

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

33rd Year—Number 38.

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DAIRY TEAM WINS TITLE IN JUDGING

High School Boys Repeat 1932 Victory at Tri-State Fair

For the second year in succession Hereford High School's dairy judging team won the Tri-State fair championship at Amarillo when the team vanquished all competition at Amarillo Monday.

Scoring 1,044 points out of a possible 1,200, the team, composed of Frank Barber, Charles Wilson, and Eugene Harmon, far out stripped the second place Tulsa team, which scored 987 points.

B. H. Hopkins, vocational agriculture teacher who coaches the team, was highly elated at their success.

The poultry judging team took fifth place with a score of 584.65 out of a possible 900 points. On this team are Clois Jones, Earl Oldham and Roger Brunley.

Frank Barber, of the dairy team, was high individual scorer, with 382 out of 400. Wilson took third with 336 and Harmon sixth with 329.

J. W. Cockrell and Mead Smith were alternates on the dairy team. Lee Renfro, Howard Higgins and Buckle Inman were poultry team alternates.

Team scores in the dairy judging were as follows: Hereford 1,044, Tulsa 987, McLean 982, Guymon, Oklahoma, 949, Perryton 898 and Claude 876.

Local NRA Names Hopkins Chairman Compliance Board

B. H. Hopkins was named chairman of the Hereford N. R. A. Compliance Board at a meeting of that group this morning.

Other members, chosen at a meeting Tuesday afternoon, are E. D. Fox and Frank Giles, employers; Fred Oberthier and Mac Pitman, employees; Mrs. D. H. Ross, consumer; John Coffee, lawyer.

Chairman of the board was selected by the other six members after they were named by the general NRA council.

Duties of the compliance board will be to hear complaints of non-compliance with Blue Eagle regulations, hear petitions for exceptions to various codes, hear petitions for permission to operate under union hour schedules as provided in labor contracts longer than NRA maximum demands.

Whitefaces Go To Portales Friday; Smother Vega Team In Season Opener, 78 To 0

Intent upon their second straight victory, the Whiteface gridlers of Hereford High will depart Friday for Portales, New Mexico, where they will engage the high school teams Friday afternoon.

Nineteen of the youngsters, considerably pepped up over their lopsided win from Vega last week, will make the trip by bus, leaving here at noon. Coach Tommy McCollum and Business Manager B. T. Hopkins will accompany the team.

Four boys are on the injured list. "Nasty" Cayton, fullback, is still unable to go; Bill McLean, guard, suffered a slight injury in practice Monday. George Smith and Jim Kirby, centers, are still on the shelf.

It is known here about the strength of the Portales eleven except that teams from that school have been uniformly strong for a number of years, always ranking high in the Eastern New Mexico conference.

Making the trip will be Jim Kirby, H. D. Blythe, Dennis Baker, Henry Turner, Bill McLean, Carl Howard, G. B. Hagar, R. A. Daniel, Charles Wilson, Wilbur Wombie, Walter Seed, L. W. Carlyle, Dean Story, Richard Baker, L. B. Russell, Morris Sowell, Earl Trimble, Wilbur Bengo and W. T. Thurman.

Four plays after the football season for the Hereford High Whitefaces opened here last Friday. L. B. Russell galloped 25

LESTER GALLEY TAKES PRIZE IN MASTER FARMER CONTEST; HONORED AT FAIR'S BANQUET

Lester Galley, Deaf Smith county farmer, won a prize of \$25 in the annual Amarillo News-Globe Balanced Farm contest. It was announced Wednesday in Amarillo.

Galley, majoring in dairy cattle, placed twelfth in a field of more than 100 farmers throughout the Panhandle.

His prize was presented at a banquet Wednesday noon in Amarillo when all awards were announced. Galley was one of three entrants in the contest. The others were Mrs. Bess Turrentine and Melnard Koelzer. Koelzer withdrew. Mrs. Turrentine placed sixth in the 1932 contest.

C. H. Day of Plainview, hog farmer, won this year's grand prize. Second place went to R. L. May of Amberst, and third to Herbert Green of Conlin, Sherman county.

Judging was done two weeks ago by a group of specialists from the extension department of Texas A. & M. College. Garford Wilkinson, farm editor of the News-Globe, directed the contest.

Eight Semester Rule In Schools In Effect

Austin, September 27.—This year will see the inauguration of the new 8-semester rule of the Inter-scholastic League, adopted a year ago last spring but effective September, 1933. This rule is based on attendance in school rather than on participation in League activities, according to Roy B. Henderson of the University of Texas League Bureau, and makes ineligible any participant in any League event, either literary or athletic, after he or she has been in attendance in high school eight semesters.

This rule is predicated on the belief that the Inter-scholastic League is designed for the average school boy or girl, and that such a student would be handicapped in competing with older, more experienced boys or girls.

The first application of this rule will be the opening of League football this month.

HOSPITAL NOTES

Mrs. Arlie Dean, who had a major operation last week returned to her home Tuesday of this week. Her condition is reported as improving.

Mrs. Thelma Menasco, of 211 Fifth Street, was admitted to the hospital Wednesday evening for medical attention.

Mrs. R. M. Finch of North Hereford and formerly of Friona, returned to her home last Sunday after a ten-day illness. She is reported convalescing.

Mr. and Mrs. Herman Schulz were in Amarillo last Thursday.

Red Cross Plans Roll Call; New Officers Elected

Looking toward the annual Red Cross roll call, a meeting of the executive committee of the local chapter was held Monday evening and a general plan of activities was outlined. Resignation of Grant Fuller as roll call chairman was accepted and Mrs. B. F. Guthrie was chosen to fill the vacancy. Rev. E. P. Gieser, chairman, presided.

Two board vacancies were filled by election of Miss Frances Fullington as Junior Red Cross chairman, and Mrs. D. K. Robison as volunteer service chairman. Mrs. C. P. Cockrell was elected distribution secretary. She will have charge of records, receipts, disbursements and investigations, and will supervise the supply room. At present this room will be open week day afternoons except Wednesday, between 4:00 and 6:00.

Applications for flour are being received almost every day, and for convenience, the carload received several weeks ago is being stored at the court house. Opening of school has created a need for cotton goods and garments and the chapter reports a recent order for both has been approved by the national office and will be shipped immediately.

To Organize College Classes In Hereford

Miss Lillie Hostetter, county librarian, reports satisfactory progress toward organization of college classes as an extension of West Texas State Teachers College.

Fifteen students are required for each class. For a small fee the group is furnished with an instructor from the college who attends weekly meetings of the class in Hereford.

Miss Hostetter asks that all interested in college courses of any kind get in touch with her at once.

Must Mark All Retired Land In Wheat Program

Land withdrawn from wheat production under the Farm Allotment plan must be plainly marked, says Dewey Reed, administrator.

Acres which make up the "contracted acres," representing the 15 per cent reduction agreed to by the grower may be measured and marked by driving stakes or setting posts at the corners of the retired acres.

The marking system is held essential to enable representatives of the county and community boards to determine definitely and quickly just what acres have been set aside on each individual farm.

To Complete Tax Rolls For City, County Soon

Tax rolls of the city, state, county and schools will be completed this week. Pete Murchison of the county tax collector's office, announced the rolls will be ready in his office next week. Miss Eva Skelton, city secretary, made the same statement.

Meanwhile a concerted drive is being made by both agencies for payment of 1932 taxes and back taxes now on the delinquent rolls. County and state taxes will be increased, both as to penalty and interest, after October 1.

Penalty on city taxes will be imposed after Monday, October 1. Until that time city taxes may be paid without penalty.

Red Cross Helps Flood Victims

Deaf Smith Chapter American Red Cross subscribed its full quota of \$50 for relief of flood sufferers in the recent Rio Grande Valley storm.

Mrs. B. F. Guthrie, vice chairman, is in receipt of a letter from W. M. Baxter, Jr., acknowledging receipt of the contribution in behalf of the Texas Hurricane Relief Fund.

Surveyors Do Preliminary Work On County Roads

W. T. and J. W. Hazelwood, of Amarillo, surveyors for the new grade for highway 33, were here last Saturday morning, making their findings on the route surveyed through here last summer. The Hazelwoods are connected with the state highway department and said they were lining up property titles.

450 PIGS GO TO MARKET ON TUESDAY

Swine Shipped to Fort Worth; Seek More Allowance

A carload of Deaf Smith county pigs went to market Tuesday of this week. In the car were 450 young porkers weighing up to but not more than 100 pounds.

The swine were shipped to Fort Worth and were bought by the Government as a part of the pig reduction program being carried on throughout the country. Request has been made that Deaf Smith county be allowed more pigs in the plan. No reply has been received.

Those shipping hogs were Mrs. Bess Turrentine, B. R. Jennings, T. E. Seigler, L. Tackett, H. M. Benefield, Harry Tietje, F. C. Winfrey, M. S. Benefield, Jim Clark, B. A. Athley, W. O. Miles, Mrs. Mary Arnold, R. E. Gill, Joe Thurmond, W. L. Shultz, W. E. Robinson, O. T. Statts, T. W. Hawkins, J. T. Guinn, Adolph Frye, W. H. Dodson, C. A. Norris, Ray Hershey, L. S. Boren, Ira Ricketts, W. A. Winn, John J. Bolling, L. Z. Oldham, J. T. Ward, Elwyn Green, O. G. Hill, W. T. Myers, Mrs. J. T. Wyley, O. H. Cuipepper, J. Sanders, Elmer O'Farrell, R. L. Hopson, J. A. Roe, Grady Wilson, David Boyer, O. M. Sandy, Fred Winn, R. F. Fulkerson, C. S. Perrin, T. H. Mazurek, Berry Orr, W. H. Rhoades, D. R. Carmichael, Guy Edwards, Joe Nowak, Vern Nelson, D. R. Gass, Ernest Selinger, J. L. Fuqua, B. E. Brunley, G. W. Brunley, George Robertson, John B. Arnold, O. C. Cursinger, V. Ridley, O. B. Russell, Tom Wfnn, Clyde Russell, H. E. Miller, L. J. Hatley, C. T. Guseman, Troy Staunbaugh, H. T. Benson, W. A. Whitson and W. C. Russell.

Poultry Men Plan Bigger Show This Year In Hereford

The board of directors of the Tri-County Poultry Association met Friday night for the purpose of perfecting plans for the coming annual poultry show to be held here Thursday, Friday and Saturday, December 7-9.

During the meeting Ralph Smith was elected a director of the Association, and the secretary, B. H. Hopkins, was instructed to correspond with several A. P. A. poultry judges for the purpose of obtaining the best judge for the least amount of cash outlay.

Tri-County directors expect a much larger number of birds this year, and arrangements are being made to accommodate in the neighborhood of 800 fowls.

As usual, no entry fee will be charged, but the usual cash prizes will be paid and merchandise awards for special prizes. The merchandise prizes are always given by Hereford's wide-awake merchants, and in some instances are really more valuable than the cash prizes.

Last year 650 entries were on exhibit at the Buchanan & Rosson building, and it was taxed to capacity.

The poultry show is again being sponsored by the Hereford Chamber of Commerce, as it has been for the past 13 years.

Baptist Revival to Begin Sunday

His seventh revival meeting in as many years of service with the Baptist church will be opened by Rev. V. M. Cloys at the Baptist church here Sunday.

Sunday morning's sermon will be "Salvation is of the Lord." Other subjects upon which he will preach during the week are "We Do Our Part," "Sin," "Heaven," "The Departed Lost" and "The Unpardonable Sin."

Mr. R. A. Daniel was chosen director of B. T. S. last Sunday. A. O. Thompson was re-elected superintendent of the Sunday school for the fifteenth successive year.

Miss Grace L. Conn, field worker in the B. T. S. department of the state Baptist organization, is in Hereford this week working toward enlargement of the B. T. S. At her first meeting Monday night 71 were present. Goal has been set at 150.

Mr. and Mrs. H. J. Line attended the fair in Amarillo Tuesday.

MERCHANTS PLAN BIG SALES EVENTS FOR WEEK END; SHOW NEWEST FALL MERCHANDISE

Finish Judging Home Beautiful Race This Week

Winners in the Home Beautiful Contest will be announced next week. Judging in North and South Hereford has been completed and the other two districts will be inspected by the end of this week.

The judges, Mrs. J. W. Spradley and Mrs. C. H. Dillehay, have been working since September 15 on the more than 200 homes entered. In addition, the schools, parks, hospital and other public grounds and buildings are being judged for district prizes.

Cash awards are being furnished by the Chamber of Commerce, while the various individual prizes are given by merchants. Leading district of the four in the city will draw a prize of \$25.00, and the championship home will be given \$10.00.

The contest started in the spring and has lasted all year. This is the second judging, the first having been made in May. Amount of improvement since the first inspection is the main factor in determining scores.

Rural Teachers to Meet On Saturday Afternoon

Rural school teachers of the county will meet at 1:30 Saturday afternoon in the county court room. It was announced today by C. W. Humble, county judge and school superintendent.

E. E. Chagness, Canyon, state rural school supervisor for the district, will attend the meeting to discuss rural school aid and other problems.

Judge Humble and Auditor Paul Corbett were in Canyon today with Chagness preparing the county's application for emergency rural school aid in cash at once. It is planned to give schools in drought-stricken counties their year's apportionment immediately.

Rail Boss' Car Jumps Track; Wreck Averted

Santa Fe Division Superintendent C. S. Cravens, and wife and his secretary had a close call last Saturday noon when Mr. Cravens' private car was derailed just west of the depot. It was attached to passenger train No. 22, east bound.

The cause of the wreck was a broken journal on the front truck of the car. The occupants were slightly shaken up, and the only damage done was to the track and car.

HEREFORD B. P. W. HOSTS TO AMARILLO CLUB

The Hereford Business and Professional Women's club had as its guests Monday evening members of the Amarillo Business and Professional women's organization.

A special feature on the program was a solo graciously rendered by Mrs. Calla Mountz, accompanied by Miss Thelma McMinn. Hereford was especially honored by the presence of Mrs. Faye Gordon, Texas president, who gave an outline of the National organization. Mrs. Gordon introduced Miss Ora Lee Pond, president of the Amarillo club, who summarized the "Occupational Round Table," a report from the national convention in Chicago.

Miss Clara Lee Shewmaker of Pampa, district director of district one, told of the Texas special to Chicago. Miss Elizabeth Nixon gave "High Lights of the Convention." All the reports given from the convention held in Chicago were inspirational and beneficial.

A fried chicken luncheon, with Miss Sayde Rigler presiding, was served to the following guests and Hereford members: Mrs. Faye Gordon, Amarillo; Miss Clara Lee Shewmaker, Pampa; Mrs. Ora Lee Pond, Pampa; Mrs. Emma Griggs, Miss Ruth Matthews Stine, Mrs. Mildred Rothker, Misses Frankler Gober, Alma Richardson, Dena Hill, Ola Boyles, Blanche Davidson, Elizabeth Nixon and Mrs. Alice Hubbell, Amarillo.

Misses Thalia Parker, Thelma McMinn, Mabel Gene Campbell and Mrs. Calla Mountz, guests, Hereford, Mmes. B. B. Carter, Pearl Gass, Mianie Hannu, Bessie L. Smith, Cecil Williams; Vera H. Williams, Mabel Wilson, Victoria Wilson, Eunice Woodford; Misses Ella Akman, Viola Carpenter, Irene Crawford, Francis Fullington, Lillie Hostetter, Edah Park, Sayde Rigler, Eunice Rutherford, Eva Skelton and Neville Wrean, Hereford, members.

Merchants of Hereford this week are showing their new fall fashions for shoppers who would lay in supplies, accessories, furniture and other goods.

Special stocks have been ordered for the occasion and arrangements have been made by cooperating merchants to handle large crowds Friday and Saturday of this week as well as during next week.

Newest fashions and the trend in clothing, hairdress and furniture as well as cosmetics is reflected in stories and advertising carried in this issue of The Brand.

"Buy it in Hereford" is the slogan for the next week. Merchandise, as wide a selection as can be found in nearby cities, is being offered at as good prices as can be found anywhere.

"Support the home merchants, for they make the city. And, besides, prices and selections to suit the most fastidious are available right here in Hereford," declared Mayor E. B. Black.

Authentic notes on fashions and extra special prices will be found in this edition. Cooperating in the move are the following merchants of Hereford:

Star Beauty Shop, Vogele Millinery, Fashion Dress Shoppe, City Drug Store, Close Drug Store, D. R. Gass & Son, Weir Variety Store, Sprowls & Cronin Co., E. B. Black Furniture Co., Stree Hardware, Popular Store, First National Bank, Ireland-Beavers Motor Co.

Henneman Grain Co., First State Bank, Piggy Wiggly, Frank's Cash Grocery, Texas Market and Grocery, West Texas Feed & Seed Co., Packard Milling Co., Willard Batters Station, Gulf Service Station, Carl's Cash, Grocery, McLean & Pitman Elevators, Star Theatre, Wombie Implement Co.

Mrs. H. G. Conkright Hostess to Study Club

The Pioneer Study club met Tuesday at the home of Mrs. H. G. Conkright. The study course for the year is Travelogue and Literature of the Countries.

The first program was on Hereford. Mrs. H. D. Reed gave an interesting history of Hereford. Mrs. J. M. Gilliland, a charter member, told of the origin and purpose of the club. Some delightful poems were read by Mrs. Grace Guthrie.

In conclusion, the club enjoyed two vocal selections by Mrs. Carl Mountz, with Mrs. H. D. Reed accompanying.

Refreshments were served to Mrs. Carl Mountz, guest; Mmes. O. G. Hill, Carl Gilliland, Arthur Thompson, Grace Guthrie, Ray Johnson, Wirt Phillips, F. L. Lucas, J. M. Gilliland, Allen Bell, A. A. Foster, M. D. Wombie, Buri France, F. M. Kester, H. D. Reed, and Mmes. E. S. Ireland and H. G. Conkright, hostesses.

A. J. Buckner Grows Big Lemon.

A lemon the size of a teacup and as green as grass is being grown by A. J. Buckner at his home in East Hereford. He keeps the small lemon tree in the house during freezing weather and when the weather is warm the tree is set out in the garden. He says the lemon tree blooms each year but seldom bears fruit.

LOCAL MARKETS

Wheat, per bushel ----- 71c
Cream, per pound ----- 17c
Eggs, per dozen ----- 16c
Hogs, per cwt. ----- \$4.50

RUSH APPLICATIONS FOR WHEAT REDUCTION; TO FIX DEADLINE

Applications for wheat reduction contracts are being wound up this week throughout Deaf Smith county, according to Jonathan Pitman, president of the county board.

Last meeting of community committees for taking applications will be held next Tuesday, Pitman said. After that date persons wanting to make applications will have to seek out their committees. An arbitrary deadline for the filing of applications will be set shortly, the president added.

It was pointed out by Dewey Reed, administrator, that making of application does not entail contracting of the acreage. He advised that all farmers make applications.

"Even if you do not intend to contract the acreage, you should make application," he said. "It will be too late to change your mind afterward, and besides we need the information."

ROAD WORK IN COUNTY SCHEDULED

Let Contract Today For Construction; Move High Line

Highway work in Deaf Smith county was at a standstill this week pending awarding of contract in Austin today for construction of grade and drainage structures on Highway 33 east of Hereford.

A high line crew of the Texas Utilities Company was scheduled to go to work today moving back high line of the firm along the right-of-way on this project. County employees will be put to work next week moving back fences in order to allow standard 125-foot right-of-way for the road.

In compliance with a request of the State Highway Department, the county commissioners issued an order Monday for obtaining right-of-way on Highway 33 west of Hereford. This is being done with a view to an immediate letting of contract for construction on this road.

No additional word has been received here relative to improvement of Highway 143, 25-Mile Avenue, the relief road construction in Texas having been held up because of hearing in Austin on the relief commission's activities.

Actual construction work was started this morning on Highway 33 when the Texas Utilities high line department began digging holes for the purpose of moving the high line poles to the proper distance north of the present line.

Superintendent A. D. Chase of Lubbock of the Plains Line division of the Texas Utilities Company, was here Wednesday afternoon with his crew of five linemen making preliminary preparations for the work to go ahead without further delay. Mr. Chase stated that he had hired about a dozen local men to begin work this morning. He also stated that the work of moving the high-line poles and cables would consume about two weeks and that work will begin at the Deaf Smith-Randall county line.

Christian Endeavor Names New Officers

The Young People's Christian Endeavor of the First Presbyterian church met Sunday night to elect new officers and to reorganize for the new season. Officers elected were: Fern Williams, president; Oscar G. Lee, vice-president; Katie Balmum, secretary; Elsie Mae Wilkins, treasurer; George Conklin, pianist; Virginia Harmon, assistant pianist; Faye Crosthwaite, song leader; Bob Baird and Ray Nunn, librarians.

Herbert Boardman was named chairman of the program committee. On this committee are Fern Williams, Elsie Mae Wilkins and Oscar G. Lee. Henrietta Fritz was appointed chairman of the social committee. On the music committee are Faye Crosthwaite, Virginia Harmon and George Conklin.

Elsie Mae Wilkins, Merlin Conklin and Katie Balmum were appointed to serve on the Look-Out committee. Mrs. G. M. Hudson will sponsor the group and Mrs. Velma Dawson will assist her.

An invitation is extended to all to attend the service. The meeting will be in the Christian Endeavor room at 7:00 o'clock Sunday evening.

Amarilloan to Preach at Christian Church; Plan Special Service

Dr. Roy C. Snodgrass, pastor of the First Christian church of Amarillo, will preach an afternoon service at the Christian church here Sunday at 3:00 o'clock.

The Beacon Male Quartet, also of Amarillo, will furnish special music at the service. The quartet is led by H. A. Shaw, director of music in the Amarillo church. Other members are Edward Pearce, Lester Aldrich and Norman Apprendt.

Dr. Snodgrass is considered one of the outstanding preachers of the Southwest. His subject will be "Christian education, the hope of the world."

Rev. E. R. McWilliams urges all church-goers to attend.

(Continued On Last Page)

The Hereford Brand

Published Every Thursday at
HEREFORD, DEAF SMITH
COUNTY, TEXAS

MRS. SETH B. HOLMAN,
Editor and Owner.



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 Postoffice at Hereford, Texas, Under The Act of March 3, 1879.

SUBSCRIPTION PRICES:
Zones 1 and 2, per year --- \$1.50
Zones 1 and 2, six months \$1.00
Outside Zone 2, per year --- \$2.00
Outside Zone 2, six months \$1.25
Outside Zone 2, four months \$.75
ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

Buy It At Home.

N. R. A. says "Buy Now."
The Brand says "Buy It In Hereford."

In this edition is being carried advertising of local merchants on new fall goods. News stories on fall fashions for men and women and in furnishings and furniture, too, will be found.

There is a tendency among citizens of Hereford to go to nearby cities to shop. This without even going into the local stores to see if their needs can be filled at home.

This is not fair to home merchants who are paying taxes to support the community and who make the city. Nor is the shopper giving himself a square deal.

Naturally, Hereford merchants do not carry the stocks to be found in stores at Amarillo. But every normal need can be supplied by a little shopping around.

It's here if you'll look for it. Study the advertisements in this edition. Then buy.

But buy it in Hereford!!

Good Works.

A bouquet to Deaf Smith County Chapter of the American Red Cross. And a generous portion of the flowers to Mrs. B. F. Guthrie and Rev. E. P. Giesler, leaders.

Most recent among the many magnanimous activities of the Red Cross is contribution of \$50 to flood sufferers following the recent disaster in the lower Rio Grande Valley. The \$50 was the county's suggested quota and it was filled quickly.

Quietly and without fuss, the local Red Cross chapter serves 365 days a year for relief of the needy. Acting as a relief agency during the past year it has served a real need throughout the county.

It has distributed flour, cotton goods and garments. With the approach of winter and conditions as they are, needs for relief can not but be increasingly great.

In the words of Rev. Giesler, it is the hope of the chapter to be able to serve every worthy need. The Red Cross is a reflection of the spirit of the community and it is without stint that we praise the people of Hereford for their generosity in spite of the lack of wherewithal.

By Their Words

What Panhandle
Papers Say

"Actions speak louder than words" is an age-old saying that carries much truth, but we never fail to criticize a fault or wrong, so why not give a little praise where the actions of an individual or group merit it. We wish here to approve the action of the Roberts County Commissioners in employing a county agent. At this time an office of this kind is almost a necessity to the farmer for the explanation of and the figuring of his own particular interest in the wheat allotment plan. This action of the Commissioners Court will indirectly be a saving to the county at large, and will in no way affect the evident purpose of that body to operate the business of the county at a minimum cost with a maximum benefit for every expenditure.—Miami Chief.

Texas is wet. Amarillo is wet and parts of other sections of this country are wet. This has been in effect since the 13th, one week tomorrow, and no one has noticed the difference yet. Some think people will never drink strong drinks abusively again. Everything develops with modifications and changes.

Under the present situation one can drive over to Amarillo and get a supply of 3.2 and bring it home. He can lend his neighbors a little along, and when the neighbor goes back to Amarillo he can get a supply and pay it back. By this means no law is violated and yet all have 3.2. It will come a little expensive this way when the cost of driving to Amarillo is added to it and Amarillo will get all the money.—(Plainview) Community Weekly.

Most men are Popeyes: "I yam what I yam and that's all I yam!" That's what the Popeye of funny paper fame says and that statement is true of human nature.

Most churches forget that, which is one reason why more churches are not more successful. They forget there is such a thing as human nature. Men and women don't stay away from church because their legs simply won't carry them there. The minds of these people; their human nature, don't want to go to church. The surest way to win them is through friendship and the old "western and brethren" in his church will call him to the cross of gossip so quick it would have made Pilates crown sick with jealousy. Preachers are charged, sometimes, with being narrow. Most of them are not, but have to act like they are to keep a certain group of long tongues in their church quiet. A gossipy tongue is forked. That's why they can work twice as fast as the tongue of a good man or woman.—Albert Law, Dalhart Texan.

The Pampa Advocate, which was formerly distributed free of charge, has started selling subscriptions in a big way. This change may be due to the fact that early codes that have been sanctioned by the government have included a clause making it a violation of the code to advertise in free distribution papers, directories, menus or any other printed medium that does not have a paid circulation. Some think that this clause may be included in all retail codes. At any rate the Advocate is taking the step that all enduring papers have found to be the successful one.—Wellington Leader.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, October 3, 1902.)

There was some inclination on the part of Plains newspapers to organize an annual fair for this part of the state.

C. M. Moreman had been in town purchasing lumber with which to build an addition to his North Draw residence.

Miss Bruce-Gass had been visiting relatives in Tulla.

C. C. Ferguson had returned from a visit to his old home in Missouri.

R. J. Klobe was home from a cattle marketing trip to Nebraska and Iowa.

A boy had been born to Mr. and Mrs. W. O. Purecell, September 26.

W. M. Coconaugher of Prosper had purchased a ranch near Hereford and expected to become a citizen in the near future.

"Those who are fortunate enough to be residents of Hereford can truthfully say: There may be other towns just as good, but you don't find them every day," quoth the editor.

Coal mines in many districts in the United States were closed down by strikes, and it was feared some difficulty might be encountered in getting fuel.

(From The Hereford Brand, September 27, 1912.)

A tree-planting campaign was advocated by the Brand, and preference was given fruit trees.

From England came a request for information relative to irrigation possibilities of Deaf Smith county.

Ralph Barnett had opened up a "clothes to wear" establishment, and remarked that "if you wear clothes, I will appreciate a call."

Barber Bros. of Emporia, Kansas, had bought the Lake Shelton ranch, and C. R. Barber expected to move here shortly to take over the property.

Santa Fe Railway agriculture experts were advising farmers of the Plains country to select kafir and maize seed before harvest.

Mrs. C. R. Smith was in Tulla visiting relatives.

Wayne Estes had gone to Waxahachie to enter Trinity University.

Criss Renfro had been a business visitor in Amarillo.

Mr. and Mrs. M. A. McCarthy and three children had moved to Hereford from Blackford, Kentucky.

The editor was bemoaning the fact that the Republicans and Democrats were swiping all the best planks from the platform of the Populist platform.

Ford Doings

BY LA VERNE MANN

Rev. V. M. Cloyd preached Sunday to an audience of 39.

Singing was well attended in the evening, with several visitors present.

Miss Ida Lee Cox spent the week end with relatives at Claude.

Tommy Simpson left Tuesday for the home of his parents, at Sedan, Oklahoma.

Mr. and Mrs. D. S. Larson and son, Richard Dale, were Amarillo visitors Friday.

Several families from Ford attended the fair and horse show at Vega Thursday. Those from Ford who had horses in the show were W. M. Stewart, Mildred and Melvina Stewart, Birdine and Virginia Brunson, Robert Lee Orr, Edward and Jim McMurry, T. J. Jacobs, LaVerne, Clyde and George Mann. Several races were run and won by horses from Ford.

Ford was second on their booth at the fair.

D. B. Mann made several business trips to Vega last week.

W. M. Stewart was in Hereford on business Wednesday.

Easter Items

BY MISS LOUISE FRYE

Take Pledge to Carl's Gro. If we had an attendance of 33 at Sunday school last Sunday, and a good number at League in the evening.

Mr. and Mrs. Pat Hardy announce the arrival of a baby daughter at their home September 20.

Mrs. Hardy is at the home of her parents, Mr. and Mrs. John Nolan, Neely and Charles Harrell, Hazel Chambliss, Billie Jean Durant, Caroline and Charles Frye have been on the sick list the past week.

Mrs. Clem Gilliam of Jumbo was in this community one day last week in interest of RFC work.

Mr. and Mrs. W. E. Betts of Clovis and Mrs. Hunter of Sherman visited in the C. W. Frye home Sunday evening.

Mr. and Mrs. Walter Jameson of Amarillo are visiting in the T. N. Jameson home. Their little daughter will attend school at Easter.

Mr. and Mrs. Carl Frye and family visited in the W. A. Hunter home at Jumbo Sunday afternoon.

Mr. and Mrs. Ollie Dixon and little son, and Mr. Young of Amarillo visited in this community one day last week.

Mr. and Mrs. Henry Allison called in the Mobley and Smith homes Sunday afternoon.

Mr. and Mrs. Lynn Axe of Jumbo were dinner guests in the Geo. Chambliss home Sunday.

Mrs. Carl Frye visited Monday with her sister, Miss Mattie Woodburn, in Hereford.

A supply of fresh Eyready radio "B" batteries just received and of course the price is right. AT RICE'S.

Fairview-Palo Duro Items

BY MRS. JOHN BOLING

Sunday school had 76 enrolled Sunday. Rev. J. M. Dyar filled his appointment. The juniors gave a very interesting missionary study.

Special numbers were given by little Misses Hutchins and Wise of Wildorado and by Misses West and Posey of Hereford. The juniors upheld their reputation of being the greatest workers in the B. T. S.

Get highest cream prices at Farmers Creamery Association. 7-12

Lela Mae Oglesby spent the week end with friends in Amarillo.

Rev. J. M. Dyar and family are moving from Foss, Oklahoma, into this community near Wildorado.

Mr. and Mrs. W. M. Grabbe were Sunday visitors in the John Boling home.

Misses Posey and West of Hereford visited with the young folks in the A. R. Norman home Sunday.

Mr. and Mrs. H. J. Oglesby were Sunday guests in the Robinson home in Amarillo.

Homer Thomas is visiting in the Tom McClain home.

Mr. and Mrs. Speedy Cretzinger and Miss Jessie Paggett of Panhandle visited in the John Boling home Sunday.

The Fairview community club has discontinued meetings through the fall and winter months.

Mr. and Mrs. H. J. Oglesby were Sunday guests in the Robinson home in Amarillo.

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COURTHOUSE RECORDS

Warranty Deeds.

L. L. Howard et ux to R. Lee Howard, north 1/2 of NE 1/4, section 29, township 3, N Range 3, East.

Ollie Hodges et ux to Mont E. Baker, lot 3, block 7, Whitehead addition.

New Car Registrations. Wright Williams, Friona, Chevrolet, Grizzle Chevrolet Co.

Fred Vincent, Friona, Chevrolet, Grizzle Chevrolet Co.

W. L. Pickett, Plymouth, Ireland-Beavers Motor Co.

Miss Alice Lea of Denver arrived in Hereford the latter part of last week and is visiting her sister, Mrs. C. C. Ferguson and family. Mrs. Lea came from Roswell where she had been on a business trip, and will remain here for an extended visit.

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**Learn To Be Thrifty
Have Money**

PARENTS who know the value of money, should teach their children to start bank accounts for their education. Teach them the lesson of thrift. Success is based on thrift.

Have YOU learned this lesson?
START SAVING REGULARLY NOW
Welcome YOUR Banking Business

THE
FIRST NATIONAL
OF BANK HEREFORD
A Strong Bank Thoughtfully Managed

NEW CAR REGISTRATIONS.
Wright Williams, Friona, Chevrolet, Grizzle Chevrolet Co.
Fred Vincent, Friona, Chevrolet, Grizzle Chevrolet Co.
W. L. Pickett, Plymouth, Ireland-Beavers Motor Co.

PULLETS
Need Egg Mash to bring To Maturity So that They Will Lay Early
With Eggs Going Up, You Will Be the Winner by Feeding
JUST-RIGHT EGG MASH
A properly proportioned feed; mixed at frequent intervals, so that you will be assured a FRESH, BALANCED RATION.
West Texas Feed and Seed Co.
Phone 265. Prompt Delivery Service.

GOOD GULF GASOLINE
Now Lubricated
The Gulf Refining Company has now perfected a new gasoline of first importance to every man and woman who drives.
THE OCTANE TEST HAS BEEN RAISED FROM 5 TO 8 POINTS in our new gas, and the same price prevails.
GULF SERVICE STATION
Corner Miles and Third.

■■■ In life's game, too, there are times when it's necessary to call upon reserve strength to score. When you lose your job or illness interrupts income; when real opportunities call for immediate funds. Or in the "ninth inning" of life when you want to retire in comfort. These are times to call upon your "pinch hitter" . . . the Savings Fund that you have built up.
Start a Savings Account Today
The First State Bank
"A MORE BEAUTIFUL HEREFORD"

PEOPLE AND LIGHTING
Good lighting draws people as though by magic.
There are worlds of reasons for it. People do not like darkness . . . light has some definite but inexplicable charm.
AGGRESSIVE merchants have known this fact for years and have brightened up their show windows. They know it draws people to their store fronts—they know it pays.
TEXAS UTILITIES CO.

(Paid Adv.)
Now Hereford Can Drink That Famous
BLATZ
Old Heidelberg BEER
ONLY \$2.85
Case of 24 Bottles
Plus 50c deposit on bottles which will be refunded when returned.
Order Today From
Panhandle Fruit Co.
Amarillo, Texas
113 West First Street Phone 6258
(Paid Adv.)

Patterns of a New Order Mark the Mode for Fall

CALM NOTE IN MEN'S SUITS SHOWN BY LATEST PATTERNS

Patterns are still the keynote of men's suit styling for this fall. Not the bold and big patterns of the past season, yet nothing of distinction has been sacrificed to achieve pattern distinction. Instead of the large over-plaids and large checks of the spring season we now see more tempered designs. Where checks are shown they are in smaller dimensions that heretofore. While plaids are a factor those shown are of a more subdued nature. Also stripes play an important part in the vogue yet none of these are bold or broad. Outstanding in the check family are the gun-club checks, district checks, minute checks, shepherd checks and houndstooth checks. These checks are most effective in the single-breasted jackets either in two or three-button models. Brown, gray and bluish cast predominate in these checked treatments. A new note in patterning well represented in the mode is over-weave, blending shade or contrasting color. Window-pane squares belong to this group and run from medium to very dark shades. Some of the tastiest treatments in these are dark gray with red, grayish blue and deep brown with gold. In most cases the ground color is darker than the oversquare. These are shown in both single and double-breasted jackets. Stripes are profusely shown and in these the most noteworthy motifs are the chalk, pencil, pin and shadow stripes. Mrs. Harvey Cash of Canyon arrived Monday to spend the week as a guest of Mrs. E. S. Ireland and Mrs. H. C. Baird.

THE CHURCH WORLD

First Christian Church

REV. E. R. M'WILLIAMS, Pastor.
Sunday is to be observed as Religious Education Sunday and Fall Rally Day. A campaign of visitation is being conducted during the week in order that every family and person in the church may receive a personal invitation to attend. The day will begin with Sunday school at 9:45, with classes for all, and communion service at 11. We want no unused communion cups on this day. Bring your lunch so that you can enjoy a big fellowship dinner immediately after the morning service. At 3 p. m. Dr. R. C. Snodgrass, pastor of the First Christian church at Amarillo, and one of the leading preachers in the Disciples Brotherhood, will preach a sermon on "Christian education the hope of the world." Special music will be furnished by the Beacon Male Quartet, also of Amarillo. The services of the day will conclude with the afternoon service. Make your plans to attend all services during the week. The church-going public is invited to attend the afternoon session.

First Methodist Church

REV. E. E. ROBINSON, Pastor.
Sunday school, 9:45 a. m.
Preaching at 11:00 a. m. and 7:30 p. m. Special music for both hours.
Young people at 6:30 p. m.
Let the people obey the call for worship. You can not neglect God and prosper. Are you doing your part for His kingdom?
The public is invited.

MEN'S BIBLE CLASS

Meets each Lord's Day at 9:30 a. m. in I. O. O. F. hall. Lesson subject, Acts, 7th chapter. This chapter contains 60 verses and is Stephen's address before the council, where he is being tried for blasphemy. He gives a graphic description of Bible history from the call of Abraham to the crucifixion of Christ. It is one of the great chapters of the Bible, and all lovers of New Testament characters cannot help but admire the great faith and courage of Stephen. Both men and women are invited to visit us in the study of God's word.

First Presbyterian Church

REV. E. P. GIESER, Pastor.
Sunday school at 9:45.
Morning Worship at 11:00.
Evening Worship, 8:00 o'clock.
Young people, Christian Endeavor, 7:00 o'clock.
Everyone is invited.

First Baptist Church

REV. V. M. CLOYD, Pastor.
Sunday school, 9:45.
Regular preaching services by the pastor at 11:00 o'clock.
B. T. S. at 7:00.
Sermon by pastor at 8:00 p. m.
A friendly invitation is extended to all.

St. Anthony's Church

Sunday, October 1, mass at 8:00 o'clock, second mass at 9:00. Benediction of Blessed Sacrament at 8:00 p. m. Catechism after benediction. All adults invited. Weekday mass at 8:00, Saturday, at 6:30 at convent.
Wednesday, feast of St. Francis or Assisi, sung mass by children's choir. Thursday, holy hour, 7:30, with benediction at 8:30. Friday, First Friday of month, exposition of blessed sacrament 3 to 4 p. m.
Beginning Sunday, October devotions consisting of Rosary and Benediction of the Most Blessed Sacrament will be had each evening at 8. All are invited.

Edwards Gives Recipe for Poisoning Rabbits

J. S. Edwards, who lives northeast of Hereford about nine miles says that it is not such a big job to get rid of the jack rabbits, and he gives this simple, effective recipe to readers of the Brand. Mr. Edwards says to mix an ounce of strychnine with about four tablespoons of common table salt, wet the mixture and place in holes bored in a 2x4 plank that will not turn over easily. The holes should be 3-4 inch in diameter and about half an inch deep. Pack the salt while it is moist in the holes and dry; place where rabbits run at night. Mr. Edwards says he has picked up as many as a dozen rabbits in the morning after the mixture had been placed the night before. He says this has been a sure remedy for him to get rid of the jack rabbits and the varmints make good hog feed.

HEREFORD FIRE BOYS ENJOY DAY PICNICKING

Hereford fire boys, 18 in all, enjoyed an all day picnic last Sunday on the creek on the Truman Hines ranch southeast of town. A Dutch lunch was served for the noon-day and evening meals. Only a few visitors were admitted to the day's festivities.

Mr. and Mrs. E. C. Norton left last Saturday for Dallas. Mrs. Norton has accepted a school near that city. Mr. Norton is expected to return to Hereford the latter part of this week. He is manager of the Cone elevator here.

NOTICE OF SALE OF REAL ESTATE UNDER EXECUTION

STATE OF TEXAS, COUNTY OF DEAF SMITH. By virtue of an alias execution issued out of the County Court of Deaf Smith County, Texas, on a judgment rendered in said court on the 5th day of October, 1928, in favor of Ida G. Malone, executrix of the last will of J. W. Malone, deceased, and against W. A. Miller and C. E. Lester, in the case of "Ida G. Malone, executrix, vs. W. A. Miller, et al." numbered 747, in such court, I did on the 27th day of September, 1933, at 10 o'clock A. M. levy upon the following described land, situated in Deaf Smith County, State of Texas, as the property of W. A. Miller, to-wit: Being a part of Block No. 48 of the town of Hereford, and Additions, and being the Southwest part of said Block, and described by metes and bounds as follows: Beginning at the southwest corner of Block No. 48; thence north-west with the southwest line of said Block No. 48, 100 feet to a point for corner; thence northeast parallel with the southeast line of said Block No. 48, 140 feet to a point; thence southeast, parallel with the southwest line of said Block 48, 100 feet to a point in the southeast boundary line of said Block No. 48; thence southwest with the southeast line of said Block No. 48 to the place of beginning, and on the 7th day of November, 1933, the same being the first Tuesday in said month, between the hours of 10 o'clock A. M. and 4 o'clock P. M., on said date, at the court house door of Deaf Smith County, Texas, I will offer for sale and sell, at public auction, for cash, all the right, title and interest of the said W. A. Miller, in and to said property, is satisfaction of the judgment, interest and costs adjudged against the said W. A. Miller in said suit, and also the further costs of executing said writ of Execution, by virtue of which, said levy was so made and this notice of said sale is so given. Dated at Hereford, Texas, on the 27th day of September, 1933. J. C. CARROLL, Constable of Justice of the Peace Precinct No. 1, Deaf Smith County, Texas. 38-2c

Here and There

BY MRS. C. E. TICE

Quite a lot of sickness among the school children has caused a number of absences the past week. Mr. and Mrs. Floyd Campbell of Crosbyton were here over the week end as guests of his parents, Mr. and Mrs. K. F. Campbell. Mr. and Mrs. C. Roberts, Joe Nowak and C. E. Tice were business visitors at Running Water last Thursday. Messrs. and Mmes. Lester Sparkman and Owen Andrew spent Sunday in the Jack and Marion Springer homes at Kress. Mr. and Mrs. Henry Allman called in the Harrel home Sunday to see Junior Harrel, who is ill. Mrs. Leonard Curtisinger was an Amarillo visitor Saturday. Mr. and Mrs. Britt Boyd were in Amarillo Tuesday. Mrs. Chas. King and baby of Follette are visiting her parents, Mr. and Mrs. J. E. Andrews. Misses Koma and Ruby Hyatt and Alfreda Murphy were dinner guests of Mr. and Mrs. Henry Allman Sunday. J. J. Lindsey and family are visiting relatives in Dallas this week. W. B. Williams was here from Floydada last week sowing wheat. D. S. Jones spent last Sunday with his father, W. C. Jones, in Plainview. Mr. and Mrs. Boyd attended a surprise party at the Coker home in North Hereford Sunday. Mr. and Mrs. John Turner of Hereford called in the Alvis Frazier home one day recently. Mrs. H. M. Mobley visited school Monday morning. Mr. and Mrs. E. C. Aterburn, Mrs. F. H. Rowan and daughter and Mrs. Ethel Smith and daughter of Amarillo visited their sister, Mrs. H. E. Weathered, recently. Mrs. W. R. Sams of Lockney and Grandmother Brady of Oklahoma City, were week end visitors in the home of Mrs. Sams' daughter, Mrs. W. A. Springer, Sunday. All were guests in the C. L. A. way home near Hart.

TEXAS MARKET AND GROCERY

Is Always Ready With the Tastiest, Finest Meats at the Lowest Prices. . . . Ready to advise you in purchasing and ready to give real value.



Our Grocery Department is also ready to give you real values and good service.

GIVE US A TRIAL

Texas Market & Grocery

PHONE 353—FREE DELIVERY
CLOSED ALL DAY SUNDAY

BAKE SALE

The young people of the Methodist church will have a bake sale October 7, at the Furr Food Store.

Just Received the Last Shipment of

Redfern Coats

Ladies who want style and quality will certainly make their selections while the stock is complete.

If you are not quite ready, select your coat, make a deposit and have it laid away.

Our racks are full of lovely values in ensembles, dresses, suits, both in silks, woolens, marinate knits.

Prices to Suit All.

\$6.95 to \$39.50

See Our Specials
\$10.95

CHILDREN'S DRESSES

A new line of Junior Kate Greenway dresses for the school girls. Fast prints, sizes from 8 to 16 years.

\$1.95

Pick up these values in close-outs. Print Dresses for both ladies and children. Regular \$1.95 now—

\$1.00

Try a Pair of Our Hose.
(best by every test)
79c

FASHION DRESS SHOP

Loveliest Patterns In New CREPES

Absolutely the best and most beautiful crepes we have ever had. Perfect as dress goods, finished on both sides. Priced at—
98c to \$1.25

Something New
COTTON TWEED
—Ideal for blouses, scarfs, ties and trim. The yard—
29c and 59c
Worlds of Patterns
Use Our McCALL PATTERNS With These Fabrics

Crepe-Back Satin
—and lots of other crepes, satins, and the like. Priced up to—
\$1.69

MEN'S SUITS
—New fall checks, two pants—
\$24.75

MARCY LEE WASH DRESSES
—With long or short sleeves, for misses and matrons—
\$1.95 to \$2.95

D. R. GASS & SON

Home of McCall Patterns

The Vogue Is Toward Verticals

Men's Fall SUITS

\$25
Down to
\$17.50
Two Pants

—Patterns in this fall's suits have taken on more sedate dressiness in contrast to the bolder over-plaids of the past season. You'll see flannels, worsteds and chevots in chalk-line, cable, cord, banjo and broken stripes.

Also
HERRINGBONE
and
SHADOW STRIPES

Topcoats

Polo and Box Styles In Tans and Black

Tweed's been a topcoat favorite for years and years—but not within our memory have tweed coats had the dressy, good looks that window-pane checks, Glen plaids and over-plaids give them this year! Most have big slash pockets. All sizes.

\$15.00 to \$17.95

Sprolws & Cronin Co.

Important Fashions from Small Accessories Grow

SLIM-SILHOUETTE WITH GREAT BROAD SHOULDERS IMPERATIVE

Someone has likened the 1933 silhouette to a Chinese pagoda; another has said it called to mind a slim, slinky Siamese girl. Both were right as we see it. Skirts are as slim as the sarongs that Orientals drape around them, and surely the points and wings that are appearing on shoulders of everything are like the pagoda. It is an attractive silhouette, becoming to everyone, and extremely wearable for it is adaptable to many different versions. Accentuated shoulders make waists and hips seem slimmer and that is the goal of every smart woman. Practicality has won again. In years back fall suits were made with jackets of hip length. These were wearable only a few months of the year in colder climes. But this year, shorter jackets are in the minority with new longer length being sponsored in the smarter suits. When a suit has a short jacket, there is usually a long topcoat to make it a really practical wearable costume. The smartest, newest length for coats, is knee length or just above, or below the knee. This gives desired warmth, and still displays plenty of the skirt. It gives a slim, long line that is extremely smart. The three quarter and seven-eighths lengths are also seen a great deal, as well as the full length coat.

They are as clever and as modern as the World's Fair buildings. Especially new and scheduled for unusual popularity are the stripe tweeds. These are great, bold, definite stripes. They are startlingly new, and in excellent taste for all sports and daytime wear. One suit has been fashioned with the stripes running horizontally in the skirt and vertically in the coat. This made a striking combination. Subdued stripes are also smart and are being used by foremost designers. Companionate tweeds are most carefully worked out this season. Skirts of one tweed, with jacket or coat of a companion tweed that uses the same colors. There are any number of suits with skirt of one tweed, jacket of a companion tweed, and topcoat matching the skirt. In this case the topcoat will usually have a scarf to match the jacket tweed, or some even have a gay little hat that matches! Skirts are cut trim and slim, with only necessary fullness achieved by little tailored pleats near the bottom of the skirt. Suit coats offer a variety that is really unusual. There are many swaggar coats, and semi-swaggar. But newer than the swaggar is the semi-fitted coat, and the box coat. Formal suits lean toward the semi-fitted style, and are usually just above the knee in length. Whether your fall suit shall be furred or not depends on you. There are just as many with fur as without. When

a suit has no fur, there is usually a scarf or a closely buttoned up neckline. Formal suits use fox and kolinsky principally for trim. Casual suits are generally trimmed with kolinsky, raccoon, lapin, Persian or caracul.

The success of your coat may depend on your sleeve. The smartest, safest version is the softly draped sleeve with fullness high and tapering off to a fitted cuff. Then there are sleeves which may be worn with points perked-out or draped in. These enable you to change the character of the coat somewhat. Many coats show fur epaulets, or bands of fur placed high on the sleeves. Both these versions are smarter than the fur-cuffed coat, which has become a more conservative style.

A Clean Neck For Milady Is Decree For Hairdressers

"Neater Necks"—that's the dictate of Fashion for the New Fall Hair Styles.

Designed to fit in nicely with the fall hat fashions the new hair styles aim to make the heads look smaller and necks neater.

Instead of partly concealing the forehead, as was the case with some of last year's styles, they make an attempt to bring out the upper parts of the face.

The top of the head is the favored place for waves and most of the curls, instead of the nape of the neck, as formerly. Neatness of the nape appears to be the important thing; straggly curls are out.

With these points in mind, hairdressers say, the coiffure may be as individual as the wearer dictates.

Westway Items

(BY WILMA SKYPOLA)

Mrs. A. B. Schulz of Hereford spent Thursday with Mrs. Tom Vaughn.

Mr. Broil and sons of Panhandle spent Monday and Tuesday in the V. Skypola home.

P. T. A. will be held at the school house Friday night at 8:30. A social will follow the P. T. A. and everybody is invited.

Miss Wilma Skypola attended a wedding party Tuesday night at Umbarger.

Carl Cole who has been here working his land, returned home to Nebraska this week.

Mr. and Mrs. V. Skypola spent one day last week in the Friend's home near Dean.

J. H. Cornette has entered school in Hereford.

G. C. Hartman was in Amarillo one day this week.

Mr. and Mrs. Cecil Thomas of Flagg spent Thursday in the T. A. Rogers and I. W. Dodson homes.

P. M. House and family of Hereford visited the G. C. Hartman home Saturday night.

Mr. and Mrs. Sherm Williams of Amarillo visited in the T. E. Baker home Wednesday night.

Mr. and Mrs. A. H. Leub spent Monday night in the Bob Leub home at Wyche.

Mr. and Mrs. Elwyn Hutchinson spent Sunday in the T. E. Baker home.

Singing was well attended Sunday night.

E. E. Franklin and family of Tulsa spent Saturday night in the G. C. Hartman home.

Mr. and Mrs. Earl Joiner of Hereford attended singing here

Sunday night.

Buddy Witherspoon and family of Hereford visited the Hartman home Saturday night.

D. R. Grimes, G. T. Brashear, Misses Vesta Brashear, Irene Grimes, Willard Turnbow, Goldman Brashear spent Sunday evening near Friona.

Erle Brashear spent Sunday with his brother, Christy, at Summerfield.

Mrs. Henry Hastings and Mrs. Beryl Witherspoon of Hereford were Wednesday afternoon guests of Miss Ina Mae Hastings.

Seen On the Screen at the Star

What is hailed by critics as Dietrich's best picture, "Song of Songs," opens a three-day run at the Star Sunday. It was taken from Hermann Sudermann's novel of the same name.

The alluring Marlene is supported by Brian Aherne, Lionel Atwill and Allison Skipworth. Rouben Mamoulian directed.

J. C. Parker announces that the Star has booked its most attractive schedule of films in years for October. Among them are such outstanding hits as the Stranger's Return, Gold Diggers of 1933, One Sunday Afternoon, This Day and Age, Midnight Club, Hold Your Man, Tugboat Annie and Too Much Harmony.

Want Ads

For Rent

FOR RENT: Residence on the pavement; also one furnished and one unfurnished apartment. F. H. Oberthler. 38-4c

FOR RENT: Furnished, my real estate office, just east of the First National Bank. A. H. Elliston. 47-4c

Wanted

WANTED: Good milk cow. Will buy or keep her for feed. Will fatten her. See J. W. Murchison, tax collector's office at court house. 1c

WANTED: To cut feed for others, have good broadcast binder and will take part of fee in feed. Acre if clean, \$1.00; weedy, \$1.25. C. T. Reese, Adrian, Texas. 38-2p

WANTED: A good cow to keep for the winter; plenty of good feed and a good box stall. Apply at The Brand Office. 1c

Help Wanted

HELP WANTED: Prefer woman 30 or 40 years of age, to do housework on farm. Phone 381 or address Box 426. 1c

For Sale or Trade

FOR SALE: Bundle sorghum at the John Gaetz farm, 5 1/4 miles southwest of Hereford. Joe Nowak. 37-2c

FOR SALE OR TRADE: Five room house, out building, half block; Montague county, near Nacona; clear. Prefer property outside city limits. B. F. Reeves, Hereford. 37-2p

FOR SALE: Row crop, 200 acres corn, maize, sorghum, cane, hagar; ready to harvest. J. A. Moritzky, Summerfield, on old O'Dell headquarters. 37-2c

FOR SALE: Three rows with 22 pigs for \$40.00. Henry Allmon. 1p

FOR SALE OR TRADE for work horses, a row binder in good condition, ready to work. L. L. Cannon, Summerfield. 1p

FOR SALE: Two horses. John N. Jacobsen. 1p

FOR SALE OR TRADE: McCormick row binder and wagon box header. Will trade for bundle feed. Will cut crop on shares. Ky Higgins. 38-2p

Estrayed

IMPOUNDED, on September 27, 2-year-old heifer, black, with white face. Unless claimed by October 9, will be sold at public auction to highest bidder according to law. Sale at City Barn. WALLACE C. COX, City Marshal.

Lodge Directory

HEREFORD LODGE
NO. 849, A. F. & A. M.

Stated Meetings Each Second Monday Night of Month. School of Instruction Each Thursday Night. Visitors Are Welcome.
HONORABLE C. BAIRD, W. M.
J. S. JONES, Secretary.

HEREFORD LODGE I. O. O. F.
OTIS FOSTER, Noble Grand
No. 476
Meets Monday, 8:30 p. m.
Visiting Brethren Welcome
L. H. FOSTER, Secretary

REBEKAH LODGE
Meets Every Tuesday at 8:00 p. m.
MRS. R. E. McCULLOUGH, N. G.
MRS. HERMAN STEWART, Secretary

HEREFORD CHAPTER, O. E. S.
Meets Each Second Tuesday Night, 8:30
MRS. GENEVA RAY, W. M.
MRS. MYRTLE WITHERSPOON, Secretary

Is Your Coiffure as Smart as Your Frock?



ONE OF OUR PERMANENTS WILL MAKE IT SO.
\$2.50 and Up.

After you've bought your new fall outfit are you discouraged because it doesn't look as smart as it should? Let us give you chic with a gorgeous new permanent.

The Star Beauty Shop
MRS. CARL JENNINGS
Phone 26

Westway Items
(BY WILMA SKYPOLA)

Mrs. A. B. Schulz of Hereford spent Thursday with Mrs. Tom Vaughn.

Mr. Broil and sons of Panhandle spent Monday and Tuesday in the V. Skypola home.

P. T. A. will be held at the school house Friday night at 8:30. A social will follow the P. T. A. and everybody is invited.

Miss Wilma Skypola attended a wedding party Tuesday night at Umbarger.

Carl Cole who has been here working his land, returned home to Nebraska this week.

Mr. and Mrs. V. Skypola spent one day last week in the Friend's home near Dean.

J. H. Cornette has entered school in Hereford.

G. C. Hartman was in Amarillo one day this week.

Mr. and Mrs. Cecil Thomas of Flagg spent Thursday in the T. A. Rogers and I. W. Dodson homes.

P. M. House and family of Hereford visited the G. C. Hartman home Saturday night.

Mr. and Mrs. Sherm Williams of Amarillo visited in the T. E. Baker home Wednesday night.

Mr. and Mrs. A. H. Leub spent Monday night in the Bob Leub home at Wyche.

Mr. and Mrs. Elwyn Hutchinson spent Sunday in the T. E. Baker home.

Singing was well attended Sunday night.

E. E. Franklin and family of Tulsa spent Saturday night in the G. C. Hartman home.

Mr. and Mrs. Earl Joiner of Hereford attended singing here

High and Wide Shoulders
Lovely Fall Frocks
\$4.95 to \$9.75
Sizes 14 to 44

Furred Coats
\$6.95 to \$29.75
Sizes 14 to 50
Latest Modes

Fall Hats
\$1.98 to \$2.98
Soft Hats, Jaunty Styles
89c to 98c

Handkerchiefs
Pure Linen
15c to 50c

KID GLOVES
In Brown and Black
\$1.98 to \$2.29

SUEDE PUMPS
\$2.98

Marcel Cloth Leather Trim PUMPS
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Suede and Leather Dress OXFORDS
\$2.98

Cloth and Leather Trim OXFORDS
\$1.98

Oxfords have reached a "new high" in fashion, so, wherever you see smart clothes, you'll see SMART OXFORDS

Costume Jewelry
Bracelets, Clips, Pins, Necklaces
Gay colors to liven up your white ensemble—pastel tints to wear with chiffon evening frocks, brilliant rhinestones for dress-up occasions, pearls for subtlety. All are here in this collection.
50c to 98c



GOOD GROCERIES



Come, visit with us and make your selections.

Meals are not hard to plan for the Housewife who buys from us.

Bring Us Your Eggs—Market Price.

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FRANK RICHARDS, Proprietor.
Come Give Us a Trial. Phone 117—We Deliver

Shoulders are High, Wide and Handsome

THINGS SHAPING UP SMARTLY IN AUTUMN MILLINERY MODE

The new hats come to the point, they know which way the fashion wind blows, and they head straight up for smartness. Generally speaking the point is usually to be found at the peak of the crown, bringing about an impleh new fashion that is decidedly smart. Many of these little peaked hats are said to be inspired by the hats worn by gnomes and their resemblance certainly marked. They are decidedly youthful and tricky. Their modified versions they are worn by all types of women. They lie the head that wears the hat crown. While there are a few hats that invest all their importance in the brim, most hats depend upon the crown to make them look new and smart. This year they are so new and so far ahead from any that you have seen before, that they cannot be mistaken as having belonged any other season in fashion. There are terrace crowns achieved by deft folds, there are acordon crowns, flat iron crowns, crowns with coxcombs, crowns with little ears way atop, and the amusing little peak crowns.

Fabric hats are the fashion! With so many manipulated crowns, only the softest, most pliable fabrics could be used. While felt is still used for the majority of tailored hats, it is being used in its lightest weight types so as to render it easily draped into the terraces and acordions that crown many hats. Hairy felt is a new and smart note. An immense amount of velvet is being sponsored, and looks especially well fashioned into the clever little berets of the season. Suede and antelope are also being used in the same way as velvet.

Satin shines forth as an important hat material for early fall.

It will be a delightful complement to the many satin dresses that are making their appearance. It is interesting to note that some milliners are using the same satin in hats that is being used in shoes because of its ability to hold shape well.

Many hats will be seen fashioned of the ribbed materials... bengaline, faille and even corduroy. Taffeta is also shown in some of the new beret types.

Among the revivals of the 1900 period are feather trimmings. Don't expect to see birds of paradise, but do look for hats where the feather is more than just a detail. In many berets it completes the styling of the hat, and gives it the dashing look youth requires. Besides feathers there are innumerable hat ornaments that look smart on hats that pull down over the eye. Ribbon bows, cocardes and fancy buckles are also an important part of the fashion picture.

This is one season when not a single woman will be able to say, "I can't wear the new hats." For there are so many shapes that every person can find the one, most becoming to her. There are berets in enough versions to make everyone happy. There are plenty of tailored toques that are almost universally becoming. There are countless brimmed types, among which is the visor which has an altogether new and charming look.

Yes, we are not out of jacks, but they are going fast. At RICE'S. Mr. and Mrs. R. H. Caier and Mr. and Mrs. John Purcell of Bellview, New Mexico, were in Hereford Wednesday to trade with Hereford and to transact other business.

International Sunday School Lesson

BY DR. J. E. NUNN

October 1. SAUL IN TARSUS

Scripture Lesson: Acts 21:30-23:3. 27, 28; 26:4-7; Philippians 3:3-6.

Acts 21:30. But Paul said, I am a Jew, of Tarsus in Cilicia, a citizen of no mean city; and I beseech thee, give me leave to speak unto the people.

22:3. I am a Jew, born in Tarsus of Cilicia, but brought up in this city, at the feet of Gamaliel; instructed according to the strict manner of the law of our fathers, being zealous for God, even as ye all are this day.

27. And the chief captain came and said unto him, Tell me, art thou a Roman? And he said, Yea.

28. And the chief captain answered, With a great sum obtained I this citizenship. And Paul said, But I am a Roman born.

Acts 20:4. My manner of life from my youth up, which was from the beginning among mine own nation and at Jerusalem, know all the Jews:

5. Having knowledge of me from the first, if they be willing to testify that after the straightest sect of our religion I lived a Pharisee.

6. And now I stand here to be judged for the hope of the promise made of God unto our fathers.

7. Unto which promise our 12 tribes, earnestly serving God night and day, hope to attain. And concerning this hope I am accused by the Jews; O king!

Phil. 3:3. For we are the circumcision, who worship by the Spirit of God, and glory in Christ Jesus, and have no confidence in the flesh:

4. Though I myself might have confidence in the flesh, I yet more:

5. Circumcised the eighth day, of the stock of Israel, of the tribe of Benjamin, a Hebrew of Hebrews; as touching the law, a Pharisee;

6. As touching zeal, persecuting the church; as touching the righteousness which is in the law, found blameless.

"Of Tarsus in Cilicia." Cilicia was the Roman province at the northeast corner of the Mediterranean, the western half of the province of Syria. Antioch was the capital of Syria, and Tarsus was the chief city of Cilicia. Paul never missed a chance to speak for Christ, and he seized this occasion, addressing that wild mob from the stairway leading to the castle, though most men would have been glad enough to insure their safety by getting inside the walls.

Saul's Early Education. Though living in so great a center of Gentile learning, Saul, because he belonged to a pious Jewish family, would not be sent to the famous university of Tarsus. Like all Hebrew boys, he obtained the rudiments of his education at home. It was based on the Bible, and passages of Scripture were learned by heart and carefully explained by the father and mother. Later, the boy went to the synagogue school. Saul was intended for the career of a rabbi, but the work of a rabbi was entirely gratuitous and he was expected to support himself by some trade. All honest work was highly regarded among the Jews. Saul became a maker of tents, which was a thriving industry in Tarsus. All through his missionary labors Paul supported himself and often his assistants by his work at making tents; the business learned during his youth in Tarsus. Thus he set a splendid example before modern boys and girls, for every one is the better for being able to support himself by some useful art.

The School of Gamaliel, v. 22. "At the feet of Gamaliel." Literally so, as the teacher sat on an elevated platform and his pupils sat at his feet. "Both from his own learning and character, and from his being the grandson of Hillel, Gamaliel held the foremost place among the theologians at Jerusalem. Gamaliel was liberal-minded, large-hearted, tolerant. What the youthful Saul got from his teacher was the knowledge of the law, a intimate acquaintance with the traditions of the elders, a thorough knowledge of the Scriptures and

ACCESSORIES FILL BIG ROLE IN FASHION DRAMA FOR FALL

A season of luxury is upon us. Opulence is the fashion... and so accessories follow suit. There has never been a year when accessories have been so carefully ensembled in accordance with the rest of the costume. If a dress is satin, accessories may be found which will exactly correspond.

One of the most important fractions of the costume is the glove. This year designers have given us gloves which ensemble in feeling with the dresses that are most important. Wool dresses are in fashion... so are wool gloves. Satin shines out... so do satin gloves. Felt is featured in many handbags... so there are gloves to match. Many times these little ensembles may include shoe, glove, bag, and even scarf!

Gloves reflect a great deal of the grandeur of dresses and conform to the feminine trend by pleats, tuckings and little set-on ruffles that make them very gracious and luxurious. Width is also a new characteristic. In most cases there will be a wide flare at the cuff of the glove. This allows them to be easily worn over the top of most suits and dress sleeves. Contrasting inserts are very smart and give relief to the glove. White inserts in black gloves, brown in beige.

So much has been done to make the fabric glove smart that it is destined to give the leather glove a merry race this fall. These are seen in novelties with wide flares, dainty beatings, and contracting appliques. Velvet and satin gloves are the high fashion types in fabrics, and are smartest with dressy clothes. Wool gloves are another innovation. They are being developed in coating and suiting materials. They sometimes combine checks or plaids with solid colors. In other words, the more unusual the glove, the smarter it is!

There is a great deal of news coming every day from the world of handbags. The pouch shape is the one in greatest favor. This dress-maker type of bag may be carried with both tailored or afternoon

clothes, which has a great deal to do with its popularity. Fabric bags are expected to be very smart, and to give the classic leather bag some strong competition. Wool bags are especially smart in the daytime mode.

Velvet and satin bags are also highlights. They make smart running mates for the satin shoes and gloves which are so popular. They are delightfully graceful and elegant when shown with formal afternoon frocks.

Ornaments so elaborate as to be almost jewel type bags. Mirror ornaments are also very chic and make a lovely ensemble with the dresses that feature mirror jewelry trimming. Metal frames in both silver and gold finish are still the most important trimming that can be used on handbags.

The gay nineties and the early 1900's show their influence very strongly on the bags for formal wear. There are many velvets and satins with much beading or use of sequins. They are very quaint in their old-fashioned, new-fashioned look. Seed pearl bags are also very important. Brocades and uncut velvets are also scheduled for their share of evening activity this season.

Clever women have found that a few bits of neckwear lying in dresser drawers have often become God-sends. A crisp collar can do no end of good to a dress that has become slightly deadened by much wear. And the new styles in neckwear are so important that they can completely transform any dress.

of the current methods of interpretation. Paul quotes from all parts of the Scriptures. From the Pentateuch, from the Psalter, and from the Prophets, he quotes in such a way as to prove that he had mastered their contents and was at home with them; the quotations also show that the original Hebrew was as familiar to him as the Greek translation.—Prof. James Yerach.

Paul, a Roman Citizen, vs. 27, 28. "And the chief captain (the tribune or colonel of the regiment) stationed in the castle) came and said unto him, Tell me, art thou a Roman?" As soon as Paul, in the progress of his speech, made mention of his work among the hated Gentiles, the mob flew into a rage so violent that the Roman soldiers withdrew their prisoners hastily into the castle, and the colonel, according to the barbarous fashion of the day, commanded Paul to be scourged. But Paul instantly protested, "Is it lawful for you to scourge a man that is a Roman, and uncondemned?" One of the privileges of a Roman citizen was this, that the right might be scourged except after due process of law; and the chief captain knew that he would be severely punished himself if he disregarded that law. "And he said, Yea."

Saul's Zeal for Judaism, Phil. 3:3-6. Paul's first church in Europe was founded in Philippi, an important historical city of Macedonia, and this community of Christians was always dear to his heart. Luke probably was a native of Philippi, or at least made the city his home. Paul's letter to the Philippians was written during his first imprisonment in Rome, gratefully acknowledging a gift which they had sent him. It is one of the most joyful and joy-inspiring letters that came from his pen.

"As touching zeal, persecuting the church." Concerning Paul's zeal in persecuting the Christians we are to study in our next lesson. It is sufficient here to note that as a member of the Sanhedrin and a zealous Pharisee, Paul was head and foremost among those who hated the followers of Christ to prison and brought about their death. The fact that the most bitter enemy of Christianity should become its most powerful advocate has always been one of the strongest of Christian evidences.

William D. Nafziger left last week for Austin where he entered the University.

SWAP! Through the WANT-ADS

Now Is the Time to Be Thinking About that

New Fall Hat

We have them in Silk, Satin, Velvet, Velour and Felt.

SMART LINES OF PATTERN HATS In the Newest Styles and Colors

Several Styles of

TAMS

50¢ and up




Vogele Millinery Parlor

Golden Text: Give diligence to present thyself approved unto God, a workman that needeth not to be ashamed, handling aright the word of truth.—2 Tim. 2:15.

Time: Saul born, about A. D. 1, Saul sent to the rabbinical college in Jerusalem, A. D. 15.

Place: Tarsus in Cilicia, Jerusalem.

Introduction. The lessons of this quarter will be devoted to a study of the life and letters of the apostle Paul as recorded in the Book of Acts. The Acts of the Apostles, especially the acts of Peter and Paul, was written by Luke, who also wrote the third Gospel which is "the former treatise" referred to in the opening words of the Acts. Both works were written for a certain nobleman named Theophilus. The Acts carries the story of the Christian church down to near the close of the first Roman imprisonment of Paul, and ends abruptly, so that there is reason for thinking that Luke intended to write a third volume, carrying the account on to the death of Paul, and perhaps further.

Luke, the Writer of Acts. Luke was a physician probably from Philippi in Macedonia, who travelled much with Paul, cared for his health, which was very poor, and added him in his evangelism. Luke had ample opportunity to learn about him, his work, and his companions. He was in perfect sympathy with the gospel enterprise, and was a devoted follower of the Lord Jesus. As we trace the life of the chief of the apostles through the Acts, supplemented by extracts from Paul's own writings, we may be sure that we are getting as close as possible to one of the greatest characters in the world's history: the man who, next to the Saviour himself is the leading figure in the history of the church.

Paul Before a Mob in Jerusalem, Acts 21:30 to 23:10.

At the time this address of the apostle Paul was made, Paul was visiting Jerusalem to bring succor from the Gentile Christians of Europe to the persecuted Christians of Jerusalem, when he was attacked by some bigoted Jews who objected to his work among the Gentiles and who charged him falsely with bringing a Gentile into the temple. A fierce mob was instantly raised, and Paul would have been torn to pieces by them if he had not been rescued by Roman troops. He was speaking to the commander in charge of the regiment there quartered, who had asked him for an account of himself. "I am a Jew," Paul was the apostle to the Gentiles, whose great work was the extension of Christianity among the Greeks and Romans of Asia Minor and Europe; but he was always true to his Jewish ancestry and faith, and wherever he went in his missionary journeys he preached first in the local synagogue, if there was one.



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Cleanse your skin with Elizabeth Arden's Venetian Cleansing Cream that melts into the pores and ridges them of dust and impurities. Quicken your circulation with Ardena Skin Tonic. If muscles are unusually relaxed, bat with Special Astringent. For hollows and lines that need to be filled out use Orange Skin Food. Full faces should be smoothed with the non-fat-forming Velva Cream.

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Stripes, the newest thing for this fall, and solid colors, too—we have them as low as

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LADIES' COATS AT LOW PRICES!

Sweaters for the whole family School Oxford, Hose, Blankets

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ATTENTION!

WHEAT FARMERS

File Your Wheat Reduction Applications With Community Committees by Next Tuesday, OCTOBER 3

After That Day It May Be TOO LATE!

Do not allow doubt as to whether you or your landlord wants to sign up delay your application. The application is not binding and if you fail to get in, it will be too late to change your mind.

Community committees will not hold sessions for taking applications after next Tuesday. The Federal Department has announced that a positive deadline may be set soon.

Make That Application.

DEAF SMITH COUNTY WHEAT BOARD

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

PEP CLUB

The pep rally held last Thursday night will be followed by a similar rally every Thursday night which precedes a home game. We invite everyone to join in the fun and help us yell. We have a good team this year which we intend to help all we can.

If anyone wishes to help us during games, they may sit on the bleacher next to ours. We will appreciate any help given.

The pep club has decided on Thursday nights for regular meetings, and we have decided to start the meetings off with a song and end it with a yell.

Our starter:
On ye Whiteface, on ye Whiteface,
Break right through that line;
Ever forward, ever onward,
We'll win this or die.

Rah! Rah! Rah!
On ye Whiteface, on ye Whiteface,
Fight for victory!
Fight, fellows, fight, fight, fight,
And win this game.

After some discussion the following yell was decided upon:

Rah! Rah! Rah!
Rah! Rah! Rah!
Rah! Rah! Rah!
TEAM!

COWHANDS

Through inability to attend meetings, the Cowhands have elected new officers. Kermit Wilson was made boss; R. A. Daniels, foreman; Travis Harris retained his job as scribe; Sidney Fuller was also elected reporter. The Cowhands also elected two members, Don Atherton and Travis Harris, as boys' pep leaders to help the girls.

In the new members installed we have found some great singers. We, the Cowhands, think Louis Wedel, Coleman Jones, John McGowan and Ralph Jennings would make a fine quartet to represent the high school in Amarillo. We are asking the high school music teacher to see these boys about entering the club. While the teacher is seeing these boys also about becoming a soloist. We also found that John McGowan and Louie Wedel are excellent story tellers and demonstrators.

SOPHOMORES

The Sophomore class meeting was one of no little importance to us. Our president, Wilbur Womble, chose the committees and appointed their chairmen.

These committees were for the choosing of our colors, flower, motto, yell and song.

Ted Clancy is chairman of the motto committee, Virgil Cloyd is chairman of the flower and color committee, and Catherine Skelton is chairman of the yell and song committee.

CLASS REPORTER

EDITORS' COLUMN

I am afraid that in the rush to get the paper out last week, the Whiteface Roundup forgot to express its appreciation to The Brand for the space which they were kind enough to give us. If they will accept this tardy "thank you," we, the staff of the Roundup, will try to prove our gratitude by making our small part an addition and asset to their paper.

From the Plainview Sunday Herald of September 17, comes the statement that Plainview high school has been suspended from affiliation. This was a great surprise to the school board, as they felt they were safe when they reduced the length of the school term last spring. However, Thanksgiving holidays were not counted, and Plainview did not teach the regular 170 days last year.

Perhaps we students of Hereford High don't realize what our education costs other people in time and effort and money. We take it more or less for granted, and may be some of us would just as soon not take it at all! If any of us feel that way, we just don't know what's good for us. There's nothing that can take the place of school and the feeling it gives you down in your heart. That goes double for the Seniors who have to think about leaving it forever one of these days.

We have a splendid community to back us in everything we do, and let's realize that now and say "thanks off" to the taxpayers.

H. Y. S. A.

The H. Y. S. A. club had their first party of the year Monday night. The party was at Mother's Park and was of a very peculiar type. It was a star gazing party and a great success.

The members with their guests met at 8:00 with a picnic lunch for two.

A play was presented by the following: Barbara Buckner, Odella Flowers, Henry Jowell, Sidney Fuller, Basil McKinley and Avis Matthews. This play was about the stars and their relation to one another. After the party most of the members went to the theatre. A good time was enjoyed by all.

Those present were Henry Jowell, Vivian Davis, Basil McKinley, Sidney Fuller, Gartha Wilson, H. D. Blythe, Barbara Buckner, L. W. Carlyle, Sally Gilbreath, L. B. Russell, Odella Flowers, Avis Matthews, Estelle Gilliland, Edward Fullwood, Kitty Mae Painter, Sherwood Speegle, Elizabeth Spradley, Travis Matthews, Joe Edward Buckner and the sponsor, Miss Neville Wrenn.

REPORTER

SENIOR CLASS

Well, at last we, the Seniors, are on our way to happiness and

success. Our editor, Sallie Gilbreath, is certainly working and that little girl they call Frances that is assistant editor is really capable of doing her job well. Don Atherton, who was elected sports editor, will certainly do his part, because, as you know, he and the editor certainly make a pair. I have heard that Theda Lou Wilson was elected class reporter. I will say for her that she will do her best.

Oh, by the way, there is such a thing as athletics around this school. If you didn't know it, just ask our athletics representatives, Frank Barber and C. J. Borden. They intend to boost all athletics with the help of the class.

Oh! About our pep we display our class meeting days: just ask the superintendent.

HI-Y MEETING

Last Wednesday the HI-Y club met once more. After a few songs we turned to business. Several boys who went to Ceta Canyon gave reports on their committees. From the discussion, we have derived at the conclusion that the socials this year will be "bigger and better" (girls, herein lies a hint).

Henry Jowell was elected club reporter with a majority of one, only because he did not have a legitimate excuse. The other members to be voted on were two football players, Earl Trimble and Bill McLean.

In connection with Bill McLean, we have heard from several sources of a very serious scandal. Bill enjoys washing and wiping dishes, especially at Ceta Canyon when the Girls Reserve has offered to clean the Sunday dishes. Be careful, Bill!

PEP RALLY

The first pep rally of the football season was held up town last Thursday night, September 21. The girls pep squad and Cowhands led a snake dance down Main Street, the band followed the dance. Every one yelled and the band played at the corner of Third and Main. After that everyone went to the bonfire that was held north of the theatre. H. D. Blythe and Richard Baker, co-captains of the Whitefaces, gave their appreciation of the pep rally. Mr. J. C. Parker, manager of the Star Theatre, let the football boys, Cowhands and pep squad go to the show free. Everyone reported a good time.

Pep assembly was held Friday, September 22. Yells and songs and music by the band were the main topics on the program. Talks were given by Earl Trimble, Coach McCollum and Joe.

There are four cheer leaders this year to lead the rooters of the team, two boys and two girls, Sallie Gilbreath, Catherine Skelton, Frances Harris and Don Atherton.

Black

BY MISS NOBLE McLEAN

Farmers in this community have been busy sowing wheat, and now have most of this work finished.

Will Johnson returned to his home here Saturday after a several weeks stay in Hereford where he was recovering from injuries.

Dennis Ray of Amarillo visited his mother, Mrs. Mary D. Ray, here last week end.

Get highest cream prices at Farmers Creamery Association. 7-10 Mr. and Mrs. Wilson Vines of Summerfield visited Mrs. Vines' mother, Mrs. Cross, several days last week.

Little Harold Wayne and Martha Bell Price were very ill last week but are recovering.

Several people from this community attended the Davis funeral in Hereford last Thursday.

Leon Welch, Cecil Vandiver and Charles Hoop were business visitors in Henrietta several days last week.

Mrs. Bob Sisk and daughter visited in the A. C. Hays home last week.

Virginia McMurry and Mrs. H. L. McLean are ill this week.

The ladies study and social club met with Mrs. Ray Price last Thursday. Roll call, Birthplace and date. Several members were absent. Refreshments of pineapple ice cream and angel food cake were served to 12 members and visitors. The next meeting will be with Mrs. Will Price.

G. E. McCrate was in Amarillo last Thursday.

Irwin Welch has returned from Henrietta where he visited relatives the past two months.

Mr. and Mrs. Cecil Vandiver have moved to this community to make their home.

Ray Price was a business visitor in Amarillo one day last week.

Irwin Kimmis and Jim Barnett visited in Friona last Saturday.

Clyde Sherrie of Friona visited Houston McMurry Sunday.

People of this community met at the Baptist church Sunday evening and organized a singing class. F. E. McMurry was elected president, Jimmie Hays vice president. The class will meet each Sunday evening except the second Sunday, when there will be preaching. All are invited to attend.

Mr. and Mrs. Mannel Hawks were in Amarillo Saturday.

Summerfield children will come to the Black school grounds Friday for a game of play-ground ball.

We have a few of those Jumbo size cold-patch kits left at 35 cents. At RICE'S.

Progressive News

BY OLIVE PERKINS

Mr. and Mrs. Haskell Benson and Miss Leatrice Benson and Mr. and Mrs. J. L. Park and Miss Lucille visited Mrs. Gregory and family Saturday night.

Get highest cream prices at Farmers Creamery Association. 7-10

Mr. and Mrs. W. A. Ricketts visited in the Ira Ricketts home Tuesday afternoon.

Misses Eunice Cadwell and Lilith Boyd called on Mrs. Jeff Roberson Tuesday afternoon.

Miss Dorothy Smith is staying with Mrs. W. C. Russell.

Literary was organized last Friday night, with C. C. Bowman as president, Haskell Benson vice president and Miss Eunice Caldwell secretary.

Mr. and Mrs. Jeff Roberson and sons visited Wiley Roberson and family last Sunday.

Mr. and Mrs. J. L. Click made a business trip to Royston last week.

Mrs. J. E. Henry and children visited her mother, Mrs. Jim Park, last week.

Mr. and Mrs. Jeff Franks left for Shamrock Sunday morning. Mr. Franks has been plowing for Mr. Wallace.

Messrs. and Meses Ray Hershey and Horace Hershey and sons attended the fair at Amarillo Monday.

Odessa Cockrell spent Saturday night with Ira Jeanne Ricketts.

The club met last Wednesday with Mrs. Haskell Benson, with 10 members present. The next meeting will be in October with Mrs. Blakemore.

Mr. and Mrs. Marvin Green, who have been staying with Mr. and Mrs. Click, left for their home at Royston last week.

Mr. Arvenaux of Pileon, father of Miss Evelyn, who teaches at Higgins, preached at Progressive Sunday afternoon. A large crowd was present, with several from Hereford.

Carl Popovan and family and J. L. Park and family took their dinner and surprised Gilbert Donovan on his birthday last Sunday.

Ward News Notes

MRS. W. P. CARAWAY

Take Produce to Carl's Gro. if Mrs. Glenn Rudder and children spent the week end with her parents at Childress, returning Monday.

Mr. and Mrs. Sherm Williams of Amarillo spent Sunday in the Jack Hutson home.

Rev. J. A. Hornbeak filled his appointment here Sunday at 11 with a very interesting sermon.

The pie supper and program was a great success Friday night and was enjoyed by a large number; several being present from other communities. Proceeds amounted to \$22, which will be used to equip the play grounds.

Mr. and Mrs. Jack Hutson had with them over the week end Mr. and Mrs. Charles Wharton and children of Denver, Colorado. D. O. Williams and family, Abernathy, Sonny Ledbetter and family, Vega, Rev. Hornbeak of Hereford and John and Bill Hutson and families were present Sunday for dinner.

Mr. and Mrs. Jim Boyd and daughter and niece of Dallas visited relatives here last week.

Albert Oden and family are moving to the John Higgins home for a while.

Mr. and Mrs. W. P. Caraway are making their home with their son, Hartland, for the present.

Mr. and Mrs. L. L. Crawford and children spent Sunday with Mr. and Mrs. Lloyd Harrell on the O'Brien place west of Hereford.

Mrs. Jimmie Gardner of Amarillo visited her sister, Mrs. Bill Hutson, last week end.

Brunswick tires are INSURED against road accidents for life and we give you three hour service. At RICE'S.

Readers' Comment

Editor Brand:

I remember your editorial in The Brand two or three weeks ago how Deaf Smith county lost out in the government estimation of our wheat acreage and production because we had no county agent; your comparison with Randall county wheat estimation in Randall and its gain because they had a county agent.

Our Deaf Smith county farmers also lost hundreds of dollars because we had no county agent to put in claims to the government for plowing up cotton. Mr. B. H. Hopkins helped all he could and can tell you all about it.

I see in The Brand today that Deaf Smith county farmers are allowed to sell at great advantage only 450 sows and pigs. We have no county agent. In today's issue of the Amarillo News, page three, column five, Dallam county farmers are allowed to sell to the U. S. Government 900 sows and pigs, as reported by Dr. R. T. Lee, county agent for Dallam county.

I have not examined statistics compiled by the census for 1930, but I'll bet the ciphers that Deaf Smith county will show more hogs than Dallam county. Take a look at the U. S. statistics. Yet Dallam can dispose of twice as many sows and pigs as Deaf Smith, and this is very, very advantageous to our farmers.

The three losses sustained by Deaf Smith county farmers, the losses in falling to get full allocation for pay to the farmers in wheat, cotton and hogs, would pay the county's part for a county agent for 999 years, 364.99 days. O, well, what's the use?

John P. Slaton.

BE SELFISH WHEN YOU BUY TIRES!

GET ALL THAT'S COMING TO YOU



the NEW
GOODYEAR
PATHFINDER

"The Quality Tire Within the Reach of All," with 8 1933 improvements.

4.40-21	4.50-21	4.75-20
\$5.55	\$6.30	\$7.00
4.50-20	4.75-19	30x3 1/2
\$6.00	\$6.70	\$3.90

Other Sizes in Proportion—All Full Cuts

When it comes to tires, buy a good tire even though you pay little for it. Buy Goodyear's moderate priced tire, the new Pathfinder. There's not a minute's worry in Goodyears. Their sure-footed center traction gives you full money's worth of safety. Their extra flexible, heat-resisting Goodyear Supertwist Cord body gives you full money's worth of safety AND mileage. EVERY ply is built with Supertwist, running from head to head—the surest BLOWOUT PROTECTION you can find. And there's real saving in Goodyear prices. They're still low. They may go higher. See us NOW.

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

IRELAND-BEAVERS MOTOR CO.

301 East Third Street
Phone 383

Farmers' Needs

FOR FALL HARVEST

Plymouth Twine, 100 pounds ----- \$8.25
White Sisal Twine, 100 pounds ----- \$7.25

Treated for insects.

Heavy Canvas Ducking, suitable for repairing canvas.

BINDER SLATS CANVAS WEBBING
WATER BAGS HEADING KNIVES

Wrenches and Tools of All Kinds.

Machinery Bushings—Wide and Narrow Rims

We carry a good stock of Milwaukee Row Binder repairs, and we are at your service any time

In fact, we have everything that a well stocked hardware store should have and we need your business and certainly will appreciate it.

If you call before or after our "regular hours," call us and we will be on our way, ready to serve you with a smile.

STREU HARDWARE CO.

—home of service and quality

PHONE 48

Cook With Gas
FOR SPEED SAFETY COMFORT ECONOMY EFFICIENCY

Symbol of Dealer **West Texas Gas Co.**
GOOD GAS WITH DEPENDABLE SERVICE

AN EMERGENCY

Is Faced by Deaf Smith County

Why not pay your delinquent taxes, now, so that road work can continue and Common Schools function as they should? Further, do you realize that the County must spend large sums each month to administer the relief work and in the purchase of right-of-way, etc., which is essential in order to bring the relief program to the people? It may become necessary to curtail some of this program if more tax money is not paid. The County is in real need of money—even considering the very low budget upon which they are operating. If more than one year is owing, why not pay at least one year now?

Should you fail to take advantage of your present opportunity of penalty remission, you must remember that your delinquent taxes are subject to the General Laws of the State for the collection of delinquent taxes. At the present time delinquent taxes are payable with a penalty of only one per cent and without interest. This is increased to two per cent October 1, 1933, with a further increase to four per cent on January 1, 1934, and to six per cent on April 1, 1934. The penalties as stated are not cumulative. Come in and pay at least one year now and do your part.

Signed:

J. B. MILLER, Tax Collector.
C. W. HUMBLE, County Judge.
P. J. ROSE, County Commissioner.
W. B. PHILLIPS, County Commissioner
J. T. GUINN, County Commissioner.
W. M. STEWART, County Commissioner.

ORDINARY CARS

Don't Have the Refinements Found In

Dodges and Plymouths

In what other low-priced cars could you find—Genuine FLOATING POWER that eliminates vibration?

—HYDRAULIC BRAKES, always equalized, easy in operation, positive in action?

—STEEL VALVE-SEAT INSERTS?

—PRECISION type main bearings?

—REMOVABLE connecting rod bearings?

—FOUR-RING, T-slot, alloy pistons?

—ALL SILENT transmission, including reverse and low gears?

—DOUBLE TAPERED roller wheel bearings?

—FOUR main bearings?

—TROUBLE-FREE, free wheeling?

—BONDERIZED fenders and sheet metal parts than won't rust.

These features mean long life and economical operation

Prices, Delivered at Hereford

Plymouth Standard Coupe	\$620.00
Dodge Coupe	\$797.50
Dodge Sedan	\$895.00
Plymouth Sedan	\$685.00
Plymouth DeLuxe Coupe	\$685.00
Plymouth DeLuxe Sedan	\$765.00

—see us for a demonstration

Ireland-Beavers Motor Co.

301 East Third Street.

Phone 383

Your Doctor

IS YOUR BEST FRIEND

—He prescribes the best medicine, but to get the best results you should take the prescription to a reliable, dependable drug store. We use only pure, fresh ingredients in every prescription, compounded in our modern prescription department.

—Don't take chances with the loved members of your family or yourself. Depend on us for accurate and fresh prescriptions.

Quality Merchandise At
Lowest Prices

City Drug Store

Phone 100

Home of Dependable Drugs.

48-Pound Sack of
100% Flour
FOR
100 Pounds Good Milling Wheat

Wheat must be your own raising.

PACKARD MILLING COMPANY

FURROW DRILLS
We Still Have a Few
SUPERIOR
Furrow Drills

On Hand at \$203.50

M. D. WOMBLE Implements

Summerfield News

BY MRS. GUY WALSER

Our community extends their sympathy to the family of John B. Davis, who passed away last Wednesday morning at his home. Out-of-town relatives and friends who attended the funeral services were his mother, Mrs. J. P. Davis, of Weatherford; Mr. and Mrs. S. B. Davis of Wheeler; Mr. and Mrs. L. L. Hiegel, Mr. and Mrs. J. F. Grimm, Mrs. J. W. Chandler of Dallas, Mr. and Mrs. L. B. West, Mr. and Mrs. I. V. Smith, Mr. and Mrs. W. A. Burrows of Amarillo; Mr. and Mrs. O. L. Wharton of Weatherford; Mr. and Mrs. E. L. Keith of Borger; Mr. and Mrs. C. E. Box of Hollis, Okla.; Mr. and Mrs. J. P. Fulton of Lubbock; H. McGarity of Amarillo; Miss Bell Long and Densil Long, Texico. Get highest cream prices at Farmers Creamery Association. 7-4c

C. E. Waiser and Jim Clark were in Amarillo Tuesday and Wednesday of last week.

Mr. and Mrs. Edelman of Plainview spent Sunday with their son, Willburn Edelman and family.

J. W. Sparks is visiting relatives and friends in Amarillo this week. Alton Lookingbill returned last Thursday from Colorado.

Mr. and Mrs. Henry Kendall and family of Frio attended Sunday school here Sunday.

Mr. and Mrs. E. L. Keith of Borger spent the week-end with Mrs. John B. Davis and family.

Mr. and Mrs. Joe Kendall and daughters visited Mr. and Mrs. C. J. Crump of Borger Sunday.

Mrs. W. G. Harris and L. G. and Wilma left last week for Canyon, where L. G. and Wilma will enter school. Miss Dorothy Harris is teaching at Oklahomaland.

Miss Martha Perkins of Amarillo visited Mr. and Mrs. Ky Laurance last week.

Mr. and Mrs. Herman Stewart and daughter of Hereford were guests of Mr. and Mrs. Davis Stewart Friday.

Mrs. S. L. Waiser of Hereford spent the first of last week with Mr. and Mrs. Joe Kendall.

The Rance P.T.A. met Friday night in their first meeting of the year.

The Summerfield Baptist Church called Rev. Smithie of Plainview to be their pastor for the coming year.

Mrs. Johnnie Biggs and daughter of Hereford spent a few days last week with her sister, Mrs. Alton Lookingbill.

Mr. and Mrs. Louie Huckert and Mr. and Mrs. Charlie Huckert spent Sunday with Mr. and Mrs. John Heisman of Vega.

Card of Thanks.

When we try to thank our friends and neighbors for the many acts of love and kindness shown us during the sickness and death of our loved one, words fail us. We take this means to try to express our appreciation to each and every one who contributed in any way; also to our Hereford friends who were so kind to Bro. Floyd and for the beautiful music and lovely flowers. For every thing we thank you.

Mrs. Jno. B. Davis, Joyce and Joel

Mrs. J. F. Davis, Mr. and Mrs. S. B. Davis, Mr. and Mrs. L. L. Hiegel, Mr. and Mrs. O. L. Wharton, Mr. and Mrs. J. F. Grimm, Mrs. J. W. Chandler, Mr. and Mrs. R. F. Barnes, Mr. and Mrs. E. L. Keith, Mr. and Mrs. W. A. Burrows, Mr. and Mrs. C. E. Box.

RESOLUTIONS

Whereas, It has pleased the Supreme Ruler of the Universe to call our brother, Jno. B. Davis, to his eternal rest, September 20, 1933:

Be it resolved that by the death of Brother Davis his family has lost a devoted husband and father, and Hereford Rebekah Lodge No. 228 a true member.

Be it resolved we extend our heartfelt sympathy to the bereaved wife and children.

Also be it resolved, that our charter be draped in mourning for a period of 30 days. That a copy of these resolutions be furnished the Hereford Brand for publication and a copy be spread on our lodge record, also a copy be sent to the family of our deceased brother.

Ethel Fridley, Edna Bowe, Laura West, Committee. 1c

PIE SUPPER AT WYCHE NIGHT OF OCTOBER 3

A pie supper at Wyche school house, about eight miles southeast of town, is scheduled for Tuesday night, October 3, at 8:15 o'clock. The purpose of the supper is to raise money to purchase playground equipment, and everybody is requested to assist by bringing a pie. Coffee and cocoa will be served free by the P. T. A. ladies.

Last year a pie supper and carnival were held at the same place and received a good attendance. On October 24, a fair and carnival will be held at Wyche.

REX TYNES UNDERGOES OPERATION AT LUBBOCK

Rex Tynes, who moved from Hereford to Lubbock a short time ago, was operated on in that city for appendicitis last Thursday. The operation was successful, and Mr. Tynes was reported to be improving Wednesday morning.

Mrs. R. P. Coteway, who has been in the Tynes home assisting Mrs. Tynes, returned home the first of this week.

Dawn Items

BY INEZ MILLER

A literary society was organized Friday evening. Officers elected: Roger George, president; Arnold Tedgor, vice; Miss Hazel Crouch, secretary and treasurer. Mrs. R. A. Frye, Mrs. Ernest May, Walter London and L. A. Smith are on a committee to raise funds for a community library and to get state aid. Those on the program committee are Mrs. H. H. Miller, Miss Syble Smith and Arnold Gieger.

Miss Aldyth Botsford was a guest in the H. A. Taylor home in Hereford Sunday.

Mrs. L. A. Smith and Syble visited in Canyon Sunday.

Mrs. W. L. Harris and daughters spent the week end in Amarillo.

Mr. and Mrs. H. H. Miller and family visited friends in Hereford Sunday.

Ray Schulz and family of Hereford visited in the R. W. Botsford home Sunday.

Mrs. L. Gough and Mr. and Mrs. Ben Short were guests in the home of Mr. and Mrs. E. F. McConnell Thursday.

Miss Mary Chambers spent the week end in the home of Mr. and Mrs. Eimer Pettigson of Hereford.

Miss Anna Lee Frye visited in the R. H. Gough home Saturday.

Miss Inez Miller spent week end with her parents, Mr. and Mrs. H. H. Miller.

Eleven-Mile

BY EUNITA WILLIAMS

Take Produce to Carl's Gro. if Rev. Harrison of Holene filled his appointment at the school house Sunday, and was accompanied here by his mother.

Mr. and Mrs. Jess Leach and two children, Thurman Lee and Jessie Fern, and Mr. and Mrs. J. A. Williams and daughter, Kathryn Pae, of Wheatland, New Mexico, called at the L. M. Williams home Sunday.

There were 54 at Sunday school Sunday.

Mr. and Mrs. T. W. Lynch and Lillie Lou and Temp were shopping in Frio Saturday.

Among those shopping in Hereford Saturday were Mr. Stoker, W. A. Whitson, Edd Lee, Mr. and Mrs. L. M. Williams, Eunita and Quince, Mr. Hudgsons and son, Len Del, Veda Short, Mr. and Mrs. L. M. Turner and two children.

Mrs. L. M. Williams and daughter, Estell, called at the T. W. Lynch, Fred Collett and L. M. Turner homes Tuesday.

There was a good attendance at singing Sunday night. There were several special numbers, and Raymond Fanning and Deaton Hudgsons sang a duet.

Mr. Edward and son of Floydada called at the R. A. Fanning home Saturday.

Mrs. Bob Finch is improving at this time and we hope he will be able to return to her home in a few days.

Mrs. Abbott of Bovina was a guest in the home of her parents, Mr. and Mrs. J. N. Messenger, Sunday.

Jumbo News

BY EDNA HALL

Take Produce to Carl's Gro. if Rev. Henard East preached a very interesting sermon from the 13th chapter of Revelations Sunday morning.

Mr. and Mrs. M. L. Hardy and daughter, Mr. and Mrs. Fields and grand daughter, Misses Wilhelmina Hurseman and Clara Kohls and Leon Vinton of Nazareth visited in the Will Hall home Sunday.

Mrs. Jesse McGinnis was a Dimmitt visitor Saturday afternoon.

Mr. and Mrs. M. L. Hardy visited in the John Noland home Thursday afternoon.

Miss Kathleen Hardy, who attends school at Dimmitt, spent the week end at her home here.

Mrs. E. S. Ireland visited in the Hall home Friday night while Mr. Ireland attended a wheat growers meeting at Jumbo.

Miss Tincy Andrew, who attends school at Dimmitt, spent the week end here with home folks.

Mrs. Chub Pinckert was a Hereford and Dimmitt visitor Saturday.

Sammy Hardy of near Easter spent a few days this week with his grand parents, Mr. and Mrs. M. L. Hardy.

Miss Rachel Ireland of Hereford spent Friday night in the Hall home.

Mrs. Ovid Pinckert and sons spent Monday in the B. M. Hines home at Hereford.

Miss Hazel Merrise of Hart visited her aunt and uncle, Mr. and Mrs. P. H. Dyer, a few days this week.

Mr. and Mrs. Finis Hunter, Norma and Jimmy Doris visited Mrs. Hunter's brother and wife near Arney Sunday.

Mrs. M. G. Layman and daughter and Mrs. Jack Hunga and children visited relatives in Canyon Thursday and Friday.

Mr. and Mrs. Pat Hardy are the proud parents of a baby girl, born September 20. The young lady has been named Patsy Rae.

Mr. and Mrs. W. L. Hall and Edna visited Leon Vinton at Nazareth Friday.

Mrs. Harvel's primary children entertained at chapel Friday morning with a very enjoyable little play. Several visitors were present. Miss Hurst's room will have charge next Friday.

Mrs. Will Hall and daughter called on Mrs. Pat Hardy and Mrs. John Noland Thursday.

Miss Mable Pinckert left for Canyon Tuesday, where she will enter W. T. S. T. C.

Mr. and Mrs. Ovid Pinckert and children visited relatives in Hereford Thursday.

Turn of the Tide

There has been an unmistakable turn in the tide and trend of grocery prices; but our bargains never cease and we never sacrifice quality to give you low prices. Make a practice of buying the best and a sure way to get the best is to trade here.

To the Housekeeper: Did you ever try this recipe for

Chocolate Cream Pudding

1 cup sugar 2 egg yolks
4 tablespoons flour 1 teaspoon vanilla
1/4 teaspoon salt 2 egg whites, beaten stiff
2 cups milk 2 squares chocolate

Cut chocolate in small pieces; add sugar, flour, salt; add milk and egg yolks. Cook in double boiler until pudding thickens. Stir frequently. Add vanilla and fold in egg whites; cool and chill. Serve plain or with cream.

We buy poultry, eggs, cream. Come to the rear door where parking space is not crowded.

CARL'S CASH & CARRY GROCERY

Phone 324. We Deliver

CALL PHONE 468

For Prices On

KAFIR, MAIZE, BARLEY AND WHEAT

In stock now for retail trade, Kafir, Cottonseed

Meal, Mill-Run Bran.

Henneman Grain and Seed Co.

501 WEST FIRST



Support the NRA

Business and Industry are doing their part, they are putting men back to work, shortening hours, raising wages, giving America more buying power. Let's do our part. Let's buy those things we have needed so long. May we suggest that new pair of glasses.

During all the depressed times we have maintained our usual high standard of Optical service. Our prices have been lowered just as much as possible in keeping with this up-to-standard policy. We have the OK from several thousand patients whom we are serving in Amarillo and the Panhandle of Texas.

DR. T. M. MONTGOMERY, Optometrist

626 Polk Street Amarillo, Texas
Thirteen years in the exclusive study and practice of Optometry
In Hereford Third Friday of Each Month—Close Drug Store

BUSINESS AND PROFESSIONAL DIRECTORY

ABSTRACTS

The title to your land is vital. Our Abstracts correctly reveal the title.
A. O. THOMPSON ABSTRACT CO.
5 1/2 per cent Federal Farm Loans.

AUDITOR

PAUL S. CORBETT
Accountant and Auditor
Income Tax Service
Office County Court House.

CLEANERS

WEST TAILOR SHOP
MRS. O. F. WEST, Proprietor
Clothes Called for and Delivered.
Phone 385

DAIRY

PRAIRIE DAIRIE
Grade "A" Milk
Sweetmilk, Cream, Buttermilk
We Deliver Daily.
Phone 166

NURSING

PRACTICAL NURSING
At My Home Or At Yours.
23 Years Experience.
MRS. A. D. GODWIN
Second door west on Eighth Street, off 25-Mile Avenue.
Telephone 391

ELECTRICAL

GEO. S. McCONNELL
Frigidaire Repairs—Work.
Have been repairing electric Refrigerators for 7 years.
PHONE 759-W.

PRODUCE

BROWN PRODUCE
Market Prices for Cream, Poultry, Eggs
Second Street, Hawkins Bldg.

WOODWORK

Custom-Made Furniture
Windmill Sections, Sucker Rods, Combine and all kinds of wood machinery parts made and repaired.
D. M. RAYZOR
Woodwork. 504 N. Main.

AGENCY

Singer Sewing Machine
Singer two-speed air brush vacuum cleaner. Singer craft guide. Rug attachment. Oil and needles. Call at West Tailor shop.
L. G. RUNYON, Agent
Box 721, Amarillo

INSURANCE

INSURANCE
JNO. H. PATTON
PHONE 50

INSURANCE BONDS

HEREFORD INSURANCE AGENCY
John McLean, Manager

LUNCHES

We WILL FEED YOU at
EVER-READY LUNCH

THE CHOCOLATE SHOP

GAS-OILS

GLENN SNYDER
Service Station
Southwest of Court House
Texaco Certified Lubrication

W. J. (Bill) Smith Service Station

Car washing, greasing, tire repairing, 100 per cent Conoco products.
Corner First and Main Sts.
Look for the Red Triangle.

PHYSICIANS

DR. E. B. THOMASSON
SURGERY
General Practice
Office Over Corner Drug Store.
PHONES
Residence 224 Office 87

DR. T. L. MORGAN
Physician and Surgeon
Buckner-Lambert Building
Office Phone 402
Residence Phone 463

CONOCO
GERM PROCESSED
MOTOR OIL

... Retards depreciation... reduces repair cost at a total cost of one-fifth of a cent per mile, not very much to pay for this exclusive "Hidden Quart" protection.

THE HIDDEN QUART
STAYS UP IN YOUR MOTOR AND NEVER DRAINS AWAY

At Red Triangle Stations

WE'RE STILL HAMMERING!

Treat Your SEED WHEAT

Use our Coppercarb or the new CERESAN. CERESAN is made especially for treating seed wheat and is the most effective disinfectant for prevention of smut.

A 5-pound can will treat 160 bushels of seed and costs only \$3.00.

Don't Plant Untreated Seed.

McLean & Pitman
Grain Company
Phone 1. We Deliver.

RESOLUTIONS

Whereas, It has pleased the Supreme Ruler of the Universe to call our brother, Jno. B. Davis, to his eternal rest, September 20, 1933:

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Ethel Fridley, Edna Bowe, Laura West, Committee. 1c

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Mrs. R. P. Coteway, who has been in the Tynes home assisting Mrs. Tynes, returned home the first of this week.

"INSURE" to secure against loss.—Webster. Brunswick tires are INSURED against road accidents for their life by RICE.

STAR THEATRE

Hereford, Texas



Friday Only

Helen Twelvetrees

Bruce Cabot

in

"Disgraced"

Comedy

ADMISSION ONLY 10c

Saturday Only

Matinee and Night

Lee Tracy

in

"The Nuisance"

Serial and Comedy

Admission, 10c to All

**Sunday, Monday
Tuesday**



One of the world's great love stories comes to the star who can make it live.

Marlene DIETRICH
IN
'THE SONGS OF SONGS'

A SOUVENIR MAMMOGRAPHY
BY
DUAN ARLENE
DIGNALL ATWELL
AUBURN WORTH

News and Mickey Mouse

Admission Only
10c-20c

**Wednesday and
Thursday**

October 4 and 5

**"Big
Executive"**

with

Ricardo Cortez

LOOK AT THESE FOR
OCTOBER:

- "Stanger's Return"
- "Gold Diggers of 1933"
- "One Sunday Afternoon"
- "This Day and Age"
- "Midnight Club"
- "Hold Your Man"
- "Tugboat Annie"
- "Too Much Harmony"

Wellington now has a Fire Prevention Board. The purpose of this board is to prevent fires, and, if possible, reduce the 15 per cent penalty this city now pays as compared to 15 per cent credit enjoyed by other towns. Amarillo pays 30 per cent less for insurance than Wellington does. One of the duties of the board will be to inspect every fire regardless of its cause. If a fire is accidental they will point out the cause and recommend methods where similar losses might be avoided. If it is not, they will turn their information over to the proper authorities. —Wellington Leader.

SOCIETY

SOCIAL CALENDAR

Monday.
Music Study club, home of Mrs. Paul Foster, 3:30.
I. O. O. F., hall, 8:30.

Tuesday.
Junior Pioneer club will entertain Senior Pioneer club at home of Miss Lueta Borden, 3:00.
Rebekahs, I. O. O. F. hall, 7:30.
Sunbeams, Baptist church, 3:30.
North Hereford Demonstration club meets with Mrs. C. L. Whitehead, 3:00.

Wednesday.
Methodist Missionary Society, at church, 3:00.
Junior and Senior Presbyterian Auxiliary, at church, 3:00.

Thursday.
Covered dish uncheon, home of Mrs. B. F. Guthrie, Senior Bayview club.

MRS. CARROLL LAIRD GIVEN BRIDAL SHOWER

Wednesday afternoon at 5:00 o'clock Miss Marie Seed and Mrs. S. L. Harmon, Jr., entertained with a miscellaneous bridal shower at the home of Mrs. Harmon, in honor of Mrs. Carroll Laird, formerly Miss Zelma Ruth Shore, who was married here last week, leaving immediately for her new home in Kilgore.

Although Mrs. Laird could not be present at the shower, her sister, Miss Florence Shore, opened the packages for the guests to see the beautiful assortment of gifts, consisting of linens, glassware, kitchen ware and many other useful household necessities.

A pink and green color scheme was used in the refreshments of salad, bread and butter sandwiches and pink lemonade, served to more than 50 guests.

MR. AND MRS. GLENN WEIR ENTERTAIN WITH BRIDGE

Last Wednesday evening Mr. and Mrs. Glenn Weir entertained with a bridge dinner, honoring Mrs. G. F. LeBus of Electra and Mrs. V. A. Nance of Rock Springs.

Those present were Mrs. LeBus and Mrs. Nance, Mr. and Mrs. Carl Gilliam, John Renfro, Homer Grizzle, Mont Baker, Miss Emily Ann Williams and Virginia Lillard.

PAUL FOSTER CELEBRATES BIRTHDAY

Paul Foster, Jr., celebrated his 12th birthday Tuesday afternoon with a picnic awn supper for a

number of friends. Enjoying the occasion were Martha Nell Ewton, Norma Jene Foster, Vivian Olson, Betty Sue Henslee, Margaret Grizzle, Faye Crosswhite, Virginia Newell, Helen Frances Street, Dean Dunlap, C. B. McCord, Earl Lance, Grant Fuller, Bill Montgomery, Morris Eastley, Frank Giles, Varian Jay Fuller, Arnold Wilkins, Merlin Conklin, E. B. Posey and Oliver Foster.

OLSON HOME SCENE OF BRIDGE PARTY

Mrs. John Olson entertained with bridge at her home on Milles Avenue Monday evening, honoring Mrs. Charles Murray.

The entertaining rooms were attractively decorated with gorgeous dahlias grown in Mrs. Olson's own garden.

Mrs. Murray was presented a lovely handkerchief and Mrs. Ruby Shirley won high score prize, a hand-painted wall plaque. Both prizes were souvenirs from the Century of Progress in Chicago.

FRIENDS SURPRISE MRS. CRISS RENFRO

Relatives and friends of Mrs. Criss Renfro surprised her with a delightful party last Saturday evening, the occasion being her birthday.

Bridge furnished the diversion of the evening, high score prizes going to Mrs. W. J. Smith and Henry Cloyd.

Many beautiful and useful presents were presented to the honoree after which delicious refreshments were served to Messrs. and Mrs. Boyd London, John Renfro, Smith McLeroy, Ralph Smith, Buford Parmer, Elmer Mathies, Dick Dixon; Mrs. W. J. Smith, Emma Gragg; Misses Nellie Grace and Gertrude, and Henry Cloyd.

YOUNG LADIES SODALITY TO DANCE OCTOBER 3

The Young Ladies Sodality of St. Anthony's church will give a dance October 3 at the hall, with Ralph Smith's orchestra supplying music. Alterations and improvements made during the past week in St. Anthony's hall will add much to the convenience and pleasure of those who attend dances there.

There will be a special meeting of the B. V. M. Sodality Sunday. The Altar society will meet after mass Sunday to arrange their part in Tuesday night's program.

As the season advances the idea

of another play by the young folks of St. Anthony's is gathering momentum. New light arrangements on the state and more commodious dressing rooms should augur for better things in that direction.

PERSONALS

Mr. and Mrs. Sank Ramey were Amarillo visitors Tuesday.

Brunswick Tire, Special Prices still on at RICE'S. 1c

James W. Witherspoon and James Gilliland attended court in Dumas Monday.

Mrs. W. T. Womble and Mrs. S. L. Harmon, Jr., were in Amarillo Monday.

Dr. and Mrs. F. E. Bowe attended the Tri-State fair in Amarillo Wednesday.

R. H. Womack was in Amarillo Wednesday visiting his son, Oscar Womack and wife.

Mrs. M. L. Steele and Mr. and Mrs. J. C. McCracken were Amarillo visitors Saturday.

Miss Oriana Savage returned this week from a month's visit with Mr. and Mrs. W. M. Stovall near Nara Visa, New Mexico.

Mrs. Littrell Spratt of Belen, New Mexico visited in Hereford last week with Mr. and Mrs. I. H. Spratt.

Mrs. Mark Galloway and little daughter, Ann, arrived Saturday for a visit with Mrs. Seth B. Holman.

Mr. and Mrs. Lee McCoy of Celina are spending the week in the homes of Johnnie Biggs and Russell Carroll.

LOOKING FOR A NEW APARTMENT? TURN NOW TO THE WANT ADS

Mrs. Jack Lester and sons of Amarillo spent several days last week with her parents, Mr. and Mrs. W. B. Dameron.

Glenn Weir left Monday morning for Amarillo where he will serve on the Federal grand jury the next three weeks.

Mrs. Mary Estes and daughter, Miss Jonnie, returned home this week from a visit with relatives in Lubbock and Abernathy.

Robert Anthony and wife of Clovis were here the first of the week visiting his parents, Mr. and Mrs. W. B. Anthony.

Rev. J. R. Sharp and two children, Mary Catherine and John Thomas, were here last Monday on a business trip.

Mrs. Ezra Norton and son, Palmer, Mrs. Mary Palmer, Mrs. E. E. McCullough and children, and Wayne Evans were fair visitors Monday.

J. P. Harding, former Hereford citizen, was here Tuesday on business. He lived here 30 years ago and was in the drug business, succeeding R. H. Gough.

How often have you paid to have your tube VULCANIZED but only got a cold patch? At RICE'S steam is always up and every tube is VULCANIZED. 1c

Jack Roberson has returned from a trip to Oklahoma, bringing with him Mr. and Mrs. A. H. Owen of Chickasha, who will make their home here with their daughters, Mrs. Roberson, and family.

FOOTBALL

Complete Two Passes
Vega did, however, make two first downs, both on passes. In the second quarter Gauld tossed a 12-yarder to Halliburton, and in the fourth quarter he heaved one to Wolcott, hidden out on the side line, which netted right at 40 yards. Wolcott, a wee mite of a lad who can step, was long gone when some diving Whiteface made

GREAT, COZY CHAIRS FAVORED IN NEW DEAL FOR FURNITURE

Designers are continually "monkeying with" chairs. Chairs come in generations. The comfortable chairs and then the uncomfortable chairs. Then goodness they have now reached another comfortable generation.

A woman interested in buying furniture had occasion to wait quite a while in the store and sought relaxation by trying out a score or two of attractive looking chairs on a floor. To her amazement, there was not a single comfortable chair to be found. Many of them looked quite "nifty" but that was as far as they served their purpose. This, by the way, was during the last generation of chairs.

There is really no reason why chairs cannot be extremely comfortable and extremely good looking at the same time. There is nothing in the lines of comfort that necessitates any sacrifice of style.

The Lines of Best.
The chair illustrated is surely good looking and would honor

a pass at his feet and upset him sufficiently to cause one knee to touch the turf, thereby downing the ball.

Wilbur Womble at right end, Bill McLean at left guard and G. B. Hager at right tackle, showed all-district ability in dominating line play. Reverses and wide plays attempted by Vega proved duck soup for Womble, McLean and Hager, playing savagely, experienced little difficulty in controlling plays attempted through the line and they blocked efficiently.

While the team as a whole was ragged on blocking, Biddy Sowell, fullback, gave some valuable lessons in paving the way for his ball-carrying mates.

Lots of Backs
In the starting backfield were Richard Baker at quarter, Russell and Sowell at halves, and Earl Trimble at fullback. In addition to this foursome, Thurman and Benze displayed enough ability to prepare the fans for some mighty feasts of leather logging ere the season is done.

Nasty Clayton, regular fullback, watched the bout from the sidelines. He is the powerhouse of the team as well as its punter and passer. With his return to the lineup, McCollum expects to have about the most potent set of backs in Class B football in the Panhandle.

Lineups:

Pos.	Hereford	Seed
Quarterback	Vega	Richard Baker
Halfback	Halliburton	Daniel Freeman
Fullback	Wolcott	Earl Trimble
Line	Womble, McLean, Hager	McLean, Bythe, Brent, Richerson
Backs	Sowell, Clayton	D. Baker, Hager, Ledbetter, Godwin, E. Baker, Wolcott, Russell, Murphy, Sowell, Gault

Score by periods:
Vega 0 0 0 0-0
Hereford 18 20 25 14-78

Scoring: Touchdowns, Russell, 4; Baker 2; Sowell 2; Benze 2; Thurman 2. Extra points, Hager 3, Benze 2.
Officials: Acker, referee; A. Russell, umpire; Patton, head linesman.

PIGGLY WIGGLY

A few steps FROM YOUR FRONT DOOR IS THE World's Finest FOOD MARKET

Here Wives Make Their Knowledge Pay Dividends

Price tags on every article—and every article within easy reach on the open shelves. No salesmen to urge them—no salesmen to hurry them. Here women have a chance to make their knowledge of values pay dividends. They choose for themselves, by themselves from the world's choice food market—at PIGGLY-WIGGLY. And they save money week in and week out.

Quality and Service Are Paramount Always at

PIGGLY WIGGLY

FRANK GYLES, Manager

Fall Opening New Furniture

Big carload just received. It will encourage you to see these new home furnishings at moderate prices.

TRIM LINES!
The new living room suites are trim and graceful. This one is particularly agreeable in a brilliant new Mohair creation. Davenport and chair priced very low at—
\$87.50

FORWARD!
Here is a modern bedroom design in a style that will set the pace for years to come. Modern design is absolutely here to stay. Bed, chest and dresser—
\$73.50
Other Nice Suites, \$49.75

MINE HOST!
What wonderful dinner parties and convivial gatherings you may look forward to with this pleasing dining room suite in walnut. Complete 9-piece suite, special—
\$124.50
8-Piece Suite \$94.75
Oak Dinette Sets, \$13.75

In conforming to the N. R. A. regulations we are following practices which we have long believed necessary in the attainment of our ideal: Better homes for all.

See us for gas ranges, Perfection oil stoves, Axminster rugs, Congoleum rugs and other furnishings.

E. B. BLACK CO.

WE ARE SATISFIED WITH SMALL PROFITS

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

33rd Year—Number 39.

The Hereford Brand, Hereford, Texas, Thursday, October 5, 1933.

Five Cents Per Copy.

FELLERS IS GIVEN FIRST HOME PRIZE

Home Beautiful Contest Closes; District Two Winner.

Mrs. S. B. Fellers, whose home is in West Hereford, won the grand prize in Hereford's Home Beautiful contest. Award was \$10, given by the Chamber of Commerce. District Two, West Hereford, took the district prize of \$15, also given by the Chamber of Commerce. Awards were based on percentage of improvement from the time of the first judging in May until the last judging, which began September 15 and ended last week.

Mrs. John P. Slaton, general chairman of the contest, expressed satisfaction at the great improvement in the homes and public grounds of the city during the contest.

Judges were Mrs. C. H. Dillehay and Mrs. J. W. Spradley. J. C. Parker was chairman of the judges.

In addition to the grand prize, Mrs. Fellers won the rose trellis offered by the Kemp Lumber Company for the winning home in district two.

The home of Mrs. J. B. Jones won first prize for district one, a lawn seat given by the Rockwell Lumber Company. Second prize in district one, a lawn sprinkler given by the Streu Hardware Company, went to Mrs. Ray Conaway.

District three's first prize, a porch swing furnished by the Panhandle Lumber Company, was won by Mrs. Carl Gilliland. An old Hickory chair, given by E. B. Black & Company for the district four winner, was awarded to Mrs. C. Ferguson.

One month's water bill was given by the city to the winners of second place in districts two, three and four. Mrs. Cliff Estes was second in district two; Mrs. A. M. Jones in district three, and James Wilson in district four.

Third place in district one went to Mrs. Edith Hughes; in district two, Mrs. W. M. Bell; district three, Mrs. Jim Mauk; district four, Mrs. M. D. Fincher.

Dr. Robison Heads Compliance Board For Local N. R. A.

Dr. D. K. Robison was chosen chairman of the local N. R. A. Compliance Board at a meeting Monday afternoon. Dr. Robison replaces B. H. Hopkins, who resigned the position after being named at a meeting last Thursday.

Hopkins was unable to handle the job and asked that he be relieved.

Other members of the board are E. D. Fox and Frank Gyles, employers; Fred Oberthier and Mac Pittman, employees; Mrs. D. H. Ross, consumer; John Coffee, lawyer.

M. D. Womble Family to Caverns.

Mr. and Mrs. M. D. Womble and son, Wilbur, and Walter Seed left Friday for a visit to the Carlsbad Caverns. Enroute they stopped in Portales to witness the Portales-Hereford football game. They visited the cavern Saturday, witnessed the flight of bats from the cavern Saturday evening and returned home Sunday afternoon.

"Jop" Owen, Vega Editor, Dies Monday

Last rites for J. G. "Jop" Owen, editor and owner of the Vega Sentinel, were spoken in Vega Tuesday afternoon. Mr. Owen died Monday.

Masonic services were conducted. Rev. L. E. Goodwin, pastor of the Vega Baptist church, officiated. Burial was made in the Vega cemetery.

Mr. Owen, 63 years old, had been a resident of Vega for 25 years. He was the son of Mr. and Mrs. J. T. Owen, Oldham county pioneers. He was a World War veteran and a graduate of Wayland College at Plainview.

Palbearers were Jack M. Robison, A. L. McNabb, M. R. Wood, Roland Loyd, Claude Morris and Roy N. Ivy.

Survivors are the parents, the widow and two children, Jimmie and Evelyn.

TAKE COW JUDGING CROWN



Here is the dairy judging team of Hereford High School which last week took the championship of the Tri-State Fair in competition with other high school teams of the Panhandle. Left to right they are Frank Barber, Eugene Harmon, Charles Wilson and E. H. Hopkins, coach. Barber was high point scorer of the meet with 332 out of a possible 400 points. The home team scored a total of 1,644 points out of 1,700. It was the second successive year a Hereford High School team won the dairy judging contest.

THELMA TYNES CERTAIN DIES IN LUBBOCK TUESDAY; RITES SPOKEN HERE ON WEDNESDAY

Last rites for Mrs. Thelma Tynes Certain, daughter of Mr. and Mrs. Rex Tynes of Hereford, who died Tuesday morning in a Lubbock hospital, were spoken Wednesday afternoon in the First Christian church.

Mrs. Certain, 27 years old, died following an illness of more than a year. Her father, Rex Tynes, lies seriously ill in a Lubbock hospital following a recent operation.

Thelma Tynes was born June 8, 1906, at Mesquite, Texas. With her parents she came to Hereford in 1908, living here until two years ago when she was married to Paul Certain of Pampa.

She was graduated from Hereford High School in 1923, later attending Texas Christian University at Fort Worth and West Texas State Teachers College at Canyon.

She taught in the Hereford public schools two years and at Pampa two years before her marriage. Rev. J. O. Haymes of the Lubbock Methodist church and Rev. E. R. McWilliams of the Hereford Christian church conducted the services. They were assisted by Rev. Orin Carter of Lubbock and E. P. Glesser of Hereford.

Palbearers were Sank Ramey, Johnnie Biggs, Egbert Brady, Elmer Dameron, Travis Dameron and Joe Miller of Skellytown, formerly of Hereford. Burial was made in West Park cemetery.

Surviving besides the husband and parents are a brother, Rex, Jr., and a sister, Nina.

Bayview and Pioneer club members attended the funeral in a body, as did the H-Y club of the high school. Mrs. Rex Tynes is a member of both the Bayview and Pioneer clubs.

Friends of Mrs. Certain's younger sister, Nina, acted as flower girls at the services.

Attending the services from out of town were Rev. and Mrs. J. O. Haymes, Rev. and Mrs. Orin Carter, and Mrs. Chris Garrison of Lubbock; Mrs. John Avera and daughter and an aunt, Mrs. L. M. Laird, of Lorenzo; Mr. and Mrs. T. C. Certain and daughter, Mr. and Mrs. Carl Certain and Mr. and Mrs. J. Brown of Pampa; Mr. and Mrs. Joe Miller of Skellytown.

CORDOVA HOTEL LEASED MR. AND MRS. W. A. CARROLL

The Cordova Hotel, owned and managed by Mr. and Mrs. W. M. Cogdell, has been leased by Mr. and Mrs. W. A. Carroll, the lease becoming effective October 1.

Mrs. Carroll will manage the hotel and stated that the entire building will be renovated, new beds and bedding installed, and other needed improvements made. Mr. and Mrs. Carroll moved to their new place of business Monday and have begun re-arranging both floors and inaugurated a general clean-up of the premises.

W. H. THIGPEN DIES AT HOME OF DAUGHTER

W. H. Thigpen, who made his home with his daughter, Mrs. W. T. Weaver and family, west of town about seven miles, passed away early Tuesday morning. His age was 76 years, four months and 28 days at the time of his death.

Funeral services were held at the Black Funeral Parlor at 4:30 o'clock Wednesday afternoon. Rev. V. M. Cloyd officiating. Interment was made immediately following funeral service at West Park cemetery.

Mr. and Mrs. Ab Thompson spent a few days in Amarillo last week at the Tri-State Fair.

Lions to Sponsor Girls Scout Troop; To Organize Soon

A Girl Scout troop is to be organized in Hereford. The Lions Club Wednesday voted to sponsor the organization. Mrs. J. L. Williams is the guiding spirit behind the movement.

Mrs. Williams presented the plan to the Lions Wednesday, stating that little if any financial assistance will be needed at the start.

Miss Duffin Lowery of Amarillo, regional Scout executive, will be in Hereford shortly to assist in the organization, Mrs. Williams said.

A committee of women to act as Scoutmasters, captains and lieutenants, will be named at an early meeting and the organization completed within a short time.

No charter is required unless 100 or more Scouts belong to the local troops, Mrs. Williams said. Already enough girls to form a full strength troop have asked for membership.

Call issued for Girl Scouts. All girls between the ages of 10 and 19 years who are interested in becoming Girl Scouts are asked to meet at the First Presbyterian church Sunday afternoon at 3:00 o'clock.

The Girl Scout program is entirely different from the Camp Fire Girls and the Girl Reserves, and is non-sectarian.

Mothers and fathers and others interested are cordially invited to be present. Miss Fern Williams will have charge of the meeting.

Hereford Teacher Gets Fellowship; To Austin Today

Miss Thalia Parker, home economics teacher in Hereford High School, has resigned to accept a fellowship at the University of Texas. It was announced today by Superintendent C. H. Dillehay.

Miss Julia McCown of Quitman, Texas, will replace Miss Parker. The new teacher is a graduate of the College of Industrial Arts at Denton. She was scheduled to report today.

Miss Parker will be relieved upon the arrival of the new teacher. The fellowship has a cash value of \$300 for the year, and Miss Parker will work five hours each week in the nursery school. She will work toward a Master's Degree in Child Development.

She is a graduate of Texas Technological College at Lubbock and her home is in Sudan. She has taught in the Hereford school for the past two years.

This is the second time Miss Parker has been offered the fellowship at the University.

Hereford Student at A. C. C.

Hereford has one student at Abilene Christian College at Abilene. She is Eunice Olene Ramey, sophomore this year.

A. C. C. has the largest enrollment in its history this year, with 506 students in the college department, according to information released from the school this week.

ALLOTMENT FIGURED BY WHEAT MEN

Board Opens Meetings for Individual Payments On 1933 Crop.

Allotment meetings for the various communities of the county in the wheat reduction program started Wednesday.

On the county allotment committee are Jonathan Pitman, Jim Lipscomb and J. W. Kirby. They are meeting daily in the court house.

The Sims community committee met with the allotment board Wednesday to present applications. The Fairview group will be present today. Schedule for other allotment meetings is as follows:

Dawn, Friday, October 6. Messenger, Monday, October 9. Bippus, Tuesday, October 10. Westway, Wednesday, October 11. Ford, Thursday, October 12. Ward, Friday, October 13.

Allotment meetings for the Hereford district has not been scheduled.

The allotment committee determines each individual farmer's allotment and is the final phase of the plan. After allotments are completed and adjusted to the county's total, final contracts will be drawn up and submitted to the department of agriculture.

Deaf Smith county is probably further along with the work than any other county in the Panhandle, members of the county board report.

Baptist Revival Attracts Crowds

Good attendance at the opening meetings of the annual Baptist revival which started this week is reported by V. M. Cloyd, pastor.

Rev. Cloyd is conducting two services daily, at 10 o'clock in the forenoon and 7:45 in the evening. The revival will last through next week, he said.

Music is being furnished by Gordon Durham and Miss Thelma McMin. J. E. Speegle is leading song service.

This is the seventh annual revival. Rev. Cloyd has conducted at the Baptist church in Hereford. He urges everyone to attend.

Dameron Is Named Attorney Here By Home Loan Body

Elmer Dameron was appointed local attorney for the Home Owners' Loan Corporation here this week. John P. Slaton, originally appointed to the post, resigned several weeks ago.

Applications for government loans on homes are being taken by John McLean, appraiser. A number of Hereford home-owners have already made applications, McLean said, and it is expected that loans will be completed shortly.

Primary purpose of loans under the plan is to save homes, make payment of back taxes possible and to finance necessary repairs.

Homes are refinanced at a lower rate of interest by transferring present mortgages to the corporation in exchange for bonds.

Whitefaces Primed for Battle With Clovis; Shutout Portales

"If it isn't one thing, it's another," moaned Coach Tommy McCollum of the Whitefaces yesterday, as he pushed his charges through a heavy duty work-out in preparation for the battle here Friday afternoon with the Clovis Whitefaces.

Tommy was crying about the loss of shoulder knocked down in the Portales game last Friday, and he will not be able to play against Clovis.

But there is one ray of sunshine in the coach's cloudy sky: J. D. Clayton, regular fullback and the club's kicker, passer and line runner, will make his first appearance of the season in this bout.

"Nasty," as Clayton is known, was hurt some how in a summer baseball game late in August and has been horsing combat ever since. The Whitefaces have struggled along without him against Vega and Portales.

"But we can use him this week and don't forget it," McCollum said. Revenge will be the Whitefaces' theme song in this clash. Last year they journeyed to Clovis and were knocked off, 20 to 7. They do not intend to let it happen again.

Little is known here of Coach

AWARD CONTRACT FOR BUILDING GRADE AND DRAINS ON HIGHWAY 33; TO BUILD LATERAL ROADS?

Baby Drowned In Attempt To Save "Nigger Shooter"

Mebrin Lavon Roberson, 18 months old, dropped a toy "nigger shooter" into a watering tank Monday morning. He went in after it and was drowned.

The tragedy occurred at the home of Mr. and Mrs. Wiley Roberson, parents of the child, 18 miles northwest of Hereford.

The child was playing in the yard just before the tragedy was discovered, Mrs. Roberson said. Going into the yard after him, she found only the toy floating on the surface of the tank.

Alarmed, she dashed into the shallow pool where she found his little body. Frantically she began to apply artificial respiration, while a boy working at the house ran for the hired man in a field two miles away.

The mother continued her attempts at resuscitation while the hired man came to the house in his car. The child was rushed to a doctor's office here in 15 minutes, but it was too late, further attempts to revive him proving fruitless.

Two older brother besides the parents survive.

Funeral services were held Tuesday afternoon at the First Baptist Church, conducted by Rev. V. M. Cloyd, pastor. Burial was made in West Park cemetery.

E. R. Williams Dies Friday In Kansas

E. R. Williams, 56, passed away at Fort Scott, Kansas, last Friday afternoon, in the Mary and Martha hospital, after undergoing a second major operation a few days before. Mr. Williams had been seriously ill since last December and was unable to survive the second operation.

Mr. Williams came to Hereford about six years ago and purchased land near here, where he made his home until the time of his death.

He was for 28 years employed by the M. K. & T. railroad out of Dallas and Denison in the capacity of locomotive engineer. He served in the Spanish-American war under Col. Teddy Roosevelt. Mr. Williams was a 32nd degree Mason, and services at the grave were under the direction of the local Masonic lodge.

Funeral services were held at the Baptist church Sunday afternoon at four o'clock. Rev. V. M. Cloyd officiating, and interment was made in West Park cemetery.

He is survived by his wife, a son, E. R. Williams, Jr., and three sisters, one of whom, Mrs. R. C. Bridges, resides in Hereford.

Hereford Ladies In Lubbock.

Mrs. Ray Conaway, Mrs. Wirt Phillips and Mrs. Arthur Thompson went to Lubbock Sunday to be with Mrs. Rex Tynes during the illness of her daughter, Mrs. Paul Certain, who died Tuesday.

Sons of all three women are staying with Mrs. Tynes in Lubbock and attending Texas Technological College. Mrs. Phillips and Mrs. Conaway remained in Lubbock to attend Mrs. Tynes while the mother attended the funeral in Hereford Wednesday.

Contract for building of grading and drainage structures on highway 33 from Hereford east to the Randall county line was tentatively awarded by the state highway commission last week in Austin.

Low bidder on the job was Hannah Hall, Waco contractors, with a bid of \$31,028.64. The bid calls

Deaf Smith is included in the list of counties in which lateral road construction is contemplated, according to news dispatches out of Fort Worth yesterday.

The State Highway Department has asked \$2,670,000 of the public works administration with which to complete a budget of \$8,900,000 for lateral road construction in 26 drought-stricken counties.

Object of the lateral road work is to provide employment instead of direct relief for the needy. State highway officials stated the program cannot be carried out unless the amount asked of the public works administration is granted.

Harrison Highway and other county roads in Deaf Smith would be included should the program go thru.

for building the drainage structures and the grading on 14.3 miles of the road.

The bid was tabulated and submitted to the Federal Bureau of Roads at Washington for final approval. That is expected immediately.

Construction is scheduled to start as soon as the high line and north fence along the road are moved back to allow 125-foot right-of-way.

Digging of holes for the high line poles was started last week at the east county line. More than a dozen men are employed. Moving of the poles will begin some time next week after completion of the holes.

County workmen are to move the north fence after removal of the pole line. This will be accomplished in a short time.

Contractor on the road job is required to use local labor, meeting a minimum wage of 35c an hour for unskilled labor and 45c for skilled workmen, such as machine operators and the like.

The local relief office under Chairman Jess Stanford and Miss Annis Greer, is to act as an employment agency in securing workmen for the jobs.

Applications of the needy for work are being taken. The workmen will be called as needed.

Other highway projects are at a virtual standstill in the county. Highway 143, known as 25-Mile Avenue, was to be included in the emergency road building program for the state, as was the remainder of 33, west of Hereford.

A proposal before the Legislature now in special session would provide for building of lateral and county roads from the state's \$20,000,000 bond issue. This would provide for development of Harrison Highway, undesignated road running almost due west from the city through the richest area of the county to the New Mexico line.

At the request of the state highway department the county commissioners last week ordered that deeds be obtained to right-of-way on Highway 33 west of Hereford. This work has been started and will be completed before the time of the next session of the commission.

Under the new second lien loans being made by the Federal Bank, applications for loans have increased considerably, according to Alex O. Thompson, secretary of the Hereford National Farm Loan Association through which the loans are obtained.

In Texas alone the number of appraisers has been increased from nine to 113, with that many more now in training.

Under the new plan the Land Bank is taking second liens for loans amounting to 25 per cent of the property value. Formerly only first liens were taken.

Arthur Tiefert and Richard Jowell, C. C. C. boys, arrived home Monday from Camp Turner Falls, State Park, near Ardmore, Oklahoma. Ervin Reeves, who enlisted from here about four months ago, has re-enlisted for the next six months. About half the C. C. C. workers in Turner Falls re-enlisted, according to Mr. Tiefert.

Referee Cliff Acker will kick the starting whistle at 3:30 o'clock Friday afternoon. Admission will be, as usual, 20 and 35 cents.

With an attack that took up where it left off the previous week, the Hereford High Whitefaces torn into the Portales Rams in their own corral last Friday afternoon and vanquished the New Mexico outfit, 25 to 0.

The victory kept the slate of the Whitefaces clean with two wins against no defeats and an uncrushed goal line.

(Continued On Last Page)

CALL MEET ON SELLING CREAMERY

S. B. Walker Makes Offer of \$8,000.00 For Property.

In response to an offer from S. B. Walker, officers of the Farmers' Creamery Association have called a meeting of stockholders November 4 to determine if they will sell the property.

Mr. Walker, field man for the creamery, has offered \$8,000 for the property, including all liabilities. He has been with the firm since 1930 as field man.

According to S. O. Wilson, president of the corporation, Mr. Walker is not buying for an outside firm, but proposes to operate the creamery himself. He formerly owned a creamery at Roswell, New Mexico.

The creamery is capitalized at \$8,000 and is locally owned. It was organized in 1930, beginning operations July 15 of that year.

Only one change in the officers and directors has been made since organization. Herman Schulz having replaced his father, A. E. Schulz, as vice president and manager, when the latter died last year.

Vote of 80 per cent of the stockholders is necessary for the sale to be made. The president stated that a number of stockholders are needing cash at this time and the meeting was called to determine if a majority favored selling.

Rural Teachers Meeting Held Here Last Saturday

Rural teachers of the county met Saturday afternoon at the office of the county judge, E. E. Chamness, Canyon, supervisor of rural schools, addressed the teachers on general rural school problems.

Chamness complimented the organization on planning courses of study. A standard course of study is being considered for adoption throughout the state, he said. It will be similar to the plan now being used here.

October 28 Homecoming Date at Canyon College

October 28 will be the official fall Homecoming for the West Texas State Teachers College. This date is a change from November 11, which was found to be an unfortunate choice.

On October 28 the Buffaloes will play the Oklahoma City University Goldbugs. Elaborate arrangements are being made for entertainment of ex-students on that occasion, and a record attendance is expected.

Three Appraisers Placed Here For Federal Land Bank

W. L. Pickett of Hereford, Ray Wiseman and T. J. Wagner of Amarillo have been appointed appraisers for the Federal Land Bank, with headquarters in Hereford.

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LOCAL MARKETS

Wheat, bushel 71c
Eggs, dozen 16c
Cream, pound 17c

The Hereford Brand

Published Every Thursday at HEREFORD, DEAF SMITH COUNTY, TEXAS

MRS. SETH B. HOLMAN, Editor and Owner.



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.

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ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

A Good Plan.

Handling of relief funds in Texas as proposed by Senator Walter Woodward of Coleman is the most feasible plan yet presented.

A relief commission consisting of the heads of five state departments which would administer relief moneys without additional cost is the best point in his program.

The plan would make a public works program, featuring the building of lateral roads for the benefit of rural population, the main point in the expenditure of the first \$7,000,000 of state money.

Only 15 per cent of the \$7,000,000 would be used as direct charity for actual distress.

An advantage of the plan would be the absolute elimination of overhead expense now so heavy in the payment of salaries to Col. Lawrence Westbrook and his expensive staff.

Another would be the furnishing of self-respecting employment to the road work and doing away with the objectionable dole feature under the present machinery. There are no public works now going and if there's anything the Panhandle needs it's country roads.

LOOKING FOR A NEW APARTMENT? TURN NOW TO THE WANT ADS

By Their Words

What Panhandle Papers Say

Should the newspapers be taken suddenly from civilization what a gap would be left. It would be worse than a link parting in a chain and not near as easily repaired. News items are like a truck load of iron pipe, and a news paper is like the chains and boomers that hold them together. The one outstanding feature of newspapers is that they have always been reasonable and not exorbitant in price, and again they have been democratic and not restricted to any special class of people or any certain member of the family. Whatever you do, don't abuse the editor, but just put in a news paper yourself and show him how to run a paper, for if you tell him how to run his paper he might not believe you.—McLean News.

I saw one man buying a suit Saturday. He told me that it was the first suit he had bought in four years. There are literally hundreds of other men who are in similar condition. They are going to clothe their families and themselves just as soon as they get the money. They are going to buy food that they have been denying themselves. They are going to buy furniture, cooking utensils and other things. When I think of it the demand and the need of it staggers me.—Deskins Wells, Wellington Leader.

The government is buying hogs to convert into fertilizer. I never have had much use for politicians; I have less now. They are bound and determined to cause more over-production. This fertilizer business is unfair competition for the newspapers who have kept the market well supplied anyhow.—Albert Law, Dalhart Texan.

Now, it makes no difference to me personally whether a paved highway is built thru this town or not, for I do not own a car, and could not drive it if I did own one, so I just stay in Friona anyway. Then further I am too lazy to want a job on the road. I would not ask for a job there if they were building a half a dozen through town. I do not propose to work so long as I can get along without it. I could not work on it if they should build it right by my front door, which I hope they will not, for it hurts my feelings just to see work going on anywhere near me. They might get me mixed in with it some way. One laboring man told me that our business men need not be afraid of their customers driving from 30 to 75 miles to buy their necessities of life just to get a ride on a good road, if the home merchants will give them a good deal as they can get elsewhere.—Jodok, Friona Star.

A number of years ago a man in Montana ran for the office of tax assessor on the platform that he would hire no deputies. He won and at assessment time simply asked each property owner to mail in his rendition and published each letter in the local paper. They plan has been used ever since at a great savings to the taxpayers. This plan has been incorpo-

A LONG TIME AGO IN HEREFORD

(From Files of The Brand, October 10, 1902)

D. R. ass and J. T. Rutherford were in Dallas attending the fair.

A 12-pound boy had been born to Mr. and Mrs. W. H. Clary.

Asa Martin while working on the residence of Mr. Shelley, fall and was seriously hurt.

C. W. Dodson, of Valley Mills, had arrived in Hereford to accept employment as cashier of the Hereford National Bank.

John Body had been considerably damaged when a bucking horse he was riding went through a new wire fence. Entangled in the wire, horse and rider fought it out, John coming off second best when the saddle horn caught him in the stomach, slipped off and inflicted serious wounds in his side.

The editor was of the opinion that Hereford needed a new post office, even waxing bold enough to suggest a brick building.

J. F. Norfleet of the Spade ranch had been in town Monday shipping cattle and buying supplies.

ated in the wheat production plan by government officials, and could well be a part of every similar plan. Proper publicity makes for honesty of purpose in every line.—Miami Chief.

Lyman E. Robbins, who has held a responsible position on the advertising staff of the Amarillo News-Globe for several years past, returns to The Democrat this week as advertising manager, the position he held prior to his transfer to Amarillo. William Russell Clark who for several years past has handled both the advertising and editorial positions on The Democrat, will continue as editor of the paper.—Memphis Democrat.

There is sickness in the home and the family physician is consulted. A lawyer is called when there is trouble brewing, and a minister summoned when there is grief in the family. But when advertising and printing are needed, very often the inexperienced merchant tries his own hand at it and fails of full results. The price of printing is a very small factor of the whole—results are all-important, and it's real economy, good judgment and sensible business for a business man to take his local printer into confidence. He is a specialist in that particular line the same as is the doctor, lawyer or minister.—Muleshoe Journal.

You often hear of individuals committing suicide but did you ever stop to think that perhaps communities also commit suicide.

Communities can die as a result of selfish attitudes, lack of cooperation, lack of civic spirit and community pride. Communities can die from an overdose of intercommunity gossip and jealousy. Communities can die because of absolute inertia and lack of interest.

A community is nothing more nor less than the sum-total of the individuals in it. Let us each examine ourselves with the idea in mind that we must carry a part of the responsibility if our community dies of its own hands.—John McCarty, Dalhart Texan.

"Quid pro quo"—meaning one thing for another, is a term we got from the Latins. Last week the insurance agents of Muleshoe carried an exceptionally logical advertisement regarding buying insurance at home. The argument could be carried still farther in a general patronizing of home enterprises. The grocer should buy from the dry goods man, the druggist from the hardware man, the butcher from the baker, etc., and vice versa. The business man who refuses to patronize his fellow business man is lacking in good judgment and shows his insincerity in the welfare of the town where he does business.—Muleshoe Journal.

Ward News Notes

MRS. W. P. CARAWAY

Our community is in deep sympathy with Mr. and Mrs. Wiley Roberson in the death of their baby boy, Melvin, who was a dear baby friend to all who knew him.

Allen and John B. Caraway spent the week end with their parents, Mr. and Mrs. W. P. Caraway.

Mal Stewart was called to Vega Monday by the death of a nephew.

G. D. Dennis of Ford is spending a few days with his daughter, Mrs. Bill Hutson.

Mr. and Mrs. C. Strickland of Abernathy and A. J. Sanderford of Wesley called in the W. P. Caraway home Sunday afternoon.

Gladys Lewis and Frances Hutson of Hereford spent the week with their home folks here.

Mrs. Arlie Dean is greatly improved, and was moved to her home Sunday night.

Burford Hutson attended the fair in Amarillo Saturday.

Mr. and Mrs. Bob Higgins made a business trip to Amarillo Tuesday and while there visited the fair grounds.

Mr. and Mrs. Fred Moreman and daughter were in Hereford last Thursday.

Geo. Suggs, Altas Higgins and Slim Shaw attended the Amarillo fair Saturday.

Light rains fell in this part of the county Saturday night.

J. R. Armstrong was an avowed candidate for commissioner in precinct No. 3.

The Wichita Daily Beacon said: "Rat Jowel, W. R. Evans, T. A. Cox and F. L. Vanderburgh were in the city last evening. They are cattlemen who have been in business at Hereford, but are leaving the Panhandle country on account of the law recently passed by the legislature which forbids the fencing in of government land for grazing purposes. They were on their way to Manitoba, Canada, where they will engage in business similar to that which they followed while in Texas. They say that the law referred to cuts the cow lands of Texas down to too small an area for them to follow their business successfully there, which makes their move to the northern country imperative."

Will Womble had sold his property at Texico and moved back to Hereford.

(From Files of The Brand, October 4, 1912.)

An active campaign urging farmers to burn rolling thistles was on, and it was pointed out that those

destroyed would not go rolling across the country scattering seed for a crop the coming year.

Taking a recent Sunday school census as a basis, the population of Hereford was placed at about 1,850.

D. C. Laird, Geo. Coyd, W. R. Evans had attended Federal Court in Amarillo the previous week as jurors.

Mrs. O. E. Thomas and children were visiting home folks in Greenville.

C. C. Ferguson had returned from a stay of several days in the Rowell district.

Harvey G. Hays, county surveyor, had been in Amarillo.

Mr. and Mrs. Carl Mountz had returned from their wedding tour to the Pacific Coast.

Frost had been noted in the lower valleys, coming about 20 days earlier than usual.

Mmes. A. M. Jones and George Garrison were new teachers in the Hereford school.

Black

BY MISS NOBLE M'LEAN

Take Produce to Carl's Gro. If Because of illness, Rev. Hornbeak of Hereford was unable to fill his appointment here Sunday.

The singing class met at the Baptist church Sunday evening and enjoyed about two hours of practice. The class will not meet next Sunday evening because of services by the pastor.

Mrs. Mary D. Ray has been ill the past week.

Bud Barnett and Erwin Welch who attend college at Canyon, spent the week end at home.

Will Price has been driving a new car since Saturday.

Geo. Wily and family visited the Amarillo fair Tuesday.

Little Virginia and Buddy McMurry are on the sick list.

Irvin Kimmins and H. L. McLean were in Farwell Saturday.

Clifton Johnson spent last week with friends in Amarillo.

The home demonstration club met with Mrs. A. C. Hays last Monday. Hook rugs and their making was demonstrated and studied.

Will and Ray Price and families attended the fair in Amarillo one day last week.

Mr. and Mrs. J. M. W. Alexander visited in this community Saturday.

Mr. and Mrs. Frank Lookingbill entertained friends with a party Friday evening.

G. E. McCrate is entertaining an aunt from California this week.

The Black and Summerfield children played playground ball here last Friday, Summerfield winning 13-8. Many parents and friends attended the game to encourage the youngsters.

Irvin Kimmins spent Saturday night with his parents at Panhandle.

Jim Barnett and Leo Lawhorn attended the fair at Amarillo.

Ford Welch of Friona was in this community Sunday.

Bert and Fern Barnett were business visitors in Amarillo Friday.

Mr. and Mrs. James Black were in Amarillo one day last week.

Mrs. Tom Presley and Lois were in Hereford Saturday.

Jumbo News

BY EDNA HALL

About an inch of rain fell here Saturday night.

Get highest cream prices at Farmers Creamery Association. 7-1c

Mr. and Mrs. Ullman Hunter attended the fair at Amarillo Saturday night.

Mrs. Truitt Boothe of Dimmitt visited her parents, Mr. and Mrs. M. L. Hardy, Saturday.

Mr. and Mrs. F. L. Pinckert and Bobby visited the fair at Amarillo Monday of last week.

J. W. Berry, Mrs. Ullman Hunter and Miss La Rue Beck were in Amarillo Friday to meet Mrs. Berry, who returned from Bethany, Missouri, where she was called by the serious illness of her father. Mrs. Berry reports her father greatly improved.

Mrs. B. T. Bell of Hereford spent Thursday night in the W. L. Hall home.

Mr. and Mrs. Labon Galloway who have been working on the Ireland farm the past six weeks, have moved to a place near Dawn.

Mr. and Mrs. M. L. Hardy visited in the John Noland home near Easter Thursday.

Edna Hall attended the fair Thursday of last week.

Mrs. Clem Gilliam, county supervisor helped ladies in the Bethel and Cleo communities with canning several days this week.

Mrs. Clem Maples of Dimmitt visited her parents, Mr. and Mrs. Cyrus Andrew, Sunday afternoon.

Will Hall and Boone Whitaker of Hereford were Amarillo visitors Saturday.

M. L. Hardy was in Plainview on business Monday.

Edna and Billy Hall visited in the B. M. Hines home Saturday.

Miss Ruth Bifdine has returned to her home at Hedley.

Mr. and Mrs. C. Andrew and son visited in the Noel Andrew home in Hereford Tuesday.



Everyone Should Have Money

FORTUNES grow from consistent savings. You should save something regularly, no matter how little you earn. Your success depends upon how much you increase your bank account.

START SAVING REGULARLY NOW

We Welcome YOUR Banking Business

THE FIRST NATIONAL BANK OF BANK HEREFORD OF BANK HEREFORD A Strong Bank Thoughtfully Managed MEMBER FEDERAL RESERVE SYSTEM

On your way to Chicago to the Century of Progress Exposition... Stop in St. Louis

A modern American city... rich in historic lore... 19 miles of river front... sixty-five city parks... world-famous zoo... Shaw Botanical Gardens... art galleries. Many other points of great interest... the world-renowned Lindbergh trophies exhibit and Municipal Opera, worth the visit alone.

At The American and American Annex Hotels you will find an air of hospitality and the utmost consideration for your comfort, meals that are the talk of experienced travelers everywhere. Special diet menu for those who need it (sent free on request) and prices that are surprisingly low.

THE AMERICAN HOTEL THE AMERICAN ANNEX "On the Plaza" Rates from \$1.50 Market at 6th and 7th St. Louis, Mo.

Man's Heart Stopped, Stomach Gas Cause W. L. Adams was bloated so with gas that his heart often missed beats after eating. Adierka rid him of all gas, and now he eats anything and feels fine. City Drug Store.

You See Where You Are Going With a Savings Account There is no uncertainty with a reserve in a savings account. Firmly established and added to with consistent regularity it furnishes a clear check up on financial progress. Start a Savings Account Today The First State Bank "A MORE BEAUTIFUL HEREFORD"

IT'S SO SIMPLE... CALL US UP Our inexpensive service saves you hours and hours of dreary labor—that our machines can accomplish in a few minutes. We'll Call For It and Bring back your dry cleaning promptly. Your clothes will look like new, cleaned thoroughly, pressed nicely. It Comes Back Clean and no wonder. Our scientific machinery, soft water and specially prepared soaps take every molecule of dirt from your linen without injuring the most delicate fabric. One trial will surely make you a permanent customer. Won't you try us? Semi-Finish Minimum, 15 lbs. for 75c Send Your Dry Cleaning and Laundry to Us. CALL 298—WE CALL FOR AND DELIVER HEREFORD LAUNDRY AND DRY CLEANING CO.

THE CHURCH WORLD

First Methodist Church

REV. E. E. ROBINSON, Pastor.

Sunday school, 9:45 a. m.
 Preaching at 11:00 a. m., subject, "Angel and Devil in the Same Being—the most bitterly denounced character in the Bible." Do you say Judas? I answer, no.
 Young people at 6:30 p. m.
 The public is invited.

First Baptist Church

REV. V. M. CLOYD, Pastor.

Sunday school, 9:45.
 Regular preaching services by the pastor at 11:00 o'clock.
 B. T. S. at 6:45.
 Sermon by pastor at 7:45 p. m.
 A friendly invitation is extended to all.

First Christian Church

REV. E. R. M'WILLIAMS, Pastor

Church school, 9:45.
 Morning service, 11:00.
 Evening service, 7:30.
 Young people's Christian Endeavor, 6:30.
 Woman's Missionary Society, on Wednesday afternoon at 3:30. In the junior department at the church.
 Sunday morning the subject of the pastor's message will be "What Lack I Yet?" Every member is urged to be present to participate in all the services of the day.

St. Anthony's Church

Sunday masses, 8:00 and 10:00. Weekday, 8:00. Saturday 6:30 at convent. Other devotions each evening at 8:00. Rosary and benediction of Blessed Sacrament. Holy hour Thursday evening at 8:00, ending with benediction at 9:00. Exposition of Blessed Sacrament

First Presbyterian Church

REV. E. P. GIESER, Pastor.

Sunday school at 9:45.
 Morning worship at 11:00.
 Young people, Christian Endeavor, 7:00 o'clock.
 Due to the revival in progress at the Baptist church there will be no evening service. All are urged to cooperate in this special revival effort.

Young People's Christian Endeavor

Last Sunday evening the young people of the First Presbyterian church met at 7:00 in the Christian Endeavor room for the evening program with 30 present. The program was led by Herbert Boardman. The topic discussed was "Planning Our Year's Program." A special feature was a double trio. The program for Sunday, October 8, follows:
 Topic: How may we know that we are really Christians?
 Leader: Elsie Mae Wilkins.
 Theme song of the Endeavor, You Can Smile.
 Theme of program: Comradship with Christ—Leader.
 Call to Worship—Leader.
 Song: Faith of Our Fathers.
 Prayer: Leader.
 Scripture: John 2:3-6, 3:13-24.
 Song: What a Friend We Have in Jesus.
 Topics: A sense of right and wrong. Nina Lee Fritz; Something to Think About, Ray Nunn; Talking Christ Seriously, Ernest Kerr.
 Discussion: Leader.
 Song: Sweet Hour of Prayer.
 Benediction.
 Services begin at 7:00 in the Christian Endeavor room of the First Presbyterian church, and a cordial invitation is extended to all to attend.

Here and There

BY MRS. C. E. TICE

Take Produce to Carl's Gro. if some farmers have started picking cotton. G. H. Whitaker took a bale to Friona Saturday.
 Mr. and Mrs. A. T. Jones were Amarillo visitors last Tuesday.
 Mr. and Mrs. Hubert Oglesby of Palo Duro spent Sunday with his parents near Frío.
 Mr. and Mrs. Haskell Robbins were Dimmitt visitors Saturday.
 Mrs. Ollie Dixon and son of Amarillo spent last week here with Mrs. W. S. Dixon.
 Mr. and Mrs. Lester Sparkman were in Amarillo Friday.
 Mr. and Mrs. J. L. Rogers and Mrs. Britt Boyd spent the week end at Portales with their parents, Mr. and Mrs. W. L. Salin.
 Mr. and Mrs. Elmer Jones spent Sunday in the A. L. Jones home.
 D. D. Bowman of Plainview was a Sunday guest in the Joe Nowak home.
 A. T. Jones, Emmett Dixon and Mr. Medley are the committee to canvass this community in interest of wheat reduction.
 W. S. and Ollie Dixon and Mr. Young of Amarillo spent part of last week in Colorado.
 The W. W. club met with Mrs. Beauford last Wednesday, with seven members present. Miss Clark made tomato preserves and gave instructions in jelly testing. Miss Murray, district agent, was unable to be present, as had been announced. The next meeting will be with Mrs. Nellie Beauford on October 11, and with Mrs. Green October 25, when Miss Clark asks that each member bring a quart jar of tomato preserves, tomato juice and chili sauce for exhibition at the club meeting. The November 8th meeting will be with Mrs. Mobley.
 Mr. and Mrs. B. R. and B. F. Fulkerson were Sunday visitors in the J. E. Springer home.
 Mr. and Mrs. S. J. Taylor of Lovelland and Mr. and Mrs. Floyd Fortner of Arney spent Saturday afternoon in the J. J. Lindsey home.
 Box Axe fell from a windmill tower Saturday afternoon, breaking his arm and bruising himself badly otherwise.
 Messrs. and Meses J. B. Harlin and H. M. Mobley were Sunday guests in the Haskell Robbins home.

Easter Items

BY MISS LOUISE FRYE

A meeting of the Frío-Easter communities was held at Easter school house last Wednesday by interest of wheat reduction plan. E. O. Dixon was elected chairman and H. B. Medley and A. T. Jones completed the committee from this district.
 Mrs. J. S. Smith spent the week end in the Harvey Smith home at Big Square.
 Several from this community attended the fair at Amarillo last week.
 Epworth League had a weiner roast Friday night. A good crowd was present and plenty of weiners.
 Mary Lee-Alexander of Hereford spent the week end with Louise Ann Frye.
 Miss Annie Mae Frye has been confined to her bed for several days with appendicitis.
 Mr. and Mrs. M. Slemmons returned Saturday from a six weeks visit with relatives in Missouri and Kansas.
 Friends of Bill Sullenger, who formerly lived in our community but now of Tucumcari, New Mexico, were surprised to hear of his recent marriage to a young lady in Tucumcari.
 Mrs. Geo. Chambliss and Richard visited last Thursday with her sister, Mrs. Bob Axe, of Jumbo.
 Rev. and Mrs. McDonald of Dimmitt and Mrs. Wheeler of O'Donnell attended the weiner roast Friday night. Mrs. Wheeler is a sister of Rev. McDonald.
 Andrew Coconaugher is visiting this week with his mother before going to Plainview to work at the cottonseed oil mill.
 Aubrey Epperson spent the week end with friends at Clovis.
 Rev. H. C. Schwartz of Happy will preach at Easter at the 11 o'clock hour next Sunday morning. Everyone is urged to hear Rev. Schwartz, who is a Baptist minister.
 Mr. and Mrs. Haynes of Plainview were week end guests in the Harrell home.

Eleven-Mile

BY EUNITA WILLIAMS

J. L. Smith and family, R. J. Coleman and family attended the fair at Amarillo last Thursday.
 Mr. and Mrs. Rau called at the E. M. Green home Sunday.
 Mrs. Bob Finch returned to her home in this community Saturday.
 Mr. and Mrs. Finch moved to Hereford Monday where Mrs. Finch will be nearer doctors from whom she is taking treatment.
 R. W. Fanning and children and Miss Imogene Copeland called at the Hudcoens home Sunday.
 They were 60 present at Messenger Sunday school Sunday.
 Rev. J. A. Hornbeak will preach here the third Sunday.
 Among those shopping in Hereford Saturday were W. A. Whitson, Leroy Barnes, Mr. and Mrs. Chas. Hoover, Alva Ellison, Mr. and Mrs. Clarence Morrison and daughter, Miss Annette Batnum, Mr. and Mrs. L. M. Williams, Estelle and Hobby, Mr. Younger and Mrs. Schofield and son.
 Mrs. L. M. Turner and children spent Monday evening in the L. M. Williams home.
 The club meets Thursday, October 12, with Mrs. E. M. Jack, Mrs. L. M. Williams, Eunita and Estelle called at the T. W. Lynch home last Thursday.
 There was a good crowd at singing Sunday night. Misses Eunita and Estelle Williams sang a duet. It was voted on to appoint a song leader each Sunday night. Miss Imogene Copeland was appointed for the following Sunday.
 Farmers in this community are about through sowing wheat. Part of the wheat planted is already up to a good stand.
 W. R. Snapp and family have moved from Dawn to Summerfield where he will manage the Great West Mill and Elevator plant, a position made vacant by the recent passing of John B. Davis.

Card of Thanks.

From the depths of our hearts we wish to thank each and every one of the many loyal friends who have been so kind and have helped us so generously and wholeheartedly during the illness in our home. And may we not only express in words—
 But may we live, throughout the years
 Our deep appreciation,
 Through brotherly love, and kindly deeds,
 And ministering to our brother's needs,
 And drawing closer still the bonds of friendship's sweet relation.
 Mr. and Mrs. O. Wilder and Daughter, Mildred.
 Mrs. B. W. Miller and daughter, Tina, returned home the latter part of last week from Stinnett, where they visited in the home of Mrs. Miller's son, Al Miller and family, for the past 10 days.



COME HERE for fine Meats

We Make No Bones About It

—Our prices are as low as meat prices can be without sacrifice of quality.
 —and we offer splendid savings on GOOD GROCERIES, TOO

Come and Save.

■ GIVE US A TRIAL ■

Texas Market & Grocery

PHONE 353—FREE DELIVERY
 CLOSED ALL DAY SUNDAY

TEXAS LEADING NEWSPAPER

DAILY and SUNDAY

\$6.60

BY MAIL

ONE YEAR

TODAY'S DALLAS NEWS tells you what is going on. Things are changing so fast these days that only by close and regular reading of a daily newspaper can you keep abreast of conditions. This is why newspapers are being read today more than ever before.

THE RATE Daily and Sunday one year \$6.00. Daily, without Sunday, \$6.25. Mail order for subscription to The Dallas News today or see LOCAL DALLAS NEWS AGENT.

On request, complimentary copies will be mailed for a few days.

The Dallas Morning News

THE DALLAS NEWS,
 Dallas, Texas.

Enclosed herewith remittance \$6.00 in full payment of subscription to The Dallas News one year daily and Sunday by mail.

Name _____
 P. O. _____
 R. F. D. _____ State _____

WE'RE STILL HAMMERING!

Treat Your SEED WHEAT

Use our Coppercarb or the new CERESAN. CERESAN is made especially for treating seed wheat and is the most effective disinfectant for prevention of smut.

A 5-pound can will treat 160 bushels of seed and costs only \$3.00.

Don't Plant Untreated Seed.


McLean & Pitman
 Grain Company
 Phone 1. We Deliver.

IT CERTAINLY PAYS TO BUY GOODYEAR'S THIS FALL!

Get in on today's low prices—most Goodyears cost less today than a year ago. By actual test on wet pavements, they stop your car quicker—give you blowout protection in every ply and more mileage than they ever gave before.

Goodyear Pathfinder	Size	Price
	4.40-21	\$5.55
	4.50-20	6.00
	4.50-31	6.30
	4.75-19	6.70
	5.00-19	7.20
	5.00-20	7.45
	5.25-18	8.10
	5.50-19	9.40

GOOD YEAR
IRELAND-BEAVERS MOTOR CO.
 301 East Third Street
 Phone 383



Aladdin Lamps
Vase and Floor

Burns kerosene. Lights instantly and gives a modern white light equal to ten ordinary lamps. Absolutely safe. No smoke, no odor, no noise or trouble, no generating or waiting.

These new Aladdins are so modern in design and finish and produce such a volume of white light that it is most difficult to tell them from electric lamps. Beautiful parchment shades for each lamp.

We are headquarters for Farmers' Needs for Fall Harvest and we are at your service any time.

In fact, we have everything that a well stocked hardware store should have and we need your business and certainly will appreciate it.

If you call before or after our "regular hours," call us and we will be on our way, ready to serve you with a smile.

STREU HARDWARE CO.
 PHONE 48

Frocks For Fall


Attractive Knit And Tailored Fall Dresses

Priced from **\$1.48** to **\$4.95**

See These Dresses Before You Buy

Ladies' Silk Hosiery
 MUNSINGWEAR
 Service Weights—Chiffon
 89c to \$1.25

Fox Mercantile Co.



1833

No, it can't be. Yet, there they are, in a mustard bath . . . we didn't know there were any left . . . we mean people who didn't know colds could be prevented or cured by the modern remedies at our store.

City Drug Store
 Phone 100
 Home of Dependable Drugs.

YOUR STATIONERY NEEDS

CAN BE FILLED FROM OUR SHELVES

- TYPEWRITER PAPERS—All sizes and quality.
- INKS—Small bottles to pints.
- GUMMED TAPE—1-inch and 2-inch widths.
- LEGAL FORMS—All kinds.
- FILE INDEXES and FOLDERS.
- LEDGERS, LEDGER SHEETS.
- COLUMNAR SHEETS—All sizes.
- RIBBONS, CARBON PAPER, TYPE CLEANER.
- LIBRARY PASTE, MUCILAGE.

For Your Office, Home, Store

LET US FILL YOUR NEEDS

The Hereford Brand
 Phone 30

This Is Ridiculous But It's True!

Three Papers for \$11.60

Amarillo Daily News

Regular Price \$10.00 Per Year Our Price--With THE BRAND \$5.00 Per Year

Fort Worth Star-Telegram

Regular Price \$10.00 Per Year --- Our Price \$6.60 With THE BRAND for One Year, Daily and Sunday, \$7.10--Without Sunday, \$6.10

All Three Papers Per Year \$11.60

Summerfield News

BY MRS. GUY WALSER

Take Produce to Carl's Gro. if Rev. and Mrs. Salthers of Plainview were here Sunday and he filled his first appointments, morning and night.

Mrs. W. A. Davis returned to her home in Clarendon last week after a two weeks visit with her daughter, Mrs. Lee Curry and family.

Earl Lance, Jr., of Hereford spent the week end with Mr. and Mrs. C. J. Walsler.

Mrs. J. B. Saunders was hostess to a group of ladies from the Church of Christ, honoring Mrs. N. P. Sikes and little daughter, last Thursday afternoon. Many beautiful and useful gifts were received. At the social hour ice cream and cake were served to 14.

Mrs. John Heiseman, Jr., and children of Vega spent the week end with her parents, Mr. and Mrs. Louie Huckert.

Mmes. B. E. Roberson, Marvin Madden, Alton Lookingbill, Obe Roberson, Lee Curry, L. L. Cannon, Ray Johnson, Guy Walsler; Misses Maude Noland, Mary Lee Curry and Mabel Cannon attended the County Federation at Hereford last Thursday.

Nearly everyone in Summerfield attended the fair in Amarillo one day last week.

Mr. and Mrs. Alton Lookingbill and daughter have returned from the Great West house to the D. R. Gass place, two miles north of Hereford.

Mrs. Margaret Schroeter of Hereford is teaching piano music here on Fridays.

A few of the young people of the community helped Mr. and Mrs. Jim Clark and Hollis Walsler celebrate their birthdays Sunday with a dinner, given at the home of Mr. and Mrs. C. R. Walsler.

Mr. and Mrs. Snapp and children of Dawn have moved to the Great West house. Mr. Snapp will have charge of the elevator here.

Mr. Edelson of Plainview visited his sons, Bill and Wilbur, one day last week.

The Junior play-ground ball team played with Black last Friday there and Black was defeated.

Mr. and Mrs. Wilbur Edelson and Van, and Miss Ruby Thompson were Amarillo visitors Thursday. Miss Oleta Bowling visited her mother in Canyon.

Chas. Noland and Mike Huckert were Bovina visitors last Monday. The W. M. S. met last Wednesday with a mission program, with Mrs. C. R. Walsler as leader. Scripture reading, "The I Am's" of the Bible.

The senior B. Y. P. U. enjoyed a tramp party Friday night. Interesting games were played, and about 10 o'clock the "bobos" started to find something to eat. After trying many back doors they finally succeeded in getting a hand-out by pulling weeds. At a late hour they found their respective hay stacks for the night.

J. A. Oglesby and family spent Sunday with her sister and family at Tulsa.

Mr. and Mrs. Chas. Roberson and son and Mrs. Beulah Roberson were Sunday guests of Mr. and Mrs. Calvin Wilson of Hereford.

J. B. Sanders and family spent the week end in Amarillo.

Mrs. Walter Koch and son of Hereford were Sunday visitors in the Schulz home. J. W. Malone, Mr. and Mrs. Wilson Vines spent Sunday with Mr. and Mrs. Cross at Frijoles.

Mrs. J. R. Oglesby and children and Mrs. Lee Curry were business visitors at Black Monday.

NOTICE OF SALE OF REAL ESTATE UNDER EXECUTION

STATE OF TEXAS, COUNTY OF DEAF SMITH.

By virtue of an alias execution issued out of the County Court of Deaf Smith County, Texas, on a judgment rendered in said court on the 6th day of October, 1926, in favor of Ida G. Malone, executrix of the last will of J. W. Malone, deceased, and against W. A. Miller and C. E. Lester, in the case of "Ida G. Malone, executrix, vs. W. A. Miller, et al," numbered 747, in such court, I did on the 27th day of September, 1933, at 10 o'clock A. M., levy upon the following described land, situated in Deaf Smith County, State of Texas, as the property of W. A. Miller, to-wit:

Being a part of Block No. 48 of the town of Hereford, and Additions, and being the Southwest part of said Block, and described by metes and bounds as follows:

Beginning at the southwest corner of Block No. 48; thence north-west with the southwest line of said Block No. 48, 100 feet to a point for corner; thence northeast, parallel with the southeast line of said Block No. 48, 140 feet to a point; thence southeast, parallel with the southwest line of said Block 48, 100 feet to a point in the southeast boundary line of said Block No. 48; thence southwest with the southeast line of said Block No. 48 to the place of beginning.

and on the 7th day of November, 1933, the same being the first Tuesday in said month, between the hours of 10 o'clock A. M. and 4 o'clock P. M., on said date, at the court house door of Deaf Smith County, Texas, I will offer for sale and sell, at public auction, for cash, all the right, title and interest of the said W. A. Miller, in and to said property, is satisfaction of the judgment, interest and costs adjudged against the said W. A. Miller in said suit, and also the further costs of executing said Writ of Execution, by virtue of which, said levy was so made and this notice of said sale is so given.

Dated at Hereford, Texas, on the 27th day of September, 1933. J. C. CARROLL, Constable of Justice of the Peace Precinct No. 1, Deaf Smith County, Texas. 38-2c

International Sunday School

Lesson

BY DR. J. E. NUNN

October 8.

SAUL IN DAMASCUS

Acts 9:1-12, 7-19

1. But Saul, yet breathing threatening and slaughter against the disciples of the Lord, went unto the high priest.

2. And asked of him letters to Damascus unto the synagogues, that if he found any that were of the Way, whether men or women, he might bring them bound to Jerusalem.

3. And as he journeyed, it came to pass that he drew nigh unto Damascus; and suddenly there shone round about him a light out of heaven:

4. And he fell upon the earth, and heard a voice saying unto him, Saul, Saul, why persecutest thou me?

5. And he said, Who art thou, Lord? And he said, I am Jesus whom thou persecutest:

6. But rise, and enter into the city, and it shall be told thee what thou must do.

7. And the men that journey with him stood speechless, hearing the voice, but beholding no man.

8. And Saul arose from the earth; and when his eyes were opened, he saw nothing; and they led him by the hand, and brought him into Damascus.

9. And he was three days without sight, and did neither eat nor drink.

10. Now there was a certain disciple at Damascus, named Ananias; and the Lord said unto him in a vision, Ananias. And he said, Behold, I am here, Lord.

11. And the Lord said unto him, Arise, and go to the street which is called Straight, and inquire in the house of Judas for one named Saul, a man of Tarsus; for he behold, he prayeth;

12. And he hath seen a man named Ananias coming in, and laying his hands on him, that he might receive his sight.

13. And Ananias departed, and entered into the house; and laying his hands on him, said, Brother Saul, the Lord, even Jesus, who appeared unto thee in the way which thou comest, hath sent me, that thou mayest receive thy sight, and be filled with the Holy Spirit.

14. And straightway there fell from his eyes as it were scales, and he received his sight; and he arose and was baptized;

15. And he took food and was strengthened.

Golden Text: Wherefore if any man is in Christ, he is a new creature: the old things are passed away; behold all things are become new.—2 Cor. 5:17.

Time: Saul's conversion A. D. 35 Place: Damascus, Jerusalem, Tarsus.

Introduction.

"Events moved swiftly after the resurrection of Christ and the 40 days of his appearance to his disciples followed by his glorious ascension from Olivet. Fifty days after the resurrection, at Pentecost, came the marvelous descent of the Holy Spirit, inaugurating a new era, continuing the work of Christ in the world. Peter's bold sermon was followed by the conversion of 3000 souls in one day and then by a steady growth of the church in gracious deeds, in joyful worship, and in favor with all the people. The apostles were too busy preaching to attend to the charitable ministrations of the church and so the first deacons were appointed, the beginning of church organization. Of these seven godly men, Stephen was the foremost. The foes of Christianity centered upon him as the most powerful advocate of the new religion and brought about his condemnation on much the same charges as those brought against our Lord.

First Mention of Saul.

"And cast him out of the city, and stoned him; and the witnesses laid down their clothes at a young man's feet, whose name was Saul." Here we have the first mention of Saul, who had evidently risen at this time to be a member of the Sanhedrin, and was put in charge of this execution, having become a zealous promoter of the opposition to Christianity. Stephen himself would have rejoiced in the surrender of his life if he could have realized the part his death would play in the conversion of the greatest of Christian missionaries and writers.

Saul sees to Damascus.

Whatever was the final result of the impression made by Stephen upon Saul, the immediate result of that horrible and iniquitous execution was to inflame still more the persecuting passion of the Pharisaic rabbi. He "laid waste the church," as the vivid words describe his deeds (Acts 8:3). He dragged men and women off to prison, not even sparing the women. After his conversion, through all his days he looked back with shame upon this persecuting frenzy, remembering it with horror and loathing. Twenty years later he wrote humbly, "I am the least of the apostles that am not meet to be called an apostle, because I persecuted the church of God." (1 Cor. 15:9). Saul's violent attacks on the church scattered the Christians far and wide from Jerusalem and Christian churches were formed in many communities throughout Palestine and neighboring lands to which otherwise the gospel might not have penetrated for decades. Thus "the blood of the

martyrs, was the seed of the church."

Saul's Murderous Fury. "But Saul, yet breathing threatening and slaughter against the disciples of the Lord." We think of a dragon breathing out fire and death. "It must have incensed Saul's rage to find that the dispersion of the Christians served to the diffusion of their opinions; to hear that those whom he had been instrumental in driving from Jerusalem were so successful in preaching the religion he was so eager to root out."—Rev. Paton J. Gloag, D. D. "Went unto the high priest." The high priest was the president of the Sanhedrin and the center of religious authority among the Jews. The authority of the high priest and the Sanhedrin extended over the synagogues and the Jews all over the world. Damascus is 136 miles from Jerusalem—a six-days journey—which indicates how far Christianity had already spread, and how far Saul was ready to go in his persecuting zeal.

The Beauty of Damascus. "The beauty of Damascus, situated between barren mountains and the desert, has been sung by many a poet. The Barada breaks through the Anti-Libanus range, and dividing itself up into several branches, two of which were the Abana and Pharpar mentioned in the Old Testament, transforming in a district 30 miles in diameter into a scent of fertile beauty before it runs itself dry in the desert. The sterility of the desert and the barrenness of the mountains lend the additional charm of contrast to this country of waving trees and refreshing verdure, in the midst of which lies Damascus. The city on the border of the desert is forever associated with the story of the Israelitism maid who was instrumental in bringing about the cure of the Syrian warrior who was afflicted with leprosy. Damascus is famous for its manufacture of swords (Damascus blades), for its beautiful silk fabrics (damask or Damascus cloth), and its Damascus (or Damson) plums. During the struggles of the French to carry out their mandate following the World War the city was sadly damaged by bombs.

Christ Was Seen and Heard by Saul. "In Acts 26:13 Paul says that 'at mid-day the light was above the brightness of the sun.' The mid-day glare of an Eastern sun is of itself exceedingly bright and the hour was chosen, we cannot doubt, in order that 'the glory' of this heaven-sent light should not be confounded with any natural phenomenon. It was in the midst of this glory that Christ was seen by Saul. 'And last of all he was seen of me also, as of one born out of due time.' (1 Cor. 15:8) 'so that he can enumerate himself among those who had beheld the Lord after his resurrection.'—Prof. J. Rawson Ramsey. "And he fell upon the earth, and heard a voice saying unto him, Saul, Saul, why persecutest thou me?" Christ, as always, identified himself with his followers. Whoever rejected them, rejected him (Luke 10:16). Whoever fed or in any way blessed his followers, blesses him (Matt. 25:34-45). It is a lesson we all need to learn, and Saul never forgot it. "And he said, I am Jesus whom thou persecutest." Thus by a single sentence our Lord put an end to Saul's scepticism and his persecuting fervor.

Behold, He Prayeth. "In remorse, in blindness, in bodily suffering, in mental agitation, unable or unwilling to eat or drink, the glare of that revealing light ever before his darkened eyes, Saul lay for three days. None can ever tell what things in those three days passed through his soul; what revelations of the past; what lessons for the present; what guidance for the future. His old life, his old self, had been torn up by the very roots, and though now he was a new creature, the crisis can ever pass over any one without agonies and energies—without earthquake and eclipse. At last the tumult of his being found relief in prayer."—F. W. Farrar.

Dean News

By MRS. H. L. HARRELL

Edgar Sowell is helping Arlie Dean cut feed.

Mr. and Mrs. B. R. Fulkerson went to Roswell last week.

Mr. and Mrs. Clem Friemel visited in the T. P. McCollister home Sunday night.

Mr. and Mrs. Ted Urbeck and Mrs. Skypola visited in the Friemel home Sunday afternoon.

Mrs. Arlie Dean, who was operated on September 16 is doing nicely.

Mr. and Mrs. Wiley Roberson and sons visited in the Arlie Dean home Monday.

B. F. Fulkerson was in Hereford Saturday.

Mr. and Mrs. Edgar Sowell, Mrs. Morel and Elton Harris were in Hereford last Saturday.

Ernest Caldwell of Hereford was in this community Tuesday of last week.

Mr. Biggers and son, Alton and Don, Guseman called in the Friemel home Saturday night.

Fritz Friemel and daughter, Louise, of Umbarger called in the Friemel home Monday.

Irwin Shugert of Dawn was in this community Sunday.

Mr. and Mrs. Lloyd Harrell and children moved to the O'Brien ranch during the last few weeks.

CALL PHONE 468

For Prices On

KAFIR, MAIZE, BARLEY AND WHEAT

In stock now for retail trade, Kafir, Cottonseed

Meal, Mill-Run Bran.

Henneman Grain and Seed Co.

501 WEST FIRST



Support the NRA

Business and Industry are doing their part, they are putting men back to work, shortening hours, raising wages, giving America more buying power. Let's do our part. Let's buy those things we have needed so long. May we suggest that new pair of glasses.

During all the depressed times we have maintained our usual high standard of Optical service. Our prices have been lowered just as much as possible in keeping with this up-to-standard policy. We have the OK from several thousand patients whom we are serving in Amarillo and the Panhandle of Texas.

DR. T. M. MONTGOMERY, Optometrist

626 Polk Street Amarillo, Texas Thirteen years in the exclusive study and practice of Optometry In Hereford Third Friday of Each Month—Close Drug Store

BUSINESS AND PROFESSIONAL ABSTRACTS DIRECTORY INSURANCE

The title to your land is vital Our Abstracts correctly reveal the title. A. O. THOMPSON ABSTRACT CO. 5 1/2 per cent Federal Farm Loans.

AGENCY Singer Sewing Machine Singer two-speed air brush vacuum cleaner. Singer craft guide. Rug attachment. Oil and needles. Call at West Tailor shop. L. G. RUNYON, Agent Box 721, Amarillo

AUDITOR PAUL S. CORBETT Accountant and Auditor Income Tax Service Office County Court House

AUTO REPAIRS SERVICE-U-LIKE GARAGE AUTO REPAIRS Corner Miles and Third CLARENCE STRANGE

CLEANERS WEST TAILOR SHOP MRS. O. F. WEST, Proprietor Clothes Called for and Delivered. Phone 385

DAIRY PRAIRIE DAIRIE Grade "A" Milk Sweetmilk, Cream, Buttermilk. We Deliver Daily. Phone 166

GAS-OILS GLENN SNYDER Service Station Southwest of Court House Texaco Certified Lubrication

WOODWORK W. J. (Bill) Smith Service Station Car washing, greasing, tire repairing, 100 per cent Gonoco products. Corner First and Main Sts. Look for the Red Triangle.

INSURANCE JNO. H. PATTON PHONE 50

INSURANCE BONDS HEREFORD INSURANCE AGENCY John McLean, Manager

LUNCHES We WILL FEED YOU at EVER-READY LUNCH

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

NURSING PRACTICAL NURSING At My Home Or At Yours. 25 Years Experience. MRS. A. D. GODWIN Second door west on Eighth Street, off 25-Mile Avenue. Telephone 391

PHYSICIANS DR. E. B. THOMASSON SURGERY General Practice Office Over Corner Drug Store PHONES Residence 224 Office 37

DR. T. L. MORGAN Physician and Surgeon Buckner-Lambert Building Office Phone 462 Residence Phone 463

PRODUCE BROWN PRODUCE Market Prices for Cream, Poultry, Eggs Second Street, Hawkins Bldg.

WOODWORK Custom-Made Furniture Windmill Sections, Sucker Rods, Combine and all kinds of wood machinery parts made and repaired. D. M. RAYZOR Woodwork. 504 N. Main.

Hot Water is so convenient! An automatic water heater operates for only a few pennies a day. West Texas Gas Co.

TEXAS STATE FAIR Dallas, Texas October 7 to 22 Inclusive Low Round-Trip Fares ONE AND ONE-FIFTH of regular one-way fare for the round trip. Tickets on sale October 6th to 21st inclusive. Return limit October 29th, 1933.

Don't Be Impatient A STATEMENT TO LANDOWNERS WHO HAVE APPLIED FOR LOANS FROM THE FEDERAL LAND BANK THROUGH THE HEREFORD NATIONAL FARM LOAN ASSOCIATION The Federal Land Bank is literally swamped with applications for loans. In the past seven weeks the applications have numbered more than they did for the 29 months prior to that time.

Hereford National Farm Loan Association A. O. Thompson, Secretary-Treasurer

LOCALS

Mr. and Mrs. L. N. George of Dawn were Hereford visitors Saturday and Sunday.

L. B. Wehring, representing the Amarillo Sash and Door Company, was here Monday on business.

David M. Warren of the Panhandle Herald, was in Hereford last Saturday on a business mission.

Mrs. Albert Schofield and son of the Messenger community spent the week end with Mrs. H. C. Baird.

Mrs. George Thomas of Dimmitt and Mrs. Charles Watson of Pinalia arrived Tuesday to visit Mrs. J. F. Ward.

Mrs. J. C. Parker left Monday afternoon for Lubbock where she will visit her brother and sister a few days.

Mr. and Mrs. J. E. Byer, Mr. and Mrs. G. A. F. Parker spent last Wednesday at the Tri-State Fair in Amarillo.

Mr. and Mrs. Jack Wright and little daughter, Jacqueline, were in Amarillo last Wednesday taking in the Tri-State Fair.

J. D. Gamble of Amarillo, deputy U. S. Marshall for the Northern district of Texas, was a business visitor in Hereford Tuesday.

Mr. and Mrs. J. T. Cronin and daughter, Rosemary, returned on Tuesday night from Oklahoma where they spent the week end.

Foy W. Dodson, one of the new teachers at Westway, was a caller at the Brand office last Saturday, and became a subscriber of the paper.

Mothers of members of the High School Band will meet Tuesday afternoon at 3:30 at the high school for organization of the Band Mothers Club.

Mr. and Mrs. Ed Scott and daughter, Mary Louise, of San Diego, California, are visiting Mrs. Scott's parents, Mr. and Mrs. W. B. Wiltshire, this week.

B. H. Hopkins, vocational agriculture teacher in the high school, was called to Taylor, Texas, Tuesday afternoon because of serious illness of his grandmother.

Mr. and Mrs. Art Manjeot and little son were here last Sunday visiting relatives and friends. They returned to their home in Elida, New Mexico, Sunday evening.

Mr. and Mrs. Will Gilbreath and little son of Las Vegas, New Mexico, were here Saturday visiting with relatives and friends and trading with Hereford merchants.

Dr. and Mrs. J. W. Hendrix, Bob Renfro and Mrs. Viola Williams and two children, Tillie Vi and Alfred Fred, were visitors at the Amarillo Tri-State Fair Friday.

C. M. Purcell of Amarillo was here last Friday visiting friends. Mr. Purcell had been employed on the ranch of John Purcell, an uncle, near Bellview, New Mexico.

Mrs. R. P. Parker, Mrs. Albert Littlefield and little daughter, Dollie Ann, of Crosbyton are visiting this week with their son and brother, J. C. Parker and wife.

Mr. and Mrs. Ed Scott and daughter, Mary Louise, Mr. and Mrs. W. B. Wiltshire left Thursday morning for Abilene, Fort Worth and other points in East Texas.

Mr. and Mrs. G. W. Brunley are attending to business matters in Kansas City this week. They expect to attend a Century of Progress before returning.

George Beams, Jr., arrived this week for a visit with his parents, Mr. and Mrs. George Beams, and sisters, Mrs. George LeGrand and Mrs. Elmo Lawhon. George is now located in Dallas with the Texas Power and Light Company.

Mr. and Mrs. P. B. Sowell and two children, David and Margaret, and Mr. Sowell's mother, Mrs. Julia Sowell, left Saturday morning for Floydada where they visited in the home of Mrs. Julia Sowell's son, J. W. Sowell. They returned home Sunday evening.

Mr. and Mrs. Asa Martin of Aztec, New Mexico, left Friday for their home after a visit here with Mrs. S. E. Askren.

Mrs. J. C. Carroll and little grand daughter, Shirley Ann Biggs, left Wednesday for San Angelo to visit relatives.

Mrs. Harry Sherrieb of Skellytown arrived Tuesday to visit with friends for several days.

Mr. and Mrs. Paul Hamilton and son of Sealy, Texas, are visiting Mr. and Mrs. W. A. Dobbins.

Mr. and Mrs. Alton Fraser, Mr. and Mrs. Herman Schulz left early Monday morning for Chicago where they will visit the Century of Progress fair and transact business.

Guy Farrington and J. H. Lewis of Pampa were here Tuesday transacting business with L. Baskin. Messrs. Farrington and Lewis are extensive wheat growers in the Panhandle.

Mr. and Mrs. E. W. Young and Mr. and Mrs. Elmer Patterson were in Amarillo Saturday attending the Panhandle District Convention of the Texas Association of Letter Carriers.

Rev. and Mrs. Harold Hicks and little daughter left last Saturday for their home in Wink. Mrs. Hicks and daughter were here about two weeks while Rev. Hicks spent a week in Hereford.

FOOTBALL

(Continued from Page One)

Repeating his performance of the preceding week against Vega, L. B. Russell proved the offensive genius of Coach Tommy McCollum's gang with three of the four touchdowns. Richard Baker, captain and quarterback, waggled the leather into the end zone for the first touchdown. John Hager added one extra point in four tries from placement.

Although Russell did some inspired ball carrying, greatest credit for his success goes to the line which literally smeared Portales forwards across the gridiron.

Captain H. D. Blythe at center, Hager at tackle and Wilbur Womble at end, as well as Bill McLean, made life miserable for the Rams, both on offense and defense.

In the backfield Trimble and Sowell did some hefty blocking to make things easier for L. B. Richard Baker at quarter directed the team nicely.

A powerful fullback named Bunkes proved to be Portales' best back, but he lacked sufficient help to do any scoring. A substitute tackle, Benges, led the Rams' defense.

Hereford threatened in the opening stanza, but it was the second before Russell reached pay dirt. He tallied twice in that frame and once each in the last two periods.

Mrs. Glenn Webber of Brownfield and Mrs. Tom Keys of Lamesa left last week for their homes after spending several days at the bedside of their mother, Mrs. M. A. Fox, who is now much improved.

Misses Madge and Agnes Childree of Fort Sumner, New Mexico, were here last week end visiting their parents, Mr. and Mrs. E. B. Childree, of Progressive community. The Childree sisters are teachers in the Fort Sumner school.

Two Hereford C. C. C. workers, W. J. Fellers and Weldon Beene, have re-enlisted for another six months period at their camp near Walden, Colorado. They expect to be moved soon from Colorado to a Southern camp.

Rev. E. J. Speegle of Corsicana arrived in Hereford last week to visit his brother, J. E. Speegle and family. Rev. Speegle is an ordained Baptist minister and preached at the regular Sunday evening hour at the Baptist church.

Glenn McCard and family of Black left the first of the week for Chicago, Buffalo, New York City, Washington, D. C., and St. Louis. Mr. McCard is Santa Fe agent at Black. They expect to be away for about 30 days.

Mr. and Mrs. Harold Spratt and son, Harold Miller, of Big Spring, arrived Saturday evening to visit in the home of his parents, Mr. and Mrs. I. H. Spratt, for a week or ten days. Mr. Spratt is recovering from an operation and is here for a rest.

Mr. and Mrs. Ross Green and little daughter, Connie Lou, arrived Tuesday night from their home in Albuquerque, New Mexico. They left Wednesday for Memphis. Miss Connie Lou remained here with her grand parents, Mr. and Mrs. Ross Fuller.

FOR JOB WORK, TRY THE BRAND.

FRESH FRUIT AND VEGETABLES
Arriving Every Week.
Nice, large watermelons in season.
Expecting a shipment of Arkansas Apples today.

MRS. ROSS FULLER
Next Door South of P. O.

HOSPITAL NOTES

Norris Broadus of the Stock Yards National Bank, Kansas City, was confined to the hospital Wednesday night and was dismissed this morning.

J. D. Doughty and son, Lloyd, of Weatherford were here today transacting business.

Miss Mary Ann Adams of Fort Sumner, New Mexico, visited in the D. H. Bryant home over the week end.

Mr. and Mrs. Fred Soll and daughter, Ruth Ann, of Canyon were here Tuesday visiting with her brother, Buford Farmer and family.

Babe Russell returned home Tuesday night from Walden, Colorado, where he spent the past four months in a C. C. C. camp.

Paul Wright-Barnett of Amarillo was here Wednesday visiting his parents, Mr. and Mrs. Ralph Barnett. He is connected with the Magnolia Petroleum Company at Amarillo.

Grant Fuller, manager of the R. H. Kemp Lumber Company, went to Texhoma, Oklahoma, Tuesday on business. He accompanied C. J. Stillwell of Roswell, New Mexico, secretary of the company.

JUNIOR PIONEERS ENTERTAIN SENIORS

The Junior Pioneer club entertained the Senior Pioneer club Monday afternoon at the home of Miss Lueta Borden.

A Mexican program was given which was very interesting and entertaining. Brief history of Mexico was given by Miss Emma Jackson, Mrs. Liston Wilson spoke on the Mexican Mother, Miss Marie Seed sang a beautiful Mexican song, and Miss Lueta Borden entertained with a Spanish dance number.

When he checks up on your lubrication, he is preventing the most costly repairs. And, when he does a job of lubricating for you it not only eliminates a big repair bill, but prolongs the life of your car. Check it now!

Gulf Service Station
Corner Miles and Third.
J. C. McCullough, Manager

MEET THE MAN

SUPERSERVICE MAN ... He Saves You REPAIRS

When he checks up on your lubrication, he is preventing the most costly repairs. And, when he does a job of lubricating for you it not only eliminates a big repair bill, but prolongs the life of your car. Check it now!

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Gulf Service Station
Corner Miles and Third.
J. C. McCullough, Manager

Mrs. Charles Newell and little daughter, Jacqueline, returned home last Monday from a six weeks visit with her sister, Mrs. E. A. Sutton and family, of Ponca City, Oklahoma.

Mrs. O. W. Carter of Lubbock, formerly Miss Gladys Bryant, and son, Weldon, are spending the week with her parents, Mr. and Mrs. D. H. Bryant.

Card of Thanks.

With much gratitude we desire to thank the Hereford Chamber of Commerce, the Kemp Lumber Company and the judges who awarded us the first place in the Home Beautiful contest last week. We especially desire to thank those who gave us the two prizes, the \$10 in cash by the Chamber of Commerce, and the rose trellys by the Kemp Lumber Company.

Mr. and Mrs. S. B. Fellers.

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

W. L. Davis and his two brothers, L. P. Davis of Plainview, and J. Davis of Lubbock, went to Sherman last Friday on a business mission. The Davis brothers own several farms near Sherman. They returned to their homes Sunday evening.

Is the Farmer Given Too Much Criticism?

I wonder about the people who blame the farmer for the unemployment situation because he uses machinery instead of hiring men.

In wonder if the people ever worked on a farm, got up early, milked ten or twelve cows, fed the same number of calves (and teaching a calf to drink is a story in itself); fed a lot of pigs; fed, watered, curried and harnessed a few teams; then plowed ground behind a harrow; or shocked wheat or hoed corn when the thermometer was 95 in the shade and not a breath of air stirring; then did the same chores at night.

Or has one of them ever got up at 4 o'clock in the morning and sat on an old corn binder in zero weather with frosty feed striking him in the face, then hauled in to the stack those heavy 40-pound bundles and pitched them high over his head in a strong wind and the thousand and one other things the farmer has to do—for a farmer's

work is like a woman's—never done?

I wonder if these same people wouldn't buy tractors, combine and milking machines or anything to lighten their work. Why should not the farmer say that the woman in town should give up the sewing machine, washing machine and electric refrigerator and hire all this work done to aid unemployment? The farmers are criticized for driving carefully. One would think from the talk of some people they would like to see the farmers and their wives coming to town in an old wagon behind a tired team.

Which means the most to every one concerned, criticism or cooperation?

BUCHANAN & ROSSON
Hereford, Adv. Friona

We Will Have a Nice Line of Brown and Navy HATS Large Headsize

Due Saturday, October 7, and Wednesday, October 11. See them—We will have your headsize.

Also Sport Hats, in all shades, just what you are looking for. Vogele Millinery Parlor

STAR THEATRE

Hereford, Texas

Friday Only

Jean Harlow in "Platinum Blonde"

with ROBERT WILLIAMS

Saturday Only

Matinee and Night, "Mama Loves Papa"

CHARLES RUGGLES AND LILYAN TASHMAN

Serial and Comedy

Admission, 10c to All

Preview Saturday Night SUNDAY MATINEE

Only Two Showings

Warner Bros. mighty extravaganza of drama, melody, mirth! 14 dazzling stars! 50 featured players! 200 beautiful girls!

Admission Only 10c-20c

Monday and Tuesday

Robert Montgomery and Helen Hayes in "Another Language"

Admission Only 10c-20c

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Robert Montgomery and Helen Hayes in "Another Language"

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Robert Montgomery and Helen Hayes in "Another Language"

Admission Only 10c-20c

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Robert Montgomery and Helen Hayes in "Another Language"

Admission Only 10c-20c

Notice

We Will Soon Have a Complete Stock of ALL MAGAZINES

SPECIALS

\$1.50 Water Bottle 98c
50c Bathing Alcohol 39c
25c Kleenex 23c
50c Milk of Magnesia 29c

VIVANI 10-SPECIALS

Face Powder Wave Set
Hand Lotion Nail Polish
Rouge Cleansing Cream
Talcum Powder Tissue Cream

Many Other Bargains—We Appreciate Your Business.

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FRANK GYLES, Manager