

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

40th YEAR—NUMBER 40.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, OCTOBER 16, 1930.

FIVE CENTS PER COPY.

Over 30 Miles of New Road Ordered Opened; Court Is Favor of Larger System

Eight new roads, totaling 31 1/2 miles in length, were viewed by commissioners court Monday. All were established, except in a few instances where they were pending, and it is thought these will be adjusted without delay in opening of the roads.

Series of view were also appointed to cover four more lateral roads ordered over the county, which will be connecting links and will be 12 miles more to the county's main road. Several other petitions are on file for consideration at the next term of court.

Everybody in Deaf Smith county who wants a road can get it by drawing up a petition and submitting it to the commissioners. Earl W. Wilson said Tuesday speaking for the court members who are anxious to grant wherever asked for and wherever it is done according to the law.

Some of the new roads ordered are in the northwest part of the county. One starts in section 10, range 5, and runs west seven miles. The other begins at the southwest corner of section 10, range 5, and runs west seven miles. The other begins at the southwest corner of section 10, range 5, and runs west seven miles.

Some of the new roads are to be connecting links to or between established routes.

Pentecostal Church Will Hold Session

A convention at the Pentecostal church here for Thursday evening, October 23-24, is announced by Rev. J. A. Thomas. The session will open at 7 o'clock Thursday night. An evangelistic service will be held Friday morning. The convention will close Saturday night. Dinner will be served by ladies of the church. M. Cadwalder of Grand Prairie district superintendent, will be the main speaker and he will be assisted by able speakers from other districts.

Local Doctors Form Surgical-Medical Clinic

The Hereford Clinic has been formed and suite of offices taken in the Buckner-Lambert building, over Sprowls-Cronin company. In the clinic are Drs. J. W. Hicks, G. F. LeGrand and E. R. Willis. Dr. Willis, formerly of this city but now of Friona, will join the organization here in an active capacity as soon as some of his professional cases in Friona county have been cared for.

Who May and May Not Vote On Stock Law

Considerable confusion exists in the minds of the people with reference to who are legal voters in the stock law elections to be held in commissioners precincts Nos. 1 and 4 on Saturday, October 25th, by request of the county commissioners court, the Brand publishes the following statement which should be of interest to voters:

In addition to the usual qualifications of residence, age and poll tax receipts, as in other elections, the law also requires that a voter must be a "freeholder" or land owner in the precinct where he or she resides. It is not a sufficient qualification to own land in the county, or in some other precinct, but one must own land, or a definite interest therein, in the precinct where one resides.

Only actual freehold residents of precincts one and four will be entitled to vote in their respective precincts and residents of precincts two and three will not be entitled to vote, even though they may own land in the precincts one and four.

Farwell Plays Here Friday In Last Home Game

Referee C. C. Acker's whistle will sound for the last home game of the season here Friday afternoon when Farwell and Hereford high schools try out their football skill against each other.

This will not be a conference game, but if the Whitefaces lose it will be figured as one. Conference rules of the interscholastic league state that if one team plays another within the same sectional territory and loses, though not a conference game, a defeat is marked up. In playing Farwell the home boys have nothing to gain and all to lose.

No predictions are being made as to the outcome. Friday for several reasons, and the main one is that the Whitefaces have been comprehensively out during the past week by examinations. The teachers are having their inlings and are finding out if Coach McCollum's proteges know as much about quadrangle questions as they do about lateral passes. The report is that one or two players will be missing from the line-up.

Farwell's strength is questionable. Last week they lost to Olton by a top-heavy score of 32 to 7, but Olton is among the best in the state.

Season tickets for home games are in error on the date for the Farwell game. Holders of these tickets will note that the printed date is October 27, but it should be October 17, which is Friday.

Police Recover Connell's Car Stolen Tuesday

Police officers of Amarillo phoned E. F. Connell of this city yesterday afternoon that his stolen car had been found. The car was stolen Tuesday night when George Connell, a son, drove into Amarillo and parked it on the north side of the Amarillo Hotel. He arrived there at seven o'clock, and when he returned to the hotel at nine o'clock the automobile was missing. George had to come home on the train.

Deaf Smith Is Sixth at State Fair

Deaf Smith county's fair exhibit in the State Fair at Dallas has been awarded sixth place, according to a telegraphed message received Wednesday by the chamber of commerce office from H. L. Hershaw, who is in charge of the booth.

Lion Members Tested Out On Value of Hats

All members of the Lions club received telegrams yesterday morning about attending the luncheon at Hereford Hotel, and those who went were unable to leave, unless haphazardly, until they had bid in at a fancy figure their headgear, combating an avaricious bidding crowd and a hard-hearted auctioneer who had no compunction of slipping up with a sharp butcher knife a man's favorite hat for the past year or two, when he thought enough had not been offered.

Just one hat was sliced, and then the price of chapeaus went up. Object of the auction was to raise money to pay on the club piano, and a nice sum was realized.

The best crowd within many a day was in attendance yesterday noon. The orchestra, which had been adopted by the Lions, was back with pleasing numbers. Miss Polly Steele gave two delightful solos, and little Miss Frances Borden gave a dance.

Columbia Beat Columbus to Dry Land

October 12 is not Columbus' birthday, as thought by one merchant in a West Texas town who wanted to take a holiday and hung on his door a hand-written sign, "Closed on account of Columbus' Birthday."

Amendments Up For Decision November 4th

Ballots have been printed in Deaf Smith county for the general election which will be held November 4. This is a biennial election that will be held over the entire United States.

In Texas voters will find on their ballots, in addition to party candidates for offices from United States senator to constable, five proposed amendments to the state constitution. No opposition is being voiced to any of the amendments by any one, excepting ex-Governor James E. Ferguson. On the other hand public-spirited men, not in any way connected with politics except as voters, are urging that the entire group be endorsed by the electorate as a step forward in state government.

The progress of Deaf Smith county would be materially impeded were it afflicted with 453, 120 acres of non-taxed land as in Hudspeth county, or even the 154, 900 acres of non-taxed land in Pecos county, declared Judge Earl W. Wilson here today. He made the comparison to call attention to the justice of the proposed amendment to tax university lands for county purposes, the revenue to be paid from the state's general funds on values to be set only by the state tax board. The acreage refers to the university holdings in the two counties mentioned.

"We can best determine the situation in which 17 Texas counties are by reason of having 2,000,320 acres of university lands by placing ourselves in their position," declared Judge Wilson. The remaining acreage of those counties must bear the burden of public improvements which compound university land values. All counties in Texas get the benefit of the university, and it is manifestly unfair that 17 counties should be penalized above any other county in its support. This county would be hampered much were a sixth of its acreage untaxed, as in Hudspeth county.

"I am thoroughly in accord with the spirit of justice, fairness and equality of the amendment. The regents of the university have said it was all right, and the Association of County Judges and Commissioners of which I am a member by reason of office, passed an endorsement unanimously at the recent meeting at Fort Worth," concluded Judge Wilson.

Two Grid Games Matched Friday; Squad to Vega

Hereford high school will play two football games Friday afternoon. In addition to the headliner with Farwell, a third string mixer with some ineligible who are real ball players will go to Vega for a practice game. James Wilson, who is coach for the younger players, will be in charge of the squad. First and second string men will be retained here by Coach McCollum.

The grid match at Vega is understood by both schools to be a purely practice game and any enrolled student is permitted to play. Vega Girls Win. A basketball practice game was played between the girls of Vega and Hereford here Friday evening in the gymnasium court, Vega winning 14 to 11. With no view of the ultimate score, Miss Westbrook, coach, permitted eleven girls to get in the play for experience and try-out.

Whiteface Herd Routs Happy Jacks In Best Game of Year: Entire Squad Plays Good Game

The Whiteface eleven brought back some of the old glamor last Friday and became a thundering herd again as they stampeded over the Happy Happyjacks 27 to 0, on the latter's field of concrete-like dirt, resulting in many bruises and loss of much skin.

The maroon and white boys played the best game of the year, according to all observers, and Coach McCollum made the remarkable statement: "Jack Russell and Richard Stone did the best broken field running I have seen during the years I have been at Hereford." Considering that for over two years the Whitefaces did not lose a game, the coach was covering wide territory in his summary. And Happy had a better team than last year.

Going still further, the coach said the rest of the team performed well and when substitutes were sent in during the last half there was no apparent weakening of strength.

The first half found Hereford leading 13 to 0. And two more touchdowns were added for the last two quarters. Another outstanding feature was that all extra points tried by place-kicks were made. The line pluge for the other point was sent due to off-side.

The game at Happy was delayed until four o'clock due to muddy roads which kept the boys from arriving on time. After the game the squad was taken to Canyon where they witnessed the night game between the Buffaloes and Abilene Christian College, in which Buffaloes were winners.

Following the victory over the Happyjacks, the Whitefaces were entertained by the Parent-Teacher Association and home economics girls who served them a light lunch.

Starting Line-Up. Ireland, Higgins, K. Mitchell, Noland, R. Roger, Orr, Bell, center, Climer, Russell, quarter, Wilson and Whitehead, halves, Stone full.

Good Moisture Results From Frequent Rains

Intermittent rains, ranging from a drizzle to heavy downpours, have visited the Hereford territory since Saturday morning, fairly soaking both farm and grass lands. Many of the lakes of the county have been filled. The largest fall was recorded Tuesday night in heavy showers, nine-tenths of an inch being registered by the gauge at the First National Bank. One-third of an inch fell here Monday.

Rainfall for the past week has been general, according to reports of correspondents in every direction: Arney: one inch rain Saturday. All wheat will now go into ground. Progressive. Good rains during past week. Summerfield: Another big rain Monday. Pickwick buses stalled here. Daniel: Continued rains preventing feed cutting. Black: Several good rains. Frlo: Light and numerous rains Saturday and heavy shower Monday. Scherer: Good rains all over district this week, which means the farmers will be busy.

Better Roads Discussed At C. of C. Meet

"More roads, better roads, and all-weather roads" was the keynote of the chamber of commerce meeting Monday noon at the Christian church, presided over by President Jno. P. Slaton.

A. O. Thompson conducted the discussion, and he displayed a large map of the county outlined in red, showing the road system. If every section of the county had a road around it, there would be 3,081 miles of road in Deaf Smith county, said Mr. Thompson, who is county surveyor. He said that there are now 700 miles of roads open to travel.

The question of oiled roads was mentioned by J. E. Hill, who referred to dirt roads thus treated in Oklahoma, where 7,000 gallons of oil at three cents a gallon were applied to the road-mile with good results.

More trans-county highways are needed, S. P. Rosson said, with lateral connections. He spoke of the New Mexico test between Logan and Roy, where 22 miles have been surfaced with oiled caliche. This road has been under test for three years, and it is like an asphalt highway.

G. M. Suggs of the Ward district reported that his community was well supplied with roads, and one of the main things was to keep in good condition those already open.

"Good roads are business getters," was Mrs. D. E. Turentine's message, and she said Harrison highway was now disagreeably rough.

Mr. Stone, who lives 35 miles northwest, said his outfit to Hereford was impassable, that he stuck in the mud several times getting to town, and he wanted 25-Mile avenue improved and passable side roads tied into it.

Speaking of laying down permanent highways north and south, east and west, Roy Arnold declared now is the time to get at the work.

Visitors were E. B. Stevenson of Tampa, G. M. Suggs of Ward, Mr. Stone, Mrs. W. S. Smart, and Misses Nell Hall and Emma Gunt.

Mr. and Mrs. Chester Hutcherson of Tulsa were here Tuesday and Wednesday visiting in the home of her parents, Mr. and Mrs. D. R. Gass. Mr. Hutcherson purchased a fine Hereford male from W. T. Womble Wednesday morning before returning home.

Hospital service and care was administered in September to patients from eight different towns, including Amarillo, Pampa, Oklahoma City and Endee, according to the last monthly report compiled by Mrs. Edna Bruner, superintendent of the Deaf Smith county hospital.

The condensed statement follows: Total number of patients for September, 26; total number of hospital days, 104; major operations, 7; minor operations, 2; tonsillectomies, 8; accidents, 3; obstetrical, 1; medical cases, 5.

Patients were received from the following towns: Hereford, 13; Friona, 3; Black, 1; Summerfield, 1; Amarillo, 1; Pampa, 1; Oklahoma City, 3, and Endee, New Mexico, 2.

WE FEATURE ELIZABETH ARDEN TOILET PREPARATIONS

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NATIONAL PHARMACY WEEK, OCTOBER 12 TO 18

THE DOCTOR—His work must be precise to a hair's breadth.
THE ENGINEER—In designing a bridge, his plans must be perfect to the fraction of an inch.
THE BUILDER—The slightest error in construction means great loss of life and property.
SCIENTISTS ALL—! But do you appreciate the work of your druggist?

Speed up—yes or no, quickly—take a chance—it won't matter much—Yes, it does seem to be an axiom of modern business that to succeed you have to be right only most of the time. But not the Pharmacist! He must be right EVERY time. Were he to guess, Junior's next illness might take a serious turn. Were he to fail, your anxious moments over illness would stretch into hours and days.
 Think, then of your druggist as a SCIENTIST; appreciate his knowledge and painstaking care. Think of him as a fellow citizen who makes effective the skill of your physician. Accord him the respect, the square deal deserved by one so important to your health and happiness.

RICE DRUG STORE
 Phone 13

YOUR PRESCRIPTION WILL BE ACCURATELY COMPOUNDED BY A REGISTERED PHARMACIST.

The Hereford Brand
 Published Every Thursday at
HEREFORD, DEAF SMITH COUNTY, TEXAS

NUNN-WARREN PUBLISHING COMPANY, INC. PUBLISHERS
 Also Publisher of
THE FRIONA STAR
 Friona, Farmer County, Texas

R. E. KESSIE,
 Editor and Manager

TELEPHONE 30

NOTICE TO THE 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 on North Main Street. Entered as second-class matter at the post office at Hereford, Texas, under the act of March 3, 1879.

SUBSCRIPTION PRICES:
 Zone 1, per year - \$2.00
 Zone 1, six months - \$1.00
 Outside Zone 1, per year - \$2.50
 Outside Zone 1, six months - \$1.50
 Outside Zone 1, three months - \$1.00

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.



Caught in The
Corral & Chute
 Put Through The

Last August The Brand published an excerpt from a 77-year-old speech made by Sam Houston, while U. S. Senator giving his views on state regulation of Sunday observance. A copy of the issue was mailed by a prominent Hereford citizen to the Religious Liberty Association - of Washington, D. C., with a view of getting a little national publicity for Hereford, he said. And it appears that the effort is getting results.

This citizen received a letter Friday from the association stating that Houston's speech had never been read before by that body and that the intention was to make use of it in a future issue of the Liberty Magazine. Thanks were expressed "for a copy of the Hereford Brand containing the speech of Sam Houston, made in 1853."

In the secretariat of the Religious Liberty association are men rated as "big guns". Associate secretaries are M. C. Taft, brother of the late President Howard Taft, and H. H. Votaw who is married to a sister of the late President Warren G. Harding. The Brand is getting into the upper-crust,



The **YELLOW PENCIL** with the **RED BAND**
EAGLE PENCIL CO.
MIKADO

19 Years Ago In Hereford

(From the Files of The Brand, October 13, 1911.)

Hereford high school had trimmed West Texas Normal at Canyon in a football game, 8 to 0. It was the first game of the season. After carrying the ball to Canyon's one-yard line, Hereford penalized 5 yards for pushing the man with ball. Estes dropped back and place kicked for three points. In third quarter Estes again assayed a place-kick; it was blocked, but rolled across goal line and Estes fell on it for touchdown.

A new comet was visible in the sky, near the Big Dipper, said to have been discovered by a 14-year-old boy.

J. D. Bourne displayed at the meeting of the truck growers' association a genuine seedless apple, having no indications of either seed or core. L. P. Landrum gave a silver dollar for the specimen.

Castro County Items.
 Cotton pickers were needed in Castro county. Judge Kerr of Dimmitt had some business in Hereford. Mrs. Burnam of Hereford visited her parents, Mr. and Mrs. J. W. Carter, in Dimmitt. J. P. Woods of Hereford had moved a section of the old school building

and connected it with the Tate Hotel.

Morris Sheppard had sent the Brand a letter in which he said he was pleased to see that the Bench Congress was kindly disposed to his candidacy for U. S. senator.

Miss Mildred Vaughn had become the bride of Odell Elliott at the First Christian church. The ceremony was performed by Rev. S. T. Shore. Ushers were Messrs. Dow Mercer, John McLean, Eagle Henderson and Edgar Betts.

J. S. Jones had been to Roswell on business.

C. E. McLain of Dimmitt had been a visitor here.

C. P. Arthur had shipped a car of cattle to Kansas City.

Mrs. Ivey Hyde of Ennis had visited her uncle here, E. A. Winterowd.

Hon. Jno. P. Slaton, D. R. and Nester Gass had legal business in Canyon.

Mr. and Mrs. A. H. Elliston had attended the Roswell Products Ex-

position. Misses Maude McLean and Belle Woodburn were participants in a tennis match at Amarillo.

A 50-foot concrete dipping vat, first in this section, had been built by Troy Womble for John W. Gordon.

Mrs. B. S. Arnold and Mrs. Emmett Cardwell were visiting in Missouri.

Rev. R. H. Purcer, new Baptist pastor, was billed to preach his first sermon here the following Sunday.

C. A. Skelton of Kemp Lumber company had visited friends in Clovis.

D. R. Gass & Son had improved the store by putting in plate glass show and display counters.

Howard Carlyle had resigned his position with Cardwell Bros. and moved to Memphis.

Mrs. S. E. Edwards of this city and Mrs. C. F. Kerr of Dimmitt were at the Eastern Star meeting in Houston.

Jno. N. Jacobsen, the glinner, had announced he was ready to handle all the cotton tributary to this territory.

Mrs. Geo. Dale had been to see her sister in Amarillo, who was quite ill.

attracting attention of high-brows in the East, and printing stuff the smart boys never heard of.

The Brand acknowledges credit to John White, editor of the Friona Star, for revival of Sam Houston's speech. It was in the Star that a late reprint first occurred, in the latter part of July. Mr. White explains how a copy is still extant, thus: "The paper was handed to us by Mrs. W. H. Foster, one of Friona's most highly esteemed citizens, and it was found among the letters of her mother, having been in her possession these many years. Mrs. Foster, thinking it would be of interest to readers, has very kindly loaned us the copy." The referred to was a clipping from the Dallas Herald, dated in 1882, and is now 48 years old.

The Brand not only springs these surprises on the up-town population, but it puts out new ones that register a "horse-on" home-town folk. For instance, just last week in the want ads appeared this highly entertaining item:

For Sale: Hegari bundle feed, room with private entrance to bath. Inquire at —

That ought to be easy of interpretation. It means that the hegari is nice and clean and any refined horse or respectable hog would be glad to eat it. Some people write and speak in circumlocutory fashion, and their thoughts are conveyed by inference. If you have any goobers to sell to a high class trade for roasting and eating purposes, just advertise that they are housed in a room with private entrance to a bath, and everybody that voted for Sterling and his 20 bath tubs will understand that you have clean peanuts, par excellence.

Speaking of publicity, Hereford has a page of it this week in a New York magazine, the Express Messenger for October which goes to every railroad point in the United States. Sank Ramey, express agent here, is responsible for this article appearing in the publication of nation-wide circulation. The page write-up is headed "Handling Hereford's Famous Bulls", and it tells how Sank has handled valuable registered cattle by express, together with something about the noted Hereford breeders of Deaf Smith county. Four pictures of an inter-

esting nature, covering Hereford photographs, are also carried on the page. Sank did not write the article but he furnished the inspiration and did all the work behind it, and deserves the thanks of Hereford and its territory for the national advertising resulting.

If Deaf Smith county people want to know a little about what hard times really are in other parts of the nation, let them think about a few thoughts gleaned from letters written to the Oklahoma Stockman-Farmer, and that publication even terms them optimistic:

"I expect to do without clothes and stay at home, and perhaps go a little hungry," wrote one tenant farmer in Oklahoma. "We have a lot of

mesquite beans which we are gathering to feed horses and hogs," says another. One man stated he would feed his mules cotton seed hulls. One writer advised gathering mistletoe for shipping, and another thought he might trap and sell during the winter \$20 worth of furs.

The stories from the women sound even worse: "We will make our sheets, pillow cases and underwear from flour sacks; if necessary we will dye the sacking and make dresses." "Mush for supper, fried mush for breakfast, cornbread for dinner. Graham gems from wheat, and milk will be our food principally, and we should get along well."

These expressions are not wails for help, but are a strong indictment against the United States' economic system in per-

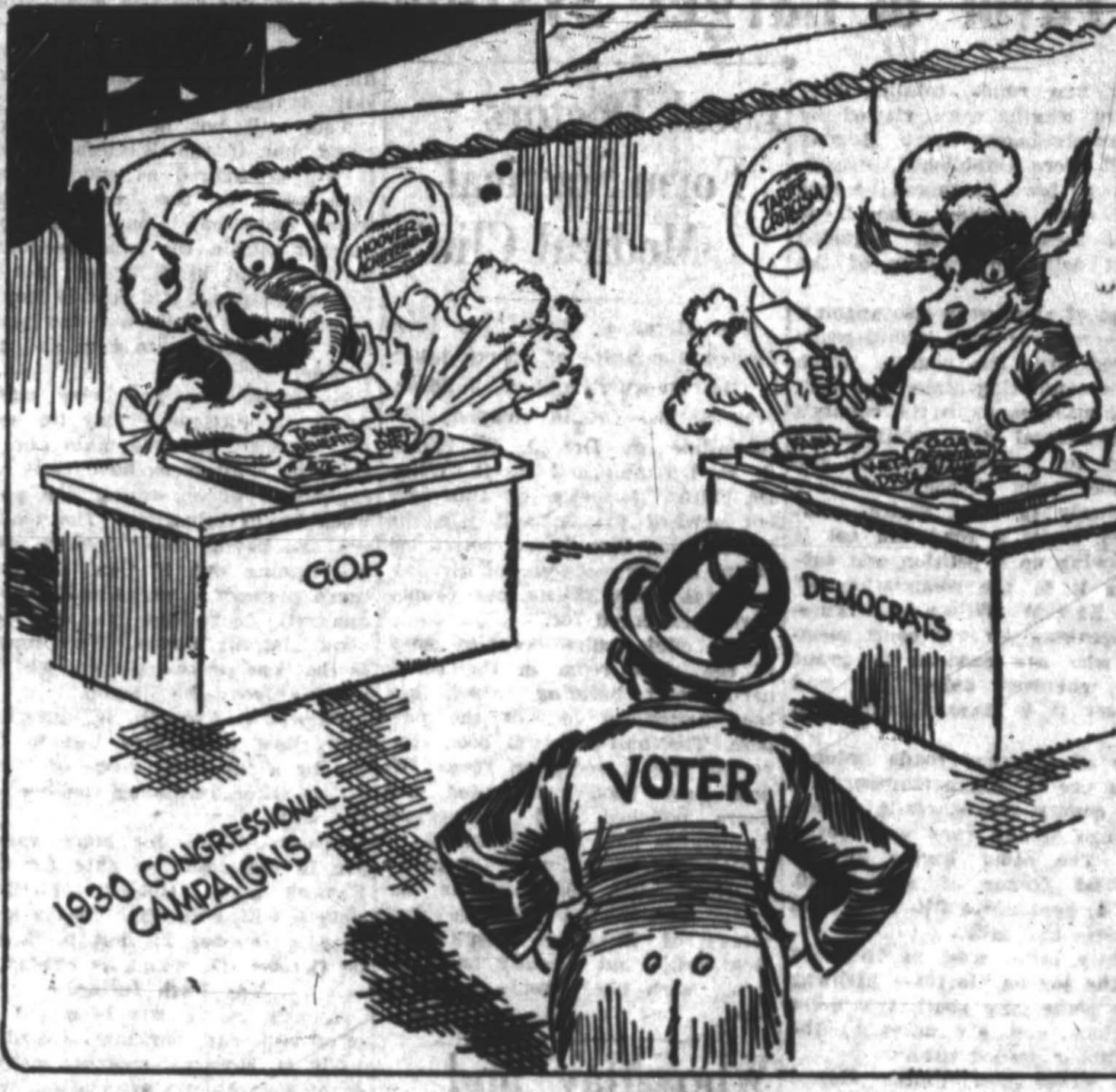


For Your Harvest
Have Money

EVERY year does not produce a "bumper" crop.
 When you have a good crop, is it not wise to put and keep in our bank as much money as possible to tide you through a "lean" year?
START SAVING REGULARLY NOW
 We Welcome YOUR Banking Business

THE FIRST NATIONAL BANK OF HEREFORD
 —a strong bank thoughtfully managed—
 HEREFORD, TEXAS
 MEMBER FEDERAL RESERVE SYSTEM

THEY'RE RED HOT, FOLKS! R-R-RED HOT!



mitting a throw-back of its people's standard of living, a return to pioneer days of 125 years ago.

Record Auction Sale of Cattle Held at Roswell

A record for livestock auction sales during the recent months in Texas and New Mexico was set at Roswell last Thursday,

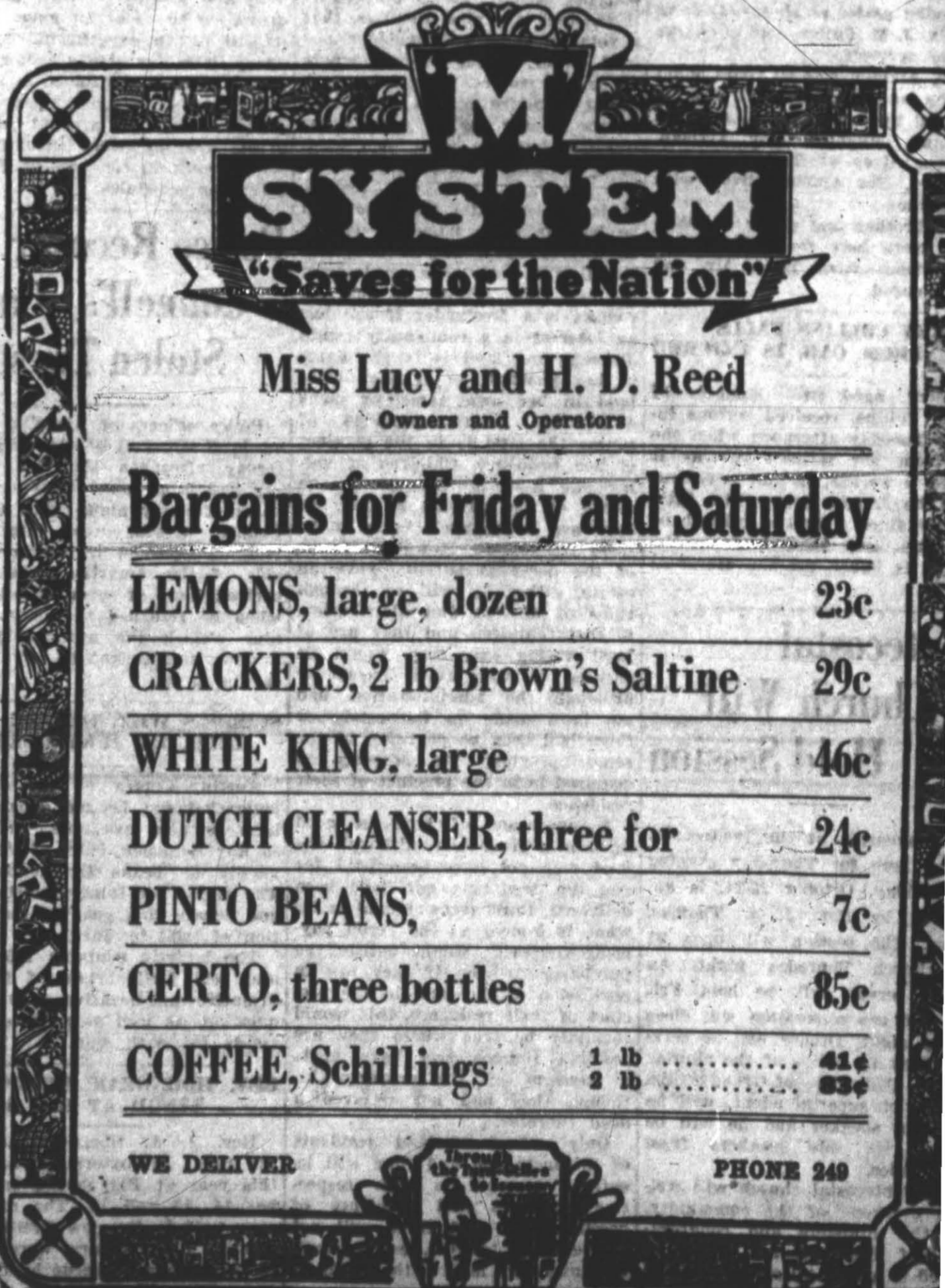
states the Roswell Dispatch. The sale was held by Col. Ray Barber, Hereford auctioneer, who said that Hereford breeders there should feel proud of the average price received. "It surpassed by far any sale I have been in for the past several months," said Mr. Barber. The average price was \$107. Re-

cord price was obtained by Talley of Miami, who sold Domino 31st to F. D. Cr for \$323. The bull will be for herd purposes. Doyle Rose of Hereford sold five head of registered which were entered in the Carnival livestock division.

D. K. ROBISON, M. D.

RESIDENT PHONE 500

OFFICE 24



M SYSTEM
 "Saves for the Nation"
 Miss Lucy and H. D. Reed
 Owners and Operators

Bargains for Friday and Saturday

LEMONS, large, dozen	23c
CRACKERS, 2 lb Brown's Saltine	29c
WHITE KING, large	46c
DUTCH CLEANSER, three for	24c
PINTO BEANS,	7c
CERTO, three bottles	85c
COFFEE, Schillings	1 lb 41c 2 lb 83c

WE DELIVER PHONE 249

T. A. Will Give Party to Aid Cafeteria

A program to equip and install at Central school a cafeteria is nearing completion, the Teacher association is sponsoring a forty-two party to be in the gymnasium of the high school Friday evening, October 17, at 7:30 o'clock, for which a admission of 25 cents a person will be charged. Children may come if they are accompanied by their parents, and admission price will be asked them. A special room will be reserved for the children where they will be played under supervision of some of the mothers. The program and refreshment committees are reporting busy days and planning much enjoyment for those who come to the two party. Donations of kitchen utensils are asked for the cafeteria equipment as follows: roasters, two; large kettle, large double boiler, dish pan, broom mixing pan, paring knives, garbage pail, butter knives, egg beater, large cream whips, mixing spoons, mixer, pudding pans, can opener, white pitcher, ice pick, galvanipail, chore boy, bread knife, soap ladle, spatula and various other articles. Those who have any of the articles mentioned which they wish donate may take them to the two party or telephone one of the following ladies and she will call for them at the home: H. E. Henslee, 205-J; Mrs. J. Smith, 245-J; Mrs. Burt, 203-W; Central school.

THE GREAT AMERICAN HOME



Students Make Better Grades For New Year

To get on the high honor roll student must make 90 or better in every subject, including deportment. A grade of 80 or better on every subject and 90 in deportment are necessary before a child is on the honor roll. There are 65 on the two honor rolls this year as compared with 37 for the same report last year. There were fewer failures in the high school this year, though a check has not yet been made in the details. Doubtless the same condition will be found in the grades below the high school.

High Honor Roll.
Ninth grade: Lueta Borden.
Eighth: Sallie Glibreath.

- Seventh: Christine Fincher and Barbara Buckner.
Honor Roll.
Eleventh grade: Virginia Bowman, Alberta Davis, Pauline Fincher, Opal McMahon, Lois Sowell, Delis Weeden.
Tenth: James Cloyd, Leslie Culwell, Dorothy Fullwood, Elsie Parrish.
Ninth: Louise Ham, Peggy Mitchell, Bonnie Jean Smith, Billie Ross Phillips.
Eighth: C. J. Borden, Robert Hubert, Orville McElroy, Basil McKelley, George Smith, Mary Kate Brotherton, Beatrice Buchanan, Nancy Conkright, Katherine Miller, Mary Posey, Adeline Schumacher, Sally Skelton.
Seventh: L. W. Carlyle, Bill McLean, Sherwood Speegle, Blanche Poff, Clyde Hussey, Henry Jewell, Odella Flowers, Ruth Smith, J. T. Carroll.
Sixth: Geneva Sue Benton, Alva Vernon, Odessa Long, Thomas Burkett, George Conklin, Gaytha Wilson.

Hereford Fruit and Vegetable House

Now Open for Business

We have in stock apples, sweet potatoes, spuds, onions, and a variety of fruits and vegetables to be added just as soon as we can get them.

Our Location: On the Corner of Fourth and Main Streets

Opposite the Star Theatre.



Dress in a warm room every morning

There's a way to avoid chilly discomfort at the beginning of the day. Just let us install a Humphrey Radiantfire in your bedroom. Start it up when you close the window...

Radiantfires are healthful, too, for every room in the house. They throw off that glowing, penetrating "sunlight" heat which is nature's method of warming the human body. And they burn gas, which means flexible and economical heating service.

We will demonstrate, if you wish.

The **HUMPHREY** Radiantfire
West Texas Gas Co.

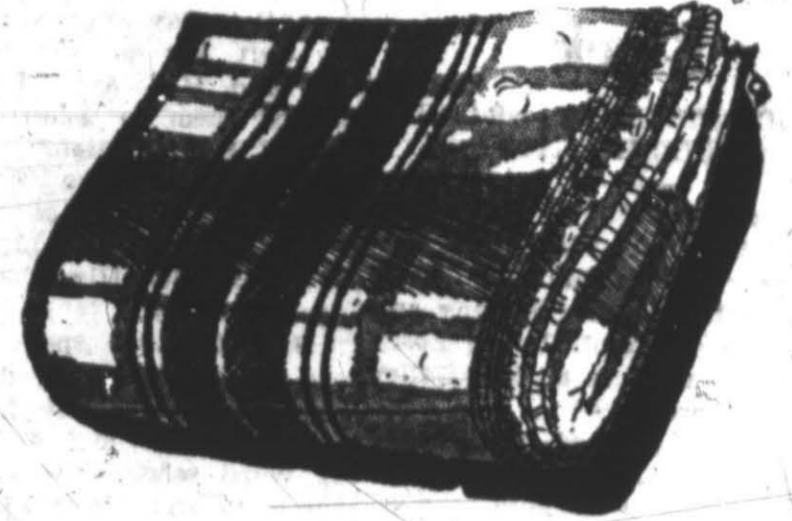
CARD OF THANKS
We wish to express our appreciation for the many kind words spoken and willing help rendered us during the illness and death of our loved one. When sorrow comes your way, may you be surrounded by the same helpful friends.
L. H. Alkman,
Ela Alkman
Mr. and Mrs. Roy. L. Alkman.

BANKS HAD HOLIDAY
The three banks of Hereford, First National, Western National and First State, observed Columbus Day, which was Sunday, by closing all day Monday.
Bake and Chicken Sale at Texas Meat Market next Saturday, 18th, by ladies of Missionary Society of Presbyterian church. 40-1c

Bake and Chicken Sale at Texas Meat Market next Saturday, 18th, by ladies of Missionary Society of Presbyterian church. 40-1c
Mr. and Mrs. M. C. King of Panshandle visited her mother here, Mrs. E. J. Williams, the past weekend.
FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP.

EXTRA SPECIAL

for FRIDAY and SATURDAY



In addition to the many specials which we have been offering for the past few weeks, we are offering in this SPECIAL FOR FRIDAY AND SATURDAY the following:

- LARGE SIZE DOUBLE COTTON BLANKETS, weight three pounds, with colored border, at **\$1.29**
- FANCY INDIAN BLANKETS, part wool size 66 x 80, each **\$1.29**
- MUSLIN, unbleached, 36 inches in width, seventeen yards for **\$1.00**
- MUSLIN, 36 inch, fine, soft, bleached, just the thing for pillow cases and underwear, per yard **8c**
- SHEETS, size 81 x 90, of fine linen-finish sheeting, good weight, no starch, each **98c**

Sprows-Cronin & Co.

Announcing the Annual Opening

DISPLAY and SALE of the New 1931 Line of the Wonderful



INSTANT LIGHT Aladdin KEROSENE Mantle Lamp

WE extend a most cordial invitation to everyone to visit our store and inspect this new 1931 line of Aladdin Lamps. Every home where oil is depended upon for lighting may now have all the pleasure and comfort of a perfectly lighted home. Aladdin light is a white light, near to sunlight in quality, is soft and mellow and just the right intensity. Aladdin light is economical too—burns one-half the kerosene and produces twice the light as the old way—actually pays for itself in a few months.

The Aladdin is simple—a child can run it. It burns without odor, smoke or noise. It is absolutely safe—no danger. No generating, pumping-up, or torch required; a match and a minute is all that is required. Over 7,000,000 people now use and enjoy it. Come in and let us demonstrate it to you—there's no obligation whatsoever.

Many Styles with Beautiful Decorated Glass and Parchment Shades

The line includes table, vase, hanging, bracket and floor lamps in a variety of handsome finishes, with a splendid assortment of glass or parchment shades from which to choose.

Look for this sign



A full line of Aladdin Supplies and Parts for all models always on hand.

This Beautiful Aladdin TO BE GIVEN AWAY FREE

Saturday, November 1, at 4:00 p. m.
Streu Hardware Co.

Maytag Washing Machine

Agency now permanently located here.

For Information See

J. W. ROCHELLE

PHONE 168

FRIDAY and SATURDAY SPECIALS

- COMPOUND, Swift's Jewel, 8-lb bucket **96¢**
- GRAPEFRUIT, Texas seedless, two for **11¢**
- ROTTED MEATS, seven for **27¢**
- BLACKBERRIES, gallon-can **57¢**
- PORK and BEANS, Wapco, three for **25¢**
- COFFEE, White Swan, 2-lb can **92¢**
- SUGAR, ten-pound cloth bag **56¢**
- GRAPES, Tokay, three pounds **20¢**
- PINEAPPLE, No. 2 can **23¢**
- SAUSAGE, country, pure pork, per pound **25¢**
- Leghorn yearling-hens, too valuable to ship, lb **11¢**

WE GIVE SILVERWARE COUPONS

Carl's Cash and Carry Grocery
Phone 324

SPECIAL FOR FRIDAY AND SATURDAY

- | | | | |
|--|-----|---|--------|
| SUGAR, 10-pound sack | 55c | CRACKERS, 2-lb Saltine Flakes | 32c |
| POTATOES, nine pounds | 25c | APPLES, evaporated, new crop, per lb ... | 13c |
| CRACKELS, the new breakfast food, 2 for .. | 25c | SOAP, toilet (good) six bars | 25c |
| CORN, No. 2 cans, two for | 25c | COFFEE, White Swan, 3 lb can | \$1.38 |
| JELLO, assorted flavors, three for | 25c | APPLE BUTTER, 2 1-2 lb can, Libby's | 21c |

Hereford Wholesale Grocery Company

L. W. CARLYLE
PHONE 164

Black

BLACK SEVENTH GRADE ENGLISH CLASS

Mr. and Mrs. M. A. Smith and Miss Pauline Hart visited the Lester Galley home Thursday night and spent the evening playing croquet. Mr. Smith and Harold Posey won three games from Mr. Galley and Lee Colwell.

A program planned for Friday night's P.-T. A. was rained out. Judge Aldridge was here, though delayed by bad roads. The association was organized two weeks ago and a program will be given when weather permits. All parents are urged to attend and take part, as the association is for them as well as for the children.

Girls of Black school organized a basketball team Thursday, electing Miss Noble McLean captain. They will be coached by Mrs. N. A. Smith. All the girls have not entered school, but are expected soon. Full training begins noon.

Adult Sunday school class put on a program Sunday night. All numbers deserve mention, but several were outstanding. Mr. Bennett's talk on The First Boat was good and showed he had done much reading and knows his history. A song by Messrs. McMurry, and Prices, Mmes. Bennett and Rusk was enjoyed.

Sunday school become more interesting each Sunday and all the people are requested to attend.

Mr. Price won honor of being a comical orator by making the people think he had lost his speech and then going ahead and making an interesting talk.

Black has enjoyed several good rains the past several days.

Miss Audoline Mann was operated on for appendicitis Sunday.

Mr. and Mrs. Owen Bennett have been entertaining a new son, Ronald Owen, in their home since last Tuesday.

Miss Vena Mae Welch spent the week end in Hereford.

Misses Mildred and Elizabeth McMurry of Friona were here Sunday visiting Misses Noble and Lucille McLean.

Sidney McKinney, Glenn Bennett and Jas. McLean were in Friona Sunday.

Miss Ruth Northern visited in the Welch home Friday evening.

Misses Noble and Lucille McLean visited the Hays home Saturday.

Mr. and Mrs. N. A. Smith spent the week end in Hereford.

Miss Pauline Hart spent the week end with Miss Edith Galloway at Friona.

Mr. and Mrs. L. A. Clymore and family visited the McMurry home Sunday.

Many from Black viewed the Friona flood Sunday.

Mrs. Hawks spent the week end in Hereford.

Mr. May visited Owen Bennett Sunday afternoon.

Ward News Notes

BY MRS. WILEY ROBERSON

Mr. and Mrs. Bob Higgins and sons and George Suggs were in Amarillo Saturday.

Mr. and Mrs. John Comer and daughter spent the week end in the G. M. Suggs home.

Mr. and Mrs. Sonny Ledbetter and daughter spent Thursday and Friday in the home of her parents, Mr. and Mrs. Jack Hutson.

Mr. and Mrs. Arlie Dean called in the Wiley Roberson home Wednesday afternoon.

Lynn Powelson and family and Mr. Edwards were visitors in the W. R. Harrison home Thursday evening.

Mrs. Suggs called on Mrs. Saltzman Wednesday.

Mr. and Mrs. Bob Higgins attended the football game at Happy Friday and report a victory for Hereford and big rains for Happy.

John Comer and family of Clovis, Mr. and Mrs. G. M. Suggs and son were Sunday dinner guests in the Jim Lipscomb home.

Francis and Viola Hutson, Allene, Obed and John B. Caraway spent Sunday in the George Roberson home.

Mr. and Mrs. C. B. Williams of Hereford were called in the L. Malone home Wednesday.

Mrs. Janes of Hereford spent Friday night with Mrs. Bob Higgins.

Our community has been visited by good rains the past two weeks.

Mr. and Mrs. Clay Neal of the VVN ranch near Muleshoe were

here Saturday enroute to Amarillo to visit her mother, Mrs. Hart. Mr. and Mrs. Arlie Dean accompanied them to Amarillo and returned Sunday night.

Mrs. Flowers has relatives from Oklahoma visiting her this week. Mr. and Mrs. Jim Lipscomb called in the Bob Higgins home Monday afternoon.

Miss Brunson spent the week-end in the home of her brother, Fred Brunson at Ford.

Miss Gunter met with the girls of Ward school Wednesday, October 8, to organize a L.-A.-E. club. The following officers were elected:

Doris Lady, president; Gladys Lewis, vice president; Allene Caraway, secretary; Francis Hutson, reporter. Plans were made for the coming year. The next meeting will be October 29.

The Mother's club of Hereford met Tuesday in the home of Mrs. Bob Higgins.

Here and There

BY MRS. C. E. TICE

Everyone was at Frio Draw Sunday afternoon to see the high water caused by heavy rains west. The water was higher than for several years. The road grade was damaged and traffic detoured to the Dimmitt road. The water was over the bridge floor on that road but cars passed.

Showers were numerous Saturday but not much rain fell, but Monday afternoon we had a good shower.

Mmes. J. W. Berry and Earl Springer spent Thursday afternoon with Mrs. C. E. Tice.

Mr. and Mrs. Guy Ham and family and Mr. and Mrs. Frank Jacobs spent Sunday afternoon at the W. E. Upton home.

Mr. and Mrs. Bennie Fulkerson and Pink Luck and family called in the Roy Boyd home Sunday.

Young people of the community enjoyed a party at the Earl Springer home Friday night. Pie and chocolate were served to twenty.

J. C. Herring of Pampa spent the week end at the H. I. Gillespie home.

The infant son of O. E. Flynn was very ill last week, but is reported improved at this time.

Mr. and Mrs. J. E. Andrews spent Sunday afternoon at the J. W. Benson home near Progressive.

Several from here went to Friona Sunday to see the high water.

Mr. and Mrs. W. R. Schehagen have moved to their new home west of town. Mrs. Schehagen has a large flock of chickens and her new hen house is one to be proud of. He is terracing a big part of his land and since the demonstration held there several other farmers plan to terrace some of their land this winter.

Miss Pauline Fincher spent the week-end with friends in Amarillo.

Walter Easter fell and hurt his

leg Friday when he was loading some wheat at the Leo Williams home, and will be laid up several days.

Saturday evening several old friends of Mr. and Mrs. Frank Jacobs enjoyed an evening with them at the home of Mr. and Mrs. C. E. Tice when forty-two was enjoyed and sandwiches and chocolate were served to Messrs. and Mmes. M. D. Finch, W. E. Upton, J. B. Harlin, Walter Tice, Guy Ham; Misses Christine Fincher, Louise, Katherine and Helen Ray Ham and Marvel Upton.

Mr. and Mrs. Jacobs left for their home at Phoenix, Arizona, Monday.

Dr. and Mrs. Nichols of Pampa spent Sunday at their farm here.

The club will meet Thursday, October 23, at the home of Mrs. C. E. Tice in an all day meeting, and each member is asked to be on hand as the club quilt will be finished that day. Mrs. Hunter, Mrs. Holland and Mrs. Walter Tice will be co-hostesses. Business of importance will be attended to that day.

Summerfield

BY MRS. L. JOHNSON

Nearly all our people went to Friona last Sunday to see the city almost under water from recent rains west. Frio Draw was on a rampage, washing out bridges and taking shocked feed in its course.

After such a long drought the sight of so much rain and water filled us with amazement.

Mrs. L. H. Lookingbill entertained 13 little friends in honor of her daughter's, Mary Louise, birthday last Saturday afternoon. The kiddies had a fine time and many

gifts were left to remind Mary Louise of the happy occasion.

Mr. and Mrs. J. B. Davis and family were Sunday guests of her parents, Mr. and Mrs. Barnes, of Hereford.

Mrs. Homer Crow and daughter returned from a visit with friends at Tulla for the past two weeks.

The Eagles, high school football team, played Friona last Friday afternoon, making a score of 32 to 0 in favor of Friona.

Mr. and Mrs. Carl Frye and family of Easter community were Sunday guests of Mr. and Mrs. Ray Johnson.

Another big rain last Monday afternoon resulted in the east-bound and west bound Pickwick busses getting stalled at this place.

Prof. and Mrs. A. M. Walker were Sunday visitors in the Ky Lawrence home.

Miss Glen and Mary Lea Curry who are attending school in Hereford, spent the week end with home folks here.

Easter News

BY MISS EMERALD SMITH

Mr and Mrs. Chandler and family returned from Houston Friday.

Mrs. Chambliss called on Mrs. J. S. Smith one day recently.

Mrs. Link and son were in New Mexico on business last week.

This community was sorry to hear of the death of Mrs. Eakman.

Mrs. Medley called on Mrs. J. S. Smith one day last week.

Louise Ann Frye spent Sunday with Annie Mae Smith.

Mr. and Mrs. Cragg spent Sunday with Mr. and Mrs. Chandler.

Mrs. J. S. Smith spent Sunday

FREE EXAMINATION

PERKINS & PERKINS, D. M.

609 West Third Street.

Phone 475



Home Product

Our Butter Is Made HERE from a HOME PRODUCT.

EAT MORE BUTTER FOR BODY BUILDING!

Farmers Creamery Ass'n, Inc.

Hereford

Phone 3.



Farms and Ranches

City Property and Lots

We have large and small tracts of excellent land for large ranches or the small farmer.

For Quick Sales List Your Land With Us.

Hill & Ricketts Co.

Realtors

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Phone 358.

A. C. THOMPSON

DEPENDABLE LUMBER

McKindley & Third

Phone 456

Get Your Earned Discount

FROM THE FOLLOWING MERCHANTS—THEY GIVE

24 Green Stamps

Corbett & Company; Master Cleaners

J. O. Newell Dry Goods Store

D. D. Lanham Filling Station

Mont E. Baker Grocery

City Drug Store

See the display of a few of the many valuable premiums you can get with GREEN STAMPS in the J. O. NEWELL Show Window.

"A HERFORD INSTITUTION"

ELDY-SELF

Owned and Operated by H. A. Hoffman

Prices For Friday and Saturday

OCTOBER 17 AND 18

EL FOOD OUR BEST SELLER 8-oz size **24c**

APRICOTS, Rosedale No. 2 1/2 can

24c FLOUR, 48-lb, \$1.58 24-lb sack, Amarillis,

BROOM, 75c value, each

49c OLEO pound

COFFEE, Sam Houston, cup and saucer, 3-lb can

\$1.18 MATCHES Diamond, carton

SOAP, Light House, ten bars

35c SUGAR Ten-pound bag

JELLO, Two packages

15c PEACHES Solid pack, gallon

JELLY, Grape, 15-oz glass

23c CHEESE, Long Horn, pound

MACARONI AND SPAGETTI SKINNER'S Three packages **21c**

International Sunday School Lesson

BY DR. J. E. NUNN

October 19, 1930.

SIMEON AND ANNA

Luke 2:25-39

Text: Blessed are the pure in heart; for they shall see God.—Matt. 5:8.

Introduction.

These people, Simeon and Anna, in the Baptist and his parents, Joseph and Mary, and others, bridge the gap between the Testaments, between the Dispensations. We may think of them as torch-bearers, passing on the divine fire of God's preliminary revelation to its effulgent fulfillment. Will you do that? Especially as an advance in years? Discard the lower, the trivial, the tentative, and seek to hand on to the future to your children, shall we say—the things that really belong to the eternal kingdom of God?

The Messianic Hope.

The Messianic hope was the star that illuminated the dark nights of Israel's history. From the days of Isalah that hope had been cherished by the chosen people. Somewhere the clouds of national disaster obscured the light, but it would shine again. Conceptions of the Messiah's reign varied with circumstances. At the time when Jesus was born the Messianic hope pictured a political hero, a man of battle, who would break the yoke of Rome and deliver the Jews from their loathsome subjection to Roman authority. In most Jewish minds there was little of Isalah's portrait of a spiritual Messiah. For this reason they failed to understand the ministry of Jesus.

Not all who cherished the Messianic hope, however, emphasized its materialistic aspects. The lamp of spiritual devotion still burned in some hearts, and they saw the need of a spiritual salvation, which was more important than political freedom. Our lesson today presents to such pious souls, Simeon and Anna.

Among the words of counsel that the great Baptist scholar and teacher, George Dana Boardman, gave were these: "With one hand clinging to the best of the old, with the other grasp the best of the new." That was what Simeon and Anna were doing.

Simeon—Just and Devout.

The least important thing that is told about Simeon is his age, for it was common among the Jews. The record says further that he was righteous and devout. Perhaps we may understand these terms as describing his relation to his fellow men and his relation to God. He treated his fellow men justly, and he worshiped God in sincerity. Unlike many of his fellow Jews, he did not regard his religion as a matter of mere ceremonial observance! It was rather a true devotion to God, which expressed itself not only in worship, but in the right treatment of those with whom he was associated.

been the fulfillment! This her Son, giver of life, condemnation unto death! His word a touch-stone of human hearts! Everlastingly spoken against! (Acts 28:22) A golden apple of discord in a sinful world!

The crown of glory of her marvelous motherhood was not to be without its thorns. Every mother knows how true that is of humbler and general motherhood. We are to think of the sword that wounded her heart not only when we see her with him down there at Jerusalem, in the awful last days, but long before that: as his ministry so grievously perplexed her; as he was abused in their hometown; and rejected up and down the land. We call her Mater Dolorosa, "Sorrowing Mother"; and art has always put sadness on her face.

Anna of Jerusalem.

The name Anna is another form of Hannah. "Prophetess" might imply various gifts; or perhaps she was so called because of her intense devotion to the hope of Israel, cherished patiently and assiduously through a remarkable long life time. She was considerably over an hundred; a widowhood of eighty-four years having followed a short married life of seven. That her lineage is recorded might indicate that she belonged to a family of repute. "Departed not from the temple," would not necessarily mean that she made her home in one of the temple chambers; rather that she was present at all the stated hours of prayer and sacrifice. Her love for God's house, which reminds us of the psalmist's (Ps. 26:8) had its reward, brought her the realization of her life ambition and longing; she did see, at the end of all her watching and waiting, the Lord's Anointed, "the Consolation of Israel."

Anna belongs in the glorious company of the missionaries, evangelists, preachers of the gospel of Christ. Shall we say that she was the very first of them? For as soon as she recognized in the Babe the Redeemer and redemption she immediately began to speak of Him to others—whose spiritual vision was not so intense as hers. A prophetess, prophetically she obeyed the Great Commission.

Salvation for Gentiles . . . "A light to lighten the Gentiles."

LOOK!

We have thousands of CHINESE ELM all sizes, ready for setting out. GREAT WEST NURSERY H. E. Sullins & Son

and the glory of thy people Israel." One remarkable feature of Simeon's vision of the Messiah's reign was that its blessings would extend to the Gentiles. This was not the idea of the Jewish leaders. They expected the Gentiles to be brought into subjection to the Jews, but here was a devout soul that understood far better the nature of the Messiah's reign. Spiritual blessings are not to be limited by geographical nor by racial boundaries.

The vision of the Messiah's reign was shared by the aged prophetess, Anna, who also gave thanks unto God, "and spake of him to all them that were looking for the redemption of Jerusalem."

Arney News Items

BY MRS. F. W. FORTNER

A fine rain fell here Saturday and Saturday night amounting to more than one inch.

Some farmers have planted all their wheat, others were stopped by dry weather, but since the rain all wheat will be in the ground shortly.

Ben Fortner and Fremont Chatfield were waterbound in Canyon Saturday night.

Mr. and Mrs. Reed of Plainview spent the week-end in the parental Tipton home.

Mrs. G. R. Ward, a visitor for some time with her son, George, has gone to Chillicothe to visit other relatives.

School Library Would Like to Get Magazines

Donation of good magazines will be especially appreciated by the Hereford high school library, says

Mrs. Charlie Cox is seeing after a new baby in the home of her daughter, Mrs. Raymond Hurst, in Clayton, New Mexico.

Several youngsters from here attended a party in the Raymond Elliston home near Hereford Wednesday night.

Ben Fortner was a Hereford visitor Wednesday.

Mr. Pitman and son spent Sunday with home folks at Tulla, Guy and Grady Bailey were in Amarillo Monday.

Mrs. Anthony and son of Tulla

Shoes Dyed

Black, Tan, Brown, Oxblood Green or Blue

Any color you want. Work positively guaranteed.

Charlie Sowell

At Beene & Whitehead Barber Shop—Phone 100.

One series of Buick Straight Eights is priced from . . .

\$1025 to \$1095 f. o. b. Flint, Mich.

THE EIGHT AS

BUICK

BUILDS IT

PRODUCT OF GENERAL MOTORS

NORTON MOTOR COMPANY

HEREFORD, TEXAS

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Miss Irene Crawford, who is anxious to build up the magazine department of the library. Magazines mentioned as most desirable are Delineator, Good Housekeeping, Ladies Home Journal, spent Sunday with her daughter, Mrs. John Hammond. Mr. Todd is looking after his ranch in New Mexico and expects to ship cattle about the 20th. Mr. King spent the week-end with his family at Canyon.

nal Pictorial Review, Mentor and Woman's Home Companion. Any other worthwhile periodicals will be acceptable, also. These publications are asked for each month when the prospective donor has finished reading them. The high school teachers and students will consider it a fine service for these gifts to be made. Donors are requested to telephone 373, Superintendent Dillehay's office, and a messenger will be sent for the magazines.

PLENTY OF COD LIVER OIL IN MERIT EGG MASH



Here is a ration that contains all the necessary ingredients for steady, high egg production—and also plenty of cod-liver oil to aid the health and vitality of the hen, which in turn means more winter eggs.

MERIT EGG MASH is mixed to a formula, not to a price. It gives your flock, in most useable form, the 14% protein, 10% fat and 11% minerals every egg must contain—or there is no egg, and profits fade! Test the egg-making economy of MERIT EGG MASH with your own hens. You'll be astonished at the production increase!

To keep the three egg-making organs of the hen working full time, robust health is essential. The cod liver oil in MERIT EGG MASH is the answer.

West Texas Feed & Seed Co. Phone 265



SMASHING ALL SALES RECORDS!



THE new Conoco Germ-Processed Motor Oil is not only the fastest selling oil in Conoco history . . . it is establishing a new high mark in public acceptance . . . By a wholly new characteristic, Penetrative Lubricity, this motor oil is attracting motorists from other brands with a quickness unprecedented in the oil world . . . this would not be possible if this oil were not the finest and safest motor lubricant yet introduced.

It is the Germ Process which gives Conoco the essential points of superiority that make possible these things: 76% less motor wear; reduced carbon formation; lowered operating temperatures; greater gasoline mileage; resistance to dilution; and instant lubrication at the first touch of the starter.

The Germ Process adds to a supremely fine paraffin base oil, a precious oily essence lacking in all other oils. This makes possible the metal-penetrating safety factor that we call "Penetrative Lubricity." Try this new oil today . . . at the sign of the Red Triangle.

CONOCO GERM PROCESSED PARAFFIN BASE MOTOR OIL

"He's your Dog" exclaimed the Police Captain*

"YES, HE'S LOP-EARED . . . Sure. It's the right one." Police-Captain Smith frowned into his telephone. How many times, he wondered, must he repeat these details.

Two hundred miles away at Jonesboro, an anxious owner was hanging on every word that came over the telephone wires. Hopefully, he was seeking to identify his lost dog.

"What?" barked the captain irritably. "You want to speak to him!"

Then—understandingly—"By George! I believe you've hit the nail on the head. Just a moment. I'll hold him up to the telephone."

What was said is known only to the man and the dog. The dog's actions, however, spoke for themselves.

"He's your dog, all right," exclaimed the police captain. And thus, happily, ended a two-week search.

If you aren't accustomed to using "long distance," you will be surprised at its speed, clarity, low cost. The best way to prove it is to try it. If you will use the attached coupon to send us the names and addresses of relatives or friends in other cities, we will send you, without obligation, an "Out-of-Town Number Book" containing their telephone numbers and the cost of a three-minute call to each. Southwestern Bell Telephone Company.

*The names are fictitious but the story is true. We have the names and details in our files. You may refer to them if you wish.

Manager
SOUTHWESTERN BELL TELEPHONE COMPANY
CITY
Please send me an "out-of-town number book," giving the telephone numbers of the persons listed on the attached sheet, and the cost of a three-minute talk to each.

Name _____
Address _____

Will You Get One of the

Quarterly Dividend Checks

Now Being Mailed to Thousands of Customer-Shareholders Who Have Invested in

American Commonwealths Power Corporation

86 Cumulative Preferred Shares
SAFE—SALABLE—OVER 6 1/2% YIELD

Get the Facts by Mailing This Form to
Albert E. Peirce & Co.
In Care of

TEXAS UTILITIES CO.

(A Part of American Commonwealths Power System)

Name _____
Address _____
Return This Coupon Today—No Obligation

WANT Ads

All classified advertisements must be paid in advance unless arrangements are made in person to care for the payment of them. Classified ads received through the mail will not be published unless accompanied by the cost of insertion. Classified advertising includes Cards of Thanks, Resolutions of Respect, Verbatim Copies of Obituaries, Legal Publications of all kinds, Announcements, Etc. as well as Reading Locals scattered about thru personal mention columns.

All of the above styled advertising, with the exception of Cards of Thanks, short Announcements and Reading Locals cost 1-2 cents per word for the first insertion, and 3-4 cent per word for each continuous insertion thereafter without change. Reading Locals and Short Announcements cost 10 cents per line for each insertion, counting six words for each line or part of line.

Cards of Thanks cost 50 cents each in the usual form, when of more than ordinary length the cost is in the same as for reading locals. No ad in any issue may cost less than 25 cents. If desired to set in black face type add 25 cents to cost of the advertising. Word ads intelligently—do not try to save a few cents by leaving out necessary words; tell who, what, where, and if essential, when and why.

Wanted

WILL HIRE a few men. Steady work and good income. Do not apply unless neat, wide awake and anxious to enter a worth while business with a good future. About \$25.00 per week to start with bonuses. Apply in person, Mr. Baquie, Eagle Bldg., Amarillo, Tex., before October 24th. 40-2c

WANTED: Have tractor, plows and drill ready to do your plowing and wheat sowing. Phone Central for my number. ARCH CONKLIN. 37-4p

WANTED: Stock field for grazing. O. G. HILL. 39-2c

WANTED: To borrow \$11.00 per acre on choice well located section. This will stand investigation. If interested address Box 52, Hereford, Texas. 39-2p

Painting and paperhanging. \$3.50 a day. M. E. MOORE, one mile north on 25-Mile Avenue. 37-tfc

WANTED: Plain or fancy sewing, prices very reasonable. See or call MRS. JNO. KRÖPF, two miles north on 25-Mile Avenue. 40-2p

Lost and Found

LOST: 82 x 6.00 Goodyear tire and rim. Finder please notify ALVIE WILSON, Summerfield. 40-1p

FOUND: Heavy tire chain found 10 miles east on highway. Owner call at Brand office and pay for this ad. 40-1dh

LOST: Right rear bumper from Buick car, in or near Hereford. Finder notify Mrs. Grace Hughes, phone 418-W. 40-1p

For Rent

FOR RENT: Three room unfurnished apartment, modern, with a garage. MRS. GRACE HUGHES, Phone 418-W. 40-1p

FIVE YEAR FARM LEASES: 900 acres southeast of Hereford in Castro county. Five year lease, cash rentals \$1 per acre. Many other tracts from 320 to 640 acres on our 5 year plan. Write for our new list. Address Fidelity Loan & Improvement Co., 704 North Pierce, Amarillo, phone 9012. 40-1p

FOR RENT: Two furnished, modern apartments with garage, one block north of high school. MRS. E. J. WILLIAMS, Phone 482-W. 38-tfc

FOR RENT: Light housekeeping room. Call Phone No. 134. 40-2p

FOR RENT: Unfurnished close-in rooms. Inquire at 500 West Fifth and Miles Avenue. 40-2p

FOR RENT: Rooms for gentlemen. Phone 361. 38-3c

FOR RENT: Front bedroom in modern new home, close in; gentleman preferred. MRS. GRACE HUGHES, phone 418-W. 40-1p

FOR RENT: Light housekeeping room and a bed room. Inquire of MRS. E. F. CONNELL. 38-tfc

FOR RENT: Nicely furnished bedroom, with private entrance to bath; inquire at 403 Roosevelt, 2 blocks east of court house. MRS. B. B. PARMER. 40-1p

FOR RENT: Choice duplex, close in, available October 15. Address P. O. Box 473 or phone 360-W. 38-tfc

SPLENDID three room apartment, either furnished or unfurnished. Inquire 517 East Eleventh, or phone 194. 37-tfc

FOR RENT: South side of duplex, four rooms, modern, unfurnished, extra nice, near the high school. Phone 161. J. S. ORR. 40-tfc

FOR RENT: Completely furnished apartment, upstairs, hot and cold water. MRS. W. E. HICKS. 40-tfc

FOR RENT: Two rooms furnished for housekeeping. Phone 150. Dr. Florence Miller. 40-1p

FOR RENT: Furnished apartment, gas and water paid. Mrs. Frances Barnard, 312 East 8th street. 40-1p

For Sale or Trade

FOR SALE or trade: Ford touring car to trade as part payment on truck. B. B. PARMER, Box 458. 30-2c

FOR SALE: Hegari bundle feed. B. B. PARMER, Box 458, Hereford, Texas. 39-2c

FOR SALE: Flavo flour at your grocery. 48-lb sack, \$1.50. If you can't find Flavo at your grocery, get it at the mill. Just as good as any—give it a trial. COMMUNITY MILLS. 40-3p

FOR SALE or trade: Five room furnished home on pavement; close in; large size lot; south front; double garage; located 304 East Fifth Street. HARRY SHERRIE. 39-tfc

FOR SALE: 150 S. C. R. I. Red hens, laying. Hillside Hatchery strain. J. F. WARD, Telephone 250. 39-tfc

FOR SALE or trade: a team of work mares. A. L. THOMAS. 39-3p

FOR SALE: 640 acres 3 miles west of Hagerman, New Mexico, in Pecos valley; 320 developed. Watered with pump at shallow depth. 39-tfc

Will sell all or part. Inquire of Dr. H. M. Brown or Blythe Bros. 39-4p

FOR SALE: A well improved 80 acres, 8 miles out; priced to sell. Write box 734. 40-2p

FOR SALE: Hegari bundles, delivered. FRED MILLARD. 38-tfc

FOR SALE: Getting in car load of evergreen trees, shrubs and a general line of nursery stock. Expecting the car about November 1. Phone 250. J. F. WARD. 40-1c

FOR SALE: Five room residence on high way east of town outside city limits; would consider trade. See MRS. T. L. WELCH at Chick-Hagood Variety Store. 40-2c

FOR SALE: A fresh Jersey milk cow, priced right. CLARENCE SMITH, South Hereford, Telephone 154. 40-4p

FOR SALE: Some more of those good wearing pigs. C. T. KIBBER, four miles northwest. 38-tfc

RAISE BIGGER TURKEYS: Silver Sheen Naragansett Mammoth Toms for sale, \$5.00. Phone 9003-F4, or write Box 613. 38-3c

FOR SALE—\$7,800 for improved 140 acres only 3 miles from Hereford, 120 acres in crop goes with sale, 6 per cent terms. \$2,800 for fine 80 all in cultivation. Bargain price on section, all in cultivation and well located. \$3,500 for improved 20 acre place edge of town, gas available, 6 per cent terms. L. BASKIN, phone 138. 23-tfc

FOR SALE: A good 12 foot Eclipse windmill. See J. E. TURNER, Phone 9. 40-1p

FOR SALE: New windmill parts and supplies for 10, 12, 16-foot Eclipse mills. Phone 9. J. E. Turner. 40-3p

MAPS—Deaf Smith county maps for sale, 50c each. THOMPSON & IRELAND. 40-3p

\$30 per acre for 320 located 28 miles northwest, near railway, 1 mile to school, 240 in crop goes with sale; also lease on other half section. \$30 per acre for improved quarter on creek, 120 in crop goes with sale; also lease on other quarter nearby, 10 miles to elevator. \$2750 for well improved 5 acre place, gas, electric lights and daily mail service. \$350 for block of ten lots, natural gas available. \$2750 for 8 room modern house with two big lots, east front, \$200 for fine east front building lot, gas and electric service. Easy 6 per cent terms. L. BASKIN, owner. 23-tfc

FOR SALE or trade: For small horse or good lots in Hereford, equity in 1/4 section, partly improved, land in Randall county. Address Box 109, Hereford. 30-2p

FOR SALE: Coal burning hot-air pipeless furnace in good condition, at a bargain. S. P. ROSSON. 39-tfc

FOR SALE or trade: Paper grinder, good as new, will trade for stock fields or wheat pasture. CLAUDE HIGGINS. 39-2p

FOR SALE—Or exchange, choice city lots at remarkable bargains. JOWELL MURCHISON. 38-tfc

FOR SALE: Ten room modern apartment. Five room modern bungalow, easy terms. Phone 458. A. C. THOMPSON. 39-tfc

Notice

NOTICE—If person who took article out of my car the night of October 3 will leave it at Brand office, can collect five dollars and no questions asked. H. A. O'DELL. 39-3p

SHEEP ON SHARES OR FOR SALE: I have a limited number of good ewes to put out on shares with parties who have feed and will take care of them. Also can supply feeding lambs. Now is a good time to turn your short crop into lambs for a profit. Every thing points to high market for fat lambs in the spring. See me at once. Phone 319. A. G. BELL, Hereford, Texas. 37-4c

Lodge Directory

HERFORD LODGE
No. 476, I. O. O. F., meets Monday 8:00 p. m. Visiting Brothers welcome. J. T. HARRIS, N. G. L. H. Foster, Secretary.

HERFORD POST NO. 192
AMERICAN LEGION
Meets at 8:00 p. m., first and third Thursday night in County Court Room. 45

IN THE WORLD OF SPORTS

HERE'S A MONOPOLY OF CUBS AND GIANTS IN THIS ALL-STAR NATIONAL LEAGUE TEAM PICKED BY MARTIN—LOPEZ, ROBINS' ROOKIE, MAKES IT

BY PHILIP MARTIN

NEXT to telling a Brooklyn fan that his team is not quite so good as the Giants, the best way to start a baseball argument is give your opinion of an all-star baseball team.

In giving you my choices for the all-star team in the National League, and the reasons for them, I must admit I had no difficult time in coming to my decisions. Most of the talent was confined to the Giants and Cubs—a snap! Here's the lineup:

Bill Terry, Giants, first base.
Frank Frisch, Cardinals, second base.

Travis-Jackson, Giants, shortstop.

Fred Lindstrom, Giants, third base.

Kiki Cuyler, Cubs, right field.

Hack Wilson, Cubs, center field.

Chuck Klein, Phillies, left field.

Al Lopez, Robins, catcher.

Gabby Hartnett, Cubs, pitcher.

Ray Kremer, Pirates, pitcher.

Pat Malone, Cubs, pitcher.

Bill Walker, Giants, pitcher.

First of all there is Bill Terry, who hits .409 and fields better than any other first sacker in the major leagues. Charlie Grimm fields almost as well but falls far short in hitting. Jim Bottomley hits a ball farther than Terry, but not nearly so often. Don Hurst and Gus Suhr are good young players, but not in Terry's class.

Rogers Hornsby at his best would be too good for Frankie Frisch at second base. But Rogers doesn't rate a nod this semester, so that



Best hitters in the National League, according to Martin, are, left to right, Bill Walker of the Giants, Pat Malone of the Cubs and Ray Kremer of the Pirates.

leaves us Frisch. Cuyler is a good second baseman and a fine lead-off man, but his hitting is not of all-star caliber.

Travis-Jackson, Woody English and Rabbit Maravalle have all starred at shortstop this season. Jackson is a great leader and a much better hitter than either English or the Rabbit. English, however, is batting well above the .300 mark. But Jackson's average is near .345.

Lindstrom and Traynor stand out at third base. Either would play at third base. Either would play at third base. Either would play at third base.

You'll have to admit that I've named a hitting outfield, with Klein, Wilson and Cuyler. Wilson hardly can be kept out, for he's a

home run champion. Cuyler might be replaced by a man able to hit a few points higher, but we'd sacrifice speed on the base and in the field and a steady throwing arm by ignoring him. Klein also is a steady hitter and fast fielder.

Malone and Kremer are the best winning pitchers this year among the right handers. There is no telling what kind of a record Kremer might have made with a pennant-contending team. Walker holds the edge on the southpaws.

In my mind there are only two outstanding catchers in the loop. Alfonso Lopez is a standout, and he's only a first year man. He's hitting .330 and handling those queer Brooklyn pitchers like a veteran. Hartnett has greater punch with the bat and more experience. But he is shaded a bit by Lopez.

It's Been Dry Long Time On Plains, But How Is This For Water Story By Friona Man?

By JOHN WHITE
Editor Friona Star.

It was a strange and in many ways a novel sight, and to many of our people, an almost unbelievable sight, which was to be seen here Saturday and Sunday, when all the south portion of town, a mile of the state highway and a large part of the railroad within the city limits were entirely covered with a roaring, swishing, gurgling stream of water and at a time when practically no rain had fallen within Friona territory.

The first intimation that such an unusual condition was approaching was when visitors coming into town Saturday morning from the west reported that Friona Draw, out near the Brookfield and Ford farms, was out of its banks and in places was 200 yards wide and 20 feet deep, and the same condition was not long in reaching Friona, so that by the middle of the morning it had over-topped its banks and spread northward to the highway.

The flood of water continued to rise and spread for several hours and so rapidly did it advance that one standing near it could easily see it rising to greater height and spreading to greater breadth. Shortly after noon it had broken from its banks on the north side of the railroad and soon had all the lower portion of the city's territory north of the track covered with water and was flowing across Main street at the railroad crossing, and ere long was several inches deep over the track.

At this stage the water was up to the depot building, was over the top of the fence surrounding the section foreman's house, all around the Texas Company's office building and inside the store room and office building of the Consumers oil company. All the filling stations on the south side of the railroad were out of commission and the water was up to the sides of the Wheel Growers elevators. The state highway for

counties of north-west of town and for perhaps a greater distance east was entirely covered and traffic was completely checked for some time.

At about 5 o'clock the water began receding and continued to fall slowly until near midnight, when it again began rising and continued to rise until it had surpassed its former stage, and this stage was retained until the latter part of the afternoon when it again began going down.

Several wagons with teams and a few trucks were busy a great part of the day Sunday towing tourists' cars and other vehicles across the flood between the bridge across the draw south of town and the north side of Main street crossing. This work served in relieving the traffic congestion on both sides of the stream, which was estimated at a quarter of a mile wide all the way through Friona.

At the two oil depots that were surrounded by water, dozens of empty barrels were floating about but most of them were so encased that they could not escape with the current, which was going thru town with considerable momentum. Several piles of lumber lying by the track west of the depot were toppled over by the water and the lumber scattered along the track for some distance. A car

were forced to move to higher ground Saturday morning and Mr. and Mrs. John Cieshler vacated their residence Saturday. The water did not reach their house but was all around it. Mr. and Mrs. Edwin Gieshler were forced to vacate and move to the north side of the track. The house in which they lived was of adobe and is reported that the walls have given away. The large pile of kaffir and maize heads bought by J. J. Horton for the Goggett grain company was standing in water about three feet deep.

One of the mysterious circumstances to strangers is the fact that no rain of consequence had fallen near Friona and the flood is accounted for as the result of a cloudburst which fell Friday afternoon and Friday night near Holiene and Bellview, New Mexico, and followed the course of the Friona Draw, reaching Friona Saturday morning.

Wednesday morning water again came down from the New Mexico-Texas line and during the day reached almost the proportions of the previous floods.

Covered Distinction

The initials "K. C." after a man's name in Great Britain are conferred by royal patent upon baristers of distinction. It gives certain rights of procedure over baristers not so honored, and is a highly valued distinction.

RED HOT SPECIALS

For Friday and Saturday

- FLOUR, G. B. R. Smith (best in the world) 48-lb sack \$1.55
- FLOUR, another brand that you will like, 48-lb sack \$1.25
- CRACKERS, eight pounds nice Colorado product 25c
- COFFEE, White Swan, three-pound can \$1.33
- PINTO BEANS, eighteen pounds \$1.00
- SWEET POTATOES, ten pounds 32c
- SOAP, laundry, twenty-eight bars \$1.00

Men's and Boys' Wear at Knock-Out Prices!

- UNDWEAR, Hanes heavy winter garments, special 98c
- SHIRTS, mixed wool, 200 in stock, each \$1.19
- COATS, sheepskin lined, duke (we have only 37) each \$4.79
- SWEATERS for men and boys, going at the remarkably low price of 98c
- SORGHUM, 200 gallons pure country, per gallon 98c

We Never Charge An Account—So Why Not Pay Cash and We Will Always Be Friends.

Warren's Spot Cash Store

The new
VICTOR "6"
—with 2-color ribbon
and new feature keys...

only \$75!

The Victor 6-column standard adding machine is now equipped with two-color ribbon and the same feature keys that are found on the larger model Victors. These include total, subtotal, non-add and repeat keys. These changes are made without increase in price. The Victor "6" still sells for the low price of \$75. Let us arrange a free trial.

VICTOR

The Hereford Brand

Drug Stores Put Emphasis On Professional

The three drug stores of city are observing national week, and are doing so by making it a memorable window and counter displays emphasizing the professional of their calling, in keeping the real object of the celebration.

Drug stores are tradesmen, then they are more than that, must be highly professional, magicians and chemists—and the latter which the Corner City Drug and Rice Drug would bring to the attention of the public this week.

Coming Thru Will Open At Star Monday

The outstanding picture for coming week at the Star Theatre is "Coming Thru," next Monday and Wednesday, according to W. L. Pickett, manager. Featuring two of the leading entile stars of the talking picture, Buddy Rogers and Nancy Carroll is enough to guarantee its staying powers but when told the theme of the story is that the whole picture is produced in technicolor, that a charming love story is warring around the golf course, and Zelma O'Neal and Jack Haley so play prominent parts, the tre goers are assured of a splendid evening of entertainment.

"Courage," the picture for Tuesday, October 23, is sponsored by the Presbyterian ladies' organization, being brought here that Friona citizens may have opportunity to see and study one of the great pictures of every-day life in the modern times. Some of the foremost child actors of the present day appear in this production.

CARD OF THANKS

We wish to thank all for kind and beautiful expressions of sympathy extended to us during the illness and death of our dear, Mrs. Minnie Dalton. Especially we want to thank the neighbors and friends who so bountifully aided us when the need was great. We gratefully thank those who were so thoughtful to present the beautiful floral offerings.

S. J. Dalton, Mr. and Mrs. F. Orr and Family, R. B. Fann, Carl Dalton, Mrs. Otis Oliver, M. Dalton, G. O. Dalton, G. Dalton, W. E. Dalton, J. De Formal Dalton.

First American Copyright

Noah Webster was the first to take advantage of the United States copyright law. His Grammar Institute of the English language published in 1783, was so prote-

Smith Takes Sixth Place In State Fair; Photo Below Shows Booth Set-Up



Paris Gives Styles in Black and White

BLACK FROCKS TASTEFULLY ENLIVENED WITH TOUCHES OF WHITE ARE SMARTEST FOR WINTER WEAR—SOME ORIGINAL COMBINATIONS

BY HARRIET

BLACK casts its shadow over all the smartest gatherings this season. There is no single color so popular as black. Enlivened with white touches, it is the last in chic.

The way in which white is used in black shows the imagination in fashions today. Instead of the old-fashioned black collar cuffs, there are innumerable touches of white in added. A black dress for afternoons has sleeves of white velvet, with black satin cuffs up to them, a white velvet bow on one side of the square neck. Tiny white pearl buttons work out a new design on a black crepe dress and the entire belt is made of the buttons.

Other successful ways to use black and white include a black and white dinner dress, with long sleeves and a drop shoulder yoke of dainty white tucked net and lace. Lining sleeve cuffs, cape collars and open cuffs with white is old. But a black broadcloth dress, made with fine white satin used in one-inch stripes and ribbon to stripe the inside of the cape, the lining sleeves and the skirt opening is very new.

Many black coats use ermine or white lapin this winter. It looks a coat as a formal garment, not to be worn every day work. It must be kept immaculate.

A fitted black velvet de laine coat has a collar of white ermine and no other touch of white.

Two of the most beautiful black-white suggestions from Paris. The afternoon coat, left, in a new crepe wool trimmed with ermine, is for formal wear. Excellent for morning or afternoon wear is the simple black crepe frock, right, with a smart lingerie vest and collar.

vestee and has rippling, jabot sides that fall gracefully to the waistline.

The black coat, with its ermine trim, a Bernard and Company creation, is made of Rodier's Rallykasha, a new soft crepe wool with greater warmth than most crepes have.

The coat has many new style points that are most attractive. There is a cape for greater

Panhandle Is Last Agricultural Frontier, Says Dallas News, In Editorial On Lure of the Plains

(Dallas News, October 15, 1930.)

The westward expansion of agriculture into the high plains of northwest Texas still goes on. The challenge of vast level tracts, formerly the grazing grounds of millions of beef cattle and before that of the buffalo and the antelope, now draws the tiller of the soil. Texas is the last agricultural frontier, having many millions of land waiting the plow. In the older states, all tillable land practically is in use. Despite unfavorable conditions affecting farming, Texas in the last five years, according to the 1930 federal census, has increased its farms to the number of 30,300. In the last ten years the increase was 59,974, or 66 and 2/3 per cent, respectively. Texas now has 496,007 farms, compared with 465,646 in 1925 and 436,033 in 1920. It is the Nation's greatest farming State.

But the growth in number of Texas farms is very largely confined to the high plains, whereas the North, East and Central sections of the State show considerable declines. However, it is likely that in the older sections the tendency is toward larger units, made possible by increasing use of labor-saving machinery and factors enabling farmers to handle more land per family. There

Society

BRIDE-SHOWER GIVEN IN HONOR OF MRS. EDDIE SMITH

A bride-shower was given Friday evening at the home of Mr. and Mrs. A. H. Elliston by Miss Ruth Elliston, honoring Mrs. Ed-

die P. Smith of Canyon.

The home was decorated in fall flowers. Five tables of bridge were arranged. High score went to Mrs. H. J. Jowell. Guest prizes were given Mrs. Eddie Smith and Mrs. Margaret Peck of Shreveport, La. Many useful and beautiful gifts were presented. Mrs. Smith, a recent bride who was formerly Miss Doll Megert of Hereford, who is moving into her new home in Canyon.

Dainty refreshments were served to Meses. H. W. Sherrieb, J. M. Pitney, Nona LeGrand, David Weedon, Ralford Rickotts, Hubert McIntire, Eddie Smith, C. W. Murray, Margaret Peck, John Renfro, Patrick Allen, W. M. Megert, A. H. Elliston; Misses Eunice Gilbreath, Dorothy Arnold, Floyd Wilson, Willie Allen, Norma Powelson, Inez Jowell, Ina Mae Hastings, Viola Carpenter and Ruth Elliston.

J. C. CUMMINS TIED UP AT FRIONA IN OVERFLOW

J. C. Cummins was water-bound Sunday for four hours at Friona when he drove his car into the flood waters of Frion creek, which was out of banks. He said considerable damage had been done to Friona property, several adobe houses melting in the water and much of the Santa Fe roadbed being washed out.

Mr. Cummins was returning from Portales where he is owner and operator of the picture show there. He recently made a trip to Denver and purchased new talking equipment which will be installed soon.

New York Magazine Gives Page Write-Up of Hereford and One Of Its Industries, Herefords

The article given below is a reprint from the Express Messenger, published in New York, with nationwide circulation. While the specified subject is that of handling valuable cattle over fast express out of Hereford, the phase which will be of particular interest is the publicity given Hereford and Deaf Smith county.

The article covered a page in the Messenger, and was interspersed with pictures of local scenes; two showing how the cattle are crated and loaded and one of cattle grazing on the Brady ranch.

HANDLING HEREFORD'S FAMOUS BULLS

By J. A. NEILL, Hereford, Texas.

When the Santa Fe was building through this part of the Panhandle of Texas, a surveyor suggested the name of "Hereford" for the new town being established on the new line, because a herd of whiteface Hereford cattle, which was grazing along the right-of-way at the time, suggested such a name. This is the simple explanation of how the town obtained its name.

Since that time, Hereford has been true to the name of which everyone, from the old-timer to the new-comer is proud.

The movement of pure-bred whiteface cattle is largely by Railway Express on account of their value, the prices ranging from \$100 to \$10,000 a head. Beau Randolph, one of the greatest Hereford bulls ever bred, at one time sold for \$25,000.

At the annual sale of the Hereford Breeders Association, Donna Anna 66th, a 14-month-old calf, topped the market at \$5,200. This calf was bred by D. L. McDonald. The association holds annual sales of this kind in Hereford.

Through the personal efforts of Agent Sank Ramey, one valuable bull from this sale was shipped by express to Globe, Arizona. The animal weighed 1500 pounds crated, and the express charges were \$114.27. Even more recently is the 1000-pound calf that went from this town to Colorado, Springs.

Mr. Ramey always attends the sales on lookout for express business, showing the buyers advantages of transporting these valuable animals by express.

Just recently Prince Axtell, owned by Doyle Rose, was shipped by express to Texas A. & M. College to head the experiment herd of Herefords at College Station for one year. This bull weighed 2900 pounds crated, and the carrying charges were \$128.34. He was sold

Answers Made to Charges of Liquor Powers

Entering a strenuous denial that prohibition had failed of its prime purpose, temperance, Dr. Atticus Webb, wheel-horse of prohibition forces in Texas for many years, declared that the fight must be kept up if the line is to be held against return of saloons, in an address at the First Baptist church Sunday evening to a large union audience.

The speaker was introduced by Rev. J. M. Fuller as a leader in the battle against liquor for a quarter of a century. Dr. Webb spoke on the same subject at Canyon Sunday morning, arriving here in the afternoon for his discourse on "The Unfinished Task," in which he developed the fact that though a

constitutional victory had been won, the task remained to establish prohibition permanently.

"Liquor is now challenging the powers and efforts of our national and state governments," Dr. Webb said, "and open rebellion has been voiced, revolution threatened in some places. But who is leading the revolt? Seven multi-millionaires, are the leaders and financiers, in the Association against the 18th Amendment. These seven men boast that their interlocking directorates control 40 billion dollars of wealth."

The speaker sarcastically reviewed what has been termed intolerable conditions under prohibition, and refuted the charges by facts, which he claimed never got into the press because of liquor traffic domination.

"Prohibition has proved a success; that is why such a howl is being raised," Dr. Webb exclaimed. "Their proposition is to bring liquor back but not the saloon; to put it under government control

will not take the curse from strong drink. Repeal will not do away with the bootlegger. We had them in saloon days and will continue to have them under any system.

"The poll of the Literary Digest, showing anti forces in the lead, was immediately reversed by the primaries which followed. Four out of five congressmen are dry, but politicians keep their ears to the ground and seek the safe path. We must make it safe for office-seekers to do the right thing; public sentiment will straighten them out."

"Yet our task is unfinished. There are already 304 delegates from states to the next Democratic national convention pledged to the wet cause, demanding outright repeal of the 18th amendment. Some Republican states have done the same thing. Unless we wake up, we can't hold the line and saloons will return to every state in the union."

FOR JOB WORK, TRY THE BRAND.

Two Cars New Furniture Just In

Furniture is the very nicest gift of all... it provides genuine happiness for years to come and pleases the whole family... Our stock is complete and we invite your inspection and approval...

Prices Reduced for the Season's Selling.

E. B. BLACK CO. The Big Store With The Little Price

The Buying Guide for 34,000 Wideawake Readers



If you have something to sell to the farmer or stockman—whether it be hogs, dairy cattle, fencing or a harvester, you will find a buyer among the readers of the Southwestern Stockman-Farmer. This serves as the buying guide for 27,000 prosperous farmers in the states of Texas, New Mexico, Arizona, Southern Colorado and Western Oklahoma.

Make your wants known through the "Farmers' Market place." Rates are five cents per word for one insertion, or four cents per word per insertion when inserted in three or more consecutive issues.

DISPLAY RATES
Display Advertising Rates on Request.

The Southwestern STOCKMAN-FARMER

ROOM 14, NUNN BUILDING, AMARILLO, TEXAS

MOVED

Dr. W. A. Robinson, Chiropractor

—Formerly located in the Buckner-Lambert Building, Over Sprowls-Cronin's store, has moved over the Corner Drug Store, and is now located in Dr. LaGrand's former office rooms, where he is prepared to render you efficient health service.

Office Phone 207 Residence Phone 464

Auction

Sales are Profitable

Permit me to suggest that you book your auction sales at your earliest possible convenience in order to secure the date you prefer.

I am booking sales over a large territory this season. The splendid results obtained in recent sales of live stock, farm equipment and real estate has convinced the owners to sell at auction, the well known method by which you can get your buyers in one group and convert your property into ready cash in a day, and receive full value.

My knowledge of values enables me to render an efficient service which means dollars and cents to you the day of your auction sale. The many satisfied people I have sold for are my best reference.

YOURS FOR A REAL SALE

Ray Barber, Auctioneer

Superior Sales Service

Phone 241 Hereford, Texas

Sales Dates and Literature May Be Arranged at THE HEREFORD BRAND

New Books Now Available for Children

A list of new books for the children's department is announced for the county library. This department is one of the most popular phases of the library, and much care has been exercised by Miss Lillie Hostetter, librarian, in furnishing choice and suitable reading matter for the children who are keeping active cards.

Some of the new books are Adams: Midwinter. Alsheler: Horsemen of the Plains. Ashmun: Mother's Away. Bacon: Lion-hearted Kitten. Barker: Flower Fairies of Spring; of Summer; of Autumn.

Baynes: Polaris; Animal Heroes of the Great War. Connolly: Mrs. Chatterbox and Her Family. Dickens: Capt. Boldheart. Downey: Kingdom of the Mind. Colum: Fountain of Youth. Forbes: Araminta. Horne: Good-natured Bear. Meigs: As the Crow Flies. Paine: The Girl in White Armor (Joan of Arc). McKean: Making Good. Stefansson: My Life With the

Esquimos. Turpin: Honey Sweet. Gifts to Library.

The following persons have made gifts to the library since the last acknowledgment:

Onias Carroll, 14 volumes of Mary Roberts Rhinehart and 3 volumes of Conan Doyle.

Mrs. J. M. Boone, two volumes of fiction.

Mrs. Smithers, two years of Saturday Evening Posts.

Mrs. Wear and daughter, many miscellaneous volumes of children's books, fiction and education.

Mrs. Eubanks also gave a miscellaneous collection that is valuable.

Mrs. Price Slaton gave a splendid collection of magazines, American Home, House Beautiful, Better Homes and Gardens, Literary Digest and Capper's Farmer.

Mrs. Broadwell gave many copies of the Christian Herald, Collier's, Country Gentleman, Forum, Good Housekeeping, McCall's, Pictorial, Modern Priscilla, Woman's Home Companion and the Musical Observer.

Mrs. Gabbert gave copies of Time, 1930; also Hygeia, Saturday Evening Post and Collier's, and some copies of the Journal of Organotherapy and Journal of Cancer and Allied Diseases.

Will Arrange Schedule For Toxoid Giving

By MISS NELL HALL
Health Nurse

Diphtheria is a contagious disease in which is produced a generalized systemic toxemia or poisoning from a localized infection. No age is exempt but the disease is rare in children of less than six months and in the aged. It occurs at all seasons of the year, but it is most prevalent in the fall and winter months.

There are always some cases in large communities, and epidemics break out from time to time. These vary greatly in severity and extent. Contaminated milk has been the starting point of some but in most instances diphtheria is spread by direct or contact infection; either with other patients or with carriers. Schools have proved to be fruitful sources of infection, especially when carriers are included among the children. Individual resistance to the disease varies greatly from extreme susceptibility to natural immunity.

As before stated, the usual source of infection is by direct contact with the contaminating secretions discharged from the respiratory passages or the saliva of the carrier or patient.

During an epidemic in Boston one per cent of all healthy school children were found to be carriers of the disease, and even higher percentages have been noted in other epidemics. Diphtheria may also be transmitted from drinking fountains, cups, toys, pencils, paper money. How can you be sure that your child is not coming in contact with this dreaded bacillus at any time?

Usually complications accompany the disease. The heart is apt to be involved even in mild cases. Paralysis may affect any part of the body. Persistent vomiting may be annoying and serious. Hemorrhage at the nose is frequent.

Death rate in diphtheria is very high. The rate is higher between six months and two years, and up to six years the child is most susceptible.

Do you want your child protected? Toxoid given hypodermically in two doses, three weeks apart, insures immunity in most cases. Bring your children to the scheduled place and let us give them the treatment. Notices will be sent you through the schools as to date, hour and place of meeting. Help us to make your children stronger, healthier and happier.

Jack Garner, three volumes of fiction; Mrs. J. A. Hornbeak, six volumes of fiction.

Mr. and Mrs. W. R. Moore. Miss Blanche Buford of Hereford spent the week end with Miss Eboyle Jacobs at home. Misses Buford and Jacobs are seniors in the training school at W. T. S. T. C. The Greer family of Dawn spent Sunday with Mr. and Mrs. B. P. Stice.

Wm. Stice and Jacob Chalm spent Thursday night with Hobart Whitaker.

Mr. and Mrs. L. C. McCaskey and daughter, Peggy, of Borger, spent Sunday and Sunday night in the Joe Greer home.

Mrs. Luna Jacobs and Miss Catherine Hershey called on Mrs. B. F. Stice Wednesday afternoon.

Mrs. Cecil Hodges called on Mrs. F. Brown Thursday afternoon. Murry Smith spent Sunday and Sunday night with his sister, Mrs. B. O. Chalm.

Daniel school is now editing a school newspaper under the name of The Daniel Broadcaster. It is printed each Thursday. Miss Angie Jacobs is editor and Miss Irene Dinkle associate editor. They use a hectograph to print the different copies.

The following was taken from The Daniel Broadcaster by permission of the editor: "The purpose of publishing the Daniel Broadcaster is to increase the interest in school work, to keep community informed in regard to the progress of the school activities and to give the pupils training in correct writing."

A sewing club has been organized under direction of Miss L. Shey for the girls and a carpentering club under supervision of Thompson for the boys.

The following are honor students in the primary grades: Ruth McLean, Leola Brown, Walter Beck, Thelma Chalm and Thelma Bishop.

When you want tankage meat scraps at the right price come to BRUMLEY'S new pens.

Gloriously Alive At 45

How Old Are You? My Friends: Correct Your Eating Faults and Lose Your Fat With Kruschen Salts.

Yes: I'm forty-five today—built like a race horse, my friends say—and I know I feel 10 years younger than I did three months ago—and I'd hate to tell you how much fat I lost with Kruschen.

I call Kruschen Salts the "magic salts" because when I was fat and wretched, despondent and half sick all the time—it took only one bottle that I bought for 85 cents at City Drug Store to liven me up—put ambition and energy into me—made me feel years younger and with the help of a change in diet show me how to lose the fat I was so ashamed of.

Cut out pastries and desserts—go easy on potatoes, cream, cheese and butter—eat lean meat, chicken, fish, vegetables and fruits and never fail to take one half teaspoonful of Kruschen Salts in a glass of hot water before breakfast every morning.

Every drug store worthy of the name in the World sells Kruschen Salts—an 85 cent bottle lasts 4 weeks—not much to pay for buoyant health.

Continued rains kept the farmers from cutting much feed the past week.

Mrs. B. F. Stice and Nita Jo, little daughter of Mr. and Mrs. Joe Moore, are on the sick list.

Mr. and Mrs. Mark Strickland of Canyon spent Wednesday with

Dr. Rea of Minnesota

Will Make a Professional Visit TO AMARILLO At the Amarillo Hotel TUESDAY, OCTOBER 21st, WEDNESDAY, OCTOBER 22nd TWO DAYS ONLY

Dr. Rea, well known American specialist, licensed by the state, Specialist in the science of internal medicine as applied in the treatment of disease without surgical operation.

Below are names of a few of his many satisfied patients: Mrs. T. F. Bird, Shamrock, Texas—Stomach and liver.

Mrs. A. F. Downey, Goodlett, Texas—Heart, Gall-bladder, Stomach troubles.

Mrs. G. A. Smith, Memphis, Texas—Stomach Ulcer and Hemorrhoids. Mr. Ellis Benton, Sudan, Texas—Epilepsy.

Mrs. J. E. Riddle, Lubbock, Texas—Kidney and Bladder trouble. Mrs. George Henke, Hallettsville, Texas—Stomach Ulcer and Catarrh.

R. C. Ladd, Itasca, Texas—Eczema and Blood Poisoning. Mrs. W. L. Ponder, 3114 10th St., Wichita Falls, Texas—Stomach and Nerve trouble.

M. M. Taylor, Red Rock, Texas—Cancer of the face. Mrs. Fred Kientz, Menomone, Mich.—Liver and Stomach.

Miss Clara Wohlers, Lake City, Minn.—Rheumatism and Heart trouble.

Mrs. W. A. Whitaker, 1109 7th Ave.—Ft. Worth, Texas—Stomach Ulcer.

Esther Berg, Menomone, Mich.—Partial Paralysis. J. E. Gray, Yale, Okla.—Stomach Ulcer.

Mrs. Wm. Beckner, Longton, Kans.—Gall-stones. C. E. Rose, Nowata, Okla.—Stomach Ulcer.

Mrs. W. C. Hanna, 200 West Page St., Dallas, Tex.—Stomach Ulcer. Mrs. F. M. Longcoy, Austin, Tex.—Lung Abscess.

This visit of Dr. Rea's will afford his many patients and others an opportunity to consult, without cost, this experienced specialist in stomach, stomach ulcer, liver and intestinal diseases, close to their homes. Medicines at reasonable cost in all cases. When treatment is desired, Hours 9:30 A. M. to 4:00 P. M. —Adv

Daniel News

BY MRS. JOE THURMOND

Continued rains kept the farmers from cutting much feed the past week.

Mrs. B. F. Stice and Nita Jo, little daughter of Mr. and Mrs. Joe Moore, are on the sick list.

Mr. and Mrs. Mark Strickland of Canyon spent Wednesday with

Dr. Rea of Minnesota

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Build Strongly!

Choosing building materials is a vital part of success in erecting a sound structure. When you make your purchases, go to a firm that you KNOW is reliable. Our record speaks for itself.

Our Aim—To Help Improve the Panhandle

PANHANDLE LUMBER CO.

Courtesy - Quality - Service

Serving Family Style Meals

EVERY DAY

Give your wife a rest on Sunday. Come to

THE CLUB CAFE

TED THOMAS, Owner.

Knock Out THE KNOCK

RATTLE RATTLE RATTLE

Put your car in shape for winter by Grinding Valves, Packing Water Pump, Install New Hose, Change Gear Grease to lighter weight, Install Door Glass and Relining or Re-adjusting brakes.

Also see us for

1—Tire Chains. 2—Anti-Freeze. 3—Good Gulf and No-Nox Gas.

4—Gulf-Pride and Supreme Motor Oils.

5—Car Washing. 6—Greasing.

General Auto Repairing

"Our Work Stands Up—We Make It."

Beavers Bros.

PHONE 383

Feed Mill Installed

For Feed Grinding of All Kinds

We are now equipped to do any kind of feed grinding you want. Capacity, five tons of threshed grain and three tons of bundles.

Prices, per hundred, threshed grain 10¢

Prices, per hundred, bundles 20¢

WE ARE NOW READY TO GIVE YOU REAL SERVICE.

DON'T FORGET WE SELL NUTRINA FEEDS

Farmers Elevator Co.

IN WEST HEREFORD, NEAR 25-MILE AVENUE. PHONE 468



Build Strongly!

Choosing building materials is a vital part of success in erecting a sound structure. When you make your purchases, go to a firm that you KNOW is reliable. Our record speaks for itself.



Our Aim—To Help Improve the Panhandle



DIABOLO

Lump and Nut, On the Track

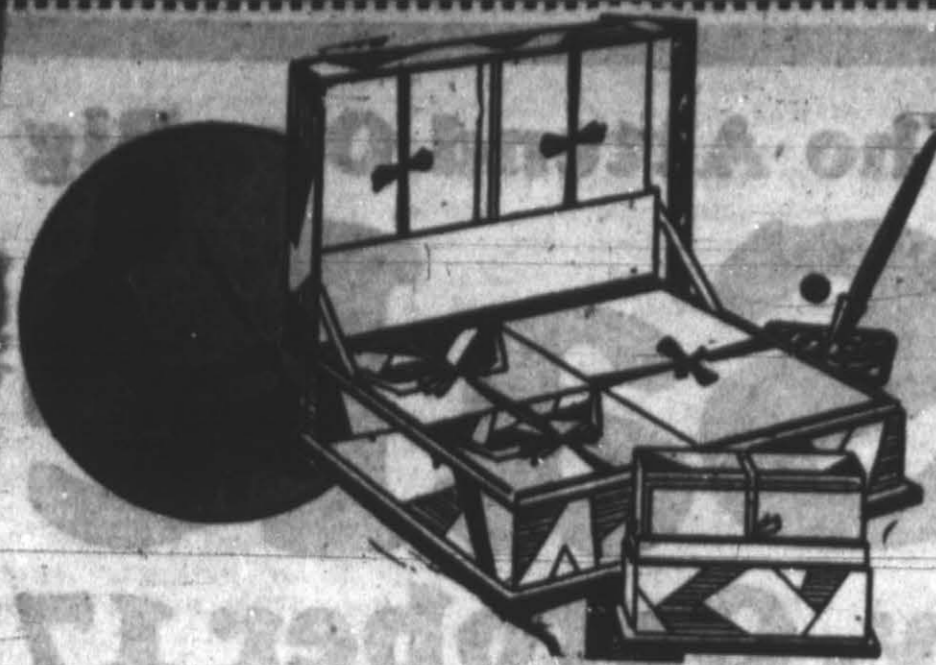
Chemical Processed

C-O-A-L

On the Track

A new product of the C. F. & I. (Diavolo) Coal Co.

Burns Without Smoke and Soot. McLean & Pitman PHONE 1



Something New--Styled to Date

Stationery is an index of style. In no other item can taste be displayed more readily. That's why it's the individual and distinctive gift it is. When purchased at the CITY DRUG STORE it has the assurance of perfect correctness and elegance—plus genuine value.

COME IN AND INSPECT OUR LARGE ASSORTMENT OF

Montag's Latest Stationery

CITY DRUG STORE

We Deliver, Phone 300.

The Store That Strives to Please



Home Demonstration News

It made well should bring a price of \$5.00 to \$10.00. The major cost comes in the amount of dye used. Some, however, buy sacks and the initial cost is more; but as a rule the sacks can be found on the farm. Miss Gunter has a complete educational exhibit in her office of the evolution of this rug from the sack to the finished rug. If anyone is interested in seeing this exhibit just go into her office any morning this week.

Miss Gunter has begun her work on organizing girls clubs in the rural districts. Her first club was organized at Ward with 8 girls enrolled. Girls from the ages of 10 to 21 are eligible. Clubs will be organized this week at Ford, Westway, Progressive and Dawn.

WARD DEMONSTRATION NEWS

The Ward Home Makers club met October 8 at the club house with a good attendance. Roll call was answered with "What each one enjoyed most in their living room".

Miss Gunter gave a talk on the necessity of light and what it takes to make an ideal living room. There were many good ideas taken from her work. Miss Gunter gave a demonstration on the

braided rugs we are now making. They are certainly beautiful rugs and also economical.

Refreshments of chicken sandwiches and waffles were served by Mrs. Saltzman and Mrs. Suggs. The net meeting will be with Mrs. Suggs, October 22. All members are urged to be present.

MRS. SALTZMAN, Reporter.

FRIO PUBLIC SCHOOL ITEMS

Chapel was held Tuesday at 10:45, and after songs and scripture reading a prayer and short program were given. The program included a song by the primary grade, reading by Helen Ruth Barber, and awarding of perfect attendance certificates to Florene Hunter, T. L. Sparkman, J. B. Harlin, J. L. Morgan, Austin Mobley, Evelyn Hunter, Kitty Kloe Harlin, Jack Allman, Margarette Mobley, Juanita Morgan and Jas. Morgan. Chapel was cut short because the speaker of the morning did not appear. There were several visitors present.

At the end of the first month seven had straight A's, namely: Frank Barber, T. L. Sparkman, Jack Barber, Margarette Mobley, Jack Allman, Billie Lee Williams and Helen Ruth Barber. The B students will appear next month as honor students.

High students met and organized a one-class as there was not enough for separate organizations. Florene Hunter, president; Frank Barber, vice president; Alma Andrews, secretary-treasurer; T. L. Sparkman, reporter; Weldon Lindsey, Ruby Andrews, Alva Barber, program committee.

Intermediate classes met, organized, electing as officers, Ruth Jones, president; Morris Barton, vice president; J. B. Harlin, secretary; Jack Barber, reporter; Harold Harlin, Henry Andrews and Gus Barton, program committee.

The county agent and home demonstrator came Wednesday and organized a boys' and girls' 4-H club. They told them of the plans this year and much enthusiasm was shown. There are about 15 who joined and others may do so later.

REPORTER.

Walcott School

H. B. and Roy Mason returned to Brownfield after spending a week with the family here. Henry will reenter school, finding that cotton picking is neither so remunerative nor entertaining as he had imagined it to be.

Mrs. Culpepper and Verna took Misses Mattie Priddy, Ruth Smith, Royle Hoskinson and Margaret Camp to Amarillo Saturday on a business trip.

Visitors at school this week were Roy Mason and Ruth Jones. Mr. and Mrs. Oren Jones returned Friday from Ada, Oklahoma.

Kathleen Martin has been absent from school this week by having to be housekeeper in her mother's place. Mrs. Martin was called to Sunday by the serious illness of her mother. Sunday school as usual except

that all the cars let their engines get wet and it took longer than it should for us all to get away. Walcott realizes that the foreman of Corral and Chute, or shoot, is on to his job—bull-dog and tie 'em!

Dawn Items

BY MISS LOVIE MAYFIELD

Miss Myrtle McGowen visited in the Mayfield home last Wednesday evening.

Many attended a party in the Ray Bowen home last Friday evening. Cake, cocoa and sandwiches were served at a late hour.

W. W. Wimberly called in the Mayfield home one day last week. Mrs. John McGowen spent last week end at Amarillo.

The third, fourth, fifth and sixth grade pupils, accompanied by their teachers and Misses Galley, London, Mayfield, enjoyed Wednesday picnicking on the Tierra Blanca.

Miss Myrtle McGowen spent last week end in the P. H. Barna home.

John McGowen spent the past week end in the Mayfield home. W. J. Stewart and family called in the Mayfield home Monday afternoon.

Misses Margaret Bowers and Ella Smith visited in the A. J. Morris home Sunday evening.

Clifford Stewart called in the Mayfield home Sunday.

H. E. Miller and family visited the H. H. Miller home Saturday. Mr. and Mrs. J. L. Buchanan of Canyon visited the Mayfield home Sunday.

Miss Mignon Greer visited in the Ray Bowers home Sunday.

Many attended a singing in the Lester Galley home Sunday evening.

Miss Ethel Harris spent the week end at her home.

Mrs. Parnell called in the W. L. Harris home Saturday evening.

Mr. and Mrs. Sewart called in the Norris home Sunday evening.

Clifford Stewart and Rufus Mayfield visited F. K. Dunaway Sunday.

Scherer Items

MRS. H. LAUFER

The Palo Duro Homemakers club met October 9 with Mrs. W. C. Voth. Roll call was answered with the most interesting thing in my living room. The business hour was spent electing new officers, which are: Mrs. Miller, president; Mrs. McAllister, vice president; Mrs. Voth, secretary-treasurer, and Mrs. Laufer, reporter.

Miss Gunter talked on living room improvement work and also showed the evolution of the braided rug, which the club ladies intend to make. Visitors were Misses Caraway and Solson of the Ward community. The club will meet again in two weeks with Mrs. Crawford.

Miss Hall will meet with the ladies Thursday at the home of Mrs. Bennie Fulkerson and give a health lesson in Infant Care.

Mrs. Bell Radford of Missouri, who has been visiting her brother, Mr. Miller, has returned home.

Mrs. Mollis Hubbard left last week for Oklahoma.

This week saw good rains over the entire district, which means the farmers will be busy.

Mr. and Mrs. Strickland motored to Amarillo Thursday.

Mr. and Mrs. Bennie Fulkerson and family visited relatives in Hereford Sunday and in the evening all motored to Friona to see the result of the big rains.

Mr. and Mrs. Laufer called on Mr. and Mrs. Powell Sunday night.

Ford Doings

BY MISS EDITH MANN

The Community Welfare club will meet with Mrs. D. S. Larson Friday afternoon, October 17. The social meeting will be at the school house Friday night, October 31. Mrs. J. L. Hight and Mrs. W. M. Schwartz are working on a program to furnish entertainment for the evening.

There were 112 at Sunday school Sunday. Visitors included Misses Parker and Allison of Claco; Grimwood of Tecumseh, Oklahoma, and Phipps of Adrian.

Ford enjoyed the singing of the Kelly quartet from Westway and also the Boyer quartet of Ward, Sunday night.

Mr. and Mrs. J. D. Jenkins motored to Amarillo Saturday and on their way home stopped at Willadorado and spent Saturday night and Sunday with relatives.

Mr. and Mrs. J. S. Garrett made a business trip to Amarillo Friday and attended a ball game in which their son, Joe, was a participant. Joe received a broken shoulder and is now under a doctor's care in Amarillo. James accompanied his parents home to spend the week-end.

J. F. Kilmer returned from Oklahoma last week to close all business transactions before settling permanently in Oklahoma.

Mrs. J. Y. Norton's son, Edgar

Crisco, arrived here last week from Oklahoma to visit relatives.

Mrs. O. D. Frazier visited Mrs. J. S. Garrett Thursday afternoon. Mr. and Mrs. J. Y. Norton and family took dinner in the B. F. Reeves home Sunday.

Clyde Mann spent Sunday night with Chester Norton.

Visitors in the B. F. Reeves home Sunday afternoon included Misses Nancy Ann Garrett, Vineta Simpson, Marine Norton, Ruby Rempel and Messrs. Thomas Simpson, Clyde Mann and Chester Norton.

Miss Dorothy Norton ate supper with Miss LaVerne Mann Sunday night.

Mr. and Mrs. Beryle Davis and children visited in the D. B. Mann home Saturday afternoon.

Mr. and Mrs. Beryle Davis visited in the E. H. Simpson home Monday afternoon.

See "Here Comes Arabelle", November 4, at high school auditorium.

CASH SPECIALS FRIDAY AND SATURDAY

COCOA	Hershey's, 1 lb size 20c, 1/2 lb size	15c
SOAP	P. & G. Crystal White ten bars	37c
BEANS	Stringless cut, two cans	24c
OATS	Large package, White Swan	21c
CHERRIES	Red pitted, No. 2 cans, two cans	45c
CRACKERS	Two-pound box, Salad water	29c
APPLES	Evaporated, two pounds	24c
SORGHUM	Waconia, pure, per gallon	\$1.05
JELLY	7oz glass, apple	10c
Grape Fruit	Texas seedless five for	25c

Bakers Cash Grocery

MONT E. BAKER.

Parrish Grocery

AND

MEAT MARKET

Located Across the Street from the Post Office.
Big Stock of

GROCERIES AND FRESH MEATS
AT LOW PRICES.

Everything in the Store ON SPECIAL.

They found HAPPINESS



—A little apartment or hotel suite is all very well. But the keenest satisfaction is to be found in a home all your own. There, untroubled by the landlord's monthly exactions, uncrowded by neighbors, you may rejoice in life-long possession.

OWN YOUR OWN HOME

R. H. KEMP LUMBER CO.

Never Before Such Values!

- A Counter Full of CHILDREN'S SHOES \$1.00
- SHEEP-LINED and LEATHER COATS \$4.00 and up
- A Rack Full of YOUNG MEN'S SUITS 1/2 Off

Many Bargains too Numerous to Mention. Come See for Yourself a Store Full of Money-Raising Prices.

THE POPULAR STORE

Your Place to Buy.



F. M. KESTER & SON, JEWELERS

Virgin Diamonds—Glasses Fitted



**FOLKS
DON'T MISS
THIS EVENT!**

Follow the Crowds Who Attend Our Big
Fall Sale
Opening Friday, October 17

Woolens, Outing, Sweaters, Blankets, Clothing, Ready-to-Wear and Shoes! Yard upon yard of staple and fancy piece goods —at the lowest prices since before the War!

Ladies' Footwear
Table No. 1

Broken sizes in Patent Leather Pumps, Straps and Oxfords, choice—

\$1.95

Table No. 2

In both low and high heels, values up to \$5.00, choice—

\$2.95

Table No. 3

Broken sizes in Patents, Pumps Strap, Kid and Calf Oxfords, values up to \$7.50 for—

\$3.95

Bloomers

Munsingwear, peach only—
89c

Gossard Corsets

One lot of Corsets, values up to \$8.50, choice—
\$1.00

Men's Work Shoes

No. 410 Brown Glove, moccasins blucher, extra special for the Fall Sale, pair—

\$2.89

Men's Dress Oxfords

R. J. & R. Oxfords, black calf, all sizes, special for the Fall Sale, a pair—

\$3.45

Ladies' Coats

Beautiful line of Ladies' Coats, new materials, colors and trims. Prices range upward from—

\$8.95

Children's Hose

Children's Cadet Hose, double knee, reinforced heel and toe, color black and brown, regular 50c quality. These are discontinued numbers, choice, a pair—

15c

Florsheim Shoes

Including all feature Shoes and Oxfords. Your choice of our entire stock—

\$8.85

Ladies' Hose

Ravel stop, narrowed ankle, colors, gun metal and beige clair, pair—

39c

House Dresses

One rack fast color House Dresses, short or long sleeves, your choice—

79c

Work Shirts

Uncle Fuller, coat style, extra special for the Fall Sale—

69c

Men's Suits

One rack of broken sizes, values up to \$35.00—

\$19.95

Other Suits priced from \$24.45 to \$42.50.
Boys' Suits At 20 Per Cent Discount.

Piece Goods!

SILK SPECIAL

39-inch Flat Crepes .. **\$1.19**

NON-KLING

36-inch Non-cling, all wanted shades for fall, yard .. **29c**

TABLE DAMASK

58-inch Table Damask, colored borders, yard .. **45c**

GRASS TOWELING

Guaranteed part linen, yd **10c**

SHIRTING

27-inch Madras Shirting, per yard .. **15c**

INDIAN HEAD

Fast color Indian Head, plain and printed patterns, yd **33c**

QUILT CHALLIES

36-inch Quilt Challies, yd **13c**

CURTAIN STRIPES

Curtain Stripes, colored borders, yard .. **10c**

EXTRA SPECIAL PRICES ON

Blankets

Blankets, gray only, size 66 x 80, weight 3 pounds, wool finish, pair—

\$1.45

100 per cent wool blankets, beautiful plaids, size 66 x 80, weight 4 1/2 pounds, pair—

\$7.85

Beautiful pastel colored blankets, size 70 x 80, pair—

\$2.39

Gingham

32-inch Dress Gingham, values up to 25c yard, Special—

16c

Remnants

During Our Fall Sale, choice—
HALF PRICE!

One Table of Fine Quality

Men's Dress Shirts

Collar attached styles, sizes 14 to 17, guaranteed fast colors, choice—

89c

With Sledge Hammer Blows We're Battering Merchandise Prices Down Below the Price of 10-Cent Cotton. We're as Game As the Farmer—We're Taking Our Loss! **BUY AND SAVE!**

Fox Mercantile Co.

Social and Society

Ladies of County Are Invited To Meeting and Luncheon Next Tuesday of Women's Federation

A well balanced program for the first meeting of the club year of the Federation of Women's Clubs is announced by Mrs. George Garrison, president. The meeting will be held at the First Baptist church next Tuesday morning, October 21, at 11 o'clock.

After a covered-dish luncheon has been served at noon the following program will be rendered: Trio: Mrs. H. L. Broadwell, Mrs. C. C. Acker and Mrs. Glenn Snyder.

Reading: Miss Zella Mae Walker.

Bulbs and their culture: Mrs. J. P. Slaton.

Reading: Mrs. J. W. Witherpoon.

Our County Federation: Mrs. S. E. Fish, Amarillo.

Child Health Talk: Miss Nell Hill.

Our Rural Library: Miss Lillie Hostetler.

Some Phases of Homelife: Miss Emma Gunter.

Solo: Mrs. Homer Fox.

A flower, bulb and seed exchange will also be held in the basement of the church Tuesday. A committee composed of Meses: Ray Johnson, Gerald Morgan and O. H. Smith will be on hand to receive any surplus pot plants. Ladies are urged not to allow their geraniums and other plants freeze. There will be someone in the city who will be glad to have them and care for them.

It is again emphasized that women who are not regular members of a club are especially invited to be present at this first meeting. All who come are expected to bring some covered dish and remain for the program enjoyment.

MRS. CARL GILLILAND
HOSTESS TO T. E. L.
SUNDAY SCHOOL CLASS

Regular monthly business meeting of the T. E. L. Sunday school class of the First Baptist church was held Thursday afternoon at the home of Mrs. Carl Gilliland. A social hour was also enjoyed.

after which refreshments were served by the hostess. All members are urged to attend these monthly sessions.

Little Friends Honor Barbara Higgins

One of the most enjoyable afternoons was spent Wednesday, October 8, when about 30 little folks gathered at the home of Mrs. Claude Higgins, honoring little Barbara on her fourth birthday. Barbara and her kindergarten class sang several songs. Others gave readings as the guests arrived. Games were enjoyed on the lawn. The pretty little gifts were unwrapped and passed around to every one present.

A color scheme of gold and green was carried out, and tiny baskets filled with candy were given as favors. Dainty refreshments were served by Betty Jean Walker, Helen Seed, Dorothy Alexander, Orvella Hill and Billy Bess Green to the following: Oriana Miller, Bobbie Jennings, Londiden Martin, John Estes, Wanda Jean Smith, Nancy Nell, Carolyn Gleser, O. G. Hill, Jr., Foster Hill, Billie Blythe, Margaret Olson, Vivian Olson, Mary Anna Thompson, Anna Florine Lloyd, Wanda Lee Lloyd, Rena Rae Benfro, Mary Henslee, Betty Sue Henslee, Bud Downs, Frank A. Gyles, Billie Louise Lancy, Yvonne Handley, Beulah Ruth Fallwell, Buddie Fallwell and Barbara Higgins.

REORGANIZE SUNDAY SCHOOL CLASS AT METHODIST CHURCH

A new Sunday school class was formed at the Methodist church October 5 in reorganization of an old one, and no name has yet been selected. Following officers were elected: C. W. Humble, president;

Ovens That Simplify Cooking



By MARIE KULZER

THE behaviour of one's oven makes a big difference between a successfully cooked meal and a mediocre one. No amount of ingenuity or effort can overcome the handicaps of an unsatisfactory oven, while a good oven with modern features practically operates itself, with almost guaranteed results.

It is difficult to say which is the most important of the two most modern oven features—the insulation of the oven, or the oven heat regulator. The fact that an oven is properly insulated means many helpful things. With the heat kept inside of the oven where it belongs the kitchen is cool and comfortable at all times of the year. In summer this is an unparalleled asset and in winter it is a healthful feature, inasmuch as there is no over-heating with the resultant danger of colds.

Insulated oven walls keep heat so consistently even that everything bakes or roasts better and in a somewhat shorter time than usual. Too, this heat sustaining oven feature helps to save fuel. Heat is not wasted, but kept in the oven where it is utilized to benefit.

The oven heat regulator, the other time and labor saving oven feature, has taken all the guess-work out of cooking. No more lowering or raising of the flame by hand—or waiting around the kitchen watching the food as it cooks.

The little wheel control on a gas range oven means freedom from oven watching, while producing a superior baking or roasting product.

The heat regulator is very simple to use, and can be depended upon. It gives a choice of a number of measured and controlled oven heats for every kind of oven baking and cooking. By turning the wheel so that the temperature needed for cooking a certain thing is indicated, the oven will be automatically heated to just that temperature and kept there until the gas burner is shut off. No fluctuating, and no overheating. Just a regular, steady heat, under perfect control.

These two features, then, of the modern oven simplify as well as improve baking and roasting methods. And this short cut in cooking is recognized by cookery authorities as most efficient and successful.

Music Club Has Study On Schubert

Mrs. A. C. Thompson was elected delegate at the Music Study club meeting Monday to represent Herford at the Seventh District Federation convention, which will be held in Quanah October 31-November 1.

The club met at the home of Mrs. R. F. Conaway, with Mrs. Carl Mountz, vice president, in the chair in absence of Mrs. Homer Fox, president.

The lesson on Schubert and contemporaries, from the study book, "History and Music", was given by Mrs. C. H. Dillehay. Program to illustrate the lesson follows:

To Music, by Miss Estes.

Minuette in B Minor, by Miss Frances Oberthier.

Litany, by Miss Hicks.

Call of Bagdad, Boleidieu, by Meses. Acker, Snyder and Broadwell.

The next meeting will be with Mrs. Jesse Stanford on October 27 at 2:30 o'clock.

bone steak, fresh from the frying pot, fruit salad, buns, doughnuts, pickles and coffee.

No one was able to apply the club's favorite song, in which the Lions are pictured as "eating and growing for more". The servings were so generous that none wanted any more.

Roy Arpold was master of ceremonies and he seemed to have an inexhaustible repertoire. C. R. Bentley demonstrated his skill by performing a few feats of leg-erdaman. The ladies were highly entertained and amused by the

Hamburgers

Hot Tamales, Chili

For good hamburgers, hot tamales and chilli come to

Bob's Lunch

Located in the A. H. Elliston building, 113 East Third St.

Mons when they sang several choice selections, such as "My Red Irish Nose".
Members and ladies present were Messrs. and Meses. T. E. McCollum, C. C. Acker, R. O. Dunkle, R. H. Hopkins, Voline Downs, Jesse Stanford, J. A. Neill, C. R. ley, S. F. Rossow, R. F. Conay, John McLean; Meses: Davy Curdy, J. C. McCracken, B. M. shire, Roy Arnold, H. L. Misses Carey Estes, Emma Gu Deasie Mae and Polly Steele.

PIGGLY WIGGLY
All Over the World

SPECIALS FRIDAY and SATURDAY

GRAPEFRUIT 24c
Marsh, seedless, five for

CHERRIES \$1.05
Gallon size, red pitted

SUPER SUDS 25c
Washing Powder, three for

MATCHES 20c
Six boxes for

APRICOTS 16c
No. 1 tall, Libby's, per can

COFFEE 27c
Lady Alice, pound package

MILK 25c
Libby's, small size, six for

JELLO 15c
All flavors, two packages for

OATS 30c
Mother's China, package

MACARONI 25c
Or Spaghetti, four for

POP CORN 25c
Bulk, Jolly Tins, two pounds for

Courthouse News

Marriage License.
A. McAdams and Mrs. Bessie E. both of Amarillo, Oct. 15.

Warranty Deeds.
Person Mantooth to F. H. Bell 8 1/2 and NE 1/4 section 37; \$7980.
L. McKee to Jesse Swarth part of block 2, Mabry add. 170 x 100 feet, \$10 etc.
Gallagher to S. E. Lester, section 98, block K-7; \$1020.
A. Lecklitter to W. H. Van lots 1, 2, 3, 4, Hough's sub-division of block 5, Evans add. \$10 etc.
J. H. Frechold trustees to W. Ameron, SW 1/4 section 33-3-N, \$1 etc.
C. Koch to J. E. Hill, 8 1/2 N 79, and N 1/2 section 80, K-5; \$10 etc.
H. Hawkins to T. Williams, and 10, Megert & Orr's sub-division of block 20, Evans add.; \$300.
J. Jones to Edward R. Stan-640 acres out of the 1920 deed to Hiram Jones by Ross; \$18,500, \$13,000 being

incidents of college days.
Mr. and Mrs. Speedy Cretzinger are the happy parents of a baby girl, born October 7. It was named Margery Lee. The mother and baby are doing nicely at an Amarillo hospital.
Miss Yada Norman spent Sunday with Misses Mildred and Joyce Moore.
Little W. C. Julian, Mrs. Dan Higgins' son, was absent from school Friday because of illness.
Mrs. C. O. Phillips visited Mrs. Carter one day last week.
Mrs. Ollie Grable was in Amarillo last Thursday.
Croquet seems to have become a professional game. Corbet and Speedy Cretzinger, with two Whidorado men, had matched a game with Levelland players for last Sunday, but it was rained out. We were accustomed to think this game somewhat feminine but with such husky men as these swinging the mallet we guess it isn't.
Mrs. H. J. Oglesby and children called on Mrs. W. H. Moore Thursday evening.
Mrs. C. O. Phillips visited in Hereford Thursday evening.
Mr. and Mrs. R. A. Campbell spent the past week with their son, R. L. Campbell.
Mr. and Mrs. E. W. Campbell visited in the home of W. T. Womble of Hereford last Sunday afternoon.
Mail by rail has been delayed over the Rock Island because of washouts and rains west of us. Fairview is planning a program for Halloween night, but we'll mention it again later and tell you more about it, but just begin to plan to come October 31.

Song: Mrs. Bowman.
Song: Mrs. Bowman.
Song: Lucille Park.
Business session.
Closing song.
Mrs. Owen Neel entertained the ladies of our community with a quilting Wednesday. Refreshments were served to about twenty women.
We hope that everyone will come to Sunday school next Sunday. We need everyone to help in order that our Sunday school will grow and be a benefit to everyone.
Mrs. Georgia McBrayer of Amarillo is visiting her niece, Mrs. T. E. Baker.
Mr. and Mrs. Fred Oberthier Sr. and daughter, Miss Frances, visited in the F. D. Perkins home Sunday.
Good rains have fallen in this community the past week.
Mrs. Raymond Saylor spent last Tuesday afternoon with Miss Olive Perkins.
Mr. and Mrs. J. E. Henry spent Sunday with her parents, Mr. and Mrs. J. L. Park.
Mr. and Mrs. J. E. Blakemore and Jimmy spent Sunday evening in the Ray Hershey home.
Mr. Roberts of San Antonio visited in the T. E. Baker home last week-end. Mr. Roberts is an old friend of the Bakers.
Mr. and Mrs. Jim Ricketts visited her parents Sunday.
Forbes Blakemore spent Sunday evening with Roy Neal.
Mr. and Mrs. T. E. Baker and Georgia Sue visited in Amarillo Thursday.
Honor roll students for the past month are Gene Summual, sixth grade, and Ruth Park, seventh.
Mr. and Mrs. J. L. Cline are visiting friends and relatives in Fisher and Jones counties.
Katherine Hershey spent Friday night with her sister, Mrs. Jim Ricketts.

Progressive News

BY MISS OLIVE PERKINS

We intend to start a contest next Sunday night in the singing class. We urge everyone and their kinfolks to be present. We need more pep and enthusiasm in our singing class and we intend to build our singing class up a lot. The losing side will entertain the winners. Let's everyone be present and start off with a bang!

Program for next Sunday night:
Speech by our leader, Jess Caldwell.
Song: Mr. Neal.
Song: Weldon Gregory.
Song: Lois and Jess Caldwell.
Song: Katherine Hershey.
Quartet: arr Eunice Caldwell.
Song: Mr. Boyd.
Song: Millard Gregory.
Song: Mrs. Blakemore.
Quartet: arr Fred Caldwell.
Reading: Virginia, Bowman.
Song: Lois Park.

Kidney Acids Break Sleep

If Getting Up Nights, Backache, frequent dry calls, Leg Pains, Nervousness, or Burning, due to functional Bladder Irritation, in acid conditions, makes you feel tired, depressed and discouraged, try the Cytex Test. Works fast, starts circulating thru the system in 15 minutes. Praised by thousands for rapid and positive action. Don't give up. Try Cytex (pronounced Siga-tex) today, under the Iron-Clad Guarantee. Must quickly ally these conditions, improve restful sleep and energy, or money back, only 50c at

CORNER DRUG STORE

Fairview-Palo Duro Items

By MRS. JOHN BOLING

Mrs. C. O. Phillips visited with school Friday afternoon. We hope that patrons visit school to see why your child is or isn't doing well.
Frances Campbell was out of school last week on account of a cold.
Mr. and Mrs. R. L. Campbell were the recipients of a happy surprise last week when they were visited by Mr. and Mrs. Carl of Chicago and Mr. and Mrs. Carl Thurman of Amarillo. Place and Mrs. Thurman were college friends of Mrs. Campbell in Southwestern University, Oklahoma. This was their first visit for over 20 years ago. They had a happy time recalling

EAT GOOD MEAT!

There is nothing finer this snappy fall weather than a succulent STEAK from one of our pen-fed baby heaves. This is the time of the year when steaks are best.

Texas Meat Market

WEST TAILOR SHOP

MRS. O. F. WEST, Proprietor

"Well Pressed Is Well Dressed"

Clothes called for and delivered—Phone 385

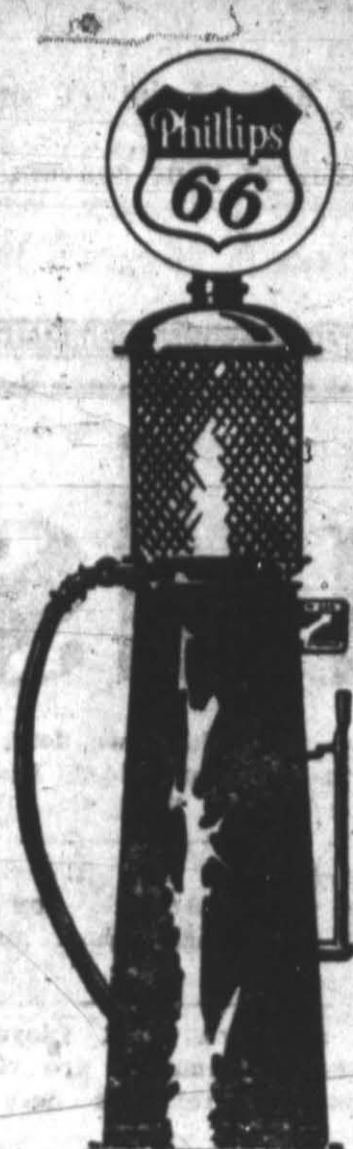
A light tap on the throttle ...
.... AND GO AROUND!

Phillip-up with Phillips 66

highest test...
instant pick-up

60 miles an hour with an inch left on the throttle

THE GASOLINE OF CONTROLLED VOLATILITY



W. J. (Bill) SMITH, No. 1
DONALD HAWKINS, No. 2

D. D. LANHAM
MORRIS MATTHEWS

MRS. GEORGE M. JANES, Wesley
J. T. HARTLEY, Jumbo

T. E. MAJOR, Agent

DIRECTORY—Business and Professional

<p>OLLIE FOX DECORATOR-PAINTER PAPER HANGER Phone 428-J</p>	<p>LANHAM'S FILLING STATION Phillips Gas and Oils. Phone 206 when you run out of gas or have a punctured tire on the road.</p>	<p>GREAT WEST NURSERY One and a Half Miles north-west, General Nursery stock. @ H. E. SULLENS & SON. Phone 334-J</p>	<p>PHILLIPS "66" and Ethyl gas, Mobiloil, Greasing, Tire Repairing, Etc. Phone 69 when in tire trouble W. J. SMITH, Phillips Station No. 1, on East Third</p>
<p>De LUXE BARBER SHOP Now Open, North Side of Building with Jack Hager Shoe Shop Prices: Hair Cut --- 35c Shave --- 20c</p>	<p>DR. G. W. HEARD Dentist Over Corner Drug Store Office Phone 234 Residence Phone 276</p>	<p>SHOE SHOP Repair anything in leather Shoes, Harness, Saddles, Canvas on Combines. Jack's Shoe Shop North Main Street</p>	<p>Nunn Transfer HAULING OF ALL KINDS Day phone 65, Night 420-J</p>
<p>Dr. B. M. Wiltshire, Dentist Over Sprowls-Cronin & Company Buckner-Lambert Building ROOM 3 PHONE 470</p>	<p>REAL ESTATE List your land with us. Bargains in farms and large ranches in both Texas and New Mexico. WALSER & DUNN Phone 467</p>	<p>L. A. RAY PLUMBING Phone 142-J</p>	<p>Fix-It Shop All kinds of Furniture Repaired. J. J. BUCKNER Phone 313</p>

CHIROPRACTOR
CORRECT ANALYSIS AND DIET
X-RAY AND PATHO-NEUROMETER TECHNIC
CABINET BATH AND DEEP THERAPY RAYS
FOR APPOINTMENTS PHONE 207, RESIDENCE 464
LADY ATTENDANT
W. A. Robinson, D. C. Ph. C.

DR. T. M. MONTGOMERY
EYESIGHT SPECIALIST
626 Polk Street, Amarillo, Texas
Will be in Hereford First and Third Tuesdays in each month. Eyes tested and glasses fitted.
OFFICE RAY'S JEWELRY STORE.
Telephone 188 for Appointment.

A FEDERAL FARM LOAN
Is the Best Loan Contract On Real Estate

1. Lower rate of interest.
2. Liberal pre-payment privileges.
3. Easy to get large tracts segregated into smaller loans.
4. Easy to obtain a release of part of the security.
5. Reasonable loan values approved.

A. O. THOMPSON, Secretary-Treasurer.
Our Abstracts Correctly Reflect the Records.


THOMPSON & IRELAND
ABSTRACTERS
Hereford Texas

INSURANCE
Loans--Bonds
HEREFORD INSURANCE AGENCY
JOHN McLEAN, Manager

6 1/2 PER CENT MONEY ON
Farm Loans
No Commission to Pay
FRANK BARBER
Representing the South-western Life Insurance Company

DEAF SMITH COUNTY ABSTRACT CO., Inc.
Office in the Court House
C. F. McCOLLOUGH, Manager
ABSTRACTS LOANS

"Built Like A Skyscraper"
Filing Cabinets never stick or bind, because they are Unit-welded.
The Hereford Brand



What About Several Years From Now?



Will you still be a hustling young worker, punching the clock of mornings and hopping to the tune of the boss' buzzer. Or—alluring vision!—will YOU be the boss? And why not? A good idea, plenty of energy and capital are the stuff that success is made of. YOU furnish the ideas and energy—save part of your earnings regularly, and be READY when the time comes.

First State Bank

Popularity



Not that popularity can be purchased at any price. But the smart bridge prizes are undoubtedly the sign of the thoughtful hostess. A gift from the CORNER DRUG STORE lends added zest to the bidding and the playing.

Our line of Bridge Tallies, Score-Pads, Cards, etc. is here. A lot of small prizes suitable for SHOWERS and PARTIES. We invite you to see our stock at your convenience.

Corner Drug Store

The Rexall Store

Day Phone 106

Night Phone 238 or 473-J

"We Fill Any Doctor's Prescription."

The Best In Drug Store Goods—The Best In Drug Service

MOTHER OF MRS. CHARLES DONALD DIES IN FT. WORTH

A message was received here Tuesday by relatives that Mrs. W. W. Potts, mother of Mrs. Chas. Donald, had passed away at her home at Ft. Worth that morning. Funeral services were held there Wednesday afternoon. Mrs. Donald had been with her falling moth-

er for about three weeks. Mrs. Potts is survived by three daughters, Mrs. E. F. Faulkner and Mrs. H. M. Grigsby of Fort Worth, and Mrs. Charles Donald of Hereford.

Better get those tire chains now before you get stuck in the mud again. Weed chains at RICE'S. 1c

Locals

Mr. and Mrs. J. T. Jennings of Vancouver, Washington, are here for the winter visiting in the homes of their three sons, Waldo, B. R. and Carl Jennings.

Used sod plows, priced in keeping with the times. M. D. WOMBLE IMPLEMENT CO. 40-1c

Clarence Wheeler of Amarillo, was here the first of the week attending to business matters.

Mr. and Mrs. H. H. (Hack) Runton arrived home last Monday from Odessa, Texas.

Mr. and Mrs. Charles Paddock arrived home the first of the week from Mineral Wells.

A play is to be presented within a few weeks by the Mother's club. Local playgoers will hail with delight the announcement of this season's play committee that the club is determined to offer a play that will stand comparison with the best of the old-time offerings. 40-1c

W. B. Anthony and three sons, Wes, J. M. and Robert Anthony, were in Amarillo Monday on a business trip. J. M. Anthony of Long Beach, California, is visiting his parents here.

E. F. Chick is in Dallas this week doing his mid-season buying.

Bake and Chicken Sale at Texas Meat Market next Saturday, 18th, by ladies of Missionary Society of Presbyterian church. 40-1c

Fashion Dress Shoppe is offering a 10 per cent discount on every coat in the house. Make your selection early. 40-1c

Mr. and Mrs. Edwin Myer and son of Dayton, Ohio, are visiting in the home of Mr. and Mrs. Henry Tiefel. Mrs. Tiefel and Mrs. Myer are sisters.

Used sod plows, priced in keeping with the times. M. D. WOMBLE IMPLEMENT CO. 40-1c

Mr. and Mrs. J. A. Nell have moved to their new residence on Catapha street in West Hereford. Dr. B. M. Wiltshire has his home with them.

Mr. and Mrs. Roy Arnold are planning to move soon to the Glenn Weir place near town.

FOR JOB WORK, TRY THE BRAND

Some folks think we don't take trade-ins on Brunswicks. Just try us and see. At RICE'S. 1c

The Mother's club will present "Here Comes Arabella" on November 4, at high school auditorium. 40-2c

Mr. and Mrs. E. B. Cloyd and children of Canadian are visiting friends and relatives here this week.

Used sod plows, priced in keeping with the times. M. D. WOMBLE IMPLEMENT CO. 40-1c

What good is a mileage guarantee on tires without something back of it? Twenty thousand miles on Brunswick Super-Service tires, are we are backing them to the limit. At RICE'S. 1c

See "Here Comes Arabella", November 4, at high school auditorium. 30-2c

Miss Margaret Graham, who has spent the past several months with her aunt, Mrs. W. C. Nix, returned to her home in Tipton, Oklahoma, Monday.

Yes, we have hot-shots, good, fresh ones, at RICE'S. 1c

Mr. and Mrs. Hureal Hill of Pampa are visiting her parents here, Mr. and Mrs. E. F. Connell.

Mr. and Mrs. E. B. Black left Wednesday noon for Dallas and Cleburne where they will attend the State Fair at Dallas and visit with relatives in Cleburne.

Mrs. Margaret Beck of Shreveport, La., is here for an extended visit in the home of her brother, A. H. Elliston and family.

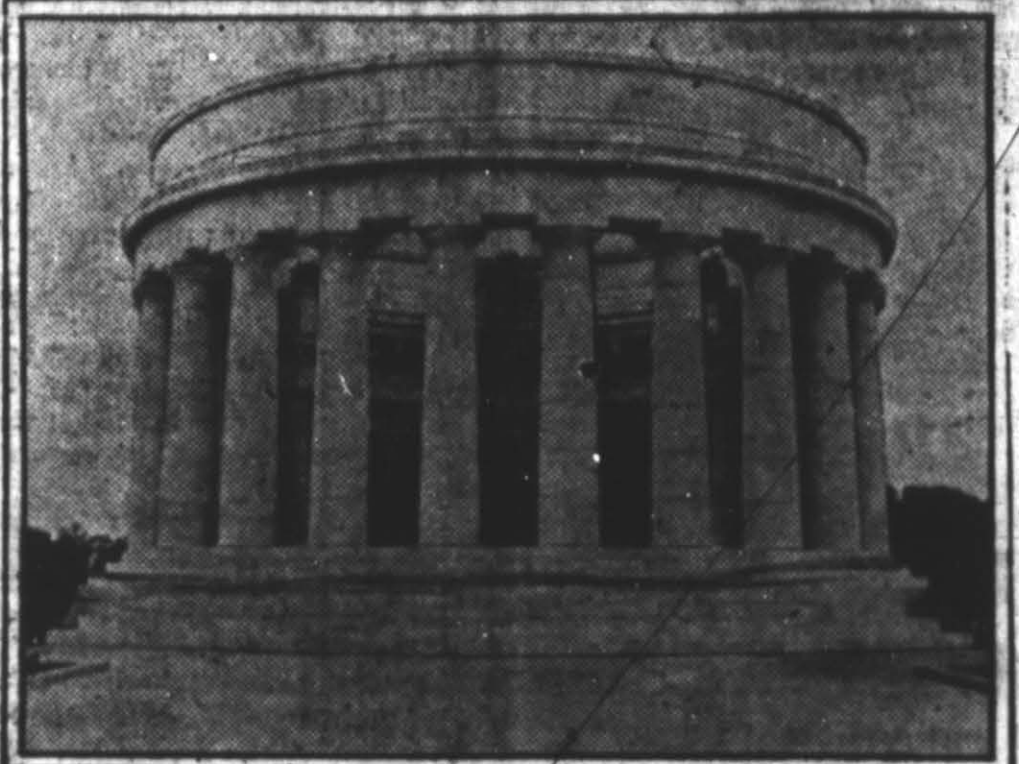
Ask your neighbor what he thinks of RICE'S free service on Brunswicks. 1c

MOSLEY BUYS HAWKINS' TRUCK LINE INTEREST

Frank K. Mosley is now sole owner of the truck line to Amarillo, formerly known as Hawkins & Mosley, following the purchase from Raymond Hawkins of his interest, effective last Friday. The interest of H. H. Hawkins in the line was acquired some time ago.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP.

Harding Tomb Dedication Waits



Efforts of citizens of Marion, O., to have this \$700,000 memorial to the late President Harding formally dedicated this year, received a setback when it was announced that President Hoover would be unable to visit the city on his trip to Ohio in early October. Completed three years ago, the memorial has remained undedicated despite efforts to have either Hoover or former President Coolidge attend the ceremonies.

ods of slaughtering and dressing turkeys, of feeding prior to plucking and of chilling and packing will be conducted and instruction will be given in proper application and interpretation of the U. S. standards and grades.

STORK SPECIALS

Born to Mr. and Mrs. Speedy Cretzinger, October 12, a daughter, named Margery. John J. Paetzold, October 12, a daughter, H. H. (Hack) Runton, October 12, a daughter, L. A. Finch, October 9, a daughter. The child lived only a few days. Clyde Coonauger, October 12, a daughter.

Mrs. John O. Woods of Cleburne visited in the Mrs. R. E. Keenan home over the past week and

Col. Ray Barber made a sojourn to Mason, Texas, leaving Wednesday. The pure-bred Ford sale he was to have announced there last week was postponed because of inclement weather, is being held Friday of this week.

VAUGHN SLIGHTLY HURT IN AUTOMOBILE ACCIDENT

A. H. Vaughn, Nutrena mills representative for this territory, was slightly injured Friday when his car turned over the highway between Dawn and Umbarger. Steering wheel connection on his Oakland car broke while he was making about 40 m.p.h. and Mr. Vaughn's was pinned underneath when car careened into a ditch but bones were broken. Two feet of the car were torn off.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP.

STAR THEATRE

HEREFORD, TEXAS

Last Time Today
Thursday
OCTOBER 16
'HEADS UP'
with
BUDDY ROGERS and HELEN KANE

Coming Next Week
Thursday Only
OCTOBER 23
Given under auspices of Presbyterian ladies



Friday Only
OCTOBER 17
ON YOUR BACK
Irene Rich, H. B. Warner
Raymond Hackett

COURAGE
Could she tell her daughter the secret which had been sealed in her heart for years? Should she jeopardize her daughter's happiness to save her own? See this soul-stirring drama of a mother's love.
with
BELLE BENNETT
MARIAN NIXON
and a great cast.



Also
OUR GANG COMEDY

Saturday Only
Matinee and Night
OCTOBER 18
'Hell's Island'
with
Jack Holt, Ralph Graves and Dorothy Sebastian

Friday and Saturday
Next Week
OCTOBER 24 and 25
Two old friends the fans will be glad to see again—George Sidney and Charley Murray in
'Around the Corner'

Monday - Tuesday - Wednesday
OCTOBER 20-21-22
'Follow Thru'
with
Buddy Rogers and Nancy Carroll
—Two of talking picture's favorite youngsters in a most captivating golf story. Shown entirely in technicolor. A laugh and song riot, vivacious and full of fun. It's best not to miss seeing it.
PRICES: Children, 15c, Adults, 50c.

Who Raised This Wonderful Crop?

Although many other things entered into it, only those who planted crops have raised any.

That illustrates vividly the principle of saving money.

Only those who plan savings and plant savings and persevere in saving may store the rainy day harvest profits in the future reference granary.

Old stuff? Yes! BUT OH HOW TRUE!

Western National Bank

"There Is No Substitute for Safety"

Turkey Grading School Held Next Week at San Angelo Intended to Help Market by Selling On Grades

College Station.—Its purpose being to increase net profits of turkey raisers by selling the 1930 crop on United States grades, the first turkey grading school ever held in the Southwest will be conducted at San Angelo October 20-25 for Texas.

Federal-State grader's licenses are to be issued to shipper and cooperative marketing association representatives who are able to pass the examinations, as well as to farmers and others who desire to qualify as graders. O. B. Martin, director of the Extension Service, has announced.

Demonstrations of proper methods are to be issued to shipper and cooperative marketing association representatives who are able to pass the examinations, as well as to farmers and others who desire to qualify as graders. O. B. Martin, director of the Extension Service, has announced.

Good Used Cars For Sale



The past week has been one of the best Used Car weeks we have had this entire year. Yes, folks, we are actually selling them. Times are not so hard as you hear about; but even if they are, so much the more reason for you to figure with us on a Good Used Car, even if you contemplate buying a new car. Come and see them—look them over good:

- 3—1929 FORD TUDORS, all have trunks on them, best upholstery and tires in best of condition. Save at least \$275.00.
- 2—1930 CHEVROLETS, here are rare bargains in this year's car. Priced so you can save at least \$300.00.
- 1929 BUICK SEDAN, new rubber, motor in perfect running condition; see this car today at the low price of \$600.00.
- 2—1928 CHEVROLET SEDANS, new paint, new tires, and motors in perfect condition. Priced to sell at \$350.
- 2—1929 FORD COUPES, these are dandy little cars that can be bought with a small down payment, even as low as \$100.
- 2—1928 CHEVROLET COACHES, in perfect running condition. There has never been a better 4-cylinder car made. Your choice at \$275.00.
- 2—1929 CHEVROLET SPORT Coupes—these are among our best buys, and going at your choice for \$450.00.
- 1929 CHEVROLET IMPERIAL SEDAN—One of those beautifully colored cars that so many people like—save \$400 on this one.

Now if you don't believe we have a fine lot of good used cars to choose from, you are badly mistaken—we have plenty of good cars—the above are only a few. Our business is good and we are going to make it better by selling better used cars for less money.

Yours For Sales and Service

Brumley Chevrolet Co.

Incorporated

Phone 216. "A Reliable Institution" Phone 216