

# The Hereford Brand

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Our Slogan—"More People—More Farms"

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THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, SEPTEMBER 17, 1936.

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## Rains In Large Part of Area Improve Planting Conditions

### AROUND TOWN

Sights and Faces Seen

The Lions Club has presented a walking cane to Claude Rutledge. It is white, to indicate that its bearer is blind, and has a red tip to warn persons to pass carefully. It is one of the Lions' club's projects over the country to present the blind with these canes.

J. E. Andrews is building a new home at his farm seven miles south of Hereford. It is to be a modern stucco dwelling of six rooms, and will be one of the nicest rural homes in this section. Mr. Andrews, by the way, is a strong believer in irrigation.

There is no more mystery surrounding the explosion that startled local people recently. Two boys, who are anxious that their names be withheld, loaded a giant firecracker with gunpowder, and with a dynamite cap and short fuse, shot it off in Hereford State Park. It was exceedingly dangerous. The youngsters had no idea they would create such an explosion, and now they have decided to stick to regular fireworks for their entertainment.

Bill Patton, Palmer Norton and Edward Fullwood plan to leave Friday with others for Texas A. & M. That's the way it was reported in a general "off to college" story last week, but a division of paragraphs where there should have been no paragraph, made it appear they were going to WTSTC. Perhaps we should apologize to someone, but haven't decided just which one of the schools it should be.

This space is respectfully dedicated to the congenial business manager of athletics, who does a hard job throughout the sports year, but seldom receives recognition in the success of the teams. His hard worker is W. M. Emmons. We hereby recognize his value to the Whiteface team, and in all probability will again forget him for the remainder of the year.

### 1-DAY-OLD CHILD TAKEN BY DEATH FRIDAY NIGHT

Edward Roy Hendon, four-day-old son of Mr. and Mrs. Tolgen J. Hendon, passed away at 7 o'clock Friday night at the home of his grandfather, H. T. Nunn. Funeral services were conducted from the Nunn home at 2 o'clock Saturday afternoon by Rev. Roy T. Nunn, pastor of the First Presbyterian church of Post. Interment was at West Park cemetery. Mrs. Hendon is the former Mary Viola Nunn.

Mr. and Mrs. M. R. Moore returned home Friday after spending a month in Greenville, South Carolina, and two weeks in Detroit, Michigan, visiting relatives. Their vacation tour included 14 states and Canada.

## WHITEFACES OPEN GRID SEASON WITH GAME AT PANHANDLE FRIDAY NIGHT, SEPTEMBER 18

Look on over against potential champions, in the invitation extended followers of the Whitefaces, when Tommie McCallum's 1936 football machine goes against the touted Panhandle Panthers under the lights of Frontier Stadium Friday night.

Coach McCallum and his cohorts will leave Hereford at about 2:30 o'clock tomorrow afternoon. Upon arrival in Panhandle, they are to eat, call supper and then rest until they take the field order shortly before 8 o'clock, game time.

Head Lacks Experience. The head lacks experience. It's going after it tomorrow night, opening the season against a team touted as potential regional contender, a rating that by the grapevine is now being contested by Fayette. Matching its

### HEREFORD CATTLE SOLD BY O. G. HILL BRING TOP PRICES

Hereford cattle, sold by several cattlemen to be the best finished cattle ever to go out of Deaf Smith county, were sold at near top market prices for their weight in Chicago Monday by O. G. Hill.

The three loads of steers, totaling 58 head, included 40 three-year-olds that brought slightly above \$133 a head gross. The other 18 head were yearlings. They were fed at Hill's farm west of Hereford, and were dry lotted since February.

The time involved in the shipment and sale also represented something of a record, Hill said. He made the shipment at 5 o'clock Friday afternoon. At 3 o'clock Monday afternoon he received a telegram saying they had been delivered, weighed and sold in Chicago.

### Mrs. Mary Ray Of Black Is Taken By Death

#### FUNERAL RITES FOR 74-YEAR-OLD CITIZEN ARE HELD AT WHITEWRIGHT

Mrs. Mary David Ray, 74-year-old resident of the Black community in Farmer county, died in an Amarillo hospital Saturday night, following a long illness. She was taken to the Amarillo hospital from her home a week before her death.

The body was taken to Whitewright, a former home, Monday to be placed beside the body of her husband, who passed away in 1899, leaving her a widow with eight small children. She lived in Whitewright until nine years ago.

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### Listing Sheets Are Approved

Listing sheets of applications for 1936 wheat contracts, which are to be sent to Washington for payment, were approved Sunday by John E. Edmonds, representative of the state wheat section, and Mr. Peterson, of the Washington wheat section, who spent the day at the county agent's office here. They complimented the county allotment committee on their work in adjusting the applications, stating that they were in excellent condition.

Work is now being rushed to send the listing sheets to the Amarillo district office for a final check before they are sent to Washington. This work is expected to be completed Tuesday. Mr. Edmonds said they are to be paid as rapidly as they are received in Washington.

### Season Tickets On Sale

Season football tickets went on sale yesterday at the Corner Drug, with Billy Beene; City Drug, with Jerry Jewell; and Furr Food Store with Alva Barber in charge. All high school students who wished were given season tickets to sell in the contest for football queen. The tickets may be obtained at any of these places, at \$1.05 for adult season tickets and 40 cents for students. Four home games are on the schedule.

diked out in new uniforms—maroon turtleneck jerseys with white shoulders and arm tops, and large white numerals, maroon trousers with white inserts down the back of the legs, and white belts.

Captain Wilbur Willett, who topped the scales at 215 pounds early this week, will head the club and Howard furnish most of the

Rains varying from showers to downpours last week and put a large amount of land in the Hereford area into condition for the planting of wheat, which in most sections was to be in full swing this week.

With heavy rains Friday night, the southern and eastern sections of the county, as well as Castro and Farmer counties, received their first rains since last spring. Sunday night saw downpours across the extreme western portion of the county and along the New Mexico border. Only light, spotted showers, however, were reported to have swept across the northern portion of Deaf Smith county, leaving a large part of the section dry.

Heaviest Near Dawn. The heaviest precipitation around Hereford was reported between here and Dawn Friday night. The downfall was estimated as high as 1.5 inches.

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### Near Completion Of Contouring

H. H. Fennell, regional conservator, reports 34,498 acres of land terraced and 117,406 acres contour tilled during the past year on 26 demonstration areas of Region Six, Soil Conservation Service. Over 4,000 acres have been terraced on the Hereford project, and all row stuff and over 90 per cent of wheat land, totaling 17,000 acres, is on contour.

Terracing and contour tillage are the major phases of the water conservation measures put into effect. On the 26 demonstration areas, more than 160,000 acres are yet to be terraced. Within 24 months all terracing should be completed. Terracing machines are operating day and night on land which does not have a growing crop.

Data from experiment stations of this region show that yields of all crops on an average are increased slightly more than one-third by terracing and contour tillage.

### Complete Fence Along New Route

Fencing in of the new county road from Hereford to the Castro county line has been completed with exception of a few stretches across fields that now have good crops. County Judge Mal Stewart announced Tuesday. These stretches will not be fenced until the crops have been gathered.

Grading will be started as soon as possible, Judge Stewart stated. However, Deaf Smith officials plan to await the start of work in Castro county on the last stretch that will connect the two ends of the new route at the county line. The Deaf Smith part of the new road is approximately five miles long, from the point where it leaves 25-mile Avenue near Renfro Airport and swings to the left, angling across four sections to the county line.

tonnage. He will be at right tackle. Opposite him will be Louis Hagar, who ranks second in size at 169 pounds. At left guard will be 158-pound Howard West or 132-pound Jerry Rutherford, and on the opposite side will be Andy Schumacher with his 154 pounds. Jack Higgins puts 150 pounds in the center position. These lads, although some of them do not have the experience necessary for well rounded players, probably will be able to care for themselves.

### Loerwald at Safety

The wingmen, E. B. Posey, Jr., left end, 140 pounds, and Jasper Vaughn, right, 153 pounds, lack experience and must save themselves in action. Ernie Posey, 157, and Sylvester Loerwald, 160, will handle the quarter and full-back positions, respectively, in

## Open Hearing Of Election Protest Today

### REPLY FILED BY NEWELL ATTORNEYS TO PROTEST ENTERED BY ALLRED

Hearing of J. C. Allred's protest of the nomination of J. O. Newell as Democratic candidate for sheriff of Deaf Smith county was scheduled to get under way this morning before County Democratic Chairman E. S. Ireland and members of the executive committee. Opposing lawyers have estimated that three or four days probably will be required to complete the arguments.

Mr. Allred contested the one-vote election of Mr. Newell in the August runoff primary on grounds that "fraud and illegality" existed in the casting of certain ballots, in the sending out of absentee ballots and contested the ballots of persons whom he alleged were not qualified voters.

Reply Is Filed. Mr. Newell, through his attorneys, John Coffee and Bill Russell, filed a reply early this week. It announced that "contestee denies all and singular each and every allegation in the contest."

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### Farm Data In Good Condition

Information called for under the new farm program by the county agent's office—maps of the farms showing each field and practice and methods being used—is coming in rapidly and in excellent condition. Alex Bateman announced yesterday.

The practice of contour listing and terracing means additional dollars on each farm, he said. A majority of the farmers have announced their intentions of seeding wheat on the contour, which will serve two purposes—holding moisture where it falls and providing wind breaks—while in turn will show black rather than red on the farm ledger, Bateman stated.

### Texas Demos Base Platform On Farm Aid

#### FAVOR CONTINUATION OF FEDERAL AID, EQUALIZATION, EDUCATION

Texas Democrats adopted a platform at their state convention in Fort Worth that has as its fundamental purpose continued support and cooperation with Federal aid to farmers. It also endorsed the President's drought assistance, rural electrification, expansion of agricultural education and liberal support of public and state schools.

"We urge continued cooperation and coordination of the state with the Federal government in plans to aid the farmers," a copy of the platform received here this week reads, "and especially in equalizing the discrimination operating against them because of their having to sell raw materials in an unprotected market and having to purchase manufactured products from a protected class.

"We pledge wholehearted cooperation with the President in his plan to aid the drought stricken area of our state.

## PAVE HIGHWAY 60?

Opinion that Highway 60 Deaf Smith county will be paved during 1937 was expressed this week by W. J. Van London, district engineer for the State Highway Department, at Amarillo. The route is included in the tentative Federal program for 1937. Van London said in a letter to County Judge Mal Stewart.

"Regarding improvement of Highway 60 in your county," Van London said in part, "you are advised that improvement of this road has been placed on the tenta-

tive Federal program for 1937." He said the highway department hopes "to be able to let a contract for paving to Hereford before the last of this year and probably complete paving in your county by the middle of next year." The first strip to be paved under this tentative arrangement would be the stretch of about 17 miles to the Randall county line between Dawn and Umbarger.

"Please bear in mind," Van London advised, "that this is a tentative program only, but I have

good reason to believe that it will be carried out as outlined above." So far as he could learn, it has not been decided what type of paving will be used on the route.

Highway 60 ranks with Highway 66 west of Amarillo as one of the main routes through the Panhandle that remains unpaved. If the work is done through Deaf Smith county, paving through Farmer county and the short stretch across Castro county will naturally follow to connect Central New Mexico with the Panhandle and Oklahoma.

### Hale and Hearty On 91st Birthday



A. W. Gregg, father of Hereford's park system, observed his 91st birthday Tuesday by "taking in" the circus and receiving gifts and best wishes from many of his friends here.

Belying his years by his thorough enjoyment of the occasion and easy manner in which he gets about, Mr. Gregg looked forward to many more similar occasions.

His birthday was not marked by a family reunion as was his 90th, because his children had visited him during the summer and were unable to return. How-

ever, members of his family living here accompanied him to the circus.

Among gifts received was a one morning fish catch, including a 10-pound shepherd, a few pikes and pickersel, sent from Pelican Rapids, Minnesota, by Mr. and Mrs. J. E. Beyer, Jr., of Hutchinson, Kansas. Mrs. Beyer is Mr. Gregg's youngest daughter. About 40 of his local friends contributed generously in various ways toward making his birthday a joyous occasion, and he expressed his deepest appreciation.

## Problems Discussed By Texas Farm Head

### SEEKS SOLUTION OF NATIONAL GOVERNMENT, FARM ASSOCIATIONS

H. G. Lucas of Brownwood, president of Texas Agricultural Association, addressing members of the Lions Club and a large group of farmers as their guests yesterday, pointed out the problems facing agriculture and the work the administration and farm associations are doing to overcome them.

He explained the connection between farming and industry in the economic condition of the country. "Look back in '32," he said, "when the farmers' income was only 40 per cent of normal, and think of business conditions. The reduction was reflected, and industry finally awoke to the fact in 1932. Look at the picture now. For the first six months of this year farm income climbed to 75 per cent, and industry is on the road to prosperity. There is a close relation between the income of the farm and of industry. As secretary Wallace pointed out, 'Every dollar added to the farm income means a dollar added to industry's payroll.'

### O. G. Hill New Market Manager

O. G. Hill has announced the purchase of the interest of Jimmie Robinson in the Texas Grocery and Market, one of Hereford's popular business establishments. Invoicing was completed Wednesday morning, and Mr. Hill took active charge.

Mr. Hill is well known in this area, both as a business man and cattleman. He has been associated with the Texas Grocery and Market since July, 1925, when he purchased the interest of Henry Cloyd. He announced yesterday that considerable new stock will be added and he urged the continued patronage of those who have traded there.

Employees of the company have not been announced. Mr. Hill said that a competent grocer and butcher will be added to serve patrons. Formal opening under the new management will be announced next week.

## Lubbock Man Is Found Dead On Highway 60

### CORONER HENRY WILSON SAYS DEATH IS RESULT OF NATURAL CAUSES

H. C. Nott, 56-year-old Lubbock automobile supply salesman, was found dead in his car a mile and a quarter east of Hereford on Highway 60 early Saturday morning. Coroner Henry Wilson, who inspected the body and car, returned a verdict by natural causes. He had been dead for several hours.

It was believed Mr. Nott suffered a heart attack or stroke of paralysis while driving late Friday night. He had driven his car off the road, the rear wheels in the barbed and front wheels almost against the fence. The motor had been cut off, but lights

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### Local Creamery Is Re-Named

Announcement has been made of the dissolution of corporation and the renaming of the erstwhile Farmers' Creamery Association, Inc., now owned by S. B. Walker and son, Dick Walker. The creamery is now known as the Hereford Creamery Company.

Mr. Walker is at the head of the new concern. Dick Walker is in charge of the making of butter and ice cream, and Mrs. S. B. Walker and Mrs. Dick Walker have been placed in charge of the office. The plant is entirely a home owned and home operated institution. A competent, well trained force is maintained to carry on the work of producing Cream O' Plains ice cream and butter.

Mr. Walker has been connected with the plant for the past five years as production manager. Two years ago all stock was obtained by Wilson, Schulz and Walker. Mr. Walker has had 15 years experience in the creamery business.

The plant not only went through the depression and drought in good condition, but continued to grow and expand during the trying years. Mr. Walker announced that he is now planning to develop the present plant and install a cheese plant. A cheese plant cannot be run, however, he stated, unless it has from 1,000 to 5,000 gallons of milk per day. Mr. Walker said he plans to make this his permanent home and business and to encourage farmers to remain in the cream business.

### Home Being Repaired

The home of J. C. Ricketts, 509 East Third Street, is undergoing a complete overhauling. The work includes a new roof and general repair of the house, which is also to be repainted.

### Weather Chart

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

Day	Max.	Min.	Moist.
Thursday	89	63	0.00
Friday	92	68	0.80
Saturday	85	64	0.08
Sunday	85	64	0.00
Monday	82	64	0.00
Tuesday	85	64	0.00
Wednesday	85	64	0.00

# Early Texas Political Questions Discussed By Consul Ikin

In the early days of Texas trade, no protective tariffs were required on goods of foreign manufacture coming into the Republic, a fact that made Texas an attractive market not only for goods designed for Texan consumption but also for commodities intended for the wealthy northern states of Mexico. It was pointed out by Arthur Ikin, consul from England to the Republic, in his Guide to Emigrants, published in 1841. Ikin was interested in bringing English colonists to the new country and he filled his little book, a copy of which is in the Texas Collection of the University of Texas Library, with data calculated to allude to British settlers and British trade.

"The already enumerated advantages which her planters enjoy, must inevitably cause the remunerating price of their produce to be less than that of the United States' planters, and consequently enable them to undersell the latter in supplying us with that raw material on which nearly two millions of our people may be said to depend for their daily bread.

"For this produce they require, in return, British manufactures, with the distinguishing difference, as regards the United States, of admitting them without the imposition of any protective duty. Nor will their importation of European goods be limited to their own consumption. The wealthy population of the northern states of Mexico, who cannot obtain their

supplies through the legitimate channels without submitting to the payment of a duty so exorbitant as to amount well nigh to prohibition, have already opened a trade with the contiguous and comparatively free ports of Texas, that will soon absorb a vast amount of manufactures.

"These facts, which appear to involve an alteration in the whole commercial system of America, also suggests some political considerations of no little importance—considerations which, however invidious it might be to investigate them too deeply, abundantly justify the policy of England in her recognition of Texas, and in the trade she is rapidly opening there.

"Suffice to say, that, considering the difficult and delicate questions still pending between Great Britain and the United States, the threatening aspect their relations from time to time assume, the obvious interest in the manufacturing states to precipitate a war, and the primary dependence of our own manufacturers on the southern states, for the staple on which our national prosperity, indirectly depends: it is manifestly our interest to foster an influence on the American continent which shall ultimately render us independent of the Great Confederation.

"Such is Texas. The question of her annexation with that confederation is for ever gone. Her people now value too highly their military and political achievements, and foresee too clearly the evils resulting from a union of anomalous and conflicting interests, ever to wish to link with it their own buoyant destiny. Besides, the jealousies which prevented the admission of Texas into the Union when she was an applicant, still operate as strongly as ever. That application did, in truth, place the northern politicians in a serious dilemma. If united, Texas must inevitably have given the preponderance to southern interests; whilst, remaining sovereign and independent, they as clearly foresaw that she would become a formidable rival—inviting their capital, enticing their population, underselling them in the main staples of their foreign commerce, and, above all, opposing to their protective tariff system, those principles of free trade which will soon make her a great depot for the manufacturers of Europe, and will eventually place the entire commercial system of America at her mercy.

"In the event of war between Great Britain and the United States, a catastrophe, to the possibility of which, recent circumstances have rendered us only too much alive, a vast trade might be carried on through the medium of Texas, whose flag could with impunity transport all the cotton of the south-western states, and whose ports might primarily import the manufactures destined for the most distant parts of the Union.

"The example which such a state of things would have on the southern states, who at this moment are not blind to the extent to which their interests are sacrificed to those of the north, need not be hinted at. Viewing these conflicting interests as they exist between the different states which compose both the North American and the Mexican Union, and then viewing the intervening position, and the different governing principles of Texas, it is scarcely too much to assert that, in that young country seems to lie the keystone of the destinies of the whole continent of America.

"With Mexico, more especially, whether in time of peace or war, the effect is very obvious. Through Texian ports, and thence, across various points of the Rio Grande, British goods are already finding their way in considerable quantities; and the inhabitants of the northern and western Mexican states are consequently obtaining their supplies at 50 to 100 per cent less cost than if they were procured through Tampico or Vera Cruz.

"In this way, that is, through Texas, England might increase her trade with Mexico threefold. A similar traffic is that which certain American merchants carry on with Santa Fe. In this city, rendezvous the dealers from all the northern parts of Mexico. The Americans meet them with goods, chiefly British, which, after paying the heavy duty import, they have transported via St. Louis, and through the heart of the American wilderness, a distance of 4,000 miles.

"Santa Fe is within the Texian boundary, and only 600 miles from the Texian ports on the Gulf. Endeavours are therefore being made to divert this trade; with regard to the practicability of which, the only question (as cogently suggested in 'Bonnell's Topography') is, if goods, which pay 30 to 40 per cent duty, will, after

a great part of which is through a wilderness beset with hostile Indian tribes, yield a profit worthy of so hazardous and costly an enterprise, will not goods brought to the same point, after paying a much less duty, and after only 600 miles of inland carriage, pay a far greater?

"The present Santa Fe trade in the hands of the Americans is supposed to amount to full 3,000,000 of dollars per annum. A Texian expedition has already left Austin for Santa Fe, in order to open political and commercial relations with that remote part of the republic. The Mexicans, as traders, are a fair dealing people. They exchange for manufactured goods, gold and silver, rich peltries, mules and cattle.

"The French made powerful efforts during the last winter to obtain the command of this trade, and a general foothold on the American continent, through the medium of a charter from the Texian congress. The project of their charter was to enable them to introduce any number of emigrants, not less than 8,000, (who were to become Texian citizens); to erect a chain of not less than 20 forts between the present settlements and the upper country, and extending from the United States to the Rio Grande; to secure the exclusive privilege of working the mines in the upper country for a period of 50 years; to obtain for themselves and their emigrants a donation of 3,000,000 of acres of the public territory in fee, which was to be divided into 16 selected tracts, and to be exempted from all taxes for seven years; to stipulate that to no other incorporated company should be granted any of the public domain in the upper country for the period of 20 years; and that every description of goods and merchandise introduced by the company into the ports of the republic, for the purpose, as stated on oath, of carrying on a trade with Mexico, should be exempt from duty.

"This bill was opposed as alike unconstitutional and impolitic, and did not pass. (Note: It was observed by a Texian senator, that one-third of the blood and treasure which France has lavished on the barren conquest of Algiers, would have enabled her, in the name of this Company, to have effected the conquest of Mexico.)

**Whitefaces Open**  
(Continued from page one)

good style. Loerwald may show a few lines a thing or two about plunging. He is also capable as a line-backer, but through necessity, may rest in the safety position on defense. Posey handles a blocking job well, but is slow on sweeping runs.

The halfbacks—there are five of them! Which two of them will start Coach McCullough has not decided. Oscar Billings and R. C. Ashlock have speed. Their weights are 139 and 161 pounds, respectively. But they have rounded out slowly on signals. Robert Green works well, but is handicapped by a 132-pound statue. Bill Stanford, at 147, may be depended upon as a blocking half and punter. Paul Foster, although weighing only 129 pounds, has good possibilities, and can call signals in the absence of Clyde Posey. Whatever the combination, with Loerwald at safety, the Whitefaces lack experience in line backing. The lads have not learned when to charge and when to play a waiting or shifting game. This may prove a defensive handicap tomorrow night.

Others to See Action.

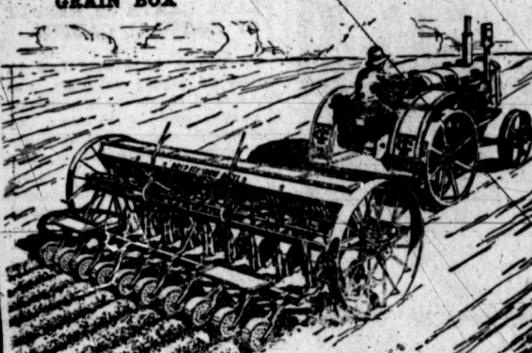
Several others probably will see considerable action also. There is Ray Nunn at left end, who has a chance to get into the fight for considerable time if his feet improve. They've been giving him some trouble. Jack Barber, the fourth member of the guard quartet, and Harvey Nunn and Bill Boyer, tackles, all probably will gain some experience.

Word from Panhandle indicates that the Panthers have only four lettermen, minus the services of Davidson, who was touted a terror to line backers last year. But they have C. Sparks, the little fellow who played circles around his touted mate here last year and whose putting kept the Whitefaces in a hole almost all afternoon. The Panthers are considerably heavier than last year's club. In a scrimmage with Pampa recently they were beaten by only one touchdown. Furthermore, this year's club beat senior members of last year's team, 45 to 0.

## THE NEW MONITOR DRILLS

Have These Features:

- 1-FAMOUS MONITOR FORCE FEEDS.
- 2-NEW ROLLER-BEARING EQUIPPED AXLES
- 3-FAMOUS MONITOR LIGHT WEIGHT
- 4-FAMOUS MONITOR DISC BEARINGS
- 5-FAMOUS MONITOR OPENERS
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- 7-BETTER BALANCED CONSTRUCTION AND EVEN LIGHTER DRAFT
- 8-COPPER BEARING GALVANIZED STEEL GRAIN BOX



There is no sturdier drill frame built than the MOLINE-MONITOR frame. We especially feature our 16-hole Semi-Deep Furrow Drill with 10-inch spacing, 12 seeding speeds for accurate sowing.

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## Close Drug Store

### School Supply Contest

Just two more weeks to win \$5.00 Cash in our School Supply Contest. Save all the coupons you get when purchasing school supplies. Get your friends to save them for you. On Monday, October 5th, turn all your have collected in to us and the one with the most wins

**\$5.00-\$3.00&\$2.00 Cash!**

**- New Announcement -**

DO YOU KNOW ABOUT what you should pay for your prescriptions? We fill and compound any doctor's prescription accurately and use only the purest of drugs.

Filled by a Registered Druggist of 15 Years' Experience

We wish to standardize the prices on prescriptions, regardless of what ingredients the doctor prescribes. Your prescription will be filled absolutely as your doctor wishes, at these following lower prices:

Rx containing 1 dozen Pills, Capsules or Powder	35¢ to 50¢
Rx containing 2 dozen Pills, Capsules or Powder	50¢ to 75¢
Rx containing 2 ounces Liquid Mixture	50¢ to 50¢
Rx containing 3 ounces Liquid Mixture	75¢ to 85¢
Rx containing 4 ounces to 6 ounces Liquid Mixture	\$1.00 to \$1.25

Bring your prescriptions to us and know exactly what you will have to pay, regardless of ingredients used.

**GERMAN YOUTHS FIGHT DUELS AS IN OLD DAYS**

Duelling still has its place in Germany, according to Cecil Shillstone, young Tulane University graduate who has returned from a year's study at Heidelberg.

Challenges are issued speedily if a student winks at another's girl in a tavern, says Shillstone. Some of the rapier's scars left on duellists' faces are disfiguring, but the boys prize them as they did in the days of the empire, he found.

"American boys prize their good looks too much," Shillstone continued. "It would be hard for them to understand the German tradition and yet it makes for a certain manliness.

"Although duelling technically is forbidden at the university, there is a huge building where duels have been fought for centuries. The floor bears dark stains. Doctors with medical kits are handy and the gallery is packed with spectators when a duel is staged.

"There are 'grudge duels' where someone is wronged—known also as the 'honor duel,' and 'exhibition duels' which are planned to show the skill of two contestants.

"Rapier—long swords with no points—are used for the exhibition duels, with points added for the honor duels. In the latter type only the eyes and neck are protected."

Shillstone minimized the danger of dueling. "There has only been one death in 550 years. There is rigid regulation," he explains. "The referee stops the duel when a man is badly cut. If a man lunges at an opponent he is disqualified. If he finches when cut he loses the duel."

**JEFFERSON KNEW VALUE OF FARMING ON CONTOUR**

Thomas Jefferson, third president of the United States, whose birthday is April 13, was a practical farmer. He knew conservation of soil is of vital importance to lasting and successful farming. In 1813, writing about his farm in Virginia, he said:

"Our country is hilly and we have been in the habit of plowing in straight rows, whether up or down hill, or however they lead, and our soil is all rapidly running into the rivers. We now plow horizontally following the curvature of the hills and hollows on dead level, however crooked the lines may be. Every furrow thus acts as a reservoir to receive and retain the waters, all of which go to the benefit of the growing plant instead of running off into the streams."

Many farmers are learning today as Jefferson learned, the value of contour plowing and planting to check serious soil losses by wind and water, report the Soil Conservation Service.

**MONUMENT TO A LEG.**

A monument is to be found in a corner of the battlefield of Saratoga, New York, where it was erected in 1877 by Brevet Major-General John W. de Peyster, second vice president of the Saratoga Monument association, in memory of the "most brilliant soldier of the Continental Army, who was desperately wounded on this spot, the sally port of Burgoyne's Great Western Redoubt, 7th October, 1777, winning for his countrymen the Decisive Battle of the American Revolution and for himself the rank of Major General." Arnold's name is not mentioned on the monument. One side of the massive slab carries in relief carved like a Revolutionary canon, over which are a boot, an epaulet and a wreath, with no inscription quoted above.

Try the Hereford merchants before going elsewhere to buy.

WE CARRY A COMPLETE LINE OF

## GAS HEATERS and RANGES

Oil burning heaters, Radiant and Circulator types in several standard makes, such as Duo Therm, Florence and Super Fire.

AND ALSO A COMPLETE LINE OF

## Coal Heaters and Accessories

We Are Just Receiving a Shipment of Gift Items and Bridge Prizes

# STREU HARDWARE CO.

CAN ENJOY MAYTAG HELPFULNESS



For twenty-two years, farm homes have enjoyed the convenience of Maytag washings. Maytag was the first self-powered washer for homes without electricity.

But there are other reasons why Maytag is the preferred farm washer. Its square, cast-aluminum tub is roomier, and more convenient—the Gyrotator water action washes faster, cleaner, more gently. The Roller Water Remover has an enclosed, self-reversing drain. Investigate the Maytag, its reasonable cost and easy payment plan.

Free demonstrations in city or country

### M. D. Womble, Implements

THE MAYTAG COMPANY • Manufacturers • FOUNDED 1882 • NEWTON, MASS.

**NOTICE TO BIDDERS**

Bids will be received by Deaf Smith county at the court house at Hereford, Texas, until 10 o'clock a. m. on October 5, 1936, for the purchase of one crawler type tractor, 60 H. P. on draw bar, or more, and one 12-foot grader, hand control, and one Monarch 25 H. P. and 12-foot Adams grader to be taken as part payment, and notice is given that warrants will be issued in the maximum sum of \$8,000, payable serially, last maturity not later than April 15, 1940, bearing interest at the rate of 6 per cent per annum, interest payable semi-annually.

The right is reserved to reject all bids.

W. M. STEWART,  
County Judge, Deaf Smith County, Texas.

**QUALITY**

The kind of stock and the kind of workmanship are two leading factors in quality printing. Let us cooperate with you on your next job of printing.

**SERVICE**

That's what you get when we do your printing. When you give us an order you can rest assured that the stock, the work and the price is right.

**PRICE**

Our prices are as moderate as the quality of our work is high. We solicit your printing and guarantee to satisfy your desires in quality, service and price.

The Hereford Brand

Jumbo News

BY MRS. ULLMAN HUNTER Henry Short left Friday for an extended visit in Vernon. The O. Andrews family were in Amarillo Wednesday. Mr. and Mrs. Sam Hunter and Fina Nunn visited relatives at Lubbock Sunday. Misses Pauline Matthews and Doris Hardin left Monday for Canyon to attend college. They will live in Randall Hall. Mrs. Ullman Hunter Phyllis and Frances returned from a two weeks visit in Sweetwater with relatives. They returned via Loretta and visited the L. E. Beck. Mrs. Dewey Owens was elected Sunday school secretary, taking

the place of Pauline Matthews. Mrs. Clem Maples and Dorothy of Dimmitt visited in the Andrews home Friday. Bunk Hicks is visiting in the Krihk home. Word has been received of the marriage of Miss Jessie Grant on September 4 in Los Angeles. The name of the groom was not learned. Miss Grant is the daughter of Mr. and Mrs. Orval Grant, who formerly resided here. Mr. and Mrs. Clifford Cox of Hereford spent Sunday with her daughter, Mrs. J. B. Coccoanoughy. Mrs. Clem Gilliam visited her sister, Mrs. N. Cayton, of Texoma, recently. Rev. Bessiere of Canyon came Sunday night to conduct a daily Bible school here.

Dawn Items

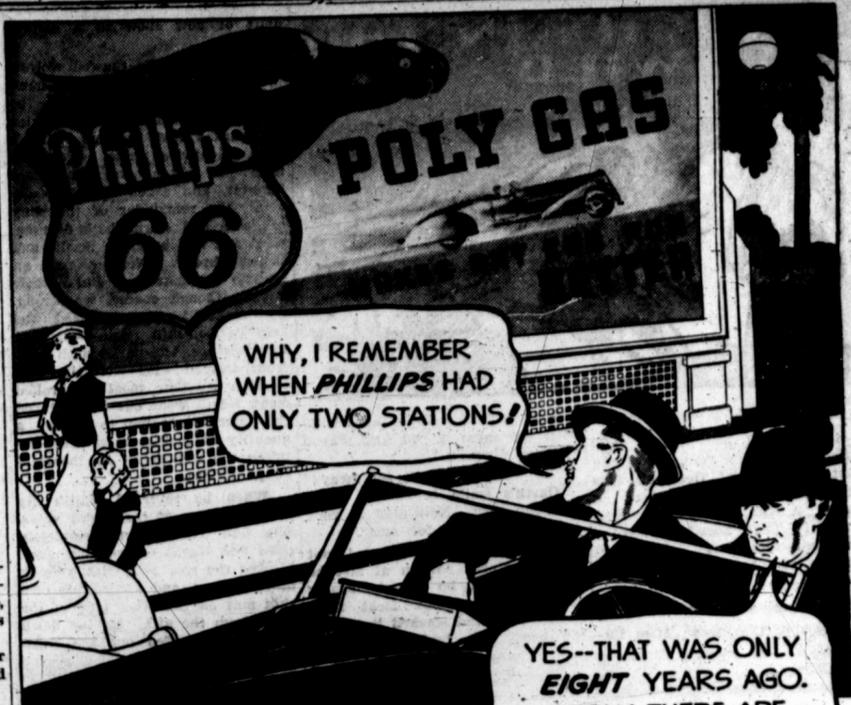
BY MARGARET BOWERS Mr. and Mrs. Walter Galley and son, Clifford, spent Sunday in the Wm. McGehee home in Hereford. Mr. and Mrs. Edward May and Mary Ruth, and Mr. and Mrs. J. K. Dunavant were in Amarillo last Tuesday. Mrs. Molly Robinson of Hereford visited the C. N. Bowers home Friday. Mrs. Jim Caraway of Amherst is visiting the W. P. Caraways. Dawn Study club met Thursday in the home of Mrs. H. E. Miller. Next meeting will be with Mrs. Alfred May, October 6. L. A. Smith and family were in Amarillo Tuesday. Mr. and Mrs. Lester Galley and son, Charles and Orval, and Mrs. C. P. Galley returned last Wednesday from a trip to Yellowstone National Park and points of interest in Canada, Iowa and Chicago.

COURTHOUSE RECORDS

Substitute Trustee's Deed. A. C. Thompson and wife, by substitute trustee, to Standard Savings and Loan Association, part of Block 8, Evans Addition. Warranty Deeds. C. G. Witherspoon to J. C. Womble, block 89, Hereford Cemetery. Paul Donovan and wife of Mason county, Illinois, to Robert J. Donovan, et al, one-quarter interest in section 113, block M-7. Mr. and Mrs. Henry Haberer and family of Muleshoe were in Hereford Sunday, visiting Mr. Haberer's parents, Mr. and Mrs. John Haberer.

Dimmitt News

BY EMILY McLEAN A handkerchief shower was given in honor of Miss Loulea Scarborough, who is moving to Amarillo, in the home of Mrs. J. C. Fouks Friday night. G. L. Musick left Monday for Lubbock where he will attend Tech. Mrs. J. A. Savage of Kress visited in Dimmitt Wednesday. Helen Wesson, Norris Preston and Edwin Wesson have returned from a trip to the Centennial, East Texas and Oklahoma. Little Miss Peggy Wesson is home from a visit with her grandmother in Oklahoma. Tom Ramey and family of Panshandle visited the Edgar Ramey home this week. Bunk Ramey was in Dimmitt from Floydada Tuesday. Mr. Dardin was here from Lubbock Friday. Mrs. Claude Brown and family spent the week end in Amarillo. Joe Mapes, Tina Mae Wright, Declmae Ramey, Sybel Nell Waggoner are attending Texas Tech, Joe for his fourth year. He expects to receive his degree in civil engineering. Tina Mae and Declmae enter for their second year, Sybel Nell as a freshman. Dorothy Maples will be in WTSTC for her third year, and Novelene McKinley and L. C. Gatewood as freshmen. Sam Kirkpatrick and Leon Lile go to Howard Payne at Brownwood; Buel Ayers to NSTC at Alva, Oklahoma. Mrs. George Canady and son of Erick, Texas, are guests of her sister, Mrs. Byron Shipley. Mrs. Georgia Bills, Mrs. Roy Homcitt and small daughter, Mrs. Albert Harrey and Mrs. Joe Bills, all of Amarillo, were in Dimmitt Wednesday. Mrs. Rayford Ricketts of Lubbock was a guest of Mrs. Byron Shipley Sunday. Miss Loulea Scarborough spent the week end at Flag. Mr. and Mrs. C. E. McLean of Friona were here Sunday. L. A. Ricketts and Marcus Houser were in Dimmitt Sunday. Mrs. Tom Hanks of Amarillo spent the week end in Dimmitt.



LISTEN to a success story! But remember that you haven't heard the whole story until you have listened to your motor after filling the tank with Phillips 66 Poly Gas! The times have been tough. And so has the competition. Yet, every year right through the Depression, sales of Phillips 66 kept climbing higher and higher to new record-breaking levels. Obviously when every man and woman had economy uppermost in mind, only a product giving exceptional value could have earned such tremendous gains in popular approval. Today, thanks to wise and thrifty motorists, Phillips is one of the largest independents in the entire oil industry. And as an Independent, Phillips has rolled up a remarkable record of pioneering. Phillips was first to match gasoline to weather. First

YES--THAT WAS ONLY EIGHT YEARS AGO. NOW THERE ARE 13,800 PHILLIPS STATIONS! IT SURE TAKES A GREAT GASOLINE TO GROW LIKE THAT!

Phill-up with Phillips for Greater Mileage

against L. Dowell, being No. 2,296 on the docket of said Court, and to me as Constable directed and delivered, as such officer, I did, on the 2nd day of September, 1936, at 4:30 o'clock P. M. levy upon the following described tracts of land in the town of Hereford, in Deaf Smith County, Texas, and belonging to said L. Dowell, to-wit: East 100 feet Lot 14, Block 7, Evans Addition; and West 100 feet Lot 14, Block 7, Evans Addition, and On the 6th day of October, 1936, being the FIRST Tuesday of said month, between the hours of TEN o'clock A. M. and FOUR o'clock P. M. on said day, at the courthouse in the town of Hereford, in said County, I will offer for sale and sell at public auction, for cash, all the right, title and interest of the said L. Dowell, in and to said property. Witness my hand this 2nd day of September, 1936. T. C. MATHIES, Constable, Precinct 1, Deaf Smith County, Texas. 35-36



An Institution That Is "Always on the Job"

Put your banking affairs in our hands in the full confidence that our executive staff is always "on the job" for your financial welfare.

Start a Savings Account

First National Bank

OF HEREFORD MEMBER FEDERAL RESERVE SYSTEM A Strong Bank Thoughtfully Managed

School Students!

Win Cash Prizes by Writing

Newspaper Ads

We are offering cash prizes each month for the next four months for winning ads, and at the end of this fascinating contest, there will be a

Grand Prize of \$10.00

to the contestant earning the highest average on all ads written. Grading will be on a basis of 100 points for each ad—subject matter and treatment, 50 per cent; ad layout, 30 per cent and grammatical construction, 20 per cent. Monthly prizes are as follows:

- 1st Prize \$2 - 2nd Prize \$1.50 3rd Prize \$1

THE RULES ARE SIMPLE:

- 1—Each month, the subject of the next ad will be announced. 2—Go to Rockwell Bros. & Co. for material concerning this subject. 3—You may study layouts and select illustrations at the office of the Hereford Brand. 4—Lay out your ad in a space four inches wide and six inches deep. 5—Turn in your ad at Rockwell Bros. & Co. on or before the first day of each month. 6—Contest open to all school students in the Hereford area, between the ages of 12 and 18 years (with the exception of those whose families are connected with Rockwell Bros. & Co. or the Hereford Brand). 7—Prize winners will be announced the week following the close of each contest. 8—Rockwell Bros. & Co. reserve the right to use any ad submitted in this contest. 9—Judges will be John Olson, manager of Rockwell Bros. & Co., Adrian Odum, editor of the Brand, and Miss Irene Crawford of the Whiteface Round-Up.

THE SUBJECT OF FOR SEPTEMBER CONTEST IS

- PAINTING -

Get into the contest NOW! Go to Rockwell Bros. and Co. for your subject material, and start planning your first newspaper advertisement! Turn it in before October 1. Here is a game in which every contestant has an equal chance. Your own originality and ability are your best assets.

Rockwell Bros. & Co.

PHONE 4 LUMBERMEN HEREFORD, TEXAS

Black

BY MRS. TOM PRESLEY Mrs. Mary Ray died in an Amarillo hospital Saturday. All her children were present except Rev. Rex Ray, who is in China. A full account of her death will be found elsewhere in this paper. Mrs. Cecil Vandiver returned from Wichita Falls Saturday. Mr. and Mrs. D. R. Bennett and Mrs. R. Bennett visited in Pampa this week end. J. W. and Doyle Vines went to Turkey last week. G. C. McCrate was in Black on business Monday. Bud Elmore is attending the Centennial this week. Mr. and Mrs. Jim Black, Mrs. Tom Presley and Mr. and Mrs. E. B. Black were in Amarillo Tuesday. H. V. Rockey is visiting his grand parents, Mr. and Mrs. H. Elmore this week. Mr. and Mrs. K. Deaton were Black visitors Sunday. The Ray brothers were in Black Sunday. Mr. and Mrs. Elmore of Oklahoma are visiting the H. Elmores. Mr. and Mrs. T. L. Welch and Mrs. V. Melugin were in Amarillo Saturday. W. L. Price and Ralph visited Roy at the Veterans' Hospital in Albuquerque this week. This community received a good rain Friday evening. Mrs. B. E. Bair has returned from Indiana. Mr. Myers, government land surveyor, was in Black community Monday. Tom Presley was in Farwell Monday.

NOTICE OF SALE

The State of Texas, County of Deaf Smith. WHEREAS, by virtue of an order of sale issued out of the District Court of Deaf Smith County, Texas, on the 2nd day of September, 1936, in favor of Panshandle Construction Company and

Electric Cooking

- New Conveniences New Beauty Unheard of New Economies

The present trend in kitchen refinements calls for electric cooking the modern way. First cost of range is low, with liberal allowance for your present range. There is no cost for installation.



You'll find a number of new 1936 models to select from.

TEXAS UTILITIES COMPANY

# CAUGHT IN THE WILD

ROBERT AMES BENNET



(Continued from last week)

At that, all her pent-up emotions burst out: "Oh, how you must despise me! Get you into this frightful danger—then go lame! A helpless, useless drag on you! That beastly coward—he'll hunt you out—murder you like the poor policeman. And all my fault!"

Garth shook his head. "You take too much of the credit, Miss Ramill. So far as regards Constable

Dillon, the result would have been the same if you had stayed at Fort Simpson."

"But—but you can't get away!" Garth's smile broadened. "Neither can they. Now tend to your ankle. I'm going for meat."

He dressed and crawled out into the storm. When at last he came back in, he brought nearly half of the caribou meat from the ice cave and stacked it around the igloo. He had also set up blocks of snow-crust to shape a

drift of new snow in a certain way.

He unrolled the thawed wolverine pelt and showed a big hand of catgut. With his knife he started to shape caribou skins for parkas and trousers. Lilith's eyes brightened. She softened a length of catgut in the melted lampfat, and asked for a needle.

All the remainder of that day of death and storm, both of them plied awl and buckskin needle and catgut thread. Neither was an Eskimo seamstress. But their stitches, though coarse, were strong. By nightfall they finished the first caribou-skin suit—waistlong sock-leggings, and parka with hood-front fringed with wolverine fur.

After another meal of broiled meat, Garth went out and climbed the lateral moraine to gather a quantity of caribou moss from between the snowdrifts on the wind-swept tundra.

When he returned, Lilith lay asleep on one of the uncut skins. She had sunk down, completely tired out. Garth covered her over, blocked the roof hole with a chunk of soft snow, and spread his own skin mat on the other side of the lamp from the girl. He lay down on it and snuffed out the light.

## CHAPTER X

### The Bedeviling.

Lilith opened her eyes as Garth finished his hasty meal of lamp-seared meat and fat. He explained his plans to her. Her hands clutched together until they whitened.

"You—you'll be careful!" "Never fear. I'll come back to look out for you. The storm has blown out. Clear sky and about ten below zero. Keep treating your ankle and work on your suit."

"But—how long?" "He handed her the knife, but took the belt-ax. "If I'm not back soon, it will not be till late afternoon or after dark. They may turn out early, like myself, to have a look at their plane. In that case, I'll have to hide out all day."

"You'll freeze." "That won't be a smile from him. "This is an Eskimo rig. I've sat in one for hours before a seal hole, at 40 below zero. Finish your suit, and crawl out to enjoy the frost. Only be careful of that ankle. When outside, keep close to the igloo, and duck

**WHY SUFFER FROM AN ULCERATED STOMACH—COLIC, INDIGESTION, SOUR OR UPSET STOMACH?—WHEN THIS NEW SCIENTIFIC MEDICAL DISCOVERY, M-S-T, IS GUARANTEED TO RELIEVE YOU.** Go to the Corner Drug Store today and call for M-S-T and use it for ten days, then if you are not thoroughly convinced of its merits, return the remainder of the treatment and your money will be refunded.

inside if you see anyone else than myself."

She hung out her hands. "Oh, if only I could go along to help. I'm so afraid he'll find you. All those guns—he and his men—you, empty-handed."

Garth met the almost frantic outburst with a look of cool irony. "Do you take me for a cheepah-co? Mark this—that scoundrel Huxby is the man who's in danger."

With this assurance, Garth crept out through the tunnel, shoving his snowshoes ahead of him. Snow had continued to fall after the wind had died down. That meant easy tracking. In the dim starlight, he had to guess at the covering of his trail to the stream channel.

During the night the last dwindling flow had choked the channel with anchor ice, had flooded over the snow and frozen solid. Garth took off his snowshoes and crept across the glare ice without leaving any marks.

On the other bank he plowed a heavy trail up into the ice tunnel, and brought from the storage cave one of the remaining legs of caribou. He left the meat atop the moraine and started down the tundra as fast as he could travel by starlight.

Dawn was grayling over the east mountain wall of the valley when he neared the lake. He crossed over the frozen ford and went to peer at the three-seater plane to the growing twilight. It stood much higher than he had left it.

A close view showed that the engineer and his men had managed to raise the craft above water by cribbing logs under the shattered pontoons. The top logs of the crib brought the bottom of the floats level with the thickening skim ice. Long poles had been set to brace the wings against the wind gusts.

Garth swung aboard. As he expected, all the food had been taken away. So also had been the breaker points from the magneto. Huxby no doubt had figured that the canoe builder might repair the floats with rawhide, and run away with the three-seater. To balk the engineer, in turn, Garth helped himself to the breaker cam.

He jumped back on the bank, and mushed eastward along the shore in the dim grayness. At first, thickets of alders and willows cut off all view of the lake. He did not trouble to seek an opening until he had covered a half mile. There he came to a remembered stretch of partly open bank.

Though the gray dawn had grown a little less faint, he peered for several moments without sighting the cabin plane. It seemed as if its pontoons must have been sawed through by the sharp-edged sheet of ice, so that the aircraft had foundered in deep water.

But then he made out vaguely a white shape against the white of the snow-covered ice. A short dash brought him close to the grounded plane. It lay in shallow water, surrounded by freezing slush. The blizzard had hit the lake hard enough to break up the sheet ice and crack it into pieces too small to grind through the sides of the pontoons.

The plane had been driven across into this corner of the lake, along with the sludge. The shoreward-swinging tail was only a biscuit toss out from the solid bank. Garth hastened to fetch small trunks and pieces of rotted logs from the down timber under the nearest trees. By tossing out chunks of logs on the snow-covered sludge and bog, he was able to make a slender foot-bridge with pairs of trunks.

The last extension proved touch and go. Cross pieces and stringers drove down under his weight into the sludge-filled water and the mud beneath. But he had made a dash for it. His hands clutched hold of the rudder before he could sink.

He climbed upon the tail, ran forward to the cabin and swung inboard. The frozen body of Constable Dillon lay on the floor where he had placed it. He buckled the cartridge belt with its holstered pistol about his own waist, took the keys and handcuffs from Dillon's pocket, and climbed out to scramble forward into the cockpit.

The side of the cockpit had been pierced by several bullets. But when Huxby fired at the drifting plane, in his attempt to kill the supposedly hidden fugitive, he aimed with great care to avoid damage to the instruments and controls and the motor.

After removing the breaker points from the magneto, Garth ran back to the tail of the plane. Here came the greatest of his risks. The bridge poles had risen to the surface again, but the outermost logs remained embedded in the mud under the water.

He let himself down sideways. As his moccasins touched the slender trunks, he let go of the rudder and leaped. Though the ends of the poles shot downward, his swift dash carried him up their sharp slant to the next pair of trunks.

The rest of the improvised bridge was fairly firm. A single misstep anywhere along it would have landed him in deep bog, but

he had done far too much canoeing and rough-ground runnings to lack balance or sure footedness.

Safe back on solid ground, he at once stepped into his snowshoes and headed straight away from the shore into a dense growth of spruce. There he circled to the right toward the glacier gulch, keeping well back from the lake.

Midway to the stream channel he stopped where through separate vistas he could see both planes. The gray dawn had brightened enough to make them visible at a distance. He sat down on a log to wait. In the Eskimo suit the cold was negligible.

(Continued next week)

### Monster's Print on Curb Stone.

A sandstone curbing on Lincoln, Neb.'s main street, bears the imprint of a prehistoric monster, probably 225,000,000 years old.

### SHERIFF'S SALE

THE STATE OF TEXAS  
County of Deaf Smith.

By virtue of an Order of Sale issued out of the Honorable District Court of Deaf Smith County on the 8th day of September, 1936, by the Clerk thereof, in the case of L. A. Arnold, versus W. I. Valentine, Anna May Valentine, B. F. Marrs, Grayce Marrs, E. B. Posey, National Stock Yards National Bank and C. R. Garner & Co., No. 2307 on the docket of said Court, and to me as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in October, 1936, it being the 6th day of said month, before the Court House door of said Deaf Smith County in the City of Hereford, the following described property, to-wit:

**DRS. MILLER, COGSWELL and MOORE**  
Physicians - Surgeons  
DIMITT, TEXAS

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

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

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

Being in Deaf Smith County, Texas, and being a part of Block No. 11 of Evans' Addition to Hereford, described as beginning at the south east corner of said block No. 11 and running thence north with the east line of said block, 200 3-4 feet; thence west parallel with the south line of said block, 85 feet; thence south parallel with the east line of said block 200 3-4 feet; and thence east with the south line of said block, 85 feet to the place of beginning.

Levied on as the property of said defendants, said levy having been made on the 8th day of September, 1936, to satisfy a judgment amounting to \$4,482.14 in favor of L. A. Arnold and cost of suit.

Given under my hand, this 8th day of September, 1936.  
MRS. J. B. MILLER, Sheriff,  
Deaf Smith County, Texas.  
By J. M. Murchison,  
Deputy.

AN EXTRA ROOM? TRY A WANT AD!

**Bargains**

Bargains

1-1934 Ford Coach  
1-1933 Chevrolet Coach  
1-1931 Dodge Sedan  
1-1930 Chevrolet Sedan

Bargains

**Ireland Motor Co.**  
PHONE 180

**Bargains**

## Eliminate Pump Trouble

—BY BUYING A—  
**KIMBALL KROGH PUMP**

A company who have been making pumps for over 60 years. These pumps have been used in the Plains country for around 15 years, and have given BETTER service than any other pump ever sold in this area.

Ask your neighbor who has a Kimball pump if he has ever had pump trouble—and look around and see if you can't find where at some time some pumps of ALL OTHER MAKES HAVE GIVEN TROUBLE.

### Liberal terms granted under FHA

In buying a pump if you have plenty of money you can afford to experiment, but if you are short of money, profit by the experience of others and buy a pump that has proven itself.

You might save a costly experiment if you visit with the Lockney farmers who have been experimenting for the last 25 years with the different makes of pumps.

## Baker Pump Co.

THE BETTER TYPE PLANTS  
LOOKNEY TEXAS  
"Kimball Pumps Are Built to Endure"

### Health Service

MANOLOGY      CHIROPRACTIC  
COLON IRRIGATION      MINERAL BATHS

## Dr. R. E. Perkins

Phone 246.      710 N. Main Street.

## BUSINESS AND PROFESSIONAL DIRECTORY

**THE CHOCOLATE SHOP**  
Plate Lunches  
Sandwiches  
Cold Drinks, Candies  
Magazines.

The title to your land is vital. Our Abstracts correctly reveal the title.  
**A. O. THOMPSON**  
ABSTRACT CO.  
4 Per Cent Federal Farm Loans.

**INSURANCE**  
**JNO. H. PATTON**  
PHONE 50

**ABSTRACTS**  
Of All Deaf Smith County Land Titles.  
**DEAF SMITH COUNTY**  
ABSTRACTS INC.  
Chif Estes, Manager

**MARGARET SCHROETER**  
904 Eleventh Street  
PIANO VOICE THEORY

**DR. J. W. HENDRIX**  
Chiropractor and Masseuse  
100 B Street—Just North of Mother's Park  
Phone 341 for Appointments

**RADIO SERVICE**  
On All Makes Radios. All Work Guaranteed.  
**GEORGE GILES**  
Member of R. M. S.  
At Wombie Implement Co.

**THE HERFORD BRAND**  
JOB PRINTING

# BANKING

Assumes a Position of Increasing Importance In Serving Modern Needs

## The Services

of a good bank becomes increasingly important each day, as modern trends make living more complicated. New financial legislation is but one part of the vitally changing scene that demands expert and able interpretation.

To endeavor to work without financial assistance of a good bank is to ignore one of the most potent safeguards modern civilization provides. Not only to guard your savings and to offer convenient money transfers, but a good bank makes all financial transactions simpler and safer.

USE THE SERVICES OF YOUR BANK!

# First State Bank

IN HERFORD

# Announcing

Dissolution of Corporation and Changing Name of Makers of

## Cream O' Plains Ice Cream and Butter

These two fine products, made in Hereford, have not been changed. We shall strive to improve them and render better service to our customers. You may continue to depend upon CREAM O' PLAINS to be the finest products available, with all their wholesome goodness and taste retained. Hereafter, the makers of these products will be known as

## Hereford Creamery COMPANY

### S. B. WALKER & SON, OWNERS

Mr. S. B. Walker and son, Mr. Dick Walker, are the owners and managers of the Hereford Creamery Company. Dick Walker has charge of the making of Butter and Ice Cream. Mrs. S. B. Walker and Mrs. Dick Walker have been placed in charge of the office. All will be glad to welcome and serve you at all times. Only competent, well trained workmen are used in the plant.

We Shall Continue to Offer to People of This Area the

## Best Creamery Service

it is possible to give in this section, and the making of our own ice cream and butter makes it possible for us to render a service obtained nowhere else in this area. We want your cream and pay highest market prices. Give us a trial—we ask no better opportunity to prove our sincerity and desire to cooperate with the farmers.

## Hereford Creamery Co.

PHONE 680      HERFORD, TEXAS



**THERE'S STYLE AHEAD  
IN THIS BETTER  
BEAUTY SERVICE!**

Try our line of Cosmetics  
—you will be pleased be-  
cause they are good.



**PERMANENTS**  
Our Kalor-Pad Machine-  
less Permans have  
proven so satisfactory  
that we have added a  
NEW RAY Machineless  
Permanent that we can  
give for \$5.00. Try one  
of these permanents and  
know the joy and last-  
ing beauty of a machine-  
less permanent.

**The Mode Beauty Shop**  
Phone 107 Kate Sindt



**Get  
Your  
Car**

**Ready For Winter**

Winter places a heavy strain on your car. To protect it, and save yourself trouble just when you need to rely on your auto, now is the time to have it put in first class condition throughout. Here is a garage equipped to do everything that is done to an automobile. Modern equipment and expert mechanics are at your disposal for work that can be depended upon.

**'Our Work Stands Up—We Make It'**

**Beavers Bros. Garage**  
PHONE 383

**LIONS "OUT LOSE" FIREMEN TO DROP CITY  
LEAGUE'S 1936 BASEBALL CROWN IN GAME SUNDAY**

**EVERY KIND OF BALL  
WITH SOME NEW TRIM-  
MINGS THROWN IN**

BY HOMER FOX

The Firemen and Lions wrote Finis to the 1936 baseball season for Herford's City League Sunday afternoon. Guess the Firemen are city champions in spite of all the arguing for three months and all the umpires in the county, cause they whopped the Meat Eaters 6 to 5 in nine innings of every kind of baseball you ever saw, and a few new trimmings. Hal Kester started for the Spark Hunters and Doc Willis for the Lions. In the first frame Clogg walked, stole second, stuck out his chest and tried to steal third and was out a country mile. The Firemen tallied one in their half when Hartman hit an easy one to Pack London in left and Pack couldn't uncross his feet, and Hartman wound up safe at second. He decided to steal third and Close threw the ball to left field and Hartman scored. Marcum, first man up for the meat eaters, was safe on a bobble by Kester. He stole second and he, too, decided to steal third, and the flathead was out by 80 feet. After Possum Bennett flew out to third in the second, Buddy Witherspoon whammed one to left center for a double for the first hit of the game, and it looked like another run for the Firemen, but Doc started removing the boys' tonsils in that good old fashioned way and set 'em down as they came up. Then the Lions tied her up in the third. London whiffed, Thompson walked, stole second. Russell struck both feet into Close's easy ground ball and Thompson scored. Doc took the Sprinklers as they faced him. Kester was really roaring in their whiffing two men in this fourth frame. Three up and three down for the Firemen in the fifth. Kester started burning them in again, but couldn't find the plate and after walking London and Thompson, Carroll took the mound. Kester left the mound with nary a hit against him. Close was safe on a FC and the bases were drunk. Morgan was safe on a FC and London scored. Thompson was trapped between second and third and was out—guess he was trying to steal third—must have been a chunk of fresh meat on third the way those Lions were after it.

Hussey popped to short and Marcum was out, pitch to first, and the game was two-all, right back where they started. What a ball game. Then in the sixth the Lions almost had a rally. Singleterry was safe on an error by short, Willis forced him at second. Then old Never-Hit Posey singled over first for the first hit of the game for the Lions. London forced Posey at second and Thompson flew out to left, and there goes the big rally. One hit on each side, 19 errors, a lot full of boneheads and a blind umpire. The score tied 2-2—what a ball game, what a ball game!  
In their half the Firemen got word from their chief, Mercer, and started playing with horse shoes. Tubby Robinson was hit by Willis, Carroll rapped a blistering triple to right center field, scoring Tubby. Doc shook his head, J. Russell doubled to left, scoring Carroll. Doc said if those two birds could hit his elbowing, blamed if he wouldn't quit, and he went to right, and, by Ned, Doc and Kester pitched a peach of a game while in there. Singleterry relieved Willis. Bennett flew out to short, Witherspoon walked, Babe Russell whiffed, Woods did likewise, and in some way Jess Russell scored and the Firemen were three runs ahead. But those Meat Eaters started a little roaring themselves in the seventh. Close walked, Morgan forced him at second; Hussey made it to first on a bobble by third. Bull Marcum hit one to Dimmitt for three bases, Morgan scored, Hussey made a beautiful hook slide for home-plate in his new Sunday pants, but the Ump called him out and what a roar what a roar, but the Lions were still one eye behind. The Spark Hunters just couldn't solve that wrong side chunking of Singleterry's.

No business for the Lions in the eighth. Looked like we would have to stay all night in the ninth. Flash Morgan almost fainted when he singled. Hussey singled, Marcum singled and Morgan scored, with the game tied, no one out and two on. Carroll showed a little of his Fourth of July form and took the next three batters out like Lottie's eyes. The Firemen hung a horse shoe around Babe Russell's neck and sent him to the plate, and he was safe when Singleterry fumbled the ball and you just can't fumble when Babe starts to first. Woods walked, no one knows why; Kester was out, pitch to first, and Babe went to third. Hartman hit one to second and Hussey had to jump pretty high to keep the ball from hitting him in the belt, and Russell scored the winning run. Tubby Robinson said it didn't make any difference as he had a two-base lick all wrapped up in his bat and he was next batter. Anyway, the Lions are still arguing about the ball game. The Lions couldn't register a lick off Kester in four innings, but cracked Carroll for four singles and one triple for five runs. The Firemen found Willis for two doubles and a triple in five frames. Failed to touch Singleterry for anything that favored a hit, but wound up with six tallies. No use to say any more about errors, but don't believe the pitching lost the game.

**Frio News Items**

BY MRS. W. A. SPRINGER

Frio Worthwhile club met in all-day session September 10 with Mrs. E. M. Mobley with six members present. Mrs. Elmer Jones and Ruby and Alma Andrew were visitors. Next meeting with Mrs. A. H. Beauford September 24.  
Jim Bagwell and family of Bethel, Mr. and Mrs. Williams of Floydada, Rev. and Mrs. Stevens spent Sunday in the D. H. Allman home.  
Mrs. J. B. Harlin is on the sick list this week.  
Mr. and Mrs. Paul Williams were in Floydada Saturday.  
Mr. and Mrs. Cleo Richardson of Bethel, Willie Butler, J. D. Davis, Misses Minnie Lisle and Helen Estes of Dimmitt spent Sunday afternoon with Miss Koma Hyatt.  
Emmit Dixon and family of Easter, Mrs. Smith of Herford visited Sunday in the W. S. Dixon home.  
Mrs. Woodrow Williams of Floydada visited the Paul Williams and D. H. Allman homes.  
Mrs. Cora-Tims left Saturday to make her home in Lubbock.  
Mack Dixon and family have moved to a farm just west of Frio.  
Mary Lois Springer and Margaret Mobley spent Sunday with Kitty Kloe Harlin.  
Leta Dean and Franklin Earl Springer are spending the first of this week in Amarillo with their grand mother, Mrs. M. A. Springer.

**Adrian-Sims Notes**

BY MRS. J. M. CHAPMAN

Farmers are very busy sowing wheat.  
School began September 17, with 86 pupils enrolled, 38 in high school, 48 in the grades. Sims and Thomas schools now attend at Adrian high school.  
A course in home economics has been added to Adrian high school, with Miss Clovis English in charge. The new pep squad has 15 members, with Evelyn Calhoun leader.  
The P-TA will meet Tuesday night in the school auditorium.  
Miss Chloe Freeman is attending school in Las Cruces A. & M.  
Miss Olive Witt will attend Amarillo Junior College this year.  
Miss Stella Lee Fortenberry is teaching at Bippus this year.  
Miss Elizabeth Chapman is again a teacher at Panhandle.  
Mrs. F. P. Lyons and children have moved to Herford where Joe and Virginia will be in school.  
Mrs. Travis Vaughn and children have moved to Herford so the children can attend school.  
Ray Chapman was here from Tucumcari Sunday.  
Junior Hamilton arrived Thursday from Memphis, Tenn., to spend the winter at home.  
Jeff Freeman has gone to Lubbock to stay with his uncle and attend school.  
Vega Fair begins Friday, September 18, and will last two days.

**Progressive News**

BY OLIVE PERKINS

Rev. W. A. McCann and family called in the Owen Neel home Monday afternoon.  
During the electric storm Friday night Glenn Ricketts was knocked unconscious for a short time.  
Howard Hershey and family spent Sunday afternoon in the Ray Hershey home and attended singing here in the evening.  
Miss Ruth Botts of Amarillo spent Sunday with her parents, Mr. and Mrs. Ed Botts.  
Mr. and Mrs. C. P. Caldwell and Miss Eunice visited Jess Caldwell and family and Mrs. Cecil Hodges and family Thursday.  
Young people of this community enjoyed a picnic at the city park in Herford Sunday.  
Wayne Kimmins, former teacher at Progressive, is in the high school at Wagon Mound, N. M.  
Robert Viegel and family spent Saturday evening in the Caldwell home.  
Ira Ricketts and family spent Sunday with Mr. and Mrs. W. A. Ricketts in Herford.  
Mrs. Ray Hershey entertained 17 young people Sunday evening in honor of the birthday of Arnold Hershey. A lovely buffet supper was served.  
Mr. and Mrs. Roy Wagner announce the birth of a baby boy. F. D. Perkins and Miss Olive spent Wednesday afternoon visiting the G. H. Brooks home.  
The school bus took teachers and children to the circus in Herford Tuesday afternoon.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE, CHERRY

**Canyon Postoffice Bids.**

Bids on Canyon's new post office building will be opened on October 9 at the office of the procurement officer, United States Treasury, Washington, D. C. Bids were called for several weeks ago but as only one was submitted, it was not considered by the Treasury Department.

Miss Clark Wedel visited in the W. R. Cain and C. P. McCollough homes in Panhandle last week.

**ASSEMBLY OF GOD CHURCH**

"A place with a welcome." One block north of the high school, W. A. McCann, Pastor  
Sunday school, 9:45 a. m., Owen Neel, superintendent.  
Devotional worship, 11 a. m.  
Christ's Ambassadors, 6:30 p. m.  
Evangelistic Services, 7:30 p. m.  
G. T. W., Wednesday, 7:30 p. m.  
W. M. C. Thursday, 7:30 p. m.  
Evangelistic Service Friday, 7:30 p. m.

Try First to ... in Herford.

**Brooks' DRUGS**

PHONE 99 HERFORD TEXAS

**Extra Values for Friday and Saturday**

<b>LIFEBUOY Shaving Cream</b> 35c Size ..... <b>23c</b>	<b>FOUNTAIN SPECIALS</b>
<b>25c DR. WEST Tooth Paste</b> 2 Tubes <b>33c</b>	<b>HOT CHOCOLATE</b> Whipped Cream and Wafers ..... <b>10c</b>
<b>MODESS Sanitary Napkins</b> Box of 7 <b>12c</b> ..... <b>18c</b>	<b>HOT OVALTINE</b> Whipped Cream and Wafers ..... <b>10c</b>
<b>HALIBUT LIVER OIL CAPSULES</b> Olafson, Pilsa <b>25 in Box</b> ..... <b>89c</b>	<b>FROZEN MALT</b> A Real Treat Chocolate, Cherry ..... <b>10c</b>
<b>GILLETTE DOUBLE EDGE BLUE BLADES</b> <b>10 for 49c</b>	<b>'JUMBO BANANA SPLIT, 3 Dips</b> 3 Big Tops ..... <b>13c</b>
<b>WOODBURY Face Powder</b> 50c Size ..... <b>43c</b>	<b>'TASTY' ICE CREAM</b> Many Fresh Flavors Pints Quarts <b>15c 25c</b>
<b>HOT WATER BOTTLE</b> "Monarch" 1 Yr. Guarantee <b>49c</b>	<b>OLAFSON COD LIVER OIL</b> Pint Size... <b>59c</b> Build up your body to resist colds and disease
<b>FEENAMINT Laxative Gum</b> 25c Size ..... <b>19c</b>	<b>75c ACIDINE</b> Digestive Powder ... <b>53c</b>
<b>RUSSIAN MINERAL OIL</b> Imported Full Pint ... <b>49c</b>	<b>40c FLETCHER'S</b> Castoria, for only ... <b>27c</b>
<b>JERGEN'S LOTION</b> 50c Size ..... <b>34c</b>	<b>25c MAVIS</b> Talcum Powder. .... <b>17c</b>
	<b>Varsity PEN &amp; PENCIL</b> Complete Set ... <b>79c</b> Non-grainy on paper, Pencil pencils, eraser and sharpener.
	<b>Electric Double SANDWICH TOASTER</b> Low Priced... <b>1.19</b> Toaster sandwiches on both sides of once.
	<b>OUR SCHOOL SUPPLIES ARE STILL GOING!</b> For Price and Quality See Our BIG COUNTER!

**FOOD QUALITY**

SUGAR		TOMATOES	
PURE CANE 10-lb cloth bag	<b>58c</b>	NO. 2 CAN 3 cans for	<b>25c</b>
BAKING POWDER, Dairy Maid 25-cs pkg with cup and saucer	<b>23c</b>	TOMATO JUICE C. H. B. 3 cans	<b>25c</b>
FLAV-R-JELL 3 packages	<b>14c</b>	HOMINY No. 2 1/2 can, each	<b>10c</b>
TUNA FISH		BEETS	
TWO CANS For	<b>25c</b>	NO. 2 1/2 CAN Each	<b>10c</b>
PORK and BEANS White Swan, 2 cans	<b>14c</b>	OATS, Red and White Quick cooking, small package	<b>9c</b>
TOILET TISSUE Red and White, 3 rolls	<b>19c</b>	OATS, Red and White Quick cooking, 3-lb pkg	<b>18c</b>
SOAP		CRACKERS	
CRYSTAL WHITE 5 giant bars	<b>19c</b>	A-1 2-pound box	<b>17c</b>
CLEANSER Red and White, 3 cans	<b>9c</b>	TEA, Brazos 1/2 lb with 2-lb bag cane sugar	<b>50c</b>
PEANUT BUTTER Quarts	<b>29c</b>	PRUNES No. 10 can	<b>32c</b>
VANILLA		VEGETOLE	
TASTY, 8-ounce bottle With Measuring Cup	<b>23c</b>	ARMOUR'S 8-pound carton (Not Sold Alone)	<b>\$1.02</b>

**Garden Fresh Fruits & Vegetables**

APPLES Fresh Jonathans, dozen	<b>20c</b>	CABBAGE Fancy solid heads, pound	<b>4 1/2c</b>
ORANGES Nice size and juicy, dozen	<b>25c</b>	CAULIFLOWER Fancy white, 3 pounds	<b>25c</b>
GRAPES Tokay, 2 pounds	<b>15c</b>	<b>ASK ABOUT OUR FREE GROCERIES FOR SATURDAY!</b>	

**WEIR'S** RED & WHITE FOOD STORES

**Announcing**

The Purchase by O. G. Hill of the Interest of Jimmie Robinson in  
**Texas Grocery & Market**

—And the Company's Continued Policy of Serving Its Patrons With Finer Meats, Fancy and Staple Groceries, Fresh Fruits and Vegetables AT REASONABLE PRICES!

O. G. Hill has been associated with the TEXAS GROCERY and MARKET since July, 1929, when it was purchased from Henry Cloyd. He has taken an interest in the business since that time and is not a stranger to the business. Competent grocers and butchers will be employed to serve you.

**To the Patrons of This Market:**

To you who have enjoyed the patronage of this market in the past, we invite your continued patronage. We shall strive to serve you in every way better than before, thereby hoping to merit your confidence and support. To others we invite you to give us a trial and to

Watch for Announcement of

**FORMAL OPENING**

Under New Management Next Week  
PHONE 383 WE DELIVER

# The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 39

MRS. SETH B. HOLMAN Publisher and Manager  
ADRIAN ODOM Editor

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### NOTICE TO PUBLIC

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

### DEATH HOLDS THE STEERING WHEEL

Death, destruction and tragedy are riding the highways of Texas this year more than ever before, one gathers from the accounts in newspapers day after day, almost without interruption. If you are a cautious driver, the man behind the wheel of the approaching car may be your mortal enemy, even though he be a stranger whom you have never before encountered. If you are not mindful of your responsibilities and the proper courtesy of the highway, you have been transformed into a fiend to prey upon the other fellow.

Is sudden death on the highways an evil that necessarily must accompany progress and our search for speed? It is impossible to pass this problem off so lightly. This country must face it squarely, and it has gone to find a satisfactory solution, even if it reach the point of law that no custom-built automobile may be manufactured to run more than 60 miles an hour.

Dunken driving, dangerous speeding, careless control, all are opposed to the very constitutional rights of the people—life, liberty and the pursuit of happiness. So long as speed maniacs are allowed to roam the highways, those rights cannot be guaranteed to any individual. No driver has the right to go into any neighborhood, whether it is down his own city street or through a distant county, and endanger the lives of the people he meets. When violation of this code is scorned by the people; when they demand of their law enforcers that persons who thus encroach upon their constitutional privileges be apprehended and severely punished, just as we would fight to a finish against the thief who creeps into our homes under the protection of darkness and takes our property, ready to snuff out our lives if we resist him; when we brand the highway demon Public Enemy No. 1 and the lowest form of criminal, then will we begin to control the most serious threat to American life, and will our children learn the principles of highway courtesy.

It has been said that we have 90-mile-an-hour automobiles on 50-mile-an-hour highways, driven by 30-mile-an-hour motorists. It will take years and millions of dollars to improve the highways, but we can bring the other limits closer together by education and proper punishment for the offenders.

In a European country, the cars of motorists convicted of flagrant violation of traffic laws are painted with an emblem, as a warning to other drivers. It is said that this practice, newly started, has caused an appreciable decline in dangerous driving, as motorists naturally want to avoid the embarrassment and publicity the emblem gives them. This is only an example of the little things that can be done to reduce the staggering total of automobile casualties if we will bend ourselves to a solution of the problem.

### By Their Words AND OURS

One of these days a long-suffering human race is apt to decide it has been keyed-up long enough. When it comes to that decision it will perform the mass equivalent of letting its hair down and putting its feet up on the porch railing, and at that point the assorted dictators, strong men and rabble-rousers of the present era will begin looking for new jobs.—Portales Daily News.

Looking for a job? . . . The United States Biological Survey has some openings in the South and West for persons who would like to become bird observers. . . . It's a volunteer proposition with no pay.—Pampa Daily News. (There's one government job over which there will be no squabbling.)

President Mathews S. Sloan and the "Katy" are urging a state-sponsored effort to develop Texas industrially. Newspapers and prominent officials endorse it; say it will help agriculture and ranching.—Dalhart Texan. (Industry doesn't just migrate to a section of the country—it must be encouraged. But do we want to go so far as to coddle industry and offer it special privileges in order to become an industrial state? We don't think so.)

Newspapers are playing a highly important part in reducing automobile accidents. Only last week a New York State official paid tribute to the newspapers for their intensive campaign against the reckless and inconsiderate driver and the thoughtless pedestrian.—Tulsa Herald.

The Civil Service Commission of the State of Ohio has decided to make an experiment by extending the merit system into the county governments of the state. The experiment will be watched with interest. After all, the selection, by popular vote, of those to handle the business of the county and to spend the tax money is not wise or economic. No business man would think of it—even in a small business, yet there is no hesitancy about turning over the government of a county and the spending of a quarter of a mil-

lion dollars upward of tax money to a group selected solely because of their ability to secure the popular vote. The Ohio experiment offers an interesting object lesson.—Happy Herald.

A few days ago oil was discovered on the land of a former Huey Long lieutenant. This man had been preaching Long's doctrine of "share the wealth". When oil was struck on his land and it became apparent that he would become immensely wealthy, he was asked if he still intended to uphold the "share the wealth" doctrine. His answer was: "Not on your life. The depression is over and I can't see any need to push the movement." Most of us are willing to share what we haven't got, but not what we have.—Muleshoe Journal.

Heywood Brown (the name means something back east where he is a columnist) has a pet broker in New York City who tells Brown he would like to bet three to one on Roosevelt for president this fall on condition that Mr. Landon guarantees to make at least six more campaign speeches and go on the air at least three more times before the election date.—Floyd County Hesperian.

Don't fail to water your trees and keep them alive through this drouth. The little you pay for water will not replace one small tree. Trees are too valuable in this country to let them die for want of a little care.—Miami Chief.

At present, it is pointed out by a recent writer, railroading is safer than banking or any other important calling. A passenger on a railroad is safer than he would be sitting in his own home or attending the movies.—Wellington Leader.

The world wheat supply is at the lowest point in nine years. This should be a tip to the wheat raiser interested in securing a better price for his wheat.—Happy Herald.

Four years ago the Republican party devoted its best efforts to drafting a platform which would sound wet to the wets and dry to the dries. The year the same minds set out to draft a platform which would sound liberal to the liberals and conservative to the conservatives. It sounds con-

# A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, September 15, 1905.)

R. N. Mounts and J. H. Kelley had delivered to Fagan and Wright of Kansas City, 622 yearling steers at the high figure of \$19. This was estimated to be the best herd sent from Hereford, and the price broke Panhandle records for high.

Farmers and ranchmen of the day did not wait until the first blizzard to lay in supplies of food and fuel, as most of them coming to town took out loads of groceries and coal.

More than 30 carloads of cattle were shipped out of Hereford the preceding week.

R. A. Tynes and wife had gone to Mesquite, where he had accepted work in a drug store.

Geo. W. Eagle had sold his

section of land a few miles east of town to M. C. Rogers at \$5 per acre.

Investors from the North and East were flocking to this region, and land sales were booming.

(From The Hereford Brand, September 17, 1915.)

From all sections of the state came congratulations to the Brand relative to the splendid 32-page edition of the previous week.

Amarillo was making a big fuss over the fact that she intended to feed 20,000 people at a forthcoming barbecue.

The Randall County News, with "Brother" Warwick at its head, was preparing to install a linotype.

Election results: Voting bonds to equip a new school building, 95 for, 22 against.

To determine whether demonstration work be continued in this county, 54 for, 169 opposed.

Not content with throwing C. R. Smith, a horse added injury to insult and kicked Mr. Smith on the head and shoulder.

An Amarillo store took a full page advertisement in the Brand.

P. W. Price, W. H. Ray, A. Kane, C. P. Gokrell, J. A. Buckner, H. B. Webb, T. M. Palmer, A. J. Lipscomb, Jno. W. Sherman, A. P. Murchison and Geo. P. Garrison, all Hereford Masons, had attended the laying of the cornerstone of the College in Canyon. The Masonic Order had charge of the ceremonies.

About the time the searcher for items in the old paper thinks he has something good, it turns out to be a patent medicine advertisement.

### Novel Newspaper Ad-Writing Contest Presented To Students

Rockwell Bros. & Co. this week is announcing a novel newspaper ad-writing contest open to all school students in the Hereford area between the ages of 12 and 18 years. The Brand is cooperating by making its files and illustration service available to contestants.

The contest will run for four months, with cash prizes offered for the best ad each month and a grand prize of \$10 going to the contestant who has the highest average for the entire contest. Three monthly prizes are \$2, \$1.50 and \$1.

Contestants are given the opportunity to learn the principals of newspaper advertising, while enjoying the work and entering the contest for cash prizes. The contest is worthy because of the practical experience it offers the students, which will be of benefit to all who have business enterprises later in life.

The subject for the first ad is "Painting". The ad must be submitted on or before October 1. The following week winners will be announced, along with the subject for the next month's contest. With only a short time to get into the contest for the first month, students are urged to start work immediately. Full details for the contest may be found elsewhere in this issue.

servative to the conservatives. It should. It was dictated by them. Wherever words in it mean anything, they speak the voice of Mellon and Hearst.—Curry County Times.

New Mexico evidently is much more of a political hotbed than is Texas. Almost every quotation from New Mexico newspapers reprinted in this column is of a political nature—that's about all the New Mexico editors ever discuss. That probably is due to the fact New Mexico is about evenly divided between Republi-

### POLITICAL ANNOUNCEMENTS, DEAF SMITH COUNTY

The Brand is authorized to announce the following candidates for the offices under which their names are listed, subject to the November General Election:

For State Senator, 31 District: CLINT C. SMALL

For State Representative, 123rd District: G. H. (Jack) LITTLE

For District Attorney: JAMES W. WITHERSEPOON

For County Judge and Ex-Officio Superintendent County Schools: EARL W. WILSON

For Sheriff, Tax Assessor and Collector: J. O. NEWELL

For County Commissioner, Precinct No. 1: F. J. (Jack) ROSE

For County Commissioner, Precinct No. 2: T. W. ROBERSON

For County Commissioner, Precinct No. 3: H. D. CULPEPPER

For County Commissioner, Precinct No. 4: ERNEST T. (Dick) ALLRED

For County and District Clerk: L. H. FOSTER

For County Treasurer: MRS. BESSIE L. SMITH

For Hides and Animal Inspector: J. WALK BRADLEY

Speaking of the weather, we still have those delightfully cool nights that cause the newcomers to marvel and fall in love with the Plains country. This is especially true of the people who come here from the East.—State Line Tribune.

cans and Democrats, while Texas is a one-party state. It is much easier for a Democrat to get an argument with a Republican than with another Democrat, even if his opinions do conflict.

It is estimated that of the 12,000,000 unemployed in this country only 15 per cent are skilled laborers. This should contain a suggestion to the young man growing up to train himself in some calling or profession.—Happy Herald.

A Philadelphia newspaper declares the relief problem is taxing our best minds. Well, why not—everything else is taxed.—Wellington Leader.

What right has this generation to "mine" the agricultural land, hark in its productiveness and turn over devastated, depleted land to the next generation? Should we not strive to turn to our children land that is as good or better than it was when we came into its possession?—Plainview Evening Herald.

Something worse than having hay fever: Having a wife with hay fever.—Dalhart Texan.

A whole lot of the spirit of the pioneers who settled West Texas is seen in the attack of the soil conservation movement against erosion and dust storms in the Panhandle. Panhandle counties are not only offering cooperation with the state and federal soil conservation programs, but are attempting to speed up the processes.—Clarendon News.

It is a beautiful thought in the world of science that when a sound has been once uttered it never dies. It is still a truer thought and a more beautiful one that no worthwhile life ever dies. It possesses within itself the attributes of immortality, and will live through the streaming centuries making better and brighter the world until the river of time mingles its waters in the ocean of eternity.—Memphis Democrat.

I believe that radio station KGNC needs an efficiency expert. Why couldn't the announcer record his announcements? About all he ever says anyway is, "This program is electrically transmitted" or "This is a recording."—Tulsa Herald.

... this country is far ahead of most of them. Outsiders may think what they want to. The people that are here now have proven their mettle, giving us the greatest class of individuals in the nation. We don't need any cream puffs or get-rich-quick farmers and business men. Just let us alone for a few days, and this country will show the world more than it ever saw before in progress, civic pride and real advancement.—Dalhart Texan.

There is a Difference.

"Pa, what does it mean here by 'diplomatic phraseology'?" "My son, if you tell a girl that time stands still while you gaze into her eyes, that is diplomacy. But if you tell her that her face would stop a clock, you're in for it."

### NEW BOOKS CONTINUE TO ARRIVE AT LOCAL LIBRARY

The following books have recently been added to the Deaf Smith County Library:

Fiction—Baldwin, Garden Oats; Bart, Husband of Mary; Hawkins, Opal Canyon; Heyward, Lost Morning; Lucas, Blame McGee; Mowery, Heart of the North; Norris, American Flags; Robertson, Foreman of the Forty-Bar.

Non-fiction—Brown, Story of the American Negro; Clark, Spell of Scotland; Gill, Victories of Peace; Halsey, Charles Goodnight; Jenson, Twelve Negro Americans; Johnson, Preface to Racial Understanding; Link, Return to Religion; Munthe, Story of San Michele, and, Speakman, Here's Ireland.

Children's—Barrett, Muffin; Cervantes, Don Quixote; Jacobs, Blue Bonnet in Boston; Jacobs, Blue Bonnet of the Seven Stars.

### NEGRO CRAP SHOOTERS VS WHITE SOIL WASTERS

In many hill country Southern counties soil destruction has now reached the proportions of a calamity. While statute books and court procedure are severe on negro crap shooters and chicken stealers, white land owners who let their soils wash away commit a far greater crime against humanity. Commenting on this condition, Editor Clarence Poe of The Progressive Farmer has this to say:

"When we destroy the soil fertility which the Almighty intended should nourish not only you and me, but all those who may come after us for a million years to come, we white landowners commit a crime far greater than that of any ignorant Negro who steals a chicken or ham or sheep. Those petty thefts affect only individuals today.

But when we destroy essential soil fertility we sin against the human race not only today but for the tomorrows. Yet our so-called statesmen in the legislatures of the South for years and for generations have been formulating statutes and setting up court machinery to punish chicken stealing and crap shooting while the destruction of the South's fundamental natural resource, the destruction of the Almighty's greatest gift to our section—destruction which induces disaster alike to this generation and to all future generations—has been treated as a matter of no public concern."

### Want Ads

For Sale or Trade

1934 CHEVROLET truck to sell or will trade for livestock. Truck in good condition. Reasonable price. 1c

FOR SALE OR TRADE: 10-foot Van Brunt wheat drill in good condition. See C. R. Lady. 37-3p

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

FOR SALE: Grade "A" raw milk. Delivered to your door twice daily. Steam sterilized utensils and adequate refrigeration. Reasonable prices. Phone 606. Prairie Dairies. 25-1f

FOR SALE: Extra good Model A Ford Tudor. Good shape. New tires. At a bargain. Call at Brand office for information. 20-1f

REGISTERED HEREFORD COWS FOR SALE: On account of dry weather conditions, I am offering for immediate sale: 40 head of good, well-bred sows. Pasture-bred to calve in January and Febru-

ary. These cows will be priced worth the money, considering quality. It wouldn't take any money to handle these cows, if proper security was given. Write C. J. Mapes, Dimmitt, Texas. 36-2

FOR SALE: J. I. Case threshing machine, 20-36; McCormick-Deering header, Deering broadcast blinder, 7-foot; Deering row binder; Van Brunt horse drill, 7-foot. E. A. Stocker, three miles east, two south of Ford. 36-3p

FOR SALE: 14-foot Van Brunt wheat drill, in good condition; or will trade for cattle. See Joe Evans, Hereford, Texas. 36-3p

FOR SALE: Cucumbers for picklings, also tomatoes for canning. Kropff Farm, 2 miles north on 25 Mile Avenue. 36-6p

FOR RENT: Rooms close to high school, kitchen privileges, ideal for students. Phone 555. 1c

FOR RENT: My farm at Summerfield, Call at 410 Sampson Avenue of mornings. 1c

FOR RENT: 700 acres wheat land, about 18 miles northwest of Hereford. B. O. Taylor, 705 Fisk Building, Amarillo, Texas. Phone 2-3278. 37-3p

FOR RENT: Two nice rooms and large pantry, no water rent to pay. See Mrs. J. H. Harris, 910 Miles Avenue, Hereford, Tex. 1p

FOR RENT: Apartment with four rooms and bath. Call 48. 1c

FOR RENT: 300 acres of my farm for wheat. Party must be able to finance himself. Mrs. A. K. Webster, Route 4, Hereford, Texas, 19 miles north of Hereford on 25-Mile Avenue. 1c

FOR RENT: Business building. See Mrs. Jim Mauk at 305 East Fifth Street. 36-3p

FOR RENT: The west 320 acres of Section 10, Block (M-7) in Castro County. Write Mrs. W. J. Worthy, Blue Rapids, Kas. 36-3p

FOR RENT: 80 acres known as N 1/4 of SE 1/4 section 15 Ebea, C. Farmer county, Texas, for grain

or cash rent. If interested please write owner, M. Fillenworth, 2221 Deer Park, Omaha, Neb. 35-1f

### Wanted

CLASSES will be started in shorthand, typing and bookkeeping. Those interested see Mrs. E. H. McCullough, 711 25-Mile Avenue. 37-2c

SINCE school has started, would like to find employment taking care of children or helping do house work. Mrs. Corrie Turnbull, 808 Lee Avenue, Hereford. 1

WANTED: Couple to stay with elderly lady in her home. Will exchange rent and some money for hef board and room. Phone 102. 1c

WANTED: To sow your wheat, I have a new Moline tractor with small lister drills. J. D. Love, Hereford, Texas.

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

HELP WANTED: Full employment for man and team. See O. K. Higgins. 36-3p

THE NEXT 10 young people who enroll in this school can do so on unheard of terms of tuition. You can also earn your board and room. Write for information. Fleming Business College, 808 1/2 Folk St., Amarillo, Tex. 32

### Lost and Found

STRAYED: Bay horse, black mane and tail, from my place six miles north on 25-Mile Avenue. Notify Paul Probasco, Hereford, Texas. 1p

FOUND: Barbara Barry (Shirley Temple) singing over FBC radio station. She has five knockout song hits and dances. Her latest picture, "The Poor Little Rich Girl" at the STAR theatre is the best she ever made. Am returning Shirley to her father, Michael Whalen, and her future mother, Gloria Stuart. Signed: Shirley's pals, Henry Armetta, Jack Haley, Alice Faye. 1c

## Need A Drill?

Then We Have Any Size You May Want

—including 8, 10, 14 and 28 inch spacing. Before buying a new wheat drill do not fail to look over the new OLIVER SUPERIOR GRAIN DRILL and when you decide what kind of drill you wish to buy, you will no doubt select the new

### OLIVER SUPERIOR GRAIN DRILL

With Steel Grain Boxes

We have several good used grain drills that are in first class condition and we are offering these drills to you

### AT BARGAIN PRICES!

## M. D. WOMBLE IMPLEMENTS

### A Note to Club Secretaries:

At this time you are busy supervising the planning of your club yearbook. You probably have numerous problems with which to deal. We can help you on one of them if you have been wondering where you can secure an attractive yearbook well prepared and nicely bound, at not too great a cost. We offer you

### ATTRACTIVE PRINTING BEAUTIFUL COVERS REASONABLE PRICE



## THE Hereford Brand

PHONE 30

# The Man's Shop HOMER FOX — Phone 111 Fox Cleaners & Hatters

We Meet All Advertised Prices In Hereford!

## SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

### VEGA P-TA STARTS YEAR'S WORK SEPTEMBER 7

The Vega Parent-Teacher Association formally began their work for the year Monday, September 7, with the following officers in charge: President, Mrs. N. E. Wiseman; first vice president, Mrs. C. C. Wimberly; second vice president, Mrs. George McCombs; third vice president, Mrs. C. L. Morris; treasurer, Mrs. C. E. Winder; secretary, Mrs. F. J. Newberg; parliamentarian, Mrs. J. W. Shelton; chairman of standards, Mrs. C. C. Wimberly; chairman of publications, Mrs. O. O. Stutz; publicity chairman, Mrs. H. R. Shields; hospitality committee, Mrs. R. L. Thompson, Mrs. J. L. Sanders and Mrs. R. L. Morris; social service, Mrs. C. C. Wimberly, Mrs. J. T. Shelton, Mrs. Bill Klein and Mrs. J. L. Watkins; special days committee, Mrs. H. R. Shields and Mrs. J. L. Watkins.

After a brief business session, during which plans were outlined for the year's work, the unit adjourned to meet the second Tuesday in each month in the Vega school auditorium.

The Vega Parent-Teacher association was hostess to the faculty members Tuesday.

### J. D. MORGAN HAS BIRTHDAY DINNER

J. D. Morgan was honored with a surprise birthday dinner Sunday, when a group of friends arrived at his home at the noon hour. A covered dish luncheon was served to Mr. and Mrs. A. J. May, Mr. and Mrs. H. T. West, Mr. and Mrs. G. R. Conklin, J. A. Young, W. W. Henry, J. E. Young and family, E. R. Grady and family, and Ted Young and family.

### HOME MAKERS CLASS MEETS AT CHURCH

The Home Makers' class of the First Baptist church held its regular business and social meeting at the church Thursday afternoon. After the opening song, Mrs. W. L. Alexander offered a prayer.

Mrs. Alvie Wilson had charge of the devotional. New officers were elected and a business meeting conducted. The social hour was followed by a watermelon feast on the lawn.

### MRS. C. C. ROCKWELL HOSTESS AT CHARMING LUNCHEON

A charming bridge luncheon was given last week by Mrs. C. C. Rockwell for members of the Wednesday Luncheon club. Rich autumn colors in flower arrangement and table decorations carried out a color scheme of orange and gold.

Pink rosebuds in a silver bowl centered the large table where the luncheon was served, buffet style. Centering the small tables were orange candles in dainty white holders. These were the cut prize, and were won by Mrs. Jack Wayland. Tallies were autumn leaves in bright fall colors.

High score prize in the games were awarded to Mrs. W. L. Davis. Club members present included Meses. Colby Conkwright, W. L. Davis, Jack Wayland, Oscar Easley, Alton Fraser, B. M. Wiltshire and the hostess, Mrs. W. M. Emmons was a guest of the club.

### MRS. NEWT GILLILAND LUNCHEON HONOREE

An orchid, pink and white color scheme was carried out in flower decorations, when Mrs. J. T. Gilbreath, Jr., entertained with a morning bridge party and luncheon Thursday to compliment her sister, Mrs. Newt Gilliland, of Kilgore. Fragrant Japanese blossoms and crepe myrtle decorated the rooms. Clusters of pink rosebuds centered the beautifully appointed tables. The color scheme was accentuated in tallies and prize wrappings.

High score in the games was won by Mrs. J. M. Posey, and presented by her to the honor guest. A delectable plate luncheon was served to Meses. Nelson MacWright, Sherman Morgan, Fred Brown, Frank Cogsdell, D. C. Laird, Jr., Aaron Rose, J. M. Posey and the honoree.

### EPWORTH LEAGUE HAS PROGRAM IN FRIONA

Members of the Methodist Epworth League of Hereford had charge of the League program in Friona last Sunday.

Those on the program were Billy Jo Roberts, Sarah Agnes Bryant, La Nelle Schehagen, Ellen Smith, Cawthon Bryant, Ernest Schehagen, Jimmie Gammill and Bob Baird.

### HIGH SCHOOL BAND TO HAVE NEW INSTRUMENT

At a recent meeting of the High School Band and Orchestra Mothers, the organization voted to purchase an Oboe for use in the high school band. According to the director, Ralph Smith, the Hereford High School Band has a very high ranking in comparison with other high school bands, but in recent contests has not had the needed instruments to compete with other bands in the same class. Mr. Smith desires to raise the number of instruments in the band to 60 or 70 pieces, and this year the band needs more French horns, two more basses and a bassoon.

An added feature of instruction for band students this year will be clinics, held at intervals during the year. These clinics are to be composed of Hereford, Tulla and Plainview bands, and will be held in these cities. An outstanding director will hold all rehearsals and give instruction in various phases of the work.

### W. M. S. MEETS WITH MRS. S. L. EASLEY

The Woman's Missionary Society of the First Methodist church met at the home of Mrs. S. L. Easley Wednesday afternoon at 8 o'clock. Mrs. Thompson had charge of the devotional and a book review, "The Story of the American Negro," by Ina Corlaine Brown, was given by Mrs. D. W. Hawkins. The society is taking up a study course dealing with the negro problem which will be directed by Mrs. D. W. Hawkins, and the book review was given as an introduction for the study course.

Refreshments were served to 21 members. Special guests were Meses. Roy Patterson, J. W. Kirby, J. O. Newell, L. A. Ricketts, W. S. Williams and Florence McClellan.

### COUNTY FEDERATION TO MEET SEPTEMBER 25

The County Federation of Women's Clubs will meet September 25 at the First Christian church, with the Pioneer and Junior Pioneer clubs as co-hostesses at the covered dish luncheon. After the luncheon a short business meeting will be conducted.

A program in the afternoon will include a vocal solo by Genevieve Eberle, a piano number by Margaret Schroeter, and a violin selection by Mrs. Alvin Thompson.

The main feature of the program will be a lecture on County Federation Work, given by Mrs. L. T. Mayhugh of Plainview. Mrs. Ray Johnson will give a Federation report to the district.

### MRS. EZRA NORTON ENTERTAINS FOR VISITOR

Mrs. Ezra Norton entertained Thursday afternoon with an informal conversation party, honoring Mrs. G. F. Tomlinson of Tulla, who is the guest of her daughter, Mrs. Henry Hastings.

The guests arrived at 3 o'clock and an old-fashioned "talkie" was enjoyed with much enthusiasm. Work baskets were produced and as good times and past pleasures were discussed, needles and scissors were kept busy.

Guests included Meses. W. M. Rigler, B. J. Branson, Vern Witherspoon, T. M. Palmer, F. P. Potter, Henry Hastings, D. H. Alexander, and the honoree. The hostess was assisted by Mrs. Vern Witherspoon.

### JUNIOR BAY VIEW CLUB HAS BUSINESS MEETING

The Junior Bay View club met Thursday evening of last week with Miss Fern Carlisle for a short business meeting. Miss Carlisle, as president, directed the meeting.

Plans were made for entertaining the Senior Bay View club in the near future, and committee activities were reported.

### JUNIOR BAND MOTHERS MEET AT CENTRAL SCHOOL

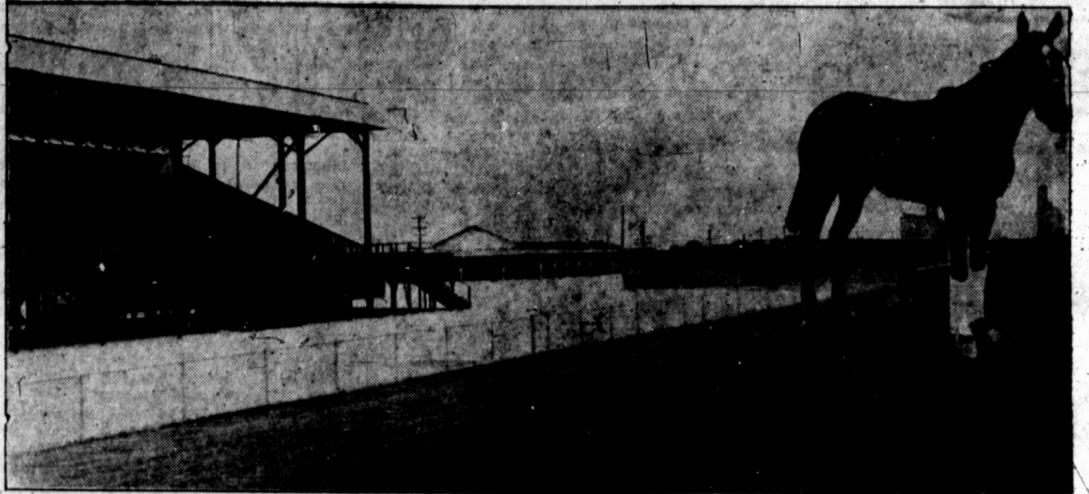
The Junior Band Mothers met at Central School Monday afternoon. Mrs. O. G. Hill, president, presided over the business sessions.

Plans were made for the organization to sponsor a series of amateur contests. The first of these contests will be given late in October. Program for the year will be announced soon.

### ANNOUNCE MARRIAGE OF DAUGHTER

Mr. and Mrs. Henry Triefel announce the marriage of their daughter, Erma Lorean, to Mr. Thurman Johnson on June 5. Mr. and Mrs. Johnson will make their home in Hereford.

## THOROUGHBREDS TO RUN ON NEW AMARILLO TRACK



Pictured above is a view of the beautiful, newly remodeled Tri-State Fair Racing Plant at Amarillo. A part of the huge grandstand, some of the stables, the paddock and the paved runway

in front of the stands are shown. Inset is the picture of a proud thoroughbred, Polly Shaw, one of the early arrivals at the Tri-State stables. The thoroughbred looms large on the picture, for, after

all, as great as any plant may be, it is the thoroughbred that makes or breaks a race meeting. The Tri-State is noted throughout the entire country for the class of thoroughbreds it attracts

to its meeting. The fall meeting will be held September 18 through September 26.

Try the Hereford merchants before going elsewhere to buy.

### HI-Y HAS FIRST MEETING MONDAY NIGHT

In a HI-Y meeting Monday night at the high school, plans were discussed for the coming year's work. Prospects are bright for a good year, and boys of high school age are invited to visit the meetings with a prospect of joining the club.

Meetings are held each Monday night at the high school. The annual camp will be held at Oeta Canyon September 17-20. Bruce Fambion has been appointed new district secretary. Pat Henry has resigned to continue his work at T. C. U.

### FOUNDERS' DAY TO BE CELEBRATED BY C. E.

The public is cordially invited to attend a Founders' Day program, given by the Christian Endeavor of the First Christian church Sunday, September 20, at 7 o'clock. The program will be given in memory of Francis E. Clark, who was the founder of Christian Endeavor work.

### METHODIST YOUNG PEOPLE ENJOY WATERMELON FEAST

Mrs. H. D. Reed, retiring sponsor of the Young Peoples' Department of the Methodist church, entertained members of the department with a watermelon feast Thursday evening at the home of Rev. and Mrs. T. C. Willett.

The attractive lawn was aglow with light as the young people gathered at 7:30 o'clock, and furnished an ideal setting for outdoor games of entertainment. Watermelon was served to 41 guests.

### TO MANY SLOW GROWERS IN BEST OF HOG FAMILIES

The greatest need of the hog farmer today is better hogs, says W. A. Craft, in charge of swine investigations in the United States Department of Agriculture. By this he means hogs more efficient in producing pork of high quality.

Slow growth and low efficiency in using feed are expensive and common traits in any breed of swine. Records kept by the Bureau of Animal Industry at the National Agricultural Research Center, Beltsville, Maryland, show that the feed needed to make 100 pounds of gain varies among litters within a breed from about 325 to more than 500 pounds. Similarly, on identical rations and similar management, the time required by pigs within a litter to reach a weight of 225 pounds varies as much as 100 days.

Although these figures represent extremes, says Dr. Craft, they suggest the opportunity of cutting costs with better hogs, hogs that not only appear to be good but have in addition the ability to make higher quality pork cheaply and quickly, the ability to produce large litters, and the ability to transmit these characteristics to their offspring.

Students of genetics know that the genes, the determiners and the way in which they are combined in breeding, determine a hog's value as a feeder and breeder. Geneticists hope in time to have tests sufficiently simple to permit more accurate selection of animals for breeding purposes than is possible by present practices. They want to know whether the genes are good or bad, dominant or recessive, and how they will react in the feed lot and in the breeding herd.

### SHEEP GET BIGHEAD FROM EATING POISONOUS PLANTS

Coal oil brush and spineless brush plants appear harmless, but scientists of the United States Department of Agriculture find they cause the western sheep disease, "bighead," which brings heavy losses each spring as flocks are driven from the winter range to the lambing grounds. Sheep will not eat these plants except when feed is scarce, which often happens on the trail.

Investigators of the Bureau of Animal Industry learned that out-

breaks of "bighead" are common where these plants grow, and that the plants are most poisonous in the spring about the time sheep are on trail. Sheep fed on the two plants developed typical "bighead," with symptoms such as swelling and strained movements of the head, and sensitiveness to sunlight.

The Bureau will continue its investigation of the disease, meantime urging sheep men to alter the trails, if possible, so that they will not pass near patches of the plants.

## I THANK YOU!

To those who for the past several years patronized the Texas Market and Grocery, making my work both pleasant and worth while, I wish to express my sincere appreciation, and to announce that all accounts incurred in the past are payable to me. Although I have not made definite plans for the future, I hope shortly to again be able to serve you.

Sincerely,

J. W. (Jimmie) ROBINSON

Try First to Buy in Hereford.

Is it  
**RESULTS**  
you want?

Do you have something you wish to buy, need to sell, want to lease or rent, have lost or found anything of value?

then try a

**WANT AD**  
thru OUR columns

From 8,000 to 10,000 readers of the Brand see your message every week. If what you desire has an appeal to anyone else, you will be answered if you use want ads in the Brand.

The  
**Hereford Brand**

PHONE 30



**FALL**  
Has Arrived

AND WINTER IS JUST AROUND THE CORNER

Our selection of coats is complete and outstanding. Styles for every figure and every purse.

Fur trimmed and tailored numbers in both fitted and swagger types. The materials are new and smart. Solid colors in novelty weaves and tweeds in mixtures and plaids.

Our Price Range Is Very Reasonable

Come in and let us help you make your selection. Use Our Lay-Away Plan If You Wish!

We Also Have a Lovely Assortment of  
**Dresses In Newest Styles**

and materials. All the popular new fall shades are featured in our ready-to-wear. Our prices are reasonable and we are always glad to show you.

**FASHION DRESS SHOPPE**

**Easter Items**

BY LOUISE FRYE  
Mr. and Mrs. George Chamberless and family took Sunday dinner in the Lynn Axe home at Jumbo.  
Tom Sanders and family, Mrs. Woolery and family, Mrs. Doak of Jumbo visited the C. W. Woolery home Sunday.  
Mr. and Mrs. Webster Johnson of Pampa visited in the Pascal Benson home Friday.  
Mrs. J. S. Smith, Miss Annie Mae Smith, Mrs. George Chamberless and daughter called on Mrs. W. A. Epperson of Summerfield. Mrs. Epperson is the former Miss Emerald Smith of this community.  
C. W. Frye delivered 215 head of cows Thursday to Mr. Broadwell at Lubbock, who is manager of the Post Estate.  
Miss McClure, teacher of Easter school, dismissed her pupils Tuesday noon so they might attend the circus in Hereford.  
This community received a two-inch rain last Friday night.  
Ben Medley, Miss L. McClure, Va Allen, Foster Biel, Annie Mae Smith and Frank Allen enjoyed a picnic supper Saturday night.

**Ward News Notes**

BY MRS. GEORGE SUGGS  
Twenty-eight were present at Sunday school last Sunday.  
Mr. and Mrs. Bryant of Hereford visited Ward Sunday school last Sunday.  
Mr. and Mrs. Jack Hutson and Mr. and Mrs. Sam Hutson of Littlefield are visiting in Dallas and will attend the Centennial.  
Mr. and Mrs. Robert Viegell spent several days last week visiting at Plainview.  
Messrs. and Mmes. Bill Hutson, Jim Lipscomb and George Suggs were in Amarillo Monday.  
Mr. and Mrs. Reed Williams spent Sunday afternoon with Mr. and Mrs. Jim Lipscomb.

**Summerfield News**

BY MRS. ASA ATCHLEY  
Rev. and Mrs. S. Z. Tidwell were here from Plainview Sunday.  
W. Harris has returned from a trip to Dallas.  
Miss Viva Mae Thomas of Daniel spent the week end here.  
Mr. and Mrs. Preston of Plainview visited the Roy Cokers Sunday.  
Britt Clark and family visited in Hereford Sunday.  
Mr. and Mrs. Lois Lookingbill were Amarillo visitors last week end.  
S. D. Bellars and family visited the Perry McMan home Sunday.  
C. B. Thomas was in Amarillo one day recently.  
Mrs. Clyde Russell was injured last week when she fell from a tractor and was dragged some distance. Her injuries were not serious.  
From two to two and a half inches of rain fell here Friday night.  
Albert Crosse and family were in Friona Thursday.  
Mrs. W. A. Vines and daughter visited her parents in Friona last week.  
Chas. Roberson and family were in Hereford Friday.  
All young people are invited to a watermelon feast by Mr. and Mrs. Woodrow Welty Friday night.  
Mr. and Mrs. Dawson Harris of Forrest, N. M., visited the Welty home last week.  
Mr. Milton and family of Springlake visited the Albert Crosse home last week.  
Mrs. Besse Davis and Joel of Hereford spent Sunday with the Lewis Jay family.  
E. B. Thomas, Amarillo, and Miss Joyce Davis of Hereford visited the Thomas home Sunday.  
Mr. and Mrs. Frank Crawford of Bethel visited the Lee Curry home Sunday.  
Messrs. and Mmes. Jim Clark and Guy Walster, and Jim Clark and Guy Walster attended a dinner honoring Mr. and Mrs. Earl Lance in Hereford Sunday.  
Lloyd Lookingbill and family visited the H. Johnson home at Black Sunday.  
Mr. and Mrs. B. E. Roberson were in Amarillo Saturday.  
Mr. and Mrs. C. Butler visited the J. B. Harlin home at Frío Sunday.  
J. B. Noland has been elected song leader, and Christine Atchley pianist. Tandy Legg is the new Sunday school superintendent, with Mrs. Ky Lawrence assistant. Mrs. O. B. Roberson is secretary. Mrs. C. Butler, senior class; Mrs. Lawrence, adult class; C. B. Thomas, older class; Mrs. Asa Atchley, junior; Mrs. Britt Clark, intermediate, and Mrs. R. L. Wilson, beginners. BTU officers are Mr. Butler, president; Gertrude Atchley, secretary; Ruth Atchley, senior president; Mrs. Ray Johnson, junior sponsor.  
Misses Christine and Gertrude, and Mrs. Asa Atchley gave a surprise party honoring Mrs. Jack Strune and Asa Atchley. Games were played and refreshments were served to about 20 guests.  
Mr. and Mrs. Tandy Legg were called to Lockney last week end.

**OUR CENTENNIAL LETTER**

The letters of Mrs. G. M. Hudson are being printed in series in the Brand because of the interesting highlights they give on the Texas Centennial Exposition at Dallas.

Texas Centennial Exposition, Dear Mid: Dallas, Texas. I dreamed last night that Schumann Heink and I were all dolled up in "dusters", touring the Centennial grounds in one of those old-time chain-driven Fords. I suppose that was my reaction to Ford's exhibit.

The Ford Building is the largest erected by any single exhibitor. First, there is a pageant of transportation, featuring the ox cart, the prairie schooner, buggy, first red and gold Ford and the '36 V-8. The theme of the displays was to show the use that the company makes of raw materials in the manufacture of its three types of automobiles. Of interest to our part of the country is the fact that Ford uses 30,000 cattle for every 1,000,000 V-8's built. An unusual feature of this exhibit is the court facing reproductions of nine historic roads of Texas. Each section of the road is surfaced like the original. Some of these roads are the Butterfield Stage Road, the Chisholm Trail and the Santa Fe Trail.

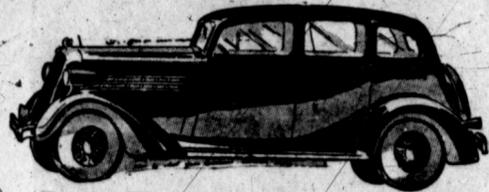
The General Motors Building is dedicated to the true, the good and the beautiful. The cars forming the centerpiece of the exhibit are finished in bluebonnet blue. The big auditorium with its blue and brown leather walls is air-cooled and offers Art Casse's orchestra an entertainment.

Mid, I took one look at those Sinclair Dinosaurs and realized what Alley Cop must have been up against. Old Brontosaurus Rex, King of the Tyrant Lizards and the largest and fiercest of the flesh eaters, was doing his best to chew up Triceratops.

To offset the ugliness of the dinosaurs, the Hall of Religion offers supreme delicacy and beauty in the pearl carving of "The Lord's Last Supper". The heirloom has a fascinating history. Only in a shark-infested section of the Red Sea can such mother-of-pearl be found. A young Armenian began this work in 1735, as a tribute to his mother. For 27 years he labored over it, painstakingly carving the minute detail work. The carving remained in the same family until 1901, when it was stolen by the Turks. The family searched all over the world for

an example of the beauty and patience that we need in our lives—patience and beauty that require years to put there. Don't forget to see Cavalcade if you visit the Centennial. Also the Texas Hall of State, million dollar monument to Texas heroes, deserves attention. In fact, I'm sure you'll enjoy all that you see.

Yours, MADGE.  
Miss Opal Carwithon has accepted a position in the state wheat office in Amarillo. She spent the week end at her home here.



**THE BIG USED CAR BARGAIN PARADE**

- 2—1934 Chevrolet Coaches.
- 1—1933 Chevrolet Sedan.
- 1—1933 Chevrolet Coupe.
- 1—1930 Chevrolet Sedan.
- 1—1929 Chevrolet Coach.
- 1—1931 Chevrolet Sport Roadster.
- 1—1935 Ford V-8 Coupe.
- 1—1933 Ford V-8 Coach.
- 1—1932 Dodge Sedan.
- 1—1934 Ford V-8 Pickup.
- 1—1929 Ford Pickup.
- 1—1932 Chevrolet L.W.B. Truck.

**NEW USED CAR LOT**

—located in front of our sales room across the street east. Stop in at our new Used Car Lot and see the best values in used cars in Hereford. One of our salesmen will be on hand to show them to you.

SEE THESE USED CARS TODAY!  
A VALUE—EVERYONE!

**Hereford Motor COMPANY**

**Messenger News**

BY ESTELLE WILLIAMS  
A good rain fell here Thursday, which will be a great help to row crops.  
L. M. Williams and sons were in Friona Thursday.  
C. W. Humble of Amarillo was here measuring his wheat land Monday, and called at the H. L. Agee home at Oklahoma Lane.  
Jim Bates spent Sunday night with Jim Ashlock.  
Hereford shoppers Saturday included W. W. Lacey, J. T. Guinn, L. M. Williams and sons, Frank Knabbe and family, and Mrs. J. E. Jones.  
Mr. and Mrs. Lester Davis and two daughters of Pampa were here measuring land Sunday.  
Tom Carter and T. W. Medling were here on business Friday.  
A good rain, amounting to about four inches, fell here Sunday.  
Buford Farmer of Hereford and J. R. Overstreet of Dean were in this community Sunday.  
Oscar Easley was here from Hereford recently.

**Mr. Farmer:**

**TREAT Your SEED WHEAT With COPPER CARBONATE**  
At a Cost of Less Than 1 1/2 Cents Per Acre.

We have 52% and 20% COPPER CARBONATE the preventative of stinking smut or bunt in seed wheat.  
2 Ounces of 52% per Bu.  
3 Ounces of 20% per Bu.

**WE BUY EGGS, CREAM AND CHICKENS**

**West Texas Feed & Seed**

Phone 265

**TRI-STATE FAIR**

Amarillo, September 21-26

**FREE GATE**



Texas' Biggest Regional Fair  
**UNITED SHOWS**  
On The Midway!  
Largest carnival in history... new shows... new rides... new thrills!

**HORSE RACES**

SEPT. 18-26 (Excepting Sunday) 8 BIG DAYS  
8 races daily—\$10,000.00 in purses—400 fine horses. Post time, 2 P. M. Legalized wagering. Admission to grandstand, 50c.

**HEREFORD SHOW**

Exhibit of America's finest beef cattle—\$5,000.00 in cash premiums.  
**GIGANTIC EXHIBITS**  
Livestock, poultry, agricultural, merchandise, machinery, domestic art and school displays.

**BIGGER AND BETTER THAN EVER**  
GENE HOWE, Pres. O. L. TAYLOR, Secy.-Mgr.

**STARS, SONGS, DANCES MAKE NEW FILM SHIRLEY'S GREATEST**

Talented Temple Miss Surpasses All Previous Triumphs with "Poor Little Rich Girl"

It's always an event when Shirley Temple comes to town, but according to advance reports when "The Poor Little Rich Girl", the tiny star's new hit, opens Sunday at the Star theatre, it will be something in the way of a celebration. Definitely, the talented Temple miss is said to give the performance of her life in this film and to top it off she's surrounded by a gallery of stars including Alice Faye, Jack Haley and Michael Whalen. Shirley of course plays the title role. She is seen as the daughter of Michael Whalen, wealthy young business man who is too occupied making money to devote much time to his daughter. Shirley persuades him to send her to boarding school, and he delegates Sarah Haden to the task. While waiting for the train Shirley wanders off and the streets of New York lure her to adventure. Jack Haley and Alice Faye an out of work vaudeville team, notice Shirley singing and dancing and decide she is what their act needs. The trio are successful in a radio appearance and are hired by Claude Gillingwater. Whalen has met and fallen in love with Gloria Stuart and as they listen to the radio program are astounded to hear Shirley's voice. Whaley doesn't dash to the studio and bring Shirley back—other complications have arisen and there's exciting events before the climax. Shirley tops all she has done before and sings five new hits. A Popeye Cartoon and late news round out the program Sunday and Monday.

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



**Good Bargains Yes...**

**But Natural Gas Offers a Greater Saving Every Day!**

Shopping through the pages of your newspaper, your attention frequently is attracted by special prices, offering from 10 to 35 per cent reductions on such staple articles as food, clothing, furniture and drugs. If the items are standard merchandise you will term them as excellent values—good bargains.

Yet, the Gas Company is offering you far greater bargains every day that you use its service. You save 70 per cent on fuel cost by cooking with gas as compared to the cost of the second least expensive fuel. In like manner you save 40 per cent by heating water with gas, and 75 per cent by using gas refrigeration.

**West Texas Gas Co**

Good Gas With Dependable Service

**Knowing How To Advertise Increases Business Opportunities**

The Hereford Brand takes delight in cooperating with Hockwell Bros. & Co. in its ad-writing content because of the opportunity this content gives school students to learn the principles of newspaper advertising. Students who tomorrow will be the merchants and businessmen of this community, and will be facing the problem of making the most of their advertising venture. The Brand will be glad to offer its assistance to contestants by allowing them to review ad layouts in our files and to select illustrations from our service. It requests, however, that contestants come in for this assistance on week-ends only.

**The Hereford Brand Your Home Town Newspaper**

**Announcing**

**Our New Location ABOVE STREU HARDWARE CO.**

You Are Cordially Invited to Inspect Our

**OFFICES**

A Complete Line of Insurance, Life and Bonds

SINCE 1898

**HEREFORD INSURANCE AGENCY**

PAUL BARNETT, MANAGER

GREAT AMERICAN LIFE INSURANCE COMPANY

**Rains**

(Continued from page one)

four inches in that section. It extended north of Dawn in Deaf Smith for only a few miles. Several automobiles were reported drowned out by the deluge near Dawn.

Herford received 1.78 inches, according to official figures of the Government Weather Station atop the Brand office. The rain came from the southwest and extended to the northeast. Heavy precipitation was reported all the way to Dimmitt and Summerfield.

**Three Inches Sunday Night.**

Mike Blakely, who Saturday morning drove to town from 18 miles west of Herford, said there was no moisture west of Westway. He said he struck mud at Westway and it continued to Herford, appearing as though the entire area had received about two inches of moisture.

Sunday night's rain extended eastward to a point about 16 miles west of Herford, leaving a dry stretch of about eight miles. It extended north and west through the county and into New Mexico. At the Bootleg store it was estimated at about three inches. It was reported Monday morning that draws and ravines in the section were still running full. Tierra Blanca creek filled its banks Saturday morning for the first time since it flooded Tierra Blanca canyon about four months ago.

**The Mailing Marsupial.**

The Mailing Marsupial springs from a primitive family, one which was isolated in Australia by rising waters or sinking lands. He is of the great gray kangaroos which stand as high as a man and bear young no bigger than mice.

**STAR THEATRE**

Hereford, Texas  
COOL AS AN IGLOO!

**COOL**

Thurs. - Fri.  
Reasons Nite

Reasons! 175 of them. Looking for a home? Maybe you will be the lucky one! You may attend matinee or night and register.

**ON THE SCREEN:**  
This girl knew the inside of a hundred headline crimes

**DEATH WAS THE PENALTY**



**'PUBLIC ENEMYS WIFE'**

PAT O'BRIEN  
MARGARET LINDSAY  
CESAR ROMERO  
DICK FORAN

Saturday Only  
10¢ EVERY ONE! 10¢

A Man and His Horse Fitted Against Untamed Nature



**AUTRY**  
COMIN ROUND THE MOUNTAIN

**Problems**

(Continued from page one)

**Controlling Production.**

Mr. Lucas pointed out that large monopolized industry controls its prices by regulating production. At the depression, they limited production and maintained prices. "When the factories closed," he stated, "farmers' prices began to drop. We couldn't buy, and the prices went lower. We had a billion bushels of wheat and corn and 18 million bales of cotton that we couldn't sell at any price. That is a condition that is serious and concerns the business man as well as the farmer. It affects the future prosperity of our country. The new administration saw it in 1933 and started out to do something, mostly by regulating production to meet the demands, just as industry has done for years. The AAA came into being. We all know what happened to the Triple A. Prices were advancing toward normal when the Supreme Court came into the picture.

"The Administration started something else. Your congressman, Marvin Jones, to whom agriculture and the country as a whole owe a tremendous debt, came forth with the Soil Conservation Act. The Soil Conservation Service has shown us China as an example of the road we have been traveling. It is the duty of the government to conserve the soil—our greatest natural resource—just as it conserves oil and other resources. Oil can be replaced, but the upper six or eight inches of our top soil cannot be replaced. So we have a great national act which, when put into practice, will conserve."

**Waste of Repetition.**

However, the Soil Conservation Act does not touch upon controlled production, Mr. Lucas asserted. "Unless we control production we shall see a repetition of 1932. We must control farm production or take from industry its right to control its production."

He stated that through the agricultural associations, the farmers are attempting to work out a solution of other problems. He discussed them briefly:

"Next to controlled production," he said, "is crop insurance. Surely it is all right to take the surplus in years of plenty and hold it over as insurance against years when production is short because of conditions over which we have no control.

"Another thing we are studying is taxes. Research in 47 Texas counties has shown that little over half of the taxable property is real estate; yet real estate pays 97 per cent of the taxes, while intangible property, amounting to almost half of the wealth, pays only three per cent of the taxes."

Other bills to which he called attention were the tariff, which "constitutes a 54 per cent sales tax which we pay on the things we use most," lower interest rates and certain forms of credit which the farmer does not have, the commodity dollar, and farm tenancy.

**Home Ownership.**

In speaking of interest rates, he said industry now carries farm products over at a lower interest rate than the farmer himself is able to pay. "If we paid our taxes and bought things we need with our product," he said, "we would not be so interested in the price of our product, but the commodity dollar varies so greatly the farmer does not know what a bushel of wheat or bale of cotton is going to buy," he pointed out.

"If you had on every section a farmer who has a stake in that land," he said of farm tenancy, "who was attempting to build a home and his business there, you would have a better business, better citizen and a larger city. We should be able to encourage young men to invest in land and make it their permanent home."

"These are some of the problems we are attempting to work out through our farm associations," he concluded, "not only for our own good, but for the good of the nation." Mr. Lucas also urged every person who possibly could to attend the district farm meeting in Lubbock today to hear Mr. Montgomery, for many years an economist at the University of Texas and for the past year a member of the National Conserve Planning Board.

**WARNING TO FARMERS**

I would like to call attention of all farmers in regard to feeding second growth grain sorghums to livestock. When grain sorghums have been stunted and start to wither, and have some dry leaves, and then, after receiving moisture, they start a second growth, it is very important to not cut this for feed or permit livestock to graze on crops of this nature.

There is a powder formation that when eaten forms prussic acid. In cases where livestock have eaten this, a veterinarian should be called at once, for, in many instances livestock may be saved.

ALEX. R. BATEMAN,

**Open Hearing**

(Continued from page one)

ant's complaint" with the exception of the votes of J. K. Fore, Harold Webster, Frank Barber, Archie B. Pool, R. L. Harvey and J. G. Robinson, which "are each and all illegal votes and voters and such votes should be deducted from the number of votes cast for the candidate for whom such votes or voters cast his ballot."

The reply in turn contested the following votes which "the contestant received and had counted for him which it alleges are "illegal and improper votes": W. W. Hainey, Mrs. M. A. Young, J. V. Wells, Mrs. J. V. Wells, Ray Wilhelm, Fred Pittner, George Mosley, H. L. Casebeer, Fred Wolter, Mrs. J. M. Hunzinger, C. S. Inman, Joe Bodkins, R. A. Daniel, Roy Manning, Mrs. J. W. Pate, J. W. Pate, Mrs. M. L. Steele, Mrs. J. B. Joiner, Mrs. J. J. Boling, Grover Thomas, A. R. Norman, Mrs. M. E. Burum, J. E. Rouse, Homer Sharp, Mrs. Homer Sharp, Mrs. Z. J. Steen, W. J. McClain, J. K. Fore and Harold Webster.

**Contests Fairview Votes.**

The reply also contends that "each and every vote . . . cast on August 22, 1936, at Fairview in election precinct No. 5 . . . are illegal and void, for the reason that each and every ballot cast in said election precinct by each and every voter, being 31 in

number, were not endorsed or signed by any presiding judge or any other judge holding said election on said date, and that said ballots should not be counted for the candidate receiving same . . ."

The reply concluded with the allegation that the contestee "is entitled to have added to his total number of votes, so received by him at said election, the vote of one, E. C. Howitt, in that said E. C. Howitt was a legal and qualified voter . . . and cast his ballot for your contestee, and which said ballot is hot and was not counted for contestee, but was by said election judges and clerks thrown out and they failed and refused to tabulate and count said ballot for your contestee."

**First Presbyterian Church.**

The First Presbyterian church will inaugurate a Sunday evening vesper service at 5 o'clock, instead of the regular evening service. This service will be held through the fall and winter if it meets the approval of the congregation. "Spiritual Sight" will be the topic Sunday. Regular morning worship at 11 o'clock, when the pastor, Rev. J. C. Thorns, will preach on "The Consequence of Believing, New Things".

Sunday school at 9:45 a. m.  
C. E. Vesper service at 6 p. m.

Mrs. Travis Dameron was an Amarillo visitor Saturday.

**Lubbock Man**

(Continued from page one)

were still burning. He had been driving slowly. He was slumped over the steering wheel, and officers reported there was no indication that he had met with foul play.

The body was discovered at about 5 o'clock Saturday morning by Harold Webster, who notified Deputy Sheriff J. O. Newell, Newell, Wilson and Dr. R. R. Willis went to the scene, where the coroner's investigation was held. The body was brought to Black's Funeral home, from where it was taken to Lubbock for burial. It was reported that the automobile had been noticed at about 11:30 o'clock Friday night, but passers had not become alarmed and made no investigation.

The body was taken to Lubbock Saturday, and funeral services were held there Monday. A native of Missouri, Mr. Nott had been a salesman for Rigney-Ferguson of Lubbock for the past six years. He is survived by his wife and a daughter, both of Lubbock and a sister, Mrs. J. F. Newkirk, of Baxter Springs, Kansas.

Mr. and Mrs. Claude Benton and Geneva Sue have returned from a visit to the Centennial Exposition in Dallas.

**Mrs. Mary Ray**

(Continued from page one)

ago when she moved to Black.

Mrs. Ray was active until recently, maintaining her home and a garden. She had been a member of the Baptist Church for 56 years, since she was 18 years old, and throughout that time was active in church affairs. Shortly before her death Saturday she pronounced a prayer and sang with the two sons and two daughters at her bedside. They were Dennis Ray of Amarillo, Claude Ray of Lincoln, Nebraska, Mrs. A. E. Cox of Grace Valley, California, and Mrs. C. E. Hicks of Denton.

Other surviving children are Don and David Ray of Denton, Hex F. Ray of Brownwood, and Rev. Rex Ray, a Baptist missionary who left the Panhandle a month ago to return to his post in Wuchow, South China. Rev. Ray and family made their home in Amarillo while in the United States.

Mrs. Ray was well known in the Black community, where she numbered her friends by the number of persons in the community, and she also had a larger number of friends and acquaintances throughout the Hereford area.

Father Mathias was in Bovina Monday where he held regular church services.

**Tri-State Fair Records to Fall**

Officials expect record-breaking crowds in Amarillo during the six days of the fourteenth annual exposition, September 21-26, of the Tri-State Fair. No charge will be made for admission to the grounds and all of the exhibits will be free.

"In the livestock division this year will be noted herds of the foremost breeders not only in the Tri-State territory but also from all sections of the United States. The livestock show will not be surpassed any where, ranking each year with the American Royal in Kansas City and the International in Chicago.

Besides the county exhibits there will be a composite display from the state of New Mexico and every department will be complete. This year, for the first time since 1932, the fair will have an exclusive poultry department. As usual the exposition will be well-balanced with entertainment and education.

Mr. and Mrs. Wirt Phillips and daughter, Viola, accompanied their son and brother, Billy Ross, to Lubbock Saturday where he will resume his studies as a senior in Texas Technological College.

**Flour** PACKARD'S BEST 24 Lbs. Sack 89c  
48-Pound Sack \$1.73

HERSHEY BARS	10¢	TOMATOES	25¢
Three 5-cent bars		No. 2 can, 3 cans	
SHREDDED WHEAT	11¢	TOILET TISSUE	13¢
N. B. Co. 12-ounce package		Waldorf, 3 rolls	
SALMON	11¢	PINEAPPLE JUICE	29¢
Alaska Pink, No. 1 tall can		Libby's, 46-ounce can	

**SUGAR** 10 Pounds 52c

JELLO	5¢	CORN FLAKES	10 1/2¢
All flavors, package		Kellogg's, large package	
FIGS	21¢	PEANUT BUTTER	25¢
New Crop, white, 2-lb pkg		Quart jar	
FIGS	17¢	MUSTARD	10¢
Black, 2-lb pkg		Quart	

**COFFEE** Schilling's 1-Pound Can 26c

CLEANSER	4¢	TAMALES	23¢
Sunbrite, can		Ratliff's, 2 cans	
SHORTENING	\$1.02	MLK, Borden's or Carnation	4¢
Mrs. Tucker's, 8 pounds		Tall can 7 1/2¢, Small can	
CRACKERS	17¢	TABLE SALT	21¢
Excell, 2-pound box		Morton's, 10-pound bag	

**White King** Granulated Soap Large Package 30c

**FRESH MEATS**

**Steak** Fancy Veal, Any Out, Pound 22c

RIB ROAST	12 1/2¢	CHUCK ROAST	15¢
Meaty Ribs		Tender and Juicy	
SLICED BACON	28¢	BACON SQUARES	23¢
Sugar Cured			
WEINERS	15¢	STRIP BACON	26¢
		Semi-Sugar Cured	

**OYSTERS AND FISH**

PRICES GOOD FRIDAY AND SATURDAY

FURR FOOD

PRICES GOOD FRIDAY AND SATURDAY

**Cocoa** Hershey's 1-Pound Can 10c

CORN No. 2 can, 3 for 29¢  
TOILET SOAP Lux, 3 bars 17¢

**Crisco** 3-Pound Can 55c

LIFEBUOY 3 bars 17¢  
CORNEB BEEF Swift's Premium, square can 17¢

**Coffee** Koffee Hag 1-Pound Can 37c

**- SOUP -**

Campbell's, assorted flavors, can 9¢

CATSUP Glen Valley, large bottle 10¢  
MALTED MILK Thompson's, 1-pound can 35¢

**Soap Chips**

Blue Barrel 5-Pound Box 34c

COFFEE Break O' Morn, 1-pound package 17¢  
BAKING POWDER Clabber Girl, 2-pound can 23¢

**Fruits & Vegetables**

**Grapes** Tokays 3 Pounds 20c

APPLES Large Delicious Doz 29¢  
ORANGES 28S Size Doz 21¢  
SPUDS Colorado Reds 10 Lbs 19¢  
CABBAGE New Colorado, firm and green Lb 4¢

# PERSONALS

Mildred Stewart and Jeanne Snyder left Monday for Canyon where they will enter WTSTC.

J. C. Cummins, Jr., is spending this week in Oklahoma City with his aunt, Mrs. Jim Carter.

Mr. and Mrs. Tom McCollum and son, Donald, were in Amarillo Saturday.

Mrs. Ellis Coombs and Mrs. Frank Lucas were in Amarillo Saturday.

Mrs. and Mrs. W. W. Slaton and baby of Portales, New Mexico, are visiting this week in the home of her parents, Mr. and Mrs. S. O. Wilson.

Mrs. M. L. Steele is visiting Mr. and Mrs. Sam Steele in Fort Sumner, New Mexico.

Mrs. Mike Koelzer has returned from a several weeks' visit in Munster, Texas.

MERIT EGG MASH—\$3.25 for 100-pound sack at West Texas Feed and Seed, phone 265.

Ray Kuykendall returned Wednesday from a two weeks vacation in Snowflake, Arizona.

Bob Baird, son of Mr. and Mrs. H. C. Baird, left Monday for Canyon where he will attend WTSTC.

Rev. and Mrs. W. O. Cooley of Dodsorville, Texas, are visiting Mr. and Mrs. Keith Caldwell.

TIP-TOP EGG MASH—\$3.00 for 100-pound sack, at West Texas Feed & Seed, phone 265.

Noel Bryant left Saturday for Dallas where he will enter Southern Methodist University.

Mr. and Mrs. Joe Kendall and Mrs. H. C. Baird were in Amarillo Tuesday.

Mrs. Dow Mercer is recuperating at her home this week, from a tonsilectomy in Amarillo.

Miss Jayne McKee left Wednesday for Lubbock where she will enter a business college.

Dow Mercer and George Muse were Amarillo visitors Wednesday.

Week end guests of Mr. and Mrs. C. C. Acker were Mr. and Mrs. George Parker of Amarillo.

Miss Jemie Estes has returned from a two weeks' visit with relatives in Lubbock.

SQUARE MEAL EGG MASH—\$2.75 for 100-pound sack at West Texas Feed & Seed, phone 265.

Miss Nancy Conkwright left Sunday for Waco where she will attend Baylor University this winter.

Burl Alexander was home from Canadian Sunday visiting his parents, Mr. and Mrs. D. H. Alexander.

Mr. and Mrs. R. V. Miller and daughter, Patsy Ruth, Mrs. John B. Miller and son, Bobby, were in Amarillo Sunday.

Carl Spratt left Friday for Yancey, Texas, where he has accepted a position in the schools as band instructor.

Littrell Spratt, of Artesia, New Mexico, visited his parents, Mr. and Mrs. I. H. Spratt, in Herford last week end.

Miss Irma Williams of the Soil Erosion Office, spent the week end in Dalhart with her parents, Mr. and Mrs. Jack Williams.

Mr. and Mrs. M. Y. Galloway and daughter, Ann, of Amarillo spent Sunday here with Mrs. Seth B. Holman.

H. L. McCullough and daughter of El Reno, Oklahoma, were week end guests in the R. E. McCullough home.

Miss Mabel Gass, who has been quite ill for the past week in Canyon, returned to her home in Herford Tuesday.

Mrs. Jerry Behrens and children left Wednesday for their home in Dallas after spending several weeks with Mr. and Mrs. J. F. Ward.

Mrs. Dorothy Ross and son, Floyd, spent Sunday in Pampa, where Mrs. Ross attended a district meeting of the Credit Association.

Mr. and Mrs. John L. Wilson will visit their son, John L. Wilson, Jr., in Vega this week end. John L. Jr., is a former Herford citizen. He and Mrs. Wilson will leave Vega soon for El Paso, where they will make their home.

Four sisters of Miss Jemie Estes were guests in her home over the week end. They were Mrs. Leonard Harral of Abernathy, Mrs. E. L. Klett and Mrs. Carl Roberds of Lubbock, and Mrs. Ruth Baker of Tulsa, Oklahoma.

Borneo Has a Flying Frog.

A tree frog of Borneo "flies" from tree to tree. Its toes are usually long and connected by a web which when spread in mid-air offers special resistance to sustain the owner's body until

## New Pastor To Arrive Soon

H. M. Redford, pastor of the Christian church, will arrive in Herford the latter part of next week and will preach for the congregation Sunday morning and evening, September 27.

Mr. and Mrs. Redford have spent the summer in Chicago and St. Louis, visiting relatives and friends and attending Chicago University. They report a delightful and profitable summer.

A general meeting of the entire church congregation has been announced for Wednesday night, September 30. More definite announcements will be made in next week's issue of the Brand.

Mr. and Mrs. Redford are not strangers in Herford, having been here on two previous occasions in evangelistic work. Now they are coming to Herford to live and to render the best service of which they are capable, both to the church and to the community.

Miss Ursalee Fridley, who has a position in the state wheat office in Amarillo, spent the week end with her parents, Mr. and Mrs. E. E. Fridley.

Mr. and Mrs. C. J. Paddock are vacationing in Minnesota. They will visit relatives and friends in Michigan before returning to Herford.

Mr. and Mrs. R. R. Jackson left last Tuesday for California, called there by the illness of Mrs. Jackson's father. Her sister from New Mexico accompanied them.

Mrs. Mabel Storer left Wednesday for her home in Redlands, California, after a visit with Mrs. G. W. Heard. Mrs. Storer was enroute home after a visit with her son in Chicago.

Miss Mary Elizabeth Stanford left Tuesday afternoon for Lubbock where she entered her senior year at Texas Tech. Her parents, Mr. and Mrs. W. J. Stanford, accompanied her.

Mr. and Mrs. Wayman Davenport of Seattle, Washington, have been visiting Mr. and Mrs. Elmer Patterson. Mrs. Davenport and Mrs. Patterson are sisters.

W. E. Hicks of Garden City, Kansas, was a Herford visitor Tuesday. Mr. Hicks stopped here enroute home from El Paso, where he visited Mrs. Hicks and daughter, Mrs. Dave Raymond.

## FARMER PLOWS AND BEATS DROUGHT

AUGUSTA, Ga., (AP)—Plow deep and beat the drought, is Cotton Farmer S. O'Connor's formula for successful planting of the staple.

He forecasts a bale-an-acre yield for his 14 acres despite the drought year.

"I plowed as deeply as possible," he said, "and, as a result, when my cotton began to grow the roots penetrated into the moisture storage."

## First Iron Works.

The first iron works were erected at Falling Creek, Virginia, near Richmond, in 1819, by the Virginia Company, but Indian troubles and the revocation of the charter of the company in 1624 caused the foundry to close.

The first successful iron works were located on the Saugus River, near Lynn, Mass. These works were built in 1643 by John Winthrop, Jr., and ten other Englishmen, forming the "Company of Undertakers for the Iron Works".

## Whitehead Shop Is Remodeled

Remodeling work has been completed on the Whitehead Barber shop, making it one of the most modern and attractive shops in this section. C. L. Whitehead is owner of the shop. The Bennett News Stand also shares the building.

The work included tearing out the old beauty parlor partition and moving the rear partition forward 10 feet. The news stand was moved back to afford increased room at the front of the building and a better display of magazines. A new linoleum was placed along the barber shop side of the building, adding considerably to its attractiveness. The interior and front were painted in light colors to improve the lighting within the shop.

## Hospital Notes

Mrs. Jim White, Dawn, minor operation Tuesday, doing fine. J. W. Wilson, Friona, improving. Billie Roberson, condition better. Lorene Hughes, improving.

## COUNTY GETS OVER TWO MILLIONS ON 589 LOANS

In Deaf Smith county 589 loans were closed in the amount of \$2,052,300 by the Federal Land Bank and the Land Bank Commissioner from May 1, 1933, through June 30, 1936, according to information received by H. P. Drought, National Emergency Council state director for Texas.

Of the loans closed in this county 219 for \$1,181,400 were made by the Federal Land Bank and 370 totaling \$870,900 by the Land Bank Commissioner.

## 10 HEREFORD STUDENTS GET NYA AID AT WTSTC

Doris Hardin, George Smith, Herbert Boardman, J. T. Carroll, Patricia Wederbrook, Mary K. Brotherton, Louise Hamm, Hugh Nash Harman, La Nelle Schelhaugen and Howard Williamson of Herford have been chosen by the WTSTC to receive aid in attending school under provisions of the National Youth Administration.

The college has been granted aid for 102 students and President J. A. Hill is requesting further aid because of the serious drought conditions which prevail over most of Texas. The fall semester opened September 15, and all NYA students were requested to report on that date.

## STRIP CROPS HOLD SOIL WHEN WIND WHIPS FIELD

Strip cropping is one of the best and most economical methods of checking erosion by water, also is valuable in checking wind erosion in western areas.

Whether planted on contour lines or at right angles to prevailing winds, strips of sweet clover, alfalfa, sudan grass or sunflowers not only stop soil that starts to blow, but also break the winds as it sweeps across the field. It is small soil particles carried by a high wind that produce the scouring effect known as wind erosion. Strip cropping stops drifting soil in the same way as fences and weed clumps.

Another advantage of strip cropping is that strips may be shifted from year to year. The top growth and roots are plowed under and add humus to the soil. This is one of the best preventives of "blowing". Soil with a good content of organic matter is much less likely to blow than soil cultivated year after year until most of the humus disappears.

## IN THE EVENING BY THE FIRESIDE

### You'll Want Satisfaction From Your Radio

If you're planning to use the old set another year, then see that you get full benefit of the Radio Season at hand by putting in new, powerful tubes that eliminate the squeaks and squawks... but if you consider trading the old machine in—

There Are Two Great Radios That Will Live Up To Your Desires—

# G.E. & R.C.A.

Homes Are Growing More Beautiful Because of the Modern Furniture See Our Last Shipments—and You'll Understand Why

## E. B. Black Co.

## Modern Methods Get Results

(Note: The following story appeared in the extension Service Bulletin:)

"Ted Rohrback, wheat farmer in Deaf Smith county, harvested 2,400 bushels of wheat on 800 acres of a dry land farm, according to C. E. Marcum, county agricultural agent.

"Rohrback states that strip cropping, border planting and contour farming made this harvest possible. Rohrback planted alternate strips of grain sorghum with wheat and along the borders of the field he planted grain sorghum as a protection against dirt that would blow from the neighboring field. He states that his land had in reality been enriched rather than eroded during the last 12 months."

Genevieve Eberle, Anna Katherine Hardesty, Mary Virginia Eberle and Mrs. F. J. Eberle were in Amarillo Sunday.

## INSURANCE FEATURES OF PROGRAM ARE DISCUSSED

"Insurance features of the Agricultural Conservation program are proving of value to farmers in Texas because of unusual weather conditions in 1936," A. L. Smith, executive secretary of the State Agricultural Conservation committee, pointed out.

"Interest is being manifested in these features by many farmers of this region," he added, "so the statement of C. A. Cobb, director of the Southern Region of the AAA is particularly appropriate at this time.

"Cobb says, 'Each producer who meets the requirements of the Agricultural Conservation program is sure of receiving some cash income even though his crops may be destroyed by drouth of other causes.

"No program can prevent suffering and hardship if a farmer's labor and cash investment in crops are completely lost because of

unfavorable weather conditions. The present program will partly relieve the distress of cooperating producers by making a cash payment to those who have used approved farming practices on their land.

"The soil-conserving crops, grown on land that would otherwise be planted to soil-depleting crops, protect the cooperating producer against losses of plant food and soil caused by leaching and erosion."

"Improved soils mean better stands, fewer crop failures, lower production cost to producers, and over a long period a more staple and less expensive supply of food, feed and fiber for consumers than would be available if soils should continue to be wasted at the present rate."

Mr. and Mrs. A. J. Halek of Fairbury, Nebraska, arrived Wednesday for a two weeks visit with their daughter, Mrs. R. E. McCullough and family.

**STAR THEATRE HEREFORD**

**COOL OFF**

WHERE THE COOL BREEZES BLOW!

Preview Saturday Night

**Sunday - Monday**

YOU'VE NEVER KNOWN HER AT HER BEST TILL NOW!

EVERYTHING'S BETTER TO MAKE IT SHIRLEY'S BEST!

The story—swell!  
The songs—hits!  
The dances—sensational!  
The cast—incomparable!  
Shirley herself—  
words fail us!



**SHIRLEY TEMPLE**

**POOR LITTLE RICH GIRL**

ALICE FAYE  
GLORIA STUART

Added Attraction: POPEYE CARTOON and Latest News Events

Tues. — Wed. Bargain Days

10¢ MATINEE NIGHT 15¢

"Poison Queen," "Borrow Girl" or The Sweetest Kid in the World WHICH WAS SHE?

Selected

**HALF ANGEL**

FRANCIS DEE

*We're all wound up and ready to GO!*

with dozens of **SUPER VALUES**

Another big selection of week-end bargains at Piggly Wiggly!

CHOCOLATE SYRUP 1-lb can 10¢, small can 6 for	25¢	CANDY BARS, Hershey's 3 for	10¢
HERSHEY'S COCOA ½-lb can 7¢, 1-lb can	12½¢	PINEAPPLE Broken slices, No. 2 can, 2 cans	29¢
CHOCOLATE KISSES, Hershey's 1-pound package	23¢	SOAP Crystla White, 5 bars	19¢
<b>COFFEE</b>		<b>PRUNES</b>	
DEL MONTE Pound	26¢	10 POUND Wooden box	69¢
JELL-O Package	5¢	MAZOLA Pint can	19¢
CATSUP Brimfull, large bottle	12¢	THERMOS JUG Full of coffee, close out at	\$1.48
VANILLA EXTRACT 8-ounce bottle	15¢	BEANS, Mexican 5 pounds	22¢
<b>SUGAR</b>		<b>PEACHES</b>	
EXTRA FINE Cloth Bag	54¢	IN SYRUP No. 2½ can	16¢
DRIPOLATORS Aluminum, 6-cup size	65¢	CERTO Bottle	22¢
MIRACLE WHIP Quart 37¢, pint	23¢	LYE Babbitt's, 3 cans	25¢
PEANUT BUTTER 5-pound pail	59¢	SHOE POLISH Oil-Glo, bottle	12½¢
<b>SYRUP</b>		<b>CORN</b>	
WORTH'S Gal. 69¢, ½ Gal. 39¢, Quart	24¢	IOWA STANDARD No. 2 Can 10¢, per dozen	\$1.18
GRAPEFRUIT JUICE No. 2 can	12¢	FLOUR Gold Medal, 48 pounds	\$1.08
PEPPER, Black Pound	29¢	PANCAKE FLOUR Gold Medal, 2 packages	19¢
SOUP Crosse & Blackwell's Tomato, 1b can	10¢	TOMATO JUICE C. H. B., 3 cans	25¢
<b>FRESH VEGETABLES</b>			
LEMONS Large, dozen	29¢	CAULIFLOWER Per head	10¢
CRANBERRIES Quart	23¢	APPLES Per bushel	\$1.18
YAMS, Portales Pound	4¢	SPUDS No. 1 Colorado, 10 pounds	26¢
CABBAGE Pound	3½¢	GRAPES Tokays, 2 pounds	15¢

**PIGGLY WIGGLY**

ALL OVER THE WORLD

FRANK GYLES, Manager PHONE 81. BUY AT HOME