

WATCH
For the
New
Plymouth

Ireland-Beavers
Motor Co.

COURTHOUSE RECORDS

Warranty Deeds.
S. B. Edwards et ux to Elizabeth Wilt, NW 1/4 of section 3, block K-14.
Elizabeth Wilt to Alfred and Ernest May, NW 1/4 of section 3, block K-14.
New Automobiles
R. A. Fullwood, Dodge sedan, Ireland-Beavers, 292-729.
Marriage Licenses.
Norman W. Owen and Lois Mabel Champion.
Luther E. Ballengee and Thelma Pauline Murray.

Thomas Earl Taggart is one of Hereford's newest citizens, having arrived last Sunday. He weighed seven and a half pounds upon reaching the hospital. Both his parents, Mr. and Mrs. M. J. Taggart, are getting along well.

TRY A WANT AD IN THE BRAND

THE CHURCH WORLD

First Methodist Church

REV. T. C. WILLETT, Pastor
Dr. L. N. Lipscomb will preach at the Methodist church next Friday evening at 7:30. All of his old friends are cordially invited to hear him. This will perhaps be his last appearance in Hereford for some time. After the sermon the fourth quarterly conference will be held. All the officials are expected to be present. The pastor will be in his pulpit at both hours next Sunday. This will be the last Sunday for this conference year. We expect a full attendance Sunday at all the services. Come to Sunday school and stay for church.
Sunday morning the Methodist Friendship Sunday school class, under leadership of Mrs. W. I. Kuecker, will give the following program:

Song, by class; Scripture lesson, Gal. 5:13-26, Ona Hammer; Golden Text repeated in unison; The church and war, C. W. Humble; Armistice, reading, Ursula Fridley; A meditation for Armistice Day, Mrs. James Wilson.
Duane Howard, bass singer from the CCC Camp, will take the solo part in the anthem to be sung at the morning service.

First Baptist Church

REV. B. N. SHEPARD, Pastor.
Sunday school, 9:45 a. m.
Preaching each Sunday at 11 a. m. and 7:30 p. m.
R. T. E. at 6:45 p. m.
Teachers meeting and prayer meeting each Wednesday night at 7:30, followed by choir practice.
Ted Clancy, just recently ordained, will occupy the pulpit Sunday night. Everybody cordially invited.

Church of Christ

FRED ROSS, Minister
Services at high school auditorium.
Bible School, 10 a. m.
Morning worship and sermon at 11, subject, "Peter's Denial."
Night services at 7:30 o'clock, subject, "Does God Mean What He Says?"
Young people's meeting Sunday at 6:30.
Prayer meeting Wednesday night at 7:30.

First Presbyterian Church

W. M. GRIFFIN, Minister.
Sunday school, 9:45. All departments are working nicely, a majority of teachers on time. Men's Bible class starting out exceptionally well. Eighteen were in attendance at the first session. Others are invited and asked to bring their Bibles. G. M. Hudson, superintendent.
Morning worship at 11.
Christian Endeavor, 6:30.
Evening worship at 7.
The Tuesday evening family night when we meet at 6:45 and have supper together, is being enjoyed by about an average of 60 people. You are invited to

RED CROSS AGENCIES SAFEGUARD HEALTH

First Aid, Life Saving, Nursing Care, Promote Health and Safety

Five outstanding services make up the health-conservation program of the American Red Cross, according to the annual report just issued in Washington. These services are first aid and life saving, which together have trained more than a million persons; nursing, with an active enrollment of 34,133 registered nurses; Public Health Nursing, conducted by 7500 nurses in 424 chapters last year; and Home Hygiene, which has taught more than 700,000 men and women simple ways of caring for the sick at home.
"The achievements of the Red Cross in public health nursing place it among the leaders in this field," said James L. Fleer, vice chairman in charge of domestic operations. "This service was organized in 1919 to meet needs developed by the World War and the ravages of the flu epidemic which in 1918-1919 took so great a toll of life."
"Since that time Red Cross nursing services have been pioneers in more than one half of the counties in the United States. Many services we established were taken over later by civic, state and federal agencies, and the Red Cross continues to establish services in other new fields. Red Cross nurses made more than a million visits to patients last year, and 629,025 children in schools were inspected.
"Red Cross courses in home hygiene and care of the sick are especially important in times of depression, because they teach families to maintain hygienic conditions in their homes and to recognize symptoms of illness early enough to prevent serious consequences.
"Our courses in first aid have been instrumental in saving lives of the injured; in safeguarding the accident victim until the physician

share it. On this occasion the orchestra has been helping a great deal.

First Christian Church

REV. E. R. M'WILLIAMS, Pastor
All services will be conducted as usual with the pastor filling the pulpit and preaching a sermon on "Jesus As a Patriot," at the morning hour. The pep class will have a breakfast at the church at 8:00 Sunday morning. Every member of the class is urged to attend. Services at 7:15. Visitors and new members to any part of our church life and program are always invited and assured of a hearty welcome.

FUNDAMENTALIST BAPTIST

Bible school, 9:45.
Preaching at 11 and 7:30.
Bible study and prayer meeting Thursday at 7:30.
Everybody invited. Our pastor, Coleman Campbell, and his wife are attending the Bible school in Fort Worth the past two weeks. Bro. Belney is in charge of the services while he is away. Jack Hagar preached for us Sunday morning. Mrs. Neal L. Cress.

Singing Convention Meets November 11

Semi-annual meeting of the Deaf Smith County Plateau Singing Convention will be held Sunday, November 11, at Bippus, J. S. Garrett, president, has announced. It will be an all-day affair, starting at 10 o'clock in the morning and lasting until 4 in the afternoon.
There will be luncheon at the noon hour. All officers are asked to come early as there will also be a business meeting. Worlds of new talent will be on hand, Mr. Garrett said.
J. E. Disch and Mrs. B. P. Abbott will make talks on the good of sacred music. It is also expected that the new books will be issued.
Bippus is located in the northwest part of the county. All singers and those interested in listening are urged to attend.

W. B. Wilson of Hereford, student in Southwest Texas State Teachers College at San Marcos, is making a name for himself as drum major of the school band. "Drum Major Wilson gave a clever demonstration of his ability as a special feature of the drill during the half," reports the San Marcos paper after a recent football game.

MAKE YOUR OLD KITCHEN NEW

Which is the most important room in the house? If you ask the kids, they'll say the kitchen . . . and most likely their mother will agree with them. If that's the case, why not put "first things first?"
Kitchens are usually one of the easiest rooms in a house to modernize and improve . . . the doing of the job lightens the drudgery of the work done there, saves useless steps . . . and actually things taste better.
For estimates on modernizing the kitchen or any other part of the house, call on us.

Rockwell Brothers & Co.

LUMBERMEN
Phone 4. So. Main St.

THE NEW MAYTAG

MODEL 31
The new model 31 Maytag Washer embodies every feature to be desired. The square tub is cast in one piece lifetime aluminum. The Roller Water Remover is the most advanced method of drying clothes. Power drive, as finely built as the finest automobile.

F. L. Maytag, the inventor of this washer, was a farm boy, himself. No wonder that he wished to break the chains that bound the farm woman to the washboard. His desire to help in the solution of the problem of farm laundering came from the experience he had himself had in helping with that former back-breaking drudgery of farm washing. In the new model 31 every single item of importance has been taken into consideration. New easier starting motor and if desired a new aluminum churning attachment and meat grinding attachment for your washer may be obtained, too. Come in today and let us show you the many features of this new and better washer.

M. D. WOMBLE Implements

Cold Weather



Has Turned the Corner
—If you haven't already taken the precaution of Anti-Freeze in your radiator, you'd better not delay it another day. No charge will be made for checking your cooling system and flushing your radiator.

Bring Your Car In Today

TIRE AND TUBE REPAIRING
CONOCO Conoco Service
L. H. WOODFORD
Corner Main & First Sts. Phone 588
DeLuxe Cafe in Connection

COME, DRIVE A CHEVROLET OR OLDSMOBILE

Then Let the Car Speak for Itself

GRIZZLE CHEVROLET CO.
Sales INCORPORATED Service

Prices Effective Friday and Saturday. Store Closed Monday—Armistice Day.

Schilling's Coffee
For those who Like the Best, 1-lb can **29c**

The Season's Best

FRUITS AND VEGETABLES

CARROTS	Nice size, 3 bunches	10c
SPUDS	Red or White, 10 lbs	16c
ORANGES	New crop Navel, full o' Juice, dozen	29c
LEMONS	Nice, large, dozen	21c
ONIONS	Spanish Sweets, 5 pounds	16c
BANANAS	Nice, ripe fruit, pound	7c

Quality Meats

Lamb	Chops, lb	22c
	Legs, lb	20c
	Shoulders, lb	15c
BACON	Our Own Sliced, pound	28c
CHEESE	Kraft's, Elkhorn, pound	19c
Roast	Cut from Fancy Baby Beef, pound	11c
FISH	Fresh White Slices, no waste, lb	23c
PORK SAUSAGE	Fresh ground, per pound	15c

SHREDDED WHEAT
Regular Package **11c**

SOAP

CAMAY Toilet Soap, bar	5c
OXYDOL, large pkg	23c
CHIPSO, large pkg	17c
BAKING POWDER	17c
Dr. Price's, 12-oz can	17c
TOMATO JUICE	23c
Libby's, 3 cans	3c
MILK, Borden's	3c
Or Carnation, large size, 6c, small	25c
PUMPKIN	5c
Van Camp's, 2 No. 2 1/2 cans	5c
PORK and BEANS	21c
Phillip's, can	19c
O'CEDAR POLISH	25c
30c size	15c
RIPE OLIVES	15c
Curtis Medium, pint can	25c
OLIVE OIL	15c
Pompeian, 1/2-pint can	15c
SHINOLA	15c
All colors, 2 cans	15c

CHARMIN TOILET TISSUE
4-Roll Box **23c**

JOHNSON'S FLOOR WAX

Half-pound can for	39c
One-pound can for	57c
1 pint Glo-Coat	49c

WE HAVE EVERYTHING FOR THE FRUIT CAKE!

SANI-FLUSH	21c
1 Can	12c
SALAD DRESSING	12c
W. P., pint jar	11c
MUSTARD	56c
French's, jar	17c
SUGAR	17c
10-pound bag	17c
SODA CRACKERS	17c
A-1, 2-lb caddy	17c
FLOUR	17c
Gold Medal, Amarylils or Great West, 24-lb bag	\$1 04
KARO	20c
Light or dark, No. 3 can	29c
No. 5 can for	15c
CATSUP	15c
Empson's, large bottle	17c
MELO	15c
2 cans	15c
WAX PAPER	15c
Cut-Rite, 2 rolls	15c

We Have a Full Line of Fine Candies and Nuts—New Crop

FURR FOOD
FREE DELIVERY

SELLS ALL KINDS OF FEED; BUYS CREAM, HIDES, EGGS AND CHICKENS
PHONE 74

Plan Now To Attend HEREFORD'S FOURTH Good Will Day Thursday, November 15th

ANOTHER BIG FREE SHOW

STAR THEATRE

"The Outcast Lady"

With Constance Bennett-Herbert Marshall

Continous Showing 1:00 to 6:00 p.m.

Special Bargains at Stores!

Another Free Good Will BANK FEATURE

On Main Street at 4:00 p. m.

YOU MUST BE PRESENT

COME EARLY Bring Your Neighbors Everybody Invited

Be Sure to Come Thursday!

You Will Be Guests of These Business Firms and Professional Men

CHAMBER OF COMMERCE
FURR FOOD STORE
TEXAS MARKET & GROCERY
PIGGLY WIGGLY
GEORGE REDDOCH GROCERY
PARNER'S GROCERY
FULLER'S FRUIT MARKET
HEREFORD BAKERY
BROOKS' BARBER SHOP
STAR BARBER SHOP
CITY BARBER SHOP
HALES' BARBER SHOP
WHITEHEAD BARBER SHOP
IKE'S CAFE
FLOWER'S CAFE
B-W CAFE
NEW CLUB CAFE
HEREFORD BRAND
PACKARD MILLING CO.
STREU HARDWARE CO.
THE CHOCOLATE SHOP

CLOSE DRUG STORE.
CITY DRUG STORE
CORNER DRUG STORE
ROCKWELL BROS. & CO.
PANHANDLE LUMBER CO.
PHILLIPS PETROLEUM CO.
TEXAS COMPANY
MAGNOLIA OIL CO.
CONTINENTAL OIL CO.
TEXAS SERVICE STATION
CONOCO SERVICE STATION
THOMPSON SERVICE STATION
KEMP LUMBER CO.
RICE TIRE SHOP
NORTON SERVICE STATION
CLARK SERVICE STATION
GRIZZLE CHEVROLET CO.
REED & TAYLOR, Blacksmiths
POWELSON'S SHOE SHOP
DANIEL'S TIRE SHOP
WILLARD BATTERY STATION

SPROWLS & CRONIN CO.
FOX MERCANTILE CO.
J. C. PENNEY CO.
D. R. GASS & SON
THE POPULAR STORE
FASHION DRESS SHOPPE
VOGELE MILLINERY PARLOR
WEIR'S VARIETY STORE
SKELTON'S VARIETY STORE
CARROLL & CORBETT
E. B. BLACK CO.
McLEAN & PITMAN GRAIN CO.
WEST TEXAS FEED & SEED CO.
I. H. SPRATT, PRODUCE
TEXAS UTILITIES CO.
SMOKE HOUSE
DR. T. L. MORGAN, M. D.
DR. J. W. HENDRIX
DR. R. E. PERKINS
DR. B. M. WILTSHIRE, D. D. S.
WEST TEXAS GAS CO.

HEREFORD INSURANCE AGENCY
PLAINS INSURANCE CO.
D. M. RAYZOR, WOODWORK
PARAMOUNT RECREATION CLUB
F. M. KESTER & SON
CARL'S GROCERY
FRANK'S GROCERY
BUCHANAN & ROSSON
M. D. WOMBLE, IMPLEMENTS
PEVELY & SEED CO. IMPLEMENTS
BEAMS & MARRS, MACHINISTS
HEREFORD MOTOR CO.
IRELAND-BEAVERS MOTOR CO.
STAMBAUGH DRY CLEANING CO.
WHITE FACE PUBLISHING CO.
HEREFORD POULTRY & EGG CO.
FARMERS CREAMERY ASSOCIATION, Inc.
FULLWOOD BATTERY & ELECTRIC STATION
WEST TAILOR SHOP
CITY LAUNDRY & CLEANERS
KERR HARDWARE AND IMPLEMENT CO.

SOCIETY

Music Club Gives Assembly Program

A musical program was given at the high school assembly Tuesday morning by members of the Music Study Club. Misses C. C. Acker and H. L. Broadwell opened with a piano duet. Chamblade's "Rigodon." Then Misses A. C. Thompson and J. W. Hendrix played Anna P. Fisher's "Masurka Brillante," a violin duo. Mrs. Glenn Snyder accompanied them at the piano.

A vocal trio composed of Misses B. M. Whitire, H. P. Coneway and J. C. McCracken sang "I Love Life," by Mana-Zucca, while Mrs. Jesse Stanford played the accompaniment.

Miss Mattie Mae Swisher sang "I Would Have Done My Work," and "Four Leaf Clovers," accompanied by Miss Thelma McMin.

CAMPBELL'S OBSERVE FIFTY-FIFTH ANNIVERSARY

Fifty-five years of married life was celebrated by Mr. and Mrs. K. F. Campbell of the Frio community last Saturday, their anniversary.

Two sons and their families, Floyd and Oscar, of Crosbyton, were guests over the week end. Mrs. Carl Mangum of Plainview, Mr. and Mrs. Melvin Mitchell, Mr. and Mrs. J. N. Benson and Mr. and Mrs. Leo Williams were guests Sunday.

FRIENDSHIP CLASS HAS BREAKFAST

The Friendship class of the Methodist Sunday school enjoyed a waffle breakfast in the church dining room Sunday morning at 8 o'clock.

The class colors, purple and gold, were carried out in table decorations and glass favors. Twenty-nine guests and members enjoyed the waffles, butter, bacon, syrup, jelly and coffee. After breakfast, the class conducted the general assembly program of the Senior Sunday school in the main auditorium.

MRS. REED ENTERTAINS SUNDAY SCHOOL CLASS

Mrs. H. D. Reed entertained with a delightful party for members of her Sunday school class in her home Saturday evening, November 3. Chrysanthemums and dainty ferns furnished the attractive decorations for the entertaining rooms. Many new games were played.

Members attending were Virginia Carlyle, Jean Snyder, Helen Seed, Minnie Dea Smith, Rena Alfred, Madalyn Whitehead, LaNelle Schibgen, Virginia Erie and Wanda Jean Reed, Herbert Boardman, Carl Mountz, Jack Lathfield, Francis Harris, Ernest Schelshagen and Gufford Wheeler.

BETTY JANE ROLOSON HAS BIRTHDAY PARTY

A happy party of last week was that given Thursday when Mrs. F. T. Roloson entertained 11 little friends of her daughter, Betty Jane, on her eleventh birthday.

Halloween decorations and games made the afternoon most enjoyable. Attractive favors of figures of the various comic strip characters were given each guest.

A birthday cake with 11 black cats instead of candles was cut and served with punch and ice cream to Doris Elaine and Virginia Ann Dillehay, Mary Ann Acker, June Dameron, Bobbie Rose Robinson, Elizabeth Dunlap, Nadine Newell, Arline Millard, Louise Agnes Gilbreath, Rena Rae Renfro, Margaret Barber and Betty Jane Roloson.

MILLARS ENTERTAIN AT HALLOWEEN

Mr. and Mrs. Walter Millar entertained a group of friends with a Halloween party at their home last Thursday evening. Attending were Messrs. and Misses H. G. White, Bovins; G. T. Thiele, Bob Loeb, J. I. Funderburg, Walter Millar, Mrs. H. C. Matteson, Misses Fern Hagar, Bernice Funderburg, Betty Jean White, Ruby Hagar, Dorothy Funderburg, Inez Funderburg, Joyce Millar, Alta Funderburg; Messrs. Bill Bernhardt, Carroll Hagar, Nolan Millar, Albert Thiele, Paul Matteson, S. J. Cook, Ramon Loeb, Loy Cook and Bobby Loeb.

BAY VIEW CLUB HAS POETRY PROGRAM

A program on poetry was given at the regular meeting of the Bay View club November 1. Satirical verse and humorous verse, Mrs. G. A. F. Parker; American Anthologies, Mrs. Ray Barber; Life and Poems of Henry Van Dyke, Mrs. H. L. Broadwell. On November 15 the club will study the Poets in the Hall of Fame.

HENRIETTA FRITZ HAS HALLOWEEN PARTY

Miss Henrietta Fritz entertained a number of school friends Friday night at the home of her parents, Mr. and Mrs. Harry Fritz, with a Halloween party.

Halloween decorations were used throughout the home and games were enjoyed. Costumes caused much merriment.

Refreshments of ribbon sandwiches, hot chocolate, apples, shal-

ton cookies and black cat candies were enjoyed by Viola Phillips, Elsie Wilkins, Mary Jane Morgan, Mary Cox, Virginia Harman, Edith Jackson, Nora Jean Russell, Barbara Jane Brotherton, Hertha Baer, Faye Crosthwait, Benny Ruth Garrett and Nine Lee Fritz; Chas. Spradley, Sanky Trimble, Edward Line, Douglas Beene, Billy Beene, Jack Lafield, Harvey Nunn, Ray Nunn, Ray Buchanan, Frank Marrs, Bob Atherton, Karl Wilson Shirley and Chilton Foster.

BAPTIST W. M. S. MEETS WEDNESDAY

Clasping Hands with our Southern Brothers was the subject of the program at the regular meeting of the Baptist WMS Wednesday afternoon. Mrs. Phil Rado-

vich was leader. The program was rendered following a business meeting. Mrs. R. E. McCullough gave a prayer and Mrs. S. Schwartz a Psalm reading at the opening of the program.

On the program were Misses H. G. Conkright, E. W. Young, J. G. Evans, Lyn Powelson, Alvie Wilson and Miss Nora Alice Daniel.

Circles of WMS will meet next week at the following places: Lillie Hundley with Mrs. H. D. Blythe, Dorcas with Mrs. Schwartz, Good Cheer with Mrs. Conkright, Royal Service with Mrs. Jim Higgins, East Side with Mrs. Claude Dixon.

MISSIONARY SOCIETY HAS MEETING TUESDAY

An all-day meeting was held Tuesday by the Methodist Missionary Society. Mrs. Jerry Behrens led a program on home and foreign missions. Talks on schools, settlement houses and community centers were given.

The same program was followed at the regular meeting held yesterday afternoon. The ladies en-

joyed a covered dish luncheon at the Tuesday session.

Easter Items

BY MISS LOUISE FRYE

Take Produce to Carl's Gro. if There were 31 in attendance at Sunday school Sunday. U. G. Randal resigned as superintendent and B. H. Medley was appointed in his place.

Several from this community attended a party in the M. Hardy home at Jumbo Friday night.

Mr. and Mrs. John Noland visited Sunday in the Roy Durant home.

Mr. and Mrs. Milton Sluder of Olton visited Sunday in the B. Saxon home.

Miss Lorine McClure spent the week end with her parents at Claude.

Miss Oline Ramey spent the week end in Hereford.

Juanita Henry visited Sunday with Hazel Chambliss.

Mr. and Mrs. Frank Cobb and little daughter of Vega and Mr.

and Mrs. Godwin of Hereford called in the C. W. Frye home Sunday afternoon.

Misses Louise and Caroline Frye entertained their Sunday school class with a forty-two party Friday evening.

Hillie Rae Johnson of Summerfield visited with Charles Frye last Wednesday.

Mr. and Mrs. A. Godwin of Hereford, B. H. Medley and J. S. Smith called at the Chris Wegner home Sunday afternoon.

Little Raymond Smith has been ill the past week with a severe cold.

Museum Schedule Changed.

Beginning Thursday, November 15, the museum of the Panhandle-Plains Historical Society at Canyon will be open to visitors according to its previous schedule, that is, Tuesdays, Thursdays and Sundays from 2:00 to 6:00 p. m. For the past several months the museum has been open each day of the week, but expense in heating the building has necessitated this reduction.

Outlines Precautions In Control of Disease

Speaking of the precautions that should be taken in households during and at the close of an illness from any of the "catching" diseases, which are prevalent at all seasons, Dr. John W. Brown, state health officer, said recently, "Any plan for the prevention or control of this sort, depends upon the intelligent cooperation of individuals and communities with the medical profession and the health authorities for its success."

"Those who are in charge of persons suffering from influenza, pneumonia, tuberculosis, scarlet fever, measles, infantile paralysis or any other of the diseases spread by discharges from the nose or throat, are warned that these discharges are sources of great danger, and are urged to have the patient use paper handkerchiefs or soft cheesecloth, that can be disinfected or burned or otherwise safely disposed of.

"The sterilization of dishes and

utensils used in the sick room, by boiling after each use of them, and of the patient's clothing, the sheets, towels and pillow cases, are equally necessary. Then, at the close of the illness, a most thorough cleaning of the room, bedding and personal belongings of the patient, scrubbing the floors and woodwork, and opening the place to the fresh air and sunlight are urged as a final precautionary measure.

"Fortunately, the best disinfectants yet discovered are within the reach of everybody. They are plenty of hot water and soap, fresh air and sunshine."

St. Anthony's Church

Mass at 8 Sunday, sung mass at 10 o'clock.

Week days, mass at 8, Saturday at 7 o'clock. Benediction at convent Saturday at 6:30 p. m. Thursday, 8 to 9 p. m., holy hour.

The Altar Society met as planned Tuesday afternoon and made further preparations for the coming Thanksgiving Day dinner to be held in the school hall.

NEW
MERCHANDISE
ARRIVING
DAILY!
SHOP NOW AND
SAVE!


BARGAIN Sensational! EVENT

IN LOOKING
AT ANY VALUE
QUALITY
of the Merchandise
Is of Paramount
Importance!

PRINTS

80-Square guaranteed fast color prints, in a wide range of patterns, both solids and fancies. These prints are an outstanding value at this low price, extra heavy quality, only, yard—

19c



BLANKETS

Large block plaid cotton blankets, size 70 x 80, will make ideal gifts, good, heavy quality, only—

\$1.48

This group of large block plaid part wool blankets, good heavy quality, with three-inch sateen binding; an outstanding value

\$2.48



Everything for His Majesty, the BABY

Sacques, sweaters, dresses, Gertrudes, blankets, booties, knitted suits, shawls and novelties. Come in and look this department of our store over—it is the most complete of any in town. Many new gift items being received daily.



BOYS' AND GIRLS' SCHOOL SWEATERS

Slipover and button styles, in a good range of colors. Ideal for school and everyday wear; several price groups ranging from—

98c to \$2.98



TAFFETA AND FLAT CREPE

Plaids and checks in real high quality material. Ideal for blouses or trim. Come in and see what a real value these materials represent at only, yard—

98c

One Table of 100 Pairs Ladies' Dress Shoes

We have these shoes in all sizes. Just received and another Sprowls-Cronin value that cannot be duplicated anywhere. Priced, per pair, only—

\$1.49



One Table CHILDREN'S SHOES

Broken lots, odds and ends, but at this price you'd better get here Friday morning. Per pair, only—

50c

SCHOOL KIDDIES TAN RIB HOSE

In both wide and narrow rib, all tan color, a real hose for school and play wear. Better stock up at this low price. Per pair—

15c

Men's Big Jim Work Shirts

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

49c



BOYS' HEAVY WINTER-WEIGHT Union Suits

Long sleeves and long leg, good materials and strongly constructed. Just the thing for school and outdoor wear. Per pair—

49c



CORDUROY COPS

Hunters and outdoor men, here is a bargain in a good quality corduroy cap. Ear muff styles, two colors. Priced at, each—

79c

CORDUROY CAPS

We have a good stock of men's Suede Jackets, Sweaters, Heavy Trousers and other items for outdoor work or wear. Gloves and all sorts of smaller items in stock. Priced as is all Sprowls-Cronin & Co. merchandise—within your means and without equal at any other store.

Sprowls & Cronin Co.

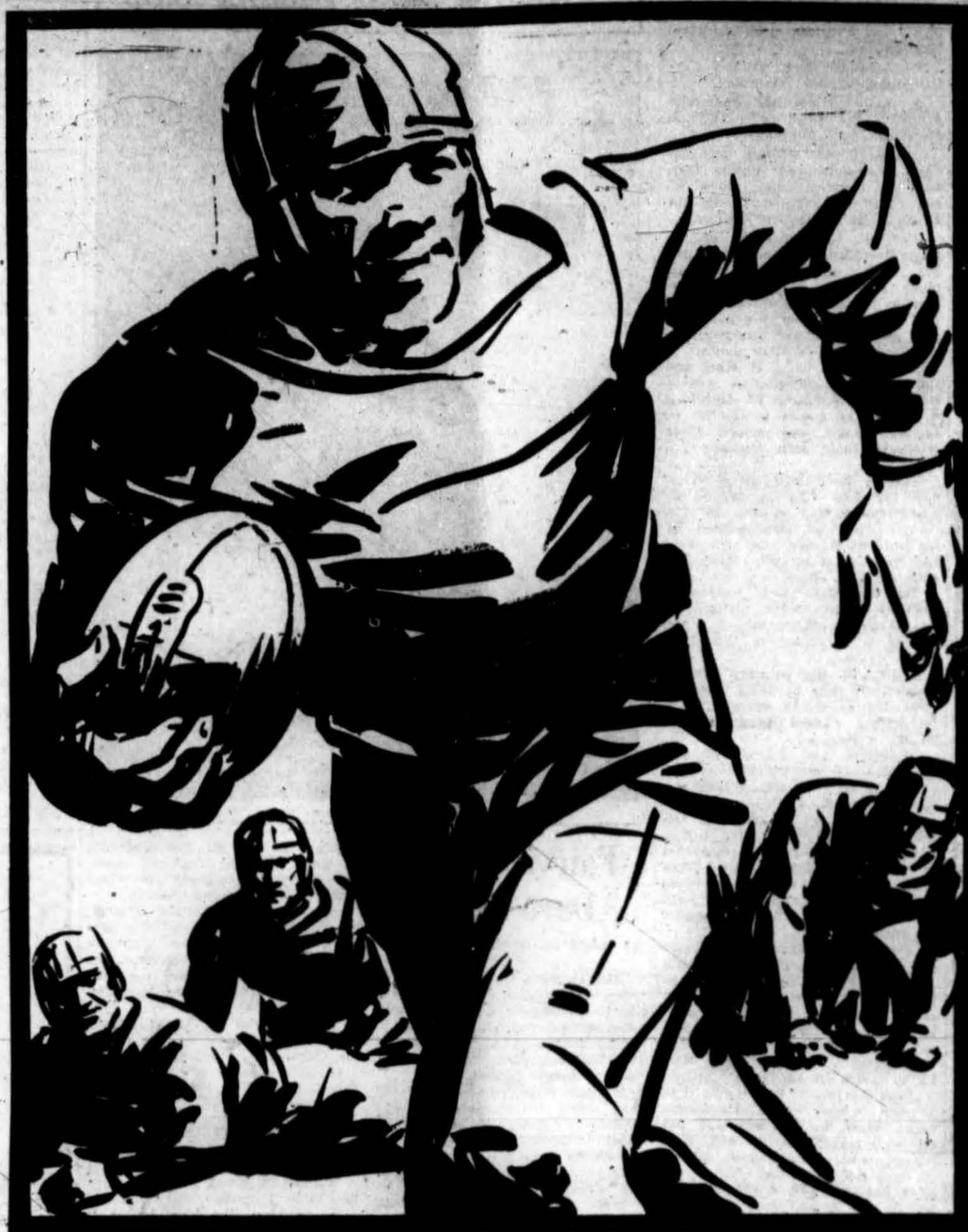
Canyon

Willard Childers	LE	64	200
Bill Bewley	LT	67	163
Wesley Cox	LG	57	166
Roland Black	C	52	140
Kenneth Black	RG	62	142
Wade Johnson	RT	66	167
Curtis Ellison	RE	55	165
Hampton Lisle	QB	59	146
O. M. Solomon	HB	65	175
Leslie Lisle	HB	63	137
Ed Brooks	FB	60	155

Coach: Cleveland Jones, WTSTC

SEASON'S RECORD

Canyon, 7; Dumas 0
 Canyon, 0; Panhandle, 6.
 Canyon, 19; Groom, 0.
 Canyon, 38; Farwell, 2.
 Canyon, 20; Happy, 0.
 Canyon, 38; Vega, 0.
 Canyon, 7; Tulia, 7.



Hereford

Wilbur Womble	LE	15	200
Henry Turner	LT	14	163
R. A. Daniel	LG	21	175
Jim Kirby	C	18	165
Bill McLean	RG	19	160
Hughes Millard	RT	10	160
J. D. Clayton	RE	13	180
Bud Sowell	QB	22	140
Meade Smith	HB	16	150
L. B. Russell	HB	24	140
Wilburn Bengé	FB	27	155

Coach: Tom McCollum, Simmons U

SEASON'S RECORD

Hereford, 20; Yannigans, 6.
 Hereford, 24; Portales, 0.
 Hereford, 21; Littlefield, 0
 Hereford, 24; Friona, 0.
 Hereford, 19; Tulia, 12.
 Hereford, 33; Amherst, 0.
 Farwell and Happy Forfeited to Hereford.

Beat Canyon!

WHITEFACE FIELD

FRIDAY, NOVEMBER 9, 3:30 P.M.

These Firms and Professional Men Are Backing You to Win:

J. C. PENNEY CO., Inc.	GLEN SNYDER	ALEX THOMPSON	SPROWLS & CRONIN CO.
G. M. HUDSON	IKE'S CAFE	E. H. NORTON CO.	FIRST NATIONAL BANK
B. H. HOPKINS	STAR THEATRE	DR. B. M. WILTSHIRE	PANHANDLE LUMBER CO.
C. H. DILLEHAY	HEREFORD BRAND	JIM LIPSCOMB	GRIZZLE CHEVROLET CO.
OSCAR EASLEY	WEST TEXAS GAS CO.	CARL'S CAFE	FARMERS CREAMERY, Inc.
C. W. HUMBLE	BUCHANAN-ROSSON	FURR FOOD STORE	MAGNOLIA OIL CO., W. J. Smith, Agent.
PRAIRIE DAIRIE	JNO. H. PATTON	TEXAS UTILITIES CO.	TEXAS MARKET AND GROCERY
JNO. B. MILLER	PIGGLY WIGGLY	McLEAN & PITMAN CO.	IRELAND-BEAVERS MOTOR CO.
DEWEY REED	T. L. MORGAN, M. D.	HILLSIDE HATCHERY	Hereford Laundry & Dry Cleaning Co.
M. D. WOMBLE	FIRST STATE BANK	CARROLL & CORBETT	WEST TEXAS FEED & SEED CO.
JNO. McLEAN	CITY DRUG STORE	STREU HARDWARE CO.	WILLARD BATTERY STATION

