

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

34th Year—Number 48.

The Hereford Brand, Hereford, Texas, Thursday, December 6, 1934.

Five Cents Per Copy.

## Grid Crew Meets Irishmen For Title

### Bi-District Title Is Stake In Contest Friday Afternoon On Field of Shamrock's Fighting Irish; Game Starts At 2:30.

Friday afternoon at 2:30 over at Shamrock the Whiteface grid-ers of Hereford High will take the field in their second attempt in as many years to win a bi-district championship. Shamrock's Irishmen, champs of District Two, will furnish the opposition.

And it promises to be real opposition, according to reports from Wheeler county. The Irish took the crown on Thanksgiving Day when they trounced Panhandle, 20 to 0.

A week earlier Coach Tommy McCollum's Whitefaces became monarchs of District One by padding Dumas' Demons in their own back yard.

A year ago the Whitefaces became district and bi-district champions after losing to Shamrock, and having the game forfeited. There will be no repetition of that this year.

In tip-top shape after resting last week, the Bovine squad left at noon today by bus for the scene of the contest. Hughes Millard, regular tackle, has recovered from an injured hand that kept him out of the Dumas game.

All other members are in good condition. They have been working hard on fundamentals the past two weeks, as well as polishing up the more intricate phases of play. McCollum has hinted that the Irish will do well to have their pass defense ready for action because the football will be kept in the air a good portion of the time. There is no worry about punting, since Russell and Clayton have been booting the leather for more lineal yardage than perhaps any other high schoolers in the state.

The running attack, too, has received a lot of attention. The big object is to make arrangements to shake the speedy Meade Smith into the open where he will produce worry among the Irish forces.

R. A. Daniel and Bill McLean at guards have improved their blocking wonderfully and promise Smith a heap of assistance on his dashes. Henry Turner, Millard and Boardman at the tackles as well as Clayton, Womble and Carlyle at ends promise copious aid to Bud Sowell and Russell on their wide runs.

There will be no school here Friday, C. C. Dillehay announces, and it is expected that a huge crowd of Whiteface supporters will drive over to the contest. Talk of a special train came to naught when the necessary 250 ticket buyers at \$3.15 could not be found.

Admission price will be 25 and 50 cents, with an additional charge of 25 cents for a reserved seat. The game will start at 2:30.

## ANNUAL POULTRY AND EGG SHOW OPENS TODAY

### Name Hopkins Chamber Head For Next Year

#### Pitman Vice President; Gyles Treasurer of Organization.

B. H. Hopkins is the new president of the Hereford Chamber of Commerce. He was chosen by the directors at their first meeting Monday afternoon. Hopkins is serving his second term as a director and has been vice president for the past year.

Jonathan A. Pitman was named vice president. He is likewise serving his second term as a director. Wilson Gyles, new on the board, was elected treasurer.

Other members of the new board elected last week are Ike Crosthwait, S. O. Wilson, Louis LeGrand and J. T. Cronin.

Committees and chairmen of the various activities will be named at an early meeting. The only community work being done at present is the sponsoring of Good Will Days in Hereford.

### OSCAR MILTON LATIMER, CCC VETERAN, DIES AFTER AUTO MISHAP THANKSGIVING NIGHT

Death visited the CCC Camp here for the first time early last Friday when Oscar Milton Latimer died of injuries received when struck by an automobile on the Amarillo highway late Thursday night.

Latimer, a 41-year-old veteran, had started with a companion, E. J. Fitzgerald, east on the highway in an automobile. They had a flat tire and were walking back toward town to obtain repairs.

A car heading for Hereford ran up to them, and in an attempt to halt the machine, Latimer was struck.

T. C. Cobb, driver of the car, proceeded on to a filling station in town where he told attendants he believed an attempt had been made to hi-jack him and asked them to call the sheriff.

Sheriff John Miller went to the scene of the accident, a mile east of the CCC Camp on Highway 83, and found Latimer in a serious condition. He carried the victim to the hospital where he died shortly after 4 o'clock Friday morning.

Cobb, an auditor for the Panhandle Lumber Co., was summoned for questioning Friday. His story and that of a woman who was with him, did not vary from that told Thursday night, Miller said.

A short funeral service for Latimer was conducted Friday evening at the Black Funeral Parlor by Rev. W. M. Griffin of the Presbyterian church, after which the body was sent to Jacksboro for burial. Charles Coker, a member of the company, accompanied the body.

A thorough investigation of the tragedy is being conducted by Captain Barrell Cox, commander of the company, and other military officials. G. M. Latimer, father of the deceased, and G. W. Latimer, a brother, both of Coleman, arrived here yesterday to assist in the investigation.

### GERONIMO GONE; TO VISIT WILL ROGERS

Geronimo, probably the world's largest steer, left Wednesday for the West coast to see Will Rogers. Geronimo weighs 2,300 pounds now and is considerably off his feed, due to scarcity of that commodity. He gets up around 3,000 when fat.

The animal is seven years old and has been shown at the Tri-State Fair and at other shows numbers of times. O. G. Hill is the owner. Pete Engle escorted Geronimo along with a train of other cattle to Los Angeles.

Pete was instructed by Hill to look up Rogers and give Geronimo to him. It would probably necessitate the filming of another "State Fair," but Geronimo feels he can do as well as Blue Boy, the champion hog, did in the other film.

Geronimo did not appear at all flustered about his trip to Los Angeles and impending stardom in films. It is all in the day's work for him.

### Fine Fowl Are On Exhibition In 3-Day Event

#### Almost 600 Birds Shown; Raisers Compete for Cash and Prizes.

Fifth annual show of the Tri-County Poultry Association opened this morning for a three-day stand with approximately 600 birds on display. The show is being held in the Frank Barber building, three doors south of the post office, and will run today, Friday and Saturday.

Vying for the 65 merchants' prizes, more than \$200 in cash premiums and three silver loving cups are poultry breeders and vocational agriculture boys from the entire Panhandle.

W. C. Tallant, Oklahoma City, director of the American Poultry Association and a leading authority, is doing the judging. He arrived yesterday and began his work this morning.

In addition to the regular classes of competition, the vocational boys are having contests in judging and a class of birds to themselves. To the champion judging team will go a loving cup furnished by the chamber of commerce. The chamber is also financing the show.

N. C. Vogele is president of the association and B. H. Hopkins, secretary. Hopkins and his boys of the vocational agriculture classes are doing the work connected with staging the show. All birds are being fed and watered without cost to exhibitors.

West Texas Feed & Seed Co. and Hardeman-King Co. of Amarillo, are feeding the birds.

Among the first out-of-town exhibitors to arrive with fowls were John Moody of Becton, Texas, with Rhode Island Reds; Mrs. E. H. Moody of Becton, with Light Brahmas; E. V. Quattlebaum of Clarendon, Rhode Island Reds; Selden Warren, Friona, Reds; M. L. Long, Roswell, New Mexico, Reds.

All the leading poultry breeders of Deaf Smith, Farmer, Castro and Randall counties are members of the association and most of them will have birds on exhibition.

Buchanan & Rosson and M. D. Womble Co. have been added to the list of 68 merchants giving prizes for the show. The Buchanan & Rosson award will be cash for White Wyandotte pullets, and the other is Maytag oil as a premium in the same class. These two contributions bring the merchants' price list to 65.

In addition to the judging team cup, the champion male chicken of the show will win the First National Bank Cup and the Henderson Farm Cup will go to the best hen, pullet, cock and cockerel.

The judging contest for the boys will be held Saturday morning after the judging of all birds has been completed.

### CLOVIS TAXI DRIVER VICTIM OF HI-JACKER, DRIVES HERE

### Perryton Plans Parley On Ponds

A hi-jacking that almost turned out to be a kidnapping, started in Clovis and ended just west of Hereford Tuesday evening. Merritt Bell, Clovis taxi driver, was forced at the point of a gun in the hands of a passenger to drive from Clovis within a few miles of Hereford.

Bell was then robbed of several dollars but was allowed to keep his watch on the plea that it was a prized gift. The robber left the car and headed for Hereford afoot. Bell hurried back to Texico where he telephoned officers.

Officers here were informed but an exhaustive search failed to reveal the hi-jacker. Bell said he was a man of dark complexion, about five feet and seven inches tall, weighing around 150 pounds. He carried a bundle wrapped in white paper and was roughly dressed.

### Mrs. Robinson To Be On Legion's Program

Mrs. J. W. Johnson of the American Legion Auxiliary here is on the program of the Eighteenth District meeting to respond to the welcome to visitors. The convention is to be held Saturday and Sunday at Clarendon.

Other Auxiliary members of Hereford who will attend the convention are Meses. John Renfro, S. P. Rosson, Dick Dixon, Bessie L. Smith, Paul Foster and Miss Ruby Faie Bennett.

A number of local Legionnaires will also attend the meeting, according to Post Commander Chas. Bennett.

### Buy Cattle Today In Pens At Vega

Cattle from this county will be bought by government agents at Vega today. Owners who live closer to Vega than Hereford may load up the animals and deliver them there without obtaining a previous permit.

Buying will be done here Friday and until noon Saturday. Permits must be obtained from the county agent's office to deliver them at the Hereford stock pens.

Dewey Reed informs growers of cattle that the program will end with present buying and advises them to dispose of the animals now if they intend to do it at all.

Seventy-three checks amounting to \$4,047 have been received this week for cattle recently sold.

### Old Santa Coming Here December 21

Old Santa himself is coming to Hereford!

The old gentleman is on a personal appearance tour and will arrive here the afternoon of Friday, December 21, around 3 o'clock. The purpose is to be under the auspices of the Hereford Lions Club.

Officials report it was difficult to book Kris Kringle for that day because of a crowded schedule, but he finally agreed to come as a special favor to children of Hereford and the surrounding area.

The Lions, in celebrating Santa's coming, are planning big doings. They will erect a huge Christmas Tree at the corner of Third and Main and are planning a parade of children from all over the countryside.

Santa says he will come prepared to pass out goodies of all sorts to more than 2,500 kiddies. The youngsters are all looking forward to this outstanding fete.

### Sally Skelton Rates High In College Test

Sally Skelton, daughter of Mr. and Mrs. C. A. Skelton, who is a student in Texas Tech at Lubbock, was third highest student in a recent psychological test given freshmen.

She scored 98 per cent on the examination, which is a form of intelligence test. The highest grade was 90. The highest scorer, Jack Fox, of Childress, made the best score ever recorded by a freshman college student. Average score is 50.

Miss Skelton was graduated from Hereford High last spring. She was the only student to score 98, the two above her making 90.

### New Plymouth Received By Ireland-Beavers Co.

"You wouldn't believe it without seeing it," declared E. S. Ireland this morning in describing the 1935 Plymouth, which he viewed this week and one of which he received this afternoon.

The Ireland-Beavers Company also has one of the 1935 Dodges, a sedan. The bodies are new, with more streamlining. The interior is changed, providing more room, and the instrument board is entirely different and far more attractive.

The cars will be on display after today at the showrooms of the firm.

### Whitefaces Wanting Revenge Over Irish

Not only will the Whitefaces of Hereford High be chasing a bi-district championship next Friday afternoon when they play Shamrock's Irish—they will also be hunting revenge.

A year ago the Irish came to Hereford to play for a district championship. The Whitefaces lost the game, 7 to 0, when Big McIntyre's fullback ran off with a blocked Hereford place kick. He ran 86 yards.

Outside of that one play the Irish were outplayed, being on the short end on penetrations and first downs. Later the Whitefaces were awarded the championship because Shamrock violated the rule limiting the number of games a team may play. But that does not keep the licking from rankling in the bosoms of seven present Whitefaces who played in that contest.

Three Irishmen who played here last year are still on the team. McIntyre is still the fullback and is the sparkplug of the team. Rainey is still at left end, and Chance is playing right guard again this year.

The Irish have a new coach, R. C. Prejean of Texas University. This is his first year coaching. Bedford Harrison, mentor last year, has become principal of the high school.

Comparative figures show the two teams to be about even. Shamrock has beaten McLean twice, by one touchdown each time. Tullia beat McLean by the same margin and the Whitefaces trounced Tullia a single touchdown. On the other hand by figuring Dumas' one-touchdown win over Panhandle and Shamrock's three-touchdown vic-

### CORN AND HOG CHECKING UP IS STARTED

Preparation of compliance papers on corn-hog contracts was started last week in the county agent's office. Signers of corn-hog contracts who go to the office for cattle checks are asked to fill out the compliance certificates.

Letters have been sent signers listing the information required in preparing the certificates. Dates upon which the farmers are to call at the office are also designated in the letters.

Necessary information includes the number of feeder pigs bought from last December until November 30; number of feeder pigs sold; record of sales and purchases of hogs since filling out first compliance papers; number of hogs killed for home use; number of hogs on hand on date compliance papers are filed out.

### Mrs. Carrie Allred Dies In Plainview

Mrs. Carrie Allred, 80 years old, died early Wednesday in Plainview at the home of her daughter, Mrs. Ben Floyd, following an illness of several weeks.

Funeral services will be held Friday afternoon at the Palo Duro Baptist church. Rev. J. M. Dyer, pastor of the Palo Duro church, will conduct the rites.

Besides Mrs. Ben Floyd, Mrs. Allred is survived by three other daughters, Mrs. L. T. Randall, Chillicothe; Mrs. A. R. Norman, Wildorado, and Mrs. J. F. Daniel, Amarillo.

She is survived by four sons, J. A. Allred, Wildorado; J. C. Allred, Hereford; J. B. Allred, Wichita Falls, and R. M. Allred of Amarillo. Three brothers, M. A. and Alfred Small of Fort Worth, and J. A. Small of Los Angeles, survive.

Mrs. Allred had resided in Deaf Smith county for 34 years.

### SOLOISTS ARE NAMED FOR MESSIAH

Soloists in the Civic Chorus who will sing parts in the Messiah here today are Miss Mattie Mae Swisher, director. They are Mrs. B. M. Wiltshire, Mrs. Carl Mounitz, Mrs. R. P. Conaway, Miss Swisher, Mrs. A. C. Hales, Mrs. L. N. George of Dawn, and Mrs. Glenn Davis of Friona.

The group, along with choruses of Amarillo and Pampa, will sing the oratorio in Amarillo December 16. Amarillo soloists as named by Emil F. Myers are Mr. Myers, Clifton Janak, Dr. E. M. Robinson, Lester Aldrich and H. A. Shaw.

A string quartet from the Amarillo Philharmonic Orchestra will assist in the production. Mr. Myers is to direct the massed recital.

There is to be a rehearsal of the Hereford chorus next Sunday afternoon at 3 o'clock and again Monday evening. Miss Swisher urges all members to attend these last two practice periods.

Several citizens have become patrons and patronesses of the Hereford group, expressing their willingness to assist the chorus in any way possible. They are Mrs. Seth B. Holman, Mr. and Mrs. E. B. Black, Mr. and Mrs. C. H. Dillehay, Alex. O. Thompson, Mr. and Mrs. G. H. Conkright, and Mrs. E. W. Harrison.

### Whitefaces Wanting Revenge Over Irish

They were Mrs. A. C. Thompson, L. H. Foster, Harold Closs, C. W. Humble, Mrs. S. P. Rosson, Mrs. C. C. Acker, Gaston Boer, D. R. Gann, Arch Foster, Mrs. W. H. Dowell, Mrs. Jack Wright, Mrs. George Muse, Mrs. E. W. Harrison, Mrs. J. C. Ricketts, Mrs. B. H. Hopkins and Mrs. E. M. Cox.

### Mrs. M. E. Sympton Succumbs at Friona

Mrs. Mary Elizabeth Sympton, 80 year old, died Sunday at Friona. A funeral service was held Monday and the body sent to Rockford, Illinois, for burial yesterday.

Mrs. Sympton leaves seven children. Logan Sympton and Mrs. John White of Friona are among her children. She had lived at Friona the past 20 years.

### SOLOISTS ARE NAMED FOR MESSIAH

Reports rendered Thanksgiving Day found Deaf Smith County Chapter of the Red Cross with 164 members for 1935. This is 36 members short of the goal of 200.

Money paid into the organization, however, exceeds the quota, according to D. H. Alexander, roll call chairman. The 164 members paid a total of \$226.85. The drive started on Armistice Day. Because of holidays and bad weather a complete canvass has not been made.

According to Alexander, membership payments will be accepted at any time. Last year it was late in December before the quota was reached.

Alexander expressed his gratitude to those who assisted in the drive by canvassing in the business and residential sections of the city.

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### Today Seventh Good Will Day

Hereford's seventh Good Will Day is being staged today by merchants of the city. Another is scheduled for next Thursday. Attractions today include a free motion picture at the Star Theatre, cash premiums and special bargains for shoppers.

The picture starts at noon and runs until two. There will then be another free show, starting after the awards of premiums, probably at 4 o'clock.

Both merchants and shoppers are finding the Good Will Days mutually profitable, they declare. The Hereford Chamber of Commerce is assisting in sponsoring the event.

Good Will Days are to be continued through the remainder of this month, under present plans of the chamber. The city has been filled with great crowds every Thursday since the beginning, late in October.

W. L. Ayres has purchased the interest of C. F. Dixon in the Hereford Laundry and Dry Cleaning Co. Dixon has been associated with Ayres in the business as partner.

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### Shamrock Store Will Handle Grid Tickets

Tickets to the football game Friday afternoon between Hereford and Shamrock have been set aside for Hereford fans at the Pendleton Drug Store in Shamrock.

There are 150 of the best seats at the field being saved for the Hereford fans, according to word from Shamrock. The tickets will be held at the drug store until 1 o'clock Friday.

### Cotton Farmers Here Will Ballot By Mail

Cotton farmers of the county will vote by mail in the nationwide referendum on the Bankhead Bill. Dewey Reed is sending letters containing the ballots to the 32 cotton contract signers.

Date of the referendum is December 14. If two-thirds of the cotton raisers in the country favor the Bankhead law it will be retained in 1935. It provides for a tax on all ginning cotton in excess of the market needs. The tax proceeds are used to pay an allotment back to the cotton farmers.

District Attorney James Witherspoon is at-home this week following completion of the fall court term at Dalhart.



# A Wide Selection of Gifts For Everyone

This year your Christmas Gift problem can best be solved by a visit to our store. We have one of the finest selections of gift items we have ever had. Christmas candies, compacts, toilet sets of all kinds and in a wide range of prices, perfumes, pen and pencil sets, kodaks, toys and

novelties for the kiddies, shaving and toilet sets for the men. In fact so many items that we haven't the space to list them all. For your convenience use our lay-away-plan. Make a small deposit on any purchase and pay the balance as you can before Christmas.

QUALITY AND SERVICE

**CITY DRUG STORE**

TELEPHONE 100



## The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

### STAFF

For benefit of the pupils of HHS who are not very well known to and by the staff we are printing the whole Whiteface Roundup roster: Editor-in-chief, Bill McLean; assistant editor, Elizabeth Spradley; sports editor, Plex Baker; reporters, Sanky Trimble, Jim Kirby, Ernest Sheihagen, Evelyn Van Swearingen, Louise Frye, Florene Hunter, Billy Roberson, Clyde Hussey, Lillie Cobb and Ralph Jennings. Mr. Hopkins is sponsor of the staff.

Some of the ones left out are Irene Knox and Henrietta Fritz.

### FRESHMEN, AHOY!

Freshmen, why is it? Why are we the most disobedient class of the four while in class meeting? We can be better than any class in school if we want to, even though we do have the largest class. When the president, Charles Spradley, calls for order, be quiet. Some of us Freshmen make motions that should be carried out; that are absolutely silly. Freshmen, this is putting a drawback on our class. If we don't quit this business our class will have the reputation of being the worst class in school. What about our motto? Are we living up to it? Appoint yourself a committee of one again, and make our class what our motto calls for. Freshmen, we have the best officers and sponsors a class could wish for. Why can't we keep our class "better, best," which is part of our motto.

### G. M. HUDSON

Gay Myers Hudson, the HHS principal, came to Hereford in the fall of 1929. He stated that the thing that was most important at that time is that he was not married. Since Mr. Hudson has been here he has taught summer school three summers, one summer in ETSTC and has gone to summer school for his own benefit. He is now instructor of two classes in physics.

Mr. Hudson is looked up to as a man of ability and authority by all high school students, as well as a person whom we all feel free to ask for help in solving our problems. He is appreciated by all who know him, both young and old.

### THE JULIAN CLUB

The Home Ec. II club met November 26. The meeting was called to order with a roll call, 17 answering. Minutes were read and approved.

The name Julian was chosen to be the name of the club. The club was named for its founder, Miss McLean, a person whom everyone admires and respects. The club also adopted a constitution.

Any girl who has finished the first year of the Home Ec. course welcome to join our club, if she will give the president, Ailene Araway, her name to be voted on by the club.

A social committee was appointed to make plans for the socials of the club. Those on the committee are: Lillie Cobb, chairman; Florene Hunter and another. A dance committee was also appointed. Those on it are Adeline Thumacher, chairman; Phyllene Arthur and Gertrude Wilson.

### ARE WE DUMB?

In collecting material for this article some most unusual information was given by teachers.

In chemistry class the other day Ailene Bell asked:

"Miss Wrenn, is potash a disease?"

"No," replied Miss Wrenn.

"Well, what does this mean? It says 'cidide of potash'."

In physics class Mr. Hudson told the students about a man who cut a large hole in a door for a cat to go through and several small ones for the kittens. Clyde Hussey remarked, "What was so dumb about that?"

Miss Rigler gets some rather good definitions it seems. She asked for a definition of trousseau, and received these replies:

"A trousseau is a trunk." This came from Forrest Bell. Olen Ware spoke up, "No, a trousseau is the way the hair is fixed."

Miss Crawford learned through an examination paper that the two kinds of imagination are constructive and destructive.

"Paradise Lost" is an essay, "Pilgrim's Progress" is about the settling of the Pilgrims. Hamlet said "sweets to the sweet."

A few facts gleaned from home economic papers by Miss McCown are: Hot water should not be used for bread because it kills the animals in the yeast. A wool fibre when placed under a microscope appears to have lice on it. Cellulose furnishes grit. Miss McCown asked what is meant by drawing a chicken. Nancy Garrett answered that it means to draw the blood out.

Some misspelled words: Cltchen, kitchen; chake, cake; tecture, texture; deocside, dioxide.

These are just a few of the many boners received by teachers when they expect intelligent answers. Oh, Yeah!

### SOCIAL CALENDAR

December 5-6-7-8—Tri-State Ponty Show.

December 14—Hi-Y party.

### CIVILIZATION

In 1731 a "wild" girl was found in France. She had everything any normal girl has, but was not educated to know herself capable of these. She hunted rabbits and killed birds, eating them raw as a dog does. She enjoyed nothing more than sucking the warm blood from a pigeon. This girl, you might say, was not only wild but uncivilized. Yes, she was just that.

A man once said, "A civilized person is one who knows what the social functions are and takes an interest in them. An uncivilized person takes interest in only himself. Are you civilized?"

We find that Adam was created a perfect man. He had no defects, but he was uncivilized; he had interest in only himself and not his Creator. As we grow older we will find ourselves interested in our own personal needs. Think of the girl of Adam, compare them; then think of our Creator and say an oath to make us better and grateful.

### DEFINITION OF MAN, WOMAN

Kipling gave this definition of a woman: "A rag, a bone, a hank of hair." A freshman not to be outdone defined a man as "A nag, a drone, and a tank of air."

### ATHLETIC ASSOCIATION

Students, the Athletic Association has started punishing students violating the rules posted in the dressing room. We have had a few unlucky students who were caught violating these rules. We had them upon trial, but as they were not convicted they did not receive the Athletic Association's annual lettermen beltline.

Some of these rules are:

- Boys in the dressing room not out for some sport.
- Using other fellows equipment.
- Scuffling in dressing room or shower room.
- Swinging on cross bars in the shower room.
- Throwing water in shower.
- Being on the tennis court without tennis shoes on.
- Being on gym floor with leather shoes on.

Students, be careful. If you don't want to get into trouble, avoid breaking these rules.

### DISCORDS

Well, the new band numbers for the annual contest next spring have just arrived. The first practice began on them Monday, November 26, and believe me there were plenty of discords. The new number, "L'Artisienne" is difficult, although familiar with most of the students. In the orchestra we have an arrangement of the same name. The band is now trying to develop a concert band, but it is doubtful whether or not our outstanding drummers, the red headed Horton boy, and PaPa Mounitz can control themselves on the pianos and fortissimos.

And, by the way, don't forget to hall Powerhouse Evans as the president of our new republic.

### TEXLESS TAXAN

You know football season is about over and the next coming event is basketball. Basketball may not be as colorful as football, but to them it is second nature. You see it's been of it since the championship or at least high honors has been Hereford's, but this year a different tune is being sung. We have one of the most promising teams for a long time. They have the passing system down well; they are a real bunch of girls who click. If you saw the Vega game you know the prospects. Last week they visited Dimmitt and almost came home with the score in their favor. They were beaten by two or three points. Dimmitt has been the its of basketball for some time but Hereford's team this year say it is their time to make the home folks proud, and they are really going to give a good example of some classy playing. All you little folks, and grown-ups, come on and give them a helping hand. Luck to you, girls.

Dear Tex: I want your advice about how to let my new moment know that I enjoy his calling, but it is not often enough to suit me. How am I going to let him know that I desire his company more often?

Dear Mutt: Love is a funny thing. My advice to you is to act toward him as if you don't care whether he comes or not. It sounds hard and you probably will not try it, but it will work. Ask Lillie.

### GOSSIP

Ask Mark Cox what her favorite French joke is.

Coach M. "Nikolas" will do anything under the sun to get the right answer.

Why don't Bob Atherton act like he did before he went to Oregon. It must be a girl.

Spike Harris and Sanky Trimble are going around painting each other on the back. They like to run themselves crazy trying to teach coach's gym class when we played Dumas.

Ed Line is some dancer, eh Mary?

A miracle—Charles S. is still going with Helen Ann S.

You should read some of the notes written in the fourth period study hall by CU and BB (not Bud B or Bud B).

Dub Thurmond was really sick in algebra the other day. What caused it, Dub?

What was Lonnie L and Frank M laughing so in algebra class last week?

There should be a law against girls having secrets.

### HAVE YOU SEEN—

Roy Hastings since the girls have taken such an interest in him?

Louise Frye since she spent most of Sunday night holding the phone wire—she's learning to hold her own now.

Jack Lafeld take his GF home for lunch?

Jim Kirby and Don Hicks without dates lately—the reason they have lost their sex appeal?

Lorraine Massey between M. Smith and Red Horton?

Ruth Easter with a dreamy look in her eyes—It's Sonny Fulwood.

H. D. Blythe stepping out with a girl what's got what it takes to win over a guy like HD?

Dennis Baker when he becomes enraged and wants to cut Gene's throat? Pretty tough for a small guy, Dennis?

Troy Womble since he has been bumping into trees as he skates home on dark nights?

### CHIT AND CHATTER

Florene was wondering what was wrong with her Wednesday morning that she had on no make-up and a black dress.

H. D. has a new flame. Ask him who she is.

Carl Dean must have lost his sex-appeal. He even had to have someone else ask his girl to write him notes. Is your sex-appeal at home in a box, Carl.

We wonder why Christine F and Wilbur W were seen with a great big smile on their faces last Wednesday. Is somebody coming?

Someone wants to know who the lucky guy was who took Lucretia to the Hi-Y party. She is rather absent minded. In English class she glanced at the calendar and said, "Why, this is my birthday."

Billy Smith seems to be gloomy lately? Who is she, Billy?

### DINNER

The two Home Economics classes gave a dinner for the faculty Tuesday night, the 27th. There were 15 guests present. Ruth Easter and Louise Frye were elected host and hostess by the classes and filled this job very well. The dinner was served in courses. All the cooking and serving was done

by the class (so was the dish-washing). The room was decorated with ferns and geraniums. A radio was had, which was kept on during the dinner. New dark red curtains were used which added that much more to the room. Despite several burned fingers and cut hands the dinner went off with great success.

### 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  
26th day of November, 1934. 47-3p

### Chest Colds

Don't let them get a strangle hold. Fight them early. *Cremation* combines 7 helps in one. Powerful but harmless. Pleasant to take. No narcotics. Your own druggist is authorized to refund your money on the spot if your cough or cold is not relieved by *Cremation*. (adv.)



THIS YEAR GIVE HER A **MAYTAG**

Why not this year give a gift that will bring lasting pleasure and service? The New Maytag at a most reasonable price will give years of real service. Everyone is acquainted with Maytag Quality. Come in today and see the new models.

**M. D. WOMBLE Implements**

# SANTA CLAUS

Headquarters Is Ready



We have just received one of the nicest lines of Holiday goods we have ever shown. We want to invite everyone in this trade territory to come at once and let us reserve your gifts while the selection is still complete. We want to call your attention to just a few of our many outstanding values.

- |   |               |  |            |
|---|---------------|--|------------|
| Sonny Coaster Wagon, \$2.00 value ----- | <b>\$1.59</b> | Double Barrel Popgun, shot gun type -----    | <b>48¢</b> |
| Tinker Toys, per box -----              | <b>43¢</b>    | Toy Ironing Board -----                      | <b>35¢</b> |
| Buck Rogers Pistol -----                | <b>43¢</b>    | Trailer Truck, with ABC Blocks -----         | <b>29¢</b> |
| Kiddie Kar, all steel -----             | <b>\$1.69</b> | Christmas Horns, nice ones -----             | <b>5¢</b>  |
| Dump Truck, with electric lights -----  | <b>49¢</b>    | Toy Tea Sets, complete with percolator ----- | <b>59¢</b> |
| Toy Telephone, dial type -----          | <b>29¢</b>    | Children's Toy Books, 5¢ to -----            | <b>35¢</b> |
| Gilbert Tool Set, \$1.25 value -----    | <b>98¢</b>    | Tree Lighting Sets, 8 globes -----           | <b>50¢</b> |

These are just a few items picked at random. We will absolutely guarantee you that we will not be undersold on Holiday merchandise. We are expecting you.

**Skelton's Variety Store**

Save Your Bucks

Only 16 More Days Until the Exciting "BUCK AUCTION"

Your Bucks Will Be "YOUR MONEY" at Our Great "BUCK AUCTION"

Double Bucks Given with Each 25c Purchase, all Next Week.

Numerous Grand Prizes and other Prizes will be at your disposal. Be sure to attend Your BUCK AUCTION, at the Popular Store, December 22, at 9 p. m., and bid on your prize. We have many new attractive Christmas Gifts. "TWO BUCKS" given on each 25c paid on accounts.

**THE POPULAR STORE**

All Ladies' Coats now offered at drastic cut prices. Good Values In All Departments



# SOCIETY

## Ardelle Foster Bride of Sherman Morgan

Announcement was made Monday of the marriage on November 17 of Miss Ardelle Foster and Sherman Morgan. They were married at Dimmitt by Rev. Thomas McDonald, pastor of the Christian church.

The bride is the daughter of Mr. and Mrs. A. A. Foster and has lived here a number of years. She is a graduate of Hereford High school and is a popular member of the younger set.

Mr. Morgan, son of Mr. and Mrs. Cooper Morgan, is connected with the Whiteface Printing Co. The young couple will live at the Foster home for the present.

## MRS. SHANNON MARRIES EDWARD ALLEN

Announcement was made this week of the marriage on October 29, in Lubbock of Mrs. LaJuana Hanna Shannon to Edward Allen of that city.

Mrs. Allen is a daughter of Mr. and Mrs. Mark Hanna of this city. The couple will live in Lubbock.

## MARY JANE MORGAN ENTERTAINS FRIENDS

Miss Mary Jane Morgan entertained a number of her friends with a lovely party last Saturday evening at her home.

Various games were enjoyed throughout the evening and refreshments, carrying out the color

scheme of pink and blue, were served to Misses Hertha Baer, Faye Crowthair, Barbara Jane Brotherton, Viola Phillips, Elsie Wilkins, Mary Cox, Henrietta Fritz, Bennye Ruth Garrett, Nora Jean Russell, Helen Ann Snyder and Sanky Trimble, Charles Spradley, Frank Marrs, Douglas Beene, Billy Beene, Ray Buchanan, Ray Nunn, Troy Womble, Edward Line, Karl Shirley and Chilton Foster.

## SUNDAY SCHOOL SOCIAL

Members of the Earl Wilson Sunday school class entertained their wives and other members of the Home Makers class Friday night with a social in the adult department of the First Baptist church. Games and pranks were played throughout the evening. Refreshments of cakes and cocoa were served to Messrs. and Meses. Earl Lance, Claude Dixon, J. E. Cockrell, S. L. Walsler, G. W. Brumley, J. J. Boiling, Geo. Wermuth, Artie Daniel, Herman Gray, McMurray, John Harvey, Edgar Sowell, A. C. Thompson, Alvis Wilson, J. R. Kendall and Earl Wilson. Meses. Barrett Sowell, John Turner, Louie Olson, Roy Thompson, Viola Williams, Leora Massey, J. W. Dickerson, Hazel Sparks, W. A. Alexander; Messrs. Gene LeGrand, Jerry Kelman, Ball and Rev. and Mrs. Shephard.

## CLIFFORD ACKERS ENTERTAIN CLUB

On Tuesday evening Mr. and Mrs. C. C. Acker entertained the members of the Dinner Bridge club and a few friends at their home on McKelvey Avenue.

A delicious dinner was served and later bridge was enjoyed. At the close of the games, Mrs. Alton Fraser and Homer Fox held the high score for the evening.

Attending were Messrs. and Meses. Homer Fox, J. A. Pitman, S. P. Ross, Oscar Easley, C. A. Skelton, Alton Fraser, Mrs. Seth R. Holman, Miss Eloyse Pitman, Messrs. E. D. Fox and Mack Pitman.

## FEDERATION WILL MEET TUESDAY

The county federation of women's clubs will meet next Tuesday noon at the Presbyterian church, where they will have a covered dish luncheon.

Mrs. A. O. Thompson, president, urges full attendance at the meeting as important business will be taken up.

## EASTER STAR PLANS CHRISTMAS TREE

A Christmas Tree will be the main item of interest at the meeting next Tuesday evening of the Eastern Star. Each member will bring a gift and these will be exchanged.

Santa himself will preside at the tree. There is to be a short Christmas program in connection.

## MISS DANIEL JUNIOR PIONEER HOSTESS

The Junior Pioneer club met Tuesday with Miss Nora Alice Daniel. Margarite Newell served as assistant hostess.

Lyndell Mitchell led an interesting program on American Indians. "The Indian Agent and His Troubles" was discussed by Wynel Clark. "Hopi Customs," by Virginia Lillard. A vocal solo, "Indian Dawn," by Lueta Borden.

Refreshments were served to Lyndell Mitchell, Lueta Borden, Wynel Clark, Marie Roden, Ardelle Morgan, Margarite Newell, Jimmie Wilson, Jean Streu, Earl Marie Brown, Marie Cogdell, La Verna Harman, Virginia Lillard and Nora Alice Daniel.

Mrs. Dow Mercer and Mrs. S. P. Ross visited Mrs. Idalce Price in Amarillo Friday and Saturday.

## To Hold Revival



REV. WRIGHT RANDOLPH

Of Slaton, who will conduct a 10-day revival meeting at the Church of Christ, beginning Friday, December 7.

Meetings will be held each forenoon and evening at the new church building on East Sixth Street. Reverend Randolph will be assisted by the pastor, Rev. Fred Ross.

## Church of Christ Dedicated Sunday

Dedication services for the new Church of Christ building were held last Sunday. Special services were held at 2 o'clock in the afternoon with the regular services being held in the morning and evening by the pastor, Rev. Fred Ross.

The afternoon ceremony opened with 30 minutes of singing by the congregation, after which Reverend Harrison of Canyon offered a prayer. E. Ramey made an address of welcome, to which Rev. Thomas McDonald, Dimmitt pastor, responded.

A. S. Higgins gave a history of the new church and expressed gratitude to those who contributed to its erection. Rev. Robert C. Jones, pastor of the Church of Christ at Amarillo, made the main address, which was followed by short talks by visiting preachers.

The new church seats 275 persons. It was built at a cost of approximately \$8,000. To Bonnie E. Brumley goes major credit for its erection, declares Mr. Ross. Members of the church donated more than \$3,000 in labor. The church was completed without indebtedness, he pointed out.

Mr. Ross expressed his gratitude to other churches for suspending services Sunday to attend the dedication of the new building.

## FUNDAMENTALIST BAPTIST

Beginning next Sunday there will be a new class in the Sunday school for children. Mrs. Coleman Campbell will be the teacher. She has had a great deal of experience in the work. She promises the children helpful lessons in the study of the Bible.

Sunday school at 9:45, lesson Exodus 20-21. Morning sermon at 11, subject, "Spiritual Power." Evening service 7 o'clock.

## Church of Christ

FRED ROSS, Minister

Bible school, 10 a. m. Morning Worship at 11. Young peoples' meeting, 6:30. Night service, 7:30. Friday night, December 7, evangelist Wright Randolph will begin a revival that will close December 16. Services will be held at 10 and 7:30 o'clock. We invite the public to hear this outstanding young man.

## St. Anthony's Church

December 7, First Friday, mass at 8. Adoration of Blessed Sacrament, 3 to 4. This is also the vigil before the feast of the Immaculate Conception feast, December 8, feast of Immaculate Conception of the Mother of God. Being a holiday of obligation there will be two masses, at 7, to allow men to be at work by 8, the second a sung mass at 9:30. Reception of Sodality candidates and benediction 8 p. m. Sunday mass at 8, sung mass at 10, followed by classes in religion. Benediction at 8 p. m. Week-day mass at 8, Thursday 8 to 9 p. m., holy hour. Last Sunday the Sodality BVM met, when plans for initiation of new members on December 8 were completed. Reports were given by entertainment and refreshment committees. All members are invited to be present.

Tuesday afternoon the Altar society met at the parish house and planned for the annual pre-Christmas church cleaning. The cooperation of all members is sought in this matter.

Miss Glenola Powelson of Amarillo spent Thanksgiving with her parents, Mr. and Mrs. Allen Powelson.

## Want Ads

### Wanted

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

### For Sale or Trade

PLANT ROSES and shrubs now. Just received, a shipment. J. F. Ward, phone 250-W. 1c

FOR SALE: About 15 cars extra good bundled kaffir and hegarri fodder. Geo. W. Smith, on Harrison Highway, P. O. Box 697. 46-1fc

FOR SALE: Several repossessed homes in Hereford at a bargain. Ten per cent cash down payment, balance monthly payment. C. R. Smith & Son, Real Estate. 1c

FOR SALE: Four used tires, two 30x4-21, two 31x5-25. See Butch Babo at Star Theatre. 1p

FOR SALE: Model T Ford in A-1 condition. Inquire at Star Barber Shop. 1c

FOR SALE: Violin, in good condition. Apply Brand Office. 1c

### For Rent

FOR RENT: Rooms or room and board. 1029, 25-Mile Avenue, telephone 651. 1p

FOR RENT: Furnished room with bath, on corner of Eighth and Lee. 34-1fc

### Lost and Found

LOST: Yellow wire wheel and Goodyear tire for 1931 Chevrolet. Return to Rev. T. C. Willett, Reasonable reward. 1p

You Spend Less Money,  
When You Spend More Time at

# FURR FOOD!

These Low Prices Are Good Friday, Saturday and Monday

<b>ROAST</b>	Rolled from Fancy Baby Beef Shoulder; No Bone, No Waste, pound	<b>12c</b>
<b>SAUSAGE</b>	Ground fresh from home-killed pork.	<b>15c</b>
<b>OYSTERS</b>	Large Baltimore, pint	<b>36c</b>
<b>BACON</b>	Wilson's Sliced, no rind, per lb	<b>26c</b>
<b>CHEESE</b>	Longhorn Cream, lb	<b>18c</b>
<b>PORK ROAST</b>	Team Shoulder Cuts, lb	<b>13c</b>
<b>HENS</b>	Dressed While You Wait, per lb	<b>13c</b>

## JERSEY Corn or Bran Flakes 10c

<b>Walker's Austex CHILI or TAMALES</b>	No. 2 can	<b>23c</b>
<b>P. and G. Soap</b>	5 Giant Bars	<b>19c</b>
	Camay, bar	<b>5c</b>
	Oxydol, lg pkg	<b>22c</b>
<b>MORTON'S MEAT SALT</b>	10-pound can Sugar Curing	<b>81c</b>
<b>SPINACH</b>	Medina, 3 No. 2 size cans	<b>25c</b>
<b>CUT GREEN BEANS</b>	Medina, 3 No. 2 size cans	<b>25c</b>
<b>ASPARAGUS</b>	Heart's Delight, square can	<b>25c</b>

## CHARMIN TOILET TISSUE 23c

<b>STRAINED VEGETABLES, Gerber's</b>	Three cans	<b>25c</b>
<b>PEACHES, Heart's Delight</b>	Halves or sliced, in heavy sugar syrup, 2 No. 2 1/2 cans	<b>35c</b>
<b>PINEAPPLE</b>	Hillsdale, half slices, No. 2 1/2 can	<b>19c</b>
<b>SALMON</b>	Heart's Delight, fancy Alaska Red, 2 No. 1 tall cans	<b>35c</b>

<b>POST'S WHOLE BRAN</b>	Regular package	<b>12c</b>
<b>TREE TEA, Orange Pekoe</b>	Japan or Gunpowder, 1/4-lb pkg	<b>15c</b>
<b>JELL-O</b>	3 packages	<b>18c</b>
<b>CHERRIES, Chocolate</b>	Covered, Schall's, 1-lb box	<b>25c</b>
<b>Chocolate Bars</b>	Hershey's, almond or plain, 2 1/2-lb bars	<b>25c</b>
<b>PICKLES</b>	Whole Sour or Dill, quart	<b>16c</b>
<b>SOAP</b>	White King granulated, pkg	<b>28c</b>
<b>TOILET SOAP</b>	White King, 3 bars	<b>13c</b>

<b>COCOA</b>	Hershey's, 1-pound can	<b>11c</b>
<b>KARO</b>	Light or Dark, No. 5 can	<b>29c</b>
<b>CRISCO</b>	3 pound can	<b>57c</b>
<b>SHORTENING</b>	Jewel, 8-pound carton	<b>89c</b>
<b>SUGAR</b>	10-pound cloth bag	<b>56c</b>
<b>FLOUR</b>	Sunrise, 48 pounds	<b>\$1.78</b>
<b>PEACHES</b>	Choice, 2-pound bag	<b>25c</b>

## SHREDDED WHEAT 25c

<b>FIGS</b>	Choice, 2-pound bag	<b>20c</b>
<b>TOMATO JUICE</b>	Libby's, No. 1 tall can, 3 cans	<b>19c</b>
<b>MILK</b>	Carnation or Borden's, large size 6c, small size	<b>3c</b>
<b>OVALTINE</b>	Large size 57c, small size	<b>31c</b>
<b>COFFEE</b>	Chase & Sanborn, 1 pound (1935 Calendar With Each 1-Pound Purchase)	<b>28c</b>
<b>OATS</b>	Crystal Wedding, large package	<b>21c</b>
<b>POST TOASTIES</b>	Large Package	<b>10c</b>

## BANANAS Nice, Ripe, Per Lb. 6c

<b>APPLES</b>	Per dozen	<b>19c</b>
<b>CELERY</b>	Nice, well bleached, bunch	<b>12 1/2c</b>
<b>ORANGES</b>	Nice, large, dozen	<b>25c</b>
<b>GRAPE FRUIT</b>	6 for	<b>19c</b>
<b>ORANGES</b>	Texas seedless, dozen	<b>19c</b>
<b>CRANBERRIES</b>	Per quart	<b>23c</b>
<b>YAMS</b>	Per pound	<b>3 1/2c</b>
<b>COCONUTS</b>	Nice, large, each	<b>10c</b>

# FURR FOOD

FREE DELIVERY

PHONE 74

## BIG MILLINERY SALE

See our window Thursday, Friday and Saturday. Specials on every hat and tan in the store. Hats on sale from \$1. to \$3.75.

Come early and see our Big Poultry Show, December December 6, 7 and 8. Dunlap Building.

## VOGELE MILLINERY PARLOR

Phone 176

# Lubrication Demonstration

On Monday, Tuesday and Wednesday, December 10, 11 and 12, we will put on a lubrication demonstration by trained factory men. Not only on Chevrolets, but any and all other makes of cars. Come, bring your car and get a real job at the right price.



## GRIZZLE CHEVROLET CO.

Sales INCORPORATED Service



## SPECIAL CHRISTMAS

MUNSINGWEAR HOSE -- 79c up

Munsingwear Tights and Bloomers

## Fox Mercantile Co.

## HOW IS THE WINTER PERFORMANCE OF YOUR CAR?



If you are not getting maximum service from your car during this cold weather drive it in today. You'll find that Conoco gasoline and oil will make the old "bus" run like a brand new model. Faster starting in cold weather, too.

## TIRE AND TUBE REPAIRING

## Conoco Service

L. H. WOODFORD

Corner Main & First Sts. Phone 588

DeLuxe Cafe In Connection



## Jumbo News

BY MRS. J. W. BERRY

C. E. Leisure and family and Albert Thiele were guests Thanksgiving day in the L. A. Matthews home.

Mr. and Mrs. Laban Galloway and daughter spent Sunday at Fieldton visiting Mr. and Mrs. Freeman Curtis. Mrs. Curtis is a sister of Mrs. Galloway and Mr. Curtis was a former Jumbo teacher.

Mr. and Mrs. Geo. Chambless of Easter spent Sunday in the Lynn Axe home.

Mr. and Mrs. Ullman Hunter were Sunday guests in the Edwin Mank home.

Mrs. L. C. Baggett was called to the M. G. Layman home last Sunday where Mrs. Layman was quite sick, suffering from a nervous breakdown.

Mr. and Mrs. L. A. Matthews called on relatives and friends in Canyon Sunday. Mrs. Mildred Ballen who has been spending the Thanksgiving vacation there returned home with them to her school work here.

Mr. and Mrs. Finis Hunter and daughters spent Thanksgiving day with her parents, Mr. and Mrs. L. O. Norman and family near Arney.

Virgil Decker of near Arney was a Sunday guest in the C. Kring home.

Rayford Hill of Tulla called on Jumbo friends last Thursday.

Rev. E. C. Armstrong of the Dimmitt Methodist circuit, filled his appointment here Sunday morning and evening. He was accompanied by his wife, and they, with Mr. and Mrs. L. E. Beck, Betty Jo Baggett and John Hardy Wood spent Sunday in the S. M. Hunter home.

Mr. and Mrs. Ullman Hunter and daughters spent Thanksgiving day in the Jas. Cox home west of Dimmitt.

The Brown and Jergins families of Fortales spent the week end in the W. W. Adams home.

Miss Kitty Oxford, Ward teacher, spent Thanksgiving with home folks.

Ray Axe, son of Mr. and Mrs. F. J. Axe, who has been at Wichita Falls the past six months for treatment, returned home last week and his many friends were glad to see him at Sunday school and church Sunday morning.

A group of young people will go to Dimmitt Sunday night, December 7, where they will have charge of the BYPU program at the Baptist church.

Mr. and Mrs. W. A. Hunter and son, Addison, and two grand daughters, Phyllis and Frances Hunter, were Sunday guests in the K. R. Hunter home in Hereford.

Mrs. Della Maffee of Fortales spent Friday night in the W. W. Adams home.

There seems to be more interest in Sunday school now, as there were 62 present and a collection of \$2.05.

Misses Athalie, Maurine and Helen Wilder who are attending school at Canyon, came home Wednesday to spend Thanksgiving. With their parents, Mr. and Mrs. J. J. Wilder. They were accompanied by Miss Irene Hurst, a former teacher here, who came to visit Jumbo friends.

Mrs. Finis Hunter went to Canyon last Wednesday. Her son, Orval Pierce, who is in school there, returned home with her to spend Thanksgiving.

Mr. and Mrs. M. L. Hardy spent Thanksgiving day in the home of their daughter, Mrs. Truitt Boothe, in Dimmitt.

Dr. A. R. Matthews of Muleshoe spent Thanksgiving day and

night in the home of his son, L. A. Matthews.

Mr. and Mrs. F. L. Pinckert were Sunday guests in the M. L. Hardy home.

Young people of Jumbo Sunday school held their Thanksgiving dinner at the home of their teacher, Mrs. W. A. Hunter. There were 19 young people and Mr. and Mrs. Hunter who enjoyed the turkey dinner. The afternoon was spent playing games, visiting and listening to the football game over the radio.

Presbyterian Auxiliary met Thursday afternoon in the home of Mrs. W. A. Hunter in the fifth Thursday social meeting, with Mrs. Hunter and daughter, Mrs. M. L. Simpson, as hostesses. They were assisted by Mrs. S. M. Hunter. The afternoon was spent in games and contests and Miss Irene Hurst gave a paper on the History and Origin of Thanksgiving. Refreshments of cake and punch were served to those present.

Mrs. Ullman Hunter entertained a number of young folks Friday night with a bridge party in honor of Miss Irene Hurst of Canyon. A most enjoyable evening was spent and at a late hour refreshments were served.

Miss Mabel Pinckert, daughter of Mr. and Mrs. F. L. Pinckert, and Willford Taylor of Canyon were married last Wednesday at the home of Mr. and Mrs. Pinckert by Rev. E. C. Armstrong. Mrs. Taylor has been attending WESTC at Canyon the past two years. She graduated from Hereford high school with the class of '33, and is a very winsome and accomplished young woman. Immediately after a bountiful 12 o'clock dinner Mr. and Mrs. Taylor left for a short honeymoon trip to Oklahoma City where they visited relatives. Mr. Taylor is an experienced and hustling young business man and is connected with a general merchandise store at Umberger where the couple will make their home. The best wishes of their Jumbo friends go with them and wish them much happiness and prosperity.

## Summerfield News

BY MRS. GUY WALSER

Reverend Weathers and wife of Plainview were here Sunday. A Christmas pageant was put on at the church Sunday night, sponsored by the PTA and YWA, followed by a Lottie Moon offering. Rev. Weathers preached a short sermon after the pageant.

E. G. Harris of Farwell and Miss Dorothy Harris of Oklahoma Lane spent the holidays with their parents, Mr. and Mrs. W. G. Harris.

Miss Jessie Schulz entertained a group of friends at 6 o'clock dinner Thanksgiving Day.

Louie Huckert and Jimmie Pike were here from Amarillo over the holidays.

N. P. Sikes and family, J. B. Saunders and sons attended church in Hereford Sunday and were dinner guests of Mr. and Mrs. Ulys Pierce.

Several young people attended a party at the home of Beatrice Lawrence one night last week. Messrs. and Mrs. Jeff Rober

son and Geo. Storey and children spent Thanksgiving with relatives in Canyon.

Miss Eva Greeson entertained the young people Saturday night. Miss Mae Thomas spent the holidays at home.

Mr. and Mrs. Louie Huckert entertained friends Thursday.

Frank McMin and family of Olney were visiting here Friday. Forty-two and candy making were enjoyed at the home of Mr. and Mrs. Jim Clark by a large number of friends and relatives one night recently.

Denson Hill and family of Vega were holiday visitors in the B. A. Atchley home.

WMS met Tuesday with Mrs. Schulz to sew for Buckners Orphan Home.

WMS will meet in an all-day program at the church Friday. Mrs. Abbott will meet with them.

A family reunion was held at the J. L. Lookingbill home the past week with Nat Lookingbill and wife, Sayre, Okla., as well as no wife, Sayre, Okla.; Cecil Lookingbill and family, Mrs. Homer Crow and children, Travis Haselwood,

of Tulla; Lloyd Lookingbill and family, Frank Lookingbill, Black; Ruth Lookingbill; Amarillo; L. B. Lookingbill and family, Harvey Lookingbill and Miss Maude Noland of Summerfield, were present.

Junior club met Tuesday with Gertrude and Christine Atchley. Next meeting December 10 at the school house.

Hereford Lions will put on a program at the school house Friday evening. Mrs. Bolling will talk after the program.

Miss Oleta Bowling spent the week end in Amarillo, Miss Thompson and Mrs. Carr spent Thursday with Mr. and Mrs. Alex Thompson in Hereford.

YWA met at the B. A. Atchley home Monday evening. A Christmas party will be held December 18 at the home of Mrs. Jim Clark.

Mr. and Mrs. Perry McMin were in Amarillo Monday.

Ky Lawrence and family were in Amarillo Friday.

Mr. and Mrs. J. C. McCracken left last Saturday for Hamlin, Texas, where they will make their home on a ranch.

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## "Give a Christmas Present That Will Last"



The very latest Elgin and Gruen Strap Watches, both beautiful and dependable. Don't forget you promised a diamond ring when times got better.

Grunow and Stewart-Warner Radios. We invite you to come in and hear these wonderful sets. A small deposit will hold any of these presents till Christmas.

## KESTER JEWELRY CO.

HEREFORD, TEXAS



# The Christmas VALUE EVENT you've been waiting for!

Our Red Tag Sale is still in full swing. Many items are included in this special selling event. You will find many items on sale that will make good gifts for almost every member of the family.

### Easter Items

BY LOUISE FRYE

The play at the school house last Wednesday night was well attended in spite of the snow flurry.

Mr. and Mrs. Jack Redwine of Lubbock spent the week end in the Roy Durant home. Mmes. Redwine and Durant are sisters.

Mr. and Mrs. Chris Wegner had as Thanksgiving guests Mr. and Mrs. Geo. Chambless and family and Mr. Medley and Ben.

Carl Frye will return home this week from Davenport, Iowa, where he spent Thanksgiving with his parents.

Misses McClure and Ramey spent the Thanksgiving holidays with their parents.

Mrs. Jim Givan and Mary Elizabeth visited Mrs. Carl Frye and daughters Friday afternoon.

Another car accident occurred on the turn on 25-Mile Avenue, 11 miles south of Hereford, Friday night when the driver failed to see the turn and made a straight drive, plunging into the ditch, thru a wire fence. No one was injured, but the car had a wheel torn off and other damage. This is the second accident here within the week.

Misses Emerald and Annie Mae Smith and Nella Harrell spent last Thursday night with Louise and Carolyn Frye.

Pupils on the honor roll the past six weeks were Maxine and Billie Joan Durant, Ruby Faye Noland, Wilbur Dixon, Ray Jameson, Juanita Henry, Elsie Pearl Franks, Carolyn and Carlie Rae Frye.



### Beautiful New DRESSES

In Crepes and Velvets. Suitable for parties and dinners. New Fall styles, beautifully tailored, really outstanding values at these low prices

\$12.95

and

\$16.95

### GIFT SUGGESTIONS

New Linens and Gift Novelties. This group includes lace and crocheted covers and spreads, luncheon and bridge sets, guest towels, scarfs, throws, stamped pillow cases, boxed handkerchiefs, and many other items. Come in and shop early while the stock is complete.

### Tailored Flannel ROBES

Here is a truly outstanding gift value. Beautifully tailored flannel robes, in three colors: blue, scarlet and brown. These robes have just been received and will be most appropriate for Christmas Gifts.

\$4.95



## Week-End Specials

### Friday and Saturday

- PINEAPPLE, broken slices, No. 2 1/2 - 19c
- CLEANSER, Sunbrite, 6 for - 25c
- PRUNES, gallon - 32c
- PEACHES, gallon - 35c
- VANILLA, Tasty, 8 ounces - 15c
- SOAP, Blue Barrel, 6 for - 25c
- RINSO, Washing Powder - 21c
- SOAP, Lux, 3-for - 20c
- PORK and BEANS - 5c
- K. C. BAKING POWDER, 25 ounces - 19c
- SNOWDRIFT, 3 lbs 49c 6 lbs - 97c
- MILK, Borden's, large, 4 for - 28c
- COFFEE, H. and H., lb 31c, 3 lbs - 90c
- GRAHAM CRACKERS, 1 lb 12c, 2 lbs - 21c

### New Arrivals In 100 Per Cent Wool

## BLANKETS

Single blankets, 70 x 80, in two-tone. An extra heavy first quality blanket, satin-bound, and a real bargain at this price - \$8.95

### BLOCK PLAID, DOUBLE, ALL WOOL BLANKETS

In rose, orchid, blue, gold or green - \$8.95 - \$9.95

### Men's New First Grade Heavy All LEATHER JACKETS

We have just received this group of heavy Suede Leather Jackets. Zipper and button styles, positively guaranteed to be first grade, and look at this special low price.

\$4.98

### 300 Pairs Odds and Ends

## Ladies' Shoes

One table of these, in a good range of styles and sizes. Come in early while the selection is complete. Many fall styles included in this group, and look at this low price—

\$1.00 Pair

### One Lot of Red Tag Special Men's Dress Hats

A special group of these hats to go at this price, good range of sizes and colors, a real Red Tag Bargain.

\$1.98

New Hat Arrivals - \$2.98

### One Lot Odds and Ends Ladies' Arch Support

## SHOES

You all know the quality of these Arch-Support Shoes. Many sizes and styles included for this special selling. Pair

\$2.98

A Red Tag Special

### Just Received Big Lot Men's Dress Shirts

Newly arrived in fast color broadcloth, dozens of patterns and full range of sizes. Seven button front, best materials and workmanship. In two price groups.

98c

\$1.48

We invite you to our store to select your Christmas Gifts, make your selections, a small deposit will hold any purchase. We have gifts for every member of the family, and remember that every gift suggestion offered by this store means a gift not only to be appreciated, but one that will be useful and most serviceable.

## Texas Market & Grocery

PHONE 353—FREE DELIVERY

# Sprohls & Cronin Co.



# FOOD VALUES

SUGAR, 10 pounds	54c
CORN, No. 2 can	10c
SPUDS, 10 pounds	15c
CORN FLAKES, Jersey, pkg	10c
OVALTINE, regular 50c size	35c
MILK, Carnation, 3 tall cans	20c
PRUNES, gallon can	35c
CAKE FLOUR, Swansdown, 35c size	25c
PICKLES, quart jar, sour	25c
VANILLA EXTRACT, 8-oz bottle	15c
PINTO BEANS, 3 pounds	25c
PRUNES, 3 pounds dried	25c
RAISINS, 4 pounds	25c
PEACHES, 3 pounds	25c
ORANGES, 176 size, dozen	25c
APPLES, dozen	25c
GRAPE FRUIT, nice size, 7 for	25c

## George's Grocery and Station.

Geo. B. Reddock, Mgr. Ninth and Lee Sts.

## Christmas AND New Year Holiday Excursion Fares

Greatly reduced round-trip rail rates to destinations throughout the United States.

### NORTH — SOUTH — EAST — WEST

On sale December 13, 1934, to January 1, 1935, inclusive, to destinations in territory Chicago, St. Louis, Mississippi River, and west; with final return limit January 15, 1935. To eastern and southeastern destinations on sale December 19, 20, 21, 22, 23, 27, 28, 29 and 30, 1934, with final return limit January 11, 1935.

"CHEAPER PER MILE THAN DRIVING A CAR"

For Full Details Call J. E. BEYER, Agent Hereford, Texas. Or Write T. B. GALLAHER, General Passenger Agent, Amarillo, Texas.

## THE SPIRIT OF ST. NICK

Contentment, Peace, Comfort



Insure a happy scene like this for your home during the Christmas season by secure finances and well regulated business affairs. Your financial problems can be greatly simplified by dealing with reliable, dependable bankers and an institution whose record is proven to be efficient and adequate for all banking needs. Investigate this personalized service, the advantages and benefits of which cost no more than ordinary services. You will find the personnel and facilities of this organization courteous and complete. You'll be surprised, too, at the amount of personal service and attention given to your account and affairs, no matter how small or how large.

## The First State Bank OF HEREFORD

### Progressive News

BY OLIVE PERKINS

Joe Marnell, who is in the hospital at Amarillo for an appendicitis operation, is improving. Mr. and Mrs. Howard Hershey and twin daughters spent Monday in the Hershey home.

Literary will meet next-Friday night at the school house. Carl Donovan and family, Gilbert Donovan and family, O. E. Boyer and family helped Virginia Bowman celebrate her birthday last Sunday.

Mrs. Arch Conklin and children visited her mother, Mrs. Ray Hershey last Thursday. School was dismissed at Higgins and Progressive for the Thanksgiving vacation.

Miss Evelyn Arseneaux attended Home Coming at Abilene Thanksgiving Day and then visited her parents near Fort Worth.

Mr. and Mrs. Haskill Benson and Miss Leatrice visited relatives near Dimmitt Sunday.

Will Boyer and family of Sayre, Okla., visited Mrs. Boyer and sons enroute to New Mexico on a business trip.

Mrs. Gregory, Augusta, Jake, Millard and Weldon, went to Tulsa Sunday to visit their cousin, Mr. Grundy and family. Augusta remained for a longer visit.

Mr. and Mrs. Horace Hershey are visiting his parents, Mr. and Mrs. Ray Hershey and other relatives here.

Because of stormy weather, the club did not meet last Wednesday. Anthony Marnell, who was taken to an Amarillo hospital last week, came home Tuesday.

Miss Estelle Counts spent last Wednesday with Mrs. H. T. West at Hereford.

Miss Eunice Caldwell is spending the week with her aunt, Mrs. Ky Higgins and her cousin, Miss Beatrice Lawrence.

Wayne Kimmins spent the week end with his parents at Lark.

Mr. and Mrs. Homer Gollhor have moved to near Westway.

Mr. and Mrs. Chas. Green and children spent last Sunday with her parents, Mr. and Mrs. C. Smith, near Westway.

Miss Lucille Park has a new car.

Edwin Manhey and Ray Thompson visited Clyde Neal Sunday.

Mmes. Ray and Horace Hershey of Abilene visited Mr. and Mrs. Arch Conklin Friday.

Thanksgiving day is becoming a popular time for family and community gatherings. Stories of the Pilgrim Fathers and that grim first winter in the new world were revived for the sake of the children and the whole scene of the first Thanksgiving reconstructed as people gather to give thanks for the blessings of the year has brought them. This community had a program, followed by a feast at the school house. A. S. Higgins spoke on Thanksgiving Day, and an excellent program of short plays, songs and recitations was given by the pupils under direction of the teachers, Miss Lilla Short and Wayne Kimmins.

C. C. Bowman and family and Harold Donovan spent the week end with Mrs. George and family Moriarty, New Mexico. Mrs. George will be remembered as Miss Marguerite Bowman.

D. O. Benson and family spent Thanksgiving at the H. Benson home here.

Miss Madge Childre of Raton, New Mexico, and Miss Agnes of

Fort Sumner spent Thanksgiving with their parents, Mr. and Mrs. Ed Childre.

Mr. and Mrs. J. L. Park, Edna and Lucille were guests Thanksgiving day of Mr. and Mrs. Paul Cavender in Amarillo.

Mr. and Mrs. Dudley Buzard and daughter, Mrs. Mollie Buzard and Ray Buzard of Muleshoe spent Thanksgiving in the Ray Hershey home.

Jim Ricketts and family of Springer, New Mexico, visited the Ira Ricketts and Ray Hershey homes recently.

Mr. and Mrs. Charles Smith of Westway spent last Thursday in the Green home.

Mrs. Luke McBrayer spent Saturday evening with her mother, Mrs. Ira Ricketts.

Arnold Hershey has returned to the Perrin ranch where he is at work.

Mrs. Caraway gave a slumber party Saturday night in honor of Leatrice Benson. Other guests were Lilla Short and Lucille Park.

Sunday school was dismissed at Progressive Sunday and all attended the dedication of the Church of Christ in Hereford.

Charles Green and family left the first of the week for Bowling Green, Kentucky, to visit his parents and other relatives. Dan Smith is taking care of their place.

Howard Hershey and family spent Thanksgiving afternoon in the Ray Hershey home.

Owen Johnson and family of Pampa and Mr. Oswald and family of Mobeetie visited the Bensons Monday.

Gleen Ricketts spent Thanksgiving vacation with Mr. and Mrs. Luke McBrayer.

### Messenger News

BY ESTELLE WILLIAMS

Because of bad weather not many were at Sunday school last Sunday. Preaching next Sunday.

Mr. and Mrs. H. L. Agee and sons took six o'clock dinner in the R. W. Fanning home recently.

Misses Irene and Carmel Lee Gulnn, who are attending school at Canyon, were at Sunday school last Sunday.

L. M. Williams and Estelle called at the Bob Lindsey home Sunday.

There was an all-day Thanksgiving service at the Messenger school house. Rev. Bennie Harrison preached at 11 o'clock. Lunch was served at noon after which the boys played basketball.

Attending from out of the community were Mr. and Mrs. W. L. Potts and children, Rev. and Mrs. Bennie Harrison and son, Earl, all of Hollene, Mr. and Mrs. Mealer and daughter, Beatrice, and grand-daughter, Francis, of Ralls, and Mrs. Mae Abbott of Bovina.

Bob Finch and family of Hereford spent Thanksgiving day at the home of her mother, Mrs. P. C. Short.

Mr. and Mrs. Bob Lindsey and daughter spent the week end at Amarillo with her parents.

Walter Cross of Bellview called at the Williams and Dillinhaus homes Friday.

Mrs. Mealer daughter, and grand-daughter of Ralls spent Thanksgiving in the home of her daughter, Mrs. R. W. Fanning.

Martin Russell spent Friday night with the Fanning boys.

Mr. and Mrs. G. W. Wells attended Good Will Day in Hereford Wednesday.

Hugh Fortenberry of Sims called at the Williams home Thursday of last week.

Messrs. and Mmes. G. W. Wells and W. A. Whitson and families, Ben Bates, Alts and Quince Williams and P. C. Short were in Hereford shopping Saturday.

J. T. Gulnn drove to Canyon Friday to spend Thanksgiving with his family.

Mrs. Mae Abbott of Bovina spent the week end with her parents, Mr. and Mrs. J. N. Messenger.

G. W. Wells spent Friday night with his sister, Mrs. E. C. Mackey, and family in Hereford.

The Thanksgiving program was postponed from Wednesday night until Monday night on account of bad weather.

Larry Walker called on Charley Brown Friday morning.

Morton's Smoke Salt is the best for sugar-curing hams and bacon. Morton's Sausage Seasoning is in a class by itself. For sale at the West Texas Feed & Seed Co. 1c

### Ford Does

MRS. H. M. BENSON

Sunday school was well attended last Sunday in spite of the norther. A committee was appointed to arrange a Christmas program, select a tree and provide treats.

Members of the HDM met with Mrs. Pierce Wednesday. A lovely luncheon was served at noon and the day spent quilting. It was not decided where the next meeting will be held.

Mr. and Mrs. Harold Wilson were in Hereford Friday.

Mr. and Mrs. Floyd Benson, Adelia and Evelyn left Thursday for Fort Stockton to spend the winter with his parents. The children will be in school at Fort Stockton.

Mr. Reinhardt and family of Clifton moved into the F. C. Benson home Wednesday. He is a member of the CCC camp near Hereford and moved his family here to be near him. They have a boy and girl in school here.

Jas. Garrett who attends Amarillo Junior College, spent Thanksgiving at home.

Mr. and Mrs. A. K. Webster called in the H. M. Benson home Friday were Messrs. and Mmes. Harold Wilson, Geo. Benson, W.

M. Stewart and T. R. Langley, Mrs. Stewart came home for the week end from Amarillo where she has been during the illness of her daughter Mildred. It is hoped to bring her home next week.

W. D. Hill and family were in Amarillo with friends. Mr. Pierce made a business trip to Vega Wednesday.

Tom Majors attended to business on his farm here Monday.

Wheat drilling was checked by frozen ground Tuesday morning. Mr. and Mrs. Hedrick and children spent Thanksgiving with her sister at Black.

Carl Straufuss, Lawrence and Geo. Benson and family were in Vega Friday.

Mr. and Mrs. A. K. Webster visited Miss Wilda Straufuss and Mrs. Hardy Benson Monday.

Mr. and Mrs. Harold Wilson were in Amarillo Saturday. Baine Wiseman of Vega called in the Webster home Monday.

As We Should Desire Let us remember those that want necessities as we ourselves should have desired to be remembered had it been our lot to subsist on other men's charity.—Atterbury.



Good things grow better with age—good books, good wine, good friends. Likewise with a gift the original value and beauty of which is unquestioned. Such gifts are these finer radios in beautiful highly decorated cabinet effects.

Come In Today

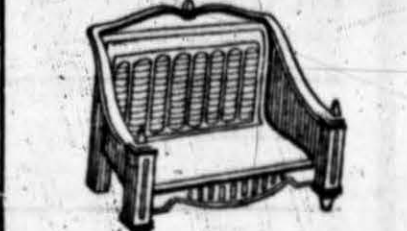
New Model Atwater - Kent Radios As Low As \$24.50 Complete



FULLWOOD

Battery and Electric Co.

Modern Successor To The Blazing Log!



Since man first discovered how to make fire, the blazing log has been a symbol of warmth and good cheer. In the circle of its glowing flame, mankind has found protection and comfort.

Today its modern counterpart—the Gas Radiant Heater—is providing warmth, comfort, and good cheer in thousands of homes. At mid-day or mid-night it's always ready to warm hands and hearts. Just the touch of a match and it's "on"—just the turn of a valve and it's "off."

They're beautifully styled for every mantel or fireplace—and priced for every purse.

See Your Gas Appliance Dealer

West Texas Gas Co.

# Electrical Refrigeration For All Occasions

Every day is "bargain day" with electric refrigeration. Specialists in health, whether they be physicians, druggists, dietitians or teachers of home economics, agree unanimously that the keeping of the food compartment uniformly cold is, perhaps, the outstanding advantage in electric refrigeration. Enterprising grocers and marketmen have full confidence in the proper conservation of wholesome food values that they sell when stored in a good electric refrigerator. Any housewife proudly adds to her reputation as a "smart manager" through the aid of daily savings from waste in obsolete refrigeration. She recognizes, too, that savings in fall and winter are as important as in spring and summer.

The design fits admirably in the kitchens of today, while the excellent mechanism frees one from any thought of unsatisfactory operation. It is the responsibility of this company to see that a dependable electric service assures you the maximum efficiency from your refrigerator. You'll be agreeably pleased with the low operating cost required to keep foods in a state of healthful conservation—a matter of no small consideration.

At this season a splendid opportunity presents itself to "make Xmas last a lifetime." There's a model to meet your requirements that may be obtained from your dealer on a convenient purchase plan.

# TEXAS UTILITIES 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.

### INSURANCE

INSURANCE JNO. H. PATTON PHONE 88

### LUNCHES

THE CHOCOLATE SHOP Fine Lunches Sandwiches Cold Drinks, Candies Magazines.

### CHIROPRACTOR

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

### OPTOMETRIST

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

### CLEANERS

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

### PHYSICIANS

DR. T. L. MORGAN Physician and Surgeon Above Corner Drug Store Office Phone 462 Residence Phone 463

### DON'T Neglect Your Eyes

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

### PRINTING

THE HEREFORD BRAND For JOB PRINTING and OFFICE SUPPLIES

### ELECTRICAL

GEO. S. MCCONNELL Electrical Contractor Refrigerators Repaired, Factory trained service man. Phone 758-W



# 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:  
Zones 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.

## FARM CENSUS ENUMERATORS

Numbers of people have inquired at the Brand lately as to how one would go about getting a job as enumerator in the impending farm census. The Plainview Herald comes forward with an editorial explaining the whole thing.

For the benefit of interested persons here it is reproduced with changes to fit the local situation.

There will be positions as census supervisors. These are appointed upon the recommendation of the respective Congressmen. Charles C. Gibson of Amarillo has been appointed as supervisor in the Eighteenth Congressional District.

Each county will be divided into districts, and in each of these there will be census enumerators. They will be paid on a piece-price basis; that is, the enumerator will be paid a certain amount for each complete, accurate and properly prepared farm report turned in to the supervisor. Rates will vary according to density of the farm area. An active and energetic enumerator, says the Bureau, should earn \$4 or \$5 a day. The period of employment, says the same source, will be about 15 or 20 days.

The following qualifications are required of enumerators:

1. Applicants must be citizens of the United States.
2. Applicants should be active, energetic men and women of good address, character and habits.
3. Applicants should have at least an elementary education and be able to write legibly and with reasonable rapidity.
4. Applicants should be engaged in farming or following some occupation so closely connected with farming that they are thoroughly familiar with farm conditions—that is, farmers, graduates or students of agricultural schools, etc.
5. Applicants should be resident of and should be well and favorably known in the township or other minor subdivision in which the duties are to be performed.

The next thing which a person interested in obtaining the job must do is to determine whether his chances are better than that of others. Since each county in the country is to be divided into "enumeration districts," each of which is to have only one enumerator, preference is to be given by the Census Bureau to farmers, farmers' wives, and farmers' sons and daughters. Preference is also given to properly qualified veterans.

To whom should persons apply for the job?  
In addition to the 25,000 enumerators to be selected for the 1935 Census of Agriculture, there are to be appointed 225 district supervisors. Applications for appointment as enumerator should be held by the individual until after the appointment of the district supervisor. The appointment will be announced in the local papers. As soon as the announcement has been made, the application should be mailed to him. Applications should not be sent to the Washington office of the Census Bureau.

Applicants will then be given a Census test by the district supervisor and the office representative from Washington. The test is designed, says the Census Bureau, "to indicate the fitness of the applicant for the position of enumerator." No one who fails this test or fails to meet the qualifications prescribed by the Bureau will be recommended for appointment.

## Black

BY MISS NOBLE M'LEAN

A Thanksgiving program was enjoyed at the community club house last Thursday evening.

Mr. and Mrs. Cecil Vandiver have returned from a visit in Wichita Falls and Blue Grove.

Ervin Kimmins spent part of the holidays with his parents, Mr. and Mrs. Fred Kimmins at Lark.

Bud Barnett spent the week end with his parents. He is in school at Canyon.

Geo. and Houston McMurry of Mountain Park, N. M., are here visiting relatives and friends.

Mr. and Mrs. Geo. Thompson and family of Blue Grove spent Thanksgiving with her sister, Mrs. T. L. Welch, and family.

Mrs. Mary D. Ray had as her dinner guests Thursday her son, Dennis Ray, and family of Amarillo.

Mr. and Mrs. Ray Welch of Canadian visited his brother, T. L. Welch and family, Saturday.

Mr. and Mrs. Jim Black were in Canyon Sunday visiting with her mother.

Mrs. Lane who has been staying with her daughter, Mrs. Emma Phillips, the past few months, has returned to her home in Pecos.

Mrs. T. E. Welch is visiting relatives in Canadian this week.

Mr. and Mrs. Jim Black entertained a number of friends Friday evening with a party. Games were played and refreshments served to Misses Mabel Gass and Ona Hammer, Messrs. C. W. Humble and Geo. Stambaugh, and Mr. and Mrs. Ernest Medkief of Hereford; Charlie Hays, Bob Drake and Millard Alexander, Friona; and Lucile Hays, Lois Presley, Lucille, Noble and Maxine McLean, Juanita

Welch; James McLean, Bud Barnett, Dennis Bennett, Ralph Price, Ervin Kimmins, Geo. Presley and Jimmie Hays, Mr. and Mrs. Verner Melugin and the host and hostess.

Ervin Welch, who is working east of Hereford, visited relatives here Sunday.

## Ward News Notes

MRS. WILEY ROBERSON

J. W. Adrian and Marvin Morrison of Bippus spent Friday night in the G. C. Snell home.

The LAE club met Tuesday with Mrs. Wiley Roberson in Hereford. The lesson was on the Holy Land.

Interesting papers on Scents Marked by Our Saviour's Footsteps, by Mrs. Morel; The Return of the Jews to their Promised Land, Mrs. McCollister, and Commerce and Industries, by Mrs. Jim Higgins, were given.

Refreshments of salad wafers and coffee were served to 10 members. Next meeting will be with Mrs. Jim Higgins in West Hereford December 18.

Judge A. C. Wood of Wheeler spent Thanksgiving in the home of his sister, Mrs. Bob Higgins.

Mr. and Mrs. Reed Williams, Judge C. W. Humble visited in the home of Mr. and Mrs. Jim Lipscomb Thursday afternoon.

G. T. Higgins of WTSTC spent the holidays with his parents, Mr. and Mrs. W. R. Higgins.

Mr. and Mrs. Bill Hutson attended the football game in Amarillo last Thursday.

J. C. Gibbs and family spent Thursday in Amarillo in the Jim Foster home.

Billy, James and Harold Keith Hutson spent Thanksgiving day with Mr. and Mrs. John Hutson. Members of the Lions Club gave

# A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, December 4, 1903.)

In looking over old papers which had belonged to his father, T. L. Graves found a document granting authority to officers-elect of Sam Houston Lodge (now Shelby Lodge, A. F. & A. M.) right to organize. The document bore the date of June 6, 1846, and Mr. Graves had sent it to Shelby Lodge.

K. of P. had recently organized in Hereford, with S. S. Loveless, E. R. Rice, A. J. Lipscomb, S. S. Evans, W. R. Evans, S. H. Morris, C. G. Witherspoon, G. W. Dale, George Cloyd, E. F. Connell as officers. The lodge started off with 23 members.

With Robert Humphrey as manager, the Humphrey Packing Co. had been organized, and proposed to buy all hogs offered, either alive or dressed, at top market price. It was expected the new enterprise it would boost hog raising in this region.

Tom Witherspoon attempted to tame a bad horse, and in the resulting mixup the brute went through a fence, inflicting rather

severe minor injuries to his rider. A. O. Thompson had been looking at the tall buildings in Hereford over Sunday.

Drs. LeGrand of Graham were to arrive in Hereford with their families at an early date, and it was expected they would open offices at once and take up practice of medicine here.

A delivery team driven by Roscoe Davidson ran away, making their way up and down streets, alleys and across vacant lots, losing Roscoe enroute. He suffered a number of bruises and a big scare.

Jack Garvin, late of the Brand force, had gone to Amarillo and accepted the readership of the Amarillo Daily Star, and the Brand editor was loud in his praise of the improved appearance of the Amarillo paper.

The Brand disagreed with the Canyon News when that paper stated Canyon had shipped 965 cars of cattle, more than any other point on the Pecos Valley Line east of the New Mexico line. As proof that the Canyon paper

might be wrong, the Brand cited him to freight records in Hereford, which showed a total of 1,414 cars shipped, a mere 449 cars more than claimed by Canyon.

(From The Hereford Brand, December 5, 1913.)

Four inches of rain had fallen in Hereford that week, and snow was falling at press time.

Messrs. and Mmes. R. H. Norton and family, T. M. Palmer and A. L. Gibson were Thanksgiving dinner guests in the Ezra Norton home.

E. B. Black was back at his place of business after five weeks illness.

A petition was being circulated asking the City Commissioners to install a street light near the school building.

The Hereford Choral Club was rehearsing "The Rose Maiden," and the cantata was to be given in the near future.

An advertisement said a car of yellow corn would soon be on the tracks, priced at \$1.00.

## By Their Words AND OURS

Have you ever seen a preacher purchase a second-hand car? According to a mechanic at one of our local garages, they never do because they don't have the vocabulary to operate one.—Moore County News.

Nothing could be more conducive to the employment of unseemly, although expressive and sometimes graceful, words than futile attempts to navigate a vehicle of the kind mentioned. But no man of the cloth now residing in Hereford, however, would stoop to indulgence in such an expedient, no matter how trying the circumstances. None of them possesses a second-hand car, either. Most of them lack the resources necessary to purchase one. But never let it be said one lacks the vocabulary.

This way of letting the nerves of the taste have unbounded sway over the stomach is anatomical class legislation and shows rank disrespect for the stomach, and if the stomach throws a Boston Tea Party and says, "No taxation

without representation" you can't blame it, for retaliation in its only resource.—McLean News.

Mother Nature decreed when constructing the alimentary tract that it should have a square deal gastronomically. Man long ago became aware of this truth. But woman's art in concocting irredeemable cuisine causes him to relegate this knowledge to limbo of forgotten things—for the time being. Then he becomes aware again, and regretfully, of the importance of treating his digestive organization with more deference.

Have you ever stopped to think how many thousands have been made habitual laxative "takers" or drug fiends by listening to a lot of high-powered rot over the radio?—Donley County Leader, J. C. Estlack.

'Tis sad, but true. No matter if you have lumbago or impetigo, the symptoms just seem to fit. Or even if you are well, the recitation of the things the medicine will cure makes you have some of the symptoms. Seems the patent medicine advertising writers recognize the weakness in human nature that caused Ponce De Leon to explore Florida. Old Ponce did not find the fountain of youth and none of us ever will. But we'll all keep hunting it in one guise or another to the end of our days.

# FRANK'S CASH GROCERY

Frank Richards, Proprietor.

Bring Us Your Eggs—Buy at Home.

We Deliver—Phone 117

## SPECIALS For Friday and Saturday

- SPUDS 10 pounds 17¢
- CORN FLAKES Large package 11¢
- CRACKERS 1-pound box 10¢
- FLOOR POLISH Best Yet, quart 20¢
- CRACKERS Graham, 1-lb box 11¢
- COFFEE Texas Girl, 2-lb pkg 45¢
- Salad Dressing Quart Jar 27¢
- PRUNES Gallon 30¢
- TAMALES Rattles, 2 cans 25¢
- BEANS Mexican Style, 3 for 25¢
- COCONUT Bulk, pound 21¢
- Baking Powder 50c Size 30¢

## Del Monte "FIND-OUT" Suggestion

- |  |   |  |
|--|---|--|
| DEL MONTE SLICED PEACHES<br>2 1/2 Can 22¢        | DEL MONTE SLICED PINEAPPLE<br>2 1/2 Can 22¢ | DEL MONTE FRUIT COCKTAIL<br>No. 1 Tall Can 18¢     |
| PINEAPPLE JUICE<br>Del Monte, No. 1 can 9¢       | COFFEE<br>Del Monte, 1-lb can 33¢           | STRAWBERRIES<br>Del Monte, No. 2 can 25¢           |
| PINEAPPLE<br>Del Monte, Tid Bits can 9¢          | CHILI<br>Del Monte, Peeled Gren, can 9¢     | ASPARAGUS<br>Del Monte, Early Gardn, No. 2 can 23¢ |
| ASPARAGUS<br>Del Monte, All Green, No. 1 can 16¢ | PRESERVES<br>Del Monte, 9 1/2-oz can 10¢    | TUNA FISH<br>Del Monte, 1/2 can 18¢                |
| SALMON<br>Del Monte, Fancy Red, No. 1 tall 23¢   | SPINACH<br>Del Monte, No. 2 1/2 can 17¢     |  |

## SPECIALS For Friday and Saturday

- SOAP White Flyer, 5 bars 19¢
- COCOA Mother's 2-lb can 19¢
- MEAT SALT 10-lb can 84¢
- PEACHES Gallon can 35¢
- Toilet Tissue Best grade, 3 rolls 22¢
- BANANAS Nice and ripe, dozen 25¢
- LETTUCE Head 6¢
- CARROTS Bunch 4¢
- LEMONS Dozen 25¢
- CELERY Well bleached, bunch 12 1/2¢
- Grape Fruit 3 for 10¢
- ONIONS Per pound 4¢
- APPLES 163 size, extra fancy, dozen 21¢

## WELCOME, VISITORS

To the Tri-County Poultry Show  
We are always in the market for your  
Cream, Poultry and Eggs.

Bring In Your Turkeys  
I. H. (Jack) SPRATT

## Winter Service! FOR YOUR CAR

Drive in today and let us check your car for anti-freeze, winter-weight Texaco Oils and Greases. Don't take a chance of freezing up.

Texas Service Station  
GLEN SNYDER

## WELCOME POULTRY RAISERS

Keep your chickens at home in a well FENCED chicken yard.

We have a few Poultry Books to give to the first ones that call at our office.

## R. H. KEMP LUMBER CO.

HEREFORD GRANT A. FULLER, Manager. TEXAS



Tune in on WFAA, WOAI or KPBO

"FRIENDLY BUILDERS HOUR"

Every Tuesday, 6:15 P. M.

Your Building Problem May Be Solved.

# TURKEYS

The Christmas Market Is Now Open

Bring Us Your Turkeys and Poultry

WELCOME, VISITORS!

To the Tri-County Poultry Show

## Hereford Poultry and Egg Co.

121 North Main

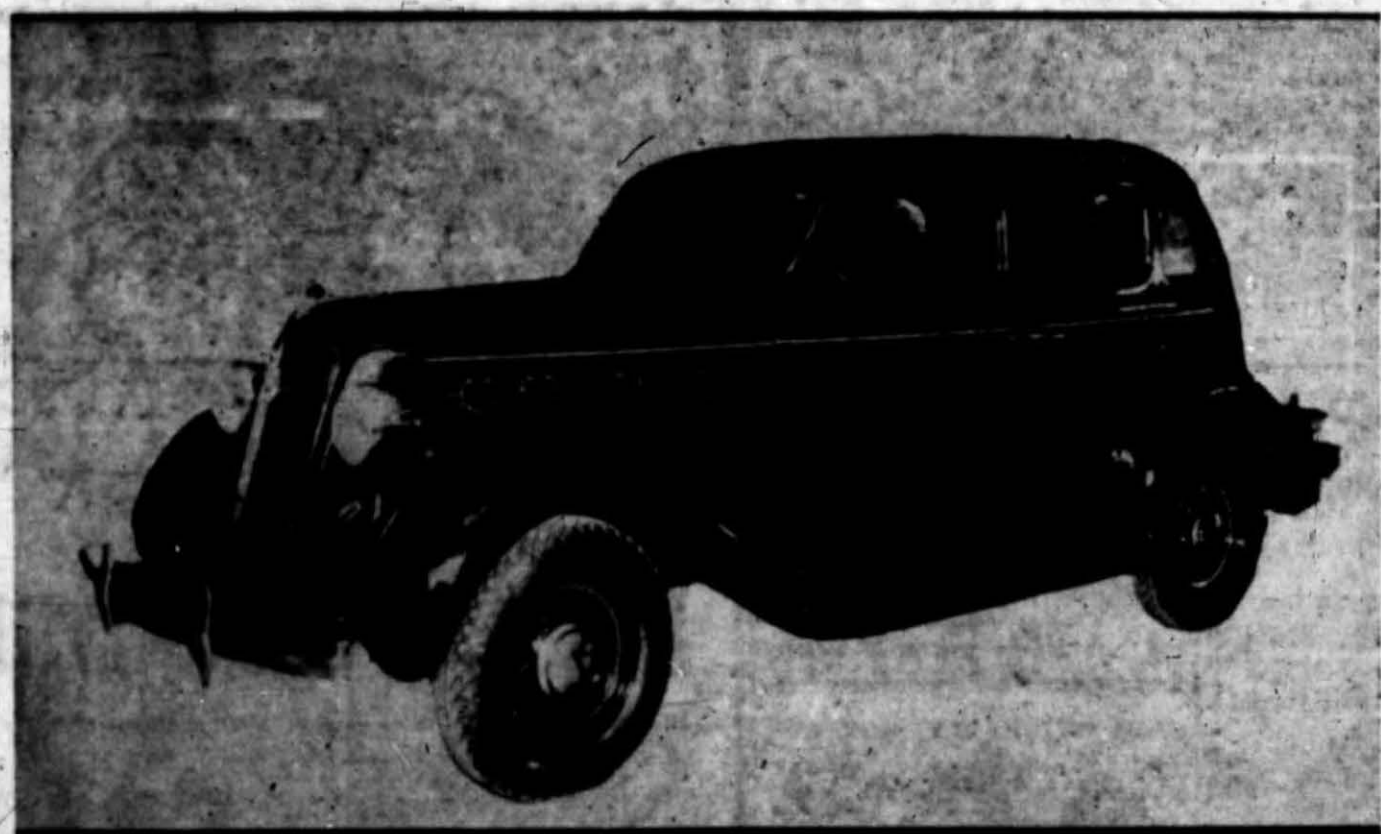
HAIRCUT ..... 25c  
SHAVE ..... 20c

TRY THE STAR BARBER SHOP



**IT IS HERE!**  
**THE FASTEST SAFETY CAR**  
**IN AMERICA**  
**THE NEW 1935**  
**PLYMOUTH**

**AND HERE IT IS!**



**Built For Speed With Safety!**

15 to 20 PER CENT GREATER FUEL ECONOMY  
 IMPROVED HYDRAULIC BRAKES  
 NEW STREAMLINED BODIES (Roomier, better finished, more comfortable)  
 NEW INSTRUMENT PANEL AND INTERIOR APPOINTMENTS  
 IN FACT, A FINER CAR, IMPROVED IN EVERY WAY  
 THEY MUST BE SEEN AND DRIVEN TO BE REALLY APPRECIATED



**What An Opportunity For Santa.**

**Come In Today**

**The New 1935 Dodge On Display Too!**

**A WORD FROM MR. E. S. IRELAND AND MR. R. H. BEAVERS**

"After seeing and driving our new model cars, we can honestly say that we believe we are offering the greatest automobile value in the history of our business. These new cars have the most beautiful lines, the finest bodies and the most outstanding mechanical features of any we have ever offered for sale. We feel that we are fortunate in being able to show you these cars,

we want you to come in and see them and we believe that a thorough inspection will prove their outstanding features better than we could tell you here. So this is your invitation to visit our showroom, come in and drive these cars. Extend this invitation to your friends."

E. S. IRELAND  
 R. H. BEAVERS

**Ireland-Beavers Motor Co.**



# WELCOME

To the Tri-County

# Poultry Show

The finest birds in West Texas will be seen at the show.

West Texas Feed and Seed Co.

Dealers for

MERIT POULTRY FEEDS

Manufacturers of

JUST-RIGHT POULTRY FEEDS

# Winter Driving

IS HARD ON AN AUTOMOBILE UNLESS IT IS PREPARED FOR THE ORDEAL

Let us put your car in shape by checking the radiator, battery and ignition

WE REPAIR AND SERVICE

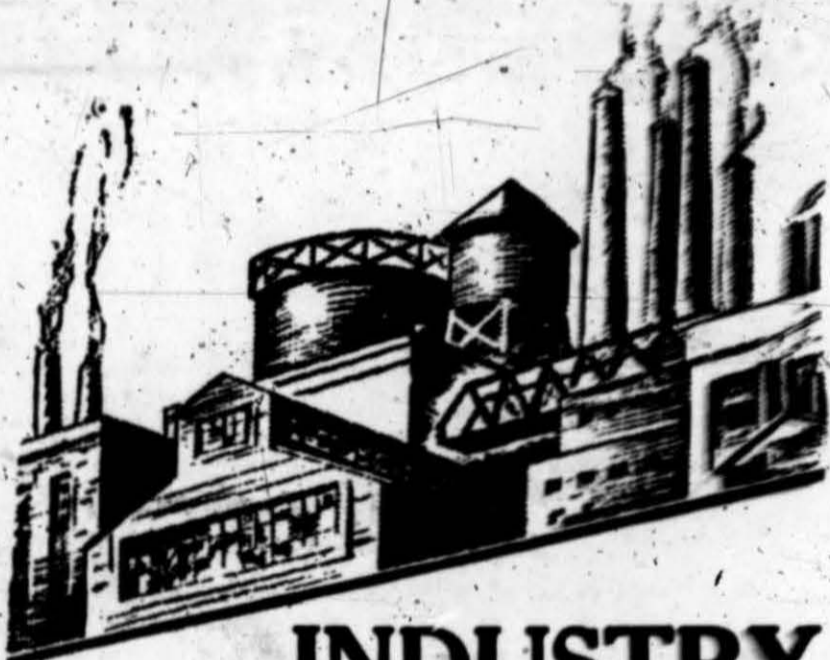
STARTERS BATTERIES GENERATORS  
FUEL PUMPS IGNITION MAGNETOS  
ELECTRIC MOTORS RADIATORS APPLIANCES

ALL WORK GUARANTEED

# Willard Battery Station

Phone 284.

213 North Main



# INDUSTRY AND YOUR BANK

The wheels of your industry turn more steadily and surely if you employ dependable banking connections. We stand on our record for the extra efficiency and care which we extend to patrons of this institution. From the smallest savings depositor to the largest account, it is our desire to serve to our fullest capacity. May we suggest a conference at your convenience to discuss your financial problems?

# THE FIRST NATIONAL BANK

OF HEREFORD



A Strong Bank Thoughtfully Managed

# CREAM O' PLAINS

BUTTER IS RICH AND WHOLESOME

Every effort toward perfection known to the modern creamery industry is employed in the production of Cream O' Plains Butter. Every drop of cream that goes to make this better butter is tested and thoroughly pasteurized. Cleanliness in handling and strict adherence to all State requirements also safeguard the thorough purity of this better butter.

Ask for This Better Home Product at Your Grocer's

# FARMERS CREAMERY ASSN.

Incorporated

213 East Third

Phone 6880

# Rural School News

## MESSAGES

A community Thanksgiving dinner and program was given at the school Thanksgiving day. Mrs. Hattie Johnson spoke.

Third month honor roll: Fred Coleman, Neil Lee Smith, Jimmie Langman, J. A. Rice, Vera Wiley, Denton Anderson, George W. Williams, Macie Smith, Bob Wiley.

Message school has a new student teacher this year. See Wild state boys' basketball players at Mesquite school December 15, 1934.

The Thanksgiving program presented at Mesquite school, December 2, 1934, was a grand success. The program was given at the school building and consisted of a play, a concert and a dinner.

Mrs. Annie B. Smith, at Mesquite school, and Mrs. B. B. Smith, at Mesquite school, were the main attractions of the Thanksgiving program at Mesquite school.

## WILD NEWS

Wild state boys' basketball players at Mesquite school December 15, 1934.

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## DANIEL SCHOOL

On the honor roll, the first month were: Estelle Moore, Bernadine Phillips, Beulah J. Thurmond, Glennia Louise Moore, Johnnie Doris J. Hodge, Mary J. Thompson, Lillian Moore and Betty Burum.

The school program for the past week, given by the fifth grade, was a success of equipment to all the pupils in the school.

Mr. Roman of Canyon Center the school Friday afternoon.

A number of pupils were absent Tuesday on account of the snow. Mrs. Estelle Moore is spending the week-end in Canyon.

Mrs. Chloe Grable was in Canyon last Friday.

## Westway Items

(BY WILLIAM OGDEN)

Take produce to Carl's Gro. if Edgar Skyles and family dinner with family and Walter Kuper at home.

Mr. and Mrs. J. M. Gump spent Thanksgiving with Mr. and Mrs. Guy Lawrence at home.

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# Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

A Thanksgiving program, play and pie supper were given at Sims Tuesday evening of last week. The teachers and children gave "The Courtship of Miles Standish," with readings between acts. Clifford Johnson, J. M. Chapman and Jim Wagon gave special music. Proceeds from pie sales was \$51.

Several from Sims attended the all-day services at Hereford December 2. Services here were dismissed for the day.

Mrs. Tom Cook and nephew, Laurin Luallen are in Lebanon, Missouri visiting relatives.

T. F. Bohannon has been in Elkhart, Kansas, spending two weeks with relatives. He will be song leader in a meeting at Elkhart, to be conducted by Claude McClung of Fort Worth.

Misses Lois and Moselle Phillips of Canyon visited home folks last week end.

Miss Montgomery and Gifford Miller, teachers at Sims, attended the rural teachers meeting in Hereford Saturday afternoon, returning Sunday.

Misses Elizabeth and Virginia Chapman were at home Thanksgiving.

The Sims school gave a program and play Tuesday evening, November 27. A pie supper was featured.

Tom Cook went to Oklahoma City last Monday. Gifford Miller went to Hereford Wednesday afternoon.

Miss Chloe Freeman of near Adrian visited Friday night in the Chapman home.

Phalace Phillips went to Canyon Wednesday.

Mrs. F. P. Lyons and children called in the J. M. Chapman home Saturday afternoon.

# Dean News

BY MARY LOUISE DEAN—ELSIE FRIEMEL

Roy Hastings of Hereford spent Friday night and Saturday with Jack Dean.

Mr. and Mrs. M. B. Stone visited in the Clem Friemel home Sunday afternoon.

Messrs. and Meses. M. B. Stone and Arlie Dean were Hereford visitors Saturday.

Mr. and Mrs. B. R. Fulkerson were in Amarillo Friday.

Mrs. Arlie Dean, Jack and Louise visited Mr. and Mrs. John Whitsett Sunday afternoon.

Dean school turned out Thursday and Friday of last week.

Mr. and Mrs. Edgar Sowell visited Mrs. Morel Friday.

Vincent and Elsie Friemel were in Hereford Thursday afternoon.

Mr. and Mrs. Arlie Dean and Mary Louise were guests in the C. B. Williams home at an informal dinner Saturday night.

Mr. and Mrs. B. R. Fulkerson attended the football game in Amarillo last Thursday, going from there to Pampa.

Elsie and Vincent Friemel attended a Thanksgiving dance at Umberger Thursday night.

FOR JOB WORK, TRY THE BRAND

UNQUESTIONABLY SUPERIOR

HAND Coffee

Frank's Cash Grocery

For Better Production From Your Hens Feed

# Lay-Chow

A PURINA PRODUCT

We handle all kinds of Purina Feeds, the best the market has to offer.

We extend a most hearty welcome to visitors to the Tri-County Poultry Show. Make our store your Hereford headquarters.

Don't Take the Chance of Planting

# UNTREATED SEED WHEAT

Ceresan treated wheat will reduce the danger of smut to your crop. The cost is small for the protection offered. Ask for details

# McLean & Pitman Grain Company

Phone 1. Buy at Home We Deliver



# Pure, Fresh Milk

Mothers know that Prairie Dairie Milk contains a fuller share of all the vitamins that growing children need in their milk—and they keep plenty of it on hand. Grow-ups, too, will find this milk more tasty and consistently richer in butterfat content.

# PRAIRIE DAIRIE

# DECEMBER CLEARANCE SALE

Beginning December 6, and lasting two weeks, a grand buy awaits every lucky woman who visits this sale. For this group of distinctive coats have been specially priced for this Clearance Sale. Don't take our word—come see them.

Big reduction on Dresses—every one must move regardless of what they cost. Now is the time to buy your Fall Coat or Dress.

We are receiving daily new things for Christmas gifts. Do your shopping while the stock is complete. Lovely wool robes, silk gowns and negligee, pajamas, beautiful boxed linen handkerchiefs for women and men.

Sheer Hose in Nice Gift Boxes

Our hose stock is complete.

79c or Two for \$1.50

\$1.00 or Two for \$1.90

A Gift With Every Purchase



# FASHION DRESS SHOPPE





**INSURE AGAINST THIS LOSS!**

Your home—how are you protecting the hard-earned savings you have invested in your home and in your household goods? If a fire came tomorrow would it wipe you out? Protect yourself with insurance for a very small premium we can give you a fire insurance policy of a reliable company with a record of paying every claim. Don't go along without this protection—call 273 now for information.

**HEREFORD INSURANCE AGENCY**  
John McLean, Owner.

**BRING US YOUR TURKEYS**



Between now and Christmas is the logical time to market your turkeys. We purchase turkeys and poultry for one of the biggest concerns of its kind in the world. We consistently pay top market prices for all your produce. If you have turkeys, poultry, eggs or cream to sell, be sure to bring it here.

**Roy's Produce**

SWIFT BRANCH

Elston Building on Third Street. Plenty of Parking Space.

**Dimmitt News**

MRS. ECK'S WOOD

Mr. and Mrs. Raymond Wilson were in Amarillo Friday. Jack Gregory and family and Mr. and Mrs. A. G. Gregory spent Thanksgiving in Amarillo with Mr. and Mrs. How Wright.

Miss Gladys Tucker, who is taking a beauty course in Amarillo, spent the week end with her parents.

Floyd Smith, Spurgeon Webb and Jas. Butler attended the Amarillo-Pampa football game Thursday in Amarillo.

Mr. and Mrs. Ray Cowart and daughter spent Thanksgiving with Mr. and Mrs. Jack Cowart in Abilene.

Miss J. R. Goffenon, Ted Wood and Homer Norwood were in Canyon Friday. Misses Niva Lee and Yelma Green returned home Thursday to spend the week end.

Jim Elder of Muleshoe spent Thanksgiving holidays at home.

Mr. and Mrs. Rayford Roberts spent Thursday in Amarillo attending Mr. and Mrs. Lee Charles' dinner. Mrs. Raymond Wilson and Mrs. Wood entertained at a Mrs. Wood's dinner with Mrs. Wood's dinner last Wednesday at the home of the former.

Miss Dorothy Maples of Canyon spent Thanksgiving here with her parents.

Mr. and Mrs. Odie Hudson of Happy spent Thursday with Mr. and Mrs. E. C. Hudson.

Mr. and Mrs. Harvey Yontis spent Thanksgiving with his parents in Shawnee, Oklahoma.

Frank Elder spent the Thanksgiving holidays with his sister, Mrs. Clyde Tisdale.

Misses Adaline Stone and Mary Clayton Parks visited in the home

Bill Webb last week. Miss Webb is a teacher here. Odie Baker spent last week in Frisco. Miss Baker was a Lubbock native.

Mr. and Mrs. Raymond Wilson Thursday with his parents in Amarillo.

Miss and Mrs. Verber McCullough spent Thanksgiving at home. Miss McCullough is employed in the Pampa lumber yard.

Arvo Creager has returned from an extended visit with his parents in Dalhart.

Misses Minter and Opal and Mrs. Minter of Oklahoma, spent Thanksgiving with Mr. and Mrs. Minter.

Miss C. W. Boothe and her family spent Thanksgiving in Abilene this week.

Misses H. E. and H. H. Miller and their families and Norman Miller visited in the L. A. Smith home Sunday.

Miss Mary Chambers spent the holidays with her mother in Canyon.

Miss Inez Miller was a guest of Mrs. Modine Barnes at Spidan during Thanksgiving holidays.

Charles Friemel was in Amarillo on business Wednesday.

J. H. Leak, Norman and Raymond Miller were guests of Mr. and Mrs. H. H. Miller Thursday.

Ray Bowers was in Amarillo last Wednesday.

H. H. Miller attended the football game in Amarillo Thursday. The school board has bought several new chairs for the school house.

Sherman Higdon of Canyon was a guest of Roger George during the holidays.

Raymond Crouch of Plainview visited his sister, Miss Hazel, last Wednesday.

**Dawn Items**

BY INEZ MILLER

Take Produce to Carl's Gro. if you can. The Lions Club of Hereford entertained Tuesday evening. After an enjoyable program pie and coffee were served. An invitation is extended to them to return.

Friday evening literary meets. Men of the community will entertain and after the program there will be a pie supper. All ladies are asked to bring pies.

L. N. George attended the Teachers' Convention in Galveston last week end, and met many friends while there.

Miss Hazel Crouch spent the holidays with her parents in Plainview.

Misses Ruby, Lois and Bernice Harris were at home during the holidays.

H. E. and H. H. Miller and their families and Norman Miller visited in the L. A. Smith home Sunday.

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**Here and There**

BY MRS. C. E. TICE

Take Produce to Carl's Gro. if you can.

The W.W. club met last Wednesday with Mrs. Alden Hawks. Mrs. Hawks was present and gave a splendid talk. The next meeting will be December 12 with Mrs. J. E. Randall and as this is to be a Harvest Day, her 4-H pantry will be judged. Mrs. Randall has been a poultry demonstrator during the year and it is hoped to have all members and as many visitors as care to come. Three visitors were present last week, Misses Davis, Cleo Richardson of Bethel and Manuel Hawks of Black.

Mrs. Antie Beauford and Miss Rhinche spent several days last week in Amarillo, where Mrs. Beauford had an operation performed on one eye.

Will Henry who recently moved his family to Rink, spent Saturday night in the H. Robbins home. He took a load of implements back.

Mr. Schwartz, and family are moving to the farm vacated by Mr. Henry.

Mr. and Mrs. Harvey Dixon of Canyon spent Friday in the Emmett Dixon home.

Mr. and Mrs. Frank Miller and Mrs. N. E. Molder of Boston, and J. J. Todd of San Saba, were to visit in the H. M. Molder home.

Misses and Misses Mack Dixon, W. A. Seubner and Leo Williams attended the dedication services of the new church in Hereford last Sunday.

Mr. and Mrs. Chas. King and baby of Jumbo, Mrs. Geo. Ward and children of Hereford, Messrs. and Misses Elmer Jones and Owen Andrews, were Thanksgiving visitors in the parental Andrews home.

Several from Easter attended a play at Easter Wednesday night.

Mr. and Mrs. J. J. Lindsey visited Sunday night and Monday in Dockney with her parents, Mr. and Mrs. Dollac.

Mr. and Mrs. H. D. Benson spent two days last week with Haskell Benson near Progressive.

Mr. and Mrs. Hubert Oglesby of Palo Duro and Taylor Oglesby and Mr. and Mrs. S. J. Oglesby spent Thanksgiving with their parents, Mr. and Mrs. S. J. Oglesby.

Mr. and Mrs. W. S. Dixon spent Friday with their son, Elmer and family near Coo.

Ray Brewer of Muleshoe filled his regular appointment at Felo Sunday and spent the night in the H. M. Moberly home.

F. T. Brooks and parents, Mr. and Mrs. Geo. Brooks have moved into their new home, the place formerly occupied by Mr. and Mrs. J. W. Berry. The house has been remodeled and made modern in every way.

Mr. and Mrs. W. A. Springer ate Thanksgiving breakfast with relatives at Silverton.

Mrs. Jane Dayberry, Mrs. E. B. Hindman and Paul Hindman, of Tucuman, New Mexico, and Gene Bowden of El Paso spent Thanksgiving holidays in the K. F. and W. A. Campbell, J. N. Benson and Melvin Mitchell homes.

J. J. Benson purchased a new truck last week.

Miss Emma Hyatt attended the State Teachers' Convention at Galveston last week.

**GOOD AND ECONOMICAL TOO**



TEXAS GIRL Coffee

Texas Market & Grocery

—You will find the special gift department to be the most complete in Hereford, offering the widest selection and most attractive of prices at

**CLOSE DRUG STORE**

**Amazing GIFT Values!**

**USE OUR LAY-AWAY PLAN**

You can choose any gift in the house, make a payment of 50 cents and we will lay it away for you and then you may pay a little each week until it is paid for. Hundreds are taking advantage of this plan.

**Pocket Set**  
Diamond point pen and pencil set, 14 gold point, in gift box.  
\$1.98

**Cocktail Shaker**  
Polished aluminum, 32 ounce capacity, with strainer-cap.  
Each, 98¢

**Percolator**  
Four-Cup Electric  
Each \$1.49

**DeLuxe Clock**  
Ultra-thin modern gift clock with novelty moving dial.  
Each, \$1.98

**Playing Cards**  
Double deck of vogue playing cards in holiday gift box.  
69¢

And Countless Other Gifts for A Perfect CHRISTMAS

**Makeup Mirror**  
Electric  
Direct from Hollywood—nationally advertised, very popular.  
\$1.98

**Military Set**  
Polished ebony, four armed, includes three pieces.  
\$1.49

**Table Lamp**  
Electric, hand painted shade, aluminum-copper base.  
\$1.49

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Electric, hand painted shade, aluminum-copper base.  
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\$1.49

**Close Drug Store**

**CREOMULSION**  
For coughs and colds.

**COUGHS**

**KEEP UP THE SPIRIT OF CHRISTMAS GIVING!**

Christmas giving is not only a beautiful sentiment—it furnishes seasonal employment for thousands of workers! (And every additional Christmas gift means more work for someone.)

Prompt payment of accounts helps, too! For idle dollars won't put idle hands to work. If all accounts were paid up now it would put millions back in circulation—millions back to work!

Pay your credit freely and pay all bills by the 10th, or promptly as agreed.

**HEREFORD CREDIT ASSOCIATION**  
DOROTHY H. ROSS  
Local Affiliation of the NATIONAL RETAIL CREDIT ASSOCIATION

**PENNEY'S EXTRAORDINARY GIFT VALUES**

Only 15 Shopping Days Until Christmas

**New Fabric GLOVES Gaymode SILK HOSE**

**Flare Cuff!** 69c  
In new styles with novelty cuffs, imported fabrics! a Range of colors, 5-8 1/2!

**Shadow-lean!** 79c  
In lovely dark and medium colors—chiffon or a novel service, sizes 8-10 1/2!

**An outdoor man? Give him a Horsehide COAT**

**Tough! Durable! Plenty Warm**  
\$5.90  
If he's outdoors a lot... then he can't help but like this coat! It has adjustable button cuffs and back, cloth-lined sleeves, 2 pockets, 4 button front! Sizes 36-48! Best \$5.99!

**Best of Gift-Shirt Values! "Towncraft" Shirts**

**Finest Preshrunk Broadcloth!**  
\$1.49  
Any man would be proud to own a "Towncraft" Hand cut 100% Penney's own exacting standards! Only the finest all-combed broadcloth, the smartest colors. Whites, Fancies 14-17!

**Every Man Can Use Plenty of Handmade TIES**

**Here's SOME Gift Values!**  
49c  
And they have resilient construction. Means they won't wrinkle as easily as others! They're better, drape better! Newest colors, patterns and materials! A huge assortment!

**Men "Go Big" for These Fine Suede Leather Jackets**

**Bargain priced! A great gift!**  
\$4.98  
A "wow" of a jacket! Soft, smooth suede leather, satin lined! Two big, roomy pockets, knit bottom! Sizes 36 to 48! Ideal for all sorts of sports! Brown or grey, Talon Front! \$5.99!

**Christmas special! Quality Rayon Undies**

**Vests, bloomers, panties!**  
25c  
They're certainly values! Of a good weight, plain knit rayon, well finished to the last bloomer elastic! In flesh colors, sizes 24 to 42! Children's sizes, 2 to 16, 19c! Get yours!

**A Gift he needs and wants FANCY SOCKS**

**Values! Long wear, low priced!**  
25c pair  
Fine quality rayon or mercerized and acetate socks with 4-thread heel and toe. Made with double sole and high stitched heel for service. Dazzle colors, variety of checks, stripes and stripes.

**If Your Funds Are Limited—SILK HOSE**

**Make Grand Gifts—They're Only 49c**  
Any woman will appreciate these full-fashioned pure silk hose! Chiffon with silk pilot top—service weights with mercerized top and sole! Range of lovely colors! 8 1/2 to 10 1/2!

**A great buy in a man's gift! Lined GLOVES**

**Warm, durable capeskin—Only 98c**  
Penney scores again with a big value at a small price! Made with full out-steam, soft warm lining! Button wrist model in black or brown. All men's sizes. A worthwhile gift that'll like!

**J. C. PENNEY Co. Inc.**  
HEREFORD, TEXAS



# LOCALS

The one gift to your Mother will be appreciated as much as your own. Hanna & Hanna, 1c.

Mrs. J. E. Beyer spent Friday in Amarillo and attended a recital in which her grandson took part. Near Elsie and Dow Mercer went to Chillicothe hunting last week.

All Christmas time, old friends will appreciate your photo, because it's you. Hanna & Hanna, 1c.

Miss Edna Williams and David Harsh attended the Texas-A & M game in Austin Thanksgiving Day.

Morton's Smoke Salt is the best for curing hams and bacon. Morton's Seasoning Seasoning Seasoning by itself. For sale at the West Texas Feed & Seed Co. 1c.

# STAR THEATRE

Hereford, Texas

Friday Only  
Midnight Show for a DIME!



PAINTED VEIL  
A Metro Goldwyn-Mayer Picture  
BEVIE JONES SERIAL  
SPECTACULAR CARTOON  
SHOWS  
Attend the Matinee.

Saturday Only  
MIDNIGHT AND NIGHT  
The Big Laugh Special  
SWAN LAUREL AND  
OLIVER HARDY

Babies In Toyland  
This is a full length feature and packed with fun.  
A THOUSAND LAUGHS FOR A DIME!

Sunday Matinee  
Sunday Night  
AFTER CHURCH  
Monday and  
Tuesday Nights



THERE'S LAUGHTER EVERYWHERE

Marie Galante  
A FOX Picture with  
SPENCER TRACY  
KETTI GALLIAN  
RED SPARKS  
HELEN MORGAN  
SIGNED BURNHAM  
LESLIE FENTON  
ARTHUR BYRON  
JAY C. FLIPPIN  
STEPHEN PETCHET  
Produced by Winfield Sheehan  
Directed by Henry King  
Based on a novel by  
Richard O'Connell

Glenn Swanson  
John Boles  
Montgomery  
June Lang  
Arthur  
Edward Owen  
John Davidson  
Howard Dorgan  
All Star Production  
Photographed by  
Lester Koenig

Rex Tynes, J., of Lubbock spent the Thanksgiving holidays here in Hereford.

Hates Wirt and Jim Bowen of Amarillo were here Tuesday on business.

Our studies will be open Sunday from 1 to 3 p. m. for those who cannot come in week days. Hanna & Hanna, 1c.

Miss Fern Williams spent the Thanksgiving holidays with her parents, Mr. and Mrs. John E. Williams, at Montoya, New Mexico.

Mr. and Mrs. W. B. Anthony left Friday for Wynoka, Oklahoma, to visit with their daughter and family.

Fred Oberthier, Jonathan Pitman and Ralph McLaughlin went quail hunting in the east side of the Panhandle last Friday and Saturday.

Mr. and Mrs. J. D. Harrell of Clovis, New Mexico, spent Thanksgiving with Mrs. Harrell's mother, Mrs. W. T. Batchelor.

Mrs. George Floyd returned Sunday from a two weeks visit with her sister, Mrs. Annie Potts, at Lubbock.

Morton's Smoke Salt is the best for curing hams and bacon. Morton's Seasoning Seasoning Seasoning by itself. For sale at the West Texas Feed & Seed Co. 1c.

Christmas is near. How about trading that old radio in on a brand new Round-the-World Stewart-Warner? Oscar G. Lee, telephone 651.

Mrs. Leah Anthony Beyer of Amarillo spent the Thanksgiving holidays with her parents, Mr. and Mrs. W. B. Anthony and Mr. and Mrs. J. E. Beyer.

Double the normal number of backs for the Buck Auction will be given with each purchase at the Popular Store next week, according to Gaston Eber, manager.

Miss Gracia Ross, who is teaching at Kirkland, visited in the home of her parents, Rev. and Mrs. Fred Ross, Thanksgiving day and over the week end.

Three one-act plays will be staged Tuesday night at the high school auditorium by pupils of Miss Gladys Seigler in the FERA school.

There will be a demonstration in the uses of Russellwood for making gifts at the Furr Food Store Friday afternoon from 2 until 3 o'clock. The home making class in the FERA school, conducted by Mrs. John Boling, will give the demonstration. Gifts made of this material may be seen on display at the Chocolate Shop.

Schools to Turn Out Friday For Ball Game

Schools of Hereford will be turned out all day Friday for the football game at Shamrock, announced Superintendent C. H. Dilshay. The day will be made up at the close of the year.

The whole day is required for students to make the trip to Shamrock. The Central School is being dismissed so that both schools will be operating on the same schedule and to enable the youngsters whose parents desire it to attend the game.

# STAR THEATRE

HEREFORD, TEXAS

Wednesday  
DECEMBER 12  
SPECIAL BANK NIGHT  
PICTURE

THEY CALLED HER  
"BEAUTIFUL TRAITOR"



Marie Galante  
A FOX Picture with  
SPENCER TRACY  
KETTI GALLIAN  
RED SPARKS  
HELEN MORGAN  
SIGNED BURNHAM  
LESLIE FENTON  
ARTHUR BYRON  
JAY C. FLIPPIN  
STEPHEN PETCHET  
Produced by Winfield Sheehan  
Directed by Henry King  
Based on a novel by  
Richard O'Connell

COMING  
DECEMBER 16-17-18  
"DAMES"  
with  
DICK POWELL  
BETTY HERBER

The Sun-Dea club will hold a sweet sale on Saturday morning at the Furr Food Store. The proceeds of this sale will be used to furnish a Christmas basket for a poor family.

Mr. and Mrs. John Wetzel and family of Amarillo and Mr. and Mrs. John H. Wetzel of Houston visited Sunday in the home of Mr. and Mrs. Paul Foster.

Miss Judy Gilbreath, who is attending Kansas State Agricultural College at Manhattan, Kansas, spent the Thanksgiving holidays with her father, J. H. Gilbreath, and family.

Miss Edna Lee Williams of Dallas is spending several days with her mother, Mrs. E. J. Williams. Miss Williams has been in the employ of the firm of W. R. Newman, Inc. in Dallas the past seven years.

Misses Frances Black of Santa Rosa, New Mexico, Theresa Goufal of Fayetteville, Texas, and Evelyn Arneson, rural teacher, visited in the home of Mr. and Mrs. Fred Ross during the Thanksgiving holidays.

The Elgin Branch Medical Society, composed of physicians of Randall, Packer, Castro, Oldham and Deaf Smith Counties, will hold its monthly meeting here Friday night.

Annual banquet of the Amarillo Chamber of Commerce will be held Thursday, December 13, in the Herring Hotel, announced Carl Hinton, secretary. D. A. Skinner, secretary of the United States Chamber, will be the principal speaker.

A number of Methodists from here attended the Harvest Day program of the Missionary societies of the Amarillo district, held in Amarillo Wednesday evening. Those attending were Rev. and Mrs. E. C. Willett, Miss J. F. Ward, J. E. Beyer, W. G. Fox, Missie Jones, H. H. Hawkins, C. A. F. Parker, J. B. Hammer and Miss Thelma Mae Fischer.

Chester Glassey of Dallas, a nephew of Mrs. K. C. Vogel, has a story in the December number of True Story magazine. "When a Man's Helpless." A graduate of State University, he is 28 years old and works as a side line. He is employed as a salesman for a Dallas motor company. He has spent much time here in summer vacation periods and has many friends in Hereford. This is his first story to be published.

Brandy on Champion Team.

Homeer Brantley, son of Mr. and Mrs. G. W. Brantley and a student at Dent, is a member of the stock judging team which this week won the world championship in livestock judging at the International Livestock Exposition in Memphis.

Rites for Pat Deaton Last Week at Friona

Funeral services for Pat Deaton, farmer of the Black community, who died Friday, November 23, were held Sunday, November 25, at Friona. Rev. D. E. Moore of the Baptist church, conducted the services. Burial was at Friona.

Mr. Deaton was 57 years old. He was born in Clark county, Arkansas. He was married in 1901 to Miss Tennora Smith. Nine children, all of whom survive, were born to the couple. The widow, six sisters and five brothers also survive. He was a member of the Baptist church.

HOW ABOUT A  
**Steak Dinner?**  
You've never eaten a better one than you'll have served to you here. We personally see that every bit of meat served here is the best and freshest available. It will be cooked to your liking, too.

**Ike's Cafe**

**Christmas**  
Is Only 15 Shopping Days Off

It is a satisfaction to give and a pleasure to receive gifts that are useful.

Our furniture store offers you an excellent opportunity to select gifts that are useful in the home and will be acceptable to your friends.

We not only have a complete stock of furniture and floor coverings, but many other articles for your consideration.

Do Your Christmas Shopping Now

**E. B. Black Co.**

# Six Weeks Honor Roll Announced

**High Honor Roll, All A's.**  
Seniors: Adeline Schumacher, Sophomores: Mary Turentine, Fifth Grade: Doris Elaine Dilley.

**Honor Roll, All B's or Better.**  
Seniors: Edgar Horton, Bill McLean, Jean Morgan, Rita Beizer, Juniors: Melva Ren, Lorene Valentine, Alva Johnson.  
Sophomores: Billy Beene, Varian J. Fuller, Earl Oldham, Imogene Robertson.  
Freshmen: Katherine Lovelady, Martje McHugh, Mary Jane Morgan, Viola Phillips, Jack Nicks, Jack Owen, Sankey Trimble, Dean Dunlap.

**Sub-Freshmen:** Edith Jackson, Seventh Grade: Paul Foster, Grant Fuller, John Willett, Raymond Witherspoon, Helen Ruth Barber, Betty Sue Hensley, Connie Houser, Virginia Newell, Joy Wagley.

**Sixth Grade:** George McLean, Elvora McKinley, Myron Morgan, Louise Blythe, Lois Cockrell, Orville Hill, Vivian Olson, Lois Stan-Tribble.

**Fifth Grade:** Leonard Burleson, Raylan Evans, Billie Louise Davis, Wanda Jean France, Kathryn Henderson, Elma Shugart, Virgie Lee Sparks, June Dameron, Nellie Pauline Spradley, Margaret Higgins.

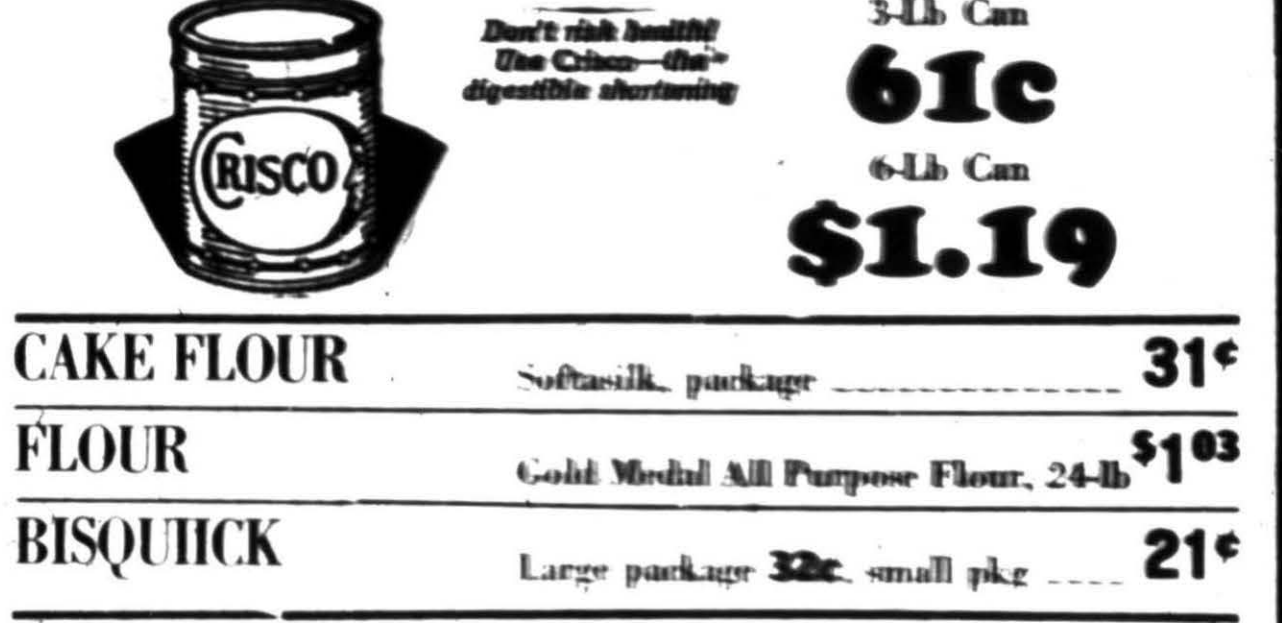
**Fourth Grade:** Jack London, Billy Wilson, Billie Jean Angelo, Lois Agnes Gilbreath, Mary Ellen Henslee, Margaret Ruth Kucker, Rena Rae Renfro, Richard Ireland, Billie Louise Barber, Rachel Ireland, Mattie Louise Lawson, Ruth Temple Hastings, Nadine Newell.



# EAT WELL and Save

**Specials For Friday and Saturday**

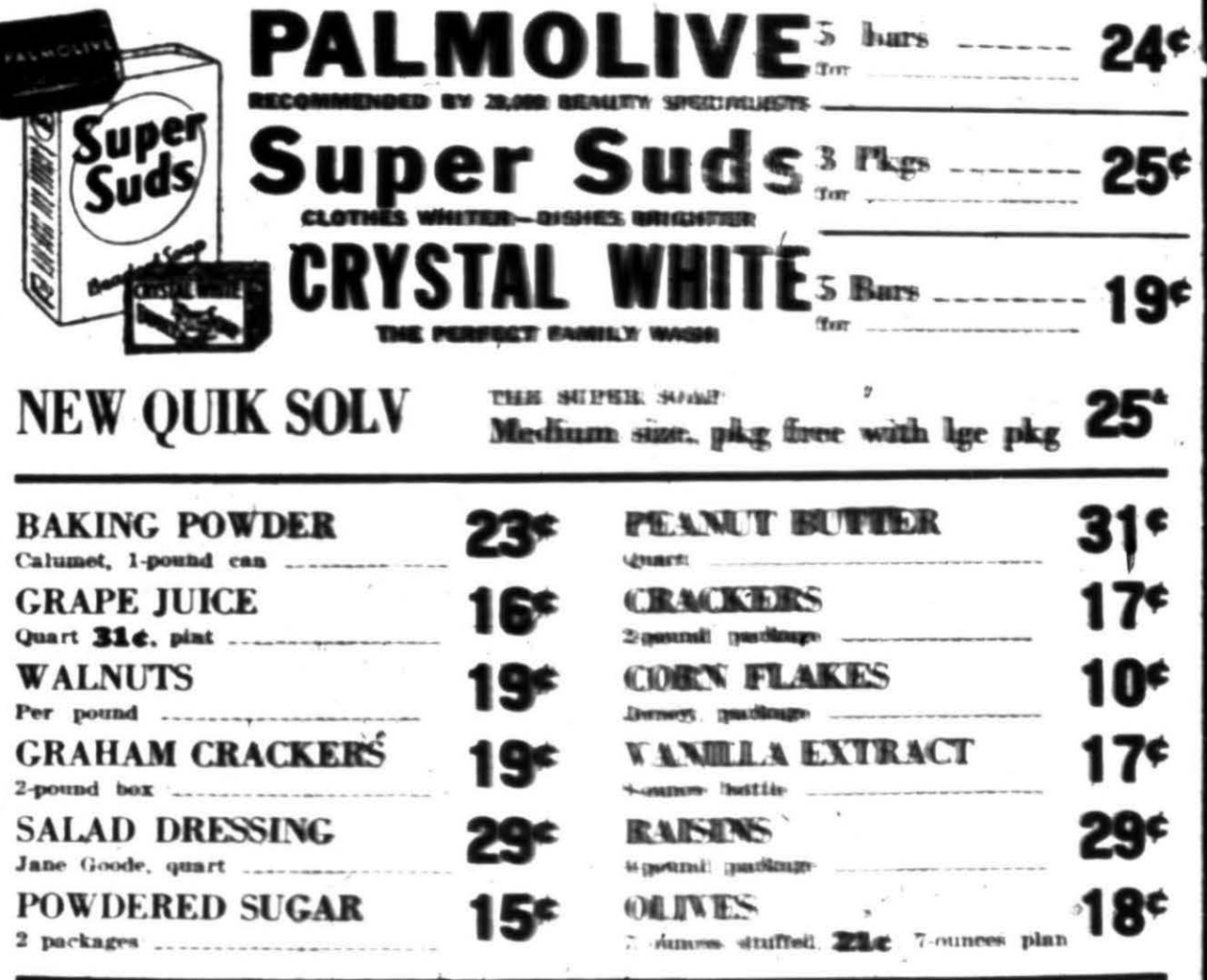
COFFEE	Schillings, pound	29¢
SUGAR	10-pound cloth bag	56¢
MACKEREL	3 cans	25¢
SOUP	Heinz, all flavors, per can	9¢
JELLO	All flavors, package	6¢
COCOA	Bliss, 2 lbs 19¢, 1 lb	10¢
STRING BEANS	No. 2 cans, 3 for	25¢
CLEANSER	Sunbrite, can	5¢
LYE	Box, 3 cans	25¢
VANILLA WAFERS	1-pound package	14¢
TOMATO JUICE	Campbell's, 3 cans	25¢
PRUNES	Fresh in syrup, 2 1/2 cans, each	14¢
OATS	Large package	17¢



Don't risk health! Use CRISCO—the digestible shortening

3-Lb Can **61c**  
6-Lb Can **\$1.19**

CAKE FLOUR	Softasilk, package	31¢
FLOUR	Gold Medal All Purpose Flour, 24-lb	\$1.03
BISQUICK	Large package 32¢, small pkg	21¢



RECOMMENDED BY 2,000 QUALITY SPECIALISTS

**Super Suds** 3 Pkgs. 25¢  
CLOTHES WASHER—DISHS BRIGHTER

**CRYSTAL WHITE** 5 Bars 19¢  
THE PERFECT FAMILY WASH

NEW QUIK SOLV	THIS SUPER SOAP	Medium size, pkg free with lge pkg	25¢	
BAKING POWDER	Calumet, 1-pound can	23¢	PEANUT BUTTER	31¢
GRAPE JUICE	Quart 31¢, pint	16¢	CRACKERS	17¢
WALNUTS	Per pound	19¢	CORN FLAKES	10¢
GRAHAM CRACKERS	2-pound box	19¢	VANILLA EXTRACT	17¢
SALAD DRESSING	Jane Goode, quart	29¢	RAISINS	29¢
POWDERED SUGAR	2 packages	15¢	OLIVES	18¢

**FRUITS & VEGETABLES**  
... chosen for freshness and flavor!

SPUDS, 10 pounds	16¢
CELERY, bunch	12¢
LETTUCE, head	5¢
BUNCH VEGETABLES	4¢
LEMONS, dozen	23¢
ORANGES, extra large, dozen	33¢
BANANAS, nice, ripe, per pound	5 1/2¢

Quality and Service Are Paramount Always At

# PIGGLY WIGGLY

ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME