

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

36th Year—Number 42

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, OCTOBER 24, 1935.

Five Cents Per Copy.

PRODUCERS JOIN CORN-HOG REFERENDUM THIS WEEK-END

AROUND TOWN

Sights and Faces Seen

Ballots have been mailed to all corn-hog contract signers and they will cast their votes and return them to the county agent's office not later than Saturday as they join in the national referendum to decide if they favor a corn hog adjustment program for the coming year. The 1935 program expires November 30.

All 1935 contract signers and any other producer of corn or hogs during the year are eligible to vote in the referendum. If any contract signer failed to receive a ballot he may secure one at the county agent's office this week end, and any non-signer growing hogs or corn during 1935 also may cast a ballot at the agent's office.

The importance of this vote has been stressed since a representative vote must be cast or the program will be dropped regardless of the attitude of those who do return their ballots. The question to be decided, it was pointed out, is whether corn acreage is to be held down to what is believed a safe, desirable level and an excessive increase in hog numbers prevented, or if control of both corn acreage and hog production is to be released.

Students Will Vote On Texas 'Hall of Fame'

Students of Hereford high school will cooperate in the selection of a Hall of Fame for Texas State College for Women, Principal G. M. Hudson has announced.

Plans are now under way for the election of ten prominent Texans to comprise the original group. A committee in charge of the Hall of Fame has prepared a ballot of 22 names, and students from approximately 850 high schools in the state will vote the last week in October to select their favorite Texas heroes and heroines. Students will also be permitted to add any individuals to the ballot whom they deem worthy of the recognition. No living person is eligible for the Hall of Fame, but no other restrictions have been made.

Names that will appear on the ballot are Moses Austin, Stephen F. Austin, Baron DeBastrop, Thos. H. Benton, James Bowie, David G. Burnett, Richard Coke, David Crockett, James S. Hogg, Sam Houston, Richard R. Hubbard, Anson Jones, Mirabeau B. Lamar, Robert LaSalle, Ben P. Milam, Roger Q. Mills, Elisha M. Pense, John H. Reagan, O. M. Roberts, Thomas J. Rusk, William B. Travis, William L. Wharton.

Members of the public speaking class are discussing these men in an assembly program in order that the students will be able to vote more intelligently.

The Original Hall of Fame, which will be housed in the TSCW library, will be enlarged from year to year. This is a Texas Centennial project in keeping with the program of the year.

Rites Are Held For G. P. Oliver

Funeral services were held last Friday afternoon for G. P. Oliver, 75, who passed away last Thursday night at his home here. The services were conducted at 3:30 o'clock from the home by Rev. T. C. Willett, pastor of the First Methodist church. Burial was in West Park Cemetery.

Mr. Oliver came to Hereford 17 years ago and engaged in farming. He was born in Tennessee on April 13, 1860, and was married in Arkansas. He later moved to Childress where he resided several years before coming here. He is survived by his wife.

CANYON COLLEGE MAKES PLANS FOR HOMECOMING

Beef, buns and beans, with lots of hot coffee, pickles and other trimmings will make up the bar-becue dinner which will be the mid-day event of the annual Homecoming of the West Texas State Teachers College on November 2. John Snider, Amarillo's barbecue king, who has served ranch style meals from the Pacific Coast to Washington, D. C., will be in charge of the meat. T. H. Moore, whose organization served 2384 people in 50 minutes last year, will have charge of the serving again this year. The crowd of the T. Anchor College farm, and Al Baggett's freshmen football players will do the serving.

Red Cross To Observe Home Safety Week

CHILDREN OF CENTRAL SCHOOL WILL MAKE SURVEY OF HOMES

The Hereford chapter of the Red Cross will launch a campaign to eliminate accident-causing hazards in the home, along with the national home and farm accident prevention program next week. The campaign here will be conducted under the direction of Jimmie Gammill, Central school principal and chairman of the Red Cross committee, through the children of the Central school.

The pupils will be given questionnaires which they are to take to their homes and check with their parents. Information concerning accident hazards in the homes of Hereford will be compiled in this manner. The questionnaires will contain questions concerning the following: Stairways and steps kept clear, repaired, lighted; porches and balconies with secure railings; toys and utensils properly stored; a step ladder available in the home; safety matches used, kept out of reach of children; bonfires prohibited, fireplaces screened; utensils filled with hot liquids kept away from small children.

The garage door or windows kept open when motor is running; gas appliances kept in good condition; gas shut off entirely; if equipment is defective until repairs can be made; medicines stored in clearly labeled containers, necessary poisons stored out of reach of children; food removed from tin cans promptly after opening; electric cords and appliances kept in good condition; touching two conductors of electric current at the same time avoided; sharp and piercing instruments and broken glass used carefully or disposed of promptly; immediate attention given to all wounds.

Millions of people are injured in the home each year. Last year more than 34,000 were killed and the number permanently disabled by accidents occurring in the home ran into six figures. The purpose of the Red Cross program is to correct the belief that the home is safe, to point out common and uncommon home hazards and to show how each may be eliminated and to conduct an actual inspection of the homes of this community.

LOCAL PWA MEMBERSHIP COMMITTEE APPOINTED

Plans for the annual stockholders meeting of the Amarillo Production Credit Association in January and a tentative educational program for prospective members were discussed at a meeting of the board of directors held in Amarillo October 15. Dr. Virgil E. Lee, vice president of the Production Credit Corporation of Houston, addressed the meeting.

One of the actions of the meeting was the appointment of membership committees in the several counties composing the territory of the association. The committee named for Deaf Smith is composed of Wirt Phillips, A. O. Thompson, Truman Hines, B. E. Brumley and T. E. Seigler.

New Crop Loan Head

Carl Hill of Amarillo has been appointed crop loan supervisor of Deaf Smith county, which is included in the district with Castro, Lamb, Bailey and Farmer counties. Mr. Hill made his first official visit here yesterday. Until other arrangements are made, he will be at the chamber of commerce office each Wednesday afternoon. His headquarters are in Littlefield.

Williams Moved Family

O. T. Williams, acting project manager in charge of the erosion demonstration tract here, this week moved his family here from Dalhart. Mr. and Mrs. Williams have two children, Jeane and Terrell. They are making their home in the Bill Carroll house on 25-Mile Avenue. Mr. Williams went to Dalhart Monday night, returning with his family Tuesday.

Don Taylor of Pampa was a week end guest of Miss Eloyse Pittman.

CCC Camp Is Ordered to Disband; Assured Park Work to Be Finished

Thief Takes New Car from Garage

A new car, 1935 model Ford V-8 was stolen Sunday night or early Monday morning from the garage of the Hereford Motor Co. here. The theft was discovered Monday morning by Ernest Medkief when he opened up. The sheriff's department was notified and today was still trying to trace the car. The thieves entered the garage through a rear door after breaking through the panel that held the lock, and they opened the door and evidently drove the car out. The car bore a dealer's license tag.

Apply for 1936 Wheat Contract

Community meetings were held last week end and early this week in the nine Deaf Smith county wheat districts for the purpose of explaining the new wheat program. Applications for contracts are being taken at the county agent's office. All applications must be in by November 15, and although no particular date has been set for the communities, those interested in signing the applications are urged to call at the agent's office at their convenience. Applicants for contracts are requested to have with them the following information beginning with the crop year 1930 and ending with the crop year 1935: Acres seeded, acres harvested, bushels harvested, name of farm operator each year and the operator's percentage of the crop, a 1935 map of the farm, showing acreage planted to the different crops, location of contracted acres, grass lands, buildings, etc.

J. E. Ware Dies Of Heart Attack

J. E. Ware, 65, who resided 20 miles north of Hereford, died suddenly last Friday at the Deaf Smith county hospital following a heart attack. Funeral services were held Sunday afternoon at 4 o'clock from the First Methodist church, conducted by Rev. Thurston of Friona, assisted by Rev. T. C. Willett, pastor. Burial was in West Park Cemetery.

Mr. Ware came to Deaf Smith county about a year and a half ago from Friona, where he had made his home for several years. He is survived by his wife and several children.

Attend Eastern Star Meet.

Mmes. J. B. Jones, Mae Womble, H. C. Baird and Norton, the latter of Bovina, are in San Antonio this week attending Grand Chapter, O. E. S. Mrs. Baird is worthy matron of Hereford lodge and goes as a delegate. Mrs. Womble will be installed Thursday as deputy grand matron of District 2, section two. The ladies made the trip by auto. They will return Saturday.

Whitefaces Invade Friona For First Conference Tilt

Coaches Tommie McCollum and Jimmie Wilson will send virtually a complete squad against the Friona Chiefs tomorrow night in Friona's powerful floodlights in the Whitefaces' first conference battle of the gridiron season. Daniel and Hastings, regular backfield starters, and Boardman, lineman, will be back in the game after a week's absence, Daniel because of illness and the others because of ineffectiveness; but Patton, sub back injured in last week's tilt, and R. D. Sewell, sub tackle, will be out this week.

The Whitefaces are expecting a real tussle with which to blast the lid off the title series, but by no stretch of the imagination can they be rated as the underdogs. However, Friona fans seem to be just as confident as are the backers of the herd, and it is understood that the Chiefs are being backed freely.

Friona Is Powerful. Following their rout of the Vega club, the Chiefs loom as more powerful than their penetration victory over Happy the previous

RADIO PROGRAM SATURDAY MORNING BOOSTS COUNTY

Members of the Deaf Smith county Agricultural Council, in cooperation with the A. & M. Extension Service, will present a 30-minute farm and home radio program over station KGNC Saturday morning at 1:30 o'clock. The program is to acquaint people of the entire area reached by the station with the county.

Three short talks will be given, interspersed with musical numbers under the direction of Ray Conaway. Alex Thompson will discuss "What You Should Know About Deaf Smith County." George Brumley will tell of "Irrigation and Hog Raising in Deaf Smith County," and John Olson will discuss "What the AAA Programs Have Meant to Deaf Smith County." Starting next week the Brand will publish one of these talks each week for the next three weeks.

Hi-Y Club Will Give Womanless Wedding Nov. 7

Hereford Hi-Y club will present as its second of a series of entertainments a womanless wedding that will feature numerous local citizens in humorous if not ridiculous roles. The wedding will be staged at the high school auditorium Thursday night, November 7, at 8 o'clock.

Touted as one of the most comical entertainments possible, plans for the wedding are moving forward rapidly. It will be presented as one of the series given by the Hi-Y to raise its quota of \$100 for the year. A few of the characters have been selected, although the cast is not complete. B. H. Hopkins will be the blushing bride and Bill Knox the timid groom. Tommie McCollum will be maid of honor, Bill Kerr best man, G. W. Brumley the bride's mother, and Bill Mitchell the father. Urcel Young is ring bearer, Bill Kucker a vampsish movie star, and John Patton, Cliff Estes, Cliff Acker, Arch Foster and J. H. Brooks, flower girls.

Take it from G. M. Hudson, Hi-Y sponsor, that line-up is only a small sample of what will be in store for those who attend the event.

Final Employment Sign-Up.

The National Re-employment Service will complete next Wednesday its sign-up of unemployed persons on the local relief roll for employment on the erosion demonstration tract. This will be the last day that relief clients will be given an opportunity to get into the erosion work, it was announced, since the sign-up must be complete by November 1. Fifty-nine workers already have been listed for employment.

50 Pupils Make Honor Roll for First Six Weeks

Only two students appeared on the school high honor roll here during the first six weeks, receiving 'A's in all grades, but 48 names appeared on the regular honor roll with grades of 'A's and 'B's. Mary Turrentine, tenth grade and Doris Elaine Dillehay, sixth grade pupil, made the high roll.

The fifth grade headed the list with nine students on the honor roll. The eighth and ninth grades had eight each, the seventh grade seven, the tenth, ninth and fourth grades four each and the eleventh grade and sub-freshmen two each.

The honor roll was as follows: Eleventh grade, La Nelle Scheihaeg and George Conkila. Tenth grade, Varian Fuller, Shirley Cross, Billie Jo Roberts and Nellie Jo Shreve; ninth grade, Dean Dunlap, Jack Nicks, Glenn Ricketts and Viola Phillips; eighth grade, Grant Fuller, E. B. Posey, Floyd Ross, John Willett, Hertha Baer, Mary Louise Dean Juanita Ray and Ruby Tucker; sub-freshmen, George McLean and Polly Anna Crawford; seventh grade, Louise Cross, Joan Crawford, Ann Cockrell, Orvella Hill, Vivan Olson, La Wanda Jean Reed and Virginia Yeager; sixth grade, Bobby Davis, Katherine Henderson, Mary Nicks, Nell Spradley, J. D. Curtsinger, Billie Louise Davis, Wella Rutherford and Elma Shugart; fifth grade, Harold Close, Richard Ireland, Jack London, Mary Ann Acker, Mildred Bowsher, Lela Agnes Gilbreath, Margaret Ruth Kucker, Frances May and Rena Rae Henfro; fourth grade, David Neal Beavers; June Gibbs, Phyllis Gene Radovich and Helen Rutherford.

Baptist Meeting Is Huge Success

Intense interest with several conversions to date has been shown in the revival meeting now in progress at the First Baptist church, and Rev. B. N. Shepherd, pastor, is preparing to bring the revival to a successful close Sunday. Large crowds have been in attendance at both morning and even services, which start at 10 a. m. and 7:30 p. m.

Especially has the singing of George Wilson, Indian singer, who is in charge of the song service, been enjoyed. Tonight a quartet from West Texas State Teachers College at Canyon will be featured on the musical program. Special music will be given each night during the remainder of the meeting.

Holds Singing Convention.

The semi-annual singing convention will have an all-day meeting at the Progressive school house on November 10. The people of each community have been urged to attend and bring books.

LOCAL GROUPS START MOVEMENT TO KEEP WORKMEN HERE

CCC camp No. 1862, located in the Hereford State Park, will be disbanded by October 31, according to an order received from district headquarters last week. A majority of the men are expected to be transferred to other companies within the district.

While local citizens and organizations were attempting to get an extension of time for the camp in order that park work may be completed, Col. R. O. Whitaker, state park engineer, assured Judge C. W. Humble that the projects now under way will be completed whether the camp goes or stays. He said that it may be necessary to send a side camp here from the Palo Duro negro camps.

Need Three Months. Local park workers estimated that about three months of work remains to be done on buildings and an equal length of time on trees. This is understood to be the work that will be completed, but if the camp is moved no new projects, such as park beautification, will be undertaken.

Capt. Roy E. Adair, camp commander since August 5, received a short, unexplained order on Tuesday of last week. It was as follows: "The following camp will be disbanded at its present location by October 31, 1935. Additional instructions regarding this will be issued later. Camp SP-46-T." Capt. Adair himself to be transferred to Perryton on about November 1, said the men could be moved out in two hours after orders arrive. The camp buildings will be left intact, and he has no information regarding their usage or disposal. State park employees also will be transferred to other locations.

Immediately after the order was made known here, Judge Humble, representing the county; B. H. Hopkins, president of the chamber of commerce, and Mrs. Seth B. Holman, publisher of the Brand, started negotiations to determine if the camp could be retained. Telegrams and telephone calls were made to contact state park and army officials in charge and Congressman Marvin Jones.

In reply to Mrs. Holman's query, Congressman Jones said: "My Washington office has been in contact with officials there, and has been advised that it is necessary to have the recommendation of D. E. Colp, chairman of the Texas State Parks Board, for retention of the camp. They do not have Mr. Colp's recommendation at the present time."

"I understand that this matter was gone over with Mr. Colp by Herbert Maier, head of the regional division of the National Park Service, Oklahoma City, and that Hereford was not one of the projects submitted by the State Parks Board for retention."

"I have contacted Mr. Colp and also Mr. Maier, as well as the Washington officials, urging that the camp be retained at Hereford and shall be glad to continue my efforts along this line."

The three groups here urged such a recommendation upon Mr. Colp yesterday. It has been generally understood that the State Parks Board would extend every effort to keep the camp here for another period of from three to six months. Mr. Colp stated in a letter to Judge Humble that he was seeking the aid of Congressman Jones himself in an effort to retain the camp, but did not mention his own recommendation in the matter. Interested groups here assure everyone that every effort to get the order changed before October 31 is being extended.

KELLOGG BROTHERS BRING HOME FIRST DEER OF SEASON

To the Kellogg Brothers, Frank of Hereford, and J. W. of Tulla, go the honor of bringing home the first deer of the season. They returned last Friday from a hunting trip near Canyon City, Colorado, with two bucks, one with eight points and the other with 11. The latter weighed about 200 pounds.

They hunted for three days before bagging the animals, both of which were killed Wednesday. Frank reported the deer plentiful near Canyon City, but said few hunters were having their luck. Although he didn't say so, each probably claim the ownership of the 11-pointer.

CCC PRINTS FIRST AND LAST ISSUE AT SAME TIME

All of the CCC camp's newspaper venture was limited to one issue as a result of the order to disband the camp at the end of the month. Last week the camp started publication of its paper called "The Duster," and the first issue appeared this week, with the following notice on the first page: "It was planned at first to issue a regular camp paper in fact, part of the first edition had been printed when uncontrollable circumstances intervened. Then, when the order came breaking up the company it was thought a 'First and Last' edition would be acceptable as a souvenir. The material has been collected hurriedly and even more hurriedly printed. But we hope you like it."

The Whiteface Roundup

NEWS OF HERFORD HIGH SCHOOL

WHITEFACE ROUNDUP STAFF

Editor-in-Chief — Melva Rea
 Assistant Editor — James Bell
 Exchange Editor — Palmer Norton
 Alumni Editor — Gaytha Wilson
 Jokes and Humor — Phylene Arthur
 Copy Reader — La Nelle Scheibagen
 Reporters: Mildred Stewart, Nora Jean Russell, John Willett, Clyde Posey, Odessa Long, George Conklin, Beverly Alexander, Lavina West, Mary Ann Baird, Alva Barber, Mary Turrentine.

Tuesday, Mr. Hudson, H-Y sponsor, made an announcement, accompanied by a demonstration. The import of his announcement was to introduce an electrical program to be given Friday evening by Glenn L. Morris. The program was sponsored by the H-Y.

In the demonstration Mr. Hudson showed a device for making lightning. He attempted to perform one of Mr. Morris' acts of lighting a candle with water, but failed. Mr. Hudson impressed the fact that these are but two of many interesting and apparently impossible demonstrations by Mr. Morris.

CONCENTRATION

While in study hall recently I noticed students who probably believed they were studying. A large per cent of the students were not reading during the entire period and those who were did not get the full meaning of their subject matter. Their minds were partly occupied with other thoughts.

There is a stream of consciousness passing through our minds during our waking hours. If the mind does not direct the stream, we are likely to become day-dreamers. We think of what most interests us, but that is not always the most worthwhile thing. Since our minds are going through a period of training, their ability to direct them in the right channel should be developed. One seldom acquires knowledge without deep concentration on his reading matter. When assigned references reading, if we are to benefit from them, we should concentrate on some important matter and learn a few pages well, rather than haphazardly read a number of pages. Know what you know well.

STUDENT COUNCIL

Student Council met October 11 to discuss various problems, one of which was the electing of a senior nominee for presidency of SFA. James Bell was elected to fill this place. At a previous meeting Virginia Lee Hussey was elected the Junior nominee. It is felt that quite a bit of rivalry will exist in this race. The next problem was the choice of a fire chief and other officials. R. A. Daniel was elected fire chief, Gaytha Wilson as his assistant, Leo Renfro was elected floor captain of the third floor, with Gertrude Wilson assistant; Herbert Boardman second floor; Joyce Davis assistant. With this group at the head of fire drills, the school is sure the drill will prove successful.

October 14. We sang Hall, Hall the Gang's All Here until the house was called to order and we elected the following officers: Gertrude Wilson, President; Thelma Cawthon, vice president; Joyce Davis, secretary and treasurer; Evelyn Wilson, reporter; Irene Knox assistant reporter; Helen Ruth Barber, sergeant-at-arms.

After election light refreshments of hot tea and sandwiches were served by third year economics girls. They have been studying a unit in entertainment under the direction of Miss Rita Jean Sullivan. Everyone seemed to enjoy herself and we want to express our appreciation to these girls who certainly know how to make attractive as well as good refreshments.

HOME ECONOMICS CLUB

The home economics club met October 14. We sang Hall, Hall the Gang's All Here until the house was called to order and we elected the following officers: Gertrude Wilson, President; Thelma Cawthon, vice president; Joyce Davis, secretary and treasurer; Evelyn Wilson, reporter; Irene Knox assistant reporter; Helen Ruth Barber, sergeant-at-arms.

After election light refreshments of hot tea and sandwiches were served by third year economics girls. They have been studying a unit in entertainment under the direction of Miss Rita Jean Sullivan. Everyone seemed to enjoy herself and we want to express our appreciation to these girls who certainly know how to make attractive as well as good refreshments.

NOTICE, SENIOR MOTHERS

Senior Mothers' meeting will be Thursday, November 7, at 3:30 in music rooms or one of the rooms on first floor. Be there.

NEW ARRIVALS

New books have arrived: Fiction, home economics, civics, economics, history, English, public speaking and drama. We have 16 new volumes of fiction by some of the best known and more reputable authors; we have a new dictionary and everyone has wanted the use of the books. We have 48 new binders for magazines so we shall be able to have more bound volumes. The books will be put on the shelves just as soon as we get them ready.

SENIOR CLASS

October 11 the senior class was represented in assembly by an interesting program, organized and directed by Vira Wederbrook. In the class meeting October 17, the seniors voted their thanks to her. Seniors are working for their candidate for president of the Student Council, James Bell, and seems that Alva Barber and Virginia Lee Hussey are out campaigning, too.

Class members received report cards and many have resolved they must do better next six weeks.

NO DOWNSTAIRS NEWS

Last week Miss Fullingim, principal of lower grades, appointed Arvella Hill, Vivian Olson, Calvin Brumley and Raylan Evans to help their reporter scout for news. There is a saying, A reporter has a nose for news, but here is one reporter who simply cannot un-nose more than two items: The Junior Band, under direction of Ralph Smith, is learning to play new songs for football games and to march.

The answer to the question: Where is London located, is on the Tinsie River in France.

BAND

Band masters of the Panhandle met October 12 in Amarillo and discussed many things for the bands in the Panhandle to look forward to. The Music Festival starts April 30 for bands and orchestras. Solos will be on April 30, contests May 1 and 2. Herford High band has started work on selected and required numbers, and expects to come home with high honors.

The coming Centennial at Dallas was also discussed at this meeting. All bands in the Panhandle intend to go to the Centennial and bring honor to the Panhandle. Out of all bands attending will be selected an all-state band and a Panhandle band from Panhandle bands. Herford expects to have members in both organizations.

The band voted October 13 that every musician must take The School Musician or not get credit for band. The School Musician is of great value to students and all who read it will enjoy it.

The band takes this opportunity to thank everyone for attending Brunk's Comedians and helping the Band Mothers raise money to send the band to the Centennial.

STUDENT ELECTION

The time is nearing for election of president of the Student Council, the actual time is October 24. Campaign speeches have been given by candidates, Virginia Lee Hussey, Junior, and James Bell, Senior.

Juniors advance the idea that Virginia Lee has been a member of the Student Council three years, she has done much to develop the Council and has a sweet personality. Seniors say Jimmie is the man for the office because of his school activities and winning personality. Success to the most efficient candidate.

H-Y

H-Y met October 16. Two songs were sung and devotion led by Basil McKinley. George Conklin gave a talk, "Education Pays Mentally." Roger Brumley gave "Education Pays Physically." Bob Baird, "Education Pays Spiritually." Roy Hastings, "Education Pays Socially." Mr. Hudson, sponsor, discussed the first chapter of a "book he has started." A committee was appointed to arrange a social. Tickets to the Glenn L. Morris show were given to members to sell.

GLEE CLUB PROGRAM

Glee club entertained the student body last Thursday for the first time this school term. The first three numbers were sung by all the glee clubs, Junior, senior and boys. Numbers were Cheer Loug, We're Out to Win, and Pep Song.

The senior girls glee club sang Springtime, Where 'Ere You Walk, and Lullabye Moon, the last accompanied by Joyce Davis. They sang these songs at the Pampa Convention.

The boys' club sang When I Grow too Old to Dream, and There's a Tavern in the Town. Everyone enjoyed the program and would like to hear them again.

NOTICE, SENIOR MOTHERS

Senior Mothers' meeting will be Thursday, November 7, at 3:30 in music rooms or one of the rooms on first floor. Be there.

NEW ARRIVALS

New books have arrived: Fiction, home economics, civics, economics, history, English, public speaking and drama. We have 16 new volumes of fiction by some of the best known and more reputable authors; we have a new dictionary and everyone has wanted the use of the books. We have 48 new binders for magazines so we shall be able to have more bound volumes. The books will be put on the shelves just as soon as we get them ready.

SENIOR CLASS

October 11 the senior class was represented in assembly by an interesting program, organized and directed by Vira Wederbrook. In the class meeting October 17, the seniors voted their thanks to her. Seniors are working for their candidate for president of the Student Council, James Bell, and seems that Alva Barber and Virginia Lee Hussey are out campaigning, too.

Class members received report cards and many have resolved they must do better next six weeks.

NO DOWNSTAIRS NEWS

Last week Miss Fullingim, principal of lower grades, appointed Arvella Hill, Vivian Olson, Calvin Brumley and Raylan Evans to help their reporter scout for news. There is a saying, A reporter has a nose for news, but here is one reporter who simply cannot un-nose more than two items: The Junior Band, under direction of Ralph Smith, is learning to play new songs for football games and to march.

The answer to the question: Where is London located, is on the Tinsie River in France.

BAND

Howard Williamson, Bill Smith and Eugene Harman, three HHS band members, have the privilege of going with the state FFA band to Kansas City. The boys left October 14 for Dallas and from there to Itasca and practice with the band three days before leaving for Kansas City. They will stay in Kansas City until October 24 and come home October 26. Eugene is selected as drum major. This band is the official band for the national FFA convention. HHS band is proud of these boys and the band expects much from them.

LOWER GRADES

It seems high school students are not the only ones going through trials and tribulations. The grammar grades have also suffered a mental relapse over six-weeks exams. What can have more grief than exams? They scare the children and make teachers have nightmares.

Syble Reese, high school student, is helping with gym classes of the lower grades.

Miss Kirby is proud of her new steel locker and enjoys using it. The lower grades, under direction of Miss McMinn, entertained the student body with an assembly program on fire prevention. The children sang, and a reading followed. Then each object which might be guilty of causing fires was tried. These offenders were released, but Mr. Rubbish was found guilty in the first degree. Students enjoyed the program and the interest shown by the downstairs grades.

In the future these classes will be welcomed into high school, as classes before them have been.

EXCHANGES

Not enough girls in Canyon, so the Eagles' Tales says. There are about 15 more boys in the Canyon high school than girls.

Dalhart's band selected their officers last week and they expect to make a big showing for their town. Mr. Williams, band director, expects to have a band that Dalhart will be proud of, also the Wolves expect a winning team in football.—H-Lines, Dalhart.

Students of Pampa high school decided to elect officers twice a year by the short ballot system. The Harvesters expect to go places and win all their football games this year. Paul Schneider, drum major for the Pampa high school band last year, was selected drum major at the Texas University. This is a great honor for both Paul and his band.—The Harvesters, Pampa.

The Hornets lost to Floydada, 48-0, but they won from Plainview. The faculty gave a program featuring such stars as the Marx brothers, Boswell sisters, Joe Penner, Kate Smith, Mae West and Clark Gable, also the dramatic club started a series of amateur nights, patterned after Fred Allen's Town Hall Tonight. These programs are held in the school auditorium, starting at 7 o'clock. They have one program a week.—Tulia Hornet.

JOKES AND HUMOR

In senior class meeting Mr. McCullum expressed his and Miss Carlisle's appreciation for not sending them to the other place where the rest of the faculty went. If anyone hears a noise like the flapping of wings, there will be no doubt about it.

More information should be known before students from civics class go out into this old world. On a test Mr. Dillehay said, The Brookings Institute — Washington is an institute for the deaf, dumb and not mentally well people. More than half the class said "True."

Miss Carlisle was showing two students how to prepare a project on which one was supposed to put political, religious and educational democracy, and to clarify each by underlining with red, blue and green. For example, she exclaimed, green for education. Very suitable, no doubt.

Miss Crawford: How did you feel when you received your report cards? Didn't you feel poetic? Vira W.: No, ma'am, I felt lyrical. Some people must have been happier than most seniors to feel that way.

Herbert: I'm not going with any more girls that talk all the time. Palmer: You'll stay at home, then.

Gaytha: But, Gertrude, money might not bring you happiness. Gertrude: Yeah, but I wanta learn by personal experience.

Mary V.: You really need a new bicycle.

Sora Jean: What, when I'm

still making payments on the bicycle I exchanged for the bicycle I sold for part payment for the bicycle I've got now. Nothing doing!

SOPHOMORE CLASS

Mr. Hopkins, Sophomore sponsor, took charge of the class meeting Wednesday and we elected Miss Vaughan as our new sponsor. Report cards were handed out and were discussed among each other. There were many sighs and ohs, but many students were certainly surprised by the marks on their cards.

ASSEMBLY PROGRAM

Rev. Thorns, new pastor of the Presbyterian church, gave an enjoyable talk on Is Your Gun Loaded? He brought out the thought in his talk that one should do his work not for the grades or honor that he will receive, but for the knowledge that he might obtain from that particular study. One should always be prepared so that when his one and only great opportunity comes in life he might take advantage of it.

Bippus Items

BY RUTH REESE

Shoppers in Herford Saturday included Mr. and Mrs. B. F. Reese and Milton Reese, Mr. Whitson and family, R. E. Lee and children.

C. T. Reese and family were in Herford Tuesday night.

Mr. and Mrs. Pittner are moving to Herford.

Mr. Culpepper of Walcott called in the Bill Winn home Wednesday.

The club will meet next week with Mrs. Hoover.

C. T. Reese and family and Mrs. C. V. Griggs were in Clovis Sunday.

WALCOTT SCHOOL NEWS

The witches are to gather in full force at Walcott on Halloween night, October 31, at 8 o'clock. They are bringing Mother Goose and all her children in a Native Witches' Circus. There will be fun for everybody. Everyone is invited to come and bring friends. Have you ever seen Humpty Dumpty in person? He will be there, as will Jack and Jill, the Women in the Shoe, Old King Cole and numerous others. No gate charges, but the money derived will be used to buy school equipment.

Our boys have challenged their dads to a baseball game to be played Friday afternoon.

High honor roll for last six weeks: Patsy Jean Hancock, Honor roll: Waldron Melton, Dorothy Sanders, Sammy Inman, Lorraine Morton, Alfred Bedner, Mary Evelyn Hancock, Lavelle Whiteside, Wayne Thomas, Harold Inman.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE CHEAP.

WINTER LUBRICATION

When you are ready to change to winter lubrication, bring us your car or give us a ring. We are equipped to service your car with the finest motor products.

Texas Service Station

Glenn Snyder

Insist Upon



PACKARD'S BEST

FOR Better Baking Results

This dependable, even-textured flour bakes delicious pastries of all kinds and light, fluffy biscuits equally well. You'll understand why you get better baking results after using a sack of PACKARD'S BEST Flour.

Packard Milling Company
 Herford, Texas



nowhere else in TOWN

WHEN BETTER COFFEE IS MADE IKE WILL MAKE IT!

Can you get more wholesome food from a hamburger to a full meal.

Visit us. You will be pleased.

IKE'S CAFE

...but, after all is said and done, it's the cigarette itself that counts

... the question is, does it suit you?



Now, when it comes to a cigarette that will suit you . . . you want to think whether it's mild, you want to think about the taste

That Chesterfields are milder and taste better is no accident . . .

The farmer who grows the tobacco, the warehouseman who sells it at auction to the highest bidder, every man who knows about leaf tobacco will tell you that it takes mild, ripe tobaccos to make a good cigarette.

In making Chesterfields we use mild ripe home-grown and Turkish tobaccos.

Outstanding .. for mildness .. for better taste



NEW and only in PURINA MASHES

PURINA Mash is enriched with PUR-A-TENE—the concentrate of nature's own health-giving vitamin A from green plants. Feed this winter for healthier hens and more eggs.



Packard Milling Co.

Summerfield News

MAUD E. NOLAND

Rev. and Mrs. Weathers of Plainview spent Saturday night in the Ky Lawrence home.

Mr. and Mrs. Fred McCree of Gruver visited in the J. A. Noland home Sunday, enroute to El Paso.

Mr. and Mrs. Louie Huckert spent the week end in the home of their daughter, Mrs. John Helselman, at Vega.

Messrs. and Mmes. E. H. and R. A. Fullwood and families spent Sunday in the Chas. Noland home.

Beatrice Lawrence of Amarillo spent Sunday with Maude Noland.

Mr. and Mrs. Cecil Lookingbill and John L. Lookingbill of Amarillo spent Sunday in the J. L. Lookingbill home.

C. H. Churchill spent last week in the Bob Rowan home at Canyon.

Mr. and Mrs. S. D. Bellar, Dolores Bellar, Mr. and Mrs. Cecil Buhrmann and son of Muleshoe spent Sunday in the David Bellar home.

Mr. and Mrs. Hare and Miss Vachel Hare of Amarillo spent Sunday in the Bill Edelman home.

Messrs. and Mmes. J. C. and Earl Lance and family, Joe Kendall and family, S. L. Waiser and family all of Hereford, Messrs. and Mmes. J. O. Clark, D. C. and Guy Waiser and families, C. R. Waiser, Misses Ruby Thompson and Kathleen Wade gathered at the Lee Curry home Sunday, honoring the birthdays of Mrs. C. R. and Guy Waiser.

The Study Club met with Mrs. W. G. Harris Thursday.

YWA met with Misses Atchley Monday evening.

Mr. and Mrs. Wilburn Edelman and Von of Tulla spent the week end in the Bill Edelman home. Mr. Edelman is teaching school at Tulla this year.

Mr. and Mrs. Paul Foster of Hereford, Mr. and Mrs. Vetsch

of Amarillo visited the A. J. Blake home recently.

Mr. and Mrs. D. J. Neill of Plainview spent Saturday night in the Lee Curry home.

Miss Kathleen Wade spent Saturday with her sister in Canyon.

Miss Ruby Thompson visited the week end with her parents, Mr. and Mrs. A. O. Thompson.

Miss Dorothy Harris of Oklahoma Lane is visiting her parents, Mr. and Mrs. W. G. Harris. She is teaching there, and the school has been dismissed for cotton picking.

O. O. Richardson and family of Clovis and Mrs. Enola Hallum of Clovis, A. C. Pierce and family, Messrs. and Mmes. Grady Wilson and family, O. Wilder and family and Walter Nix and family of Westway, Mr. and Mrs. Ulysses Pierce of Hereford gathered in the N. P. Sikes home Sunday, honoring Mr. Sikes' 51st birthday.

N. P. Sikes worked in Clovis last week.

Mrs. Pete Carmichael and Billie Bob spent part of last week with her mother, Mrs. W. G. Harris.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Mr. and Mrs. Lige Ellison returned to Crosbyton last Tuesday.

Mr. and Mrs. Tom Cook are at home for a short stay.

Adrian football team played San Jon, N. M., there Friday, Adrian winning 12 to 0.

Travis Vaughn and family of near Tulla are moving to the Meenskey farm recently vacated by M. B. Stone and family.

Little Alpha Phillips injured her eye at school last Tuesday. She was taken to Amarillo and will be there for treatment some time.

Monroe Chapman of Dalhart is visiting relatives here.

John I. Morris was a Hereford visitor Saturday.

Mr. and Mrs. F. P. Lyons have bought a new car.

Dr. and Mrs. F. E. Bowe had as their guests the first of the week Mrs. Bowe's youngest brother, Burrell Park, his wife and daughter, Floada, all of San Saba, Texas.

Winter Comes to Area Along With Little Moisture

Winter came to this area early Tuesday morning, changing its complexion for three days until it finally brought promise of perhaps heavy moisture. With low temperatures near the freezing point, it remained dry with the exception of extremely light sleet flurries until this morning, when a light rain, almost a mist, began to fall, changing to a fine snow at about 8 o'clock.

The low temperature was recorded by the West Texas Gas Company at 7 o'clock Wednesday morning when the mercury dropped to 34 degrees, two degrees above freezing. A few hours after the wave swept the area Tuesday morning the temperature dropped to 44 degrees for the lowest of the day. At 4 o'clock this morning it went down, reaching 35 degrees, where it remained at 8 o'clock.

Skies have been overcast throughout the cold spell, and frosts which were forecast for Wednesday and Thursday mornings failed to materialize. A heavy to killing frost with temperature near freezing was forecast by the United States Weather Bureau for the Hereford area this morning. The moisture was extremely light this morning, and at shortly after 8 o'clock was not sufficient to register in the First National Bank gauge.

Light snow with the lowest temperature at 32 degrees was registered at several Panhandle points Wednesday. Snow was reported at Dalhart and Texline, and Carl Hill, Deaf Smith crop loan supervisor, reported snow at Muleshoe yesterday afternoon. Temperatures at freezing were reported at Texline and Amarillo. It was somewhat warmer on the South Plains.

Tells of Things To Do For Hens

"Sound judgment counts for a whole lot in poultry raising," says C. S. Johnson, manager of the poultry department of Purina Mills. "Any way you look at it," he says, "the business of raising chickens calls for a lot of good sense. Some make a go of it with hens, others with Plymouth Rocks, others with Rhode Island Reds. There are successes in New England as well as in the South and West. There are failures, too. No matter what the breed or the section of the country, the difference is usually in the common sense of the man behind the hens."

In getting the most from hens through the winter, Johnson calls attention to what he terms the 8-point common sense plan of making hens pay. Every flock owner will do well to question himself on each of Johnson's eight points to see if his flock is getting a chance to lay winter eggs. Poultry raisers need not go to any great expense making the necessary changes that will bring about the desired conditions for health in the flock and extra eggs in the nest all through the winter. Sometimes just a little remodeling or just a change of ration is all that's required:

1. Give hens a warm, dry, comfortable, well-ventilated place to live.
2. Don't overwork, allow 3 1/2 to 4 square feet of floor space per bird.
3. See that birds have plenty of hopper and water fountain space.
4. Provide 12 to 15 nests for each 100 birds, gather eggs 3 times daily.
5. Keep things clean.

6. Cull out diseased, weak or poorly developed birds; also birds that persist in laying eggs of inferior quality.

7. Use artificial lights to lengthen the feeding period in winter.

8. Be sure that the laying mash contains paratene (Pro-vitamin A) so that the layers in winter will get enough vitamin A for springtime health and springtime production.

SEEK ORIGINAL POEMS WRITTEN BY CHILDREN

Does your child compose little rhymes? Imagine the thrill which would come to him if his work should be accepted for publication or find a place on a children's radio program. It is perfectly probable that it might do so.

Frances Coffin Boaz, poet and educator, who conducts the Fort Worth Press-KTAT poetry program, has made arrangements with the Tardy Publishing Co., Dallas, to place upon the Christmas market an anthology of children's poems. This will be the first in Texas and the second in the United States. Mrs. Boaz wishes to receive poems from children from three years to high school age as material for this book. Address all mail to Mrs. Frances Coffin Boaz, Care Radio Station KTAT, Fort Worth, giving the name, age and address of author. Prizes will be given for the three best poems and many of them will be broadcast. Parents, primary and elementary teachers, listen more closely to those verses which your child wrote himself. Examine carefully the bits of original rhyme scribbled here and there upon the margin of books, magazines, etc. They may be of more value than you realize. Some of our best known poets began writing when they were children. Such rhymes may

indicate a talent for writing poetry and should be encouraged. Usually the child who of his own accord expresses himself through simple little poems, possesses an artistic temperament which should be fostered and cultivated with care so as to enable him to appreciate better the beautiful things in life and to make the sordid things more livable.

Margaret Hudson.

WOLVERINE

Shell Horse Hide Shoes

Are Not Affected by Freezing Cold or Wet Weather!



—The Wolverine Shoe frozen in ice shown at this store dried out as soft and pliable as when placed in the ice. The Wolverine fears no weather.

A New Kind of Foot Comfort

May be yours with sturdy Wolverine Shoes at Reasonable Prices

\$2.50 To \$3.95 Pr.

Contest Winner

Fred Higgins, Robert Williams, R. Witherspoon, Tim Harvey and L. W. Crum tied at 76 hours. Time required for melting 76 hours, five minutes.

D. R. GASS & SON

Florsheim and Friendly Shoe Dealers


B. H. HOPKINS
Is
The Bride

Brooks' DRUGS

PHONE 99 HEREFORD TEXAS

SPECIALS FOR THIS WEEK-END

Certified Milk of Magnesia TOOTH PASTE 239c For	Youth's Football Helmet 98c	Monarch Hot Water Bottle 49c	Brooks' Natural All Leather Football 98c
35c LIFEBOUY Shaving Cream 23c	COD LIVER OIL Olafsen's, Full Pint..... 59c		
Milk of MAGNESIA Full Pint 37c	50c FORHAN'S Tooth Paste..... 31c		
30c IODENT Tooth Paste 31c	ASPIRIN Tablets, Scale of 100..... 33c		
12-inch ZIPPER BAG 89c	Other Super Specials		
35c POND'S CREAMS 25c	\$1 Wine Cardui..... 79c	25c Black Draught..... 19c	35c Vicks Vapo-Rub..... 27c
Vaseline POWDER PUFFS 211c For	25c Dr. West's Paste..... 19c	\$2 S. S. S. Tonic..... \$1.79	\$1 Lucky Tiger..... 89c
KOTEX Wondersoft Box of 12 235c For	\$1 Jergen's Lotion..... 79c	\$1.50 Pinkham's Comp..... \$1.39	55c Lady Ester Cream..... 39c
	75c Malted Milk, pound..... 49c	\$1.50 Gordon's Antiseptic..... \$1.29	\$1 Jergen's Lotion..... 79c
	60c Bromo Seltzer..... 49c	\$1 Adierika..... 89c	75c Malted Milk, pound..... 49c
	35c Bromo Quinine..... 25c	75c Fitch's Shampoo..... 39c	60c Bromo Seltzer..... 49c
	60c Mentholatum..... 49c	75c Famous Crystals..... 49c	35c Bromo Quinine..... 25c
	\$1.50 Pinkham's Comp..... \$1.39	75c Oty's Powder..... 49c	60c Mentholatum..... 49c
	\$1.50 Gordon's Antiseptic..... \$1.29	75c Listerine Antiseptic..... 59c	\$1.50 Pinkham's Comp..... \$1.39
	\$1 Adierika..... 89c		\$1.50 Gordon's Antiseptic..... \$1.29
	75c Fitch's Shampoo..... 39c		\$1 Adierika..... 89c
	75c Famous Crystals..... 49c		75c Fitch's Shampoo..... 39c
	75c Oty's Powder..... 49c		75c Famous Crystals..... 49c
	75c Listerine Antiseptic..... 59c		75c Oty's Powder..... 49c
			75c Listerine Antiseptic..... 59c



Koller's Analgesic Balm
42c

Relief from sore, aching muscles.



Modernistic Bread Toaster
1.09

Fairview-Palo Duro Items

BY MISS VADA NORMAN

Messrs and Mmes. C. O. Comin-guer, H. H. Elam, A. R. Norman, John Bolling, C. C. Creisinger, Dave Moore, Dick Alfred, Sweet and Sharp; Misses Almata Moore, Norine and Nadine Elam, Doris Gouddy, Barbara Benefield and Vada Norman; Messrs. Jess Mitchell, E. Norman, James and Rex Gouddy, Glen Alfred, Gerald Keller and Eldon Gouddy; Mmes. Jim Gouddy, Pete Gouddy, Ben Moore, Binford and Bill Merrell were in Amarillo Saturday.

Mr. and Mrs. Cecil Alfred visited in the Lee Norman home Saturday night.

ST. ANTHONY WOMEN BUSY DURING WEEK

Women of St. Anthony's had a busy week. Monday afternoon they gathered in the school hall for a sewing party, at which 50 white capes were cut and sewed in preparation for the procession and the crowning service to be held Sunday night at the church. Tuesday night they served guests at a social.

Tonight after services they will have a festival in the school hall, in the form of a whist party honoring the 30th wedding anniversary of Mr. and Mrs. M. H. Koelzer. A sung mass was held this morning in their honor. A dinner and reunion party was held Sunday in the Koelzer home.

A parish basket dinner will be held Sunday at the school hall in honor of Christ. After dinner the youngsters will have a baseball game. Two weeks ago the school team took laurels from Nazareth.

The professional and crowning of Christ will be under the auspices of the mission unit of St. Anthony's school. Two young boys have been chosen to crown Christ as king. Both boys and girls, members of the unit, are to be dressed in white capes, bearing on their shoulders the red cross insignia.

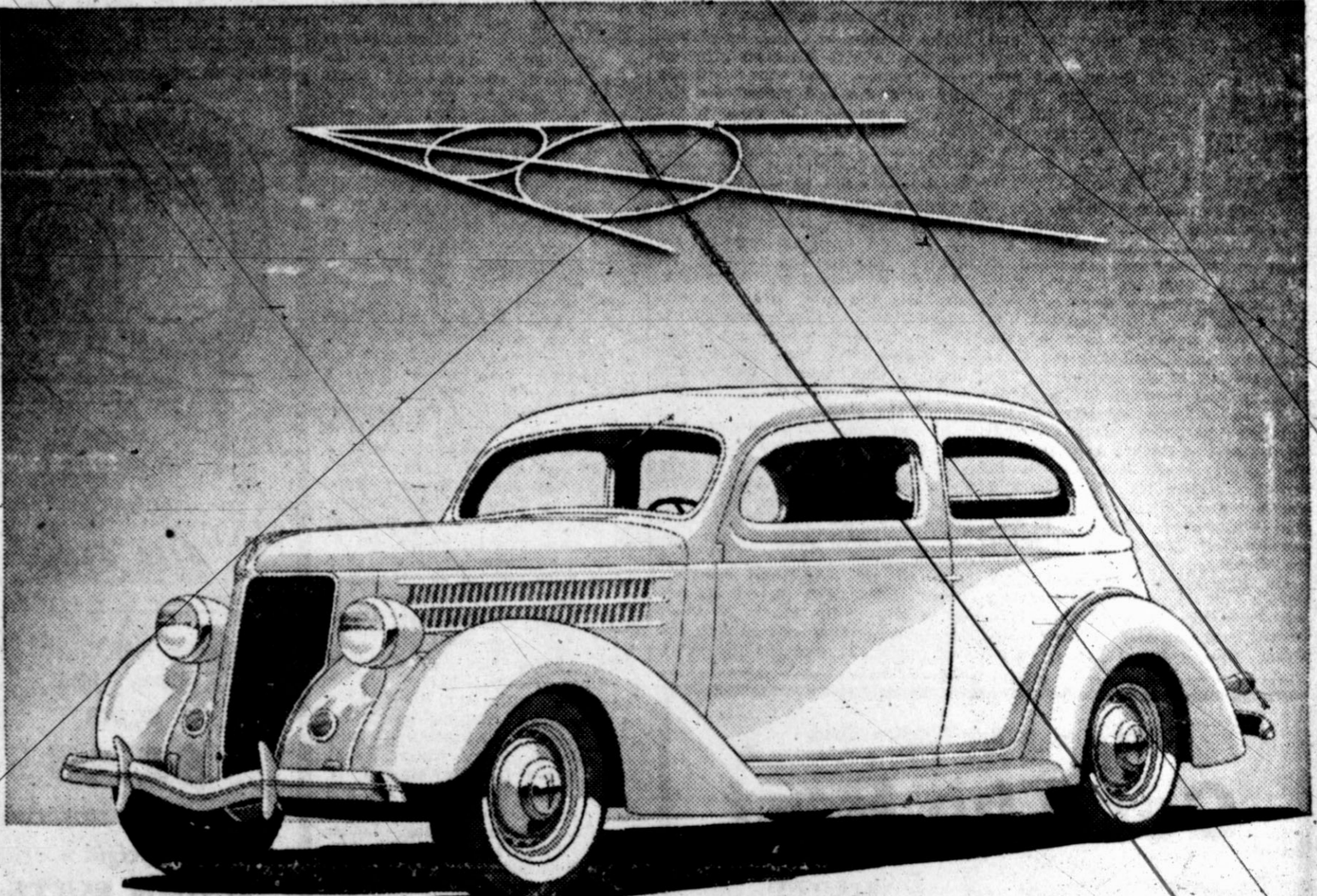
FIRST PRESBYTERIAN CHURCH

Sunday school, 9:45. G. M. Hudson, superintendent. The Sunday school needs you as you need it. "The Prophet is a Fool" will be the sermon topic at 11 by the pastor, Rev. J. C. Thorns. Christian Endeavor, 6:30 p. m. No evening service. Tuesday, All-Church night begins at 7.

NOTICE

First half 1935 city taxes are payable on or before November 30. If this half is paid, the balance will be carried until June 30, 1936, without penalty or interest. If first half payment is not made, entire tax will be due on or before January 31, 1936, without penalty. The City of Hereford urges every tax payer to make first half payment, as the city must meet interest on bonds this month. We urge you to pay your taxes now.

C. J. PADDOCK, Mayor.



THE NEW FORD V-8 FOR 1936

Why do we say The New Ford V-8 for 1936?

What is new about it?

Of course, the newest engine in the low-price car field is still the V-8 engine. Since Ford made it available to all car users (keeping it as economical as cars with fewer cylinders) the Ford V-8 has been the newest engine on the market, and remains the newest for 1936.

You may buy a car on minor "talking points"—some specially advertised feature "with the car thrown in"—but, after all, it is the engine you buy when you buy a car. Hence we put the engine first.

Other new points about the car make a long list.

Its lines are much more beautiful. The hood is longer and sweeps forward over the distinctive new radiator grille, giving the car a length and grace that are instantly impressive. The fenders are larger, with a wide flare. Horns are concealed behind circular grilles beneath the headlamps. New steel wheels.

Ford upholstery—always of sterling quality and excellent taste—is rich and enduring. The appointments of the car have a new touch of refinement. There

is no question about the increased beauty of the Ford V-8 for 1936.

In more practical matters, many improvements have been made—

Steering is made easier by a new steering gear ratio. The cooling system circulates 5 1/2 gallons of water through a new, larger radiator. Natural thermosyphon action is assisted by two centrifugal water pumps. New style hood louvres permit a rapid air-flow around the engine.

Easier, quieter shifting of Ford gears—The gear shift lever now travels a shorter distance.

The two qualities you want in brakes—Brakes that stop the car with ease and certainty. Ford Super-Safety Brakes of the long-tested, fool-proof, mechanical design.

Safety—as always—in the electrically welded genuine steel body. Safety Glass all around at no extra cost. Hundreds have written grateful letters because this glass has protected the safety of their families.

A car you can drive without strain all day, if you like, in city or country. Steady, holds the road, responds to the

driver's touch like a well-trained horse. You don't have to "push" or "fight" the Ford V-8—driver and car easily get on terms of good understanding with each other.

An engine has much to do with the roominess of a car. Very much indeed. A long engine uses up car space. The compact V-8 engine permits much of the ordinary engine space to be used by passengers.

It really is a great car in every way, this 1936 Ford V-8—the finest, safest, most dependable Ford car ever built. Now on display by Ford dealers.

LOW FORD V-8 PRICES

THIRTEEN BODY TYPES—Coupe (5 windows), \$510. Tudor Sedan, \$520. Fordor Sedan, \$580. DE LUXE—Roadster (with rumble seat), \$560. Coupe (3 windows), \$570. Coupe (5 windows), \$555. Phaeton, \$590. Tudor Sedan, \$565. Cabriolet (with rumble seat), \$625. Fordor Sedan, \$625. Tudor Touring Sedan (with built-in trunk), \$590. Fordor Touring Sedan (with built-in trunk), \$650. Convertible Sedan, \$760.

F. O. B. Detroit. Standard accessory group, including bumpers and spare tire, extra. All Ford V-8 body types have Safety Glass throughout at no additional cost. Economical terms through Universal Credit Company.

Hereford Motor Co.

TRY ONE OF OUR SPECIAL PLATE LUNCHES

Consists of any 15c Sandwich, Potato Salad and Choice of Drink or Dessert.

SPECIAL—FRIDAY, SATURDAY and SUNDAY 25c.
Coffee, Hot Chocolate, Hot Ovaltine, Hot Malt.

Whitefaces Turn On Power to Ruin New Mexico Champs

EARLY DRIVE PROVIDES PUNCH FOR 7 TO 0 VICTORY HERE

The Game At a Glance. Following the opening kickoff to Clovis, the Whitefaces took the ball on their 44 and marched to three first downs, halted by a 15-yard penalty. Clayton made it up on a 10-yard pass to Bengé over the goal line for touchdown. Clayton converted.

In the second quarter, the Whitefaces drove to the Clovis 29, and Patton raced around left end for 22 yards. He was injured a moment later after the Whitefaces reach the 3, and was taken from the game. The locals lost ground on the remaining plays.

The third period was played in Hereford territory, with the Wildcats driving to the 5 before losing the ball on downs, after Dulaney had returned a punt from midfield to the 21. In the last round, Clovis opened a passing attack that, although fairly effective, did not enter dangerous territory.

back, shot a perfect pass to Bengé, who raced across the goal line ahead of the Wildcat secondary, and the winning touchdown had been scored. Clayton converted from placement.

Apparently the Whitefaces were not through. They stopped every thrust of the visitors, and not until the third quarter did Clovis make a first down. One led—that was Bill Patton—brought laurels on his head and wild cheers from the stands as he stood out during the first two quarters. He paved

the way for another Whiteface touchdown, but went out of the game with an injured leg before the counter was scored, and the loss evidently demoralized his mates. He left them with the ball on Clovis' 3-yard line, but they lost ground on every play after that.

Patton Is Star.

The manner in which he played, refusing to give up even after he was tackled, and that usually only after he had picked up nice yardage, caused the fans to go for him in a big way and his absence to be sorely missed after he was hurt. On that first touchdown drive when he made 9 yards, it might have been a touchdown had his mates realized that he was not stopped until he was on the ground. He twisted through for 9 yards on one play. Two tacklers hit him and everyone else stopped. Somehow he got away, but a secondary man brought him down, after Patton's interference made no attempt to block the man out of the play.

At the outset of the second period, the visitors were placed in a hole when Clayton quick-kicked on second down, catching the Clovis safety in close. The ball sailed over the goal line for a net boot of 80 yards. Dulaney kicked back to mid-field; and Clayton, Bengé and Patton picked up two first downs to the Clovis 29. From this point Patton skirted left end and raced 22 yards to the seven

The Line-ups.

Hereford	Pos.	Clovis
C. Posey	le	Slaughter
Hagar	lt	Cranfill
Barber	lg	Hodgen
Hicks	c	Lindley
Denn	rg	D. Hazelwood
Willott	rt	Head
Jowell	re	Scott
Clayton	q	Dulaney
Patton	lh	B. Hazelwood
Loerwald	rh	Lloyd
Bengé	f	Dickinson

Substitutes: Hereford, Sewell for Patton, Stanford for Sewell, Raibson for Denn; Clovis, Clark for Cranfill, Hartley for B. Hazelwood.

Officials: Acker (Clarendon) referee; Sindi (Ohio State) umpire; Russel (Texas A. & M.) headlines man.

before he was brought down. Dickinson, big Clovis fullback, broke through a moment later to stop Patton for a 2-yard loss. Patton's leg was folded under his body as he was tossed to the ground and he went out of the game with a pulled ligament. The fans gave him a great ovation as he left the field, showing him they appreciated the fighting spirit that made him a star of the first half. Clovis drew an off-side penalty on the play, putting the ball on the 3-yard line, but the damage had been done. The Whitefaces were demoralized and out of step and lost ground on every play, the ball going over on the 10-yard line.

More Eyes Last Half.

Starting with the third period the two clubs played on a more even basis, with both lines sifting through when the opposing club took the offense. After an exchange of punts opening the round, Dulaney, the shining light of the visitors, who played himself almost to death and took plenty of punishment throughout the contest, returned the Hereford kick from midfield to the Whiteface 21. Hartley made 9 yards on a spinner and Dulaney plunged through for Clovis' initial first down of the contest, reaching the 9-yard line. He and Dickinson met unmovable walls at the center of the line, and then the quarterback plunged to the 5. C. Posey broke through to stop Hartley on the fourth down and the ball went over.

The remainder of the period was played in Hereford territory, but neither team was able to gain ground. It was a kicking duel between the goal line and mid-field. Bengé and Clayton plunged into Clovis territory as the final period started, but Scott crossed Clayton for an 8-yard loss when he attempted to pass, and he was forced to kick. Finding they could not penetrate the Whiteface wall any more effectively than they did earlier in the third, the visitors took to the air. Stanford intercepted one of these. A little later Dickinson passed to Scott for 22 yards and the Wildcats' second first down of the game, placing the ball near mid-field. Three straight passes failed, and on fourth down Dickinson, on a fake punt, handed the ball to Hartley, who picked up only 5 yards as the game ended.

As compared with the Wildcats' two first downs, the Whitefaces made 10. They also plunged and passed for a total gain of 203 yards, while the visitors were able to pick up only 92. To indicate the manner in which the linemen sifted through, the locals lost 31 yards on attempted plays; and the visitors lost 14.

SUMMERFIELD SCHOOL NEWS

High honor roll (all A's): N. P. Sikes, Eleanor Decker, Birdie Lee Jones, Billy Jim Sikes, Shirley Thomas, Frances Young, Edward Young, Elizabeth Jones, Zella Jones, Betty Euler, Bobby Sikes, Edgar Lee Hawkins, J. R. Euler. Honor roll, with A's and B's: Wesley Coker, Joe Billy Saunders, Helen Oglesby, Louise Suttle, Mary Louise Lookingbill, L. H. Lookingbill, Lorena Storey, Arless Oglesby, Jim Suttle, Richard Lindsay, Gene Saunders, Leo Hicks.

Deputy state supervisor, J. D. Wilson, and county superintendent, C. W. Humbel, visited the school Friday morning. Chapel was given, in which Arless Oglesby and Edward Young gave readings and Mr. Wilson made a talk on co-operation.

A movement is under way to re-organize P.T.A. The community has not had such an organization for several years.

28 Checks Received.

Approximately 28 checks representing last 1934 and first 1935 wheat payments were received during the past week at the county agent's office. They totaled \$3,281.23. Approximately 70 contracts in the county are as yet unpaid in the 1934-35 group.

Buster Pool of Amarillo arrived Monday and will be with Brook's Drug Store.

Tulia Defeats Canyon to Take Gridiron Lead

Tulia's Hornets jumped into the lead in the sectional grid race last Friday by defeating the Canyon Eagles, 6 to 0, and paved the way for an important sectional game when they invade the home of the Whitefaces next week.

Six other conference games marked the week of play in the four districts of Region 1. Three of the tilts were played in the second district, with one each in the third and fourth. The Tulia-Canyon game was the only conference tilt in this section.

In District 2, Panhandle, Groom and Perryton jumped out ahead. Panhandle marched to a 14-0 victory over the Miami Chiefs; Groom erased the hopes of the White Deer Bucks, 13 to 2, and Perryton swamped Follett, 32 to 0. Clarendon and Lefors battled to a scoreless tie in the District 3 race, and Spur defeated Turkey, 7 to 0 in District 4. A pair of non-conference games saw Estelle defeating Silxerton, 25 to 7, and Claude winning on first downs after playing Whittenburg a scoreless tie.

NEW CHEVROLET WILL BE ANNOUNCED NOV. 2

The new 1936 Chevrolet will be announced Saturday, November 2. The company has announced that the car will feature numerous improvements and changes, but no definite information concerning this new model has been made available. Brumley Chevrolet Co. will display the new car on the announced date and will have a complete line of cars as soon as possible thereafter.

St. Anthony's Church

Sunday, Feast of Christ, mass at 8 and 10. Evening services, including procession, October Devotions and crowning of Christ, at 7:30. Week Days: Mass at 8 at convent at 6:30; holy hour at 7:30 p. m. Thursday. Adoration hour, first Friday, 3 to 4 p. m.

All Saints Day: Holy day of Obligation with masses said as on Sunday. Special mass at 6:30 for workers and school goers. Benediction at 7:30 p. m.

All Souls Day: Saturday, November 2. Priests have privilege of saying three masses for the departed; there probably will be a set of three at the convent and another set of three at church.

L. A. McCullough of El Reno, Oklahoma, visited his brother, R. E. McCullough, last Thursday and Friday.

TO OUR FRIENDS, NEIGHBORS AND PUBLIC

During the last seven years while I was living, most of the time alone, with my aged parents, our neighbors and friends from Hereford have been very generous and helpful, like true brothers and sisters.

ARMOUR CREAM STATION

We have the best Jonathan apples that have been in town this season. Fine sweet potatoes at lesser prices. Come and see.

We want your cream, chickens and eggs.

I. H. SPRATT

During the three years since the passing of my mother, the neighbors have invited my father to dinner many times and have given him many pleasure rides. Many good women have cooked delicacies for him. Some of our neighbors have spent whole days and nights with us in times of sickness. The physician has been kind and skillful through long years of service. Let me thank all who have helped us and all who participated in any way in the funeral service.

R. E. Cottingham.



Protect Your Raditor From Cold Weather

Cold weather is here and if you want to avoid unnecessary radiator repairs it's wise to get below-freezing protection now. Drive in, let us inspect your water cooling system, and fill up with antifreeze to safeguard against damage. Wise motorists do it now—not when the cold wave is, in full force—and know that they are protected. We are ready to service your car also on oil changes and extra-power, cold weather gasoline. Try our service.

Service-U-Like
EMMETT MILBURN, Manager

We Carry EVEREADY PRESTONE Anti-Freeze Drive In and Let Us Service Your Car Today!

On a wave of superb football that belied their early game inactivity the previous week, the Hereford Whitefaces struck quickly last Friday against the defending New Mexico state champions from Clovis to claim their third straight victory on Whiteface Field, 7 to 0.

The powerful punch set the Wildcats back on their heels, and the damage had been done before they could recover. Excellent blocking, unerring line play and hard running by every back played a part in the thrust that provided the winning margin before the game was six minutes old. The drive came immediately after Clovis had received the opening kickoff, held virtually without gain and forced to kick.

Make Scoring Drive.

Loerwald, playing safety in the absence of Hastings, took the punt on his 30, and returned to the 44. Clayton, on 3 plays, picked up a first down despite a bad pass from center that caused him to lose 4 yards on one of the downs. Patton, subbing for Daniel, also out of the line-up for the day, twisted through for 9 yards, and an off-side penalty netted another first down. Clayton handed the ball to Patton on a spinner, and again that little demon in uniform picked up 10 yards and another first, but from this point the Whitefaces drew a 15-yard penalty for illegal use of hands on offense.

On three plays, aided by another off-side penalty, the Whitefaces, with Clayton carrying the ball, drove back to the 10-yard line. From this point Clayton faded



Cold Weather Coming! Are you Ready?

A complete stock of everything the whole family will need for winter. Visit our store—compare the Quality—Compare the Prices. You will find that your dollar buys more at Penney's. Shop Penney's Today!

Men's Horse Hide COATS \$5.90	Children's Flannelette SLEEPERS 69c	Children's SWEATERS 79c - 98c	66 x 76 Inch Cotton BLANKETS 53c
Men's Sheep Lined COATS \$2.98	Children's Outing PAJAMAS 79c	Boys' Sheep Lined COATS \$2.69	Ladies' Wool Melton Cloth JACKETS \$2.98
Winter Weight Cotton UNION SUITS Best Quality! 49c	Soft, Cozy Flannelette GOWNS 98c	16 In. All Weather HIGH CUTS Solid-leather \$4.98	UNION SUITS Big values! 98c
28 Checks Received.	So comfortable for cold weather! Slipover and button front styles, with hemstitch trimming. Solid colors—white, pink, peach or colored.	Weather-proof outside. Storm welt. Pliable retan uppers. Riveted vamp seams. Double leather soles.	Warm weight cotton ribbed styles! Military shoulders! Long or short sleeves! Cuffs on sleeves, legs! Remains!
Approximately 28 checks representing last 1934 and first 1935 wheat payments were received during the past week at the county agent's office. They totaled \$3,281.23. Approximately 70 contracts in the county are as yet unpaid in the 1934-35 group.	Reinforced! \$1.49	Strong black & white striped moleskin. Regular model. Sizes 29-42. Built the Penney way—they'll wear!	Heavier than Usual Blankets Values hard to equal at \$1.29
Buster Pool of Amarillo arrived Monday and will be with Brook's Drug Store.	Firmly Knitted for Wear Sweaters Finest Pure Worsted \$1.98	Wear Soft Flannelette PAJAMAS On Cold, Wintry Nights! 79c	Soft, cotton plaids... extra heavy weight. Full double bed size, 76x80 inches. A wonderful value that you'll want to boast about!

PENNEY'S
J. C. PENNEY COMPANY, Incorporated
WORLD'S LARGEST DEPARTMENT STORE
Hereford, Texas

You Have to Buy Chicken Feed

Get The Best MERIT EGG MASH

Is But Little Higher Than Grain and Look At the Results!

With eggs at their present high price and since you must buy feed, you cannot afford not to use MERIT EGG MASH. It produces eggs.

West Texas Feed and Seed Co.
WE BUY PRODUCE OF ALL KINDS

Fans Are 50-50 On Hereford and Friona!
But They're 100 Per Cent for Cleaning and Pressing Done Here!

We're backing the Whitefaces to take the Chiefs for a cleaning—and after you soil your clothes helping them, out, remember we're in the cleaning business ourselves.

To the people of Friona: You are apt to be terribly disappointed Friday night. The Whitefaces and Homer just can't be beat when it comes to cleaning up!

EVERYBODY CHEERS!

Fox Cleaners and Hatters
PHONE 111 HOME FOX In by 3—Out by 6.
We Meet All Advertised Prices in Hereford

Westway Items

(BY WILMA SKYPALA)

Mr. and Mrs. Dodson and Miss Dodson spent the week end in Olton. Saturday was Home Coming for Olton high school.

Miss Emily Minter spent the week end in Canyon.

Mr. and Mrs. Leslie Vaughn of Dean spent the week end with his parents. Mr. and Mrs. T. L. Vaughn. Mrs. Vaughn is spending the week here with them.

Mrs. V. L. Newton and children of Lubbock are spending a few days in the J. W. Hyde home.

C. V. Burgess and family spent Sunday in the Roy Coker home at Summerfield.

Duan Vaughn spent Saturday night with W. Schulz in Hereford.

Mrs. Rudd and children were recent visitors at Springlake.

Edgar and Wilma Skypala were in Friona Sunday.

Mr. and Mrs. Art Grimes of Hereford spent Sunday with Mr. and Mrs. D. R. Grimes.

Irene Grimes, Pauline and Dorothy Edwards and Gladys Gore had dinner in the Tom Roe home Saturday and visited Mildred Roe in the hospital at Hereford.

Mildred Roe was brought home from the hospital Monday, and at last reports was making rapid recovery.

A banking party was given in the home of Mrs. Grimes Friday night. Present were Misses Pauline and Dorothy Edwards, Arleta Burgess, Gladys Gore, Betty Tom Roe, Marguerite and June Weaver and Gwendolyn Hyde.

Don't forget the carnival Friday night. Everybody come. A good time is assured.

Frio News Items

(BY MRS. W. A. SPRINGER)

Messrs. and Mmes. A. T. Jones, Andrew Gilliam, Barney Saxon, Durwood Roberson, W. A. Springer, and their families, Mrs. M. A. Springer, J. E. Springer and children attended the funeral of their uncle, John Buchanan, at Plainview Friday. He was a brother of Mrs. M. A. Springer.

Miss Blanche Beauford of Amarillo spent the week end with her mother, Mrs. A. H. Beauford.

Mr. and Mrs. H. M. Mobley were in Dimmitt Monday.

Miss Koma Hyatt attended the wedding of Miss Alysne Creager and Roy Woods in Clovis Saturday.

G. F. Sparkman has returned from a week's stay at Childress.

Mr. and Mrs. W. A. Springer and children spent Friday night in the L. M. Springer home at Plainview.

Mr. and Mrs. Durwood Roberson and Mrs. M. A. Springer spent the week end here. Mrs. Springer remaining for a longer visit.

A large number attended the party at Frio Friday evening.

Card of Thanks.

We take this means of thanking the people of Hereford, who helped us come out in the lead. By the winners of the contest at Sprovis & Cronin Company:

Mrs. Gladys Benson
Mrs. Louie Olson
Adeline Koelzer
Barbara Buckner
Mrs. Tom Vaughn
Mrs. J. B. Hardin
Ethel Womble
Lucille Hoffman
Mrs. Floyd McGee

Dawn Items

(BY MRS. NORMAN MILLER)

Study Club met Tuesday with Mrs. W. J. Stewart. After election of officers Mrs. R. A. Frye gave a discussion of American literature during Colonial times. Later refreshments were served to 13 members and five visitors. Club meets next with Mrs. Baker Womble.

Mr. and Mrs. Dan Inman of Tullia spent Saturday night in the Ed Reynolds home.

W. P. Caraway returned Monday from a trip to Amherst.

James Smith of Hereford visited E. R. Roberson Sunday.

Mr. and Mrs. E. F. Seymour and Minnie were in Amarillo Saturday.

Mr. and Mrs. Hickman spent Saturday in Littlefield.

Mr. and Mrs. Don Fleming of Amarillo spent the week end in the Ira Fleming home.

Mr. and Mrs. O. D. Williams of Amarillo called on her mother, Mrs. Lizzie Harris, Sunday.

A. M. Henderson and family of Hereford visited the Oscar Sandy home Sunday.

Arthur Seymour of Amarillo called on E. A. Seymour Sunday.

H. E. Miller and family visited W. R. Snapp in Hereford Sunday.

Carl Luke and family spent Sunday in the Mike Koelzer home in Hereford.

Miss Alene Caraway is spending the week in Hereford.

Martin Campbell and family of Plainview called on H. E. Miller Tuesday.

Mr. and Mrs. E. V. Holman returned recently from a visit to Springfield, Missouri.

Miss Leda Smith spent the week end with her parents at Daniel.

Mrs. H. H. Miller visited her daughters, Alma and Inez, in Canyon Friday.

Miss Bernice Harris of Canyon spent the week end with her mother here.

G. C. and L. A. Smith were in Amarillo Saturday.

Miss Margaret Bowers, who is attending school in Hereford, was home for the week end.

Mr. and Mrs. Albert Kiefer of Hereford spent Saturday night in the Oscar Sandy home.

Mrs. L. A. Smith visited Mrs. O. G. Smith at Daniel Friday.

Monday morning chapel consisted of impersonation of members of the high school room by the intermediate grade. The program was more enjoyable because it was a surprise. A large group of visitors was present.

Card of Thanks.

Mrs. G. P. Oliver and relatives desire to acknowledge, with sincere thanks, the beautiful flowers and the thoughtfulness and kindness of the Missionary Society, neighbors and friends that were tendered us in our recent bereavement.

Mrs. A. E. Noe.

Mrs. Burl Elliston of Canyon visited in the home of her daughter, Mrs. Leaton Brannon, over the week end.

Dimmitt News

(MAYME COX)

Attending the Fine Arts program at Pampa Friday were Mmes. Oso Stephens, H. P. Clemons, Les Womack, Raymond Wilson, Noel Gollehon, T. A. Singer, Harvey Youts and Carlos Reynolds. Dimmitt Music club is under direction of Miss Mattie Mae Swisher.

Mr. and Mrs. E. B. Wright were hosts to the first meeting of the Music Study club. The course, Fundamentals of Music, is being studied by the newly organized club. An interesting program was enjoyed. Those taking part were Mrs. Ted Wood, piano solo; Howard Batchelder, violin solo; Miss Eva Garrison, vocal solo. Mrs. C. H. Dean of Plainview was honor guest and entertained with a piano number. Candy and apples were served to Misses Myrtle Woodfin, Lucille Rive, Elva Garrison; Mmes. Carlos Reynolds, Raymond Wilson, Harvey Youts, Noel Gollehon, T. A. Singer; Les Womack, H. P. Clemons, Ted Wood, Dilmond Neumeier, P. P. Robb, E. C. Hudson, Arthur Headley, A. L. Stringer, Mr. and Mrs. Howard Batchelder, Leroy Landers and Mrs. Chas. Dean, guest, and the host and hostess.

O. A. Fountain was here from Dallas Wednesday.

George and Miss Emil Brewer of Canyon spent Tuesday evening with their aunt, Mrs. N. H. Witt.

Dr. Mayes Miller is attending medical convention in Plainview.

Judge W. E. Gee of Amarillo exchanged benches with Judge R. C. Joiner of Plainview for the second week of district court here.

W. B. Youngblood of Hare was a Dimmitt visitor Wednesday.

Boy Stafford visited his parents in Portales Wednesday evening.

Alton Miller of Hereford was in Dimmitt Thursday.

Mr. and Mrs. Raymond Wilson and Mrs. Ray Cowser were Amarillo visitors Thursday.

Mrs. Velma Dawson visited her parents and son in Hereford Tuesday evening.

Red Cox and Miss Jonnie Beth Tate attended the show in Hereford Tuesday evening.

Rev. Alfred Freeman of Rotan visited old friends here Thursday.

Mr. and Mrs. Chas. McLean, Tom Hanks and Miss Mayme Cox attended the show in Hereford Thursday evening.

Carl Kemp and Miss Louise Whitlow were in Clovis Thursday.

Mmes. Myrtle Crabb, W. E. Kirkpatrick and Will Gollehon attended WMC at the First Baptist church in Lubbock Thursday.

Willis Jones was in Plainview last Friday.

Mr. and Mrs. B. D. Woodlee and Bruce McLean were in Amarillo on business Friday.

J. H. Palmer left Thursday for Sudan where he has employment.

Floyd Hacker, former resident of Hart, died in Plainview Thursday and was buried there Friday. He has a number of relatives at Hart and Dimmitt who mourn his passing.

Mrs. Buck Wood of Maleshoe visited her parents, Mr. and Mrs. M. L. Hardy Monday and Tuesday.

Earl Lane and O. D. Dinwiddie of Hart were here Saturday.

C. J. Mapes spent several days this week on his ranch in Hansford county, with his son, Fred, manager of the ranch.

Carl Kemp was in Morton and Amherst Sunday.

Mrs. Alta Gladman visited Mrs. Grace Lehman in Plainview Thursday.

Messrs. and Mmes. Meade Halle, and Arthur Headley and Sam Braswell attended the show in Hereford Sunday.

Mrs. Etta and Miss Sarah Brashears were in Hereford Saturday.

Mr. and Mrs. E. A. McCullum were in Hereford Saturday.

Miss Louise Whitlow visited her parents and sister in Tullia Sunday.

Bob Nabers and Miss Sarah Brashears attended the show in Plainview Sunday.

Miss Bill Ross of Amarillo visited over the week end in the Roy Smith home.

Mrs. C. J. Mapes, Charlene and Bob visited Joe Mapes, Tech student, in Lubbock Sunday.

Mr. and Mrs. E. B. Wright spent Sunday with their daughter, Tina Mae, at Texas Tech.

Yes Mam! We've got Poly

And I'm sure proud that Phillips is the first to offer POLYmerized Gas at all stations

"POLYmerization . . . Lady, there is a mouthful for you. So I just say POLY—for short . . . Phillips 66 POLY GAS.

"And what a gasoline! It's the nearest thing to liquid dynamite that ever squirted through a carburetor. It sure demonstrates, and no fooling.

"Starts as quick as your toe touches the button, just like that! Why, all our customers say it's the most powerful and the biggest-mileage gasoline that ever punched a set of pistons into action.

"Scientists are discovering all kinds of wonderful things these days, and you gotta give them credit for Phillips 66 POLY. It's tops in gasoline, bar none, at regular price. Costs nothing extra . . . Shall I fill'er up?"

Phillips 66

Phill-up with Phillips for Instant Starting

Floyd Tomlinson and family, Dave Moore and family spent last week at Plainview and Lockney.

Mr. and Mrs. A. D. Moore were in Canyon and Amarillo Saturday.

Floyd Tomlinson and family were in Amarillo Friday.

Bill Stocker visited the W. T. Bishop home Friday night.

Elmer Womble and family, Misses Alma Foxall and Ima Haney were in Hereford Saturday.

Billie and Lillian Burum were honored on their 7th birthday with a birthday party Monday at 4 o'clock. Attending were Miss Foxall and Miss Haney, Mrs. John Price, Ben Adine Phillips, J. F. Ernest and Reese Ellen Ford, John and Mildred Gill, Nita Jo Moore and the honorees.

Free Facials

For Those Interested in MARROW'S COSMETICS Sold Exclusively Here

Demonstration TUESDAY, OCTOBER 29

Duart Hair Conditioner

MAKES YOUR SCALP

HEALTHY

Per Treatment 50¢
Course of Six \$2.00



Try This Excellent Treatment—Corrects Dandruff, Split Hair, Oily Hair and Dry Hair.

THE MODE BEAUTY SHOP

LYNDELL MITCHELL, Manager

Beautiful Brev of Bride's Maids and a Movie Star



Let's Plan His Future Right Now

As a good building must have a firm foundation so must a man's life to be successful be planned from his earliest years. Give your children the benefit of a solid foundation that will help them through that financial stress that comes at one time or another in the life of every man. In spite of popular myths it is rare indeed when great achievement grows out of poverty. Don't let your children be stunted in later years by its stifling bonds.

Start A Savings Account

First State Bank

Ward News Notes

(BY MRS. W. D. NAFZGER)

Troy and Frank Newman went to Amarillo Friday.

Miss Ruth Wolfe and T. E. Kuykendall visited the W. D. Nafzgar home Thursday evening.

Rev. Paul Collins preached at Ward Sunday morning.

Miss Pauline Newman was an Amarillo visitor Wednesday.

Messrs. and Mmes. George Suggs and John Higgins were in Amarillo Thursday.

Mr. and Mrs. Clifford Oden and little daughter of McCamel visited Mr. and Mrs. John Higgins and Albert Oden last week.

Mmes. Lipscomb and Suggs visited Mrs. Fred Sattzman Monday afternoon.

Daniel News

(BY PAULINE MOORE)

Mrs. W. T. Bishop, Mrs. W. R. Moore and children were in Canyon Friday.

Hereford shoppers Saturday were Mr. and Mrs. Tom McClain, Mrs. Anne Gillispie, Joe Moore and family, Coy Phillips and family, Clarence McBroom and family, Mrs. Clarence Brown and children, F. Tomlinson and family, and Thelma Ruth Bishop, Pauline and Ruth Moore.

SATURDAY, NOV. 2

A NEW CHEVROLET



The only complete low-priced car

WILL BE ON DISPLAY AT ALL CHEVROLET DEALERS

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager
ADRIAN ODOM Editor
W. C. NIX Foreman

SUBSCRIPTION RATE: Zone One, \$1.50 per year; Zone Two, \$2.00 per year; Zone Three and higher, \$2.50 per year. All subscriptions strictly cash in advance.

Entered as second-class matter at the Post Office in Hereford, Texas, under the act of March 30, 1879.

NOTICE TO PUBLIC

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office at 402 Main Street, Hereford, Texas.

FREE: WE HAVE CHANCE TO GET THOUSANDS—OR NOTHING!

To plant or not to plant is the modern paraphrase of the Shakespearean question as it now faces the people of certain sections of Deaf Smith county. It pertains to the roadside tree planting that should be done in connection with the soil erosion control demonstration now getting under way in the western section of the county.

The value of trees to this plains country has already been unquestionably established by the erosion service. Their main purpose is to break up the surface wind currents so that the wind will not sweep with such great force across unprotected fields. Roadside planting has additional value in that the trees prevent, or at least reduce, the blowing of sand from the road into the field and thereby start only a gradual erosion where it might otherwise have been avoided.

In addition, of course, but of lesser importance to the main purpose of the planting, is the beauty trees add to this country. They are of almost unestimable value, but until the project of widespread planting was undertaken by the erosion service, it was too much of a job to be extended farther than homesteads.

Here is what the erosion service proposes to do insofar as tree planting on the demonstration tract is concerned: Trees will be set out on homesteads and farms throughout the 25,000-acre tract. It is the duty of the farmers on this land to protect them against stock, etc., and they are pledged to this end. However, this only half completes the task of tree planting, but it is as far as the service can go at present.

It proposes the planting of trees along roadsides throughout the demonstration tract and for three miles each direction beyond the original 25,000 acres. These trees would consist of Honey Locust, Green Ash, Chinest Elm, Mulberry, Cottonwood, Flowering Willow and Jujuba, all of which have been found to be satisfactory to the plains country. This would complete the job of windbreak protection for the demonstration tract, which is to become an example for the whole country.

Furthermore, the roadside planting would not in any way interfere with traffic over these roads nor with the regular process of maintenance. They would be set out in groups where water accumulates or could be made to accumulate by proper engineering. This would be necessary so that water could be conserved around the trees since natural rainfall is not sufficient to insure proper moisture. Where the trees were set out, the fences would be moved back—all at no cost to any local people—and the trees would be planted away from the road and barpit.

Here is the picture: More than 25,000 trees planted in an area 11 by 14 miles immediately west of Hereford and extending virtually to the city limits. If anyone can dispute the value of this program, he must exceed the argument of an Elihu Root and the eloquence of a Huey Long.

But, this is not a picture that is going to be fulfilled under present conditions. That is impossible with the situation as it is now. The erosion service says that someone must accept the responsibility of protecting these trees from livestock, etc. In other words, the area in which the project is carried out must provide a stock law that will demand that owners fence in their cattle or other stock. There is no such law in precincts 2 and 3, the former in which Hereford is located. There is such a law, however, in precincts 1 and 4.

A short review of the stock law history in Deaf Smith county shows that several years ago a county-wide election was held and the law was defeated. Later, elections were called in the individual precincts. They carried in precincts 1 and 4 but were defeated in precincts 2 and 3, which at the time were largely settled by cattlemen. Hereford played an important part in the defeat of the law in precinct 2, which is not quite understandable. Cattle are allowed to roam at will in the city streets and along country roads under the present set-up.

A stock law would require that these cattle be fenced in or staked out in such a manner that they could not damage trees, along with other regulations. It would not prevent grazing on open land so long as the animals were staked out properly. It would allow for punishment for violation in the form of fines and the payment of expenses occurring from the impounding of the animals. At present in these precincts the person who wishes to keep stock from his land must build the fences. It seems logical that the person owning stock should provide the protection.

A stock law in precincts 2 and 3 would grant to the commissioners court the right to protect trees planted along roadsides, and would thereby pave the way for the carrying out of this necessary program.

Now it is up to the people of these precincts. Are you going to pass a stock law, first calling for an election by petition, and receive the benefit of this program, or are you going to let the matter pass and lose one of the most valuable assets you have ever had the opportunity of acquiring? To the people of Hereford: Are you interested in securing this flowing line of trees directly to the west from whence comes so many of the devastating windstorms? Are you going to do your part in making this program possible, or are you going to neglect the matter and let the opportunity pass?

Are we as a whole going to act now and not delay this program, or are we going to pass it up and in the future be sorry every single day that we live here that we did not make the most of the opportunity while we had it? Are we going to realize the importance of the program now, while it will do us some good, or are we going to wait until it is too late and then realize what we missed?

It'll take more than mere consideration: it requires immediate action. The petition must be circulated, signed and the election called, and then the stock law MUST be passed. Let's not let it be said that for the want of a stock law over 25,000 trees were lost—in an area where every bit of vegetation that may be obtained is sorely needed!

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, October 28, 1904.)

T. J. McGill of Olton, had offered for sale and sold the first bale of cotton ever to appear on the streets of Hereford. The cotton was unginced, and sold for 3 1/4 cents per pound in the seed. Citizens made up a purse of \$31.50 for Mr. McGill, and he left thoroughly satisfied with his venture in cotton.

Said the Wichita Falls Herald: "If a merchant sold only sugar at Wichita Falls he would starve to death. If a farmer grows nothing but wheat he will come very near starving, too. Plant various crops and you will never have a failure of all."

Judge and Mrs. J. P. Slaton were home from a two weeks stay at the Fair in St. Louis.

Machinery for the erection of a cotton gin in Hereford had been received, and it was

expected the plant would be ready for operation in a very few weeks.

Clarence and Troy Womble were undergoing a siege of typhoid fever.

(From The Hereford Brand, October 30, 1914)

Three days' rainfall in Hereford totaled 3.30 inches, and put the soil in the finest condition for wheat, but doing some damage to feed crops.

A. H. Elliston was home from California, and, according to the editor, was "full of prunes" from the orchard of a former Hereford citizen.

"The 'town team' has been working out at football with the high school team this week. Funny how the kids 'bunged' some of those old-timers up."

The editor had dropped in on Jim Clark to pick up a few news items. Clark refused to talk, remarking that "it was

too darn near grand jury time to know very much."

November term of district court was on. The published docket shown an exceedingly busy term ahead.

C. A. Skelton, manager of the Kemp Lumber Co. yard here, had attended the fair at Roswell, and was in charge of an exhibit of Tulsa silos.

Mrs. Homer Fox had spent the week end with her parents in Friona. Homer went there Monday to accompany her home.

E. B. Black Co. had just installed one of the largest heating stoves in this part of the country.

Geo. Guinn was in Kansas City the first of the week with a bunch of cattle.

Mr. and Mrs. Norman Vogeley were to leave soon for a two week visit in Dallas.

By Their Words AND OURS

Have you ever stopped to think just how much your community weekly newspaper means to you, whether it be a progressive, public-spirited institution or simply a stater of facts without offering opinions or suggestions. Of course the former is much more valuable than the latter, but both have a real place in community life that cannot be filled by any other business. More than any other business, the local newspaper should be service institutions—not mere advertising circulars or publicity sheets. What would conditions be like if you lived in a community that had no newspaper yet was large enough to prevent the carrying of all news by word of mouth as Hereford is? You probably would revert back to the use of bulletin boards in some public place, where someone posted all important happenings and notices. There you would probably gather once a week to read the news, which would consist mostly of notices of sales, auctions and elections, with none of the interesting reading material, features and news, and the money-saving information of constructive advertising found in the newspaper. The newspaper, therefore, is a medium through which people are entertained, informed and often advised by those who have made a study of certain problems. With the exception of a few office supplies and job work, the only thing that a newspaper can offer for sale is space. The amount of space sold determines the merit of your newspaper because its service like that of any other organization depends upon the amount of funds at its disposal. We are not asking you for anything, but we would like for you to remember when you read your newspaper just what it means to you, when you buy merchandise of any kind that if it has not

been advertised it is being sold only in the interest of self-profit, and that when you receive advertising in other forms that you are being cheated of the pleasant and informative reading material that would have accompanied it in a newspaper.

Tom Waggoner of the Claude News breaks forth with another harangue on the money question. He describes the Canyon News as dumb because we cannot see his big idea of unlimited inflation. Like all theorists, Tom has never backed his argument for such inflation spree with a single instance in the world's history where his method has aided a nation. On the other hand any one who has read any sort of history knows how unlimited inflation has wrecked every nation which has attempted it. A theory is fine so long as there is no evidence to disprove it, but when history disproves the theory, there is something wrong with the man who continues to advocate this theory.—Canyon News.


Business is on a standstill in the wheat fields of Floyd county. Wheat growers are waiting until November, most of them. Ground too dry to bring up wheat, they say, and if they must dry-sow another 20 or 30 days will not make any difference. Some of the best wheat crops in the history of the area were made from November and December plantings, some of the worst failures from September plantings. Some wheat raisers believe the habit of recent years to "crowd the season" or "jump the gun," by too early planting has had considerable to do with the poor yields of wheat in many instances. They say that in thousands of instances the wheat man has been sowing when he ought to be harrowing. Conservation of moisture is still the paramount need but many have forgotten or have chosen to ignore this patent law of nature on the Plains. For these it is just as well they have to "wait until November."—Floyd County Hesperian.

recent years, the entire South-west—Plainview Evening Herald. Mrs. Pete Vaughn left Friday for an extended visit with her parents, Mr. and Mrs. J. F. Bradley, of Wheatley, Arkansas.

MILLINERY SPECIALS

Friday, Saturday and Monday Special—We will have \$1.50 price on fine felt hats in all colors. Shirley Temple hats still on sale. We have hats from \$1.00 upwards to \$5.00. Come in and see us. We are always glad to show you our bargains.

VOGELE MILLINERY PARLOR



Examine Carefully

THE FARM AND HOME ACCIDENT PREVENTION PROGRAM NEXT WEEK

34,500 Deaths were caused by accidents in the home last year. Many of these resulted from defects in stairways, floors, porches, etc.

KEEP BUILDINGS WELL REPAIRED

Accidents and funerals run into money faster than lumber and nails!

Rockwell Brothers & Co.

Phone 4 LUMBERMEN So. Main St.

CLOSE Drug Store

HOME OF THE 60c PURCHASE PLAN

-GIFTS-

We have lots of Christmas Gifts—Now on Display. Take advantage of our 10 per cent lay-away-plan—Pay a little each week and you'll find it the easier way to buy your Christmas Gifts!

SPECIALS

KOTEX	17c
KLEENEX	13c
Fancy Bridge Cards	29c and 49c
\$1.00 Cod Liver Oil Tablets	89c
\$1.25 Creomulsion	\$1.10
50c Ipana Tooth Paste	39c
50c Pepsodent Tooth Paste	39c
\$1.50 Alarm Clocks	99c
50c Prophylactic Tooth Brush	39c
Cherry Chocolates, pound box	49c
Chocolate Brazil Nuts, pound box	49c

50c Chamberlain's Lotion	39c
Ultra Lotion, pint bottle	39c
Krank's Lather Cream	49c
FOR COLD PREVENTION USE	
Nyseptol	49c
Listerine	59c

Coty's Perfumes

65c Drachm

We have over 100 Nationally-Known Items On Display—at Special Reduced Prices!

A complete stock of your favorite perfumes in Yardley, Caron, Houbigant, Roger and Gallet, Evening In Paris, Etc.

Ask Us Now About Our 60c Purchase Plan

Trading with us Always Saves You Money—Besides Additional Opportunities



PHILCO
The World's Leading Radio

Priced As Low As **\$22.90**

Have you noticed the satisfaction you feel when driving a nice, new automobile, that you know is absolutely trustworthy? That is the feeling you have when you own a PHILCO.

We carry all models—cabinet, floor or desk models, and also car radios in either battery or electric sets.

It will be a pleasure at any time to bring one of these PHILCO RADIOS out to your home for a demonstration.

M. D. Womble Implements

SOCIETY

MRS. B. F. GUTHRIE, Society Editor Phone 374-J

MUSIC CONVENTION NOTES CONCERNING LOCAL PEOPLE

Miss Swisher was elected to membership on the state board for next year. As retiring president, she was presented with a beautiful white gold diamond ring bearing the National Federation seal. At the board dinner Thursday evening she was presented with a lovely corsage.

Both the Hereford and Dimmitt Junior clubs received much favorable comment upon their attractive appearance and excellent reports as well as upon their numbers on the Fine Arts program.

The Hereford Music Study Club received honorable mention in the rating of reports given. Hereford and Dimmitt's Music Study Clubs' contributions to the Fine Arts program were markedly excellent and were well received as was also the piano number by Edgar Pickett.

Musical inspiration is gathered from the fact that two years ago convention attendance was 70; last year 170, and this year 400.

WIN-ONE CLASS IS ENTERTAINED

The Win-One class of the Methodist Sunday school was pleasantly entertained in the home of Mrs. J. W. Kirby Monday afternoon. Making the most of the late autumn flowers, the rooms were beautiful with dahlias, chrysanthemums and roses blended together most attractively.

A devotional period directed by Mrs. J. F. Ward preceded the election of officers for the ensuing six months. This was followed by an entertainment program arranged and conducted by Mrs. D. W. Hawkins who introduced a number of fun-making contests. The serving of delicious home-made ice cream and cake was an added pleasure. Seventeen members enjoyed the occasion.

Mr. and Mrs. J. D. Vaughn and little daughter, Jimmie Louise, and Mr. and Mrs. John Anthony, all of Hobbs, New Mexico, spent Sunday in Hereford, the guests of W. A. Vaughn and family.

LOYAL WORKERS CLUB HAS LUNCHEON, QUILTING

The Loyal Workers club of the Rebekah Lodge met Friday for a regular social and quilting. A lovely covered dish luncheon was spread at noon. Quilting for Mrs. R. E. McCullough furnished diversion for the day.

Members and guests enjoying the luncheon were Meses. Barnhart, Leaton Branson, Tatman of Electric, Ezra Norton, Walsler, Lee Curry, Edna Fincher, Womble; Messers. and Meses. Sherm Williams, Amarillo; Arthur Rogers, F. E. Bove, A. H. Elliston, Henry Stewart, Clifford Cox, Henry Williams, E. E. Fridley, Ted Young, R. E. McCullough; Meses. Ruth Elliston, Jonie Estes, Mabel Barnhart, Gladys Stone, Ursalee Fridley, Edah Park and Mr. A. M. McCullough, of El Reno, Okla.

THREE LOCAL BOYS IN RADIO BROADCAST

The radio broadcast Tuesday from the national convention of Future Farmers of America being held in connection with the American Royal at Kansas City was of special local interest, there being three Hereford boys in the convention group. The boys went as musicians to become a part of the big state FFA band. They are Billie Smith, clarinet; Howard Williams, French horn, and Eugene Harman, trombone player who went as drum major.

The musical part of the program scheduled for Tuesday's broadcast could not be given owing to the size of the hall, but a report of convention activities as well as the winning number in the national speaking contest were given over NBC. The contest was won by a Texas boy from Graham. B. H. Hopkins of the agriculture department of the high school arranged for his classes to hear the broadcast and through the courtesy of the Black Furniture Co. a radio was installed in the high school auditorium. The reception was excellent and the program was an inspirational half hour for about 55 boys. Many local people tuned in on the program.

FLORENCE REED CLUB ORGANIZED BY O. E. S.

A new star in the firmament of Hereford club life appeared this week within her ever-widening horizon. It is the Florence Reed Club, organized under the auspices of the local Order of the Eastern Star. The club's first meeting was held Tuesday evening at the home of Mrs. Noah Ewton with Meses. Lan Shore, Jack Rose and Ewton hostesses.

Gay with bright-hued autumn flowers and foliage and the fantastic suggestions of Halloween, the receiving rooms presented a most attractive appearance. Enjoyable entertainment was found in the games of forty-two, seven tables playing. Pumpkin pie with coffee was served.

SOCIAL HOUR ON CHURCH NIGHT

The regular Church Night observance at the Presbyterian church Tuesday evening provided an enjoyable social hour in the covered dish luncheon which preceded a further study of the book, *Lupita*. Tuesday's chapter from the book was read by Mrs. Paul Mathers. A panel discussion followed in which questions on the chapter prepared by Mrs. Olson were answered by Rev. Thomas. The questions were based upon practical life problems presented in the text.

PIONEER CLUB MEETS WITH MRS. A. A. FOSTER

The home of Mrs. A. A. Foster was the cheery meeting place for the Pioneer Club Tuesday afternoon. Against a background of outside gray, bright open fires and a wealth of late fall roses were especially attractive.

Mrs. Ray Johnson was leader of an interesting program on "The Negro." Her discussion was given a refreshing slant from being centered around Marc Comely's interpretation of negro character as presented in Green Pastures. She reviewed the entire book with the thoroughness and interest which comes from careful preparation. Another excellent number was given by Mrs. J. M. Gilliland in her "History of Negro Spirituals." Her study of the origin of many of these important contributions to American music was especially interesting. An ensemble group sang *Swing Low Sweet Chariot*, and *Massa's in the Cold, Cold Ground*. The singers who provided this enjoyable number were Meses. Reed, Hill, Beyer, Shepherd and France. Reading of the club collect closed the program.

A lovely salad plate included chicken salad, potato chips, bread and butter sandwiches, nut cookies and coffee. Mrs. Bob Higgins was co-hostess with Mrs. Foster.

LOCAL REBEKAHS ENTERTAIN TULLA LODGE

Hereford Rebekah Lodge was hostess Tuesday evening to the Rebekah Lodge of Tulla. Following the regular work of the lodge, an interesting program was enjoyed as follows: Vocal solo, Johnnie Biggs; piano solo, Miss Ursalee Fridley; playlet, "Why We Join the Rebekahs," presented by Meses. Fridley, Rodgers, Jones and Williams.

The meeting was closed with the serving of a delicious salad plate.

RHODES-SOWELL MARRIAGE SOLEMNIZED SATURDAY

The marriage of Miss Bobby Lois Rhodes to Mr. Morris Sowell was solemnized Saturday evening at the home of the officiating minister, the Rev. B. N. Shepherd, pastor of the First Baptist church of Hereford. The couple was accompanied by the groom's mother, Mrs. Julia Sowell, Miss Gertrude Wilson and Mr. Hughes Millard. Following the ceremony, an informal reception was held at the home of the groom.

The bride is a daughter of W. H. Rhoades, until recently of Hereford. She has lived here for the past five years and is a niece of G. W. Brumley of this city. For her marriage she wore a lovely all-black costume with white accessories. The groom was reared in Hereford. He is employed at the Popular Store as sales clerk. Both are popular members of one of the younger social groups. They will make their home in Hereford.

LONE STAR STUDY CLUB MEETS WITH MRS. THOMPSON

The Lone Star Study Club was welcomed to the home of Mrs. Robert Thompson Monday afternoon with Meses. Thompson and A. R. Posey hostesses.

The hour's study was devoted to parliamentary law, at once one of the most difficult, important, dreaded, and yet most interesting subjects with which clubs have to deal. The lesson was carefully outlined by the leader, Mrs. Jim Higgins, who presented it as a drill with assigned questions to fix the facts brought out. The study was very informative and helpful.

Refreshments were cake with whipped cream and coffee. Fifteen members were present.

STUDY CLUB ASKS FOR OLD TOYS

Old toys! Old toys! The Lone Star Study Club wants them. The toys will be painted and mended and will be given at Christmas time to the less fortunate children. If you have any, please take them to the Panhandle Lumber Co. or call Mrs. E. W. Young, phone 271-J, and some one will call for them.

Mrs. A. J. Halek of Fairbury, Nebraska, is here visiting in the home of her daughter, Mrs. R. E. McCullough and family.

MRS. EZRA NORTON AUXILIARY HOSTESS

Mrs. Ezra Norton was hostess to the Presbyterian Auxiliary on Tuesday afternoon. Mrs. Charles Donald, who is conducting a series of devotional lessons based on the general theme "Spiritual Life Devotions," presented Jeremiah as character study for this hour. An interesting lesson on India was led by Mrs. Will S. Kerr. Its numbers included home, education and medical work given by Meses. Close, Alexander and Ferguson, respectively.

An excellent attendance of members added interest to the meeting.

TOOK ALMOST A YEAR TO FINISH 1936 "MELODY"

The radio, stage and screen were secured in the search for talent to make the new Metro-Goldwyn-Mayer musical extravaganza "Broadway Melody of 1936," which will open a three days' engagement at the Star Theatre soon.

Headed by Jack Benny, number one hero of the air waves, the cast featured entertainers include: Eleanor Powell, the "world's greatest feminine tap dancer," Robert Taylor, Hollywood's most rapidly rising luminary; popular

Una Merkel; June Knight, stage and screen favorite; Nick Loug, Jr., world-famous acrobatic dancer; Vilma and Buddy Ebsen, Broadway stage favorites; Robert Wildhack, the "snore specialist," who created a sensation on the stage and repeated his success on radio; Frances Langford, radio's songbird; Harry Stockwell, New York singer-famous on both stage and air; and Sid Silver, singer of the stoooges. "Broadway Melody of 1936" is reported to be one of the finest pieces of entertainment to come to the screen and is one picture that should go on your "must see" list.

Mr. and Mrs. E. B. Posey are entertaining as their guests, Mrs. R. L. Gillette of Wellington, a sister and Mrs. Lisha Pilans of Raymondville, an aunt of Mr. Posey. They arrived Monday evening. Mrs. Gillette's daughter, Elizabeth, accompanied her.

HOGS FOR SALE

- 10—Sows, farrow soon.
- 12—Gilts.
- 16—Shoats, 125 pounds.
- 35—Pigs.
- 1—Boar.

PUREBRED HAMPSHIRE

Alton Fraser

Phone 484

FASHION DRESS SHOPPE New Fall Style Creations



Big shipment of coats, suits and dresses arrived this week—the most remarkable values ever offered. The styles are chic and the last word in fashion.

When thinking of your fall clothing, think of the FASHION SHOPPE—We are always glad to help you decide on the right types you need, where style and quality walk.

TRY A PAIR OF OUR HOSE—

79¢ to \$1.65



STOP BURNING DOLLARS

That is exactly what you do when you burn cheap coal in your furnace or stove. It does not produce the heat nor does it have the long burning quality of finer grades. The waste wipes out your savings on inferior coal.

OUR LUMP OR NUT COAL

Is famous for its high percentage of heat-producing quality—the leading coal for years. Plan now to save on your heating costs by burning our high grade lump or nut coal. It is just the right size for heaters, brooders, etc., or our niggerhead coal, the ideal fuel for hot-air furnaces and large heating plants.

Davis & McCracken

POPULAR STORE

—She's the Sophisticated Type, and She Wears Kittenish Clothes!



They're Both Headed for

OBLIVION

"Oblivion" sufferers are lonesome because they pass unnoticed. They wear the wrong clothes! The Popular Store is endeavoring to cure "oblivion" with fashions that are becoming to the individual!

She is the Demure Type, and She Dresses Like a Screen Siren!

You simply can't wear unbecoming clothes and hope for popularity. People enjoy seeing . . . and being seen with . . . those who are stunning in their clothes . . . who make the most of their potentialities. So if life isn't filled with all the joys you hoped for . . . perhaps a clothes investment is in order.

We're pretty expert at this business of fashion and we'd like nothing better than to show you our assortment of types . . . Equalled only in the metropolitan cities . . . We are sure to have just the right thing for you.

POPULAR STORE'S NO-PROFIT SALE OF FASHIONABLE APPAREL, BEGINNING FRIDAY, OCTOBER 25, AT 9 A. M.

The Cure For Oblivion

An Investment in Clothes at Sale Prices Is in Order

COATS	Regular Price	Sale Price	All Ladies' and Children's New Felt Hats at	NO PROFIT PRICES
Tailored Styles	\$10.00	\$4.95	Ladies' New Fall Felt Hats, Large Assortment	\$1.95 Value 98¢
Tailored Styles	\$12.50	\$8.50	Hundreds New Silk Dresses, Specially Priced	\$4.95
COATS, Removable Fur Collars, All New Materials	Values up to \$18.75	\$12.95	Silk and Sheer Wool Dresses Values For Stout Women	\$14.75 \$10.50
PRINTZESS COATS	Regular Price \$19.75	\$15.75	SILK DRESSES, Exquisite Styles, Metal Shot Fabrics	Values to \$19.75 \$12.95
PRINTZESS COATS	Regular Price \$28.75	\$22.50	SILK DRESSES, Velvets Pure Silk Materials	Regular Price \$29.75 \$19.50
PRINTZESS COATS	Regular Price \$39.50	\$32.50	KNIT SUITS	Regular Price \$6.95 \$4.50
PRINTZESS COATS	Regular Price \$59.50	\$39.50	NATIKNIT KNIT SUITS	Values up to \$24.50 \$15.00
Just Unpacked Large Case of New Wash Dresses, fast colors, specially priced		98¢	LA GRACE WASH DRESSES	\$1.95 Value \$2.45

There's Always Another Year

MARTHA OSTENSO

Copyright Martha Ostensio WNU Service.

Continued from Last Week

She had not turned, even a little way, toward Gerald as she spoke, but a few minutes afterward when she sauntered slowly among the moonlit trees above the shore, she was not surprised that he met her there. She had known that he would follow her.

They stood together for a little while, in a piquant conspiracy of silence and looked out upon the shining lake.

"I must be very stupid," Gerald said in a puzzled voice. "Otherwise I would be able to figure out just how you came to be living on a farm."

Corinne laughed and felt her heart

quicken. "It's very simple," she said. "I fell in love with a farmer and married him."

"Did you?" Gerald looked at her as though in surprise.

They laughed in unison. Everything seemed delightfully absurd. Gerald poked up her nose and bent her little finger inward toward the palm. But immediately, almost absently, he let it go.

"Have a cigarette?" he suggested, and offered her his own and a gold case.

"Thanks." He held the match for her. Corinne, seeing that he kept his fingers, thought of Rodney's hands, large and powerful and bronzed. All at once she felt uncomfortable and vaguely ashamed.

"Shall we go back?" she suggested lightly.

"If you wish," Gerald agreed. "I think I shall ask Harry to drive me home," she said as they mounted the steps to the porch.

"My own opinion, if I were asked for it," Gerald said casually, "is that Harry has had too much to drink to drive anyone home safely."

It was long past midnight when Silver, preparing for bed, heard a car enter the driveway. She heard a voice that was sharply familiar to her, although it was low and pleasantly modulated. She glanced from her window. In the moonlight the chromium trimmings of Gerald Lucas' car showed unmistakably.

"This is downright spying!" Silver said to herself, and buried her face in her pillows.

But a sudden fright took possession of her. Corinne—and Gerald Lucas! Such a thing could never be. It simply could not.

Silver and Sophronia, in Roddy's car, were on their way to Maynard with two bushels of tomatoes and a basketful of yellow string beans they had gathered that day in the garden. The harvest dance was but a week away now, and there were things to be bought and cooked and done and the old barn was to be used for the event.

"I suppose we ought to get a dollar for this truck we ought to be thankful," Sophronia said. "Upon my soul, it's enough to discourage anyone—if it wasn't for the satisfaction of seeing the things grow. And with Roddy talkin' of stornin' this grain it doesn't look like an easy winter for any of us."

"It's hard to understand," Silver said, "with so many people going hungry—and farmers talking of using their grain for fuel."

"It's past me," Sophronia admitted. "I wouldn't be surprised if Roddy gave up the whole business one of these days and moved to the city. Though there wouldn't be much sense in that, either. I thought he'd feel better the other day when he got first prize for his corn at the fair. But it didn't change him any so far as I could make out."

Silver had sat and listened, her hands clasped before her, gazing straight ahead at the winding highway. There was something she wanted to say, but the words seemed too clumsy, too unutterably crude. These people had become her people—the thought forming in

master of ceremonies, called for the next dance.

Silver moved down to where Roddy and Corinne were standing together.

"I wonder what has happened to Gerald Lucas," Corinne said as Silver joined them. "I sent him a special invitation urging him to come, and here it is midnight."

Silver smiled. "He may be staying away on my account, Corinne. I told him once that I didn't want him to come here. He probably took me at my word."

Corinne made no effort to conceal her amazement. "You told him that?"

"Silver may have her own reasons for not wanting him around," Roddy put in.

"I have," Silver said lightly. "Well—as I have said before—it's no affair of mine, after all," Corinne observed pointedly. "But I do think when I take the trouble to invite someone specially—"

"Forget it, Corrie," Roddy interrupted. "There goes the next dance."

He led her upon the floor as Phil, the eldest of the Michener boys, came for Silver.

As they moved together into the dance, neither of them noticed Duke Melbank and a companion stagger up from the top rung of the loft ladder and make their way into the crowd. Uppermost in Silver's mind was the thought that she was being received by the country people here as if she were one of them.

Old Steve called out in his high thin voice: "All join hands!"

Silver left Phil and joined the girls who moved in a gay circle past the men.

"All swing!" Old Steve shouted suddenly.

(Continued Next Week)

Card of Thanks.

I wish to take this means of expressing my sincere appreciation and respect to my loyal friends who helped me during the contest at Sprowis-Cronin.

Mrs. Lee Lambert.

Jumbo News

(BY LA RUE BECK)

Ben Andrew and family of Olton were Sunday dinner guests in the C. Andrew home.

Films Hunter and family and Orval Pierce visited in the L. O. Norman home at Arney Sunday.

Mr. and Mrs. P. H. Dyer were in Portales Saturday.

Luther and Luke Beck worked last week at Idalou.

Mrs. Ira Ott of Wyche called in the J. J. Wilder home Wednesday.

The junior and senior boys played basketball at Hart Friday, winning 16 to 13.

Ellis Baggett of Wellington spent the week end with his brother, L. C. Baggett.

Mr. and Mrs. J. M. Wright of Dimmitt called in the Clay Hughes home Friday.

Attending the Rural Women's Missionary Society at Dimmitt Wednesday were Mmes. Finis, Sam and Ullman Hunter, L. E. Beck, M. L. Hardy and F. L. Pinckert, and Miss Hope Adams.

Miss Kitty Oxford is home for three weeks, her school having dismissed three weeks for cotton picking.

Mrs. E. D. Smith, J. L. and Joyce of Crane have been visiting the P. H. Dyer home.

Attending the Stewards meeting at Dimmitt Saturday, in the home of Rev. Armstrong, were Mr. and Mrs. L. E. Beck and Mrs. Sam Hunter.

Mr. and Mrs. Robinson of Eastern called in the C. R. Harrell home Sunday night.

Robert Thannish spent last week with his parents, Mr. and Mrs. W. L. Thannish, and his son, R. B. He returned Saturday for his sister, Mrs. H. E. Barnes due to the fact that Mrs. Thannish was very sick. They will return as soon as possible.

Messes. and Mmes. Ralph Jennings and Carl Bradley of Hereford called in the C. Andrew home Friday.

Miss Pauline Matthews of Muleshoe spent the week end at home.

Miss Viola Stork spent the week end at her home in Nazareth.

Misses Mildred and Thelma

Holly, David Myers and Ed Wilmoth entertained the community with a party Friday night. Cookies and hot chocolate were served to over 100 guests.

Mr. and Mrs. L. A. Matthews, Pauline and Merie were in Friona and Muleshoe Sunday.

C. B. Jones of Muleshoe called in the W. W. Adams home Tuesday.

Mr. and Mrs. Wilford Taylor of Umbarger and Mr. and Mrs. Noel Andrew and family of Hereford were Sunday guests in the F. L. Pluckert home.

Mr. and Mrs. A. F. Harget of Ford called in the C. Kring home Sunday.

L. A. Matthews was in Amarillo Saturday.

Luke Beck was in Stratford Sunday.

Mr. and Mrs. Johnnie Stork and Virginia called in the Jacob Wagner home at Hereford Saturday.

FOR JOB WOOD, TRY THE BRAND

No Doubt About It—A Million Laughs At the New Bride!

"What do you call the man who waited too long to buy insurance he needed?" Ask Ralph Barnett, Manager Hereford Insurance Agency

Beware The Cough From a common cold That Hangs On.

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Creomulsion not only contains the soothing elements common to many remedies; such as, Syrup of White Pine Compound with Tar, fluid extract of Licorice Root, fluid extract of Wild Cherry and Menthol, but also has fluid extract of Ipecac for its powerful phlegm loosening effect, fluid extract of Cascara for its mild laxative effect and, most important of all, Beechwood Creosote is perfectly blended with all of these to reach the source of the trouble from the inside. Creomulsion can be taken frequently and continuously by adults and children with remarkable results.

Thousands of doctors use Creomulsion in their own families, as well as in their practice knowing how Creomulsion aids nature to soothe the inflamed membranes and heal the irritated tissues as the germ-laden phlegm is loosened and expelled. Druggists also know the effectiveness of Beechwood Creosote and they rank Creomulsion top for coughs because you get a real dose of Creosote in Creomulsion, emulsified so that it is palatable, digestible and potent for going to the very seat of the trouble.

Creomulsion is guaranteed satisfactory in the treatment of coughs, chest colds and bronchial irritations and especially those stubborn ones that start with a common cold and hang on for dreadful days and nights thereafter. Even if other remedies have failed, your druggist is authorized to guarantee Creomulsion and to refund every cent of your money if you are not satisfied with results from the very first bottle. Don't worry through another sleepless night—phone or go get a bottle of Creomulsion right now. (Adv.)

BUSINESS AND PROFESSIONAL DIRECTORY

<p>THE CHOCOLATE SHOP Plate Lunches Sandwiches</p> <p>Cold Drinks, Candies Magazines.</p>	<p>The title to your land is vital Our Abstracts correctly reveal the title. A. O. THOMPSON ABSTRACT CO. 4 1/2 Per Cent Federal Farm Loans.</p>
<p>INSURANCE JNO. H. PATTON PHONE 56</p>	<p>DR. J. W. HENDRIX Chiropractor and Masseuse 109 B Street—Just North of Mother's Park Phone 341 for Appointments</p>
<p>THE HEREFORD BRAND For JOB PRINTING</p>	<p>GEO. S. McCONNELL Electrical Contractor</p> <p>All kinds of electrical ap- pliances repaired. Also Del- co Light, factory trained ser- vice man.</p> <p>Phone 759-W</p>
<p>LET A WANT-AD <i>Rent Your</i> EXTRA ROOM!</p>	



Drove Home Through Dissolving Distances of Rain.

her mind flowed on in a radiance—the gloomily and faraway radiance of the legend of Ruth.

All at once she felt a tide of warmth move up over her throat and face.

"I wanted to say something last night when Roddy was talking to you and Jason about things," she said. "But I didn't know just how to put it."

"What was that?" Sophronia asked.

"It's just that I feel I have a right to help—and I want to. I have a little money left—plenty to do me for a year or even more—and I don't need the rent Roddy is paying for that east section. I don't see why I—"

"Land sakes, child!" Sophronia interrupted. "Don't ever mention such a thing to Roddy. He'd take your head off. I'm glad you didn't say anything about it last night. No—he'll get along and pay his way—or he'll make a change of some kind. He already thinks you're doing far more than sufficient to pay your board, if it comes to that!"

Silver was silent for a long time. It was just as she had expected. Roddy's pride would never permit him to take any assistance she might have to offer him.

From Maynard, Sophronia and Silver, with the car windows up, drove home through dissolving distances of rain. "Think of gettin' only ninety cents for all our work yesterday," Phronie mused aloud, "not countin' the cost of seed and the bother of plantin'. Darn it! I could almost wish every city swell might starve to death!"

CHAPTER VII

The mow of the new barn was full of hay, so that it could not be used for the harvest dance. Consequently, the loft of the old barn below the hill, which had latterly been used for surplus storage, came into its own again.

Jason stood with Silver at one end of the loft, where the orchestra was getting ready to play for another square dance.

"I think I'll ask Paula for this one," Jason said.

"If someone isn't ahead of you," Silver said. "She seems to be very popular tonight. Paula is a handsome girl. She would make a fine model for some painter," but Jason hurried away as old Steve, acting

Colder this Sunday?

SIT IN PEACE, IF YOUR ENGINE OUT THERE

stays oiled

When your car's in cold storage at the curb this winter, don't have misgivings. Simply do what no oiling system can do by itself... make your engine stay oiled at a standstill, by changing to Conoco Germ Processed Oil.

Then when the thermometer slides, so will every part of your engine. You can come out calmly, as late as you like, to an engine that's oiled IN ADVANCE—clear to the top—before you've touched door-latch or starter. No more cruel, scraping starts, without half enough lubrication. And right there, you know, is where engineers lay more than half the blame for worn-out motors.

But the Conoco Germ Process... patented... spares you all that. How? By giving this oil the startling power

to COMBINE with metal. That's what gives you the famous Hidden Quart, which won't drain down. It's up there for starting, and then while you're running it backs up the high-durability Germ Processed Oil film.

You may have one of the newest cars—with their copper-lead, high-lead, or cadmium-alloy bearings. Or you may have an older model—with babbit bearings. But you can be sure that any bearing—or any other moving part—is safer with Germ Processed Oil.

This season don't merely change your oil... change your car's whole future... all for the better. Get to your helpful Conoco man before Sunday comes. Continental Oil Company, Established 1875.



Make sure your engine stays oiled GERM PROCESSED MOTOR OIL



CONOCO GERM PROCESSED MOTOR OIL

Head in at this sign today and head off Winter damage Your correct grade always available—including 10W or 20W

Simply Plug In

AND COOK THE WHOLE MEAL AUTOMATICALLY IN THE

New NESCO ELECTRIC ROASTER

No need to spend hours in a hot, stuffy kitchen preparing meals... do the modern electrical way with a Nesco Automatic Electric Roaster.

The Nesco boils, bakes, roasts or cooks meats and vegetables; bakes pies, cakes, bread and biscuits... does all these things without attention because of its automatic time and heat control. Just prepare the food, set the controls, and the Nesco will deliver a fully cooked, tasty meal.

And the Nesco is very economical to operate and easy to keep clean because of its fine porcelain enamel finish.

This modern method of cooking gives you food flavored at its best Better--Cheaper--Cleaner--Easier--Faster

\$17.90 for the new Nesco Automatic Roaster \$2.90 down; \$1.90 per month... a very special offer

Texas Utilities Company

DO YOU KNOW YOUR FOOTBALL?
FREE! GUESS WINNERS OF GAMES LISTED BELOW:
 In Cleaning and Pressing

First Prize \$2.50	Hereford Friona	Notre Dame Navy
Second Prize \$1.50	Amarillo Borger	Army Yale
Third Prize \$1.00	Lubbock Pampa	California U. S. C.
	Plainview Big Spring	Missouri Iowa State
	Texas A&M Baylor	Stamford Washington
	Texas Tech Loyola	Rice Texas

Just check your winners and turn list in at our shop. In case of ties, prizes will be split. Guesses must be in no later than 6:00 p. m. Friday.

Name

Stambaugh Co.

To Make Reservations Saturday For Esther Johnsson's Concert

Although Hereford has been entertained by numerous artists, the first internationally famous musician will appear here Tuesday night, November 12, when Miss Esther Johnsson is presented in piano concert. Miss Johnsson is ranked as perhaps the world's greatest pianist, and her presence in Hereford is made possible by accident.

Miss Johnsson made her debut in the hall of the Paris Conservatoire in 1929, and since her outstanding debut has played with tremendous success in most of the capitals of Europe, appearing with the famous orchestras of Paris, Vienna, The Hague, Budapest, Bucharest, Athens and other cities. In Salzburg she was chosen as soloist for the Festival in celebrating Mozart's 175th anniversary—the first time Austria ever conferred the honor upon a foreigner.

Miss Johnsson's musical training has been unusually broad. At 17 she graduated from the University School of Music in Lincoln, Nebraska, under Sidney Silber, where she was awarded the Ring of Excellence by the Sigma Alpha Iota National Sorority and was elected to the Honorary Musical Fraternity, Pi Kappa Lambda. Later she studied with Sigismund Stojowski in New York, where Paderewski said that she was a complete musician ready to play anywhere in the world. However, she continued her studies with Stewart MacPherson in London, with Nadia Boulanger in Paris and lastly with Emil Sauer in Vienna.

Miss Johnsson's concert will be presented at the high school auditorium, beginning at 8:15 o'clock. Reservations may be made Saturday at the Furr Food Store. Advance reservations are 50 cents and 25 cents, but admission at the door on the night of the concert will be 75 cents and 35 cents.

In College Chorus.
 Word has been received here that Miss Virginia Chapman, a freshman at Abilene Christian College, has been selected to membership in the A Capella Chorus club. Her instructor is Leonard Burford, head of the school's voice department.

Want Ads

For Sale or Trade
 FOR SALE: Sewing machine. 306 Miles Ave. Mrs. Charlie Neu. 1p
 WILL TRADE: Clear farm, Lynn county, for improved wheat farm. Take debt. I. F. Strong, Rt. 2, Dimmitt, Texas. 41-2p
 FOR SALE: Stock feed, bundle feed, lease on farm. O. K. Higgins. 41-2p
 FOR SALE: Columbine plants, in beautiful dark colors. Mrs. J. B. Phillips. 41-1f

FOR SALE OR TRADE: A quarter section of well improved land; lays perfect for irrigation; trade for cattle, yearlings or anything of value. 4 Corners Westway four-teacher school, 7 1/2 miles west of Hereford. D. R. Grimes. 41-2c

FOR SALE OR TRADE: Acre and house in Hereford. Write J. Andrew West, Owner, Prescott, Arizona. 39-4c

FOR SALE: 25 head of Hereford cows and 25 calves. O. K. Higgins, Hereford, Texas. 42-2p

For Rent

FOR RENT: Unfurnished apartment close to school. Call at office of James W. Witherspoon. 42-3p

FOR RENT: 6-room house, either furnished or unfurnished. Would rent part of house. Modern conveniences. Mrs. C. O. Lee, Hereford, Texas. 1p

FOR RENT: One nice two-room apartment with large pantry. 910 Miles Avenue. See Mrs. J. H. Harris. 1p

FOR RENT: Furnished apartment, two or three rooms. Mrs. Frances Baquard, 312 E. 6th St. 1p

FOR RENT: Three room, furnished

apartment, bath, garage, modern conveniences. 711 Miles Avenue, Mrs. Edgar Johnson. 1c

FOR RENT: Modern bedrooms. Mrs. A. M. Jones, 504 East 5th Street. Hereford, Texas. 35f1c

Wanted
 WANTED: Will pay cash for section of good farm land in the

vicinity of Hereford. Must be a bargain. Address: E. C. Reinauer, 25 West 9th, Oklahoma City, Oklahoma. 39-4c

WANTED: Girl for general housework. Call next week. Mrs. W. W. Hill, 3 1/4 miles north on 25-Mile Avenue. 1p

WANTED: Stubble or wheat pasture for about 15 head of cattle. J. P. Nix, Hereford. 1p

DEATH OR DISASTER NEVER TAKES A HOLIDAY

During 1933 and 1934 our health and accident company paid 667 death-claims aggregating the vast sum of \$1,350,334.00.

225 deaths resulted from automobile accidents alone. Automobiles accounted for 38.2 per cent of the total accidental deaths.

SPECIAL AUTOMOBILE ACCIDENT POLICY
 Death benefit \$2,500.00, monthly benefit \$50.00 as long as disabled. Only \$5.50 a year.

Other policies for every sickness and every accident.

Hereford Insurance Agency
 Ralph Barnett, Manager — Next to Chocolate Shop

Heaters For Every Purpose
 Whether You Use Gas, Coal Or Oil

Whether your home or rooms are large or small, we have just the right heaters to fill your needs

Because of our large supply you can pick out every type for the entire home from a small bathroom stove to an attractive living room heater in only a few minutes and without shopping around to find the styles you want.

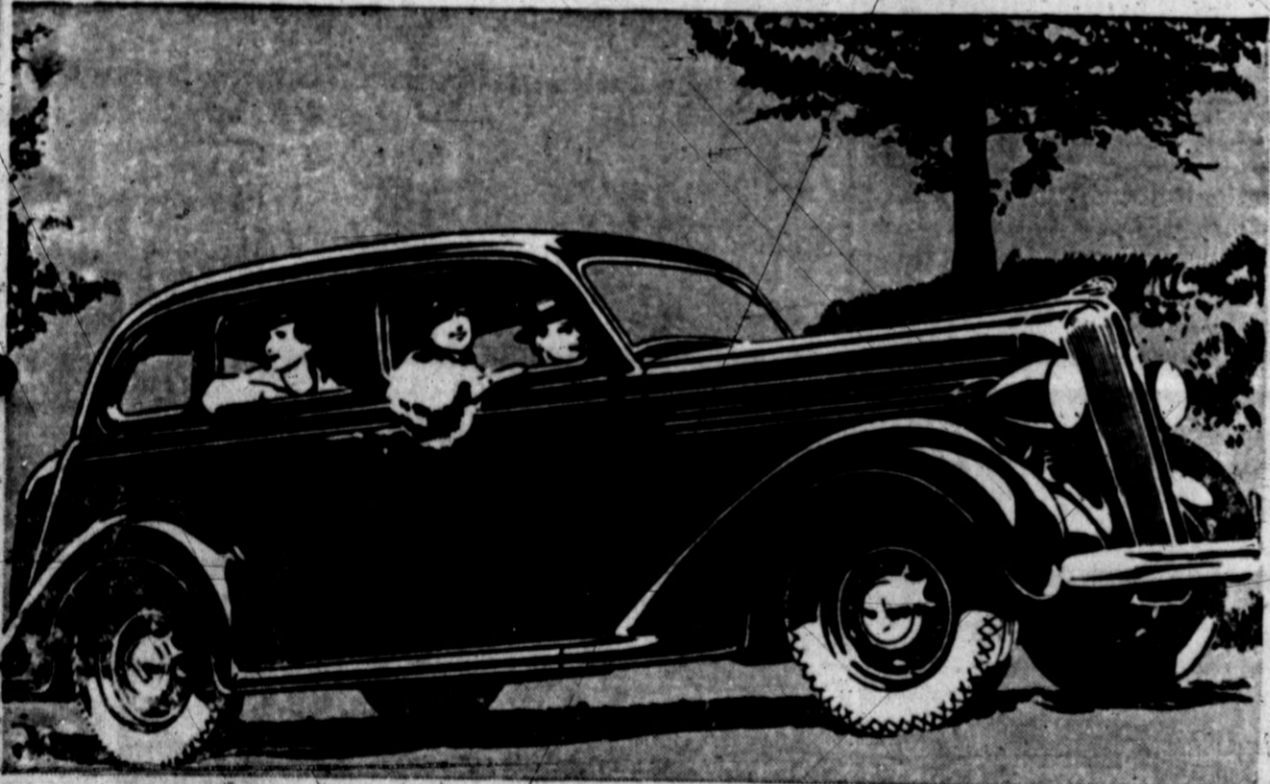
STREU HARDWARE CO.
 HOME OF SERVICE AND QUALITY.

1936 PLYMOUTH GOES ON DISPLAY LOCALLY

The Ireland-Beavers Motor Co., local Dodge and Plymouth dealers, are showing the new 1936 Plymouth, which is being announced nationally by the factory Saturday. While the car is new in almost every respect, the same motor has been continued, with improved carburation and the use of the sapphire-hard coated pistons added.

According to the local company, the factory, anticipating an increased demand, has made two additions to its Detroit plant and has built an entirely new assembly plant, increasing its capacity to 3,000 cars a day. Only a sample car is now on hand here, but a full line is expected soon.

It's Longer, Lower and Wider



New 1936 Plymouth — Now on Display

"LONGER, lower and wider" means new beauty and new luxurious roominess in the 1936 Plymouth. "Perfected Floating Ride" means a new thrill in gliding over rutted roads.

To each person the new 1936 Plymouth means a different delight—the greatest economy of any full size car—the super-obedient steering—perfection in Hydraulic Brakes—rugged security in the new Safety-Steel body with distinctive new style—luxurious, roomy interiors—the incomparable smoothness of eighty miles an hour with Floating Power engine mountings.

Write your own ticket of what you'd call perfection in a low priced car. Then come to our salesroom and see it in this new 1936 Plymouth—the most perfect car in the lowest-price class.

Ireland-Beavers Motor Co.
 Dodge-Plymouth Sales & Service Hereford, Texas

FRIDAY
 SATURDAY
 MONDAY

WEEK-END VALUES

These Values Will Keep You Smiling!

Dried Fruit Special

PRUNES Medium size, 2 lbs	15¢	APRICOTS Choice evaporated, 2 lbs	29¢
WHITE STEWING FIGS 2 pounds	18¢	RAISINS, Sunmaid Puffed or seedless, 15-oz pkg	9¢
BLACK STEWING FIGS 2 pounds	17¢	RAISINS Thompson's Seedless, 4 lbs	29¢
PEACHES Choice evaporated, 2 lbs	23¢	LIMA BEANS 2pounds	15¢

Snowdrift 3-Lb Can 53c

Mild and Mellow— HERSHEY'S Chocolate bar, 2 1/2-lb bars	25¢	COFFEE, Plymouth Two 1-lb pkgs	35¢
Mr. Goodbar Chocolate HERSHEY'S With peanuts, 3 1/2-lb bars	25¢	RAISIN BRAN Skinner's, 2 boxes	23¢
CAKES Hostess Layer, each	23¢	TOILET TISSUE Charmin, 4-roll box	23¢
MILK Eagle Brand, can	21¢	TEA, Lipton's Gunpowder or Japan, 1/4-lb	21¢
		MILK Peter Pan, 2 tall cans	11¢

Best Foods

1000 Island Relish Spread Mayonnaise 8-Ounce Jar
15¢

SALAD DRESSING Quart
35¢

P & G SOAP

FREE Pirate Color Book

5 Giant Bars
21¢

Gold Dust

The All-Purpose CLEANSER Small Size
 3 for **10¢**

Large **19¢**

SHOE POLISH Jet-Oil All Colors 2 Bottles
25¢

CUT GREEN BEANS 3 No. 2 cans	23¢	HERSHEY'S Milk Chocolate Kisses, 1-lb pkg	23¢
CHERRIES Red Maraschino, 3-oz bottle	9¢	SALMON Pink, 2 tall cans	23¢
BABY FOOD Libby's, 3 cans	25¢	WHEAT KRISPIES Kelloggs, 2 pkgs (1 Rag Doll Free)	23¢

Wesson Oil Pint Can 25c

CORN FLAKES Kellogg's, package (3 Individual Pkgs. With Each Box) **9¢**

METHODIST LADIES' MISSIONARY SOCIETY HAVING BAKE SALE SATURDAY

We Will Buy Maize, Kafir and Hegari Heads At Market Prices.

Save at FURR FOOD

WE DELIVER WE BUY CREAM, EGGS AND CHICKENS PHONE 74



CHILI Fresh home-made, brick, lb	17 1/2¢
ROAST Cut from fancy baby beef, lb	14¢
SAUSAGE Country style, pure pork links, lb	26¢
LOAF MEAT With right amount of pork, lb	10¢
STEAKS Nice, tender baby beef, lb	18¢
BACON, Sliced from light Lean sides, no rind, lb layer	36¢
CHEESE, Kraft's Or Shefford's, 1/2-lb pkg	18¢
SWEET POTATOES Home-grown, 5 lbs	11¢
APPLES, Fancy Roman Beauty, large size, dozen Bushel	19¢ \$1.47
SPUDS Home-grown Reds, 10 lbs	11¢
ORANGES California, 3 dozen	25¢
ONIONS No. 1 Yellow, 5 pounds	9¢

Greatest Sale Yet! Our Loss Is Your Gain! NO PROFIT SALE!

BEGINNING FRIDAY, OCTOBER 25th AT 9:00 A. M.

HEREFORD
TEXAS

THE POPULAR STORE

HERE
SINCE 1921

Supply the Entire Family at No Profit
Prices! Read! Act! Get Ready! Act Now!

Now Is the Time to Buy All Your Winter Clothes, Shoes
Ready-to-Wear, Hats, Furnishings at Lowest Prices Ever Offered!

WE WILL NOT BE UNDERSOLD

ALL MERCHANDISE FIRST QUALITY
LOWEST PRICES OF THE YEAR!
PAY CASH AND PAY LESS!
OCTOBER 25th—RAIN OR SHINE!

Everything Speaks for Itself!
Down Go Prices! Costs Ignored!

A True and Worthy Motive for the Most Drastic Price Slashing
Event Ever Undertaken in Hereford! Who Ever Saw Such Values!

\$50 Free!

TO FIRST 100 CUSTOMERS

First 100 Customers Entering Store Friday Morn-
ing at 9:00 O'Clock Will Receive
CREDIT TICKET 50¢ IN TRADE
GOOD FOR GET YOURS

Black

BY MISS NOBLE McLEAN

Mrs. Cecil Vandiver and baby of Wichita Falls are visiting her parents, Mr. and Mrs. T. L. Welch, H. L. McLean, H. H. Elmore, Jess Hinds, Kermie Deaton, R. E. Barnett and Ervan Kimmins were in Farwell Saturday.

Noble McLean of Lubbock spent the week end with home folks. Black basketball team defeated Summerfield in a game there Friday afternoon.

J. W. Vines is home from Turkey and has accepted a job with the Santa Fe at Dawn.

Chas. Hays spent Sunday with home folks here.

The state school superintendent visited Black school Thursday and made an interesting talk to teachers and students.

Mr. and Mrs. Pritchard of Pampa and Amarillo visited their sister, Mrs. Jim Black, Sunday.

H. L. McLean and family, Mr. and Mrs. Verner Melugin and T. L. Welch attended church at Friona Sunday night.

A. B. Medford of Pampa visited the H. E. Barnett home Sunday.

C. W. Humble of Hereford was a visitor in the Jim Black home Sunday.

T. L. Welch, H. L. and James McLean were in Hereford Thursday night.

The social club met with Mrs. Ral Bennett Friday with eight members and two visitors, Mrs. Cecil Vandiver and Lucille McLean, present. An old time school program consisting of readings and short plays was enjoyed. A covered dish luncheon was served, this being Mrs. Bennett's birthday, she received a present from each member. The next meeting will be with Mrs. Emma Elmore November 1.

Miss Campbell at Childress.
Miss Mabel Gene Campbell, who recently left Hereford for Childress, where she accepted a position in the high school, has taken up her new duties there, it has been learned here. Miss Campbell received the new position as a promotion after teaching English in the high school here for six years. She received her Masters degree at Texas State College for Women during the past summer. Her many friends have expressed pleasure at her promotion.

Messenger News

BY ESTELLE WILLIAMS

L. M. Williams and family spent Sunday in the J. A. Williams home at Wheatland, N. M.

Mr. Davis is here from Pampa preparing to sow wheat. Several from this community attended the shows in Hereford last Tuesday night.

Fred Pittner and family, Mr. Fangman and family, Frank Knabbe and family, J. H. Hudgocns, Taylor O'glesby, Mr. and Mrs. J. R. Overstreet, Mrs. L. M. Williams and children, Clayton Woolery and family were among the Hereford shoppers Saturday.

Mr. and Mrs. W. A. Whitson and sons were Hereford shoppers last Friday.

THE STATE OF TEXAS

To All Persons Interested in the Estate of A. B. Harrison, Deceased:

E. H. Norton has filed his application to resign as Administrator of the Estate of A. B. Harrison, deceased, No. 411 on the Probate Docket of the County Court of Deaf Smith County, Texas, and has also filed an Exhibit and Account of such estate, as Administrator, and which said Application, Exhibit and Account will be heard by said Court on the 4th day of November, 1935.

The first Monday of said month, and being ten full days following the publication hereof, exclusive of the day of publication and said return day, at the Court House of Deaf Smith County, Texas, in Hereford, Texas, at which time all persons interested in said estate are required to appear and answer said application, exhibit and account, and to contest the same should they desire to do so.

J. B. MILLER, Sheriff,
Deaf Smith County, Texas.
By J. O. Newell, Deputy.

Civic Chorus to Meet.
Much interest was shown at the first meeting of the Hereford Civic Chorus last Monday night. Miss Mattie Mae Swisher, director, urged that all members and other singers who wish to join the chorus attend the next meeting Monday night at the First Methodist church at 7:30 o'clock. "The Messiah" by Handel, and an interesting secular composition will be prepared.

Ford Doings

MRS. H. M. BENSON

Harold Wilson, who recently moved from this community to Iowa returned last week to move his light plant and other things.

J. E. Ware died very suddenly last Saturday morning at the Deaf Smith County Hospital in Hereford. He suffered a heart attack about 5 o'clock at his home in Ford community and was rushed to the hospital. The funeral was held at the Methodist church in Hereford Sunday at 4 o'clock. Several from Ford attended the services. This community extends sympathy to the bereaved.

Bob Orr and family, who moved from this community to Purdie, Mo., returned last week to attend to business here.

Claude Longbottom and family called at the H. Benson home Saturday evening.

A. J. Sanderford and Fred Brunson were in Amarillo Wednesday.

H. M. Benson and family were supper guests in the Andy Thomas home in Hereford Sunday and attended services at the Baptist church at night.

A. H. Streu was an Amarillo visitor Monday.

Easter Items

BY LOUISE FRYE

Forty-three attended Sunday school. Rev. Armstrong preached morning and evening. Quarterly conference meets at Flagg Sunday. Rev. Haynes will preach there Saturday night and Sunday.

Mmes. Chris Wegner and Roy Durant shopped in Hereford Friday.

Messes. and Mmes. U. G. Randall and Fred Walton, Mrs. E. M. Allen and Dan attended a stewards meeting at the Rev. Armstrong home in Dimmitt Saturday night. A watermelon feast was enjoyed.

Mr. and Mrs. Chris Wegner entertained with a chicken fry Saturday night. A large number of friends and neighbors were present.

Tom Jameson entertained the young people's Sunday school class Monday evening, honoring Miss Nella Harrell, who will leave this week with her father to make her home. Another honor guest was Miss Marian Turner, who expects to leave soon for her home at Long Beach, California. Refreshments of cocoa and cookies were served by Mrs. Jameson, assisted by Mrs. D. S. Bruton.

Miss Oline Ramey was confined to her room the first of the week by a severe cold. Miss McClure took charge of her school room during her absence.

Mr. and Mrs. Carl Frye attended the toothball game in Hereford Friday afternoon.

Progressive News

BY OLIVE PERKINS

Literary society was organized Friday night. An excellent extemporaneous program was given. The literary meets each second Friday night. The following officers were elected: Ralph Arceneaux, president; Orle Boyer, vice president; Miss Virginia Bowman, secretary; and Miss Ira Jean Ricketts, assistant secretary.

Mr. and Mrs. Dudley Buzard and daughter of Muleshoe spent Sunday with her parents, Mr. and Mrs. Ray Hershey.

Mr. and Mrs. Emmett Blakemore and Miss Virginia Bowman visited the Blakemores south of Summerfield Friday.

Chas. Green and family and Mrs. Joe Green visited the Chas. Smith home at Westway Sunday. The club met with Mrs. Orin Russell Wednesday with nine members and Mmes. Colby Conkright and Lynn Powelson as visitors. Next meeting the first Wednesday in November with Mrs. Taylor.

Mrs. Frank Fresh of Piqua, Ohio, is visiting her brother, Ray and Mrs. Hershey.

Mrs. C. P. Caldwell and Miss Eunice spent Friday with Mrs. Cecil Hodges.

Mr. and Mrs. J. A. Grundy of Tulla spent Sunday in the Gregory home.

Mr. and Mrs. C. C. Bowman spent Thursday with Mrs. Anna Diebel, who is very ill, in Hereford.

E. Blakemore and family spent Sunday in the A. J. Blakemore home south of Summerfield.

Mrs. C. P. and Miss Eunice Caldwell spent Thursday with Mrs. Joe Kendall in Hereford.

Fred Caldwell left for Brownfield Thursday to visit relatives.

Mrs. W. F. Harie and son of Vega spent Sunday with her brother, A. Taylor, and family.

Arnold Hershey spent Sunday with his parents, Mr. and Mrs. Ray Hershey.

Miss Virginia Bowman visited her grandmother, Mrs. Anna Diebel, Monday morning.

Mr. and Mrs. Gilbert Donovan spent Monday in Amarillo. Mrs. Donovan visited her sister, Mrs. Paul Cavender and children.

Rev. Manney preached here Sunday afternoon. The girls' trio from the Assembly of God church gave several numbers.

Jess Caldwell and family of Muleshoe visited his parents, Mr. and Mrs. C. P. Caldwell, Sunday.

WEIR'S GROCERY

Friday and Saturday Specials

Compound 8 lb. Carton 99c

C. H. B. CODIMENTS

C. H. B. TOMATO JUICE	25¢
3 cans	
C. H. B. CATSUP	18¢
14-ounce bottle	
C. H. B. WORCESTERSHIRE SAUCE	16¢
Bottle	
C. H. B. OYSTER COCKTAIL SAUCE	18¢
Bottle	
C. H. B. FRESH CUCUMBER CHIPS	26¢
Package	

Save Labels & Caps for Party Dish



**Coffee White Swan 1 lb. Glass 29c
3 lb. Tin 81c**

FRUITS AND VEGETABLES

ORANGES	15¢	CRANBERRIES	35¢
288 Size, dozen		Two quarts	
LETTUCE	5¢	GRAPEFRUIT	5¢
Large, firm head		Each	



WHITE SWAN LUNCHEON PEAS	35¢
Two No. 2 cans	
WHITE SWAN PORK AND BEANS	16¢
Three large cans	
WHITE SWAN MEXICAN STYLE BEANS	18¢
Two cans	
WHITE SWAN CORN	25¢
Two No. 2 cans	



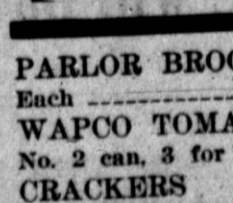
SUGAR Ten Pound Bag 58c



WHITE SWAN PEACHES No. 2 1/2 can De Luxe, 2 for 38¢



WHITE SWAN FRUIT COCKTAIL No. 1 can, each 17¢



WHITE SWAN PEARS No. 2 1/2 can, each 22¢



WHITE SWAN APRICOTS No. 2 1/2 can, each 22¢

SEE OUR PINEAPPLE PRICES IN THE STORE

PARLOR BROOM	46¢	WHITE SWAN SYRUP	54¢
Each		1 gallon	
WAPCO TOMATOES	25¢	WHITE SWAN MARSHMALLOWS	15¢
No. 2 can, 3 for		1 pound	
CRACKERS	17¢		
A-1 or Saxet, 2-pound box			

SPUDS Ten Pounds Red 10c



the
RIGHT PLACE

for loose change

Keep a little coin bank on your bureau-top. Each evening before you retire drop all your odd pennies, nickels, dimes and quarters into it. You'll never miss them—and before each week is up you will have enough to add to your growing savings account at this bank.

THE FIRST NATIONAL BANK

OF HEREFORD.



A Strong Bank
Thoughtfully Managed

Why Take A Chance

—on something just as good, when you can buy nationally advertised goods here that you know are the purest and best. This drug store has built up a record of service and dependability that is its own recommendation to you. Our druggists have earned your trust by years of faithful, unerring service.

WE FILL ANY DOCTOR'S PRESCRIPTION AND DELIVER

QUALITY AND SERVICE—PHONE 100

The CITY DRUG STORE

PRESCRIPTIONS DRUGS AND DRUG SUNDRIES

REFRESH YOURSELF AT OUR FOUNTAIN—UNEXCELLED SERVICE

SOCIETY

MRS. B. F. GUTHRIE, Society Editor Phone 374-J

BIRTHDAY DINNER HONORS POLLY DIXON

A notable event to a merry party of 11 little girls was the happy birthday dinner-party celebration which honored the 11th birthday of Polly Dixon, daughter of Mr. and Mrs. B. R. Dixon, Thursday evening from 6 to 8 o'clock.

All the more enjoyable because of the complete surprise it was to the honoree, the occasion was one of real delight to both Polly and her bevy of young friends. Quite as dignified as though the participants were older, there was a long, white table centered by a beautiful chocolate birthday cake, its glittering brown icing bearing 11 nut kernels only a shade less brown, and 11 glowing candles. The cake, together with the three bowls of orange and yellow mar-

golds and the gold of prettily decorated place cards, created a pretty color harmony. Another thrill for the honoree was the grouping about her plate of 11 carefully wrapped packages with their beautiful mystery of unexplored gifts.

The menu included a soup, main course and dessert of ice cream with its accompaniment of delicious chocolate cake. Enjoying the evening were Rena Rae Renfro, Billy Louise Barber, Wand Jean France, Ruth Temple Hastings, Vivian and Margaret Olson, Norma Jean Foster, LaNell Farmer, Meralyn Henslee and Rachel Ireland.

Ralph Hastings, who is employed with the Panhandle Lumber Co. at Melrose, New Mexico, spent the week end with his parents, Mr. and Mrs. Henry Hastings.

BAY VIEW CLUB HAS INTERESTING MEETING

A study of Japan provided an interesting afternoon for the Bay View club Thursday. In the lesson, that colorful country of the Orient was shown under the light of her ancient mysticism, then under the sudden torch of Western influence, and finally in that revealing illumination cast by her adventure into world affairs. Following these pictures came another set forth by that truer gauge of her national ideals and spirit, her literature.

"The Japanese Nation and its Development" was given by Mrs. Guthrie in a story of her fascinating mythological history and her meteoric rise out of complete obscurity to the high pace of a formidable world power. Mrs. Rolosen gave "Japan in World Policies," bringing out that Japan's intense nationalism is characteristic of those countries from who she has had to earn a nod that it is given effectiveness by a quick perception of her own interests. She followed the country's interesting political course and pointed out the view within today's horizon. In "Japan and its Literature" Mrs. Coffee gave the real Japan as revealed through her poetry, drama and philosophy. Kagawa as the representative of the highest type of Japanese was presented.

The meeting was presided over by the president, Mrs. D. J. Alexander.

MRS. W. H. HARRIS ENTERTAINS SUMMERFIELD CLUB

Tuesday's meeting of the Summerfield club was held with Mrs. W. H. Harris. Under the general topic, Southern Literature, the program featured "Two Historical Novels," the first being Stark Young's "So Red the Rose," the other, "Life on the Mississippi," by Mark Twain. The first number was given by Mrs. Ray Johnson in a comprehensive review that brought out her own reaction to the writer's interpretation of these old Southern folk. She stressed only principal characters making them representative and producing a most interesting number.

Mrs. Lee Curry gave sketches from Mark Twain's book, choosing them skillfully and presenting them so forcefully as to leave with her audience a vivid picture of the scenes and people interpreted. Refreshments included fancy sandwiches, cookies and lemonade.

MRS. CECIL JONES ENTERTAINS CLUB

One of the interesting club groups that is spending happy afternoons together on alternate Thursdays is that coterie of young matrons known as the Jolly Femmes. Their programs are diversified, the choice of diversion being left to the hostess.

Last week's meeting was with Mrs. Cecil Jones who had provided an afternoon of solving jigsaw puzzles, the merry games evidencing the appropriateness of the club name. A lovely salad plate was served to Mmes. Ralph Webb, Bob Gentry, Vernon Gilliland, Arnold Long, Dick Bradley and Cecil Jones.

DINNER PARTY HONORS MRS. P'POOL

The pretty country home of Mrs. Paul Mathers was the scene of a lovely hospitality Thursday when Mrs. Mathers was hostess of a dinner party honoring her mother, Mrs. P'Pool. Mrs. Fry of Canadian also was an honor guest.

A cheery note of decoration was obtained by the effective use of garden flowers throughout the rooms. A low bowl of exquisite snapdragons centered the attractively laid table, whose dainty, hand-painted place cards added a pleasing touch. The menu was served in three courses.

Sharing the delightful courtesy were Mmes. P'Pool, Fry, W. E. Harrison, C. C. Ferguson, Charles Donald, D. H. Alexander and Paul Mathers.

GROUP MEETING AT ST. ANTHONY'S

St. Anthony's parish hall was thrown open in welcome Thursday afternoon to the ladies of the parish with Mrs. Henry Hellman as hostess. A comfort tacking was the interesting diversion provided. That they were usefully busy was no deterrent to the pleasure of the group and the afternoon was thoroughly enjoyed. Refreshments included sandwiches and coffee.

Those attending were Mmes. Bernard Cardinal, Jacob Wagner, Joe Gaetz, Roy Wagner, Leo J. Kuper, Joe Hucker, Anton Redder, Robert J. Col, Henry A. Hoffman, John Albrecht, Ben Koelzer, Joe Koelzer, Sr., John Nogger, Joe Reinhardt, Henry Hellman, Misses Theresa and Adeline Koelzer.

SUNDAY SCHOOL CLASS HAS REGULAR MEETING

The Home Makers class of the Baptist Sunday school met in regular business and social meeting Thursday. The meeting was held in the class room with 17 members and three visitors present.

The opening song, Bless Be the Tie that Binds, was followed by prayer by Mrs. Alexander. Roll call of officers was answered with monthly reports. An impressive devotional was led by Mrs. S. B. Fellows. The class voted to enter

the all-state efficiency campaign in which they won fourth place last year. Delicious refreshments were served by Group 1 to the following guests: Mmes. Agnes Mitchell, Snyder; Jeff Roberson and A. J. Matthews; members: Mmes. S. B. Fellers, D. C. Weeks, Edgar Mosely, C. P. Hussey, B. N. Smith, Wiley Roberson, Standifey, Herman Gray, Kendall, Earl Lacey, John Renfro, W. D. Vrugha, W. L. Alexander, F. Sanders, Edgar Sowell, R. E. McCullough and Miss Odie Matthews.

Installation Service.

Installation service for the new pastor of the First Presbyterian church, Rev. John C. Thorns, will be held tonight at 7:30 at the church. Rev. J. Hoytt Boles, pastor of the First Presbyterian of Tulsa, will preach the sermon. Rev. Burney Shell, pastor of the First Presbyterian church of Pampa, will preside. Others having parts in the service are Rev. C. L. Dick-ey, pastor of the First Presbyterian church at Canyon, and Rev. J. R. Sharp, a former pastor of

the church who now lives in Canyon. The public is cordially invited to attend this service.

FOR JOB WORK, TRY THE BRAND.

Don't Fail to See the Strangest Wedding Ever Held In Hereford

SET TO WIN!

In solicitation, half the battle is won for the agent by his franchise with financially sound companies.


PROTECT WHAT YOU HAVE! SAFE—SURE—WISE!

McLean Insurance Agency

PHONE 273

Passwords to Autumn comfort

"A GAS RADIANT HEATER"



This is the season when days that start out warm and mellow end up cold and gusty. Yet you need never be uncomfortable — if you have a Gas Radiant Heater. When the weather suddenly turns chilly just touch a match and the cherry, penetrating heat of your Gas Radiant Heater drives the cold right outside again.

A Gas Radiant Heater keeps you comfortable, helps prevent colds, and is a real economy—you won't have to start the furnace so early this Fall or keep it on so late next Spring. Don't be caught unprepared. See these Gas Radiant Heaters today. See your gas appliance dealers or your gas company.

West Texas Gas Co.

Good Gas With Dependable Service

Now on display! **THE NEW 1936 PONTIAC**

Silver Streak

SIXES and EIGHTS

More beautiful than ever

and BUILT TO LAST 100,000 MILES!

ALL THAT'S BEST OF ALL THAT'S NEW

1. Solid Steel "Turret-Top" Bodies by Fisher
2. Improved triple-sealed hydraulic brakes with new chrome-nickel alloy drums
3. Enclosed Knee-Action on "8" and De Luxe "6"
4. Smoothest "6" and "8" cylinder engines with silver-alloy bearings and full-pressure metered lubrication
5. Electroplated light-weight nickel-alloy pistons
6. All-silent Synco-Mesh transmission
7. Simplified starting with automatic choke
8. Concealed luggage and spare tire compartment
9. New full-length water-jacketed cylinders
10. Even stronger double K-Y frame

YES, the new Pontiacs are actually *even more beautiful than before*, with a new front-end, new headlight mounting, a different hood, different running boards, and a decidedly different rear-end treatment. And that's only the *outside* story of the new Pontiacs. The *inside* story is even more remarkable: The 1936 Silver Streaks are *built to last 100,000 miles*.

The brakes are triple-sealed hydraulics with new warp-proofed drums of fused iron on steel and molded linings. The bodies are solid steel "Turret-Top" Fisher Bodies with No-Draft Ventilation, insulated roofs, and built-in luggage and spare tire compartments. Clutch, brakes, and engines are even smoother, while the Synco-Mesh Transmission is silent in every speed. And the *even more economical* engines feature cooling and lubricating systems that are models for the entire industry!

These, of course, are merely the highlights of what awaits you at your Pontiac dealer. Be sure to get the rest of the story, including the startling facts about Pontiac's low prices.

PONTIAC MOTOR COMPANY, PONTIAC, MICHIGAN

List prices at Pontiac, Michigan, begin at \$615 for the Six and \$730 for the Eight (subject to change without notice). Standard group of accessories extra. Easy G.M.A.C. Time Payments.

\$615

DEALER ADVERTISEMENT

NORTON MOTOR CO.

317 NORTH MAIN STREET - HEREFORD, TEXAS - PHONE 392

PERSONALS

Mr. and Mrs. Sherm Williams of Amarillo were Hereford visitors Friday.

Mr. and Mrs. F. J. Velesch of Amarillo were Sunday visitors in the R. E. McCullough home.

Mr. and Mrs. W. F. Gillis spent Sunday in Lubbock attending the mid-season market.

Mrs. Annie Tutman of Electra is here visiting the Arthur Roger home.

Reinauer Brothers of Oklahoma City were business visitors in Hereford Monday.

Feed your cows MO-MILK for greater production. Phone 265, West Texas Feed & Seed. 1c

Mrs. A. A. Foster, Mrs. Sherman Morgan and Chilton Morgan were in Plainview Saturday. They were accompanied home by little Miss Gloria Brown.

Mrs. John Frye of Canadian has been the guest of Mrs. Paul Mathers and Mrs. Charles Donald the past week.

Mrs. J. F. Ward's Sunday school class will have a bake sale Saturday, October 26, at Furr Food Store. 42

Miss Lida Cooper of College Station, district home demonstration agent for the Lubbock district, was a Hereford visitor Monday.

Mr. and Mrs. Ed East received word Tuesday of the birth of their first grandchild, Elizabeth Ann, born to Rev. and Mrs. Henard E. East at Jackboro. The young lady made her appearance Sunday and weighed seven pounds.

Mr. and Mrs. Herdon Johns of El Paso, visited Mrs. Peers Wheat Friday. Mrs. Johns is an aunt of Mr. Wheat.

Mr. and Mrs. Reece (Carrie) Nation of Amarillo spent Sunday here visiting his sister, Mrs. J. W. Robinson.

Mrs. Ernest Medkief is in San Antonio this week attending the Eastern Star Grand Chapter meeting.

Miss Thalia Parker and her mother, Mrs. Cora Johns, both of Lubbock, were week end guests of Mrs. J. W. Witherspoon.

We have plenty of good Colorado lump and Niggerhead coal. We deliver. West Texas Feed & Seed.

Mr. and Mrs. T. E. Selgier were Amarillo visitors Saturday and witnessed the football game between the Sandies and Norman, Oklahoma.

Ervin Nation of Pampa is pinch hitting at the Texas Market and Grocery for Jimmie Robinson, who is deer hunting in New Mexico.

Mr. and Mrs. P. J. Rose, Mrs. L. R. Bradley and Mrs. E. L. Bradley and son, Billie, left Saturday morning for Nara Viss, New Mexico, to spend the week end with Mr. and Mrs. Bill Stovall, parents of Mrs. E. L. Bradley.

Mr. and Mrs. J. T. Gilbreath, Jr., returned Saturday from a sight-seeing trip to California. They visited Long Beach, San Francisco and San Diego, besides making many stops at points of interest enroute.

MARION DAVIES COMES IN "PAGE MISS GLORY"

Charming Marion Davies, America's outstanding motion picture star, will appear at the Star Theatre Sunday, Monday and Tuesday, and at the preview Saturday night in "Page Miss Glory," her first Cosmopolitan Picture to be released by Warner Bros.

Supporting Miss Davies is a remarkable all star cast of famous "name players," including Dick Powell, Pat O'Brien, Mary Astor, Frank McHugh, Lyle Talbot, Patsy Kelly, Barton MacLane, Allen Jenkins, Hobart Cavanaugh and a score of others.

"Page Miss Glory" was a big hit on the Broadway stage.

A new song, also bearing the title, "Page Miss Glory," written by Hollywood's leading team of hit writers, Warren and Dubin, is sung as a duet by Miss Davies and Dick Powell.

The story of Page Miss Glory is as funny as it is unique. Miss Davies, in the role of a country girl, neither pretty nor bright, gets a job as chambermaid in a swanky New York hotel in which reside a promoter, portrayed by Pat O'Brien, who has nothing to promote, and Frank McHugh, a jobless newspaper photographer.

McHugh, learning that an advertiser is offering a big cash reward for a photograph of America's prettiest girl, makes a composite picture, blending the features of famous stage and society beauties and submits it under the name of "Dawn Glory."

He wins the prize and trouble starts. A Dawn Glory craze sweeps the country and even Miss Davies falls for it with startling results. Properly attired and "made up" she becomes the reincarnation of Dawn Glory, but all she wants to be is the sweet heart of Dick Powell.

The action is fast and furious. Miss Davies, one of the screen's most beautiful women, wears some gorgeous gowns especially designed for her by Orry-Kelly.

"Page Miss Glory," with its unusual cast, magnificent settings and fascinating plot, is said to be the greatest of Miss Davies' score of film hits.

Mr. and Mrs. E. R. Robinson and family of near Lewisville, Texas, came Saturday to visit old friends here, Mrs. J. B. Phillips, Mr. and Mrs. A. O. Thompson and Mr. and Mrs. C. B. Williams.

HEALTH OF MOUTH IS IMPORTANT TO HEART

"Heart disease ranks first in the list of killers today. During the past 30 years it has been steadily increasing. Few people ever associate impairment of this vital organ with diseased mouth conditions. Yet in a very real manner the health of the heart and its consequent ability to do its work properly can be definitely affected by an unhealthy mouth," states Dr. John W. Brown, state health officer.

"While, of course, there are many other causes for heart impairments than diseased teeth, gums or tonsils, there certainly is very good reason to establish and maintain daily and periodical prophylactic measures so far as the mouth and teeth are concerned. Not to do so is merely adding another menace to the heart already beset with disease potentialities that seem to be a part of present-day life.

"If the individual will assume his responsibility by consuming a nourishing diet, keeping his mouth clean through daily brushing, and have a regular inspection by his dentist and physician, undoubtedly a fair proportion of heart disease, not to mention many minor ailments, could be eliminated that have their origin in diseased mouth conditions.

"Unlike public health control measures, dental supervision is a highly personal matter. There is no legislation covering the situation, nor is there any enforcement officer to keep one in line. Therefore, common sense and reasonable concern for one's heart should prompt interest in tooth, mouth and throat.

"As an authority tersely puts it, 'Keep your heart out of your mouth and your mouth germs out of your heart.'

Mr. and Mrs. Gaston Baer and daughter, Huertha, and Mrs. C. W. Seed motored to Lubbock last Sunday where they attended the Mid-Season market.

Hospital.

Mrs. E. Tice, dismissed Saturday after two days of illness, recovered.

J. E. Ware, died Friday night, heart attack.

Beatrice Jahay of Friona, operated Monday, doing fine.

Mildred Roe, of Westway, dismissed Monday, recovered.

Walter D. Sutherland, COC camp, dismissed Friday, recovered.

Hopkins On Staff.

B. H. Hopkins, vocational agriculture instructor, will be one of three men in charge of exhibits placed by vocational agriculture students and 4-H club members in the Panhandle-Plains Dairy Show to be held in Plainview in April, it has been announced.

Mmes. Marvin Pruett and children of Paducah, Chris Mappes of Amarillo and Pat Ray of San Angelo were Thursday guests of

Mmes. J. B. Hammer and I. H. Spratt. The ladies will be remembered as the Misses Temple, Donalda and Ellen Sites, respectively, members of a former well known Hereford family. Mrs. Pruett was at one time a post-employee in the Hereford office.

Mrs. Glenn Webber of Brownfield and Mrs. T. M. Key of Lamesa left last Friday after a week's visit with their mother, Mrs. M. A. Fox. Mrs. Fox accompanied them for a several weeks visit.

R C A Victor Radios

WITH
MAGIC BRAIN
MAGIC EYE
METAL TUBES
WORLD-WIDE RECEPTION

Battery Sets

Cabinet and Table Models
Standard and Short Wave
ALSO
World-Wide Reception

LET US SHOW YOU THESE NEW MODELS

1901 1935
FURNITURE - UNDERTAKING
Ambulance Service—Day or Night
E. B. Black Co.
Hereford, Texas

ESTHER JOHNSON
World Renowned
PIANIST
High School Auditorium
November 12, 8:15
O'Clock.

All patron members are urged to select seats Saturday, October 26, at
Furr Food Store

Adults, if reserved in advance
50c

Students, if reserved in advance
25c

Admission at door,
75c and 35c

Make A Date ---- Now!!

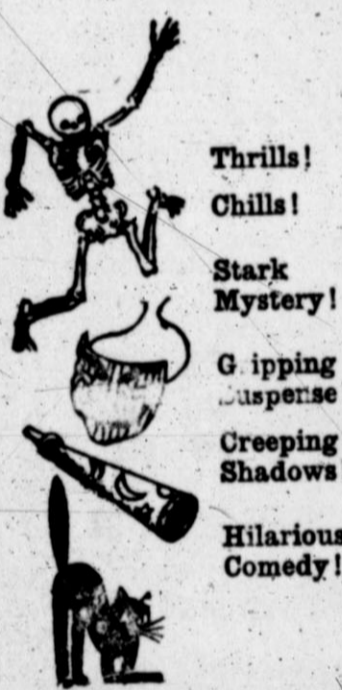
Halloween

COME TO OUR PARTY!

Special Mid-Nite Show

HALLOWEEN
STAR THEATRE
Thursday, October 31st

Thrills!
Chills!
Stark Mystery!
Gripping Suspense!
Creeping Shadows!
Hilarious Comedy!



MYSTERIOUS MR. WONG

BELA (DRAGULA) LUGOSI
WALLACE FORD - ARLINE JUDGE

Directed by WILLIAM NICH
A GEORGE YONALEM Production
Suggested by the story "12 Coins of Confusion" by Harry Stuplion Keeler

A MONOGRAM PICTURE

NOTICE! SPECIAL BARGAIN!

Come at 10:15 and See Two Shows for the Price of One

Ted Lewis and His Band In
"HERE COMES THE BAND"

—and—
"MYSTERIOUS MR. WONG"

NOTE: Bank Nite Tickets Not Good for Special Halloween Preview.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP

STAR THEATRE SATURDAY

10c Everyone 10c



THE KING OF THE RODEO RIDES AGAIN . . .

John Wayne
IN
THE DESERT TRAIL

BEHIND THE FIRST . . .
LAST AND ALWAYS IN EVERYONE'S HEART . . . (INCLUDING DICK POWELL'S!)

MARION DAVIES
PAGE MISS GLORY
FAT O'BRIEN - DICK POWELL

Special Added Attractions
POP EYE CARTOON
—and—
1935 BEAUTY CONTEST WINNERS

Motion pictures and close-ups of all the Beauty Contest Winners from Oklahoma, Texas and New Mexico, and pictures of the screen test of the final winner taken at the Paramount Studios in Hollywood.

SUN. MON. TUES. Preview Saturday Night Matinee Every Day

Back these Winners

APPLES No. 10 can	32c	CHILI BLEND 16-oz pkg	37c	8-oz pkg	19c	PUMPKIN No. 2 can, 3 for	19c
COFFEE Schilling's, 2 lbs	55c	1 lb	28c	TUNA FISH 2 for	25c	CAKE FLOUR Softasilk, pkg	29c
OATS Large package	22c	PEACHES Or Apricots, syrup pack, No. 2 1/2 can	15c	TAMALES 2cans	25c	HYPRO Quart bottle	15c
CLEANSER Sunbrite, 2 for	9c	COMPOUND Vegetole, 8-lb carton	99c	HONEY Gallon	98c	PINEAPPLE No. 1 flat can, 3 for	25c
CRACKERS 2-pound box	17c	COCOA Mother's, 2-lb can	19c	SANDWICH MEAT Delicia can	10c	PANCAKE FLOUR Package	10c
CORN No. 2 can, 3 for	25c	OYSTERS 5-oz can, 2 for	23c	SOUP, 3 for Pioneer, Tomato or Vegetable	25c	CHILI No. 1 can, 2 for	25c
SPINACH No. 2 can, 3 for	25c	MUSTARD Quart jar	12 1/2c	SOAP, Crystal White, 5 bars and 10c box SUPER SUDS All for	25c	TOILET TISSUE Fort Howard, 3 rolls	19c
PEANUT BUTTER Quart	29c					SHOE POLISH Jet Oil, bottle	12c
RAISINS 4 pounds	29c					PIMENTOS 7-oz can 9c, 4-oz can	6c

Fruits and Vegetables

GRAPEFRUIT Six for	19c	LETTUCE Head	5c
ORANGES 216 Size, dozen	24c	SPUDS 10 pounds	12 1/2c
CRANBERRIES Quart	18c	LEMONS Dozen	24c
PEPPERS Fresh, pound	5c	ONIONS 5 pounds	10c

PIGGLY WIGGLY

Frank Gyles Mgr. - Phone 81 - Hereford, Texas

STAR THEATRE
Hereford

HALLOWE'EN Midnite Show
Thursday Oct. 31st.