

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

33rd Year—Number 49

The Hereford Brand, Hereford, Texas, Thursday, December 14, 1933.

Five Cents Per Copy.

COUNTIES FORM FARM CREDITS BODY TUESDAY

Farmers of eight Panhandle counties, including Deaf Smith, formed a production credit association at Amarillo Tuesday. It will be known as the Amarillo Production Credit Association.

Loans will be made to farmers and stockmen for periods from one to 12 months for the purchase and refinancing of livestock, for the growing and harvesting of crops for general agricultural purposes. Interest rate at present will be seven per cent.

Eight counties are represented in the association. They are Deaf Smith, Randall, Oldham, Potter, Carson, Hutchinson, Hansford and Armstrong. The organization is one of 52 being formed throughout Texas and is to be financed by the Federal Intermediate Credit Bank. It is a part of the Farm Credit Administration which will centralize agricultural credit. The plan was described by Congressman Marvin Jones here recently.

Earl Wilson, former county judge, was named Deaf Smith county's director in the association. Each county elects a director or who from their number choose all officers, except a secretary who is to be hired.

The organization was capitalized at \$200,000. The initial capital is to be financed by the Production Credit Corporation of Houston, which is to finance all the organizations throughout the state.

Borrowers will be required to own stock in the association in an amount equal to five per cent of their loans. Such stock may be paid for out of proceeds of the loan. Interest on such loans will be three per cent above the discount rate of the Federal Intermediate Credit Bank of Houston.

A new body is permanent and will replace the former crop and feed and seed loan arrangements made by federal agencies during the past several years.

LAMESA-WHITEFACES IN TITLE GO FRIDAY

With a regional championship as the prize, Hereford High school's Whitefaces will do battle with the Golden Tornado of Lamesa High here Friday afternoon. Last Friday while the Whitefaces were taking a surprising victory from the Demons of Dumas for the title in districts one and two, Lamesa was doing the same thing to Rotan.

This week the two will battle here for the highest prize to be won by a class B team in Texas. There is absolutely no doubt upon which to base a guess as to the outcome. Adherents of both teams feel their team will win.

Not until yesterday afternoon was it known when and where the game would be played. Lamesa school officials wanted Hereford to give them a guarantee of \$600. Lamesa paid that amount to the locals for a game in 1929. But that was 1929, figured local school officials, and refused to hear to it. They simply told Lamesa officials they would have to come up here and play under the league rules which ordain that a team shall return a game it owes with expenses guaranteed and be given a split on the net gate receipts.

Lamesa did not consent to do this until yesterday when they were advised by Roy B. Henderson, league chairman, that Hereford was right. The visitors will be given \$200 for expense money. The remainder will be divided.

The game will start at 2:30. Because of the great expense, prices were raised to 75 cents for adults and 25 for students. Mule Davis, McMillan and Ralph Dorsey, all former A. & M. graders, will do the officiating.

3 Hereford Boys On All-Star Team

Three members of the Whiteface team, Captain Richard Baker, quarterback; Patsy Baker, guard, and George Smith, center, were named on the all bi-district team picked by Adrian Odom, sports writer on the Amarillo News.

Odom saw the team play twice and also saw all sectional champions in district one at least once, most of them twice. He complimented the fine play of the Hereford lads in picking them from a strong field.

Aunt of Hereford Women Dies In Corpus Christi

Hereford friends of Mrs. Q. B. Hill of Houston, Texas, will be grieved to hear of her death, which occurred on November 29, at the home of a daughter in Corpus Christi.

Wheat Contracts Go to Washington

Wheat reduction contracts for Deaf Smith county are in Washington. They were sent Thursday of last week by air mail from Fort Worth after approval by John R. Edmonds of the state extension service.

Johathan Pitman, president of the wheat board, Dewey Reed, agricultural agent, and Jess Carter, attended the hearing. It is believed allotment checks will be delivered around Christmas time.

Officers of the wheat board have just about been closed at the court house, with activities almost finished. Reed has returned to his office in the basement. A number of applications have been taken during the past week and contracts sent on to Washington.

All the stragglers will be taken care of, although these contracts which did not go in with the regular group will be delayed several weeks.

Scarlet Fever Under Control

Hereford's threatened scarlet fever epidemic is under control, says Dr. T. L. Morgan, city health officer. Strict quarantine regulations put in effect last week have stopped the spread to such an extent that the situation is no longer serious, Dr. Morgan said.

No new cases have been reported since Sunday. Twenty-six cases are still under quarantine and will remain so until all danger of spread of the infection is past.

Dr. Morgan was elated at the cooperation given by citizens in helping to prevent spread of the disease.

Red Cross Membership Is Brought Up to 194

Two additional memberships in Deaf Smith county chapter of the Red Cross were mailed in this week, bringing the total to 194, just six short of the county's quota.

The new members are both residents of Wildorado. Mrs. R. L. Campbell and Mrs. O. J. Grabb. Hope was expressed by Mrs. B. F. Guthrie, vice chairman, that the quota of 200 could be reached by voluntary subscriptions.

Additional Honor Roll Names Given by School

Sixth and fourth grade pupils making the high honor roll for the third six weeks in the Hereford schools were unintentionally omitted from the list in last week's Brand.

SANTA TO BRING GIFT FOR EVERY KID NEXT WEEK

Word was received here this morning from Santa Claus that his bag is packed to overflowing with candies, nuts and fruits for every youngster in in Hereford and the surrounding area. He will give these to the kiddies at the parade and pageant to be given here next Thursday afternoon.

First, Old St. Nick is going to lead a parade down Main Street, and then he is going to station himself at a big Christmas tree and pass out the goodies.

In the parade are going to be school children of both the rural and city schools. Then the Lions are going to have a float. The high school band will be right up at the front with Santa. The football team and pep squad will be in the procession. Everyone who wants to enter a car in the parade may do so. As for floats, Prentice Rosson wants stores, individuals and organizations to decorate floats and put them in the parade.

Cliff Acker, who is in charge of decorations downtown, says his Christmas tree will be up and ready when Santa arrives. C. H. Dillehay is handling the parade and wants everybody in it. B. H. Hopkins, Homer Grizzle and Cleveland Humble have been communicating with Santa and they have word the old gentleman is all ready for the big doings.

Louie LeGrand got a hurry call from St. Nick the other day asking that he and his committee scrape up a whole lot of candy and have it ready. They got the candy, then Mac Womble and his gang packed the bag.

So there will be candy and everything for every kiddie that comes to the parade. Merchants are going to help out by giving the best shopping opportunities available in the Panhandle on that day and the remainder of the week.

The Chamber of Commerce, the Lions Club and Old Santa have all made a resolution that Thursday, December 21, is going to be a sure-enough big day in Hereford. And they mean what they say.

Annual Poultry Show Here Pronounced A Big Success

More than 650 of the highest quality chickens of West Texas were on display here last Thursday, Friday and Saturday in the fourth annual show of the Tri-County Poultry Association. The show was described by W. C. Tallant of Oklahoma City, judge, as one of the best he had ever seen.

Breeders of the immediate territory were the big prize winners. A Buff Orpington cockerel, shown by Mrs. Oscar Hunt of Canyon, took the cup as the champion male.

The standard might have been patterned after this bird, Mr. Tallant declared.

TO PROVIDE FARMERS WITH WORK UNDER NEW C. W. A. ARRANGEMENT

Form 13 Classes for Adult Study

More than a dozen adult education classes under C. W. A. have been organized here and are holding daily sessions in various rooms at the court house.

Enrolled in the classes through Wednesday were 134 students with prospects of a great many more taking present courses. Several more classes are being formed.

Miss Lillie Hostetler, county librarian, is director and leader in forming the classes. Teachers instructing classes are Misses Ella Broadwell, Frances Dameron, Nell Kester and Katherine Kirby.

First year Latin, shorthand, first and third year Spanish, modern poetry, history survey, physical education, typing, penmanship, public speaking, dramatics and spelling are the courses now being given.

Classes in commercial law and economics are assured. Discussion groups will likely be formed from public speaking classes, giving one night each week to a general session to which the public will be invited.

Any person above 16 years of age may enroll in these classes. There is no cost except in cases where students are to furnish text books. Teachers are to be paid from C. W. A. funds.

Vocational courses, such as mechanics and electrical studies will be added if sufficient enrollment and instructors can be obtained.

City's Projects Will Start Soon

Projects in the city under the Civil Works Administration will be under way next week in the opinion of Mayor E. B. Black. All city projects so far consist of paving with caliche.

Materials are to be purchased locally. Since the city has no funds for this purpose, citizens are required to furnish materials. A block may be financed for \$30. Any group of citizens may get together, raise funds to pave the block and the work will be done.

Several blocks are financed. Work is pending completion of surveys and running of levels. This will be done shortly.

Federal Gasoline Tax To Die January First

Repeal of national prohibition will bring to Texas motorists almost 3 1/2 million dollars in 1934, although Texas remains dry, according to figures recently released by the Texas Good Roads Association.

The special federal gasoline tax of one-half cent per gallon, levied by Congress this year as a revenue provision of the National Recovery Act, will be voided automatically on January 1. The act, which raised the federal tax levy on motor fuel from 1 1/2 cents stipulated that it would be returned to one cent on the first day of the calendar year following repeal of the 18th amendment. Liquor tax will make up the difference.

Taxes on motor fuel in Texas as 1934 begins will remain at 4 1/2 cents per gallon—one cent federal and four cents state.

Farmers in Deaf Smith county who have no incomes at the present are to be furnished work through the C. W. A. whether or not they are on the relief rolls. Heretofore only persons on relief rolls have been eligible for work on C. W. A. projects.

A special ruling for the drought-stricken counties of the Panhandle was made this week by state and federal relief agencies allowing these farmers to work. Farmers need not enroll for relief or show that they are destitute in order to get the work. They merely furnish proof that they have no income at this time.

Over Ninety Farm Loans Made Here

More than 90 federal farm loans have been approved and completed in Deaf Smith county since September, according to records of the county clerk's office. Total moneys involved in these government loans could not be determined.

Farmers are taking advantage of the new opportunities provided in the Agricultural Credit Administration which allows 25 per cent second lien loans and still grants the old 50 per cent first lien notes. Eleven land bank appraisers have been at work in the county during the past two months making more than 150 appraisals of property upon which loans were sought.

Highway 33 Grade Finished to Dawn

Sub-grade on Highway 33 east of the city has been completed to Dawn, according to C. N. Harrison, Jr., state highway department representative. This will not allow the road to be opened, however, as concrete work on the drainage structures is just getting under way.

Two cuts are yet to be made in the road between Hereford and Dawn, and it has not been definitely decided whether a cut or bridge will be used through the deep draw about six miles east of the city.

County Cow Quota Due On January 11

Deaf Smith county's quota of cattle to be bought by the government for canning and distribution to the needy are to be delivered in Amarillo on January 11, according to information received yesterday by Dewey Reed, agricultural agent.

This county has been allotted 44 head. The government will buy the animals—cutter cows—at prevailing market price on the day of delivery. A minimum of \$1.75 per hundred weight is guaranteed, however.

Reed asks that all cattle growers in the county who are interested in selling cows on this basis get in touch with him at once so that the number to be sold can be prorated to the growers.

The grower is required to deliver the cattle to the Pinkney Packing plant at Amarillo where they will be slaughtered. An experienced buyer will inspect the animals and has the right to reject unsuitable cows.

Farm Truck License Plates Not Yet Here

License plates for farmers' trucks which are to be registered at half the regular fee have not been received at the county collector's office but are due this month.

Farmers' trucks weighing 8,000 pounds or less are entitled to be licensed at half fee, provided they are used without trailers or semi-trailers and are employed only in hauling farmers' own products and supplies. Special plates will be furnished.

Same rates for all other vehicles will be in force for the new year as during the year closing. License for 1933 will be good through January unless the time is extended by an act of the legislature.

New registration fees are payable now, but the plates are not to be attached until January 1.

All farmers are urged to get to the county relief office at once and register for this work. They will be used as projects come up in their vicinities. There is no assurance that a farmer may register and go right to work. Approval of projects submitted must come before present forces can be increased.

Ten of these projects were submitted to state authorities Tuesday, and approval is expected today or tomorrow. All the projects pertain to road work on highways throughout the county. Widening of cuts, building up of fills through lakes, setting back fences along right of way on the state highways, repairing of right of way fences and levelling of sand dunes along the rural mail routes are included.

County projects now under way include building of a caliche road on Harrison Highway from the city limits to the cemetery, a distance of one mile; widening and improving of the Dawn-Wildorado road; removing sand dunes and general repairing on the road along rural route No. 4 northwest of the city; setting back fences on the right of way of Highway 33 west of Hereford, and paving an area-way around the court house. More than 100 men are at work on these and the Highway 33 project within the city limits.

As projects are completed others will be ready to start, thus providing continuous work for those eligible to receive it as long as the Civil Works Administration's employment program is in effect.

Processing Tax On Hogs Payable

Processing taxes on home killed hogs, slaughtered since November 1, must be paid. Farmers may obtain blanks for making returns from Dewey Reed, agricultural agent. The tax applies only if pork was sold. The rate to be paid varies, increasing each month. For hogs killed in November the tax is 50 cents per hundredweight; December, \$1; January, \$1.50; February and thereafter, \$2.00. Hogs are to be weighed on foot and tax paid on live weight.

Farmers have the remainder of December in which to file returns on all hogs killed in November. The reports will show the number of hogs on hand November 1; number and weight of hogs killed; and weight of hogs shipped and delivered, and the number and weight of hogs on hand at the end of the month. Reports must not be based on estimates but must be accurate.

Information as to paying of the tax and procedure in making out the forms may be obtained from Reed by commercial hog killers as well as farmers.

Facts on the government's hog reduction program which is to be put into effect soon have not yet been received by Reed. The program calls for government purchase of 25 per cent of the country's swine.

Santa Fe Gives Rates On Holidays Excursions

Holiday excursion rates, the lowest in recent history, are being offered by the Santa Fe Railway to all points in the country. The reduced rates go into effect today, and return limit on tickets is January 15. Rates are considerably lower, according to J. E. Beyer, local agent, than the new two cents per mile minimum, adopted December 1.

Flag Couple Wed Here

Miss Ester Horton and Mr. H. B. Strickland, young Flag couple, were married here last Saturday afternoon at the Methodist parsonage by Rev. T. F. Willett. They will make their home at Flagg.

Whitefaces Smash Dumas For Bi-District Crown

When one boy gains three-sixths of a mile in one football game, is, as the saying goes, staying somewhere.

That's exactly what Captain Richard Baker did in leading his Whitefaces of Hereford High to a bi-district championship here last Friday when they trampled Dumas, 27 to 6.

Baker did not score any touchdowns, but he made it possible for the Whitefaces to make four. He gained exactly 333 yards, 150 of it on scrimmage, carrying the ball 15 times. He returned five punts for a total of 77 yards. Three passes he received for total gains of 48 yards; 53 yards he returned

an intercepted pass. That's about all he did except kick three points after touchdown and run the team high perfect in addition to knocking down a half dozen passes and blocking like fury.

guards assisted in the fine defensive work, but their greatest accomplishment was in the blocking which made Baker's great runs through the middle like so much tip-toeing through the tulips.

successful aeriols to Baker—all of this in addition to mopping up Dumas passing when it came his way.

But Dumas was not without stars. In Kirkland at end they offered a fine high school player—one who punted for an average of 45 yards in seven tries, getting one 60 yards in the air. Twining at center was almost the equal of Hereford's Smith on the defense. As a passer Watkins has few equals in high school circles. Only Hereford's overpowering forwards kept him from completing dozens of them. And Mills, though he had his worst afternoon of the season, showed himself to be a long way

above the ordinary. It was the first time this year he has not broken away for long touchdown runs and this is a credit to Hereford's great defensive play rather than a discredit to Mills. Bostick, right tackle and Dumas' greatest lineman, was unable to play because of injuries received in an automobile accident.

The Hereford Brand
Published Every Thursday at
HEREFORD, DEAF SMITH
COUNTY, TEXAS
MRS. SETH B. HOLMAN,
Editor and Owner.



TELEPHONE 30

NOTICE TO THE PUBLIC
Any erroneous statement 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.

Entered as Second-Class Matter at the Postoffice at Hereford, Texas, Under the Act of March 3, 1879.

SUBSCRIPTION PRICES:
Zones 1 and 2, per year — \$1.50
Zones 1 and 2, six months \$1.00
Outside Zone 2, per year — \$2.00
Outside Zone 2, six months \$1.25
Outside Zone 2, four months \$.75

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

Tumbleweeds and C. W. A.

Since farmers are to get work under C. W. A., The Brand wants to suggest to the gentlemen who frame Deaf Smith county's projects that it would be a good idea to clear tumbleweeds from certain county roads in the county.

Especially is the condition bad northwest of Hereford. In some places out there the tumbleweeds have covered roads to such an extent that traffic is forced to detour and cut across pastures, for there is no passing. A party of duck hunters last week, unfamiliar with tumbleweeds, drove into a densely covered road and found to their amazement that they could neither continue to go forward nor retreat. It took them several hours to clear the weeds sufficiently to get out. A carelessly dropped match would have resulted in a burned car, possibly some fatalities and certainly destroyed fences.

A county project is the leveling of sand dunes along county roads in the county. Weed removing could be added profitably.

Politics.

Looks as if candidates for the gubernatorial nomination are going to have to campaign among themselves in order to reach sufficient voters to have a chance. To date enough citizens to make a nice-sized community have announced for the position. More will make the race.

Wichita Falls leads with James Alfred, C. C. McDonald and Tom Hunter as candidates. There is Clint Small of Amarillo from the Panhandle. Then Edgar Witt, lieutenant governor, wants the job. Cooke Stevenson, speaker of the house, is likely to run. Franklin F. Davis, Houston's self-styled radical, will be a candidate. Senator Walter Woodward, he of water-pitcher-throwing fame, is almost certain to run for something, may be governor.

This will be an interesting race. We are looking forward with great

By Their Words

What Panhandle Papers Say

Along with the feeling which has grown stronger and stronger that it is a public responsibility to see that those who want to work are given work to do, has grown an associated feeling that those who do not want to work are not entitled to be given charity. Work is created especially to meet the great need, with the hope that all who need help can find it in this work. And this created work will serve also as a test of whether or not a man is worthy to be helped. The army of won't-work must be disbanded, even if hunger has to do the job.—Curry County Times, Clovis.

Dr. E. W. Jones came back highly enthused over the old world courtesy and the people south of the Rio Grande as were the other three members of the party. He is quite correct, for I have experienced it myself. The treatment you receive at the hands of a gentleman of culture in Old Mexico makes you realize that we do not know the first principles of hospitality as they practice it down there. If you have friends or can make friends after you get there, a visit to Old Mexico will change your idea of the people who are our neighbors on the south.—Deskins Wells, Wellington Leader.

The thing that distinguishes a genuine sportsman from a "bum sport" is that those who have the spirit of sportsmanship not only know how to win gracefully, but how to lose uncomplainingly. The difference between a genuine sportsman and the other kind is that your real sportsman never tries to shift the responsibility for his failure upon someone else. That is something worth remembering, and the Muleshoe citizen—young or old—who is guided by it will be happier. Try your best to win, but if you lose don't be too quick to blame someone else for your failure.—Muleshoe Journal.

Farmers around Muleshoe will be interested in a warning now being sent out by the Farm Credit Administration against dealing with unofficial and unauthorized persons who are going about seeking to collect fees for the so-called service of helping them obtain loans from Federal Land Banks. "No unofficial intermediary is necessary for farmers to make applications for loans, and no such person will have any influence upon the amount of the loan, which will be made," says the warning from Washington. At the same time applicants are told to make all applications direct to National Farm Loan Associations, to authorized correspondents of Federal Land Banks, or to the banks themselves. Persons claiming they can procure or increase loans are frauds. Residents of this territory might do well to be on the lookout for them.—Muleshoe Journal.

M. L. Long and Solon Thompson of Roswell, New Mexico, were here last Friday attending the poultry show. Mr. Long had a nice string of S. C. Reds here on exhibit.

er. anticipation of a hot fight, however, to the bout between Tom Connally and Joe Bailey for the U. S. Senate seat. The year 1934 will be a boom season all the way around for politics.

Local campaigns will not break into the open until after the first of the year.

A LONG TIME AGO IN HEREFORD

(From the Hereford Brand, December 19, 1902.)

Holiday advertisers were liberal with the Brand that week and many were the beautiful Christmas novelties offered.

A boy had been born to Mr. and Mrs. R. F. Holloway Wednesday, December 17.

Sam Wise had been a business visitor here from Dimmitt.

Claude Witherspoon was home from Trinity University.

Notice from the Postal Department in Washington notified Postmaster W. J. Walters that the Hereford office had been raised from fourth class, and henceforth would be designated as a third class office.

Three peppy mass meetings had

been held by citizens, all looking to the common proposition of advancing Hereford as a splendid place to live.

W. R. Evans had gone to the Indian Territory on business.

(From the Hereford Brand, December 13, 1912.)

The Brand was offering \$1.00 each for mistakes found in the paper. However, they were purposely made in the ads and to find those interested had to read the ads from end to end.

Flossie and Jack Raynor were pleading with Santa Claus to bring them a bunch of presents.

The editor commented at length on the attractively arranged display windows of Hereford merchants.

In this issue of the Brand, notice was given of the suspension of the Hereford Recorder, which had been published here for some time, giving a lack of business as the cause.

E. E. Ramsey had been a business visitor in Amarillo.

Mrs. L. E. Brady was advertising fine turkeys for sale at 12 1/2 cents per pound.

R. W. Baird, sheriff of Deaf Smith county, had bought a brand new automobile in which he hoped to answer many of the "hurry-up" calls for his service.

The Brand was hot under the collar because a citizen of Nebraska who was interested in the town could not find it on the map. That same editor announced his intention of seeing that the town was included on all future maps.

Progressive News

BY OLIVE PERKINS

This community is enjoying the beautiful December weather. Get highest cream prices at Farmers Creamery Association. 7-12

Miss Mary Chambers of Dawn was a guest in the Higgins home the past week end.

The Progressive Women's Club was hostess to the Federation Club at Hereford last Tuesday. Mmes. Higgins, Blakemore, Ruth Donovan and Miss Perkins serving at the luncheon hour. Mmes. Caldwell and Bowman, and Miss Eunice Caldwell attended in the afternoon. Everyone reported a very enjoyable day.

Mr. and Mrs. Ernest Henry and children of Jumbo were Sunday visitors in the Park home.

The Hershey home was a scene of much merriment and a sad one Saturday night when the community surprised the Hersheys as they are moving from our community this week. Everyone enjoyed the evening playing forty-two and visiting, but regretted to bid these people good-bye. We will miss them very much in the social affairs of the community, especially the Sunday school work, as Mr. Hershey has been a very faithful superintendent.

Several of the young people visited the Harding Ranch and Palisades Park, also visiting the museum in Canyon.

Harold Posey and Arnold Hershey were in Amarillo Sunday.

The Sunday school has made plans for a community Christmas tree at the school house Saturday night, December 23. A program will be given.

Mr. and Mrs. C. P. Caldwell took dinner in the Jeff Roberson home Sunday.

Mr. and Mrs. Gilbert Donovan of Hereford spent Saturday night in the Carl Donovan home.

There is to be a fifth Sunday singing at the school house on December 31. Dinner will be spread at the noon hour. Everyone is invited.

Mr. and Mrs. Emmett Blakemore were supper guests in the Gregory home Sunday night.

The Women's Club meets with Mrs. Higgins Wednesday, December 20. All club members are urged to be present. Plans for a club social and Christmas tree are to be completed at this meeting.

Mrs. Cecil Hodges and daughter of Daniel called in the Caldwell home Thursday.

Westway Items

(BY WILMA SKYPOLA)

Mrs. A. H. Leub and daughters spent Sunday with Mr. and Mrs. Fred Pittner.

Get highest cream prices at Farmers Creamery Association. 7-12c Misses Ina Mae Hastings and Bessie Lee Barnard spent the week end at home in Hereford.

Mrs. Johnson of Crosbyton, mother of Mrs. G. W. Wilson, is visiting in the Wilson home.

Mr. and Mrs. Bill Rice have returned from Dallas where his grandmother is seriously ill.

A. H. Leub and family visited in the Loerwald home at Wyche Friday.

Miss Lillie Baker of Denton is visiting the T. E. Baker home.

Mr. Dodson took the basketball boys to Baileyboro to play in the tournament, Westway winning second place.

Flag teams play the boys and girls here Thursday at 2:30.

Mrs. C. P. Grimes spent Saturday night in the Dave Grimes home in Hereford.

Mr. and Mrs. Larry Rose of Hereford have moved to this community and occupy the place where Mr. and Mrs. C. P. Grimes have been making their home.

Mr. and Mrs. Dodson visited his brother, Roy Dodson, at Goodnight, this week-end.

Mr. and Mrs. Tom Vaughn visited the Earl Joiner home Sunday.

Jess Farris and A. H. Leub made a business trip to New Mexico Sunday.

Bennie Harrison and son of New Mexico, Mr. and Mrs. Guy Lawrence and Mr. and Mrs. Gunn and John Ross took Sunday dinner in the Joe Landers home.

Mrs. L. O. Gore visited in the G. W. Wilson home Sunday.

Billie J. Wilson of Hereford spent Sunday with Elvin and Grady Wilson.

Niggerhead Coal

Fresh from the mine, less breakage and very best grade Colorado domestic coals.

H. L. CASEBEER AT GIN

THE LASTING SENTIMENT



Bring glamour into someone's life with a gift of true value and beauty—a gift whose possession will forever be a delight. Jewelry best expresses what "Christmas Spirit" really means because it endures, and wins lasting appreciation as the years go by.

THE PRACTICAL GIFT

F. M. KESTER and SON

Never have trouble on cold mornings starting your motor. Just buy Conoco Bronze Gasoline that gives instant starting and better winter performance... For full motor protection fill with Conoco Germ Processed Paraffin Base Motor Oil with "Hidden Quart" Penetration... At Red Triangle Stations



Conversation heard on the street this week: He: "Well, the last name is checked off the old Christmas list. We've bought all the presents and still have some money left, Great stuff." She: "Yes, dear. That was a smart idea—joining the Christmas Savings Club. Why, we never missed that little sum each week. But it surely came in handy for shopping this year. Don't forget to start in for 1934."

And You, Friend: DON'T FORGET.

Start a Christmas Savings Account.

The First State Bank OF HEREFORD



Have Money AWAY FROM FIRE

YOUR home is no place to keep your money... it may BURN or BURGLARS may get it. Then it would be just "too bad."

START SAYING REGULARLY NOW We Welcome YOUR Banking Business



Flowers for Christmas

Christmas would be incomplete without beautiful, fresh flowers to give it full expression.

ORDER EARLY

HEREFORD FLORAL CO.

PHONE 597-J

Summerfield News

BY MRS. GUY WALSER

Take Produce to Carl's Gro. if Rev. Smith and wife of Plainview were here over the week end, he filling his appointment Sunday morning and night.

The Home Makers Study club met December 7 with Mrs. Britt Clark, with Mrs. Perry McMinn leading the program on "The Community." The following officers were elected: Mrs. Ray Johnson, president; Mrs. L. L. Cannon, vice president; Mrs. W. Edelman, secretary; Mrs. Britt Clark, treasurer; Mrs. Lee Curry, parliamentarian; Mrs. Perry McMinn, council delegate. At the social hour refreshments were served to 11 members and two visitors. The next meeting will be December 20 at the home of Mrs. L. L. Cannon, with a Christmas program. All ladies of the community invited.

Messrs. Huston and Bruns of Amarillo visited J. B. Saunders one day last week.

Mr. and Mrs. Chas. Paddock of Hereford spent Sunday in the L. L. Cannon home.

Mrs. Mae Abbott and John of Bovina were visitors in this community Sunday.

Mrs. Blythe of Hereford is visiting Mrs. Ben Davis this week.

Mr. and Mrs. J. L. Martin and Jessie Pearl of Shamrock visited their daughter and sister, Mrs. Troy Welty, and family Friday.

Mr. and Mrs. O. G. Hill of Hereford visited Mr. and Mrs. Ray Johnson Sunday.

Mrs. D. E. Bellar and daughter of Muleshoe spent last week in the Perry McMinn home.

W. M. S. met at the church Friday in an all day meeting. The afternoon was devoted to Lottie Moon, a missionary of 1873. Messrs. C. R. Walser, Jim Clark, Joe Kendall, B. C. Roberson, L. L. Cannon and Ky Lawrence had numbers on the program.

J. R. Oglesby and family spent the week end with relatives at Plainview.

Mmes. L. L. Cannon, Wilbur Edelman, B. E. Roberson, Ray Johnson, Lee Curry, Wilson Vines, Jim Clark, Guy Walser, Obe Roberson, Misses Mabel Cannon, Hazel Oglesby, Maude Noland, Eva Greenon, Wilma Nell Sikes, Joyce Davis, Via Mae Thomas, Mary Lee attended the county federation at Hereford last Tuesday.

Y. W. A. gave a Lottie Moon program Sunday night. Miss Oleta Bowling gave a sketch of Lottie Moon's life in three scenes.

There will be a community Christmas tree at the church on December 24. Special service and program. Everybody invited.

Mrs. D. V. Rogers and Betty Joe White of Albuquerque, N. M., are visiting Mr. and Mrs. W. Edelman and Bill Edelman.

Ward News Notes

MRS. WILEY ROBERSON

La Afflatus Estudio club met December 5 in the home of Mrs. Cecil Lady. An interesting paper "Caves and Caverns of the Southwest," was given by Mrs. Suggs. "Indians, Yesterday and Today," by Mrs. Kibbe. "Scene's Interests, Parks and Playgrounds," by Mrs. Lipscomb. Book review, "Laughing Boy," Mrs. Bill Hutson. The program closed with the New Mexico state song. After refreshments of cake and coffee, the club adjourned to meet December 19 with Mrs. Jim Higgins in Hereford.

Mrs. Rogers of Dallas is here spending the winter with her sister, Mrs. Frank Stivers.

Mr. and Mrs. Claude Longbottom and children, Mrs. John Higgins and Mrs. Albert Oden and baby took dinner in the home of Mr. and Mrs. Bob Higgins Tuesday.

Mr. and Mrs. Jack Hutson and Mr. and Mrs. John Hutson visited Mrs. Sonny Ledbetter in Vega Sunday afternoon.

Mr. Standifer is leaving Wesley Store and moving back to Tack for the winter.

Mr. and Mrs. Bill Hutson and children, Mr. and Mrs. Wiley Roberson and sons were Sunday dinner guests in the home of Mr. and Mrs. Arlie Dean, the occasion being a birthday dinner for Miss Mary Louise Dean.

Jim Lipscomb returned Saturday from Dallas where he has been on business.

Misses Lucille Hughes and Grace Garrett of Flag called in the Wiley Roberson home Sunday.

Robert and Freddie Hutson and Robert Lady spent Sunday afternoon with Howard Gibbs.

Mr. Melton of Amarillo spent Tuesday night in the Bill Hutson home.

Marshall Powell left Tuesday for his home in Monroe, Louisiana, to spend the winter.

Mr. and Mrs. John Hutson were in Amarillo Monday.

Mr. and Mrs. Lynn Powelson and family spent Sunday in the W. R. Harrison home.

Mrs. Rutherford, Miss Wrenn, Mr. and Mrs. Jess Carter and baby all of Hereford were out looking over Mrs. Rutherford's ranch Sunday afternoon.

Next Sunday is Bro. Ben Harris's day to preach at Ward.

Black

BY MISS NOBLE M'LEAN

Take Produce to Carl's Gro. at The Lakeview singing class came to Black Sunday evening and everyone enjoyed a good program. This class invites all who sing to visit them any Sunday evening.

Mr. and Mrs. Porter Elmore and daughter of Amarillo visited Mr. and Mrs. Howard Elmore here Sunday evening.

H. L. McLean was called to Albuquerque last Monday to attend the funeral of his nephew, Leon Humphries.

E. V. Bushing of Farwell was a visitor here Wednesday.

Mrs. Tom Stone, Evelyn and Rob of Amarillo visited this community last Thursday.

Mr. and Mrs. G. E. McOrate were in Amarillo last Thursday.

Mrs. Pete Kelly of Pampa visited her aunt, Mrs. T. J. Hawk, one day last week.

Everyone is invited to the pie supper at the school house Friday evening, for the benefit of a Christmas tree.

Mr. and Mrs. Wilson Vines of Summerfield visited here Sunday.

The ladies' study and social club met with Mrs. H. L. McLean, with Mrs. Tom Stone of Amarillo hostess. Christmas entertainment was discussed and refreshments were served to 11 members and two visitors.

Ervin Welch spent Saturday night with his parents here.

Pete Wilson has returned to his home at Savoy after a long visit here with Mr. and Mrs. R. E. Barnett.

The car belonging to Roy Price collided with another occupied by several young people of Friona here Sunday evening. All escaped injuries except for small cuts and bruises. The cars were only slightly damaged.

Elvin Barker is visiting the Vines home this week.

E. B. Black was a business visitor in this community Monday.

Dean News

BY MARY LOUISE ELSIE FRIEMEL

D. S. S. club met with Mrs. M. B. Stone December 7, with all members present.

After a business session a delicious salad plate was served by the hostess. The next meeting will be a Christmas tree at the home of Mrs. Sowell.

Mr. and Mrs. Bill Hutson and children, Mr. and Mrs. T. W. Roberson and sons took dinner with Mary Louise Dean Sunday, celebrating her 12th birthday.

Mr. and Mrs. Martin Grimm and Mr. and Mrs. George Grimm and son of Amarillo took dinner in the Friemel home Sunday.

Mr. Biggers and son, Alton, visited in the Friemel home Thursday evening.

Mr. and Mrs. B. R. Fulkerson, Mrs. Edgar Sowell, Arlie Dean, Vincent, Elsie and Alvin Friemel attended the football game at Hereford Friday.

Mrs. Sowell and son, Buddy, of Hereford took dinner in the Edgely home Sunday.

Mr. and Mrs. Dean, Misses Ruby Raley, Lucille Harris and Mary Louise Dean attended the B. Y. P. U. at Ward Sunday night.

Messenger News

BY MISS EUNITA WILLIAMS

The pie supper at the school house was well attended and the amount received for pies was \$27.05. There will be a Christmas tree at the school house, December 24.

Get highest cream prices at Farmers Creamery Association. 7-11c

Among those shopping in Hereford Saturday were Mrs. L. M. Williams and Eunice and Alita, Mr. and Mrs. H. R. Lee and Grandson, Jack Raspberry.

Mr. and Mrs. Bob Finch and baby of Hereford spent the week end with her parents, Mr. and Mrs. P. C. Short.

Mr. and Mrs. Buddy Walker and children spent Sunday in the Lee Howard home.

Miss Hattie Franks who has been spending the past several months here, is in Dimmitt with her sister and mother.

Miss Imogene Copeland called at the Rouse home Sunday.

Those on the sick list this week were Mrs. B. M. Younge and baby, Mrs. L. M. Williams, Lee Howard and R. J. Coleman.

Mmes. R. J. Coleman, B. M. Younge and Walker attended the Council meeting at Hereford last Tuesday and reported a splendid



Superservice MAN

He Saves You REPLACEMENT

Part of his duties is to take a personal interest in making driving as economical and safe for you as possible. Worn out parts are dangerous and costly, so he checks your oil because he knows it can be one of the biggest causes of replacement.

Flats Expertly Repaired
Gulf Service Station



J. C. McCULLOUGH
Manager. Phone 112

Mr. and Mrs. Chas. Brown and two children spent Friday in New Mexico.
Pat Terry and a friend, from near Friona, were in this community Saturday.
Mr. and Mrs. Bill Bussell who spent the summer in the home of his parents, Mr. and Mrs. R. P. Bussell, returned to their home at San Jon, New Mexico, recently.
Mr. and Mrs. Frank Wilde have recently moved to Hereford to spend the winter.

Quality Foods FOR HOLIDAY MENUS

A Good Assortment of CHRISTMAS TREES for 19c UP. Seasonable Specials for Friday, Saturday and Monday

Schillings' **COFFEE**
1-Pound Can
29c

Pure Cane **SUGAR**
10-Pound Cloth Bag
49c

SHORTENING
Jewel, 8-Pound Carton **54c**

FLOUR
Sunrise, Guaranteed
48-Pound Bag for **\$1.47**

BUTTER
Fresh Creamery
21½c
Pound

BACON Wilson's Smoked, Per Pound **12½c**

SAUSAGE Pure pork, fresh ground, lb	10c	CHEESE Elk Horn, per pound	18c
PEANUT BUTTER Fresh bulk, 2 lbs for	21c	ROAST Fancy grain-fed Baby Beef, lb	12c
BACON Pinky's, special sliced, lb	19c	STEAK From grain-fed baby beef, 2 lbs	25c
CATSUP Large bottle	11c	CORN FLAKES Jersey, large pkg	10c
BEANS Choice Lima, 2-lb pkg	15c	MINCEMEAT Old-Time, 2 pkgs for	15c
PEACHES Choice, 2-lb pkg	23c	CLOROX Pint Bottle	15c
FIGS Black or White, 2-lb pkg	19c	GELATINE Royal, Assorted flavors, pkg	5c
RAISINS, Sunmaid Puffed or Nectar, 15-oz pkg	9c	LIME RICKEY or Ginger Ale, 24-oz bottle, 2 for	25c
TOMATOES Standard No. 2 cans, 3 for	25c	HOMINY Van Camp's, 2½ can	9c
RALSTON'S Wholewheat Cereal, large pkg	23c	KARO Red or Blue Label, No. 10 can	55c

SELL US YOUR CREAM and EGGS

OATS Quick Quaker, large pkg	15c	BAKING POWDER K. C., 25-oz can	19c
COFFEE Bright & Early, 1-lb pkg	19c	MATCHES Three boxes	10c
CANDY BARS All popular brands, each	4c	SPINACH No. 2 size can, 3 for	25c
SMOKE SALT Morton's 10-lb can	89c	PINEAPPLE Libby's, two for	15c
SPICES Schillings', 2-oz can, 2 for	15c	CRACKERS 2-lb box, a good value for	19c
CLEANSER Sunbrite, 2 cans	9c	WHITE KING Scap Chips, a large box for	28c
APPLE BUTTER Libby's, 2½ can	17c	SALT 25-lb bag for	31c
BLACK PEPPER 1-pound can	23c	TABLETS Big Chief, 3 for	10c
TOOTH PICKS 5c size, 2 for	5c	BROWN SUGAR 3-lb bag for	19c

PECANS Large Size Pound **14c**

ONIONS Spanish Sweet, pound	2½c	FURR FOOD STORES lower prices
APPLES Per dozen	15c	
LETTUCE Fresh, firm heads	4c	
GRAPEFRUIT Fresh and juicy, six for	19c	
ORANGES New Navels, Sunkist Grade, dozen	19c	
SPUDS No. 1 grade, extra fancy red, 10-lb	15c	
POP-CORN Pops good, 3-lb bag for	19c	

THE GIFT
HE WILL NEVER FORGET

Remington Special... \$19.75
Remington No. 3... \$45.00
Remington Rand Model... \$60.00
Remington Noiseless... \$64.50

Ask about the easy terms which make it possible for any one to own a genuine Remington now.

J. M. MURCHISON
Court House

CHRISTMAS SALE NOW ON

—Again we say, DO YOUR CHRISTMAS SHOPPING HERE and see what you save.

WINTER COATS

PRICED TO SELL!
In the new late colors and styles that you will delight in wearing.

Ladies' Silk Hose

Make a Splendid CHRISTMAS GIFT!
—See our beautiful line of Handkerchiefs, Silk Undies, Kid and Fabric Gloves, Pajamas, House Shoes, all kinds, in leather and felt.

MEN'S FURNISHING SUGGESTIONS FOR CHRISTMAS—Sweaters, Jackets, Trench Coats, Hats, Caps, Oxforde, Dress Shirts, Suits, Trousers, House Shoes.

Fall Coats at \$1.49 and Less.

The Popular Store
SINCE 1921

Heat With Gas For Convenience-Comfort-Economy

See A Dealer Who Displays This Symbol

West Texas Gas Co.
SINCE 1921

Great American Gas

See A Dealer Who Displays This Symbol

West Texas Gas Co.
SINCE 1921

See A Dealer Who Displays This Symbol

Appreciation

We take this opportunity to thank the people of Hereford and vicinity for their patronage in helping us make for Hereford a modern, up-to-date fruit and vegetable market. We put forth every effort to get the best and freshest of fruits and vegetables. They come by truck direct from the orchards and gardens of Texas—the Garden Spot of the World.

OUR STORE IS YOUR STORE
AND HEREFORD'S

APPLES	2 dozen eating and cooking, 25¢ basket	\$1.19
ROMAN BEAUTIES, Grimes' Golden, Greenings—Banana Apples, Black Twigs—all at economical prices.		
ORANGES	Texas Sweet, Balls O' Juice, dozen	21c
Grape Fruit	Texas Seedless, 6 for	25c
PECANS	Nice Size, thin shell, 10 pounds	98c
TOMATOES	Fresh, Firm, pound	6c
Pomegranates	They are fine, Each	5c
CELERY	Large Bleached, Individually wrapped	13c
Tangerines	Texas, Full O' Juice, Three dozen	27c
YAMS	East Texas, Saturday Only, 10 pounds	29c
DATES	In bulk, new shipments; also Pitted Dates, Pkg 30¢	12½c
CABBAGE	Colorado Mountain, Saturday only, lb	5c

FULLER'S

FRESHER FRUITS AND VEGETABLES
First Door South of Post Office.

SOCIETY

MISS VIOLET MARRS AND MILTON ORR WED SUNDAY

Miss Violet Marrs became the bride of Mr. Milton Orr in a simple ceremony at the Presbyterian Manse in Amarillo last Sunday, December 10. Rev. R. Thomsen, pastor of the First Presbyterian church, read the ceremony. The young couple were accompanied by Miss Lueta Borden and Jack Russell.

Mrs. Orr is the only daughter of Mr. and Mrs. Frank Marrs, and is well known in Hereford, where she is a popular member of the younger set.

The groom is a son of Mr. and Mrs. W. F. Orr of Hereford. He has been in Littlefield several months where he has a radio shop. Mr. and Mrs. Orr were classmates, both graduating from the Hereford High school last year.

After the ceremony Mr. and Mrs. Orr left for their new home in Littlefield.

MR. AND MRS. J. A. PITMAN ENTERTAIN CLUB

Mr. and Mrs. J. A. Pitman proved themselves most delightful hosts Tuesday evening when they entertained the members of the Bridge Dinner Club.

A delicious dinner was served at 7:30, after which bridge was enjoyed. High score for the ladies was awarded Mrs. Homer Fox, and Oscar Easley received high score for the men.

JUNIOR BAND MOTHERS PLAN BENEFIT

The Junior Band Mothers of Central school will sell chili all day December 21, the day of the Christmas Pageant, at some downtown point. All proceeds will go to the Central school band.

PRESBYTERIANS TO HOLD MEETING AFTER SERVICES

A meeting of the congregation of the Presbyterian church will be held Sunday morning following the regular preaching services. The meeting will be for the purpose of discussing the various preachers suggested for the vacancies at the church.

Rev. J. R. Sharp of Canyon will conduct the morning service.

Christmas Seals are penny health insurance.

HOME MAKERS CLASS HAVE ALL-DAY MEETING

Members of the Home Makers class and former Lottie Moon Circle met at the home of Mrs. R. E. McCullough Tuesday and pleasantly surprised Mrs. J. E. Speegle, who will soon depart for Clovis where they will make their home. After a delicious dinner a program was enjoyed. A Christmas reading by Mrs. Gordon Durham, also a reading by Mrs. John Harvey, a duet by Mrs. E. W. Young and Mrs. Earl W. Wilson. Gifts were exchanged at the close of the meeting. Mrs. Speegle was presented a gift by the class. Mrs. E. W. Young, former chairman of the Lottie Moon circle, was presented a lovely quilt.

Those enjoying the affair were Misses, John Harvey, J. W. Dickerson, T. C. Boswell, Walter Easter, Artie Daniel, R. B. Young, Edgar Mosley, Earl W. Wilson, Abe Martin, Leora Massie, A. C. Thompson, W. L. Alexander, J. E. Speegle, E. W. Young, Gordon Durham, Louie Olson, R. E. McCullough, Roy Thompson, G. Hooper, Alton Lookingbill, John Biggs, Harry Whitechurch and J. B. Sowell.

PIONEER STUDY CLUB ENTERTAINED

Mrs. J. W. Spradley and Mrs. F. H. Gilliland were hostesses to the Pioneer Study Club at the home of Mrs. Spradley Tuesday afternoon. The program on Japan was most interesting.

Mrs. Burl France told of the commercial importance of Tokio. Mrs. J. M. Gilliland painted a vivid picture of the temples and royal tombs. A review of Madam Butterfly was given by Mrs. M. D. Womble. Mrs. Ray Johnson fulfilled her part on a previous program with the social life and customs of Panama.

Delicious refreshments were served to 20 club members by the hostesses.

Don't Get Up Nights

Make This 25c Test
You need this easy bladder physio to drive out impurities and excess acids which cause irritation that results in leg pains, backache, burning and getting up nights. **BU-KER**, the bladder physio, containing bismuth, juniper oil, etc., works on the bladder pleasantly and effectively as motor oil on the bowels. Get a 25c box of grain dust from your druggist. After four days, if not relieved of getting up nights go back and get your money. You are bound to feel better after this cleansing and you get your regular sleep. Locally at Quality Drug Store.

SPECIAL FOOD VALUES

For Christmas Shoppers
For Friday and Saturday, December 15-16

Sugar 10 lb. Cloth Bag **51c**

CORN FLAKES Package	10c	SYRUP Karo, gallon	59c
OATS Crystal Wedding, large box	17c	PEACHES White Swan, 2 No. 2½ cans	35c
TOMATOES Three No. 2 cans	25c	CRACKERS Brown's, 2-pound box	22c
CORN Three No. 2 cans	25c	CRANBERRIES Quart	15c
SPINACH Gold Bar, 2 No. 1 cans	21c	PEANUT BUTTER Quart	27c
FORT HOWARD TISSUE Three rolls	20c	PECANS Shelled, four-ounce bag	15c

Coffee Star 3 lb. Can With Cup and Saucer **75c**

A Nice, Fresh Shipment of Assorted Christmas Candy, Nuts, Oranges and Apples Are Here.

CARL'S Cash and Carry **GROCERY**

GASS

We Are

Closing Out

Women's and Misses Coats
Absolutely at Cost!



Street Dresses

Marcy Lee

One Rack of Beauties

\$1.00

Closing Out One Rack
Listed at \$2.95

\$1.95

All Vat-Dyed, Fast Colors



Allen A Hosiery

For Women

As Low As

59c

All Colors

PYJAMAS

NEGLIGES
and Exquisite
LINGERIE
Lovely Patterns



Dress Shirts NOFADE

as low as

\$1.50

pre-shrunk
Fast Colors

Other Dress Shirts
\$1.00



WORK SHIRTS

For Men ----- **89c**
For Boys ----- **45c**

LEATHER GOODS

Purses, Belts, Cases, Novelties
Hand-Made by Justin

Don't Fail to See These

Overalls as Low as **89c**

BLANKETS

COTTON ----- **85¢ \$1.48 \$1.69**
PART WOOL **\$2.75 \$2.95 \$3.95**

See those swell FORM-FIT GALOSHES, RUBBERS and OVERSHOES by Red Ball, **\$1.50** and **\$1.95** the pair—they're dressy.

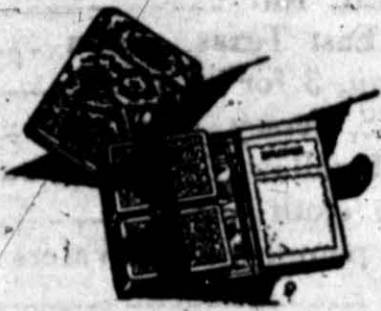
D. R. GASS & SON

YOUR FRIENDLY SHOE DEALER

Suggestions for Her
Gifts that will be useful



MANICURE SETS



LOVELY NEW CARDS AND SCORE PADS

For the ever-popular "bridge."



SANTA'S HEADQUARTERS

See our display of many lovely articles that will make ideal gifts. Toilet articles, perfumes, kodaks, lamps, stationery, cigars, candy, books, toys to suit any child.



WHITMAN'S CANDY



ALICE BLUE CHOCOLATES

Suggestions for Him
Gifts that will please



TOILET CASES FOR TRAVELING
They contain the necessities.

The City Drug Store

PHONE 100

PRESBYTERIAN ENDEAVOR

We were happy to have as a guest Rev. Marlon Griffin, who gave us so new ideas about "How to Make Christmas Happier for Others."

Bob Baird was leader for the evening and the topic was "Making This a Happier Christmas." Many suggestions were brought out and discussed. The girls trio rendered a special number which was enjoyable.

Nina Lee Frits is the leader next Sunday night. Services begin at 6:30. A hearty welcome is extended to all.

Mr. and Mrs. Sherm Williams of Amarillo were here last Saturday attending the poultry show and looking after business matters.

FOOTBALL

(Continued from Page One)

There was little doubt, however, after Friday's exhibition, that Hereford's team is the best in the territory with the possible exception of McLean's ineligible Tigers. A running account of the game follows:

First Quarter.

Hereford won the toss, and chose to defend the north goal. Hager kicked to Mills on Dumas' 11, where the receiver fumbled and Blythe recovered for Hereford. Russell made two. Twining threw Baker for a yard loss. Russell made one, then passed incomplete to Clayton in the end zone. Dumas took the ball on the 20 and drew an offside penalty, then Mills plunged for 5. Mills booted to Baker on Hereford's 37. Baker made 6, Russell added 6. Baker failed, and Clayton punted to Mills on the 15, who returned

to his 29. Geary rammed for 5 and Butler fumbled on his 35. Clayton recovering. Sowell made 7. Baker 8 and 3, and Russell 12 to put it on the 12, and Dumas took time out.

Baker rammed for 4 more. Russell made the last 8 around right end on a double reverse. Hager's placement for extra point was wide. Hager kicked again to Mills who lugged it back to his 24. Trimble knocked down Watkins' pass, then Watkins rammed for 5, but Mills failed and then kicked from his 30 to Hereford's 28.

Russell made 1, Baker 6, Sowell 8, and Dumas took time out. Sowell made 2, then 3 and the quarter closed with Hereford on their own 46.

Second Quarter.

Baker filtered through the middle for 17; Russell added 2. Hereford drew a 15 yard penalty. Baker rammed for 2; Russell picked up 9, but it was not enough, and Baker kicked to Dumas' 21. Watkins rammed for 1; Daniels slapped down Watkins' pass. Kirkland booted from his 21 to Hereford's 20, and Baker returned 21 yards. Russell got 2. Russell's pass to Clayton was short. Baker flitted through the middle for 18. Sowell added 13 and Dumas took time out.

Russell picked up 8 on a double reverse. Baker was stopped at the line. Russell passed to Baker for 16 yards to the 2 yard line. Baker made 1 and Russell rammed across. Baker added the point from placement.

Mills took the kick-off on his 8 and returned 20 yards. Watkins' pass to Kirkland was long. Mills picked up 3 through the line. Mills passed to Geary for 21 yards. Pass on a reverse failed. Mills flipped one to Kirkland for 2 yards. But-

ler rammed the middle for 4. Watkins heaved another to Geary for a 10 yard gain. D. Baker recovered Mills' fumble on Hereford's 22. Russell made 5; Baker 7 and Sowell 3, the second quarter ending on Hereford's 39.

Third Quarter.

Kirkland kicked off to Russell on his 13; the latter wagging the leather to his 33 where he fumbled and Sowell recovered. Russell lost 8 as he was rushed on a pass. Baker picked up three but fumbled. Kirkland recovering for Dumas on Hereford's 25. Watkins circled left end for 5. Mills added 1. Geary dropped Watkins' Pass. Another pass fell incomplete and Hereford took the ball on their 24.

Baker made 15 through center. Sowell was stopped, then made 4. Dunn of Dumas recovered Baker's fumble after completion of the pass. Butler made 7. Watkins' pass was short as he was rushed. Watkins lost a yard as he was rushed on an intended pass. Mills kicked from his 42 to Baker on Hereford's 22. The Whiteface pilot streaked to his 45 on the return. Baker hammered the line for 3, and Dumas took time out.

Baker made 12 more. Sowell 3 and 1, then Russell flipped Baker a pass for 20 yards, placing the ball on the Dumas 9. Baker made 3. Russell lost 1; Sowell failed, then Baker made 4 more and the ball went to Dumas on their 4. Kirkland kicked to his 35 and Baker brought it back 11 yards. Baker made 5 to the 19, then added two more. Womble went 7 on an end-around play; Russell added two and Sowell four, the quarter ending with the ball on Dumas' four-yard line.

Fourth Quarter.

Baker fumbled at the line and Sowell recovered. A double reverse put Russell in the clear around right end for a score. Baker kicked to make it 20 to 0. Watkins returned Hager's kick from his 10 to 25. Butler failed at the line. A long pass to Geary failed, then Russell batted Watkins' pass into the air and Kirkland grabbed it for a 15 yard gain. Hereford drew an offside penalty.

Captain Pleas Baker found what he was looking for as he picked off Watkins' pass on his 35 and ran behind neat blocking by Sowell and Trimble to Dumas' 7-yard line, a return of 58 yards. Baker made 3 then Sowell lost 6 on a reverse. Russell passed to Womble in the end zone for a touch-down. Baker added the point to end the scoring.

Brumley replaced Hardaway at guard for Dumas. Hager booted to Mills who returned 10 yards to his 22. Thurman replaced Sowell. Watkins circled left end for 9. Mills hit right tackle for 3. A long lateral and forward, Geary to Mills to Kirkland, was knocked down by Thurman. A pass to Kirkland failed. A double pass lost 13 when Watkins was gang-ed. Smith and Clayton made the tackle.

Kirkland booted from his 12 to Hereford's 40. Baker returned 7 yards. Thurman made 3 and 1; then Russell kicked 34 yards to the 16 where Feltz was glommed. Three long passes failed and Kirkland kicked from his six to Hereford's 35. Baker coming back 15 yards. Baker made 8. Pool replaced Feltz and Beachamp went in for Butler for Dumas.

McLean took D. Baker's place at guard for Hereford. Kirkland intercepted Russell's pass on his 30. Two passes were incomplete as alert Hereford backs slapped them down. Mills then grabbed

a Watkins' pass for 24 yards. Geary went around left end for 11 more. Watkins tossed Mills another for 11 yards. Burchett took Brumley's place in Dumas' line. Baker interfered with a receiver on his 10 and the pass was ruled complete for 23 yards—Russell had intercepted the heave. Mills made two and was hurt by a vicious tackle. He was taken out and Taylor went in. Trimble knocked down a pass, then Kirkland dropped a heave in the end zone. Taking the ball on his 20, Baker made 5. Thurman scooted for 8. Baker picked up 7 more and it ended on Hereford's 40.

LINEUPS

Pos.	Hereford	Clayton
le	Daniel	D. Baker
lg	Smith	Blythe
rg	Hager	Womble
rt	R. Baker	Russell
re	Sowell	Trimble
qb		
bb		
fb		

Score by Periods.

Period	Hereford	Dumas
1st	0	0
2nd	7	0
3rd	0	14
4th	27	0
Summary	34	14

ford gained 276 and lost 17 on 58 plays; Dumas gained 96 and lost 14 on 17 plays. Yards passing, Hereford gained 58 on four completions out of eight tries, two were intercepted; Dumas gained 106 yards on seven completions out of 22 tries, one was intercepted. Punts, Hereford averaged 30 yards in three punts; Dumas averaged 45 yards plus on seven punts. Fumbles, Hereford fumbled four times, losing two; Dumas fumbled three, losing three. Penalties, Hereford 20 yards; Dumas 30. Scoring: Touchdowns, Russell 3, Womble. Extra points, Baker three, placement.

Substitutions: Dumas, Brumley, Pool, Beachamp, Burchett, Taylor; Hereford, Thurman and McLean. Officials: Kimbrough, Simmons, referee; Hill, West Texas, umpire; Vaughn, Simmons, head linesman.

Music was furnished by the Smith Orchestra Friday night at the poultry show. The personnel of the musical organization is Ralph Smith, Gordon Durham, Urshel Young, W. I. Kucker and Johnnie Biggs. The boys furnished excellent music throughout the evening to the many visitors to the show.

We Are Exceedingly Proud!
of this Marvelous Purchase!

Early Spring Fashions in

GEORGIANA FROCKS

Beauty of line... clever little style touches... workmanship that is of the finest... fashions created by foremost designers... all these, and more, you'll find in this exquisite group!

\$1.69

Guaranteed Fast Colors

SIZES 14 to 54

Fox Mercantile Co.
HEREFORD, TEXAS

TURKEYS

For the BIG DINNER

We have a splendid assortment of nice, fat turkeys for the Christmas dinner that you are planning. Dressed, if you like, or we will take your order for live birds.

We Buy Cream, Chickens, Eggs, Hides.

Here is the best and latest market—always.

Square Deal Produce Co.

RANKIN C. REYNOLDS Swift Branch ROY ONSTEAD
Corner Main and Fourth, Where Parking Space Is Wide.

Hawk Named Head of Fair

Wilbur C. Hawk, manager of the Amarillo News-Globe, was elected president of the Tri-State Fair Association at a meeting of the body's directors in Amarillo last Friday.

Mr. Hawk is a former president of the fair, having been succeeded during the past two years by Bill Lampe of Amarillo. Hawk was serving as president of the West Texas Chamber of Commerce during that period.

Lampe was appointed deputy U. S. marshal recently and for that reason withdrew at the end of his term. Hawk paid high praise to Lampe and pledged himself to give the fair the same attention and work he gave it in previous terms.

Mrs. Jack Cartwright of Los Angeles arrived here Monday to visit in the home of her parents, Mr. and Mrs. John B. Miller.

Winners of Merchants' Poultry Prizes Named

The largest class was the Buff Orpington variety, with an entry of 131, and said to have been the best showing of that breed ever exhibited here. Heretofore the S. S. Rhode Island Reds have been the strongest class for a number of years, but their total entry numbered 49.

List of merchants' special and winners:

Farmers Creamery, \$1 in trade; Jack Wright; Piggly Wiggly, pound of coffee; Glenn Weir; Powelson shoe shop, half sole; P. P. Robbs; Rountree Plumbing Co., towel bar; P. P. Robbs; West Texas Feed & Seed Co., 100 pounds Just Right Egg Mash; Mrs. S. L. Easley; Fullwood Battery Shop, battery charge; M. L. Simpson; Ever Ready Lunch, dinner; J. M. Henderson; Vogeley Millinery, \$2.50 hat; J. M. Henderson; Chocolate Shop, box stationery; J. M. Henderson; Packard Milling Co., 100 lbs bran; S. L. Billingsley; Rockwell Lumber Co., gallon Carbasota; Mrs. W. H. McDaniel; Franks Cash Grocery, gallon blackberries; M. L. Long; Hillside Hatchery, 100 baby chicks; Mrs. Herman Schulz; Fuller Fruit Store, bushel apples; Mrs. Herman Schulz; D. R. Gass & Son, \$1 in trade; Claude Primrose; Furr Food Store, can coffee; Claude Primrose; Sprrows & Cronin Co., \$1 in trade; Leonard Ralston; Star Theatre, 6 show tickets; Leonard Ralston; McLean & Pitman, 100 lbs laying chow; R. J. Naylor; Harman's store, oep, Bill Gentry; Hereford Bakery, \$1 in trade; R. J. Naylor; Close Drug Store, LeGears poultry powder; Bob Bailey; Jacks Oil Station, 1 re-fill; R. A. Daniel; Weir's Variety Store, cookie jar; T. B. Bailey; Square Deal Produce, 25 lbs laying mash; Martin Campbell; E. B. Black Co., small rug; Mike Wink; Hillside Hatchery, tray custom hatching; Mike Wink; Hereford Poultry & Egg Co., fat hen; Mike Wink; City-Drug Store, LeGears poultry powder; Roy Hastings; Popular Store, tie, R. E. Harter; Hereford Laundry, \$2 in trade; Billie Roberson; Panhandle Lumber Co., gallon Enameloid; Billie Roberson; Keater & Son, \$1 watch; R. E. Harter; Rice Tire Shop, inner tube; S. F. Warren; Kemp Lumber Co., 4x8 chicken roost; Mrs. Oscar Hunt; Farmers Creamery, \$1 in trade; Jack Wright; Kerr Hardware, chick feeder; R. E. Harter; Whiteface Printing Co., 250 letterheads and envelopes; S. F. Warren; Hereford Brand, year subscription; Ralph Smith; Corbett Cleaning Co., suit, hat or dress cleaned; Jack Wright; Skelton's Variety Store, aluminum kettle; Claude Primrose; West Tailor Shop, suit or dress cleaned; J. H. Reinart; Willard Battery Station, battery charge; Mrs. S. L. Easley; Ever Ready Lunch, dinner; P. P. Robbs; Fox-Mercantile Co., \$1 in trade; Jack Wright; Carl's Cash & Carry, 25 pounds of spuds; Bob Bailey.

Mrs. Jack Cartwright of Los Angeles arrived here Monday to visit in the home of her parents, Mr. and Mrs. John B. Miller.

J. E. Speegle and Family To Make Home In Clovis

J. E. Speegle and family are due to leave Hereford Thursday of this week for their new home in Clovis. Mr. Speegle will engage in selling life insurance, representing the American National Insurance Company.

The Speegle family came to Hereford about five years ago from Erick, Oklahoma, and their departure will be a loss sorely felt by those who were associated with them in their home and church activities. Mr. Speegle is a splendid singer and for a number of years led the singing at the Baptist church, of which he and his family were members.

Sewell Attends Ford School In Oklahoma

R. H. Sewell returned home last Saturday from Oklahoma City where he attended a meeting of Ford dealers and salesmen held there last Thursday and Friday. He stated that they were royally entertained and the instruction given on the new Ford V-8 was interesting.

Mr. Sewell states that his former partner, Ernest Medkief, will join the Ford Company agency here on January 1.

Hereford Girl Is Head 'Bum' In College Stunt

Mary Beth Williams of Hereford was adjudged the best woman "bum" in the recent Hobo Day celebration of students at W. T. S. T. C., Canyon. Miss Williams had lots of competition, according to reports from Canyon, but finally won out over Yvonne Thomas of Pampa and Nina Mae Drew of Plainview.

As winner of the Hobo Day contest Miss Williams will be featured in Le Mirage, college yearbook. Hobo Day is an annual event at the college.

Gass, Fullingim Entertain B. and P. W.

On the evening of November 27 Francis Fullingim and Pearl Gass were hostesses to the Business and Professional Women's Club, at the home of Mrs. Gass. The main feature of the evening was a Thanksgiving dinner of turkey with well appointed accessories.

After dinner bridge was enjoyed until a late hour.

Those present were Ella Alkman, Bruce Carter and husband, Lillie Hostetler, Minnie Hanna and husband, Edah Park, Sayde Rigler, Eva Skelton, Bessie L. Smith, Cecil Williams; Mabel Wilson and husband, Victoria Wilson, Neville Wirena, Francis Fullingim and Pearl Gass and husband.

Don Hunsaker of the Southwestern Bell Telephone Co., with headquarters in Amarillo, and George May of the Amarillo News, visited in Hereford Tuesday. They were enroute to the annual chamber of commerce banquet at Portales, New Mexico.

Girl Scout Notes

At the meeting of Whiteface troop Wednesday afternoon several more girls passed the Tenderfoot Test so that we now have 18 Tenderfoots. A Christmas party was planned for the meeting before Christmas, as there will be no Scout meeting Christmas week. Every girl is requested to bring a gift costing no more than 15 cents. Wrap it up but do not put a name on it as we will probably have a grab box. Plans for this party will be completed at the next Scout meeting. All members of the troop committee and mothers of the girls are cordially invited and urged to come to this party.

Installation of Tenderfoots will be held about the middle of January, so you Scouts who have not passed your test, this gives you more time.

The troop will be re-organized in the patrols so that the girls who are working on the second-class test may all work together and those on the Tenderfoot test may be together.

Scouts, brush up on your laws because we are going to play a game in which you will need to know the laws in their numerical order, upside down and every way, so brush up on them. Be thinking about who you want for a scribe and flag-bearer because we need to elect these two girls.

Are you doing your daily good deed?

HOSPITAL NOTES

Chas. Campbell, only patient in the Deaf Smith county hospital, is reported this morning to be improving.

Mrs. Ramsey Landrum has accepted a position as special nurse to aid during the scarlet fever epidemic.

Mr. and Mrs. W. A. Gentry left Wednesday afternoon for Lela Lake to visit with relatives a few days.

COURTHOUSE RECORDS

Warranty Deeds.

T. W. Medlin to E. W. McCall, southeast 1/4 of section 15, township 4 north, range 3 east.

T. W. Medlin to E. W. McCall, section 16, township 4 north, range 3 east.

Lillian M. Stringer et vir to B. F. Fulkerson et al, southwest 1/4 of section 36 and all of sections 45 and 46 block K-7.

New Car Registrations.

H. B. Strickland to Ester Horton.

Milton Orr to Violet Marrs.



The Secret of Holiday Charm

Perfect grooming, always important, gains emphasis during the holiday season. A visit to our shop is suggested.

We offer a complete beauty service at moderate price.

Star Beauty Shop

MRS. CARL JENNINGS

Phone 26

QUALITY FOODS

FOR HOLIDAY MENU

Friday and Saturday Specials

FLOUR, Western Beauty, 24-lb sack	77c
BAKING POWDER, K. C., 25 oz can	19c
GELATINE, White Swan, 3 pkgs.	14c
TOILET PAPER, roll	5c
SYRUP, pure East Texas, gallon	58c
PEAS, No. 2 can, 3 for	25c
CORN FLAKES, Jersey, box	10c
ONIONS, No. 1 yellow, 5 lbs	15c
SUGAR, 10 lb cloth bag	50c
CRACKERS, 2 pounds Salted Wafers	22c
SOAP, 10 bars	24c
COFFEE, Parr, vacuum packed, lb	23c
COMPOUND, 8-lb carton	57c
MILK, No. 1 small, 3 cans	10c
SALAD DRESSING, Miracle Whip, qt	25c
SPUDS, 10 pounds	13c

FRUITS AND VEGETABLES

ORANGES, nice and juicy, dozen	16c
LEMONS, 360 size, dozen	21c
APPLES, fancy, dozen	21c
LETTUCE, two heads	9c
GREEN BEANS, 3 pounds	25c
CELERY, bunch	9c

Frank's CASH Grocery

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

GOOD YEAR PATHFINDER TIRES

Better tires than the highest priced tires of many other makes—a value you get because Goodyear builds the most tires—by millions.

Lifetime Guaranteed
4.40-21 4.50-20 4.75-19
\$500 \$540 \$603
5.00-21 5.25-18 5.50-19
\$671 \$729 \$846

Other Sizes in Proportion
IRELAND - BEAVERS MOTOR CO.
Hereford, Texas



FOR JOB WORK, TRY THE BRAND

NRA CLOSE DRUG STORE

New Christmas Gifts
Now On Display—Every gift priced at a real bargain price—make your selections—and let us put them away for you.

Gifts for "Him"
Traveling Sets
Military Brush Sets
Shaving Sets
Pipes—50c to \$3.50
Smoking Sets
Cigars and Cigarettes
Bill Folds
Flash Lights
Thermos Bottles
Parker Fountain Pens

Gibson Christmas Cards
Beautifully Designed
Two for 5c

Gifts for "Her"
Toilet Sets—Specials, \$3.89
Manicure Sets—up to \$3.50
Perfume Sets
Ladies' Purses
Bridge Sets
Body Powder and Bath Salts
Perfume
Electric Clocks
Bed Lamps
Stationery—Special, \$1.00
Yardley Sets
Compacts, Vanity Cases,
50c to \$1.50

Extra Special—For Christmas—Martha Washington Candies—1 and 2 Pounds

Steam Up All the Time

We have installed a steam vulcanizer that will not burn your tube while cooking on a patch. Our steam is up all the time and ready to go.

Why drive all over town to have your car serviced? We have the proper grease and know how to lubricate your car as it should be. Try our 24 hour service.

W. J. (Bill) SMITH Service Station

Look for the Red Triangle.

THE STATE OF TEXAS VS. C. G. WYATT ET AL. IN THE COUNTY COURT OF DEAF SMITH COUNTY, TEXAS. January Term, 1934.

On this the 13th day of December, 1933, we, the undersigned special commissioners, appointed by the Court to assess the value of certain real estate and damages thereto, by reason of the construction, reconstruction and opening of State Highway No. 33, upon, across and through certain real estate described in Plaintiff's petition, reference to which is here made, to which real estate the fee simple title is in the said C. G. Wyatt and the unknown heirs of the said C. G. Wyatt as is more fully set out in said Petition of the State of Texas, acting by and through the commissioners court of Deaf Smith County, Texas, fully shown in said petition filed on the 13th day of December, 1933; said commissioners having been sworn to assess the damages fairly and impartially, and in accordance with law, do hereby appoint as the time and place for hearing said parties on the inatter, the office of the County Judge of Deaf Smith County, at Hereford, Texas, in said county on the 13th day of January, 1934.

And these therefore are notice to said defendants, and each of them, to appear at said time and place at ten o'clock a. m., for the purpose of offering any evidence they may desire as to the amount of damages to be assessed against the State of Texas, and to be paid to the said defendants and each of them for the right of way and strip of land described in said Plaintiff's Original Petition filed with the County Judge of Deaf Smith County, Texas.

Witness our hands this the 13th day of December, 1933.
W. T. WOMBLE,
FRANK GIVAN,
C. R. SMITH.



Come! See Santa Claus

DEAR OLD SANTA IS HAPPY TO WELCOME YOU ALL

Santa Claus is at our store and is ready to meet every boy and girl in Hereford. Is your list prepared? Mothers and Daddies, bring your children with you—our Toyland is ready. You are always welcome at WEIR'S STORE.

DOLLS OF ALL KINDS	DOLL HOUSES	STORY BOOKS	BLOCKS
DOLL BEDS	TOY DRUMS	SEWING SETS	SCOOTERS
LAUNDRY SETS	DISHES AND ALUMINUM	DOLL FURNITURE	TOY DOGS
ELECTRIC STOVES	TRAINS	GAMES	HORNS
ELECTRIC IRONS	TRUCKS WITH LIGHTS	TEDDY BEARS	DOLL TRUNKS
BLACKBOARD DESKS	DUMP TRUCKS	AIRPLANES	AND AT LEAST
TRICYCLES	PISTOLS	BALLS	1001 OTHER
WAGONS	DOLL BUGGIES	TOPS	THINGS
TREE DECORATIONS	TREE-LIGHTING SETS	PAINTING SETS	

Don't Forget to Look Over Our Gift Department, as We Have a Complete Line for Every Member of the Family.

Weir's Variety Store

THE CHURCH WORLD

First Methodist Church
REV. T. C. WILLETT, Pastor

Sunday school, 9:45 a. m.
Preaching service at 11:00.
Evening service begins promptly at 7:00 p. m.

If you are not worshipping elsewhere we would be glad to have you worship with us. A cordial welcome awaits you at the Methodist church.

St. Anthony's Church

Sunday, low mass at 8:00, sung mass at 10:00 a. m. Benediction at 8:00 p. m.

Weekday, Mass at 8:00, Saturday, 6:30 at Convent. Thursday Holy Hour 8:00 to 9:00 p. m.

Church of Christ

Bible study, 10 a. m.
Preaching by Bro. Fred Ross at both morning and evening services, 11 a. m. and 7:30 p. m.
Young people's Bible study at 6:30 p. m.
A welcome awaits you when attending these services.

First Christian Church

REV. E. R. McWILLIAMS, Pastor

Church school, 9:45.

Morning service and communion at 11:00.

Evening services at 7:00.
Christian Endeavor, 6:00.

December will be observed in the church school as benevolence month and on Sunday, the 24th, our offering for orphans and aged will be taken in an appropriate white gift service. Begin now and share day by day during the month with our orphans and old folks. Rev. McWilliams will have for his subject Sunday morning "Christianity and its place in world life." At the evening hour the second of a series of studies in "Christian Stewardship" will be led by the pastor. Everybody invited to attend these services.

MEN'S BIBLE CLASS

The Men's Bible Class meets each Sunday morning at 9:30 in the Odd Fellows hall. Last Sunday saw the largest class present. The regular lesson was omitted and a round table discussion was substituted, the theme being "What this class means to me." The discussion was very interesting and those who were not there missed a number of instructive talks.

The lesson for next Sunday will be taken from the 17th chapter of Acts, which gives an account of Paul's experience in Thessalonica, Bera and at Athens. Members of the class are invited by their teacher to study carefully this chapter and be prepared to bring a helpful message to the class next Sunday morning. An invitation is extended to everyone and especially to the ladies. Last Sunday officers were elected for the ensuing year.

NOTICE

The Annual meeting of the Hereford Benefit Association No. 1 will meet at my office December 21, 1933, at 2:00 o'clock p. m., to elect officers for another year, and attend to any other business that may come before the meeting.
W. W. BENNETT, Secretary.

TRY A WANT AD IN THE BRAND

Want Ads

Lost and Found

LOST: Tan, soft leather purse, containing small knife, nail pick, pencil, one dollar and five pennies. Return to Brand. 1p

STRAYED: From the Paul Mathers farm 12 miles northwest of town, a bay mare, weight about 1300 pounds. Inform Jack Wright at West Texas Feed and Seed Co. or Paul Mathers. 1c

LOST, STRAYED OR STOLEN: One coming two-year old Jersey heifer, brindle color, mottley face, natural muley. Notify Mrs. Balmun, N. Dimmitt Highway. 48-2p

Wanted

WANTED: To lease stalk field pasture for cattle. O. K. Higgins. 49-1f

WANTED: To lease a quarter or a half section of improved land. Close in preferred. Call at the Brand office. 1p

WANTED: Used typewriter, standard make. Mrs. J. L. Thompson. 1p

WANTED: Two passengers want to ride to Wichita Falls, Texas; willing to pay my part. W. R. Kelley. 1p

WANTED: To buy maize: heads and threshed grain. Brumley & Son. 42-1f

For Sale or Trade

FOR SALE: New and used typewriters, and ribbons. Jewell Murchison. 42-1f

FOR SALE: 1927 Chevrolet coupe, or will trade. See Grover Sanders at the pool hall on South Main Street. 1p

FOR SALE: 40 acres each of hegarri and sorghum in the shock. Per bundle 2 cents. A. A. Ellwart, Hereford, phone 574-W from 6 to 7 p. m. 1p

Help Wanted

LIFE INSURANCE salesmen desiring the best plan of protection to offer their prospects may obtain full information 608 Republic Bank Building, Dallas, Texas. Call or write today. 42-10c

Notice

NOTICE TO HUNTERS: The J. G. Evans place, nine miles southwest of Hereford, is posted. Hunters do not trespass. J. G. Evans. 46-4p

SEE E. H. FULLWOOD for furniture repairing, upholstering, cleaning and re-finishing, stove repairing, picture framing, saw filing, tool repairing and all kinds of cabinet work. Telephone 20, Hereford. 48-1c

PUBLIC OPINION

To The Brand:

I just want to comment on Mayor E. B. Black's statements in a recent issue of the Hereford Brand. He announced that Harrison Highway is to be worked and said this would furnish work to relieve all unemployment in the county, and I wish we could know if that means our men here will be given work. We are out here so far from our county seat (which is not our wish) and so many of us are really putting up a brave and I believe a noble fight to provide bare necessities (not what we want) and to avoid asking for relief from the over-strained relief organizations, but we are also about to fail. We do have intelligent citizens here and we have read eagerly, no anxiously, of the many discussions of provisions for work for the farmers in this drouth stricken area and we are wondering with you why it is not possible for us to learn something definite and give us a chance to catch a ray of hope. I somehow feel it isn't right for us to wait until we despair when probably no one really knows or understands our real situation. We wish sometimes we could find a confidante to just unburden our hearts to, and relieve sleepless nights.

Please don't think we feel that you of the Hereford Brand, Mr. Black or anyone in Hereford is withholding any assistance you can give us, but is there anyone or

some one we can appeal to? It's the subject of conversation on every hand.

Here is just our case, briefly: We had 220 acres planted in row crop and not a bundle. We have through exchange of work got bundles for feed for hogs or chickens. We have three small children, two in school. We are five miles from the nearest school (Pierce, Randall county). We carry them three miles each morning and they walk two miles, then walk the two miles back to the field where their daddy works and stay until night to come in. When he is through helping there soon we can't see how we can make even the six mile drive twice a day to carry them three miles. They are tiny tots, in fact one is under age. We send them to walk together and the teacher wants her. I am a teacher of seven years experience and have a degree, but I did not get a school. In other words, I am capable of earning if given a chance. Insurance dues on top of everything presses in upon us. What can I do?

MRS. J. J. BOLING.

NOTICE

The Annual meeting of the Hereford Benefit Association No. 2 will meet at my office December 21, 1933, at 2:00 o'clock p. m., to elect officers for another year, and attend to any other business that may come before the meeting.
W. W. BENNETT, Secretary.

Christmas Play at St. Anthony's.

What would you do if you were 12 years old and your folks died and left you with a little brother to support? Libbie Baines weathered the storm bravely, and swallowing her family pride—her folks used to be real toney, there having been a trombone player among her relations—she began her career as a janitress. But this career almost came to grief when a pearl necklace turned up missing and Libbie was accused of the theft. In the nick of time the mysterious Crickets appeared and... but come and see what happened.

The operetta, "The Christmas Bazaar," will be given Tuesday, December 19, at 8 o'clock p. m. Libbie and the Handy Man alone would be an evening's fun, to say nothing of Santa and his elves, the Snow Queen and her fairies, etc.

Mr. and Mrs. Wes Anthony and daughter, Helen, were here last Friday to witness the Dumas-Hereford football game. They also visited for the day in the home of his parents, Mr. and Mrs. W. B. Anthony.

Dog days are on at the Hillside Hatchery, according to Ray Conway, with the addition of 12 collye puppies, which were exhibited at the poultry show last week. They have been named for the 12 months of the year, the runt catching the name of February because of his lack of size.

CHRISTMAS BARGAINS

In Tender, Juicy Meats and Fresh, Standard Groceries

A visit to our store will convince you that you are missing good values if you fail to trade with us.

Come In and Visit Us—We Will Appreciate Your Trade.

Bicycle Tickets Here With Each 25c Purchase.

Texas Market & Grocery

PHONE 353—FREE DELIVERY



BIG MILLINERY SALE

GET HER A HAT FOR CHRISTMAS

Don't forget we have pretty

Hats and Hat Sets For Children.

We can give you a Felt Hat at your own price—\$1.00 and up

VOGELE MILLINERY PARLOR

It's a "Co-Ed"

The Silk or Wool "All-Occasion"

FROCK \$5.00



"FAN FAIR"

A dress that's correct all around the clock... of rich silk with a clever metal pin. It gets its name from the Motre Fan Inset, inseparable!

YES! THIS IS ONE OF THE NEW SILK CO-ED DRESSES. THEY'RE THE TALK OF THE TOWN.

FASHION DRESS SHOPPE

TOYTOWN IS OPEN

SANTA'S HEADQUARTERS

..is at STREU HARDWARE

Kiddies Paradise Is at STREU'S TOY SHOP. Just Come In and Upstairs. Every Sort of Toy You Ever Saw and a Lot of New Ones Are There—PRICES ARE LOW!



BIKES -- TRIKES SCOOTERS



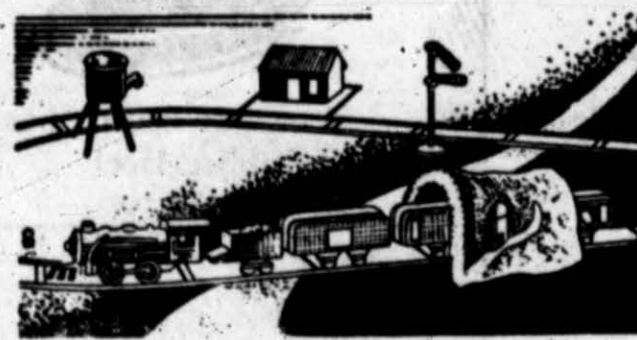
—Fire Chief Tricycle, with siren, lights, bell and fender ————— \$12.50
Others as low as — \$2.75

SCOOTERS Priced from \$1.40 up



DISHES Kitchen Sets— All sizes and prices

Games of All Sorts Drums and Horns



WHAT TRAINS!

Electric Railways

With all the fixin's —and spring trains.

75c And Upward

Doll Buggies

A fine selection of the better buggies, priced down to \$2.25

ERECTOR SETS—TOOL CHESTS — AIR RIFLES!

Tree Light Sets, 85c to \$2.85 — Open Nights Next Week
Boy, Oh, Boy!—What Toys They Have AT STREU'S!



and those WAGONS

All kinds and sizes— As low as 75c Up to \$6.25

See the FIRE CHIEF De Luxe Coupe with automatic siren, brakes, lights, motor
Only \$1.75

ALL KINDS OF CARS TRUCKS AND PLANES

MUSICAL TOPS 35c A Big Beauty ----



Dandy Blackboards

With alphabet, chalk, erasers and stand \$1.25 \$1.65 \$3.00

START CHOOSING GIFTS EARLY

at this Gay Christmas Store

For "His" Big Day



BROADCLOTH SHIRTS

75¢ 98¢ \$1.25 \$1.50

Men's Dress Kid Gloves

Brown and Tan 98¢

Men's Fine Silk Ties

48¢ 79¢ and 98¢

Beautiful Navajo Ties

In Gift Box \$1.49



Christmas Hat Specials

\$1.98

One lot of Dress Hats will go at this price—a real buy.

A new shipment of Keith Hats arrived this week. All new styles and shapes. \$2.98 \$3.98

Men's Broadcloth and Rayon Shorts—25c

Men's Cotton Knit Shirts—25c



Heavy Turkish Towels

35¢

Orchid, Pink, Green, Gold

Bath Mats

98¢

Rose and Green

Christmas Shoe Special

\$1.98



BLACK AND BROWN SUEDE

\$1.48



MARCEL CLOTH ALL SIZES LEATHER TRIM

EVERY ONE WANTS **HOSIERY**



79¢

\$1.00

\$1.50

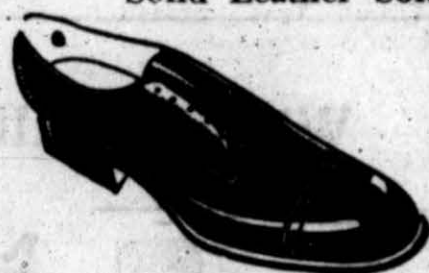
Claussner and Vanette

Full Fashioned Pure Thread Silk

Men's Shoe Special

Black Calf Skin, with Solid Leather Sole

\$1.98



Wing Toe Calf Skin Shoe With Boot or Rubber Heel. \$2.98



MEN'S SILK and Wool SCARFS

98¢

to

\$2.48

Tan and Scarf Sets

\$1.29 - \$1.69

All Colors



A Beautiful Assortment of Ladies Boxed Handkerchiefs

Pure Linen

Swiss and Batiste

Moleskin Coat

Sheep Lined

\$4.48

Just the thing for real cold weather



Boys' Sheeplined Leatherette COAT

\$3.48



\$1.98 to \$2.48

Part Wool, Satin Bound Blankets, Size 66x80

All-Wool Blankets

\$5.95 and \$9.95

A Wonderful Gift.

LINGERIE

—The Ideal Gift.



Dance Sets, Stepius, Gowns, Pajamas, Brassiers and Slips—all moderately priced.

Blue, Flesh and Tea Rose—the lingerie of your Dreams

PAJAMAS and Lounging Robes

\$4.95 Each

Corduroy and Flannel

Assorted Colors



Sprohls & Cronin Co.

To Reduce

OUR
Enormous Stock of Paint
We Are Offering Some
REAL BARGAINS
For a Short Time.

R. H. KEMP LUMBER CO.
Hereford, Texas



Keep Up the Spirit of Christmas Giving!

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

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

Let's keep up the spirit of Christmas giving—and spread Christmas cheer!

Business Men's Association

MRS. D. H. ROSS

Local Affiliation of the
NATIONAL RETAIL CREDIT ASSOCIATION

Ford Doings

BY LA VERNE MANN

Attendance at Sunday school was better again last week. About the usual number attended singing in the evening.

Mr. and Mrs. Bob Orr took their son, Elvis, to Hereford Friday to have his gums treated.

Those who made business trips to Hereford Friday were F. W. Brunson, Slim Shaw, H. D. Hill and D. B. Mann.

Miss Ida Lee Coxie spent the week end visiting in Hereford, Amarillo and Claude.

Mrs. Dora P. Pool of Maybank spent Friday night in the home of her sister, Mrs. R. W. Stephens. Other guests to spend Friday in the Stephens home, were Milton, Davis and family and Durward Posey and family of Goodnight. Mrs. Stephens accompanied them Saturday morning for a short trip to East Texas where she will visit another sister.

Mr. and Mrs. Bob Orr and son took supper in the D. B. Mann home Friday night.

Miss Rachel Shields visited in Hereford, Amarillo and Vega over the week end.

Mr. and Mrs. F. C. Benson and children were supper guests in the V. T. Glenn home Sunday.

Euna Mann spent Saturday afternoon with Evelyn and Adella Benson while her parents were in Hereford.

Miss Angie Jacobs of Hereford spent the week end here with her mother, Mrs. Luna Jacobs.

Edson Funk of Vega was a visitor at Ford Sunday evening.

Elvis Orr was absent from school Friday.

J. E. Hill of Hereford was in this community Wednesday visiting in the H. D. Hill, D. B. Mann and W. M. Stewart homes.

Mr. and Mrs. Hardy Benson and children and Mrs. Parker attended a singing convention Sunday.

Miss LaVerne Mann visited the school Wednesday afternoon.

Bippus Items

BY MRS. C. T. REESE

Clarence Morrison is home from Post where he has been at work.

Shoppers in Hereford Saturday were Z. J. Steed, Violet Bippus, Clarence Mary Morrison and Hitt's daughter, Marjorie, Miss Leona Norris and Miss Annitt Bohanan.

Mr. Whittington of Amarillo was in this community Sunday.

The Thanksgiving program was well attended at Valentine.

Mr. Norris and family called in the Morrison home Sunday.

Sunday school was well attended Sunday, with 35 present.

John Walker and Wylie Barnes made a trip to Amarillo Friday.

Bud Morrison came home Saturday from Post and went back Sunday. He is working there.

Christmas Seals are the hall mark of health. Buy them and use them.

Christmas Seals are the hall mark of health. Buy them and use them.

Here and There

BY MRS. C. E. TICE

Take Produce to Carl's Gro. if there will be a sock social at Frio Wednesday night, December 20. Everyone invited.

Mr. and Mrs. W. S. Dixon attended singing at Cleo Sunday.

Mmes. George Muse and Megert of Hereford spent Sunday in the Oglesby home.

Mr. and Mrs. J. J. Lindsey spent Sunday with her sister at Runningwater.

Messrs. and Mmes. J. E. and W.

A. Springer were in Amarillo last Thursday.

Miss Algetta Jones of Hereford spent the week end with Mr. and Mrs. Dewey Jones.

Neighbors enjoyed a forty-two party at the Guy Hamm home Friday night.

Mr. and Mrs. J. L. Martin and daughter of Shamrock spent the week end with their daughter, Mrs. Troy Welty and family.

Mr. and Mrs. Gordon Ingle are

home from South Texas. They were accompanied by her brother, S. B. Kimball, who will visit here for some time.

Mr. and Mrs. Luther Ramsey visited the Caldwell home in Dimmitt Sunday.

Mr. and Mrs. Leslie Smith of Ft. Worth returned home Sunday after a week's visit in the home of her parents, Mr. and Mrs. G. B. Whitaker.

Woodrow Williams who has spent

the past month here, returned to his home in Floydada Sunday.

Mmes. H. M. Mobley and H. Robbins spent Sunday afternoon with Mrs. Oglesby.

Messrs. and Mmes. Wm. Cogdell and C. E. Tice, Misses Louise Hopper, Ruby Shepherd and Dale Bodkin enjoyed a surprise birthday dinner at the Gattlin home Sunday for Luther Wright.

Mrs. Edna Evans of Fresno, Calif., and Mrs. Irene Dillard of

San Francisco are visiting their sister, Mrs. Leo Williams until after Christmas.

Mr. and Mrs. Deward Roberson and Mrs. M. A. Springer of Amarillo spent Saturday night and Sunday here with relatives.

Mr. and Mrs. G. P. Owens of Hereford were Sunday visitors of Mr. and Mrs. J. B. Harlin.

Interest in singing is improving each Sunday night. The house was full and we welcome singers.



TOYLAND
Is Open With a Complete Line of Toys and
Gift Goods at Prices That Are the
Lowest We Have Ever Had!

—We especially want you to look at and price our line of Dolls, Wagons, Tricycles and other Wheeled Goods that are the very newest in design and were bought before prices began to advance.

We feel that it is useless to try to describe or price our line, but we hope that you will come in and look at our stock. We feel sure you will be surprised at its completeness and the extremely low prices.

SKELTON'S VARIETY STORE

—where Santa reigns supreme

Pleasing, Practical Gift Suggestions

—Say "MERRY CHRISTMAS" with
Something for the Table
SILVER—CHINA—GLASSWARE

It's fun to cook with gifts like these—
She will like them because they will lighten
her work and brighten her kitchen.

Bring On Your Turkey—
Do Your Stuff With a Real
CARVING SET



Casseroles in the new
Oven Ware and Clear Glass

Kerr Hardware Co.

We Are Unloading This Week

A CAR CONSISTING OF

One De Luxe Plymouth Sedan

One De Luxe Dodge Sedan

One Dodge Six Truck

One Dodge Pick-Up

These are still available at the old prices.

Buy now—higher prices will be
announced soon.

Ireland-Beavers Motor Co.

GOODYEAR DEALERS IN HEREFORD

301 East Third Street.

Phone 283

During the Holidays



We suggest you take your meals with us. Neither you nor your guests will be disappointed, for we do everything possible to make you feel at home.

Real Holiday food that will please the palates of the most fastidious.

IKE'S CAFE

POULTRY SHOW
(Concluded from Page 1)

ed and the show attended by students in the vocational agriculture classes of the high school under B. H. Hopkins, secretary of the association.

Expenses of the show and the cash premium lists were paid by the Hereford Chamber of Commerce. Local merchants gave more than 50 prizes of merchandise to winners in the various classifications.

The show is the only one in the Panhandle this year that meets all standards of the American Poultry Association. Mr. Tallant, accredited judge of the A. P. A., said the winning birds were good enough to compete with the best in the land.

Complete premium list follows:

- WHITE PLYMOUTH ROCK**
Young Pen.
1. Jack Wright, Hereford.
 2. Glenn Weir, Hereford.
- Cockerel.**
1. Jack Wright, Hereford.
 2. Jack Wright, Hereford.

- Cockerel.**
1. Jack Wright, Hereford.
 2. Jack Wright, Hereford.
 3. Chas. Wilson, Hereford.
- Hen.**
1. Jack Wright, Hereford.
 2. Jack Wright, Hereford.

- WHITE ORPINGTON.**
Young Pen.
1. P. P. Robb, Dimmitt.
 2. P. P. Robb, Dimmitt.
- Cock.**
1. P. P. Robb, Dimmitt.

- Cockerel.**
1. P. P. Robb, Dimmitt.
 2. P. P. Robb, Dimmitt.
 3. Chas. Sowell, Hereford.
- Hen.**
1. P. P. Robb, Dimmitt.
 2. P. P. Robb, Dimmitt.
 3. P. P. Robb.
 4. P. P. Robb.
 5. P. P. Robb.

- OLD CAPONS**
Young Pen.
1. Bob Bailey, Hereford.
- S. C. W. LEGHORN (Production)**
Hen.
1. Mrs. S. L. Easley, Hereford.
 2. M. L. Simpson, Hereford.
 3. J. M. Henderson & Son, City.
 4. J. M. Henderson & Son, City.
 5. Noel Higgins, Hereford.

- JERSEY WHITE GIANT**
Young Pen.
1. Bob Bailey, Hereford.
- S. C. W. LEGHORN (Exhibition)**
Young Pen.
1. Mrs. S. L. Easley, Hereford.

- Cock.**
1. J. M. Henderson & Son.
 2. J. M. Henderson & Son.
- Cockerel.**
1. J. M. Henderson & Son.
 2. J. M. Henderson & Son.
 3. J. M. Henderson & Son.
 4. Bob Baird, Hereford.

- Hen.**
1. J. M. Henderson & Son.
 2. O. F. Myers, Canyon.
 3. J. M. Henderson & Son.
 4. Noel Higgins, Hereford.
 5. Mrs. S. L. Easley, Hereford.
- Pullet.**
1. J. M. Henderson & Son.
 2. J. M. Henderson & Son.
 3. J. M. Henderson & Son.
 4. J. M. Henderson & Son.
 5. Bob Baird.

- WHITE WYANDOTTE**
Old Pen.
1. S. F. Billingsley, Farwell.
 2. S. F. Billingsley, Farwell.
- Cockerel.**
1. G. M. Hudson, Hereford.
 2. Mrs. W. H. McDaniels, Texico.
 3. Mrs. W. H. McDaniels, Texico.

- Pullets.**
1. S. F. Billingsley.
 2. Mrs. W. H. McDaniels.
 3. G. M. Hudson.
 4. S. F. Billingsley.
 5. Mrs. W. H. McDaniels.
- Hen.**
1. G. M. Hudson.
 2. G. M. Hudson.
 3. Mrs. W. H. McDaniels.
 4. Mrs. W. H. McDaniels.
 5. S. F. Billingsley.

- RHODE ISLAND REDS**
Young Pen.
1. S. F. Warren, Friona.
- Cock.**
1. M. L. Long, Roswell.
 2. Mrs. Herman Schulz, Hereford.
 3. S. F. Warren.
 4. L. J. Gabel, Amarillo.
 5. S. F. Warren.

- Cockerel.**
1. S. F. Warren.
 2. M. L. Long, Hereford.
 3. L. J. Gabel.
 4. L. J. Gabel.
 5. M. L. Long.
- Hen.**
1. S. F. Warren.
 2. L. J. Gabel.
 3. S. F. Warren.
 4. S. F. Warren.
 5. S. F. Warren.

- Pullet.**
1. Mrs. Herman Schulz.
 2. M. L. Long.
 3. Mrs. Herman Schulz.
 4. S. F. Warren.
 5. M. L. Simpson.
- WHITE LANGSHANS**
Old Pen.
1. Claude Primrose.
 2. Claude Primrose.
- Young Pen.**
1. Claude Primrose.

- Cock.**
1. Claude Primrose.
 2. Claude Primrose.
- Cockerel.**
1. Claude Primrose.
 2. Claude Primrose.

- Hen.**
1. Claude Primrose.
 2. Claude Primrose.
- Pullet.**
1. Claude Primrose.
 2. Claude Primrose.
 3. Claude Primrose.

- SILVER LACED WYANDOTTE**
Hen.
1. P. B. Sowell, Hereford.
- Pullet.**
1. Leonard Ralston, Hereford.
 2. Leonard Ralston.
 3. Leonard Ralston.
 4. P. B. Sowell.
 5. P. B. Sowell.

- GOLDEN LACED WYANDOTTE**
Hen.
1. W. A. Gentry, Hereford.
 2. W. A. Gentry.
 3. R. J. Naylor, Hereford.
 4. R. J. Naylor.
 5. W. A. Gentry.
- Pullet.**
1. R. J. Naylor.
 2. W. A. Gentry.
 3. R. J. Naylor.
 4. W. A. Gentry.
 5. W. A. Gentry.

- BARRED PLYMOUTH ROCK**
Young Pen.
1. J. H. Reinart, Hereford.
- Cock.**
1. Henry Billingsley, Amarillo.
- DARK CORNISH GAME**
Hen.
1. Peter Cardinal, Hereford.
 2. Peter Cardinal, Hereford.

- Pullet.**
1. W. A. Gentry.
 2. W. A. Gentry.
 3. W. A. Gentry.
 4. W. A. Gentry.
- WHITE MINORCA**
Hen.
1. Martin Campbell, Hereford.
- CAPONS (Young)**
1. Louie Wedel, Hereford.
 2. Louie Wedel.
 3. Louie Wedel.

- OLD CAPONS**
Cock.
1. Bob Bailey.
 2. R. A. Daniel.
 3. Louie Wedel.

- Cock.**
1. Claude Primrose.
 2. Claude Primrose.
- Cockerel.**
1. Claude Primrose.
 2. Claude Primrose.

- Hen.**
1. Claude Primrose.
 2. Claude Primrose.
- Pullet.**
1. Claude Primrose.
 2. Claude Primrose.
 3. Claude Primrose.

- SILVER LACED WYANDOTTE**
Hen.
1. P. B. Sowell, Hereford.
- Pullet.**
1. Leonard Ralston, Hereford.
 2. Leonard Ralston.
 3. Leonard Ralston.
 4. P. B. Sowell.
 5. P. B. Sowell.

- GOLDEN LACED WYANDOTTE**
Hen.
1. W. A. Gentry, Hereford.
 2. W. A. Gentry.
 3. R. J. Naylor, Hereford.
 4. R. J. Naylor.
 5. W. A. Gentry.
- Pullet.**
1. R. J. Naylor.
 2. W. A. Gentry.
 3. R. J. Naylor.
 4. W. A. Gentry.
 5. W. A. Gentry.

- BARRED PLYMOUTH ROCK**
Young Pen.
1. J. H. Reinart, Hereford.
- Cock.**
1. Henry Billingsley, Amarillo.
- DARK CORNISH GAME**
Hen.
1. Peter Cardinal, Hereford.
 2. Peter Cardinal, Hereford.

- Pullet.**
1. W. A. Gentry.
 2. W. A. Gentry.
 3. W. A. Gentry.
 4. W. A. Gentry.
- WHITE MINORCA**
Hen.
1. Martin Campbell, Hereford.
- CAPONS (Young)**
1. Louie Wedel, Hereford.
 2. Louie Wedel.
 3. Louie Wedel.

- OLD CAPONS**
Cock.
1. Bob Bailey.
 2. R. A. Daniel.
 3. Louie Wedel.

- Cockerel.**
1. Robert Rundell.
 2. Robert Rundell.
 3. Bob Bailey.
- Hen.**
1. Robert Rundell.
 2. Robert Rundell.
 3. Bob Bailey.

- Pullet.**
1. Martin Campbell, Hereford.
 2. R. T. Bailey, Hereford.
 3. Bob Bailey.
 4. Bob Bailey.
 5. Robert Rundell.
- WHITE PEKING DUCKS**
Drake.
1. Peter Cardinal.
 2. LeRoy Patterson.

- Duck.**
1. Peter Cardinal.
 2. LeRoy Patterson.
- English Caller Ducks, Drake.**
1. Jack Owens, Hereford.
 2. R. A. Daniel.
 3. Albert Ferris, Hereford.

- Ducks, Mallard.**
1. Leonard Ralston.
 2. Albert Ferris.
 3. B. H. Hopkins.
 4. B. H. Hopkins.
 5. B. H. Hopkins.
- BRONZE TURKEY**
Young Tom.
1. Billie Roberson, Hereford.
 2. Billie Roberson.

- Young Hen.**
1. Billie Roberson.
 2. Billie Roberson.

- WHITE EGGS**
Best 15.
1. Mrs. S. L. Easley.
 2. Mrs. Earl Oldham.
- Brown—Best 15.**
1. J. H. Reinart.

- CUPS AWARDED FOR—**
Best cock, cockerel, hen and pullet: Jack Wright, Hereford.
- Best nine birds, including one pen, red, S. F. Warren, Friona.
- Champion solid color pen, Black Australorp: E. E. Hardin, Canyon.
- Champion parti-colored pen, S. O. E. I. Red: S. F. Warren, Friona.
- Champion male of show, Buff cockerel: Mrs. Oscar Hunt, Hereford.
- Champion female, White Rock: Jack Wright.
- Champion cock, R. I. Red, M. L. Long, Roswell.
- Champion Cockerel, Buff Orpington: Mrs. Oscar Hunt.
- Champion hen, White Rock: Jack Wright.
- Champion pullet, R. I. Red: Mrs. Herman Schulz, Hereford.

- Drake.**
1. Peter Cardinal.
 2. LeRoy Patterson.
- English Caller Ducks, Drake.**
1. Jack Owens, Hereford.
 2. R. A. Daniel.
 3. Albert Ferris, Hereford.

- Ducks, Mallard.**
1. Leonard Ralston.
 2. Albert Ferris.
 3. B. H. Hopkins.
 4. B. H. Hopkins.
 5. B. H. Hopkins.
- BRONZE TURKEY**
Young Tom.
1. Billie Roberson, Hereford.
 2. Billie Roberson.

- Young Hen.**
1. Billie Roberson.
 2. Billie Roberson.

Simple Remedy Does It
Headaches caused by constipation are gone after one dose of Adolox. This cleans all poisons out of the upper and lower bowels. Gives better sleep, ends nervousness. Only Drug Store.

Magnolia Petroleum

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COLORADO LUMP COAL
NOW ON HAND

We have just unloaded several cars. Better get your supply now before cold weather is here to stay.

Beat Lamesa, Whitefaces!
You Can Do It!

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Have Your Clothes Cleaned and Pressed for the Holidays

NOTICE: We are taking every precaution during the scarlet fever epidemic, so do not be afraid to send your cleaning to us.

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We Are Installing a Bleacher

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Cream prices are higher than usual, and eggs are higher than a year ago.

Ground bundles and grain increases production, so have your feed ground before cold or stormy weather sets in.

J. L. ROGERS

AT OLD STAND

Public Farm Sale

Wednesday, December 20, 10:30 A. M.

I will sell my farming equipment, livestock, poultry and furniture, located at my farm eight miles west and two miles north of Friona, Texas.

Good Mules, Several Horses, Shetland Pony
Fifteen head good milk cows, Holsteins, Durhams, Jerseys.
One roan bull, several sets good leather harness, furniture and household goods, including fine piano and radio, 125 White Leghorn pullets and poultry equipment.

LARGE OFFERING OF FARM IMPLEMENTS
A REALLY BIG OPPORTUNITY

MRS. LOLA YOUNG, OWNER

ESTER NOBLE, Clerk. RAY BARBER, Auctioneer
Friona Ladies Club Will Serve Lunch.

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What You Have.

—And feel the sure protection that comes to you when you have your property insured with us.

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FRESH FISH AND OYSTERS

Red Snapper, Trout and Flounder, pound 25¢
Oysters, big and fresh, pint 32¢
Call 250-W or see T. R. CLANCY

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

SUB-FRESHMAN NEWS

Lately Ray Buchanan has been getting friendly with Elsie Mae Wilkins. He held her hand in arithmetic class the other day.

Karl W. Shirley has surely been interested in Mary Jane Morgan lately. Every time he talks to her he cries.

Chilton Foster, Frank Marrs and Keri W. Shirley have learned the deaf and dumb code. They look at each other, laugh and then use the code. I think all of us had better learn it, don't you?

Robert Green asked Miss McCown to tell us a story, so she began to tell us of the Three Bears. Was Robert's face red?

Miss McCown asked Ray Buchanan if he could get here by 12:45 because she wanted him to do something. He answered, "Yes, if you will ask Beatrice to get through with her primping in time."

Mr. McCollum asked a question in history class that the girls were supposed to know, but who do you think answered? Troy Womble did! HCF

WANT ADS

WANTED: A cook with the following: curly hair, brown eyes, 5 feet, 6 inches tall, very smart. Call at the Old Madras Apartment, at D. P. Vaughn's, Gertrude W. and Sue V. (Earl, you should curl you hair and apply.)

WANTED: A stool for Evelyn Van Swineen to stand on so she can see Miss Crawford in English class.

WANTED: By public speaking class, better declaimers.

WANTED: A definition and example of a "motto" for Bettye Jones, Virginia L.

WANTED: Method to recover 20¢ lost on a show ticket. E. Ireland

WANTED: To know where Picard was really going. E. Spradley.

WANTED: By Senior president, answer to the following prayer: Please, dear Lord, take those pesky boys away, who try to date my girl, and, by the way, I have mentioned this before.

WANTED: Evidence against the snake-in-the-grass who swiped my theme paper while I was absent, Don Atherton.

COWHANDS

The Cowhands met Tuesday night, and were happy to see the return of Pete Garrett, Johnny Womble, ex-Cowhand, was also present. The meeting was composed of a basketball game between two teams chosen by Foreman Daniel and Wilbur Womble. L. B. Russell did a fair job of refereeing the game, which ended with Foreman Daniel winning 21-14. The star was Louie Wedel, who seemed to know all about basketball. Every time an opponent had the ball Louie would come racing across the floor and jump upon the opponent's back and try to ride him. The meeting closed with the members enjoying Wedel's superb paying and also their own. SNF

HAVE YOU HEARD THIS ONE?

I hear that Donald Hicks is extremely good at performing marriage ceremonies. Donald, who were some of the young couples?

Bill McLean has decided that the reason that Florene Hunter keeps so many guns at her house is because she likes to have 'arms' about her.

Carl Dean Mounts is going to lose his girl if he isn't careful for a certain fellow walks home with her practically every afternoon. Mr. Dean, would you be modest enough to blush?

I hear that Elizabeth Ireland and Kermit Wilson spend a great deal of time writing notes. Elizabeth, is this so?

Donald Hicks has returned Katherine Skelton's ring. It was about time he gave it back.

It has been said that the new Methodist preacher's son likes warm fur coats.

There is a great deal of doubt as to where R. Jennings was on the night of December 2. Could someone also tell us where L. Wilson and Francis Harris were, too—same night?

We wonder where Billy Smith got his recent fever blisters.

Jack Higgins asked this question in History: Were the slaves of Rome black? and Mr. Hudson replied before he had time to think hard: "Part of the time" and was there a roar!

ASSISTANT EDITOR.

WHAT WILL YOU DO?

There were more demerits recorded the past six weeks than there have been for some time. There were also more people to have a forced holiday last six weeks. Though the Freshmen lead in both these items, the other classes had their share. The question is "What will you do about your demerits?"

Demerits simply mean that you have not been the right kind of citizen. Some demerits may not be deserved, but one doesn't receive this kind day in and day out. Accidents do not happen so many times in the same place.

There is no great honor or glory in getting a long list of demerits. The question has been asked whether the Student Council meant that we were to have student self-government. Is the school that is not capable of student self-control capable of student self-government? Many of the demerits are given for minor offenses, but others are given for acts of a more grave nature. When a student reaches high school, he should put away childish things. As a result of keeping the two-year-old attitude, many students have found themselves drowning in pools of red and green ink.

There are 28 people due to pay Mr. Hudson company in the next few days. This means that 10 per cent of the student body must make up hours. Though Mr. Hudson expects fewer demerits this six weeks, it seems that some have started out under full steam.

The demerit list accounts for the fact that this six weeks will probably see more failures than there have been for the last eight years. At least 50 per cent of the demerits are given for idleness or lack of attention. Everyone may promise to do better in the future, but does everyone intend to keep his promise? What will you do? BB

FRESHMAN CLASS

The Freshmen met Wednesday, December 6, for their class meeting. Billy Smith, one of the Freshmen representatives, told the class about the school problems. The first was whether it would have a fire chief, floor captains, and two persons in each room to see that everyone gets out in the fire drills. The Freshmen were in favor of having this method of fire drills.

The other problem was making a constitution for the school.

The basketball team for boys will meet next Tuesday at 4:00 o'clock in the gym. There have been only a few boys going to these meetings, and if you want to have a team you had better attend the meeting.

The girls team met Wednesday afternoon, December 6, to have a practice game with the Sophomore girls. The Sophomores won.

The Freshmen are planning to have a party December 15. It will be in the gym at 7:00 o'clock. They are going to dress like "kids" including the sponsors. They are going to have a Christmas tree but have not fully decided who will be Santa Claus. Meade Smith, Jerry Jowell and Leman Rolston are going to get the tree. Lena Ivey, Ireen Knox and Helen Seed are going to decorate it. Freshmen will have to pay their dues before they have the party, because there is not much money in the treasury. Who said they were not going to have plenty of fun? VLB

ASSEMBLY SPEECH

The student body had a surprise last Tuesday morning when Mr. Dillehay introduced Mrs. Phoebe K. Warner of Claude as the speaker of the period. Mrs. Warner is known as a prominent writer and leader of the Women's club in the Panhandle. She started her talk by asking "Have you ever made a fool of yourself?" She then discussed the book, "A Fortune to Share," by Mr. Young, and gave the pupils something to think of. She asked if they had a junk pile as did Mr. Young, who defined his junk pile as the thoughts in his mind which were concentrated on finding the deficiencies of other people and not on doctoring his own self. Mr. Warner gave many good suggestions for the improvement of our own personalities and said that the betterment of ourselves would make us assets instead of liabilities to our home, community and country. She gave the thought that in building and bettering ourselves we were then strengthening a nation.

Mrs. Warner also discussed another of Mr. Young's books entitled, "Let's Start Over Again." She gave us an idea of the biggest man that she could imagine. She said, "I think the biggest man in the world is the man who works to raise the level of the masses of people." With this idea in mind, couldn't we as students of this school, make ourselves the biggest men and women in the world? Of course we can; therefore, let's show Mrs. Warner that we enjoyed her speech and really got something worth while from it. LOF

SENIOR HI-Y

Last Wednesday the Senior HI-Y met and before the regular meeting the boys played in the gym. Earl Trimble tried to teach the boys to tumble and they tumbled all over the place each time they tried. One boxing match was held and what a wow each man got.

The meeting began and business was discussed. A program on the discussion of the "American Tenth Man," the negro, was given. After such business as was needed, HI-Y was adjourned until the following Wednesday. HJ

ROUND ROBIN FOR GIRLS

The Sophomore girls defeated the Freshmen girls 45 to 17 Wednesday afternoon when they played the first game of the Round Robin.

This was the beginning of the class games. The Juniors and Senior girls will play December 13, and the Sophomores will play the winners the following Thursday.

The Sophomores have seven girls from their class out for basketball. You are doing fine, girls, keep it up. JOS

H. Y. S. A.

The H. Y. S. A. met Tuesday afternoon at 4 in the chemistry laboratory. The program was presented by Edward Fullwood who informed the members that they would do the work. This work was a scientific cross word puzzle which the program committee had chosen. Members of the club displayed their intelligence most splendidly by working the puzzle in a very short time. The club then had its business discussion and adjourned until next Tuesday. LOF

FOOD

and VARIETY SALE
Saturday, December 16
FARMER'S FRUIT STORE
Main Street, Conducted by Ladies of St. Anthony's.

SANTA'S ASSISTANT

I can't accept any more Christmas work after Saturday, the 16th.

Have you seen the
Chocolate Shop's
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Just-Right EGG MASH

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A WOMAN'S DESIRES ARE FOR...

Gifts Electrical

There is no modern housewife who has not a keen desire for some electrical appliance that is missing from her home equipment. You've heard yours say, "Some day I'll have this," or "Some day I'll have that." And always it has been some newly developed electrical appliance that would add to her convenience or home efficiency. You could not please her more with a Christmas gift than by filling that void.

TEXAS UTILITIES CO.

LOCALS

Mrs. J. A. Hornbark returned Saturday from a visit with relatives in Dallas and Huntsville.

Manufacturers say tire prices must advance. A hint to the wise is sufficient. Brunswicks are INSURED against road ACCIDENTS, by RICE. 1c

Hubert L. McEntire of Amarillo visited in Hereford Monday night and Tuesday morning.

Henry Wedel and Glenn Bateliff were in Wichita Falls the first of last week on a business trip.

Edgar Ireland and A. O. Thompson made a business trip to Amarillo Tuesday.

Get your radio "B" batteries and battery-type tubes at RICE'S.

O. P. McCullough and son, J. C., left early Monday for Wellington on a business trip.

O. F. Myers of Canyon was here last Saturday attending the poultry show. Mr. Myers had a nice entry of White Leghorns at the show.

STAR THEATRE

Hereford, Texas
Friday Only
 SPECIAL 10c ATTRACTION
"White Woman"
 with
 Charles Laughton, Carole Lombard
 Charles Bickford
 Also
 Two Chapters of
DEVIL HORSE SERIAL
 All children will be admitted to see the Serial.

Saturday Only
 Matinee and Night
JACK HOLT
 in
"When Strangers Marry"
 COMEDY
 ADMISSION ONLY 10c

Special Attraction On
Preview Saturday Night
Sunday Matinee
Monday - Tuesday
"Paddy"
"THE NEXT BEST THING"
 Featuring
 Warner Baxter and Janet Gaynor
 Everyone can see this big special as the price will only be 10-20c
 Special Short Subjects and
 News of the Day.
 Get in on the first showing of this Big Special.

Attend the Preview Saturday Night.
 Come early Sunday and secure a Good Seat.

Free - Free - Free
Wednesday
 DECEMBER 20

"Kids Bicycle"
 Bring all your tickets—you may be lucky. Secure your tickets from Texas Market, City Drug Store and Star Theatre.

Bicycle now on display at City Drug.

We also have a special picture for this night.

"Broadway to Hollywood"

With the Following Cast:
 Albee Brady, Frank Morgan, Madge Evans, Eddie Quillan, Jackie Cooper, Fay Tompsett, Jimmie Durando.

Admission 10c-20c

Don't take a chance on cold patching even in winter. Vulcanizing is the only safe way and steam is always up at RICE'S. 1c

Mr. and Mrs. Oscar Hunt, R. E. (Pete) Harter and S. V. Wirt of Canyon were here last Thursday attending the poultry show.

Mrs. E. Carter of Dallas is here visiting with her son, Tom Carter, and his wife.

Mrs. Carl Jennings was in Amarillo last Saturday.

You pay for Christmas Seals but once, but they work for you all year round.

Lee Rogers of Melrose, New Mexico, was here last week for a few days attending the poultry show. Mr. Rogers is a breeder of S. C. R. I. Reds.

H. J. Walker of near Vega was here Saturday trading with Hereford merchants.

Spark plugs should be replaced every 10,000 miles. Get "Daddy" a new set for Christmas. A. C. and Champion at RICE'S. 1c

Chet Taylor and family of the Friona district northwest was here Saturday trading and attending the poultry show.

Mrs. George Reynolds of Los Angeles was here last Saturday with her sister, Mrs. Oscar Hunt, of Canyon. They were here attending the poultry show.

A new car jack wouldn't be such a poor Christmas present for "Daddy." A fine assortment and attractive prices at RICE'S. 1c

Postmaster E. L. Donner returned home last Saturday evening from Excelsior Springs, Missouri, after a stay there of nearly 30 days. Mr. Donner's health has been improved from taking the baths at the springs, and he is again back at his work.

Mr. and Mrs. E. M. Myrick of Amarillo were visitors to the poultry show last Friday night between trains. Mr. Myrick is an Australian bred.

G. T. Oliver, Amarillo business man and extensive Deaf Smith county land owner, was a visitor in Hereford Monday looking after his business.

Adrian Odom, Amarillo News sports writer, covered the Dumas-Hereford game here last Friday. He also covered the Tri-County Poultry Show during his stay in Hereford.

Gib Jackson, popular football official of the area, was a visitor in Hereford last Friday. He saw the Dumas-Hereford game.

S. P. Rosson, a director of the West Texas Chamber of Commerce, will attend an executive meeting of that group's board at Fort Worth on Monday, December 18.

For a Christmas gift for "Daddy" what could be finer than a set of Brunswick tires? Or just a pair wouldn't be so bad, would it? RICE sells them. 1c

Dr. C. E. Ackerman of Clovis was here the latter part of last week attending the poultry show and passing out literature on the Sunshine Poultry Show to be held in Clovis this week, beginning Wednesday.

Mr. and Mrs. J. E. Hill and Mrs. J. C. Croker, friend of the Hills, who has been making her home here with them, left Wednesday morning for Mineral Wells.

Ruby Vaughn of Hereford was an honor student in Randolph College at Circo for the second six weeks, says a report from the school. She made straight A grades in Bible, Spanish and mathematics. She missed the honor roll for the first six weeks by one-tenth of a grade point.

Mr. and Mrs. Voline Downs and children left Wednesday morning for Durant, Oklahoma, to attend the funeral services of Mr. Down's brother, who died Tuesday night in Tulsa, Oklahoma.

S. P. Rosson of the Buchanan-Rosson Co., local International Harvester dealers, attended a session of dealers from throughout the Panhandle at the branch in Amarillo Wednesday.

C. W. Humble, county judge, and Ab Thompson were in Farwell Wednesday settling road right of way matters with Deaf Smith county land owners who live in Farwell.

Misses Ardelle and Eric Marie Foster and Lueta Borden sang several vocal trio numbers on the program at the Lions Club luncheon Wednesday. Plans for the Christmas pageant here next Thursday were discussed at the meeting.

Fred Ross, minister of the Church of Christ of Ballinger will be in Hereford to preach to the local congregation next Sunday morning and night. It is planned to have a meeting continue throughout the coming week. Mr. Ross is highly recommended as a gospel proclaimer and will bring messages of instruction and edification to all his hearers. The public is extended a most cordial invitation to attend any or all of these services.

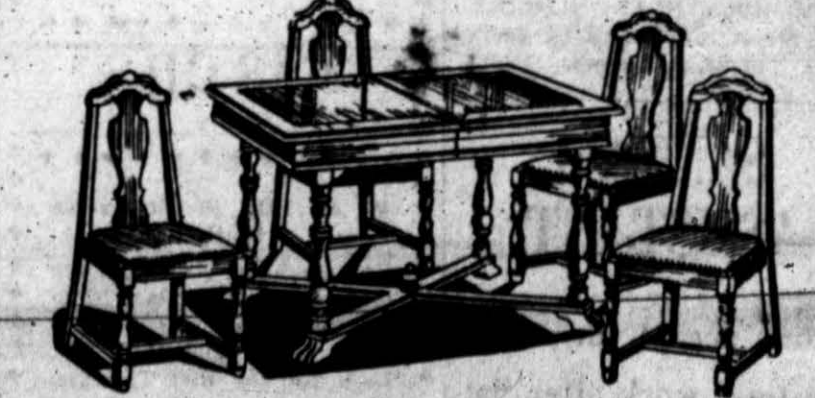
Lawrence Loerwald, son of Mr. and Mrs. J. A. Loerwald of the Jumbo district, enlisted for three years with the United States Army the first of last week. Mr. Loerwald will be connected with the Signal Corps department of the army and will be located at Fort Warren near Cheyenne, Wyoming, for the present. While here he engaged in farming southeast of town about six miles near the home place.

Home Gifts ARE MOST WELCOME

Give them what they actually need. This is a practical Christmas. A very few dollars will go a long way—perhaps further in furniture than in anything else.



Inexpensive Things to Promote
 Comfort and Beauty in the Home
 Charles of London two-piece Living Room Suites \$69.50
 Carved Lounge Chairs \$19.75 Walnut End Tables \$5.25
 Pedestal Coffee Table \$10.00 Smoking Cabinets \$5.75
 Floor Lamps, complete \$4.75 Smoking Stands \$1.95



Solid Oak Dinette Set, 5 Pieces
 A family size, durable and good looking dining set, in rich baronial finish, nicely decorated. Priced low at \$22.50
 Easy Payments—Open Evenings till Xmas

Sewing Cabinets
 Priscilla Cabinet, solid walnut \$3.95



Metal Bridge Sets
 Very sturdy, with attractive, waterproof covering, choice of colors \$15.00

Radios will make a ideal gift for Christmas. We handle the Philco, Majestic and the R. C. A. We can give you the best.

See Us for All Home Furnishings.

E. B. BLACK CO.

PIGGLY WIGGLY

DECEMBER

FOOD CARNIVAL

Eat it now, or Eat it later!

But, Buy It Now Up go prices!

Specials for Friday and Saturday

COFFEE 25c

MAXWELL HOUSE, Per Lb.

GRAHAM CRACKERS 22c	CRACKERS 21c
Two-pound pkg	Two-pound pkg
SOAP 19c	RAISINS 29c
Lux Toilet, 3 bars	4-pound pkg

SUGAR 49c

10-Pound Cloth Bag

PINEAPPLE 25c	SALAD DRESSING 25c
No. 1 flats, sliced or crushed, 3 cans	W. P., quart jar
SARDINES 9c	POWDERED SUGAR 25c
Large oval, tomato or mustard, per can	Three packages
TOMATO JUICE 5c	LEMONS 23c
No. 1 tall can, Campbell's	Large Sunkist, dozen
ASPARAGUS TIPS 25c	RINSO 21c
No. 1 picnic size, 2 for	Soaks Clothes White, large size
MINCE MEAT 10c	COCOANUT 19c
White Swan, per pkg	Long thread, pound pkg
SYRUP 49c	CRANBERRIES 14c
Steam Boat Brand, gallon	Per quart
MEAT SALT 75c	GRAPEFRUIT 25c
Smoked ready for curing, 25-lb sack	Texas Marsh, seedless, 5 for
PEANUT BUTTER 25c	TOILET TISSUE 5c
Quart jar	1000 sheets, per roll
	LETTUCE 5c
	Nice, firm heads, each

SPUDS 12 1/2c

Ten Pounds

LYE 25c	SHOE POLISH 11c
Hooker, 3 cans	Jet Oil, 1 1/2c bottle
TUNA 15c	OLD DUTCH 13c
White meat, per can	Cleanser, 2 cans

Corn Flakes 10c

Jersey, Package

Special Prices On All Christmas Fruits, Nuts and Candies—We Have a Complete Line for Your Christmas Needs.

Quality and Service Are Paramount Always at

PIGGLY WIGGLY

ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME.