

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

30th Year—Number 45.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, NOVEMBER 20, 1930.

FIVE CENTS PER COPY.

Rural Patrons On Route 3 Will Have Daily Delivery Dec. 16; Other Extensions

Deaf Smith county rural patrons will have their first daily delivery, beginning December 16, and one route will be extended four miles the first of next month. Postmaster E. L. Donner Hereford has been notified by the postal department at Washington, D. C., that Route 3, which has a three-times-a-week service, is the one slated for daily delivery, and a petition now in for an extension of this route, which runs southeast into the Weche and Jumbo communities. C. O. Lee, who is on routes one and four, will be carrier for a daily route, and a temporary carrier will be put on number 4. Route 4, which serves the territory north and west of Hereford, is four miles added, effective December 1. The extension will run at the Mecaskey corner, 17 miles north and eight miles west of town, run two miles west, two miles south, and two miles east. It intersects the former route, reaching seven more boxes and making five more convenient for mail. The city delivery will also be extended if a petition now pending is granted. It would incorporate residences north from Mother's Park to Eleventh street, east the old college building, and just opposite Whiteface field to the east and then south to Sixth street on the present route. Mr. Donner has been working some time on these improved services for rural and city patrons, and as soon as the quantity of mail on other routes justifies it, daily delivery will be established there also.

HEREFORD PARTY LEAVES FOR BORDER HUNTING TRIP

Deer season was officially opened in Texas last Monday, and hunters lost no time in getting to the grounds where these elusive animals are to be found. C. Humble, Jess Carter and John Miller, Sheriff, left Hereford Monday to join Judge C. E. Sutton and Marfa for a week's hunting trip into the Big Bend country along the Mexican border. Judge Sutton will be recalled as one of the presiding judges in district court here last summer, substituting the last two weeks of the term for Judge Reese Tatum. While here he invited some of his friends to visit him in Marfa in November with a view of getting a few deer.

SCHOOL CAFETERIA IS IN SMOOTH OPERATION

The Central school cafeteria which opened last week is now operating smoothly and is well received, says Miss Nell Hall, who took lunch at the school today, reporting that she had a meal at a cost of only 17 cents. Mr. Ballinger is selling his No. 200 potatoes, which are sold at the farm and the city come some cheaper.

Collins Has Accident

Art Collins of the Hereford bakery, has been suffering with a dily-mashed finger of his right hand following an accident early Monday morning. The finger was caught in one of his loaf-making machines, but he threw the switch and extricated the digit before any serious damage was done. The finger was badly mangled.

BRUMLEY MADE ADVANCE SHOWING OF CHEVROLETS

Chevrolet's new car for 1931 was presented to the public last Saturday in the show rooms of Brumley Chevrolet company with new models on display. This year dealers have put the new models on exhibition about two months in advance of the customary date of showing the annual new car. Brumley has installed one of the most imposing electric signs in the Panhandle as a brightly lighted herald of the popular automobiles which the agency handles in Hereford.

C. C. Luncheons Dispensed With Until January 5

Because of the unusual amount of work to be done and the shortness of time to prepare for the hearing of the new railroad project before the Interstate Commerce Commission at Lubbock December 8, it has been decided by the chamber of commerce board of directors to dispense with its Monday luncheons until the first Monday in January. It will require ten days to conclude the hearing, and all the business firms in Hereford will be unusually busy until Christmas preparing for an d taking care of the holiday business and arranging for the new year, so there will be no more luncheon meetings until January 5, 1931, according to Jno. P. Slaton, president of the commercial body.

Potato Field Yields 15,000 Pounds An Acre

Harvest of a new farm product in this section, Irish potatoes, has been in full swing the past two weeks on El Toro farm, formerly Green Valley farm, eight miles northeast of Hereford, Joe Ballinger, in partnership with E. R. Biggs, owner of the property, has been digging and storing 21 acres of spuds that have yielded up to 150 sacks to the acre.

Activities on the farm recently were duplicating common scenes in regular potato-growing states, like Idaho, from which Mr. Ballinger came to Texas. A factory-made potato digger, pulled by four horses, was turning the spuds from the ground. This is probably the only machine of its kind in the Panhandle. The plow part is shaped like a steam shovel which permits the soil, potatoes and vines to be pushed upward to conveyors which sift out much of the dirt and drop the potatoes on top of the ground behind.

Following the digger is an assembler, drawn by one horse and operated by four men. Three gatherers pick up the potatoes in wire baskets and keep the assorter fed. The rest of the crew stirs the potatoes, agitates the sifter and sort out the product into grades Nos. 1 and 2. Sacks for holding 100 pounds are suspended from the assembler into which the grades are sorted.

Mr. Ballinger is selling his No. 200 potatoes, which are sold at the farm and the city come some cheaper.

The potato experiment on a large scale has been carried on under irrigation by Mr. Ballinger, who is experienced in potato culture as conducted in Idaho. About half the acreage was planted in Bliss Triumphs and the other in Russett Burbanks, the latter going into the ground April 15. Frequent watering was necessary on account of drouthy weather and further fact that the soil was full of alfalfa manure. Burbanks have proved to be the better producer.

Mr. Ballinger is storing away hundreds of pounds for seed next year, and said he would continue the potato industry in the county if he could get the right kind of proposition from someone who had irrigation facilities. He ventured the opinion that his soil, a former alfalfa field, was too rich this year, requiring too much irrigation. Instead of making 15,000 pounds to the acre, the present yield, he figures that he could get a normal yield of 25,000 under more favorable conditions.

At Nurse's Banquet.

Miss Nell Hall will attend the banquet of the State Graduate Nurses' association, district 2, in Amarillo Saturday afternoon at 1:30 o'clock.

Unemployment Relief Seen That Is Real

Relief for unemployment in other cities that has been real and not a theory has been receiving wide publicity, while a similar relief in Hereford has been unsung and taken as only a part of the day's work. The unemployment situation in Hereford has never been acute; private building operations and city projects have been and are under way, furnishing a safe outlet for capital and a daily payroll for both skilled and unskilled labor, and that is the main reason why there has been no big "problem" of men out of work.

The year's work includes paving, extension of water system, drainage and park improvement at a cost of several thousand dollars, scores and scores of residences, and a number of substantial business houses. The utility companies have had their part in city development and pay roll promotion. A new home is nearing completion for the West Texas Gas company, and the Southwestern Bell Telephone company is putting up its own central office building in preparation for expansion and installation of a new call system.

Farmer & Company is making headway on the paving projects, with brick strung along from B to F streets along Eleventh. B is the north extension of Main street and F runs north and south adjacent to the high school building. Eleventh will be paved to the school campus and connected with paved Main through B street. It is also planned to carry the improvement on B one block farther north.

Mayor E. S. Ireland and commissioners of Hereford are being commended for their work here in progressive leadership and are praised for their steps in stimulating expenditures for needed public improvements.

Fuller Returned To Hereford By M. E. Conference

Rev. J. M. Fuller was returned to the Hereford pastorate for his second annual tenure by the Northwest Texas Methodist conference which adjourned Sunday at Sweetwater. Rev. L. N. Lipscomb is the new presiding elder of the district, replacing Rev. W. M. Pierce, who had served his quadrennium and was moved to Vernon as pastor of the First Methodist church there.

Other pastorate designations for this section are C. E. Jameson, Canyon; J. R. Bright, Dimmitt; J. E. Peters, Dimmitt circuit; A. C. Lynn, Wichita; Joe E. Eldridge, Vega; Hubert Thompson, Wildorado; J. B. Bateman, Happy; Marvin Brotherton, Silverton; John E. Eldridge, Tulla.

Rev. J. M. VanFelt was moved from Friona to Stratton, and Rev. E. B. Bowen, a former pastor at Hereford, was retained at Washington.

As few removals as possible were made this year, announced Bishop H. A. Boaz, who presided over the conference, in order to eliminate moving expenses of ministers whose salaries had generally fallen short of the amount pledged.

Snow, Sleet Ushered In by Cold Wave

Winter arrived in the Hereford territory Wednesday morning with a strong phalanx of flying snow and chilling wind. Snow began falling at 7:30 o'clock and continued to near noon, putting a white blanket over the earth. At 2:30 the fall changed to a fine sleet, mixed with rain and snow. The moisture has come opportunely for growing wheat and the other acreage that has been planted within the past several days.

Winter's vanguard was staved off for about three days when a strong wind swept across from the west Sunday, pushing the cold north current of air over toward the Atlantic seaboard. A drop in temperature, but not to the freezing point, came Tuesday night when a light rain fell.

Fat Stock Show Was Organized by Five Groups

The Panhandle will hold its first fat stock show in Amarillo March 2-5, 1931. It was decided in a meeting there Friday of representatives from a wide section. Official name of the exposition will be Amarillo Fat Stock Show, and it will be conducted under auspices of five livestock associations and the Tri-State fair. The organizations are Panhandle Livestock Producers, Panhandle Hereford Breeders, Panhandle Baby Beef Club, Panhandle Swine Breeders, and Panhandle Boys' and Girls Pig Clubs.

It was agreed that foundation was being laid for what should prove the greatest forward step in livestock advancement in this whole section. A large arena, 60 by 100 feet, will be provided on the fair grounds for showing and selling animals entered in the competition.

T. E. Seigler, Doyle Rose and G. R. Jowell, members of the Hereford Breeders association, attended the meeting from Hereford and assisted in the organization.

293 Children Are Immunized On Diphtheria

Twenty-nine children given the first dose of toxoid in immunization against diphtheria in the campaign conducted by Miss Nell Hall, county health nurse, beginning November 3. Of these 143 were in the rural schools and 150 in Hereford. Miss Hall stated that others were still coming to the office and that the total would reach well over 300.

She will begin the same itinerary next Monday when the second and final dose will be given, the same order and same hours will be observed in the visitations to the rural schools, ending up with Hereford.

S. J. Williams to Be Buried At Amarillo Friday

Another beloved pioneer of Hereford passed away early Monday morning when Silas J. Williams died at Corpus Christi where he had gone in an effort to regain his health. Funeral services will be held in Amarillo at the Elhano cemetery Friday morning at 10:30.

Mr. Williams was born July 8, 1860, at Harrison, Boone county, Arkansas. He was married to Lulu Nicholson at Hartford, Arkansas, in 1886, to which union three children were born. He came to Deaf Smith county in 1903 as a ranchman, and a few years later went into the mercantile business in which he was engaged continuously until a few months ago when he sold his store and home and moved to Corpus Christi because of ill health.

Mr. Williams was among the early settlers of this section and was one of its builders, went thru the struggles of laying a foundation for a solid community, and was one of the most widely known and well-liked men of this part of the Panhandle. News of his death came as a shock to his many friends, and his going is received as a distinct loss to Hereford's good citizenship.

Those who may desire to attend the funeral services and pay farewell respects to a departed friend may call the First State Bank here and arrangements will be made for transportation to Amarillo, states H. R. Fritz of the bank.

Deceased is survived by his widow and three children, Mrs. Henry Wilkinson, Amarillo; Brack Williams, Corpus Christi; John Williams, San Angelo; two brothers, Sam of Hebron, Oklahoma; C. B., president of the First State Bank, Hereford; four sisters, Mrs. D. E. Davis, Monroe, Oklahoma; Mrs. J. L. Swayne, Corpus Christi; Mrs. J. D. Fowler, Oklahoma City; Mrs. Oscar Smith, Oklahoma City.

Bell Officials Check Up System for Newer Type

General Manager G. N. Halley, Traffic Chief E. R. Smith, and Plant Chief Victor Tinsley of the Amarillo district of the Southwestern Bell Telephone company, were business visitors in Hereford Monday afternoon and expressed themselves as well pleased with the progress and appearance of the new telephone building under construction in Hereford, and said the latest type of flashlight equipment was now being purchased to install in the office when it has reached the proper stage of construction.

Plant Engineer Jimmie Hoard and an assistant from Fort Worth have been working in Hereford this week checking over the present lines, cables and equipment of the company with a view to rearranging and extending them in preparation for connecting them with the new building as well as arranging for the installation of the equipment within the building.

Stork Specials.
Born to Mr. and Mrs. E. S. Gideon, November 13, a boy, George Stanley.

Hereford Must Arrange For Witnesses at Rail Hearing or Risk I. C. C. Turndown

West Hereford Gets Extension of Water Mains

Six blocks of residence section in West Hereford are being served with a six-inch water main by the municipal water system, reaching many new homes in a district that is building up rapidly. The water extension in form of a loop, extending from the present line on 25-Mile avenue at its junction with Kibbe street, one block west, four blocks north on Knight street, and one block east on Brady to 25-Mile avenue where it is joined to the main system.

Not only is ample city water being provided for the district for domestic use, but fire plugs will be set and fire protection furnished.

Hundreds Were Enrolled In Red Cross Call

No definite report on the progress of the Red Cross annual roll call is available, due to absence of C. W. Humble, enrollment chairman. An intensive campaign was conducted by workers in the city and the last check-up showed several hundred members. Many people were missed and arrangements are under way for them to be seen.

In a drive of this nature, it is impossible to visit everyone, said Rev. E. P. Giesler, chairman of the Hereford chapter, since many are absent when the call is made. He feels that there are scores who wish to contribute and who have not been given the opportunity, and he requests that they mail in their check for one dollar, the annual membership fee, to help carry on the good work of the Red Cross for another year, both nationally and locally.

SPECIAL THANKSGIVING PROGRAM AT PROGRESSIVE

A community meeting will be held at the Progressive school house Thanksgiving day. A program will begin at 10:55 in the morning, following which a basket dinner will be served. An invitation is extended to everybody to come and enjoy the day.

The following program will be given: Opening song, Praise God, choir; prayer by Mr. Hershey; responsive reading, What it means to have a Christian community; Awakening choruses; Jesus, Jesus, Me, song by children; Spirit of the Song; A Song of Praise; vocal duet, Mr. and Mrs. Jess Caldwell; We Praise Thee, O Lord, song by audience, and benediction, by Mr. Park.

HEREFORD MEN FLEW HOME AT OVER 125 MILES AN HOUR

A fair example of flying on the wings of the wind was demonstrated Sunday when three Hereford men took to the air at Clovis, pointed the nose of their plane toward home and reached the landing field here within 27 minutes. Hal Bruner, Ovid Pinkert and Mr. Benefield of the Western Tire company started Saturday via airplane for a hunt in New Mexico. They were met by a stiff westerly and forced to land at Clovis. The hunting trip was given up when the strong wind refused to let up, and with the small hurricane to their backs they made the record flight of 60 miles homeward bound within less than half an hour.

UNCLE BOB WHATLEY IS BURIED AT GREENVILLE

Friends and acquaintances in Hereford of "Uncle" Bob Whatley, former citizen and property owner here for many years, were grieved to learn of his death in a hospital in Paris, Texas, last Saturday night. He was buried at Greenville Monday morning.

By JNO. P. SLATON Chairman Railroad Committee

The Interstate Commerce Commission has set the hearing (the trial in court) for December 8, at Lubbock to determine whether or not they will give us the Texas & Pacific Northern railway. They say to us: "If you need it, bring your witnesses to Lubbock and prove that Hereford and Deaf Smith county need that new road." This is a law suit in which you are vitally interested. Are you going to help win it or lay down on the job and let the other fellow beat us?

We have got to have 25 or 30 witnesses go to Lubbock and remain there until they can testify. We have found the witnesses in this county and in other counties who will give sufficient evidence.

Citizens are requested to mail their checks for whatever they feel able to the Chamber of Commerce by December 1. Other towns have more than subscribed for their witness fund, and Hereford is the only delinquent point on the route. Suppose Hereford makes a weak showing, and the commission is convinced only up to Dimmitt? The road would then come to Dimmitt and go from there to Amarillo, leaving Hereford forever out of the picture.

to win the case for us. But we cannot subpoena them or force them to attend that trial. If they go, it must be voluntary on their part and we must pay their expenses, the expenses of going to and returning from Lubbock and their hotel bills while there.

Have you given any of your time or spent any of your money in working on this case or digging up these witnesses and getting the evidence? Sure, you want the railroad and you want to win the case, but do you want the other fellow to do it and you remain a slacker and yet receive the benefits? Over four-fifths of the citizens of this town have never given one sick dime or put in one hour's work in behalf of this project and yet every one of them iterate and reiterate how much we need this railroad and how necessary it is and what a great benefit it would be to this entire county.

The Chamber of Commerce has cut down its running expenses more than 50 per cent and several are giving all their time required to carry on while others are not giving or doing one thing. The Chamber of Commerce has no money to pay the expenses of these witnesses. Shall we give up and quit? This is serious. We have spent over \$500, and need \$1500 more to put this proposition over. It is absolutely necessary.

Make an appeal to you, who have always done your share. Please pull a little more now. And don't let the rail chasers and dead beats, come in one time and help us. Let's every citizen of Hereford make a cash donation to the Chamber of Commerce on December 1st, whether we ever give another dollar or not. It is necessary if we get the railroad.

W. A. RICKETTS WILL HOLD FARM-SALE TUESDAY

W. A. Ricketts has announced that he will discontinue farming and will have a farm sale next Tuesday afternoon, November 25, at 1:30 o'clock. Col. Ray Barber will auction the livestock and farm equipment at Mr. Ricketts' farm, one-quarter mile north of Harrison highway and one-half mile west of Hereford.

Get Three Deer.

The hunting party composed of L. M. VanVleck of Fort Worth, J. K. and H. W. Blythe of Hereford, returned Monday evening from a deer hunt expedition in New Mexico, and brought back with them two big black-tail deer, nine and ten-prong bucks. Each one killed a deer, but one was given away. The ten-day trip was spent in the Black Range territory owned by the United States government, and they reported plenty of deer. The range was full of does and there were more deer than cattle, they said.

Hereford Flour Industry Is Expanding



Photo shows a typical delivery of "Flavo" flour, a product of one of Hereford's industries, the Packard Milling company. The mill is owned by H. M. Packard & Son. Mr. Packard is standing by the truck. Flavo flour and other milling products have been made here for some time, but the new management has been in charge only a few months. The mills were formerly known as Community Mills. Home-grown wheat is used and the processing is under a competent miller, T. E. Danforth, who is putting out an unusually high patent. The flour is fast gaining in favor and orders are increasing according to Mr. Packard, who had to attack a trailer to his truck to make

the above delivery to one retailer. Packard & Son expect to build the milling business into a leading manufacturing institution in this territory, and plan to do it with an appeal on high quality, a wanted product and less reference to importuning more consumers on patronizing-home-industry basis.

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TELEPHONE 30—AT NIGHT 496

NOTICE TO THE 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 on North Main Street.

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Zones 1 and 2, per year \$2.00
Zones 1 and 2, six months \$1.00
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ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.



Caught In The
Corral
&
Put Through The
Chute

"I'm reminded of the beautiful night blooming cereus on the gray dawn of the morning after," said Dr. Frank Vize, managing editor of the Standard dictionary, in speaking of words and terms, especially slang, that have seen their day and passed out. "That which was a glorious flower illumined by the rays of the moon resembles a rotten potato in the glare of the sun." Not a very glorious obituary on the night blooming plant of Mrs. J. H. Pitman of Hereford which greeted a midnight moon for a night last summer.

Monthly reports of the work of Deaf Smith county's hospital are now published regularly in the Brand. Have you noted the wide territory which the hospital serves? People come from adjoining counties and from New Mexico for the kind of service rendered in the county-supported institution. The primary thought is the



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WHEN BETTER AUTOMOBILES ARE BUILT
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19 Years Ago In Hereford

(From Files of The Brand, November 17.)

Thermometer dropped like a crippled airship from an altitude of 72 degrees to 10 degrees within a few hours following a Dakota blizzard in shape of a severe west wind that struck the Panhandle. No damage was done except to fences.

Cardwell Bros., composed of Jim, Emmett and Jack, had quit the grocery business in Hereford, moving to Dallas. This was one of the oldest grocery firms in Hereford.

Miss Jessie Beedle and Glen N. Greer had been united in marriage at Dimmitt. Miss Beedle was a teacher at Dimmitt and Mr. Greer a merchant there.

Gutters on Main street were in poor condition following rains, sleet and snow. The first and third blocks were full of mud and had a bad smell.

The government had issued a bulletin defining the Panhandle, giving Farmer, Castro, Swisher, Briscoe, Hall and Childress as the southern extremities. The Panhandle was described as 150 miles wide by 170 miles long, containing 16,473,000 acres. Lowest altitude was 1700 feet on the east, and highest point was nearly 5,000 feet above sea level.

Chas. Woodburn was conducting a Masonic school at Claude.

C. E. McLean, president of the Dimmitt State Bank, had visited in Hereford.

humanitarian side, prompt medical and surgical care within the shortest time possible, together with attention of a trained nurse. Then there is the economic matter. Hereford people keep the money at home that is spent for hospital treatment; outside inmates add to the circulation, and the amount put into channels of trade here through having the hospital is no small sum in the course of a year.

Did you ever hear the old Southern negro talk about varmints getting into the flocks and carrying off chickens and ducks? The dictionary does not recognize such a word as varmints, but that doesn't mean anything in the life of a darky who generally has more children than she can think up names for. A negro family lived near the mouth of the Mississippi river. One morning a white man was watching alligators sliding along under the water when presently a small negro boy came too close to the bank and was swallowed by an alligator. The man hurried to the house nearby and told the boy's mother what had happened. "Well," said the negro mother, "I've been telling Henry that sompin's been a gittin' our kids."

A Castro county man is selling his wheat for \$1.30 a bushel. It is not extra high grade and he is ~~not selling an old~~ contract with some nation at war. His purchasers are his ~~neighbors~~ of the Bethel community cracks and soaks the grain and feeds it ~~to the birds~~. Within 29 days two shoats gained a

Marriage of Miss Winona Arthur to Charles Jewell was celebrated at the home of the bride's parents here. The bride wore a neat gown of white masquissette over yellow satin. The groom had just returned from a tour around the world with the navy.

Mrs. J. H. Pitman and her sister, Miss Miller, had entertained with forty-two party. Guests were received by Little Eloyse Pitman. Fruit nectar was served by Mrs. Irvin and Mrs. Oberthier.

It was being noted that men did not attend church in Hereford. Only 12 were counted at one service. It was claimed that the church had too many empty forms, meaningless ceremonies, and that theological theories no longer interested men and boys.

A. H. Elliston had a gramophone for sale.

W. E. Hicks had marketed six carloads of cows in Kansas City, selling calves at \$20 a head. He remarked that old-timers would drop dead at such high prices.

Born to Mr. and Mrs. Wm. Cogdell, a boy.

J. A. Fox had come up from Newlin to visit his family.

Bill Smith had gone to Plainview to work in the postoffice. Lloyd Snyder had taken a similar position in Hereford post office.

Oscar Cllett had arrived to take over Cardwell Brothers' store, which he had purchased.

total of 55 pounds on exactly 200 pounds of wheat. Agricultural experts are spending a lot of time is working out the most efficient flesh-building wheat ration, and before long a formula may be announced that will enable the farmer to get \$1.50 for his grain. When this is done, up wheat will go on the grain exchanges, and the North Panhandle will have a long era of prosperity.

Many people make long speeches and say nothing; others talk also, and occasionally there stands out a thought or two like a choice flower growing from rank soil. Two speakers were here last week who stepped above the field of hokum and brought out something vital. Dr. J. A. Hill, talking to an Armistice gath-

ering, diagnosed one of the most serious ills of America as bad citizenship of good citizens. The sad lack of domestic tranquility was laid at the door of these so-called good citizens who not only flaunt the law, but encourage a more intemperate to do likewise. The crime wave, with all its attending evils, would disappear within a year if the citizenship should will it so, he said.

The other evangel of straight thinking was Sam Braswell, of Clarendon, district governor of Lions club in West Texas. Causes of our hard times or the depression and countless cures for it have been advanced, mostly contradictory. Mr. Braswell, in proposing a work for the Lions, without doubt put his finger on one of the causes, a sore spot, and

thereby revealed a remedy in pointing it out. When business begins to operate upon too small margins, trouble results at once if a slack period occurs; the margins put up are more than wiped out by fluctuation in prices. The speaker said moral margins have been withdrawn from commercial life; in short, most people are not as honest as they have been or ought to be; and investors are afraid to lend their money. The Lions were asked to do what they could in building up a moral tone in the business world (and among themselves, inferentially). Ask the banker how much moral margins the people as a whole are offering to secure their notes.

And this reminds of the following story:

"Johnny," said the teacher, "if your father owed a man one hundred dollars and promised to pay him five dollars a week, how many weeks would

it take to pay the man?" Johnny: "One hundred." "You don't know your son," said the teacher. "You don't know my daughter," said Johnny.

D. K. ROBISON, M. D.

RESIDENT PHONE 500

OFFICE 282



"My Biscuits are always good"

"I never worry about my baking any more.

"Since I started using Great West I never fail to make good biscuits.



It's easy now for me to make real pie crust too--and cakes, why Bob will hardly let them get cool.

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APPLES, Dried, nice and fresh, lb	12 1/2¢
COFFEE, Folger's	1 lb 44¢ 2 lb 85¢ 5 lb \$2.10
DATES, Dromedary	19¢
BAKING POWDER, K. C.	25 oz 21¢ 50 oz 40¢
COOKIES, assorted, pound	25¢
COCONUT, Dromedary	1/4 lb 11¢ 1/2 lb 20¢
LYE, Merry War, three for	25¢
OURRANTS, 9-ounce package	17¢

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The 60 to 80 eggs the average hen lays each year increase easily to 160, 180, or even 200--if practical, scientific methods of care and feeding are used.

MERIT EGG MASH contains the correct egg-making nutrients in exact proportions--the materials which develop yolk, white and shell--and therefore the extra eggs which spell real poultry profits. "Feed-Wise" poultrymen insist upon MERIT EGG MASH.



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Phone 265

SPECIAL FOR FRIDAY AND SATURDAY

SUGAR, 16 pounds	\$1.00	PEARS, gallon can	53c
HOMINY, 1-lb size, three for	22c	SPUDS, nine pounds	25c
COOKIES, one pound	23c	KELLOGG's Bran Flakes, two pkgs	21c
LETTUCE, large heads	8c	PEACHES, No. 2 1-2 Hills Dale, two for	31c
COFFEE, 3 lb pkg and nice bowl	99c	SALMON, pink, two for	27c

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Specials
Are
CASH
To
All

Hereford Wholesale Grocery Company

L. W. CARLYLE
PHONE 164

Westway Items

MRS. PINK GILLILAND
Westway Community club met with Mrs. Pink Gilliland Friday. All call was answered with giving the canning record for the year. Mrs. Bess Turrentine opened a discussion on the success of all gardens in this county, and Mrs. Sikes gave an interesting paper on how to plan menus from apples on hand. Miss Ginter gave an adequate diet and how the pantry can be budgeted to supply the family with adequate diet. The following officers were elected for 1931: Mrs. Pink Gilliland, president; Mrs. P. M. Houser, vice president; Mrs. N. F. Sikes, secretary-treasurer; Mrs. Bess Turrentine, parliamentarian; Mrs. B. L. Luttrell, reporter, and Mrs.

J. P. Slaton, council delegate. The boys' and girls' basketball teams together with several patrons, went to Dawa Wednesday for games. The girls won by 8-18, while the boys won 4-16.
Mr. and Mrs. Norman of Plainview visited Mrs. Bess Turrentine Saturday afternoon. Mrs. Norman taught in our school last year.
Bill Rice went to Wichita Falls Saturday.
Mr. and Mrs. Tom Vaughn were in Amarillo Saturday.
Several of the young people went to the breaks near Bellview Sunday afternoon.
Mrs. R. A. Kelly is ill this week.
Mrs. M. Corbett has been very ill but is some better at this time.
This Friday night the P. T. A. meets. It is a social meeting and you are invited to come and get acquainted.

Arney News Items

BY MRS. F. W. FORTNER
Lawrence Taylor and Harold Colburn are visiting in Dallas.
Many turkeys have been sold, several farmers picking their birds and shipping them to market.
The club met Tuesday with Mrs. John Burnham and canned and made cheese. Several new members were added. Next meeting with Mrs. G. A. Wilson.
A. W. and Ben Fortner went to Crowell Friday on business.
Mr. and Mrs. F. W. and Miss Flossie Fortner were in Plainview Friday.
Ruby and Willard Morris are at Friona attending school while a younger brother and sister is staying with Mrs. Atkinson, an aunt at Tulla and going to school.
Freemont Chatfield left Friday for his home in Foard county.
Mr. and Mrs. E. Tipton spent Sunday in the home of Mrs. Ott near Hereford.
Several cousins from Amarillo visited the E. Campbell home the past week.
Mrs. Sprawls of Tulla spent Monday here with relatives.
Mr. Pitman and boys spent the week end with home folks at Tulla.
The "Mary" of Today.
"I hear zoologists have found a lamb in South America that can run 40 miles an hour."
"That's the only kind of lamb that could keep up with Mary nowadays."

Landscape Gardening



Guaranteed Trees, Shrubbery and Evergreens at bargain prices. Now is the time to set out bare root stuff.
We will plant for you and guarantee growth.
Six to eight foot Chinese elms or \$1.25 each; evergreens for \$1.00 less than any other for sale in Hereford; other shrubbery priced in proportion—all planted free.

O. A. Holley
Phone Order to 133

PUBLIC SALE TUESDAY, NOV. 25 BEGINNING AT 1:30 P. M.

Having decided to discontinue farming, I will sell at public auction my entire farming equipment, located at my farm one-half mile west of Hereford on Harrison Highway and

- HORSES**
1—Team horses, smooth, weight about 2400 pounds.
- FARM EQUIPMENT**
1—Iron-wheel wagon with box.
1—Iron-wheel wagon with frame.
1—Disc harrow.
1—One-row disc go-down.
1—Spring-tooth harrow.
1—Three-section drag harrow.
1—Milwaukee row binder.
1—Twelve-hole wheat drill.
1—Cultivator.
1—One-row lister.
1—Fourteen-inch sulky plow.

- Three dozen White Leghorn hens.
- DAIRY CATTLE**
1—Motley-faced cow, age 5, milking 3 gallons now.
2—Jersey milk cows, age 5, fresh soon.
1—Registered Jersey bull.

- HOGS**
8—Duroc-Jersey shoats.
- A Lot of Miscellaneous Items Entirely Too Numerous to Mention.

TERMS—CASH
W. A. Ricketts, Owner
RAY BARBER, Hereford, Auctioneer.

Black

BLACK SEVENTH GRADE ENGLISH CLASS
Mr. and Mrs. Jack Hines and family spent Sunday in the G. B. Hines home.
Mr. and Mrs. Ray Price and family spent Sunday with Mr. and Mrs. Bert Barnett.
Mr. and Mrs. A. B. Hines and family spent Sunday with Mr. and Mrs. Raymond Hodge.
Denver Bennett spent Sunday night with James McLean.
Norine and Nadine Vines spent Sunday with Evelyn and Beatrice George.
Misses Dove and Geneva McKinney went to Borger Saturday.
Riley and Roger Roysse spent Saturday in Hereford.
Black played Lakeview two fast games November 14, the girls winning 17-0, the boys' score being 21-13 in favor of Black.

Frio School Notes

Chapel was held Friday, November 7 with the high school entertaining with a program on Scripture reading by Harvey Lindsey; piano solo by Florene Hunter; a pantomime by George Jones, Alva Barber, Ruby Andrews and Florene Hunter; song by Ruby Andrews and Florene Hunter, and a piano solo by Alma Andrews. The name of the pantomime was "The Light Went Out." There were ten visitors and all pronounced the program excellent.
Saturday the school board put up a 30-foot flag pole in front of the school building. Tuesday Messrs. Allman, King, Williams, Hunter, Vernon Barton and several of the school children climbed the pole.
Tuesday K. R. Hunter and Vernon Barton visited Mr. King's room. Several visited both rooms after chapel Friday. They reported that they were well pleased with the work that is being done this year.
Linwood Shultz enrolled in the fifth grade Monday.
The A honor roll for the primary room is: Billie Lee Williams, Margarette Mobley, Jack Allman, Helen Barber, Delbert Williams and Helen Jones.
B-honor roll is: Hiram Jones, J. P. Jones, Harold Lindsey, Evelyn Hunter, Kitty Kloe Harlin, W. L. Williams.
Those making perfect spelling scores for month are Harold Lindsey, Helen Ruth Barber, W. L. Williams, Ruth Jones and Jack Barber.
The following pupils received perfect attendance certificates: W. L. Williams, Evelyn Hunter, Austin Mobley, Delbert Williams, Helen Jones, Juanita Morgan, Truitt Morgan, Jack Allman, Billie Lee Williams, Margarette Mobley, Gus Barton, Morris Barton and Florene Hunter.
Those making a perfect spelling grade last week: Morris Barton, Gus Barton, Linwood Shultz, Jack Barber, Ruth Jones, J. P. Jones, Harold Lindsey, Helen Ruth Barber, Evelyn Hunter and Kitty Kloe Harlin.

Radio Lectures From Catholic Side Broadcast

Catholic lectures by Rev. Thomas A. Carney, rector of St. Mary's cathedral of Galveston, are proving of wide interest, and next one will be given at six o'clock November 13, over KPBC, Houston.
Rev. Carney is dealing with the teachings and practices of the Catholic church in an explanatory manner, rather than polemic. A question box, open to the general radio audience, is being conducted as part of the half-hour programs each Thursday.
Purpose of the broadcast, according to the publicity management, is to acquaint Catholics more fully with their religion and to give persons who are not of Catholic faith an opportunity to view the system at a close range and hear what the Catholic church has to say for itself.
On the program for the next few weeks are Heaven, November 20; Religion and Faith, on November 27; Hell, December 4; Catholic Church and Scientific Progress, December 11.

Dollar Buys More If Consumer Reads Newspaper Advertising, Says G. F. Swift, Meat Packer

Chicago.—How "advertising helps the consumer to make better use of his dollar" was explained Tuesday in a report by G. F. Swift of Chicago, vice president of Swift & Co., and chairman of the committee on public relations of the Institute of American Meat Packers.
"By continually advising the housewife through their advertising and news columns of the increased purchasing power of her money, the newspapers have performed a real service during the last year, when economical buying has been essential in many cases," said Mr. Swift, addressing the 25th annual convention of the institute.
"By bringing bargains and opportunities for economical purchases to the attention of the consuming advertising has made it possible for the consumer to spend his money where he can get the best returns for it."

Walcott School

E. H. Pigg, Vernon, was here last week. His son, Keith, is in Tennessee visiting.
Mr. Culpepper and family visited the Dougherty family at Grady, New Mexico, recently.
Mr. and Mrs. Culpepper were in Amarillo last week.
O. H. Culpepper returned Thursday from a hunting trip in New Mexico. Unknown luck.
Mr. and Mrs. Rufus Locke spent Sunday in the Mason home. The two gentlemen caught two skunks.
Kathleen Martie was a guest of Jewel Mason Saturday night.
Ella Mae Martin spent Friday night with Dale Jones.
An hour of singing is the reward for a week's good school work.

Ford Doings

BY MISS EDITH MANN
Rev. V. M. Cloyd delivered a fine sermon to an attentive crowd here Sunday.
Singing Sunday night was well attended. Mr. Wingate, Vega, was here to lead the songs.
Mr. and Mrs. Davis, Mmes. Jno. Rempel, H. H. Rempel, D. B. Mann, Floyd Benson, W. M. Stewart, D. S. Larson and Miss Hilda Strafus visited school Friday afternoon and enjoyed the chapel program put on by the low room, sponsored by Mrs. J. D. Jenkins, teacher.
W. M. Stewart and family spent Sunday in the Marshall Miller home at Vega.
Mrs. H. Morel spent last week in San Jon, N. M., with Mrs. B. Mecaskey.
Mr. and Mrs. O. D. Fraser and D. B. Mann visited the F. W. Brunson home recently.
Mmes. Albert Buller and B. F. Reeves were in Hereford Saturday.
Mr. and Mrs. D. S. Larson and H. Morel attended the revival being held in Amarillo by Rev. J. Frank Norris, Friday night.
W. M. Stewart and D. B. Mann were in Hereford Monday.

Geo. Rempel and family and O. Hansen spent last week with Oklahoma relatives.
The young people attended League in Vega Sunday, later attending singing at Ford.
Mr. and Mrs. O. H. Grider of Oton spent Sunday in the D. B. Mann home.
Edson Funk, Vega, spent Sunday afternoon with Geo. Funk.
Edgar Crisco returned to Oklahoma Friday after a visit with relatives here.
Mr. and Mrs. Arthur Buller visited the Albert Buller home Sunday afternoon.
O. D. Fraser, D. B. Mann, Floyd and E. H. Simpson attended the football game in Vega Friday afternoon.
F. W. Brunson, Sr., made a business trip to Amarillo Friday.
Rev. Cloyd Honored.
Rev. V. M. Cloyd, local Baptist pastor, was made chairman of the committee to nominate trustees for Baptist hospitals at the state convention of Baptist churches in Amarillo last week.
The P. T. A. will have a Bake Sale at the "M" System Wednesday, November 26. 44-2c

Our Bodies Need the Right Fuel

We burn food material in our bodies, just as an engine burns fuel. And we all know that an engine, to do its best work, must have the right kind of fuel. Butter is one of the best body fuels. Butterfats are more easily digested than other fats. And in addition to its wholesome, palatable fats, butter is rich in Vitamin A, so necessary for growth of the child and strength of the adult.
CREAM O' PLAINS BUTTER AT YOUR GROCER'S.
Farmers Creamery Ass'n, Inc.
Hereford Phone 3.

Fall Sale Extra Special For This Week! A Select Group of Values that Simply Can't be Duplicated

Ladies' Shoe Specials

- TABLE NO. 1—Broken sizes of patent leather pumps, straps and oxfords, per pair \$1.95
TABLE NO. 2—Patent leather kids and calf skins, values up to \$5.00, per pair \$2.95
TABLE NO. 3—Values up to \$7.50 in high and low heels, straps, pumps and oxfords, pair \$3.95

Blankets

Part wool, guaranteed virgin stock, size 66x80, 25 per cent wool, weight four pounds, beautiful pastel shades, special at \$3.95

English Prints

36-inch English prints that will please, yard .. 12½¢

Crochet Thread

Special, C. M. C. crochet thread in colors and white, spool 5¢

Outing Special

Both light and dark colors, 36 inches wide, per yard 13¢

Work Shirts

Men's heavy gray work shirts 69¢

Boys' Union Suits

Boys' heavy ribbed union suits, sizes 4 to 16, each 69¢ or three for \$2.00

Florsheim Shoe Special

Nationally famous men's shoes and oxfords, everything included, nothing reserved, pair \$8.85

Bloomers

Munsingwear bloomers in peach color only, pair 89¢

Men's Union Suits

Men's heavy weight union suits, ribbed, each .. 89¢

Men's Suits

Hart Schaffner & Marx, and Merit Clothes, good ones. One rack of values up to \$35.00 included in this special offering, many of them with two pair pants, your choice \$19.95

FOX MERCANTILE COMPANY

Courthouse News

Warranty Deeds.
 Mrs. Maymie A. Davis to Chas. A. Mullen, S½ section 55 K-8, and SW¼ section 46 K-8; \$5 and partition and division.
 Effa Rutherford to H. N. Gregory, 50 by 208 feet out of block 11, Evans addition; \$500.
 Jim Blagg to O. J. Beene, E½ section 129 M-7; \$11,000.
 Robert Saeger to A. M. Jones, SW¼ section 35-2N-2E; \$2100.
 R. L. Elliston to H. B. Elliston, NW¼ section 43, M-7; \$6500.
 Bob McCoy to T. A. Horn, section 9, K-4; \$18,000.
 Bob McCoy to T. A. Horn, 129 acres out of section 11, block E; \$2500.
 Claudia B. McKenzie to P. R. Underwood, SW¼ section 25-5N-3E; \$12,800.
 Carrie Spears to W. S. Spears, section 98, K-4; section 3, K-7; E½ section 18, K-7; S½ section 19, K-7; \$17,000.
 Carrie Spears to J. W. Spears, N½ section 31, 4-N-3E; section 3-5N-2E; \$1 etc.
 Guy Smith to J. H. Weeden, lot 3 and E½ lot 2, block 8, Womble addition; \$2800.
 J. M. Vetesk to L. B. Johnson, S½ and NW¼ section 86, M-7; \$1010.
 J. G. Evans to C. A. Cully, N½ and SE¼ section 6-2N-1E, \$15,655.
 W. H. Dameron to Joe Calloway, 50 by 140 feet of lot 9, block 3, Womble addition; \$440.
 Roy L. Hancock to Claud Higgins, 50 by 139 feet of north part block 9, Evans addition; \$4,000.
 Roy E. Fielder to J. W. Boutinghouse, blocks 1 and 16, Durant subdivision of Mabry addition; \$10, etc.
 Gordon Durham to J. O. Howard, part block 79, 52 by 100 feet; \$10.
 H. F. Hank to Ethel F. Womble, S 80 of E part section 30-3N-1E; \$1000.
 C. C. McLaughlin to C. E. Davis, NE¼ section 358, M-6; \$4000.
 B. L. Murphy to T. J. Carter, N½ section 6-3N-3E; \$3000.
 J. H. Mecaskey to Clara Bohanan, section 81, K-7 and N½ of NE¼ section 100, K-7; \$19,687.
 Arthur G. Fabrick et al, to H. G. Conkwright et al, section 23, abstract 334; and section 38, abstract 892; \$35,650.
 Arthur G. Fabrick et al to H. G. Conkwright et al, section 22, abstract 893; \$18,449.
 Arthur G. Fabrick et al to H. G. Conkwright et al, section 18, K-4; \$12,149.
 Martha Bathauer to J. E. Hill, N½ section 81, K-5; \$10,000.
 J. H. Osborne to L. M. Kitchens, W½ section 14-4N-3E; \$8000.
 Oriena Savage to J. C. Allred, lot 2, block 14, Whitehead addition; \$925.
Letters of Patent.
 Governor Dan Moody to S. F. Williams, NW¼ section 96, K-7, and S½ section 96 K-7.

Conducts School For Play - Hours In Communities

Groups of Deaf Smith county people who have the general welfare of their communities at heart have been attending this week the rural recreation play school which Director Jackson, of the U. S. department of agriculture, has been conducting in Plainview. The first program was given Monday night and the last one will be put on tonight in the municipal auditorium.
 Mr. Jackson is traveling over the nation in employ of the government, and stages his play programs in accessible centers before and with the help of visiting delegations from the immediate vicinity and adjoining counties. The object is for the visitors to acquaint themselves with how the play-hours are carried on so that they may institute the programs in the rural districts of their own counties.
 Those from Hereford who have been to the school one or more nights are saying the plan is splendid. It brings everybody of the community together, young and old, takes everyone in on the plays, promotes better feeling, gets all individuals acquainted, and leaves the crowd in a congenial spirit.
 Attending the Monday night program from Deaf Smith county were Miss Nel Hall, Miss Emma Gunter, A. M. Walker of Summerfield; John Olson, B. H. Hopkins and R. O. Dunkle.
 There has been a delegation every evening from Hereford, and tonight, which is the last program, may see several full cars make the trip.
 Egg Mash, 100 pounds, \$2.50 and \$3.15. FARMERS' ELEVATOR COMPANY. 44tf

Book Reviews

The following are some of the recent additions to the Deaf Smith county library, from young folks' books to how to keep hens for a profit:
 Manito Masks, Alexander; Young Folks' Book of Ideals, Forbush; Bookman's Manual, Graham, a guide to literature; Voices of the Southwest, Greer, a book of Texas verse, representative Texan anthology; Southwest in literature, Major & Smith, for high schools, covering writers everywhere whose works depict life of the southwest; Human Mind, Menninger, a well balanced survey of the entire field of mental hygiene; How to Keep Hens for Profit, Valentine, emphasizing the fact the poultry crop is equal to wheat and cotton crops; Cultivating Personality, Walsh, giving definite procedure by which to correct unsocial and unlovely traits.
 Manito Masks is dramatizations with music. There are nine masks, or one-act plays, founded upon symbolic rituals of the American Indian.
 The Young Folks' Book of Ideals is written for the young people to hold their attention. Says the author: "It is about things worth while, cheerful, explaining difficulties young people of high school have to face. I am writing as if one I were talking to would run away if I did not hold his attention. Young folks have made me happy, in my home, my clubs, my camps, in schools and churches. So I owe them my best, and here it is."
ARTIST-MAGICIAN SHOW WAS OUT OF ORDINARY
 Those who attended the S. S. Henry company diversified program of magic, illusions, sketching and sand painting at the high school auditorium on the evening of November 12, have not ceased to marvel at the show. This famous company was brought to Hereford under auspices of the local American Legion post. The show of magic, art and mystery is on its first tour west of the Mississippi river since the late war, and the management stated the trip was by way of introduction and that he planned to show to capacity houses next year over the same route.
 Professor Henry is ranked with the best in spectacular magic and weird phenomena. His art was uncanny, and every possible solution of his tricks, conceived by the audience, had to be discarded when the magician read the crowd's mind and revealed the guesses as errors.
 His depiction of the "Road to Mandalay," drawn in chalk as he recited Kipling's masterpiece to accompaniment of music, was impressive, and his equally skillful handling of "The House by the Side of the Road" in sand painting was intensely dramatic. The artist used colored sands which he poured and scattered just at the right place to create a spell-binding picture.

Home Demonstration News

MISS EMMA GUNTER, C.H.D.A.
 Six clubs out of nine were represented at the home demonstration council in the club room last Saturday. Each club was reminded that they are to have the names of living room demonstrators in the agent's office before December 1. At least one is wanted but there may be more from each club.
 Seventy-five women have sent in their food preservation reports and poultry cards. Others should send in theirs at once. The Frio club has sent in 19, giving that club a chance to win the prize offered by the agent for the largest number returned.
 Mrs. George Garrison, president of the county federation of clubs, was present and helped lead the discussion of a club exchange or some place to market local products and articles. The council meets again December 20 for a feature Christmas program.
 Present at the council meeting were Meses. A. Frye, Dawn, C. E. Tice and J. W. Berry, Frio; Cannon, Lee Curry and G. F. Morgan, Summerfield; H. E. Weathered and W. C. Russell, Progressive; S. A. Miller, Palo Duro; Mrs. Pink Gilliland and J. P. Slaton, Westway.
 Miss Gunter helped at the home of Mrs. W. J. Montgomery the past week in filling 80 tins with the following varieties of meat: 17 steak, 14 roast, 20 chili, 4 stew or loaf, 7 soup stock, 1 tongue, 2 liver, 2 heart, 14 ribs. This was slightly over half of the two-year-old steer. The 80 cans have an estimated value of \$30. It pays to preserve meat as cheap as it is today. Miss Gunter will assist in canning mutton next week. If any one has any turkeys that they do not want to sell and would like to can them, they can follow the same method of canning used for chicken.
 The home demonstration yearbooks for 1931 will be at the press this week, and every club member is expected to have a book. See your president about a copy. One of the yearbooks will be sent to an agent in South Africa, who says the climate there is similar to that of West Texas and she has asked for a book.
 At present about 15 gunny sack rugs are under construction. One woman has hers finished and is using it. Several will be made for the living room improvement project.
 The three girls' clubs functioning so far are Ward, Ford and Westway, and they are making their club aprons. An up-to-date 25 girls have cut their aprons out and have started the sewing. Other girls' clubs will be organized this month.

BRICK IS BEING LAID IN NORTH HEREFORD

Laying of brick has been started by the construction company on Eleventh street at a point one-half block west of Whiteface field.

Brick paving will be set all the way to B street and then to Main. An entirely new paving project is an extension of the improvement district as advertised on B street to the north. All property owners for a distance of a city block have

signed up for a brick surface, the curb has been made and is hauled to the site.
 Cotton seed Cake or Meal, ton, \$36.50. FARMERS' ELEVATOR COMPANY.

"A HEREFORD INSTITUTION"

HELPY-SELF

Owned and Operated by H. A. Hoffman

Watch Your "Turkey"!

Your home-owned Helpy-Self surely thanks you for the fine business you have given us; we hope YOU have a lot to be thankful for this glad Thanksgiving Season; we promise to give you such values and service as to merit your continued support during the next year. Read these Pre-Thanksgiving Specials and see what you can SAVE by trading with HOME folks.

Pre-Thanksgiving Specials—Good Friday and Saturday

WHITE SWAN Mince Meat	10c	P. & G. SOAP Ten bars	35c
PUMPKIN No. 2½ can	13c	APPLE BUTTER Quart jar	22c
TOMATOES No. 2 can	10c	COFFEE Maxwell House, 3 lb can ..	\$1.09
SALTINE FLAKES 2 lb box	29c	BUTTER Cream O' Plains, lb	38c
SUGAR Ten pounds	59c	RAISINS Four pounds	30c
SPUDS Ten pounds	28c	CRANBERRIES Pound	19c

MEAT SALT

—By using **WRIGHT'S SMOKE SALT** and **SUGAR CURE**, you have but one thing to do, after butchering and cooling meat. Simply put the meat down in **WRIGHT'S Smoke Salt** and Sugar Cure. When it comes out it is

Completely Cured and Smoked

McLEAN & PITMAN

PHONE 1

"If It's Feed, We Sell It—If It's Grain, We Buy It."

Great Violinist Announced For Amarillo Friday

A signal opportunity for the people of the Panhandle to hear the world's greatest violinist is presented in the appearance in Amarillo Friday, November 21, of Fritz Kreisler. Above all contemporaries, Kreisler's mastery of his instrument, coupled with his ability to please and hold even those who are not musical, has made this magnetic performer the outstanding violinist of the time.
 To hear Kreisler once is to desire to hear him again and again, and each return engagement brings together increasing numbers of his admirers in a constantly widening circle.
 To musical connoisseurs and critics, his art has an irresistible appeal, and they pay ardent tribute to his wonderful interpretations of the masters of the musical world.
 Other equally high class programs will be given during the season, sponsored by Emil F. Myers of the Amarillo College of Music. Mrs. Alex O. Thompson is ticket representative for Mr. Myers in Hereford and those who contemplate attending any of these presentations may facilitate arrangements by seeing Mrs. Thompson.

Cotton seed Cake or Meal, per ton, \$36.50. FARMERS' ELEVATOR COMPANY. 44-tf

FOR JOB WORK, TRY THE BRAND

CHRISTMAS CARDS

Perhaps you haven't thought of Christmas Cards yet, but Christmas is just around the corner and you are going to order some between now and Christmas, so why not have it over with!

ORDER NOW!

Our stock is clean and fresh, beautiful new designs—etchings, parchments, novelties—all with fancy envelopes to match.

We have a special department to serve you.

A telephone call will bring our representative to your home with samples and suggestions that will make it easy for you to make a selection.

Get this much of your Christmas shopping out of the way before the holiday rush.

You May Have Your Name In Regular Type Printing or Raised Lettering.

The Hereford Brand

PHONE 30

Dawn Items

BY MISS LOVIE MAYFIELD

Dawn, Nov. 4. Misses Ethel, Jew, Vera and Bernice Harris spent the week end with home folks. There were not many at Sunday school, as several went to the gateway singing.

Mrs. P. H. Barns, Dorris, J. M. and Holly Gayle visited the Mayfield home Friday afternoon.

Misses Maxine and Modine Barns visited the H. H. Miller home Friday.

Byers Iewin called in the Mayfield home Monday afternoon.

P. T. A. met Friday evening. A program of talks by H. H. Miller, J. Morris and Lester Galley, and duet by Misses Inez Brown and Lois Smith, and a piano solo by Mrs. Roy Bottsford, was heard. We hope to see more present at the next meeting.

A surprise dumb supper was given in honor of Misses Jewel and Myrtle McGowan at their home last Wednesday evening. Attending were Maxine Barns, Mignon Greer and Inez Miller.

A. T. Frye called in the Mayfield home Thursday.

W. L. Harris and family were in Tascosa last Friday.

Several cars of cattle were shipped from Green Valley ranch last Monday.

Mrs. W. J. Stewart entertained a number of little folk in her home Saturday afternoon with a birthday party in honor of Reece.

Miss Mary Alice Griffiths was called to go to a Fort Worth hospital with an ill mother last week. Miss Inez Brown taught her classes. Miss Griffiths returned last Wednesday.

Harold Posey visited in the Progressive community Sunday.

After a few weeks absence Miss Jewel McGowan returned to Amarillo last Monday where she will attend school.

Miss Mignon Greer visited her sister, Gladys, at Canyon Friday evening.

W. F. Mayfield and Reuben called in the A. J. Morris and W. H. Bagwell homes Sunday.

Due to illness, John McGowan and Herbert Mayfield missed several days from school last week.

W. A. Buchanan and son Lloyd visited the Mayfield home Saturday.

Dawn School Notes.

The girls and boys played Black Friday, Black winning both games. The boys, with the help of County Agent Dunkle, constructed a big trough Wednesday morning.

Mr. Smith, teacher of the Black school, visited our school a few minutes Tuesday afternoon.

WHY I PREFER A MAN TEACHER

By RUBY HARRIS

First, a man is stronger than a woman. He is strong enough to stand the rough playing with the large boys and girls, while a woman teacher is more delicate and cannot stand rough playing.

A man is always ready to go to work when he comes in the school room after playing period. He never comes in after playing periods tired out, ready to give up, and angry with all his students. He comes in ready to go to work and help any one who needs him.

A man teacher is strict and will not give over to anyone, when he says do something, or do not

do something, he sticks to it. He has few rules, but he expects each pupil to obey them. He does not want just a few to obey and not all of them. He has no pets, he treats each pupil alike. He shows no partiality to anyone. A man has a quality about him, that makes one feel that he would have to obey him quicker than he would a woman teacher. A woman teacher is more sympathetic, she feels sorry for a student when she ought to be hard on him. A man teacher keeps good order in his school. During study periods he wants his pupils to get their lessons. He wants them to be on play grounds at play periods and he is on the play ground to see that there is no disorder.

It is true that some men teachers understand boys and girls better than women teachers do, because he plays with them more at play periods.

A woman teacher does not understand the larger boys and girls as much as she does small ones, but it seems it is the other way with men, they understand the larger boys and girls better than they do the smaller ones.

A man teacher is neat. He comes to school with his hair combed,

his hands and face clean and most of clean clothes.

Last, but not least, a man teacher tries to encourage one in his schoolwork; he tries to make one see what an education really is and what it will mean to one, and the many better chances one will have after he leaves school.

Ward News Notes

BY MRS. WILEY ROBERSON

Ward, Nov. 14.—The W. W. club met Wednesday with Mrs. Wiley Roberson. The afternoon was spent quilting. After a lengthy business session a very interesting lesson on word study was given by Mrs. John Hutson as Mrs. Archie Dougherty was absent, the Texas lesson was not given, and Mrs. C. T. Kibbe will give the lesson at the next meeting. After the program refreshments of salad, cake and coffee were served by the hostess, assisted by Mrs. Dean. The next meeting will be held with Mrs. Suggs November 19.

Messrs. and Mmes. Bob Higgins, George Suggs and T. W. Roberson and George Lewis attended the singing convention at Westway.

Mr. and Mrs. James Harrison and baby and Mr. and Mrs. Lynne Powelson and family spent Sunday in the parental Harrison home. Allene Caraway visited Della McKinzie Thursday afternoon.

Mrs. B. Scholbert, who spent the past week with Mrs. Janes, returned to her home in Lubbock Saturday.

Arile Dean left Friday morning

with a hunting party for the mountains of New Mexico where they will enjoy a two weeks outing and deer hunt.

John Caraway left Friday for his home near Ranger. Mrs. W. P. Caraway and son, Hartland, accompanied him.

Misses Hughes and Garrett spent the week end with Misses Priddy and Smith at Wyche.

Lynne Powelson, W. R. Harrison, Maye and Floyd Harrison visited in the Jack Hutson home Sunday morning.

Mr. and Mrs. George Lewis and Gladys attended the play at Westway Friday night.

L. H. Tuggle, W. M. Lamunyon, D. C. Walser and Cap Coconough were at dinner in the Wiley Roberson home Friday.

Misses Hughes, Garrett, Smith and Priddy were Amarillo visitors Saturday.

Mmes. Dean and Donald took dinner with Mrs. Roberson Wednesday.

Sue Vaughn of Westway spent Friday night with Gladys Lewis.

Egg Pellets, 100 pounds, \$2.90. FARMERS ELEVATOR CO. 44.12

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The FORT WORTH STAR-TELEGRAM

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Announces

ANOTHER REDUCTION IN GAS RATES

"The Fifth Reduction In the Past Three Years"
Effective From and After October 1930 Meter Readings

CLASS 1—Gas Used for Domestic Use:

First 50,000 cubic feet, per month	67 1/2¢ per M cubic feet
All over 50,000 cubic feet per month	60¢ per M cubic feet

Minimum Bill—\$1.50 per month

Class 2—Gas used under boilers for Commercial purposes. Gas used under boilers in central steam heating plants, Gas used for heating offices, office buildings, apartment buildings, factories, stores, churches, hospitals, schools, colleges, theatres, hotels, auditoriums and municipal buildings. Gas used in bakeries, restaurants, newspaper plants, grain elevators and rooming houses:

First 50,000 cu. ft. per month	67 1/2¢ per M cu. ft.
Next 50,000 cu. ft. per month	30¢ per M cu. ft.
Next 400,000 cu. ft. per month	25¢ per M cu. ft.
Next 500,000 cu. ft. per month	22 1/2¢ per M cu. ft.
Next 2,000,000 cu. ft. per month	20¢ per M cu. ft.
Next 3,000,000 cu. ft. per month	18¢ per M cu. ft.
Next 4,000,000 cu. ft. per month	16 1/2¢ per M cu. ft.
All Over 10,000,000 cu. ft. per month	15¢ per M cu. ft.

Minimum Bill—\$1.50 per month

CLASS 3—Gas used in Gas Engines and under boilers for power purposes in manufacturing and industrial plants. Gas used for brick kilns, pottery kilns, cement kilns, glass plants, refining stills, iron foundries, steel plants, cotton oil mills, cotton-gins, railroad shops, laundries, cleaning establishments and flour mills.

First 50,000 cu. ft. per month	45¢ per M cu. ft.
Next 50,000 cu. ft. per month	30¢ per M cu. ft.
Next 100,000 cu. ft. per month	22¢ per M cu. ft.
Next 300,000 cu. ft. per month	21¢ per M cu. ft.
Next 500,000 cu. ft. per month	20¢ per M cu. ft.
Next 1,000,000 cu. ft. per month	18¢ per M cu. ft.
Next 1,000,000 cu. ft. per month	16¢ per M cu. ft.
Next 3,000,000 cu. ft. per month	14¢ per M cu. ft.
Next 4,000,000 cu. ft. per month	12¢ per M cu. ft.
Next 20,000,000 cu. ft. per month	10¢ per M cu. ft.
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The Company reserves the right to change above rates at any time, on 30 days notice, by publication or individual notice.

We Must Start

A journey of a thousand miles begins with the first mile. It's the same way when you begin to save a thousand dollars.

Start a Savings Account Today

We Welcome Checking Accounts, Large Or Small

First State Bank

KEEP THE CITY DRUG STORE IN MIND

Make it a habit (you will find it to your advantage) to think first of the City Drug Store when you are in need of anything available from a first-class drug store service—for that's our business. Come in to the City Drug Store when ever you are in town—you will find courteous and friendly salesmen to assist you with any problems affecting drug store service, and help you solve them. Phone your orders to 300, we deliver free in the city and pay postage on orders to go out on the rural routes of mail delivery outside city.

when ever you are in town—you will find courteous and friendly salesmen to assist you with any problems affecting drug store service, and help you solve them. Phone your orders to 300, we deliver free in the city and pay postage on orders to go out on the rural routes of mail delivery outside city.



CITY DRUG STORE

We Deliver, Phone 300.

"PRESCRIPTIONS A SPECIALTY"

The Store That Strives to Please

WANT Ads

All classified advertisements must be paid in advance unless arrangements are made in person to care for the payment of them. Classified ads received through the mail will not be published unless accompanied by the cost of insertion. Classified advertising includes Cards of Thanks, Resolutions of Respect, Verbatim copies of Obituaries, Legal Publications of all kinds, Announcements, Etc., as well as Reading Locals scattered about thru personal mention columns.

All of the above styled advertisements, with the exception of Cards of Thanks, short Announcements and Reading Locals cost 1-2 cents per word for the first insertion, and 1-4 cent per word for each continuous insertion thereafter without change. Reading Locals and Short Announcements cost 10 cents per line for each insertion, counting six words for each line or part of line.

Cards of Thanks cost 50 cents each in the usual form, when of more than ordinary length the cost is the same as for reading locals. No ad in any issue may cost less than 25 cents. If desired set in black face type add 25 cents to cost of the advertising. Word ads intelligently—do not try to save a few cents by leaving out necessary words; tell who, what, where, and if essential, when and why.

Lost and Found

LOST: One pair of brown kid gloves in down town district Saturday. Please leave at the Brand office. 45-1c
LOST: Between Black and Hereford, and gate to Chevrolet truck, also pitchfork. Notify F. H. Oberthier, Hereford. 45-1c
LOST: Gold rimmed glasses with ear hooks; in black case; about November 1. Finder please notify E. Miles at Kemp lumber yard. 45-1p

Wanted

WANTED: Middle aged woman with some strength to do general housework and wait on sick. Phone 360-W. 45-1c
WANTED: Plain or fancy sewing. Mrs. Clifford Cox, at John Cunningham residence. 45-1p
WANTED: A nicely furnished apartment, with garage, about December 1, prefer duplex. Inquire at Brand. 43-1c
PEOPLE with small means can now own a home and get into it on two weeks notice under my plan. See L. Baskin, phone 138. 41-1c
HEMSTITCHING. 8 cents per yd., also the new corded hemstitching. Satisfaction guaranteed. Mrs. H. L. Witherspoon, 311 West Fifth street, phone 192-J. 43-4p

For Rent

FOR RENT: Low priced light-house keeping rooms, close in on pavement, Phone 146. 45-1c
FOR RENT: Five room house, C. S. Jones. 45-1p

BUILT-INS Every Home Should Have!



KITCHEN CABINET Above: Here's a new designed unit for 8 and 11 kitchens or for the pantry. Various widths and combination available.
IRONING BOARDS Surface Type which can be applied to wall without necessity of cutting opening. Price only \$8.50.
Also buffets, china and bathroom cabinets, and breakfast sets in wide selection. Why not stop in and talk over the BUILT-IN furniture possibilities of your home?



FOR RENT:

Two room furnished apartment, close in. Mrs. Grace Hughes Dyer, phone 418-W. 45-1c
FOR RENT: One side of duplex apartment, unfurnished; modern, garage. H. M. Benefield, phone 461-J. 45-1c
FOR RENT: Unfurnished four-room modern apartment, garage, Phone 418-W. Mrs. Grace Hughes Dyer. 45-1p
FOR RENT: Furnished or unfurnished rooms. 300 East Second St. Mrs. M. A. Barnes. 45-1p
FOR RENT: Two apartments in Duplex, furnished or unfurnished, modern, Phone 148. J. M. Gilliland. 45-1c
FOR RENT: Three furnished light housekeeping rooms. Mrs. J. M. Boone, phone 424-J. 45-1p
FOR RENT: Front bed room in a modern home, close in. Phone 418-W. Mrs. Grace Hughes Dyer. 45-1p
FOR RENT: Furnished apartment of three rooms, Kitchenette, private bath. Mrs. W. B. Damer, on phone 100. 43-1c
FOR RENT: Two furnished, modern apartments with garage, one block north of high school, MRS. E. J. WILLIAMS, Phone 482-W. 38-1c
FOR RENT: Apartment, furnished or unfurnished, F. H. Oberthier. 42-1c
FOR RENT: In Cummins Apartments, two unfurnished five-room apartments; modern; on East Third and McKinley. Phone 323, Mrs. J. C. Cummins. 41-1c
FOR RENT: Choice duplex, close in, available October 15. Address P. O. Box 473 or phone 390-W. 38-1c
SPLENDID three room apartment, either furnished or unfurnished, Inquire 517 East Eleventh, or phone 194. 37-1c

For Sale or Trade

FOR SALE: Beautiful your home by planting evergreens, shrubs and shade trees. Phone 250. J. F. Ward. 45-1c
FOR SALE: Good fresh milk cows, also heagra bundles. O. E. Sherman. 45-2p
FOR SALE: Prize winning R. I. cockerels and some milk goats. Mrs. Harry Fair. 45-1c
DRESSED TURKEYS for Thanksgiving. Mrs. A. B. Schulz, phone 281. 45-1p
YES, We have good heagra bundle feed with plenty of extra. Call deliver. G. L. Woods, phone 9026-P. 43-2p
FOR SALE: Fresh Jersey milk cows. Clarence Smith, Phone 154. 44-4p
FOR SALE: Watkins products. Ask for my special. Geo. W. Smith, phone 9025-P. 44-4c
FOR SALE: White Leghorn pullets, Johnson strain, now laying. Phone 354-W. 44-1c
FOR SALE: Plant your evergreens, shrubs and shade trees now. Phone 250, J. F. Ward. 45-1c
FOR SALE: Ten room modern apartment. Five room modern bungalow, easy terms Phone 456. A. C. THOMPSON. 35-1c
FOR SALE: Flavo flour at your grocery. 45-lb sack \$1.40. If you can't find Flavo at your grocery, get it at the mill. Just as good as any—give it a trial. COMMUNITY MILLS. 41-5p
FOR SALE: \$7,500 for improved 140 acres only 3 miles from Hereford, 120 acres in crop goes with sale, 6 per cent terms. \$2,500 for sale 80 all in cultivation. Bargain price on section, all in cultivation and well located. \$3,500 for improved 20 acre place edge of town, gas available, 6 per cent terms. L. BASKIN, phone 138. 23-1c
FOR SALE: Coal burning hot-air pipeless furnace in good condition, at a bargain. S. P. ROSSON. 39-1c
FOR SALE or trade: Papeck grinder good as new. See Claude Higgins. 45-4p
\$30 per acre for 320 located 23 miles northwest, near railway, 1 mile to school, 240 in crop goes with sale; also lease on other half section. \$30 per acre for improved quarter on creek, 120 in crop goes with sale; also lease on other quarter nearby, 10 miles to elevator. \$2750 for well improved 5 acre place, gas, electric lights and daily mail service. \$350 for block of ten lots, natural gas available. \$2750 for 8 room modern house with two big lots, east front. \$200 for fine east front building lot, gas and electric service. Easy 6 per cent terms. L. BASKIN, owner. 23-1c
FOR SALE: Hegari bundles, delivered. FRED MILLARD. 38-1c
FOR SALE: Or exchange, choice city lots at remarkable bargains. JOWELL MURCHISON. 18-1c
FOR SALE: Have a fine assortment of fruit trees and grape vines at right prices. Phone 350. J. F. Ward. 45-1c
MAPS—Deaf Smith county maps for sale, 50c each. THOMPSON & IRELAND.

Public Warned

By Mayor Must Obey Fire Laws

In practically every instance where a fire has broken out in Hereford the fire department has been more or less hampered by the public in suppressing the blaze, and Mayor E. S. Ireland has issued the statement published below to lessen such interference in the future.
Motor car drivers are required to drive to curb and park upon approach of any apparatus of the fire department, and the department has right-of-way over all the streets of the city, as every thoroughfare is made a fire-lane by ordinance. All phases of the regulations are made clear by Mayor or Ireland, who also includes the ordinance in full:
Mayor's Warning.
"Due to our every efficient and loyal fire department, the fire loss in Hereford has been kept down to a minimum for the past several years. The boys composing our department are VOLUNTEER FIREMEN who risk their lives to protect YOUR property and mine. They stand ready day or night to answer any call that is made, and as little as we can do is to refrain from doing anything that will endanger their lives and hamper them in their work.
"On the night of Armistice day a false alarm was turned in calling them to the residence of E. F. Connell. It is reported that they were seriously interfered with in making this run by cars, many of them apparently were trying to beat them to the fire, and that it was almost a miracle that an accident did not occur.
"When the fire alarm sounds, I know we all are inclined to rush to the scene of the fire before the department has had ample time to get there. City Ordinance No. 170 sets forth certain rules to be observed when the alarm sounds, and for the benefit of those not familiar with these rules, this ordinance is being published herewith. This ordinance is reasonable and necessary and must be enforced for the protection of life and property, and all are called upon to cooperate by observing these rules and by reporting anyone who violates them."
Ordinance No. 170.
"Section 1. Upon the approach of any vehicle or apparatus of the fire department of this city, answering an alarm of fire, the driver of any vehicle other than a vehicle of the fire department, shall drive as closely as possible to the right-hand curb and stop, and shall not follow within 600 feet after said vehicle or apparatus of said fire department has passed. No vehicle, except by the direction of the chief of the fire department shall approach or park within 600 feet of a fire at any time."
"Section 2. All vehicles pertaining to the fire department of this city shall have prior right-of-way upon all the streets and avenues, and it shall be unlawful for any person, owner, driver, chauffeur, engineer, conductor or any other person in charge or control of any bus, wagon, car, truck, automobile, engine or train or any other vehicle propelled by whatsoever motive power, to carelessly, wantonly, wilfully or maliciously delay any fire apparatus of this city in going to or coming from any supposed or actual fire."
"Section 3. Any person who shall violate in any way any of the provisions of this ordinance, or who shall fail or refuse to comply therewith, shall upon conviction, be fined in any sum not less than \$5.00 nor more than \$100.00."

Lodge Directory

HEREFORD LODGE No. 478, I. O. O. F., meets Monday 8:00 p. m. Visiting Brothers welcome. HERMAN STEWART, N. G. L. H. Foster, Secretary.
HEREFORD POST NO. 192 AMERICAN LEGION Meets at 8:00 p. m., first and third Thursday night in County Court Room. 45

ALGER JONES GOES TO COMMERCE WITH PAPER

Alger Jones, who has been connected with the Childress Daily Index, has accepted a position with the Commerce with Paper.

BULLETINS READY FOR SCHOOL LEAGUE CONTESTS

Austin, Nov. 17.—Bulletins devoted to the work of the Texas Interscholastic League contests in art memory and music memory have come off the University of Texas press and are ready for distribution, according to Roy Bedichek, chief of the University League Bureau. The art memory bulletin was prepared by Mrs. Parlee Hocker Lang, while "Making Friends in Music Land" was compiled by Dr. Lota May Spell.

CLUB BOYS WIN TRIP TO CHICAGO, SANTA FE GUESTS

Twenty-six Texas 4-H farm club boys have been selected in annual contests as the recipients of free educational trips to the International Livestock show at Chicago, November 28 to December 5. Nineteen of these trips are given each year by the Santa Fe railroad. Among the boys who will go to Chicago are Harold Rousses, of Kress, with beef calf project; Paul Griffin, McLean, cotton; James Potts, Lubbock, dairying; Morris Webb, Plainview, swine, and Carl Bostick, Lamesa, poultry.

TEXAS HAS GOOD RECORD ON FIRE LOSSES IN 1930

Fire losses in Texas have shown a steady decrease, according to Fire Insurance Commissioner DeWeese, who says that the people of Texas are fast learning that the lower fire loss they have in their respective localities the cheaper they will be able to get insurance. Records show that Texas for 1930 probably has a lower ratio loss than any other state. The commissioner thanks city officials, fire chiefs and marshals, civic clubs, and newspapers for their big help in reducing fire losses.

NEW HOME IS CELEBRATED

BY BORGER DAILY HERALD

The Borger Daily Herald, a Nunn-Warren company publication, held formal opening of its new home Wednesday evening from 7 to 10 o'clock, to which the public was invited. A fine building especially designed for newspaper shop and office has been completed and moved into, and a big celebration was held by this progressive paper. An office supply department has also been opened.

TREND OF FUTURE CATTLE PRICES SHOULD BE HIGHER

Receipts of cattle at Fort Worth during October declined home than 18 per cent from the high total in September, following a marked improvement in prospects for winter grazing. Winter ranges are ten points below the past five-year period, but condition of animals has improved to a marked degree, pointing to a higher market in the future.

A. P. A. Judge Explains About Certified Birds

Poultry owners of the Hereford territory will no doubt find it beneficial to cooperate with the Hillside Hatchery in its forward step in American Poultry association certification of flocks within this section, through John H. Wood, a licensed judge of the A. P. A.—Mr. Wood is connected with the Hillside Hatchery, operated by Ray Conaway. There are only seven A. P. A. licensed judges in Texas, and Mr. Wood is one of them. Local poultrymen are fortunate in having a man of such outstanding ability available to help in their problems.

Scherer Items

By MRS. B. F. FULKERSON

The Palo Duro Home Makers club met November 13 with Mrs. Dean, Roll call answered with my canning records for the year. Mrs. B. R. Fulkerson was elected for reporter, Mrs. Miller for 4-H poultry contest, Mrs. Crawford for living room improvement; contest. Miss Gunter talked on What we mean by an adequate diet. Visitation were Mrs. Hubbard, Clau and Mrs. Hart, Amarillo. The next meeting will be November with Mrs. Ellwart. Health meet will be with Mrs. B. R. Fulkerson November 20. Miss Roberts Harold has been unable to attend school on account of her eyes. Mr. Voth was in Amarillo Wednesday. Mr. and Mrs. Smotherman, Miss Hazel Hubbard of Claude visiting Mr. and Mrs. W. H. Hubbard. Mrs. Hollis Hubbard returned from a six weeks visit with folks who live at Shattuck, Oklahoma. Mr. and Mrs. Caldwell have moved to the Lanor place.

STAR THEATRE PRESENTS

MARION DAVIS TODAY

When Marion Davies' new starring vehicle, "The Florodora Girl" opens at the Star theatre today an all-talking picture, the modern generation will be given an opportunity to see how their parents' grandparents dressed. There is old-fashioned atmosphere in the mance, a story laid in the Nineties. There is an imposing cast, including Lawrence Gray, Sam H. and others. There will be so and technicolor. The young folks went joy riding those days in buggies that traveled ten miles hour. The Florodora Girl is scheduled for today and tomorrow the Star.

Will Entertain Ladies Tuesday Night at Cafe

A program crammed full of fun for ladies' night next Tuesday evening at the Stockman's cafe was announced by the arrangement committee of the Lions club at the Wednesday luncheon. It was also stated by the chairman, R. E. Kesie, that the football squad could not be received as guests at this time because the same kind of program would not be appropriate for the ladies and football boys. The club plans, however, on having the Whitefaces as honor guests at one of the regular luncheons at an early date. Lion Jesse Stanford gave a forceful talk on the code of ethics. He said the code might seem too abstract upon first reading, but he found that when the items were boiled down they were just an elaboration of the Golden Rule. "While Lions clubs may be of recent origin, their ideals are nothing new; the problems tackled are ancient social perplexities," remarked the speaker, who compared the code's comprehensiveness in preaching a life of service both outside and inside the club. Mr. Stanford concluded his talk with the observation that membership in the Hereford Lions club had been of much benefit to him.

DUNLAP & COX

REAL ESTATE

Let us have your listing for Sale or Exchange. Phone 128 Room 10 Duplap Building

PIGGLY WIGGLY

All Over the World

SPECIALS FRIDAY and SATURDAY

COFFEE—	98c
Chase & Sanborn, special brand	
SALTINE FLAKES—	10c
Regular 15c Size	
GRAPE FRUIT—	25c
Six for	
PRUNES—	26c
Sun Maid, 2-pound box	
LYE—	25c
Rex, three cans	
WALNUTS—	24c
Pound	
MEXICAN BEANS—	29c
Five pounds	
JELLO—	21c
Three for	
APPLE BUTTER—	10c
13-ounce jar	
MACARONI—	25c
"Q" Brand, four for	

Social and Society

Ladies Thank Citizens for Cafeteria Aid

There were about 250 people who attended the open house of the Central school cafeteria Friday night, under auspices of the Parent-Teacher association. The affair was quite a success in opinion of the committee in charge, and the ladies of the association are expressing appreciation for the operation shown. Social mention is made of Mr. Davis, the janitor, for his untiring services, of all the children who donated dishes, and of many individuals for donations.

The following list of people and firms are given credit by the association for making the cafeteria possible:

First State Bank, First National Bank, Western National Bank, American Legion Auxiliary, Panhandle Planing Mill, Barnhart & Shreve, Star Theatre, L. A. Ray, Hereford Bakery, Texas Utilities Co., West Texas Gas Co., Hereford Laundry, Packard Milling Co., the Mother's Club, Young Matrons' Missionary society (Methodist), Hereford Brand, Whiteface Printing Co., Fox Mercantile Co., D. R. Gass & Son, Sprowls-Cronin Co., J. O. Newell Dry Goods Co., E. B. Black Co., Burns Furniture Co., Willard Battery Station, J. H. Bennett, Texas Filling Station, Phillips Filling Station, Fashion Dress Shop, Carl's Cafe, Club Cafe, Ike's Lunch Room, Rice Tire Shop, the Farmer's Cheamery, Buchanan & Rosson, J. B. Robinson Imp. Co., Twin City Tractor & Imp. Co., M. D. Wombie Imp. Co., A. E. Rogers, Cooper Morgan, Ira Connell, Prairie Dairy, S. O. Wilson Dairy, Chick-Hagood Variety, Kester Jewelry, Hereford Jewelry Store, Thompson Lumber, Kemp Lumber, Kerr-Anthony Hardware, Streu Hardware, Jack's Shoe Shop, Powelson Shoe Shop, Hales Barber Shop, Bill Knox Barber shop, McLean & Pitman, Texas Feed & Seed, City Domino Parlor, Whiteface Domino Parlor, Coffee & Coffee, Hereford Insurance Co., Plains Insurance Co., Ralph Barnett, Hill - Ricketts, Corner Drug, City Drug, Chocolate Shop, Carlyle Grocery, M. System, Womack Grocery, Piggly Wiggly, Mont E. Baker Grocery, Parrish Grocery, Carl's Grocery, Vogele Millinery, Texas Meat Market.

Thanksgiving Program at Church Sunday

A Thanksgiving program, in which children of all churches will appear, will be held at the First Baptist church next Sunday night at the regular church hour. Miss Carey Estes is arranging the entertainment and holiday commemoration. Miss Estes plans four public programs during the year, and this will be the first one.

The Sunday night presentation will end with a play, "Heart Pictures in the Lighted Fireplace." Miss Mary Broadwell will assist at the piano.

Mothers' Club Entertained by Husbands

Husbands of the members of the Hereford Mother's club were hosts to the club Tuesday evening of this week with an oyster supper served at the Stockman's cafe. Members present remarked it was the nearest complete attendance of the club in some time.

The menu of fried oysters served with perfection salad and relishes of olives, pickles and celery, needed but the coffee and pecan pumpkin pie with whipped cream to put every one present in a friendly disposition and open the way for hilarity surrounding the nine tables of forty-two which immediately followed. It was a perfect evening.

Those present included Messrs. and Meses. A. G. Bell, J. E. Beyer, H. G. Conkright, A. A. Foster, Burj France and little daughter, Wanda Jean; P. H. Gilliland, J. M. Gilliland, O. G. Hill, Bob Higgins, R. E. Kestler, F. M. Kester, F. L. Lucas and little son, F. L. Jr., H. D. Reed, T. E. Seigler, J. L. Sharnas, Arthur Thompson, Rex Tynes; Meses. Bess Turrentine, J. B. Jones and W. E. Hicks, with special guests, Mr. and Mrs. Harold...

MOTHER'S CLUB GIVES FINANCIAL HELP TO SCHOOLS

About half the profits derived from the musical comedy, "Here Comes Arabella", which was \$45, has been equally divided between the central and high schools. The amounts were given as cash donations by the Mother's club so that the recipients might use the donation in whatever manner they deemed best.

QUILTING CLUB MET WITH MRS. ASKREN

The Quilting club met with Mrs. S. E. Askren Tuesday afternoon, with 20 members present. Refreshments of sheet cake and cake were served.

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

Attention of Music Club Members Called to Music Books Found In Library; Club Has High Ideals

Attention of Music club members and others interested in the subject is called by Mrs. H. L. Broadwell, press reporter for the organization, in the Music Federation Collect, which appeared in Texas Music News publication, as follows:

Federation Collect.

We praise and thank thee, Father, for the gift of music. Through us, as channels of Thy grace, may this blessed legacy be shared with all mankind.

Grant that we may exemplify in our own lives the harmony of Thy great purpose for us.

Give us magnitude of soul and such understanding hearts that we, who make music, may be as players upon rightly tuned instruments responding to Thy leading.

Let us with renewed consecration dedicate ourselves to the purpose of our Federation to bring the spiritualizing force of music to the inner life of our nation. Open our minds that divine knowledge and wisdom may teach us how best to execute our pledge.

Federation Aims.

To make music an integral part of the civic, industrial, educational and social life of the nation.

To encourage and advance American creative musical art, and to promote American artists.

To uphold high music standards, and through organization and education to make America the music center of the world.

Music Books In Library.

Manito Masks, Alexander; Biographical Dictionary, Baker; Harmony, Clarke; Great Pianists on Piano Playing, Cooke; Music Theory, Curwen; Education of a Music Lover, Dickinson; The Lure of Music, Downes; History of American Music, Elson; American Opera and its Composers, Hipsher; American History and Encyclopedia of Music (12 volumes), Hubbard; Music Dramas of Richard Wagner, Lavignac; Richard Wagner, Julien; Stories of Standard Teaching Pieces, Perry; Descriptive Analysis of Piano Works, Perry; Dramatized Rhythm Plays for Children, Richard; Beethoven, the Creator, Rolland; Stories of Wagner Operas for Children, by Wheelock; Great Musicians as Children, Schwimmer; favorite songs p/omimed and posed; and a collection of song books and hymnals.

The Music club will meet next Monday with Mrs. A. C. Thompson and Miss Mattie Mae Swisher as hostesses. Mrs. J. T. Gilbreath will be leader.

HUSTLERS PLAN FATHER AND SON BANQUET SOON

The Hustlers, Sunday school boys of Mrs. S. L. Easley's class, had an enjoyable chicken dinner with all fixings in her home Sunday. The hostess was assisted by Mrs. J. M. Fuller and daughters, Marguerite and Lola Mae, and Miss Rozella Veazey in serving two large tables.

A Father and Son banquet was discussed for some date in the near future, and banquet songs were practiced. Then Mrs. Easley read a stop-by-stop account of the Hustlers' trip to Yellowstone Park last summer, in which the joys, troubles and dangers of those 19 days away from home were lived again.

Present were Mr. and Mrs. S. L. Easley and children, Mrs. J. M. Fuller and daughters, Marguerite and Lola Mae, Mrs. W. B. Wilson, Leston Wilson, Noel and Cawthon Bryant, Homer Brumley, J. C. McCollough, Sherman Morgan, Chris Jacobsen, Billy Hawkins, Spaulding Bartley, Clyde McMahon, Travis Counts, Bruce White, Martin Stewart, W. R. Scheehagen, H. D. Blythe and Chas. Simpson.

Miss Renfro, Edwin Mauk Are Married

Miss Nannie Mae Renfro and Edwin Mauk were married in Clovis last Sunday. The wedding ceremony was performed by D. W. Donner. The couple was accompanied to Clovis by Mr. and Mrs. Roy Smith.

The bride is the charming daughter of Mrs. Lee Lambert and is a graduate of Hereford high school. Mr. Mauk is the only son of Mr. and Mrs. J. L. Mauk and is now in employ of the Hereford Motor company. He is also a graduate of the local high school.

Both these young people are from prominent families of this city. They will make their home in Hereford.

COUNTY FEDERATION WILL MEET DECEMBER 1 AT BAPTIST CHURCH

The county federation of women's clubs will hold its next meeting at the First Baptist church here at noon of December 1, and

Amarillo News Editor Thinks Road Assured

Opposing forces have about gathered their data and laid their plans of attack in the hearing at Lubbock December 8 before the Interstate Commerce Commission when the Texas & Pacific railroad will ask that permit be granted for a 232-mile main line from Big Spring to Vega, through Hereford, with Amarillo and Lubbock served.

The other towns on the proposed line, all the way to Big Spring, have put in their money for this purpose as relays to their own witnesses, many of them oversubscribing, and no solicitation has been necessary. Merely an announcement of the need has brought the checks in.

Also in Deaf Smith county land owners have contributed right-of-way to a value of about \$6,000 and more will be forthcoming. Only two men on the surveyed route to Vega have refused to sign up a right-of-way contract. Many non-resident owners have immediately complied by returning contracts properly signed up, and it is predicted that by the time of the hearing practically all the track-age way will have been donated.

"That, of course, is not sufficient reason for building a railroad, and the commission will not grant a permit on that ground alone. It must be shown that there is a need for a new railroad. Testimony of citizens from towns all along the route will decide the case, rather than what the T. & P. or opposing roads have to say."

There are some strong statements in another column of the Brand by Jno. P. Slaton, president of the chamber of commerce and chairman of the railroad committee, and the public will confess he is dealing with facts and truths. The T. & P. has asked no bonus to spend its money in this part of the Panhandle, but it looks to the people to appear before the commission and plead cause. An array of witnesses must be on hand, and funds to defray their expenses are required.

The three Amarillo railroad systems are preparing for a determined fight to keep the Texas & Pacific out of the Panhandle," writes J. E. Johnson, editor of the Amarillo News, "but the general impression is that the new line will be approved. An important factor favorable to the T. & P. at this time is the disposition of federal authorities to approve any project that calls for the spending of large sums of money.

will be entertained by the Frio and Progressive clubs. A luncheon will be served at 12 o'clock and a prepared program will follow.

The response from Hereford citizens has been disappointing, says Judge Slaton, and he wants them to compare their actions with that of the rural sections and other towns and put in some money toward getting the new railroad. "Even the day laborer can afford to send in a dollar," he said, "for this big enterprise will make it possible to earn hundreds of other dollars."

CHICK-HAGOOD MOES TO NEW LOCATION NEXT WEEK

Chick-Hagood Variety store will begin moving its stock into the new location on North Main street Wednesday night, November 26, according to E. F. Chick, local manager. The store will be ready for regular business in the new home, built by Ezra Norton, Saturday morning, November 20, Mr. Chick said.

"Hubby: 'I miss the old cuspidor since it's gone.'
Wife: 'You missed it before. That's why it's gone.'"



For Sale by The Hereford Brand

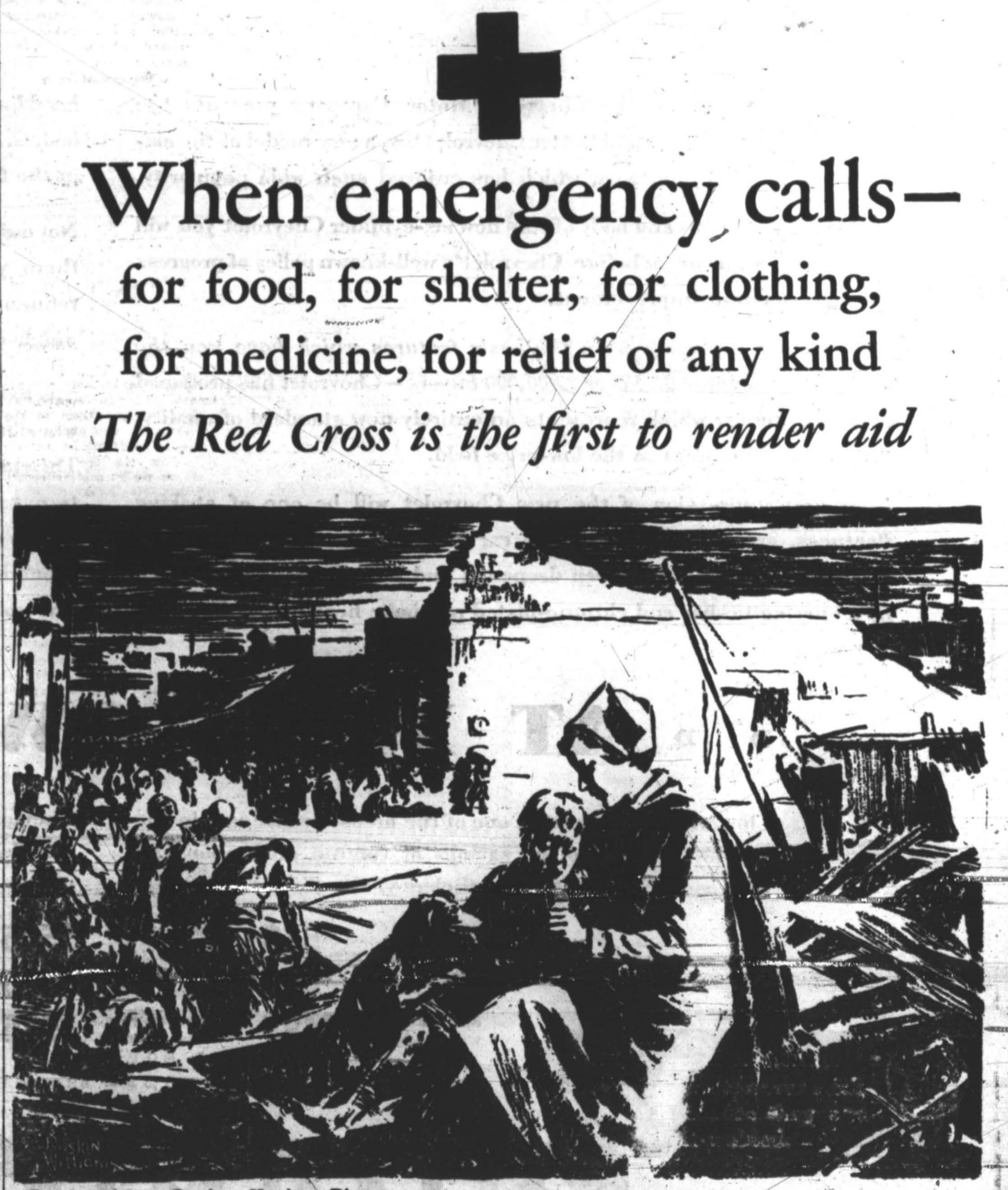
BEST PREPARED

To get the best flavor of fresh meats, take into consideration:-

Only the choicest pen-fattened animals such as we feature, specially designed equipment for scientific cooling, and expert butchers that cut the meats best to give them richest flavor and most tender cooking.

♦ ♦ ♦ ♦

Texas Meat Market



Drawing of Santo Domingo Hurricane Disaster

THE RED CROSS

Renew your membership

Nov. 11th to 27th

Contributed by the Brand to Success of Hereford Roll Call.

FRIDAY and SATURDAY SPECIALS

CABBAGE, pound	2½¢
FLOUR, Great West, 48 lbs, \$1.51, 24 lbs	76¢
CHEESE, full cream, pound	56¢
CRACKERS, Saltine, 2 lbs	28¢
SUGAR, 10 pound cloth bag	56¢
OATS, Mother's China	31¢
SOAP, Crystal White, ten bars	34¢
PEACHES, White Swan, 2 No. 2½ cans	37¢
TOMATOES, three No. 2 cans	29¢
SPINACH, two No. 2½ cans	35¢

Fresh Fleischmann's Yeast at All Times.

26-Piece Set of Silverware Given Away Free November 29. Inquire.

Carl's Cash and Grocery

Carry Phone 324

**BIGGER
AND
BETTER**

PRESENTING THE NEW CHEVROLET SIX



Today the Chevrolet Motor Company presents the Bigger and Better Chevrolet Six, a new model of the six-cylinder car which has enjoyed such wide popularity.

In both the chassis and body of this new six-cylinder Chevrolet you will find expressed, as never before, Chevrolet's well-known policy of progress through constant improvement.

For—without departing from the basic features which have won the enthusiastic approval of over 2,000,000 buyers—Chevrolet has produced a six-cylinder car which represents an entirely new standard of quality, value and refinement in the low-price field.

Your first impression of the new Chevrolet will be one of striking fleetness, grace and beauty. The car is longer, lower and modernly smart. The radiator has been deepened and its appearance enhanced by a curving tie-bar and chrome-plated parabolic headlamps. The long

hood lines sweep back unbroken to blend gracefully into the new Fisher bodies. And never was Fisher's fine craftsmanship more evident than in the bodies of the new Chevrolet Six!

Not only are the bodies roomier and more comfortable, but as you study them you will discover many gratifying new features and pleasing refinements—many examples of that painstaking attention to detail which is the basis of true quality.

Mechanically, too, the new Chevrolet Six is a better automobile. The wheelbase is longer. The frame is stronger. The steering is easier. The clutch is more durable. There is a smoother, quieter, easier shifting transmission. In fact, wherever finer materials and more advanced design could add to Chevrolet quality or increase Chevrolet's traditional economy of ownership—improvement has been made. See the new Chevrolet Six—and you will agree that here is *the Great American Value!*

» » AT NEW LOW PRICES « «

Chevrolet has long been one of the lowest priced cars in the world. Yet due to the savings of volume production and increased manufacturing efficiency, the Bigger and Better

Chevrolet is offered at new low prices. Come in today. See and drive the new Chevrolet Six. Learn the new economy of owning a modern, fine quality, six-cylinder automobile.

The Phaeton	\$510	The Coach	\$545	Sport Coupe with rumble seat.	\$575
The Roadster	\$475	Standard Coupe	\$535	Standard Sedan	\$635
Sport Roadster with rumble seat	\$495	Standard Six Window Coupe	\$545	Special Sedan	\$650

SPECIAL EQUIPMENT EXTRA
Chevrolet Trucks from \$355 to \$895. All prices f. o. b. Flint, Michigan

NEW

SIX

CHEVROLET

IT'S WISE TO CHOOSE A SIX

BRUMLEY CHEVROLET CO., Inc.

Phone 216

"A Reliable Institution"

Hereford

THE WHITEFACE ROUNDUP

NEWS OF HEREFORD HIGH SCHOOL



The Whiteface Roundup

Pauline Smart, Editor-in-Chief

The Staff:
Della Weeden, Woodrow Ireland, Wilma Jo Jones, Peggy Mitchell, Mary Kate Brotherton, Reaford West, Clyde McMahon, Violet Marrs, Maurine Spradley, Glenn Curry.

WE WONDER

Why Woodrow is so quiet?
Why Alberta was so late to the senior party?
Where Travis gets those concrete definitions?
Why Mildred P. wanted black and white for senior colors?
Why Homer likes to dance?
Where Gladys J. went Friday night?
Where Lois Clayton spends her Sunday afternoons?
How Alice's hair got sunburned?
Why Glenn Curry likes Sumnerfield?
If Henry will wear a straw hat next Summer?
If Nigger Orr would take a cold if he wore shoes instead of boots?
Why Pauline F. is not wearing a 1930 Senior ring now?
If E. W. is really a natural-born basketball player?
Why Ruby U. didn't come to school one Monday morning?
Why Billie Hawkins tackles boys on his team when he plays football?
Why Mary Ellen began to wear hose to school?
Why Marguerite has such a weak voice?
If Virginia enjoys being a senior?
Why Beavis will not attend parties?
If G. T. will ever get good resonance?
Why Claudell doesn't grow "up"?

Why Albert quit public speaking?

Why Della likes brunettes?
Why Lois Sowell gets to school just a minute before the bell and sometimes a minute after the bell?
If Mr. Hopkins really enjoys sponsoring the seniors class?
Why the senior class of '31 is the best yet?
Why Andy acts so blue since Saturday night?
Why Tom Robinson likes the name "Lucille" so well.
Why Jack Gilliland parks his car on a lonely country road after dark.
Why Jack Cartwright likes the blonds and goes to Dimmitt so often.
What was wrong with Russell W. Saturday night?

RESERVE CLUB

A girls Reserve club has been organized in the schools. The girls Reserve club is a national organization and the club here is seeking to become affiliated with the state and national organization. This movement is sponsored by the Y. W. C. A. Miss Read is sponsor of this club and a group of mothers is to be selected to assist the sponsor. The following officers were elected at the first meeting: Wilma Arthur, president; Ephylice Whitsett, vice president; Mary Pogy, secretary and treasurer, and Helen Griggs, pianist.

BIG DUCK HUNT

On Armistice day, Wilma Jo Jones, Kellar Muse, Virginia Barnett, Milton Orr, Burl Alexander, Violet Marrs, Opal McMahon and Melvin Harris went duck hunting on Garcia Lane. Only one duck was killed, and as everyone except Wilma Jo claimed to have killed the duck, it is not definitely known who really killed it. The party was chaperoned by A. M. Jones.

Out SMART-ing 'Em

SCHOOL BLUES

The week has swiftly passed along and school life has been a song. But now the week of weeks has come and I am feeling awful blue. For will I pass or will I flunk? This exam idea is all the bunk. The hour draws near, my mind is blank, I will among the lowest rank. The teacher will to my parents write, and tell them of my awful plight. While I in sorrow hang my head and wish the while that I were dead.

What a busy six weeks! And what a great relief it will be to unload those heavy exams this week. But only to start packing for another six weeks and then half semester examinations. Too bad they don't give exams like they did when our fathers and mothers went to school—one examination at the end of each semester. Anyway, that would certainly save the limbs of the tree and the students wouldn't feel the results but once a year. Who could ask life for more than that? I'll ask you!

What can be the meaning of this? Three faculty members were absent Monday. Wonder if their excuses will be accepted for non-deduction slips.

I hope Dimmitt didn't feel hurt Friday over the small score of 50 to 0. Maybe they didn't have enough of those "three hundred pounders" to hold our boys down. It's a good thing the boys didn't happen to be under the "heavy-weight" when he hit the ground or they might not have been able to play Amarillo Tuesday. But after all they can certainly put it over us on girls' basketball. All we can do is to hope that they have a better football team next year to make the game a little more interesting.

THE CHILD WHO HAD LOST A DIME

Johnny Brown hurried home from school. He rushed into the house and told his mother that Mrs. Jones wanted him to mow her lawn. She was to pay him a quarter. Johnny was thrilled because he had never had any money to spend as he really wanted to. It was obvious that Johnny was in a hurry.

Over to Mrs. Jones' house he ran. The lawn was not so very large so he knew that it would not take him long to do the work. He did not take time to rest until the task was done. Mrs. Jones gave him the quarter and he went home.

Mrs. Brown met Johnny at the door and told him that he had better run down to town and get the bottle of ink he needed. There it was again! Johnny would not have but a dime left. He went to town and got the ink and received the dime change. He pushed the dime down into his pocket and started down the street. Johnny came to a popcorn stand and told the boy he wanted a sack of popcorn. Johnny reached into his pocket for the dime but all that he could find was a large hole that he had discovered before. He went home carrying the bottle of ink and the good news of the popcorn.

LOIS SOWELL, ENGLISH 4-B.

MODERN BRIDGE CLUB ORGANIZED AT THE HOME OF MARIE SEED

Miss Seed entertained with a most enjoyable bridge party at her home Saturday, November 8. The purpose of this party was to assemble enough girls to organize a bridge club. The Modern bridge club was organized with the following charter members: Marie Seed, Maurine Spradley, LaVerna Wombie, Billie Hill, Della Weeden, Zelma Ruth Shore, Addie Hastings, Pauline Smart, Myra Hartman, Wilma Jo Jones, Virginia Barnett, Mary Ellen Parker, Ardelle Foster, Opal McMahon and Lois Sowell.

The Modern club will meet every other Saturday at the homes of different members. The next meeting will be at the home of Virginia Barnett Saturday, November 22.

Beatrice Buchanan spent the week-end in Plainview.

TACKY PARTY

Friday night, November 14, the Junior class had a tacky party at the home of Miss Louise Jowell. The rooms were decorated with red and white streamers, junior colors. Many interesting games were played, including football, which was played by several members of the class. A very interesting pantomime was given, illustrating an old farmer and his old car, with Carl Spratt as the driver and Wilma Jo Jones and Virginia Barnett the passengers. The car was built with J. C. McCollough as engine, Burl Alexander, Auditor Thompson, V. J. Fellers and Leslie Culwell as tires and Owen Miller as spare tire. After all the games were played prizes were given the boy and girl dressed—the tackiest. Miss Carlisle and Carl Spratt got the prizes. About 10:30 refreshments of brown beans, corn bread and onions were served. The social committee which consisted of J. C. McCollough, LaVerna Wombie, Kellar Muse and Zelma Ruth Shore, arranged the party well and it was a big success.

SENIOR CLASS PARTY

Mrs. A. G. Bell entertained the senior class at her home Wednesday evening, November 12, with a wafel roast and taffy pull. Several outdoor games were played around a bon-fire and then the guests were taken into the house to pull taffy. The taffy was colored with the senior colors of green and orchid.

A large number of seniors were present and also several senior parents.

FOODS CLASS PARTY

Thursday night, November 13, at the home of Miss Wilma Jo Jones, the foods class had a party with Wilma Jo Jones, Anna Lee Houser and Gladys Jones as hostesses. They went to the show and afterwards went to Wilma Jo's home where delightful refreshments of jello and cakes were served. Those attending the party were Glenn Curry, Theda Lou Wilson, Pauline Smart, Pauline Fincher, Margaret Blood, Mary Elizabeth Stanford, Nora Alice Daniel, Etha Short and Miss Westbrook, instructor of domestic science.

BASKETBALL SEASON TO OPEN HERE DECEMBER 12

Miss Westbrook, the girls' coach, announced the opening of the basketball season for December 12. There is some good material for a successful team this year and with the cooperation of the student body and the town people, the team feels that it will be successful. The team is having practice four afternoons a week and have played two practice games with Vega. These games were hard fought and interesting in spite of the final scores being a few points in Vega's favor.

If you want your team to win, show that you are interested by seeing the games. Your team can be more successful if it knows you are rooting for it.

BIRTHDAY PARTY

Saturday night, November 15, Miss Violet Marrs had a dance honoring Miss Opal McMahon's 17th birthday. About 150 guests were present. Refreshments of hot chocolate and cakes were served. Those attending were Opal McMahon, Brownell Cramer, Burl Alexander, Wilma Jo Jones, J. C. McCollough, Woodrow Ireland, Maurine Spradley, Russell Whitehead, Della Weeden, C. McMahon, Virginia Barnett, Jack Gilliland, Billie Hill, J. A. Tapp, Ardelle Foster and Sherman Morgan.

SOPHOMORE CLASS MEETING

On November 5, a class meeting of the Sophomore class was called. The meeting came to order and the class business which consisted of electing a society reporter and the discussion of a class party was attended to. Theda Lou Wilson was elected society reporter. Then the house was open for the discussion of a class party. Many suggestions were made, but it was finally decided to have a picnic on Thursday afternoon after school on November 6, although the plans were completed, the picnic was postponed until later.

HOME ECONOMICS CLUB

The home economics club met November 14. We have decided to paint our pillows on maroon and white felt. The following motto was voted on and carried: "Love to one, friendship to few, a good will to all". The committee read a song for the club but was not voted on this meeting.

Locals

Homer Brumley, Opal McMahon and G. T. Higgins motored to Vega Friday night.

Jack Russell, Zelma Ruth Shore, W. B. Wilson, LaVerna Wombie and Marie Seed went hunting Saturday.

Edwin Welch spent Armistice day in Black.

Miss Marguerite Fuller spent the week end in Amarillo.

Remember the big Pep Squad Carnival December 5.

Leona Tiefert motored to Clovis Sunday.

Robby Jackson spent Sunday in Pampa.

Woodrow Ireland and Inez Moore motored to Vega Friday night.

Peggy Mitchell, G. T. Higgins, Elva Brumley and George Mitchell went hunting Saturday.

Virginia Barnett motored to Amarillo Friday.

Emma Robinson and Nora Alice Daniel motored to Amarillo Friday night.

Mary Lynn Jowell spent the week end in Vega.

Marie Seed, Wright Ireland, Woodrow Ireland and Violet Marrs motored to Amarillo Sunday.

Margaret Fuller spent Friday in Amarillo.

Paul Conaway spent Friday and Saturday in Dallas.

Margaret Brown, L. J. Mitchell and Arnold Long visited Ruby Johnson at Westway Sunday.

Andrew Lee, Jessy Ray and Clyde McMahon motored to Vega for the basketball game Friday night.

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

MISS READ, GIRLS' DEAN, GAVE TALK AT ASSEMBLY

"To have a friend, we must be a friend." Such was the statement of Miss Velma Read, dean of girls, in her address to the girls of Hereford high school in a special assembly last Thursday.

Miss Read also stated that our attitude toward one another will widen or narrow our circle of friends. That is especially true in school life. If you do not believe it, try for a week to widen your circle of friends and see how many more pleasant school life is.

Miss Read has been teaching in Hereford high school for ten years and is willing to give a great deal of her time to the girls in solving their troubles and problems, which is indeed a great help in every way.

THE HI-Y CLUB

The HI-Y club met in the physics laboratory Friday evening. A very interesting discussion period was held and business was attended to afterward. Due to the fact that only 25 minutes is allowed for the meeting, members decided to meet Wednesday night at 7 o'clock in the high school gymnasium. This will give us much more time.

CONTACT CLASS

In the regular class meeting on Wednesday morning, the Seniors selected the petunia for a class flower. The president appointed a committee composed of Marie Seed and Opal McMahon to gather mottoes from which the class is to select its choice. Opal McMahon was elected feature editor for the Whiteface Roundup, and Alberta Davis was appointed associate editor.

Mr. Hopkins, the sponsor, gave a talk advising the seniors to set an example before the under class men. He suggested that this might be started by good conduct in assembly.

THE DRAMATIC CLUB

The dramatic club met Friday November 7, at their regular period. It was thought that seating the members of the club in alphabetical order would facilitate the duties of the secretary and give more of our somewhat limited time to the performance of programs. Most of the period was taken up in seating the members.

DRAMATIC CLUB AND BAND WILL GIVE PROGRAM THURSDAY

Hereford high school dramatic club, with help of the high school band, will give its first night program Thursday, November 20, at high school auditorium.

The club will present two short plays: "Station YYYX" and "Bear of Bath." The band will play a 30-minute concert after the plays and will play during all intermissions. Admissions are 25 and 35 cents. The public is urged to come and see what this club is really accomplishing.

Don't forget the big high school carnival to be given December 5.

Miss Marguerite Fuller spent Tuesday night in Amarillo.

DRAMATIC CLUB GAVE AN ARMISTICE PROGRAM

One of the most interesting programs of this year was given Friday, November 14, by the members of the dramatic club at their regular meeting. A few of the members dramatized the selection, "Flanders' Field."

Three boys stood, on in front of the other, in the center of the stage and read the parts of the dead soldiers. Two girls stood, one on each side of them, and were the rest of the people, those who had no parts in the war. Those taking part were Andrew Lee Habermacher, Woodrow Ireland, G. T. Higgins, Wilma Jo Jones and Addie Hastings.

Anita Jowell motored to Amarillo Sunday afternoon.

Another Forward Move

To Improve the Poultry Industry

Has Been Made By

The Hillside Hatchery

In Securing the Services of

JOHN H. WOOD

Licensed Judge of the American Poultry Association. Who will certify all flocks furnishing eggs to this hatchery. Consult Mr. Wood on your poultry problems at the hatchery. This service is yours at all times.

HILLSIDE HATCHERY and Breeding Farm

"For Better Poultry In the Panhandle"

Special Friday, Saturday and Monday

—Good looking velvet and felt hats, up to \$6.50, going at \$2.50 each, \$8.50 to \$10.00 hats going at \$5.00 to \$6.50 —\$12.50 hats going at \$8.50. Every hat in store on sale.



Vogele Millinery Parlor

Sale On Dresses

—Wonderful values in crepes, crepes, in all new styles and colors, Friday, Saturday and Monday—

Two for \$15.00 One rack for \$5.00.

—Big reduction on all Fall dresses and a tremendous mark-down on coats, lovely Trio materials, wolf and fox fur trimmed in blues, black and brown. Come and select yours early.

—Special on Lingerie, 45 gauge Bloomers \$1.00. Also have out size bloomers.

—Full Fashion Silk Hose, \$1.00 and Up

—Country Club hose, best by every test.

Fashion Dress Shoppe

WINTER HARDWARE

Better not wait 'till that norther is zipping around the corner some morning before you get the hardware you will need for cold weather.

IT WON'T BE LONG NOW!

Kerr-Anthony Hardware Co.

CASH SPECIALS

OUR SPECIALS ARE SPOT CASH!

FRIDAY AND SATURDAY

CHEESE	Full cream Wisconsin per pound	26c
ORANGES	Sweet and juicy, per dozen	22c
CELERY	Nice size, well bleached, per bunch	16c
Compound	Lard, large bucket	\$1.02
PICKLES	Full gallon sour	65c
MACARONI	Or Spaghetti four packages	21c
Mince Meat	Two packages	21c
WALNUTS	New crop, per pound	29c
OATS	Large pkg. White Swan quick, per pkg	21c
Honey	Honey and cane syrup, delicious for hot cakes, per gallon	95c

Bakers Cash Grocery

MONT E. BAKER, Proprietor.



Now For the Final Big Run Before Christmas!

Just the **Sale** You Have Waited For—Come!

It's a mighty event, and the greatest saving opportunity for the people in many years. It's a store-wide clean sweep throughout every department, selling merchandise of quality of the world's best known brands at astounding savings. Come on, folks! This is your sale. We are going to turn you into a store where you can get what you want at prices you can afford to pay, just in time for cold weather, and just in time to buy useful Xmas gifts.

LOOK AT THESE RED HOT BARGAINS!

<p>Great Savings In Men's Furnishings</p> <p>Men's Winter-Union Suits 79¢ Men's Work Sox, On Sale 10¢ Special on Dress Shirts 79¢ Sheep-Lined Coats, Specials \$4.79 CURLEE CLOTHING \$24.95</p> <p>(These Suits are newest patterns and two pairs pants.)</p>	<p>Dry Goods Department</p> <p>LL 36-Inch Brown Domestic 6¢ English Prints, lovely patterns 12¢ 27-Inch Outing, on sale 10¢ Sewing Thread, Special three for 10¢ ANNA MAE PRINTS, on sale 18¢</p> <p>COME! SEE THE BARGAINS!</p>	<p>Great Sale of Shoes</p> <p>One Lot Ladies' Shoes, Special \$1.95 Men's Tan Oxfords, one lot \$2.98 One Group Children's Shoes \$1.00</p> <p>ENNA JETTICK SHOES FOR WOMEN—</p> <p>\$4.95 Values on Sale at \$3.95 \$6.00 Values, on Sale at \$4.95</p>
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SALE STARTS FRIDAY, NOV. 21 AT 9:30 A. M. LOTS OF FREE MERCHANDISE—COME!

SPROWLS-CRONIN & COMPANY HEREFORD, TEXAS

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Adrian-Sims, Nov. 14.—Mr. and Mrs. Gilliam have gone to Silvertown to spend the winter. They have been visiting their daughter, Mrs. Austin Blasingame and family for several weeks.

Early wheat is looking fine. The combines are busy now, but row crops are proving low in yield.

Rev. Pryor of Adrian filled his regular appointment at Sims Sunday afternoon at 3 o'clock. He preaches regularly at Sims school house each second and fourth Sundays. Everybody has a welcome to attend these services.

Jack Treadwell of Pampa visited his brother in Sims community Sunday.

Sims community club held its last meeting the 6th with Mrs. J. M. Chapman as hostess. The next meeting will be with Mrs. Ed McCaskey on the 20th.

B. H. Rice was in Adrian Saturday afternoon.

Children of Adrian met at the church house Wednesday evening and organized a farmers' and business men's league. The purpose of this organization is to further the civic and economic growth of the town and surrounding country. There is much that this organization is planning to do to make this a better trading point. The group elected J. P. Collier president, G. G. Calhoun, vice president, D. L. Garrett secretary and C. Glasscock treasurer. The first official act of the body was to appoint a delegation to attend the T. & P. railroad meeting held in Amarillo Friday.

J. M. Chapman went to Adrian Saturday afternoon.

J. H. McCaskey and daughter, Miss. Maye, returned home Tuesday after several days with relatives at Decatur.

Mr. and Mrs. J. P. Collier and Rev. and Mrs. Pryor of Adrian attended the Baptist state convention in Amarillo Monday.

Wyche Items

MRS. L. P. PERKINS

Wyche, Nov. 14.—Mr. and Mrs. J. A. Young visited Mr. and Mrs. L. P. Perkins Friday.

Mr. and Mrs. C. C. Cook and Mr. and Mrs. Jess Lindsey attended the singing convention at Westway Sunday.

Mr. and Mrs. Joe Grabber of Slaton visited in the Hauffman home Monday night and Tuesday.

Albert Thiele made a business trip to Amarillo Monday.

Mr. and Mrs. R. W. Elliston and family visited her brother, Clyde LaGrove at Amarillo.

Grandma Neill called on Mrs. N. G. Elliston Monday.

Mrs. Babcock called on Mrs. Elliston Wednesday.

C. C. Cook visited in the Euton home Monday evening.

Mr. and Mrs. Horace Sullens of Hereford visited in the N. G. Elliston home Sunday.

Mrs. Ott and son returned Friday from a trip to Wisconsin. Mrs. Ott's sister returning with them for a visit.

Mr. and Mrs. Wolfe of Hereford visited the Cook home Sunday.

John Golden, of New Mexico, is visiting his parents here. He has been afflicted with appendicitis but hopes to recover soon.

Martha Nell Euton spent Armistice day at home.

The club met Tuesday with Mrs. Euton and Mrs. Perkins entertaining. Much business was disposed of and a good program heard. The club next meets with Mrs. Hauffman on November 23. Mrs. Smith was appointed canning demonstrator for the coming year.

Diphtheria toxin has been administered to several of the school children.

Juanita and Charles McGinnis are recent new pupils.

Misses Higgins and Garrett spent the week end with Misses Priddy

ORDER OF SALE

THE STATE OF TEXAS,
 To the Sheriff or any Constable of Deaf Smith County, Texas,
 Greeting:

Whereas on the 30th day of July, 1929, N. E. Gass recovered in the District Court of Deaf Smith County, a judgment against J. H. Weems, individually, and as guardian of Eugene Weems and Nola Mae Weems, and against C. P. Ringer, Eugene Weems, Nola Mae Weems, W. F. Weems, Lucille Schulz and her husband, Fred Schulz, Oden Weems, Roxana Schulz, and her husband, Walter Schulz, and G. D. Caldwell for the sum of Twenty-nine hundred fifty-five and 67/100 (2,955.67) dollars with interest thereon from the 30th of July, 1929, at the rate of ten per cent per annum and costs of suit; and, whereas, the said judgment is a foreclosure of a deed of trust lien on the following described property, to-wit: The east half of Section Number Twenty-three (23), and the West four hundred forty (440) acres of Section Number Thirty-six (36), both in Block K-8, Deaf Smith County, Texas, one of which is dated October 26, 1922, and recorded in

Volume 26, Page 397, of the Trust Deed Records for Deaf Smith County, Texas, and one dated October 13th, 1923, and recorded in Volume 26, Page 582 of said Trust Deed Records as said deed of trust liens existed on the said dates, October 26, 1922, and October 13, 1923, and it is ordered and decreed by said judgment that said property be sold as under execution in satisfaction of said judgment. And if said property shall sell for more than sufficient to pay off and satisfy said sums of money; the excess shall be paid over to the said J. H. Weems. But if said property should not sell for enough to pay off said sums of money, the balance due shall be made as under execution, and such order of sale shall have the force and effect of a writ of possession, and the officer executing same shall make a good and sufficient deed of conveyance, and place the purchaser of said property in possession thereof within thirty days from date of sale.

Therefore, you are commanded that you proceed to seize and sell the above described property, as under execution, and make a good and sufficient deed of conveyance and to place the purchaser of the same thereof within thirty days after the date of sale, and you apply the proceeds thereof to the payment and satisfaction of said sum of Twenty-nine hundred fifty-five and 67/100 Dollars, together with the interest that may be due thereon, and the further sum of Fifty-seven and 68/100 (57.68) Dollars, costs of suit, together with your legal fees and commissions for executing this writ. And if the said property shall sell for more than sufficient to pay off and satisfy said sums of money, then you are hereby directed to pay over the excess thereof to the defendant, J. H. Weems. But if you fail to find said property, or if the proceeds of such sale be insufficient to satisfy said judgment, then you are directed to make the money, or any balance thereof remaining unpaid, out of any other property of the defendant, as in case of ordinary executions.

Herein fail not, but due return make hereof within sixty days, showing how you have executed the same.

Given under my hand and seal of the District Court of Deaf Smith County, at my office in Hereford, Texas, this 6th day of November, 1930.

(SEAL) L. H. FOSTER,
 Clerk, District Court, Deaf Smith County, Texas. 45-3c

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

Summerfield

BY MRS. L. JOHNSON

Preaching services were held at the church Sunday morning and night by Rev. Clous, Amarillo.

Monday morning chapel services were conducted by Frank Haggard, Amarillo, who is passenger engineer and has been an employe of the Santa Fe for over 33 years. He has lectured to 100 different schools and thousands of children have heard his safety-first talks. He emphasizes the fact of how careful they should be when crossing railroad tracks. A number of visitors were present and all enjoyed the talk. He was accompanied by his wife and they were guests of Mr. and Mrs. Ray Johnson while here.

Mr. and Mrs. Gerald Morgan were business visitors to Adrian last Monday.

W. J. Huntley went to Amarillo Saturday afternoon with Mrs. Huntley who attended the Baptist convention all last week.

Master Wm. W. Johnson of Long Beach, Calif., visited a few days with his aunt, Mrs. W. H. Lookingbill, and grand parents, Mr. and Mrs. W. L. Johnson.

Mr. and Mrs. B. C. Roberson and Mr. and Mrs. Bernard Roberson attended the Baptist convention in Amarillo last week.

Mr. and Mrs. L. Johnson were business visitors in Clovis Saturday.

Mr. and Mrs. J. L. Lookingbill spent the week end in Tulsa, Mrs. Cecil Lookingbill and children returning with them for a visit.

Mr. and Mrs. Dunkle of Hereford were Sunday guests of Mr. and Mrs. A. M. Walker.

Floyd and Tommy Vetter of Milligan, Colo., have been visiting in this neighborhood the past week. They, with their parents, lived here several years ago.

Home Economic girls will serve luncheon to the ex-aggies of Deaf Smith county Wednesday night at the school auditorium.

Progressive News

BY MISS OLIVE PERKINS

Miss Leatrice Benson entertained at a quilting party last Tuesday. The following were present: Augustine Gregory, Katherine Hershey, Rebecca Jurd, Mattie and Eloise Andrews and Lois and Lucille Park.

Mrs. Corbet Cretsinger spent Monday with Mrs. Parks.

Mr. and Mrs. Gregory, and family were dinner guests in the Neel home Sunday.

Daniel News

BY MRS. JOE THURMOND

Messrs. and Mmes. L. C. McCaskey and Gleen Price of Borger, and Miss Mary Thurmond of Amarillo were Armistice day visitors with Mr. and Mrs. Joe Thurmond. As the McCaskeys and Prices were returning to Borger Tuesday night, a hit-and-run driver going at high speed hit their car and caused it to turn over several times down an embankment. The occupants were painfully cut and bruised.

Wenthe Jacobs spent Tuesday night with Vaughn Bell Laquer.

Darward Vernon and W. C. Russell went to Fort Sumner, New Mexico Thursday where Vernon filed on some land.

Mrs. Joe Thurmond called on Mrs. Pleas Brown Friday.

Floyd Tomlinson left Thursday with a party of men for Canyon and Plainview for Kerrville on a hunting trip of ten days. Mrs. Tomlinson is visiting her mother in Plainview while he is away.

W. V. Winters of Amarillo was here this week improving his place.

Augusta and J. D. Stice spent Friday night with Wenthe and T. J. Jacobs.

Mr. and Mrs. Durwood Vernon were guests in the B. F. Reeves home Saturday night and Sunday.

Mr. and Mrs. Fred Stromer of Happy visited the B. F. Stice home Sunday.

Boyd Pepper and family and Miss Angle Jacobs visited Mrs. Pepper's parents in White Deer this week.

We had one-fourth inch moisture Armistice day which was beneficial to late wheat. Some wheat had to be resowed on account of wire worms and is late.

Northwest News

BY MRS. M. L. STRADER

H. O. Dorris spent the past week threshing and hauling the H. C. Van Bibber grain, returning to his home in Clovis Saturday.

David Wedder was absent from school Wednesday.

Rev. Pryor and daughter and Mrs. Glenn were here from Adrian Sunday. Rev. Pryor filling his regular appointment.

Mr. Wells was a Hereford visitor Saturday.

Teachers at Bippus will give a program Wednesday night, November 26 at the school house there. Admission 15 and 25 cents.

Harvey Wilderbusch called in the Strader home Monday.

Fairview-Palo Duro Items

BY MRS. JOHN BOLING

Rev. and Mrs. Jimmie McClain and son of Ballinger are visiting his father and other relatives. They came last week to attend the Baptist convention at Amarillo.

Mr. and Mrs. J. W. Neill of Plainview are visiting a few days with their daughter, Mrs. C. Alfred.

Mr. and Mrs. C. O. Phillips entertained in their home Sunday with a turkey dinner.

Mary Higgins, a freshman at T. S. T. C., visited her father, D. Higgins, one night last week.

We had 87 at Sunday school Sunday. Rev. Jimmie McClain delivered a splendid sermon.

Mrs. Speedy Cretsinger left Friday to visit home-foiks at Birdport, accompanied by her mother who had been here several weeks.

Mr. and Mrs. Cecil Alfred attended the Baptist convention in Amarillo.

Mrs. Fannie McCallister, mother of Mrs. Dan Higgins, visited her last week.

Mr. and Mrs. A. R. Norman attended the convention last week.

Mr. and Mrs. L. O. Moore family hosted Rev. Frank Norris in Amarillo last week.

Mrs. C. O. Phillips spent Thursday with Mrs. Lawrence Wom.

Mrs. E. W. Womble and Ollie Grable were in Amarillo Sunday.

Mr. and Mrs. Geo. Combs, Clovis, visited the E. W. Wom home Saturday.

There will be a Thanksgiving program at Fairview Wednesday night before Thanksgiving.

Many from our community have attended the Norris service in Amarillo.

Mr. and Mrs. John Boling family and Mrs. Joan Barrett dined in the Ollie Grable home Sunday.

Getting Up Night

If Getting Up Night Backs frequent day calls, Leg Pains, Headaches, or Burning, due to fluid in Bladder Irritation, in solid condition, makes you feel tired, depressed and discouraged, try the Cystex Works fast, starts circulating the system in 15 minutes. Proves thousands for rapid and positive relief. Don't give up. Try Cystex tonight. Guaranteed. Must quit all these conditions, improve all sleep and energy, or money refunded. Only 50c a bottle.

CORNER DRUG STORE

International Sunday School Lesson

BY DR. J. R. NUNN

November 23, 1930.

THE RICH YOUNG RULER refusing a Life of Sacrificial Service.

Mark 10:17-27.

17. And as he was going forth into a way, there ran one to him, and knelt to him, and asked him, Good Teacher, what shall I do that I may inherit eternal life?

18. And Jesus said unto him, Why callest thou me good? None is good save one, even God.

19. Thou knowest the commandments, Do not kill, Do not commit adultery, Do not steal, Do not bear false witness, Do not defraud, Honor thy father and mother.

20. And he said unto him, Teacher, all these things have I observed from my youth.

21. And Jesus looking upon him loved him, and said unto him, One thing thou lackest: Go, sell whatsoever thou hast, and give to the poor, and thou shalt have treasure in heaven, and come, follow me.

22. But his countenance fell at the saying, and he went away sorrowfully: for he was one that had great possessions.

23. And Jesus looked round about, and said unto his disciples, How hardly shall it be that they which have riches enter into the kingdom of God!

24. And the disciples were amazed at his words. But Jesus answered again, and said unto them, Children, How hard is it for them that trust in riches to enter into the kingdom of God!

25. It is easier for a camel to go through a needle's eye, than for a rich man to enter into the kingdom of God.

26. And they were astonished exceedingly, saying unto him, Then who can be saved?

27. Jesus looking upon them said, With men it is impossible, but not with God: for all things are possible with him.

GOLDEN TEXT—And he said unto all, If any man would come after me, let him deny himself, and take up his cross daily, and follow me.—Luke 9:23.

Life is not what the young ruler had in mind—gifts to the poor, long prayers, many sacrifices in the temple, and the like—but simply faith in the atoning powers of Jesus Christ, the Son of God.

"And Jesus said unto him, Why callest thou me good?" Our Lord is not disclaiming goodness, of course, but he is probing the young man's thoughts of him. "None is good save one, even God." Christ here is far from saying that he is not God, and therefore cannot be called good. It is "as if he had said, 'Thou falsely callest me Good Master, unless thou acknowledgest that I have come from God.'"—John Calvin.

Confident But Mistaken.

"Thou knowest the commandments," to which the young man replied with the question, "Which commandments?" Our Lord quotes the Commandments freely, and omits entirely the first table of the Law, concerning our duties to God, citing only our duties to man, since the young man's conscience was probably clear in regard to his duties to God. Matthew's account adds Lev. 19:18, "Thou shalt love thy neighbor as thyself."

"And he said unto him, Teachers all these things I have observed from my youth." This reply shows that to him the Commandments meant simply verbal enactments to be kept in a literal and mechanical way. To observe them thus, was no harder for a young man of his habits and training than to keep out of the criminal court. Their deep spiritual significance and the principles of conduct involved he had never yet realized. "Go and fetch me the Book of the Law," said Rabbi Chanina on his death-bed, and see whether there is anything in it that I have not kept."—F. W. Farrar. "Our Lord spoke to the young ruler to teach him what was meant by really fulfilling the law. God requires more than irreproachable outward conduct. Paul was blameless as touching the righteousness which is in the law, and was content to lose that for Christ's sake." (Phil. 3:5.)

The Lack of One Thing.

"One thing lacked often renders futile all else. Every part of an automobile may be in place and in perfect condition, except one part, perhaps a seemingly minor part. But without that part—the car will not go. There is always a last thing to be added to any mechanism which enables all the other parts to do their work. Without that one thing all other things are powerless. All about us we see men and women who possess many admirable qualities, but who are neither successful nor happy because of the absence of some one thing. The lack of that one thing makes ineffective and commonplace a person who otherwise would stand out in his community as a leader in every good cause. We recall the rhyme our school readers:

For the want of a nail the shoe was lost;
For the want of the shoe the horse was lost;

For the want of a horse the rider was lost;
For the want of the rider the battle was lost;
For the want of the battle a kingdom was lost;
And all for the want of a horse shoe nail."

Eternal Life.

We cannot do anything to inherit eternal life. That is God's gift to us. But when we have received the eternal life we can do all things through Christ who strengtheneth us. The achievement of science in our day are so colossal that we have become conceited. We have come to believe that nothing is impossible to man. So absorbed are we in the things that we are able to do that we are losing sight of the greater things that only God can do. What men lack is a personal experience of the living God. What they cannot do for themselves he can do for them. We are trying to work out our own material salvation without God. It cannot be done, for it is God that worketh in us both to will and to do his good pleasure. We simply cannot work it out until God works it in. We cannot express the life eternal until we have the life eternal. This life God is ever seeking to give us. The gift of God is eternal life, through Jesus Christ his Son, but we may spurn the gift or neglect it. Shall we, like the young ruler, turn away from that, because of our absorption in the things not of the Spirit? He is a type, representative, of innumerable young men and women who today are facing, questioning, refusing, this same Lord Jesus.

The Peril of Wealth.

"How hard it is for them that trust in riches to enter into the kingdom of God!" As the young ruler walked sadly away, Jesus said to his disciples, "How hardly shall they that have riches enter into the kingdom of God!" The disciples were astonished at his words. If the rich, who were thought to be specially favored by God, could hardly get into his kingdom, what would become of the poor? Seeing how they misunderstood his meaning, Jesus explained that he was referring to those who trust in riches. "He did not mean that riches made it hard to enter the kingdom," says Wells, "for a rich man, such as Lazarus of Bethany seems to have been, may find in the right use of his wealth a real spiritual aid and advantage, but trust in riches, reliance on them for happiness, does make it difficult—nay, impossible—to enter Christ's kingdom." Perhaps the chief danger in the possession of wealth is that it tempts one to self-indulgence, which results in the weakening of character and leads one to forget his dependence on God. The spirit of the kingdom of our Lord is one of sacrificial service, and he who would enter that kingdom must be willing to walk in the steps of his Master.

This Ruler—A Type of a Class.

"This young man is a type of very many, a type of the better class of minds. A man of high and lovely character, yet feeling that his character is not enough, whose very elevation of character put out its hands and groped for something better than itself—a man

dissatisfied, dissatisfied with the world, and yet unable to give it up; dissatisfied with himself, and yearning for something higher; feeling something in him that was empty, and that yearned and craved to be filled—such a man on the threshold of the kingdom of God, earnestly entreated by Christ to enter, entreated with a look that said he loved him—and yet turning away."

HAMLET WILL BE PLAYED AT LUBBOCK THIS FRIDAY

Lubbock, Nov. 17.—Extending an opportunity to the people of this section of the state to hear play-

ers of note, the artist course committee of Texas Technological College announces the presentation of "Hamlet" by Sir Philip Ben Greet and his company of English players on November 21 at the college gymnasium.

Sir Philip Ben Greet, an authority on English drama and for many years a producer of Shakespearean plays, takes a part in every play, but the title role of "Hamlet" is played by Russell Thorndike.

SIMMONS UNIVERSITY TO GIVE MUSIC AWARDS

Ablene, Nov. 17.—With appli-

cation blanks mailed to the presidents of 500 high school senior classes in Texas, plans are going forward for the annual awarding of \$10,000 in piano scholarships at Simmons University by the John Sebastian Bach Music Foundation, according to Prof. Irt Allison, director.

The winner of the \$600 scholarships in Deaf Smith county will be determined by the record filed on the application instead of thru county contests as previously announced. Each county in the state will send a winner through this method. Any senior in high school or junior who plans to enter college next year will be eligible.

A. C. THOMPSON

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McKindley & Third

Phone 456

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Upstairs In Buckner Lambert Building
Office Phone 400
Residence Phone 217

DR. G. F. LeGRAND
Office Upstairs
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Now Open, North Side of Building with Jack Hager
Shave 25c
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JOHN McLEAN, Manager

TIMES CERTAINLY DO CHANGE

Not many years ago we were all being advised to save our money so as to avoid ending up on the poor farm. Now we are told that the quickest road to prosperity is for everybody to spend until it hurts.

One community has instituted "Spending Week", and the inspiration to do likewise will probably spread to other places.

The idea is good, if properly handled. If the purchaser will buy the things he needs and can pay for, and if the article is still worth something after the payments are completed—then we're for it.

That's one reason we're proud of our line—it serves a need as well as a desire, and every dollar the consumer spends for this type of merchandise is an investment.

R. H. KEMP LUMBER CO.



YOU MUST WORK TO **Have Money** Are You a Wisher?

Do You Wish for Promotion?
Do You Wish for Money?
**STOP WISHING!
START WORKING!**
Promotion and Money Will Follow



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In a Thousand Guises He Can Add to the Comfort and Joy of Living.

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WEST TAILOR SHOP
MRS. O. F. WEST, Proprietor
"Well Dressed Is Well Dressed"
Clothes called for and delivered—Phone 385

Brand Want Ads Pay Good Dividends!

DEAF SMITH COUNTY ABSTRACT CO., Inc.
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ABSTRACTS LOANS

A FEDERAL FARM LOAN
Is the Best Loan Contract On Real Estate

1. Lower rate of interest.
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A. O. THOMPSON, Secretary-Treasurer.
Our Abstracts Correctly Reflect the Records.

THOMPSON & IRELAND
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Hereford Texas



SPECIALS FRIDAY and SATURDAY Corner Drug Store

- Old-fashioned Hoarhound Candy Cough Drops, pound 40¢
- Big Bath Toilet Soap, while it lasts, four bars for 25¢
- Ever-Ready Safety Razor and brush, special at 79¢

TAKE HOME A BAG OF DONATTI CHOCOLATES—FRESH AND FINE

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 "We Fill Any Doctor's Prescription."
 The Best In Drug Store Goods—The Best In Drug Service

STAR THEATRE

HERFORD, TEXAS

TODAY AND TOMORROW
 THURSDAY AND FRIDAY, NOVEMBER 20-21



The Gay Nineties
 Are Here Again!

Marion **DAVIES** in
 THE **FLORODORA GIRL**



HAROLD LLOYD
 in **'Feet First'**

Produced by
 Harold Lloyd Corporation
 A Paramount Release

Here He Is!

3 BIG
 DAYS

Next Week

Next Week, Monday, Tuesday
 and Wednesday, November 24-
 25-26. DON'T MISS HIM!

Saturday Only
 NOVEMBER 22
 Matinee and Night



Betty **COMPSON**

MIDNIGHT MYSTERY

Next Week
 Thursday and
 Friday
 NOVEMBER 27-28

An infectious comedy that is
 sure to please. This is not a
 tough, gambling picture, but
 one you will enjoy.



MONTE CARLO
 A Paramount Picture



Three Big Pictures Coming!

- Lon Chaney in "UNHOLY THREE," December 1.
- Richard Arlen in "SANTA FE TRAIL," December 8.
- Wallace Berry in "BIG HOUSE," December 15.

Locals

Mrs. A. Taylor was Herford's delegate to the Baptist Woman's Missionary Union which held its annual convention in Amarillo last week.

Egg Pellets, 100 pounds, \$2.90. FARMERS ELEVATOR CO. 44-tf

Give Photos Christmas. 45-tfc

Use Figaro meat salt for sugar-curing meats at home. West Texas Feed & Seed Co. 45-1c

E. S. Ireland, mayor, and C. R. Boyd, city marshal, left Monday for the Black range territory in New Mexico on a hunting expedition. They will try their skill for a few days in bagging some big game.

Pig Starter, 100 pounds, \$3.25. FARMERS ELEVATOR CO. 44-tf

Give Photos Christmas. 45-tfc

Morton's Kansas and Michigan "Flake" salt is ideal for curing meats. West Texas Feed & Seed Company. 45-1c

Hog Supplement, 100 lbs., \$3.50. FARMERS ELEVATOR CO. 44-tf

Give Photos Christmas. 45-tfc

Presbyterian Missionary Society will have a bake sale at the Texas Meat Market Wednesday, November 26. 45-1c

Judge Jno. P. Slaton, local attorney, returned Saturday from Mineral Wells where he spent two weeks for his health.

Pig Starter, 100 pounds, \$3.25. FARMERS ELEVATOR CO. 44-tf

Give Photos Christmas. 45-tfc

Fire insurance doesn't prevent fires; likewise, Brunswick insured tires may have accidents, but we repair them free of charge. At RICE'S. 45

Miss Emma Gunter is in Plainview this week attending the rural recreation school which will conclude tonight. She has been at all the night programs which began Monday night.

Hog Supplement, 100 lbs., \$3.50. FARMERS ELEVATOR CO. 44-tf

Give Photos Christmas. 45-tfc

Our Jack stock is complete and they are priced at low as \$1.25. At RICE'S. 45

Mrs. W. H. Jennings of Black River, Arizona, arrived last week to visit her parents, Mr. and Mrs. G. R. Jowell and family. Mrs. Jennings will be remembered as Miss Corrine Jowell.

Give Photos Christmas. 45-tfc

If you don't believe business is good with us, just drop in for a visit. Brunswick insured tires (they cost no more, usually less), Air-Fast (puncture-proof) tubes and Rice's Instant Tire Service is the secret. 45

Mrs. Patricia Allen visited in Amarillo with her son, Billie, Sunday.

Mrs. Roy Bruner and daughter, Christine, of Tucumcari, visited relatives and friends in Herford this week.

Just received a shipment of fresh B batteries, hot-shots and dry cells at RICE'S. 45

Mrs. A. K. Gillis and son, W. F., and Miss Eva Owensley motored to Wichita Falls Wednesday where Miss Eva has accepted a position.

Mrs. F. C. Williams, daughter of Mrs. A. K. Gillis, is recuperating from a severe throat ailment.

Brunswicks are famous for quality. 45

Herford Meets Vega II Friday, Tulia Nov. 27

A game has been matched with Vega's scrappy eleven for Friday afternoon at 3:30 on Whiteface field, and the slipping Hornets of Tulia will be here for another classic encounter Thanksgiving Day, according to B. H. Hopkins, athletic business manager, who has been busy the past week scheduling some interesting matches for the close of the season.

Vega is reputed to have a hard time to down, and the Oldham boys showed it by sneering Herford's second team with five touchdowns to spare. A good game is predicted.

The Brand wants rag good clean cotton rags, with old knit underwear, stockings, linen collars, etc., absolutely barred. Good price paid. 45

Another Fast Mat Bout On Friday's Card

Lovers of clean athletics are promised a good wrestling card at the sales pavilion Friday night, November 21, when Otis Clingman, once middleweight champion of the navy, grapples with Young Sampson of Dallas, who has been wrestling under the wing of Bert Wiloughby. Clingman lives in Pampa. He has been wrestling all over the United States, and is a contender for the middleweight crown.

There will also be some exciting preliminaries. Charles Roger of Pampa claims he will floor Richard Baker in good shape, and Richard has not agreed to such assertion. They will wrestle for the best two out of three falls.

Ten per cent of the gate receipts will be given to charity. The barn will be well lighted and heated, and good music is promised by Omar Baker, in charge of local arrangements.

Chesty Smith of Cincinnati proved too much for Roy Wells, tool dresser of Berger, in the wrestling match last Friday night, although he lost the first fall thru a flying toe-hold after 23 minutes. In the second round Smith got a body squeeze and put his opponent to the mat. The third fall ended after 14 minutes when Chesty stretched Wells out with a flying body slam.

The preliminaries were a draw between Bob Roy of Amarillo and Jack Fisher of St. Louis.

A Want Ad in The Brand is a sure, steady worker—try it out

HAROLD LLOYD IN NEW PICTURE COMES TO STAR

The imaginative and organizing genius, to say nothing of the acting genius, of Harold Lloyd are impressively paraded before the eager public eye and ear again in "Feet First," the new Lloyd picture at the Star theatre next Monday, Tuesday and Wednesday. "Feet First" is a rollicking, breath-taking production, having some climactic thrill-stuff. Barbara Kent is the leading woman, and the rest of the supporting cast is competent. The picture upholds with gusty distinction the tornado tradition of the Lloyd meter. It is a craft of fun and hair-raising thrills, and has a delightful tang of wistful romance. Crowds have jammed the theatre wherever Feet First has shown.

FOR JOB WORK, TRY THE BRAND.

Herford Leads In Selling of Chevrolet Cars

The Brumley Chevrolet force went over the top in the selling campaign carried on by Chevrolet distributors of Texas, and first prize is district 2 was awarded the Herford agency. The local company sold more new and used cars in October than either Clovis, Plainview, Tulla or any intermediate towns which are included in the district. The prize given was a banquet and a free trip and expenses for the entire personnel of the Brumley Chevrolet Company to the football game November 21 in Lubbock between Texas Tech and Abilene Christian College.

Notice!

We have purchased the interest of L. A. Ricketts in the filling station, washing and greasing service and automobile repair business on West Third street, across north of the city hall and solicit the patronage of friends and the general public on the merits of conscientious service and guaranteed workmanship.

SINCLAIR GAS AND OILS

Rayford Ricketts David Weeden

Good Used Cars For Sale—

During the balance of this year we are going to offer you the most outstanding opportunity of all time to buy a USED CAR cheaper and on better terms than you have ever been able to buy before. Owing to the demand for the new Chevrolet Sixes, we are able to offer you values in used cars that cannot be equaled in any market anywhere. Here are a few:

5 '29 Ford Coaches, everyone a good one; ready for a lot of service. See them.

2 1929 Chevrolet coupes. These are in A-1 condition throughout, ready for a winter's driving without any trouble.

4 '29 Ford Coupes in all colors, upholstery, paint and motors in best of condition. Prices cut from \$25 to \$15.

1929 Ford Roadster, a dandy little car and priced real cheap. Better hurry!

4 Chevrolet trucks in both fours and sixes, real buys that you will do well to see before you buy.

1930 Chevrolet Sport Roadster; beautiful color, a car you will be pleased to own, boys.

3 1929 Ford trucks. If you want a really good truck, we have them from \$350 up.

1930 Chevrolet Special Sedan; has de luxe trunk, six wire wheels, runs like a new car, a chance to make a great saving.

4 1928 Chevrolets in coupes, coaches and sedans, see these wonderful values before you buy.

1930 Chevrolet Coach; has only 9000 miles; in best of condition, an outstanding value.

After looking this list over and you do not see what you want, just come see us—we have many more outstanding values for your consideration. We need the room and these cars must sell.

Yours For Sales and Service

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"A Reliable Institution"

Phone 216.

HERFORD, TEXAS

Are You On a "Tomorrow" Basis?

Your future—possibly several futures—depends on you.

When the shadows fall will you be prepared to enjoy the rest and leisure you deserve, or will you be forced to fight to the bitter end to make ends meet?

Start saving NOW while you are earning.

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