

1939 Hereford Whiteface Football Team



HERE ARE THE COACHES, PLAYERS, and assistants who brought the Maroon and White colors through the 1939 season to third place in District 1-A. Left to right, first row: Grant Fuller, Jr., assistant; John Estes, Joy Worley, Ernie Schumacher, Cliff Estes, Wesley Guthrie, Leonard Johnson, Ewel Fox, Robert Petersen, Second row: Lynwood Hallum, Henry Ford, Harold Loerwald, Clyde Hagar, Jack Smith, Joe Brock, Nolan Miller. Third row: W. M. Emmons, Horace Lee Altman, Jack London, J. P. Jones, Jack Knox, Kenneth Lisenbee, Joe Ed Bursleson, Wayne Phillips, Jeff Burks, assistant, and Coach Tommie McCollum.

AROUND TOWN

Sights and Faces Seen

A group of men intently watching a basket of peanuts at the Corner Fruit Stand yesterday, were found to be observing a sly mouse which would come from under the Stambaugh building, snatch a peanut from the basket and then scurry back to its hole.

Biggest point of interest in town, judging from the crowd always there during the day, is the new postoffice. There seems to be a certain fascination about watching the other fellow work.

After a lengthy discussion of building materials, and building methods the other day, F. H. Oberholzer and F. T. Roloson decided that maybe they'd better let the Federal Government go ahead and build the post-office without their advice.

The home of Rev. and Mrs. M. M. Beavers on East Second Street has been remodeled, repainted, restuccoed, and refloored. (Continued on Page 10)

Write Your Letters To Santa Claus; The Brand Will Print Them

Old Santa's factory at the North Pole is running full blast, we've learned, and he has his reindeer in training for the long jaunt to Hereford with a sleighload of toys for boys and girls.

Santa Claus is very anxious this year that his gifts please his friends, so he is asking that you write him a personal letter telling him exactly what you want him to bring you for Christmas.

Again the Brand will act as Santa's helper and will print letters to Santa Claus. So write your letters to Santa, neatly and nicely, and address them to: Santa Claus, care of The Hereford Brand, Hereford, Texas.

Be sure to sign your name so Santa will know who is writing to him.

Consolidation Of Laundries Announced

Consolidation of Barber's Helpy-Selfy Laundry with the Hereford Laundry was this week announced by W. L. Ayers, who said that Frank Barber, Jr., will have charge of the helpy-selfy department which is being enlarged. The consolidation will be effective Monday, Nov. 27.

The helpy-selfy department is being enlarged and will have 17 machines, Mr. Ayers pointed out. More new equipment will also be added in the near future, according to present plans.

Concrete Poured For Postoffice Foundations

Pouring of concrete for the foundation of the new postoffice building was begun Monday, Walter G. Shaddy, engineer, reports. Forms for the basement walls are now being built and put in place. Pouring of concrete to form the walls is expected to begin the latter part of this week.

"All the men now employed on the job are local men," said Mr. Shaddy, "and we expect to continue employing local workers in-so-far as possible."

The postoffice will be a one story building with a full-size basement. Dimensions are 150 feet by 140 feet.

Father-Son Hike Planned By Scouts Sunday

Fathers of Boy Scouts and their sons will get together Sunday afternoon at 2 o'clock for a Father-Son hike, Urvin Streu, Scoutmaster has announced. Starting point will be the Scout Hut in State Park.

Each couple is to bring hot dogs and buns sufficient for themselves. The troop will furnish mustard, pickles, coffee and cocoa for a supper to be cooked out of doors.

Sherman Attends Brother's Funeral

O. E. Sherman returned Tuesday evening from Atlanta, Ga., where he attended funeral services for his brother, E. O. Sherman, who died suddenly Nov. 15. E. O. Sherman helped build the Santa Fe Railroad from Canyon to Hereford in 1899, but has not been in this community in recent years.

McKESSON FUNERAL IN ST. LOUIS FRIDAY

Mrs. Hattie McKesson, mother of Mrs. Harry Frits, died Wednesday at her home in St. Louis. Funeral services will be held Friday, Nov. 24.

Mrs. McKesson was a frequent visitor in Hereford during the time the late Mr. Frits was associated with the First State Bank in Hereford, and had many friends in this community.

Red Cross Drive Promises To Be Best In Years

"With incomplete reports on number of memberships to the Red Cross in Hereford and with no reports as yet from the rural districts, indications are that this year's enrollment will far exceed last year's 327 members," Mrs. D. H. Alexander, roll call chairman said today.

The roll call continues one more week, ending on the last Thanksgiving Day, November 30.

Mrs. Alexander said that the response has been very gratifying and that she expected to be able to make a full report next week of the number of members enrolled this year. Rural workers are expected to report on their success Saturday, she said.

Persons who have been missed in the drive are urged to get in touch with any of the workers, or with Mrs. Alexander.

Rites Held For Infant Girl

Funeral services were held Sunday, November 12, for Ruby Dell Hagar, three-day old baby of Mr. and Mrs. Carroll Hagar, at the Assembly of God church with Rev. R. R. Grubbs in charge. Burial was in West Park Cemetery.

The baby was born November 9 and died on Armistice Day.

Survivors are the parents, Mr. and Mrs. Carroll Hagar, the grandparents, Mr. and Mrs. Jack Hagar, and Mr. and Mrs. E. M. Rice.

DEAF SMITH OFFICERS TO REA CONVENTION

Mr. H. V. Hennen, project manager of Deaf Smith REA, J. C. Ricketts, president, G. C. Hartman and Edwin Ramey, Dimmitt, of the Board of Directors, and Miss Mary Catherine Couch, Castro County CHDA, were among those attending the REA convention held in Lubbock Monday.

In connection with the REA show Monday and Tuesday near Texico, every exhibit booth has been reported sold to merchants.

New Implement House To Open

The Case Company has announced the appointment of J. H. Sears and E. C. Eubanks as dealers for Case tractors and implements. Location of the new business concern will be in the Renfro building. A carload of tractors and parts is expected to arrive the latter part of this week.

Mr. Eubanks is a long-time Hereford resident and has been connected with the Western National Bank. Mr. Sears is moving here with Mrs. Sears and their two children from Monahans, where he engaged in the oil business.

The new company is to be known as Eubanks and Sears. Both expressed the intention of serving Hereford and vicinity to the best of their ability.

"We intend to merit your business, and render prompt, reliable service," they said.

The new concern is expected to have its formal opening soon.

We Want To Buy Copies Of Last Week's Brand

Due to the unprecedented demand for copies of the November 16 edition of the Brand, the potato edition, The Brand will pay five cents for each of the first hundred complete copies brought to this office.

Interest has been so great and so many persons were disappointed who wanted to send copies to relatives and friends that The Brand is making this offer. Bring your copies in.

Service For T. W. Medlin Held At First Baptist Church Today

New Methodist Pastor To Move Here This Week

Reverend Marvin Norwood, former pastor of the Littlefield Methodist Church, Mrs. Norwood and children are expected to move here today or tomorrow to begin his duties as pastor of the Hereford Methodist Church. He was appointed at the annual meeting of the Conference at Lubbock last week-end.

Rev. Norwood has been preaching for 15 years, having been admitted to the conference in 1924. "I know Rev. Norwood well," said Rev. M. M. Beavers, retiring pastor. "He is well-trained and experienced in the work. He and his wife are both highly fitted for their duties."

Soloists Named For "Messiah" Presentation

Several new singers have been named by Miss Mattie Mae Swisher, who will have parts in the presentation of the "Messiah," when it is presented December 10. They are: Durwood Grimes, Bass; Mrs. Jack Wallace, contralto, and pupil of Lester Aldridge, Pampa. Among soloists are Harvey Bulls, head of Friona Music Dept., tenor; Mrs. Calla Mountz, Mrs. Troys Carmichael, Miss Mary Tiefel, and Miss Adeline Koelzer.

The "Messiah," Handel's most successful and best-known oratorio, has an interesting history, Mrs. Swisher said. It was composed in 1741 in twenty-four days between August 22 and September 14. It was first performed at a concert given for charitable purposes at Dublin, Ireland, April 13, 1742. Handel conducting the performance in person. The "Messiah" tells of the prophecy, birth, crucifixion and resurrection of Christ.

Hospital Notes

L. H. Aikman, medical patient, condition fair.

Mrs. Buford Chrostwait, baby girl born November 21, mother and baby doing fine.

Norman Kerr, improving.

Mrs. Odys White, of Bovina, admitted November 23, minor operation, doing well.

Weather Chart

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

Thursday	63	25	00
Friday	68	29	09
Saturday	63	23	00
Sunday	65	19	00
Monday	68	25	00
Tuesday	70	33	00
Wednesday	65	28	00

T. W. Medlin, 63, prominent landowner and wheat farmer, died Tuesday evening after a few days illness.

Funeral services are to be held this afternoon at 4 o'clock from the First Baptist Church. Rev. W. E. Barnes will be in charge. Pall bearers are: J. A. Pitman, Ezra Norton, E. B. Hedrick, A. R. Bateman, R. J. Richardson, and Noah Ewton.

Honorary pall bearers are: Berry Orr, D. R. Carmichael, G. J. Albracht, Frank Knabe, Wes Bradley, C. P. Hussey, and Ed Mosley.

Burial will be in West Park Cemetery.

Mr. Medlin is survived by his wife, nine children: W. A. Medlin, J. I. Medlin, K. K. Medlin, T. F. Medlin, and Geraldine Medlin, all of Hereford; R. C. Medlin of San Antonio; Mrs. E. W. McCall of Austin; Mrs. L. L. Harris of Pampa; and Mrs. Lloyd Gelvin of Salem, Ill.; two brothers; L. A. Medlin of Corona, N. M.; and J. M. Medlin of Cisco; three sisters: Mrs. O. O. Love, Cisco; Mrs. Minnie Heath, Garden City; and Mrs. A. Q. Reed, Walters, Okla.; and ten grandchildren.

Mr. Medlin was born in Kansas, April 19, 1876 and died November 21, 1939 at the age of 63 years, seven months and two days. He married Miss Minnie Perry Evans in Greer County, Okla., in 1896.

As a young man he was interested in the oil business in Mexico and in a colonization project. (Continued on Page 10)

Thanksgiving Gets Little Attention Today

President Roosevelt's Thanksgiving Day does not appear to be very popular in Hereford. None of the stores are observing the day by closing, but practically all will be closed next Thursday on the Day officially proclaimed for Hereford.

The banks, postoffice, and construction office of the new postoffice were closed this morning. A few families were planning Thanksgiving dinners today.

This issue of The Brand carries a special REA section devoted to the development of Rural Electrification in Deaf Smith, Parmer and Castro counties, calling attention to the REA Show to be held Monday and Tuesday at the Rupert Paul farm two miles west of Texico on the south side of Highway 60. In the REA section will be found the advertisements of your merchants who are interested in helping you to enjoy better living in better homes on better equipped farms. Also to be found in the section are many articles containing valuable information on the use of electricity which is worth preserving.

The time is past when a home in the country is barren of such conveniences as electric lights, irons, fans, radios, and electric motors to take the drudgery out of farm-life. Today most rural homes can be as pleasant and convenient as any the city can afford.

Bottle Babies Thrive on Milk Diet



THESE BOTTLE FED BABIES are perfectly content with a diet of milk, rolled oats and corn syrup. Captured in their Nevada homeland four months ago, the antelopes were turned over to the Washington state game department and are being kept on a secluded ranch near Portland. The black spots on their heads are the beginning of antlers.

Condensed, Concise, For Busy Readers

Hereford Brand War News Briefs

Five neutral and five British ships were sunk over the week end and 133 persons were lost, mostly on the Dutch Ship, Simon Bolivar. Altogether 24 ships have been sunk this week.

Britain announced that the mines causing most of the damage were of a new magnetic type which were set off by the magnetic attraction of a ship. Mine laying by parachutes dropped from German planes was also reported.

In reprisal of the "indiscriminate" mine laying by Germany, Britain announced a war on Ger-

man exports, thus making her economic blockade of Germany complete. Under the new ruling goods being shipped out of Germany were liable to seizure, even though on neutral ships.

Western front action was slowed down by rains and flooded rivers and fighting there was comparatively mild. German soldiers cleared away debris of the storm. A son of the ex-Kaiser said that the Hohenzollerns, Germany's ruling house during the World War, are behind Germany in the present struggle.

Tippling Melons May Provide Alibi



ALIBIS FOR AN ALCOHOLIC breath may take a new twist if melon growers adopt the technique developed by Samuel Untermyer of New York. He gives his melons any desired alcoholic flavor by binding a small bottle of liquor to the stem of the growing plant. The plant absorbs the liquor through a tiny tube in its stalk.

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The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
 TELEPHONE 34

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JIMMIE GILLENLINE Editor

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NOTICE TO PUBLIC:

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

Summerfield

HELEN OGLESBY
 Mrs. Lee Curry and Miss Pearl Procher were visitors in Clarendon last week.

Lloyd Bradley was a visitor in Berger Saturday.

Miss Ruth Lookingbill of Hereford is now visiting with her parents, Mr. and Mrs. J. L. Lookingbill.

Miss Hare of Amarillo is visiting in the home of Mr. and Mrs. Bill Edelman.

There were 51 present at Sunday School last Sunday morning.

Misses Aline Coker, Shirley Ruth Thomas, and Helen Oglesby were visitors in the home of Miss Frances Young in Hereford Friday.

Mr. and Mrs. Earl Lawrence of McKinney, Mr. and Mrs. B. P. West and son, Clinton, of Clovis, Mr. and Mrs. J. B. Noland and Mr. and Mrs. Lee Kendall were visitors in the Henry Kendall home last Sunday.

Mr. and Mrs. C. B. Thomas and daughter, Shirley Ruth, were visitors in the Westway community Sunday afternoon.

Mrs. James Gandy and daughter of Wyche are visiting in the home of Mr. and Mrs. J. R. Oglesby this week.

Misses Edith Neill and Helen Oglesby were visitors in the Westway community Sunday morning.

Mr. and Mrs. Carl Neighbors were visitors in the home of Mr. and Mrs. Tom McCanlis in Amarillo, Saturday.

Mr. and Mrs. Taylor Evans spent the week end in Canyon visiting with relatives.

Several attended the Workers Meeting at Friona, Thursday.

Miss Ruth Atchley gave a very interesting report on her trip to the convention in San Antonio.

Mr. and Mrs. A. C. Krause of Plains, Kan., visited in the home of Mr. and Mrs. Tandy Legg this last week end.

Miss Juanita Davidson of Stanton was a visitor in the Sam Wilson home last week.

The Missionary Society met Wednesday with Mrs. D. C. Walser giving "This Constraining Love."

Club met in the home of Mrs. Guy Walser last week.

Tandy Legg and A. C. Krause were visitors in Lubbock last week end.

Mr. and Mrs. Bill Roberson and Joyce of Wichita are here visiting relatives.

Mr. and Mrs. John Hicks and family are visiting with his mother.

Miss Pearl Procher was on the sick list this week end.

Boss Roy and son, Thomas Louis, of Sunnyside, were visitors in the home of C. B. Thomas Friday.

Mr. and Mrs. Lyon Clark of Anton visited in the home of Mr. and Mrs. J. S. Lookingbill.

Mr. and Mrs. Carl Neighbors were visitors in Canyon Sunday in the home of Mr. and Mrs. Russell.

Mr. and Mrs. Lois Lookingbill were visitors in the J. L. Lookingbill home Sunday.

Mr. and Mrs. Roy Coker and family were visitors in the Progressive community Sunday.

Miss Helen Oglesby was a visitor in the home of Miss Edith Neill in Black Sunday afternoon.

Mr. and Mrs. C. B. Thomas were visitors in Dimmitt Saturday.

Mrs. J. A. Noland and Mr. and Mrs. Mac Noland were visitors in Amarillo Saturday.

Thanksgiving Program
 The Thanksgiving Program to be given in the Summerfield Auditorium at two o'clock p. m., Wednesday, November 29 is as follows:

1. The Little Vegetable men.
2. Why we are Thankful.
3. Piano solo—Gayle Roberson.
4. A Happy Thanksgiving.
5. Cornet solo—Charles Lee Evans.
6. Scenes from Pilgrim Life. Dinner will be served at noon to all the community.

Vega News

MRS. D. E. MCKENDREE
 Vega and Adrian played a six man team of football on the Adrian field Friday. The score at the end of playing time was 24 to 20 in favor of Vega.

Mr. and Mrs. Lynn Staubus and two children were visiting Vega friends Saturday and attended church Sunday night here also.

Mr. and Mrs. E. O. Kilbourn and daughter, Mary Alice, spent the Armistice holiday in Dalhart visiting their respective mothers, Mrs. Liles and Mrs. Kilbourn.

Mr. and Mrs. Audie Morgan spent the week end in Canyon.

Those from Vega seen in Amarillo Monday were Mesdames Emma McNabb, N. E. Wiseman, Glenn Boydston, John Ivy, Raymond Thompson and John L. Wilson Jr.

Commissioners of Oldham Co. held their regular session of court Monday.

Rev. and Mrs. Rex Kendall are the happy parents of a daughter, Rex Anne, who arrived Monday noon to take up residence with them.

John Scott of Hot Springs, N. M. is in Vega on business.

Mrs. Conklin of Amarillo visited Mrs. Guy Barnett Wednesday.

Mr. and Mrs. C. M. Raley left Wednesday for Okemah, Okla., San Antonio and other Texas points for a month's vacation.

The Tongue and Thimble Club met with Mrs. Jack Roberson Thursday afternoon.

The Methodist Missionary Society held their regular weekly meeting Thursday afternoon with Mrs. Raymond Thompson.

Mrs. W. A. Williams was shopping in Amarillo Thursday of this week.

Mrs. Guy Barnett entertained friends Friday night honoring Mrs. Alberteen Roark on her birthday. The time was spent making candy and friendly chat.

Mr. and Mrs. W. A. Jinks are visiting their son Otto and family in El Paso. They expect to be gone about two weeks.

The P. T. A. is sponsoring a play entitled, "You Don't Grow Younger." Friday night, Nov. 24th. Admission is 25c and 10c, the proceeds to be used by P. T. A. for benefit of the school.

Rev. Rex Kendall attended the annual conference. It is hoped he will be returned to Vega again for another year.

Mrs. Fred Cotton entertained members and visitors of the Study Club in her home Wednesday. The lesson on international Good Will, was led in discussion by Mrs. C. C. Wimberley, after which lovely refreshments were served by the hostess.

Mr. and Mrs. Bennett and Mr. and Mrs. R. F. Williams visited in the W. A. Williams home Sunday.

The Sew and Sew Club was delightfully entertained Wednesday in the home of Mrs. Raymond Thompson.

Mr. and Mrs. M. B. Stone of Stamford visited Raymond Thompson and family the past week end.

Mr. Gerhardt Peters of The Farmers Produce has been confined to his home with an infected hand which he cut with galvanized tin while building his garage.

Mr. L. L. Stevens and Boots Montgomery made a business trip to Magdalena, N. M., this week.

Miss Charlie Browne of Dallas is visiting her sister, Mrs. T. E. Sprouse and family.



MEET THE NEW WIRED HELP—Farmers almost everywhere are taking on this new helper. A list of his virtues is too long to print; but he specializes in doing the hardest chores and in saving the farm family most of its drudgery. Electricity on the farm means less drudgery and, where it is effectively used in farm operations, more income for the farmer and his family. It means a happier, more comfortable farm home. The Rural Electrification Administration in Washington will furnish information to farmers about how to use their electric service most economically and with maximum benefits.

Jumbo News

MRS. ULLMAN HUNTER
 Mr. and Mrs. Ozro Stephens of Dimmitt called on Mr. and Mrs. Robert Stephens Sunday afternoon.

Miss Pauline Matthews spent the week end in Portales with her friend, Miss Ruby Lee Baker and her brother, Lawrence Matthews.

Mr. and Mrs. Earl Sullinger of Tucumcari, N. M., visited his sister, Mrs. Lynn Axe, Thursday.

Mrs. E. C. Burks of Arney spent Friday night with her daughter, Mrs. Addison Hunter.

Marvin Axe is spending the week in Amarillo with Mr. and Mrs. G. M. Sullinger and at Claude with Mrs. W. H. Killebrew.

Mrs. Dewey Owens was hostess Thursday afternoon at 2:30 in her home to the Women's Auxiliary. She led the devotional and program. Mesdames Thurston and Matthews gave interesting articles on mission work in Siam. Members present were Mesdames Owens, Matthews, Thurston, Stephens, Sam and Ullman Hunter. Mrs. A. B. Dameron was a visitor.

Mr. and Mrs. Lyman Axe were hosts to a dinner Sunday honoring their oldest son, John Earl, on his eighth birthday. Guests were Mr. and Mrs. F. J. Axe, Fred and Anderson, Mr. and Mrs. George Chambless, Mr. and

Mrs. Bob Axe of Daniel and Hazel Chambless of Amarillo.

Mrs. Finis Hunter left Saturday in company with her parents, Mr. and Mrs. L. O. Norman of Arney, for Fort Worth to be with her sister, Mrs. Ollie McCrary, who was to undergo an operation Monday.

Mr. and Mrs. John Toles and Mrs. J. I. Peggrod of Lubbock called in the L. A. Matthews

and Ullman Hunter home Sunday.

Mr. and Mrs. W. H. Killebrew of Claude visited her sister, Mrs. Lyman Axe Friday.

Mrs. C. D. Pinckert returned home Tuesday from the Cogswell-Miller hospital in Dimmitt where she recently underwent an operation.

J. M. Richardson and Jack of Shreveport, La., spent the week end with the Ullman Hunters.

Mr. and Mrs. Roy Thurston went to Olton Friday where they visited their parents and friends during the week end.

Mesdames Gilliam, Wilder, Simpson, Stephens, Sam, Finis, and Ullman Hunter quitted for Mrs. A. C. Flowers Monday afternoon.

Miss Pauline Matthews was hostess to a birthday party honoring five of her pupils whose birthdays occurred this month, at the school building, Friday afternoon. Honored were Jack Flowers, John Earl Axe, Wesley Wray, Marjón Hicks and Jimmy Doris Hunter. Guests were Bobby Simpson, Richard Pinckert, Melba Sevier, Lloyd and Merle Leasure and Phyllis and Frances Hunter.

Mesdames Jack Rose and Lan Shore of Hereford called on Mrs. Ullman Hunter Sunday afternoon.

Mr. and Mrs. H. C. Baird attended the American Legion "42" tournament in Dimmitt Friday evening.

Mrs. Henry Short of Dimmitt spent the week end with her daughter, Mrs. Dewey Owens.

Mr. and Mrs. Edwin Ramey of Dimmitt called on Mr. and Mrs. H. C. Baird Friday.

Mr. and Mrs. Clyde Wilburn of Hereford spent Sunday with Mr. and Mrs. Allen King.

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Dr. Kelton not only has had many years experience in successful, drugless practice, but has a well-rounded source of knowledge which he has gained from outstanding universities and specialized courses in the various degrees of Chronic Disorder, and diseases.

Your health problem will be quickly diagnosed free of charge, and correct treatment suggested; painlessly and efficiently, covering all the elements pertaining to the human body and system. He is thoroughly qualified in diagnosing and treatments of congestion of the liver, gall stones, headaches, nervous prostration, paralytic infection, St. Vitus dance, muscular rheumatism, stiff joints, sprains, curvature of the spine, obesity, and various other troubles.

Nature wants you to be well — Not merely "A little better, thank you," or "just able to be about" — but really well.

Then why not give nature the chance to help you? Why not travel "Nature's Own Trail?"

At least, investigate this great highway that has led so many thousands out of disease and despair, to glowing health and lasting happiness.

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MASONIC BULLETIN
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 Stated meeting second Monday in each month. School of instruction each Thursday night.
 F. M. Keester, W. M.
 R. L. Brady, Secy.

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 10 Gillette RAZOR BLADES . . 49c
 35c Raco SHAVING CREAM 29c
 (Value Box) 66 KOTEX 98c
 50c Pine Tar & Honey 39c
 50c SAL HEPATICA . . . 49c
 Pint WITCH HAZEL . . . 39c
 Pint U. S. P. RUBBING Alcohol 29c

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 An effective balm for colds. Does not stain!
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HEREFORD



BULL

By Jimmie Gillentine

In view of the national mix-up on Thanksgiving, someone has suggested that we had better do our Christmas shopping early—for tomorrow may be Christmas if FDR gets the urge to make another change.

Are people interested in potatoes? Apparently, they are. Last week, in addition to mailing 1,500 extra copies of The Brand into Idaho, Colorado and Washington, we printed 450 extra copies besides our regular circulation. About 2:30 Friday afternoon we ran slap-dab out of papers. People grabbed them by the dozen, and mailed them out to friends. If you have a copy of the Nov. 16 issue be sure to mail it out. The copies are as scarce as hen's teeth. After working hard on the section I went home for supper—and what do you think we had—Yes, Potatoes. Well, I like fried potatoes better than almost anything else in the eating line, so I was pretty well satisfied.

However, the thing that got me was when I looked over and saw a mesh bag which said "Idaho Russets." Being a well-trained husband, I didn't say too much, but the remainder of the meal wasn't exactly spent as it would have been.

After all, if the women in this community buy Idaho or Colorado potatoes, it's nobody's fault but that of the local producers. There's a big difference in growing a product and in marketing it at same product. The local producers have the price advantage, and I think that their quality is a little superior. They need things. They need to get some all mesh bags, and they need to do some advertising. Around percent of the flour used in Hereford is produced in Hereford. Our local mills have some attractive displays at other mills—and they do advertise their flour as Home-Produced and of Superior Quality. It lives up to all of their claims. The same can be true of other goods.

Doctor (inquiring after patient who had swallowed half dollar): "And how is the patient today?" Nurse: "No change yet."

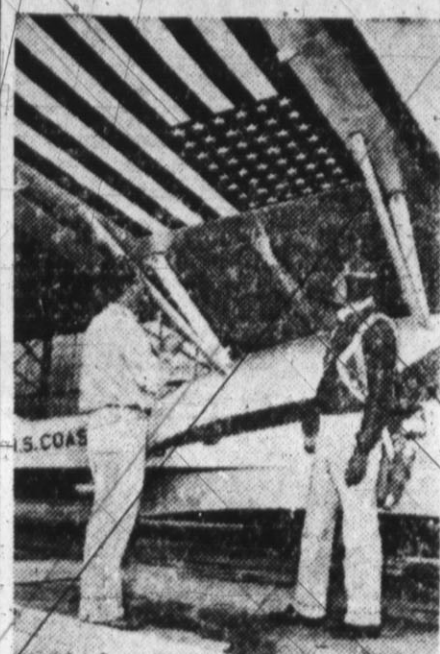
Ready firms of all classifications are displaying Christmas goods, and Hereford is no exception offering the greatest and most complete selection of Christmas goods which the community has ever seen. In the past merchants have sadly neglected the Christmas line, but this year the warring rivals that of any community—and the general gift giving is superior to most other communities of this size. Don't wait until Christmas Eve to do your shopping. Folks, because Christmas Eve comes on Sunday.

Here's another joke. "So R. slapped his face when he saw you stockings were coming at the knees?" "Certainly, I didn't have any on."

Several persons have suggested that Hereford sponsor a window display contest. The contest prizes for windows here is a contest. This sounds like a swell idea, and I here and days the buck to the Chamber of Commerce. However, I don't expect to be a judge. Probably can't get some good and think that we can put it over, and I don't see that I can't dig up some everyday edges. Let's get women, of the ones who do the buying is at least 75% of it—and the ones who should do the buying. More next week on window display contest. If interested, start with E. B. Posey, Chamber of Commerce secretary, or Alexander, C. H. Dyer, Nesbitt, Miles Roberson and McAnforth—I'm already working on it.

There are two sides to the wrong side and wrong. Mrs. ... new game. It's called "Bons," and just to last worthwhile, I'll give a ... to the Star Theatre and which is clever and enough to merit re-printing. Brand; limit 2 to ... Figure out your de ... the mail them to "The ... Hereford Brand, ... Texas," or bring them

Just in Case—



The United States coast guard at Miami, Fla., takes no chances. When foreign submarines were reported to have been sighted in Florida waters, coast guard officials painted a large American flag on the underside of the wing for identification purposes.

by the office. Remember, they have to be clever—and as samples, here are a few which qualify:

Branding Iron: A hot number. Commentator: A plain, every day spud.

False Doctrine: The wrong medicine given to the sick by a quack.

Lady Druggist: A pharmacist.

Puncture: A little hole in a tire usually found a great distance from a service station.

Westway Items

MRS. MERLIN KAUL

Mr. and Mrs. Merlin Kaul were hosts at a party last Tuesday night honoring Eustace Osburn who left Wednesday to drive Mr. and Mrs. Weldon Roe and family to their home in Richmond, California. The evening was spent playing "42" and chess checkers. Mrs. Kaul served refreshments of fruit salad, cookies and cake to the guests. Those present were Roy and Vesta Mae Landers, Eustace and Gene Osburn, Jack Allmon, Geo. Turrenine, Elvin and Grady Wilson, Gladys and Howard Gore, Nannette Little, S. J. and Loy Cook, Jewel and Gene Clark, Erman Campbell, Lou Ella Scarborough, and Mr. and Mrs. Kaul. Mr. and Mrs. E. B. Osburn were called to Carlsbad, N. M. last Thursday by the illness of their daughter, Mrs. Hazel McKinney. They returned home Sunday night leaving Mrs. McKinney much improved.

Visitors in the Merlin Kaul home Thursday included Mrs. Guy Lawrence and Nelda Guy, and Mrs. John Huntzinger of Hereford, Mrs. D. H. Allmon, Mrs. R. M. Gunn, Mrs. Joe Landers and Ross Joe.

The Wayland Volunteer Band held services here and at Ward Saturday night and Sunday. Sunday noon a basket dinner was served at the schoolhouse. The band included Harold Petty, Nettie Mae Guthrie, Gerald Moore, Bill Boyer, Martha Nelle Payton, Marvel Upton, J. B. Earp, Laura Lou Howell, Murrell Grigsby, Marvin Harris, Eloise Lindley, and Vernon Chamberlain.

Harold Petty and Gerald Moore were guests Saturday night at the Al Werner home, Nettie Mae Guthrie and Eloise Lindley at the Henry Allmon home, Martha Nelle Payton and Laura Lou Howell at the Moody Stephan home, and Murrell Grigsby and J. B. Earp were guests of their aunt, Mrs. J. S. Earp and Jack.

Other visitors Sunday included Mr. and Mrs. C. B. Thomas and Shirley Ruth, and Mrs. Carl Lee and children, Jessie Gene and Jack Clark and Mrs. Marvel Upton of Summerfield, Mabel and Sylvia Behrends of Rance, Mrs. O. E. Boyer and Leroy, Mr. and Mrs. David Boyer, and Mrs. Leola Wolfington from Hereford and J. B. Little of Bowie.

The Ward community plans to have church services and singing at the schoolhouse on Thanksgiving Day, Thursday, November 30 and has invited this community to attend. There will be a basket dinner at noon.

J. B. Little of Bowie moved here Sunday and will live in the north house on the Paul Rudd farm.

Rev. H. M. Redford closed the revival meeting of the past two weeks last Friday night. There was good interest in the meeting and good attendance. On Thursday night the young people from the Christian Church in Hereford had charge of the services. Richard Petersen was the leader. Special numbers enjoyed were a solo by June Dameron and a saxophone duet by Evelyn Hammock and Rena Rae Renfro. Other visitors were Lois Agnes Glibreath, Robert Petersen, Gertrude London, Eleanor

Wilson, Rue Wilson, Patsy Hammock, Jack Harper, Ellis Coombes, A. Petersen, Mrs. H. M. Redford, C. H. Dyer, Mr. and Mrs. Cord Hammock, Leonard Foster, John Renfro, Miss Stella Fortenberry, and Mr. Hammock, Sr. Quite a number from Hereford attended the services throughout the meeting.

Grady Wilson and E. B. Osburn attended the wrestling match in Amarillo last Thursday night.

Mrs. Francis Carthel of Lockney visited in the home of her daughter, Mrs. Maurice Tannahill last Wednesday afternoon.

Mr. and Mrs. Maurice Tannahill and Carlton were guests Saturday night in the home of Mr. Tannahill's brother, Earnest Tannahill at Lockney, and Sunday guests in the home of Mrs. Tannahill's parents, Mr. and Mrs. Francis Carthel.

Mrs. H. C. Matteson and Paul, and Mr. and Mrs. E. H. Little were visitors in Clovis, N. M., Friday. Paul took a load of hogs there.

Mrs. Jack Fanning and sons, Rhoul and Falt, of Earth, visited Mr. and Mrs. W. R. Allmon Wednesday. Friday night visitors of Mr. and Mrs. Allmon were Albert Krause of Plains, Kan., and Tandy Legg of Summerfield.

Mrs. Guy Lawrence and Mrs. John Huntzinger of Hereford are helping Mrs. R. M. Gunn quilt this week.

Mr. and Mrs. Buddy Witherspoon and children and Miss Edith Standifer of Hereford were dinner guests Sunday in the G. C. Hartman home.

Mr. and Mrs. Buren Sowell and David and Margaret visited Sunday afternoon in the Thurman Johnson home near Summerfield.

G. C. Hartman attended a District meeting of the REA in Lubbock Sunday.

Helen Marie Tucker had her leg operated on by Dr. LeGrand Tuesday. She has been suffering intensely for the past week. A broken blood vessel has the trouble.

Mr. and Mrs. T. B. Cox and family visited in the home of Mrs. Cox's sister, Mrs. N. W. Livesay at Vega Sunday afternoon.

Adrian News

DONNA GAYLE HARRIS

Mrs. L. E. Fleming arrived home Saturday night from San Antonio.

There was a large crowd at the dance Saturday night at the Sims School house south of Adrian. Many attended from Amarillo besides the Adrian, Vega and Sims communities.

The Adrian P. T. A. met Tuesday night. A one act play, "The Bride Wore Red Pajamas," was presented. Characters were: Virginia Richter, Sarah Calhoun, Gerry Wilson, Bob Gruhkey, Mrs. Richter, Lottie Zaring, Lord Percy, Ray Long, Benson (the butler), Jake Fortenberry.

Ushers were Jean Spande and Donna Gayle Harris. The audience then was directed to the Home Ec room, where a dinner was served by Jean Spande, Sarah Calhoun, Donna Gayle Harris and Neomi Reynolds. The room was decorated in the Thanksgiving theme. After dinner was served, Dr. Lloyd of Vega presented the Red Cross to the group. Mr. Godwin talked on getting along with others. The lights were then turned out and the group sang "Blessed be the Tie That Binds," by candlelight and the meeting adjourned.

SENIOR QUILT FINISHED Monday there was an all day quilting at the Adrian School. The ladies that quilted brought a covered dish and a luncheon was served at noon to members of the senior class. Ray Long, Neomi Reynolds, Jake Fortenberry, Sarah Calhoun, Thomas Murphy, Lottie Zaring, Bob Gruhkey, and Donna Gayle Harris and Miss Jean Spande of the junior class. The faculty: Mr. Syms, Miss Clemens, Mr. Baker, Mrs. Baker, Mr. Hammit, Miss Bourland, and Miss Elliot.

The ladies: Mesdames Skaggs, Howard, Crietz, Calhoun, Davis, Reynolds, Ed Jacobson, Lemke, Allan, Flody Brown, W. L. Brown, Witt, Ashcraft, Maynard, Fortenberry, M. H. Zaring, M. H. Zaring Jr., Freeman. Those coming in the afternoon were: Mesdames Ray Brown, Collier, Percy Gruhkey and MacAdoo.

Mr. and Mrs. J. E. Speed entertained at a bridge party at the home of Mr. and Mrs. Glen Howard Friday night. Mrs. Howard won high and Mrs. Tolbert low.

Miss Jane Tilbot and mother of Clayton, N. M., visited their daughter and sister, Mrs. Haley Shaw of south of Adrian.

The Biology class of Adrian High journeyed to the Booster Station Tuesday afternoon and was directed through it by Mr. L. E. Fleming.

Mr. and Mrs. Buren Spande left Thursday for Minnesota to visit relatives. Mr. Spande is reported better. Mr. and Mrs. Henry Crietz en-

Volunteer



Former British and American champion golfer, Pam Barton, now does all her driving from behind the wheel of an ambulance. With thousands of British women, Pam volunteered for ambulance service and is now in training.

terained at a bridge party Saturday night.

Miss Henrietta Crietz visited her parents, Mr. and Mrs. Henry Crietz, over the week end.

Mr. Walter Lemke visited his family over the week end. He is attending Lubbock Tech.

Mrs. Percy Gruhkey was honored with a blue and pink shower at the home of Mrs. E. C. Chapman. Mrs. Ray Brown and Mrs. Roger Gruhkey were the hostesses.

Mr. and Mrs. M. H. Zaring Jr. spent the week end visiting Mr. and Mrs. Kenneth Zaring at Santa Rosa.

Mr. J. G. Fortenberry and sons Jay and Glen, their cousin, Alfred Seary, visited in the home of K. Fortenberry Sunday even-

ing. Senior Class of Adrian High will present the annual senior play at 8 o'clock Friday night, November 24. The play "The Mill of the Gods" takes place in the living room of the Jefferson home in a southern town, and a tenement flat. Characters are: Phillip Jefferson, a banker, Ray Long, Mary Jefferson, his wife, Neomi Reynolds; Patty Jefferson, his daughter, Sarah Calhoun; Selina, an old servant, Lottie Zaring; Lawrence Stanton, his nephew, Jake Fortenberry; Kenneth Kane, companion and secretary, Donna Gayle Harris; Terry, a tramp, Bob Gruhkey. The Adrian band will play between acts and a quilt auctioned off. Plan to attend.

Prices are 10c and 25c. We will be seeing you at the senior play. Mr. Bob Snowden is much better. He is now walking without his crutch.

Mr. John Skaggs, George Syms and Bob Caldwell journeyed to Lubbock Saturday, to see Marquette and Tech play football.

Wyche Items

MRS. R. C. VALENTINE

E. C. Hewitt moved into the Clyde Bandy place, last week. Mr. Hewitt recently purchased it.

Al Hewitt and Mr. Johnson left last week for Ruidosa, N. M., where they are planning on getting green lumber for corrals on the Hewitt place.

Mr. and Mrs. Victor Elliston and Ervin Elliston of Logan, N. M. visited in the N. G. Elliston home Saturday.

The members of the R. D. C. of Wyche will entertain the members of their families at a Thanksgiving dinner given at the club house in Hereford Thursday, Nov. 23.

Mr. Tom Medlin, who was in the Deaf Smith County Hospital is at home again. He was report-

All for Safety



No—the picture isn't upside-down. This pilot is merely testing a new airplane safety belt at Wright field, Dayton, Ohio. The belt is protection against crash landings.

ed, Sunday, to be slightly improved.

Chas. Lueb has been absent from school lately on account of illness.

Mr. and Mrs. O. R. Carmichael and sons, Woodrow and Pete left Friday for Sarah, where they attended the funeral of the D. R. Carmichael. They returned home Sunday.

Mr. Johnson and children moved into the house vacated by the E. C. Hewitts Saturday.

Mrs. F. D. Ferguson and Mrs. Cross Committee of this community. George Roberts are on the Red unit. Mr. and Mrs. Albracht attend-

ed the funeral services of a little niece in Canyon Thursday.

Mr. and Mrs. Dock Roberson and children visited in the home of her parents, Mr. and Mrs. Walk Bradley, Sunday.

We are sorry to report Mr. Aikman has been taken to the hospital in Hereford.

Mr. and Mrs. Bernice Dee Fortner have been taking in places of interest in San Antonio, Dallas and Fort Worth.

Mr. J. J. Paetzold was in Amarillo, Friday.

Mr. and Mrs. Lee Cocanougher have returned home from Nebraska, where they attended a cattle sale.

Mr. and Mrs. Boeskin returned last week from Dallas.

Mr. and Mrs. George Paetzold are remodeling and painting the Hazelwood place and expect to move there soon.

Mr. and Mrs. Ben McBrayer, formerly of this community, visited Sunday in the D. R. Carmichael home.

Mrs. McCall of Tyler, a daughter of T. W. Medlin is visiting her parents here. Club met in the home of Mrs. George Robertson, Thursday, Nov. 16. Plans were made for the Thanksgiving party to be held Nov. 23.

ATTEND SHAMROCK LEGION MEET

Mr. and Mrs. Jim Black and Mr. and Mrs. Frank Gyles attended the 18 district meeting of the American Legion held in Shamrock over the week end. Features of entertainment included a banquet Saturday night and talks made Sunday by outstanding speakers including an address by Rep. Marvin Jones.

Mr. and Mrs. C. E. Gatlin and Mr. and Mrs. J. P. Gatlin visited Mr. and Mrs. Clyde Renfro Sunday, near Dimmitt.

Miss Lois McCaslin spent the week end in Canyon with her mother, Mrs. Nancy McCaslin.

Advertisement for Penney's Toy Fair. Features include: Fun for Everyone! PENNEY'S TOY FAIR. AMAZING VALUE! Fun for everyone at Penney's Toy Fair! Hundreds and hundreds of toys—every child's dream come true! More breath-taking sights than Dorothy saw in the Land of Oz—trains thundering, mama dolls crying, horns blowing, drums beating! Ask Mother and Dad to bring you in early so you can see everything! Products listed: Streamlined Steel Wagon \$2.98, Fibre Cart \$1.98, Baby Doll 98c, Scooter 98c, Doll Bed 98c, Dial Phone 39c, Big Tractor 49c, Big Block Set 25c, Novelty Balls 25c, Story Books 25c ea., Football 98c, Cedar Chest 98c. Penney's logo at the bottom.

Matches, Clips, Even Watermelon Seed Are Preferred As Bookmarks

From burned matches to bobby pins, from cigarettes to toothpicks runs the gamut of odd things used for book marks, reports Mrs. Clara McLean, Deaf Smith County Librarian.

"In spite of the fact that we supply bookmarks made for the purpose," said Mrs. McLean, "people still seem to prefer their own kind."

Bobby pins are the most common articles used to keep the place in the book, she said. The librarians also find that many people clip pages together and leave the clip there when the book is finished.

Toothpicks are commonly used bookmarks which seem to show that a good many persons like to settle down after a meal with a good book and a toothpick. When they get tired of reading, in goes the toothpick as a bookmark.

Cigarettes are occasionally found, and old playing cards turn up once in a while between the pages. Cigarette papers, cigarette packages, strings and ribbons are commonly used.

During the summer, Mrs. McLean says, quite a few watermelon seeds were used.

Mrs. McLean explained that she, and Mrs. Vera Smith and Miss Inez Clark, her assistants seldom went through the books as they were returned and that most of the odd book marks were found, perhaps used, by the next person who checked the book out of the library.

Easter Items

MRS. CARL FRYE

 Sunday School met at the J. S. Smith home Sunday. Those present voted to discontinue Sunday School until spring.

Missionary Society met at the home of Mrs. Geo. Chambless Monday afternoon. Those present were Mesdames D. S. Bruton, Fred Walton, Dan Bruton, H. H. Smith and Geo. Chambless. The next meeting will be at the home of Mrs. Fred Walton.

Mr. and Mrs. Alden Hawks and boys spent last week-end with relatives at Mobeetie.

Mr. and Mrs. E. M. Allen visited Monday afternoon with Mr. Alkman who is ill at the hospital in Hereford.

Mr. and Mrs. Claude Smith and sons visited Sunday in the Harvey Smith home at Big Square. Misses Hazel Chambless and Marie Harja spent the week end here with their families.

Mr. and Mrs. Fred Walton and Mr. and Mrs. Harry Smith visited Sunday afternoon in the Sam Hunter home in the Jumbo Community.

Mrs. V. C. Woolery and son went to Meirose, N. M., Friday morning to be with her mother, Mrs. W. J. Sullivan, who has been sick for several months.

Mr. and Mrs. Geo. Chambless and children were dinner guests in the Lynn Axe home Sunday.

Mr. and Mrs. R. L. Sullinger went last week to the Cruces, N.

Ward News

MRS. CHARLES B. MILES

 Rev. Merle Grigsby was here Sunday to fill his appointment and was accompanied by a part of the volunteer band from Wayland College. They rendered a most interesting program at the morning service. Rev. Grigsby will be back next first Sunday.

Rev. A. O. Heed of Dexter, N. M., visited Friday with his brother, Charles Hood and family.

Mr. and Mrs. James G. Blaine of Claude, former teachers of this community visited in several homes here Friday and Saturday.

Mrs. Belta Oxford and son, Willie, of Lorenzo, Tex., spent the week end visiting in the home of their sister and daughter, Mrs. Wesley Higgins and Mr. Higgins.

Mr. and Mrs. T. B. Cox and children visited Sunday afternoon in the home of her sister, Mrs. Norma Livesay and family at Vega.

Mr. and Mrs. R. O. Allison of Canyon visited Friday with Mr. and Mrs. C. E. Hood. They are all former residents of Clay, Colo.

T. E. Thorton and son of Oklahoma are visiting their nephew and cousin, Frank Stiver, and family, this week. Mr. Stiver is very ill at this writing.

Several from this community attended the funeral services in Hereford Thursday for Dr. Bowe. He had many friends in this community who regret his passing and extend sincere sympathy to Mrs. Bowe and relatives.

Several farmers are busy this week irrigating their wheat.

Mr. and Mrs. Wesley Higgins and Mr. and Mrs. Jack Hutson attended church at Westway Thursday night.

Mr. and Mrs. N. G. Fox and family attended church in Hereford Sunday.

Mrs. James Scott, of Hollis, Okla., spent several days this week visiting in the home of her daughter, Mrs. Fred Moreman and family. She also visited in Hereford with her son, R. S. Scott and family.

Mr. and Mrs. C. E. Hood and daughters visited Sunday with Mr. and Mrs. Geo. Martin, north east of Hereford.

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SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Annual Junior-Senior Bay View Club Party Is Enjoyable Affair

Of social import to both the Bay View Club and the Junior Bay View Club was the annual entertainment given by the Junior Club for the Senior Club's members at the home of Mrs. Alton Fraser Thursday evening.

The entertainment for the evening featured, Mrs. Lester Bengue of Pampa, dramatic reviewer and reader, in an interpretation of "Quality Street" by Sir Phillip Barrie.

Dramatically, yet reservedly, Mrs. Bengue told the story of two sisters in the time of the Napoleonic wars, interspersing with narrative the characterization of the ten principal characters of the play. She created and maintained throughout the interpretation, an atmosphere of the time of the story, vividly portraying the humor and pathos in the lives of the characters during the time of the French Revolution.

Mrs. Bengue was introduced by Miss Eloyse Pitman, yearbook chairman, who had been introduced by Miss Katherine Kirby, president of the club.

Refreshments were served from a table appointed with lace, silver and lighted tapers. An orange-colored cornucopia overflowing with ruddy toned fruit formed the centerpiece. Miss Katherine Kirby presided at the silver tea service, assisted by Mrs. J. W. Witherspoon.

Members of the senior club present were Mesdames Bob Wilton, J. W. Spradley, J. P. Slaton, D. H. Alexander, C. R. Barber, Clara McLean, H. L. Brodwell, Essie Cardwell, R. P. Coneway, H. G. Conkwright, E. W. Harrison, F. T. Roloson, G. A. F. Parker, C. F. Moore, John McLean, J. W. Kirby, Knox Kinard and A. M. Jones.

Members of the hostess club present included Mesdames W. L. Davis, J. W. McVay, Elizabeth

Womble, J. W. Witherspoon, J. D. Neill, Frances McClendon, Jimmie Gillentine, J. T. Gilbreath Jr., Alton Fraser, Misses Edna Daughtee, Lois McCaslin, Rhita Jean Sullivan, Katherine Kirby, and Eloyse Pitman.

Church Group Is Entertained

Members of the Intermediate Department of the Methodist Church were entertained with a games party at the church Wednesday night, Nov. 15. Hosts were members of Mrs. Altus Higgin's class who were losers in an attendance contest.

Leaders of the department present were Mrs. Noah Ewton, Mrs. Altus Higgins and Mrs. H. Beavers, Supt.

Department members present included; Laneje Farmer, Nor Dean Rose, Betty Ann Dunlap, Katherine Acker, Helen Acker, Geraldine McCall, Gladys Shroy, Marian Plummer, Bella Fen Hurford, Patsy Ruth Sander, Mary Short, Madelle Beave, Bruce Heene, DuBois Wall, Dennis Lomas, David Neal Beavers, Douglas Walker, Char Sanders, Thurman Williams, Clinton Williams and Wy Ewton.

Dixon, NE 1/4 and S 1/2 of the SW 1/4 of Section 3, T 2 N, R 1 E. (Second Deed of Trust) Hamon-Whittington Mortgage Co. to G. W. Burch and wife, Surveys 7 and 18, T 4 N, R 2 E. Kansas City Life Insurance Co. to John D. Linthicum.

Warranty Deed
 Standard Savings and Loan Association to H. H. and Mattie Marshall, West 90 feet of lots 27, 28, 29, and 30 of Evans Subdivision of Block 17 of Evans Addition.

C. S. Gunter, et ux, to H. B. Fain, E 1/2 of Section 96, Block K-3.
 J. M. Brownlow, et ux, to L. B. Godwin, Section 65, Block K-8.
 A. T. Young, et ux, to Joe Stagner, part of Section 111, Block M-7.

Deed
 Frank F. Ferry, et al, to C. T. Guseman, E 1/2 of Section 13, Section 24 of T 3 N, R 1 E, and Section 19, T 3 N, R 2 E.

Quit-Claim Deed
 Troy Womble to Walter F. Dayid and Howard W. Price, W 1/2 of Section 35, Block K-8.

A Long Time Ago In Hereford

10 Years Ago
 A head line writer really went to town when he wrote the story of the Hereford-Happy football game. The final score was 57-0 in favor of Hereford and the writer evolved the following:
"HAPPY 'HAPPYJACKS,' HAPPY ON ARRIVAL, LOSE GAME TO HEREFORD WHITEFACES, WHOSE HAPPINESS IS NOW, HAPPILY, MOST COMPLETE.

Listed on the line up of this "Happy" Hereford team were B. Russell, Gilbreath, Jowell, Clinin, Seed, Gregory, Bowen, Higgins, Orr, Mitchell and Stone.

First snow of the fall was seen on the ground Wednesday morning, October 30, following a soaking rain which began the Sunday before.

Homer Fox and R. O. Dunkle led teams in the race to see which could recruit the most new members for the Chamber of Commerce. The losers were to act as waiters for the winners at the Chamber's bi-weekly luncheon.

20 Years Ago
 Rev. John Meyer Asbell of the First Christian Church was chairman of the Red Cross. A mass meeting was called to meet at the church to initiate the Third Annual Roll Call. Mrs. W. A. Price and Mrs. Everitt Kinney volunteered to decorate the church for the occasion. Miss Mattie Swisher was to lead the musical numbers and the Canteen Girls in uniform were to act as ushers.

The city had contracted with the Elrod Company to rebuild the disposal plant of the sewer system. An up-to-the minute plant capable of serving a city of ten or twelve thousand persons was promised.

SOCIETY

Mrs. Ireland Club Hostess

Mrs. Woodrow Ireland was hostess to the Knitting Club Wednesday at her home on North Main Street. Luncheon was served at tables for four in the living room. Knitting, sewing and other handwork provided entertainment after the luncheon.

Members present included Mesdames W. J. Stanford, Travis Dameron, Knox Kinard, J. T. Gilbreath Jr., Ernest Medkief, and the hostess.

Miss Inez Clark was a week end guest of Miss Frances Wayne Smith in Amarillo the past week.

COURTHOUSE RECORDS

Deed of Trust
 J. E. Williams, et ux, to Southwestern Life Insurance Co., all of Survey 4, Block 3.

L. B. Godwin to Wm. Q. Boyce, Section 65, Block K-8.

H. H. and Hattie Marshall to Standard Savings and Loan Association, West 90 feet of lots 27, 28, 29, 30 of Evans Subdivision of Block 17 of Evans Addition.

H. B. Tatum to United Fidelity Life Insurance Co.

Release
 (Deed of Trust) E. M. Carter J. E. Ward, Section 29, T 6 N, R 2 E.

D. N. (Dan) Montague to W. R. Payne, et ux, W 1/2 of Section 6, T 3, R 3 of a Capitol Syndicate Subdivision.

(Mortgage) J. F. Hickman to Jno. P. Slaton, W 1/2 of Section 29, Block K-8.

(Lein) T. J. Carter to O. H.

BARGAIN DAYS FORT WORTH STAR-TELEGRAM

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 A LITTLE OVER TWO CENTS A DAY FOR A STATE PAPER
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You need Maps, Pictures and Facts. Next year, of ALL years you should subscribe for the State Daily which will reach you first, with all the News and Pictures from everywhere.

A Newspaper for the Entire Family

We believe the kind of a newspaper we will publish for you during the coming eventful year, will satisfy.

AMON CARTER, President

Announcing Consolidation of Barber's Helpy-Selfy Laundry and Hereford Laundry

EFFECTIVE MONDAY, NOV. 27

In making this announcement we also wish to point out that new equipment and new facilities are being installed to give you Better Service than ever before.

FRANK BARBER, Jr., will have charge of the Helpy-Selfy Department in our New, Improved Laundry. 17 Machines... Plenty of Hot Steam... Same Prices! — We join Mr. Barber in inviting your continued patronage.

Hereford Laundry & Dry Cleaners
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NOTICE Farmers and Stockmen!

We will buy Hogs and Cattle Every Day in the week. Livestock Auctions Every TUESDAY!

Bring in Your Livestock!

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See Homer or Bonnie Brumley

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BIGGEST USED CAR BARGAINS of the year!

ALL MAKES - ALL PRICES

Due to the demand for 1940 Model FORDS, we have been doing lots of trading, and now have on hand several Late Model Used Cars! Be sure and see our Stock, because we have some Good, Clean cars at BARGAIN PRICES!

We also have several good Trucks and Pick-ups... in excellent condition. See our stock and save in the market for a Used Car or Truck!

HEREFORD MOTOR

Sales — FORD — Service

FOR BETTER USED CARS OF EVERY MAKE SEE OUR

Picture of a Man KISSING HIS GIRL In The Dark

There are some things that are probably better done on the Q.T. ...

When it comes to feeding your cattle and chickens, it pays to "know where you stand."

In addition to a complete line of

MERIT EGG MASH AND POULTRY FEEDS we also carry a complete line of Livestock Feeds.

WEST TEXAS FEED & SEED
 Pho. 265
 Top Prices for your Cream, Poultry and Hides!
 Tune in on Radio Station KGNC from 7:45 to 8 a. m., Each Day!

Sims H-D Club Monthly Report Is Given

On Tuesday, October 31, we met with Mrs. Alton Biggers, as hostess.

After a short business session Miss Sadie Lee Oliver, CHDA, presided. Her remarks covered several phases—namely—the importance of comfortable beds, since about one third our time was spent in sleep. Then special kinds of tomatoes that produced well here this year. Also late bulletins on proper storage of winter vegetables. Blue prints for making a storage for vegetables were shown.

Our next meeting will be Nov. 14th with Mrs. Jim Chapman hostess.

Refreshments were served to Mesdames Shaw, Thomas, Hetzler, Luallin, K. Cook, Brankenship, Phillips, Bert Cook, Chapman, Knight, Hollibaugh, Miss Sadie Lee Oliver and the hostess.

Club met Nov. 14th at the home of Mrs. Jim Chapman with Mrs. Phillips and Mrs. Shaw, co-hostesses. A pink and blue shower was featured for Mrs. Albert Hays.

Our president, Mrs. Luallin, gave a report of the dinner last Friday evening, at Miss Oliver's home in Hereford. Other needed questions were discussed to help us have interesting programs during the winter months.

Refreshments were served to Mesdames Shaw, Phillips, Brankenship, Bert Cook, Hays, Thomas, K. Cook, Fleshute, Luallin, Bohannan, West, Bogle, Hetzler, Hollibaugh, Jackson, and Chapman. We will meet Nov. 30th with Mrs. Brankenship as hostess.

Daniel News

PAULINE MOORE

Everyone is urged to attend Church services at Palo Duro, Sunday, Rev. Lee Perry will fill his regular appointment.

Mrs. Gilbert Wiggin, Mrs. E. W. Womble, and Mr. and Mrs. E. T. Allred attended the luncheon given by Miss Olive, the Home Demonstration Agent, last Monday.

Mr. and Mrs. J. E. Allred, Ethel, Miss Emma McClain, and Mrs. Anna Gillespie attended the funeral of Dr. Bowe in Hereford Thursday.

Mr. and Mrs. Neal Downing and son were Canyon visitors in the parental Toy Pierce home Saturday.

On Monday evening of last week, Mr. and Mrs. Cecil Allred of Amarillo, visited in the parental Clyde Allred home.

Robert Campbell and his wife have recently been seeing new country. They left Tuesday for Nebraska, where they attended a Hereford cattle sale, and returned to their home, Saturday evening. They reported that they had an excellent trip.

Mrs. O. J. Grable served last week and three days of this week, as substitute teacher for Miss Vida Hicks of the Fairview school who has been ill.

Visitors in the J. T. McClain home last Tuesday afternoon were Mr. and Mrs. Bob Axe and children.

Paul Frye, who is helping W. R. Moore with his farm work, ate Sunday dinner in the Bob McConnelly home near Umbarger.

Mrs. Floyd Tomlinson, who was operated on for sinus trouble in Amarillo, last Monday, is recovering very nicely. We sincerely wish her a good riddance of sinus ailment.

Jimmie Allred and family of Hereford visited in the parental Clyde Allred home Wednesday evening.

Mrs. Gus Thomas of Amarillo spent Tuesday night with his daughter, Mrs. E. W. Womble and family.

There is to be a box supper at the Pierce school house Friday night under the supervision of Mrs. John Bolling. Everyone is invited to attend.

Mrs. Laura Hicks spent Thursday and Friday in the Elmer Womble home.

Mr. Tom McClain, Mrs. Anna Gillespie, and Miss Emma McClain were Hereford shoppers last Tuesday.

Miss Clea Gope of Canyon is working for Mrs. Floyd Tomlinson.

The Elmer Wombles spent Sunday visiting in the parental Will Womble home in Hereford.

Mr. and Mrs. W. R. Moore and Mrs. Joe Moore attended the sale at Mr. Schneider's near Canyon last Monday.

Mrs. Joe E. Moore, children, and Mrs. W. R. Moore and children were Hereford shoppers Saturday.

Everyone is getting ready for the Box Supper and School program at the Daniel School next Wednesday night, because we want to see you there.

'Dog Show' Behind France's Front Line



An army may march on its stomach, as Napoleon once observed but its feet have quite a bit to do with the ground covered. Here British troops line up for foot inspection behind the front lines in France, and the grinning Tommies exhibit their "dogs" to the commanding officer, who, like all British army officers, watches carefully his men's feet.

Progressive News

IRA JEANNE RICKETTS

Mr. and Mrs. Roy Coker and family of Summerfield spent Sunday in the home of his sister, Mr. and Mrs. C. V. Burgess.

Mr. and Mrs. A. B. Hurford and daughters, Miss Minnie and Nova Earl, visited friends and relatives in Plainview Monday. Mrs. Hurford's nephew who has been visiting them for some time returned to his home.

Mrs. J. M. Lewis and daughter, Ara, and Mrs. Drake and son and daughter of near Hereford, visited Mrs. W. P. Gregory and Miss Augustine Tuesday afternoon.

This community wishes to extend sincere sympathy to the family of Dr. F. E. Bowe who passed away last week. Dr. Bowe was known and loved by many in this community who mourn his passing. A number from this community attended the funeral in Hereford Thursday.

Mrs. Annie Diebel made a business trip to Hereford Saturday. Mrs. Diebel is out very little and her friends rejoice when she is able to go.

Literary Society Meets
The Progressive Literary Society met Friday night, November 17, with the program under the direction of the following committee: Mesdames J. E. Blakemore, C. C. Bowman, and Lewis Harvey. An unusual feature of the program was a newly organized band composed of the following instruments: Guitars, played by Miss Norma Lea Edwards, Calvin Edwards, Clint Lundray, and Noel Higgins; French Harp, Dora Lee Burgess; Piano, Eunice Caldwell; Chimes, Faye Hurford and Glenn Ricketts; and Washboards, Wilma Higgins and Ira Jeanne Ricketts. Music was furnished throughout the following program by the band.

Reading—Rosa Lee Powelson
Piano-Duet—Billie Zoe Smith and Mary Catharine Edwards.
Play—Junior Burgess, Glenn Smith and Mary Catharine Edwards.

Music—Eunice Caldwell
Reading—Dora Lee Burgess
Prophecy—Ira Jeanne Ricketts.

Misses Dora Lee Burgess and Wilma Higgins went to Vega Thursday afternoon with the debate club of Hereford High School. Miss Higgins is on the regular team while Miss Burgess acted a chairman.

Brothers W. G. Williams and Shields have been bringing some very good messages to the people of the community for the past two weeks and plan to preach a part of the coming week. Everyone is urged to attend.

Mr. E. H. Neel of Memphis spent Tuesday night with his brother, Mr. Owen Neel and family.

Mrs. W. P. Gregory, Miss Augustine, and Jake called on Mr.

Song, trio—Noel Higgins, Glenn Ricketts, and Calvin Edwards.
Journal—Howard Higgins

The Literary Society adjourned to meet Friday night, December 1 at 8:00 o'clock p. m. with the program under the direction of Messrs. V. E. Dodson, H. M. Smith and C. C. Bowman. Everyone is invited to attend. Visitors are always welcome.

Miss Augustine, Millard and Jake Gregory attended a party at the home of Mr. and Mrs. Fred Saltzman of Ward Friday night in honor of Mr. and Mrs. James Blaine, former teachers of Ward.

Mr. and Mrs. Luke McBrayer and daughters, Betty Jeanne, Zola Faye, and Lyndell of Wyche took dinner Sunday in the home of Mrs. McBrayer's parents, Mr. and Mrs. Ira Ricketts.

Mr. and Mrs. Burrell Park of San Saba, and Miss Edah Park of Hereford visited Friday afternoon in the home of Mr. Park's brother and Miss Park's parents, Mr. and Mrs. J. L. Park.

There were 43 in attendance at Sunday School Sunday afternoon when Bill Boyer of Wayland College filled his regular appointment. A lesson on Warnings and Promises of the New Testament was studied by those present. The lesson for next Sunday will deal with Works of the Messiah. Everyone is urged to attend and visitors are always welcome.

Visitors Sunday included Mrs. Pearl Boyer and sons, Cecil and Leroy, and Mr. and Mrs. E. Ramey all of Hereford. Sunday School is held every Sunday afternoon at 2:30 p. m.

Misses Dora Lee Burgess and Wilma Higgins went to Vega Thursday afternoon with the debate club of Hereford High School. Miss Higgins is on the regular team while Miss Burgess acted a chairman.

Brothers W. G. Williams and Shields have been bringing some very good messages to the people of the community for the past two weeks and plan to preach a part of the coming week. Everyone is urged to attend.

Mr. E. H. Neel of Memphis spent Tuesday night with his brother, Mr. Owen Neel and family.

Mrs. W. P. Gregory, Miss Augustine, and Jake called on Mr.

and Mrs. H. M. Smith Wednesday afternoon.

Dudley Buzard of Muleshoe came for his family Friday, who had been spending the week with Mrs. Buzard's parents, Mr. and Mrs. Ray Hershey. They returned to their home Saturday.

Mr. and Mrs. Lee Kendall of Summerfield spent Sunday in the C. P. Caldwell home.

Mrs. Ira Ricketts and Miss Ira Jeanne called on Mrs. Dudley Buzard who was visiting here Thursday afternoon.

There was a good crowd at Singing Sunday night and a number of visitors were present. Singing is held every Sunday night at 8:00 p. m. Visitors are always welcome.

Fred Caldwell is now working for Noah Ewton at Wyche where Mr. Luke McBrayer lives.

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

The extremely still days of the past week have been quite beneficial to those who have been threshing but most of the farmers have been left without water as a result. Some have said that this fall has been the stillest that they can remember.

Great flocks of ducks have been bothering the feed that is still in the fields. The farmers are trying to scare them away but up to date they just move to another field. Some of the feed is stacked and threshing is being done by most of the farmers, so that perhaps little damage will be done.

Bippus News

MRS. C. F. CROWLEY

The Home Demonstration Club will meet November 22 at the community house with Mrs. Hulsey as hostess.

A baby son named Lloyd Edward, was born to Mr. and Mrs. C. F. Homfeld, Nov. 14, at the Hereford hospital.

Mr. and Mrs. J. W. Adrian are visiting in Oklahoma.

Mr. and Mrs. Hugh Fortenberry were shopping in Hereford Saturday.

Mr. and Mrs. Elmo Pinnell and children and Mrs. Elmo Pinnell's sister, Mrs. Huston, were shopping in Hereford Thursday.



This Perfume Atomizer teaches you how to **SAVE MONEY**

on **COLD-WEATHER DRIVING**

Greatest enemy of economy in winter driving is the choke. When it is used for starting, or while the motor is warming up, your gas tank is being drained 5 to 15 times faster than normal!

because this amazing gasoline is higher test... more volatile... readier to vaporize quickly and evenly for faster starting and smoother acceleration.

In any weather, it needs the least possible choke, a fact definitely proved by continuous laboratory surveys.

So don't wait. Start getting faster starting tomorrow morning, by getting Phillips 66 Poly Gas this afternoon. You pay nothing extra for its extra high test... at any Orange and Black 66 Shield... because Phillips is the WORLD'S LARGEST PRODUCER of natural high test gasoline.



Phill-up with Phillips for Instant Starting

As the manual worker is freed by machinery from muscular drudgery, his brain is given an opportunity to function.

Conservation—Patriotism
There is desperate need to

take measures for the preservation of our soil. The need is immediate. Unprotected top soil can be carried away by a few blows; and the loss cannot be made good except by years of painstaking effort. And surely,

if patriotism ultimately means defense of the homeland, then efforts at soil conservation must be classed as a fundamental type of patriotism.

ROOMS TO RENT? TRY A WANT AD

WE are pleased to announce that we have been appointed dealers for the famous Case line of 77 modern farm machines including

TODAY'S MOST ECONOMICAL TRACTOR

● The economy of Case tractors is one of the reasons why "IT COSTS LESS TO FARM WITH CASE"—but there are many others. Case tractors take less time to start in the morning... to fuel and grease... to hitch and adjust. They steer fast, turn short, handle easily. Case implements share the same simpler, stronger construction... the same easier operation... the same saving of time because they require less attention. You can do MORE in LESS time and for LESS cost with a Case. Come in and see our display of these modern farm machines.

A CARLOAD OF CASE TRACTORS ARE ON THE ROAD!

Watch for announcement of Opening Date! You are always welcome and we promise to serve you to the best of our ability. Temporary office in the Western National Bank Building.

WE WILL STOCK A COMPLETE LINE OF CASE REPAIRS AND PARTS!

Eubanks & Sears

Temporary Offices in Western National Bank Building — Phone 110

119 W. 3rd ST.

Renfro Building

HEREFORD

Chickens and Eggs

are worth money....

PROTECT THEM!

SHUT OUT THE COLD AND WEATHER

with

Glass Cloth — CEL-O-GLASS

A WARM CHICKEN HOUSE SAVES ON YOUR FEED BILL!

R. H. KEMP LUMBER CO.

HEREFORD, TEXAS

We have some Odds and Ends in Windows For Sale—Cheap!

LOCALS

Mrs. H. C. Patterson of Cleveland, Ohio, arrived in Hereford last week for a visit here with her mother, Mrs. R. G. Sisk. She will join her husband in Hot Springs, Ark., about December 10, and they will later go to Florida to remain the first of the year.

Mrs. Dorothy Ross and George McLean accompanied Mrs. Ross' son, Floyd, to Lubbock Sunday after he had spent the week end here. Floyd is a student at Texas Tech.

Mr. and Mrs. C. H. Dillehay and daughters of Vernon were week-ending here with friends and in Canyon with her sister, Mrs. L. F. Sheffy and Mr. Sheffy.

Mrs. W. H. Koelzer and son, Menard, went to Munster Sunday to attend a Golden Jubilee celebration. Thirsa Koelzer a niece of Mrs. Koelzer, accompanied them.

Relatives who were in Hereford last week on account of the illness of baby Norman Kerr, son of Mr. and Mrs. Will S. Kerr, were Mr. and Mrs. Brian McDonald of Ozona and Mr. and Mrs. Frank Craddock of Portales, N. M.

Elmer Stone and daughter, Dorothy Jean, of Amarillo were guests in the W. A. Gentry home Sunday. Mr. Stone is Mrs. Gentry's nephew.

Mrs. J. M. Simpson Jr., and son of Amarillo spent the week end here with her mother, Mrs. E. W. Harrison. Mr. Simpson joined them here Sunday as also did Mrs. Harrison's son, David Harrison, and family of Farwell.

Mrs. Jon Wayland returned to her home Sunday after a visit in Hereford with her son, Jack Wayland, and his family.

E. H. NORTON'S FATHER IMPROVING

R. H. Norton, father of E. H. Norton and one-time resident of Hereford was removed from a hospital to his home in Amarillo Sunday after being confined for several days with erysipelas. Mr. and Mrs. E. H. Norton accompanied by Mr. and Mrs. Vern Witherspoon visited him in Amarillo Sunday and reported his condition as improving.

Mrs. F. P. Lyons returned Thursday from a short visit with relatives in Hobbs, N. M.

Mrs. Henry Crietz of Adrian was a guest of Mrs. A. G. Bell in Hereford Thursday.

Thanksgiving dinner at St. Anthony's School, November 30, 25c and 50c. Dance at 8:30 with music furnished by Chunky Morse's Texas Serenaders.

Mrs. A. J. Ralston spent the week end in Perryton visiting her mother, Mrs. W. V. Sanders. She also visited friends in Liberal Kansas.

Mrs. G. R. Conklin returned Friday from visiting her daughter, Mrs. J. C. Ely and family of Texarkana, for several weeks.

AT FATHER'S BEDSIDE

Roy Aikman and Mrs. Aikman of Otton were called here last week by the serious illness of his father, L. H. Aikman, who is a pneumonia patient at the Deaf Smith County Hospital.

Mrs. J. B. Stoker returned Thursday from a month's visit spent in New York; other points of interest in the east and in Florida.

Mrs. Jane Bell plans to leave for her home in Pampa today after a visit here in the home of her sister, Mrs. Geo. Muse.

Rev. and Mrs. Noel Bryant left yesterday for their home in Sparenburg. They had attended the Northwest Texas Conference of the Methodist Church in Lubbock last week. Rev. Bryant who is the son of Mr. and Mrs. D. H. Bryant, is the pastor of the Sparenburg Methodist Church.

Mrs. Harvey Cash, accompanied by Miss Jerry Robinson and Miss Reba Carol Neely of Canyon were in Hereford Tuesday. Misses Neely and Robinson are students at W. T. S. C. and visited Miss Neely's aunt, Mrs. Wiley Robertson. Mrs. Cash visited in the home of her sister, Mrs. E. S. Ireland.

Dr. and Mrs. F. M. Kester attended a district meeting of the Texas Optometric Association held in Amarillo Thursday night. The Optometric Association met at Dr. J. M. Hyden's office and the Woman's Auxiliary meeting was held at the home of Mrs. L. N. Pittman.

ATTEND TEXAS TECH HOMECOMING

Among those from Hereford attending Homecoming celebrations held at Texas Tech in Lubbock last week end were Mr. and Mrs. A. J. Schroeter, Mr. and Mrs. Jno. Jacobsen, Mr. and Mrs. Homer Brumley and Roy Hastings.

Mr. and Mrs. Ralph White visited relatives in Lockney last Sunday.

Mr. and Mrs. A. B. Bateman were in Amarillo Monday night to attend a meeting of the Panhandle A & M Club. Mr. Bateman is president of the organization.

W. E. Dameron returned Sunday from Cambridge, Neb., where he attended the Mousel Bros. Hereford Cattle Sale.

Thanksgiving dinner at St. Anthony's School, November 30, 25c and 50c. Dance at 8:30 with music furnished by Chunky Morse's Texas Serenaders.

W. E. Neal arrived Sunday from Lawrenceville, Ill., where he had spent some time with his son, H. R. Neal and family. He was accompanied home by his grandson, Oren Neal who with his grandfather will visit indefinitely in the J. C. Ricketts home.

Mrs. Beth B. Holeman and Mrs. E. B. Hedrick returned Thursday after visiting with relatives in east Texas for a month. Mrs. Holman went to Beaumont to be with her sister, Mrs. Ben B. Hebert whose husband is quite ill and Mrs. Hedrick visited her mother, Mrs. W. G. Jameson, who is ill and her daughter, Mrs. Lamar Hamilton and family in Palestine.

Mrs. A. O. Thompson and Mrs. Gladys Manjoet returned Friday from San Antonio where they attended the Baptist General Convention of Texas.

Mr. and Mrs. Bill Davis and Billy plan to leave Sunday morning for Sherman to visit his folks. Later in the week they expect to attend the Texas-Texas A & M football game. Bill Davis is an A. & M. student.

Mrs. G. R. Conklin returned Friday from visiting her daughter, Mrs. J. C. Ely and family of Texarkana for several weeks.

FLIES DOWN FOR FUNERAL

Mr. Forrest Bowe came from New York City by plane to at-

Mrs. Bessie Jennings announces the employment of Miss Bettie Joe Cox of Childress as operator in the Personality Shop.

INDIANA VISITOR HERE

Mrs. Tina Baird of Hamilton, Indiana is visiting in the homes of Mr. and Mrs. Carl Mountz and Mr. and Mrs. B. Y. Crosthwaite.

ATTEND DINNER

Dr. and Mrs. G. W. Heard were in Amarillo Tuesday night to attend the annual dinner given by Dr. and Mrs. W. B. Stevenson for their dentist friends. The dinner was held at the Rose Bowl Tea Room and the menu featured barbecued elk, the reward of a recent hunt participated in by Dr. Stevenson in Wyoming. After the dinner pictures taken while on the hunt were shown.

Mrs. Bessie Jennings announces the employment of Miss Bettie Joe Cox of Childress as operator in the Personality Shop.

GARDEN CLUB TO HOLD LAST MEETING FRIDAY

The final meeting of the season for the Garden Club will be held at the home of Mrs. F. M. Kester Friday afternoon at 3 o'clock. Mrs. Ralph McCullough is arranging the program. No regular programs will be held from this date until sometime early in the spring.

Kilgore after spending a few weeks here with relatives. She was accompanied by her father, Jno. L. Wilson of Hereford and sister, Mrs. Sam Steele and daughter, Ann, of Ft. Sumner, N. M.

Mrs. A. O. Thompson and Mrs. Gladys Manjoet returned Friday from San Antonio where they attended the Baptist General Convention of Texas.

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Mrs. G. R. Conklin returned Friday from visiting her daughter, Mrs. J. C. Ely and family of Texarkana for several weeks.

FLIES DOWN FOR FUNERAL

Mr. Forrest Bowe came from New York City by plane to at-

tend the funeral of his father, Dr. F. E. Bowe. He returned last Sunday morning, also by plane. Mr. Bowe is a professor of Foreign Languages in St. John's Academy, New York City.

Mr. and Mrs. B. J. Parks of San Saba returned home Sunday after attending the funeral of Dr. F. E. Bowe. He is Mrs. Bowe's brother.

The Tom Alderson family has moved to 600 E. Fifth.

Mr. and Mrs. E. E. Fridley returned Tuesday from a two weeks trip to points in Kansas and Oklahoma.

Mr. and Mrs. E. B. Black left for Wichita Falls last Sunday where he will receive medical treatment. They expect to return this weekend.

Order your Christmas fruit cakes now. 60c pound. Made to order. Mrs. Wm. Bell or at Weir's Grocery.

Mr. and Mrs. Wm. McGeehee, Mr. and Mrs. J. H. Hohlaus and Mr. and Mrs. F. M. Kester were in Kress Sunday to attend a pre-Thanksgiving dinner, given by Mr. and Mrs. James Dines. The four families were neighbors when they all lived in Lockney.

CHDA NOTES

By Sadie Lee Oliver

Sufficient Shade Trees
College Station.—Where there are not sufficient shade trees around farm houses, livestock lots, or other farm improvements, fall is the time to remedy this situation, says Sadie Hatfield, specialist in landscape gardening for the A. and M. Extension Service. She suggests making wide shallow depressions this winter where the trees are to be placed next spring. These trenches will collect and hold moisture for next year's growing season. Water falling off roofs of houses, barns, and garages is often sufficient to grow a number of trees if it is conserved.

At the W. P. Caraway home, Dawn and at the Al Werner home at Westway the family cat decided to sharpen her claws on the bark of the young trees. When the Werner's painted these trees with a linseed oil and resin mixture used by the Texas Highway Department to repel rabbits the cats no longer attacked the trees.

before buying. Our first shipment should be in next week. Hereford-Johnston Pump Co. Wm. McGeehee, Mgr. 45-3tc

FOR SALE: A. B. Best section on Harrison Highway, 13 miles west of Hereford. Price \$10.00 per acre. Nellie Faries, Adm. Rt. 2, Itasco, Texas. 45-4tp.

FOR SALE—Electric Fence, guaranteed 5 years, runs 30 miles fence—\$19.75. Complete stock on hand at all times. See B. E. Brumley, Hereford, Texas. 45-1tc

For Rent

FOR RENT: 8 room residence. Several good irrigated farms. Bargains and terms. Alvin C. Thompson-R. M. Dunn. 47-1tp

FOR RENT: Modern two-room furnished apartment. Upstairs. Bills paid. ALSO LARGE sunny front bedroom nicely furnished, suitable for couple. 109 Eighth Street. 47-3tc

FOR RENT: Furnished apartment. Bills paid. 1029, 25 Mile Ave. Mrs. Ora Lee. 46-2tp

FOR RENT: Furnished apartment. Adults only. Bills paid. 517 E. Eleventh St. 47-1tc

FOR RENT: Spare bed room. F. H. Oberthier. 47-1tp

FOR RENT: Nice large furnished bedrooms, 506 Jackson Ave, Phone 91-J. 46-3tp

FOR RENT: Choice bedroom. Board if desired; also furnished; basement light house keeping room. Phone 153-W. 45-3tc

Wanted

HEADED Kaffir Corn bundles, about 2 feet long 1c each. 8 miles west and 4 miles north Ford School. A. V. Redder. 46-3tp

HAVE PROSPECTS for shallow water land. Give us your listings. Cosby Realty Company, C. N. Cosby, 85 Georgia Street, Amarillo, Texas. 46-6tp.

Lost and Found

OWNER OF LOST sheep inquire at Brand Office. 46-1dp

STRAYED—Small black sow pig or stray. 1010 25-Mile Ave. Jimmie Cayton, or notify Brand Office. 46-1tp

STRAYED: From a ranch 20 miles west of town. One white-face yearling steer. Branded -D on left hip. Brumley and Son 47-8tc

Ford PTA Sponsors Comedy Play For Dec. 8

The Ford P T A is sponsoring a three-act comedy, "Abigail Goes Haywire," at Ford School building on Friday, December 8, at 7:30 p. m. Admission will be 10c and 25c. Proceeds will be used for the benefit of the school.

NEW CARS REGISTERED
W. I. Valentine, Ford DeLuxe

Business coupe, Hereford Motor Co.
Miles Robbins, Friona, Ford Std. Tudor, Hereford Motor Co.
V. N. Knight, Pontiac Coupe, Norton Motor Co.
J. J. Straufus, Chevrolet, Sp. Town Sedan, Brumley-Woodford Motor Co.

DuBois Walker, Chevrolet Sedan, Reeve Chevrolet Co., Friona.
Joe Reinauer, Studebaker Commander Sedan, Reinauer Bros. Motor Co., Oklahoma City.
Hereford Motor Co., Ford DeLuxe Tudor, Hereford Motor Co.
Mack Forrester, Chevrolet, Sp. Sport Sedan, Brumley-Woodford Motor Co.
A. H. Streu, Oldsmobile 60

Business Coupe, Brumley-Woodford Motor Co.

JUNIOR COUNCIL
Our study was "The Temptation." The leader was Mary Ruth Russell. Scriptures were read by Rosemary and David Phillips. La Nelle Farmer told the story "The meaning of the Temptation." The program was closed by the "Friendship Circle." We met at 6:15. There were 10 members and the two sponsors present.

Using a five horse power electric motor, one kilowatt hour of energy will cut one ton of silage.



CUT THANKSGIVING FOOD COSTS!

We have Everything for the BIG MEAL!

Prices are Good for Fri., Sat., Mon., Tues. and Wed.
Thrifty housewives are turning daily to our Modern Food Store for Greater Savings... And we have plenty of parking space at the rear of our store!

TOMATOES No. 2 size	3 cans	23c	MILK Bordens or White Swan, 3 tall or 6 sm.	19c
GREEN LIMA BEANS No. 2 Size Can		9c	PEACHES No. 10 Size Can	35c
BLACK-EYED PEAS Snaps and Shells		9c	FRUIT COCKTAIL White Swan — No. 2 Can	13c
CRUSTENE COMPOUND				79c
8-LB. CARTON				
FRESH PRUNES Syrup Packed — 1-Lb. Can		9c	SANDWICH SPREAD Full Quart	19c
APPLE JELLY White House — 1-2 Lb. glass		9c	STUFFED OLIVES Regular 25c Size	21c
PEANUT BUTTER Full Quart		25c	PICKLED PEPPERS 16-Ounce Jar	17c
VANILLA EXTRACT 15c Size		9c	COCOA Pound Can	13c



Fraser's **SONNY BOY FLOUR**

24-LB. SACK	79c
48-LB. SACK	\$1.45

FAULTLESS STARCH 10c pkg.	8c
Whitehouse RICE 2-lb. pkg.	15c
10c Package MINCE MEAT	8c
Second Grade MATCHES —2 Boxes	5c
MACARONI - SPAGHETTI 3 Regular 5c Boxes for	10c
SUGAR Powdered or Brown. 10c size — 3 for	23c
3 Packages JELLO	11c

2 Pkgs. 8-Count PAPER NAPKINS	13c
Golden Light COFFEE Lb.	21c
(Berry Bowl Free)	
No. 2 Common or Rayo LAMP GLOBES —3 for	25c
Regular 5c TISSUE 3 rolls	13c
Regular 15c can BAB-O	12c
Gallon Bucket A-B SYRUP	49c
1-2 Gallon Jug HY-PRO	23c

KELLOGG'S CORN FLAKES

RICE KRISPIES 2 Regular 13c Packages for	15c	JET OIL SHOE POLISH — All Colors	9c
OXYDOL Large Size	15c	OATS White Swan — Large Size	15c
WATER PAILS 10-Quart Size	19c	CAKE FLOUR Swan's Down — Large Size	23c
CRYSTAL WHITE Laundry Soap—Giant Bars 5 for	15c	OLEOMARGARINE 2 Pounds for	25c

COFFEE BREAK 'O MORN.

1-LB. PACKAGE 13c

MEATS	PRODUCE
PURE LARD 5 Lbs. for	LETTUCE, California. Sweet, Crisp, 5-doz. size ... 2 HEADS
PORK CHOPS Lean—Lb.	9c
STEAK Prime beef—Lb.	BANANAS Golden Ripe Fruit ... LB.
BACON Sliced—Lb.	5c
LAMB STEW Lb.	CELERY Oregon — Special at
	8c
	RADISHES TURNIPS and TOPS ... 3 bunches
	10c
	CARROTS 2 bunches
	5c
	CALIFORNIA ORANGES Navel, Sweet, juicy, seedless, 150 size (216 Size — Doz. 20c)
	28c
	GRAPEFRUIT Box Size Bag
	\$1.49

McLAIN'S GROCERY & MARKET

PHONE 18 WE DELIVER

WE BUY YOUR CREAM, EGGS and POULTRY!

Want Ads

For Sale or Trade

FOR SALE: Bundle feed, Cane and Hegari, 15 miles north, 1 mile west on 25-Mile Ave. SI Orr. 46-3tp

FOR SALE: Five room house, half block of lots, east part of Hereford. Price \$1250, one-third cash, balance reasonable terms. M. A. Crum, Friona, 47-1tp

REAL BARGAINS in Kerosene heaters like new. Natural gas, kerosene and gasoline cook stoves. Gas and coal heaters. See them at Commercial Oil Co., Fraser's Service Station 47-2tc

FOR SALE: One model B Oliver combine; or trade for bundles or threshed grain. Emzy May, Box 754, Hereford. 46-3tp

FOR SALE: Three nice bred-Duroc gilts. Mrs. Al Werner. 45-3tp

FOR SALE: Small International Hammer Mill in good shape. At C. H. Ketter place. 47-3tc

FOR SALE: Pure bred baby beef turkey hens and toms. H. M. Smith, 1 mile east, 1/2 mile south Progressive School. 45-3tp

PIANO BARGAIN
I have one Baby Grand and one very slightly used small Studio-Kimball in walnut, at greatly reduced price; also one larger upright Baldwin at a real buy. If interested write G. G. McBrayer, 2404 Buchanan St. Amarillo, Texas. 47-3tp

FOR SALE OR TRADE: Delco light plant in good condition. Carl Luke, Dawn, Texas. 45-3tp

THE AMARILLO NEWS, \$5.50; The Hereford Brand, \$1.50 year. Both for \$6.50. Save 50c. Place your subscription at the Brand Office.

WILL TRADE equity in 5-room modern home for good automobile. Inquire at Brand Office. 45-1tc

FOR SALE: One five burner New Perfection oil stove. Good as new. Also one used oil burner heater. Hereford Appliance Company. 47-1tc

I CAN TAKE your orders for shrubs, roses, etc, prepare the ground and plant them. Now is

Dependable Used—All Sizes
Water Well Casing
IRRIGATION CASING
PIPE — FITTINGS — VALVES
at substantial savings
Central Pipe & Supply Co.
2611 Ave. H. LUBBOCK Phone 666

COMPLETE pressure pumps installed. We handle a complete line of Deming Pressure Pumps, completely enclosed, dust-proof, heavy, rugged, long life. See us

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Five Hostesses Honor Mrs. Oldham At Tea And Shower

Honoring Mrs. Clyde Oldham, a recent bride, five Hereford women were hostesses at a tea and miscellaneous shower on Wednesday afternoon, Nov. 15 at the home of Mrs. F. M. Kester. Hostesses included Mesdames Carl Oldham, R. G. Blue, C. P. Cockrell, Glenn Roberson and Mrs. Kester.

The Kester home was attractive with azelea mums throughout. Mrs. Carl Cockrell, Mrs. Carl Oldham and Mrs. Glenn Roberson presided at the silver tea services at intervals during the calling hours. The refreshment table, laid with lace, was decorated with a mound of chrysanthemums and lighted by tapers matching their wine-red hue.

Others in the house party were Mrs. Ellis Coombes, Mrs. W. R. Harper, Mrs. L. Z. Oldham and Miss Mary Triefel.

Accompanied by Mrs. Coombes at the piano Miss Mary Triefel entertained with vocal music during the afternoon.

The lovely gifts were displayed in attractive groups about the rooms.

Those registering in the bride's book were Mesdames Hettie Cochell, J. H. Trimble, H. M. Redford, John P. Robinson, L. E. Smith, J. J. Clark, J. C. Ricketts, W. H. Russell, C. H. Dyer, W. E. Dameron, Harry Seed, Earl Phillips, A. Petersen, L. H. Woodford, S. E. Askren, Robert Thompson, Carl Williams, Adda Ramsey, Edgar Russell, Bill Hutson, Ralph Jennings, Roy Stewart, Jack Higgins, Ervin Roberson, C. W. Covington, Cawthon Bryant, Misses Inez Clark, Ann Cockrell, Louise Cress, Vivian Olson and members of the house-party.

Many sent gifts who were unable to come.

"Grapes Of Wrath" Reviewed for B&PW

"Grapes of Wrath" by Steinbeck was reviewed by Mrs. Ray Johnson Monday night in connection with National Book Week, sponsored by the Business and Professional Women's Clubs. A large crowd was present to hear the review which was given in the county court room at the court house.

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Mrs. Johnson quoted reviews that have appeared in magazines and newspapers and gave criticisms which have been prompted by the author's expose of the treatment of migratory laborers in the "Dust Bowl" and California.

As she told the story of the Joad family, Mrs. Johnson spoke briefly of the use of filth and profanity in the book and brought out the thought of brotherhood which existed among the workers.

Club Has Lesson On Canadian Arts And Artists

Arts and artists of Canada furnished topics for discussion at the Bay View Club meeting held in the club rooms at the court house Thursday afternoon.

Mrs. G. A. F. Parker told something of the poets, painters and musicians of Canada and pointed out two reasons why all forms of art are undeveloped in Canada. First, from an economical standpoint there is no market for the works of artists—and psychologically the Canadians prefer to enjoy the achievements of the United States and England rather than develop their own. Mrs. Parker, who was leader, listed Lantman, Scott, Roberts and Drummond as outstanding poets and Gree as a portrait painter and biographer in story and color. She said the new Canadian composers have used the French and Indian motif in their music, but that Canada has no great composers.

A review of "Maria Chapdelaine" by Louis Hemon, was given by Mrs. John Olson, who styled the book as the most perfect piece of fiction written by any Canadian author. She gave a graphic picture of the pioneer country life in Canada and the loveable and beautiful character, Maria Chapdelaine. "The story is typical of the country in which the scene is laid—where the love of home and land is paramount," she said.

Mrs. Olson also gave the two minute safety talk.

The next program will conclude a series of five dealing with Canada and Canadian life, which the club has featured since the opening of the fall and winter season.

Members present were Mesdames: D. H. Alexander, C. R. Barber, Essie Cardwell, H. L. Broadwell, R. P. Coneway, Colby Conkright, Bob Wilson, J. W. Spradley, J. P. Slaton, F. T. Roloson, G. A. F. Parker, J. H. Olson, C. F. Moore, John McLean, H. G. Conkright, T. M. Dameron, E. W. Harrison, G. W. Heard, and Knox Kinard.

PROGRESSIVE WORKER'S CLUB MEETS

The Progressive Worker's Club met Wednesday, November 15 with Mrs. A. S. Higgins for a lesson on Spain: Roll Call: Name of a Spanish Song, A word picture of General Franco—Mrs. C. C. Bowman. Customs of the Spaniards—Mrs. E. T. Brookes, Spain and her People—Miss Eunice Caldwell, and a number carried over from a previous program. Highpoints in French History—

Miss Ira Jeanne Ricketts.

In the business session it was voted to contribute five dollars to the American Red Cross. Mrs. Ira Ricketts was honored with a surprise handkerchief shower by the ladies in honor of her birthday. Three new members were welcomed into the club. They were Mesdames M. Wilson, J. S. Maxfield, and Emzy May.

Refreshments of fruit salad, cake and hot chocolate were served by the hostess to following members and one visitor: Mesdames Lewis Harvey, J. E. Blakemore, C. C. Bowman, C. V. Burgess, Ray Hershey, Owen Neel, E. T. Brookes, Lynn Powell, M. Wilson, Ira Ricketts, J. S. Maxfield, and Emzy May and Misses Eunice Caldwell and Ira Jeanne Ricketts, and Mrs. Dudley Buzard of Muleshoe.

The club adjourned to meet again December 6 with Mrs. Ray Hershey for a lesson on Italy. All members are urged to attend.

Seventh District Proud of Delegation At State Meet

Seventh District was proud to sponsor the second largest delegation to the forty-second annual convention of the Texas Federation of Women's Clubs last week in Wichita Falls. The district was also proud to win the ten dollar prize for federating the most clubs during the past year.

The theme for the four day session was "Straight Forward and Unafraid" with highlights of the program including addresses by Bishop Ivan Lee Holt of Dallas, Clifford Jones, president of Texas Tech, Frank Baldwin, editor of the Waco News-Tribune and Times Herald, Victor A. Schoffelmayer, Agriculture editor of the Dallas News, Deaf B. F. Pittinger of the University of Texas, Mrs. H. B. Ritchie of Athens, Ga., secretary of the General Federation of Women's Clubs, Mrs. T. V. Moore of Miami, Fla., general federation chairman of committees on public safety, Mrs. Joe Wessendorf of Richmond Texas, president of the Texas Congress of Parents and Teachers, and Mrs. Minnie Fisher Cunningham of Washington D. C., general federation chairman of Rural and Urban Cooperation.

Outstanding for its cleverness in arrangement was the luncheon Tuesday noon with a "Medicine Show" theme. Also of special interest was the Pioneer Dinner Wednesday evening with many in costume of the "Gay Nineties." The dinner was highlighted by the unveiling of the portrait of the late Mrs. J. C. Terrell, past president and Mother of Texas Librarians.

Paramount social event of the convention was the high tea given at the home of Mr. and Mrs. G. F. Lebus. The tea was marked by the beautiful arrangement of flowers used in decoration. The tea table was centered with a large cornucopia made entirely of large white chrysanthemum petals, spilling over with flowers and fruit in shades of red, orange, rust and gold.

The Russian Cossack choir was a feature of Tuesday's entertainment and on the concluding program Thursday night two Hereford girls were among the entertainers when Nancy Millard and Marthanelle Ewton appeared with the Symphony Orchestra of T. S. W. G. the official orchestra of the Texas Federation of Women's Clubs.

Much was said during the convention about the forthcoming "Golden Jubilee Year" of the General Federation and one of the last actions of the convention was to accept the program for Texas' participation in the nationwide celebration of the fiftieth anniversary of the founding of the general federation. Resolutions adopted included 1. To urge each club to have one program on chemistry, 2. Endorse jury service for women, 3. Urge freight rate adjustment, 4. Back up the general federation's policy on neutrality and 5. Reaffirm resolutions carried

over from last year.

In Mrs. Joseph M. Perkins' (president of the Texas organization) "Last Word" she quoted an inscription written across the door-way at Hardin-Simmons University: "Rest is rust; true life is love, laughter and work."

Mrs. Homer Brumley, from the Junior Pioneer Club and Mrs. Ralph White, delegate from the Lone Star Study Club of Hereford attended the meeting.

Bible Lesson For L. A. E. Club

Following outlines in the year-books on the course of study "Sacred Literature" members of the L. A. E. Club presented a program on "Philosophy of Life" with the Bible as background for discussions, Tuesday afternoon. The meeting was held at the home of Mrs. Wiley Roberson with Mrs. Edgar Sowell hostess.

A Thanksgiving theme was brought out in roll call and the philosophy of the book of Ecclesiastes was explained by Mrs. Bob Higgins.

"What Determines Human Culture" was discussed by Mrs. Jim Lipscomb. A general round table discussion followed.

Members present were Mesdames Arlie Dean, Bob Higgins, Jim Higgins, Bill Hutson, Jack Hutson, Robert Viegel, Wiley Roberson, Paul McCollister, Althus Higgins, Jim Lipscomb, Wesley Higgins and the hostess.

Batemans Are Hosts At Lovely Dinner Party

A lovely dinner-bridge party was given at the A. R. Bateman home Friday night. The venison dinner was served from the dining table where white chrysanthemums and yellow snap dragons and yellow tapers provided seasonal decorations. Guests formed foursomes at small tables where later games of bridge were enjoyed. Bridge accessories carried out the autumn motif.

Mrs. C. C. Rockwell and J. A. Pitman were awarded high score prizes in the games.

Those attending the delightful affair included Messers and Mesdames J. A. Pitman, W. L. Davis, E. B. Hedrick, Alton Fraser, H. A. Close, Jack Wayland, C. C. Rockwell, Mrs. Seth B. Holman, Mac Pitman, Eloyse Pitman, and Dick Coffee.

Dimmitt Woman Celebrates 80th Birthday Sunday

Mrs. Rosa McLean, old-time resident of Dimmitt, celebrated her 80th birthday Sunday with an open-house held at her home in Dimmitt.

Messages and gifts were presented during the afternoon as old friends and relatives called to wish happy returns of the day.

Mrs. McLean at eighty is still active and maintains her own home. Her four children who were all present for the occasion were Mrs. Clarence Dickson of Farwell, Mrs. J. Hodges of Lubbock, Mrs. Wes Anthony of the Flag community and one son, Bruce McLean of Dimmitt.

Guests from Hereford included Mrs. Mary Palmer and Mr. and Mrs. W. B. Anthony.

"Forty-Two" Party Entertains Class

Games of "Forty-Two" entertained members of the Fellowship Class of the First Christian Church Friday night at the home of Mr. and Mrs. J. C. Ricketts. Official hostesses were Mesdames George Muse, J. J. Clark and Ricketts.

Fall flowers decorated the rooms and seven tables were arranged for players.

W. E. Dameron is teacher of the class.

Attending were Messers and Mesdames Chris Renfro, Carl Cockrell, L. Z. Oldham, F. M. Kester, A. G. Bell, J. J. Clark, Geo. Muse, W. H. Russell, F. Y. Moreman, R. G. Blue, J. B. Stoker, J. C. Ricketts, Mrs. W. E. Dameron, Mrs. A. M. Jones, Mrs. Burl Elliston and Mrs. Jane Bell of Pampa.

Fairview Club In Meeting Nov. 14th

The Fairview Home Demonstration Club had its regular meeting at the home of Mrs. W. O. Comingo, Nov. 14. The club by-laws were read and adopted, and election of officers for the next year was held. After the business meeting, Miss Oliver discussed various subjects. Lovely refreshments were served to Mesdames Womble, Wynn, Higgins, Grabbee, McCraw, Downing and Miss Oliver. Janelle and E. W. Womble, and Allen Downing were also present.

Program On Stage And Screen Given For Study Group

Recent well known productions of stage and screen were discussed by club members at the Lone Star Study Club meeting held Monday afternoon at the home of Mrs. C. F. Moore. Mrs. Jim Williams was assistant hostess.

"The Life Story of Katherine Cornell" was given by Mrs. B. R. Dixon.

A comprehensive report of the annual convention of the Texas Federation of Women's Clubs held last week in Wichita Falls was given by Mrs. Ralph White delegate from the club.

During the business session further plans for the toy matinee, welfare project of the club were discussed. The matinee which will be given at the Star Theatre, Nov. 28, will feature Jackie Cooper in "What a Life." Each child bringing a toy will be admitted free.

Members attending were Mesdames Homer Henslee, Roger Corbett, Ellis Coombes, B. R. Dixon, E. W. Young, Lawrence Womble, Ralph White, Robert Thompson, Earl Phillips, Tom Major, Joe Kendall, Jim Higgins, Louis LeGrand, Jack Grady, R. G. Blue, and the hostesses.

Methodist Group Attends Meet

Hereford Young People were responsible for the program Thursday night at the regular monthly meeting held by the Prairie Rustlers Union, district organization of the Methodist Church, at Friona.

Kenneth Potter led the program which dealt with a Missionary Theme. A candlelight playlet "The Spirit of Service," was presented by eight members of the group and a chorus "Near

The Cross" was sung by six girls.

Hereford was winner of the banner with highest number of points.

Those attending from Hereford were Billie Louise Davis, Kenneth Potter, Margaret Allen, Dorothy Watts, Jonnie Marie Robinson, Betty Jane Roloson, Jap Dickerson, Carol Newsom, Polly Dixon, Marthalee Montfort, Gladys Shreve, Mozelle Shreve, Helen Rutherford, Nellie Jo Shreve, Helen Closs, Helen Plummer, Mrs. L. A. Ricketts, F. T. Roloson, R. W. McCall and G. W. Newsom.

Wyche Club Has Business Meeting

A business meeting of the Wyche Home Demonstration Club was held at the home of Mrs. George Robertson Thursday afternoon.

After-discussions concerning club interests refreshments were served to Mesdames Andrew Gilliam, Jake Baskin, Claude Rea, Ira Ott, A. A. Hare, J. D. Ferguson, H. B. Elliston and the hostess.

Dinner Party Is Given For Club

Mr. and Mrs. H. K. Fox were hosts Tuesday evening at an informal dinner-party for members of the Tuesday Dinner Club.

A yellow and orchid theme was carried out in decorations with yellow candles and winter daisies used for the table.

In bridge games after the dinner high score awards went to Mrs. J. A. Pitman and H. A. Close.

Those present were Messers and Mesdames Alton Fraser, J. A. Pitman, H. A. Close, Jack Wayland, C. C. Acker, Mrs. Seth B. Holman, Eloyse Pitman, Mac Pitman, Mr. and Mrs. Jimmie Gillentine, who were guests of the club, and the hosts.

Methodist Class Is Entertained

Win One Class of the Methodist Church was entertained Tuesday afternoon at the home of Mrs. J. W. Spradley. Hostesses were Mesdames J. B. Jones, D. H. Bryant and Joe Story.

Mrs. Florence McClellan, president of the class was in charge of the meeting. Mrs. E. W. Harrison gave the devotional followed by prayer given by Mrs. M. M. Beavers. A short business session was held and Mesdames E. J. Hudson, J. W. Dickerson and H. H. Bryant were appointed on a nomination committee.

Mrs. Noel Bryant, who with her husband is visiting in the D. H. Bryant home, gave highlights of the Northwest Texas annual Methodist conference held last week in Lubbock.

Refreshments were served to Mesdames M. M. Beavers, Florence McClellan, A. G. Thompson, Luther Peveley, D. H. Bryant, J. F. Ward, T. C. Mathies, H. H. Hawkins, J. W. Dickerson, E. J. Hudson, J. W. Spradley, Ellis, Fred Millard, E. W. Harrison, Joe Story and J. B. Jones.

CARD OF THANKS

We deeply appreciate every kindness and courtesy shown to us during our recent bereavement.

Mr. and Mrs. Carroll Hagar
Mr. and Mrs. Jack Hagar and family.

Mr. and Mrs. E. M. Rice.
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Between The Goal Post By FRED HARRELL

Quittin' Time The boys of the Whiteface team finished their season last Friday by beating Canyon 7-0 to clinch a third place in the conference for this year and an average of 500 per cent with half their conference games won.

So to all the boys who played on the Whiteface team this year, to Coach Tommie McCollum, and to the school officials—thanks for every aid and courtesy given me while trying to report the games and other activities of the squad. It has been a pleasant fall and I, for one, will be anxiously waiting until another fall comes around and another Maroon and White team digs cleated shoes into the turf of Whiteface Field.

Unless the unforeseen happens, and it's not likely to, Tullia will take Canyon in stride tomorrow, thus capturing the pennant of District 1-A. Perryton has already won District 2-A with about the same ease that Tullia swept this one. When these two teams get together it ought to be a great game.

While Hereford won two out of four conference games, five out of nine games played during the season were won—The Whitefaces scored 143 points against their opponents' 123. There's a wave of protest going over the state about this new age rule. If it is not modified the Whitefaces team will start from scratch next fall and no pre-haps... 15 of the present squad will be lost.

Season Record The record of games won and lost during the season, and the scores are: Hereford 25, Vega 0. Hereford 9, Portales 18. Hereford 19, Dimmitt 0. Hereford 13, Dumas 7. Hereford 21, White Deer 40. Hereford 19, Friona 0. Hereford 7, Dalhart 26. Hereford 7, Tullia 32. Hereford 7, Canyon 0.

Frio News MRS. MALCOM CASSELS

A good crowd attended Sunday School and Church Sunday Next Sunday we will study "Ministering to Human Needs." Mr. Lester Sparkman will be leader of the Bible Study for Sunday night and we are to study chapters sixteen, seventeen and eighteen of St. Matthew. Rev. Lloyd Waters preached Saturday night and Sunday.

Mr. and Mrs. Will S. Dixon had as dinner guests Sunday Rev. Lloyd Waters of Plainview, and their son, Emmett and family of Hart. Sunday night the church called conference and called Rev. Waters as regular pastor. He will preach each third Sunday.

Mr. Warren Owen of Hereford spent Saturday night in the home of his sister, Mrs. Malcom Cassels and family with his brother, Jack Owen. Miss Catherine Henderson of Hereford spent Friday night in the Mack Dixon home with Miss Lurline Dixon.

Mr. and Mrs. Mack Dixon and Lurline and Miss Catherine Henderson were in Dimmitt Friday. Mr. and Mrs. James Barclay who had spent the week with their son, S. J. Barclay and family went to Ford Saturday to spend this week with their sons, E. H. and Jim Barclay and families.

Little Miss Ruby Faye Barclay fell from the Giant Stride Thursday and suffered a bruised and cut lip and a badly mashed nose, however, she is back in school again this week.

Mr. and Mrs. E. F. Sevier of Jumbo called in the Mack Dixon home last Thursday night. Miss Lurline Dixon spent Saturday night in Hereford with Miss Catherine Henderson.

was quite a treat to most of the children as many of them had never seen one before. The possum was given Miss Ramey by Mrs. Caraway of Dawn and Miss Ramey plans to take it to central school in Hereford for the children to see.

Mr. John Renfro of Hereford called in the Malcom Cassels home Sunday morning.

Mr. and Mrs. Malcom Cassels, Mary Nell and Jimmy Ray and Jack Owen spent Sunday in the home of their parents, Mr. and Mrs. G. P. Owen and family of Hereford. Others spending the day there were Mr. and Mrs. Joe Stagner of Flagg, Miss Olive and Mr. Fred Stagner and the honored guest, Mrs. Joe Price Stagner, who is on her way from Denver, Colo., to Ft. Jackson to join her husband who is in the army there. She plans to stay with her husband's mother and father until about December 10th.

Little Homer Lee Owen returned home with Mrs. Cassels to spend a few days.

Club meets at 2:30 p.m. Thursday afternoon at the home of Mrs. T. L. Sparkman Jr. to begin the tour of the kitchen and pantry demonstrations.

Mr. and Mrs. Alva Hastings of Dimmitt visited in the Mack Dixon home Sunday.

Mr. Fred Stagner of Hereford called in the Malcom Cassels home Tuesday morning and Homer Lee Owen returned to his home with them.

If anyone would like to know a new way for cutting cows out of a herd ask Mr. John Johnson. He is an expert and he doesn't use a horse. Ask him how a car works.

Rev. and Mrs. Lloyd Waters of Plainview spent Saturday night in the Joe Andrews home.

Mr. and Mrs. Malcom Cassels and children and Jack Owen called on Mr. and Mrs. J. S. Barclay of Oklahoma last Thursday evening.

Mrs. J. C. Bowers enjoyed a visit from her folks from Dalhart last Thursday and Friday.

MARRIAGE LICENSIS ISSUED Mr. Dayton Reeves and Miss Mirth Stanford.

Aerial Musketeers Don Fighting Togs



Bound for an observation flight over enemy territory, these three British musketeers of the air head for their bombing plane. Equipment includes oxygen masks, telephone apparatus, parachutes and machine guns. In addition to the gunners, the plane carries a pilot, co-pilot and photographer.

Dawn Items

MRS. CARL WIMBERLEY

Everyone is invited to be present at the school house Tuesday night, Nov. 28, when a Thanksgiving program will be presented by the school. The time will be 7:30 p.m.

Mr. and Mrs. Carl Luke and family had a turkey dinner last week with guests being Mr. and Mrs. Frank Given and Mr. and Mrs. Jess Stanford of Hereford.

Visiting Mr. and Mrs. William Wimberley last Sunday were Mr. and Mrs. Harry Axtell of Kress and E. A. Oberst of Canyon.

Mrs. Cecil Walker is nursing the baby of Mr. and Mrs. Will Kerr which has been very ill.

Miss Bobbye Jo West spent last week end with her roommate, Miss Fran Shubert of Spearman.

Three of the Dawn girls in W-T High School at Canyon were among the five students making the highest scholastic average for the first half of the semester, in the whole student body. The Dawn girls are Eugene Kuhles, Evelyn Luke and Sarah Smith.

Mr. and Mrs. L. A. Smith and family and Miss Ethel Lowery, Mr. and Mrs. N. R. Miller attended the show at Canyon Wednesday night which was sponsored by the Spanish Club at W-T school.

Ernest Creps of Sterling, Colo., is visiting his brother, Carroll Creps who is working for C. Aubrey Wimberley.

Mrs. Hejino Ortega is on the Little Arlene Galley is ill.

Attending the funeral of Dr. Bowe in Hereford Thursday afternoon were Mrs. A. T. Frye, Mrs. Cal Walker, Mr. and Mrs. L. A. Smith and Mr. and Mrs. Ernest May. Mr. Smith sat up with Dr. Bowe Tuesday night.

Mrs. E. A. Oberst of Canyon, who has been staying with Mrs. William Wimberley, returned home Friday.

Carl Luke has a new car. The Dawn boys who are members of the W-T High School football squad made the trip to Texico Friday to play there.

Mr. and Mrs. Ed East took his sister, Mrs. Grimes of Birmingham, Ala., to Amarillo Saturday where she entrained for home. This was the first time the sister and brother had seen each other for 25 years. Mrs. Grimes,

who has visited here for two months is reported to have liked this country very much.

Milton Morris of Canyon, Mr. Spurior of Pampa, Mr. Ethridge of Borger and H. E. Miller went duck hunting Saturday.

White Griffiths of Happy visited Mr. and Mrs. R. A. Frye last Monday.

Miss Bobbye Jo West of Canyon and Fran Shubert of Spearman visited Mr. and Mrs. R. S. West over the week end.

Mr. and Mrs. R. M. Mitchell and family and Miss Martin of Plainview visited Mr. and Mrs. W. A. Scales and family Sunday.

Miss Wanda Adams visited Mr. and Mrs. Jewel D. Burgess at Wyche Saturday night and Mrs. S. J. Burgess and Miss Nadell Hawthorne at Happy Sunday.

Mr. and Mrs. W. P. Caraway left Friday for Ranger to see Mrs. Caraway's mother who has been ill for some time.

Mrs. Iverson Leake and daughter, Virginia, visited Mrs. Rainto in Hereford Thursday.

Mr. and Mrs. L. A. Murphy and sons visited friends in Canadian and attended to business there over the week end.

Mrs. Iverson Leake entertained with a party Friday night. Guests were Mr. and Mrs. N. R. Miller, Miss Olive Ramey of Hereford and Hartland Caraway.

Visiting Mrs. J. G. Coe Sunday were Mr. and Mrs. Cecil

Benton of Excell, Mr. and Mrs. John Benton of Lubbock. Mr. and Mrs. Henry Hamblin of Wayside visited Mrs. L. M. Harris and Mrs. C. C. Stewart Sunday.

Mr. and Mrs. Alvin Lemons of St. Vrain, N. M., visited Mr. and Mrs. R. S. West Saturday and Sunday. Mr. and Mrs. West visited at Bellview, N. M. Monday.

Visiting Mr. and Mrs. C. E. Mariner Sunday were Mr. and Mrs. W. H. Fox and children of Amarillo, Mr. and Mrs. Winfield Mariner and Mr. and Mrs. Dan Fox of Portales, Mrs. Shaffer of Tullia, Mrs. Pearl Holman of Canyon, Mrs. Elza Cook of Amarillo and Mr. and Mrs. J. H. Mariner of Portales.

Mr. and Mrs. Carl Wimberley went to Canyon Sunday morning to hear Charles A. Well, cartoonist and journalist who spoke at the First Baptist Church. Mrs.

Minnie Smith attended services there with them Sunday night when Mr. Wells again spoke. Johnie B. and Glenn Caraway, and Misses Alma Miller and Lucille Morris of Canyon visited Mr. and Mrs. A. A. O'Neal at River Road School north of Amarillo Sunday night.

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Puretest Brewers' Yeast TABLETS Build your nutrition up with these tablets when your diet lacks Vitamins B and G—the convenient, easy way to take yeast. You get the dependability of Puretest plus the economy you always get at the Rexall Drug Store. A Rexall PRODUCT BOTTLE OF 100 39c

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Now that the cough and cold season is here you should keep a box of Aspirex on hand always. Great for the irritation of coughs due to colds. A Rexall PRODUCT 10c

BIG VALUE 4 oz. jar Puretest Sodium Perborate and 25c size Rexall Milk of Magnesia Tooth Paste

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Corn Solvent 25c

- 3 Rolls Pom-Pex TOILET TISSUE... 16c
50c Lucky Tiger HAIR TONIC... 39c
50c Calox TOOTH Powder... 39c
\$1 Chamberlain's HAND LOTION... 79c

A Complete Line of FRANKLIN Serums and Vaccines

100 Dr. Hinkle's CASCARA COMPOUND PILLS

Regular \$1.00 NOSE and THROAT ATOMIZER

50 HALIBUT LIVER OIL CAPSULES

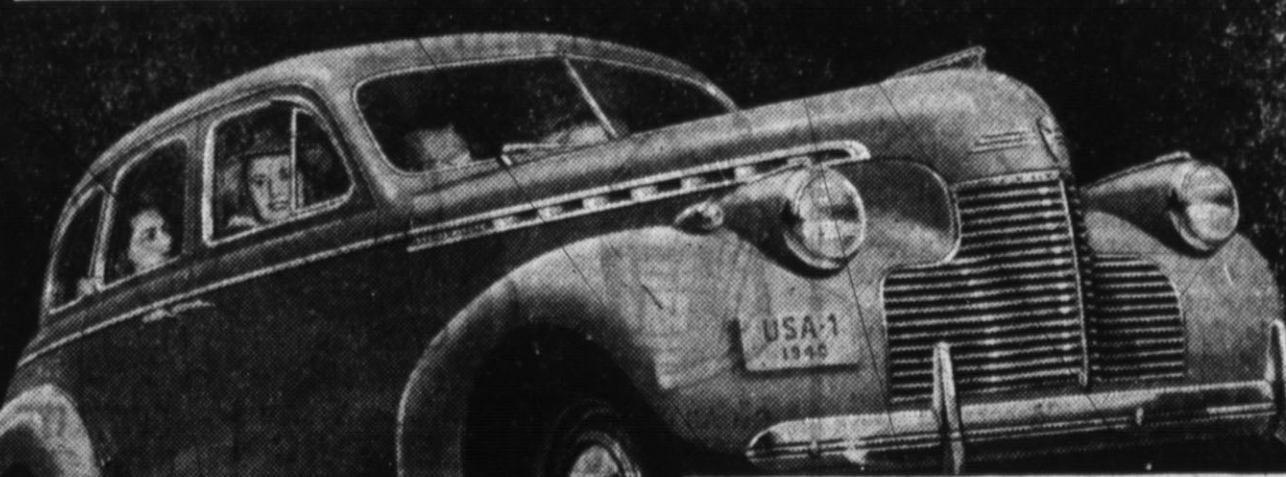
60c Size REX-SELTZER TABLETS

\$1.25 Size CREOMULSION. \$1.09 60c SAL HEPATICA.

Rexall NOSE SPRAY, 2-oz 50c 200 Puretest ASPIRIN Tablets

75c Cherrasote COUGH SYRUP 59c Full Pint Lamson's MINERAL OIL

All low-priced cars have performance BUT CHEVROLET HAS BETTER PERFORMANCE!



Chevrolet for '40 has hair-trigger getaway! Its Super-Silent Valve-in-Head Engine enables you to accelerate from 5 to 25 miles per hour with almost unbelievable speed! Its Exclusive Vacuum-Power Shift gives an exclusive kind of handling ease—its Perfected Hydraulic Brakes the very highest degree of safety! And in the combination of all these factors—in over-all performance with over-all economy—the motor world just doesn't hold its equal! Eye it... Try it... Buy it... and convince yourself, "Chevrolet's FIRST Again!"

The 1940 Chevrolet gives higher quality at low cost!... Low Prices... Low Operating Costs... Low Upkeep. No other motor car can match its all-round value.

"Chevrolet's FIRST Again!"

BRUMLEY - WOODFORD MOTOR CO. HEREFORD, TEXAS

REMEMBER THE Rexall DRUG STORE FOR BEST VALUES ALW

The Whiteface Round-Up

This Page Edited
HEREFORD HIGH
SCHOOL STUDENTS

Getting on is Largely a
Matter of Getting Up each
time you are Knocked
Down!

Ayers Elected President By Seventh Grade

Walter Ayers was elected president in the meeting of the 7A class Wednesday, November 14, 1939. The other officers elected were: vice president, Nellie Ruth Tucker; secretary, Mary Sue Whitaker; treasurer, Junita Wiseman; librarian, Mary Sue Whitaker; assistant librarian, Herman Hypecock. There were also several committees appointed. They were: program committee, bulletin board committee, and a committee to select a name for the club.

The class decided to have dues each month, and if the dues were not paid in the first week of the month, there is a penny fine for each week it is over due.

STAFF
Sponsor: Robble Foster
Editor-in-Chief: George McLean
Asst. Editor: Neil Spradley
Business Manager: Katherine Henderson
REPORTERS
Pollyanna Crawford, Vivian Olson, Bernadine Phillips, Billye Self, Paul Lyons, F. L. Lucas, Katherine Danforth, Madonna Morrison, Dorothy Banner, Louise Cress, Mary Ellen Henslee, Myron Morgan, Rena Rae Renfro, Janelle Potter, Mary Sue Whitaker, Mary Nix, Elmore Nunn, Ann Cockrell, Helen Frances Streu.
TYPIST
Pauline Parker
Central School Reporters
Naomi Brumley and Londene Martin.

Editorial YOU AND YOUR SCHOOL BY LOUISE CRESS

Does this H. H. S. belong to the teachers and sponsors, or to you? Of course you say "this is my school as much as anyone else's." Then why don't you make it your school? When a club, class, or organization of the school sponsors some type of entertainment then I plead with you, do your part. Make it go over!

This year there has been less school spirit in H. H. S. than there has been in a long time. It seems that the student body refuses to cooperate with the activities of the school. If our high school is to progress and grow, then we must all work together for the good of the whole school!

If the indifference of the students continues, the school cannot grow in spirit, action and reputation.

Freshmen, sophomores, juniors and seniors, cooperate with the school and make it the best that it has ever been.

Relief At Last For Your Cough

Cremulsion relieves promptly because it goes right to the seat of the trouble to loosen germ laden phlegm, increase secretion and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. No matter how many medicines you have tried, tell your druggist to sell you a bottle of Cremulsion with the understanding that you are to like the way it quickly allays the cough or you are to have your money back.

CREMULSION
for Coughs, Chest Colds, Bronchitis

Protect
What You Have
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Ray Barber
Auctioneer
HEREFORD, TEXAS
Experienced & Reliable

Fathers Honored By Girls Hi-Y At Banquet Tuesday, November 14

The Girls' Hi-Y had their first Father-Daughter banquet at the Methodist Church Tuesday evening.

Mr. Good, the area Y. M. C. A. secretary, suggested the idea of a Father-Daughter banquet when he was here last spring. The idea he said, was to bring a closer relationship and a better understanding between the fathers and daughters.

Polly Anna Crawford, president of the Girls' Hi-Y, acted as toastmistress. Mr. John Olson gave the invocation and Polly Anna gave a hearty welcome to the fathers. Bernadine Phillips gave a welcome and Mr. Trimble, speaking for the fathers, told the girls how much they appreciated the interest shown to them by their daughters.

Helen Frances Streu, accompanied by Bernadine Phillips, presented a saxophone solo, "That Silver-Haired Daddy of Mine." The decorations were red and white, carrying out the colors of the Hi-Y emblem. In front of each plate lay a red heart with "My Heart Belongs to Daddy" written in white. Red candles were placed between pot-plants of begonias and geraniums along the red-crepe paper line in the center of the table. The Hi-Y sincerely appreciates Mr. Danville's loaning the flowers for the girls' use.

After the meal Mr. Good spoke on "Father and Daughter Relationship."

Public Opinion

Do you think that our school should have detention hours or demerits and why? Some of the high school students have a difference in opinion. What do you think?

Lois Agnes Gilbreath—"I think the hours are best, because an hour would seem like more punishment."

Foster Hill—"I think we should have hours because demerits would just never do with me."

Nona Mills—"Demerits; because its more fun to get 5 demerits than 5 hours."

Dorothy Banner—"I don't care."

Billye Jo Morton—"I like hours, because its fun to sit in that beautiful study hall."

Edith Standifer—"I like demerits, because I don't like to look at the teachers and I won't study."

Bob Gilliland—"I don't care, but demerits are easier on the students."

Nona Deen Rose—"Detention hours, because you can get a demerit easier than you can get an hour."

Janelle Potter—"I think the same as Nona Deen."

June Dameron—"The hours are better because you have to get your lessons sometime."

R. L. Bailey—"Demerits, because I have an hour now and I don't want to make it up."

Helen Frances Streu—"That all depends on whether you're good or bad."

Miss Rigler—"I like demerits, so I won't have to stay in study hall, too."

Geraldine Kendall—"It all depends."

ROOMS TO RENT? TRY A WANT AD

N. F. L. A. Farm and Ranch LOANS

We have recently been reclassified and are now in a position to accept applications for Farm and Ranch Loans!

**HEREFORD
NATIONAL FARM
LOAN ASS'N.**

Wrenn, Crawford To Attend State Teachers' Meet

Miss Neville Wrenn and Miss Stacia Irene Crawford will attend the State Teachers' meeting at San Antonio next week-end.

Miss Wrenn will attend a meeting of the executive committee Thursday afternoon. By virtue of being a member of the executive board, Miss Wrenn will also attend the house of delegates meeting.

Both Miss Wrenn and Miss Crawford will attend the Delta Kappa Gamma luncheon which will be held December 1 in the Plaza Hotel ballroom.

Miss Wrenn will attend the Science Section Breakfast—Friday in the Grill Room of the Gunter Hotel. The breakfast will be sponsored by the San Antonio Science Club.

Miss Crawford will attend a Speech Association luncheon in the Original Spanish Restaurant, December 2. She will also attend the Speech Association's formal dinner on Friday evening in the Tapestry Room of the St. Anthony's Hotel.

Glee Club Entertains Theatre Audience With Song Program

The Glee Club sang at the Star Theatre Tuesday night, November 21, 1939.

The program was as follows:
1. White Sails—Directed by Bernadine Phillips.
2. Wishing—Directed by Nadyne Newell, solo by Helen Frances Streu.
3. If I Didn't Care—Directed by Dorothy Nell Trimble.
4. Stairway to the Stars—Directed by Wanda Jean Reed.
5. Over the Rainbow—Directed by Helen Frances Streu.
6. South of the Border—Directed by Bernadine Phillips, solo by Dorothy Nell Trimble.

Hereford Debate Club Conquers Vega Team

The High School Debate Club defeated the Vega team there, Thursday, Nov. 16.

Miss Crawford said that the club did very well considering that it was their first formal debate.

Those who attended the debate were: Polly Anna Crawford, Willard Higgins, Dora Lee Burges, Calvin Brumley, F. L. Lucas, Mr. Kinard, and Miss Crawford.

The debate club's next debate will be in Tulla.

Bethel Items

MRS. E. R. ROTHWELL

Mrs. Jim Bagwell and baby, K. Latrelle, came home last Wednesday. Both are doing nicely.
Mr. and Mrs. Earl Lust took their son, Lloyd, to Lubbock last Wednesday to go through the clinic.
Mr. and Mrs. Virgil Nowell visited home folks last Wednesday evening.
J. C. Williams and son, Glenn, made a trip to Farmington, N. M., last week after fruit.
George and Ivor Bagwell and their families were in Lubbock visiting Wednesday.
Visitors at Sunday School Sun-

BUSINESS AND PROFESSIONAL DIRECTORY

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Complete tract index of all lands and town lots in Deaf Smith County.
Write us for information concerning land ownership.
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ABSTRACTS INC.
GUY Eddis, Manager

SWAP!
Through the
WANT-ADS

Whitefaces Defeat Eagles 7-0 in Last Game of Season

No corner of Hereford is being over-looked in this year's Red Cross drive. Miss Francis Fullingim has been appointed for high school. All students and teachers are urged to join. Clubs and organizations may join, also.

Davis, Estes, Plummer, Newell Plan Xmas Party For Sophomores

The Sophomores decided to have their annual Christmas party December 15 at the city Hall. They planned to draw names at the next class meeting in order to exchange gifts at the party. It was also decided to have a big, pretty Christmas tree for the childish Sophomores. The president appointed Billy Davis, John Estes, Helen Plummer, and Nadyne Newell to be on the arrangement committee to make final plans for the party.

Homemaking News

The home ec laboratory received a new hot water heater last week. It was bought with money saved from the laboratory allotment last year. The heater is white enamel with chromium trim.

The Second Year girls visited Furr's meat market recently. The class has been studying cuts of meat.

Dr. Hattie Anderson, professor of History at W. T. S. C. and Miss Barrett, professor of Home Ec at W. T. S. C. visited the Home Ec Laboratory here last week.

At the last meeting of the F. H. T. Club, plans for financing the trip to Waco next spring. Delegates from each class and one from the club will be sent to the State Rally.

Helen Cross had charge of the program which was based on "What I Get From the Creed." Evelyn Walker read the Girl's Creed which was written by Grace Nell Crowell. Mary Ann Acker discussed "What the Creed Means to Me."

Georgianne Miller entertained with a tap dance, accompanied by Phyllis Gene Radovich.

day were Mrs. Frank Henderson and children, and Miss Laura Jean Cunningham.

Visitors in the Earl Lust home Sunday were Mr. and Mrs. Kay Roberts and Mr. and Mrs. Posey Cunningham and Laura Jean. Earlene returned with Laura Jean for the night.

Mr. and Mrs. E. R. Rothwell, Pauline and Billy Jo visited in the Nowell home at Bovina Sunday.

Since nearly everyone has finished threshing some moisture would be very welcome.

There are probably no other means of so greatly reducing the cost of production of livestock products, as through improvements in the production and grazing of farm pastures.

WHY suffer from colds?
For quick relief from cold symptoms take 666.
Liquid-Tablets-Salve-Nose Drops

Whitefaces Defeat Eagles 7-0 in Last Game of Season

Estes and Ford Make All Opposition Team

Game	At	A	Glance
Hereford	Score	Canyon	0
7	First Downs	10	
7	yards Gained rushing	121	
80	yards gained passing	34	
4	of 5 passes completed	5 of 13	

After seessawing between the twenty yard lines the entire first half, Brock brought down Schumacher's pass in the end zone middle way in the third quarter to score the only touchdown in the game to beat the Canyon Eagles 7 to 0. Petersen had passed to Brock two plays previous to take the ball from Canyon's forty to Canyon's 10. Fox lost two yards at right end and then Schumacher off a double reverse passed to Brock for the score. Knox converted.

Hereford's starting lineup was Brock and Fox at end; Knox and Hagar at tackle; Lisenbee and Ford at guards; Estes at center; Schumacher at quarter; Guthrie and Loerwald at half; and Johnson at fullback. Petersen and Jones substituted.

The Dumas Demons, after finishing their conference games picked an all opposition team. This team had on its lineup Clifford Estes at center and Henry Ford at left guard. On the second team we had another boy mentioned at right tackle: Jack Knox. These three boys have worked hard all season, and they all deserve this honor that was put on them.

Oh, I must be going! It was just an accident but I saw someone drop a note and there is nothing like notes for news. Keep your ears open and your mouth closed.

Confidentially yours,
THE SNOOPER

Hi-Y Program Consists Of Talk on "Bad Boys And Good Neighbors"

The Boys' Hi-Y gave a program on "Bad Boys and Good Neighbors."

Hicks Roberson gave the devotional, followed by a talk on Judge Hatfield, a judge who specializes in juvenile offenders, in which his main work is with offenders of poor families.

Judge Hatfield has sacrificed many personal pleasures to help send a young offender on the right track.

After the talk the boys expressed their thoughts on this man. The boys voted to have a gym period before meetings and move up the meeting time to seven o'clock instead of seven thirty.

I never get any peace."

A Day With An Electric Coco-Cola Machine

If the Cocoa Cola machine could talk this is what it would probably say.

"Well, here I am, awakened bright and early; Mr. Hudson is stuffing me with bottles. He puts them in so hard that it disturbs my sleepy thoughts. He no sooner gets them in than some one comes along and drops a cold, hard nickel in me and tickles me all the way down. This goes on for hours and hours. Gerald Gallehon just fills me full.

Once Gerald filled me so full that I refused to give him another and I wouldn't give his nickel back. But it was all in fun. On staff meeting days I never get to sleep before 6:30. Those kids make too much noise. I never get any peace."

Close-Ups Of High-Ups

The three new teachers of Hereford High School have been asked why they were teaching school.

They are: Miss Ramey: "First teaching is an interesting profession; second, I like high school students; and third, teaching broadens the mind."

Mr. Oldham: "First, I went to a teacher's college and was educated to teach and naturally followed this profession; second, it is a good profession to stay in two or three years and then take up something else; third, it is pleasant work. It doesn't have the disagreeable points that other jobs might have."

Mr. Stallcup: "First, I have to eat; second, I don't feel right unless I'm working; third, I don't have any better sense."

Central School Students Have Varied Hobbies

Central School students are very busy with their hobbies this week and are showing a very unusual and interesting collection.

Stamp collecting is the leading hobby, with two boys conquering the field. Edward Roberson has stamps from countries all over the world. Some of these countries are: England, France, Italy, old Czechoslovakia, India, and many other countries. The stamps are varied and are of many different values. The other boy is Myers Hudson who has a similar collection with his stamps from the above countries and Belgium, Bermuda, Canada, Egypt and many other foreign countries. Together the boys have around 300 stamps.

Other Hobbies Are
Miss Kirby—Making scrap books.
Helen Acker—Collecting foreign dolls.
Jo Ann Rosson—Collecting foreign dolls.
Londene Martin—Collecting small wooden articles.
Naomi Brumley—Playing the piano.
Miss Harris—Collecting paper weights.
Lloyd Manjoet—Flirting with the girls.
Nolie Elliston—Collecting old money.

Seniors Discuss Ways And Means of Finances

The Seniors met in regular class meeting, Wednesday, November 15, in room 23. Loy Cook announced that the Student Council was discussing the introduction of a scholarship society into Hereford High School. The Financial committee chairman, Paul Lyons, reported; the remainder of the period was utilized in discussion of the report.



Modernize Your Home
for Winter
Use
**NATURAL GAS
FOR HEATING**
West Texas Gas Co.

SOCIETY

Music Study Club Has Program On American Music

A program devoted to American music was presented at the meeting of the Music Study Club Monday afternoon at the home of Mrs. W. J. Stanford.

Mrs. H. L. Broadwell, president, continued a report of the recent convention of Music Clubs held in Lubbock and Mrs. C. C. Ferguson gave reports of social affairs of the convention. Miss Mattie Mae Swisher told of interesting numbers on the Fine Arts program.

Mrs. W. E. Dameron was leader of the program on the subject "Nevin and McDowell."

As a background for musical numbers which followed Mrs. Dameron explained that Nevin gave to music what Eugene Fields gave to poetry and though he was not a master of great things he was a poet who presented many types of music, all in a happy mood. McDowell was the first American to develop a distinctive original style. It was he who established a summer refuge colony for musicians in New York.

McDowell's "Elegy Op. 31, No. 6" the first number on the program was played by Mrs. G. A. F. Parker. "A Necklace of Love" by Nevin was sung by Mrs. A. O. Thompson.

A piano duet "Tale of Chivalry

Op. 20, No. 2" by McDowell was played by Mrs. Glenn Snyder and Mrs. C. C. Acker.

A vocal duet "Oh! That We Two Were Maying" by Nevin was presented by Mrs. Troys Carmichael and Mrs. A. J. Schroeter.

Mrs. W. J. Stanford played "To a Water-Lily" by McDowell and the concluding song was a chorus "Thy Beaming Eyes" by McDowell sung by Mesdames J. E. Beyer, Jeff Gilbreath, Wiley Roberson, C. C. Acker, G. A. F. Parker, and H. H. Hawkins, accompanied by Mrs. H. L. Broadwell.

During the business session members voted to aid in the medical needs of the county as a welfare project.

Members present were Mesdames G. A. F. Parker, Wiley Roberson, A. J. Schroeter, Glenn Snyder, C. R. Smith, C. C. Acker, W. J. Stanford, J. E. Beyer, Troys Carmichael, A. C. Thompson, W. E. Dameron, C. H. Dyar, A. O. Thompson, B. M. Wiltshire, C. C. Ferguson, H. K. Fox, Jeff Gilbreath, H. H. Hawkins, J. B. Jones, Misses Eloyse Pitman and Mattie Mae Swisher and the hostess.

So many new homes are going up, and old ones are being remodeled that they are hard to keep up with. Ernest Medkief's home will soon be finished. Mrs. Ann Hill Holman's has the basement and foundations completed, and the second Hardwick house on East Fourth is practically complete.

A Story of India

THRILLS BEYOND BELIEF! Loves stranger still! — the Greatest modern novel!



"THE RAINS CAME," is showing at the Star Theatre with a Saturday night Prevue and Sunday and Monday. Scene for the story is laid in India and stars Myrna Loy, Tyrone Power and George Brent.

Pleasure Hour Bridge Club Is Entertained

Guests were entertained with members of the Pleasure Hour Bridge Club when they met for games Thursday afternoon at the home of Mrs. B. R. Dixon. Winter daisies in bouquet arrangement were used throughout the house in decoration.

Special guests included Mrs. Joe Kendall, Mrs. Ray Singletary and Mrs. Ira Foster.

Guest award in the games went to Mrs. Kendall and club awards were made to Mrs. Earl Phillips, high, and to Mrs. Elmer Mathies, low.

Members present were Mesdames Roy Jowell, Harry Lomas, Boyd London, Ralph Smith, Earl Phillips, O. L. Click, Elmer Mathies, Chris Renfro and the hostess.

A colorful salad plate was served after the games.

Reed Williams Are Supper Club Hosts

Yellow chrysanthemums were used in profusion to decorate the home of Mr. and Mrs. Reed Williams when they were hosts to members and guests of the Wednesday Night Supper Club at their home Wednesday, Nov. 15.

The traditional Thanksgiving theme was emphasized with other colorful motifs. Tables which were arranged for deservbridge were centered with cleverly designed vases in the shape of miniature turkeys filled with pom pon chrysanthemums. Tallies and other bridge accessories repeated the turkey motif.

Two couple prizes in the games were presented. One to Mr. and Mrs. C. C. Rockwell for guests and to Mr. and Mrs. Bob Wilson, club members.

Guests of the club included Messrs and Mesdames Glenn Weir, C. C. Rockwell, Paul Mathers, Ralph Smith, Ellis Coombes, and A. Petersen.

Members present were Messrs and Mesdames Jim Black, John Olson, Jim Lipscomb, Bob Wilson, Roy Jowell and the hosts.

CARD OF THANKS

We wish to thank the different organizations, and the friends and neighbors who were so kind to us in our recent bereavement. Your thoughtfulness will always be fresh in our memories. May God's richest blessings be yours.

Mrs. F. E. Bove
Mr. and Mrs. Verne Witherspoon and family.
Mr. and Mrs. H. G. Bove and family.
Mr. and Mrs. C. L. Bove and family.
Mr. and Mrs. George D. Young and family.
Mr. and Mrs. F. B. Bove

Mrs. Ward Leads W. M. S. Program

Mrs. J. F. Ward was leader of the World Outlook Program at the Woman's Missionary Society meeting held at the Methodist Church Wednesday afternoon. Mrs. J. B. Hammer led the devotional using the 8th chapter of Romans as Scripture reference.

Mrs. E. W. Harrison told something of "The Function of the Church Today," and Mrs. D. H. Bryant talked on "Enlarging Horizons for the Protestant Church."

In keeping with the day a Thanksgiving story was told by Mrs. D. W. Hawkins and Miss Mattie Mae Swisher led the group singing of "America."

Auxiliary Circles Hold Joint Meeting

All groups of the Woman's Auxiliary of the Presbyterian Church met for a joint meeting Tuesday afternoon at the church.

A quarter hour spiritual life program was conducted before the general meeting began by Mrs. Lee Conklin.

Mrs. Arthur Rogers opened the meeting with a devotional on Thanksgiving and Prayer.

Mrs. H. L. Broadwell told of the Allison James School in Santa Fe, N. M., a Presbyterian school. She gave the history of the school's development since 1888.

Around Town

(Continued from Page 1)

ed until it can hardly be recognized as the house it use to be.

Rev. James Aiken will have turkey for Thanksgiving after all. His turkey, which was reported lost by Around Town last week, has been found and returned by one of the young sons of Lon Kelly. The lad deserves praise for his honesty. He was very reluctant to take the reward Rev. Aiken gave him.

Rev. W. E. Barnes has a fine dinner assured for at least one of the Thanksgiving Days. Returning home the other afternoon he found a turkey in a sack

Construction has started on a new brick building next to Carl's Grocery on the south. Lee Hopson is the owner. The building will be 80x24 feet and of brick.

DAUGHTER BORN TO B. Y. CROSTHWAITS

Mr. and Mrs. B. Y. Crosthwait have announced the birth of a daughter on November 21. The little newcomer, who has been named Carla Sue, is the great-granddaughter of Mr. and Mrs. F. W. Lambert and their only great-grand child. Maternal grand-parents are Mr. and Mrs. Carl Mounzt and the paternal grand-parents are Mr. and Mrs. I. O. Crosthwait.

STATE OFFICER TO SPEAK

Miss Miriam Coleman, executive secretary of the Texas Federation of Business and Professional Women's Clubs, will be as special guest at the meeting of the Hereford B & P W Club in the county courtroom at the Courthouse Monday.

ATTEND DR. BOWE RITES

Here to attend the funeral services held Thursday for Dr. F. E. Bove were Mrs. R. W. Lovelace and Mrs. A. A. Foster of Lubbock, Mr. and Mrs. John F. Ross, Mrs. Laura Laverty and Mrs. Vivian Morris of Amarillo all state officers of the Rebekah Lodge, Mr. and Mrs. H. M. Sylvester of Friona, A. J. Greenfield, Cecil Greenfield, Gordon Greenfield, Chas. Spear, Clark O'Brien, and H. T. Larol of Happy, Mr. and Mrs. Walter Graham and daughters of Flag, and the following from Canyon; Mr. and Mrs. Ed Weeks and daughter, Mrs. Ridgeway, Mrs. Patterson and Mr. and Mrs. Anderson Witherspoon.

LEGAL NOTICE

NOTICE OF SALE UNDER ORDER OF SALE (Real Estate) THE STATE OF TEXAS COUNTY OF DEAF SMITH

By virtue of a pluries order of sale issued out of the District Court of Deaf Smith County, Texas, on a judgement rendered in said court on the 15th day of February, 1939, in favor of J. E. Hill, Independent Executor of the Estate of Sarah E. Coker, deceased, and against G. T. Oliver and Mamie Oliver, in cause Number 2453, on the Civil docket of such court, entitled, "J. E. Hill, Independent Executor of the Estate of Sarah E. Coker, deceased vs. G. T. Oliver, et al," I did on the 7th day of November, 1939, at 4:00 o'clock, P. M., levy upon the following described tract of land situated in Deaf Smith County, Texas, as the property of G. T. Oliver and Mamie Oliver a feme sole, to-wit:

All of the Northwest 200 acres of Section Number 81, Certificate 84, Block K-8, Deaf Smith County, Texas, known as the "Oliver land." And on the 5th day of Decem-

Truly A Thanksgiving Feature

Together Again

STARS OF "YOUR DAUGHTERS" AND "DAUGHTERS COURAGEOUS"

JOHN GARFIELD
PRISCILLA LANE

MUST BE MY DESTINY!

ALAN HALE
FRANK MCHUGH
BILLY WALSH

A "Must-See" Picture!

COMING TO THE STAR

THURSDAY AND FRIDAY
Nov. 30 & Dec. 1

Also Cartoon and News

T. W. Medlin

(Continued from Page 1)

ber, 1939, being the first Tuesday in said month, between the hours of ten o'clock, A. M., and four o'clock, P. M., on said day, at the Court House Door of said county, I will offer for sale, and sell at public outcry for cash, all of said land, and all of the right, title and interest of the said G. T. Oliver and Mamie Oliver, and each of them, in and to said property in satisfaction of the indebtedness, evidenced by said judgement.

This the 7th day of November, 1939.

J. O. Newell, Sheriff, of Deaf Smith County, Texas.

By Fred W. Baird, Deputy 45-3tc

ject there. He came to Texas in 1896 and lived at Dallas and Tyler before moving here.

He began farming here in 1930 with some land at Kelso, but did not move here until 1937. He purchased his home place four and one-half miles southeast of Hereford where he was living at the time of his death.

He owned 3247 acres of land in Deaf Smith county and was farming 2500 additional acres. He was one of the largest wheat farmers in this county.

STAR -- Thur\$day - Friday

Three Free Souls

You'll say "Love was never like this!"

You'll say "Not since Eye lost her monopoly on men has a girl had such a break!"

You'll say "This is romance, as I've always dreamed it MIGHT be!"

It's Romance with a laugh . . . always a jump ahead of your thumping heart . . . a picture you can't help but REMEMBER!

Robert TAYLOR
LEW AYRES, in
Remember?
Greer GARSON
Billie Burke — Reginald Owen
George Barbier

also Crime Short — "Drunken Driving"

also "Fashion Forecast"

SATURDAY --- 10c & 15c

"THE ARIZONA KID"

with ROY ROGERS
GEORGE HAYES
COLLEEN MURPHY
STUART HAMBLEN
A REPUBLIC PICTURE

A DRAMA OF FIRING GUNS... AND FIERY ROMANCE!!!

OUR GANG COMEDY — Chapter 9 "Flaming Frontier"

1939's MIGHTIEST SCREEN Thrill

THE RAINS CAME

Myrna Loy Tyrone Power George Brent

STAR THEATRE SAT. NITE PREVIEW SUN. - MON.

WEIR'S

Red & White Food Store

WE DELIVER — PHONE 117

Thanksgiving Specials good Through FRI. - SAT. - MON. - TUES. - WED.

CATSUP, Wapco, rich and smooth — 14-Ounce Bottle 10c

SALAD DRESSING, White Swan — Full Pint 17c

MINCE MEAT, White Swan — Big 9-Ounce Packages. 3 for 25c

GELATINE, White Swan, A dessert. Real fruit flavors 2 Pkgs. 9c

SUGAR PURE CANE. 10 LBS. for 55c

LUNCHEON PEAS, White Swan 2 No. 2 35c

PEACHES, White Swan, Deluxe halves, rich syrup 2 No. 2 1/2 35c

GREEN BEANS, White Swan — Whole Green 2 No. 2 29c

ASPARAGUS, No. 1 Tall Can 15c

SHORTENING Creamy white. 4 LBS. 39c

FOR BAKING—ICING OR CANDY SUGAR XXXX Powdered or Old Fashion Brown 2 1-lb. 15c

MARSHMALLOWS Per Lb. 15c

FRUIT COCKTAIL, White Swan. 4 Servings, just chill and it's ready! —No. 1 Tall 14c

PACKARD'S WESTERN BEAUTY Flour 24-lb. sack 79c

Fruits - Vegetables Thanksgiving

Lettuce Fresh, crisp, tender Heads Each 6c

Oranges Thin Skinned, full of juice. Doz. 19c

Grapefruit Good size, Texas seedless 2 for 5c

Cranberries Fresh, firm, plump berries Lb. 17c

Potatoes Fine for baking. 10 Lbs. 19c

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Published Every Thursday

The Hereford Brand

REA Section

Our Slogan—"More People—More Farms"

39th Year—Number 47

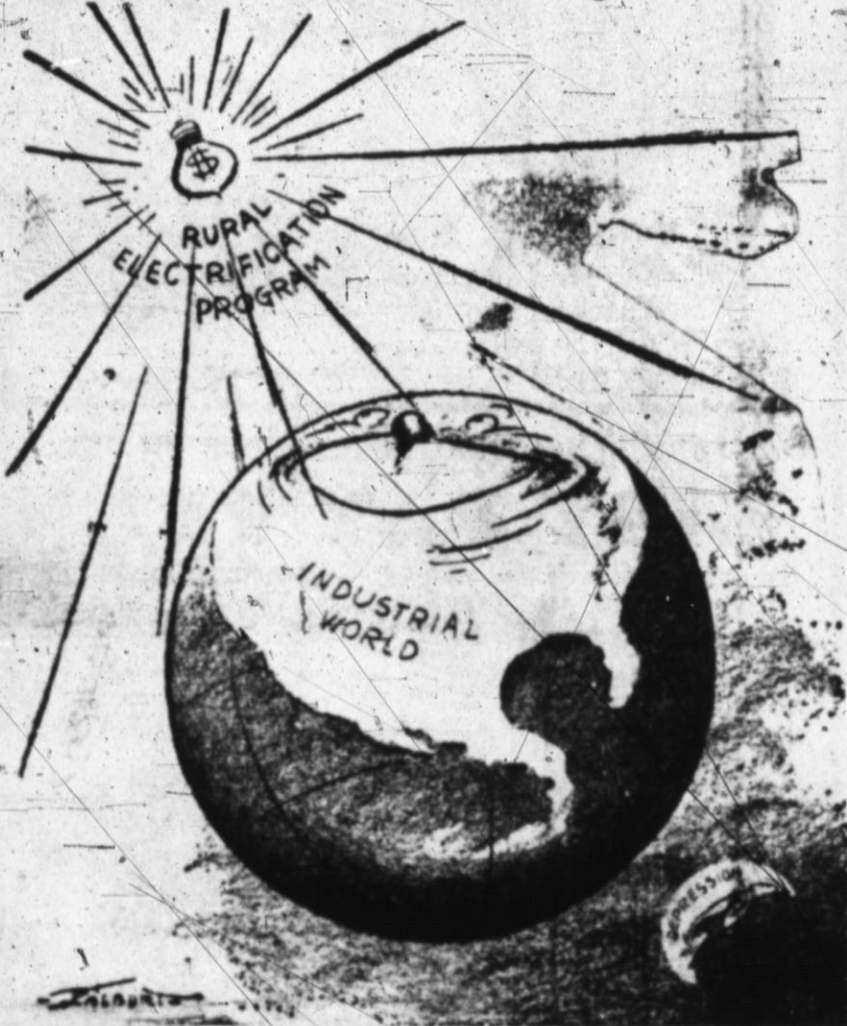
The Hereford Brand, Hereford, Texas, Thursday, November 23, 1939

Price Per Copy 5c

REA Farm Show Set for Monday and Tuesday, Near Texico

Deaf Smith REA Shows Extensive Growth With Total of 418 Miles Of Power Lines Serving Over 750 Members

"Let There Be Light"



First Contract Let In May, 1937; Half Million Received

Since the first contract was let May 15, 1937, 193.9 miles of electric power lines have been completed and energized and at the present 224 additional miles of lines are under construction. Briefly, this is the history of the Deaf Smith County Rural Electric Co-operative, Inc.

Nearly half a million dollars have been allotted to this project in four batches. Project A got \$119,000; project B, \$135,000; project C, \$147,000; and an additional \$59,911.45 has been earmarked for installation purposes. Total money invested is \$460,911.45.

Projects A and B which were energized at the same time—Sept. 24, 1938—have 320 members receiving current from its lines. Project C, under construction in Deaf Smith, Castro and Parmer counties, has a prospective membership of 415, making a total of 735 members. The last contract was let April 12, 1939.

The Deaf Smith REA is peculiar in that it is the only one of its kind in the United States. Irrigation made it possible for farmers to enjoy electricity here. The heavy use of current by electric irrigation motors assured enough demand to justify the REA in putting in the Co-operative here.

Probably half of the 250 wells in this area are now powered by electric motors. Actual tests have shown that 1,800,000 gallons can be pumped at a cost of only \$4.80. That amounts to approximately 1-5000th of a cent per gallon!

Since its inception the slogan of the Deaf Smith REA has been "It Is More Blessed To Give Than To Receive. We Give Service," and the motto is prominently displayed on the wall of its office in Hereford. Behind this slogan are the officers, directors, and employees of the co-operative.

Officers are: J. C. Ricketts, president; T. L. Sparkman, Sr., vice-president; Lester Galley, secretary-treasurer.

Directors are: J. C. Ricketts, Lester Galley, Joe Warren, T. L. Sparkman Sr., J. W. Hendrix, Edwin Ramey, and G. C. Hartman.

H. V. Hennen is project manager; Finis J. Owen is bookkeeper. (Continued on Page 8)

Rupert Paul Farm 2 Miles West of Texico is Location of Show

Tents, Truckloads Equipment Are Brought By REA

The big REA Farm Equipment show is set for Monday and Tuesday, November 27 and 28, 1939. The big tent will go up on the fields of the Rupert Paul Farm, two miles west of Texico, New Mexico, on Highway 60, Monday afternoon, and everything will be in order for the first evening program at 7:30.

As the big tent is going up, the smaller tents will be pitched for the lunch stand, for a workroom, tents to hold manufacturer's exhibits. House trailers will pull into place, open exhibits prepare for demonstration, while the hour's feed mills, shellers, elevators, ensilage cutters, pumps and motors, and other equipment is being uncrated and put in readiness for wholesale operation the next morning.

The Big Farm Equipment Show with its tents and its truckloads of equipment and its skilled personnel, is following the season from North to South, with showings in eight states. It is brought here through the co-operation of the Extension Service, the Rural Electrification Administration, farm electric equipment manufacturers, with the Deaf Smith County Co-operative and neighboring cooperatives in Bailey County, Texas, and Roosevelt and Curry Counties, New Mexico.

Running Water
Since running water on the farm, and modern plumbing for the farm bathroom and farm kitchen, are the foundations of modern living and perhaps the greatest single benefits brought by electricity, a complete automatic pressure water system and farm bathroom have been built on one trailer, and a complete kitchen on another. The two can be hooked up to the tour's portable power unit, and hot and cold running water will spurt from the faucets in the traveling kitchen. The water is carried in tanks on the trailers and heated by a standard electric water heater.

Meals large enough for a half dozen hungry harvest hands will be prepared in the exhibit kitchen by Miss Kathryn Harris, REA Home Economist, as a part of the evening program. Local Home Demonstration Agents will share the program in addition to supervising the all-electric lunch tent in which local farm club women will be on the job all day and evening, serving up hot meals. The whole family can come to the show prepared to stay all day without troubling to pack a lunch.

Demonstrations of uses of running water to unchain the farmer from the pump handle, to bring release from chore drudgery, and increase farm income, will show pumps operating from actual wells wherever they are available. A complete sprinkler irrigation system will be demonstrated.

Demonstrations showing how running water may be used to increase poultry production, its value in the dairy, in the pig yard, for fire protection, for the effortless filling of stock tanks, and for many other purposes, will be conducted by Mr. J. R. Cobb, of REA, and representatives of the Extension Service.

The first evening's program includes a cooking contest, discussions of electrical costs, and a demonstration of the new low-cost package lighting fixtures, and discussions of various electric-powered farm equipment.

Actual Grinding
Starting off at 10:30 the next morning and until late afternoon, the men will see local grains, sorghums, hay, and fodder shelled, ground, elevated, and cut or chopped. Many of the new smaller mills especially designed for electric operation will be set up to run automatically through a number of processes. While ear corn cannot be satisfactorily handled by automatic methods because of its tendency to bridge, the other grains will (Continued on Page 8)

Project Manager



H. V. HENNING, manager of the Deaf Smith Rural Electric Co-operative, Inc. Under his supervision are 193.9 miles of line and 224 more miles of line are under construction.

Electrification And Education Are Alined

Seven ties bind rural electrification to education. The modern rural school is electrified throughout. Classroom work begins with elementary instruction in electricity for small children. Older girls learn how electricity helps in home economies. Boys study electrified farm machines. In REA project areas, their parents see by actual demonstration how electricity eliminates drudgery, increases profits. Movies and radio bring entertainment and information. Electricity, too, is playing an important part in cooperative education. Thousands of farmers are getting current for the first time as a result of joining together in non-profit organizations.

Invitation To Attend Show Given By H. V. Hennen on Behalf of REA

To the Members of the Deaf Smith County Electric Co-operative, Inc., and to all interested parties in the area of the sponsoring co-operatives:

We join with the other interested co-operatives in extending a cordial invitation to all to attend the REA demonstration on the 27th and 28th of November, at the Rupert Paul Farm, two miles west of Texico, New Mexico. Especially do we urge that all rural people in the counties of Deaf Smith, Parmer and Castro, Texas, make their arrangements to attend this show, not only for the information they will gain in observing the demonstration, but also to show your co-operation with REA providing electricity for the rural homes of this area.

We are one of those who believe that Rural Electrification is one of the most valuable services that has been set up for the benefit of the rural homes of America during this administration. The people in this area have long felt the need of a dependable source of power that they may properly conserve and use the natural resources this country offers. One of the handicaps the people have felt is a dependable source of power with which to grind their feed, light their homes, pump the water, cook the meals and provide the necessary refrigeration that every modern rural home requires, therefore, the people who are about to receive this valuable service should be very happy that our government is making it possible and should enter into the use of electricity liberally that the administration may realize that the long felt need has been properly accepted.

There are many communities throughout the United States that from the standpoint of density are much more feasible from an investment standpoint than are we, if density was the sole guiding thought, but the people of this area have shown such enthusiastic interest that the administration has passed it to us ahead of some other areas, and it is now up to us to show our appreciation by cooperating with the administration by wiring our homes at once sufficient to receive all benefits of electricity. Every use of electricity that is required in this community will be demonstrated and the people will gain valuable information by attending the show. We again urge you, one and all, to attend.

Very truly yours
H. V. Hennen, Project Manager
Deaf Smith County Electric Co-operative, Inc.
Hereford, Texas

Heating Water

Under actual test. One kilowatt hour of electricity warms six gallons of water from 65 degrees to 150. The rate at which the water is heated will depend on the wattage of the heating element used.

Larger Consumption

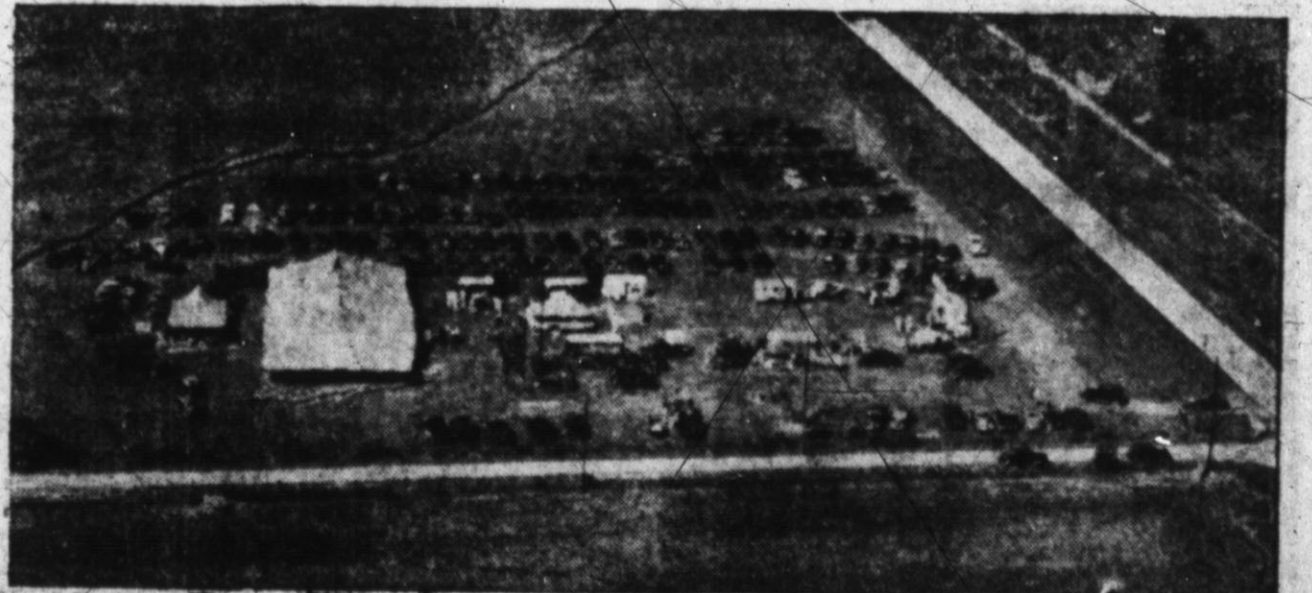
Consumption of water on Texas farms shows an increase of 3,000 gallons or more a month when the method of securing it is changed from pumping by hand to turning faucets in a modern water system.

AT 103 SHE GETS ELECTRICITY



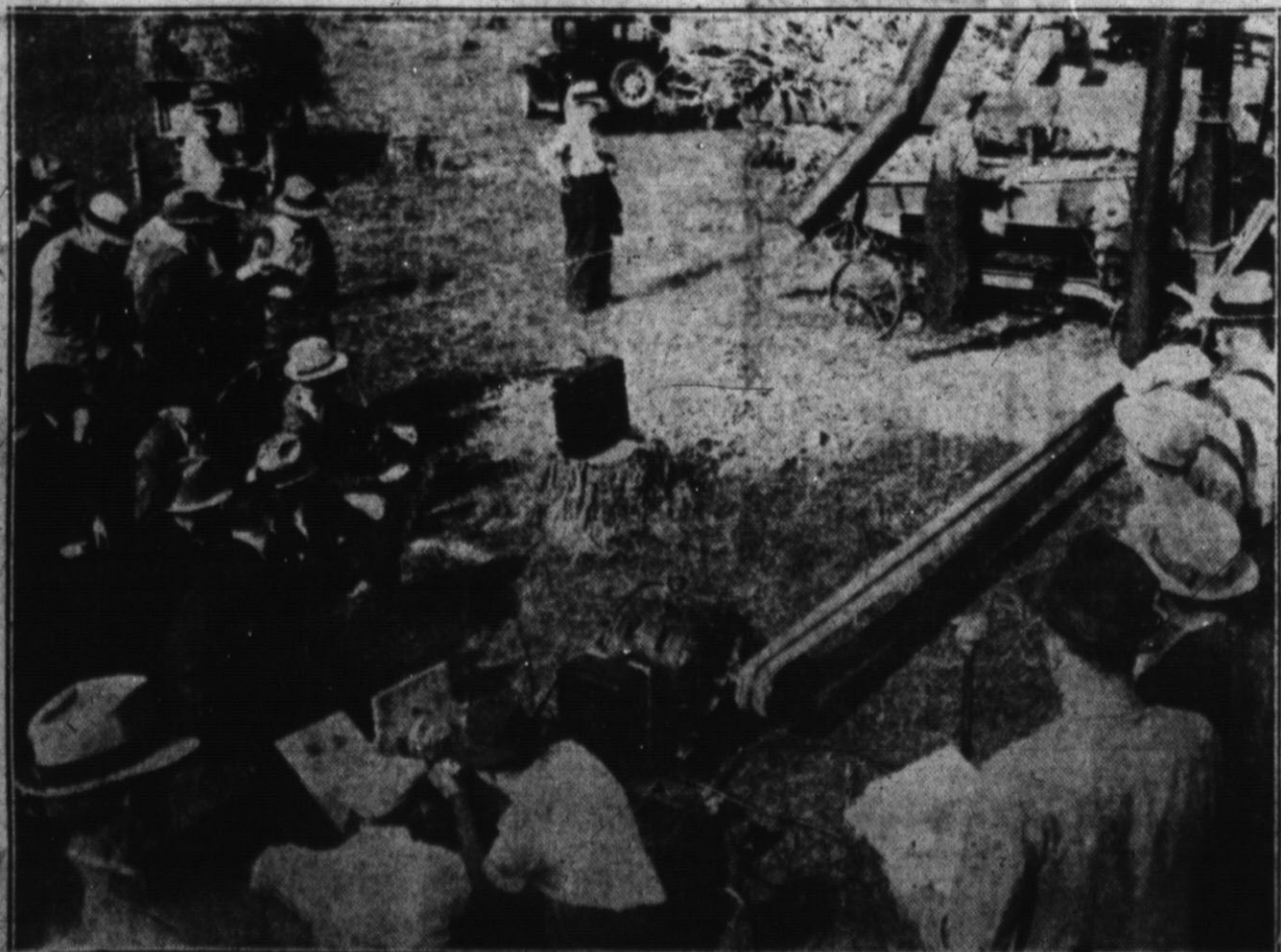
MRS. FRANCES CHARLOTTE KNIGHT lived 103 years before she had the opportunity to enjoy electricity. She was born June 16, 1836 in North Carolina and now lives near San Augustine, Texas. She says, "I'll live longer, now that I can enjoy some of the comforts that electricity brings."

General Air View of REA Show



AN AIRVIEW OF THE REA SHOW as it will appear when tents and machinery are set up on the Rupert Paul Farm. The show is sponsored by the Rural Electrification Administration, and Rural Electric Cooperatives in Deaf Smith, Parmer, Castro, Bailey counties in Texas and Curry County in New Mexico. The show is the largest of its kind in the U. S.

Watching A Feed Grinding Demonstration



ONE OF THE MOST INTERESTING demonstrations at the REA show is that of feed grinding by small electric motors. Grain and feed will be hauled in from nearby farms and ground during the show. Exact cost per hour will be figured. Automatic machines which cutoff when the job is done will also be demonstrated.

Transports Motors With Re-Made Cultivator



THIS SIMPLE HOME-MADE contrivance was invented by D. W. Tears and utilizes materials to be picked up on any average farm. The farmer can save considerable money by use of this carrier. One motor can be moved to different places on the farm as needed, thus making unnecessary the buying of several electric motors.

REA Tour Features Good Electric Lighting

Proper Electric Lighting Essential To Care of Eyes

Improper electric lighting can be just as hard on the eyes as the kerosene lamps or other inadequate light sources it replaces, as will be demonstrated at the REA Farm Electric Equipment show.

For good sight plenty of light is needed—but it must be properly directed and shaded or diffused. Glare is not only discomforting and a frequent cause of headaches, but is actually harmful to the eyes, according to Miss Kathryn Harris, REA home electrification specialist.

Package Lighting Sets
Nowadays good lighting fixtures are available at low cost. Sets of fixtures, "lighting packages" containing a complete set of fixtures for the farm home attic to porch are the new idea for the farm. Some of the sets contain approved design reading lamps, central bowls for the living room and dining room bedroom, kitchen and porch fixtures. These package groups are sold in unbroken sets for much less than they can be purchased separately.

Good indirect lighting requires larger bulbs than direct glaring light. In modern lamps a plastic or glass translucent bowl transmits an even glow of light and white-lined shades softly reflect the remaining brilliance.

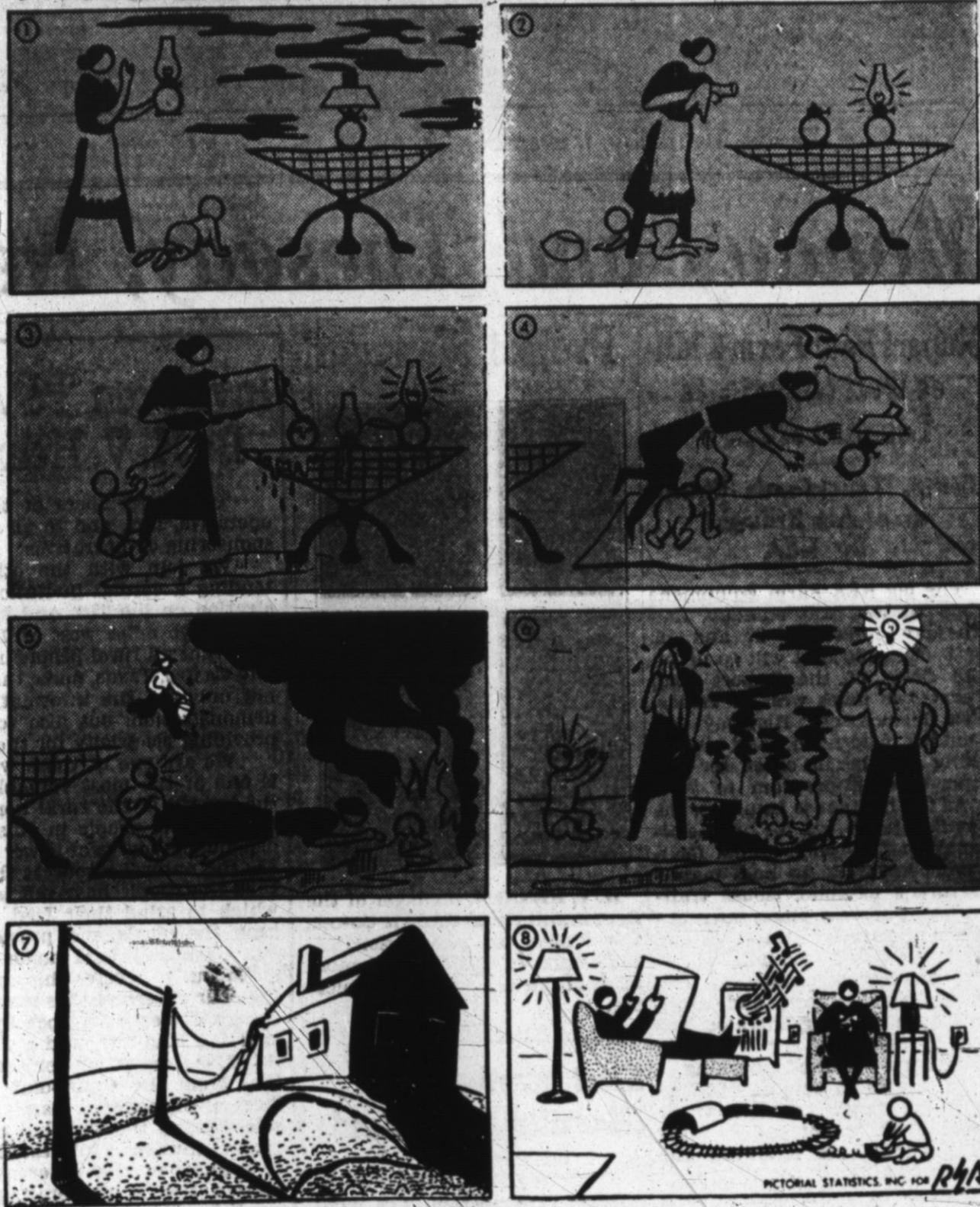
But old lighting fixtures need not be thrown out. For a few cents they can be brought up to date. Plastic bowls to fit an old style bridge lamp can be purchased in various sizes at low cost. They are easily installed at home and increase many times the pleasure and convenience in the use of the lamp.

Many modern lamps come equipped with three filament bulbs. By turning the light switch to different positions a soft, medium and bright light may be obtained. These bulbs have larger bases than ordinary light bulbs and will not fit a standard socket.

Out of Way Places
Anyone who has broken his shin trying to find something in a dark attic or root cellar, or toppled down a hay chute because he dared not light a match in the mow, will appreciate the value of lights in out of the way places about the farm. Lights in the barn, yard lights, lights at the head of stairways, in pumphouses, mangers, corrals, all serve a valuable use.

Extra fixtures help work in the kitchen. A light in a diffusing bowl over the kitchen sink makes work easier for the farm wife. Shaded lights on either side of the medicine cabinet make

THE CASE OF THE TREACHEROUS LAMP.



shaving easier. For those who want them there are even tiny lights for keyholes.

Sight meters are available to most electric dealers and should be used to determine the illumination levels of a room. It isn't necessary for the large central bowl in the living room to furnish light enough to read by easily in any part of the room. The light would be too bright to seem homelike. Pin-up lamps, table reading lamps, bridge lamps add a decorative feature and provide the extra illumination for reading, sewing, or any other fine work.

The electrical development of America has only well begun. So long as here remains a single task being done by men and women that electricity could do as well, so long will that development be incomplete.

Planned Plumbing And Wiring Meet Future Needs Of Farmer

Looking Ahead May Pay Big Dividends

Plumbing and wiring must be carefully planned with the uses of tomorrow considered as well as the uses of today, according to REA.

It is just as unreasonable to expect inadequate wiring to carry a full electrical load as it would be to substitute the muddy lanes of a few years ago for the modern highway. An undersized pump, pipe that is too small, cannot provide desirable service. Mr. D. A. Teare will discuss such problems as a part

of the REA Farm Equipment Tour show.

Wire of any particular size can only carry so much current. If the current is too great for an electrical circuit the wire heats and valuable electrical energy—the energy you pay for—is lost by radiation. That's why farms and houses have a number of circuits. Each circuit is planned for a definite load. If more appliances are to be used another circuit must be either provided beforehand or wired in later.

It is cheaper to provide enough circuits in the first place. Portable appliances such as roasters,

waffle irons, coffee makers, sandwich grills, electric irons, toasters, and the like can be planned for in advance by provision of sufficient plug points or convenient outlets. It is not generally desirable to operate such appliances by plugging them into light sockets.

Special circuits must be wired in for electric ranges, large size radios, refrigerators, or other equipment that either requires a large amount of current or is in constant use.

When people complain that their hot plates heat up slowly, or that their toaster takes an age to tan the bread, the trouble is usually found in the wiring, not in the appliance. Either it was on an overloaded circuit or the wire was too small in the first place.

Plan Switch Location

It is also wise to plan the location of switches, particularly at the head of stairways and such treacherous places, before someone proves the need of it by breaking his leg or his neck. Two-way, three-way, or any number of switches may be used to independently control a light fixture. You can turn on the garage light both from the house and at the garage. You can have a light in the hay mow or in the silo which you can turn on or off from above or below. It is not very expensive to put in plenty of switches and outlets in the first place. It is much more costly to add them later.

Secure Proper Size Pump

A pump and piping that are large enough for water in the kitchen and perhaps sprinkling the yard may prove ridiculously inadequate when dairy cleaning, stock watering, a bathroom, and laundry are added to the system. A pump that is big enough to take care of all anticipated needs costs only a little more and is worth it a dozen times. And figures collected from thousands of American farms in a recent survey show that after a pressure water system is installed four or five and sometimes ten times as much water is used than before.

The life of the pump must be considered too. It is a durable mechanism that with proper care will last many years. It must be located in a frost-proof shelter as near the pressure tank as possible. Shallow-well pumps can be located in the basement of the house at a distance from the well where they will be protected. Because a deep well pumping mechanism must be placed directly over the well as it operates a long piston rod in the casing, a shelter must be built at the well-head.

A properly installed electric pump will give trouble-free service with practically no attention for long periods of time except for occasional lubrication.

ATTEND THE REA SHOW at Texico Nov. 27-28

SAVE on Electrical Supplies at our Big Store in Hereford

Western Auto Associate Store

Western Auto Associate Store
Hollingsworth & Hall
HEREFORD TEXAS

6-Tube TRUETONE Compact

with Automatic Push-Button Tuning

WALNUT FINISH \$14.75
IVORY FINISH \$15.75

FREE HOME TRIAL

Test it out in your own home. Then, if you are not 100% satisfied, you are under no obligation to buy!

OTHER SETS from \$9.95 up
RADIO TUBES 49c up

BUY ELECTRICAL APPLIANCES ON OUR EASY PAY PLAN!

Here are a few of the many items we carry in stock at all times. Note the Money-Saving Prices! Come to our new store in Hereford and SAVE!

- ELECTRIC TOASTERS, 95c, \$1.35, \$2.29, \$5.65
- ELECTRIC IRONS
All are Guaranteed!
99c, \$1.95, \$3.89 and (G-E) \$4.95
- WAFFLE IRONS \$3.10 and \$4.35
- ELEC. COFFEE MAKERS \$2.95 up
- ROOM HEATERS \$1.10
- Guaranteed Electric MIXERS \$9.95 up
- ELECTRIC GRILL \$1.05
- Small ELECTRIC MIXER \$1.39
- ELECTRIC EXTENSION CORD with attachment
6-ft. length, 21c, 23c & 34c! 7-ft. length 49c
- PLUGS and SOCKETS 5c up

We have a complete line of Switches and Smaller Needs all at Money-Saving Prices!

G-E MAZDA BULBS, 110-volt, 15c up to 100-W
WE ALSO HAVE 6-VOLT and 32-VOLT BULBS!

Here's What One Kilowatt Hour Will Do!

IN THE FARM HOME IT WILL—

- Light a 40-watt lamp for 25 hours, or
- Run a flat iron for two hours, or
- Pump 1,000 gallons of water from a shallow well, or
- Wash 70 pounds of clothes, or
- Refrigerate food for 18 hours, or
- Run a radio for 15 hours, or
- Run a vacuum cleaner for three hours, or
- Cook a meal on an electric range, or
- Runs a sewing machine for eight hours, or
- Tell time for 20 days, or
- Operate a mangle for 50 minutes, or
- Take care of door bells for a month and one-half, or
- Toast bread for eight mornings, or
- Percolate 40 cups of coffee, or
- Operate kitchen mixer for 20 hours, or
- Heat three gallons of water from 65 degrees to 212, or
- Run 6-inch fan for 50 hours, or
- Run pump for three hours, or
- Heat Pad for 15 hours, or
- Heat curling iron for 42 hours, or
- Operate radiant heater for two hours, or
- Make 10 batches of ice cream, or
- Run exhaust fan for five hours, or
- Operate sun lamp for one hour and two-thirds, or
- Make 30 waffles, or
- Operate moving picture machine four hours, or
- Operate razor blade sharpener 40 hours, or
- Stoke one-fourth ton of coal, or
- Heat a hot plate for two hours.

There are many other uses in the home such as: pants pressers, tie pressers, floor polishers, sick room vaporizers, egg boilers, water coolers, hair dryers, toys, trains, Christmas tree lights, jig saws, bottle warmers, massage machines, drink mixers, corn poppers, dumb waiters, clothes dryers, elevators and electric razors.

ON THE DAIRY FARM IT WILL—

- Milk 80 cows, or
 - Cool 10 gallons of milk, or
 - Separate 2,000 pounds of cream and milk, or
 - Wash 2,000 milk bottles, or
 - Bottle 500 gallons of milk at 24 quarts per minute, or
 - Operate milk irradiator for six hours, or
 - Put a ton ofilage in a 30-foot silo, or
 - Elevate 1,500 pounds of shavings.
- Other uses include: utensil sterilizers, feed grinders, fly screens, milk testers, food-handling and water control machinery, bottle cappers and pre-cooling.

ON A GRAIN-LIVESTOCK FARM IT WILL—

- Shell 30 bushels of corn, or
 - Grind 400 pounds of shelled corn, or
 - Grind 100 pounds of ear corn, or
 - Grind 100 pounds of oats, or
 - Grind 200 pounds of rye, or
 - Grind 200 pounds of wheat, or
 - Husk and shred three bushels of corn, or
 - Grind 90 pounds of hay, or
 - Thresh four bushels of oats, or
 - Clean and grade 100 bushels of small grain, or
 - Clean and grade 30 bushels of small-seed, or
 - Bale four bales of hay, or
 - Shears 40 sheep, or
 - Hoist four tons of hay, or
 - Slip and groom animals for five hours, or
 - Operate hay dryer 15 minutes (with fuel oil), or
 - Grind 250 pounds of meat, or
 - Operate seed tester for 12 1-2 hours.
- Other uses include: pig brooders, feed mixers, branding irons and animal exercisers.

ON THE POULTRY FARM IT WILL—

- Hatch four chickens in an incubator, or
 - Brood one chick through entire season, or
 - Test eggs for 40 hours, or
 - Light a 100-bird poultry house for four days, or
 - Cut 300 pounds of green feed, or
 - Grind 90 pounds of bone or shell, or
 - Shred 500 pounds of roots, or
 - Operate a 200-watt flood light for five hours, or
 - Cut 1,000 pounds of straw in 2-inch lengths.
- Electricity is also used for sprouting oats, warming drinking water by an emersion heater.

ON ANY FARM IT WILL—

- Grind 50 axes, or
 - Gum ten 5-foot cross-saws, or
 - Run a paint spray machine four hours, or
 - Mix two cubic yards of concrete, or
 - Saw a cord of wood.
- Operate two square yards of hot bed 24 hours where outside temperature is 40 degrees, or
- Operate one-quarter horse power utility motor 5 1-2 hours, or
 - Operate air compressor two hours, or
 - Charge batteries seven hours, or
 - Operate forge blower five hours, or
 - Operate engine warmer five hours, or
 - Operate drill 3 1-2 hours, or
 - Operate honey extractor 8.8 hours, or
 - Operate grindstone 8.8 hours, or
 - Cook 62 pounds of bluba, or
 - Operate hedge trimmer five hours, or
 - Operate lathe 1.8 hours.
- Other uses include: glue pots, soldering irons, cultivators, hive warmers and potato kilns.

This is not a complete list but it gives a good, rough idea of the relationship between the Kilowatt and the work done. The figures will vary under different conditions.

DIRECTORS:

- J. C. RICKETTS
- T. L. SPARKMAN
- J. W. HENDRIX
- LESTER GALLEY
- JOE WARREN
- G. C. HARTMAN
- EDWIN RAMEY

Deaf Smith County Electric Co-operative, Inc.

HEREFORD TEXAS
(A FEDERAL ELECTRIFICATION PROJECT)

OFFICERS:

- J. C. Ricketts, Pres.
- T. L. Sparkman, V. Pres.
- Lester Galley, Sec. Treas.
- H. V. Hennen, Proj. Sup.
- Finis Owens, Office Mgr.

Electric Water Heater Meets Needs of Modern Farm Homes

Low water heating rates put electric water heating within reach of every electrified farm. Storage heaters assure a continuous supply of hot water at all times. Demonstrations and displays of electric water heaters will be featured at the big REA Farm Electric Equipment Show on the Rupert Paul farm, near Texico, Nov. 27 and 28.

You can get electric water heaters in any size from 5 to 100 gallons. The little 5-gallon tank may be hung on the wall out of the way. Table-high square-type water heaters come in gleaming white finishes to

match other kitchen equipment and provide additional work space. The large square or round type heaters are equally efficient, and fit inconspicuously into the home. The tanks are as thickly insulated as a thermos bottle so the water will stay hot for hours after the thermostat turns the current off.

Size To Use
Farm families which use a great deal of hot water for domestic and for some farm uses, may find that they require at least a 90-gallon tank. A 50-gallon tank, however, will ordinarily provide plenty of hot

water for domestic use. During the day when there is no heavy peak of draw-off, a heater will deliver twice its tank capacity. In other words, you can get a hundred gallons of hot water from a 50-gallon tank during a period of about 14 hours. Most households require about 10 gallons of hot water a day for each adult member, and about 20 gallons a day for each child.

Electric water heaters should not be hidden in some far off corner of the house. Too much heat is lost in the pipe lines between the heater and the faucet. The heater should be as close as possible to the kitchen and bathroom hot water taps. The smallest practicable size pipes should be used and it should be insulated. Heat losses in larger size pipes are much greater.

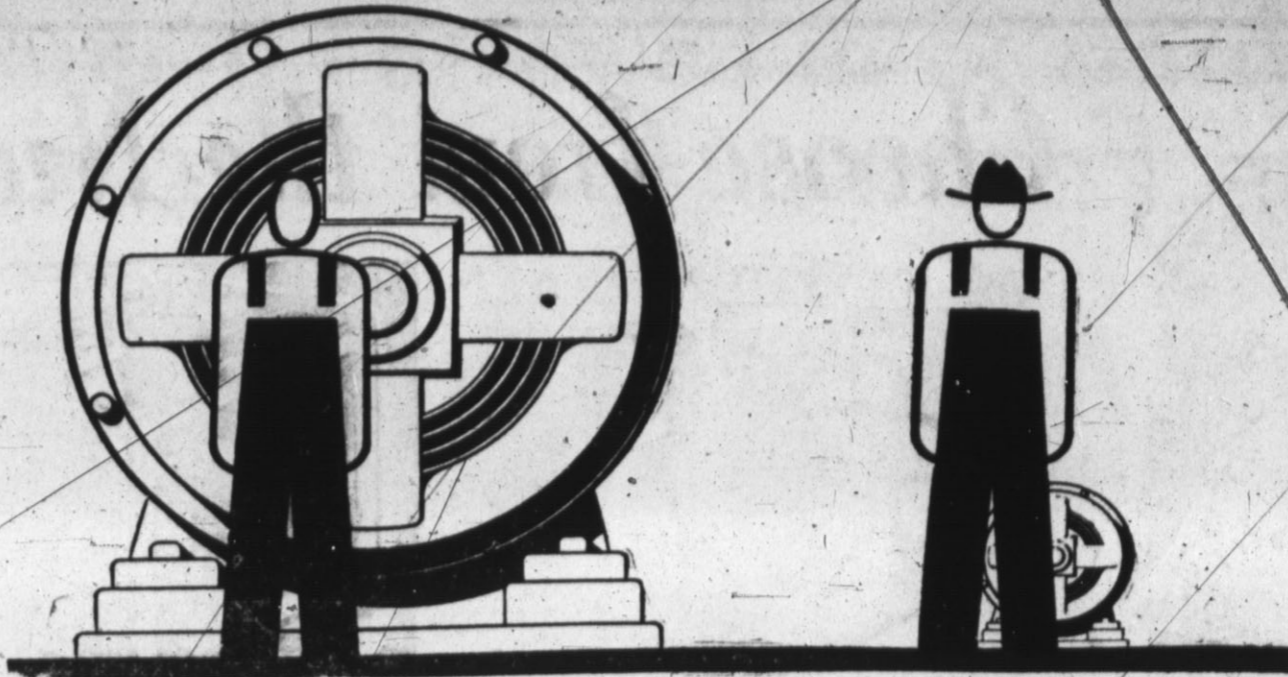
Not A Luxury
Farm work is hard, grimy, sweaty toil, and plenty of hot running water is not a luxury. A bath or shower after a day of farm work yields refreshing satisfaction.

Electric water heating, however, is not confined to the farm home. Electric dairy utensil sterilizers are coming into wider use every day. Without a sterilizer of some sort, it is almost impossible to thoroughly clean dairy utensils. Partially cleaned dairy utensils result in a higher bacterial count in the milk, and a lower price. Hot water, steam cabinets, and steam jet sterilizers may all be effectively used.

With hot water sterilizers, the utensils may be simply dipped in hot water or it may be drawn off for washing purposes. Jet sterilizers utilize a small electric steam boiler to produce a jet of steam over which pails and cans can be readily sterilized. They are effective and low in cost, but are not suited for large operations. Steam cabinet sterilizers are essentially metal boxes with racks on which utensils may be stacked and with heating units to produce steam within the cabinet. In some types, steam is generated outside the cabinet and turned into it through a pipe. Savings from higher milk checks soon pay for a sterilizer.

Space Is Factor
One of the factors which must be taken into consideration in the selection of fixtures for the farm bathroom is the space available. While a space of five feet square is adequate to accommodate a bathtub, lavatory and closet, it is preferable to have a bathroom large enough to accommodate a linen closet.

One kilowatt hour of energy will operate a vacuum sweeper for five to six hours.



INDUSTRY
3.20 KW. PER MAN

AGRICULTURE
0.16 KW. PER MAN

FARM POWER HAS LAGGED BEHIND—The average working man on the farm has only one-twentieth as much electrical energy to help him as the working man in industry. At the beginning of 1937, industry was over 80 percent electrified while electricity was used as a power source in less than 3 percent of agricultural processes. Each industrial worker had 3.20 kilowatts to help him; each agricultural worker only 0.16 kilowatts.

These ratios are being changed, however, with rural electric line construction under way in every section of the United States. John M. Carmody, recently appointed Rural Electrification Administrator, says that indications point to half again as much rural line construction activity in 1937 as in 1936, the biggest farm power year heretofore. And farmers no doubt will in time be provided with new electric tools devised to bring to agriculture the same efficiency which has revolutionized industry.

Dairy Farmers May Increase Income Through Use of Electric Milk Coolers

Quick cooling of cream and its storage on the farm at a low temperature means a big saving to a dairy farmer over even a very short period of time. Approved-type of cream coolers will be shown at the REA farm electric equipment show.

The farmer who only keeps a few cows and can ship at most only twice a week loses money if he cannot keep cream fresh in the meantime. The usual method of dumping all the cream together in a barrel set in a tank of well water or in a spring has serious disadvantages as a cooling method. When the uncooled cream from the separator is added to the cooled stored cream it is warmed enough to cause rapid multiplication of the bacteria that cause spoilage. At any temperature above 60 degrees bacterial increase by the minute is astonishing. Whole new families develop almost instantly.

Creamery operators in Texas estimate that the spread of three or four cents a pound between 1st grade and low grade butter can be closed to the advantage of the dairyman if more up to date methods of cooling cream and cleaning utensils were adopted.

A five-gallon inexpensive cream cooler that will be demonstrated at the REA show is a single method for the small dairyman. A couple of trays of ice cubes from the household refrigerator packed in the space between an inner and outer can are enough to cause very rapid cooling. By means of a conical cover punched at the rim the cream flows down the sides of the can in a thin layer and is cooled by the time it reaches the bottom.

For the fluid-milk producer or a large dairyman, tubular coolers have large capacity and are handy to use. A small electric pump, or a hose extension from an existing pressure water system, is necessary to provide a flow of water through the cooler tubes. From a perforated trough at the top of the cooler a thin film of milk or cream flows over the tubes and is collected in the storage container at the bottom.

Stop Bacterial Growth
For the electrified farm large capacity refrigerating units offer the best storage facilities for cooled cream. It can be held for long periods at a temperature so low as to prevent almost all bacterial growth and the dairyman is assured a high grade and a bigger check. With rectangular or square containers that fit snugly together without waste space up to 15 gallons of cream can be stored on one shelf of an 8-foot household refrigerator.

To provide proper cleaning of cans, colls, houses, milking machines, and other dairy utensils, various sterilizers are available. The small jet steam sterilizers heat up quickly, draw little current, and are sufficient where only two or three cans, and a pail or two are to be sterilized.

Cabinet sterilizers are needed by the larger operator. In one type the steam is generated within the cabinet by electric heater units in a water container at the base of the unit. In others the steam is fed into the cabinet through a pipe, or the water adhering to the utensils after washing provides enough steam when the cabinet is heated. Electric steam boilers to furnish the steam for cabinets are clean and compact. The newest type, the latent steam boiler, operates on offpeak service and holds a quantity of water under pres-

sure ready to flash into steam instantly at normal air pressure for several hours. Hot water types furnish a supply of hot water that can be drawn off for washing or in which the uten-

sils may be dipped. Used together these cleansing and cooling units insure high grade cream of the first quality and an increased check for the dairyman.

Thomas A. Edison
He has led no armies into battle—he has conquered no counties—he has enslaved no peoples—yet he welds a power the magnitude of which no warrior has ever dreamed. He commands a devotion more sweeping in scope, more world-wide than any other living man—a devotion rooted deep in human gratitude, and untinged by bias of race, color, religion or politics.
—Arthur J. Palmer.

Electrical Appliances

We carry Electric Appliances, and can save you money on many items you will need. Inspect our stock and use our . . .

EASY PAY BUDGET PLAN

Electric Irons \$175 Only \$1 up

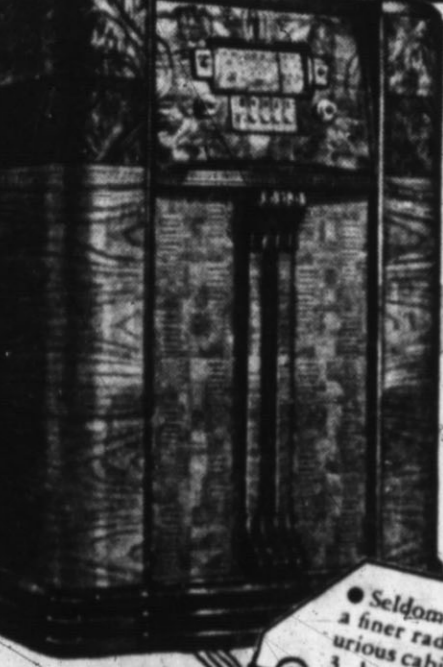
Electric Toasters 98¢ Only up

and many other items you will need.

We also carry a complete line of Auto Supplies available on our Easy Pay Budget Plan!

MILLER
Auto Store
Hereford, Texas

1940 GIVES YOU A NEW KIND OF RADIO AT A NEW LOW PRICE



BRAND NEW 1940 ZENITH WITH AUTOMATIC TUNING TELEVISION SOUND CONNECTIONS BIG 10-INCH SPEAKER LOVELY WALNUT CABINET

MODEL 7545B \$79.95

MODEL 6D410 \$12.50

THIS YEAR THE ZENITHS ARE MORE BEAUTIFUL THAN EVER

FULLWOOD Battery and Electric Shop
HEREFORD, TEXAS

ATTEND THE BIG REA Tent Show

Many interesting and important things will be shown and discussed at the REA Tent Show in Texico, Nov. 27-28, and we encourage you to attend. We also invite you to visit our store and to hear the New 1940 MAJESTIC RADIO! Despite its many outstanding and exclusive features, it is Low in Price — ranging from \$12.50 up.

PRESSING ANY BUTTON TURNS ON THIS RADIO, TUNED TO YOUR STATION!

NEW 1940 Majestic MONARCH OF THE AIR

NO AERIAL!—NO GROUND!—NEW FREEDOM FROM MAN-MADE NOISE!

See the difference the new 1940 Majestic's Phantom Antenna and other improvements make in a 7-tube radio. Gets everything!—standard U. S. broadcasts, foreign, amateurs, ships, police! . . . Designed for Television Audio. Hand-rubbed matched walnut veneer cabinet. 10-inch electro-dynamic speaker!

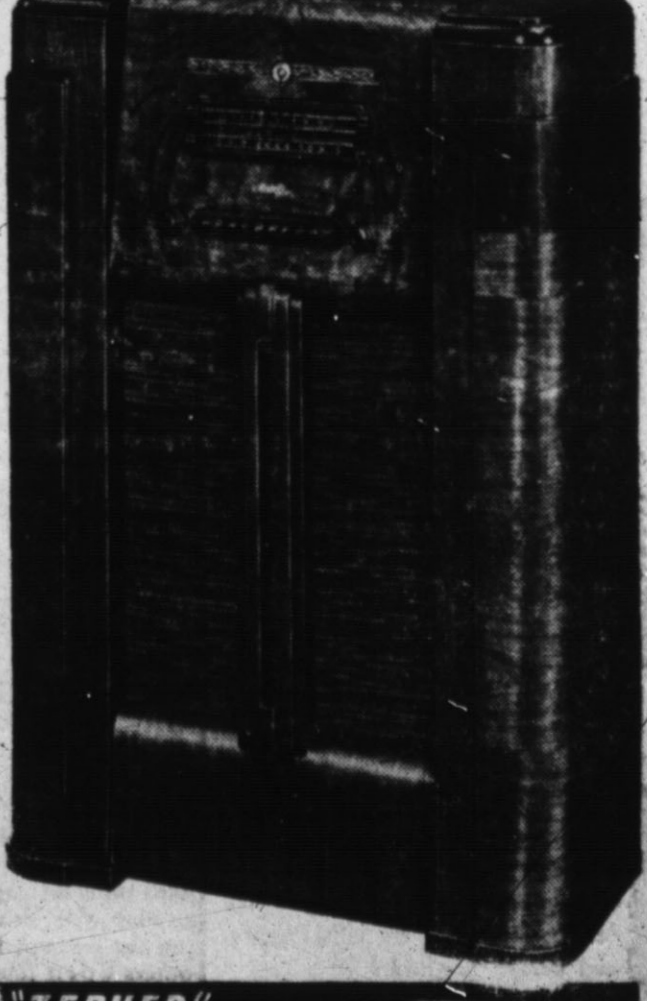
LIBERAL TERMS . . . \$75.00
SENSATIONAL LOW PRICE

Even Cabinet Design helps Improve Musical Enjoyment!



"ROLL-TOP" RADIO and RECORD-PLAYER \$38.95

Play records and shut out needle-noise by just closing roll-top! 5-tube radio with new 1940 Majestic features; needs no aerial, no ground.



"ZEPHER" PERFORMANCE IN ZEPHER STYLING \$16.95

No aerial, no ground; 6 tubes (including ballast) with pushbutton tuning, in smartly modern plastic case, ivory or walnut. Ivory shown.

Other MAJESTIC Radio Models sell as low as \$12.50

Miller Auto Store
HEREFORD, TEXAS

We Join in . . .

INVITING YOU TO ATTEND THE BIG REA TENT SHOW NEAR TEXICO—NOV. 27-28

Because many of you are our friends and patrons, it gives us great pleasure to extend our Best Wishes and Congratulations to those who are getting REA Power in their homes.

We also join in inviting you to attend the Big Tent Show . . . for we feel sure that you will be well entertained and that you will get much worthwhile information.

YOU ARE ALWAYS WELCOME IN THIS BANK . . . when we can be of service please call on us!

THIS IS A BANK OF FRIENDLY and PERSONAL SERVICE

FIRST STATE BANK

Choose from the Newest 1940 Models!

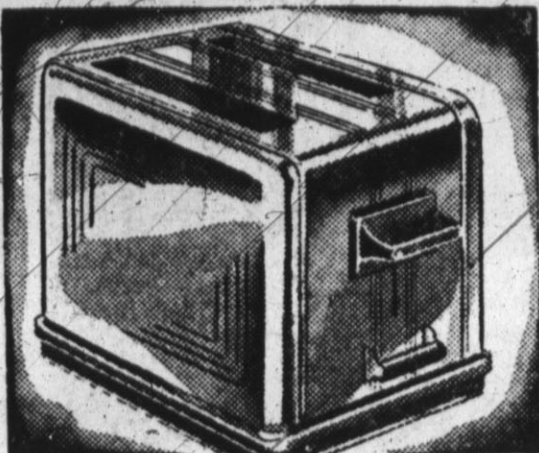


Whether you are already getting Electric Service... or whether your lines are under construction, our Big Line of Electric Appliances will make ideal Christmas gifts! They are all made by Reputable firms... and each of them carry a Definite Guarantee. Start buying your Electric Appliances Now... That's the way to get them. By having a few when electricity is turned into the lines, you can add to the list from time to time... and you never notice the cost. Take advantage of our Big, Complete, Reliable Stock! Visitors are always welcome!



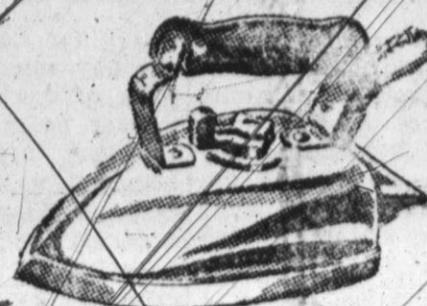
ELECTRIC MIXERS

Magic gift... beats or mixes on AC, DC currents. Has bowls, rotary beaters and a juice extractor included.



2-SLICE TOASTERS

Daily joy... automatic electric toasters! Chrome-finished, for AC or DC currents. Toasts 2 slices at once!



ELECTRIC IRONS

Practical gift she'll appreciate... smooth electric irons. With thumb rests and heat control.



COFFEE MAKERS

Smart gift... new glass coffee maker! Brews delicious coffee quickly, easily. Complete with filters!

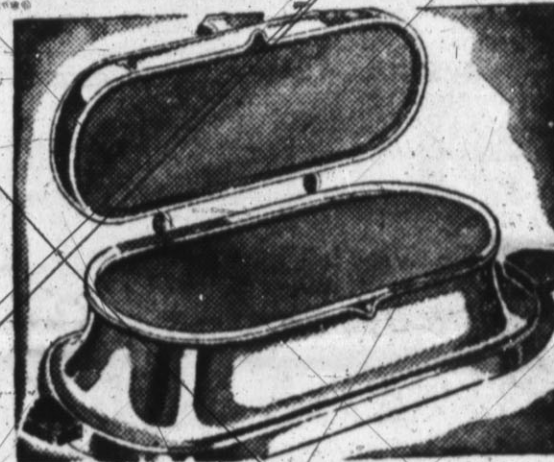
HEATING PADS

Thoughtful, handy gifts... automatic heating pads! Soft, wool case, separate heating unit. 3-speed control.



ELECTRIC CLOCKS

Mantle or shelf clocks for AC or DC currents... some with radium dials. Wood or metal stands.



SANDWICH GRILLS

For table use... sandwich grill that fries, toasts! Chrome-plated and non-tarnishing!

... and many Other Practical Appliances:

- G-E Vacuum Cleaners
- G-E Electric Clocks
- G-E Automatic Roaster — See this complete cabinet; it cooks the entire meal electrically.
- Hotpoint Irons
- Hotpoint Toasters
- Hotpoint Waffle Irons
- Electric Corn Poppers
- Electric Lamps — all sizes, styles and price ranges.
- Electric Heating Pads
- Electric Percolators
- Electric Coffee Makers
- Electric Grills and Sandwich Toasters

- Dazy Electric Churns — See them at the Tent Show and get them at Streu's!
- Electric Chick Brooders — Here's an item that will pay big dividends.
- Electric Fence Chargers
- G-E Electric Stoves — the complete stove in all respects. Ask about low REA rates where consumer has an electric stove.
- G-E Electric Water Heaters
- Violet Ray Lamps
- Electric Soldering Irons
- Electric Door Bells
- MISCELLANEOUS SUPPLIES — such as Fuses, Switches, Insulators, Extension Cords, Electric Wiring, Electric Plugs... and all the gadgets you'll need.
- G-E Mazda Bulbs—in all sizes



Genuine I. E. S. LAMPS

STREU HARDWARE

Hereford's Big Store Where You're Always Welcome

MOST EXCITING EVENT IN OUR HISTORY!

The Oldest Maker of Electric Refrigerators Celebrates 25th Anniversary

KELVINATOR

SILVER JUBILEE MODELS

NOW-AT SILVER JUBILEE PRICES!



Here are refrigerator values to make every housewife stand up and cheer! Come in!

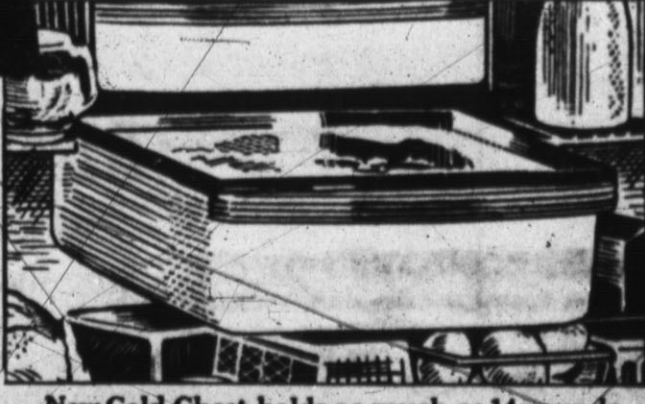
You've never seen anything like these Silver Jubilee Kelvinators. They're new, sparkling, streamlined — as revolutionary as the very first electric refrigerator built by Kelvinator 25 years ago.

The silent heart of this Silver Jubilee model is the POLARSPHERE... sensational cold-making unit that uses current only 20% of the time!

It will pay you to take advantage of the economy this new Kelvinator offers. For — compared with refrigerators of a few years back — it costs 50% less to run, freezes twice as much ice in one-third the time, offers 40% more refrigeration.

Add to all this, marvelous features... amazing low prices! Come in — and SAVE!

POWERED WITH THE SILENT-COST-CUTTING POLARSPHERE EXCLUSIVE WITH KELVINATOR



New Cold Chest holds as much as 14 pounds of meat... gives it the safe, sure cold it needs to preserve healthful, tasty natural juices.



See Kelvinator's roomy new vegetable bin. Gives plenty of handy storage space for potatoes, onions, carrots... "dry" foods.

ANOTHER BEAUTY! THE 6 CUBIC FOOT SILVER JUBILEE KELVINATOR

Thrifty \$6

SEE IT IN OPERATION

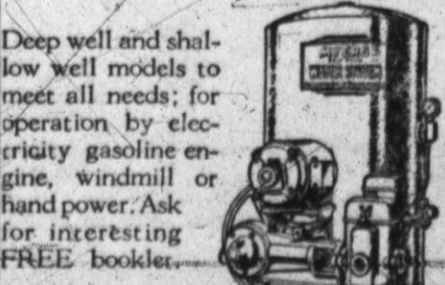
To get the MOST from your REA lines, you will certainly want a Water-Pressure System. We have the BEST made... and they Cost no More! See them in our store.

IT SHOULDN'T TAKE AN HOUR TO FILL A BATHTUB!



Buy a Full Capacity MYERS WATER SYSTEM

CAPACITY is the very first requirement of an individual water system for suburban and country homes. Some owners, attracted largely by price, have mistakenly purchased water systems with sustained capacity barely sufficient to supply one faucet at a time. Try filling the bathtub in such a home while others open faucets elsewhere in the house... and the water flow sinks to an aggravating dribble. Protect yourself against such disappointment by installing a full capacity MYERS Water System. Be sure of all the water you need — in kitchen, bathroom and laundry — at outside hose taps for sprinkling and fire protection — in lines to barnyard and outbuildings should you live on a farm — with a reliable, precision built MYERS.



Deep well and shallow well models to meet all needs; for operation by electricity, gasoline engine, windmill or hand power. Ask for interesting FREE booklet.

NEW 1940 G-E RADIO

Shoots the Works on Value



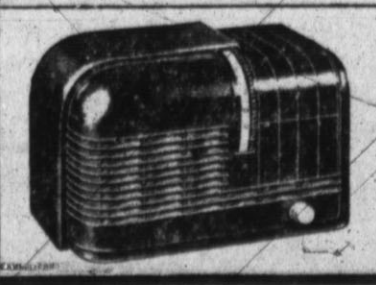
MORE RADIO FOR LESS MONEY!
G-E Radio "Shoots the Works" with new features, new performance, new beauty — everything that spells more value for your money! Come in and let us prove it to you.

LET YOUR EYES AND EARS DECIDE

G-E THE RADIO WITH THE BIG PLUS VALUE

- New TELEVISION AUDIO KEY
- New SUPER BEAM-A-SCOPE NO AERIAL—NO GROUND NEEDED!
- New VISUALUX DIAL
- New DYNAPOWER SPEAKER
- Plus A DOZEN MORE ADVANCED FEATURES

\$79.95 Only



MODEL H-500. Dynamic Speaker 3 G-E Tubes. Drum-type Dial. Standard and Police Band. Attached Antenna. AC-DC Operation. Attractive, Brown Plastic Cabinet. Ivory and Colored Finishes Also Available. ONLY \$12.95

TOP PRICES FOR YOUR OLD RADIO NOW!

GENERAL ELECTRIC RADIO

EASY TERMS

STREU HARDWARE

HEREFORD, TEXAS

STREU HARDWARE

HEREFORD, TEXAS

Streu Hardware Hereford, Texas

Streu Hardware Hereford, Texas

On Display at REA TENT SHOW

One kilowatt hour of energy will operate a 10 inch electric fan at high speed for 20 hours.

Electric Brooder Saves Pigs Although Farrowed in Blizzard

Pigs Run For It in Cold Weather

An electric pig brooder that any farmer can make out of inexpensive materials around the farm will be shown at the REA Farm Electric Equipment Show at the Rupert Paul farm, near Texico, on highway 60, on Nov. 27 and 28.

Use of a brooder insures pigs of being lost even though the farmer indulges her whim for farrowing in the worst weather of the year.

Essentially the pig brooder is a triangular box open at the front and bottom. A 100-watt bulb in a reflector fitted over a circular hole cut in the top of the brooder provides all the heat needed. The reflector can be a standard type or a 25c wash pan or mop pail fitted with a socket. Hardware cloth backed over the inside of the circular opening serves the double purpose of protecting the pigs from too close contact with the bulb and as a support for the reflector.

Strips of one-inch lumber make a strong enough frame and plywood or other light board serves for top and sides. Sacking can be hung over the front

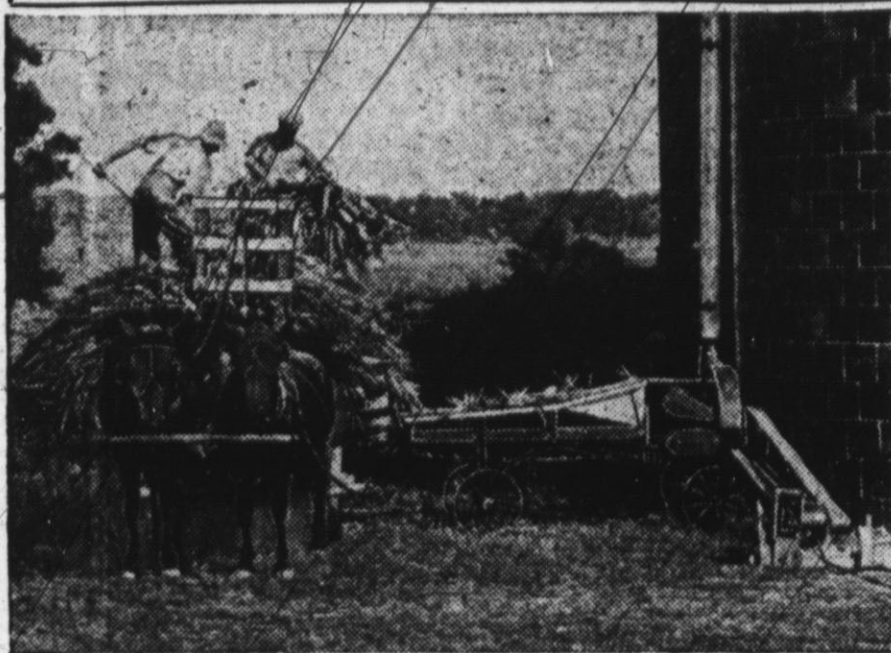
opening to retain the heat within the brooder. The triangular shape allows the brooder to fit into a corner of the farrowing pen.

The little pigs quickly learn to run into the brooder for warmth and protection from the sow.

MEAT IN OIL

"The meat was just fine. We have used it all," was the comment of Mrs. E. K. Pinnell of the Bippus home demonstration club. "Be sure that every corner is under oil or it will mold." She referred to the three hogs butchered and cured last winter at a packing house in Amarillo and later stored in oil. A wooden malt syrup barrel was purchased in Adrian for a small sum. Five gallons of Wesson oil at a dollar a gallon was purchased but four and one-half gallons covered about two-thirds of a barrel of meat. Pieces were cut to fit the round barrel and this saved a considerable quantity of oil. Some people prefer to use lard cans since bacon, hams, and shoulders can be conveniently sorted as stored. All club members present were interested in the meat phase of the home food supply demonstration as selected for 1940.

Electric Motor Reduces Cost Of Operating Ensilage Cutter



Three to five cents per ton is the power cost with such a set-up.

By IRA MILLER
Rural Electrification Bureau

FARMERS having high-line electric service can cut their silage costs from 15 to 25 cents per ton by using a portable five-horsepower motor instead of a 15 to 30-horsepower tractor to operate the cutter. Part of that worthwhile saving comes from greatly decreased power costs—the electric motor requiring but approximately one kw.-hr. per ton of ensilage cut and elevated—and part from the smaller crews needed (two to eight instead of 12 to 20 men).

Practically all of the modern silage cutters can be successfully operated by a five-horsepower electric motor. However, some of the older cutters do not have the proper clearance between the ends of the fan wings and the fan housing to give satisfactory elevation at slow speeds and, as a result, cannot be driven by a motor of such low power. In such cases, and especially if the quantity of silage is large, it generally will pay to replace the old cutter with one of modern design.

Although the power required is influenced by the quality of the fodder, the size of the burlies and method of feeding, the size of the cut and the height of the silo, there are several factors controllable by the operator

which are of equal or greater importance. The knives on the cutter should be sharpened twice each day so that each set is used for only half a day's run. They should be set closely but without striking the shear bar which must have a sharp, true edge and which should be reversed or replaced if rounded by wear.

The speed of operation is extremely important—the higher it is, the greater the power required per ton of ensilage. Therefore, the cutter should be run at the lowest effective speed that will insure against clogging. The blower pipe should be kept free of dents and must be set so as to form a vertical line from the cutter to the elbow. Sharp angles at the cutter or bends in the pipe greatly reduce the capacity of the pipe.

The motor and cutter frame should be set level and firmly secured. The belt preferably should be of three-ply rubber, endless or spliced, should not be crossed if possible to avoid it and should not be allowed to rub on the cutter frame. The motor should pull from the under side, leaving the belt slack on top and an idler, if used, always should be against the slack side of the belt.

Observation of the foregoing precautions will do much to insure low power costs, as well as trouble-free operation.

TEXAS OUT-O-DOORS

AUSTIN, Texas.—Texas continues to be one of the leading duck hunting states in the Union, a report received by the Game, Fish and Oyster Commission discloses. The Lone Star State was fifth in the sale of Federal duck stamps for the fiscal year ending June 30, with 23,704. Minnesota showed the way with a total of 116,461; Michigan was second, having a total of 80,458, and its neighbor, Wisconsin, was third with 79,688. California ranked fourth with a total of 63,394.

During the last five seasons hunters purchased almost three and a half million of the duck stamps. Over that lengthy period, Texas ranked sixth with a total of 208,100. Duck stamp sales show that each year since 1935 there has been an increase in the number of sportsmen who attempted to bag migratory waterfowls in the United States. Last year a total of 1,022,715 stamps were issued.

Just because the season is open is not a sign that all, even ardent, sportsmen take the field. It is generally recognized that in many sections of Texas the doves are still nesting when the season opens in September. Therefore, a group of men who are known as the "Knights of the Sixteen-Gauge Guns" who live in Weimar, Texas, are opposed to hunting birds when the feathered tribe has not finished its job of family raising. So, numerous Weimar hunters are awaiting another date on the Calendar—December 1, when the quail season gets under way.

Now is the time for land owners to start thinking about feeding quail during the rugged days of winter. With a marked increase in bobwhites being reported from most sections of Texas, it is more necessary than ever to leave food standing for these birds. It is pointed out by the Executive Secretary of the Game Department. A few rows of grain left standing at the field edges, close to natural cover, is the best insurance possible for carrying over the game and insectivorous birds.

Emergency feeding is not nearly as effective as proper preparation against food shortages, the Executive Secretary pointed out. One of the best-plans is that of leaving small grains near the edges of the fields. Hundreds of farmers in Texas are building shelters for quail under the supervision of the Game Department and all indications are that quail are in for a healthy cycle in Texas.

Boys in Austin, Texas, are giving a vivid demonstration of how birds can assist small and large landowners alike. This group of hustling boys rent ducks to housewives who turn the birds into their gardens. The ducks make a clean sweep of all insects without destroying the plants, and, incidentally, bring their owners 50c per day in rental fees. Texas has a large number of insectivorous birds and it is estimated by biologists that the birdlife of the State

is worth 16c per acre for every acre in the Lone Star State due to their insect devouring habits.

It is rather unusual how sportsmen from communities and up in picking their sites for hunting. As an example, of 258 Dallas sportsmen checked on their file cards in the office of the Game Department, only seven hunted deer in the Trans-Pecos last year, the remainder going to the Hill Country. Of the 208 Fort Worth sportsmen checked, 54 hunted in the Hill Country, and the remainder in the Trans-Pecos.

Head Appliances

In a survey recently made by the REA to determine what appliances were being purchased most often, it was found that washing machines were high on the list in the northern projects while the refrigerator met the needs of many rural farmers in the south.

It brings the world to his door. It has become of primary importance in aiding him in his work, and it serves as a major wedge in making the farmer electrically minded by bringing him news of the manifold uses of electricity.

Attend the Big REA Tent Show

MONDAY and TUESDAY, NOV. 27-28

SEE THE

PAPEC HAMMER MILLS

for BETTER, FASTER, CHEAPER Feed Grinding

- ... A Size to meet your needs!
- ... Lower Speed — Longer Life!
- ... Larger Screen Area!
- ... Positive Feed Delivery!

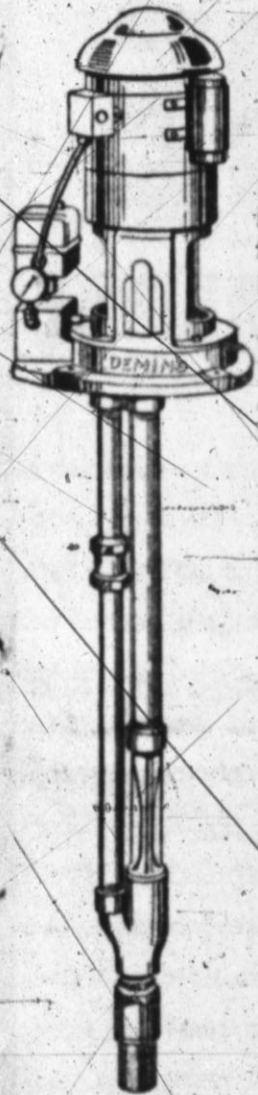
More Profits from HOME GROWN Grain and Roughage with a PAPEC HAMMER MILL!

Papec Mills on Display at

PEVLEY & SEED

ALLIS-CHALMERS FARM MACHINERY
HEREFORD, TEXAS

FOR HOME USE...



We are now equipped to sell and install DEMING PRESSURE Pumps in any depth wells from 25 feet to 400 feet, with either pressure systems of 40 pounds pressure, or open discharge.

We have these pumps in rotary type, suitable for as much as 90-foot lift, and plunger type pumps for any depth and any capacity commensurate with power requirements.

Our deep well plunger pumps are worm-drive, dust-proof and almost noiseless, using motor power from 1-3 to 1 H.P.

These pumps are built sturdy and strong for long continuous service, and their price is in line with any pump using high grade material and workmanship.

These pumps will be on display at the Rural Electrical Fair, 2 Miles West of Texico, on the 27th and 28th of this month!

See us at the Fair or at our Hereford office, for particulars.

Hereford-Johnston Pump Co.

WM. McGEHEE, Manager

Let Electricity

Milk Your Cows Cool Your Milk Separate Your Cream

... WITH DEPENDABLE

MCCORMICK-DEERING

MILKERS, MILK COOLERS, CREAM SEPARATORS

On Display at All Times in Our Show Rooms!

The Dependable MCCORMICK-DEERING

HAMMER MILLS

can also be operated by electricity. You are always welcome to visit our Modern Implement Store!

Attend the Big REA TENT SHOW at the RUPERT PAUL FARM NEAR TEXICO Monday - Tuesday Nov. 27-28!

ROSSON-HAYS

PRENTISS ROSSON

CHARLEY HAYS

"Good Equipment Makes A Good Farmer Better"

HEREFORD, TEXAS

KEEP UP WITH REA NEWS ... through THE HEREFORD BRAND

A Whole Year --- for only \$1.50

From time to time the Hereford REA Office makes important announcements through THE HEREFORD BRAND ... and you'll need the paper more than ever now. Too, you'll find hundreds of bargains on Drugs, Groceries, Dry Goods, and Electrical Appliances in The Hereford Brand. In fact, our readers frequently tell us they SAVE ENOUGH every week to more than pay the small cost!

Special Offer subject to Withdrawal at any time!
HEREFORD BRAND \$1.50 — AMARILLO DAILY NEWS \$5.50
Both for \$6.00

BIG ECONOMY OFFER!		ALL SEVEN FOR ONLY \$2.50
Woman's Home Companion ...	12 issues	
Pathfinder	52 issues	
American Poultry Journal ...	12 issues	
Country Home	12 issues	
Farm Journal-Farmer's Wife ...	12 issues	
Progressive Farmer	24 issues	Value \$4.75
The HEREFORD BRAND	52 issues	Save \$2.25
GIANT VALUE OFFER!		ALL SEVEN FOR ONLY \$3.00
McCall's Magazine	12 issues	
Woman's Home Companion ...	12 issues	
*True Story	12 issues	
Country Home	12 issues	
Woman's World	12 issues	
Southern Agriculturist	12 issues	
The HEREFORD BRAND	52 issues	Value \$6.00
*Instead of TRUE STORY send me: () Movie Mirror, () True Romances, () American Boy, () American Girl, () Parents', for 9 months.		

YOU WILL GET ALL SEVEN publications, and if you are already a subscriber to ANY of the SEVEN publications, your present subscription will be extended. Mail or bring the coupon below to our office AT ONCE, and you'll receive the BIG SIX MAGAZINES, and THIS NEWS-PAPER each week. ORDER AT ONCE because we may soon have to withdraw this offer.

--- USE THIS COUPON AND SAVE ---

Gentlemen:

Here is \$..... Send me a year's subscription to your newspaper with the magazine offer I have checked.

() BIG ECONOMY OFFER () GIANT VALUE OFFER

My Name is Address

Town State

No Need To Crawl Out of Bed In Cold Weather; Electric Chick Brooder Is Automatic

Thermostat Will Care for Chicks If Cold Wave Strikes

Electric chick brooders make it unnecessary for a poultryman to crawl out of bed in the middle of a freezing night to stoke his brooder fire or adjust a burner. The REA Farm Equipment Tour will exhibit latest brooders at the Rupert Paul farm on Highway 60, Monday and Tuesday, Nov. 27 and 28.

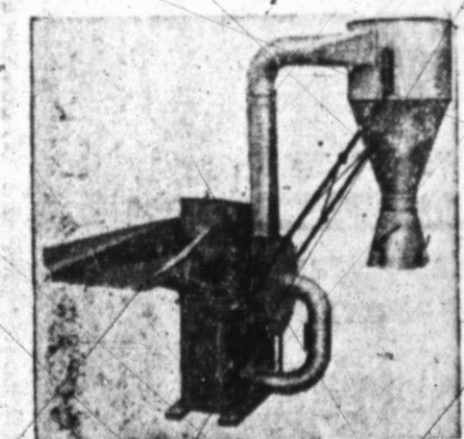
Thermostatically controlled chick brooders maintain a constant temperature under the hover no matter how cold it may be outside. They can be used advantageously in an unheated brooder house. Recent experiments indicate that harder chicks result when an electric brooder is used in a cool room.

Electric chick brooders operate economically and prevent the serious fire hazards inherent in many types of brooder. The hover can be gradually raised and small frames onto larger roosts the chicks brought up from so that teaching them to roost isn't a problem.

Two general types of electric brooder are available. In one the heating elements are strung in the open under the hover and warm all the air down to the litter. The other type makes use of a heated rubberized blanket raised just high enough off the floor that the chick can bunch up against it for warmth.

If there is danger of interrupted service a soil heating cable may be buried in sand under the brooder to maintain it at the same temperature as the air under the hover. The sand will retain heat for periods of from six to eight hours and protect the chicks until the service is resumed or other heat is provided.

The main danger in the use of an electric brooder is overcrowding. More chicks can be crowded under the hover than have any business being there. Very few electric brooders will handle more than 500 chicks. The average size brooder will handle about 250. However, three or four hundred can be crowded under a 250-chick brooder. Over-crowding results in weakened, stunted chicks and pullets that disappoint in the laying house.



BE INDEPENDENT Grind your own feed

Be independent by grinding your own feed with a Fairbanks-Morse hammer mill. You can save time and money — and cut feed costs to an absolute minimum. F-M hammer mills are available in a complete range of sizes — a mill for almost any job — each with a two year hammer guarantee.

See These Mills AT OUR OFFICE References furnished on request.

BRADFORD SUPPLY CO.
1189 W. 3rd St. Hereford

Electricity Lessens Toil on Real Farm at World's Fair



Electricity serves a hundred ways on the world's most compact farm.

By IRA MILLER
Rural Electrification Bureau

I've just returned from my third trip to the electrified farm of the electric light and power companies at the New York World's Fair. Each time I go, I not only find it more interesting and instructive but also I discover some hitherto unnoticed application of electricity for making the farmer's life more profitable, comfortable, easier and safer.

Although the farm with its numerous outbuildings occupies less than an acre of the vast area of the Fair, it is no "gentleman's" or "stunt" farm that attracts an average of more than 25,000 visitors a day. Every piece of equipment, every use of electricity in the home as well as in the farm buildings—is of practical, every-day value to the average farmer and, what's more, well within his means.

The house—an attractive two-story frame structure surrounded by fruit and shade trees—fronts on a garden which produces all the cut flowers and green vegetables that an average family can possibly use. Space does not permit of a detailed description of the interior which is furnished and lighted in the best modern manner. However, I'll attempt to give a few highlights of the room that attracts the most attention—the kitchen.

Designed to conserve time, labor

Gives Five Reasons For Being A Farmer

"I have a son now less than 5 years old, and I hope when he grows up that he will decide to be a farmer. There are five reasons why I want him to be a farmer:

1. A farmer has more and better food to eat than have most people who live in cities.

2. He has better health and lives longer.
3. He accumulates more property, becomes a wealthier man.
4. He is more likely to enjoy his work than are most city people.
5. He is more likely to rear a family and do his part to promote the future welfare of the Nation and of the world."

O. E. Baker, U. S. D. A.

ROOMS TO RENT? TRY A WANT AD

A Refrigerator For the Farm Home

by KATHRYN HARRIS
REA Home Economist

Have you ever come in from the field or garden on a sticky hot day feeling all "tuckered out" and fairly panting for a cool drink? Have you ever found that yesterday's food had spoiled or the morning's pickings of lettuce looks all bedraggled when

you've wanted to use it? Has Junior refused to drink his milk because it was warm or on the verge of souring? Have you had to dash to town for supplies on the very day you're feeding threshers because you had no place to keep the food in good condition overnight? Have you ever grown weary of trudging up and down the cellar steps with the makings of leftovers of the day's meal?

If you're bothered with any of these troubles or others of their like, then a good refrigerator should be of interest to you. The even cold in a good refrigerator makes it possible to keep foods in good condition for a number of days. It's a time and disposition saver to be able to wash vegetables for several meals ahead, put them in the refrigerator, and know they'll come out crisp and colorful. Economy in purchases of quantity is possible. Foods and drinks that you like cold can be cold. Just as important to the busy homemaker is the opportunity to save many steps by having food stored in the kitchen.

Farm families should have a box of 7 cubic foot size or more (size effects operating costs but little). Initial cost of the refrigerator varies with brand, size, construction, and so-called conveniences features. A 7 cubic foot size costs from \$130 to \$260. Guarantees should be studied to determine what is covered by them. No guarantee is any better than the reliability of manufacturer or dealer. Service from your dealer is important. Some safety protection is assured if the refrigerator is listed by Underwriter's Laboratories. Time is life, and we are entitled to use our time as we see fit.

ATTEND THE BIG REA TENT SHOW!

NOVEMBER 27th and 28th 2 Miles West of Texico — on Highway 60!

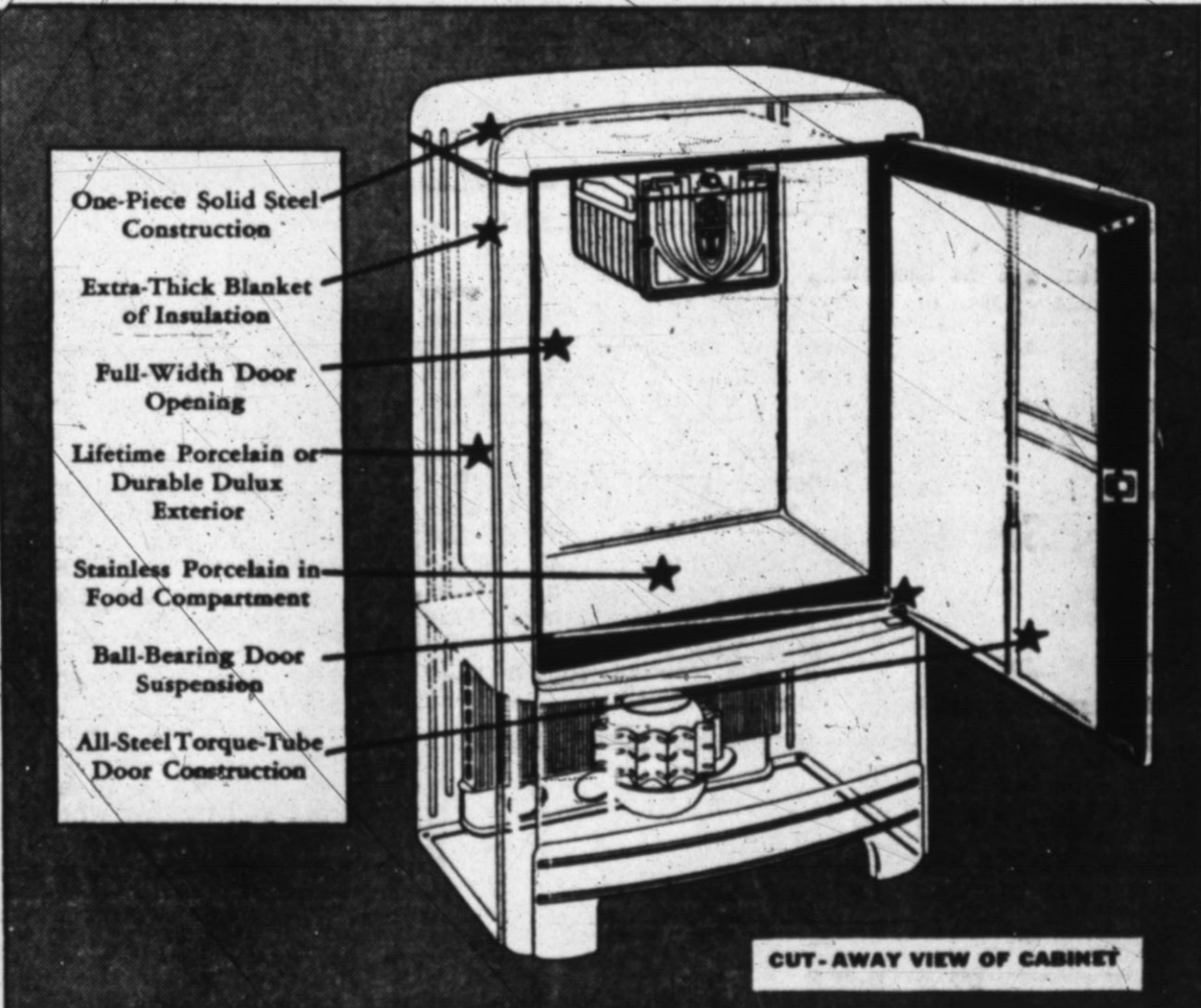
SEE THE FRIGIDAIRE EXHIBIT AT THE SHOW & SEE THE NEW FRIGIDAIRE ON DISPLAY AT ALL TIMES IN OUR SHOW ROOMS!



Don't be Fooled!

ONLY FRIGIDAIRE

HAS A ONE-PIECE ALL-STEEL CABINET



- One-Piece Solid Steel Construction
- Extra-Thick Blanket of Insulation
- Full-Width Door Opening
- Lifetime Porcelain or Durable Dulux Exterior
- Stainless Porcelain in Food Compartment
- Ball-Bearing Door Suspension
- All-Steel Torque-Tube Door Construction

Every Frigidaire cabinet is of one-piece, all-steel construction. It has no loose top, no front apron, no bolted-on legs, no screwed-together joints, no side panels. The flush door accentuates graceful Frigidaire styling—swings open on a stainless steel ball-bearing suspension. An extra-thick blanket of cold-retaining, heat-resisting insulation keeps current cost constantly low. Every Frigidaire is finished in beautiful Lifetime Porcelain, the finest of all refrigerator finishes, or in Durable Dulux, the finest of all non-porcelain finishes. Only Frigidaire has the One-Piece, All-Steel Cabinet!

Compare! FRIGIDAIRE'S ONE-PIECE ALL-STEEL CABINET CONSTRUCTION WITH ANY OTHER MAKE!

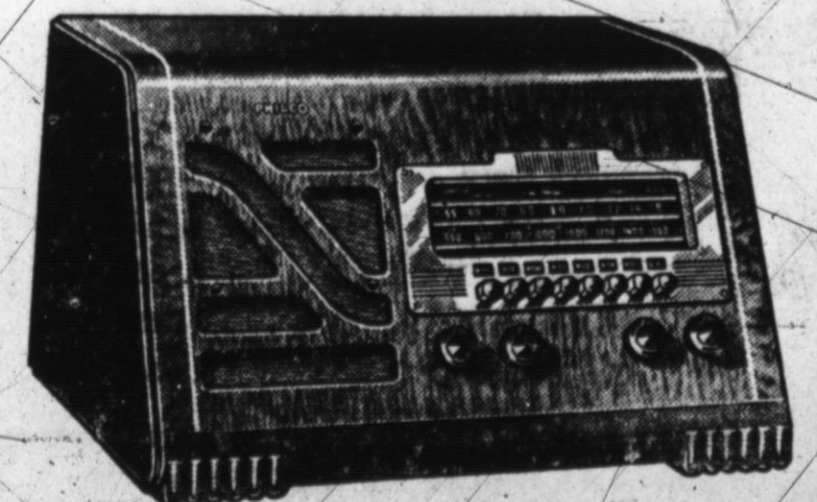
BEFORE YOU BUY, SEE OUR PROOF OF...

- FRIGIDAIRE'S BETTER CONSTRUCTION**
See how Frigidaire has eliminated all loose parts—there is nothing to rattle or shift out of place. Easiest of all cabinets to keep clean.
- FRIGIDAIRE'S FINER FINISH**
See how grease, dirt and flame fail to mar the gleaming beauty of Frigidaire's Lifetime Porcelain—how bending will not crack the enduring finish of Durable Dulux.
- FRIGIDAIRE'S THERMO-SEALED INSULATION**
See why Money-wasting moisture cannot seep into the Frigidaire cabinet and make insulation useless. Actually, time improves the efficiency of Frigidaire insulation!
- FRIGIDAIRE'S AMAZING STURDINESS**
Frigidaire's one-piece cabinet is built so strong it will withstand the weight of a 4-ton elephant!

CAUTION!

Many "hidden losses" of a refrigerator originate in the cabinet. A poorly-constructed cabinet can "waste" current and "lose" the cold produced. It can fail to keep safety cold temperatures, thereby placing food and health in danger. It can also be a source of service expense and have very short life. That's why we say: **CHECK THE CABINET OF THE REFRIGERATOR YOU BUY!**

SEE THE NEW PHILCO FOR 1940



150T built to receive Television. Seven tubes, Built-in Super Aerial System, Eight Electric Push-Buttons. Walnut cabinet with Inclined Control Panel. Covers Standard Broadcasts, Day and Night Foreign and American Short-Wave, State and City Police Calls, Ship and Amateurs.

PRICE - - - \$59.95

OTHER MODELS As Low as \$12.95

Down Payment - Easy Terms!
Hereford Appliance Co.
209 MAIN STREET L. L. WOMBLE

Come In! Get the Facts about the Amazing Difference in Refrigerators!

HEREFORD APPLIANCE COMPANY

209 North Main Street

L. L. Womble Owner

Automatic Farm Power Saves Time, Money

General View of the Show



A GENERAL VIEW OF THE REA show coming to the Rupert Paul farm two miles west of Texico on the south side of Highway 60. The show is a traveling unit and covers eight States of the union.

Cuts Off When The Job Is Completed

Electric operation brings in new standards by which feed mills, shellers, and similar equipment should be judged. When operated by electric motors such equipment can be permanently installed in connection with large storage bins and arranged for automatic operation.

Equipment powered by electric motors of various sizes will be demonstrated in actual operation at the REA demonstration Nov. 27-28, at the Rupert Paul farm on highway 60, near Texico.

Bound to attract large interest at the show is a device designed by D. W. Teare of REA for moving a heavy 7½-horsepower motor from place to place with little effort. The motor-toting equipment is a two-wheel steel cart with a pick up hook to engage a ring on top of the motor and a handle that acts as a lever for lifting the motor and to push the cart when the motor has been picked up.

Such equipment saves the expense of several motors. One can readily be moved from one piece of apparatus to another and a variety of work done with it. The one motor is used to operate several feed mills during the demonstrations and is also used to power the ensilage cutter. Smaller motors of 5, 3 and one-quarter horsepower will also be seen in operation.

Feedmills operated by tractor or stationary gas engines power unlike electrically-operated mills must have a large capacity to keep up with a couple of men shoveling grain for all they are worth. Smaller mills operated by electric motors are a different matter. Instead of dusty furious job of a few hours once a week, the farmer has only to push a button to start the motor when he enters the barn to start chores and push it again when the grain is ground. Even turning it off isn't necessary as the installation can be provided with an automatic shutoff that will stop the mill at the proper time.

Gone is the work of getting the tractor out of its shed and starting it in freezing weather. The equipment is set up ready for action—it doesn't have to be pulled out of a dusty corner and arranged for the work. And oddly enough the electric motor starts a little quicker, and is slightly more efficient in very cold weather than in warm.

All the motors to be used in the REA show are equipped with automatic overload controls. Also known as thermal relay circuit breakers or just as controllers, these switches are made in various capacities to protect a motor from overloads that might damage it.

A kilowatt hour is the unit by which electricity is measured and sold just as a gallon is the measuring unit in selling gasoline.

George And His Girl Want To Move To Town But Pa And Ma Figure Out A Way To Keep Them On the Farm

There's more to electricity on the farm than mere "benefits" suggests the Lamar Daily News (Colo.). Would an intelligent man choose to live on a farm, it asks? And relates the following little imaginary conversation:

"Well, Ma, I guess we aren't going to be able to keep George on the farm."

"What's the matter now? Did you tell him you would give him that west eighty for a wedding present?"

"Yes. And I threw in a darn good team, too. But it was no good. It's that girl of his. She says she has watched you trudging 'round here in the dark lugging water from the well—and spending an hour polishing up lamp chimneys where there was no company for supper but her—"

—and heard you tell about going out in the middle of a cold night to see if the brooder stove was going all right—and about your holding the lantern for me while I doctored the mare and your teeth chattered with the cold until they sounded like castanets at a moving picture—and I think she said something about having to heat your curling iron on a smokey lamp chimney. It all sounded like bunk to me. But she said that if George couldn't get himself a job where they could have a nice little flat in town with electric light and a bathroom and the rest of the modern conveniences, so they could live like white folks, she just wouldn't marry him. And you know that when a boy thinks he's in love with a girl he'd jump overboard in the middle of the ocean, if that would get him the girl. So George says that he likes farming, but he's going to get him a job in town."

"Oh, is that all?" says Ma. "That eighty has a pretty nice little house on it, hasn't it? And the rural power lines go right by the door. Let's put in electric lights and a bathroom and running water in the kitchen. Then we'll tell George we're going to rent the place to Billy Smith. You watch George's girl show Billy's wife who gets the new bathroom!"

Chopped Hay Preferred By Lambs and Steers

Farmers with electricity may have ample reason to buy hay-chopping machines in light of recent feeding tests made at the University of Idaho. Lambs on the test turned down 30 percent of long hay offered them while they consumed all but 13.8 percent of their chopped diet. Steers wasted about 10.3 percent

of the whole hay and only 4.6 per cent of the chopped variety. With such savings in feed it is probable that electric hay choppers may be economically used on livestock farms.

Small Motor Is Very Adaptable On Farm

Any machine on the farm ordinarily turned by hand can be operated with a small electric motor at a cost of about one cent per hour for electricity. The small motor may be put to more than a dozen uses on the farm to bring about savings in time and expense.

A one-quarter horsepower motor can be easily made portable and its usefulness increased

many times. Should the machines to be operated require more power, motors as large as one-half horsepower may also be made portable in the same manner.

One of the most valuable applications of electricity on the farm is the use of the small motor, because of its low cost and adaptability to many irksome tasks.

After a man's garters begin slipping it takes about four months for him to get around to the purchase of a new pair.

"HEY, JOE, TOSS ME THAT INSULATOR"

A familiar cry which you have heard over this territory during recent months. It means progress and increased efficiency of electricity to your farms. And to help you further, the REA is sponsoring their big, two-day Tent Show near Texico next Monday and Tuesday; we join them in inviting you to attend, for we know that it will be interesting and of great assistance to each person using electricity, especially on the farm.



Farmers everywhere are learning that their chores are easier, and that profits are greater when they farm by electricity. Government surveys show that the number of farms using electricity has increased over 350 percent in the past ten years! This increase means but one thing — the American farmer is beginning to realize the importance of this utility on his farm.

Consider the many ways in which electricity can help your farm. Milking, feed grinding, water pumping, lighting all of your inside work, in the brooders, are only a few of the many uses to which this cheerful, obedient and economical servant can be put. In the home, electric refrigeration and correct lighting safeguards your family's health... sewing machines and kitchen tools lighten your work.

Because Electricity is our business, we are always glad to be of assistance to consumers on REA lines or in any of the towns which we serve. Talk over your problems and needs, and we will gladly advise you to the best of our ability.

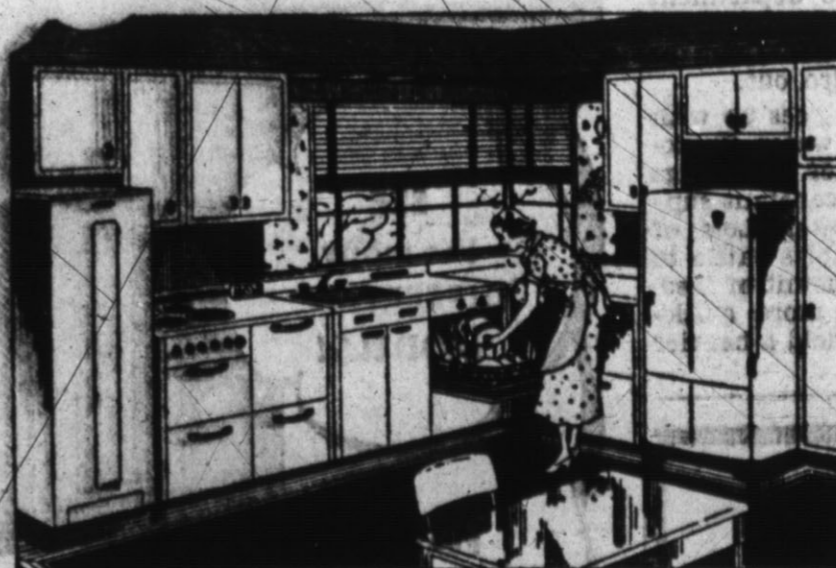
ATTEND THE BIG REA TENT SHOW

NEAR TEXICO NEXT MONDAY and TUESDAY

Because the interests of this entire territory are our interests, we take pleasure in extending our Congratulations to those of you who are using and who will soon use REA Power.

We are sure that many interesting and timely tips will be brought out in the Big Tent Show... plan now to attend... and when we can be of service to you please feel free to call on us.

Happiness is the goal of every wife and mother. She ever strives toward harmony, cleanliness and charm. All women are eager to save money... do more with less-effort... and that is why all-electric kitchens are becoming so popular!



It's mighty easy to begin this happier modern manner of living, too! Simply add one appliance at a time—either an electric refrigerator or range... an electric hot water heater later... and then climax your kitchen with other needed electric appliances.

SEE YOUR ELECTRIC DEALER, or

Texas-New Mexico Utilities Company

Dimmitt

Hereford

Friena

MEMBER F. D. I. C.

We invite you to use any or all of our facilities

First National Bank

A Strong Bank

OF HEREFORD



Thoughtfully Managed

Farm Water System Saves Steps And Guards Health of the Family

200,000 Steps Needed If Family Has No Water System

The greatest benefits of electric power on a farm can be realized through an automatic pressure water system. The heat of a farm plumbing system is a dependable electrically operated pump.

Both shallow and deep well pumps will be demonstrated in operation at the REA Farm Electric Equipment show. J. R. Cobb of REA will give full details of the operation of electric pumps and will be available to answer questions regarding their use.

Farm plumbing means more than luxurious comfort and convenience. By a proper use of running water farm production can be materially increased. The time spent pumping or hauling water is released for productive work. Often it is equivalent to the addition of a very capable hired man—to work 24 hours a day at a salary of only a few dollars a year.

The major obstacle to farm plumbing, the high first cost of an installation, can be overcome through REA financing that spreads the investment over a period of up to five years with payments arranged to fall due when farm income is normally highest. REA financing will be covered in detail at the show.

Many Deaf Smith, Parmer and Castro County farmers are saving hundreds of hours of labor a year and are moving thousands of gallons of water effortlessly through automatic electric pumps. Where livestock is run over scattered areas of a large place, water can be piped to the tanks and float valves installed, so that the large amount of time otherwise involved in hauling water can be saved for other purposes. There is also assurance of a sufficient quantity of fresh water at all times.

A pressure water system is invaluable health insurance. Studied by the U. S. Health Service indicate that much serious illness on the farm can be traced to water pollution. When water is hauled from the pump in large open containers, or stored for use in the home, there are frequent opportunities for contamination. The well or spring itself may be contaminated by seepage of waste matter into the soil.

When modern plumbing is installed there is practically no danger of pollution at any point from well to the point of use. And sanitary sewage disposal with a septic tank prevents contamination of the well water by seepage.

Wife's Workshop

The farm kitchen is the farm wife's workshop. Equipped with a modern sink, water heater of some sort so she doesn't have to strain her back or risk scalding herself hoisting big boilers of hot water, and with hot and cold running water at the sink, the farm kitchen can be one of the most efficient and pleasing rooms in the home.

The modern farm can show every plumbing convenience known in the city. Modern and attractive and are built for plumbing fixtures are bright long dependable service. Only three fixtures are needed for a complete farm bathroom—lavatory, water closet, and a tub or shower compartment. By the addition of a spray head and curtain rod to the tub a combination tub and shower can be obtained. Between a tub or a shower it is a matter of personal choice as the cost is about the same.

Not much space is needed for a bathroom. A small area between five and six feet square near an outside wall is all right. Provision should be made for

Lights in Poultry House Will Result in Greater Egg Profits



Lighting such as this maintains egg production when prices are highest.

By IRA MILLER
Rural Electrification Bureau

WILL the egg production of your flock decline sharply with the coming of winter? Or will there be little or no decrease in the number of eggs you obtain? Assuming, of course, that your hens are free of disease, the answer will depend almost entirely upon whether or not your poultry house is wired for electricity.

What has electricity to do with maintaining the laying efficiency of your hens? In the first place, they require thirteen to fifteen hours of light per day to consume sufficient food to lay regularly. When days are short—September to April—there is only enough natural light to permit them to eat little more than is necessary to keep up their body weight. As a result, the production of eggs is greatly decreased just when prices are highest.

By using electric lights to artificially increase the working day and thus give your hens a normal amount of time to exercise and eat, their egg production can be kept approximately uniform throughout the winter. Although standard light bulbs are commonly used for poultry house illumination, ultra-violet lamps have become increasingly more popular during the past several years. These also furnish an invisible light that supplies the necessary quantities of

Vitamin D—an essential to strong, healthy birds and to more eggs with a greater percentage of hatchability and fertility.

A second major use of electricity in maintaining the winter laying efficiency of your flock is for water warmers. As an egg is about two-thirds water, much if not all of the benefits of electric lights will be lost if your hens are not provided with an adequate and regular supply of water at the proper temperature—a minimum of approximately 50 degrees. The safest and most convenient method of warming the water is with electrical heaters, the immersion type with thermostat control being preferred because of its ease of handling and freedom from attention.

What will poultry lights and water warmers cost you? Excluding wiring, and with power at five cents per kilowatt-hour, the lights will vary from 1/10 to 3/10 cents per bird per month, depending on the schedule you use. Water warmers, at the same rate, will cost from one to five cents each per day, the average being nearer the lower figure. When used from about September 1 to April 1, lights and water warmers will give you a net gain in income of 25 to 50 cents per hen per year—frequently more.

heating the bathroom. A central location and a window for ventilation are desirable. A bathroom that opens off a bedroom is particularly awkward. Downstairs location is cheaper than an upstairs installation.

The current cost of the pump—the only operating cost of a plumbing system on the farm—is surprisingly low. A shallow well pump will provide around 300 tons of water a year for between three and four dollars, or about a penny a day, and a deep well pump will provide the same amount of water for around five or six dollars a year.

Farm toil means dust and sweat and there is a real comfort for a farmer in a basement shower. Special drains for laying in concrete can be had, and basement shower faucets specially adapted for such use. Stationary tubs for a porch or basement laundry with automatic drains and hot and cold water taps mean less drudgery for the farm wife.

Cuts Fire Hazard

Farm water systems cut the fire hazard almost in two. While a bucket brigade is just organizing or a rural fire department getting the call, a small stream of water under pressure can be used to put the fire out.

Farm production goes up with the use of running water. Chickens lay larger, better grade eggs when they have a constant supply of running water. Lots of drinking water enables cattle to utilize a greater amount of feed. Beef cattle finish more quickly and dairy cows yield a heavier flow of milk.

Are Pigs Dumber Than Cows? Or Vice Versa?

Many farmers are taking advantage of REA to use electrified fences to keep their livestock in fields where they want them. This kind of fence is cheap and effective and works equally well for all types of farm animals.

An amusing incident is brought to light by Bill Wallace, who farms north of Hereford.

Bill's cows after one contact with the charged wire thereafter avoid it as they would the plague. Not so the hogs. These animals, either because their hides are thicker, or their nerves less sensitive will return again and again to the fence. If the charge is on they leave it alone, but if the current should happen to be temporarily turned off, the pigs are out in a jiffy.

Now the question is, are the pigs dumber than the cows? Or do they have intelligence enough to know that occasionally the current is off and investigate to find out when it is?

Deaf Smith REA

(Continued from Page 1)

er; Jas. W. Witherington is project attorney; J. C. Cummins is linesman and Claude Longbottom is assistant linesman; Miss Evelyn Sachs is stenographer for the co-operative.

REA Farm Show

(Continued from Page 1)

run from a bin through a grinder for hour after hour while the farmer is away tending to other chores.

The dairy section of the demonstration will show various types of milkers, cream coolers ranging from small five-gallon types that can be used in conjunction with cream storage in the household refrigerator, to types of milkers, cream coolers big four-can coolers for the larger dairyman, sterilizers, and automatic drinking cups for the cattle.

The women, in the meantime may attend extensive programs in the big tent, where there will be groups to study kitchen plan-

ing, electric cookery with the range and with small appliances, a laundry demonstration, discussions of the farm refrigerator, and points on the care and selection of household appliances.

Late in the afternoon when all the grain has been ground, all the machinery operated, and the tanks or well pumped dry, the men join the women in the tent for discussions of water heating for stock and poultry, an electric cookery contest, discussions of electrical dairy and farm equipment, and computations of electrical costs.

Every farmer in this area, whether he uses or plans to use electricity or not, will find the demonstrations of great interest and profit, and all are urged to attend.

War Will Not Lower Cattle Prices

College Station—The war will tend to maintain or even raise cattle prices in spite of the increased production in prospect.

This situation will come about partly from increased consumer demand and partly because of anticipated demand for hides, but mostly because hog prices are expected to go higher and this will cause some improvement in demand as people turn from pork to beef.

No large foreign outlet for the United States is likely to develop as a result of the war. Such a development would occur only if shipping from Argentina and Australia became very hazardous.

It does not appear probable that either domestic or foreign demand, and price, will improve in the present situation as much as during the World War. At any rate, prices for beef should not rise markedly in 1940.

Lamps

FOR HOME HAPPINESS



If you live on REA lines there can be no better Christmas gift than a modern, I. E. S. approved Floor Lamp. It is a gift the entire family will enjoy—and no matter how long you have electricity you won't find a more appropriate gift—or one which will provide comforts and be more appreciated. Protect your eyesight with one of these Modern Lamps!

IN ALL PRICE RANGES—and They're very Reasonable!

E. B. BLACK CO.
FURNITURE — UNDERTAKING
IN HEREFORD SINCE 1901

The March of PROGRESS

Rural Electrification has brought to farms over this territory such Conveniences and Comforts of which we never dreamed back in 1901. However, we rejoice with each of you for we feel that you are our friends and in serving you we are happy to note your achievements.

RELIABLE MERCHANDISE

Despite changing times, however, we are still clinging to our principle of selling only reliable merchandise. For that reason, we are indeed glad to have you inspect the General Electric Refrigerator, which will be on display at the Big REA Tent Show, and which you may inspect on our display floor at any time.



6.1 cubic foot capacity

GENERAL ELECTRIC

Here's a refrigerator that's certainly both a beauty and a bargain! A genuine General Electric with the same sturdy all-steel cabinet construction, the same sealed-in-steel cold-making mechanism that have made General Electric Refrigerators famous throughout the world for dependable performance and enduring economy.

SEE THE NEW

G-E Refrigerator

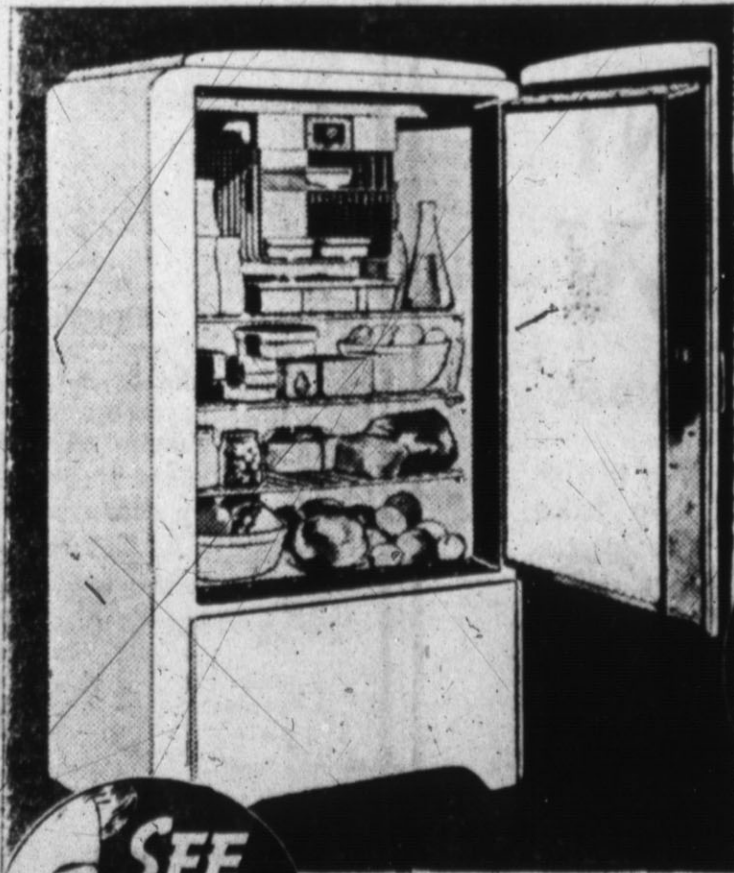
AT THE BIG

REA Tent Show!

MONDAY-TUES., NOV. 27-28

or on display at

E. B. BLACK CO.—ANY TIME!



11.7 SQUARE FEET OF SHELF AREA

STAINLESS STEEL SUPER-FREEZER

STURDY ALL-STEEL CABINET

SEALED-IN-STEEL THRIFT UNIT

5 YEARS PERFORMANCE PROTECTION

14 OTHER G-E MODELS ALL PRICED LOWER THAN EVER BEFORE

See the complete line of new G-Es—there is a size and model to exactly suit you, with an easy payment plan to please your budget.

ASK ABOUT OUR PAYMENT PLAN!

GENERAL ELECTRIC

E. B. BLACK CO.

FURNITURE—UNDERTAKING

Best Wishes...

We join in inviting you to attend the Big REA TENT SHOW near Texico on

MONDAY and TUESDAY, NOV. 27-28

When we can serve you please call on us. Visitors are always Welcome in our store!

Your OLIVER Dealer

JOHN WOOD
FARM EQUIPMENT
HEREFORD, TEXAS

THE BEST BUY IN TOWN

RCA Victor ELECTRIC TUNING

for All

SEE the many DIFFERENT MODELS!

ALL THESE FEATURES

- Electric Tuning for 6 stations
- Victrola Push-Button Control
- Victrola Attachment "Plug-In"
- Straight-Line Dial
- Magic Eye
- RCA Victor Metal Tubes
- Magnetite "frequency-locking" Transformers
- Automatic Volume Control
- Electric Tuning Indicator
- American & Foreign Tuning

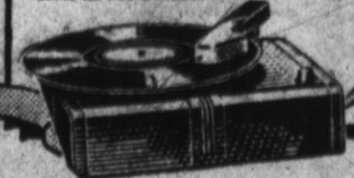
Model 97KG

NEW STYLE CONSOLE GRAND CABINET...NEW LOW PRICE!

For finer radio performance—RCA Victor Radio Tubes

Get \$25.95 value—Victor Records and RCA Victrola Attachment—for \$15.00

Attaches to any modern A-Cradio. Plays Victrola Records through your radio with full tone of set. Ask us for details.



E. B. BLACK CO.

FURNITURE — UNDERTAKING
IN HEREFORD SINCE 1901