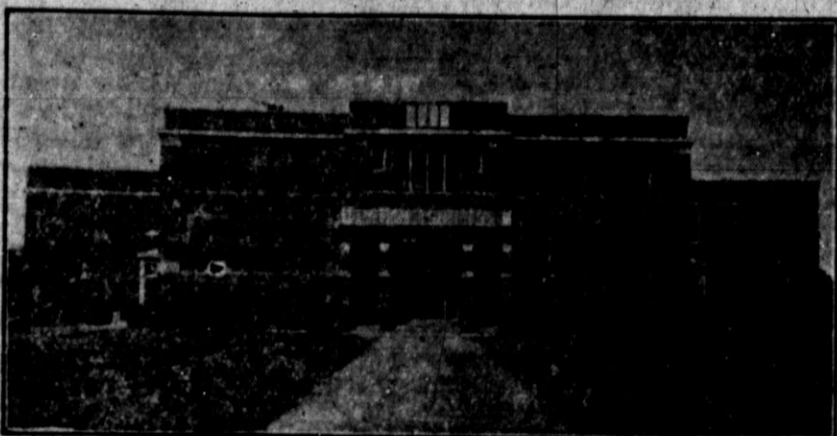
Halloween is nearly here. The time of spooks and spirits and bold, bad witches, riding through the air on brooms with their fierce black cats perched upon their shoulders. When the ghosts are up and prowling about, looking in at your windows, and the big grinning Jack-o-Lanterns laugh at you because you get frightened. "And the goblins will get you if you don't watch out!" Some think that Halloween is a time to "tear things up" and obstruct the highways and roads with everything or anything available. But this is no way to have fun and might prove dangerous to the public. Let's all do our part and try to make this a safe and sane Halloween.

SPORTSMANSHIP

What is Sportsmanship? Do we have it? Sportsmanship is the standard that we are judged by, especially in athletics. A good sport can still grin when he has lost, while a poor sport makes excuses or whines. Good sportsmanship is a standard that we want to establish and keep in our school. The best way to establish and preserve this standard for our school is by good conduct of our athletic teams. When the football team, the basketball team, the pep club, the debate team, the band, or the glee club makes a trip, each member of the group should strive to conduct himself in a manner that would cast no reflection on the name of our school. We want the name of our school to be a name of honor. If everyone conscientiously tries to be a good sport at all times, our school will have nothing to be ashamed of.

HELP IS APPRECIATED

When some people are asked to write an article for the paper, they say, "Oh, well, I guess I'll do it, if I have time," or "I'll see if I can find time." Others reply, "Yes, I'll be glad to help you," or "Yes, I'll take it, I'll have it ready by tomorrow." It is to the latter that we want to express appreciation. It is the unknown columnist and reviewer who so uncomplainingly and untrudgingly work on assigned files that make our paper what it is. To their diligent work we are sure of our best articles. We sincerely appreciate their help and hope that just as their names are not mentioned they will not quit work. Thought of the Week. Life is short—too short to get anything. Choose you must, and you choose, choose only the best in friends, in books, in recreation, in everything. —The Eagle Tale, Canyon, Texas.



THE NEW HOME OF CENTRAL STUDENTS is shown here as it now appears, following a \$50,000 remodeling and addition project. The building was formally opened last Thursday. The two new wings contain four class rooms each.

DEBATES PLAN ASSEMBLY PROGRAM

The Debate Club held its usual meeting Wednesday at 4 o'clock to practice for the assembly program which is to be given November 5. A committee was appointed to select a name for the club. A committee was named to make arrangements for a club dinner. A new reporter, Elaye Wilkins, was elected.

HI-Y PLANS PARTY

The HI-Y met Monday night instead of Tuesday night because of the magician show sponsored by the club Tuesday night. Everyone seemed to have a good time in the gym. They all seemed to enjoy throwing at Wilbur Willett with a baseball. All enjoyed the devotion which was given by Mr. Hudson. Several topics were given to the club by the vice president for the club to discuss. The president appointed a committee to make plans for the party which is to be held October 30. Mr. Favin, district YMCA secretary, plans to be at the party. Wilbur Willett suggests that all members pay their dues for the year so he will not have as much collecting to do.

OBTAINING SUCCESS IN LIFE

Dr. C. Q. Smith. Nearly everyone does the regular thing; but those who are able to reach the heights are those who make the most of their spare time. Reading great biographies for inspiration and realizing the opportunities at hand make for success. Some pick up fortunes from those things which others throw away. Examples: Ford, Lindbergh, Longfellow, Milton, Gallie. You students whose names may some day appear in "Who's Who" will do so not because you have done the work laid out for you to do, but by doing in your spare time those things others have left undone. Leonard Ralston did not seem to be very popular with the girls the day that he had a snake coiled around his wrist.

A TEST OF EDUCATION

A wise man has said that no one is educated until he can say "yes" to the following questions: Has your education given sympathy with all good causes and made you espouse them? Has it made you public-spirited? Has it made you a brother to the weak? Have you learned to make friends and keep them? Do you know what it is to be a friend yourself? Can you look an honest man or a pure woman straight in the eye? Do you see anything to love in a little child? Will a lonely dog follow you in the street? Can you be high-minded and happy in the meaner drudgeries of life? Do you think washing dishes and hoeing corn just as compatible with high thinking as piano playing or golf? Are you good for anything to yourself? Can you be happy alone? Can you look into a mud-puddle by the wayside and see anything in the puddle but mud? Can you look into the sky at night and see beyond the stars? Can your soul claim relationship with the Creator?

HUMOR

The conversation concerned a periscope (instrument for seeing around corners). Dean Dunlap said that he would like to look through a horoscope. Is that another new invention or just a slip in pronunciation, Dean? Carl Mosley was caught chewing gum in biology class, consequently, he had to furnish gum for everyone in class the next day. Maybe it would be to his interest to keep it behind his ear, especially during assembly period. When a person studies physics he can imagine many things. The class was even asked to imagine that Lewis Hagar was a horse. The day that McRoy, the magician, came to school Mr. Hudson was very late to class. The students were beginning to believe that he had been made to disappear; but Mr. Hudson says: "No such luck for you". If you want to get along with Mr. Dilley, be sure to tell him that you missed him while he was gone. Reverend Redford: We should all wear hat bands bearing the words, "Everybody's Saying It: Saying What?" Miss Fullinm: Knock, knock! Madeline: 4th study hall before 5:30. I wish that good looking boy would help me with my English. She soon had more help than she could use. All the boys present asked if they might assist her.

THE CODE OF A GOOD SPORTSMAN

- Grantland Rice. 1. Thou shalt not quit. 2. Thou shalt not alibi. 3. Thou shalt not gloat over winning. 4. Thou shalt not be a rotten loser. 5. Thou shalt not take unfair advantage. 6. Thou shalt not ask odds thou art not willing to give. 7. Thou shalt not always be willing to give thine opponents the shade. 8. Thou shalt not underestimate an opponent nor overestimate thyself. 9. Remember that the game is the thing and that he who thinketh and hard winneth, and not a true sport. 10. Honor the game thou playest, for he who playeth the game straight and hard winneth, even when he loseth.

A certain general science student said that man had never been higher than ten feet off the earth. Her feet must be considerably longer than her classmates have noticed.

Bippus Items

BY RUTH REESE Shoppers in Hereford Saturday were Mr. and Mrs. C. V. Griggs and Henry, Mr. and Mrs. Emery Burks and Billie and Juny Dale, Mr. and Mrs. Frank Knaba and daughters, and Mrs. Jones. Mr. Humfield called in the C. T. Reese home Thursday. Mrs. E. Morrison and Bud were in Hereford visiting relatives last Sunday. Miss Stella Fortenberry was a guest in the Z. J. Steen home Wednesday night. Z. J. Steen visited the Bippus school Tuesday. People of this community welcome Mr. and Mrs. Walton, who have moved to the Ed Lee home. Virgil, Elmore and Malvin have entered the Bippus school. Mr. Fortenberry and Stella were in Hereford Saturday.

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

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

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

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

Jumbo News

BY MRS. ULLMAN HUNTER. Mr. Gibbs of Memphis visited in the C. Andrews home recently. Mr. and Mrs. Finis Hunter were in Amarillo Wednesday. Miss Katie Burks spent Sunday with her parents at Arney. Mr. and Mrs. E. D. Wilmetb, David Myers and Miss Florence Curry spent the week end in Canyon. William Axe of Garland visited Mr. and Mrs. F. J. Axe recently. Mr. and Mrs. Dewey Owens spent Wednesday in Dimmitt with her parents, Mr. and Mrs. Henry Short. Mr. Short has been quite ill, but is improved. Mr. and Mrs. Finis Hunter spent Sunday with Mr. and Mrs. L. O. Norman of Arney. Noah Ewton called in the Ullman Hunter home Friday. Mr. and Mrs. Noel Andrews of Hereford spent last week end with his parents, Mr. and Mrs. C. Andrews. Rev. Howell preached here Sunday. Mrs. Ullman Hunter left Monday for Mineral Wells to attend Grand Chapter of the Eastern Star. She was in company with Mrs. Jack Rose, H. C. Baird, M. D. Womble and Lee Cocanougher. The M. L. Simpson family spent Saturday in Hereford with Mr. and Mrs. W. A. Hunter. Mrs. Simpson remained with her mother. Wilburn Axe left Thursday for Norton, New Mexico, to see Mrs. Axe, who is teaching there.

Try the Hereford merchants before going elsewhere to buy.

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.

Beware The Cough From a common cold That Hangs On

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Creomulsion not only contains the soothing elements common to many remedies; such as, Syrup of White Pine Compound with Tar, fluid extract of Licorice Root, fluid extract of Wild Cherry and Menthol, but also has fluid extract of Ipecac for its powerful phlegm loosening effect. Fluid extract of Cascara for its mild laxative effect and, most important of all, Beechwood Creosote is perfectly blended with all of these to reach the source of the trouble from the inside. Creomulsion can be taken frequently and continuously by adults and children with remarkable results. Thousands of doctors use Creomulsion in their own families as well as in their practice knowing how Creomulsion aids nature to soothe the inflamed membranes and heal the irritated tissues of the germ-laden phlegm is loosened and expelled. Druggists also know the effectiveness of Beechwood Creosote and they rank Creomulsion top for coughs because you get a real dose of Creosote in Creomulsion, emulsified so that it is palatable, digestible and potent for going to the very seat of the trouble. Creomulsion is guaranteed satisfactory in the treatment of coughs, chest colds and bronchial irritations and especially those stubborn ones that start with a common cold and hang on for dreadful days and nights thereafter. Even if other remedies have failed, your druggist is authorized to guarantee Creomulsion and to refund every cent of your money if you are not satisfied with results from the very first bottle. Don't worry through another sleepless night—phone or go get a bottle of Creomulsion right now. (Adv.)

BUSINESS AND PROFESSIONAL DIRECTORY

THE CHOCOLATE SHOP Plate Lunches Sandwiches Cold Drinks, Candies Magazines. THE HEREFORD BRAND JOB PRINTING. INSURANCE JNO. H. PATTON PHONE 59. ABSTRACTS Of All Deaf Smith County Land Titles. DEAF SMITH COUNTY ABSTRACTS INC. Cliff Estes, Manager. RADIO SERVICE On All Makes Radios. All Work Guaranteed. GEORGE GILES Member of R. M. S. At Womble Implement Co.

New 1937 CHEVROLET The Complete Car - Completely New



With a completely new Valve-in-Head Engine—giving new power, new smoothness, new economy—in fact, the only old thing about it is its reliability.

On display SAT. NOV. 7

PUBLIC INTEREST COMES First And That Means Safety for Savings. The first consideration of this bank is safety for the hard-earned savings of its thousands of depositors. Every minute of the day we are constantly on our guard in keeping your money safe. In choosing investments, in making loans and in conducting other banking business we use every care to protect you. That's why we have been able to withstand the depression and the five year drouth. Start A Savings Account! First State Bank

PERSONALS

Jimmy Gammill attended the Texas Tech Homecoming in Lubbock Saturday and Sunday.

Mr. and Mrs. N. E. Gass returned home Wednesday night from a visit to the Centennial in Dallas.

Fred W. Baird, county auditor, returned Sunday from a month's stay at Hot Springs, New Mexico.

Mr. and Mrs. Henry Hastings visited their son, Roy, who is a student in Texas Tech, Sunday.

Mr. and Mrs. Mack Beach visited relatives in Lubbock over the week end.

The High School Band Mothers will meet next Tuesday at 3 o'clock at the high school.

Mr. and Mrs. E. Ramey and daughter, Oline Ramey, were Tulla visitors Sunday.

Mr. and Mrs. C. A. Potts and Albert White were in Canyon Sunday.

Mr. and Mrs. Bill Knox and family were Amarillo visitors on Monday.

Dr. and Mrs. Charles E. Donnell of Canyon were guests of Dr. Donnell's sister, Mrs. D. H. Alexander, Friday.

Mrs. H. L. Broadwell attended the Federation meeting in Lubbock last Saturday and enroute home visited her daughter, Miss Mary, at Tulla, who is a teacher in the public schools there.

Mrs. C. A. Skelton and Mrs. Egbert Brady left today for Amarillo where they will attend a meeting of District WPA workers.

Mrs. Bob Allison left Saturday for her home near Fort Worth, after a two weeks visit here with relatives.

Bob Baird, student at WTSTC, Canyon, spent the week end here with his parents, Mr. and Mrs. H. C. Baird.

Mr. and Mrs. Bob Wilson and little daughter, Marilyn, left Saturday morning to visit the Centennial celebration in Dallas.

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

Little Miss Harlette Carter left Sunday for a visit with her mother, Mrs. Beulah Lee Carter, in Amarillo.

Mr. and Mrs. E. E. Ramsey are expected to return the latter part of this week from an extended visit in Wichita, Kansas.

Mrs. Wirt Phillips and daughter, Viola, and Wayne Evans attended the Homecoming at Texas Tech in Lubbock Saturday.

The Firemen's Club have issued attractive invitations for a Halloween Dance to be given at the Firemen's Hall Friday night, October 30. Music will be furnished by Logan Largent and his nine piece orchestra.

Miss Geneva Sue Benton, student in WTSTC, spent the week end here with her parents, Mr. and Mrs. Claude Benton.

Mrs. S. M. Lassetter and little son, James Henry, of Clem, Georgia, arrived Monday to visit her father, Henry Cloyd, and other relatives.

Mrs. Marlin Gilliland and Miss Dessie Simmons went to Dallas last Friday to attend the Centennial and visit Marlin Gilliland. They returned home Tuesday.

Mr. and Mrs. Arlie Dean visited relatives in Lubbock Saturday. Enroute home they stopped at Plainview where they visited Mrs. Bill Simon, a sister of Mrs. Dean.

Mr. and Mrs. E. H. Fullwood and Mrs. Fullwood's brothers from Massachusetts, Dr. Walter Bates and H. W. Bates, who has been visiting in the Fullwood home, returned Friday from Tucumcari where they visited relatives.

Mr. and Mrs. S. I. Orr returned Texas Tech Homecoming in Lubbock Saturday. Their son, Duane Orr of Texola, met them there for a visit.

Mr. and Mrs. Bill Bell and Mrs. E. M. Vandenburg visited Mrs. Bell's brother in St. Anthony's hospital in Amarillo Sunday.

Mrs. Arthur Thompson returned home last Wednesday from Hamilton, Kansas, where she has been with her mother, who was very ill. She reports her mother as much improved.

Mmes. Jack Rose, M. D. Womble, Lee Cocanougher, Ullman Hunter and H. C. Baird left Monday morning for Mineral Wells where they will attend a Grand Chapter meeting of the Eastern Star Lodge.

Mr. and Mrs. Troy Moore and little daughter, Sharon Dee, returned Tuesday from a visit to points in Central Texas and to the Centennial in Dallas and Fort Worth.

Mr. and Mrs. M. L. Simpson of Jumbo community announce the birth of a daughter, born this morning, October 29. Mrs. Simpson is at the home of her mother, Mrs. W. A. Hunter.

Mrs. S. E. Askren and nephew, Robert Martin, and Mrs. Martin of Baytown, Texas, are visiting relatives in Socorro, New Mexico. Mr. and Mrs. Martin have been visiting Mrs. Askren here and will return to Hereford with her.

Mr. and Mrs. Roy E. Neal of Lawrenceville, Illinois, returned home Wednesday after a week's visit with his parents, Mr. and Mrs. W. E. Neal, and his sister, Mrs. Claude Ricketts and Mr. Ricketts.

Mrs. F. E. Bowe left Monday for Dallas where she will visit relatives and the Centennial. From there she will go to Oklahoma and Arkansas for visits with relatives. She will return to Waxahachie in two weeks, and after a short stay there will return to Hereford.

PHYSICAL CHECK-UP NEEDED EVERY YEAR

Great strides have been made in mass control of public health in the past 25 years by public health officials and the use of scientific methods in the control of disease. The job of the individual in getting fit and remaining in good health, however, is a personal rather than a public matter, according to Dr. John W. Brown, state health officer.

"While the ravages of diphtheria, smallpox, typhoid fever and other devastating diseases have been definitely checked by public health measures," he said, "there are left many health enemies whose onslaught is stealthy, and whose approach is definitely individual. Heart disease, cerebral hemorrhage, nephritis and cancer continue to stand high in the list of major killers."

"As these degenerating diseases cannot be controlled by quarantine and immunization, each individual should see to his own protection against these diseases if they exist, while they are in a state where control may be effective. The annual physical health examination is the major defensive weapon against such diseases."

"The annual physical examination has two definite objectives in the life of an individual: namely, to establish the fact that there is or is not present a disease which calls for prompt control measures, and to determine the margins of safety in health habits. When the family physician has established the facts brought to light in a physical examination, he is in a position to advise the individual as to procedures which must be adhered to in order that a proper balance may be maintained."

"Go to your family physician and give him a chance to tell you whether you are giving your body..."

Lower Cost

(Continued from page one)

The cooperative elects its own officers and hires an engineer approved by REA, who will operate and maintain the lines and keep them in condition, read meters and collect bills under Government supervision. Books will be audited by the Government, to which the cooperative will be directly responsible.

No Member Responsible.

The Government makes the loan to the cooperative as a corporation, and no member is liable for its return to the Government. The farmer does not put up a dollar for the construction of the lines, Pyles pointed out. "All that you are liable for is the payment of your power bill," he said. The cooperative is a non-profit organization, and its rates will be as low as possible. He said the cooperative must get a kilowatt hour price so that the farmer will pay only for what he uses.

Asked about the size of the project required before it could get Government approval, Mr. Pyles said there was no limit on the size so long as there were sufficient users to justify the continuance of the line, and that the local project already is large enough to be considered, and, therefore, they did not have to worry about the minimum qualification. "The project now depends upon your initiative in getting us the information we need," he stated. "You are going to get out of it exactly what you put into it."

Conservation of Water.

Mr. Pyles dwelled at length upon the conservation of water. The Government must be certain there will be water here for many years before it will go into an undertaking of this nature, he stated, suggesting that the cooperative set up its own conservancy laws since there are no regulatory state laws. He suggested that perhaps a limit of 80 acres on each quarter section under irrigation would be a reasonable maximum. It was brought out that the "Texas idea" is to do things on a large scale, but, he said, "you must forget that in irrigation." He used as a basis of water requirements, three acre-feet per year, but because of the soil type, this was considered considerably more than is normally used by irrigators in this section.

In discussing the cost of power, Mr. Pyles said electricity is about half the cost of gasoline for running irrigation plants, and cheaper in the long run, because of reduced upkeep costs, than natural gas. He said, in answer to a question, that the Government has a maximum price it will allow the cooperative to pay for wholesale power, but he refused to discuss the price.

Follow Section Lines.

The cooperative will construct all lines and go into the property a distance of 500 or 600 feet, he stated. If the home or irrigation well is farther back into the section, the farmer must stand the expense of going the remainder of the distance. If it should prove to be the case, where perhaps several farm homes are located in the center of adjoining sections, the lines might be run through the center of the sections to prevent this cost to farmers, he said, but there will be no wholesale crossing of farm land. In the main, the lines will be run along section lines.

Mr. Pyles said REA will also lend whatever amount is needed by members for the purpose of wiring homes, barns, irrigation plants, and for the purchase of appliances and motors. The loans will be made directly to the cooperative after it has learned the needs of each member, and the appliances will be purchased in group lots at reduced prices. The individual, then, will be indebted to the cooperative and not to REA. He was not certain if an irrigation well could be included in this list of appliances, with money borrowed for its construction.

Payment of Indebtedness.

The initial cost of the project would be paid on a 20-year basis out of the net earnings of the cooperative. Appliance loans will be made on a five-year basis. After the lines are paid for, the price will remain stable, with dividends being declared each year and the individual member receiving dividends in proportion to the amount of power used, again reducing the cost.

Mr. Pyles was to remain in Hereford about two days gathering data and making his study of the project. As soon as possible thereafter, he will outline his plans before REA, and, he said, the project should either be accepted or rejected within 30 days. If it is approved, all details should be worked out and the lines put into operation by spring. He declined to give his opinion as to the probability of approval, saying he would have to make a careful study before forming an opinion, but, he said, "It does look..."

Around Town

(Continued from page one)

The most talked of event of the past week was not, as you would expect, rural electrification. It concerned the printing of the pictures of three of Hereford's fine citizens on the front page of the Brand. Much has come of it, including a threatened suit against the Brand.

Jimmie Witherpoon threatened suit because his picture was not used on grounds that he also helped to construct Central school.

C. H. Dillehay wore out one paper looking at the front page and purchased another.

Jimmy (It should never be spelled with an "ie") Gammill, on the pretense of sending pictures of the building to friends, obtained half a dozen copies.

Judge Mal Stewart and the county commissioners held a special session of the court to see what could be done about it, and a Brand representative promised that should they get Highway 60 through the county paved, he would gladly print their pictures in a group, sending them a bill for the engraving work.

We are indebted to our good friend, Roy E. Neal, of Lawrenceville, Illinois, who brought us some beautiful roses and carnations from his greenhouse in Lawrenceville. Mr. and Mrs. Neal were enroute two days, yet the flowers looked as though they were cut from the garden the morning they were brought in, so well and carefully were they packed. Many thanks to you, Mr. Neal.

There are two official Mounts of Olives in Jerusalem, and Christian sects not infrequently engage in bloody street fights after arguments as to the genuineness of one or the other.

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Spirella

Corsets, girdles, brassieres—designed exclusively for you. MRS. BESSIE DAVIS, 410 Sampson Avenue



SEE THESE SPECIALS

CHERRIES 29¢

Chocolate covered, pound box

CRACKERS 17¢

2-pound box

OVALTINE 31¢

Large size 57¢, small size

CORN 10¢

No. 2 Standard can

COMPLETE LINE OF INGREDIENTS FOR FRUIT CAKES

Buy BETTER FOODS HERE

Flour FACKARD'S SEAFOAM 48-LB SACK \$1.57

PINEAPPLES 25¢ Crushed or sliced, 3 flat-cans

OXYDOL 19¢ Large size

WHEAT FLAKES 27¢ Kellogg's, 3 pkgs

PICKLES 15¢ Sour, quart bottle

SALAD DRESSING 25¢ Worth's, quart

TOMATO JUICE 25¢ Swift's, 3 cans

SUGAR 10-POUND PAPER BAG 49¢

OATS 23¢ Moon Rose, with glassware, pkg

JELLO 5¢ All flavors, pkg

MACKEREL 25¢ No. 1 tall can, 3 for

PEACHES 47¢ No. 10 can

MARSHMALLOWS 15¢ Pound package

SOAP 17¢ Palmolive, 3 bars

COFFEE SCHILLING'S 1-LB CAN 27¢

COCOANUT 5¢ Small package

CAKES 19¢ Marshmallow, lb pkg

EXTRACT 15¢ Vanilla, 8-oz bottle

SOAP, Ivory, 1 large bar 2¢ With 1 large and 2 small bars

PUMPKIN 12¢ Del Monte, No. 2 1/2 can

OLEOMARGARINE 18¢ Allsweet, pound

Compound SWIFT'S JEWEL 8-LB CARTON 98¢

MACARONI 5¢ Or SPAGHETTI, pkg

GRAPE JUICE 15¢ Quart 29¢, pint

CHEERRES, Maraschino 10¢ 5-ounce bottle

SHOE POLISH 11¢ Jet-Oil, all colors, bottle

SALMON 11¢ Pink, can

MINCE MEAT 25¢ White Swan, 3 pkgs

CABBAGE lb. 2 1/2 ¢

Pumpkin MEDIUM SIZE 2 FOR 25¢

BANANAS 5¢ Pound

ORANGES 22¢ 288 size, Red Balls, dozen

GRAPEFRUIT 25¢ Marsh Seedless, 6 for

CRANBERRIES 22¢ Quart

ONIONS 10¢ Sweet Valencia, 3-lb

CELERY 10¢ Bunch

LETTUCE 7¢ Head

PIGGLY WIGGLY ALL OVER THE WORLD

FRANK CYLES, Manager PHONE 31 1211 11 HOME

STAR THEATRE Hereford

Midnight Preview Saturday Night. SUNDAY — MONDAY

SEE THIS THRILLING DRAMA OF DARING AND COURAGE THAT CARVED A GREAT STATE FROM A WILD FRONTIER!

MIGHTY DRAMA OF IRON MEN! Comrades-in-arms who knew no fear, recognized no odds...who lived and loved boldly! The story of the American Bengal Lancers!

THE TEXAS RANGERS

Produced and Directed by...

A Paramount Picture with FRED McMURRAY * JACK OAKIE JEAN PARKER * LLOYD NOLAN * EDWARD BLUE

PLUS PARAMOUNT NEWS AND POPEYE CARTOON

Superfex Heaters Kerosene and Distillate Burners ARE SAFE ECONOMICAL EASY TO REGULATE AND PROVIDE EVEN HEAT SATISFACTION SEE THEM TODAY AT E. B. Black Co.