# The Hereford Brand

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#### Red Cross Roll Call Will Start Next Week lagles-Whitefaces To Meet For Crown

anyon Eleven Will Be Battling For Life As Teams Clash On Hereford Field Tomorrow Afternoon at 3:30.

with the championship of discrete one's south section as the less an intense thing.

Dope means nothing. If it did the will go into battle here Friderick will go into be will go into battle here Friderick will go into be will go into be will be will go into be will be will go into be will go into be will go into be will go into be will be will go into be will afternoon with Canyon's des. And the Eagles will be ting for a tie in the title chase. In that's just part of the story. In an and Hereford is as old as the many themselves. And while the to take the context hands down. It will be the same this time when the context hands down.

34th Year-Number 44.

Time of game: 3:30 Friday.

Place: Whiteface Field.

At Stake: Title of southern section of district one.

Admission: 35 and 20 cents. fficials: Davis Hill, WTSTC, referee; Windy Nicklaus, Texas Tech, umpire; T. G. Hull, Simmons U., beadlinesman.

ne first down. A win for Can-on will make a triple tie with ereford and Tulia for the sec-

Seven lettermen, capable veterans all, grace the Eagles' starting lineup. And they are big. Willard Childers, left end, weighs 200 and is a vet. A right end is Curtis Ellison, 165 pounds. Wesley Cox plays left guard and weighs 166. Hampton Lisle, the quarter, tips the scales at 146. her lefter men are Ed Brooks, have recovered nice S-pound halfback; Roland Black, Tommy McCollum.

mon, 173-pounds of eel at half-back, and Kenneth Black, 142-pound guard.

**Voting Light** 

For Election

Three of Eight Changes

In Constitution Are

Favored by Electors

Approximately one-third of Deaf mith county's voters balloted in

candidate for state representative,

Three of the eight proposed amendments to the state consti-tution were favored by the county,

although the state as a whole re

option of the second amendment, giving commissioners' courts gen-

eral management of county af-fairs. The county sought to abol-

ish the fee system by 238 to 228. The last amendment, proposing to tax university lands, also found

favor here, 318 to 183.

The third amendment, limiting taxation, was defeated 403 to 88

Leonard Foster, county clerk,

and Bessie L. Smith, treasurer,

led in the county totals with 604 votes each. Other Democratic nominees had from 600 to 603

votes. Congressman Marvin Jones

cratic candidate, with 553. His

total was lowered, however, by one box with 30 votes which fail-ed to tabulate his total. Voting

for other Democrats indicates he

carried the box solid.

The county will have three new commissioners. Wiley Roberson was named in precinct two, H. D. Culpepper in precinct three, and Ernest T. Allred in precinct four.

Democratic nominees on the

ed huge majorities, were Tom Connaily, senator; Marvin Jones, congress; James V. Allred, gov-ernor; Walter Woodul, lieuten-ant governor; Charley Lockhart,

treesurer; William McCraw, at-

toriey general; George H. Shep-pard, comptroller; Lon A. Smith, railroad commissioner; J. E. Mc-Donald, argiculture commissioner; J. H. Walker, land commissioner; John H. Sharp, Supreme Court justice; W. C. Morrow, criminal appeals court justice; L. A. Woods

appeals court justice: L. A. Woods, state superintendent; M. J. R.

Jackson, civil appeals court jus-

ley Roberson, H. D. Culpepper and

County administrators have been notified by Texas Relief Com-

and notified to call at the Com-

mission's 21 canneries for their

The third distribution will

The increased allotment was

made because storage space is becoming congested at canneries.

Canned Meat Is Sent

eral distribution of canned

allotment.

Democratic nominees on state ticket, all of whom rec

carried the box solid.

in this county.

jected all the proposals. county favored by five votes ad-

**Here Tuesday** 

Coach Cleve Jones sends his bat-tling band of Purple Eagles on the turf of Whiteface Field Friday the general election Tuesday as Canyon has lost one game and tled ope, winning the other five they have played. Their loss was to say, the Democrats carried the to Panhandle in the second game county. Republicans, however, of the season. Last Friday they played a 7 to 7 tie with Tulia's Judge 8. E. Fish of Amarillo, Hornets, and tied on penetrations

Court of Criminal Appeals, polled but lost the game by a margin of Canyon's victims this year in- 39 votes to lead the Republicans. clude Dumas, Groom, Farwell, Happy and Vega. Dumas held William T. Pheiffer of Amarillo, was next with 36. The Socialist ticket drew three votes for the the Eagles to a close score of 7 to 0. The other contests have been runaways. All the Eagles are in whole lineup of state office can top physical shape for the contest didates. Thre with Tulia.

As for the Whitefaces, last week's rest served to put them in top condition for this all-import-

Stores will close here Friday afternoon between 3:30 and 5:30 for the Hereford-Canyon football game. A petition taken around this morning had signers from al-most every business house in the city excepting filling stations.

aut contest. L. B. Russell and Meade Smith, halfbacks, were both under the weather last week, but have recovered nicely, says Coach

hason, 167-pound tackie.

Probable starters who are not ter men are Bill Bewley, left ckie, 163 pounds; O. M. Solo-

# ARMISTICE OBSERVANCE HERE

ber of commerce office is taking applications. Heretofore only crop seed loans had to be sent through the credit corporation.

#### Loyd Leads Program At Medical Meeting

Medical economics was the subect of discussion at the meeting here last Friday night of the Tierra Bianca Medical Society. Dr. O. H. Loyd of Vega led the disvan held in the office of Dr. T. Morgan after a dinner at Ike's

Attending were Drs. J. W. Hendrix and L. R. Lemmon of Amarillo, Mayes Miller of Dimmitt, C. E. Donnell and R. A. Neblett of Canyon, B. W. Clark and Loyd of Vega, G. F. LeGrand and Morgan of Hereford.

#### L. D. WILLIAMS DIES HERE LATE WEDNESDAY

nced at noon.

#### FRIDAY NIGHT FOR WORK

Eastern Star, will meet in called session Friday night, November 9, at 7:30 for the purpose of work. All members of the order as well as visiting members are urged to

Under a new regulation all applications for stock food learns must now go through the Production Oredit Corporation and be rejected before approval. Unincumbered stock must also be mortgaged to the government if there is no existing mortgage.

Miss Peggy Mitchell at the chamer of commerce office is taking plications. Heretofore only are credit constant to the morning and will originate on the church for the second to the constant of a parade and special services at the Christian church.

The parade will be at 10:30 in the morning and will originate on the morning and will origi

will be followed by fireworks at 8:30 at Lake Park and later by a dance at the City Hall.

Business houses, with the ex-ception of filling stations, cafes, drug stores and poultry and cream stations, will be closed for the day in commemoration of the sixteenth anniversary of the end of the World War.

The following service will be given at the church at the conclusion of the parade: Processional, Mrs. C. H. Dyar; hymn, America; scripture reading; moment of silent tribute; solo, The Recessional, Mrs. Carl Mountz; reading, The Pact of Paris; hymn; prayer; address, A Summons to Peace, Rev. E. R. McWilliams; pledge of allegiance; hymn; reading, It Shall Not Be Again; hymn,

Charlie Bennett asks all organ ganization participating in the parade to arrive at designated spots Burvivors are the widow and six children. Three sons, Leon, Carlton and Neely and a daughter, Mary, live here. A son, C. B., lives at Penelope, Texas, and another, T. L., at Tonkawa, Oklaboma. Funeral services were o be held this afternoon. around 10 o'clock as the proces-

Beverly Jo Beyer, 18-months-old daughter of Mr. and Mrs. J. E. Beyer, Jr., of Hutchinson, Kansas, was named one of the ten most perfect bables in the recent baby show at A Century of Progress. A silver loving cup was the award.

The youngster is the grand daughter of Mr. and Mrs. J. E. Beyer and A. W. Gregg of Herenery at Amarillo. The amount ford. The mother is the former to be distributed here has not been announced.

## "One of Our Babies"



Red Cross public health nurse proudly displays one of the infants under her care, in the past five years Red Cross nurses have aided at the birth of more than 19,000 babies and have given care to mothers of many others, in their work to save lives of mothers and babies.

#### PROCLAMATION

As Mayor of the City of Hereford and as an individual vitally interested in the welfare of the community, I deem it my privilege and duty to help to center public attention upon the Annual Roll Call of the American Red Cross, to be conducted throughout the Nation between Armistice Day and Thanksgiving.

During the past year the Red Cross has reached its hand of sympathy and assistance into the homes of many citizens of Deaf Smith county. It has lessened and is still lessening distress among our own people. It is an indispensable part of our community life, developing humanitarian ideals of broth-erhood and incorporating those ideals in community service. Through its Junior Red Cross it is promoting good eitizenship Red Cross needs us.

During the period of the Roll Call, November 12 to 29, this

organization has its only opportunity to replenish its funds. Therefore, I, C. J. Paddock, Mayor of the City of Hereford, do hereby declare the week, November 12 to 17, Red Cross Week and urge the citizens of Deaf Smith County to respond wholeheartedly to the approaching membership campaign of the Red Cross.

I also proclaim Monday, November 12, as official day for celebration of Armistice in the City of Hereford, and, there-fore, the day upon which the Red Cross Drive will begin. C. J. PADDOCK, Mayor.

December 18 Is

Date of Messiah

Hereford's Civic Chorus will

esent Handel's "Messiah" at the

Baptist church on the evening of

quartet from Amarillo has been

invited to assist in the presenta-

Rehearsals are now being held Monday evenings at the church.

The group has 55 voices. The

latest addition, says Miss Swisher,

is Dpane Howard, basso from the CCC Camp, an accomplished sing-

L. A. Ricketts Is

**Victim of Blaze** 

L. A. Ricketts of Dimmitt who

was burned severely last Thurs-

day when his truck caught fire

condition at the hospital there.

near Dimmitt, is still in a serious

The accident occurred in Dim-

mitt after Mr. Ricketts' truck ran

out of gasoline. He had refilled

the tank and had spilled some of the fluid on himself. When he

turned on the ignition his cloth-

Jumping from the truck he at-

tempted to put the fire out and

was assisted by Mrs. Ulys Davis

who lived nearby. She wrapped

him in a quilt to extinguish the

Both hands and his left leg were

severely burned. The leg and

foot are giving him most trouble.

Mr. Ricketts, wholesale oil agent

at Dimmitt, formerly lived in Her-e

Mrs. N. M. Patton.

the combined concert

### **Bowling League** Has Eight Teams

Bight teams will start the sea-son next Monday night in the city howling league. A complete ache-dule of matches is being made out and will be posted from week to week at the alleys.

The league was organized last On the district and local ticket week. Teams representing the were H. K. Stanfield, state legis. Courthouse, Ireland-Beavers, Conlature; Reese Tatum, district judge; James W. Witherspoon, district attorney; C. W. Humble, county judge; John Coffee, county attorney; L. W. Foster, and the county judge is a sum of the county judge. The county judge is a sum of the county judge. The county judge is a sum of the county judge is a sum of the county attorney. L. W. Foster, county is a sum of the county judge.

assessor and collector; Bessie L. Players will pay full price for surveyer; J. W. Bradly his. animal inspector; Jack Rose, Wi- gue which will comprise prize money. Champion team, high in-Ernest Allred, commissioners; J. dividual scorers and others per-H. Wilson, justice of the peace, forming exceptional feats will be and Dick Dixon, constable. awarded prizes at the close of the

Each team will be composed of five men and alternate. Matches Out by Relief Board will be three games each with the winners decided by the high total

for all three games. Herb Sindt of the orchestra team did the organization work. been notified by reason mission officials of the third gen-Major Schroeter is captain of the Courthouse crew. Other captains are Clay Angelo, Ireland-Beavers; Chas. Sowell, Consumers; Urlin Streu, Orchestra; Arch Foster, cinde 5,500,000 cans of beef. It is twice as large as the two pre-vious allotments, and will cover the requirements for a two months Lions; Smith McLeRoy, Brand; Chas. Nolan, Summerfield; Red Schroeter, Farmers.

#### Methodists Attend Abilene Conference

Rev. T. C. Willett, pastor of the Methodist church, and Miss Mattie Mae Swisher will attend the annual Methodist conference for North Texas to be held at Abilene next week. They will leave Tues-

Rev. Mr. Willett is secretary of the board of missions and Miss Swisher is a member of the board of Christian education. She is a delegate from the Amarillo dis-

#### Threader Comes Home After Brand Ad

About a week ago some one borrowed a pipe threader down at Black's furniture store. Jesse Stanford could not remember who borrowed it-may be was not supposed to know.

Our Slogan—"More People—More Farms"

Anyhow, Jesse stuck an ad in the Brand last week asking the "borrower" to return said threader.

Yesterday Jesse received a prepaid express package containing the threader. The return label said: "From A. Dam Borrower, Moochersville, Forgetful County, Wash-

Want ads in The Brand get the job done!

## Ask School Tax Payments Soon ed, insofar as possible, to serve again this year. Goal for the chapter is 200 mem-

Hereford schools need money. herefore the tax collector is sending out a plea asking those who will take advantage of the split-payment plan to pay the levy before November 15. On that date payments on in-

terest and sinking funds will be due. Checks are expected, Pete Murchison says, from the Santa Fe and Texas Utilities Company at once. The West Texas Gas Company has made a payment of First half taxes are due Novem-

ber 30, if payers use the split payment plan. Last half payments will then be due before April 1. If the split payment plan is not followed, the whole tax will be due before February 1.

Statements are being mailed to all tax payers this week, showing the amount due on school, state and county levies

# Farmers To Sell

Farmers of Deaf Smith county had signed up to sell cotton tax exemption certificates for 53,165 pounds to the government pool through yesterday.

The tags entitle farmers to raise tax free cotton and are salable at four cents on the pound. The government pool is paying an advance of two cents per pound to the farmers and will pay the other two cents upon sale of the

tags. County Agent Dewley Reed urges farmers who wish to sell their tags to get in touch with him at once, as they cannot be taken by the government pool December 18, announces Miss Mat-tie Mae Swisher, director. A string

#### Stores to Close Monday In Armistice Observance

In observation of the sixteenth anniversary of the close of the World War, merchants of Hereford will close their doors all day next Monday, November 12. A canvass of the city made this week shows that all business kind. The organization has dis-

The group will go to Amarillo on houses except cafes, drug stores tributed into every county in the December 16 for a combined presentation of the oratorio. Amarillo and filling stations will close. It is also a legal holiday. and other towns will take part in

# 200 Members County Goal In Campaign

D. H. Alexander Head of Drive; Canvass To Start Tuesday.

Roll call drive of the Red Cross, Deaf Smith county chapter, will open Monday with the parade celebrating Armistice Day. Canvassing of the city for memberships will begin Tuesday. Most of the work is to be completed that day.

D. H. Alexander is roll call chairman. He has named workers to do the canvassing and conduct the enrollment work. Those who did the work have been ask-

bers. Minimum membership fee is \$1. There is no maximum charge for membership. A certain percentage of the dues go to national headquarters for the funds with which nationwide activities are carried on. The remainder is used to finance work

All schools, both city and rural, are asked to cooperate in the drive. Both the Junior Red Cross and the county chapter will be represented in the Armistice Pa-

rade. Posters, handbills and literature describing the work of the Red Cross are being distributed thruout the city and county this week. A few downtown windows will display the posters.

Workers for the whole drive who are being asked by Mr. Alexander to conduct the canvass have cover the downtown section. In the residential sections the fol-

lowing will make the canvass: Mmes. B. H. Hopkins, Travis Cotton Tax Tags Ralph Barbyte, Wallace Cox, J. C. Ricketts, Alton Fraser, Urlin Streu, J. T. Cunningham, J. Wallace Cox, J. C. Ricketts, Alton Fraser, Urlin Streu, J. T. Cunningham, J. Wallace Cox, J. C. Ricketts, Alton Fraser, Urlin Streu, J. T. Cunningham, J. Wallace Cox, J. C. Ricketts, Alton Fraser, Urlin Streu, J. T. Cunningham, J. Wallace Cox, J. C. Ricketts, Alton Fraser, Urlin Streu, J. T. Cunningham, J. Wallace Cox, J. C. Ricketts, Alton Fraser, Urlin Streu, J. T. Cunningham, J. Wallace Cox, J. C. Ricketts, Alton Fraser, Urlin Streu, J. T. Cunningham, J. Wallace Cox, J. C. Ricketts, Alton Fraser, Urlin Streu, J. T. Cunningham, J. Wallace Cox, J. C. Ricketts, Alton Fraser, Urlin Streu, J. T. Cunningham, J. Wallace Cox, J. C. Ricketts, Alton Fraser, Urlin Streu, J. T. Cunningham, J. Wallace Cox, J. C. Ricketts, Alton Fraser, Urlin Streu, J. T. Cunningham, J. Wallace Cox, J. C. Ricketts, Alton Fraser, Urlin Streu, J. T. Cunningham, J. Wallace Cox, J. C. Ricketts, Alton Fraser, Urlin Streu, J. T. Cunningham, J. Wallace Cox, J. C. Ricketts, Alton Fraser, Urlin Streu, J. T. Cunningham, J. Wallace Cox, J. C. Ricketts, Alton Fraser, Urlin Streu, J. T. Cunningham, J. Wallace Cox, J. C. Ricketts, Alton Fraser, Urlin Streu, J. T. Cunningham, J. Wallace Cox, J. C. Ricketts, Alton Fraser, Urlin Streu, J. T. Cunningham, J. Wallace Cox, J. C. Ricketts, Alton Fraser, Urlin Streu, L. C. lace Robinson and Elmer Patter-

> Misses Ella Broadwell, Rubye Faye Bennett, Jonnie Estes, Lucta Borden, Ona Hammer, Ardelle Foster and others.

In the county the following chairmen will be asked to make the canvass: Mrs. H. C. Culpepper, Walcott: Miss Lois Smith. Dawn; Mrs. Walter Huntley, Summerfield; Mrs. George Benson, Ford: Miss Olive Perkins, Progressive; Mrs. Jack Rose, Wyche; Mrs. G. M. Suggs, Ward; Mrs. Ed Cox. West Hereford: Mrs. Elmer Patterson, North Hereford.

This leaves Westway and Bippus with chairmen to be appointed. Churches and schools in those communities will be asked to cooperate in seeking memberships,

During the past year the Red Cross, not only in this county, but throughout the Nation, has served day in and day out in carrying on necessary relief work. They are the first on the field in event of disaster or calamity of any

(Continued On Last Page)

# Poultry Show Date Is December 6 to 8

Annual show of the Tri-County | BIRCH, MAGICIAN, TO BE Poultry Association will be held here December 6, 7 and 8, announces the president, N. C. Voge le. Building in which the show will be held has not been de-

Always one of the leading shows of West Texas, this year's exposition will be no exception. It will be affiliated with and meet all standards of the American Poul-try Association. W. C. Tallant of Oklahoma City, a director of the association and an outstanding poultry expert, will act as judge. He judged last year's event.

Ribbons, cups, cash premiums and merchandise will be awarded. The complete premium list is to be announced shortly, officials

ford. He is the father-in-law of Louie LeGrand and son-inlaw of In the Tri-County Poultry Asso-Jerry Malin of Amarillo called

AT HIGH SCHOOL TUESDAY

Birch, the world famous magician, will appear in a show at the high school auditorium next Tuesday evening. The show is sponsored by the school athletic association.

Miss Mabel Sperry, xylophonist of renown, will also be on the program. Both Birch and Miss Sperry are among the leaders in their lines of show work.

Wright, Mrs. Grace Hughes, Ralph Smith, Ray Coneway, W. I. Kuck-

er and Bob Balley, directors .

The show is open to poultry raisers of Texas, New Mexico and Oklahoma. Leading breeders of the entire area are expected to

have displays.

In addition to the regular classciation are growers of Castro, es of competition, vocational agri-Randall, Parmer and Deaf Smith cultural groups have been added counties. Vogele is president, for this year. There will be spe-B. H. Hopkins secretary, Jack cial awards for this class.

## Ford Doings

Interest in Sunday school seems to be growing as there was a large number present Sunday. We were glad to have J. E. Hill as Bible teacher again. Mr. Hill has been taking treatments for injuries suffered in a car accident some time ago, and is improving.

The Bible class will have charge of opening exercises Sunday. All invited to worship here at 2:30 each Sunday afternoon.

A light rain fell in this vicinity Friday night.

Friends from Plainview visited Mr. and Mrs. T. R. Langley Satprday and Sunday.

Miss Rachel Shields spent the week end with her sister at Hart-

Mrs. W. M. Stewart, J. S. Garrett and Billie were on the sick

Mr. and Mrs. Joe Phipps, Mrs. Harold Wilson and Mrs. T. R. Langley were in Amarillo Tuesday.

WATCH

For the

New

**Plymouth** 

you have bought.

mer and lost in the fall.

Mr. and Mrs. F. C. Benson en tertained with a Halloween party Friday night. Ghosts and goblins were much in evidence. Games were played until a late hour. Among those present were Mr. and Mrs. T. E. Majors of Hereford. Refreshments of chocolate, coffee and pie were served. Mr. and Mrs. Glenn visited in the A. K. Webster home Sunday.

Rev. Hornbeak of Hereford made a very interesting talk after Sunday school. He always has a warm welcome here. Messrs. and Mmes. Earl Dyer, Jess, Gyles and Mrs. Wood of

Vega called in the Hardy Benson home Monday evening. Several friends of Mrs. Joe Phipps surprised her with a birth-

A. K. Webster has one of the best fall gardens in this vicinity. Proof is the head lettuce, beets, turnips and pumpkins produced. Mrs. Jackson and son, and three little Mecaskey grand daughters attended Ford Sunday school last

Sunday. Mr. and Mrs. Bob Orr are visiting relatives in Oklahoma this week, leaving last Monday.

Mrs. Geo. Benson and little daughter, Elizabeth, have returned from a visit in Clarendon. Mr. and Mrs. W. M. Stewart and Ted Langley were in Amarillo

#### Baptists Attend Convention.

Rev. and Mrs. B. N. Shepard, Rev. and Mrs. Carroll Holtzclaw of Dimmitt, Mr. and Mrs. J. C. Allred, Mrs. A. O .Thompson, Mrs. Wirt Phillips and Miss Jessie Morris are attending the State Baptist Convention in San Antonio

GOOD, AND ECONOMICAL 100



Ireland-Beavers Motor Co. Flowers' Grocery

TURKEYS

Turkeys are birds that are hatched and grown in the

West to keep the producer broke and the buyer crazy. Tur-

keys vary in quality. The man who can guess nearest to the

grades is called the grader by the public and other names by

the producer. The price of turkeys is determined at primary

markets and goes up when you have sold and down when

A buyer was sent by a wholesaler to a buying center to ascertain market conditions, and after a few days wired his

"Some think they will go up and some think they will

Turkeys are hatched in the spring, mortgaged in the sum-

go down. I do too. Whatever you do will be wrong. Act

BUT SEE US IF YOU HAVE 'EM TO SELL

West Texas Feed and Seed Co.

We Buy Produce Of ALL Kinds

Mobilize for

VINTER-PROOF

YOUR CAR NOW WITH

Mobiloil-Mobilgas

Mobilgrease

#### Progressive News BY OLIVE PERKINS

Mr. and Mrs. Beckett of Po California, called in the Ira Ricketts home Saturday.

Roy Botsford and family of Dawn visited Mr. and Mrs Owen Neel last Sunday.

Mrs. Caraway received word Thursday of the death of her brother at Eastland. The family left Thursday and returned Sun-This community extends day.

sympathy to the bereaved. Mr. and Mrs. Dudley Buzard and daughter of Muleshoe spent week end with her parents, Mr. and Mrs. Ray Hershey. day supper Wednesday night, Oc-

Saturday night Mrs. Ray Hershey, assisted by Miss Lilla Short, entertained 30 of the young people at a forty-two party. house was decorated in keeping with Halloween. A lovely dinner of pumpkin pie and whipped cream chocolate, grapes and peanuts were served. Nut cups, score cards and favors of pumpkins and witches

were given the guests.
Mr. and Mrs. Raymond Saylor and daughter, Jeanette, left Sunday for California, instead of last Wednesday. They spent Saturday night with Mr. and Mrs. C. W. Smith near Westway.

Charles Green and family spent Sunday with her parents, Mr. and Mrs. C. W. Smith at Westway. Mr. and Mrs. Horace Rambo and two children of Brownfield visited in the C. P. Caldwell home over the week end. Mrs. Rambo, who had been visiting in the Caldwell home, returned with them.

Mrs. Taylor, Geraldine and Virginia Mae are visiting her sister at Vega.

Mr. and Mrs. Arch Conklin and children spent Sunday with her parents, Mr. and Mrs. Ray Her-

Mr. and Mrs. Ky Lawrence of Summerfield visited Mr. and Mrs.

C. P. Caldwell Sunday. Mrs. Owen Neel and Mrs. Homer Gollehon called on Mrs. Golle-hon near Westway last Monday.

The next meeting of the club will be with Mrs. Haskell Benson and Miss Leatrice Benson, the first Wednesday in December. The program will be on the New Deal, with Mmes. J. E. Blakemore and Ed Botts leading.

Miss Mary Chambers of Dawn spent the week end with Miss Evelyn Arseneau in the A. S. Higgins home. Ira Jeane Ricketts spent Satur-

day night and Sunday with her sister, Mrs. Luke McBraker. There was a large attendance

at Sunday school, with Rev. Ross of Hereford preaching. Miss Lilla Short, John Ed-

wards, the Boyer and Gregory families spent the day at Ward Sunday in honor of Mr. Suggs'

Arnold Hershey is visiting his brother, Horace Hershey and fam-

Mr. and Mrs. A. J. Blakemore and Mrs. Ed Peacock of Summerfield visited in the J. E. Blakemore home last Thursday.

Offus Vicks spent Saturday night with his sister, Mrs. Owen Neal and Mr. Neal.

Mr. and Mrs. W. L. Neal, and William Neal and family of Memphis spent several days last week visiting their son and brother, Owen Neal and family.

Mr. and Mrs. W. A. Ricketts of Hereford visited Mrs. Ira Rick: etts Thursday afternoon.

The following pupils were on the honor roll the past month: Norma Lee Edwards, Clarence Taylor, Lu Etta Higgins, Glenn Ricketts and Ira Jeane Ricketts. Pearl Edwards, Geraldine Taylor, Jeanette Saylor, Marilyn Edwards, Jimmy Blakemore, Teddy Higgins and

Mr. and Mrs. Ira Ricketts and Glenn spent Sunday with Mr. and Mrs. W. A. Ricketts of Hereford. Last Friday this community was visited by a severe wind and dust

Mr. and Mrs. W. A. Ricketts spent Wednesday with Mr. and Mrs. Ira Ricketts and helped Mr. Ricketts celebrate his birthday.

Joe Marnell was taken to a hospital in Amarillo Friday, where he had an operation for appendicitis. At last reports he was getting along as well as could be

Mr. and Mrs. Fred Oberthier of Hereford spent Sunday afternoon with F. D. Perkins and Miss Olive.

Friday night, November 9, the Literary Society will give a box supper at the Progressive school The proceeds are to be used to buy material for the Society. Everyone is invited to come and bring a box and enjoy a social evening. Forty-two and other games will be played.

Mr. and Mrs. Archiey Daugherty and children of Broadview. New Mexico, spent the week end with her parents, Mr. and Mrs. Ira Ricketts. The Boyer boys, who have been

picking cotton near Earth, are Lynn Powelson made a business

trip to Kansas City last week. Ira Jeane Ricketts spent Satur-day night with Odessa Cockrell at Hereford.

Wayne Kimmons, teacher at Progressive, spent the week end with his parents at Lark. Mrs. Arseneaux of Temple

visiting her daughter, Evelyn, at the Albert Higgins home. Mrs. Arseneaux is painting the scenery above the Baptisty in the new Church of Christ building. Mr. and Mrs. O. E. Sherman

spent Monday evening visiting with F. D. Perkins and Miss Olive.

Ira Jeane and Glenn Ricketts entertained friends at a Halloween party Wednesday night. Sev-eral of the parents attended and visited with Mr. and Mrs. Ricketts while the young people en-

joyed Halloween games. Refresh- nine ments of cake and cocoa were served to over 50.

Mr. and Mrs. J. W. Vick, Mrs. Clarence Botts and son, Offus, and Harlin Vicks visited in the Owen Neal home Sunday. Miss Lilla Short visited Eunice

Caldwell Sunday evening. Mr. and Mrs. Elwyn Hutcheson called in the Ira Ricketts home Sunday afternoon.

# Ward News Notes

Mrs. Suggs and Mrs. Bob Hig-

MRS. WILEY ROBERSON

gins called on Mrs. Jim Lipscomb Tuesday. Mrs. Pete Saffron of Shreveport, La, is here visiting her parents, Mr. and Mrs. Jack Hutson.

LAE club met Tuesday, with Mrs. Jack Hutson. Interesting Judge C. W. Humble, Miss Ona papers were given by Mrs. Lips- Hammer and Mrs. Dr. Morgan papers were given by Mrs. Lips-comb. Climbing the Alps, by Mrs. all of Hereford were guests for Dean. Contrast the Religious Beliefs of Switzerland and Italy, by Mr. and Mrs. Jim Lipscomb. Mrs. Bill Hutson. From Italy to Mr. and Mrs. Bob Higgins visit-Cairo via Sahara Desert, by Mrs. ed in Hereford in the home of Roberson. Refreshments of cake, Mr. and Mrs. Jim Higgins Sunday salad and coffee were served to afternoon.

Mrs. Saffron of Shreveport, La. Next meeting will be with Mrs. Dean on November 20.

Mrs. Morman and Mrs. Miles visited Mrs. Suggs Friday. Donald Roberson spent the week end in Hereford with Thurmond

Mr. and Mrs. D. O. Williams of

Abernathy spent the week end with Mr. and Mrs. Jack Hutson. Mrs. Sonny Ledbetter and daughter, Betty Jean, of Vega, Mrs. Joe Hutson and children of Borger, Mr. and Mrs. D. O. Williams and family of Abernathy, Mrs. Pete Saffron, Mr. and Mrs. Sherm Williams of Amarillo, and Mr. and Mrs. Bill Hutson and children

were Sunday dinner guests in the

home of Mr. and Mrs. Jack Hut-

Mr. and Mrs. Reed Williams

# Anti-Freeze

Attention, V-8 Owners.

The Ford Motor Co. has sent out a warning to owners of Ford cars, about the use of certain kinds of Anti-Freeze which eat into and destroy aluminum parts of the motor. Besure to check with us relative to the use of any of these damaging solutions. We have a full stock of reliable anti-freeze on hand now and are ready to serve you. No charge for flushing your radiator.

> **Genuine Ford Heaters** Ford Radios

Hereford Motor Co.

# Penney's File of the Cold Weather THE WHOLE TOWN TALKING AND SAVING.

#### WARM BLANKETS

x 80 double bed size. Plaids or orchid, green, blue, rose, gold

\$1.39

#### CHILDREN'S UNIONS

Sleeveless with French leg. short sleeves and knee length, ankle length and long sleeves.

**49**e

GIRLS'

OXFORDS

shoes. A few dress heels

also in this group. Pair-

A group of good school

# New

Again Penney's offers another group of brand new dresses in heavy crepes, new trims and styles. Just received this week and unpacked today. You will marvel at these

# BOYS'

first quality suede-

# **JACKETS**

Warm and close fitting, very durable sateen lined,

\$3.98

HOUSE

Yard-

\$4.98

#### SUEDE **JACKETS**

Men's genuine suede, first grade materials, Sateen lined for warmth and wear. Price this coat anywhere you please for comparison. Our

For the young man who is too big for a kid's suit. They fit and look the part.

YOUTHS'

SUITS

## BLANKETS

A blanket you can cover up the whole bed with. 72x84 size, part wool, pretty plaids. Bound edges, triple stitch-

**52.98** 

# Dresses

#### NEW PRINTS

Yard wide, fast colors.

**CANVAS** 

Tape selvages for extra strength. A close count canvas at a very low price.

Assortment of colors and patterns to suit you. Yard-

10c

NEW SILKS

stripes and fancies. blouses or dresses. Yard-

49c

# Kemnant Days

Hundreds of yards of short lengths from the better grades of prints. Not over two dresses in any one pattern assures you of not meeting your own dress on some one else. Don't confuse these materials with our regular prints, for they are NOT. Each piece priced far below its regular yard cost. Lots and lots of colors and new patterns.

#### GIRLS' DRESSES

Long sleeve wash frocks in snappy new styles and patterns. Guaranteed fast

#### KRINKLE CREPE

Peach, orchid, yellow and pink. For gowns, pajamas, robes. Yard-

**19**c

#### NEW CRETONNES

Gay new colors brighten the house. Yard-

## DIAPERS

Amoskeag birdseye materiai. This is an unusual valpe which we cannot replace.

#### MEN'S UNIONS

Men, this is a value. Just right weight. Long

#### MEN'S **PANTS**

Solid blue and stripes, slack model, well tallored-

98c

HEREFORD, TEXAS J.C. Penney Co. Inc.

#### W. J. [Bill] SMITH MAGNOLIA AGENT

Phone 371

Hereford. Texas

POINT SERVICE

meys

# WATCH For the New **Plymouth**

**Ireland-Beavers** Motor Co.

#### COURTHOUSE RECORDS

Warranty Deeds. S. B. Edwards et ux to Elizabeth Wilt, NW1/4 of section 3, block K-

Elizabeth Wilt to Alfred and Ernest May, NW1/4 of section 3,

R. A. Fullwood, Dodge sedan, Ireland-Beavers, 202-720.

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, hav-ing arrived last Sunday. He weighed seven and a half pounds upon reaching the hospital. Both his parents, Mr. and Mrs. M. J. Taggert, are getting along well.

TRY A WANT AD IN THE BRAND

#### THE NEW

# MAYTAG

The new model 31 Maytag Washer embodies every fea-ture to be desired. The square tub is cast in one piece life-time aluminum. The Roller Water Remover is the most ad-vanced method of drying clothes. Power drive, as finely built as the finest automobile.

F. L. Maytag, the inventor of this washer, was a farm 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 radiaharge will be made for hecking your cooling sys-em and flushing your

Bring Your Car In Today

TIRE AND TUBE REPAIRING



# Conoco Service

L. H. WOODFORD Corner Main & First Sts.

DeLuxe Cafe In Connection

# COME, DRIVE

CHEVROLET

OLDSMOBILE

Then Let the Car Speak for Itself



# THE CHURCH WORLD E

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 Here-ford 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. Kucker, will give the following program:

Song, by class; Scripture les-con, Gal. 5:13-26, Ona Hammer; Golden Text repeated in unison; The church and war, C. W. Humble: Armistice, reading, Ursalee Fridley: A meditation for Arm-

bitice 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. S. at 6:45 p. m.

Teachers meeting and prayer meeting each Wednesday night at 7:30, followed by choir practice. Ted Clancy, just recently or-dained, will cocupy the pulpit Sunday night. Everybody cordially invited.

#### Church of Christ

FRED ROSS, Minister Services at high school auditor

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

Young people's meeting Sunday Prayer meeting Wednesday night

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 ex-ceptionally well. Eighteen were in attendance the first session. Others are invited and asked to bring their Bible. 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 36,133 registered nurses; Public Health Nursing, conducted by 7500 nurses in 424 chapters last year; and Home Hy-giene, which has taught more than 100,000 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. Pieser, 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 o great a toll of life.

Since that time Red Cross nursing services have been pioneers in more than one half of the counties n the United States. Many services se 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

"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

First Christian Church

REV. E. R. M'WILLIAMS, Pastor

All services will be conducted as

ing hour. The pep class will have of new talent will be on hand, Mr. a breakfast at the church at Garrett said. 8:00 Sunday morning. Every member of the class is urged to at-tend. Services at 7:15. Visitors and new members to any part of our church life and program are be issued. 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.

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 usual with the pastor filling the noon hour. All officers are askpulpit and preaching a sermon on ed to come early as there will "Jesus As a Patriot," at the morn- also be a business meeting. Worlds

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

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 Everybody invited. Our pastor, making a name for himself as Coleman Campbell, and his wife drum major of the school band. are attending the Bible school in "Drum Major Wilson gave a clev-Fort Worth the past two weeks.
Bro. Belmey is in charge of the services while he is away. Jack Hagar preached for us Sunday morning. Mrs. Neal L. Cress.

"Drum Major whson gave a clever demonstration of his ability as a special feature of the drill during the half," reports the San Mascos 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

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.



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

# Schilling's Coffee

CARROTS

ORANGES

SPUDS

For those who Like the Best, 1-lb can \_\_\_\_\_

16¢

The

Season's

Best

News is the reporting of anything that is unusual—out of the commonplace. In this advertisement you will find many unusual food bargains listed at money-saving prices that are NEWS Check them carefully

TO H D	CHECK III	em car	clumy.
PIMEN'	TOS		25¢
DL1VES			10¢
CAMAL	The second secon	bottle	23¢
BEANS			23¢
fexican S	tyle, 3 cans		

# **CHARMIN** TOILET TISSUE

4-Roll Box

**23c** 

# FLOOR WAX

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

WE HAVE EVERYTHING FOR THE FRUIT CAKE!

SANI-FLUSH	214
1 Can	100000
SALAD DRESSING	124
W. P., pint Jar	
MUSTARD	116
French's, jar	E-723 E-77
SUGAR	56¢
10-pound bag	AN DESCRIPTION OF
SODA CRACKERS	17¢
A-1, 2-lb caddy	
FLOUR—	
Gold Medal, Amaryllis or Great West, 24-lb bag	\$104
KARO	20¢
Light or dark, No. 3 can	
No. 5 can for	29¢
CATSUP	15¢
Empson's, large bottle	Such Inches 1986
MELO	174
2 cans	UMBS-2000
WAX PAPER	15¢
Cut-Rite, 2 rolls	
	The State of the S

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

FREE DELIVERY

19¢ FRUITS AND SOAP Blue Barrel, 5 bars ..... 23¢ Large .package \_\_\_\_\_ OATS Crystal Wedding, large package BISCUITS Whole Wheat, Quaker, pkg ----GELATINE Royal, all flavors, 3 pkgs -----RAISINS Puffed or seedless, 15-oz pkg ----New crop, black or white, 2-lb SODA 25¢ Arm & Hammer, 3 packages for STARCM 25¢ Faultless, 3 packages -BAKING POWDER 34¢ Royal, 12-oz can ....

# SHREDDED WHEAT

Regular Package

SOAP

CAMAY '	Toilet	Soap,	bar	5¢
OXYDOL	, large	pkg	:	
CHIPSO,	large	pkg	:	17¢

BAKING POWDER	176
Dr. Price's, 12-oz can	11.
TOMATO JUICE	23¢
Libby's, 3 cans	LJ.
MILK, Borden's	30
Or Carnation, large size, 6¢, small	0
PUMPKIN	25¢
Van Camp's, 2 No. 21/2 cans	LU
PORK and BEANS	5¢
Phillip's, can	1000
O'CEDAR POLISH	219
OVE BING HOMESTON BEAUTION	100000
RIPE OLIVES	19¢
Curtis Medium, pint can	13
	25¢
Pompeian, 1/2-pint can	FO.
SHINOLA	4 54

#### LEMONS Nice, large, dozen ---Spanish Sweets, 5 pounds BANANAS Nice, ripe fruit, pound Quality Meats

**VEGETABLES** 

Nice size, 3 bunches

Red or White, 10 lbs -----

New crop Navel, full o' juice, dozen

Lamb Chops, 1b \_\_ 20 15c

BACON 28€ Our Own Sliced, pound CHEESE Kraft's, Elkhorn, pound ----

Roast Cut from Fancy Baby Beef, pound

FISH 23¢ Fresh White Slices, no waste, lb PORK SAUSAGE 15¢ Fresh ground, per pound



# FURR FOOD

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

PHONE 74



# **Fireworks**

For Armistice Day, November 12

We have received a new shipment of suitable fireworks for your Armistice Day celebration. Come in today and make your plections. Several new novelties in fireworks, plenty of noise makers and special items for the kiddies.

Here and There

BY MRS. C. E. TICE

his appointment at Frio Sunday

morning and night. A large num-

Mr. and Mrs. W. S. Dixon spent Monday with their son, Elmer and

family, at Cleo. Harvey Dixon of

Tremanta, New Mexico, also visit-

Saturday from Ada, Oklahoma

where they were called by the ill-ness of his mother.

Oren Jones and family returned

D. O. Benson went to Wheeler

Mrs. Mack Dixon spent Thurs-

Misses Alma and Ruby Andrews,

Helen Jones, Clarence Malone, Henry Andrews and Geo. Jones spent Sunday afternoon with Mr.

and Mrs. Jodie Benson near Ar-

Robbins were Sunday guests

Rev. Brewer, Mr. and Mrs. H

Mr. and Mrs. D. S. Jones re-

cently attended a family reunion in Plainview at the W. C. Jones home. Forty-five relatives were

day with Mrs. Woolery, whose

ber attended the services.

on business Saturday.

small son is quite sick.

WE ARE PRESCRIPTION EXPERTS

Cold Remedies

We are, as in the past, featuring many items for colds. Remember our Spe-

cial City Drug Cold Remedy. Mentholatum, Vicks' Salve and Nose Drop.,

Musterole-in fact every well known item is to be found on our well-filled

**OUALITY AND SERVICE** 

CITY DRUG STORE

TELEPHONE 100

## Dawn Items

BY INEZ MILLER

.The carnival, sponsored by the Dawn Choral Society, proved a double success. Necessary funds were raised and the song book will be ordered promptly.

Friday, evening the first PTA program will be given by school children. PTA will be organized and meet regularly during the

All are invited to a special program for ex-service men Sunday evening.

Mr. and Mrs. L. N. George and Byron were dinner guests of Mr. and Mrs. J. H. Brooks in Hereford Friday.

Miss Maxine Barnes of WTSTC was a week end guest of Miss cake, cocon and coffee were serv-

Byron George, a member of the boys high school errorus of the WTSTC training school, will go to Happy Sunday with other members to furnish part of an Arm-istice program. At noon they will be luncheon guests of the Happy high school.

Mr. and Mrs. H. H. Miller and family and Miss Hazel Crouch saw the football game between the

Canyon Buffaloes and Las Vegas

Misses Elizabeth Spivey and Francis Rogers were week end guests of Miss Inez Miller. L. N. George was an Amarillo

visitor Saturday.

Miss Pauline Griffith of Happy is visiting the home of her sister, Mrs. R. A. Frye.

Mr. and Mrs. Ed Reynolds were in Canyon Thursday.

## Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Everyone enjoyed the Halloween social at the school house Wednesday night. Games and fortune telling constituted the fun of the evening. Refreshments of

Mr. and Mrs. Tom Bohannan, Mr. and Mrs. Floyd West and Virginia Chapman went to Laketon Friday, returning Sunday.

N. O. Phillips was in Amarillo

Mr. and Mrs. Will Henry. Mr. and Mrs. Lon Kelly moved Among those from Simms who shopped in Hereford Saturday were to Hereford the first of the week. Mr. and Mrs. W. S. Dixon spent Friday with friends in Clovis and Portales.

Iris Bohannan and family, M. B. Stone and family and Ray Chapman.

We need all sizes for our

Thanksgiving trade. Bring

-Highest market prices

paid for all kinds of pro-

Butterfat

30¢ Pound

them in this week end.

TURKEYS Harvey and Weldon Lindsey ent Saturday with the Gaede

> Mr. and Mrs. Everett Cornett left Tuesday for Wichita Falls where they will make their home. Guy Hamm was called to Vernon Friday by the death of his

K. F., W. A. and Oscar Campbell and Homes Teas went to Claude Saturday on business. Miss Clydine Kendall spent Sun-

day with Mary Lois Springer. Messrs. and Mmes. J. J. Lindsey and W. L. Tice, Miss Gladys Green were Sunday guests at the C. E. Tice home.

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

Sunday afternoon with Mr. and Mr. and Mrs. John Turner of

Hereford spent Sunday with Mr. and Mrs. Alvis Frazier.

Pupils and teachers are prepar-ing for a carnival to be held at The WW club will meet with Mrs. Paul Williams November 14.

#### Messenger News

BY ESTELLE WILLIAMS

Take Produce to Carl's Gre. tf Mr. and Mrs. L. E. Ward of the Ford community visited her parents, Mr. and Mrs. L. M. Williams, Saturday night and Sunday, and also attended the party at the R. Coleman home Saturday night. Miss Estelle and Altis Williams

Saturday afternoon. Mr. and Mrs. W. A. Whitson took dinner in the Williams home

Ben Bates spent Saturday night and Sunday in the W. A. Whitson

and L. M. Williams and son, Altis, were in Friona Wednesday. L. M. Turner and family called

at the Williams home Sunday. The party given at the R. J. day.

#### Magician To Give **Show November 13** Rev. Brewer of Muleshoe filled



Birch, leading young magician, with his company of assisting artists will play an engagement here on Tuesday, November 13, at the high school auditorium. The show is being sponsored by the High School Athletic Association and it will be given at

Birch's is one of the largest magic shows now in existence Equipment, fittings, scenery and effects valued at more than \$25, 000 are carried and will be seen at the performance. Of the tire array, perhaps the most in-teresting is that of the vanishing pony, in which a miniature horse is caused to disappear while suspended in the air.

Thurston, reising king of magic, publicly declares that Birch is the only magician sufficiently talented to be his successor, and the man he has picked to fill his

Proceeds of the show will go to the Athletic Association and Campbell celebrated their 55th a performance of real merit. wedding anniversary and had as "Birch is known throughout the notch, performers in his profession," Hopkins said.

> Coleman home Saturday night was attended by a large number, and very enjoyable evening was Weiners and marshmallows were served.

> Messenger women's club met November 8 with Mrs. H. Sharp. Mrs. Nelda Bragg, a Messenger teacher, visited home folks in Friona over the week end. Mr. and Mrs. R. W. Fanning

and sons, and Miss Imogene Cope-land took Sunday dinner in the Larry Walker home. Little Bruce Coleman is quite

ill this week.
Ruth Short spent Sunday with
Marie Smith.

Mr. and Mrs. Bob Lindsey and daughter, Christine, visited Mrs.
Lindsey's parents in Amarillo Saturday and Sunday. He is principal of Messenger school.

There were 56 present at Sunday school last Sunday Visited

day school last Sunday. Visitors always welcome. The Deaf Smith county singing

convention will meet at Bippus Sunday, November 11.

Among those shopping in Here-ford Saturday were Mr. and Mrs. L. M. Turner and children, Mr. and Mrs. W. A. Whitson and children, L. M. Williams and three children, Beatrice and Pauline Fangman, Mr. and Mrs. G. W. Wells, Mr. and Mrs. Glenn Riggs, and Mr. and Mrs. Ed Lee and children.

Mr. and Mrs. George Messenger and children were in Clovis Satur-



visiting a few days with her sis-ter, Mrs. C. V. Burgess. Mrs. T. E. Baker is on the sick

family spent Sunday with friends Mr. and Mrs. E. Ramey, Mr.

and Mrs. Fred Ross, Mr. and Mrs. A. J. Morrison all of Hereford, and Mr. and Mrs. Luke McBrayer of Progressive visited Sunday in the T. E. Baker home.

A. H. Lueb of Hereford spent Monday night in the V. Skypala

Pauline Edwards, Junior Hyde and Howard Gore visited in the Friemel home at Dean Sunday. Mr. and Mrs. F. W. Dodsor and sister, Miss Martha Ellen Dod-son, attended a home coming foot-ball game at Olton Friday and visited with home folks Saturday

Everyone is invited to come to

#### STATE OF TEXAS NOTICE OF TRUSTEE'S SALE

Whereas, by Deed of Trust dat-ed September 15, 1928, and recorded in Volume 32, at Page 214, Deed of Trust Records of Deaf Smith County, Texas, D. E. MOORE and MAGGIE MOORE, his wife, for the purpose of se-curing payment of eight (8) certain notes executed by the said D. E. Moore and Maggie Moore, and particularly described in said Deed of Trust, conveyed to Farwell Winston, Trustee and his successors in trust, the following described property situated in Deaf Smith County, Texas, to wit:

acres of land out of Capitol League Number 428; and particularly described as the West two hundred fifteen (W.215) acres of Survey or Section Number Thirty-two (32), of Township Number Three (3) North, of Range Number Four (4) East, of a "Capi-tol Syndicate Subdivision" as shown by Plat of such Subdivision of record in the Deed Records of said County of Deaf Smith in the State of Texas, Volume 15, at Page 60: Subject to easement for such public roads as may have been legally established along the lines of or account the Abner Taylor: Located about three-fourths mile North and 101/2 miles West of Hereford,

Whereas, default was made the payment of principal and in-terest which became due on said

the payment of said notes and after having been requested to ex-ecute said Deed of Trust, refused to execute the same; and

Farwell Winston to act at any time when his action thereunder may be required, then Samuel H. Roberts shall be and is appointed and made successor in trust with like powers and authority possess-ed by the said Farwell Winston, Trustee.

Trustee.

Now, therefore, at the request of Frank F. Ferry, Kent Chandler and Farwell Winston, Trustees, present holders of the notes above mentioned and by virtue of the authority conferred in said Deed of Trust, I, the said Samuel H. Roberts, Alternate Trustee, on the 4th day of December, 1934, between the hours of ten o'clock A. M. and four o'clock P. M. shall proceed to sell at public outcry in front of the Courthouse door of Deaf Smith, in Hereford, Texas, front of the Courthouse door of Deaf Smith, in Hereford, Texas, to the highest bidder for cash the property above described and the proceeds of said sale will be applied to the payment of the balance due upon the indebtedness, the expense of making said sale and the remainder, if any, paid to the said D. E. Moore and Maggie Moore, or their order, all in accordance with the terms of said Deed of Trust.

Witness my hand, this 5th day of November, A. D. 1934. SAMUEL H. ROBERTS,

# Westway Items

(BY WILMA SKYPALA)

Take Produce to Carl's Gre. tf Miss Marjorie Rogers spent Sat-urday night with Miss Mary Joe Tarpley of Flagg.

Miss Wanda Downs spent last
Thursday night with Miss Mar-

jorie Rogers. Edgar Skypala took Sunday din

ner with Mr. and Mrs. Walter Fangman at Bovina. Mrs. Jack Evans of Hereford is

Mr. and Mrs. T. A. Rogers and

Two hundred fifteen (215)

notes on November 1st, 1931; November 1st, 1932; November 1st, 1933, and November 1st, 1934, and the holders thereof exercised their option of declaring all the notes due; and

Whereas, Farwell Winston, Trus-tee, named in said Deed of Trust, after default had been made in

Whereas, said Deed of Trust provides that in the event of the inability or refusal of the said

Deed of Trust.

PTA Friday night. A good pro- Clark, Walter Reeves, Randolp gram has been planned.
Mr. and Mrs. Leslie Vaughn spent Sunday with their grandmother, Mrs. Schuls, at Hereford.

Mrs. Moody Stephens gave an ice cream party for the young folks Sunday school class at her home Sunday afternoon. Attending were Misses Wanda Downs, Arleta spent Sunday in the Schulz

at Hereford. Virgil Thomas of Canadian visited in the Hartman home Sun-

Mrs. V. Skypala spent Thursday with Mrs. A. H. Lueb at Here Burges, Fay Russ of Summerfield, with Billy Burges, Wayne Little, S. J. ford.

ARMOUR CREAM STATION

Brittain Brick Building



## SELECT

YOUR GIFTS NOW

50¢ Will Hold Any Gift Your Select

Pay On Balance Each Week

COME IN AND HAVE US EXPLAIN OUR EASY PAYMENT PLAN

Many Items Now On Display.

CLOSE DRUG STORE

# 132331

## Friday and Saturday

PEACHES, in syrup, 21/2 cans \_\_\_\_\_ 14¢ PRUNES, in syrup, 21/2 cans \_\_\_\_\_ 14¢ PINEAPPLE, broken sliced, 21/2 cans \_ 17¢ SOAP CHIPS, Crystal White, 5-lb pkg \_ 314 DOG FOOD, Ideal, 3 cans for \_\_\_\_\_ 25¢ SOAP, Palmolive, 5 for \_\_\_\_\_ 23¢ CRACKERS, 2-lb pkg \_\_\_\_\_ 18¢ SOAP, Big Deal, 6 for \_\_\_\_\_ 23¢ CORN FLAKES, 2 for \_\_\_\_\_ 19¢ WASHING POWDER, Borax, small, 6 for 19¢ COFFEE, 7-Day, pound \_\_\_\_\_ 21¢

# OUR QUALITY MEATS

BAKING POWDER, Calumet, 1 lb \_\_\_ 24¢

OATS, Pawnee, Glassware, pkg \_\_\_\_\_ 19¢

APRICOTS, No. 2, in syrup, can \_\_\_\_ 14¢

STEAK, round, loin or T-bone, b \_\_\_\_ 15¢> ROAST BEEF, best baby beef, lb \_\_\_\_ 12¢

All Kinds of Lunch Meat for Pienics. Texas Market & Grocery

PHONE 353-FREE DELIVERY

GOOD ONLY IN TEXAS AND OKLAHOMA

# DALLAS 1936 Texas Centennial City

Eggs, Poultry, Cream

Roy's Produce

Elliston Building on Third Street, Plenty of Parking Space.

# TEXAS

Centennial to Texas can not be over-estimated and will in a big way interest larger concerns of the State who are now seeking expansion; increase our population and stimulate every line of business from border to border.

# The Dallas News

with its years of public service, will carry on-to build Texas to make it a bigger and better State, shall continue to give its thousands and thousands of satisfied readers a newspaper that so merits its wonderful patronage.

RATES BY MAIL

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The Dallas Morning News Texas' Greatest Newspaper

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HEREFORD INSURANCE AGENCY John McLean, Owner.

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

ANOTHER BIG FREE SHOW



"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 PARMER'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

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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.

## The Hereford Brand

Our Siogan--- "More People--- More Farms" Published Every Thursday.

> HEREFORD, DEAF SMITH COUNTY, TEXAS TELEPHONE 30

MRS. SETH B. HOLMAN \_\_\_\_\_ Publisher and Manager DE WITT LANDIS \_\_\_\_\_ Editor

NOTICE TO PUBLIC

Any erroneus reflection upon the character, standing or reputation of

any person, firm or corporation, which may appear in the columns of

this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office at 402 Main Street, Hereford, Texas.

RED CROSS WORK AND FUNDS

Cross. Deaf Smith County Chapter has a membership quota of 200.

Membership fee is \$1.00. The organization deserves the support of

everyone in Hereford and Deaf Smith county who can rake up the

every needy home. It is the one dispenser of charity that has official

recognition of federal and state relief agencies. In its hands the gov-

ernment placed the work of distributing surplus commodities. Records

ing the work of other agencies. It goes into the homes of indigent

families, helps to bring babies into the world, makes garments for the

poor and helps to give the right kind of food to the under-nourished little bodies.

is going into some fat grafter's pocket. It is the one organization that

PLANNED FARM CREDIT

how that Red Cross is more efficient and less discriminating in its relief and calamity work than even the government relief agencies.

Red Cross takes up where governmental relief ends, not duplicat-

We need never fear that our dollar for membership in Red Cross

Before making application to a productive credit association, the

prospective borrower should analyze his 1935 plans carefully; how many

acres are to be planted to cotton, how many to feed and other crops,

how much labor will be necessary and how much money will be need-

ed for tractor costs or feed for workstock. After he has done this,

he should be able to estimate accurately just how much money will be

By following this procedure, the applicant has no worry about where

required and when he will need each of the installments of his loan.

operating expenses are coming from or when he will get them. When

details attended to and all he has to do is ask for his check. By

budgeting his loan, the borrower affects interest savings that are some

times surprising to those who have not used production credit before.

Interest, which now is five per cent, is paid on each installment only

for the time the borrower has use of the money, making a whole sea-

UPS AND DOWNS

At first glance that condition is bad. But consider with the condi-

At this time last year and months before the proportion of auto-

mobiles more than live years old was so large that it was entirely out

of proportion to the total number of cars in hands of the public. Na-

tional conditions, including the threat of severe inflation coupled with

the first clear sight the people had of possible definite recovery from

the depression, left the way open for large scale buying. There were

Disappointment was expressed over the contra-seasonal decline in

tremendous dammed-up buying power and there was a combined scare

freight car loading last week of 13,329 cars under the previous week

Freight car loadings are extremely tricky gauges of national conditions. It is probable that the drouth has cut tremendously into the

Considered also must be the fact that 1933 was a boom year of the

to continue. Now the rise is not so rapid, but it is probable, as has

been noted by some expert deserves that business is on a sounder basis,

ing is the one setting forth the reasons why your son can't buy a dog

One of the hardest speeches in the world to make soun deonvinc-

last week, but 14,219 under the corresponding period last year."

e is ready to begin operations, his loan has been arranged and all

Next week will be the first in the Annual Roll Call for the Red

Red Cross is the one charitable organization that reaches into

Subscription Rate: Eones 1 and 2, \$1.50 Other, \$2.00 Per Year.

Politics never enters Red Cross.

tions prior to the crop production season.

son's financing available at very low cost.

Business news is tricky.

Consider this statement:

year and the situation now.

and optimism to force it loose,

depression period.

-Borger Daily Herald.

Consider also this statement

and 31,055 under the like 1933 period."

deserves our support.



office at Hereford,

and many train loads of fat stock were being sent to market.

Born on October 22 to Judge and Mrs. L. Gough, a boy.

October 29, 1903.)

(From The Hereford Brand,

A. E. Stanley and Phil Arthur had opened a new meat market.

The editor was moaning over the passing of the State Fair at Dallas. He stated people had grown tired of going to Dallas same old exhibits, and was certain the institution would never open its gates for another attempt.

W. A. Tate, popular hotel man of Dimmitt, had been a Hereford

President Roosevelt had cele-

will.

A LONG TIME AGO IN HEREFORD

The new mantel and fireplace Ranchmen in all parts of the state deplored the passing of the in the Western National Bank to move Dallas and the Fair to big ranches, and expressed regret building had been completed, and this region. was expected to add to the comthat so much good grass was befort of patrons and good appearance of the lobby. ing plowed up to make room for

A girl was born October 10 to fed steers. Ranching conditions over the Panhandle were generally good, Mr. and Mrs. Clifford Slayton.

> A. H. Elliston and family of Smith county.

> Amarillo continued to make rapid strides in the journalistic field. A morning paper christened the Post was to begin publication in a few days.

B. T . Hinton and family and L. I. Mathis and family had gone to Santa Anna, California, to make their homes.

(From The Hereford Brand, October 31, 1913.)

interviewed by a Dallas News re porter. From all accounts they praised Deaf Smith county so highly, directors were about ready

Johnson Bros., ranchmen in the northwest part of the county, had shipped 1200 head of grass

Girl basketball players of Here ford High school had walloped Armstrong county were here visit- the Canyon Normal team 43 to 19 ing the children; who were in It was declared Canyon Norma school in Add-Ran College. Mr. was outclassed in every respect Elliston expressed a desire to ex- and that the score might have change his Armstrong county been much higher for Hereford holdings for property in Deaf had they cared to make it so.

> James Wallace Robi attended the State Fair in Dal-

Cole Younger, last of the Young er Brosthers of bank robbing tend encies, was billed to deliver lecture in Hereford November

C. A. Skelton was in Dallas attending the Fair; also at Frost visiting his old home.

The Brand was profusely titus brated his 45th birthday Wednesday, the occasion was made memorable by the receipt of many succeeded in getting themselves ready for business.

#### frost threatens and allow them to dry under cover. This seed may be used with confidence in plant-

WANT stalk or wheat field for small bunch of cattle, or some one to winter them. Have few cows to sell on credit to responsible party. Claud Higgins, 44-2p

WANTED: To buy your shipping cattle at market price. Have sev- is allowed only those three days eral nice springer Jerseys to trade of each week. Most hunters are for cattle. See Claud Higgins or Pete Engle.

#### For Sale or Trade

Ready Lunch.

and wheat drill. See Mrs.

child "Finis," announcing to the rest, and the avoidance of habitual tion garments, made to please the editor, who made the announce- over-indulgence of devitalizing fastidious, Mrs. Bessie Davis,

> PHOTOES you will like—Bring us your kodak work. We have moved to our new location on West Third St. Hanna & Hanna 43-tfe FOR SALE: Violin, in good con-dition. Apply Brand Office. tf

FOR RENT: Furnished apart-

#### Post and Found

FOUND: Two pairs lady's gloves (new). Owner can have same if

pen from post office please return it to Mrs. A. M. Jones. Highly prized as gift. A reward is of-

To my many friends for the help they gave me in my successful race in the Sprowls & Cronin car-



HEREFORD LODGE

Monday Night of Month. School of Instruction Each Friday Night. Visitors Are Welcome.

CEREFORD LODGE I. O. O. F. CHARLES SOWELL, Noble Grand No. 476

Meets Every Tuesday at 8:00 p. MRS. F. E. BOWE, N. G. MRS. HERMAN STEWART,

HEREFORD CHAPTER, O. E. S. Meets Each Second Tuesday

FARMERS URGED TO GATHER SWEET SORGHUM SEED NOW T. C. U. Frosh Give Goofy Replies to

requirements, because

purchase the seed needed next

year before the grain is fed out or shipped from the locality. Cer-

tainly the farmer who thus pro-

tects the seed supply is most like-

ly to have good seed of adapted varieties for use next fall and

spring," he continued.
On account of the drouth, many

fields of sorghum are producing seed only from branches and suck-

s thoroughly mature, the germ-

ination will be injured. Imma

ture seed which has not been from

en will germinate nearly as well

as mature seed, according to H.
N. Vinall, sorghum specialist in
the Bureau of Plant Industry, U.
S. D. A. He advises that farmers

gather the heads which are prac-tically mature at the time the first

Duck Hunters Numerous.

Employment Given.

For the

New

**Plymouth** 

Ireland-Beavers

Motor Co.

urday and Sunday.

"Farmers would be wise to gather, by hand the seed of locally adapted varieties of sweet sorghums (cane) in sufficient amount Questions to take care of their own planting indicate that there will be a shortdent at Texas Christian Univerage of planting seed next spring," according to E. A. Miller, Extensity, impressed with his first big football game, wrote about the

sion agronomist. Certain varie-Alma Mater song in an English ties of grain sorghum will also be theme. difficult to obtain, Mr. Miller said. Another student wrote: "I was "It is good business on the part of farmers to so harvest and pre-serve suitable seed. If not avail-able on a farmer's own farm, im-mediate effort should be made to so tired I went to my room and there sang in the arms of betamor-

ers that instructors in the fresh man English classes have col-

lected: An alumnate is an ex-student.

A bibliography is a story of the

Rible Girls are known as the fair sex.t Homily means not exactly beau

A gargoyle is a throat rinee.

The morality tables and statistics prove this. He decomposed over the social changes wrought by the World

er stalks grown after the fall rains. Heads on these will ma-ture later, and if the seed is sub-War. jected to a hard freeze before it I waited in the sun parlor for

his arrival with great expens

#### Jack Russell Stars.

Jack Russell, son of Mr. and Mrs. W. H. Russell, and captain of the Badgers of Amarillo Col-lege, led his team to an impressi-and one-sided victory over L. Bacone Indians at Butler Field in Amarillo last Saturday.

This is Jack's second year with the Badgers. He played with the Whitefaces last in 1932. He is a quarterback.



YOU JUST KNOW

# She knows her fashion in these smart Co-ed Woolens for Fall. We feature the one and two lece dresses, both in silks and

**FASHION DRESS SHOPPE** 

# By Their Words

AND OURS

Editor Miller over at Dumas omes through with a sage ob-Foresighted farmers in all parts of Texas are anticipating their credit needs for the coming growing season and already are making servation on the practice of radio arrangements with their local production credit associations for loans in programs using hired applanders. 1935, according to reports received by Tully C. Garner, president of He just beat us to the draw on the Production Credit Corporation of Houston. The practice of makthis tiresome, boresome and aling credit arrangements before the money is actually needed has many advantages to recommend it, Mr. Garner pointed out, and the associatogether unnecessary appendage to what are some times entertaining tions would like as many farmers as possible to make their applicaprograms otherwise.

Says Mr. Miller: "We have often thought what an awful job it must be for numbers of people who must be paid good money to sit through so many of those terribly punk broadcasts so as to be on hand when it would come time to clap loudly or let out lusty cheers at the right time."

It strikes us further that sponors should see the fallacy of paying unbelievably high rates for radio times when using a good portion of it with pointless applause from hired studio audience.s And the listener is certainly bor-

at Silverton: We understand a air, good wholesome food, neither Muleshoe farmer named his 14th too much nor too little, sufficient I HAVE the SPIRELLA foundalle output this week was estimated . . . at 6.403 above ment in the Journal, that this stimulants, including tea, coffee, to 410 Sampson Ave. arrivals" at his home. So when tion noted the difference between the whole situation at this time last the baby girl was born last week. she was quite appropriately named Patricia Sue," with the intention of calling her by her initials

"If there are any two things," "that I hate worse than any others the practice of some people of taking their surplus cats and dropping them out to annoy their neighbors is both of them." And carries the discussion to some length the observation that "this iden of a cat with nine lives is loadings, and then the federal crop-cut programs must be considered. all tommy-rot, or, if they do have that many, I have always been able to knock all nine of them out at one crack, and my neighbors

Conditions in late summer and early fall of last year were abnormal. Business bounded forward. Such a rise could not be expected can do the same if they want to. That people should and could be polite is the belief of D. A. Davis in the McLean News. He thinks nothing costs quite so little and bears so much fruit as good manners. But he warns against too much of it with this and whenever you find one

Marvin Jones of Amarillo, who has been our Congressman a long time, is mentioned as a likely candidate for Speaker of the House of Representatives. In fact, af-fable Marvin, who has been in Congress nigh onto a score of years, mentioned before leaving his Amarillo home for the North, a month or so ago, that he might make the race.

line and can get the Chief Execu-tive's ear almost any time he on Black at center.

Note that The Plainsman didn't

personally to want to see him get

anything he wants.

But in the face of the situation in Washington, it would be next to impossible for Marvin to be elegted this time and for that reason, together with those listed above, we hope he doesn't make the race.-The Lubbock Avalanche.

#### Colds Greatly Under Rated, Says Officer

respector of seasons, increased prevalence is decidedly marked in the winter months. Unfortunately, familiarity with this condition has bred contempt for it. This is plainly indicated by the usual rejoinder, "Oh! I've just got a cold", the inference, of course, being that while a cold is an annoying matter, after all it is an insignificant affliction. This attitude unmany needless deaths, to say nothing of prolonged and expensive illnesses," states Dr. John W. Brown, state health officer.

"One's resistance to many diseases, including colds, can be raised by increasing one's vitality FOR SALE: One tractor, by observing the fundamental liv-Here's one from R. B. Boyle over ing rules, namely : plenty of fresh Jones at post office.

"If, however, in spite dinary precautions, a cold is contracted, it will pay to consider it seriously. Every cold should be viewed as the possible begin-ning of a serious illness. This means promptly seeking a physi-cian's advice and explicity followogitates Jodok in the Friona Star, ing his directions. If he orders bed, then bed it should be. Incidentally, complete rest is one of the finest ways to overcome a

# Public Opinion

To The Brand: We appreciated highly the editorial in last week's issue of your paper. We regret that rumors got out that Tulia had reason to protest the eligibility of a player on the Hereford team. I do not know how these rumors got started and regret that they were scattered, as there was basis for them, and at no time er, but you have seen people ef- had we considered that we had grounds to protest any of Hereford's players, neither did we hunt for any as we believed Hereford's

Cordially yours,
W. H. YOUNGER,
Superintendent, Tulia, Texas.

#### EAGLES-WHITEFACES

(Concluded from Page 1)

In the backfield will be Buddy Sowell at quarter, Russell and Smith at halves, and Wilburn Benge at fullback, Unbeaten and untied in seven starts, these Whitefaces will have a battle on their hands to keep the record unblem-

make the race.

But the chances are Marvin won't run for Speaker and The Plainsman hopes he doesn't.

Marvin is just where he belongs as the head of the powerful House committee on agriculture—a subject upon which he has done much study.

As the House expert on agriculture, Marvin has been one of the President's advisors along that line and can get the Chief Execu
ished.

Canyon's backfield is heavier than that of the locals, thanks to the presence of the huge Solomon at halfback. Sowell and Russell weigh 140 each to match the two Lisles. Benge at full weighs 155 as does Brooks. But Solomon has 25 pounds on Smith.

Childers and Womble at ends weigh the same. Clayton has 15 pounds on Ellison. The tackles stack up even. The guards do likewise, but Kirby has 20 pounds

on Black at center.
Officials of the game are all And, to boot, although he won't be our Congressman after January 1, he can do more for us in his present post than he can as Speaker. And Marvin likely will always feel inclined to do what he can for his ex-constituents, just for old time's sake.

Note that The Plater.

the headlinesman.

Three-thirty is the starting time say he hoped Marvin wouldn't for the contest. Admission prices be elected Speaker. | for the contest. Admission prices are 85 and 20 cents. Season tick-

# Wanted

44-2p

FOR SALE OR TRADE: 160 acres good Plains wheat and row crop land, Eastern New Mexico, near on good road, plenty of water. Will trade for good residence or small tract near Hereford. See I. V. Flowers at Ever

FOR SALE OR TRADE: Acre and old house in Hereford, Write J. Andrew West, Prescott, Azisix per cent.

#### For Rent

modern conveniences, private bath, garage. Mrs. W. Dameron, phone 80-W. FOR RENT: Furnished room with bath, on corner of Eighth and

LOST: Saturday, pair men's glasses in black metal case; some where in Hereford, Reasonable reward, J. G. Fortenberry, Adrian, Texas, or call Brand office. 1p FOUND: A lady's purse on highway near Dawn. Owner may claim same at the Brand office by identifying it and paying for the charge on this ad.

they will call at 403 Roosevelt Avenue and pay for this ad and identify the property. 1e WILL PARTY who took fountain

THANKS

MAUD E. NOLAND.

#### Lodge Directory



L. H. FOSTER, Secretary

REBEKAH LODGE

J. W. ROBINSON, W. M. EGBERT BRADLY, Secretary

Meets Monday, 8:30 p.m. Visiting Brethren Welcome

Secretary

#### admonition: "The proper degree of politeness is all right and prop-"Idle Men do not make Depressionsfusive in their manner toward you, Depressions make Idle Men." that he is just soft soaming and putting tally in your ear, and he team strictly eligible. has an old dubbed-off axe with Cordially yours, "DO YOUR PART" a big gap to grind out and will ere long be calling on you to turn his grindstone, and won't fail to bear down, either."

to end the depression. Put Some One to Work NOW

65% of all unemployed workmen are men used in building work.

# BUILD - REPAIR - REMODEL



Tune in on WFAA, WOAI or KPRC

"FRIENDLY BUILDERS HOUR"

Every Tuesday, 6:15 P. M.

# R. H. KEMP LUMBER CO.

Hereford, Texas

Phone Four-Four



#### Music Club Gives Assembly Program

A musical program was given at the high school assembly Tuesday morning by members of the Music Study Club. Mmes. C. C. Acker and H. L. Broadwell opened with a piano duet. Chamin-ide's "Riguadon." Then Mmes. A. C. Thompson and J. W. Hen-drix played Anna P. Risher's "Mazureka Brilliante," a violin duo. Mrs. Glenn Snyder accompanied them at the plano.

A vocal trio composed of Mmes.

M. Wiltshire, R. P. Coneway and J. C. McCracken sang "I Love Life," by Mana-Zucca, while Mrs. Jesse Stanford played the accomp-

Miss Mattle Mae Swisher sang "I Would Have Done My Work," and "Four Leaf Clovers," accomp-anied by Miss Thelma McMinn.

#### CAMPBRIL'S OBSERVE FIFTY-FIFTH ANNIVERSARY

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

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

nty-nine guests and members syed the waffles, butter, bacon, if, jelly and codine. After kfast, the class conducted the ral assembly program of the or Sunday school in the main

#### 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 attracive decorations for the entertaining rooms. Many new games

were played.

Members attending were Virginia
Carlyle, Jean Snyder, Helen Seed,
Minnie Den Smith, Rena Allred, ihagen, Virginia Erle and Wands Jean Reed, Herbert Boardman, Carl Mounts, Jack Lathfield, Fran-cis Harris, Ernest Scheihagen and Gullford 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,

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 candies was cut and served with punch and ice cream to Doria Elaine and Virginia Ann Dillebay, Mary Ann Acker, June Dameron, Bobble Rose Robinson, Elizabeth Dunlap, Nadina Newell, Arline Millard, Louise ding Newell, Arline Millard, Louise Agnes Gilbreath, Rena Rae Ren-fro, Margaret Barber and Betty Jane Roioson.

#### MILIARS ENTERTAIN AT HALLOWEEN

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

#### BAY VIEW CLUB HAS POETRY PROGRAM

A program on poetry was given at the regular meeting of the Bay View club Navember 1. Satrical 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 Frits entertained a number of school friends Friday night at the home of her parents, Mr. and Mrs. Harry Fritz, with a Halloween party.

a prayer and Mrs. S. Schwartz a Psalm reading at the opening of the program.

On the program were Mmes. H. J. Conkwright, E. W. Young, J. J. Evans, Lyn Powelson, Alvie ilson and Miss Nora Alice Danwere enjoyed by Viola Phillips, Elsie Wilkins, Mary Jane Mor-gan, Mary Cox, Virginia Har-man, Edith Jackson, Nora Jean Russell, Barbara Jane Brotherton,

Circles of WMS will meet next week at the following places: Lillie Hundley with Mrs. H. D. ent and B. H. Medley was appoint-Blythe, Dorcas with Mrs. Schwartz, ed in his place. Good Cheer with Mrs. Conkwright, Royal Service with Mrs. Jim Higgins, East Side with Mrs. Claude

# Benny Ruth Garrett and Nine Lee Fritz; Chas. Spradley, Sanky Trim-ble, Edward Line, Douglas Beene, Billy Beene, Jack Lafield, Harvey Nunn, Ray Nunn, Ray Buchanan, Frank Marrs, Bob Atherton, Karl Wilson Shirley and Chilton Fos-MISSIONARY SOCIETY HAS MEETING TUESDAY

An all-day meeting was held Tnesday by the Methodist Missionary Society. Mrs. Jerry Behrends led a program on home and for Claude, eign missions. Talks on schools, Miss

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

#### Easter Items

BY MISS LOUISE FRYE

Take Produce to Carl's Gro. tf There were 31 in attendance at Sunday school Sunday. U. G. Randal resigned as superintend-

Several from this community attended a party in the M. Hardy home at Jumbo Friday night. Mr. and Mrs. John Noland visit-

ed Sunday in the Roy Durant Mr. and Mrs. Milton Sluder of

Olton visited Sunday in the B. Saxon home. Miss Lorine McClure spent the

vich was leader. The program was joyed a covered dish luncheon at rendered following a business meeting. Mrs. R. E. McCullough gave a covered dish luncheon at 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. Billie Rae Johnson of Summerfield visited with Charles Frye

last Wednesday. Mr. and Mrs. A. Godwin of Here-ford, B. H. Medley and J. S. Smith called at the Chriss Wegner home Sunday afternoon.

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

#### Museum Schedule Changed.

Beginning Thursday, November 15, the museum of the Panhandle-Plains Historical Society at Canyon will be open to visitors acweek end with her parents at cording to its previous schedule, that is, Tuesdays, Thursdays and Miss Oline Ramey spent the week 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 heat-Mr. and Mrs. Frank Cobb and ing the building has necessitated

#### Outlines Precautions In Control of Disease

Speaking of the precautions that should be taken in housean 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 air and sunshine."

"Those who are in charge of persons suffering from influenza, pneumonia, tuberculo is, 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 p. m. The pationet use paper handkerchiefs or oft cheesecoth, that can be disinfected or burned or otherwise safely disposed of.

its success.

"The sterilization of dishes and to be held in the school hall.

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, holds during and at the close of 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 pregautionary

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

#### St. Anthony's Church

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

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

The Altar Society met as plan-Tuesday afternoon made further preparations for the coming Thanksgiving Day dinner

# NEW MERCHANDISE ARRIVING DAILY! **SHOP NOW AND**

SAVE!

Hertha Baer, Faye Crosthwait,

BAPTIST W. M. S. MEETS WEDNESDAY

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

# 

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-

# PRINTS | BLANKETS

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

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

**\$2.48** 



# Everything for His Majesty, the

# BARY

Sacques, sweaters, dresses, Gertrudes, blankets, bootees, 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

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-

One Table

# CHILDREN'S SHOES

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

SCHOOL KIDDIES TAN RIB

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 ..

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



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-



# **CORDUROY COPS**

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

#### **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

# Sprowls & Cronin Co.

#### The Whiteface Roundup **NEWS OF HEREFORD HIGH SCHOOL**

SCHOOL CALENDAR

November 9-Football game-Hereford vs Canyon Eagles. November 13-Athletic Association Magician show, featuring "Birch, the Man of Mystery." November 14-Football game-be-

tween Hereford Whitefaces and Clovis Wildcats at Clovis.

#### GLEE CLUB

Mary Tiefel and Evelyn Van, sing- to guard. ing alto. Sopranos are Florene us. Don't you think it will be casting lots is a much better pretty? Another special by Lillie method.

Cobb and Beatrice Lawrence. Alis correctly placed. It consists of ly her second except of height; Dorothy Manney, the girl who can play the piano and sing alto; and Elizabeth Rice. We have a few more specials that shall be make known in the future and in the meantime the whole chorus is practeing on the cantata.

The bractice Thursday morning was not so good, for many had been spooking the night before Anyway Halloween comes just

#### DISAPPOINTMENT

Every day brings its disappointments, some of them little too large to surmount. It is entirely a question of our mental attitude toward disappointment as didate, Bobble Rhoads, would not to how quickly we shall overcome have won, but even if they did them, and continue our journey win it was probably the tightest toward success. Those susceptible to disappointment are usually Seniors against the Freshmen and regarded as pessimists, for they are in a constant state of despair. Optimists, the other brand, alty to them in this contest. ES meet disappointment philosophically and quickly regain their normal and proper perspective of life with a hope for better luck next

Suppose Wilbur and Orville Wright had given up all attempts to fly in a heavier than-air craft after meeting with their first disappointment. Suppose Fulton with his first steamboat, Edison with his electric light. Marconi with his wireless, and Bell with his telephone, had yielded to discouragement and disappointment. What a be living in today!

lives have their proportional influence upon the happiness and of optimism, and it is not sufficient to regard disappointments entirely as unfortunate experiences to be forgotten. We should use ear as lessons upon which to build ir future life.

COWHAND NOTES

Halloween is over and some boys are caught up on their sleep. high school and Central School Wednesday night to keep order everyone of you. On Friday in and peace. Watches were organized and each watch was on for the weakest yell of them all. The an hour. Everyone kept watch at some time and the rest of his faculty are beginning to get the games, working lessons and dis- all. If everyone will get in these Well, folks, it is mighty bad cussing the family affairs. Spike and yell his or her best we can that singing habit the Glee Club Harris, the leader at Central Nevertheless it is lots of school, seemed to be a determiniciass of '34 can yell. Another fun and the cantuta is coming ed fellow who had everybody at thing is getting quiet in assembly We have some of work at play when his time came, before the speaker rises. Even the specials started. One is Now This is an annual affair of the the Day is Ours, consisting of Cowhands and will continue to be large as any of the rest we can be proud of what Herbert did at Jean Morgan, Elizabeth Rice, as long as there is a school house

A party was given last Satur-Hunter, Mary Virginia Etterle, day night and a few members were Virginia Carlyle and Frances Bor- not present. It seems that two den. The boys glee club will help boys gambled for a date. Boys,

The Cowhands, Pep Squad and so a ladies quartet. We will let Band will give a stunt tomorrow you guess as to whether the title at the game. This is the first time this year the Cowhands have Fanny Holder, the little girl with been in a stunt, but we hope it is a mighty voice, Elizabeth Sprad-satisfactory with the public. The for our class. coaching is under Miss Westbrook.

Wayne Farris and James Bell, pledges, were on the program last meeting. The movie contractors should see the stunts Wayne does.

#### SOPHOMORE CLASS

For once the Sophomore class a hot race for them. If the Senthe last box, for which they paid and work-a-day world. a very high price, the Junior canrace between the Juniors and Sophomores. The Sophs want to thank the Freshmen for their loy-

#### MAGIC

The Athletic Association met and finished working out plans for terous merely to cover self-con-November 13. The Amarillo High Louise stopped chattering immedschool is sponsoring this show a lately. day or two before it comes here, only self-conscious, but likewise guaranteed to be a good one. The that is. We want toys of all deshow is of high class. In case scriptions. If you do not believe some people begin to think that a certain little girl can be sentimagical tricks is all he has, there mental just mention dolls. Her different kind of world we would hour performance. Part of this the Girl Reserves. Birch will do his stuff. The Although we may not do great rest of the time he has along in Girl Reserves will be the proud things like these men, still our his company Miss Mabel Sperry possessors of attractive Girl Rewho is hailed by critics as the serve pens, even if they do have world's greatest xylophonist. One to miss the show three and oneprogress of the world about us. of Birch's main tricks is making half times. They are circles with Others benefit by our influences the smallest pony in the world a blue triangle within them. Triis sponsoring the %ne program, now, in fact they are the rage.

It will go over as a big success just as the Athletic box supper a few weeks ago.

FORWARD!

TO A

NEW DAY!

Sunday marks the sixteenth anniversary of Arm-

istice Day. Sixteen years ago the world turned its

back on the most destructive and devastating war in all

history. And today, with the return of better times,

the Armistice Day celebration is doubly significant to

depositors in this bank. This institution has success-

fully met the violent business tides caused by the great-

est war and the greatest depression. Those who depend-

ed on this bank for safety for their savings are ready to

go forward to a new day with the full fruits of their

CALLING ALL FRESHMEN

All Freshmen go to the rescue of your class! Freshmen, to make The Cowhands guarded the our class better best, we must have the cooperation of each and our pep rally the Freshmen had rest of the student body and the show HHS that the Freshman if the Freshman class is twice as get quiet as soon as they. Appoint yourself a committee of one to see that you are still. Also, if you have any gossip or news that you you would like to see in our school paper, The Whiteface Roundup, don't hesitate to turn it in to your class reporter, Henrietta Fritz or Sankey Trimble. We think that the Freshman class can and will be as good as the rest and we want the rest of the school

BONES AND MANNERS

to think it also. Freshmen, fight

interesting talk in assembly Tuesday morning on "Boners and Man- LW, we didn't know you had a Of course each person is ignorant in some respects, even college freshmen.

The French people are excessiveand the Freshmen made the Jun- ly polite, the English excell in iors and Seniors hustle. At the manners, but the American people box supper October 25 after the are known to be bearish, nonchal-Freshmen and Sophomores had ant, jaunty and have no manners joined forces and were all voting whatsoever. We hold the title for Rena Alired, the Seniors and of being the most ill-mannered peo-Juniors joined forces, but the ple in the world. We are selfish, Freshmen and Sophomores put up piggish, in everything we do. We need manners in everyday life, we ones and others that seem almost jors and Juniors had not bought need them in our business, social acquire good manners.

ARE YOU AN IDIOT?

Why do people act like idiots? Why are they hilarious when in a crowd? The answer is, self-con-

In discussing a number of articles on self-consciousness one in particular was stressed. This article pointed out that we are boisthe magician show to be put on sciousness. We all wonder why At present we are not Students, this magician, Burch, is toy-conscious, if you know what flappers." will be explained more about the initials are ES. If you can part show. The act will be a good two with your old toys, give them to

Just a few short vanish. If the student body will angles are appropriate for just back the Athletic Association, who almost any girl in high school

REMARKABLE ACHIEVEMENT

Most of you remember that Hereford was represented in the National Band Contest at Des Moines, Iowa, last spring by a little, shriveled-up tuba player This gentleman to whom is referred is Herbert Boardman, former fat man in Blackem & Buffer circus. After a delightful trip, on which we time was devoted to playing impression that we can't yell at fed Herbert lots of sweets to maintain his weight, the party arrived in Des Moines. The temperature was only 110 in the shade, and you can imagine how much the little fellow sweated carrying his tuba around.

Students of HHS should really the contest. He had 30 competitors, most of whom had previously been to the National Contest. Nevertheless, Herbert placed in third division and received a scholarship to a Chicago school. Me also has in his possession a beautiful medal.

Although it is a little late in announcing this, let's remember Masvale tarde que nunca.

CHIT AND CHATTER

Sue tells us that there is a cer Rev. McWilliams gave a very tain boy in school whom she has teresting talk in assembly Tues- to look at twice to see if it's LW.

Ask Mary Frances Holder why

return is put on a letter. Jim Kirby is certainly good at childish tricks, such as stand-ing in the corner. Ask Miss Crawford.

Who is a great poem collector Juanita Bailey might know. Is Buddy Sowell a Junior of

Senior? Buddy says he is Senior, but a Junior at heart. Why does Christine F rush home so quickly at noon? Hungry, Christine?

A question a lot of teachers would like to know the answer for is, "Why is Wilbur Womble always sleepy Monday mornings?" Olen Harris' affections seem to be wasted on a certain blonde. Billie Patton seems to have a

mania for fast and reckless driving. Careful, Billy! There is a new college which going to be established by two of our senior boys. Pleasie and Wainle. The latter is to be the

MP, while the former is president, Ask Wainle what MP stands for. Mr. Hudson called some of the boys in occupations class "he-

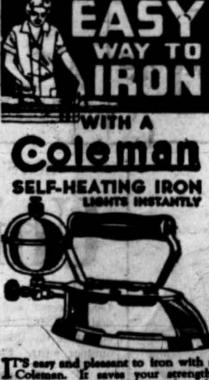
#### BAND

As football senson will be over in a few weeks, the band will that every teacher felt moved to discontinue the ballyhoo type of enlarge upon the subject introducfuture and work will begin on cording to Mr. Smith, director of the band, this year's band has the greatest possibilities of being one of the best concert and marching bands HHS has had in many The band is not large mough to have the two types that we need, one as a ballyhoo band for ball games and one as a concert band, so serve as both.

#### THE YEARLING BAWLS

Mr. Dillehay will be glad to hear that Miss Crawford has per-formed the task which he termed impossible. After long hours of perseverance and painstaking les-sons during the fourth period English IV class she has finally taught Jim Kirby to chew gum gracefully. The improvement in Jim's technique is quite noticeable.

The girls seemed to take every





# Each Slow Start May cost you I MILES OF GASOLINE

AVE you ever figured the high cost of starting with low test gasoline?

Even in warm weather. each start of the average car takes as much gasoline as driving it for two-fifths of a mile. On cold days, slow starts can easily consume two miles of gasoline!

This waste of mileage is a waste of your money. And the waste is worst in Winter. The starter whirrs. The battery weakens. Up go your temper, temperature, and upkeep.

What a difference with

high test Phillips 66! Your motor starts with splitsecond speed. Warms up fast. Gets going without bucking. You get maximum power on a minimum amount of motor fuel. Zippier pick-up. And the silent action and anti-knock of genuine Lead Tetraethyl.

Why not check up today? See if you aren't missing extra miles on every gallon, extra pleasure in motoring! One trial tankful of gas, at vertisement.

any Orange and Black 66 Shield, is Phillips finest ad-

HOVEMBER GRAVITY (" Man-test rolling) 67.3" ... ANTI-KNOCK RATING 70 OCTANE



Phillips 66 Motor Oi

# INSTANT STARTING

ssible advantage of the fact that with which we handle our un-committee appointed to determine football game was played last ruly subjects and get down to the date and nature of the party. no football came was played last week. Stay right in there, girls, but don't go too far. Be sure and see to it that all those Whiteand see to it that all those White-faces hit the hay early this week. mandment. Mr. Clancy declared boys thought it desirable that we Those Eagles have a habit of keeping their eyes open.

If the speaker, Rev. McWilliams, in assembly has as much effect on the student body as he did on the faculty, we certainly should have a better school. There is no doubt but that it would be safe to wager Miss Crawford did and that they did a very good job of it. The students presumably should appreciate the attitude of the teachers Those teachers are very good

scouts, they mean well by us. Smoking and other methods using tobacco have been banned by the powers that be when such ac-tion takes place on the school grounds. It looks like a good idea

if it will work.

SENIOR SNAPPINGS

At last the Senior class has motto, which is "Today we launch where shall we anchor?" A goo motto, we believe. Such a motte should be considered with all ser-ionsness. If each Senior would stop to consider this motto, then set the place of anchorage to some distant, worth while goal, then the class as a whole would be greatly benefitted. A noticeabe change would be observed by the end of the year. Come on, Seniors, let's adopt a spirit that will make this class stand forth as a shining example to the lower classes.

During the last class meeting Sue Vaughn gave an interesting report of the Senior party. She informed the class of all events in order of their occurrence. The party was really one to be ap-preciated. The Senior Mothers are to be congratulated for their planning and carrying out of such a wonderful entertainment.

HI-Y

The Hi-Y's surprisingly efficient in accomplishing its work during the last business meeting. Such a large amount of work was covered it is impossible to condense it into such a small space. It is the purpose, however, to touch the high spots and disclose to the public the efficiency and ease public the efficiency and ease



brass tacks.

that farmers come nearer to car-rying out the commandment that "Six days we labor and on the were characterized by the sargeant-

A party was discussed and a spanker.

No one in the club desires an en-The meeting opened with a tertainment. However, since we

"Six days we labor and on the seventh we rest." Fellow farm- at-arms, Roger Brumley. It is a cure we are at last coming into question just who needed the punishment more, the spanked or the

# band. The contest pieces for next ed by the speaker. Certain the spring will be ordered in the near author is that Mr. Hudson and

**ABSTRACTS** 

other's Park

Chothes Called for and

DAIRY

PRAIRIE DAIRIE We Deliver Dafly.

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Neglect Your Eyes

Dr. T. M. Montgomery



thrift intact.

#### Arney News Notes MRS. JEFF ROGERS

Mr. and Mrs. A. W. Fortner and aughter, Mrs. Campbell, were in marillo Friday.

Mr. Gilbert and Jim Lowler visited Joe Lang of Nazareth Sunday. G. L. Russell was a visitor in

marillo Saturday. Mrs. Marros visited Mrs. G. Russell Sunday.

Mr. and Mrs. Ray Cole visited Mrs. Marros Sunday evening.

Miss Aline Crager spent the
week end with home folks.

Miss Morene Creed visited in

Saturday night. E. Tipton and Mr. and

RAVENWOOD-NIGGERHEAD CHANDLER-CANON CITY SUNSHINE-MAITLAND BEST COLORADO CEALS

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Mrs. Ruth Reeves and children visited in the home of Mr. and Mrs. Jeff Rogers Sunday.

of Mr. Boyd.

Miss Rachel Burks visited home

folks over the week end. Mr. and Mrs. Lewis Harvey visit-

urday night.

in Amarillo Saturday.

Miss Sue Layman spent Sun-Mr. and Mrs. John Collier mov-ed to Muleshoe last week. day with Virginia and Margaret · Mr. and Mrs. Harry Scowan

W. A. and Ullman Hunter were and family visited her mother, in Amarillo last Thursday. Mrs. John Hendrix, Sunday.

Miss Dorris, of Iowa Park, is visiting her brother, Frank Dorris, A number from this community attended the Good Will Day at Hereford last Thursday.

Mmes. C. D. Gilliam and ne-Mr. and Mrs. Riley May visited her mother at Kafir Saturday. phews, Jimmie and Wallie Cayton, and S. M. Hunter and child-Ed Money and wife v\_sited Ross Campbell Saturday. C. C. White and the McFarling ren spent last Thursday in the E. M. Allen home near Easter. Rev. E. C. Armstrong of the boys are hauling feed from Earth.

**Jumbo News** 

BY MRS. J. W. BERRY

Dimmitt Methodist circuit, filled People of this community regret to learn of the death of the son his regular appointments at this place Sunday. It was his last sermon before Conference. He was accompanied by his wife and son, and they were dinner guests in the DuBois Walker home.

ed in the M. L. Davis home Sat-Mr. and Mrs. Chas. S. King and Mr. and Mrs. C. C. White visitson, and Mr. and Mrs. Oliver Rudd and daughter of Hereford ed in the J. W. McFarling home were Sunday guests in the M. G. Layman home and helped them celebrate their 34th wedding an-Virgil Norman and wife were

Claudis Beck left last Wednesday for Los Angeles, where he will resume his duties in the Navy. He was accompanied by his brother, Horace, who will enter the Navy as a recruit. They are sons of C. I. Beck.

Mr. and Mrs. Oscar Golden of Lockney were recent visitors in the Wayne Carthel home. Mr. Golden is a brother of Mrs. Car-

Pupils of the primary grades, under direction of their teacher, Miss Louise Goats, gave a very interesting chapel program last Friday afternoon.

Relatives and friends of Mr. and Mrs. C. D. Pinckert extend sympathy in the loss of their infant daughter, Anita Joyce, born to them Wednesday morning, October 31, living only five hours. Short funeral services, conducted by Rev. E. C. Armstrong of Dimmitt, were held at the home Wednesday afternoon and the tiny form was laid to rest in the Dimmitt cemetery.

Jumbo Presbyterian Auxiliary

met Tuesday at 2:30 with Mrs. W. Berry. The hostess gave the story of Esther for worship service. Mrs. M. L. Simpson gave her chapter from the study book entitled, Soldiers of Peace. The next meeting will be with Mrs. H. C. Baird in Hereford.

Much merriment was indulged in at the school house Halloween night when the teachers and pupils entertained patrons with Halloween stunts and games, followed by a good program. At a late hour pumpkin pie, doughnuts and day night with Alma Allred. coffee and cocoa were served.

Friends of Mr. and Mrs. J. E. Boyd regretted to hear that their 22-year-old son, Ollie, had been fatally injured in a train accident near El Paso last Saturday. was taken to Happy where funeral noon at 3 o'clock.

ws. La Rue visit and dinner. Beek, Pauline Andrew and Bernard Wilder. On the B honor roll were Barbara Anne Hunter, Beulah Mae Layman, Norma Hunter, Betty Jo Baggett, Billy Simpson, Clifford Mildred Moore. Stork, Jimmie Dyer, C. C. Hunter, Virginia Simpson, Virginia Stork, Lawrence Matthews, Anderson Axe, Nelia Harrell, La Velle Beck, M. L. Simpson and James

Jack Ward of Amarillo visited his parents, Mr. and Mrs. J. J. Ward, this week.

## 1934 Red Cross Poster Invites Your Membership



By MISS LILA MAE OGLESBY

Mr. Smith and family made a trip to Panhandle Sunday to take Clain. their daughter back to school. Mr. Robinson and family of Amarillo took dinner in the H. J. Oglesby home Sunday.

Sunday night, October 28, the Pale Dure church took its two candidates for baptism to the First

Miss Mildred Moore, attending school at Wildorado, spent Sunday with her parents, Mr. and Mrs.

Moore. A birthday dinner was given in bonor of J. C. Alired of Here-He died that night and the body ford in his home last Sunday. Present were Mr and Mrs. Cecil services were held Monday after- Alired, Jimmie Alired, Lee Norman, Earl Norman, Mr. and Mrs. roll Henry of Plainview, Miss Vada one must have a straight A or B. Norman, Miss Frances Campbell, The second month's honor roll Miss Pauline Maben and Miss is Mary Gene Dyer, Junior Leas- Lela Mae Oglesby. All enjoyed the

> trip to Canyon Wednesday night. Mrs. Lee Moore and baby spent one day with her daughter, Miss

Last Thursday evening the WMS met in the home of Mrs. J. M. Dyar. After the program, sandwiches, cookies, chocolate and cof-fee were served. Present were

WMS will have an all day meet

#### Fairview-Palo **Duro Items**

Take Produce to Carl's Gro. ta

Baptist church in Hereford. Dorothy and Barbara Dyar of

Mmes. Dave Moore, Cecil Allred, R. L. Campbell, I. A. Allred, Joe Allred, Allridge, Hutchens, Dick Allred and H. J. Oglesby.

#### Wildorado school auditorium last Friday night. The Beakon quartet of Amarillo entertained be-Wildorado community spent Suntween acts.

Wildorado payed Friona a baseball game Thursday, the Wildorado girls winning, the boys losing to Friona. One of the Wildorado girls was hurt and was taken to

ing at the church November 16,

to quilt for the orphans home.

and bring a covered dish.

Everybody is welcome to come

week with Mr. and Mrs. Tom Mc-Cain. Mr. and Mrs. Thomas and

daughter, Nellie, are spending this week with Mr. and Mrs. Mc-

dinner in the home of his daugh-

ter, Mrs. H. J. Oglesby, Sunday.

this community Friday night.

D. R. Burns of Amarillo took

A light shower of rain fell in

There was a play given at the

Mr. and Mrs. Luther Thomas of Hereford spent one day last

a doctor at Hereford. FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP





# Instant Heat

... when you want it!

Patience is a virtue, but it doesn't thrive very well in a chilly atmosphere. When you're cold you want heat without waiting-comfort and health demand it.

That's one thing about a Gas Radiant Heater-it's always ready for instant action. Just the touch of a match and it leaps into life, flooding the room with instant

in use or out, a Gas Radiant Heater adds a touch of cheer to any fireplace. And they're so conventent and inexpensive to use. Many attractive models to choose from at your gas appliance dealer's. See them today.

West Texas Gas Co.

## NOTICE OF SHERIFF'S SALE

By virtue of an order of sale issued out of the Honorable 68th and for Dallas County, on the 27th day of October, 1934, in the case of THE DALLAS JOINT STOCK LAND BANK OF DALLAS versus Arthur Brooks, et al No. 9166-C and to me, as Sheriff, directed and delivered, I have levied upon this 30th day of October A. D. 1934, and will between the hours of 10 o'clock A. M. and 4 o'clock P. M. on the first Tuesday in December A. D. 1934, it being the 4th day of said month, at the Court House door of said Deaf Smith County, in the City of Hereford, proceed to sell at public auction to the highest bidder, for eash in hand, all the right, title and interest which Arthur Brooks, Roxie Brooks, Mary V. Palmer, Paul S. Mathers, Rosella Bishop, H. N. Bishop, Elmer F. O'Farrell, Rosa B. O'Farrell, and Banker's Life Company, a corporation, had on the 1st day of December A. D. 1925 or at any time thereafter, of, in and to the following described property, to-wit:

Lying and being situated in Deaf Smith County, Texas: Being all of Section No. 66 in Block K-8 containing 640 acres of land

- Said property being levied on as the property of said above named persons and will be sold to satisfy a judgment amounting to After being told by others it can't severally, together with 8 per cent do it and do it RIGHT! interest thereon from the 25th day of September 1934, in favor of THE DALLAS JOINT STOCK LAND BANK OF DALLAS, and costs of court and the further cost of executing this writ. Given under my hand this 30th day of October, A. D. 1934.

J. B. MILLER, Sheriff, . 43-3c Deaf Smith County, Texas.

Taken up about August 15, 1933, at the ranch of the undersigned, living two miles west from the Judicial District Court of Texas in Town of Hereford in the County of Deaf Smith, the following described animal known to be-Estray-, viz: One steer yearling, brand Bar X on left shoulder,

crop-off left ear. If not legally proven by the owner thereof within twenty days from the date hereof I will proceed to Estray the same in accordance with law.

J. T. GILBREATH, Taker Up. Hereford, Texas, this 23 day of October, 1934.

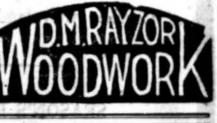
Notice to Creditors of the Estate

of A. B. Harrison, Deceased: Notice is hereby given that original Letters of Administration up on the estate of A. B. Harrison, deceased, were granted to me, the undersigned, on the 3rd day of September, 1834. All persons having claims against said estate are hereby requested to present the same to me within the time prescribed by law.

My residence and Post Office address are Hereford, Deaf Smith County, Texas.

E. H. NORTON, Administrator of the estate of A. B. Harrison, Deceased.

\$7.686.31 against Arthur Brooks be done, bring it here . . We'll



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Radiator. Battery and Ignition for Winter Driving

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MAGNETOES FUEL PUMPS WATER PUMPS RADIATORS APPLIANCES

Harrison Hot Water Heaters. Eveready B & C Radio Batteries A new 1,000-Hour, 2-V Willard Radio Battery.

# Willard Battery Station

# Friday and Saturday Specials

PLUMS, greengage, gallon tins \_\_\_\_ BRAN FLAKES, Jersey, large box \_\_\_\_ 11¢ KRE-MEL Dessert, 3 boxes with one free 15¢ LINIT STARCH, 2 boxes with one free 19¢ SHOE POLISH, Jet Oil, Oil Glow, 2 bots 25¢ SCRUP, pure sorghum, gallon \_\_\_\_\_ 74¢ CORN FLAKES, large box \_\_\_\_\_ 11¢ PINEAPPLE, No. 1 sliced or crushed, ea. 9¢ BAKING Powder, K. C., 5 lb 58¢, 50-oz 32¢ COCOA, Bliss, 2-lb can \_\_\_\_\_ MACKEREL, tall can, each 9¢, 3 for \_\_ 25¢ COFFEE, Chase and Sanborn Dated, lb \_ PEACHES, Del Monte, heavy syrup, qt 23¢ SYRUP, Blue and White, 11/2-lb can \_\_\_ 9¢ SOAP, Palmolive, 3 bars \_\_\_\_\_ 14¢ POLISH, Furniture, Best Yet, pint bottle 21¢ JELLY, Rex, 51lb bucket -----PORK and BEANS, Libby's, 4 cans \_\_\_ 25¢ SARDINES, in tomato or mustard sauce, large can HOMINY, No. 2 tall cans, each \_\_\_\_\_ 10¢

PUMPKIN, Red and White, No. 2 cans \_ 9¢ MIXED VEGETABLES, No. 2 Phillips' for soups \_\_\_\_\_ 12¢

CRACKERS, Brown's, 2-lb box \_\_\_\_ 17¢ SANI-FLUSH, per can \_\_\_\_\_ 19¢

FRUITS AND VEGETABLES GRAPES, Black Riber, 2 pounds

BANANAS, nice and yellow, pound

GRAPEFRUIT, Marsh seedless, large, each

SPUDS, 10 pounds

CELERY, extra large, bunch

LETTUCE, medium size, head

CARROTS, Turnips, Beets, Radishes, Mustard, bunch APPLES, Jonathans, 150-size, dozen \_\_\_\_\_

Phone 117 FRANK RICHARDS, Proprietor We Beliver Brings Us Your Rggs-Market Price-Buy At Home.

FOR QUICK JOB SERVICE SEE THE BRAND

# When You Relax

Let Your Eyes Rest, Too!

Many social chats and evenings of pleasant association are ruined by improper lighting. Glare and gloom cause eye strain and prevent complete comfort and relaxation.

Restful light creates an atmosphere of conviviality and warmth and makes guests want to come again.

To be restful light must first be sufficient, It must be properly shaded and well diffused and all contrasts between deep shadows and bright glare must be eliminated.

We have a new model Student Lamp that really is worth the money. Come in and let us show you this better student lighting appliance.

# TEXAS UTILITIES COMPANY

# **Old Fashioned** Virtues Triumph

The records in our savings account department show the methods of many successful families. Small, week-by-week deposits tell a story of careful husbanding of earnings. Their present station in life is proof positive that old-fashioned virtues still triumph. They are enjoying a full Thanksgivingbecause they started a systematic savings plan years ago and stuck to it. There are few short cuts to success-but there is one sure way everyone can travel. Open a savings account this week and get on the right road.



Thoughtfully Managed

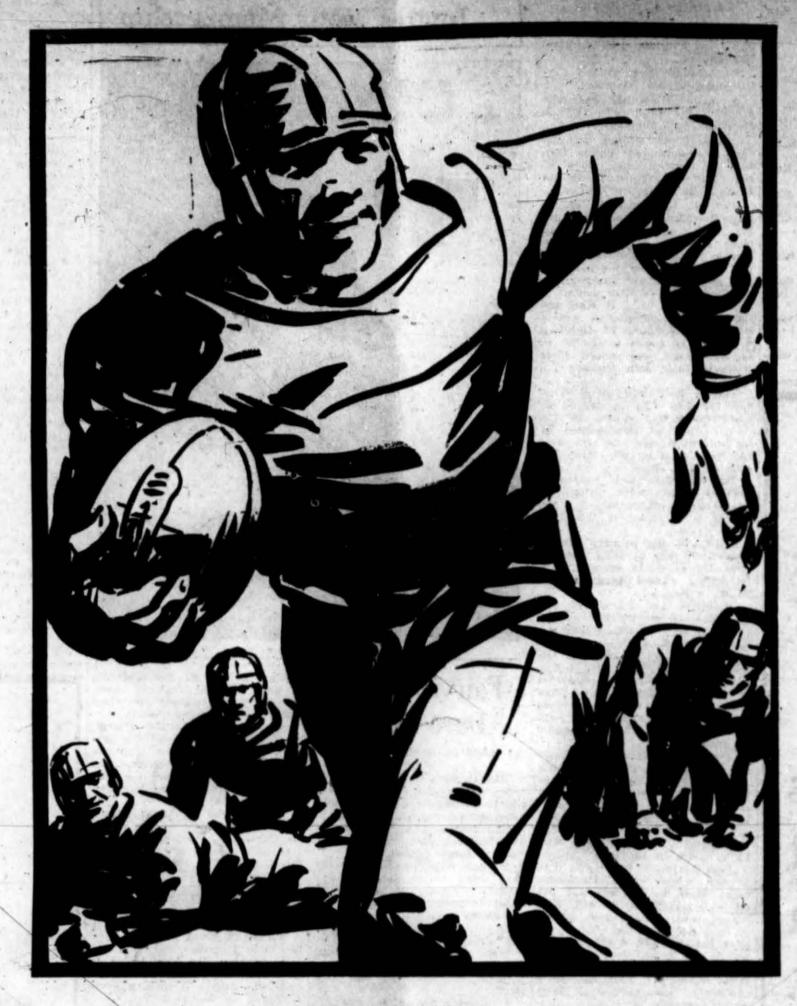
# Canyon

	N 46.	
Willard Childers LE	64	200
Bill Bewley LT	67	163
Wesley Cox LG		
Roland Black C	52	140
Kenneth Black RG		
Wade Johnson RT		7790
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

SEASON'S RECORD

Coach: Cleveland Jones, WTSTC

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

	E STATE	ALL COM	Section IN
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	НВ	16	150
L. B. Russell	нв	24	140
Wilburn Benge	. FB	27	155

#### 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.
G.M. HUDSON
B. H. HOPKINS
C. H. DILLEHAY
OSCAR EASLEY
C. W. HUMBLE
PRAIRIE DAIRIE
JNO. B. MILLER
DEWEY REED
M. D. WOMBLE
JNO. McLEAN

GLEN SNYDER
IKE'S CAFE
STAR THEATRE
HEREFORD BRAND
WEST TEXAS GAS CO.
BUCHANAN-ROSSON
JNO. H. PATTON
PIGGLY WIGGLY
T. L. MORGAN, M. D.
FIRST STATE BANK
CITY DRUG STORE

ALEX THOMPSON
E. H. NORTON CO.
DR. B. M. WILTSHIRE
JIM LIPSCOMB
CARL'S CAFE
FURR FOOD STORE
TEXAS UTILITIES CO.
McLEAN & PITMAN CO.
HILLSIDE HATCHERY
CARROLL & CORBETT
STREU HARDWARE CO.

SPROWLS & CRONIN CO.
FIRST NATIONAL BANK
PANHANDLE LUMBER CO.
GRIZZLE CHEVROLET CO.
FARMERS CREAMERY, Inc.
MAGNOLIA OIL CO., W. J. Smith, Agent.
TEXAS MARKET AND GROCERY
IRELAND-BEAVERS MOTOR CO.
Hereford Laundry & Dry Cleaning Co.
WEST-TEXAS FEED & SEED CO.
WILLARD BATTERY STATION

#### **Ammerfield News** BY MRS. GUY WALSER

lling his appointments Sunday orning. Rev. D. J. Neill preach-

ervices.

Mr. and Mrs. Frank Crawford nd nieces of Bethel were visitors Mr. and Mrs. Asa Atchley were yehe visitors Monday. E. B. Thomas of Amarillo, Miss

iva Mac Thomas of Canyon spent, J. B. Saunders, Noverber 21. in the Thomas home. The RAU enjoyed a Hallowen arty at the school house Thursay night. Refreshments of sandiches, doughnuts, tea and ere served to about 35. cocoa

The senior BYPU were enter-The senior BYPU were enterined with a Halloween party
a the vacant house east of the
ty Lawrence hopse, and all reort a spooky time.
Bill Knox and family of Hereord were Sanday guests in the
tehley home.

Mr. and Mrs. D. C. Walser and spent Sunday in Hereford.

Neill of Merkel is visiting sister, Mrs. B. E. Roberson and family. D. J. Nelli of Plain-

## Chest Colds

nos 7 helps in one. Powerful but harm-ie. Pleasant to take. No narcotics. Your yn druggist is authorised to refund your oney on the spot if your bough or cold not relieved by Creemulsion. 9 (adv.)

Tested in Coldest Canada)

NEW WINTER GRADES

at all Cource Stations

lew spent the week end with the

Rev. and Mrs. Weathers of farm northwest of Summerfield. west to the McCurdy farm.

The Study Club continued study of the Romance of the Western Mr. Streun and sons, Kurt, Jack Frontier Thursday in the home and George sang a quartet at of Mrs. Ray Johnson. A short YPU service. At church service business session was held, Mrs. chuiz and Mary Lee Curry sang. the afternoon was Law and Orpounding was given Rev. and der on the Frontier. Will Bill rs. Weathers at the close of Hickok, Mrs. Johnson; Wyatt Earp, Frontier Marshal, Mrs. Cannon, Guests were Mmes. Dave Alexander and Alex Thompson of the N. P. Sikes home Sunday. Hereford. Meeting day has been fr. and Mrs. Asa Atchley were changed to Wednesday afternoon, while the Good Will day is on in Aereford. Next meeting with Mrs.

> J. A. Noland and J. W. Cox went to Floydada last week after hulls and meal for stock.

Friday night the school children gave a short program at the school house. Afterwards Mrs. John Boling of Hereford talked on Economics and Home Building. A large number attended. Mrs. Boling will be with us again Friday evening, December 7.

Harry Cannon is in Bellview New Mexico, at work this week. Mr. and Mrs. Ben Wilhelm were in Tulia last Wednesday, taking

her mother, Mrs. Bell, home. Mr. and Mrs. Louie Huckert spent the week end visiting their daughters at Walcott and Vega. Mr. and Mrs. Will Harris were Sunday visitors in Oklahoma Lane with their daughter, Miss Dorothy

Harris, who teaches there. Ted Stats, Mike and Charlie Huckert, Mack Noland were business visitors in Borger Sunday. Mr. and Mrs. M. D. Welty, Mr. and Mrs. Woodrow Welty were Amarillo visitors Saturday.

#### **Dimmitt News**

MRS. BUCK WOOD

Fred Brown was in Plainview Monday at the bedside of his father who is seriously ill in a

hospital there. Mr. and Mrs. W. W. Holcomb and daughter went to Seguin Monday. Raymond Wilson was in Amarillo Tuesday.

Mmes. Carroll Gunter, Andrew Elder and Miss Stella, Harman were in Amarillo Friday.

Mr. and Mrs. Truitt Boothe, Talmadge Buckmaster, C. Fowlkes and Houston Hulin attended the preview in Hereford. Wednesday night.

Mmes. Ray Cowsert and L. G. Manning were joint hostesses to the Tres Mesa bridge club Wednesday night at the Cowsert home. The Halloween motif was used in decorations and refreshments. Present were Messrs, and Mmes. Raymond Wilson, Curtis Tate, Tom Bice, Goodwin Miller, Buck Wood, Harvey Youts and the hosts and

Mr. and Mrs. Blan Burson of Silverton spent Saturday night and Sunday with Mr. and Mrs. Carroll Gunter.

Russell Buckmaster returned Saturday from a hunting trip in Mexico.

Dan Boothe and Emmett Bost, students in Wayland College, spent the week end with their parents. Mrs. Arthur Headley, Mr. and Mrs. Carroll Gunter and Miss Stella Harman attended the show

in Hereford Tuesday night. Mr. and Mrs. Roy Hicks of Altus, Oklahoma, spent the week end with Mr. and Mrs. Homer

Newton. Mrs. C. J. Fowlkes and Miss June McGowan were shopping in Hereford Monday.

Joe Hastings was a business visitor in Hereford Tuesday. Mr. and Mrs. John Bagwell and little son of New Mexico spent the week end with relatives here. Mr. and Mrs. J. F. Hudson and children, Mr. and Mrs. Odis Hudson of Happy visited in the E. C.

Hudson home Sunday. Dyer Maynard of Happy was in Dimmitt Wednesday on business, mer county singing conv.
Mr. and Mrs. I. B. Brooks of Oklahoma Lane Sunday. Hereford visited friends in Dim-mitt Sunday.

Mr. and Mrs. Clarence Goings and Jo V. left Wednesday to make their home in Muleshoe.

Judge Russell of Hereford was Dimmitt visitor Monday. Zola McMillan of Plainview spent the week end with friends here. Mr. and Mrs. S. C. Wood and Hinds

Ray made a business trip to Earth Miss Louise Whitlaw returned to her home in Kress last week after an extended stay in Dimmitt. Mrs. Harvey Youts was shop-ping in Hereford Wednesday.

Jay Hastings was in Hereford Mr. and Mrs. Pete Duree and children are spending the week

Mrs. Hargreaves of Hale Center spent several days with her daugh-

ter, Mrs. Homer Newton.

Dr. and Mrs. McNeely and daughter of Memphis spent the week end with their daughter and and sister, Mrs. Alfred Freeman. About 15 ladies of the Dimmitt Methodist church attended the zone meeting in Bovina last Wed-

Mrs. Ezell of Bovina is visiting in the home of her daughter, Mrs. L. D. Parker.

Mrs. Ellen Carter has returned to Dimmitt after a visit with her son in Oklahoma City.

UNQUESTION ABLY SUPERIOR



Dean News

FRIEMEL

ell of Hereford visited in the served. Morel home Sunday.

and son, Robert Allen, spent Sun- noon. . Refreshments were served L. Weaver.

Harris visited in the Arlie Dean weeks stay in the McCrate home. home Monday night.

Mr. and Mrs. J. W. Simon and Mrs. Hart of Plainview and Mr. and Mrs. Clay Neel of Dimmitt spent the week end with Mr. and Mrs. Arlie Dean and family.
Mr. and Mrs. B. R. Fulkerson

spent Sunday afternoon in the Clem Friemel home. Mr. and Mrs. M. B. Stone made a business trip to Hereford Mon-

Mr. and Mrs. Arlie Dean and Mary Louise attended the program in the high school auditorium in Hereford Friday night.

#### Black

BY MISS NOBLE M'LEAN Rev. Lewis of Clovis preached it Black Sunday morning and Rev. Lansdown of Friona preach-

ed Sunday night of last week. Grandma Ray visited in the home of Calina Russ at Westway last Sunday.

Several from the Black community attended a Halloween carnival at Friona Friday night.

The banquet given at the club house last Wednesday night by the demonstration club was well attended. Over \$50 was realized. A number of the ladies from Black attended the county exhibit at Friona Saturday, some winning prizes on canned fruits and vegetables Ode

Hinds and wife, Faris Chaffen and wife attended the number at Friona last lyceum Friday night. H. L. McLean and family, Cecil

Vandiver and wife, Jimmie and Lucille Hays attended the Parmer county singing convention at

Ervan Kimmins visited his par-ents at Lark last week end. Ervan Welch and Arlen Hartley visited in the T. L. Welch

home last Sunday. Jim Black was a business visitor at Farwell Monday.

Jean Chaffen of Frigna spent
Friday night with Geraldine.

Maxine McLean spent Friday night with Ruth Reeves at Friona. G. E. McCrate and wife, Kermie Deaton and wife have returned from a two weeks visit in East Texas and Oklahoma. They visited the State Fair at Dallas, Mr.

and Mrs. McCrate also visited the

WAIT For the New Plymouth Century of Progress in Chicago and made a trip to New York.

People of this community en-BY MARY LOUISE DEAN-ELSIE joyed a delayed Halloween party at the club house Friday night. After the games and journey thru Mr. and Mrs. J. W. Sowell, J. the horror chamber, witches' brew W. Witherspoon and Buddy Sow- and ginger snaps, and apples were

The ladies' club met with Mrs. Mr. and Mrs. Perry Lineberger Clyde Hays last Thursday afterday evening with Mr. and Mrs. to eight members and two visitors. Mrs. Effic Harris of Texico has J. W. Witherspoon and Eldon returned to her home after a two

## TRY TEXACO

For Faster Cool Weather Starting

You'll find out the old motor will respond a little quicker on cool mornings if the tank is filled with Texaco "Fire Chief" gas. It's simply packed with power and mileage. Why not drive in today and give it a trial?

**Texas Service Station** GLEN SNYDER

# Continuing With Our Money Raising Sale NOTE THESE BARGAINS

36-inch Outing, light and dark patterns, extra heavy quality. During this sale very special

11c

up to 50c yard, your choice, only, yard-

10c

Boys' school and work shirts. Gray only, regular 59c value. Special, each...

36-inch fast color prints, both plain and fancy patterns. Regular 15c values, Sale

GOSSARD

One table of odds and ends in Gossard Corare values up to \$5.00. Choice

Ladies Munsingwear

Ladies' Munsingwear Unions, in short sleeves, ankle length and no-sleeve, ankle length. All broken sizes. Regular \$1.00 to \$2.00 values.

Curtain Scrim, ecru and white, choice, yard

36-inch Curtain Scrim,

36-inch vat dye prints, both plain and fancy patterns, regular 19c value, yard .....

Boys' Unions stock up at this special price, pair

Fox Mercantile Co.

Hereford, Texas

# AND Coffee Ireland-Beavers Motor Co. Frank's Cash Grocery



Wednesday, Thursday, Friday and Saturday November 7, 8, 9, 10

The Corner Drug Store

#### Conoco dealers and stations have the new Winter Grades, namely, 10 W and 20 Wheavier grades, too-in refinery-sealed cans and in bulk. Consult the Conoco chart, fill with the proper grade-and stop worrying! CONTINENTAL OIL COMPANY Established 1875 New and Improved

starting wear saves repair bills!

A Sure Way To Prevent

Winter Trouble for Motorists

of HEREFORD

Special Winter Grades of Germ Processed

Oil Give Positive Starting, Improved Gaso-

line Mileage and Utmost Motor Protection!

Change now to the proper grade of New

and Improved Conoco Germ Processed Motor

1. Positive Starting. These new lighter grades per-

2. Definitely more miles per gallon of gasoline. These lighter grade oils flow freely and minimize

Utmost Motor Protection. Other oils drain away, leaving parts unprotected when you start. Only Conoco Germ Processed Oil penetrates and combines with metal surfaces, forming the "Hidden Quart that Never Drains Away." Every part is fully oiled from the first turn of the motor. It cuts down

mit your motor to reach higher "cranking speed." You save your battery. You choke less-

Oil. You'll get:

friction.

MOTOR OIL

Every Wednesday Night Continental Oil Company presents Harry Richman, Jack Denny and His Music . and John Ken-nedy over N. B. C., in-cluding WFAA-WBAP, at 9:30 P m., CST





Hereford, Texas

Friday Only Matinee and Night Chapter One of

> The screen's outstanding man of action in a NIVERSAL

SERIAL THRILLER by W. C. Tuttle.



FEATURE PICTURE FOR FRIDAY IS RICHARD BARTHELMESS

His Latest Production

Midnight Alibi ITS ONLY A DIME

ATTEND THE MATINEE

Saturday Only MATINEE AND NIGHT

TIM McCOY

"Hell Bent for Love"

ONLY 10¢

Special Attraction for Armistice Day NOVEMBER 11

MONDAY - TUESDAY

THE WHOLE FLEET'S THE SETTING! . . . . THE WHOLE NAVY'S THE CAST! . . . . . THE WHOLE WORLD'S THE BACKGROUND!



ONLY 10¢-25¢

Ike Crosthwait, Prentice Ros

the Red River county of New

of the Methodist church next Mon-

day evening at 7:45, November 12.

The entertainment is sponsored

by the Young People's Department

Mrs. R. A. Baker of Amarillo and Mr. Baker are making their

home at the Gililland Apartments

Baker is an engineer at the state

park. Mrs. Baker has been in Amarillo since the beginning of the park work here.

In Amarillo On 17th

Ben Bernie and All the Lads who come to Amarillo Saturday

night, November 17, for a concert

and dance engagement, are enjoy-

ing almost phenomenal success on their present tour of the South-

Headed for Hollywood, where

they will make another picture to

follow the highly successful "Shoot

the Works," the Old Maestro and

his boys are packing them in at concerts and dance palace.

master of ceremonies is being

booked through the Music Corpor-

ation of America by Wilbur C. Hawk and will be presented in both concert and dance by the Nat

Dance Palace. All profits will ge to the Junior Welfare League of

Tickets for both the concert and

dance may be reserved now by writing Miss Lois Black, care of the News-Globe, or the Nat Dance

Rural Schools May Get

League Spelling Books

This year's spelling list of the Interscholastic League is ready for

Chambers of the Dawn school, director of spelling for the league in the county. The price of the

bulletin is one cent per copy when

Pupils are to study the words

before the league contests. The

100 per cent papers produced in the county will be sent to Austin

ordered in lots of 100 or more.

Amarillo.

Palace, Amarillo.

The famous band leader and

Ben Bernie to Play

Admission 10 and 15c.

W. C. Pitman made a business trip to Pampa today.

Albert Ross of Littlefield visited in Hereford Sunday.

Mrs. Clay Ridgway has returned from a week's visit in Miami.

E. A. Simpson, Amarillo attor ney, was in Hereford Tuesday.

Frances Dameron was an Ama rillo visitor Saturday and Sun-

Mr. and Mrs. Bob Wilson and daughter were in Amarillo Tues-

Mmes. S. P. Rosson and Cliff Acker were Amarillo visitors Sat

Wilma Jo Jones of Canyon visited her mother, Mrs. A. M. Jones over the week end.

Dr. and Mrs. A. J. Streit and daughter, Ann, of Amarillo were visitors here Sunday.

The new GOODYEAR Pathfinder Tires, 30 per cent more mileage and at no extra cost. 4.50-21, \$6.85: 4.75-19, \$6.21: 5.25-17, \$7.20. They will never be lower, but sure to be higher. Ireland-Beaves Moor Company.

Mrs. Dow Mercer returned home Friday from a several weeks visit with friends in Dallas.

Mrs. Ward's Sunday school class will conduct a bake sale at the Furr Food Store Saturday.

Mr. and Mrs. Raph Smith and children visited Mrs. Smith's parents in Stamford over the week

Misses Eva Skelton and Eloyse Pitman spent the week end in Amarillo with Mrs. M. Y. Gallo-

Mr. and Mrs. Don Baker of Borger visited Mrs. Baker's par-ents, Mr. and Mrs. H. H. Hawkins, here Sunday.

Clifford Nabors of Reydon, Oklahoma, is visiting in the home of his grandparents, Mr. and Mrs. J. I. Funderburg.

Mrs. Wirt Phillips will visit her sister, Mrs. Cotta Sisk Miller, to be re-graded and if adjudged while in San Antonio attending the perfect, awards will be made to Baptist Convention.

Mr. and Mrs. Howard Hamilton Mrs. Bert Rallins of Portales, New Mexico, visited with Mr. and Mrs. S. P. Rosson last Thursday.

Winter is coming. Why not have your motor overhauled now? We use only standard parts and our work is guaranteed. Ireland-Beavers Motor Company.

Mrs. Ernest Sewell, accompanied by her daughter, Mrs. Jack Wayland, returned to her home in Independence, Kansas, last Fri-

Don't miss seeing the bride and groom in "The Old Family Al-bum" in the basement of the Methodist church, Monday evening, November 12, at 7:45. Admission 10 and 15 cents.

Mr. and Mrs. C. L. Roberts and family have returned to Hereford to make their home. They left here-several years ago to live in Memphis, Texas.

See us for Fan Belts, Radiator Hose, Top Material, Seat Covers, Windshield and Door Glass for any car. Our prices are reason-Ireland - Beavers Motor Company.

Arnell Faye, a daughter, was born to Mr. and Mrs. A. E. Long at the hospital Monday morning. Mr. Long is employed at the Furr Food Store.

Photos in latest style folders, \$1.50 per dozen for November only. Studio on West Third Street. Bring us your kodak work. Hanna

Photos in latest style folders, \$1.50 per dozen for November only. Studio on West Third Street. Bring us your kodak work. Hanna &

Walter Harrison of Roswell, who is with the Kemp Lumber Company in that city, is visiting Grant Fuller, local Kemp manag-

er, here this week.

Both Goodyear All Weather tread and the New Pathfinder guaran-teed 12 months against road hazards. No extra charge for this protection. Ireland-Beavers Motor Company,

Try Super-PYRO, the safe, economical Anti-Freeze. rust or corrode your radiator. Only 25c per quart, no extra charge for checking and flushing cooling sys-tem. Ireland-Beavers Motor Com-

Mrs. Seth B. Holman and Mrs. J. A. Pitman left this morning for Fort Worth. They were joined in Amarillo by Mrs. H. T. Neely and Mrs. Effic Gooch. They will return Monday.

#### ROLL CALL

(Continued from Page One)

United States the enormous amount of wheat and cotton and other surplus commodities piled up by the old farm board.

The cotton was made into cloth and the local chapters made it son and Howard Morrison, the latter of Friona, left last Friday for a two weeks hunting trip to

and the local chapters made it to to garments for distribution to the poor. Millions of pounds of flow, milled from the surplus wheat, has been distributed thruout the land.

In Hereford a work room was operated at the court house continuously until funds were exhausted. Old clothes have been gathered up here from all over tiffe city and distributed. The work room made garments of the cloth furnished through government agencies and distributed them to the indigent. Everyone is urged to see "The Old Family Album" in the basement to the indigent.

Officers of the county's chapter are J. T. Cronin, chairman; Mrs. B. F. Guthrie, vice chairman; G. A. F. Parker, treasurer; Mrs. E. W. Harrison, secretary; D. H. Alexander, roll call chairman; Miss Frances Fullingim, Junior Red Cross director; John Biggs, voluntary service director; John Olson, disaster chairman; L. H. Foster, home service director; Mrs. C. P. Cockrell, supervisor of dis-

Headquarters of the roll call drive will be Mr. Alexander's office at the Panhandle Lumber Co.

Mrs. F. M. Kester and son, Hal, visited in the home of Lynn Kester at Sudan Sunday.

See the Funneldrinker twins who are so much alike nobody can tell who from who. Once Carrie Belle Sue sprained her ankle and Nannie Mae Lou limped for two weeks. Basement of Methodist church, Monday evening, November 12, at 7:45.

# Cooked Right and Served Right . . .

When your dinner arrives after being ordered in this cafe you are going to be more than pleased. Only the finest of foods are purchased by our discriminating chef, then they are cooked to dainty goodness. Served to you by experienced waitresses, and priced within your

# Ike's Cafe

COME TO HEREFORD

# Good Will Day

Thursday, November 15th



Cover your floors and put new paper on your walls before the weather gets cold.

### SPECIAL PRICES

On Wall Paper and Floor Covering This Week

E. B. Black Co.

# It Will Pay You to Stock Up AT THESE LOW PRICES

## Specials For Friday and Saturday

PEACHES	Gallon size	_ 35°
MILK	Armour's, 3 large or 6 small	18¢
BAKING POWDER	Hi-Lo, 25c size	<b>⊥ 18</b> ¢
CLEANSER	Sun-Brite, can	E¢
SOAP FLAKES	Crystal White, 5-lb box	216
BRAN FLAKES	Jersey, package	_ 10¢
SALAD DRESSING	W. P., quart	24¢
PINEAPPLE	Flats, sliced or crushed, 3 for	25¢
CATSUP	14-ounce bottle	10¢
SALMON	Del Monte, Red Sockeye, can	194
VEGETABLES	Mixed, per can	104
CRACKERS	2-pound box	176
SOAP	Camay Toilet, bar	. 5¢
CHERRIES	No. 2 can, red pitted	140
RAISINS	4-pound package	29#
With Committee of the C		-

#### FOR DRIP PERCOLATING OR BOILING One Pound

32¢

**JELLO** 

# Special Sale PRODUCT

FRUIT JARS Quart size, dozen \_\_\_\_\_ **BEANS** Ranch style, 3 cans \_\_\_ **PRUNES** TOILET TISSUE Ambassador, 5 rolls \_\_\_\_\_ MACARONI or Spaghetti, 2-lb package \_\_\_\_ COCOA Hershey's, 1-lb can MINCE MEAT W. S., per package \_\_\_\_\_ PANCAKE FLOUR 10¢ Washburn's, package \_\_\_\_\_ CAKE FLOUR Softasilk, package \_\_\_\_\_

CABBAGE	Per pound2
SPUDS	10 pounds 17
CELERY	Large bunch12

All flavors, package \_\_\_\_\_

**Quality and Service Are Paramount Always At** 

PHONE 81.

FRANK GYLES, Manager

BUY AT HOME