

Shopping

The Hereford Brand

Our Slogan-"More People-More Farms"

36th YEAR-NUMBER 49.

Published Every Thursday THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, DECEMBER 10, 1936.

FIVE CENTS PER COPY

Section

AROUND ANNUAL POULTRY SHOW OPENS TODAY

Ask Jack Wayland what he

thinks about the Spanish situation since last week. He hadn't thought much about this condition but we will Organize on "How to Stop a Revoul-

Date Extension **Granted Social**

intil midnight. Tuesday, De-or 18. However, local Post-or Walter Pickett bad not official notice of the Federal and county are expected to at-

severnment's action Wednesday.

The original workers' deadline was placed at midnight Saturday.

December 5, but with the announcement of the extension the local office continued taking application blanks this week and holding them for further instructions from the post office department. Postmaster Pickett was expecting official nstructions today.

The extension was grapfed by short of the expected mark.

Mrs. W. E. Neal III.

Neal, who has been ill for several physical impossibility to handle this week. weeks, was reported as being very this mass of mail efficiently and promptly within a few days," he children have been here for the said. "So why not shop early and the children have been here for the past several days. Roy and Harry Neal, of Lawrenceville, Illinois, By shopping early you are as sured a better selection of mer lives here; while Leslie Neal, another son, who lives in Amarillo, had also, been with his mother ling early, your parcels can be lived to the Castro county ling early, your parcels can be lived to the Hereford Implement and Appliance Company and the firm in that city has reopened under the title of Dimmitt Appliance Company. Bert Slay, former manager of the Castro county ling early, your parcels can be lived to the company. Roy Neal was called home Tuesday

Dozen Hereford Delegates Attend Highway 60 Meeting In Amarillo

James Witherspeen, County Judge W. M. Stewar, City Commissioner er Vern Witherspeen, County Com-missioners Dick Allred, P. J. Rose,

Again Advice of Postmaster

the government, the news dis-patches reported, when the regis-week issued the seasonal and any M. D. Womble Implement Comtration of 26,000,000 workers fell nual "Shop Early-Mail Early" pany, which resulted in the estabplea and stressed the importance lishment of the Hereford Impleof the public cooperation.

approximately 200 per cent dur- the Womble Company at Dimmitt, ing the holiday time and it is a according to announcements issued

(Continued on page six.) - the implement company.

WORK TO BE BID ON SOON A Hereford delegation of 12 officials and citizens met with like

New Electric

and H. D Culpepper, and Dave Alexander George Brumley and a new Hereford business firm lo-cated on Main Street in the build-Federation of Music Clubs convening formerly occupied by the tion in Lubbock on October 24, of Barnett Insurance Agency, will this year. Formed. Dimmitt

Postmaster Walter Pickett this The change of ownership of the appliances and do wiring and tend.

lishment of the Hereford Imple- electrical business here for many OIL LEASING ment and Appliance Company, as years, and has maintained a shop "The volume of mail increases announced last week, also effected in this city in previous years.

Services Held For Mother of

garet Roberts Knight, 74, mother tion obtained from C. R. Smith, of Mrs. Pat Wederbrook of this local real estate man. city, were held at the Presbyter. The area is the same as that The Cafeteria rooms at the ian church in Canyon Monday af which featured in a leasing play Hereford Central school building made in Dreamland Cometery in

Xmas Cantata by Girls' Glee Club Dec. 17th

ia Newell, Helen Buth Barber, Faye Crosthwait, Lavera Troxell, Norma Jean Foster, Inavey Bur-

Shop Opened dine, Mary Louise Dean, Marthanelle Ewton, Helen Danforth and Rowena O'Dell. This is the group The McConnell Electric company, of singers who won the trophy at

hold its formal opening in the near future, Manager George S. However, there will be a free Hereford and formed a pool here.

McConnell announced this week. will offering to finance the music Wednesday and sold 85 dressed

IS ACTIVE IN GARCIA AREA

Oil leasing is again active in Hereford Lady the Gareta Lake region, about 35 miles west of Hereford in Deal Smith county, according to informa-

A.P.A. Official Starts Judging **Exhibits Today**

In Interest of

Water Control

And Brs. Lee Morgan est to more into the home form
on "How to Stop a Beroni."

Water Control

Cuttines from over the eative from four states in a convey for the state of the state

atarted judging the entries

URKEYS ARE

The new establishment will stock and clob work. The public has birds to a Phinview produce firm.

radios, washing machines, electric appliances and do wiring and electric motor rebuilding.

Mr. McConnell has been in the electrical business here for many years, and has maintained a shop in this city in previous years.

IS ACTIVE IN birds to a Painview produce firm. The ale was held at the West Texas Feed and Seed.

W. W. Lacewell, of the Garcia number of birds. He sold 34; H. H. Luallin sold 25, and Mrs. Harry Schulz, Barry Orr and Mrs. Lula Boteford made smaller

Open Thursday

ternoon, December 7. Burial was here approximately six years ago, were completed Tuesday of this week and Phil B. Wilson, district Asternoon

In The Messiah, which is distinct by lyric, he concentrated on the idealized and epic qualities that elevate the oratorio to a plane above the concentrated on the she distinct of the concentrated on the concentrated At that time a well was started NYA superintendent of Amarillo,

idealized and epic qualities that elevate the oratorio to a plane above the opera. Neither costumes and met John Knight. They were more acope not permissible in opera, for they are quite often married on March 1, 1891.

She was active in church work, employed to voice the seatiments of imaginary observer on the situation of the drama. In this way the oratorio is similar to an clearly and active in social work.

During the 20 years in which Handel contracts of the Combinate of the Order of the Star, and active in social work.

Besides Mrs. Wedes rook of this flandel contracts of the contracts of the Order of the Eastern Star, and active in social work.

Besides Mrs. Wedes rook of this flandel contracts of the contracts of the Combinate of the Combination of the Combinate of the Combination of the Greek Irasedy.

Oratinate of the page 24.

Combinate of the Order of the Combination of the Combina

Handel's Messiah to Be Given Here Next Sunday Afternoon

The Hereford Civic Chorus, augmented by choral groups from Amerillo and Pampa, will present Handel's Messiah Sunday, Decemper 13, at 2:45 p. m. at the First otist church. Miss Mattie Mae Baptist church. Miss Mattle Mac Swisher is director of the chorus, Mrs. Margaret Schroeter, planist; Mr. Emil F. Meyers of Amarillo, will be guest conductor, and Mrs. Lila Austin Meyers will be guest

Miss Mattle Mae Swisher, direc-

Ohorus, has announced that final rehearsals for Handel's Messiah will be held at the First Baptist church Fridayevening at 7:30. All members of the chorus were urged to be present at that time since there will be no other meeting of the group before the Messiah is pres-ented Sunday afternoon

Handel co

New Company Is

Central School Cafeteria Will





HOWER GIVEN FOR RIDE-ELECT

Lawrence, whose marriage to Mr. Mrs., Grace Witherspoop, Mrs. Ber-

throughout the house. Make-believe Christmas trees and tall white Seth Lookingbill, Frances High business session plans were made to sponsor a Christmas Giving proed an atmosphere of pre-holiday gips and Mrs. Earl Wilson.

The shower was cleverly intro RETURN FROM OKLAHOMA duced when a properly attired trick eling salesman (Mrs. Velma Nawpassed each giff for inspection. Hostetler home.

for the hoper guest, and the rewith red and green cookies in man were in Amarillo Tuesday.

HE CHOCOLATE SHOP

INSURANCE

INO. H. PATTON

PHONE 50

ABSTRACTS Of All Deaf Smith County

Land Titles.

DEAF SMITH COUNTY

Cliff Estes, Manager

ABSTRACTS INC.

shapes of hearts and Christmas

Complimenting Miss Beatrice Mae Johnson, Lucretia Wilson, appropriate pictures. J. B. Noland of Summerfield will nice Witherspoon, Mr. Marie Cartake place December 27, Mrs. Onias Foll, Mrs. Nannie Mae Mauk, Opal Carroll and Mrs. Russell White-Cawthon, Mrs. Aussie Edelmon, head entertained Monday night Mrs. Velma Dewson, Mrs. Myra with a miscellaneous shower at Witherspoon, Mrs. Polly Wiltshire, the home of Mrs. Carroll.

Mrs. Velma Kendall, Blanche Poff, Mrs. C. A. Skeljon, a guest, told Christmas decorations were used the hostes es and honoree.

Those sending gifts were Mrs.

son) appear to sell his wares. returned from El Reno, Oklahoma, Pat Lawhon, Tom Majors, Earl Mrs. Tom Carroll gave a toast to where they have been making their phillips, A. R. Posey J. M. Posey, high the bride elect (in burle que). The home for several months. Mr. Ralph White, Robert Thompson, gift packages in gay and colorful Parker will be connected with the Lawrence Womble, Ralph Smith, Christmas wrapping added sur Case Implement Company, and C. F. Moore, O. K. Howe, Jack prise and charm as the honoree they are now at home in the Little Grady, Joe Kendall, James Ald-

plate was decorated Lilburn Ray and Mrs. C. G. Guse- TO LUNCHEON CLUB

The title to your land is vital

even the title.

Per Cent Federal Farm

DR. J. W. HENDRIX

109 B Street-Just North

of Mother's Park Phone 341 for Appointments

THE HEREFORD BRAND

JOB. PRINTING

Chiropractor and Masses

ITALY IS THEME OF LONE

Monday afternoon at the home of Mr. Ernest Medkief, with Mrs. taly was the chosen subject of study for the afternoon. Mrs. C. F. Moore told of Italian customs, past and present. She described the scenery of the beautiful coun-Those present were Mry Anna try and illustrated her talk with

Mrs. Lawrence Womble gave a

about needy families whom the club might help; and during the gram instead of the usual Christ-

Members responding to roll call were Mmes. R. G. Blue, Harold Mr, and Mrs. Tom Parker have Close, Jim Higgins, Roy Jowell, rich and Ernest Medkief.

A Christmas theme was emphas COUNTY LIBRARY ized in decorations when Mrs. Alton Fraser entertained members Luncheon club at her home on library: Wednesday of last week.

silver and gold ynletide sprays ers; Newberry, Mittens, Nichols, Cowsert is the daughter of Mr. centered the lace laid dining table A Fool Hath Said; Owen, Denmark and Mrs. Mark Cowsert of Dimwhile red tapers burned in silver Caravans; Richmond, School Diag- mitt and the groom is of Houston, holders. Miniature Christmas trees nosis; Sewell, Ming and Mehlt- where the bride has been employed centered the quartet table and able; Wodehouse, Young Man in for several years. snow scenes decorated tallies and Spats,

L. Davis in the contract games Tuesday night to attend the Phil- California, where they will visi after the luncheon. Cut prizes harmonic concert. went to Mrs. J. W. Witherspoon and Mrs. J. C. McCracken.

M. Wiltshire, J. C. McCracken, W. L. Davis, / Jack Wayland, C. C. Rockwell and the hostess. The guests included Mmes. Adrian Odom, J. W. Witherspoon and Colby Conkwright.

Mr. and Mrs. Ed Johnson and William Russell visited in Albuquerque, New Mexico, over the week end with Mrs. Johnson's mother. They returned Monday

METHODIST YOUNG PEOPLE JUNIOR BAY VIEW CLUB

Her influence upon the rest of the large country. characters forms the interesting

are Elizabeth Spradley, Jane Morgan, Billie Jo Roberts, Wanda Jean Reed, Mildred Rutherford, Bill Stanford, George McLean, Kermit Wilson and W. B. Wilson.

PLEASURE HOUR CLUB ENJOYS BRIDGE PARTY

Two tables of players were entertained Thursday afterwoon when the Pleasure Hour Fridge club met at the home of Mrs. W. J. Smith. Games of bridge were SON IS BORN TO MR. AND enjoyed, and high score was award- MRS. EARLY JOINER ed to Mrs. Smith McLeRoy, while Mrs. Owen Stagner won second

Owen Stagner, B. R. Dixon, Smith and Mrs. G. W. Brumley. McLeRoy, James Wilson and the Mr. and Mrs. Joiner live in Lock-

NEW BOOKS AT

The following new books have Miss Betty Rose Kerr of Hereand guests of the Wednesday recently been received at the county ford was among those who attend-

An attractive arrangement of tract Bridge; Hulbert, Forty-Nin- Dimmitt Friday, November 27. Miss

fied Vision, at the church next View club met Thursday evening Clay Neal of Dimmitt. They resunday evening, December 13.

The story has to do with the Wayland. Mrs. Eve Pitman, lead-birthday dream of a beautiful young er, introduced the study topic, Rusgirl whose attitude toward Christ-mas undergoes a complete change. the history and people of that

onclusion.

Those taking part in the play their present life under the Comhorn is a cousin of Ted Houston, munistic plan. She told about many son-in-law of Mr. and Mrs. Ober-famous cathedrals and works of thier, and had just returned from ary that had been destroyed under a visit with Mr. and Mrs. Houston this regime.

Those present were Fern Car. Daughetee, Ina Mae Gilbreath, Eva Gilliland, Katherine Kirby Eloyse Pitman, Eva Pitman, Gwendolyn Spradley, Rhita Jean Sullivan, and Ernestine Wayland.

Mr. and Mrs. Early Joiner announce the birth of a son, Gor-Delicions gingerbread topped don Eugene, on Friday, Decemwith whipped cream and coffee ber 4, at the Deaf Smith County were perved to Mmes. Boyd Lon- Hospital. Mrs. Joiner is the formdon, Roy Jowell, Harry Lomas, er Virgol Brumley, daughter of Mr.

ney, Texas.

Attends Dimmitt Wedding.

ed the wedding of Miss Mary Cow-Culbertson, Self-Teacher in Con- sert and Mr. Adolph Schilling at

Score pads.

Misses Mattle Mae Swisher and Mr. and Mrs. Hubert Dowell High score was won by Mrs. W. Ruby Thompson were in Amarillo left last Friday for Beverly Hills. until after the holidays.

RETURN FROM HUNT

Arlie Dean returned Sunday Young people of the Epworth Continuing their study of Eufrom a hunt in New Mexico. He GLADYS GORE and GWENDOLN League will give a playlet, Glori, ropean Countries, the Junior Bay was accompanied by Mr. and Mrs.

Mr. and Mrs. Ben Schemmerhor of Wichita, Kansas, visited Mr. Eloyse Pitman gave a very in, and Mrs. F. H. Oberthier for a few Who live in Boise, Idaho,

Westway Items

Mr. and Mrs. Art Manjeot of New Mexico, spent Sunday Elida, New Mexico, spent Sunday with Mr. and Mrs. Pink Gililland. Mr. and Mrs. C. V. Burges and family visited in the Coker home at Summerfield Wednesday night. Otis Hively of Olton was a uest in the Dedson home Sun-

Gomer Lee McCoy spent a night recently with Mr. and Mrs. Dod-

Try First to Suy in Hereford.

Special Prices

PERMANENT WAVES

\$1.50

LOOK YOUR BEST FOR CHRISTMAS HOLIDAYS!

SHAMPOO, WAVESET and MANICURE, all for

Charm-Aid Studio

VERNA CULPEPPER

Electrolux

This year you can pick such marvelous gifts with the heart of the home in mind. . . and you can be sure. your gift will be warmly welcomed if you choose an ELECTROLUX. This practical gift is so economical; efficient and so quiet in operation. There are no moving parts. It is

The Ideal Gift for the Wife



Washday has been changed to wash hour in many MAY-TAG homes. Maytag has also changed this hour from an hour of drudgery to an hour of pleasure. Give her a new Maytag Washer to help her out in the days to come after the Christmas tree has been disearded.

Give Her A Maytag for Christmas Thoughtfulness

WATER SOFTENER

Install a Mano Water Softener in the home as a gift to the whole family. A Dlano will protect your family's health.

FLOOR FURNACE

A Ward Floor Furnace will be a most useful gift to any American home. It will give your home Controlled Heat—no more sweaty walls or windows. See them today.

CAR HEATERS

The Tropic Air Hot Water Car Heater is just another thoughtful gift for the motorist. Any motorist will appreciate his gift if it is a Car Heater.

will say Merry Christmas in many homes this year and it will be a happier home if it is a 1937 Phileo. A new Phileo Radio will be just the gift for the whole family.

> Easy Terms and Liberal **Trade-In Allowances**

Hereford Implement & Appliance Co. L. L. WOMBLE, OWNER



ies departments are briming over with enchanting fift ideas. Here you will find the perfect solution for what to give every lady or young girl on your Xmas



the gala dresses to make it gayer! Smart yet practical frocks to make every day feel like a holiday . . . because of their unusual style touches, fine fabrics and



Friona News

BY JOYCE LANDRUM Miss Juanita Welch of Hereford Muleshoe visitors Sunday. ent Saturday night and Sunday

Miss Lucille Routh, Bennah Bur- were in Hereford Saturday. ton and Joyce Landrum were in

of Maleshoe were in Friona Sun-shopping Tuesday. The live south-

Miss Lucille Routh and Bennah Burton were Amarillo visitors last

Mr. and Mrs. Smoky Price and Mr. and Mrs. Pete Buske were J. W. Lacy, Miss Ella Marie Landrum and Miss May Turner

Muleshoe Sunday.

Mr. and Mrs. M. Slemmons and
L. S. Barron and Maurice Garth Mrs. Fred Watton were in town east of town.

mazi salues!



Make them happy with little red wagon. In

Chromium plated, with jewel move-

ment ends. Welll

back lash fishing

and sharp-

balanced.

Tricycles and Bicycles. The gift that

Attractive set of major tools

for beginners and all home uses. Includes square, brace and bit, hammer, saw auger, drill and rule.



TAKE A TRIP THROUGH OUR TOYLAND

and see our array of toys. They are just the kind that Old Santa will carry in that bag he usually kings across his shoulder. We have toys of every description too numerous to mention. . . You will just have to take a trip thrugh our TOYLAND to see them. Make your selections TODAY!

Just received a large support of the beautiful FIESTA WARE that lovely colored pottery that is most attractive for any table. Just the most useful Christmas gift and any housewife will be happy if Old Santa Seaves her some. We will be glad to show it to you.

Give Useful



Gifts

the gifts that are apreciated most by everyone and you'll find it easy to select something novel as well as useful. Let us solve your problem of what to give by taking you on a parade through our great interesting array of Christmas Gifts. It will pay you to visit this store on your shop-



Daniel News

BY PAULINE MOORE Light rains fell here last Fri-

Mr. and Mrs. E. Tierce, Mrs. Mrs. F. Tomlinson.

Joe Moore and family were in Amarillo Saturday. Erwin Shugart was in Plain-

iew Sunday. Mr. and Mrs. F. Tomlinson were Amarillo Saturday. There will be a Christmas/tree and program at Palo Duro church

Christmas Eve night. Mr. and Mrs. O. Moore have had their furniture moved to Can-

W. L. Moore was an Amarillo visitor Friday. Mr. and Mrs. F. Tomlinson

visited her sister, Mrs. Wayne Carthol, near Dimmitt Thursday. Norma Jean Tomlinson visited Mrs. Britling in Canyon one afternoon last week.

Cecil Hodges and family were in Hereford last Thursday.

Dave Moore and Clarence Me-Broom attended a farm sale near Dimmitt last Wednesday.

Summerfield News

BY MRS. ASA ATCHLEY Mr. and Mrs Woodrow Welty are visiting his brother at South

W. H. Vines was here from Oklahoma last week end. Mr. and Mrs. Marvin McAtee have moved to Canyon,

Mr. and Mrs. Lawrence and Beatrice were in Amarillo Tuesday. B. H. Atchley and family are ome from a visit at Vilelle.

WHY WAIT FOR RURAL ELECTRIFICATION?

While Rural Electrification now seems to be almost assured, many of our citizens are wondering At they will have the benefit of elecwheat and other early spring crops.
Of course no one can answer this
question with certainty, but we say, "WHY WATTY Pumps and

other irrigation equipment can be installed now or at any time that will meet every requirement of electric driven pumps as to speed and horsepower. This can be done by installing a belted head instead of electric motors, then when electricky is available, remove the pulley part of the head and your electric motor.

Most every farmer has a tracor or used engine of some kind that could be temporarily used, with very little expense. By us ing this method many crops might be saved that otherwise might be

We are now equipped to in-stall complete irrigation plants on reasonable terms to responsible

See our motor driven pemp on S. O. Wilson farm. Was chang-ed as above recommended. Sincerely,

HEREFORD JOHNSTON, PUMP COMPANY . Wm. McGehee, Manager.

Dawn Items

MES. W. J. Stewart, H. E.

Miller, Homer Barnes, C. C. Stewart and Misses Minnie Seymour and Margaret Bower attended the chapel program at the school house last Wednesday morning.

Cecil Mariner was in Amarillo Saturday.

Mrs. C. N. Bowers is visiting

her daughter, Mrs. T. J. Gardiner, in Fowler, Kansas. Mrs. C. P. Galley left Thursday for Moline, Illinois, where she

will spend the winter, with her son, Cyrus Galley. The Dawn Study Club met Tuesday with Mrs. L. A. Smith. The next meeting will be with Mrs.

Baker Womble, December 15. Royce Underwood spent Sunday night with D. E. Mariner. Mrs. J. E. Hickman visited the hool Wednesday afternoon,

Johnnie B. Caraway, who is at ending school in Hereford, spent the week end with home folks. Dawn boys were defeated in a basketball game by Jumbo Friday. Mr. and Mrs. Winfield Mariner isited in Portales, New Mexico,

last week. Several from this community hopped in Hereford Saturday,

Visiting Here.

Rose E. Ransom, of Jackson, Illinois, is visiting and attending to business in Hereford this week. She visited The Brand Office and spoke very highly of the publication. She plans to remain ere several weeks.

Mrs. Ed Allen, Jr., and two children of Lubbock arrived Friday night for a few days visit with her parents, Mr. and Mrs. Mark Hanna. Mr. and Mrs. Allen are moving to Austin soon, where Mr. Allen will be with the Land Commissioner's office.

dependent executrix of the estate at the court house door in the ed about 10.6 acres granted for 49-3

NOTICE OF SHERIFFS SALE of Marticia English, deceased, city of Dimmit, Castro County, railway right-of-way, leaving of REAL ESTATE

Mrs. Carrie Black, individually and as independent executrix of viclock A. M. and four o'clock P.

Notice is hereby given that by the estate of Matricia English, M. proceed to sell to the highest as the J. N. Vernon farm and bevirtue of an order of sale issued by the Clerk of the District Courts by the Clerk of the District Courts. of Dallas County, Texas, on the fendant J. N. Vernon for the sum lowing described real estate levied tee, dated April 1, 1928, resords Golden and S. J. Golden spent 21st day of October, 1936, in a of \$10,876.13 with interest therea few days last week with Mr. and certain cause wherein Bankers Life on from September 4, 1936, at the property of said defendants to-wit: of trust records of Castra County

certain cause wherein Bankers Life on from September 4, 1936, at the company, a corporation, is plaintiff, and J. N. Vernon and wife Jean Vernon, Ray L. Johnson,
Mrs. J. S. Stanfield, a widow, Mrs.
Tiela Draughon and husband, Robert Lizzie Vickers, a loughas, and husband, Herbert Douglas, Mrs. Lizzie Vickers, a feme sole, individually and as independent executrix of the estate of the court, house door, in the court, house door, house door, house door, house, and he court, house door, house, and he court





A Flattering Gift! NEGLIGEES

Beautiful rayon crepe in smart sces. Sweeping bias cut backs.



Fine Gifts for Christmas

Attractive simulated leathers in the newest styles! Sensational this low bargain price!



Perfect especially when they're these all silk ringless Gay modes! Wispy 3-thread full fashioned chiffons—silk from

Perfect for Christmas!

Capeskin Gloves Beautifully S

Styled!

Fine imported glace capeskin in classic slip on style or with nowelty cuff treatments. 534 to 8





Packed in

Ash Receiver Smooth or calf grain genuine leather. Polished nickel plated longue buckle. For smokers!



Holiday Boxed

Men's Shirts

New Patterns

98.1.49

Ask any man what he would like most for Christ-

mas! Most of them will

say fine shirts! We have new fabrics that look and wear like expensive shirt-

ings! Nu-Craft fused col-

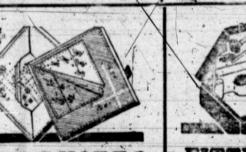
lars and soft collars. Pre-

Custom details.

shrunk! All fast colors.

LINED

Domestic Capeskin Comfortable, warm lined dress gloves make a fine gift! Button wrist style. Heavy stitching.



Soft white cotton or snow white inen! Some with lace corners, some with colored embroidery!

A small deposit will hold

your Toys until Christmas!



7 Fittings! Shark Grain!

A lovely gift at a reasonable price. Rayon lined, two pockets in body. 18" long! Good looking!



Smart styles in kid or felt. Prettily trimmed. With or with-out heels. Practical, attractive.

Leather A dandy gift! Two fold, with slide fastener. Pockets for identification cards and such. Boxed.

Buy On Our Lay-Away Plan!



Burlington 54 Zephyr

Locomotive with brake and four cars. Set one switch—the other is automatic! 203" track.



Fibre Doll Carriage For Dolls-

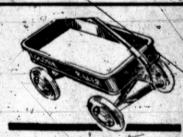
Up to 18" Streamlined buggy with bright wire wheels, rubber tires, mov-able hood and reclining back.



20-In. Baby Doll A Real Value!

This adorable doll is soft and enddly and has

moving eyes and crying voice. She's completely dressed!



Extra Utility Wagon Roller Bear \$1

34½" x 16½" red steel wagon with spoke type wheels and over-size tires

The East Half (E1/2) of Section

Number Ninety One (91) Block

ed by metes and bounds as fol-

Beginning at the S. E. corner of

said Section Number 91; thence

West 9571/2 varas for S. /W.

corner of this tract; Thence

North 1918 varas to the North

line of said Section for the N.

W. corner of this tract, Thence

South 1918 varas to the place of

of land. Deaf Smith County,

And, whereas, the said Empire

Mortgage. Company duly sold, as-

signed and transferred said Note

secured by said Deed of Trust to

Rollinsford Savings Bank is the

And, whereas, the said Wiley L.

of Texas, to-wit:

Ford Doings

BY MRS. H. M. BENSON Mr. and Mrs. H. Climer entertained friends Thursday night at a Thanksgiving dinner,

H. D Hill and family are home from a visit with relatives in Olney and Lamesa. Carl, Hilda and Mr. and Mrs.

1. I. Strafuss were recent visitors in the Strickland home at Ama-

Ted Langley and family have moved from White Deer to the J. E. Hill farm here.

Webster and children will make their home in Amarillo. Mrs. R. E. Dyer and Wayne

recently moved to Vega. Club ladies will meet in an all-

to school teachers, children and husbands.

the ladies quilt and receive gifts containing 160 acres. for the Club Christmas tree in the

Mr. and Mrs. Allen Bell of Adrian were here Wednesday.

Wyche Items

BY PEGGY VALENTINE

E. Edwards home.

the week end in Plainview. Amarillo Friday.

Mr. and Mrs. John Paetzold visited the Luclen home at Vega Monday night with Odessa Cock-Mr. and Mrs. Fred Pittner of

Mr. and Mrs. J. P. Gandy were n Summerfield Saturday.

with a fruit shower Thursday. Mr. and Mrs Ranie Harper ger Sunday. pent the week end in Muleshoe Miss Olive Perkins attended the with Mrs. Harper's mother, who Federated Club meeting in Heres seriously ill. Ms. Harper will ford Friday. emain there until her mother im-

eek with Betty Cockrell in Here Roswell, N. M., last week. Ethel Womble spent the

eek end in Dimmitt The Sevier family has moved to he Paddock place/ Rev. and Ms. LaGrone of Amarillo spent the week end with their laughter, Mrs R. W. Elliston,

Easter Items

BY LOUISE FRYE This community received from tion.

of rain last week. Foster Beall has a brother visit- Saturday night with 42. ng him from Anadarko, Okla.

of Silverton visited Saturday in Amarillo Wednesday.

hamrock and Pampa. Miss Louise McClure was in Hutson, mariNo Saturday.

lereford Katurdan

Smith home Sunday,

YALA

COURTHOUSE RECORDS

Warranty Deeds. J. H. Williams and wife to J. Rev. E. E. Goodwin and family of Vega were guests in the H. M. 36 of Wills & Holland subdivision, block 18, Evants addition. E. F. Connell and Sophia Connell to Fannie B. Elliston, south one agre of SE4, block 28, of

Evants addition.
Oil and Gas Leases. W. T. Barnhart and Western

Union Oil Company, section 9 and section 4 T.3-N, R-2-E, containing 1280 acres.

Frank F. Ferry, Kent Chandler, moved to the Webster place. Mrs. Farwell Winston, trustees, and the L. M. Williams home Wednes-Western Union Oil Company, W1/2 day. section 26, T-3-N, R-1 East, containing \$20 acres. J. V. Farwell, Arthur L. Farwell

and Frank F Ferry and Kent gelo to look for a place to locate. Chandler and Farwell Winston, day session December 16 at the trustees; and H. L. Griswold, school house. A covered dish lessee, SW1/4 and W1/2 of NE1/2 huncheon will be served at noon of SE14 and S1/2 of the E1/2 of NE/ 14 section 22 T-3-N, R-1-E containing 360 acres; NE 4 of section 21, The men will put out trees and T-3 N, R-1-E containing 160 acres; Improve the school grounds, while NW1/2 of section 22, T-3-N, R-1-E,

Quit Claim Deed. R. H. Kemp Lumber Company vs Laura Murphy, NW grant of section . 85, block M-7.

Progressive News

BY OLIVE PERKINS

Club met with Mrs. Ray Herspent three days last week with shey December 2, with 11 members present. Mmes. Ira Ricketts payable to the order of the Empire Dillard Edwards and family of and S. A. Edwards read papers Hereford spent Sunday in the A. on disease of children and treat ments, and the hazards of child. Texas, due on the 1st day of Feb-Fred Henry and family spent ren. The next meeting will be the Christmas party at the home of J. D. and John Love were in Mrs. A. S. Higgins. Names were drawn for the Christmas exchange. Miss Ira Jeanne Ricketts spent

rell in Hereford. Mr. and Mrs. Ray Hershey and Hereford visited the Boeskin fam- Howard Hershay and family visited relatives in Muleshoe Sunday. Ira Ricketts and family visited

the Clyde Russell home at Tex Miss Park's room honored her Ray last week end, and called on Mr. and Mrs. Anderson at Bor-

Mrs. Ira Ricketts called Mmes. Claude Ricketts and W Lottle Tyson is spending the E. Neal in Hereford Monday. W. C. and Orin Russell were in

Ward News Notes

MRS. GEORGE SUGGS Mr. and Mrs. Bill Nafzgar of Walcott visited Mr. and Mrs. Geo.

Suggs Sunday. Mrs. Dennis of Post has been staying with her daughter, Mrs. Hutson, the past week. Mrs. Hutson is recovering from an opera-

half to three quarters of A . Mr. and Mrs. Glenn Rutter entertained friends in their home

Moody Aten of Lelia Lake is Mrs. V. R. Gardner of Tuliancisiting her sister Mrs. Rutter. Mrs. Emmett Brookshire and Mrs. Bob Higgins and boys were

ight in the Mayton Woolery home. On the honor roll last six weeks Mr. and Mrs. H. Benson and were Martha Lee Rutter, Ruth Mildren spent the week end in Moreman, Peggy Jo Prosboco, Marie Moreman, and Billie Dennis

Several from this community Mr. and Mrs. Omer Baker of tended the Mons carnival in Sunray, Texas, spent Monday here attending to business. They are Mr. and Wrs. W. H. Epperson former local citizens, having been Summerfield visited in the J. owners of the Club Cafe for many

It's wise to give her a new EASY Washer for

Christmas. For no other

gift will be so helpful-

so constant a week-in

and week-out, reminder

of your thoughtfulness.

The cost is low—this new 1937 EASY with

new 3-ZONE Turbo-

lator washing action and new Safe- \$4 00 guardwringer,

costs only

Messenger/News

and Hobby Williams. Cap Rutherford of near Adrian

called at the L. M. Williams home Monday. Altus, Hobby and Quince Wil-

liams were guests in the Dollie Whitson home Sunday.
Oscar Easley was at his ranch

here Sunday. J. A. Williams and L. C. Davis of Fort/Sumner, N. M., called at

Ben Bates is helping Charles Brown stack feed this week. Mr. and Mrs. E. F. Green left John Whitsett was in Hereford and Farwell Winston, trustees, the first of last week for San An-NOTICE OF TRUSTEE'S SALE THE STATE OF TEXAS,

COUNTY OF DEAF SMITH. Whereas, by virtue of authority vested in the Trustee, named and appointed in a certain Deed of Trust, recorded in Volume 27, Page 585, of the Records of Mortgages and Trust Deeds of Deaf Smith County, executed and delivered to such Trustee, Wiley L. Robertson Rollinsford Savings Bank and said on the 3rd day of February, 1925, by Blan Poff and Blanche Poff, owner and holder of said Note. his wife, for better securing the payment of one certain Promissory Robertson, the Trustee named in Note of Five Thousand Five Hund- said Deed of Trust, has refused red (\$5500.00) Dollars, more fully to act as such Trustee and perdescribed in said Deed of Trust, form such trust, and said Rollinsand executed by the said Blan Poff and Blanche Poff, his wife, Mortgage Company of Wighita Falls, Texas, at Wichita Falls, quary, 1930, bearing 6 per cent interest per annum from date unpaid, interest due and payable annually as it accrues, providing that failure to pay said Note or any installment of interest thereon when due shall entitle the hold-

er thereof to proceed to collect the same and also provided for

the payment of 10 per cent addi-tional on the amount of principal and holder of said Note or Bond said premises paid by said Rollins-the First Tuesday in January, and interest then due, as attor-BY ESTELLE WILLIAMS

Dick Barnes, who is working for D. Culpepper, visited friends here

BY ESTELLE WILLIAMS

Dick Barnes, who is working for Said Note was thereafter empowers. Trust, did upon the refusal of said Rollinsford Savings Bank of Deaf Smith County, Texas, the cred to the due date of same duly Wiley L. Robertson to set as such Salary Follows. D. Culpepper, visited friends here last week.

Shoppers in Hereford Saturday were Ben Bates, Frank Knabe and family, Mrs. J. E. Jones, Estelle and Hobby Williams.

It is the first of said said Rollingford Savings Bank of Salmon Falls, New Hampshire, the above described property, with all country of the last day of February, 1935; come the Trustee in said Deed of Trust, I will offer for sale between witness my hand this 28th day in the country of the last day of February, 1935; come the Trustee in said Deed of Trust, I will offer for sale between witness my hand this 28th day in the country of the last day of February, 1935; come the Trustee in said Deed of Trust, I will offer for sale between witness my hand this 28th day in the country of the last day of February, 1935; come the Trustee in said Deed of Trust, I will offer for sale between witness my hand this 28th day in the country of the last day of February, 1935; come the Trustee in said Deed of Trust, I will offer for sale between with a country of the last day of February, 1935; come the Trustee in said Deed of Trust, I will offer for sale between with a country of the last day of February, 1935; come the Trustee in said Deed of Trust, I will offer for sale between with a country of the last day of February in the country of the last day of February in the country of the last day of February in the country of the last day of February in the country of the last day of February in the country in the country of the last day of February in the country in the said Deed of Trust covering the Trust as substitute for the said the legal hours thereof, to-wit: Be of November, 1936.

> County of Deaf Smith, and State trustee I did thereupon succeed to all of the estate, right, powers significant and the estate, right, powers and trust granted or vested in the said Wiley L. Robertson by said Deed of Trust, M.7, B. S. & F. Survey, Patent

Number 133, Volume 30, describ-East 5571/2 varas to the N. E. corner of this tract; Thence beginning containing 325.3 acres

> Protect What You Have INSURE-John McLean Insurance Agency Phone 273

You'll Be Sorry.

... if true winter weather finds your car un-protected by winter lubricants, anti-freeze and a quick-starting winter gasoline. Drive your car around, or call us, today and get that final" check before true winter weather pays its annual visit.

SERVICE STATION

Glenn Snyder

following described real estate situated, lying and being in the And, whereas, as such substitute M. and 4 o'clock P. M. at Public

And, whereas, said Blan Poff and Blanche Poff, his wife, have made default in the payment of said \$5500.00 Note above described, due on the 1st day of February. 1935, and the same is now past due and unpaid, principal, interest and attorney's fees, by reason thereof and as provided for in said Note and in said Deed of Trust. now aggregating, principal, interest and attorney's fees, \$8,314.18, plus

> The Gift of fine jewelry makes Christ, mas a day that is long remembered. Give a fine watch, a precious jewel, a gift that is always cherished. Our collection of gifts affords something appropriate for every name on your

Diamond Engagement Ring \$29.50 Men's Wrist Watch, 15-Jewel Gruen \$24.75



Lady's Baguette

WRIST WATCH

Diminutive and

-Dainty

\$39.50

F. M. KESTER and SON **JEWELERS**

Gifts That Make

Christmas Memorable





or the "Girl Briend" PERFUME ATOMIZERS

TOILET WATER . TOILET SETS PERFUMES: SUBSCRIPTIONS . MAGAZINES

HOT WATER BOTTLES COMBS .. BRUSHES ELECTRIC HEATING PAD BOOKS STATIONERY. •

Mor Son

PEN AND PENCIL SETS KEY TAINERS . POCKET KNIVES SHAVING ACCESSORIES WATCHES . MILITARY BRUSHES RAZORS . CAMERAS . FILMS FLASHLIGHTS . TOYS . NOVELTIES

For Daughter

SOAPS AND POWDERS PERFUMES . BATH SALTS BEAUTY TREATMENT SETS COMPACTS . TOILET WATERS MANICURE SETS . ATOMIZERS COMB AND BRUSH SETS MIRRORS • TRAVELING CASES STATIONERY . FOUNTAIN PENS ERSON ... FOR EVE

For Husband or Hather or the "Bon Friend"

CIGARS . HUMIDORS . PIPES CIGARETTES . LIGHTERS SHAVING CREAMS GOLF BALLS | PLAYING CARDS SHAVING LOTIONS TOBACCO BILL FOLDS SHAVING BRUSHES RAZOR BLADES . SAFETY RAZORS

Mor All the Namily

ELECTRICAL UTILITIES CHRISTMAS SEALS AND CARDS ALARM CLOCKS . ASH TRAYS VACUUM BOTTLES ASSORTED CHOCOLATES

AND CHRISTMAS HARD CANDIES





MCCONNEL ELECTRIC CO.

= S washer

Amarillo And mpa Groups To Take Part Jowell Nancy Millard, Mrs. C. C. Dillehay, Mrs. H. E. Mifler, Anna K. Hardesty, Ruth Wolfe, Sybil Smith, Mrs. Ralph White, Mrs. J. E. Beyer, Ellen Smith, Sarah Agnes Bryant, Mrs. Wiley Roberson, Mrs. Carl Mountz Mrs. C. C. Pampa Groups

of the public heart. His orator- and Mrs. Gertrude Brotherton; ed by the Texas Headquarters at hold a meeting here Saturday with this week received invitation to los differ from the ecclesiastical Mrs. C. C. Acker, Mrs. H. A. Close, Austin that this county's quota in more than eight schools represent-works of Bach, and though he add- Mrs. Cliff Estes, Mrs. H. H. Haw- the new "deficit campaign drive" ed, W. M. Emmons, vocational agworks of Bach, and though he add Mrs. Cliff Estes, Mrs. H. H. Hawded nothing original to the form, he fused the best of all his predecessors. He began working on oratorios after realizing the prediction of the English people for that type of entertainment during the Lenten season when the fused the Lenten season when the first drive was \$302, making the proximately \$60. during the Lenten season when I. H. Spratt, Ernest Schelhagen, The national party leaders have expected.

The program calls for an inspectual, Dimmitt, Plainview, Hale trick opera was forbidden. As Henry Turner, J. E. Beyer, Caw- asked the state of Texas to raise a result of his upsurpassed active the Bryant, O. T. Williams, Ellingland, the country has come to have the title of "Land of The have the title of "Land of The Oratorio". Not until 35 years are larged to have the state of Texas to Talse an additional \$50,000 to help wipe and the host club. Other will be added to the part of the state of Texas to help wipe and the host club. Other will be added to an additional \$50,000 to help wipe and the host club. Other will be added to the host club. Other will be Oratorio". Not until 35 years after his death were there important contributions to the form. Then Hayden, inspired by a production of The Messiah wrote his great- of The Messiah wrote his great- of The Creation.

Broadwell, Mrs. Homer Fox, Mrs. be mailed direct to Director Millor to District club officers are to prespect by state club officers are to prespect by state club officers are to prespect by a production and the state Democratic Camber of the amount given will be filed at the Democratic National head- of the Messiah wrote his great- of the Here- of The Messiah wrote his great- of the Greation.

Broadwell, Mrs. Homer Fox, Mrs. be mailed direct to Director Millor Camber list, headquarter officials. Another list, be mailed direct to Director Millor Camber list, headquarter officials. Another list, headquart st work The Creation.

Ferguson, Genevieve Eberle, Edith

Mrs. O. T. Williams Mrs. Nona County Party To Raise \$60 Deficit Fund

Local FFA To Host Area One Meet Saturday

The Deaf Smith County Demo- The Tulia District Future Farm-

party leaders have announced. trict organization.

Hereford Cage Teams Invited **Dimmitt Meet**

again enter the annual invitation accepted the invitations late Mon-basketball tournament to be held day night. Indications were that at Dimmitt Friday and Sapprday the tourney would be the most Like invitations had been receiv- years;

spirited and closely contested in ed by cage teams of various high Cups and individuals trophies chools of the Panhapdle and more will again be awarded winners, the

han 20 boys' and girls' teams had host school has announced. in 1742, is still the chosen favorite M. Emmons, Mrs. R. P. Coneway, craffic committee has been advisers of the Hereford high school BIG MILLINERY SALE

Every felt and yelour hat in the house on sale. All children's felt hats going at \$1.00 each. We have just received several Metallic Hats in Gold and

Silver, going at a bargain. We have new Silk Spring Hats. See our big line of Hat and Scarf Sets in black, white and all good colors, both

Wool and Plush. the hew Hollywood Rott-the last word in Millinery for all ages. Also for men and boys.

It Will Pay You to Visit Us.

VOGELE MILLINERY PARLOR

IN CHERT CHE CHERT CHERT CHERT CHERT

CONFIDENTIALLY ... Neighbor to Neighbor

"By practicing and encouraging loyalty to Hereford district businesses, institutions, and industries, we are laying the foundation for a brighter tomorrow.

"Greater prosperity in our home town means greater prosperity for all of us as individuals. It's 'good business' to spend our dollars here where they have some chance of returning to us on their circuit of the community.

Then, too, it's very probable that we actually save money by buying goods in Hereford, quality of merchandise, car expense, or freight being considered."

We Are Prompted to Sponsor This Message to You Through Our Interest in Community Welfare

Magnolia Petroleum Co. W. J. (Bill) SMITH, Agent Phone 371

Roy's Produce

Buyers of Cream, Poultry. Eggs Hides, Produce, Feed Hillside Hatchery

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Fraser Produce 209 West Third Street Phone 484

Kerr Hardware & Implement Co. Everything for the FARM - HOME-RANCH

L. H. Foster

H. L. Rice "Brunswick Tires"

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"Where Hereford House-

Phone 74

wives Buy

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J. C. Penney Co. "Under More Than 1400 Phone 22

Vogele

"Fashionable Millinery" Always On Display

New Club Cafe 'Just a Good Place to Eat'

Mrs. Henson, Manager

Phillips "66"

Makers of

Packard's Best Flour "Made In Hereford"

Packard Milling

Pitman Grain Co

West Texas Gas

Millinery Parlor

Station No. 2 'Phill-up With Phillips' Washing, Greasing, Lee

Fox Cleaners & Hatters

"In by 3:00, Out by 6:00" Phone One-One-One We Call for and Deliv

The Hereford Brand

Our Slogan--- More People -- More Farm HEREFORD, DEAF SMITH COUNTY, TEXAS

MRS. SETH B. HOLMAN Publisher and Manage BARNEST E. HAYLEY _____ Edito

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ed as second-class matter at the Post Office in Hereford, Texas, under the act of March 30, 1879.

NOTICE TO PUBLIC

any erroneus reflection upon the character, standing or reputation person, firm or corporation, which may appear in the columns of 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.

Poultry Show

(Continued from page one)

Implement company serve again their destination before Christmas The showrooms of the Rosson the setting for the exhibits The pens, obtained from the Amarillo Poultry Association were set up and the adequate showrooms conditioned for the occasion by the Hereford club of the Future Farmers of America first tion also conducted adult classes if broken in transit. of instruction in washing and conditioning of birds for shows, recently. Pens were set to care for between 350 and 400 birds, accord- age by shock or jar. Wrap in ing to early indications from pro-corrugated pasteboard or similar

Many Prizes Offered. Besides approximately \$110 cash,

advertised in the seventh annual show's premium list, several additional prizes are being offered by local business firms. For the first light brown Leghorn pullet the Consumers' Fuel Association is offering five quarts of Beaver-Penn lubrication oil. Packard Milling company and the West Texas Feed & Seed are offering 200 pounds of feed each during the show. Four meals at Ike's Cafe will be given away also. It was announced that both exhibitors and visitors of the show would be eligible for many of the prizes, including a number of free tick-Free Entry Retained.

The practice of free entry was

retained this year, after considerable effort on the part of associational leaders. It was serlously considered, for a time, that an entry fee would have to be charged to help care for the expense of the affair. However, funds were again contributed by Hereford business firms.

for late Wednesday, day prior to show opening, after officials Show has long since out-grown the ing out after business. area it was designed to represent. Breeders from over the entire Panbandle and Eastern New Mexico Patton is interested in revolutions. have been entering their birds for Anyone knowing anything about a number of years.

major part of the exhibits, with didn't get angry. turkeys, ducks, geese and bantams also being represented:

Girls Win Two Games

teams last week end:

court by the score of 36 to 20 in thing to show for his visit "over Wednesday what proved to be one of the fast, there", est moving games of the season. Good sportsmanship and teamwork gave the Hereford girls a 6 to 18 lead at the half, and a 16-point lead at the end of the game

Hereford starting line-up: Atchley, Turrentine and Russell, for award contracts, are: Grading, Whitehead, guards.

that team visited here Saturday, New Mexico line to Bovina, and condition had been reported serious, day afternoin in the Municipal December 5. The game was fast grading and drainage structures on but he was resting better Thurs- Auditorium by Dr. Bryan Keath- and exciting, with more fouls than 12 miles from Bovina through day morning. and exciting, with more fouls than 12 miles from Boving through day morning. usual being made by the Hereford Friona, all in Parmer county.

son, Whitehead and Cawthon, mer, it was understood. guards; Turrentine, Lovelady and commission's action in regard to pital Saturday. She underwent a stressed the importance of the Le-Atchley, forwards.

Mail Eearly

(Continued from page one)

more efficiently handled, and reach When you wait until the last minute, when holiday mails are congested at every point, you run the risk of your parcels being delayed at various points.

Glassware, fragile toys or crockery must be packed to prevent of this week. The same organiza- the escape of particles or pieces

Ordinary boxes of cigars wrapped in paper will not be accepted Pack in a manner to prevent dam material Cigars must be in good shipping condition.

All articles easily broken or damaged must be plainly marked "Fragile"

Parcels containing perishable rticles must be marked "Perishable" and packed in suitable container, according to contents.

Articles likely to spoil within the time reasonably required for the transportation and delivery will not be accepted for mailing. Use special delivery stamps for rush delivery on such packages,

No parcel must be more than 100 inches in length and girth combined, nor exceed 70 pounds in weight, the local postmaster point-

Around Town

(Continued from page one)

car to take a ride Sunday afternoon and car trouble developed and it cost Charlie \$3:90 to get markets of this nation. The for-eign investors have placed their Bissell was held December 8 in back to town.

You single men of marriageable money here while war is threat- Wilmington, Deleware, at which A dead-line for entries was set age better beware of some persons at the court house. There has been no marriage license run up American stocks, and then Health Service, was the chief sued since November 21 and we found that the original Tri-County understand that solicitors are gorope to finance the world war and fight for health against tubercalo-to rebuild Europe after the war, which have never been sent back.

We have also learned that John them on how to control a temper Chickens again constitute the let John know. PS. Of course John

> The coffee drinking bunch had better visit Ike's Cafe on Friday as Viola Foster says the treats will be on the house during that day and she will stage some sort of contest, all free, of course.

It's hats off to George Pace, ther station in Hereford even if it is a little late. He is Day. The Hereford Whiteface girls one ex-doughboy who has invest-Thursday hasketball team marked up two ed his bonus money in the "best Friday more victories to their 1936-37 rec- way". He purchased three lots in Saturday ord by defeating Farwell and Vega Hereford, built a nice stucco Sunday _____ house and had a water well drilled Monday Vega was defeated on their home on the place. He now has some Tuesday

Highway 60

(Continued from page one)

wards; Cawthon, Snyder and drainage and structures on 15 miles from Castro county line to The second victory of the week near Friona; grading and drain to the hospital Wednesday, Dec- some place in West Texas. was registered over Farwell when age structures on 13 miles from

. This work will place this road The starting line-up was Wil- in line for surfacing next sumday is considered to be largely

LOTS OF PEOPLE MAY BE LOOKING paign from the allocated State of the 1937 close-gap campaign from the allocated State of the ABRAND WANT AD NOW!

BIBIDISTA BIBIDI Special Holiday Prices On Permanents PROM \$1.50 UP

\$3.00 Permanents for \$2.00 \$3.50 Permanents for \$2.50

Bobbie's Beauty Salon

THE RESERVE AND THE PARTY OF THE PROPERTY OF MANAGEMENT

A LONG TIME AGO IN HEREFORD

December 8, 1905.)

In addition to grading and graveling Dewey Avenue, arrangements were being made of corn to the acre. to drain the lower end of that thoroughfare, which was inevery time it rained.

Wall Street was measy over the possibilities of cotton growing in this region. Wires asked actual number of bales ginned and other information concerning cotton growing here.

Hereford merchants were busy decorating their stores for the Christmas season.

tioned by local citizens in an church. effort to have him prohibit the promiscuous sending out of garden seeds by Congress-

The Panhandle Teachers' As- in the many games played. o. b. Toledo.

AND OURS

We're beginning to think the

doesn't have to wear a red cap

nor carry a shotgun while climb-

ing through a barbed wire fence.

Talking recently with an individ-

ual who has given considerable

ime, no little effort and quite a

bit of money to the advancement

of Dalhart, it was discovered he

had reached the point where he

had definitely decided that he

would discontinue all future pub-

he activities and devote all his

time to his own business. His de-cision was reached when he had

been severely criticized for some

President Roosevelt is worried

get out with a big profit? This speaker.

nation has something else to wor-

which have never been sent back

home. It looks like the United

States has been taken for a ride

Weather Chart

Temperature extremes and moist

ure for past week, furnished by

Department of Agriculture's wea-

Hospital Notes

Womble Son III.

reported doing well Thursday.

nesday for a minor operation. She was resting well Thursday.

Mother and Baby Fine

ine today.

al Sunday and une

Mrs. C. P. Grimes was admitted

Pride Baby Bern.

rabbit has the advantage.

-Wellington Leader.

art.-Dalhart Texan.

By Their Words | Health Seals

of his activities in behalf of Dal- the movement use the cherry lit-

about 71/2 billions of foreign mon- 1907 and conducted the very first

ey which is invested in the stock Christmas Seal sale in this coun-

ened in Europe. Or is it that Dr. Thomas Parran, Surgean Gen-

nation has something else to wor. The sale of the stamps is narry about—the 15 or 20 billions of thon-wide and the money derived

States has been taken for a ride 2-Day Session on international finances.—Canyon 2-Day Session

cember 1 and 2.

Around Arney some farm-

clined to fill up with water Company, J. G. Callens and the then raging World War. E. B. Black each stepped out with full page advertisements. were reasonably priced.

December 10, 1915.)

The President had been peti- tor of the local Presbyterian Sunday at home here.

Fight Against

Tuberculosis

each, and re-

quested to send a

mail. Enthusias-

ed the stamps 30 years ago in

Legion Meeting

Held Amarillo

Several hundred Legionnaires

from the 18th District, which in-

cludes Hereford and Deaf Smith

county, attended the semi-annual

convention of the American Le-

gion in Amarillo Saturday and

Sunday, December 5 and 6. The

Hanson Post of: that city was

night after efforts had been re-

newed in behalf of a veterans'

The convention closed Sunday

host for the two days.

being repaired and repainted.

The Brand's editorial page ers were gathering 30 bushels seemed to indicate that Henry Ford and his peace commis-The Hereford Mercantile great deal in his effort to end and "patched-up" state ad valorem sion had not accomplished a

In the dry goods line, fascin-ators, shawls, cotton flainel continued its study of Ancient asked that more farmers be apand long-handled underwear Greece In Its Relation to Art. pointed directors at Texas A. &

Continued hard rains were (From The Hereford Brand reported from all sections of the Plains country.

Rev. W. M. Baker had just | Miss Cecil Gililland, teacher closed his eighth year as pas- at the Rance school, had spent

Bahnhart and Rice had tak-Hereford basketball girls en over the Overland agency defeated the Amarillo girls' and were advertising this then team there, 29 to 3. Hereford popular car at \$750 for the girls had not been defeated five passenger touring car, f. FOR SALE: A tract of highway

Local Men Back from Ft. Worth

One resolution was defeated on arguments that it was indefinite. It advocated a 10,000-pound load

(From The Hereford Brand, sociation met in Hereford De- The Northern Hotel was limit for Trucks in Texas, instead of the present 7,000-pound maxi-Other resolutions adopted ask-

ed laws to license wholesale fruit

ing a program of crop production

and marketing control.

For Sale or Trade

Meeting of TTA

only one cent TTA meeting

which was composed of delegates unofficially representing Texas entire farm population, ended its two day meeting by urging legistation to divert import duties to finance crop insurance and by ask-

Vote against tuberculosis! The original Christmas Seal used on letters and packages, was a vote against tuberculosis 30 years ago —it is still voting and doing good.

The sale this year, as in the past, is conducted principally through the mail.

Prospective buy seed on a section part work last week where they attended the state as sheet of 100 cer.

Note against tuberculosis! The Jim Lipscomb, president of the harrow, one 1-row lister, one 2-row go-devil, one 1-row go-devil.

Is your life protected? In case of death are your dependants provided the state as seek leather harness. See Guy Smith.

Ip MR. FARMER: If you need papering or painting done, will be glad to trade work for meat, either harness. See Guy Smith.

Prospective buy errors are mailed a sheet of 100 cer.

Prospective buy elected the pair early in November or pork. F. S. Smith, 310 ceres of the pair country at the left or pork. F. S. Smith, 310 ceres of the pair country at the left or pork. F. S. Smith, 310 ceres of the pair country at the left or pork. F. S. Smith, 310 ceres of the pair country at the left or pork. F. S. Smith, 310 ceres of the pair country at the left or pork. F. S. Smith, 310 ceres of the pair carry in November or pork. F. S. Smith, 310 ceres of the pair carry in November or pork. F. S. Smith, 310 ceres of the pair carry in November or pork. F. S. Smith, 310 ceres of the pair carry in November or pork. F. S. Smith, 310 ceres of the pair carry in November or pork. F. S. Smith, 310 ceres of the pair carry in November or pork. F. S. Smith, 310 ceres of the pair carry in November or pork. F. S. Smith, 310 ceres or pork.

BARGAINS IN USED CARS 1935 Standard Chevrolet Sedan;

Model B Ford Sedan; 1934 Master and cold water furnished. Frances Chevrolet Conpe; 1933 International Apartments. Truck 1934 V-8 Sedan. Brumley-Woodford Motor Co.

Inquire at Brand office. ANTIQUES: Lamps, and glass. Polk St., Amarillo, Tex.

725 West 16th Street, Amarillo,

FOR SALE: Small coal stove, cheap. Glenn Snyder, Texas Ser- WANTED: Housekeeper, do ho vice Station.

feed, two wagons, one 3-section

ers are mailed a sheet of 100, at bev to represent this county at the sheet of 100, at bev to represent this county at the West Third.

WANTED: Transportation to trade work for meat, either las in coach or sedan; share beef or pork. F. S. Smith, 310 penses. Phone 765-W. Mrs. West Third.

The Fort Worth convention OWN A HOME: A real snappy

edge of Hereford.

FOR SALE: Grade "A" raw milk. Delivered to your door twice daily. Steam sterilized utensils a quate refrigeration. Re-Dairie.

FOR SALE OR TRADE for live. and vegetable buyers; to preserve ready to go, bargain. Wm. Ash & game and fishing resources of Tex.

Son, Allis-Chalmers dealers, Umbar-

tax system to include intangible FOR SALE OR TRADE; Improv With Mrs. F. T. Roloson as ter farmers' mutual fire insurance for house in Hereford or sell rea-

For Rent

FOR RENT: 80 acres, about 8 miles southwest of Friona, joining I. J. Heims land on the south \$25 cash rent. M. Fillenworth, 2901 South 24th Street, Omaha, Nebraska.

FOR RENT: Comfortable winter 1934 Master Chevrolet Sedan; 1932 apartment. Newly decorated, hot

THE NEXT 10 young people who enroll in this school can do so unheard of terms of tuition. You property at very reasonable price. can also earn your board and 44-tf room. Write for information. Fleming Business College, 8081/4

Wanted

le work and cooking for family of four. See Mrs. C. B. Burdine, 410 FOR SALE OR TRADE: Bundle West Fourth St., Hereford.

bost and Found

Great Gift Selection

SPECIAL SALE ON MEN'S SUITS

We have men's suits in all styles and sizes, all popular and smart cut patterns. Both double and single-breasted coats. EXTRA PAIR OF PANTS PREE WITH EACH SUIT PUR-

\$12.50 . \$25.00

NO-FADE **SHIRTS**

will be appreciated.

smart accessory for the ladles'

hospital "somewhere in West Texas". Congressman Marvin Jones, **SHOES** one of the principal speaks during the convention, told the Legion-Benny Le Grand Womble, 13- naires that he was strongly in fayear-old son of Mr. and Mrs. Troy vor of congressional approval of Womble of this city, was admitted a hospital for disabled veterans

ember 9, with pneumonia. His The public address given Sunchaplain of the Legion, was prais-Mrs. D. C. Walton of Deaf Smith most patriotic address delivered county, was admitted to the hos- during the two-day session. He the bids advertised for last Fri- major operation Tuesday and was gion in its endeavors in behalf of

American principles.

The convention voted unanimous. Minor Operation.

Mrs. Inez Rice, wife of Charles

Panhandle post to hold the spring
Convention, in May, at that city. ly to accept the invitation of the A buffet supper was served the delegates Sunday night at the Legion Home, to close the two day

to the hospital Saturday. Baby still improving from a fracture and mother were reported doing suffered more than a month ago.

Miss Cross Dismissed. Miss Mary Helen Cross A baby girl weighing 8 pounds, dismissed from the hospital Wed-six ounces, was born this week to nesday. She had been there for Mr. and Mrs. M. E. Pride. Mrs. some time, following an appendix Pride was admitted December 8. operation.

Mr. and Mrs. W. J. Gililland,

Ladies'

PURSES

Ladies dress shoes and house slippers, latest styles, all sizes

Handkerchiefs

LINGERIE A wide variety of intimate wear-ables, colored and beautifully tail-ored.

SHOES

SOCKS

75¢

Ladies'

Men's **PAJAMAS**

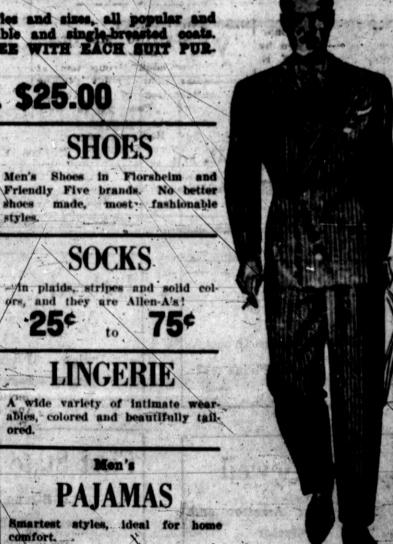
Table Scarfs

All sizes and colors, some dainti-



Sweaters

Ties and Belts



Pillow Cases and Sets -both hand embroidered and lace trimmed, an ideal gift for the

> Ladies' Pajamas

CIFTY

IBS. JOHN McLEAN. Society Editor

JUNIOR PIONEER CLUB HAS DELE PROGRAM

The Junior Pioneer Study club Mrs. J. E. Beyer and Mrs. T. E. be a very interesting meeting at Seigler were hostesses when the home of Marie Cogdell Tues-

Alice Ray. Margaret Schroeter discussed Authors of the Bible, and Lois Moore read The Christian interesting talk on The Supreme Story, from Luke,

Members present were Elizabeth

Members present were Elizabeth

Members present were Elizabeth

Members present were Elizabeth

Brumley, Genevieve Eberle, Gussie cerning suggestions for reducing Edel n, Virginia Lillard, Lyn-crime. lub, was a guest.

EASTERN STAR CONDUCTS NITIATION PROGRAM

An initiation program was con- CELEBRATES BIRTHDAY ducted at the regular meeting of the Eastern Star at the Masonic Hall Tuesday night. The hall was decorated with four small trees a matinee party at the Star theailluminated by vari-colored lights, and other suggestions that carried out the holiday spirit. Mrs. W. T. Wombie and Mr. and Mrs. J. W. Horeford Chapter, and 12 mbers of the Bovine Chapter of the Bovine Chapte

closed lodge, and by special nission from the Worthy Grand ron of Texas, the Clevis group incted the initiatory services. I. T. Beene was initiated into local chapter. An excellent bittion of the work was given the Clevis organization.

Mrs. Grace Stegall Garton, who is initiated into the local chapter, present and who is now Worthy Matter of the Clovis chapter, present and who is now Worthy Matter of the Clovis chapter, present and who is now Worthy Matter of the Clovis chapter, present and who is now worthy Matter of the Clovis chapter, present and who is now worthy Matter of the Clovis chapter, present and who is now worthy Matter of the Clovis chapter, present and who is now worthy Matter of the Clovis chapter, present and bronze chrysanthemums decograted the room where two tables

SCENT BRIDE THE LOVELY SE

ich was filled with gifts for

friends and relatives of the Worth.

MMES, BEYER AND SEIGLER

day evening. Anna Katherine of Mrs. Beyer Tuesday afternoon. Hardesty was assistant hostess Mrs. Allen Bell was leader for and Elizabeth Brumley acted as the study program on Criminology leader for the program on The and Law. She discussed modern Book of Books.

Members answered roll call Mrs. M. D. Womble gave the hiswith interesting facts concerning tory of Alcatraz, the federal pri-Women of the Bible. During a son. "Alcatraz was called Pelican short business session plans were Island by the Spaniards, who disfor the annual Christmas covered it, and later made it a party to be given by the club on fort to guard the entrance of San per 22 at the home of Nora Francisco Bay. It is now a Fed-

dell Mitchell, Lois Moore, Ardelle Members present were Mmes. Morgan, Bessle Patterson, Nora Horace Baird, Allen Bell, Burl Alice Ray, Marie Roden, Margaret France, J. M. Gillland, A. A. er, Virginia Miller and the Foster, Bob Higgins, Edgar Irecolorado, a former member of the H. D. Reed, Jack Rose B. N. Shepherd, Arthur Thompson, Glenn Weir, M. D. Womble, O. T. Williams and the hostesses.

NORMA JEAN M'CULLOUGH

Norma Jean McCullough cel Hall Tuesday night. The hall was brated her seventh birthday with

pecial Estelle Le Grand and the honoree.

the Hereford chapter, was a grated the room where two tables seat. Delictons refreshments were of players enjoyed the games. Mrs. Harold Close, Mrs. Herbert Patterson, Mrs. C. C. Perguson, Mrs. S. P. Reeson, Mrs. Alex Bateman and the honor great.

DISCUSSION GROUP TO INTERESTING MEETING

the regular bour Friday evening held at the West Amarillo Chris:for consideration of the coming ian church Tuesday night. Rev. year's work. Two papers were John C. Thorns, pastor counselor read and many suggestions were for the Panhandle district, con-given. Rev. Redford outlined in ducted the impressive services. Sixhis paper several topics that would candles in red and white, C. E. be interesting as well as profitable colors, were group about a tall-

sion will be in the nature of an introduced. Each new officer open forum on matters pertaining lighted a candle by the flame of to the western hemisphere, partie the taller one as the oath of ofthe shower was introduced when ularly the influence of President fice was taken.

A fellowship circle around the

Mrs. Carl Mountz and Miss Mrs. B. L. Branson arrived home herieve Eberle gave vocal selectiast week from a visit to her sister on Keeping Christ in Christian on Keeping Christ in Christ in Christian on Keeping Christ in Christian on C arian cream were served to er, Mrs. M. V. Blow, in Fort vices.

fr. and Mrs. Frank Givan left the week end here with her par- Herefod; secretary, Joyce Cobb.

week for Hannibal, Missouri, ents, Mr. and Mrs. Harry Danspend the holidays with relaforth. She attends Amarillo Junior
College in Amarillo.

Herefod: secretary, Joyce Cobb.
Amarillo: treasurer, Charlotte
Gregg, Amarillo: publicity director, Jessie Pierce, Amarillo: pastorcounselor, Rev. H. M. Redford.

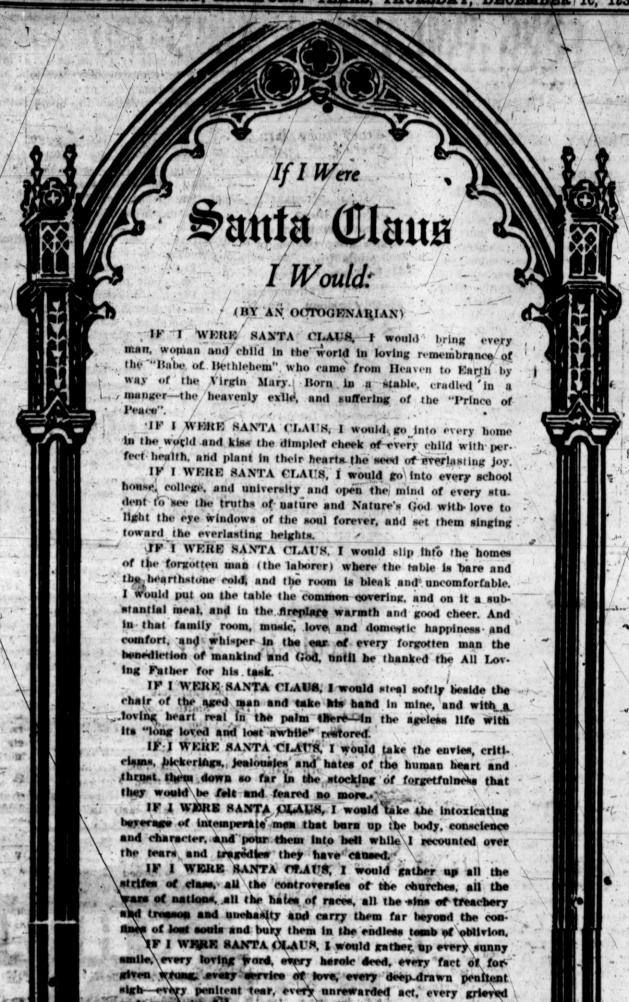
DEMOCRATIC, IDEALS STATE OF STA



For Christmas

We are offering as our Holiday Specials the following-

	- X			## # · ·
1.50 Permanen	t for		*******	\$1.00
orab Permane				
harme Perman	nt for	484.5	State 1	\$4.00
fachineless Pe	rmanent (No	w Way)	for	\$5.00
Canicures for	Ne sales and	THE PERSON ASSESSED.	COLUMN TALLED STATE OF THE STAT	504
			Made St. Williams Should	Sell, Six Ober Seller



CEREMONIES BY C. E.

was conducted at the Palo The Discussion Group met at Duro Christian Endeavor meeting the for discussion.

Next Friday evening's discussar the new district president was lighted as the new district president was

> lighted candles completed the ceremony as a dedication prayer was

Officers Installed were, presi- county's expected yield. dent, Eleanor Pierle, of Hereford;

Those attending from Hereford STUDIED BY CLUB were Barbara Brotherton, Rev. Thorns, Mary Ann Baird, Elsie Eleanor Pierle.

Many Attend the Turkey Dressing School Saturday

and unrequitted love, every generous impulse and dream and lay them down as the world's yuletide gift at the feet of God.

ALL THIS I WOULD DO IF I WERE SANTA CLAUS!

Approximately 25 poultrymen at-tended the special tuckey dressing demonstrations sponsored by Deaf Smith county agent's office at the West Texas Feed & Seed company plant last Saturwere killed and dressed to demonused in dressing turkeys for mar-

Agent Bateman estimated last spoken by Rev. Thorns. A pro-would be marketed in this county

The demonstrations were con-Miss Anna Mae Danforth spent vice president, Herbert Boardman, ducted last week under the belief that poultrymen would benefit

Foundations of Democratic Wilkins, Vivian Olson, Viola Phil- Ideals was the theme of the prolips, Mrs. H. M. Redford, Rev. gram at the meeting of the Bay H. M. Redford, Nora Jean Russell, View club at the club room Thurs-Clyde Oldham, Basil McKinley, day afternoon. Mrs. D. H. Alex-Nola Margaret Blue, Ann Cockrell, ander presided over the business Betty Cockrell, Lottle Tyson, Carl session, Members voted to help in Oldham, Mrs. C. P. Cockrell, Erma financing the school cafeteria, and Faye Robinson, Earl Oldham, Mrs. plans were discussed for a Christ-R. G. Blue, Marcella Blue, R. G. mas party to be given December Blue, Mrs. John Miller, Mrs. W. H. Russell, Mrs. C. H. Dyar and Mrs. H. L. Broadwell was lead. r of the program. She discussed the Rise of the Democratic Feel-

ing in the 18th Century. She said in part; "It is the nature Mrs. 8, J. Sanders of South of the democratic passion to pro-Hereford, who has been in the duce an inextinguishable degree health for some time, became set of vigor and activity among the lously ill last week and was mov-ed to the home of her daughter, velop an unknown energy among Mrs. Bessie Smith. Though her their widespread ranks; to fill condition has been pronounced their hearts with insatiable and serious, attending physicians do often visionary, projects of adnot predict any immediate danger, vancement, and inspire them with and Mrs. Jim Sanders of San an ardent desire to raise them-

Mrs. J. H. Head and daughters, visiting fiends.

Mrs. R. B. Boren of Dimmitt Loerwald, Leonard Ralston and Mrs. Morris' parents, Mr. was in town Wednesday shopping. Captain Wilbur Willett.

H.H.S. Football, Pep Squads Banquet Held

Appropriate yuletide suggestions decorated the tables, which were lighted at intervals by crimson tapers in silver holders, when the Mothers of Football Boys and Pep Club Girls entertained in their honor with a banquet Monday night at the Baptist church. Make believe candles in red and green completed the table decorations as place cards.

W. J. Stanford was toastmaster for the annual occasion. The invocation was given by / Superintendent C. H. Dillehay, and a musical duet was rendered by Electrification Helen Frances Streu and Billy Smith, accompanied by Betty Sue-Hensiee: Hertha Baer played a violin solo, accompanied by Mrs. W. J. Stanford.

W. J. Stanford spoke on the Value of Athletics to a School. He compared athletics in a school to a "melting pot" wherein creed electrification project is now beand class were dissolved, to re- fore the Federal officials and refootball is not in the game, when nen from Eugene W. Gilson, memther won or lost; but in the fine ber of the Development Division type of sportsmanship evolved from of the Federal Electrification Bu-

Mrs. Seth B. Holman paid a tribute to the Pep Club in which
she discussed The Value of a Pep
Club. She called the Pep Girls
the cheering partners of the footbail boys, who were a sustaining
force to any team. She said that

the Pep Club makes on neighbor. authorities. after the game."

work and fair play."

Willett presented Coaches McCol-plication sheets show. lum and Wilson with gifts.

the Pep Club.

Higgins, Jarrell Rutherford, Howard West, Andrew Schumacher, Mrs. Jessie Groner and Mrs. Dow Lewis Hagar, E. B. Posey, Jr., Mercer, are in Amarillo today Clyde Posey, Jasper Vaughn, Rob- ter Dysart, Mrs. Claude Morris and ings, Bill Stanford, Sylvester guests Tuesday in the home of

HE TOLD THIS STORY-

L. T. Reese returned from the Baylor Bell Ranch, below San Antonio, Monday of this week and tells this story. Take it from him.

The Hereford man spent week visiting his brother, M M. Reese, at Catula, and hunted on the famous ranch 82 miles southwest of San Antonio. "We bagged two large bucks, one 10-point and one 8point, and a 13-pound turkey gobbler. Not only that, but we had quail every day while at the ranch," Mr./ Reese reported to a Brand representative Tues day.

Project Is Now Before Division

Deaf Smith county's proposed appear as one ideal of purpose ports of the division's action may and loyalty. He stressed the val- be expected within the next few ue of football in the building of days, according to the latest incharacter and in the training for formation received here by chamber future life, saying "The value of of commerce secretary H. V. Henreau. 'Mr. Gilson's letter was re-

force to any team. She said that the Pep Club acted as a center around which the student body rallied during the football season.

Mrs. Holman said, "A well-dress, well-drilled and well-behaved Pep Club is a good advertisement for a town, and the impression that the Pen Club makes on paighbor.

ing towns will be remembered long The original project showed in fter the game."

In a talk on The Value of Ath-potential users would number 221, letics to Boys, Captain Wilbur while 115 miles of line would have Willett said, "Football teaches to be constructed. Density boys to take hard knocks and with-out question, cooperate in team-called for a loan of \$126,785. The In behalf of the team, Captain Texas Utilities company, the

At a mass meeting held here two Mary Ann Baird, president of months ago over 300 farmers the club, presented Miss Neville agreed to use the power. Many Wrenn, sponsor, with a gift from of the asers live in the irrigation district surrounding Hereford and plan to employ electric urnished by the German Band. their wells should the Rural Elec-Letter men for 1936 are Jack trification Administration board approve the project plans.

Mrs. Charles Sylvey, Mrs. Lesert Green, Paul Foster, Oscar. Bill- daughter, Shirley Jeanne, were

BICITAL BICITA

WALNUTS 216 SUNBRITE
No. 1, 1b 2 cans 9
Transfer of the second of the
15¢ CRACKERS 17¢
COMMENT
Schillings, lb. 12 27¢ COCOA Famous, 2 lbs 13¢
PANCARE FLOUR
Marco, large package
PEANUTS
Fresh roasted, 2 pounds
NAPKINS
80 count, embossed, 2 packages
MUSTARD
French's, jar
COMPOUND S4 04
Swift's Jewel, 8-pound carton
PECANS
Large paper shells, pound
MINCE MEAT
Marco 28-ounce jar
DDODLICE MD + mc
PRODUCE MEATS

LEMONS HAMBURGER Sunkist, dozen GRAPEFRUIT BACON Fancy. 6: for

APPLES

Jonathans, dozen

25¢ Smoked, 1b BOLOGNA Or Minced Ham,



Amaryllis **FLOUR** 12-Pound Sack 55c



HUMOR

Miss Vaughan: What is

Miss Vaughn: Right, and

First Christian Church.

H. M. Redford, minister; Mrs.

F. Guthrie, superintendent.

Morning worship, 11 a. m. Christian Endeavor, 6:30 p. m.

church family night. All of these

services are planned to promote

spiritual growth. Come and place

Sunday school, 9:45, R. P. Cone

way, superintendent. A welcome

and a message awaits you at the

T. C. Willett, Pastor.

Bible school, 9:45 a. m.

plural of man, Oscar?

Oscar: Twins.

say come!

Oscar Billings : Men.

The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL. 1-NO. 11.

HEREFORD HIGH SCHOOL, THURSDAY, DECEMBER 10, 1936.

PAGE 23.



STAFF MEMBERS

ton Foster.

Humor Editor _ Erma Faye Rob-

and Johnny Willett

Wilson, Elysie Wilkips, Jack ex and dishes. Nicks, Thama Cawthon, Jean Williams.

FAIRNESS IS BLISS

pupil was actually caught shyly evening at 7:30 at the home of glancing at his neighbor's paper. Jeane Williams for its regular so-He was promptly asked why he cial and business meeting. was cheating. The reply was that Games were played, a new game to pass.

lowers himself by cheating will dose of salts in a stuffed pig". also steal. Cheating is stealing The girls decided to sing two blue eyes and an agreeable disa grade that does not belong to numbers at the football-pep club position. He was a letter man Methodist church.

Sophomore class decided on their class colors, purple and gold; class flower, sweet pea; class motto, 2 B Y's R2; and also to pay the paper 25 cents for exchanges.

The social committee decided on a hobo party for the Sophomores. Friday night at the city hall.

SENIOR PERSONALITIES

Mary Lee Alexander was born by Pollyanna Crawford. on March 4, 1918, in Ozona, Texin Childress, four years in White Everyone had a grand time.

Deer, and the last five years in FRESHMEN GIVE Hereford. Mary Lee does not INTERESTING PROGRAM expect to go to college, but plans to take up comptometer work in The Freshman class entertained the fall. She has received the the student body Tuesday morning honor of winning two first and two in assembly with two numbers. second places in home economics. The first was a pantomime en-

Assistant Business Manager - Chil- 1920, in Hereford. He has spent Roberson, as the mother; Delifus all his school life in Hereford Fellers, as the father; George Mcinson

Exchange Editor _ Imogene Rob Junior High School. Billy said: Wainscott, Lynwood Halloman, erson

With the exception of one year like the preacter, the preacter is the preacter. The preacter is the preacter is the preacter in the preacter in the preacter is the preacter in the preacter is the preacter in the preacter in the preacter is the preacter in the preacter in the preacter is the preacter in the p Sports Editor Billy Smith to the high fifth because of lack Bernadine Phillips, Warren Owen Columnists - Mary Jane Morgan of segts or room to accommodate and Hilton Higgins. It was greatthe students. I was given an ly enjoyed by everyone. Reporters: Mary Lee Alexander, easy examination and passed." He The second number was called Virginia Carlyle, L. A. Ricketts, is planning to go to college and The Farmer's Quartet. The direct-Norma Jean Foster, Nola Mar- study interior decorating; that or was Jack Weaver, and the garet Blue, Mary Tiefel, Grant is, if he does not change his mind. quartet consisted of Donald Hens-

GERMAN BAND SERENADE PEP CLUB

It was in the English class; a The Pep Club met last Thursday

he needed a good grade in order was played that few of the girls had ever heard of. The name of receive low marks than to cheat and receive good grades. Often-times the phrase is used: "A cheat is a thief," Is this true? Is is is a thief." Is this true? Is is sentence made was "Peter Coddle found that a box or girl who was given a baggage car, and a

ed by the average student. Know- on fire. And to their surprise, on his brow, from thinking, no ledge is an important factor to there on the front porch stood the doubt. Guess who? the business man and woman.

Business is essential to life. Is in not plain that a cheat will find bewilderment out in the world?

Is it not true that fairness is bliss?

SOPHOMORES HAVE PARTY

Chere on the front porch stood the doubt. Guess who:

GIRL She is dark complectioned, has brown hair and eyes, and likes to wear red or some such color. She is a letter girl in basketball, and holds an office in the pep club. She likes to wear riding boots, go swimming, dive playing games.

SOPHOMORES HAVE PARTY

o'clock, and everyo Miss Williams proved a very efficient hostess.

FRESHMAN DOINGS

Thursday morning, December 3; in the auditorium the freshman class presented two plays. The Farmer's Quartet, and a pantomime, The Old-Time Preacher, read

· Friday night, December 4, the She attended school one year class had a party in the gym.

STATE ELECTRICATION OF STATE O ARE YOU ACQUAIN

WITH US

. Last week we offered two big "get acquainted days" during which time we attempted to introduce ourselves and the products we sell by giving those who visited us various amounts of oils, greases, gasoline and other items, to say nothing of \$25 in cash.

-WITH AMALIE OIL

. . that good Pensylvania Motor Oil which we carry in a most complete line. Come around and have us fill your car with a good winter-weight Amalie Oil.

-WITH ROADRUNNER GAS

we are wholesale and retail dealers for the best motor fuels on the market in Hereford-Danciger, Roadrunner Gaso-

the best way to get acquainted with these standard products is to try them. Call us today for kerosene, diesel and other motor fuels.

WITH DIAMOND PRODUCTS

That famous Diamond 760 Motor Oil is hard to beat. It will pay you to see us before you buy petroleum products, or tires, tubes and other motor car and tractor needs.

WE HAVE A FREE PAY DAY FOR YOU SATURDAY, DECEMBER 19, AT 3:00 P. M. YOU MUST BE PRESENT!

FARMERS OIL and GRAIN COMPANY

ALTON FRASER, Manager

Open Day and Night

Editor in Chief - Mary Turrentine Her favorite hobbies are paint-titled The Country Preacher. The Assistant Editor - Thama Cawthon ing dancing and reading. reader was Pollyama Crawford Assistant Editor Thama Cawthon ing dancing and reading.

Business Manager Jack Barber Billy Beene was born April 19, and the characters were Molly Jo with the exception of one year in Lean, the preacher, and the child-

Fuller, Clifford Estes, Charles His hobby should be washing glass- lee, G. H. Parker, Billy Miller, Delbert Buinum, R. L. Dowell, J. P. Jones, Jack Knox, Nealy Wilhams and Jo Ed Burleson. The wonder of it was accidental that the curtain fell between the quar-

tet and the director.
The program was enjoyed immensely and here's hoping for another one like it, Freshmen.

GUESS WHO?

The answer to last week's Guess

BOY-He is of medium height, dark complected, dark, wavy harr

Befreshments were served about car. Junior is her classification. well liked. Oh, yes, what about footbatt queen? some such title was attached to her name at one time. She is bashful, dreads having to ask a boy for a date to the Pep Club banquet.

Guess who? Answers next week.

Jack Higgins: Ah me! This is also the favorite of Andy Schumacher.

FAVORITE SAYINGS

Thama C.: Where's Chief? Billie Beene: Naw, not really? Helen Seed: Well! Helen Danforth: Ob. Yeah! Clifford E.: Don't gimme no sass, Lois S. I - wouldn't know,

Paul K .: Boy! have I been work-Betty C .: That's what I thought

Lottie T.: That's what I thought you thought. Miss Rigler: And then came the

Miss Crawford: Education is application. Miss Fullingim: Sit steady in

dawn.

Bill M.: Say, have you got your algebra? Nora Jean R. Oh, boy! Mary Jane Morgan: Heh, Heh,

Mary Ann B.: I did not!

EXCHANGES

By the Modern Kipling. If you can squelch the urge to dump Your books into the creek; If you can face the teachers

calmly With gum inside your cheek; If you can skid upon the surface Of the hall and not get caught; If you can snooze thru every class, Remembering still what's taught, If you can, smiling, take your

card While those about you moan; and similing still, present it to The trate folks at home;
If you can study dear of Latin
When the day is sizzling hot; And cheerfully drone with all the

rest. "Amo Amas Amat"; If you can give your speech it

Without a blush or blunder; Then you'll not only be a man, my son. My, oh my! You'll be a wonder."

Bulldog's Growl, Borger.

Thought of the Week. brag little, to lose we crow gently if in luck; shut up if beaten,

Sunday school, 9:45 a. m Preaching by pastor at 11 a/m. Civic Chorus sings Messiah

Pastor preaches at Progressive,

BTU, 6:30 p. m.

Preaching by pastor at 7 p. m.

We are having good sized crowds. We appreciate your interest in the Lord's work.

YWA, Monday, 4:15 p. WMS, Wednesday 3 p. m. GA, Wednesday, 4:15 p. m. Officers and teachers meeting, Wednesday, 7 p./m.

Prayer meeting, Wednesday, 7:30 p. m., choir practice at 8. - Plans are being completed for the Christmas tree and program. A welcome awaits everyone at the Baptist church.

First Presbyterian Church.

Evening worship, 7:30 o'clock.

Monday evening Bible class 7:30, be the topic at the First PresMid-week church family night,
The Greatness of Jesus, will be
the central thought of the message

There will be no vesper service. next Lord's Day morning At the Sunday school, 9:45 a. m., and evening hour the subject will be Christian Endeavor vesper at 6:30 God In Christ. A Christmas play it m. Prayer meeting Wednesday will be presented at the mid-week at 7:30 p. m.

Haifa Is Modern City.

yourself in a growing situation. Haifa be the principal port of Both the Spirit and the Bride Palestine, and is a modern city, being little more than a century old. From Monnt Carmel, above the city, the view embraces half Methodist Church Announcements. of Palestine, Moont Carmel was one of the resorts of the Prophet ing will be The Awakening. At

> Corafields at Waterles The ground of the battledeld o waterloo is today an intensively cultivated district of rich cornfields.

这种形式的现在形式的现在分词的现在分词形式的 BAFE CAREFREE



CENTURY TIRES

It doesn't take Santa Claus to remind the smart, tire-minded car owner that you get long, dependable mileage on CENTURY TIRES.

Every family who plans a trip during the Christmas Holidays should check the tires on their automobile and replace the dangerously worn ones with new Century Tizes with their speed-grip treads . . . their full cushion carcasses their super-strong beads, because they have more strength and are non-skid and offer more

Don't wait-don't take chances-protect yourself and your family with new CENTURY TIRES.

Beavers Brothers Garage HEREFORD

PROCESSES CONTRACTOR OF THE PROCESS OF THE PROCESS

Brand Want Ads Pay Good Dividends!

The person committing the crime. Yes, it is a minor crime to cheat. After four years in high school, a cheater will find himself without knowledge of many facts learn-out knowledge of many facts learn-out as though the house were ran out as though the house were range of the range

HRISTMAS S

PDACHES

DEL MONTE SYRUP PACKED

COFFEE

WAXED PAPER

CORN FLAKES

Red and White 2 boxes

Red and White, package

Red and White, package

WHEAT CEREAL

Weir's Fresh Ground

TOILET TISSUE SALMON Fancy Pink, 2 cans MARSHMALLOWS Pound package _____

SUGAR

72c

15¢

196

10¢

FRESH PRODUCE "WE HAVE IT"

CELERY California, fancy, crisp, stalk LETTUCE Fresh, firm heads, each APPLES APPLES, Nice Size, Ring packed, bushel GRAPEFRUT Per bushel -GRAPEFRUIT Texas Seedless, 7 for SPUDS

COCOANUT 1-LB CELLOPHANE BAG

XMAS CANDY 25¢ OATS -Cup and saucer or bowl, pkg PORK AND BEANS Armour's, 4 cans ----TOMATOES No. 2 can, 8 for

OXYDOL

COMPOUND

25¢

25¢

Swift's Jowel, 8-Lb Carton CANDIED CHERRIES 1/2-pound cellophane bag PECANS

Paper shells, 1b pkg

Budded Emerald, lb pkg __

WALNUTS

ALMONDS

Lb pkg ---

Great

48-Lb Sack

Large Package

LUX Large Package

\$10.00 GROCERIES

\$10.00

BATURDAY

West

SATURDAY

Horn, and family last week.

Burl Alexander of Canad an is

Mrs. Jessie Groner of Plainview

arrived Monday for a visit with

her parents, Mr. and Mrs. J. H.

Mr. and Mrs. W. M. Stewart, over

G. A. Harris Better.

George Harris of San Francisco,

Clovis hospital. Arthur Harris of Chicago has returned home

Back from Mineral Wells.

Postmaster and Mrs. Walter Pickett drove to Mineral Wells

Saturday afternoon and returned Sunday afternoon with their son,

Edgar, who has been in the health

center for the past few months.

To Hold Annual Party.

The Order of the Eastern Star and the Masonic Lodge of Here-

ford will hold their annual Christ-mas party at 7:30 Pridey night,

December 18, All Masons and.

wives, Star members and husbands

am V Automatic

Coffee Maker

TOASTER

\$10.95 Complete

\$16.95 with Buffet

Range Model . \$2.95 Electric Model \$4.95

WAFFLE IRONS

3.95 and

The New 1937

General Electric Radio

yould you like getting one of these 1937 General Electric Radios on Christmas tree? You'd like it, I

as a radio is the superb gift for

George McConnell, Owner

CHECKER CHECKE

munity attributed

iletter makindalatal

Ps-sst, Santa!

Be Sure and Make It

USEFUL

the week end.

the week end with his parents

Mr. and Mrs. D. A Alexander.

Mae Johnson was Fred H. Oberthier, Jr., of Clo-I. H. Shore spent Friday

M. Lacy of Friona was in town

Dow Mercer was a business

Miss Lavina West spent Sunday business trip. He expected to return the latter part of the week.

Mrs. M. L. Steele, Mrs. B. M. fitshire and daughter, Patsy, expected here Saturday to spend re Amarillo visitors Tuesday.

Mr. and Mrs. W. E. Dunlap re Amarillo visitors Tuesday. Mr. and Mrs. Ezra Norton were narillo visitors Tuesday.

Miss Mildred Stewart, student ton liller were in Amarillo Fri- in WTSTC, visited her parents,

Mrs. Jim Clark visited her dauter, Mrs. Orland Wilson and mily, in Clovis last week end.

Mr. and Mrs. F. H. Oberthier California, is with his father, G. re thainess visitors in Amarillo A. Harris, who has been ill in a

Mr. and Mrs. J. T. Gilbreath after a few days visit. Mr. Har-d Thornton Shirley were in Ama-Quesday. The Junior Band Mothers will

Monday at 3:30 o'clock at Central school. and Mrs. J. S. Hemphill of

C. H. Dillebay Sunday

s Ines Clark spent last week a Amarillo visiting ber friend, Frances Smith.

Texas, are visiting Mr. Sisk's er, Mrs. R. G. Sisk here, and father, H. P. Hayes, of Black. are invited to attend and take A

r. and Mrs. J. B. McMinn be brought and exchanged. in of Summerfield accompan-them home for a visit here.

Be brought and exchanged.

Mr. and Mrs. Will S. Kerr line of Summerfield accompan-them home for a visit here.

Antonio and other Texas points.

Sunbeam IRONMASTER

\$7.95

Sunbeam MIXMASTER

EDUCATION IS CHIEF

average person appreciates that may be avoided. Mrs. O. F. West visited her

Mrs. A Beauford returned Suneducation as to the treacherous toms of tuberculosis to be recog- day.

character of the disease and its nized. TUBERCULOSIS FOE methods of transmission, how to The periodic health examina protection of the infant and the prevent the disease and how to tion by a competent physician plays young, and prompt professional Mrs. C. A. Skelton, president

is acquired by direct transmission scarlet fever or any other conta-of the tuberculosis germ from the gious disease, but tuberculosis dif-Mr. and Mrs. Ed Roggess of night and Sunday.

Mr. and Mrs. Ed Roggess of night and Sunday.

Sick to the healthy; and above all, that he must be concerned immediately if any symptoms appear.

As a rule the observed statement of this gious disease, but tuberculosis differs from some in not showing up city, attended a meeting of Welliand were shopping here Friday. 'In combatting tuberculosis," toms of other diseases develop day from Lubbock, where she said Dr. John W. Brown, state in a few days after a person has Judge and Mrs. C. F. Kerr past eight years, has returned to resisted her daughter, Mrs. C. A. health officer, "education of the been exposed, while it takes a and daughter, Mrs. Clay Ridge this city. He will again be active former Hereford man is employed

Tuberculo/is continues to be one treat it when contracted, to the an important role in the fight to advice when symptoms suggestive of the Business - Professional the major causes of death in end both that recovery may be as stamp out tuberculosis. These of tuberculosis arise, will do much Women's Club of Hereford, any Texas. Public health authorities rapid as possible and that spread check-ups should include examina- to reduce the tuberculosis death nounced this week that the

"Removal of the contact case,

Back. After Eight Years.

J. B. Elliston, at one time in the Ralph Hastings of Merose, New

PROFESSIONAL WOMEN

agree that the death rate will not of the disease to other members tion of high school and college rate. These measures, however, ganization's only December meet diminish satisfactorily until the of the family and to neighbors students by the tuberculin test are largely outside the province ing would be held Friday night. average person appreciates that the province ing would be held friday night.

tuberculosis is preventable, that it is not inherited directly, that it is not inherited directly, that it is accounted by directly as they do measles and prompt examination of health officials, and the problem is quite definitely a personal the home of Mrs. Cecil Williams one."

A holiday party will be held at it is quite definitely a personal the home of Mrs. Cecil Williams one."

past president, to mark the occpast president, to mark the occasion on that date.

Here From Melrose.

real estate business in Hereford Mexico, spent Thanksgiving Day public is of prime importance - much longer time for the symp way, were in Amarillo Wedness in the real estate business here, he in a Melose lumber yard and re-

CANDY Chocolate Drops Or Orange Slices

10¢

HERSHEY'E KISSES

Pound Package

> CHOCOLATE CHERRIES

Pound

XMAS FOODS RIGHT HERE! NOTICE: We make special prices quantity purchases of candy and nuts to ohurches, schoools and benevolent organi-Select Your Stock is Complete CRISCO 3-Pound Can

BRAZIL NUTS

MUTS

Walnuts or Almonds

Pound

23¢

55¢

23¢ MARSHMALLOWS Angelus, 1-pound box ----CORN FLAKES Kellogg's, pkg 10¢ SPICED BEANS Rebhardt's 2 cans

Shelled Halves New Crop 54¢ 15¢ TAMALES
Gebhardt's, No. 2 can 19¢

PECANS



FRUIT CAKE

INGKEDIENTS	
CITRON	204
Pound	29¢
	ARCHITECTURE STATE OF THE PARTY
Dromedary, 2 pkgs	25¢
	Acceptable of the Control of the Con
Pound	39¢
	Constitution of the Consti
11b pkg 29¢, 2-1b pkg	15¢
ESTAN CONTRACTOR OF THE PROPERTY OF THE PROPER	100000000000000000000000000000000000000
d'ound	294
THE RESERVE AND ADDRESS OF THE PARTY OF THE	AND REAL PROPERTY.
Pound	29¢
CHERRIES	
CHERRIES.	39¢
Pound-	99
CURRANTS	Q¢
7-oz pkg	

Shortening MRS. TUCKER'S POUND CARTON

10¢

27¢

52¢

10-Pound Cloth Bag, Cane 55¢
10-Pound Cloth Bag, Beet 53¢
10-Pound Paper Bag, Beet

Break O' Morn, 1-lb pkg ---

15¢ TOILET SOAP

CODD D B SCHILLING'S CRACKERS

CAN

9¢

8¢

EXCELL



CHRISTMAS PRODUCE

ORANGES Sunkist, 252 size, doz GRAPEFRUIT Texas Seedless, bushel APPLES idaho Winesaps, bushel CELERY Largé bunch, each LETTUCE YAMS East Texas, 5 pounds SPUDS, Colorado Red or White, 10 lbs.

Charmed Land 2 No. 21/2 cans 7, 29¢ CHILI POWDER, Eagle Brand 3-oz bottle 27¢, 1-oz bottle ... Gebhardt's, with beans, 15-oz can _ IVORY SOAP Large size Sc, small size

TOILET TISSUE

Charmin, 4-roll box

HERSHEY BARS

CATSUP

Plain or Almond, 1/2-lb

Glen Valley, 14-oz bottle

Par :

PRUNE

TOILET SOAP Ivory, 2 bars IVORY FLAKES Large size, 22¢, small size --LAVA SOAP SALAD DRESSING, Bestyett Qt. jar 25¢, Pt. jar 15¢, 1/2-pt jar-

Packard's Best 48-Pound 24-Pound

Packard's Sunrise 48-Pound 24-Pound Sack

MHLK, Borden's PINEAPPLE JUICE Rose Brand or Carnation, small size SOAP P. & Gall Giant bars TOMATOES MUSTARD Quart jar ---PEAS American Wonder, No. 2 can _.

Libby's, 12 oz can, 3 cans TOMATO JUICE Lithby's, 14-oz can, 3 cans __ 25° No. .2 cans, 3 cans _. 25¢ Waynesville, No. 2 can, 3 cans



STEAK 15¢ Veal Seven Bone, lb RIB ROAST 10¢ Meaty Ribs, 1b BACON SQUARES 25¢ Sugar Cared, 1b ----PICNIC HAMS. Mild Cured, lb, FRESH FISH 23¢ Good to bake or fry, to VEGETABLE 20¢ Oleomargarine, lb For Table Use or Cake Making)

Xmas, and to make sure you get the best, buy a G. E. We have them in both floor and table models. \$22.50 and up. WE BUY CREAM, EGGS POULTRY AND

PRICES GOOD FRIDAY AND SATURDAY



(C) -::-

and the same			-	
THECANE	1		Annua	206
Pener shells	large. p	ound		29¢
WALNUTS				19
PECANS Paper shells, WALNUTS Pound BRAZIL N	*			A COLOR STATE OF THE PARTY OF T
BRAZILIN	UTS	-	W 19	199
Pound				ACCOUNT OF THE PARTY OF THE PAR
ALMONDS	1		1	249
Pound				

ALL BRAN Kellogg's, large measuring c	up FREE, pkg 21¢
SALMON No. I tall can, 2 for	23¢
TOMATO JUICE Swift's, 1 large or 3 small	cans23¢
SOAP P. and G., 5 bars	194
BEANS Green Cut, 2 cans	18¢
CORN Niblet's 2 cans	25¢
ASPARAGUS No. 2 can	26¢
MARSHMALLOWS Pound package	15
MARSHMALLOWS	. 8¢
SALAD DRESSING Kraft's, quart	36¢
SALAD DRESSING	21¢
CANDY Assorted, 2 pounds	25¢
SANDWICH SPREAD Delicia, 3 for	25¢
1. 1.	



PINEAPPLE.	WHITE SWAN PROD	25
PEACHES.	NO. 2½ Can	186
GRAPE JUIC	E PINT Bottle	169
GRAPE JUIC	E QUART Bottle	29
CORN	WHOLE GRAIN	15
PINEAPPLE	CRUSHED or SLICED	25
MINCE MEA	T THREE Packages	25





TOBACCO XMAS PACKAGE

NI A	MAS I ACITATOL	4
DIAL TO	вассо 59	¢
The Contract		BEDOOD !
PRINCE	ALBERT 79	
GEORGE	WASHINGTON 59	¢
Pound can		

	200
PEAS W. P., tall cans, 2 for	15¢
PICKLES Sour, quart	15
PICKLES	21¢
PEANUT BUTTER -	28¢
CORN FLAKES Kellogg's, Bowl Free, 2 pkgs	25#
PEACH PICKLES Whole spiced, No. 24 can	29*
BAKING POWDER K. C., 50e size	29
MINCE MEAT Fresh, Marco, 28-os jar	25*
GINGER ALE or LIME RICKEY	14
COCOA Hershey's, lb 12¢, 8 ounces	9
JELLY Crabapple or Quince, Heis, glass	. 16
APPLE CIDEB	20
	400





DATES	2 POUND 25¢
SUGAR	POWDERED 15¢
COCOANUT	POUND 19¢
EXTRACT	VANILLA 15¢
KREMEL	DEESSERT 5¢
PEACHES	NO. 10 48¢
STRAWBERRIES	NO 10 79



Syrup Worth's

Witherstein Charles				a the base	1
Half	Gallon	Z			. 39¢
1700	The state of the state of		COLUMN TO THE RESERVE OF		A STATE OF THE PARTY OF THE PAR
	10/00/00/00			1	



1	THE THE PARTY	公 斯斯斯斯	为约约的
Six-pound	CAR .		1.10
-			494
Three-pound		A COLON	Section of



新型的自然的图像。4次,1200年的1000年间,1000年的1000年的1000年		EGETAB	· · · · · · · · · · · · · · · · · · ·
Grape GRAPEFRUIT Large size, 6 for BANANAS Pound	19*	Bushel Bushel Large Sunkist, dozen CELERY Large California, stall	27
SPUD ONIONS 3 pounds LETTUCE	S 55	o, No. 1, ound Mesh Bog GRANGES Sunklet, medium size, APPLES	350 dotes19

10-POUND

Schilling

Section

Published Every Thursday

This - Season

spirit was fast being manifested

by Hereford merchandising firms

stock at various business estab-

Early shoppers are reported

this week.

Our Slogan-"More People More Farms"

36th YEAR-NUMBER 49.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, DECEMBER 10, 1936.

SANTA TO AGAIN PAY ANNUAL VISIT TO KIDDIES

About This and That By BAR STATE HAYLEY

If West Texans, of the parts where we came from, think they are the people of "warm hearts and friendly handshake" they should come to Hereford and Jearn some-think from citizens who KNOW what "frindfiness" means.

We have found that an introduction to a Herefordite leaves on tions and the city proper as decorafeeling as if you had just smoked a marihunana cigarette. You became the features of the show windows along Main Street early

Pardon us if we get dramatic (we've been listening to the radio) but, Hereford is delightful, deli-suggestions," turned their-windows close and de loveable and a strang-er is as welcome here as Uncle lands" and attractive "Christmas Sam's pioneers were to the promis-ed land of Matanuska Colony at ported that the greatest selection Palmer, Alaska. That's saying a of Christmas novelties to be as-lot but experience has taught us sembled here in many years is in

editor of the Brand, and active again this season, for the r Editor Odom's work, we statement is the successful comengage that Paris doctor pletion of the erosion, conservain rejuvenations to do Even if the Garden of Eden stage stuff. He says, after much re- isn't reached we can at least stop rch, that man may live to be inspirations for such books as years old. Life would be very Gone With the Wind, as far as

Bits O' Nothing City Quickly Assumes Gay Yuletide Season Spirit Santa's Parade Will De Stanta Shoppers Are Lions Roar Their Way To Big **Active Early**

Every firm in the city, whose merchandise consisted of "gift

amusement booths.

Each booth was conducted in work true competitive spirit of the car- Mipgled cries for the spectators

Success As First Semi-Annual 3-Day Carnival Curtain Drops

The Christmas and Holiday FUNDS OBTAINED FROM FUN-LOVING THRONGS TO BE USED TOWARD NOBLE LION-SPONSORED GOOD DEEDS

> Hi-ye, hi-ye! Take a chance, win a prize . . . this way, folks, try your skill with a baseball . . . Play B-I-N-G-O, everybody plays it and someone wins every game . . . Here you are, sir, a beautiful radio for only one dollar—take a chance—only one dollar, one small buck. Thus the Hereford Lions roared their way through three successful days of their first semi-annual carnival Thursday, Friday and Saturday of

> citizens of Deaf Smith and nearby nival world, as respective Lion counties crowded the "carnival sponsors "barked" the attractions of their booth. An ambitious public spun the wheels of chance Main Street each evening to eat Main Street each evening to eat hamburgers, hot dogs, drink coffee and pink lemonade as they tried their skill at the many games and amusement booths.

to try their skill resulted in the first time since the pre-depression patrons plunking down good American cash, trying, winning or los-

> continue with the original of making the carnival a semiannual affair, with every effort extended to make each show big-

Out-of-Town Lions.

A party of six, members of the termed "an inspection tripy fast Friday night. It was understood Mattie Mae Swisher that the visiting Lions are making plans for a like carnival for must come in contact with any Members of the Music Study club their city in the near future and work of all to contact with any wave an A and B choral number

Their most noble work of recent date is the purchasing of over 100 pairs of glasses for needdy child, ren. The local club has a standing committee, of which Harry Rice is chairman, which attends to the purchasing of glasses for any school child needing them and whose family is in no position to buy them. The public has been invited to report any such cases to the committee chairman at any

The Lions also co sponsored the erection of the bleachers at White

It was through such worthwhile deeds that the public became Lionspirited and saw to it that the first semf-annual carnival curtain was not brought down until the show was pronounced a success.

Sorghum, Millet Land Can Not Be Grazed, Is Rule

sorghums, sweet sorghums and millet planted on diverted acres must not be grazed or harvested in any manner. Sudan may be grazed, but if it is grazed it must

eage of practically all farmers

SOMETHING YOU CAN'T BUY WITH MONEY

More than 1,300 shinging new 1937 passenger automobile license plates have arrieve at the Deaf Smith county tax collector's office. They are attractive buff numerals on a black background—these new plates and every automobile owner not only wants one of the things for his car, but must have one before the first of April of the coming New Year. But, you just try and get one between this date and the first of February, when the little tags go officially on sale.

For love nor money, you can't buy one now. But don't worry-just form a line on the right and be at the collector's office early Monday morning, February 1 (with your money ready) and the officials will be kind enough to let you have one if you stay with them long enough. Then on the first day of March you may put the plate on your automobile if you don't do it before the first of April you may have some help (or trouble, one) from the officials.

The 1936 tags for this county were numbered "293-". while the 1937 tags will begin at 305-504 and run through 306,850 in the passenger automobile class.

The commercial plates, black on orange, will run in number from 46-051 to 46-150 for Deaf Smith in 1937, a check of the plates received shows.

Farm truck license plates run in numbers from 25-201 to

Federation Meet Here Last Friday Friday afternoon of next week set the local club members into fast

(Brand Society Editor) ing as hostesses.

By MRS. JOHN M'LEAN

The principal speaker for the A party of six, members of the afternoon, Dr. Ford Fronabarger, plainview Lions Club, visited the head of the English department at local Lions Carnival on what they was introduced by Miss we read if we would know a few local first fast.

Dr. Fronabarger spoke on The Art of Living. He said: "One

Much good-will and charity work men's Clubs met Friday, December is for ever being done by the local Lions via sporsoring the Boy Scopt troop in Hereford, helping with gram, with members of the Bay the school cafeteria project and View and Summerfield clubs act.

The County Federation of Women's Clubs met Friday, December is for ance of all arts." By living calmance of all arts." By living calmance of all arts." By living calmance of all arts. By living calmance of all arts sincere appreciation of a poor work of art is to be preferred to an great works well enough to love ill for some time. them," he said.

their city in the near future and work of art to fully appreciate it," and pointed out the fact that we are in the party were Dave McCurdy, Allen Hannah, Joe Don Scott, Dr. Rougeou, Brants Norman and Alex Nicbett.

Members of the Music Study Class gave an A and B. choral number— (a) Winter Lullaby by De Koven, and (b) American Lullaby (1936 style) by Rich, Those singing were state meeting of county agents and home demonstration agents in Sweetwater the first four days of this week. He was to have other conditions which face this we have the fear of our children companied at the piano by Mrs. of this week. He was to have community at various times. as critics; fourth, we fear we A. J. Schroeter.

Will Be Staged On Friday Week

The Hereford Lions Clab this week received, a radiogram from Jolly Old Santa stating that he again would visit Hereford and parade, with the school children of this trade territory, on Friday, December 18, at 2:30 p. m. He requested that every school child of this area be notified of his visit that he may again greet each one of them.

The white-whiskered old gentleman also stated that he would again arrive by airplane, as he did last year, and asked the local Lions Club to make plans for the biggest parade in the history of his annual visits here. Again he brings with him an ample supply of Christmas bags to be given out to the visiting children from Hereford and trade area.

Last year the Jolly Old Fellow issued more than 2,400 bags of fruit candy and nuts and it is expected that fully as many will be required this year to supply the demand.

Letters or invitations have been mailed to school teachers and officials over the territory requesting their cooperation to make the affair a success again this year. They have been invited to bring their entire student body and join in the annual parade down Main

Santa's request that the Here. ford Lions take care of everything until he arrives at 2:30 Friday afternoon of next week sent organization for his arrival, and are not being up to date, and, plan arrangements regarding the fifth, we have the fear of ignor- committee was at work this week

Jim Clark left Monday mornassumed appreciation of a good ing for Dallas, after receiving word we read if we would know a few 80 years old and had been quite

our showroom. Have her come down today and choose the gift she would like you to give COATS Fur - Trimmed A lovely fur-trim

Her Gift Will Please

Her If It's From Fashions

She finds her own aceds at the Fashion Shoppe every

day of the year-it will make her happy if your gift

to her comes from the same place. She loves the

distinctive lines of the latest fashions on display in

or tailored Coat will thrill her at Christmas time. Ranging in price

Rings, Bracelets, Clips, Ear - Bobs, Brooches, Com-pacts and Eve-

Give her a box of two - thread sheer hose. Three pairs in lovely

· Cloves and Hand Bags

The newest styles in Suede. Patents and \$1 to \$5 Kayser Gloves, in Suedes, Kids and Wool

\$1 AND UP

as SHOPPE



for the Lady

COSTUME JEWELRY CHIFFON HOSE SATIN ROBES WOOL ROBES SATIN PAJAMAS GLOVES

LINEN HANDKERCHIEFS TWIN SWEATERS EVENING FROCKS DRESSES COATS

LINENS

Fine Lingerie. DANCE SETS

GLOVE SILKS PANTIES SATIN SLIPS Plain and lace trims

Chic Dresses

and this is the ideal place to purchase your Dress or Coat for the holidays just shead at very low prices

AND UP



be shown on the farm map. Supervisors have checked the

SAISTER STATE OF THE STATE OF T Gas Appliances Excellent Xmas Gifts



What could be any nicer gift to the housewife than a new 1936 Gas Range? It's efficient, economical and attractive in any kitchen. There are many sizes, styles and prices to choose from See them today at our office!

CAS INTRODUCES

double-quick boiling, thus sealing in more of the flavor. Imagine broiling a steak in half the usual time—and having it twice as juicy! That's what you can do with a high-speed broiler on one of our Gas Ranges!

One of our nice, attractive gas heaters always make a valthle gift, whether at Christmas or at any other time, and they will make your home much more clean and comfortable besides giying you

CONTROLLED HEAT

Enjoy all the conveniences of Gas. Install a Payne Ploor curnace in your home. Easily installed and requires no basement. It will give your home controlled "Winter Comfort".



West Texas Gas Co.

Another "Smash Hit" Scored by Dodge; Translation 1937 Plymouth Biggest Value In History

Dodge, Bigger, Smarter Than Ever In 1937

Again capturing the spotlight of America's interest in new motor cars, Dodge scores another "smash hit" with the greatest extra-value, money-saving Dodge of them allthe sensational new Dodge for 1937 now on display in Hereford at the Treland Motor company.

The new Dodge is bigger, smart. and driven it enthusiastically agree bodies, genuine hydraulic brakes a "Smash Hit" for 1937. that "millions will want to switch to this new and bigger Dodge in

grille right back to the last grace- features that make possible the Dodges with the improved "drivful curve of its body, the new low cost of operation. Full-length er controlled" genuine hydraulic model is said to be a complete water jackets . . . valve seat in- brakes, which give smooth, even unit of advanced "windstream" serts . . . automatic water tem- stops at all time. styling. The interiors are wider perature control . . . automatic The new 1937 Dodge as dis-and roomler than ever . . . all carburetor control . . . aluminum played at the Ireland Motor comweather ventilating system . . . the new model.

for safety and beauty with all as well as further impovements rillo, visited her mother, Mrs. handles smooth and rounded and throughout the new car, are ex- Hattie Rutherford, and little datean all-steel body.

GIFT SET

IRON 239

This Year.

Glad To

It's The "Smash Hit" Coupe



the many outstanding models of motor and construction engineerer than ever this year—so much fered by Dodge. Double improved ing have again marked Dodge as so that everyone who has seen safety features including all-steel

Engineered into the 1937 "L" | 1937 Dodge. Head Red Ram Engine is a com- Dodge engineers have made the From its striking new radiator bination of outstanding and basic new 1937 car the safest of all

passengers . . larger luggage . . . automatic choke and spark of its makers. The local dealer new conven- controls . . . these are but a few invites. Herefordites and citizens iently controlled and efficient all- of the important advancements in of Deaf Smith county to see and

and many other refinements that Additional new voltage regulat-adds comfort and convenience. ed generator and improved fea-

Dodge Rumble Seat Coupe, one of with hundreds of improvements in Hereford.

sedans accommodate at least six steel-strut pistons with four rings pany, is again the "Smash Hit" drive the greatest Dodge in all

The new model features inter- tures to further reduce oil cost, Mrs. Beulah Lee Carter of Amapected to lengthen the life of the ghter, Harriet, over the week end.

Plymouth Gives Floating Power, **Economy Value**

The new 1937 Plymouth is the iggest value in the history of its nake, according to announcements of improvements made in the extra-value size and econmy value motor of the car now on display Above is pictured the new 1937 and high-safety features along at the Ireland Motor company in

The new car measures better than 193 inches in length which accounts. for its finer appearance, more room and greater comfort. The extra wide body permits a wider windshield for better, clearer vision. This new Deluxe Ply-

Plymouth Coupe



The Rumble Seat Plymouth coupe, pictured above, is one of the most popular models of the new 1937 line. The interior is roomier, with the added luxury that only space can give. The new "hushed ride" car is very popular in this area.

mouth not only affords more size more room, but also greater beauty, a more sensational ride, amaz. ing silence, throughout the car engineering advancements are reputation as "the best engineered ow-priced car".

Yet, with all its added size, Plymouth retains the economy of operation that has placed it on record in America. It is extra luxury and comfort at no extra

Plymouth emphasizes the safety importance of the automobile by offering an all-steel construction with steel "overhead and all around you". Genuine, completely hydraulic brakes add to the safety of Plymouth. The completely hydraulic braking system requires only the pressure exerted by the drive at the pedal.

The new Plymouth is one of the first low priced ears to be made "as quiet as the modern broadcasting studio"-completely soundproofed. Different kinds of noise ean occur in different parts of a car-in each of these different parts Plymouth uses the exact material which best absorbs these particular noises. Ease of operation is also featured in the new cars. The clutch operation is exceptionally soft and easy. Gears shift quickly, without clash at any speed. The big, powerful en. gine responds instantly to light pressure on the accelerator pedal. In the 1937 models a new steering gear ratio results in faster response with less effort at the steer-

Floating power and high compression give extra economy. The results are obtained after the fuel has been highly compressed before it is ignited. Of course, it goes without saying according to the makers, more power is derived in the new models.

Many other improved features, including the new full length water jacket, add to the lasting and long life economy of the Ply-mouth Balanced weight and springing make important differences in the ride. To see and drive one of the many models on display at the Ireland Motor company is to appreciate the many outstanding changes to be found in the new Plymouth.

IRRIGATION

They Head the List of All 'Small Car Families'

> 1937 "Hushed Ride" Plymouth

-and-

1937 "Silenced Ride"

DODGE

There's A Reason

There is a reason why both the New Dodge and New Plymouth head the list of those considering a new family or business automobile for Christmas in fact there are many reasons, so that we could not list every one of them in the space we have here. But we list a few of the major reasons for their Nationwide leadership

Plymouth-

heads the list of many families because they know that it is the "Best Buy of All Three." The 1937 model is the biggest value in Plymouth history with its five kinds of insulation which now and the whole body pillowed on rubberfor a "hushed ride".

Glant sero-hydraulic whock-absorbers to soak up bumps . . you can hear a watch tick-Plymouth is scientifically sound-proofed Pingertip steering, no "wandering or straying" . . . Safety interior with all-steel body . . . double action hydraulic brakes ... floating power with engine mounted ... features formerly used only in costly cars. That's the Plymouth!

Dodge-

The "small car family" is switching to the big new 1937 Dodge . . , because its gas saving alone makes it cost less to own. Enthusiastic new Dodge owners report 18 to 24 miles to the gallon of gas and savings up to 20 per cent on oll, but they don't lose sight of the fact that the 1937 Dodge offers much more than record-breaking economy.

It's bigger, more beautiful, and quieter, too. The all steel body is now anchored to the frame by rubber-insulated "hush point" mountings for "Silent Rides" . . . improved chair-height seats, weight distribution, and other features will make you want to "Switch to Dodge-and Save".

Accessories-

make the nicest of small gifts for the autoprobile, We suggest a few : Radiator Shield . . . Heaters . . . Windshield Defrosters . . . Auto Radio . . . License Plate Frames . . . Clocks . . . permit to mention.

Accessory Horns . . . Side or Vision-Vanity Mirrow . . . Accessory Hub-Caps . . . Accessory Lights . . . and many other items space does not

White late by the best by the bound of









Streamlined 37-in. "Hiawatha" Wind-Up Tra "Hiawatha" Freight Train, 421 in.- 17-piece track 21 Streamlined Electric Train, 47-Inches Long . . 575

Scotty or Terrier

Creck Durling

PENCIL SET

14

WAFFLE

and Motor Co.

New Pontiac Provides Greater Economy; els, and steel windshield posts. safety glass is provided on all Buick Has Built a Better Car for 1937

Changes Noted Pontiac Design of 1937 Models

even though the 1986 Pontiac car Pontiac ever built, the 1937 product embodies more changes and improvements in deign than at any time since the introduction of the silver streak models in 1935 with its complete line of sixes and such radical departures as Uni-steel turret top Fisher bodies, according to the display models to be seen at the Norton Motor company in Here-

are: longer wheelbase, larger Fish and hood grilles have been re-er bodies; 100 per cont unisteel tained with some modification, turret top Fisher bodies, lower The chief factor, resulting from cars, lower center of gravity, widts, tilting adjustable front form distribution of fuel, lower seat, greater beauty and tailored vapor richness and more efficient appearance, wider doors, higher combustion. Variation in gas diswindshields for better vision, open-type free action instead of enclos-six and eight cylinder engines have dype, gear ration increased both been noted for their smooth according to news dispatches from 15½ to 19 to 1, trunks are both been noted for their smooth according to news dispatches from the company's factory at Flint smoothness, Pontiags thorough-going attention to details call for balanced clutch driving plates.

To offset the increased cooling problem arising with larger entered over to new owners during that period.

To offset the increased cooling problem arising with larger entered over to new owners during that period.

In Hereford the four Buick pearance, performance and depend- pump impeller has been increased

notes are offered in seven bodies, lower speed at which it runs and to a lower speed at which it runs and to compensate for the speed change

addition to date of sale.

J. E. BEYER

Hereford, Texas



Briefly, the outstanding differ hair or mixed wool cloth of high new Buick "Has ences found in the 1937 Pontiac quality. Silver streak radiator What It Takes' In Four Models

Sensational is the fervor with which the American public has taken to its heart the brilliant motor cars by Buick this year;

Just to Remind Travelers

Or Write

M. Q. BURTON

General Passenger Agent

Amarillo, Texas.

Round-Trip Fares To Destinations

Throughout The United States

Tickets will be on sale every day to and including

January 1, 1937. Except to points in the East and

Southeast tickets will be on sale on and after December

2, 1936. Final return limit will be Thirty Days in

For Full Details

models, Special, Century, Roadin diameter. Another change master and Limited, may be pur-Both six and eight cylinder favoring longer pump life is the chased from the Norton Motor Company:

Each of the 1937 Buick cars is ing that provides a harmonizing the fan diameter has been in a triumph visibly and intrinsi-contrast. Upholstery provides a creased. As much air is drawn cally, outranking everything that Buick has ever done before. Each has more beauty for dazzling style, more power for breath-taking action, more room for fullfamily comfort, more downright "road command" for safety and

> The valve-in-head, silent oned Buick eight engine is silent, silky, rugged source of high powered energy which makes it master of time and distance, The new straight eight engine ten per cent more power from every gallon of gasoline than any other type of engine size for size. Every Buick is stepped up in horsepower this year. The new motor gives a breath-taking performance without a trace of vi-

Many major changes have been nade in the Pontiac bodies to give reater displacement in both the luggage and passenger compartments. A 1937 model Pontiac may be seen and driven at the Norton Motor company, to further understand the many changes and improvements the new car offers.

more room for the 1937 Butck increase of five per cent in 1935 in both front and rear seats. Deep reports. This brought the total cushioned and luxurious are the registration to within a few thoussmart new tailored seats. Your and of the peak figure in 1930, choice of whipcord or mohair up when 26,545,000 motor vehicles holstery. No pronounced "tun- were registered.

nels" mar the floor of either the Total registration for 1935 infront or rear. Wider, higher doors cluded 26,221,052 motor vehicles, make entrance to the car invit- of which 22,565,347 were passeningly easy.

Limited, the lordliest of all the five per cent gain in registration power to command every traffic cent. situation, comes in three brilliant Montana led the list in registrabody styles. The Century, power- tion percentage increase, the gain ed by the same 130 horsepower en amounting to 16.7 per cent. Other gine as the Limited and Road-master but compacted on a wheel were South Carolina with 16.3 base of 126 inches, appears in six per cent, New Mexico 11.5 per bration or numble—tireless hourstepped up this year in everything but price is longer, larger and increased in power. It is thriftier open road.

Every Buick closed car has the even than its famous predecessor.

Every Buick closed car has the protection of "Turret Top" joined in one continuous protective unit body styles in the 1937 models.

Dase of 126 linches, appears in six such size of the special, separate in six special, and Louisiana 10.2 per cent. Nebraska was the only state show. Six loosened and expelled.

Nebraska was the only state show. It is thriftier only only only one only

nodels at no extra cost. Registration of motor vehicles The smart new interiors offer in the United States showed an There's headroom, leg- over the number registered in elbowroom for three people 1934, he Eureau of Public Roads

ger cars, taxicabs, and busses, and Four brilliant new series com- 3,655,705 trucks. Registration rev pose the 1937 line of Buicks. The enue amounted to \$322,776,536. The A Three Days' Cough Buicks, is offered in four body was closely paralleled by the instyles. The Roadmaster, an auto- crease in gasoline consumption, mobile with a vast reserve of which showed a gain of 6.4 per

SINGLE GEORGE GEORGE

ASSEMBLY OF GOD CHURCH

"A place with a welcome." One block north of the high school, W. A. McCann. Pastor Sunday school, 9:45 a. m., Owen

Neel, superintendent. Devotional worship, 1 a. Christ's Ambassadors, 6:30 Evangelistic Services, 7:30 G. T. W., Wednesday, 7:30 p. W. M. C. Thursday, 7:30 p. Evengelistic Service Friday, 7:30

Try, the Hereford merchants before going elsewhere to buy.

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Serious trouble may be brewing and you cannot afford to take a chance with anything less than Creomulsion, which goes right to the seat of the trouble to aid nature to soothe and heal the inflamed mem-branes as the germ-laden phlegm



Everything Points to these Fine Cars!

for 1937

tions. They are the greatest models in style, appearance, economy and improvements ever offered in either make automobile.

Two of America's finest automobiles-PONTIAC and BUICKare leading the parade of popularity for 1937, according to all indica-

SIX AND EIGHT

TWO NEW PONTIACS (deluxe six and deluxe eight) are offered in the 1937 models with the most marked improvements in the history of the car. They are longer in wheelbase, roomier, lower and even more pleasing in appearance, improved in comfortable riding qualities, with larger and more powerful engines, faster acceleration, higher top speed

and additional economy. Both lines offer seven body styles: Business coupe, sport coupe cabriclet, two door sedan two door touring sedan, four door sedan and four door touring sedan, although the straight sedan in both two-door and four-door eights are built on order only.

One get acquainted ride in the 1937 Rontiac will start a life-long friendship and the prices are low on the fast selling models.

MEETS HEART'S DESIRE

Sensational is the fervor with which the American public has taken to its heart the brilliant motor cars offered by Buick this year. What ever the price you wish to pay, whatever the horsepower, what ever wheel base or equipment your money buys, every one of the four brilliant series offered here by Buick is a Buick through and through. For 1937 the series names are emblazoned in gleaming metal on the louvers, and you can be proud to call one of the four your own.

LIMITED . Lordliest of the Buicks has the fleetness and mobility which comes with refreshing surprise. ROADMASTER . . . All that its name suggests an automobile with a vast reserve of power to command every traffic situation. CENTURY . . . Powered by the same motor as the Limited and Roadmaster, but more compacted in wheelbase. SPECIAL . . . Stepped up this year in everything but price—longer, larger, increased in power.

G-M-C TRUCKS

We are dealers for the famous and well established General Motor Company Trucks. For information regarding various motor and load sizes we suggest that you call on us today.

They Lead The Parade!

NORTON MOTOR CO.

Hereford Texas



God Rest You Merry

Gentlemen-

Let Nothing You Dismay!

Even the expenses of a large family Christmas can't daunt you if you have been systematically saving all year long! You will carol with a joyous heart—knowing that there is no bill that cannot be met immediately! If you haven't been saving this year start right after Christmas.

> Start a Christmas Saving Club Now!

First State Bank

Bippus Items

BY RUTH REESE

Hereford shoppers Saturday in-Mrs. Frank Canaba and children, Mrs. Jones, Mrs. Whitson and cons, Mr. and Mrs. J. T. Reese and children, Marvin and Bud Morri- were in Hereford Friday.

Lamesa working, returned to his home here Tuesday night.

Miss Stella Fortenberry is staying with Ms. Dodson this week, C. V. Griggs and daughter, Mrs. Emery Burks, made a trip to Hereford last Friday.

Chester Dodson took supper

duded Henry Griggs; Mr. and the Bill Winn home Friday night. Bud Morrison visited the Ø. T. Mr. and Mrs. Jack Fortenberry

C. V. Griggs and Frank Canaba Milton Reese, who has been at killed hops Wednesday.

-W. J. Fellers of Amarillo spent Mr. and Mrs. C. T. Reese and last week with his parents, Mr. son were in Hereford Friday. and Mrs. S. B. Fellers.

STEEL ST

ECONOMICAL LAUNDRY SERVICE THAT AFFORDS YOU MORE TIME TO PREPARE for CHRISTMAS

20%

on all bundles of \$1.00 or more, for any of our services, with the exception of wet wash and Helpy Selfy service, which can be had at the regular price. This big discount of 20 per cent on cleaning and pressing and laundry service is good for one full week, beginning Monday, December 14. Limit one bundle per customer for the week. This is our spe-

> **Xmas Gift** To Mrs. Housewife



AND DRY CLEANERS PHONE 298 DER BERBERBERBERBERBERBER

THE MEN'S STORE'S

TIES — TIES — TIES

We have oodles and gobs of them in Wilson

Bros. Hand-made Ties. If you can't find what

you want here, quit looking. Ties in attrac-

tive gift box,

50°

Gift Album

Jumbo News

BY MRS. ULLMAN HUNTER Born to Mr. and Mrs. Bob Axe,

ed Ray Dean. Mr. and Mrs. C. C. Hunter were in Amarillo Thursday.

Mr. and Mrs. Al Caviss have moved from Lubbock to the W. H. Wilkerson farm. Mr. and Mrs. Finis Hunter were

in Canyon Thursday. Billie Burrock of Amarillo was here on business Tuesday.

Vilman and Sam Hunter were in Amarillo Thursday. J. E. McGinnis of Pocatillo, Idaho, was here last week visiting his children, Mrs. C. D. Pinck-

ert and Charles McGinnis. Mrs. M. M. Crawford and Mr, and Mrs. Melvin Jones of Ama. allo were Sunday visitors in the

Kring home. Captain Earl Norman and family of Denver, Colo., visited his sister, Mrs. Finis Hunter, Bunday. Mr. and Mrs. C. D. Pinckert, Charles McGinnis and his mother

were in Amarillo Thursday. Miss Vay Allen of Easter visited her sister, Mrs. Sam Hunter,

a few days last week. Mr. and Mrs. Dewey Owens. spent Sunday in Dimmitt with her mother, Mrs. Henry Short. Mr. and Mrs. Wilburn Axe of Norton, N. M., spent the week

end with his parents, Mr. and Mrs. J. F. Axe. Mr. and Mrs. Addison Hunter spent the week end in Arbey with the Burks family.

Dawn boys' basketball team was defeated 24 to 12 in a game here

Mr. and Mrs. Fred Walton of Kaster called in the Sam Hunter home Sunday.

Only a few attended the comcount of the bad weather.

Mmes. Sam and Ullman Hunter attended the Harvest Day program of Missions in Amarillo last attorney's fees, if placed in the Luesday.

vere in Canyon Monday.

Mrs. John B. Miller,

Tans, Oxford Grays,

Black and Midnite Blue.

We are proud of our se-

ection of hats, staple and

dress shapes.

Rance News

EDNA BEHRENDS

Mr. and Mrs. Collins and famboy, Tuesday. He has been namd- ily of Friona attended Sunday and visited in the Truftt Collins home Sunday. J. B. Noland has rented the Ben

Wilhelm farm. Ben Wilhelm has gone to California for a short visit.

Walter Wainscott and family visited in the H. D. Buse home last Sunday afternoon.

Miss Zaydee Rule of Hereford visited her parents Sunday.

Mr. and Mrs. Rule of Colorado are visiting his parents, Mr. and

Mrs. R. L. Rule. NOTICE OF TRUSTEE'S SALE

THE STATE OF TEXAS, COUNTY OF DEAF SMITH.

Whereas, by virtue of authority vested in the Trustee, named and appointed in a certain Deed of Trust, recorded in Volume 27, Page 489, of the Records of Mortgages and Trust Deeds of Deaf Smith County, executed and delivered to such Trustee, Wiley L. Robertson on the 15th day of December, 1924, by Ernest L. Betts and Teleta A. Betts, his wife, for better securing the payment of one certain Promissory Note of Forty Eight Hundred (\$4,800.00) Dollars, more fully described in said Deed of Trust, and executed by the said Ernest L. Betts and Theleta A. Betts, his wife, payable to the order of Empire Mortgage Company of Wichita Falls, Texas, at Wichita Falls, Texas, due on the 1st day of December, 1929, bearing 6 per cent interest per annum from date until paid, interest due and payable annually as it accrues, providing that failure to pay said Note or any installment of interest thereon when due and shall entitle the holder thereof to proceed to colmunity party Friday night on ac- lect the same and also providing for the payment of 10 per cent additional on the amount of prin-cipal and interest then due, as

hands of an attorney for collec-Mr. and Mrs. Addison Hunter tion, which said Note was thereafter empowered to the due date of the same duly extended by extension agreements recorded, and Mr. and Mrs. Owen Miller and extending the then balance of son, Jimmie, of Amarillo spent the extending the then balance of week end with Mr. Miller's mother, to the lat day of December 1984 said Deed of Trust covering the following described real estate situated, lying and being in the County of Deaf Smith and State

of Texas, to-wit: All the South Half (8%) of Section Number One Hundred Fifty Two (152), Block M.7, lying South of the N. line of the railroad Right-of-Way, certifi-cate Number 1253, B. S. & S. F. Survey, patented to James W. Field by Parent Number 570, Volume 31, containing 317 acres

of land. And, whereas, the said Empire Mortgage Company duly sold, as-signed and transferred said Note secured by said Deed of Trust to Rollinsford Savings Bank and said Rollinsford Savings Bank is the owner and holder of said Note.

And, whereas, the said Wiley L. Robertson, the Trustee named in said Deed of Trust, has refused to act as such Trustee-and perform such trust, and said Rollinsford Savings Bank as said owner and holder of said Note or Bond secured by said Deed of Trust pursuant to the right and authority vested in it by said Deed of Trust, did upon the refusal of said Wiley L. Robertson to act as such Trustee, in writing appoint and empower me, a resident of the County of Wichita, Texas, to become the Trustee in said Deed of Trust as substitute for the said Wiley L. Robertson.

And, whereas, as such substitute trustee I did thereupon succeed to all of the estate, right, powers and trust granted or vested in the said Wiley II. Robertson by said Deed of Trust,

And, whereas, said Ernest L Betts and Teleta A. Betts, his wife, have made default in the payment of said \$4800.00 note above described, due on the 1st day of December, 1934, and the same is now past due and unpaid, principal, interest and attorney's fees, by reason thereof and as provided for in said Note and in said Deed of Trust, now aggregating, principal, interest and at-torney's fees \$7261.20, plus \$458.60 delinquent taxes upon said premises paid by said Rollinsford Savings Bank, as provided for in said Beed of Trust; and whereas, I have been requested by said Rol-lingsford Savings Bank of Salmon Falls, New Hampshire, the owner and holder of said Note or Bond secured by said Deed of Trust to enforce said Deed of Trust, I will offer for sale between the legal hours thereof, to wit: Between the hours of 10 o'clock A. M. and 4 o'clock P. M. at Public Auction, to the mgest bidder, on the First day in January, 1987, the same being the 5th day of said month, at the Court House door, in the town of Hereford, in Deaf described property, with all the rights, members and appurtenances thereto in any wise belonging.

Witness my hand this 28th day of November, 1998. Smith County, Texas, the a

STATE OF THE PROPERTY OF THE P Alderson's Variety Store GIFT Call

Santa's practically here—but there's always room in his pack for the "perfect gift" to every member of the family. Toys for the children—kitchenware for the wife or mother—and thousands of items to choose from for hasband or father, brother or son, sister or daughter, and every friend and relation. Shop in the store of a "thousand gifts" and save both time and money. Of course the smart Santa will

Shop at The Toyland!

For the Kiddies



Blackboards

all sizes, large size with foldout chair. An ideal gift for the child, and educational, too!



Chairs

both rockers and straight, any kiddle would enjoy one of these little chairs!



Toys of Every Kind

Skates, tricycles, wagons, dolls, fire engines, balls, trucks, cars, tops, marbles and just oodles of other wonderful gifts, too numerous to mention. You will just have to see our TOYLAND to make your selections.

For Mother

Many beautifully design ed lamps with attractive shades. An ideal gift for

Each Ladies'

PAJAMAS

In all styles and sizes chic designs.

SILK SLIPS in all sizes, lace trimmed, a marvelous gift and practical.

and

Pictures

PURSES in both all leather and patent leather. styles and sizes

large assortment of 121/4 x 16

pictures. Attractive frames

good quality and beau tifully designed. Any lady would like to have one of these sets. to

Stationery

Men's **Shaving Sets** Palmolive or Colgates 50°

Ladies' Handkerchiefs

Linen, initialed Handkerchiefs in gift package

Gift Boxes 25¢ and 29¢



LADIES' SILK HOSE in all sizes, shades and colors 49¢, 59¢ and 79¢

Linen boxed stationery, in tractive gift box

Sets

sets, beautiful hand-

and

Dinner

FOR FATHER or BROTHER



Handkerchiefs Linen, full cut, initialed handkerchiefs, colored bor

15¢ Each Gift Box of 3.

Socks in plaids, stripes and sol-

id colors. Silks and rayons 154. 19¢ and 25¢



Wall

Mirrors Pans Round, large size, suitable for hanging over dressing table: aluminum or granite, large



We have all kinds of Xmas cards seals, gift boxes and ribbons. Our

Roasting



SHIRTS

Wilson Brothers V waist

line and Wilstay collars.

Guaranteed fast colors, in

\$1.65

\$2.50

individual gift boxes,

CHARLES CHERT CHER

Plaids, stripes, clocks and solid colors in lisle and silks, with the famous Wilson buffer heel and

Gift Box of 3 pairs Gift Box of 3 pairs Gift Box of 4 pairs

HANDKERCHIEFS

SUSPENDERS

GARTERS

BELTS

PAJAMAS

Faultless No Belt Pajamas, all col-

Underwear Shorts and shirts in Rayon and Cotton, sizes 28 to 46. These shorts have

the super panel seat, that insure double wear and comfort; also Cutaway

ed Rugby Glove, smarter,

tougher and warmer, per

\$50

and 75°

MUFFLERS

and they are the best looking

A beautiful inexpensive gift for a the rayon tops to match \$1,00

OMER POR OWN



Tri-County Poultry Show

We are broadcasting our welcome to poultry show exhibitors and visitors because we are proud to have them pass judgment on the finest flock of poultry to be displayed here in many years. The exhibits themselves illustrate the splendid spirit of community cooperation—the unmatched efforts of a developing poultry-minded citizenship. We point with pride at the continued improvements noted in the breed of birds exhibited each year. We are broadcasting our welcome to poultry show visitors because we wish them to see that each and every bird is of the highest variety. We frankly confess that we are proud that we do not have to make the awards. Each bird is a select exhibit . . . each exhibit is a select bird. If we were making the awards we would give a blue ribbon for every bird on exhibit, both for its worth and the efforts of its owner.



For Your Health's Sake

For your health's sake, of course you eat Cream O' Plains Butter—and for the life's sake of your community you again join hands with your fellow citizen to present a successful "cream o' the plains poultry show" (so to speak).

CREAM O' PLAINS BUTTER

Products of the Hereford Creamery Co., fike the birds on display at the show, rank high at each exhibit. We are proud of that. With such lively citizenship, as composes the Hereford and Deaf Smith area, this show could never be a failure—and the progressiveness of the district is further illustrated by the fine breeds of birds to be seen at the show . . . a compliment to the producers.

Hereford Creamery Co.

Experienced
Poultrymen Need
No Introduction
To



FEEDS

A MERIT FEED FOR EVERY NEED!

Merit-fed poultry will carry away their part of the show honors again this year—at least that is our prediction. We have seen Merit-fed birds grow in weight and develop in egg production until we have become "sold" on the belief that Merit is unexcelled.

Visit us while attending the show and let's discuss your poultry and other feed problems. . . . It's our business and we enjoy talking, even if you don't buy a thing.

DISTRIBUTED BY

West Texas
Feed & Seed

PHONE 265

HEREFORD

On With the Show!

Up with the curtain and on with the show—and may it be the great-

We are proud of the small part we play with the show each year and even more happy to see so much interest taken in the Seventh Annual affair this year.

Turkey Market Is Now Open: Bring your turkeys to us. We pay top market prices.

DISTRIBUTORS OF PURINA POULTRY FEEDS.

HEREFORD POULTRY & EGG CO.

We Are Proud!

of the 7th Annual Poultry Show and Purina Poultry Feed



We are proud of the Seventh Annual Poultry Show, and proud of the part Purina Poultry Feeds have played in the success of the large number of birds to be on exhibit again this year.

See for yourself what Startena does for chicks—and what Purina Feeds have done for other birds, as displayed this week. Switch to Purina, the only feed in America which contains Paraten... and watch your birds "go places" in next year's show.

CHICK STARTENA TARTENA

PURINA-FED BIRDS ARE CHAMPIONS!

GRAND CHAMPION COCK of the Panhandle South Plains Fair at Lubbock. Grand Champion Cockerel and Sweepstake Grand Champion of show of the Tri-State Fair at Amarillo.

Grand Champion Cockerel and Sweepstakes Grand Champion of show of the Eastern New Mexico State Fair at Roswell.

Champion Cock of the Texas Centennial Exposition at Dallas.

All the above listed winners in 1936 poultry shows were PURINA-FER STOCK

Owned and raised by J. M. Henderson and Son, Hereford, Texas.

PACKARD

Milling Company

WELCOME

Exhibitors and visitors to the SEVENTH ANNUAL TRI-COUNTY POULTRY SHOW, December 10, 11 and 12.

DISTRIBUTORS OF PURINA POULTRY FEEDS

BROWN PRODUCE Fred G. Brow Proprietor

Welcome Again Poultry Exhibitors to Seventh

Annual Tri-County Show

Panhandle and Eastern New Mexico-to the Seventh Annual Tri-County Poultry Show.

And, again we invite you to visit and inspect our

modern, up-to-date hatchery—the greatest in the Panhandle.

Hillside Hatchery

Again We Say: Congratulations

Tri-County Poultry Show Sponsors and Exhibitors

Congratulate you for the fine spirit shown in your desire to again make a success of the annual Poultry Show. Your activeness will net you a just reward in a great show for 1936. . . for which we congratulate you.

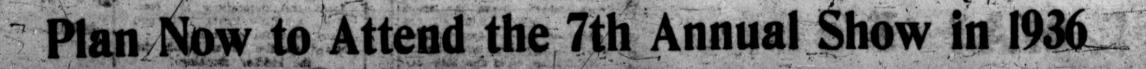
Best Wishes, Exhibitor

Judging from the type of poultry it has been our pleasure to see in this area this year we predict a very interesting time for the judges who will make the awards. Most every bird on exhibit will likely be of the "blue ribben type". Judging the exhibits is going to be the biggest problem in the history of the show, according to the outlook, therefore we say, "Best wishes, exhibitors and producers".

Visit Us While Here

Poultry, exhibitors and citizens, we invite you to visit us and make our place your headquarters while attending the show. It will be a pleasure to talk "shop" with you.

Pitman Grain Company





37 Oldsmobiles Larger, More Powerful

2 Entirely New **Autos Offered** By Oldsmobile

Two entirely new Oldsmobiles for 1937, each distinctly different and original in body styling, and offering many important advancements in mychanteal design; are being displayed at Brumley-Woodford Motor company here in Here-

The cars are longer, lower, roomier and more comfortable than those which made Oldsmobile sales history in 1936. The motors provide greater reserves of power with lower engine speeds and corresponding improvements in both performance and operating economy. The Six now develops 95 horsepower, against 90 horsepower in the 1936 model; while the Eight develops 110 horsepower. an increase of 10 horsepower over the previous eight. Wheelbase of

The two cars are entirely difing a character, and individuality Chevrolet Wins of its own. In the Six is found an entirely new interpretation of radiator grille design-while equally definite individuality has been designed into the front end of the Eight.

ventilation and safety glass. Up- pany in Hereford. holstery is of the luxurious pillow A new high-compression valvebodies and fine furniture.

and oil and longer engine life are count for the winning okay which two important results obtained in America has given them. the new models.

triple-scaled against water, dust combines genuine Fisher no draft and mud, are supplemented by an ventilation and safety plateglass independent emergency mechanical all around, at of extra cost. braking system operated by a of the dash. Thus both cars Year in Texas. provide the security of two sep-

improvements contribute to the accelence of the new Oldsmobile birth certificate is sure to be necthat indices of this imminent trav-Woodford Motor company:

BIRTH- CERTIFICATE IS IMPORTANT RECORD

The registration of a person's birth forms a legal record that is frequently the most important document in that individual's Hfe," shid Dr. W. A. Davk, shite registran bureau of vital statis

"With the passing of the laws. relative to Old Age Assistance and Unemployment Insurance, many citizens will be called upon to produce their birth certificates to prove identity and eligibility for pensions," he said, "and many difficulties are being encountered because of the death of relatives and friends who were in attendance at the birth. The State Woard of Health has provided for the regise tration of unregistered births, giv. ing the information necessary under these new laws. Blank forms are furnished by the Bureau of Viral Statistics, State Department of Health, Austin.

"The parents of the child born more than 60 years ago did not have the same opportunity to protect their child's rights by having the birth recorded, as the parents

FREE! to sufferers of STOMACH ULCERS HYPERACIDITY

Mard's Message of Relief PRICELESS INFORMATION for

CITY DRUG STORE

WHY SUFFER FROM AN ULCERATED STOMACH-COLI-TIS. INDIGESTION, SOUR OR UPSET STOMACH?- WHEN THIS NEW SCIENTIFIC MED-ICAL DISCOVERY, M-S-T, IS GUARANTEED TO RELIEVE YOU. Go to the Corner Drug Store today and call for M-S-T and use it for ten days, then fi you are not thoroughly convinced of its merits, return the re-

Meet the 1937 Oldsmobile Eight!



Front View 1937 Oldsmobile Eight Both the six and the eight, in design interpretates the front end the Six and Eight have been in the 1937 model Oldsmobiles, have of the big Eight (shown above), creased respectively to 117, and an entirely different individuality while the Six is equally different of their own. A definite character with a radiator grille design.

Nation's Okay

More than ten million people viewed the new 1937 Chevrolet Seven body designs are offered the first 24 hours it was shown in each series, including a new- in automobile shows throughout comer designed as the Club Coupe America and gave it a winning which replaces the Sport Coupe okay with enthusiastic preference, of former years. - according to press notices. The ped with Fisher Bodies, no-draft at Brumley-Woodford Motor com-

type usually found only in custom in-head engine, new all-silent, allsteel bodies, Diamond crown speed-Motor blocks are cast integrally line swaying, perfected hydraulic lishing the fact that you are a make?" he exclaimed, twitching with the crankcase and provide brakes, improved gliding knee-ac-citizen of the United States and at his tie. full length water jackets which tion ride and super-safe shockproof entitled to protection of your rights. She retu completely surround each cylin- steering are the outstanding feas under the laws of this country." Greater economy of fuel tures of the 1937 models and ac-

Chevrolet is said to be the only Powerful super-hydraulic brakes, low priced car on the market which

arate and distinct braking sys- be able to say that his child's each, this year. Many other mechanical and body State Bureau of Vital Statistics, son, national director of the Conoco Dan," she admitted.

see that he has this protection. a woman now, you know."

"The State law provides that sons were not present, it becomes the duty of the parents or others lied to me!" aware of the birth, to make known such facts to the local registrar within five days.

tificate is the legal record estab-

40 MILLION AMERICANS

One of the country's best known travel experts predicts, and stakes

of the DEVIL

Ben Ames Williams

opyright sen Ames Williams.

There were twisting snakes fury in the man. He tried to laugh.
"Is the some sudden discovery on your part, Myra? This sinister

(Continued from last week)

side of my character?" She rose and came toward him. "Ned dear, please," she said, "I'm sorry! You're upset today, different." She smiled. "I suppose all fathers are furious when the discover that their daughters are bein his life and may be the means ginning to love some one else of avoiding many legal difficulties Some other man. But you'll have in later life. It is your dutty to to get used to it, Ned. Nancy's

She would have put her arms where a physician, midwife, or around him, but he rebuffed her. other person was in attendance up- "Never mind that," he said sharpon a birth, it shall be the duty of such person to file a certificate of birth in accordance with the playing tennis with this young laws herein. The law further states carried. I asked her about it, that where the above stated per and she said she had played with Judith-didn't mention him. She

She looked at him thoughtfully. "You're so sure of things, some times, Ned. Was Dan here when

"What difference does that

She returned to her dressing table "None, of course," she agreed soothingly. "But for that matter, Ned, what difference does it make if Dan played tennis with Nancy?"

"I don't object to that," he retorted. "I object to her lying to

She said wisely: "That is significant, of course. A girl's inhis reputation on the prediction, stinct to conceal, to be secretive, father." 'pistol grip" lever under the left of a baby born in this Centennial that between 35 and 40 million is one of the first symptoms." He Americans will take interstate trips saw her smile wistfully, tender-"Each parent in Texas should averaging more than 3,500 miles ly, at her own thoughts. "I've real-be able to say that his child's each, this year." ized for some time that Nancy birth has been recorded in the The predicter is Joe H/ Thomp- was thinging a good deal about



EXTRA FAST STARTING requires extra high test gasoline

ON THE AIR . Phillips Poly Follies . Tune in your CBS station, every Tuesday, 9:30 P.M.

"He's a pauper and always will has no money. After all, his old!" be. Or the next thing to it." "Do you think that makes so much difference, Ned?" she urg- ing, Ned! We must go."

"I shall make it my business." "It's possible, you know," she ready. reminded him gravely, "that you can's do anything about it she said "We're supposed to be and he himself has a heart Nancy has a will of her own, there at a quarter of, and it's weakness, latent now, but and—an income of her own, lat- half an hour's drive." er, apart from you. From my

got into you? You've always stood thing. Ira Jerrell asked me to to-" shoulder to shoulder with me." lunch with him today. He wants "You've always done things I to marry Nancy."
could agree with, and support," Her eyes widened. "But, Ned, she replied. "But I think you he's as old as you are!" she pro-

family is fine."

ed gently. "And—after all isn't He started to speak, then held twenty years he'll be an that Nahey's business?" his tongue. He returned to his man; and she—" "I won't have it," he insisted own room for vest and coat; and "He won't live twenty years when he came back, she was Doctor Greeding said explicitely

late. Walt." He had decided to will leave Nancy still a He said tensely: "Myra, what's speak. "I want to tell you some-

He was fighting to control the And she urged: "Finish dress, fury in him.

to develop. He won't live twen-He said: "The others will be ty years; and when he d woman,

Her cheeks were pale. Ned, that's horrible!"

Announcing

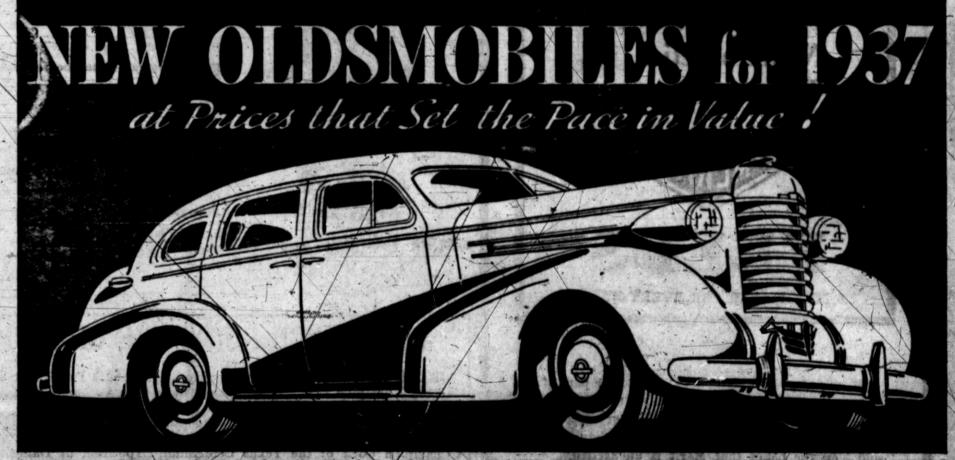
BOTH OFFERING:

Fresh, New Style-Leader Styling - Longer Wheelbase · Larger Size · Roomier Bodies Lower Floors . Wider Chassis . Heavier Frames · Bigger Engines · Higher Power Extra Safety · Greater Economy · And Oldsmobile's Traditionally Fine Quality.

BOTH FEATURING:

New Unisteel Bodies by Fisher with Turret Top · New Triple Sealed Super-Hydraulic Brakes · Center-Control Steering · New Dual Ride Stabilizers . Proved Knee-Action Wheels . Unobstructed Floors and many other fine-car features.





BIGGER, FINER AND SAFER THAN EVER... EACH WITH A STYLE DISTINCTLY ITS OWN



Brumley-Woodford Motor Co., Inc. - - - Hereford, Texas

Ford V-8 Adds "Streamline Style" to 37 Models

New Ford V-8 Offered In Two Engines, 60-85

A new Ford V-8 for 1937, presenting definite advances in modern streamlined styling and powered either with the 85 horsepower V-8. engine now in use in more than 3,000,000 motor cars, or a brand new 60 horsepower V-8 "economy" engine, which is a smaller counterpart of its elder brother, is now on display at the Hereford Motor Company show rooms.

Disclosure of the new lighter economy" 60, horsepower engine an optional power plant for new Fords for 1937 sets at rest definitely rumors of the new "baby' Ford which has been circulated in the automobile ludustry for the east several years.

The new cars represent many outstanding new features. Two engine sizes, a brand new 60 horsepower V-8 engine which makes its ow to the American motoring public this year, and the improved famous 85 horsepower V-8. Either engine is available in the

The 1937 models feature new on the dash, the hand brake at body lines in which the "tear the left under the panel, out of the drop" form has been used where way of front seat passengers.

terior treatment is modern. Up in the 85 horsepower engine. From grees holstery is pillowed, with wide an engineering standpoint most coft-cushioned. The instrument alloy steel pistons, which are panel is grained, with the dials more resistant to wear. There are pleats. Seats are wide, deep and important is the use of a new cast

Bedies are cushioned on the frame turn of T. W. Roberson, Coun. in rubber, with each body boit af Smith County, Texas, I here is no metal-to-metal contact. by give notice that there has been Six smart colors, including four found running at large and not which are new this year, are availestrayed, the owner of which is able. Deluxe cars will be availhknown, one Whiteface helfer able in all six colors. The two bout 17 months old, weighs about most popular, black and Washing-600 pounds, has horns, no marks, no brand, no tattoo, ranging on the Slaton farms five and six miles west of Hereford since May, 1936. Sections Nos. 29 and 31, in Block K.S. is now on Slaton's bright couch maroon—ae available only in the delays types. only in the deluxe types. place, Section No. 29, and if not legally proven away by the owner thereof, within 20 days from date unusually roomy in hereof, the same will be advertised, and said commissioner will the new Ford V.S's, and to further proceed to sell the same according

T. W. ROBERSON. ner Precinct No. 2, Deaf Smith County, Texas, 48-3 ford Motor Company. December 1, 1936.

Ceccosis Books Boo

I can't disappoint all the people who've been

saving all through the year for my appearance they're depending on me giving them the hap-piest Christmas ever, and I wouldn't be a minute late for anything.

First National Bank

Besides, they will want to start their

next year's saving club right away so I have to hurry. Keep your eyes and ears open long about midnight, December 24.

New 1937 Ford V-8 Coupe



THE smart new front, new bar-type seat is full width, with tolding divided bumpers, slanting V-type wind- seat back. The spare tire is carried in shield and smoothly flowing lines of a compartment back of the driver The

Motorists who drive the new

The new body designs permit

To appreciate the economy of

unusually roomy luggage compart-

vision its new striking streamlined

Don't Work !

car for the first time will note at once a new quietness of operation.

this five-window coupe, pictured deep luggage compartment can be above, typify the advanced design of reached either through the rear deak the new Ford V-8 cars for 1937. The door or by tilting down the right seat coupe, which is offered both with and back. New "finger-tip" steering and without de luxe equipment, is the new easy action safety brakes are fca-only single-seat closed body type. Its tured. Two engine sizes are available Largest, Deepest, Coldest.

Lake Superior is the largest, the ever practicable. A deluxe ave. From a mechanical standpoint deepest and the coldest of the nger club coupe is the new the most important development in Great Lakes. Approximately 355 est of the 11 body types available, the new Ford is the 60 horsepower miles long and from 70 to 110 The all-steel body includes a new V.8 engine. It permits a lighter miles wide at various points, this all-steel top, as well as steel struc. car with resulting greater econ- lake covers a total area of 32,000 steel panels and all-steel omy. Equipped with the engine square miles. Depth soundigs of the car's top speed, is about 70/196 fathoms have been reported The new Ford V-8 also offers miles an hour. All the refinements in its waters, and the main body gemain with her son, Keith, until Influence Upon the Home, was inaproved "finger-tip" steering and of the larger engine are included of the lake is more than 100 ed comfort, including new in the smaller unit. Major im fathoms deep. Water temperaof operation. The in- provements also have been made ture seldom rises above 50 de-

POR RENT, FOR SALE CARDS

MRS. JOHN McLEAN, Society Editor

SUMMERFIELD STUDY CLUB MEETS

The Summerfield Study club Mrs Lee Morgan entertained met Thursday afternoon at the members of the London Bridge home of Mrs. Lloyd Lookingbill club at her home Thursday afterwith This Modern World as the noon Guests formed foursomes subject for an entertaining and for two tables of contract and educational program. Mrs. L. high score prize was awarded to Cannon, vice president, directed Mrs. Ernest Medkief, the business meeting, and members . A surprise feature of the party responded to roll call with brief was introduced when members presdescriptions of unusual radio pro- ented Mrs. Adrian Odom, who

The Influence of the Cinema was ress, with a lovely handkerchief graphically pictured by Mrs. D. C. shower. Walser. A book review of My Lovely refreshments were served Own Story was given by Mrs. to Mmes. Ernest Medkief, Charles Tandy Legg. Plans were made Brooks, O. C. Holt, J. T. Gilfor a Christmas party to be given breath, Emmett Milburn, R. R. at the home of Mrs. Lee Curry Wills and Adrian Odom. Thursday, December 17.

Asa Atchiey, L. L. Cannon, Britt DAWN STUDY CLUB HAS Clark, Lee Curry, bloyd Lookingbill, Roy Oglesby, Tandy Legg, D. C. Walser, Troy Welty Woodrow Welty, R. L. Wilson, Charles Walser, Gny Walser, and Mrs. Lewis Jay, a guest of the club.

LEAVES FOR SANFORD

Mrs. B. F. Guthrie left Satur- the community Christmas fund. day for Sanford where she will the close of the school year.

Miss Lillie Hosteler and broth. er, Mrs. E. V. Holman. A general er, John Hostetler, will occupy discussion concerning Home In-Mrs Guthrie's home during ber absence from the city.

TEL CLASS IS ENTERTAINED

Phone 181-W

LONDON BRIDGE CLUB

will make her new home in Child-

An interesting meeting of the

Dawn Study club was held at the

home of Mrs. Bessie Smith Tues.

day afternoon, December 1. The

business meeting was directed by

Mrs. Ruth Womble, vice president.

The club voted to adopt a Christ-

mas family and to contribute to

The program subject, Outside

terestingly discussed by the lead-

fluences concluded the program.

at the home of Mrs. Ruth Wom-

ble on December 5.

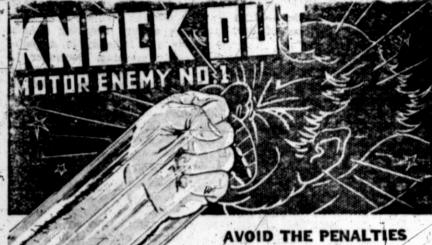
The next meeting will be held

ENTERTAINED

Members of the TEL class of to some needy family. meeting when plans were made breath, W. A. Long, Wirt Phillips for a class Christmas tree, and and W. A. Dobbins.

a program to be given on Tuesday before Christmas. Members voted to send a Christmas cheer basket

the First Baptist church were en- During the social hour sandtertained Thursday afternoon at wiches, cake and coffee were servthe home of Mrs. S. L. Walser, ed to Mmes. Si Orr, Artis Danwith Mrs. F. E. Bowe as assist- iel, C. T. Guseman, F. E. Bowe, E. ant hostess. Mrs. E. A. Johnson, A. Johnson, Lee Lambert, Mack president, presided at the business Beach, J. H. Miller, J. T. Gil-



OF WINTER NEGLECT!

WINTER-PROOF NOW

Neglect is by far the biggest enemy your automobile has. Unless your car is protected by winter Mobiloil and Mobilgreases, one sudden blast of cold weather can do more damage than years of driving. Drive in at the sign of the Flying Red Horse for Magnolia 7-Point Winter-Proof Service. It means complete protection from bumper to bumper.

Buy at the Sign of the Flying Red Horse

MERICA'S FAVORITE GASOLINE AND MOTOR

and engine controls in front of the additional features which aid in the distribution of the maintaining of lower oil controls the right side. Starter button is sumption over longer periods. Before You Buy-See The

July Marvelous

1937 Ford V-8

The Quality Car in the Low-Priced Field

MAXIMUM PERFORMANCE Two Engines

60 HORSEPOWER MAXIMUM

A New Low Price

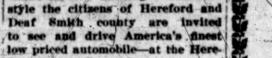


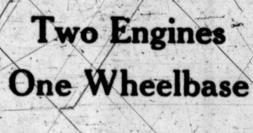
When you drive the 1937 Ford with the 85horsepower V-8 engine, you are master of a power plant that gives everything you can possibly demand in speed and acceleration. Today, improv. ed carburetion enables it to deliver its thrilling performance with unusually low gasoline con-

The new 60-horsepower V-8 type 8-cylinder engine delivers V-8 smoothness and quietnesseven at speeds up to 70 miles an hour-with gasoline mileage so high that it creates an entirely new standard/in modern motor car operation

Before you buy we invite you to see this new Ford car, and arrange to drive one equipped with the engine that fits your needs.

SAFETY BODY-Not an ounce of







V-8's Are Roomy Family Automobiles

The new Ford V-8 for 1937 is the most beautiful and roomy family car ever offered. It is built in only one size one standard of roomy comfort and modern appearance. But, you may have either the improved 85-horse power V-8 engine for maximum performance or the new 60-horse power V-8 engine for maximum economy. The smaller engine makes possible for the lighter car lower operating cost and a lower cost.

Recelord Motor Co.

Truly Marvelous

APPEARANCE-A newly designed car. Head lamps recessed in fender aprens. Modern 11dtype hood, hinged at the back. Larger luggage space. Spare tire enclosed within body. Com pletely new interiors. Slanting / new V-type windshieds, opens in all closed cars.

Truly Marvelous-

COMFORT AND QUIET-A big, roomy car. Extra space in the body, not taken up by the engine under the hood. Comfort of the Center-Poise Ride further increased by smoother action of the long-tapering springs, with new pressure lubrication. New methods of mounting body and engine make this a quieter car.

Truly Marvelous-

SAFETY BRAKES New Easy-Action safety brakes, of the cable and conduit control type. "The safety of steel from pedal to wheel!" Self-energizing car momentum is used to apply the brakes. Tests show that about onethird less pedal pressure is required to stop the car.

Truly Marvelous-

used for structural strength. Frame structure all-steel, sheathed with steel panels-top, sides and floor. All are welded into a single steel unit of great strength. Safety Glass all

PAGE 23

The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL. 1-NO. 11.

Band Mothers

Attend Clinic

HEREFORD HIGH SCHOOL, THURSDAY, DECEMBER 10, 1936.

December 11 and 12, Director Smith, accompanied by Billy Smith than the French; they are just and Clifford Estes, will attend the braver a little longer," said a great North Texas Band Chaic held in English general. This was a quo-Lubbock, under direction of Mr. tation by a very inspiring speech

The North Texas Band Clinic ly Tuesday morning, December 1.



Sunday - Monday Preview Saturday Nite

SHIRLEY'S BACK!

She lives to sing and dance and sings and dances to live!



PLUS: Popoye Cartoon and Another of those clever Pete Smith Short Subjects!

Tues. - Wed. Bargain Show OF MATINER 159

"Stu" Erwin is on the men ry-go-tound of laffs agein!



Mr. Dillehay Speaks

"The English are not brayer given by Mr. Dillehay in assemb-

is held every year and is open to Mr. Dillehay told the students all band members who wish to that low marks are due to one of attend. The Clinic Band will three things which are; lack of play all band numbers to be played courage, laziness, or low- blood the North Texas State Contest pressure. His, object in making the speech was in the hope that omeone losing courage would be made to think.

sight of geometry, history, English, Nicks, Elma Shugart, Theressa home economics and your other Smith, Nett Spradley. miniers ?" Mr. Dillehay asked. The attitude of a high school what will happen to him later on. has for 13 years employed no person without a four year high school record. Thus, Mr. Dillehay Rachel Ireland. showed to the student body how important it is to have a good high school education. His last sentence was that business men are eager to get an employee with a good high school record, honestly worked for.

microscope was set up.

Annie Jo: Oh, may I look through it? I always have wanted to look into a microphone!



Reasons Nite

Good reasons why your Christ mas might be happier and mer, rier! Register either Thursday matinee or night or Friday matince. By registering you do not have to be present to answer to he announcer.

ON THE SCREEN



Selected Short Subjects

Saturday Unly ZANE GREY'S For the Screen Alone





NEW POLICY Kiddies 10¢ Adults 15¢

HONOR ROLLS Hi-Y Members High Honor Roll, Second Six

Seventh grade: June Dameron. Sixth grade: Rena Rae Renfro. Honor Roll. Eleventh grade: Imogene Roberson, Billie Joe Roberts.

Tenth grade: Jack Nicks, Glenn Ricketts, Karl Wilson Shirley, Viola Phillips. Ninth grade: Grant Fuller, Jr.,

Floyd Ross, Barbara Brotherton, Dorothy Thompson, Jeane Williams. Eighth grade : George McLean, Ann Cockrell, Pollyanna Crawford, Vivian Olson.

Seventh grade: Raylan Evans, Billie Löllise Davis, Doris Elaine "Are you grasshoppers in the Dillehay Margaret Higgins, Mary

Sixth grade: Wayne Phillips, Billie Louise Barber, Lois Agnes student is a fair indication of Gilbreath, Mabel, Henderson, Mattie Louise Lawhon, Seletta Rob-The New York Stock Exchange inson, Richard Ireland, Jack London, Pauline Dickson, Ruth Temple Hastings, Mary Ellen Henslee,

Fifth grade : Bruce Beene, Thurmond Williamson, Virginia Ann Louise Lance, Texte Ruth Reynolds, Exelyn Walker, David Neal Beavers, Buly Dameron, Billie Louise Crawford, Marjorie Malm, Margar-

Applied Mathematics

Worley.

The following verse is taken is thought to be applicable to something definite in mind. students:

Is that why Enclid has employed Trapeziur and trapezoid? That all the plane geometry We need, just this simple to Whate'er your line make Both ends meet ..

Alfred Lord Tenn son's Immortal story lives again! The picture on everyone's



While the Thunder of Their Hoof-Beats Still Rings Round the World-The Light Brigade Charges Again! ERROL FLYNN De HAVILLAND The Lovers of "Captain Blood" The CHARGE of the LIGHT BRIGADE PATRIC KNOWLES - HENRY

STAR

Sunday - Monday DECEMBER 18-14

Go To Canyon

The local Hi-Y met Tuesday night for its regular meeting. The president read a list of things that would kill any club." The Canyon Hi-Y club is having a father and son banquet Monday night, Decem-ber 7, and has invited some representatives from the Hereford club. The club decided to send L. A. Ricketts, Carl Wilson Shirley, Johnnie B. Caraway and Mr.

Hudson as representatives. L. A. Ricketts was elected secretary of the club to take the place of Varian J. Fuller, who has re-

The Hi-Y basketball team lost its first game fast Tuesday night by the small margin of 12 to 10, when they played Summerfield.

Hi-Y Girls Show Real Interest

The Girls' Hi-Y club met Tues Dillehay, Lee Etta Hopson, Billie day, December 1, at 7 o'clock at the high school, with 26 present, despite cool, bad weather.

Martha Nell Ewton was elected group. The girls selected were Lewis.

It was decided that no dues AN EXTRA ROOM! THY A WANT ADI from the Country Gentleman, and would be paid until the club had

a devotional read by Annie Jo I sometimes wonder what's the use Owen. Mary Ann Baird gave a talk entitled, Soventeen Ways to Kill a Meeting. Elsie Mae Wilkins made a talk on How to Make of course, I know that mathematics. A song When I Grow too Old to Dream, was sung by Mary Ann Baird and Mary Tiefel. To conclude the program, Miss Crawford gave a very interesting talk on the And make gray matter more clas- gav a very interesting talk on the qualities of love and the probems of girls. The meeting was adjourned with a benediction by Jean Russell.

PICTURES RECEIVED

Six new pictures were bought rith the money received at the art exhibit. These pictures go to the rooms selling the most tickets. The pictures are here and go to the following grades: First grade, Miss Pitman; second grade, Miss Rutherford; fourth grade, Miss Pierle: low fifth grade, Miss Bell; high fifth, Miss McMinn, and the picture of Jesus on the Cross goes to the office. Each teacher selected a picture suitable for the grades. These pictures are to be hung soon.

The Way of a Note,

The following, dear reader, is the contents of a note written by some Hereford High School student. It was found on the floor in the ball:

How do you like my girl friend? Oh, I think she is cute, and to be frank, I have never tast-

Well, don't be silly! She looked ougly, this morning. I don't think she did. . She has

a swell personality, don't you think? Does she play ball? No, she doesn't play ball.

Well, why doesn't she?

She takes five subjects and doesn't have time.

Mary Jane got the prize in our cooking class. It was a useful-book called What To Do Before the Doctor Comes





OSCAR BILLINGS

Here is one of Hereford's promising young athletes in a characteristic pose. Oscar is a Freshman who played football this past season. Authorities predict a suc-cessful season for him next year provided he gets eligible. We not surprised that he may "cra the line next year; who wouldn't with a mug like this!

EXCHANGES

Thoughts of the Week. The fellow who is always kill-ing a little time may find some day that he has been murdering good opportunities.—Engles Tale, Canyon.

Speaking of new jokes here is one from The Lark, Gardena, California: The other day we were elling with great glee a story vice president. A group of girls which was new to us. When we Annie Jo Owen came into the chemistry laboratory where the Mary Sue Whitaker, Gertrude of the chemistry laboratory where the Mary Sue Whitaker, Gertrude of the chemistry laboratory where the Mary Sue Whitaker, Gertrude of the chemistry laboratory where the labo tickled him so, to which he replied: Nancy Millard, Virginia Erle Reed, "I was just thinking about how Mary Ann Baird, Mary Tiglel, I kicked the slats off my cradle

SAVE!

CHARLES CONTRACTOR CON

Exceptional Holiday

VALUES. in Lounge Chairs and Occasional Rocker and chairs. Smokers, Occasional Tables and a large assortment of fancy Scarfs and Pil-

lows. BUY Furniture Before



CHRISTMAS

is just around the corner.

Shop NOW, while our stock is large and selections are easily

R.C.A. VICTOR

RADIOS

A gift for the family or th

individual. An appreciative gift that will be remembered

a long time to come.

E. B. Black Co.

BRAND WANT ADS INVARIABLY GET THE JOB DONE

SOLDER SERVICE SERVICE



After the tinsel of Christmas has been swept away, will your gift have outlived its usefulness and go out the back door with the discarded tree and decorations! It won't if you choose a useful, practical gift from the TEX-AS UTILITIES COMPANY. For months and years to come your Christmas present will bring pleasure!



Electric Roaster \$15.90 Westinghouse **Heating Pad**

\$3.95 Sandel I. E. B Lamps

Mixmaster

Hot Point PERCOLATOR AUTOMATIC IRON **\$6.95**

Toaster \$1.95 , \$16 Westinghouse Waffle Iron \$5.95 Coffee - Master

\$17.95

Clocks

to

