

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

34th Year—Number 47.

The Hereford Brand, Hereford, Texas, Thursday, November 29, 1934.

Five Cents Per Copy.

Merchants to Give Prizes For Poultry

Premium list of Tri-County Poultry Show, to be held here December 6, 7 and 8, was sent out this week to poultry breeders throughout the area. All the rules and the merchants' prize list were included in the pamphlet.

Inquiries had already been received from breeders as far away as Roswell and Slaton, as well as Canadian and points in Oklahoma, according to B. H. Hopkins, secretary.

More than 15 vocational agriculture poultry judging teams are expected to enter the competition for the loving cup that has been put up by the chamber of commerce. The cup will become permanent possession of the school which wins it three times.

Merchants of Hereford are giving 63 prizes for exhibitors in the various classes. Value of the merchandise exceeds the cash premiums that are to be given. Business houses of the city are cooperating almost 100 per cent with the show.

Premiums on all standard breeds or varieties of chickens, ducks, geese and turkeys will be cash for the first and second places, and ribbons for third, fourth and fifth. First place will bring 75 cents and second 50 cents, except in the case of pens, which will receive \$1 for a first place award. Definition of pen this year has

been changed to one male and two female birds of the same variety. Turkeys, ducks and geese will be shown only as singles.

Vocational agriculture students will receive premiums on hens and pullets only. First place will earn 75 cents and second 50 cents. Third, fourth and fifth will be awarded ribbons. Buff Orpingtons, Rhode Island Reds, Single Comb White Leghorns and Dark Cornish will be the breeds with which the students will compete.

This year's show is the fifth annual staged here by the Tri-County Poultry Association. It is open to the world. No entry fee is to be charged exhibitors. W. C. Tallant of Oklahoma City, director of the American Poultry Association, will do the judging. All rules and standards of the A. P. A. will be observed in conducting the competition.

The Hereford Chamber of Commerce is furnishing financial backing for the premium list and expenses and merchants are giving merchandise premiums.

Members of the poultry association and the vocational agriculture classes of the high school will do the work connected with staging the show. West Texas Feed and Seed Company and Hardemann-King Company are furnishing the feed. All birds will be fed, watered and cared for during the show.

LACK OF RELIEF LABOR SLOWS HIGHWAY CONSTRUCTION WORK

"The time required to finish Highway 33 east of Hereford will depend entirely on the amount of labor furnished us by the relief department," stated Cooper Dewey, engineer on the project, yesterday.

"We are getting worried of inquiries like this, what with the winter coming on and the road being torn up all the time," he continued.

The road is being given a course of caliche. After the first course is complete a second will be applied, after which the caliche will be oiled and surfaced. The stretch is 14.4 miles long. Through Tuesday the first course of caliche had been applied to four and one-half miles. Work started on the project last July.

Since the beginning of the job there have been 119 days when the weather would have permitted work. Dewey's records revealed. Of these 119 days the relief office had furnished workmen during 67.

During October there were men at work most of the month. The average number working was 15 men and five trucks. During that month the relief payroll was \$1,900.55 and the highway department expenditure brought the total cost up to \$3,100. A little more than a mile and a half of caliche was laid during the month.

"We are handicapped by shortage of relief labor because we can spend only 30 per cent of the total expenditure from highway funds," Dewey explained. Highway Department funds are spent for engineering, supervision, implement hire, rental and all other items except labor.

"We can use as many as 250 men and with a constant crew of 50 men we could make more than twice the progress that we could with 25 men because the allowance from highway funds would be increased.

"If we could arrange to go on and get through this job in a short time, construction could be started on 25-Mile Avenue while relief funds can still be obtained."

Dewey advises all traffic to move on the south side of the road bed in bad weather. There is plenty of room on that side for all traffic and the danger of slipping off the shoulder and becoming mired is not so great as on the north side.

He also warned against removing torches or reflector buttons from the signs near the barricades. "The equipment is used to protect us and we will prosecute anyone caught removing or positing them."

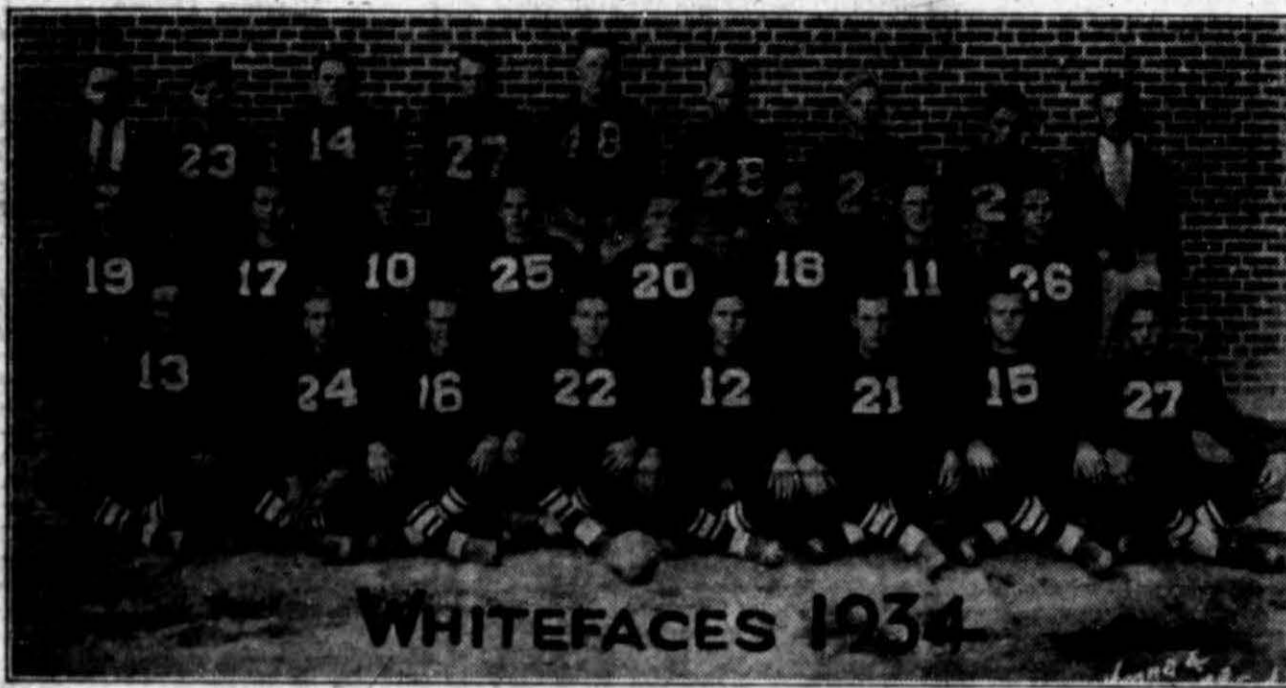
W. E. Halsell Dies.

W. E. Halsell, owner of extensive ranch properties on the South Plains, died last Saturday in Santa Monica, California.

The funeral was held yesterday in Vinita, Oklahoma. C. R. Smith attended the last rites.

Jim Rockwell of Houston, head of the Rockwell Lumber Company, visited the local yard Friday afternoon.

REPEAT AS DISTRICT ONE CHAMPIONS



Here is the gang that brought the championship of District One to Hereford again this year. They hurled the last obstacle Friday by defeating the Battling Demons of Dumas.

All members of the squad excepting Henry Turner, regular tackle, are shown in the picture. G. B. Hagar, former center who withdrew from school, is also in picture.

In the front row are J. D. Clayton, L. B. Russell, Meade Smith, Buddy Sowell, Hagar, R. A. Daniel, Wilbur Womble and Wilburn Benge. Second row: Bill McLean, J. W. Cockrell, Hughes Millard, L. W. Carlyle, Ralph Jennings, Donald Hicks, Herbert Boardman and Elmo Hicks.

In the back row are B. H. Hopkins, business manager; Marcus Houser, Jerry Jowell, Clyde Posey, Wilbur Willett, Jim Kirby, Billy Patton, Roy Hastings and Coach Tom McCollum.

Year's First Snow Arrives Last Tuesday

Wind, Dust Accompany Fall; More Moisture In Prospect.

With a light snow Tuesday morning and continued threatening skies Wednesday, there is still prospect of more moisture here today. Last week's rainfall was more than an inch in Hereford and was in excess of that amount in the rural areas.

Tuesday's snow was the first of the year. Although it drifted a lot because of the high winds, it carried a tenth of an inch of moisture. A dust storm, carried by a brisk north wind, followed the snow. It snowed here once since last winter and that came in March.

Wheat land is now carrying the best season since the fall of 1930, farmers say. A great deal of planting is being done. In the northwest part of the county where good rains fell in October the grain is up in fair shape.

Orchestra, Garagemen Head Bowling League

The Orchestra Five and Ireland-Beavers are tied for the lead in the bowling league with two wins and no losses each. The horn blowers have cleaned up on the Courthouse and Christians. The Courthouse and the Farmers were victims of Ireland-Beavers.

The Lions trounced Summerfield for a win in their only start. The Christians won their first start then lost to the Musicians. The CCC Boys, Farmers and Summerfield have lost one each, while the Courthouse has the cellar with two losses.

Next week the Brand will play the Courthouse Monday; Orchestra and Ireland-Beavers Tuesday, Lions and Farmers Wednesday, CCC and Consumers Thursday, Summerfield and Christians Friday.

Clovis Recruiting Station Wants Men

A recruiting drive will be launched in the near future to fill vacancies in the Regular Army existing at Fort Bliss, Texas.

These vacancies are in the Field Artillery. Approximately 100 vacancies in the enlisted personnel are to be filled at that post.

American citizens between the ages of 18 and 35 years, 68 to 72 inches in height, 145 to 175 pounds in weight, who are single and have no one dependent upon them for support; in good physical condition and possessed with the equivalent of an eighth grade grammar school education, are eligible for enlistment.

The nearest recruiting station is located in Room No. 3, Post Office Building, Clovis, New Mexico, and the recruiting agent in charge will interview all young men of this locality who desire information relative to enlistment in the Regular Army.

MORE THAN 1000 CATTLE SOLD LAST WEEK

Cow population of the county was reduced by 1,017 head last week in the government's relief buying program. Of the total, 758 were accepted as edible and the remainder condemned and killed. Payment of the animals will come to \$13,141, an average of more than \$13 per head. Checks will be delivered some time next week.

Since the program opened last June there have been 9,965 head of Deaf Smith cattle sold to Uncle Sam. They brought \$114,029 to distressed growers here.

Because of the drought and consequent lack of feed, raisers have been faced with the prospect of losing their cattle through starvation. In the opinion of County Agent Dewey Reed, the program has been a life saver.

There may be further buying in the county, but the program is about over, Reed says. Raisers who will want to sell must get in touch with his office not later than this week.

Friday Last Day For Split Taxes

Friday, November 30, is the final day for payment of state and county taxes for 1934 under the split payment plan. First-half payments must be made before December 1, and then the last half will be due on or before June 30, 1935.

If the taxpayer does not elect to follow the split payment plan, then all taxes are due on or before January 31, 1935. After February 1 the whole bill will become delinquent.

According to Pete Murchison, deputy collector, the payments are coming in rather slow, but he expects a slight rush Friday.

Cotton Men to Vote On Program for 1935

On December 14 cotton farmers of the entire United States will hold a referendum to decide whether the Bankhead bill will be retained in 1935. Voting places for this county's 26 cotton farmers will be designated later.

A two-thirds vote of the farmers of the nation will be required for the law to continue next year. It places a tax on all cotton ginned in excess of estimated market requirements and the tax money is used for allotments to raisers.

Brumley On Tech Team Competing In Chicago

Homer Brumley, son of Mr. and Mrs. G. W. Brumley, is a member of the livestock judging team at Texas Tech which left last week for Chicago to take part in the International Exposition and Livestock Show.

There are four other members of the team and Coach Ray C. Mowery making the trip. They were traveling by automobile. The show begins Saturday and lasts five days.

Directors Are Named By Chamber

LeGrand, Cronin, Gyles, Crosthwait and Wilson Are Chosen.

Directors of the Hereford Chamber of Commerce for the coming year will be Louie LeGrand, Ike Crosthwait, J. T. Cronin, Wilson Gyles, S. O. Wilson, Jonathan Pitman and B. H. Hopkins.

They were elected at a meeting held at the Methodist church Monday noon. Pitman and Hopkins, members of last year's board, were re-elected. The others are new directors.

Outgoing directors are President Alex O. Thompson, John Olson, Mrs. John McLean, Mrs. Seth B. Holman and Gus Streu.

Others nominated for the new board were E. D. Fox, Jesse Stanford and Claude Ricketts. The directors will name a president and other officers from their number at an early meeting. A treasurer and vice president will be selected. Chairmen of the various activities of the organization will also be chosen.

Thompson gave a report of the past year's work, pointing out that the community was represented at every occasion concerning it during the past year. The body also

Several Whitefaces Rate All-Star Berth

At least four, and maybe five, members of the Whitefaces rate places on an all-district football team if one were to be picked. Jim Kirby at center is the class of the district, although he received a late start due to injuries.

Because of their all-around ability, J. D. Clayton and L. B. Russell would be on the team. Both punt, pass and carry the ball on offense and are constant threats.

In addition Clayton is an excellent blocker, while Russell is the best safety man in the district. Clayton plays equally well at end or as a back and is a bang-up defensive player.

Then Bill McLean and R. A. Daniel at guards are, in the opinion of the writer, as good as the district has to offer. Daniel has not played up to the form he showed last year, but is still doing as nice a job as any guard in the district. Especially in the Canyon game did this pair do fine work.

Due to inexperience the tackles, Henry Turner, Hughes Millard and Herbert Boardman, could not win places over some of the old hands in the district. Dunn of Dumas and Stages of Tulla, both veterans, get the tackle jobs.

Wilbur Womble, Whiteface end, is as fine a pass receiver and blocker as there is in the area, but his defensive play does not equal that of Riddell of Tulla or Kirkland of Dumas.

Meade Smith, fleet Whiteface back and district sprint champ-

After Thirty Years Clock Is Cleaned

More than 50 years ago—on February 1, 1882, to be exact—Clyde Allred's parents bought a clock in Fort Worth. The clock is still running.

It is not only a clock, but also an automatic calendar, and the calendar mechanism works, too.

This week Mr. Allred is having the clock cleaned. It was last repaired on May 9, 1903, by Phil Seewald, pioneer Amarillo jeweler.

It is a wall clock with the full size glass door, the kind that sits on a shelf. The calendar mechanism has a dial as large as that of the time piece. It shows the date, day of the week and month. "It needs a little attention now and then," Allred observed. "We'll have it cleaned up again about 1970."

NEWELL WILL BE TAX ASSESSOR NEXT YEAR

J. O. (Jack) Newell will be tax assessor for Deaf Smith county after the first of the coming year. Announcement of the appointment was made today by Sheriff John B. Miller.

The duties of the tax assessor will be combined with the office of sheriff and tax collector after January 1, under a new state law. H. M. Beach is the present assessor, serving out an elective term. He was a candidate for the office of sheriff in the last election.

Newell has been a resident of Hereford the past 30 years. During that time he has served eight years as a city commissioner and eight as a member of the school board. He was president of the board several years.

He has been in the mercantile business and has farming interests in the community. For the past year he has been connected with the county agent's office, handling office work in the agricultural adjustment programs.

Newell will handle the duties of assessor and also act as deputy sheriff and tax collector. Jowell Murchison will continue as a deputy under Miller.

"I am elated to obtain the services of a man of Jack Newell's character and ability," Miller declared.

contributed both in work and money to all community activities. Mrs. Holman gave a financial report.

B. H. Hopkins outlined the aims and accomplishments of the Tri-County Poultry Show which is financed by the chamber. Judge John P. Slaton, a past president, talked of the area's chances of obtaining much-needed highway work.

Miss Mattie Mae Swisher told of the city's Civic Chorus and urged the organization to back the chorus by giving moral support to its work.

Whitefaces Are Champs Of District

Touchdown In Second Is Margin Over Fast Dumas Eleven.

Two long passes, coming on successive plays, gained slightly more than 50 yards for the Whitefaces of Hereford High last Friday at Dumas.

The two passes not only gained the yardage but also the game's only touchdown and the championship of District 1B. Nasty Clayton caught the pay-off pass. Wilburn Benge snagged the other. L. B. Russell threw both of them. Russell missed his try for goal from placement and the score was 6 to 0.

It was the second year in a row the Whitefaces have taken the district championship. Last year they

Lineups—Hereford: Womble, le; Turner, lt; McLean, lg; Kirby, c; Daniel, rg; Boardman, rt; Clayton, re; Sowell, qb; Smith, hb; Russell, hb; Benge, fb; Dumas; Kirkland, le; Dunn, lt; Crow, lb; Stanley, c; Brumley, rg; Hauer, rt; Pool, re; Geary, qb; Cannon, hb; Taylor, hb; Williams, fb.

Officials: Jackson, T. C. U. referee; Deek, Kansas, umpire; Hill, West Texas, headlinesman.

were bi-district champions, losing to Lamesa while playing for the district title.

This week the Whitefaces will have no game. Next week they will meet the champion of District 2, Panhandle and Shamrock are playing to decide the title this week. Shamrock is favored to win in which case the Whitefaces will return a game played here last year.

In case of a Panhandle victory the next game will be in Hereford since the Whitefaces played there last.

Outside the fact that the Demons of Dumas High School were a sadly underrated crew and fought their hearts out against a bigger Hereford eleven, the Friday game had few high lights. The Whitefaces made a magnificent stand on their eight-yard line in the second quarter, holding the Demons for four down.

Russell and Clayton, as usual, bore the brunt of the Hereford attack and threatened to score several times but could not muster the necessary momentum. The pair also contributed some more dazzling punts, sending the ball upwards of 45 yards on every try.

Geary at quarter, Kirkland at left end, and Dunn at tackle, all veterans, were leaders of the Demons. Kirkland and Dunn, the Whitefaces agree, are all-district players.

More than a thousand fans saw the contest. Several hundred of them drove over from here.

First Quarter.

Hereford received the opening kick-off and after fighting to midfield were forced to punt, the ball going out of bounds on the Demons' 17-yard line. Dumas failed to penetrate the Whiteface defense and punted the ball back to the Hereford 30-yard line.

Smith and Russell ripped off gains that netted a first down, but the attack was stopped when Cannon, Dumas fullback, intercepted a pass on his own 45. Making a daring attempt to score, Dumas threw a long pass, but Russell grabbed it on his 10-yard line and ended the scoring threat.

Sowell, Smith and Russell turned the tide of the battle with the running attack that carried deep into the Demons' territory before

(Continued on Page Three)

Economics Subjects For Week Announced

Subjects to be discussed at the sessions of the economics classes at the adult school have been announced for next week by Mrs. J. J. Boling, instructor. Monday night the class will go into the individualistic theory of government; Tuesday night they will discuss the protest against individualism.

The following Monday, December 10, the subject will be the individualistic basis of social control, and the Tuesday night discussion will take up liberty and interference. The classes meet at the county library.

A demonstration in the use of Russell Wood in making original and inexpensive Christmas gifts will be held at the Furr Food Store on the night of Friday, December 7. It is to be sponsored by the Home Building class.

**WE ARE THANKFUL
THAT WE HAVE
Plenty of Coal**
and so are our customers

Everybody was tickled to see the snow Tuesday morning. Those who had their coal supply laid in were pleased about that, too. Don't let the winter come roaring in and find you without coal.

We have a great big pile of Colorado Lump and Nut, enough to take care of everyone. Drive in and get it or let us deliver it. We have it in sacks if you want it that way.

**We Want Your Poultry
Eggs and Cream.**

West Texas Feed and Seed Co.
Home of Just-Right Feeds.

**The Scale That
Measures Your
Financial Success**



**YOUR SAVINGS
ACCOUNT BOOK**

It isn't the size of your income that counts—it's the amount you put in your savings account. Make it a fixed rule to deposit a specified amount regularly. It will grow amazingly.

THE FIRST NATIONAL BANK

OF HEREFORD A Strong Bank Thoughtfully Managed

**Cold Weather
Is Here**

But It's Not Too Late to

Order Your
**COLORADO
NIGGERHEAD
COAL**

We Have a Good Supply
On Hand Now—

Place Your Order Today!

McLean & Pitman
Grain Company

Phone 1. Buy at Home We Deliver

Jumbo News

BY MRS. J. W. BERRY

Take Produce to Carl's Gro. if W. W. Adams and son, Lonnie Wayne, went to Portales last Friday to visit their son and brother, Winston.

Mr. and Mrs. Lowery Walker and children were guests Monday in the L. E. Beck home.

Mr. and Mrs. W. A. Hunter and Mrs. S. M. Hunter and children spent last Monday in the C. C. Hunter home.

Mr. and Mrs. Ullman Hunter and twin daughters called Tuesday night in the Chas. Davis home near Arney. Mrs. Hunter and Mrs. Davis were school mates.

Mr. and Mrs. Pat Hardy are victims of the mumps.

Mrs. Belle Oxford, Willie and Kitty accompanied by Mrs. L. E. Beck, were Amarillo visitors last Saturday.

Mr. and Mrs. J. E. Springer and three children spent Saturday evening with Mr. and Mrs. J. W. Berry.

Mr. and Mrs. F. L. Pinckert and Mrs. M. L. Hardy were in Amarillo Saturday.

Mrs. Mildred Bailey, high school teacher, spent the week end with relatives at Canyon and her five-year-old daughter accompanied her home to stay until Thanksgiving.

Miss La Rue Beck spent Sunday with Pauline Matthews.

Mr. and Mrs. Frank Hacker and son spent the week end in the J. F. Hacker home and attended Sunday school and preaching services at Jumbo Sunday morning.

Mrs. Elmer Jones and sister, Miss Ruby Andrews of Frio, spent last Friday with their sister, Mrs. Chas. S. King.

Rev. Howell, a Baptist minister from Dimmitt, filled his regular appointment here Sunday morning and night.

Mr. and Mrs. Bruce Hunter and children spent Saturday and Sunday with relatives at Ralls.

Mr. and Mrs. L. E. Beck and family and Addison Hunter were Sunday guests in the Ullman Hunter home.

Mr. and Mrs. J. E. Boyd and family who have been living a mile north of Jumbo moved to a farm near Happy last Thursday.

Mrs. Mildred Bailey and her class of 21 history students went to see the picture, "Cleopatra," last Tuesday night. A number of the parents went with them.

Mr. and Mrs. W. W. Adams entertained a number of young people and a few older ones with a party in their home Saturday night.

The Jumbo Presbyterian Auxiliary met last Tuesday with Mrs. Ullman Hunter. A special stewardship program was given. Four Presbyterians from Dimmitt were guests of the Auxiliary. Refreshment of chicken sandwiches, and pumpkin pie with whipped cream and coffee were served to Rev. Crosby, Dimmitt, new Presbyterian minister; Mmes. C. O. Byrnes, Wm. Easter and Rosa McLean, guests; and Mmes. W. A. Hunter, L. C. Baggett, L. E. Beck, Jessie McGinnis, J. W. Berry and the hostess, members.

Frank Jones took the basketball boys to Dimmitt Friday night when they played the Dimmitt team that night. The result was a winning for Dimmitt.

Mr. and Mrs. L. A. Matthews gave a farewell party for the J. E. Boyd family at their home last Tuesday night. From reports a most enjoyable time was spent.

At a late hour the hostess, assisted by her daughter, Miss Pauline, served cookies, cocoa and coffee to F. B. Neill and family, J. E. Boyd and family, C. E. Leasure and family, F. L. Pinckert and family, L. C. Baggett and family, Geo. Sheppard and family, La Velle and La Rue and Luke Beck and Junior Woolery.

The young people of this community are working on a play entitled "Here Comes Charley," which they will present at the Jumbo school house Friday night, December 7. There will be no admission charge and everyone is invited to come.

The Lions club of Hereford brought an orchestra from the Baptist church and some very able speakers to Jumbo last Thursday night and delightfully entertained the people of this community. It was truly a get-together meeting for the Hereford people learned the way to Jumbo and the Jumbo people learned what the Lions Club is endeavoring to do, and we ask them to come again.

Mr. and Mrs. S. M. Hunter and son, William, and Finis Hunter went to Amarillo on business this Monday morning. William, who is taking treatment from an eye specialist, is much improved.

Mr. and Mrs. J. E. Andrew and family were Sunday guests in the Chas. S. King home.

Easter BYPU came to Jumbo Sunday night and gave the program which was very interesting, and was appreciated by the Jumbo people. Jumbo expects to give the BYPU program at Easter the third Sunday night in December.

We specialize in re-boring blocks and installing new pistons and rings. Try us on your next job. Ireland-Beavers Motor Co. 47

**COLD'S
Creomulsion**

Your own druggist is authorized to cheerfully refund your money on the spot if you are not relieved by Creomulsion.

**FOX
MERCANTILE
CO.**

Black

BY MISS NOBLE M'LEAN

Take Produce to Carl's Gro. if Most of the farmers are busy sowing wheat since the rains of last week.

Funeral services were held at the Frio Baptist church Sunday afternoon for Pat Deaton, who died Friday evening at 7:30 o'clock. His death was a shock to the family and neighbors, although he had been in bad health for many years. The community extends sympathy to the family. Relatives attending the funeral were Mr. and Mrs. D. E. Mitchell and children of New Mexico; Geneva Deaton, Brownwood; his brother, Bud Deaton, and brother-in-law, Arnold Smith, of Curtis, Arkansas. Also his sister, Mrs. Lula Greson, of Curtis, and niece, Faye Ryan of Gordon, Arkansas. Active pallbearers were T. L. Welch, H. L. McLean, Clyde Hays, W. H. Price, R. E. Barnett and Mr. Chandler.

Woodrow McCrate and Leslie Deaton made a business trip to Amarillo Saturday evening.

Lucille McLean visited in Frio Monday.

Charley Hays visited home folks Sunday.

Treat your car to a new set of Goodyear Tires, fully guaranteed against all road hazards for one year. They cost no more than other tires. Ireland-Beavers Motor Co. 47

Dimmitt News
MRS. BUCK WOOD

Take Produce to Carl's Gro. if E. S. Ireland and family of Hereford spent the week end in the Bill Graham home.

Rev. and Mrs. Alfred Freeman are the proud parents of a baby boy, born November 21.

Mr. and Mrs. Fred Brown, who were connected with a produce house here, have moved back to Hereford.

Mr. and Mrs. J. R. Gollehon, Mmes. Ted Wood and Homer Norwood were in Hereford Monday.

Ray Sheffy has been in Fort Worth on business this week.

Mmes. Ray Cowser, Raymond Wilson and Tom Bice were in Plainview Monday.

Bill Graham and family spent the week end in Plainview.

Ray Cowser, Raymond Wilson and Jess Gladman attended a Masonic meeting in Bovina last Tuesday night.

Mrs. Ella B. Knox of Long Beach, California, is here for a visit with her father, C. W. Armstrong. She will be employed at the Hotel Witt beauty shop.

Mmes. Homer Norwood, Ray Hicks and Homer Newton were in Amarillo Tuesday.

Mr. and Mrs. Elmer Youts and children and Mrs. Harvey Youts spent several days last week with relatives in Shawnee, Oklahoma.

Mrs. O'Donnell of Amarillo spent last week in the home of her daughter, Mrs. Will Boothe.

Mr. and Mrs. Raymond Wilson visited in the home of his parents in Tulla Friday night.

Claude Morris was in Bovina last Friday on business.

Mmes. Ray Sheffy and Goodwin Miles, Miss June McCowan were in Amarillo Saturday.

Mr. and Mrs. Hubert Gunter of Claude and Mr. and Mrs. Carroll Gunter spent Sunday night with Mr. Gunter's parents in Plainview.

Miss Elfreda Murphy, teacher at Rance, spent the week end with Mrs. A. L. Stringer.

Miss Helen Estes spent the week end with her parents.

Rev. Alfred Freeman was transferred to Rotan at the conference at Abilene. Rev. Joe Strothers of Silverton comes to Dimmitt.

Mr. and Mrs. Byron Shipley and Mr. and Mrs. Tom Bice and daughter were in Plainview Sunday.

Mr. and Mrs. Rayford Ricketts attended the wrestling match in Amarillo Thursday night.

**LADIES'
Munsingwear
HOSE**

In all the new
Shades.
Chiffons
and
Service Weights

79c

**FOX
MERCANTILE
CO.**

**COURTHOUSE
RECORDS**

New Automobiles
L. Z. Oldham, Chevrolet sedan, Grizzle Chevrolet Co., 292-743.
Lloyd Wiseman, Chevrolet coupe, Grizzle Chevrolet Co., 292-744.
W. E. Duilap, Ford sedan, Hereford Motor Co., 292-745.
Lloyd Wiseman, Chevrolet coach, Grizzle Chevrolet Co., 292-746.

Warranty Deeds.
Jean Webb to E. B. Black, lots 1 and 2, block 29, Whitehead Addition.

B. E. Brumley et ux to G. W. Brumley, half interest in sections 43 and 58, Block K-8.

Lee Wilson et ux to C. W. Workman, section 32, township 5 north, range 3 east.

Marriage License.
Otto Z. Chitwood to Miss Lois Funderburg.

See us for fender and body work, windshield and door glass, top materials and other motor needs. Ireland-Beavers Motor Co. 47

ESTRAY NOTICE
Taken up February 11, 1933, at the farm of the undersigned, living about 20 miles north from the Town of Hereford, in the County of Deaf Smith, the following described animal, known to be Estray, viz: One black mare, white spot across hip, stocking legged. If not legally proven by the owner thereof within TWENTY DAYS from the date hereof I will proceed to Estray the same in accordance with law.

BOB ORR, Taker Up.
Hereford, Texas, this 29th day of November, 1934. 47-3p

TRY TEXACO

For Faster Cool Weather Starting

You'll find out the old motor will respond a little quicker on cool mornings if the tank is filled with Texaco "Fire Chief" gas. It's simply packed with power and mileage. Why not drive in today and give it a trial?

Texas Service Station
GLEN SNYDER



**We Meet All
Advertised Prices
On
Permanents**

Our permanents are good, all of our work is guaranteed. We give special shampoos and oil treatments for hair lacking health or lustre, they will give new life and sheen to your hair. Make your appointments early, so you will look your loveliest during the holidays.

MORENE'S BEAUTY SHOP,

PHONE 107

TOYLAND

We won't try to mention all the gift items we have in stock, but here are a few of them: Games, books, blocks, puzzles, all kinds of wheel goods, walkers, scooters, etc. Come in today and make your selections.

For Boys...

Boys' you'd better bring Dad in and show him these bicycles. Several models, some with the new balloon tires **\$30.00 UP**



Tool Chests—an item of importance to the young carpenter. You'll like the kind of tools they contain, too **\$1.25 UP**

Here's a new item for the young man or young lady of the house. A new, streamlined airplane car that really has class. Put your order in to Santa now for one of these **\$10.00**

VISIT OUR TOY SECTION

We haven't room to mention every item, but we have wagons, Erector sets, trains, automobiles, puzzles, foot balls, basket balls, baseball equipment, sporting goods of all kinds and for the older youngster guns of all kinds. This merchandise is on the balcony of our store. We will gladly store any purchases until Christmas.

For Girls...

Young ladies, the most important Christmas item for you is dolls. Well, we've got some of the prettiest you ever saw. Priced from **35c UP**

Girl's bicycles, well-made, sturdy wheels, some with the new type balloon tires **\$30.00 UP**



**We have a good assortment of
Doll Buggies**

Your dolls will enjoy riding in one of these. You'll find all sizes of them to choose from.

Bring the kiddies in today—never before have we had such a wide and complete stock of toys and other items for little folk. Many of these gifts are useful and instructive. Prices are lower and you will find these gifts of a high standard of quality.

A Small Deposit Will Hold Any Purchase

Streu Hardware Co.

Messenger News

BY ESTELLE WILLIAMS

Take Produce to Cart's Gro. if Sixty-two were present at Sunday school. Rev. Bennie Harrison preached. Rev. Tucker of Holene was a visitor.

Priona friends called at the P. C. Short home Sunday.

Mr. and Mrs. H. L. Agee and sons were dinner guests in the Larry, Walker home Sunday.

Ruth Short spent Saturday night and Sunday with Clara Mae Perry.

Winifred and Lora Perry were in Priona Sunday night.

Mrs. John L. Wilson, who has been visiting friends and relatives in Fort Worth the past three weeks, returned home Friday.

Mr. and Mrs. L. M. Williams and two sons visited Mrs. B. Hutchison at Cameron, New Mexico, last Sunday. She has been very ill. They also visited the Jima Williams home at Cameron.

Those in Hereford Friday were Mr. and Mrs. Charlie Brown, Ben

Bates, Mrs. L. ...

Today Dec. 6th is Hereford's Seventh Good Will Day

BE SURE TO BE PRESENT On Coming Early and Spend the Entire Day

DOUGHS

Let them get a strangle hold on you quickly. Creosolium comes in one. Powerful but harmless to take. No narcotics. Your doctor authorized to refund your cost if your cough or cold is by Creosolium. (adv.)

NWOOD-NIGG ANDLER-CANO UNSHINE-MAIL EST COLORADO COALS

When Thermom in Here

THE SHOW

STAR THEATRE

ATURE PICTURE "WAKE UP and DREAM"

an All Star Cast

ected Shorts

noon to 1:30 P.M.

1:30 to 6:00



Use it with... You are using New Germ Process... This free... and "drag... 1. POSIT... 2. PER... 3. UTM... CONTINE



New and Improved CONOCO GERM PRO (PARAFFIN) MOTE

GOOD WILL BANK FEATURE

On Main Street

4:30 P. M.

You Must Be Present!

EVERYONE INVITED

Bring Your Neighbors With You

"GOOD WILL DAY" Parties are Your Parties Sored By Hereford Firms and Professional Men For You and Your Friends.

Sure to Come - - You'll Enjoy Every Minute

"Will Days" Sponsored Through the Chamber of Commerce

Every Wednesday Continental Oil Company Harry Richman and his music and John B. Kennedy, over N. B. C., including WFAA-WBAP at 9:30 P. M., C. S. T.

J. B. MILLER, Sheriff, De Smith County, Texas. By J. M. Murchison, Deputy.



BARGAINS
In Unclaimed
Cleaned and Blocked
Hats.
Carroll and Corbett
311 North Main

FOOTBALL
(Continued from Page One)

Russell lost the ball on a fumble as the quarter ended.

Second Quarter.
Dumas was forced to punt after being set back by the charging Whitefaces and Hereford got the ball on their own 45.

With two long passes the Whitefaces netted the touchdown that proved the margin of victory. Russell tossed both of them, the first to Bengie, and the second about an equal distance to Clayton who ambled to the corner of the field in avoiding the Dumas secondary and going over standing up with a Dumas tackler holding him by the arm. Russell missed his place kick.

FOR EXPERT
SAW FILING
and all kinds of
TOOL SHARPENING, SEE
E. H. FULLWOOD
404 North Main Street.

We Still Need TURKEYS



From now until the first of the year, we are in the market for all of the turkeys you have produced. We will pay the highest market prices for your produce of all kinds. Honest weights and tests will be our guarantee. Bring us all your produce for better prices.

Roy's Produce
SWIFT BRANCH
Ediston Building on Third Street. Plenty of Parking Space.

TOYTOWN
OPENS SATURDAY,
DECEMBER 1



—We invite every person to the formal opening of our Toytown, Saturday. Toys and gifts galore for every size youngster. Games, books, novelties, etc. etc. You'll find gifts for every member of the family, too, so make this store your Christmas Shopping Headquarters. Use our Lay-Away Plan—a small deposit will hold any purchase. We also have a good stock of tree and house decorations.

WEIR'S VARIETY STORE

PAY YOUR DELINQUENT
TAXES NOW
And Save Interest and Penalty
CITY OF HEREFORD

Geary returned the kickoff to his 45, but Dumas' attempt to pass was interrupted by Buddy Sowell who grabbed off the throw and Hereford punted the ball deep into Dumas territory.

With two first downs Dumas fought their way back up the field but an intercepted pass ended the drive. Geary then intercepted a Hereford pass and the Demons began their drive at the Whitefaces' goal.

A stalwart defense on the eight yard line stopped the Dumas drive that proved to be the Demons' most serious touchdown threat. Russell punted out to midfield and Geary was stopped after he returned four yards.

Dumas again started toward the goal but fumbled on the 35. Russell punted and on the second play Bill McLean, alert Hereford guard, grabbed a freak bucket pass a Demon back had thrown into the air, and the half ended with Hereford in possession of the ball near the Dumas 35.

Third Quarter.
Russell received the kickoff on his eight-yard line and rambled back through the field to his 43. Clayton picked up five and then seven yards as the Hereford gang got up steam for the drive.

Kirkland, rangy Dumas end, broke through to catch Russell around the ankles as he started around right end to stop the attack. Russell looped a pretty kick out of bounds on the Dumas four-yard line.

Kirkland ran the ball back to the 25 from fake punt formation, and Williams picked up nearly 10 yards. They charged their way to a first down and then with two good gains the Demons on the third down lacked two inches of a first down on their 45. Quarterback Geary elected to take the bold stroke of rushing the ball and made a yard for the first down.

The Hereford defense tightened and forced the Demons to punt. Coming back strong, Hereford advanced the ball to mid-field picking up two first downs before Russell booted a nice one out on the 10-yard line.

The Demons were set back and then Kirkland standing behind the goal kicked one back to the 37 where it went out of bounds. On the last play of the third quarter Russell was stopped for no gain.

Fourth Quarter.
After passes failed, Hereford punted and a tricky quadruple pass functioned nicely for the Demons with the exception of the final throw which Russell grabbed away from the waiting arms of the would-be receiver. He was smacked down hard by an on-rushing Demon on his own 46-yard line.

Hereford ran the ball to a first down on the Dumas 41 from where Russell punted to Geary who was stopped on his six-yard line. Kirkland took things in hand again for the Demons and instead of punting from behind his goal, ran around his left end to the 38. He again carried the ball to the Hereford 42 and it appeared the Demons were headed for pay territory.

A 15-yard penalty set them back to their own part of the field and the Whitefaces perked up a bit on the next play to boost the Demons back another 10 yards as they charged in to mess up the pass that looked to be one of those four or five or more pass affairs.

Russell again squelched the Demons' hopes by intercepting a pass on his 49 yard line. Hereford, in an attempt to put the game on ice, opened up a passing attack from mid-field but after two of them has been incomplete, Russell kicked out of bounds on the Demons' 26.

The entire Hereford line rushed through to smother the interference and set Kirkland, who was carrying the brunt of the Demons' attack, back for 10 yards. Geary kicked back to the 48 and Russell returned 25 yards. Russell's pass was intercepted on the first play, but on the next play Dumas' pass was intercepted and Hereford was again headed toward the goal as it ended.

Ford Doings
MRS. H. M. BENSON

Recent rains and snows have enhanced wheat prospects.

Rev. L. E. Godwin did not fill his appointments Sunday.

Sunday school was well attended Sunday school. J. S. Garrett, Miss Nancy Ann Garrett, Joe Phipps and T. R. Langley gave a number of quartets.

Floyd Benson and family, Mrs. G. E. Benson and daughter, Mrs. T. R. Langley and daughters were in Amarillo Saturday.

Bob Higgins was here from Ward community one day last week looking for stray cows.

Mr. and Mrs. T. P. McCollister of Sims attended Sunday school here last Sunday.

Lawrence Straufuss has been hauling hay from Hereford.

Mrs. Dennison Hill has been afflicted with boils and is taking treatment.

Dewey Larson and family visited the J. S. Garrett home Saturday afternoon.

Primary Sunday school children enjoyed birthday cake Sunday. Laura Webster, Nonna Jo Langley, Mollie Pearl McCaskey and Elizabeth Benson recently had birthdays.

Jas. Slade of Amarillo is visiting his sister, Mrs. J. S. Garrett. Mmes. M. J. Paks and H. M. Benson and childre spent Friday afternoon with Mrs. A. K. Webster. Miss Mildred Stewart continues to improve. The nurse was dismissed.

W. E. Reeves was in this com-

community from Vega Monday.

A Thanksgiving play by the children last Thursday night was enjoyed by a large number.

No Thanksgiving program will be held Thanksgiving Day, but school will be dismissed.

T. E. Majors, Fred Brunson and Bob Orr called in the Langley home last Thursday.

A. K. Webster marketed turnips in Amarillo last Friday.

Rev. L. E. Godwin will preach his annual sermon at Vega Baptist church next Sunday, and the church will call a pastor for another year.

Mr. and Mrs. J. W. Berry of Jumbo, Messrs. and Mmes. Buck Wood and Truitt Boothe, Dimmitt, Sammy Dale, Patsy Roe, and Miss Alyne Creager, Easter, visited in the Hardy Benson home Sunday night.

J. S. Garrett and family were in Hereford Saturday night.

Mr. and Mrs. J. E. Ware shopped in Hereford Saturday.

Earl Dyer and family were in Hereford recently.

Ford people are invited to attend a union Thanksgiving prayer meeting at Vega Wednesday night.

V. T. Glenn and family are enjoying electric lights in their home, power coming from a windmill.

Miss Ida Lee Cope visited the F. W. Brunson home Sunday.

Miss Rachel Shields spent Sunday with home folks in Vega.

Ward News Notes
MRS. WILEY ROBERSON

Rev. Hornbeak preached here Sunday morning and was a dinner guest in the home of Mr. and Mrs. Jack Hutson.

Mr. and Mrs. Jim Lipscomb attended the football game at Dumas last Friday.

Mrs. Jack Hutson called on Mrs. Bill Hutson Thursday.

Mr. and Mrs. Fred Moreman and daughter spent Sunday in the home of Mr. and Mrs. J. C. Gibbs.

Mr. and Mrs. G. M. Suggs and George were Amarillo visitors last Friday.

Mrs. Rutherford, Mrs. Carter and daughter, Harriet, and Mr. and Mrs. Allen Hughes of Hereford called in the Wiley Roberson home Sunday afternoon.

Mr. and Mrs. Chester Hodges and son, Kenneth, Mr. and Mrs. Pool and son left Friday for San Diego, California, for a few weeks visit with Mrs. Hodges' mother.

Mr. and Mrs. G. M. Suggs and George took Sunday dinner with Mr. and Mrs. Jim Lipscomb.

Mr. and Mrs. Smith McLeRoy and Mr. and Mrs. Bill Smith were in Clovis Sunday attending the opening ceremonies of the new underpass on the Carlsbad Highway.

"Be It Ever TEXACO
Large or small, in any weather, HOME is the best and most reliable Weather Starting call your own. A haven.

It may depreciate motor will respond a little quicker on back" faster than any other tank is filled with Texaco "Fire Chief" and with power and mileage. Why not It deserves your love it a trial?

Service Station
GLEN SNYDER
We have every its best.

Rockwell
Phone 4.



We Meet All Advertisied Prices On Permanent

Our permanents are good, all of our work is guaranteed. We give special shampoos and oil treatments for hair lacking health or lustre, they will give new life and sheen to your hair. Make your appointments early, so you look your loveliest during the holidays.

BEAUTY SHOP,
PHONE 107

PAY DAY SAND

If you are at all perplexed about how to make the family's pay check last from one month an another, let Furr Food help you solve the problem.

At our store you can save real money on your grocery bill without sacrificing quality. Study this food list carefully, then come to our store and stretch the family pay envelope.

AT FUR

Prices Effective Through Thursday, December 7th.

MEAL	19¢	COFFEE	32¢
Fresh Cream, 5-lb bag		Maxwell House, 1-lb can	
FLOUR	\$1.78	MORTON'S SALT	82¢
Sunrish, 48-lb bag		Sugar Curing Smoke, 10-lb can	
SUGAR	56¢	SNOWDRIFT	45¢
10-pound bag		3-lb can	

SHORTENING	GELATINE
Mrs. Tucker's, 8-lb Carton	Royal, 2 Pkgs.
86¢	11¢

CATSUP	15¢	SOAP CHIPS	31¢
Empson's, large bottle		Blue Barrel, 5-lb box	
GINGER ALE	14¢	TOILET TISSUE	17¢
Or Lime Rickey, large 24-oz bottle		Northern, 3 rolls	
SOAP	19¢	MACARONI	5¢
Blue Barrel, 5 Giant bars		SPAGHETTI, Justice brand	


HY-PRO	LIPTON'S TEA
Cleans and Bleaches	Orange Pekoe
Quart Bottle	Green Japan and Gunpowder
17¢	Quarter Pound Can
	21¢

COCOMALT	43¢	PIMENTOS	9¢
1-lb can		4-ounce can	
WALKER'S TAMALES	23¢	TOMATOES	25¢
or CHILI, No. 2 can		3 No. 2 cans	
CHOP SUEY	25¢	BEANS	19¢
La Choy, can		Lima or Great Northern, 2-lb bag	
(One can Chow Mein Noodles FREE!)		SPECIAL SALE ON FRUIT CAKE INGREDIENTS	

FRUITS AND VEGETABLES

SPUDS	17¢	CABBAGE	1 1/2¢
Red or white, 10 pounds		Nice, solid, pound	
BANANAS	7¢	LEMONS	24¢
Green tip, pound		Dozen	
ONIONS	5¢	CELERY	12 1/2¢
White, per pound		Well bleached, per bunch	
GRAPEFRUIT	23¢	ORANGES	25¢
6 for		Large, dozen	
APPLES	19¢	LETTUCE	5¢
Winesap, dozen		Per head	

have in stock, but here are all kinds of wheel goods, be your selections.



new, \$10.00
to Santa

SECTION

ragons, Erector sets, trains, ment, sporting goods of all merchandise is on the bal- Christmas.

for you you ever 35c UP

wheels, \$30.00 UP

assortment of
iggies

ing in one of these.
em to choose from.

re had such a wide and folk. Many of these wer and you will find

ny Purchase
FURR FOOD
are Co.

FREE DELIVERY

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Bates, W. A. Whitson, Mr. and Mrs. L. M. Williams and daughter, Estelle, Jack Doyle, J. H. Hudgens, J. T. Guinn, Robert Myers, and P. C. Short.

Ben Bates spent Thursday night in the W. A. Whitson home.

George Guinn was in this community Tuesday.

A number of farmers here sold cattle to the government this week.

Mr. and Mrs. W. A. Whitson and son, James, took dinner in the L. M. Williams home Thursday.

Leo Beemer of Hereford hauled a load of cattle to Hereford for L. M. Williams Friday.

W. A. Whitson and L. M. Williams were in Frona Thursday.

Mr. and Mrs. L. M. Turner and children were in Hereford Monday.

Mr. and Mrs. H. L. Agee were in Frona Friday.

Mrs. W. A. Whitson has been on the sick list this week.

Westway Items

(BY WILMA SKYPALA)

Mrs. Charles W. Smith left Sunday to visit her daughter, Mrs. Jackson, at Anton.

Mr. and Mrs. Guy Lawrence and Mrs. R. M. Gunn and John Ross took Sunday dinner in the J. H. Landers home.

Roger Cornett spent Sunday with his sister, Mrs. Raymond Jennings, at Walcott.

Mr. and Mrs. V. Skypala and family, and Raymond Pierce spent Sunday in the H. F. Fangman home at Messenger.

Mr. and Mrs. Guy Lawrence spent Saturday night with her parents, Mr. and Mrs. R. M. Gunn.

Mr. and Mrs. T. A. Rogers have moved to Roswell, New Mexico, leaving Saturday morning.

Edgar Skypala is employed in the Dean community.

Fairview-Palo Duro Items

By MISS LILA MAE OGLESBY

The farmers are rejoicing over the moisture which fell the past week.

Mr. and Mrs. Cecil Allred have returned home from a visit in Plainview.

A number of young people enjoyed a Thanksgiving dinner at the home of Mr. and Mrs. Campbell.

Miss Mary Duran of Amarillo spent the week end with Miss Frances Campbell.

Mr. and Mrs. Robinson and children of Amarillo were Sunday guests in the Deaver home.

Cecil Allred and Lee Norman were in Hereford last Friday.

Mr. and Mrs. Burum spent last week end in Amarillo with her mother, Mrs. Day.

Miss Alma Allred had a birthday party last Saturday.

Dick Allred was in Amarillo on business last Friday.

Lee Moore made a trip to Amarillo Thursday of last week.

Glenn Allred spent Friday night with Woodrow Day at Wildorado.

W. R. McClain was honored with a card shower on his 89th birthday last Friday, and his son, Dave McClain was similarly honored on the 21st.

There was a Thanksgiving program given at the Wildorado high school last Wednesday night.

Here and There

By MRS. C. E. TICE

The Energetic club held their annual Thanksgiving dinner at the home of Mrs. Josie Smith last Sunday when the members entertained their families with a turkey dinner. Mr. and Mrs. Leland Smith and children of Bethel, Mr. and Mrs. Frank Cogdell, Mr. and Mrs. Chas. Gatlin, Misses Maxine Tice, Tallie and Madeline Bell, Mrs. Nettie Green were visitors. Others present were Messrs. and Mrs. Cogdell, Gatlin, West, C. Smith, C. Tice, Mrs. Bridges, Bell, Conklin. The next regular meeting will be held December 7 with Mrs. Josie Smith as hostess.

Mrs. Alvis Frasier visited part of last week with her sister, Mrs. Shirley Sandage at Amarillo, returning home Sunday.

Mr. and Mrs. Joe Nowak entertained relatives from Plainview the first part of the week.

The entertainment at Frio last Thursday night was well attended and enjoyed by all. We hope they will be with us again.

Mr. and Mrs. Guy Hamm who have been at Vernon the past two weeks, returned home Saturday.

Ed Schmette and Joe Nowak were in Dimmitt last Thursday.

Mr. and Mrs. J. Gatlin and Mr. and Mrs. C. E. Gatlin were called to Roff, Oklahoma, last Sunday to attend the funeral of a nephew who was killed in an automobile accident early Sunday. They visited relatives at Dallas before returning. Mrs. Cogdell and Chas. stayed in the Gatlin home during their absence.

Dependability has been built into Dodge cars since 1914, and that quality is being built in the 1935 models soon to be announced. Ireland-Beavers Motor Co. 47

NOTICE OF SHERIFF'S SALE OF REAL ESTATE

By virtue of an Order of Sale issued out of the Honorable 101st Judicial District Court of Texas in and for Dallas County, on the 13 day of November, 1934, in the case of THE DALLAS JOINT STOCK LAND BANK OF DALLAS versus Lola Mae Rose et vir No. 9348-E, and to me, as Sheriff, directed and delivered, I have levied upon this 15th day of November A. D. 1934, and will be between the hours of 10 o'clock A. M. and 4 o'clock P. M., on the first Tuesday in January A. D. 1935, it being the 1st day of said month, at the Court House door of said Deaf Smith County, in the City of Hereford, Texas, proceed to sell at public auction to the highest bidder, for cash in hand, all the right, title and interest which Lola Mae Rose and husband, J. D. Rose had on the 15th day of March A. D. 1927, or at any time thereafter, of, in and to the following described property, to-wit:

Being 800 acres of land situated in Deaf Smith County, Texas, described in two tracts as follows: 1st Tract being 640 acres of land known as Section 12, Block K-14, B. S. & F. Cert. No. 1217, patented to the heirs of J. C. Cox by Pat. No. 96, dated November 4, 1911, of record in Book 28, Page 505 Deed Records of Deaf Smith County, Texas, and 2nd Tract being 160 acres of land patented to W. M. Howard by Patent dated March 23, 1894, of record in Vol. 5, Page 163, Deed Records of Deaf Smith County, Texas, Patent No. 380, Vol. 26, Abst. 637.

Said property being levied on as the property of said above named persons and will be sold to satisfy a judgment amounting to \$9,512.51 against Lola Mae Rose and J. D. Rose jointly and severally together with 8 per cent interest thereon from October 8, 1934, in favor of THE DALLAS JOINT STOCK LAND BANK OF DALLAS, and costs of court and the further costs of executing this writ:

Given under my hand this 15th day of November A. D. 1934.

J. B. MILLER, Sheriff, Deaf Smith County, Texas.

By J. M. Murchison, Deputy. 46-3

Penney's Busy Storewide Christmas Opening



Ball Bearing Front Pedal
Jr. Velocipedes
A Regular Whiz for This Price!
\$3.98

Has 7/8" tubular steel frame, 16" wire pedal wheel, 10" rear wheels with rubber tires. Adjustable seat, bicycle type handles, full skirted fender, handle bar shield. Red enamel, nickel trimmings. Others \$1.98 up!

"Pentale" Pedal Auto
Electric Lights!
\$6.90
V-type radiator, bullet lights, Firestone tires, Disc wheels! Others \$4.98 up!

4 Doll Carriage
Very Sturdy!
\$2.98
Body is 16 1/2 x 7 1/2 inches! Handle 24-in. from floor! Wire wheels! Others \$1.98 up!

Safety BLOCK SETS
All Kinds!
25¢ box (and up)
A-B-C, Cube, Pal-mor, Sunken Letter blocks. Safe colors, rounded corners.

Child's Metal Wagon
Rubber Tires!
98¢
8" high 17" bed! Bright red body, aluminum finish handle. Sturdy! Others \$1.98 up!

FINE NOTE PAPER
For Gifts!
25¢
24 sheets and envelopes, ribbon tied and nicely boxed! A perfect gift!

Men's Novelty Pajamas
"Gentry"
\$1.49
Surplice, slip-over and Tuxedo styles. Many colors, patterns. Sizes A, B, C, D!

Men's Handmade Ties
For Christmas!
49¢
Resilient construction! New colors, patterns, fabrics. Full cut, and well lined!

Men's EIK EVERETTS
Grand Values!
Lined with durable brown felt! Felt Soles! And cushioned heels! A real gift! 6-12.
98c

Leather Moccasins
Ladies! 3/4-8
69¢
Felt lined for warmth! Embossed Indian head trim! Cushion soles!

Value Sensation! "Penco Flyer"
Steel Wagons
Roller Bearing! Auto Steel Body!
\$3.98
Built for hard play! 33" x 15" box of 20 gauge auto steel, 10" double disk artillery type wheels, rubber tires. Undergear of channel steel. Finished in red enamel! Other Steel Wagons, 98c, \$1.98, \$2.98 and up!

PLYMOUTH AUTOS
Pedal Type!
\$8.90
Stream-lined! Electric lights, horn, V-radiator. Battery 3c each. Other Autos, \$4.98!

Steel Dump TRUCKS
With Lights!
49¢
Dumps like big trucks! 15" long; rubber tired wheels. Electric lights. Battery 3c.

Men's GIFT GLOVES
Lined cape at
98¢
Soft, warm lining. Button wrist style. Black or brown. All men's sizes.

SILK GIFT HOSE
Full fashioned
49¢ pr.
Chiffons with silk pliot top! Service with mercerized top sole, 8 1/4-10 1/2!

MANICURE SET
For Gifts!
49¢
Has everything! Scissors, buffer, file and other necessary articles! Boxed!

Men's GIFT GLOVES
Real Pigskin!
\$2.49
Strongly worn. Minimum blanching. Clasp or slip-on styles. Cream, natural.

Men's Connack Jackets
For Christmas!
\$2.98
Wool mackinaw cloth, talon fastener. Sport collar muff pockets. Boys' ... \$2.69!

Men's Hyle Slippers
Fine Quality
\$1.49
Fine felt uppers. Leather soles and rubber tap heels! Man! What comfort!

Suede Leather Jackets
For Men!
\$4.98
2 pockets, knit bottom, saaten lined. Button front. 36-48. Talon Front \$5.90!

Soft, Cuddly Body! 18 Inches!
BABY DOLL
Cleverly Painted Face & Head!
\$1.98
Looks like a real baby! And much easier to care for! Moving eyes! Lashes! Has a voice! Completely dressed, even rubber panties! The organdie dress is crisp and white. Others \$2.98!

For Little Tots Tea Parties!
Table-Chair Sets
High grade! Beautifully finished
\$2.98
2 sturdy little chairs, 19 1/2" high, and a strong 20" x 15" table. Made of good quality oak, smoothly varnished and decorated in red. Makes an ideal gift. Other Table-Chair Sets, \$3.98 - \$4.90!

All Dressed Up! 13 1/2 Inches!
Mary Lu DOLL
Life-like body of soft rubber!
\$2.89
She's so sweet with her nice smile and baby teeth! Movable arms and legs! Unbreakable head! Real lashes go-to-sleep-eyes! You can bathe her, too! Undressed, \$1.89 up!

Every Little Tot Wants A
Little Red Chair
Here's An Amazing Value At
25¢
Give them a little chair of their own! This chair is 19" high, with an 8 1/4" x 9 1/4" seat. Sturdily made, and brightly colored. It's a big value! See them!

A Specially Large Size
Doll Carriage
Rubber Tired Wire Wheels!
\$4.98
It will hold a 22-in. doll! Has reclining back, adjustable hood and hand brake! Handle 26 in. from floor! Wheels 9 in. high! In green, salmon or buff! Sturdy! Others \$1.98 up!

Oh, Boy! New V-type Front
"Ford" AUTO
With Electric Headlights!
\$4.98
It's a jim dandy! Made in a real auto parts factory! 20 gauge steel body, new V-type radiator, electric headlights, double disc wheels, rubber tires. Red - Ivory striped. Batteries 3c ea.

Value Sensation! "Penco Flyer"
Steel Wagons
Roller Bearing! Auto Steel Body!
\$3.98
Built for hard play! 33" x 15" box of 20 gauge auto steel, 10" double disk artillery type wheels, rubber tires. Undergear of channel steel. Finished in red enamel! Other Steel Wagons, 98c, \$1.98, \$2.98 and up!

Penney's HEREFORD, TEXAS J.C. Penney Co. Inc.

COUGHS
Let them get a strangle hold on you quickly. Creosolium comes in one. Powerful but harmless to take. No narcotics. Your doctor authorized to refund you a pot if your cough or cold is by Creosolium. (adv.)

WOOD-NIGGERHEAD ANDLER-CANON CITY UNSHINE-MAILLAND EST. COLORADO COALS
Your Coal Dealer

When the Thermometer Drops in Hereford

Use the Right Winter Oil...
... to get positive starting, improved gasoline mileage and utmost motor protection!

You save money the year 'round by using New and Improved Conoco Germ Processed Motor Oil. But, during the cold months, especially, the low cost operation of your motor car demands the proper Winter grade. You'll get—

1. POSITIVE STARTING. These lighter grades permit your motor to reach higher "cranking speed." You save your battery. You choke less—waste no gasoline.
2. DEFINITELY MORE MILES PER GALLON OF GASOLINE. This free-flowing oil never thickens and "drags."
3. UTMOST MOTOR PROTECTION. Conoco's "Hidden Quat that never drains away" protects vital parts from starting wear.

New and Improved Conoco Germ Processed Motor Oil in all grades, including 10W and 20W—in refinery-sealed cans or in bulk. Drive into a Conoco Red Triangle Station today and get ready for Winter.

CONTINENTAL OIL COMPANY
Established 1873

New and Improved CONOCO GERM PROCESSED MOTOR OIL

Every Wednesday Night Continental Oil Company presents Harry Richman... Jack Denny and his music... and John B. Kennedy, over N. B. C., including WPA-WBAP at 9:30 P. M., C. B. T.



The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager
DE WITT LANDIS Editor
W. C. NIX Foreman

Subscription Rate:
Circles 1 and 2, \$1.50
Per Year.
Other, \$2.00 Per
Year.



Entered at the post-office at Hereford, Texas, as second-class matter, under Act of March 3, 1879.

NOTICE TO PUBLIC

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

DOES A WAR IMPEND?

Monsignor Mussolini and Herr Hitler are making some visible progress toward a war in Europe. The Balkans are seething again. Russia is being drawn in. England and Japan do not know which way to jump except that it appears Japan is going to be against the United States, regardless. The British cannot make up their minds whether to side with America or the Japs.

Best minds contend America will not be drawn in again. We are all hoping Europe will be allowed to settle its own problems. Only the munitions makers can possibly be enjoying it. But it appears the fanatical Hitler and Mussolini are smacking their lips.

Jury finds Mr. Ineull not guilty. Maybe he went to Greece on a vacation after all.

Hereford was the first town in the Panhandle to have public school music. And is the smallest with a Civic Chorus. Miss Mattie Mae Swisher was the founder of both.

It is Miss Swisher's opinion that this is the most cultured of all towns in West Texas. While she did not mean it that way, the remark was a pat on her own back. She is responsible for much of it.

Citizens here realize what Miss Swisher's contribution to the community life has been and will agree with the Brand in passing her a palm.

There is no doubt that Tom E. McCollum is one of the best high school football coaches in West Texas. His boys have again won the championship of the district. And the fact that the champion of district two might defeat Hereford, detracts not one whit from his ability as a coach.

This is his seventh year as coach here. Four of those seven years his team has won the district title. Three times it has won the bi-district crown also. In 1929 they tied with Olney for the regional championship.

Over the seven years the Whitefaces have won 55 and lost 17 games, tying once. Perhaps he has had excellent material. But the fact remains he has made excellent use of it.

And not only have his teams won ball games, but his boys have also been good scholars, never placing football above the main aims of the school.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, November 27, 1903.)

Dr. Addison Clark of Amarillo was down Wednesday to attend the College dedication.

Add-Ran College, in Hereford, had been officially dedicated, and the editor promised Brand readers a full account of the ceremonies for the following week.

Monday evening a number of citizens met at the court house for the purpose of forming a Local Option Club. Lee Clark was chosen president, J. T. Inmon, vice

president, W. H. Russell secretary, and O. F. Smith treasurer.

The Brand was loud in its praise of Representative Stephens because he had seen fit to place the Hereford paper on the mailing list of the Congressional Record.

G. C. Majors had been in from his ranch 12 miles southeast of town after a load of feedstuffs.

(From The Hereford Brand, November 28, 1913.)

G. A. F. Parker had been a participant in a program celebrat-

ing the 25th anniversary of the Methodist Church in Amarillo.

Amarillo was soon to vote on the question of prohibition.

A heavy tobacco press had fallen on Robert W. Cooper, former Hereford citizen, at his home in Missouri, killing him instantly.

The post office force was busy preparing for an expected rush through the Christmas season.

The Brand editor suggested that the most important thing Texas needed was a new Constitution.

By Their Words AND OURS

I have missed the enjoyment of several motion picture matinees trying to recover from embarrassment resulting after attempting to make a three-point landing and finding myself in some lady's lap.—Douglas Meador, Matador Tribune.

And what male hasn't thanked his lucky stars the show house was dark after doing the same thing? Of course if the show were not dark the thing would never happen. It's a good argument against afternoon movies when one goes from the sunlight into the darkened house and is unable to see a thing. Maybe the theatre of tomorrow will have a series of dark rooms through which the patrons will go to accustom their eyes to the darkness before entering the show—like the compression chambers deep sea divers use.

"Did you ever have a nightmare and see some infuriated beast charging down upon you and try as you would you couldn't even move a hand or foot, and then you woke up trying to shout . . . I don't know why it is always a man or beast instead of a woman with a rolling pin.—Old Timer in the McLean News.

Yes, Old Timer, we've all had the experience but why do you pick on the girls? No Hereford man has a wife or mother-in-law of the type that would inspire terror. And if one did, she would be far too tangible to be the substance of a nightmare.

If you can't think of a snappy retort, a carelessly concealed yawn is just as good.—The Plainsman in the Lubbock Journal.

And in some cases, twice as dangerous.

The weather man must be in his dotage. He has everything messed up. Three years behind with rain, two years ahead with wind, and now a month behind with cold weather.—Clayton (New Mexico) News.

It's all true. But did you ever go anywhere in this Plains country at any time in your life when some one did not make the remark that "we're certainly having unusual weather for this time of year"? You have our permission to assassinate the next one.

THE CHURCH WORLD

First Methodist Church

REV. T. C. WILLETT, Pastor

The pastor will be in the pulpit at both hours Sunday. Morning and evening messages will be appropriate for the beginning of a new conference year. Let every member be present and start the year right. Come with the children to Sunday school and have them stay with you for church.

First Baptist Church

REV. B. N. SHEPARD, Pastor.

Sunday school, 9:45 a. m., A. O. Thompson, superintendent. Preaching Sunday at 11 a. m. and 7 p. m. B. T. S. at 6:15, W. L. Ayers, director. Prayer meeting, teachers meeting and choir practice each Wednesday at 7 p. m.

First Christian Church

REV. E. R. M'WILLIAMS, Pastor

Sunday school, 9:45. Morning service, 11. Evening service, 7. Beginning with Sunday school all services will be held in the basement throughout the winter. Sunday morning the pastor will bring a message on "Teaching Them to Observe." Thanksgiving offering for religious education in Texas will be taken at the morning hour. Whether you have an offering or not, come to the service. A welcome awaits all who attend our services.

St. Anthony's Church

Thanksgiving, sung mass at 9. Holy hour and benediction 8 to 9 p. m.

Saturday, instruction for children at 3 p. m.

Sunday, mass at 8, second mass at 10:30. Benediction at 8 p. m.

Week days, mass at 8, Saturday at 7 in convent. Thursday, 8 to 9, holy hour. Friday, December 7, regular first Friday adoration, 3 to 4. Saturday, feast of Immaculate Conception, being a holiday of obligation, there will be mass at 7 and 9:30 a. m., and benediction in the evening at 8.

Thanksgiving promises to be a

red letter day at St. Anthony's. The turkey and chicken dinner is attracting attention, and the ladies look forward to a big crowd. Many have promised to come if they do not have company, and so save the work of preparing dinner at home. As for the games, there have been some useful and attractive prizes sent in. Big preparations are under way for the bingo game, fish pond, marbles, etc. Items from the confectionery, grocery and butcher should appeal to all, not to mention the knickknacks and toys for the children. Be sure to mark St. Anthony's on your date pad for Thanksgiving Day if you are looking for a good time.

FUNDAMENTALIST BAPTIST

COLEMAN CAMPBELL, Pastor.

Bible school 9:45 Sundays. We are studying Exodus 15. Preaching at 11 a. m. and 7

Permanents

\$3.00 for --- \$1.50
\$3.50 Oil --- \$2.00
\$5.00 Duart --- \$2.50
\$6.50 Realistic \$3.00
Shampoo and Set --- 35¢

All Work Guaranteed
Genuine Supplies

BROWN'S
Beauty Shop
Cordova Hotel

p. m. Sunday. Note change in the evening hour. We are going to have 30 minutes in song service. Bible study and prayer meeting Thursday evenings. We are studying Revelation 15.

Church of Christ

FRED ROSS, Minister

We will occupy our new building Sunday morning. We urge everyone to attend the first ser-

vice in our new home. Morning service will be the regular worship service. At 2 o'clock a special service has been arranged as follows: Singing, 30 minutes; prayer, Bro. Harrison, Canyon; welcome address, E. Ramey; response, Thos. McDonald, Dimmitt; history and appreciation, A. B. Higgins; song; address, Robert C. Jones, Amarillo; song; short talks by visiting preachers; closing song. Benediction. Night services will be at 7:30. You are invited to worship with us.

FRIDAY AND SATURDAY SPECIALS

At BUDGET PRICES

COFFEE, Maxwell House, 1 lb --- 32¢
CORN FLAKES, Post Toasties, pkg --- 11¢
SPINACH, No. 2 can 10¢, 3 cans --- 27¢
PRUNES, gallon tins --- 31¢
PEACHES, gallon tins --- 35¢
PLUMS, gallon tins --- 36¢
MEAT SALT, kiln dried, 50-lb bag --- 65¢
SPUDS, 10 pounds --- 16¢
SOAP, White Flyer, 5 bars --- 19¢
BLUEING, XX Brand, 12-oz bottle --- 11¢
OATS, National, large box --- 18¢
TOMATO JUICE, California Home, 8 cans, set of 6 glasses free --- 75¢
SOAP, Palmolive, 5 bars --- 22¢
TUNA FISH, regular 15c size, 2 cans --- 25¢
MILK, Armour's, 3 large cans --- 19¢
CRANBERRIES, quart --- 20¢
CRACKERS, 1-lb box --- 11¢
PEANUT BUTTER, Armour's, 1-lb jar --- 16¢
COCOA, Hershey's, 1-lb can --- 14¢
CORN, yellow, No. 2 can --- 10¢
STRING BEANS, No. 2 can --- 10¢
PEAS, Olympia, No. 2 can --- 11¢
PRUNE JUICE, tall can, 3 for --- 25¢

FRUITS AND VEGETABLES

LEMONS, Sunkist, 630 size, dozen --- 24¢
BANANAS, nice and ripe, per lb --- 7¢
ORANGES, large size, dozen --- 27¢
LETTUCE, nice heads, each --- 6¢
CELERY, large bunches, each --- 12¢
CARROTS, bunch --- 4¢

Frank's CASH Grocery

Phone 117 FRANK RICHARDS, Proprietor We Deliver Brings Us Your Eggs—Market Price—Buy At Home.

GROCERY SHOPPERS

Fill Your Needs from These Specials!

Friday and Saturday Specials

CRACKERS	Snowflake, 1 pound	11¢
SUGAR	10-pound bag	57¢
SPUDS	10 pounds	15¢
SYRUP	East Texas Cane, gallon	80¢
CORN FLAKES	Kellogg's, pkg	10¢
PEAS	Concho, 2 No. 2 cans	25¢
JELLO	All flavors, 3 pkgs	20¢
OATS	Crystal Wedding, large pkg	22¢
TOMATOES	Per pound	10¢
POWDERED SUGAR	3 packages	25¢
ALMONDS	Per pound	17¢
BRAZIL NUTS	Per pound	15¢
WALNUTS	Per pound	23¢

CARL'S Cash and Carry GROCERY

We Thank You
For Our
Business
of 1934

R. H. KEMP LUMBER CO.

GRANT A. FULLER, Manager.

HEREFORD TEXAS

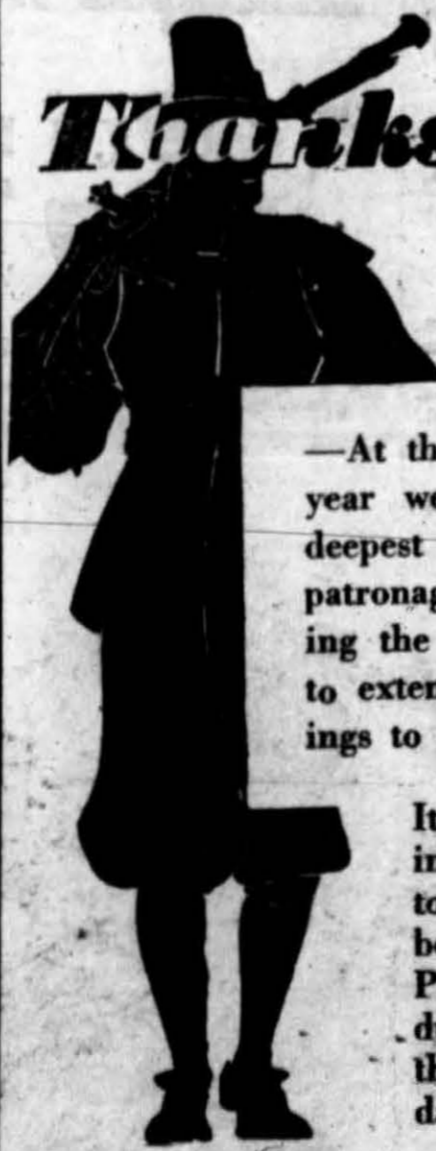
to help you celebrate
Thanksgiving

Would be a pleasure for us. We wish at this time to voice our appreciation for past business and friends.



GRIZZLE CHEVROLET CO.
Sales INCORPORATED Service

Thanksgiving GREETINGS



—At this glad season of the year we wish to voice our deepest appreciation for the patronage of our friends during the past year. We wish to extend the Season's greetings to all others as well.

It will be our aim during the months to come to constantly serve you better. As in the past, Packard's Best Products will be kept at their present high standard of quality.

ASK FOR PACKARD'S BEST FLOUR AT YOUR FAVORITE STORE

PACKARD MILLING CO.

SOCIETY

Debeks Entertain Bands At Feed

Debeks entertained their husbands and a number of guests with Thanksgiving dinner last Friday night at the hall in one of the town's most attractive social clubs.

The dining table was centered with a bouquet of rose buds and was laden with good things to eat. Diversion for the evening was forty-two.

Mrs. G. O. Lee was presented a Merit Medal for 25 years service as a member of the order.

Those enjoying the affair were Mrs. and Mmes. Chas. Paddock, H. Elliston, Ted Young, A. C. Barnhart, R. E. McCullough, H. Williamson, H. Stewart, Jonnie Cox, C. C. Cox, A. R. Rogers, E. Bowe, E. E. Fridley, Troy Ambler, Mmes. G. O. Lee, I. I. Edna Fincher, R. A. Wall, Jones; Misses Jonnie Estes, Barnhart, Edah Park, Luiska, Verna Culpepper, Ursula Wiley, Mary Brady and O...

SWISHER HOSTESS GROUP MEMBERS

Following the rehearsal of the social Monday evening, about 35 members of the Hereford Civic group went to the home of Miss Little Mae Swisher where they enjoyed an informal gathering. The evening was spent in social conversation. A reading by Miss Katherine Kirby, a few measures in the G major, a group of songs by Lee Branson, piano selections by Pickett and dialogues in new dialect by Duane Howard.

Mrs. A. O. Thompson and Mrs. C. Ferguson presided at the table which was covered with a Spanish lace cloth and centered with a beautiful bouquet of fall flowers and flanked on either side with candlesticks. They were assisted by Mrs. R. E. McCullough, Miss Jonnie Estes and Miss Smith. Hot punch, nuts, minis, sandwiches and cookies were served.

BERNICE FUNDERBURG, OTTO CHITWOOD MARRY

A beautiful ceremony was solemnized Saturday evening, November 24, at 7:30 o'clock in the home of Mr. and Mrs. J. I. Funderburg, when their daughter, Miss Bernice was married to Otto Chitwood of Elk City, Oklahoma. The ceremony was performed by Rev. T. C. Willett, pastor of the First Methodist church.

Mr. and Mrs. Chitwood will make their home in Hereford.

FORTY-NINERS HOLD PARTY SATURDAY

The "Forty-Niners," a club composed of persons born in the Hereford vicinity around the turn of the century, had their annual party last Saturday night at the home of Wes Bradley.

Attending were Mr. and Mrs. Jewell Murchison, Mr. and Mrs. Ceil Hodges, Ceil Walker, his mother, and Miss Amy Bowers, Mr. and Mrs. Clyde Kibbe of Elida, New Mexico, Miss Mary Bradley, and Mr. and Mrs. Wes Bradley. Mr. and Mrs. Roy Gough of Castro county and Mr. and Mrs. Oden Weems of Bailey county were unable to attend.

MRS. FLEMING IS HONORED WITH SHOWER

Cowgirls bearing gifts in milk pails bestowed them upon Mrs. Donavon Fleming at a bridal shower given at the home of Mrs. Paul Foster Tuesday afternoon.

Mrs. Fleming, the former Miss Ariene Willett, daughter of Rev. and Mrs. T. C. Willett, was married last week at Clarendon. They are making their home on a ranch seven miles south of Umparger.

Miss Amy Bowers assisted Mrs. Foster as hostess at the shower. The program included a violin trio by Mmes. A. C. Thompson, Joe Hendrix and Foster; a reading by Vivian Olson; vocal number by Miss Ruby Fae Bennett; reading by Mrs. D. W. Hawkins, and toast to the bride by Miss Katherine Kirby.

Mr. and Mrs. Fleming were married at the Methodist parsonage in Clarendon. They were accompanied by the groom's brother, Dalby Fleming, and Miss Bill Vineyard of Clarendon.

Guests at the shower were Mrs. T. C. Willett, Miss Mona Kate Fleming; Mmes. Glen Snyder, J. T. Cronin, D. W. Hawkins, J. W. Kirby, J. C. Parker, H. H. Hawkins, D. H. Bryant, J. B. Jones, Henry Williams, Homer Henalee, Hall Beavers, Ollie Fox, J. W. Hendrix, I. H. Spratt, E. W. Harrison, J. H. Hammer, Carl Mounts, R. P. Conaway, Joe Beyer, Jesse Stanford, E. B. Black, A.

C. Thompson, Alice McCord, and Misses Birdie Schelhaugen, Lillian Chambers, Vivian Olson, Ardelle Foster, Ruby Fae Bennett, Katherine Kirby, Mattie Mae Swisher, Ruth Conkright, Eunice Rutherford, Alleen Hughes and Ruth Marie Mounts.

HABERERS ENTERTAIN LAST SUNDAY

Last Sunday Mr. and Mrs. A. L. Haberer entertained in their new home, the occasion honoring six November birthdays. At one

o'clock a bountiful dinner was spread. The afternoon was spent in visiting, music and games.

Present were Mr. and Mrs. John Haberer, John Haberer, Jr., O. E. Sherman, Jr., of Hereford, Mrs. Henry Sherman of Los Angeles; Mr. and Mrs. W. E. Angley and daughter, Bill King of Morton; Mr. and Mrs. J. G. Davis and J. G., Jr., Mr. and Mrs. Herman Haberer and sons, Mr. and Mrs. Ray Haberer and children, Mr. and Mrs. Earl Last and family, Mr. and Mrs. E. O. Tunnell and family and Lee Moore of Amherst;

Mrs. Shuford of Dimmitt, Misses Phoebe Hansen, Maxine and Gloria Scott.

The Business and Professional Women's Club had a dinner party Monday evening at the home of Mrs. Reed Williams.

Misses Sayde Rigler, Eunice Rutherford and Irene Crawford assisted Mrs. Williams as hostesses.

JUNIOR PIONEERS TO MEET

The Junior Pioneer Club will meet with Miss Nora Alice Daniel next Tuesday, December 4. Margaret Newell will be assistant hostess.

Mr. and Mrs. Paul Foster and two sons will spend Thanksgiving in Amarillo with Mrs. Foster's parents, Mr. and Mrs. John Vetsch.

WARNER BAXTER IN AIR THRILLER NEXT SUNDAY

"Hell In the Heavens," an air thriller, is to be the attraction at the Star next Sunday for matinee and night showings. It will also be the feature Monday evening.

Warner Baxter plays the lead as a war-time aviator and Comchita Montenegro, as a young French refugee, furnishes the love interest.

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

RED TAG SALE

Now, for the next week or ten days we are offering to thrifty shoppers unusual values throughout our big store. Not all items are included, but many others not listed here are included. Shop for the merchandise that has the red tags—you will find that they offer truly great savings.

We're Including Every Ladies' and Misses' WINTER COAT

We're not holding back any in these groups. Come in and make your selection. Some plain materials and others with gorgeous fur trim and collars. Note the big savings in all groups.

- Regular \$7.95 Coats Special Red Tag Sale Price **\$6.98**
- Regular \$9.75 to \$10.75 Coats Special Red Tag Sale Price **\$7.98**
- Regular \$16.95 Coats Special Red Tag Sale Price **\$13.98**
- Regular \$25.00 Coats Special Red Tag Sale Price **\$19.98**



LADIES' AND MISSES' SUEDINE JACKETS

Just look at the savings on these jackets. Several popular colors and a truly outstanding value.

- \$2.98 Jackets Special Red Tag Sale Price **\$2.39**
- \$3.98 Jackets Special Red Tag Sale Price **\$3.98**



Ladies' Slip-On and Lace Style BOOTS

Sizes 2 1/2 to 7 1/2, wonderful quality and just look at this Special Red Tag price

\$3.98



MEN'S OVERCOATS

In this group of Men's heavy all-wool overcoats will be found garments that actually formerly sold as high as \$20.00. All light colors and a real Red Tag Special at—

\$6.98

Other Groups Also Reduced!

MEN'S SUITS

Not every suit is listed here, but others are specially priced for this special selling event.

- \$19.75 Suits, Red Tag Special **\$16.98**
- \$22.50 Suits **\$18.98**



BOYS ALL-OVER RUBBER OVERSHOES

Sizes 2 1/2 to 6, in a good quality all rubber Overshoe. Special Red Tag Special—

\$1.98



MEN'S ALL WOOL HEAVY SWEATERS

Men, you'd better come in early for one of these. Good range of colors, and a special Red Tag Price of only—

\$1.98

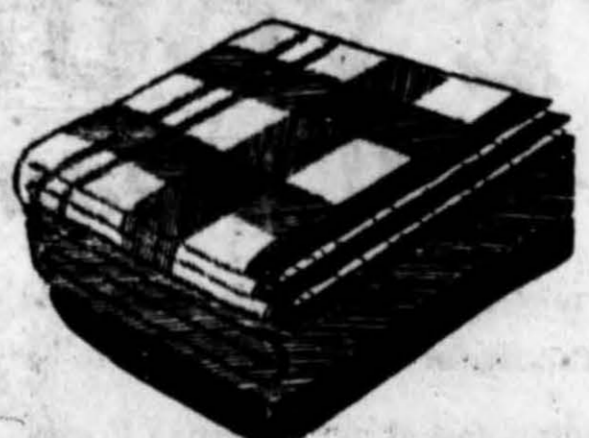
Men's Big Jim WORK SHIRTS

Men, we want you to compare this shirt with any at twice its sale price. Big, full-made, heavy material, cut and made right. An ideal shirt for work or heavy service.

49c



Big 66 x 80 Part Wool Block Plaid BLANKETS



A good grade, part wool blanket at this price is really front page news. Special Red Tag Sale Price is only— **\$1.98**



One Group Men's Dress HATS

One large group of these hats—in a good range of sizes and colors. Formerly \$4.00 and \$5.00 values, Special—

\$1.98

Week-End Specials

Friday and Saturday

- SPUDS, 10 pounds **15c**
- CRACKERS, Graham, 1 lb **12c**, 2 lbs **21c**
- PRUNES, 3 pounds **29c**
- OATS, Crystal Wedding, pkg **21c**
- PORK and BEANS, Phillips, per can **5c**
- FLOOR POLISH, 12 ounces **20c**
- BAKING POWDER, Calumet, 1 lb **24c**
- COFFEE, Texas Girl, lb **23c**
- CRACKERS, 2 pounds **18c**
- FLOUR, Western Beauty, 48 lbs **\$1.70**
- CORN MEAL, Hereford, 5 lbs **19c**
- COCOA, Bliss, 1 lb **13c**, 2 lbs **21c**
- SOAP, Palmolive, 6 bars **23c**
- ALMONDS, 1 pound **19c**
- WALNUTS, 1 pound **19c**

OUR QUALITY MEATS

- BEEF ROAST, best cuts baby beef, lb **11c**
- STEAK, round, loin, T-bone, lb **15c**

All Kinds of Lunch Meat for Picnics.

Texas Market & Grocery
PHONE 353—FREE DELIVERY

Sprowls & Cronin Co.

CHRISTMAS GIFTS IN ASTONISHING VARIETY AT ASTONISHING LOW PRICES

QUALITY AND SERVICE

CITY DRUG STORE

TELEPHONE 100

We Have Gifts This Year For the Entire Family

Toys and novelties for the kiddies. Toilet sets of all kinds for the ladies. Shaving sets and supplies for the men. In fact, dozens of attractive items to select from. Come in today—a small deposit will hold any item for future delivery.

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

THE GERMAN BAND

Look who's here! Yes, it is the German Band. They have been organized and meeting regularly this school year.

Members are "Cuspidor Gus" Norton, cornet; "Squint" Evans, baritone; "Giant Man" Scheibag, tuba; "Mabel" Smith clarinet; "Willie" Stanford, clarinet; and "Pedro" Mountz, drums. Mr. Evans is president, Mr. Smith business manager and treasurer, and Mr. Mountz reporter.

The Lions Club has been very kind and considerate of the Dutchmen in that they have been taking them to their Good Will trips to the rural schools. Last week Frio and Progressive were visited.

The happy Dutchmen played for a banquet at Ike's Cafe last Friday night and topped a busy week playing for the banquet of the Magnolia people in Amarillo. This week the climax of the State Magnolia Convention and there was a delegation of 300 people present in the Crystal Ball room of the Herring Hotel.

The specialty of the Hungry Six is banquets and they enjoy and appreciate all jobs of this nature. The German Band's only regret in their trips are that they have not had the assistance of Mr. Eugene Harman's orchestra.

SOCIAL CALENDAR

December 7 and 8—Tri-State Poultry Show.

December 7—Junior Class party.

TEXLESS TAXAN

There has been a rumor that the Christmas holidays will be cut short this year. Mr. Dillehay has made no definite announcement and everybody is encouraged to keep the rumors for a while. I am going to raise the roof off if they are cut short. I have to pay the second installment on my last pair of shoes. I really must make enough money to pay it. The collector visited me this morning and I promised to pay him the first, gladly.

Was I mortified or was I? I saw Billie Jo Roberts holding hands with Clyde Hussey at a party the other night. The members of the younger generation are getting entirely too familiar with each other.

I advertised for a girl to help me last week. I received a letter about thirty minutes after the first issue of the paper. It read:

"Dear Tex: I wish to apply for the job as assistant news collector for your column. Your must be considerate, however, of my ability to do things as I am told. I am also bashful when any one puts his arm around me. Yours truly, Waiting."

Dear Miss Waiting: You have me wrong. I want some one to help, not hinder. I will advise you to see Sanky Trimble. He writes a column, but watch him.

People always take me wrong. I have secured an assistant. She hears a lot of news. I tell her lots of things, too.

CHIT AND CHATTER

Did you know that O. J. Beebe and Roger Brumley have gone back to childhood days by playing in sandpiles?

Spike Harris is bemoaning the fact that a certain young lady is leaving town. Rene, should you do Spike that way?

James Bell tells us that he wants a cook from Wichita Falls. So soon, James?

Mustaches seem to be the popular thing around school. How long did it take to grow yours, Jackson, Brumley and Sowell. Buddy not only has a mustache—he's got a beard.

Does Jack Layfield's mother really care if he rides around with the girls? Ask Jack's little sister.

We wonder if Lorene V. has become moon-eyed. No? Well any way she came in the library Friday wanting to see the moon.

What did Clinton J. think Ruth L. said when really she said "She washed the windows." Clinton, Ruth is a modest girl.

H. B. has a new name. It is "U. R. Stang."

Why does Elmo H. insist upon coming into the library seventh period? What does he always ask the little dark-haired girl?

TUMBLING CLASS

Students, have you heard small rumblings followed by small quakes in the gym about 4:30 some afternoons. That is the dignified Sanky Trimble's tumbling class. Pardon me while I explain to the better sex what tumbling really is. S. Trimble quoted: "Tumbling is the graceful art of landing gently on your neck out of the girl friend's front (or back) door about 12:30 some Sunday night, or Monday morning. This class has been in progress a little over a week. We hope to give an assembly program in the near future. Any boys—no girls, thank you—that are interested in tumbling, wrestling or boxing, will please report to the gym at about 4 o'clock on Monday, Wednesday and Friday. If results are not satisfactory, broken bones will be cheerfully refunded. Among the boys out now are Trimble, Chas. Harrell, Ed Lane, Wayne Farris, Karl Shriey and Chilton Foster. Come on out, all ye limberbacks and limber-necks, and try your luck."

SOPHOMORE PARTY

The Sophomore class had a party November 17 in the gym. Most of the members were there, and all of them seemed to have had a grand time. We played games and sang songs, while Miss Wrenn played the piano. Of all the songs we sang, we liked "Three Blind Mice" the best.

Refreshments consisted of pumpkin pie and cocoa with marshmallows in it.

Mr. Wilson and Miss Wrenn decided to try to have a Christmas party, with a tree and all the trimmings. All in all, the Sophomore party was really a success, and all the Sophomores who missed it really missed a good time.

GOSSIP

Dub Thurmond wanted to match for a dime the other day in Algebra class.

Miss Campbell says that she and Sanky Trimble would make good policemen. They both have big feet.

At last Ed L. and Edith J. have made up and all is well.

Elsie W. calls herself "the matchmaker." She's right.

Ask Sanky Trimble what the girl of his dreams looks like.

Why won't BRG flirt with ST in general science class?

Did Frank Marrs blush in occupations class the other day when Mr. Hudson mentioned souvenir hunters?

A boy and a girl were caught passing notes in fifth period English I B class last week. Miss Campbell said that love was a grand thing in its place, but the school room was no place for it. Someone sneezed. She then said that the guilty ones would laugh. Incidentally four or five boys laughed and one girl blushed furiously. Dean D. is gaining on love and has got Ed L. looking pale.

Had you heard that JS and HB were engaged?

Isn't it queer that Velma is absent one day and returns the next with her last name Baker on her admit slip.

We wonder why Wilbur Womble blushes in English class when he reads the quotation, "The bee that gets the honey never loafs around the hive."

Do you reckon PA and MP are really getting serious.

Roy H. and Dennis B. have a great habit of calling girls a "Lily" or "Daisy."

GIRLS' BASKETBALL

The girls' basketball team defeated Vega in a thrilling hard fought game 25-20. Hereford had no outstanding star as many substitutes were made which is usually the case in pre-season contests. A large number of local people attended. This aroused much enthusiasm and interest among the players. The high school team from the viewpoint of coach and people who take part in athletics of the school should be the best Hereford has developed in many years. With the support of the school and community, the girls' basketball team should win many games.

JUNIOR NOTES

The Junior class met November 21 to discuss the party to be given December 7. As the Juniors have been successful in everything they have entered into this year, the party is sure to be a success. Roger Brumley, Florine Walker and Jimmie Bell are on the game committee. If you want to know what the refreshments are going to be, ask Elmo Hicks.

J. W. Cockrell and Wilbur Womble were nominated to take G. B. Hagar's position as sergeant-at-arms, but Wilbur received more votes. As Roger says, "he is big enough and should be able to throw them out."

THE NEW DEAL

Three hundred sixty-four days of every year we unscrupulously give vent to all our pessimisms and dislikes and nothing much comes of it. Nothing is expected to come of it. This is true because a large majority of the time there is really nothing to howl about and the large per cent of the howlers know it. So we cry and whine and protest from one Thanksgiving to another, but we take time out on that day, rest, repent and think things over, and then start out again.

Such a practice may or may not be human nature. That is beside the point. The fact remains that so much time is spent in protesting against trivialities that truly detrimental forces pass by unnoticed all too frequently. When such an oversight is discovered, lost time is certainly made up for—but it is then too late. A timely howl backed up by a strong conviction, it often highly beneficial, especially if it is presented and interpreted in the proper light.

Blind support of every measure sponsored by HHS should not be characteristic of a democratic student body. With all due respect to the better judgment and extensive experience of those in authority, honest objections may be sponsored by those subject to school discipline. Foundations for such objections are not based on personal like or dislike but on what the opposition considers is the more beneficial to the school in general. Also, these objections are presented in a true spirit of cooperation, with the understanding that if they are found to be at fault no hard feeling will be harbored on either side and the spirit of opposition will be annihilated.

The implicit faith in the ability of the other fellow on the part of a great majority in students of this school is astounding. Coupled with a seemingly genuine antithesis of over exertion and exhaustive and comprehensive study when it is at all possible to avoid such procedure, this attitude has led to a perceptible degrading influence on the standard of this school. Complacently confident that at least one will strive diligently enough to deserve comparable grades, too many students loaf on the job. They are perfectly satisfied when their grades fall on or closely around the median. This would not be the cause for much concern, however, if the median were not so low. Students receiving A's on report cards are getting them much cheaper than has heretofore been the case. The standard of HHS is on the decline.

High school students apparently cannot subject themselves to sufficient self discipline to do justice to themselves or to their school and its traditions under a comparative system of grading. Instead of saying "I shall take advantage of a splendid opportunity and do my best," the average student says, "Sort! I'll do just enough to get by." Thus the system virtually defeats its own purpose, not because of any flaw within itself but simply because it is not applicable to the particular

type of student body represented by HHS.

Therefore, because the system of grading now in effect is unsatisfactory; because it has a degrading influence on the students individually; because it is not applicable to this school and because the standard of HHS is being lowered as a result of it, a sincere and honest request for a change is made.

THE PEP CLUB

The club met November 22 and President Van Sweringen informed us that if there is another game out of town the pep clubs gets to go. We discussed the possibilities of having a stunt and decided to have one.

We decided to have a pep meeting twice a month after football season. One meeting will be for pleasure, another for business.

We decided to have a pledge every year for new members owing to some misunderstanding among the girls in the club.

The president appointed a committee to rewrite the constitution, consisting of Viola Phillips, Mary Jane Morgan, Florine Hunter, Gertrude Wilson and Mary Virginia Eberle.

The members voted to back the basketball team at the games this year.

AN ERRONEOUS CHOICE

It is quite probable that we all make mistakes in the choice of clothes occasionally, but a stupid choice every time is inexcusable.

"Simplicity is the keynote of attractiveness." This is especially true of those clothes intended for school year. Long, frilly voile dresses, cut-off evening dresses, crepe dresses are not appropriate for school.

Dress should be of washable material. Hose and shoes are just as important as dresses. Do not wear chiffon hose to school. They are too expensive and do not last long. Even if you can afford them, do not wear them because you are leading some one else to try to do something they can not afford "Just to be like you." Never wear high heel slippers to school. School shoes should have low heels. Be sure that the shoe fits. A large foot won't be noticed if the shoe fits, but it will be noticed if too small, because that will cause a limp.

In using cosmetics do not follow the maxim, "A little bit is good, a whole lot should be better." Wear cosmetics sparingly.

This was the substance of a lecture given by Miss Julia McCown at the regular Girl Reserve meeting Wednesday, November 21.

THE STUDENT COUNCIL

The Council in the last few weeks has been active in promoting the fire drill. The appointment of officers to the various posts was accomplished some time ago. In the meeting of officials with the Council a plan was mapped out for the quick and effective emptying of the building. An obstruction drill is planned for the immediate future. Although the drill is not as yet in the smoothest of running order, confidence is expressed that it will work more perfectly with some practice.

An enlarged code of ethics has been planned for the study hall. It is not an "I told you so" mes-

sure, but is to be put up in the hope that it will aid in constructive citizenship, which is its primary purpose.

The councilors came near to meeting their Waterloo when the subject of "bovine," "feline" and other noises was discussed. It was the purpose of the representatives to ask for the advice and cooperation of the class. However, a few individuals seriously objected to the council taking over the responsibility of prosecuting the offenders.

We, the Council, seek the cooperation and backing of every high school student to abolish the menace to good citizenship.

OCCUPATIONS CLASS

The seventh period occupations class has finished its committee report on jobs on the skilled and little-skill level. We are prepared to start on the science level job. We are looking toward individual reports which will be ready to work on before Christmas holidays. Mr. Hudson warned us the other week about imitating animals in class. We talked in one class last week about acting up at parties and collecting souvenirs. You should have seen some of the boys blush. Mr. Hudson says that the way we act away from home dates back to our parents. Don't make your parents ashamed of you.

HOME EC II CLUB

Home Ec. II club met Monday, November 19. It was decided by members present that those absent from now on without a good reason will be charged five cents.

A committee was appointed to frame a constitution for the club. On the committee are Adeline Schumacher, chairman, Louise Frye, and Beatrice Lawrence.

The meeting was then devoted to the program. Allene Caraway was the leader of the lesson on etiquette. Beatrice Lawrence gave a report on Correct Introduction; Louise Frye a talk on Entertainment of an outside guest. A round table discussion was then held on the subject of Etiquette at a party and What do you owe to your hostess?

After being told by others it can't be done, bring it here . . . We'll do it and do it RIGHT!



Winter Proof for

**QUICKER STARTING
EASIER SHIFTING
SMOOTHER PERFORMANCE**

Don't let a sudden cold snap catch you unprepared. A Magnolia Winter-Proof Job means freedom from winter driving worries. Your motor will start instantly. You'll save gas, oil and repair bills.

POINT SERVICE

Magnolia Winter-Proof Service covers the vital parts of your car most easily affected by cold weather. Drive in and out about it.

Mobilize For Winter at . . .

MAGNOLIA STATIONS AND DEALERS

W. J. (Bill) SMITH
MAGNOLIA AGENT
Phone 371 Hereford, Texas

SAVE YOUR "BUCKS" They Will Mean Money To You

Some people have been misled to believe this "BUCK AUCTION" to be a voting contest. There are not certain contestants. Everyone has an opportunity for the Grand Prizes, to be auctioned at the Popular Store December 22, at 9:00 P. M.

Do your Christmas Shopping now at our attractive Prices, and get DOUBLE BUCKS starting Friday, November 30, to December 6. For every 25c purchase two Bucks will be given.

Double Bucks will be given on all accounts paid between November 30 and December 6

NEW HOLIDAY SILK DRESSES AND LADIES' HATS JUST ARRIVED!

THE POPULAR STORE

Ladies' Coats

To Close Out NOW
Priced, Starting at

\$10⁹⁵



Thanksgiving

This is Thanksgiving Day. It should stand today for what it stood in that primeval wilderness of early Colonial America, when a struggling, forlornly brave little band of settlers set it aside as a day of thanks for the blessings they had received.

Today, in our comfortable surroundings, it is even difficult to imagine their sufferings. As we gather about the family board Thursday let us, as good citizens, remember the homeless and the friendless and, if possible, put a speck of sunshine into their lives.

Let us observe the occasion in the becoming and strengthening spirit of community and national service. Let us avoid the perils of indifference which has threatened our prosperity. In short, let each and every one of us be sincerely grateful in our hearts.

It is in that spirit that we send this brief message to our many friends and patrons.

TEXAS UTILITIES COMPANY

Now Is the Time

—to buy a bargain in real estate, or if you want to sell, see us. We have some clients interested in buying.

Hill-Ricketts Co.

MERCHANTS COOPERATE WITH POULTRY SHOW BY DONATING PRIZES FOR CHAMPION BIRDS

- Barred Plymouth Rock Pullets**
- 100 pounds feed, Pevely & Seed.
 - One carton light bulbs (\$1.00) Geo. S. McConnell, Electrical Contractor.
- Rhode Island Red Pullets**
- One Lady's Hat (\$3.00 Value) Yoge's Millinery.
 - Suit cleaned and pressed, West Tailor Shop.
 - One 5-lb hen, Hereford Poultry & Egg.
 - Dr. LeGears' Poultry Rx., (\$1.20) City Drug Store.

- Buff Orpington Pullets**
- Chicken waterer (\$2.50) Carl Cockrell.
 - \$1.00 merchandise, Texas Market & Grocery.
 - One can Coffee, Piggly Wiggly.

- White Plymouth Rock Pullets**
- Bundle of laundry (\$2.00) Hereford Laundry & Dry Cleaners.
 - Pair of silk hose, Fox Mercantile Co.

- S. C. White Leghorn Pullets (Production)**
- 100 lbs Just Right Egg Mash, West Texas Feed & Seed Co.
 - \$1.00 merchandise, Furr Food Store.
 - 2 lbs Arnholz coffee, I. V. Flowers Ever-Ready Lunch.

- S. C. White Leghorn Pullets (Exhibition)**
- Merchandise, \$1.00, Farmers Creamery.
 - Merchandise \$1.00, Frank's Grocery.

- White Minorca Pullets**
- Gallon can of Anti-Freeze (\$2.06) Brumley Chevrolet Co.
 - Half sole (\$1.00) Powelson Shoe Shop.

- White Orpington Pullets**
- \$1.50 Dry Cleaning, Stambaugh Co.
 - Sack of Bran, Packard Milling Co.

- White Langshan Pullets**
- 100 pounds Lay Chow, McLean & Pitman.
 - \$1.25 Cap, D. R. Gass & Son.

- Light Brahma Pullets**
- One bushel Apples, Fuller Fruit & Vegetable Store.
 - Half Sole (\$1.00) Jack's Shoe Shop.

- Capons**
- One gallon red or green Barn Paint, Rockwell Bros. & Co.
 - Merchandise \$1.00, Sprowls-Cronin.

- Golden Laced Wyandotte Pullets**
- One Tie (\$1.00) Popular Store.
 - \$1.00 Value, A. O. Thompson, Abstractor.

- Dark Cornish Pullets**
- Pair Silk Hose, Fashion Dress Shoppe.
 - Oil Change, Jack's Oil Station.

- Rhode Island White Pullets**
- One gallon Oil, Texas Service Station, Glenn Snyder.
 - 24-pound sack of Flour, Farmer's Grocery.

- Jersey Black Giant Pullets**
- Four Meals, Luke's Cafe.
 - Fancy Pillow (\$1.25), Weir's Variety Store.

- Black Australorp Pullets**
- 100 Visiting Cards, White Face Printing Co.
 - Pair Air-Maid Hose, Corner Drug Store.
- Bronze Turkeys, Young Toms**
- Small Rug, E. B. Black & Co.
 - One year's subscription, Hereford Brand.
- Naragansett Turkeys, Young Toms**
- Five gallons Motor Oil, Texas Co., R. J. Richardson, Agent.
 - \$1.00 Merchandise, Magnolia Filling Station, Arthur Thompson.

- Brown Shell Eggs**
- Six Show Tickets, Star Theatre.
 - Box Stationery, Chocolate Shop.

- White Shelled Eggs**
- 25-pound Sack Sugar, Carl's Cash & Carry Grocery.
 - Chicken Feeder, Kerr Hardware & Implement Co.

MERCHANTS SPECIAL PRIZES ON SPECIAL F. F. A. CLASS

- R. I. Red Pullets**
- \$1.00 in trade, Fullwood Battery Station.
 - Oil change, George's Grocery & Station.

- Buff Orpington Pullets**
- Inner tube to fit car, Ireland-Beavers.
 - One meal, Ike's Cafe.

- S. C. White Leghorns (Exhibition Pullets)**
- \$1.00 in trade, Willard Battery Station.
 - Can of body polish, Phillips Station No. 1.

- Dark Cornish Pullets**
- Dr. LeGears' Poultry Tonic (\$1.20), Close Drug Store.
 - Mobil Gloss auto polish, Magnolia Petroleum Company.

- Champion Pen of Show**
- 100 Baby Chicks, Hillside Hatchery.
- Champion Solid Colored Pen**
- Chicken Feeder (\$3.00 Value) Streu Hardware.

- Champion Parti-Colored Pen**
- One Bucket of Paint (\$2.50 Value) Panhandle Lumber Co.

- Champion Cock of Show**
- One Inner Tube, Rice Tire Shop.
- Champion Cockerel of Show**
- Two Pairs of Silk Hose, J. C. Penney Co.

- Champion Hen of Show**
- Pocket Ben Watch, F. M. Kester & Son, Jewelers.
- Champion Pullet of Show**
- One gallon Phillips Dry Cleaner, Phillips Station No. 2.

- Champion Male of Show**
- Inner Tube (\$1.50 Value), Conoco Service, L. H. Woodford.

- Champion Female of Show**
- Cleaning and Pressing a Suit or Dress, Carroll & Corbett.
- Champion Buff Orpington Pen**
- 150 Foot Roll of Poultry Netting, small mesh, 12 inches high, Kemp Lumber Co.

Easter Items

BY LOUISE FRYE

This community received another light rain early Tuesday morning and it will help to retain the moisture received a week ago.

A car accident which could have been very serious happened on the turn of 25-Mile Avenue early Monday morning. Ray Griffiths of Muleshoe, accompanied by his brother from Earth and a friend were enroute to Amarillo, and failed to see the curve until too late. The car turned over and landed top side up astride a wire fence. The occupants were thrown out. Ray Griffiths was most seriously injured and was taken to a hospital in Muleshoe, and is suffering head injuries. He is an employee of the International Implement Co. at Muleshoe.

Mrs. Claude Smith entertained

several friends at a forty-two party Saturday evening, honoring her husband's birthday.

Several from Jumbo attended the party given at the John Noland home Wednesday evening.

The Epworth League went to Jumbo Sunday evening and gave a program.

Mrs. Carl Frye visited with Mr. and Mrs. P. A. Hogan in Hereford Sunday.

Summerfield News

BY MRS. GUY WALSER

There were 58 at Sunday school Sunday. BYPU and singing were enjoyed by a large number Sunday night.

J. W. Seymour and family of Merkel visited last week in the B. E. Roberson home.

Mr. and Mrs. Martin and daughter of Shamrock visited their daughter and sister, Mrs. Troy Welty, last week.

Messrs. and Mmes. Wells and J. W. Wells of Bippus visited Mr. and Mrs. Ed Mackie last week.

Ted Statts and family have returned from Borger.

The public speaking class taught by Miss Gladys Selgier met Friday with 14 present. Each of the following gave an interesting talk: Mrs. Ray Johnson, Mrs. B. Clark, Miss Faby Thompson, Miss Mary Lee Curry. Several new members were enrolled.

B. E. Roberson and family, Mrs. B. C. Roberson, Mr. and Mrs. Lee Kendall were in Earth Sunday to hear Rev. Pipes, who held a meeting here last summer.

Miss Eunice Caldwell of Progressive is spending the week in the Ky Lawrence home.

Mr. and Mrs. Ed Mackie were in Amarillo Thursday.

Miss Murphy spent Sunday with relatives and friends in Dimmitt.

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

Mrs. Guy Easley and daughters are visiting her parents, Mr. and Mrs. A. J. Blakemore.

Mr. and Mrs. Woodrow Welty are visiting her parents in Melrose, New Mexico.

Mrs. John Boling of Hereford will be here the evening of December 9 to hold the second class in economics. Everyone invited to attend.

B. K. Greeson made a business trip to Oklahoma last week.

Miss Ruth Easter of Hereford was a guest of Misses Lola Wayne and Mary Elizabeth Cox Sunday.

Mrs. Bowling and son of Amarillo spent Sunday with Miss Oleta Bowling.

Mr. and Mrs. Lee Curry, Mary Lee Curry and Pearl Prachar attended an all day meeting at the Methodist church at Hereford last Sunday.

Mr. Thomas and Viva Mae and Shirley, Misses Jessie and Glenn Schulz and Ellen Atchley, Lester Suttles, Asa and Thurman Atchley were in Amarillo Saturday.

Mrs. G. W. Mills returned to her home in Amarillo after a week spent in the A. J. Blakemore home.

Mr. Friemel of Dawn was a business visitor here Monday.

Mrs. Ulys Pierce of Hereford was a guest in the N. P. Sikes home one day last week.

There will be a Little Moon Christmas offering and program

at the church Sunday night, instead of BTS, followed by a sermon by Rev. Weathers of Plainview.

The play "Coming Through the Rye" sponsored by the Senior Study club, will be given soon at the school house.

TRY A WANT AD IN THE BRAND

BACKSTAGE

in the

TELEPHONE SERVICE



The telephone service this company furnishes you could not be as uniformly good, as quietly accurate, as far-reaching and inexpensive, if the nation-wide organization of the Bell System did not stand behind it.

There is American Telephone and Telegraph Co., the parent organization, furnishing technical and business guidance to the 24 operating companies.

There is Bell Laboratories, the research organization, constantly seeking better and more economical methods and equipment.

There is Western Electric, the supply unit, buying and manufacturing at a cost in most cases below what would be paid in competitive markets.

Each of these units stands behind the men and women who give you your local telephone service. Each is dedicated to the fundamental and enduring Bell System policy of giving good telephone service, at a fair cost to the user.

Back of this policy lies our belief that in an undertaking such as ours, planned for the long run, what is best for the telephone user becomes in the end the course that will bring us the sounder, more enduring success.

SOUTHWESTERN BELL TELEPHONE COMPANY



BUSINESS AND PROFESSIONAL DIRECTORY

ABSTRACTS

The title to your land is vital. Our Abstracts correctly reveal the title.

A. O. THOMPSON
ABSTRACT CO.
5 per cent Federal Farm Loans.

CHIROPRACTOR

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

CLEANERS

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

ELECTRICAL

GEO. S. McCONNELL
Electrical Contractor
Frigidaires Repaired, Factory trained service man.
Phone 759-W

PRINTING

THE HEREFORD BRAND For JOB PRINTING and OFFICE SUPPLIES

INSURANCE

INSURANCE
JNO. H. PATTON
PHONE 50

LUNCHES

THE CHOCOLATE SHOP
Plate Lunches
Sandwiches
Cold Drinks, Candles
Magazines.

EAT A CHICKEN DINNER AT EVER-READY LUNCH
Sleep on Sealy Mattresses At Henson Hotel.

PHYSICIANS

DR. T. L. MORGAN
Physician and Surgeon
Above Corner Drug Store
Office Phone 402
Residence Phone 403

OPTOMETRIST

F. M. KESTER
Registered Optometrist
A thorough examination with the newest and most modern instruments and equipment.
316-B Main Street.

DON'T

Neglect Your Eyes

Dr. T. M. Montgomery
At Close Drug
Third Friday Each Month.



Here's a GIFT for the FUTURE

This year give a gift that will bring lasting pleasure. A start on a savings account for the kiddies may not seem so important now, but in after years it will be remembered and appreciated. Only a dollar is necessary to begin the building that will mean permanent success and happiness.

The First State Bank OF HEREFORD

STAR THEATRE

Hereford, Texas

Friday Only
 Matinee and Night
ANOTHER BIG 10c SPECIAL
"By Your Leave"
 Frank Morgan and All-Star Cast
BUCK JONES
 in
"The Red Rider"
 AND COMEDY
 ALL FOR A DIME

Saturday Only
 MATINEE AND NIGHT
BUCK JONES
 A Full Length Western
"The Fighting Ranger"
 with
SPECIAL SATURDAY COMEDY
 ALL FOR A DIME

Sunday Matinee
Sunday Night
 AFTER CHURCH
Monday Night

THE HEAVENS BURST INTO FLAMES!



While daredevil men dog-fight each other to doom... and a woman with empty arms and aching heart waits, and hopes, and prays!

WARNER BAXTER

HELL in the HEAVENS

A Four Picture with
Montenegro
Russell Hardie
 Herbert Hodge - Andy Devine
 William Stalling - Ralph Morgan
 Produced by Al Ruckert

SPECIAL SHORTS
NEWS AND MICKEY MOUSE
 This Picture Will Only Run the
 Two Days!

Tuesday Only
 DECEMBER 4

THE BOOK THAT ASTOUNDED THE WORLD!

Now bursts into life... to live again... and make you wonder at... the drama, the thrills, the stark reality of history's greatest cataclysm!

FOR SALE CORPORATION

THE FIRST WORLD WAR

SECRET FILMS FROM NATIONS' ARCHIVES
 EDITED BY LAURENCE STALLING
 Produced by Francis Taylor
 (An American Film)

This picture being sponsored by EASTERN STAR - LADIES. We urge everyone to see this show and help the ladies to raise money for a worthy cause.

LOCALS

Mrs. Gladys Selgler spent Sunday in Amarillo.

An y type radio tube tested free at Kester Jewelry Store. 47

Doris Fincher of Clovis visited here Monday.

Mrs. Seth Holman visited in Amarillo Sunday.

Mark Benefield of Oklahoma City visited relatives here this week.

Mr. and Mrs. Cleatice Crump of Borger visited relatives of Mrs. Crump here this week.

Grunow and Stewart-Warner Radios at Kester Jewelry Store. Call for demonstration now. 47

Mr. and Mrs. Homer K. Fox will spend Thanksgiving in Pampa with Mr. and Mrs. Lester Gordon.

Mr. and Mrs. Ray Manning announce the arrival of a baby girl, Joyce Elaine, on Monday, November 28.

Thanksgiving turkey dinner at St. Anthony's Hall, 12 o'clock on Thanksgiving Day. Adults 35c, children, 6 to 14, 15c. 46-2c

Dr. and Mrs. T. L. Morgan returned Tuesday from a trip to Fort Worth where they visited Dr. Morgan's parents.

Thanksgiving turkey dinner at St. Anthony's Hall, 12 o'clock on Thanksgiving Day. Adults 35c, children, 6 to 14, 15c.

Mrs. Henry Sherman and Lewis Sherman, Leah Thurmond Manjot and daughter, and Mrs. Jack Cartwright, all of Los Angeles, arrived here Friday for a two weeks visit with friends and relatives.

Some of our customers report unusual mileage on Goodyear Speedway tires. If you want the most for your money, buy Speedways. Ireland-Beavers Motor Co. 47

Mrs. H. P. Sindt and Miss Vondell Brooks returned Saturday from a two weeks' trip to Memphis, Tennessee, Little Rock, Arkansas, and other points in Arkansas. They visited Mrs. Sindt's grandmother who is seriously ill. Mrs. Buford Crawford of Amarillo accompanied them.

Mrs. Mark Galloway and little daughter, Ann, of Amarillo, accompanied by Mrs. John Mobley and son, Jack, of Liberty, Texas, spent Tuesday with Mrs. Seth B. Holman and other friends. Mrs. Mobley, before her marriage, was Miss Mary McDonald, daughter of Mr. and Mrs. D. L. Donald, former Hereford residents. She is visiting her parents in Amarillo.

Want Ads
 Wanted
 WANTED: A good stock saddle. R. G. Wiseman, Dawn, Tex. 47-2p

For Sale or Trade
 FOR SALE: About 15 cars extra good bundled kaffir and hegarri fodder. Geo. W. Smith, on Harrison Highway, P. O. Box 607. 46-12c

WILL TRADE Christmas pictures for beef, hog, cured meat, of chickens. We also do kodak work. Hanna & Hanna, West Third Street. 1c

FOR SALE: Two stacks bundle hegarri, partly grained. L. C. Lee, 1 1/2 miles south of Dimmitt. 1p

1929 FORD COUPE: Trade for later model and pay cash. Marshall Powell or Ralph Barnett. 1p

FOR SALE: New 5-tube dual wave radio. Covers 19 to 50 meters in addition to broadcast band and police calls. See it at 609 West Third Street. E. W. Young. 1p

FOR SALE: Dodge car with truck bed, two burner oil stove with oven, wash kettle, dresser, linoleum, 9 x 9 feet; two dozen quart fruit jars. See at 702 25-Mile Avenue. 1p

FOR SALE: Good coal heater. H. C. Bowsher. 1p

GOOD raw 160 acres, 12 miles north west, about \$1,700 loan. Trade equity for a good light coupe and some cash or what have you, clear. Box 42, Hereford. 1p

FOR SALE OR TRADE: Acre and old house in Hereford. Write J. Andrew West, Prescott, Arizona. 44-4p

FOR SALE: Viola, in good condition. Apply Brand Office. 1f

For Rent
 FOR RENT: Four room furnished apartment or two bedrooms, private bath. Phone 43. 1c

FOR RENT: Furnished room with bath, on corner of Eighth and Lee. 34-12c

Lost and Found
 IMPOUNDED
 November 22: One old bay pony, white spot on forehead and nose. One gray mare, about 9. Both are small and thin. Unless claimed by owner the above described stock will be sold according to law, at public auction, December 5th, 1934, 3:00 p. m., at city barn, WALLACE C. COX, City Marshall. 47

We handle Perfect Circle and McQuay-Norris rings for all popular cars, also pistons, pins, valves, bearings and other replacement parts. Ireland - Beavers Motor Co. 47

L. N. George of Dawn, F. W. Dodson of Westway, and Miss Rachel Shields of Ford are rural teachers who will attend the convention of the State Teachers Association at Galveston Thursday, Friday and Saturday.

The popularity of the Plymouth is growing every day, and there must be a reason. It has increased in sales faster than any car ever put on the market and that's going some. Wait for the new 1935 models. Ireland - Beavers Motor Co. 47

On Monday, November 19, Mrs. John Haberer entertained a number of the ladies of the Bible class of the Presbyterian church with an all-day quilting. The guests each brought a covered dish and a very profitable and entertaining day was spent. Present were Mmes. C. F. Kerr, C. J. Paddock, Rigler, Potter, Godwin, Gyles and Grandmother Bell.

We have sold out on 1934 model Dodge and Plymouth cars, and are ready for the new models soon to be announced. Wait and see them before you buy. Ireland-Beavers Motor Co. 47

Fred Oberthier, manager of the Texas Utilities Company, is in the hospital suffering with stomach trouble. Attendants reported his condition much improved Wednesday.

District Legion Meet Will Be In Clarendon

The Aubyn E. Clark Post No. 128, American Legion of Clarendon, will be host to the Fall Convention of the Eighteenth District of the Department of Texas, American Legion, in a two day session December 8 and 9.

Van W. Stewart, newspaper publisher of the 18th District will be in charge of the business session. The Aubyn E. Clark Post has secured the backing of the Clarendon Chamber of Commerce and business men to make this convention the most successful in the history of the organization.

According to Clyde Price, Commander of the Clarendon Post, Dr. J. A. Hill, president of WTSTC, Canyon, will be the principal speaker at the joint meeting Sunday morning, December 9, at 10:15.

Some of the prominent persons in the American Legion and the Auxiliary to be present and take part in the convention are Miller Ainsworth, State Commander, of Luling; Fred Young, State Adjutant, Amarillo; George Broom, National Committeeman, Amarillo; Mrs. W. J. Danforth, Department President of State Auxiliary, Fort Worth; Mrs. Will Benton, Department Rehabilitation Chairman, of Amarillo; Mrs. Floyd Sloan, 18th District Chairman, Amarillo, and Mrs. Van W. Stewart, Department Chairman of Child Welfare, Perryton.

A parade of bands, a drum and bugle corps, and various stunts will be held the opening day, and the visitors will be entertained with a barbecue Sunday noon.

A REAL ENJOYABLE THANKSGIVING DINNER



With turkey and all the trimmings. Why make your wife or mother spend the day over a hot stove. We're going to have a delicious dinner ready for you both at noon and in the evening.

Ike's Cafe

All the Wholesome Goodness of Rich Bread



An old-fashioned recipe—a desire to make the best bread possible—and the finest ingredients obtainable are the reasons why Mity-Nice bread is preferred in the finest homes the town over.

HEREFORD BAKERY

Thanksgiving OF OTHER DAYS

How there comes surging into our minds the thoughts of holidays with turkey and cakes and pies, sumptuous meals with home folk and friends.

THANKSGIVING TODAY

... Brings the same old memories, and added to them are the memories of those whom we have known as friends.

This Thanksgiving day, perhaps more than any other, do we realize the value of our friends, and for each of them we are sincerely thankful.

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This Thanksgiving day, perhaps more than any other, do we realize the value of our friends, and for each of them we are sincerely thankful.

E. B. Black Co.

Pick of the Market FOOD VALUES

Specials For Friday and Saturday

CRACKERS	2 pounds	17c
BEANS	Ranch Style, 3 cans	25c
VANILLA WAFERS	10c Celo, pkg	5c
COFFEE	Del Monte, 2 lbs 63c, 1 lb	33c
TAMALES	Ratliff, 2 cans	25c
MARSHMALLOWS	8-ounce package	9c
COCONUT	Bulk, pound	21c
OLIVE OIL	Imported, quart	85c
TOMATO JUICE	Bottle, -Close Out	4c
SOAP	Luna, 5 bars	12c
WALNUTS	Black, pound	9c
BAKING POWDER	K. C., 50c size	29c
GELATINE	Royal, package	6c
SOAP	Camay, bar	5c
COCOA	Mother's, 2 pounds	19c
CATSUP	14-ounce bottle	10c
SOUP	Heinz, any variety, 3 cans	29c
SOAP FLAKES	5-pound package	31c
GRAPE JUICE	Quarts 31c, pints	17c
POTTED MEAT	3 cans	10c
MUSTARD	Pure, quart jar	16c
MEAT SALT	Morton's, 10-lb can	84c
SEASONING	For Sausage, large size pkg	22c
PEPPER	Black, 8-ounce can	18c
SAGE	Rubbed for sausage, 4 ounces	13c
MELO	25c size	19c
HY-PRO	Quart	19c
SANI-FLUSH	Can	19c

FRESH FRUITS and VEGETABLES

CABBAGE	Pound	1c
LETTUCE	Per head	5c
COCONUTS	Each	9c
CELERY	Bunch	12c
LEMONS	Dozen	23c
ORANGES	Extra large, dozen	33c

Quality and Service Are Paramount Always At

PIGGLY WIGGLY
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PHONE 81. FRANK GYLES, Manager BUY AT HOME