

The Hereford Brand

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Rain, Sleet Break Drouth, Herald Winter's Approach

O A L I S N E A R IN RED CROSS ROLL CALL

Two hundred members—the goal of the Deaf Smith County Chapter, American Red Cross—has not been reached. The count, says D. E. Alexander, roll call chairman, has reached 175.

Canvass of the city will be completed this week. Alexander is cooperating with the movement in order that the county may be over the top before Thanksgiving, date for the close of the drive which started on Armistice day.

"This county has never failed to make its quota," Alexander pointed out, "and we do not want to fall this time. Therefore, we urge that those called upon enroll in the Red Cross if it is at all possible. There is no charitable organization in the world which does more good when and where it is needed than the Red Cross."

Membership dues is one dollar. Any amount may be contributed. A small portion of the first dollar goes to the national body; the remainder is spent here.

School Cafeteria Opens This Week

Lunches for school children are being served at the Central School Cafeteria. It was opened Monday of this week and will operate throughout the winter.

Children of families on relief will be furnished their lunches without charge, the costs being defrayed through relief funds.

Prices for lunches served to other children will be the same as for the general public. Four cents is to be paid for milk. Other items will bring the cost of the lunch to about 15 cents.

Mrs. Henry Triefel is in charge of the cafeteria. Two helpers are furnished her through the relief office.

TO CONTINUE GOOD WILL DAYS HERE; WEDNESDAY NEXT WEEK

Because Good Will Days have been a success the past four Thursdays in Hereford, merchants have voted to continue them through this month and December.

So today is Hereford's fifth Good Will Day. Cooperating merchants are sponsoring a free show at the Star Theatre and are contributing for the visitors.

The event is now being handled by the Chamber of Commerce and will be through the coming month. It is designed for the benefit of the people living in Hereford and within the city's trade area.

Merchants are giving specials, just as they do on Friday and Saturday as an added attraction to the visitors.

Hour of the motion picture show is being changed. It will start at 12 o'clock. After the first show will come the awarding of premiums and then there will be a band show.

Due to Thanksgiving coming on Thursday, next week's Good Will Day will be Wednesday.

BUYING OF CATTLE APPROACHES FINISH AS NEARLY 1,000 ARE SOLD

Cows were bought in Hereford from Monday through Wednesday with almost 700 being purchased. Deaf Smith county farmers are delivering them to Friona today and Friday. Deliveries of Deaf Smith county cattle are to be made in Vega soon, but the days have not been set.

All owners of cows who wish to sell them to the government are urged by Dewey Reed to list them with Miss Fern Williams at the office of the county judge and she will issue permits for delivery to the stock pens.

If cattle are already listed, owners will be notified when and where to deliver them. Owners in the northern part of the county who have already listed the animals will be notified when to deliver them to Vega.

No steers will be accepted. Cows preferred. Younger female stock, however, is being accepted in some instances.

Cattle are not being condemned on the farms. All have to be delivered to the pens where they will

Mercury Drops To New Low For Season As Moisture Falls.

Drouth departed, at least for the time being, last Friday night when a slow drizzle brought eight-tenths of an inch of rain. Then a brisk shower Saturday morning made the downfall an inch in Hereford.

Winter arrived in force late Tuesday and stayed all day Wednesday and through last night. The cold weather was escorted by a brisk north wind which brought also a drizzle of rain and a touch of sleet.

Rain Tuesday night and Wednesday amounted to three-tenths of an inch in the city. It was heavier west of Hereford.

Lowest temperature of the season was reported last night when the mercury dived to 29 degrees. It was not the first freeze of the winter, however.

Not only did the rain last Friday fall in Hereford but throughout the territory. In the northwest part of the county water was still standing in the fields and on the range when Tuesday night's rain started. Estimated fall in some of the farming area was as much as two inches.

The moisture came at the most opportune time for fall wheat planting and that is what the farmers are doing now, hoping to produce a grain crop in Deaf Smith county for the first time since 1931.

In portions of the county where good rains fell the last week in October wheat prospects could not be better for this time of year. Grass, however, is in poor shape and there will be none this winter. Wheat pasturage is the only hope of range feed for stock and that will be available only where the rains fell earlier, allowing farmers to put in the grain several weeks ago.

Mrs. Earl Bennett of Amarillo spent Wednesday visiting in the home of her father, D. R. Gass.

Bowling League Gets Good Start

The bowling league got off to a flying start Monday night when the Orchestra five defeated last year's champs, the Courthouse Gang. Then on Tuesday evening Ireland-Beavers came through with a win over the Farmers, and the Christian Church trounced the OCC boys.

Next week's schedule finds the Courthouse playing Ireland-Beavers on Monday; Orchestra and Christians, Tuesday; Lions and Consumers, Wednesday; Brand and Farmers Thursday, and OCC vs Summerfield on Friday.

Rev. W. M. Griffin spent last Sunday in Amarillo where he filled the pulpit at the Central Presbyterian church at the morning and vesper services.

SHOPPERS ENTHUSIASTIC OVER BUCK AUCTION PLAN

The Buck Auction being staged by the Popular Store is finding favor with Hereford shoppers, says Gaston Baer, manager of the store.

The plan is to give a buck with each 25 cent purchase or multiple thereof. Then on the last Saturday before Christmas a number of prizes will be auctioned off to highest bidders who will use the bucks as currency.

SANTAPAGEANT DATE WILL BE DECEMBER 21

Annual Santa Claus pageant and Christmas Tree of the Lions Club will likely be held Friday, December 21. The plan is to make the event much the same as last year.

Old Santa himself will lead a parade in which will be children of both country and town schools and various organizations. At the end of the parade Santa will go to a huge Christmas Tree at the corner of Third and Main where he will give candy, fruit, nuts and gifts to the youngsters.

On the committee to obtain the candy and materials are Louise LeGrand, Jimmy Robinson and Frank Richards. Cliff Acker heads the finance committee and is aided by Mont Baker and Arch Foster.

Tom Majors is chairman of the sacking committee and has as help Bernard Hicks, Dave Alexander, Thomas L. Morgan and Nestor Gass. B. H. Hopkins, James Wilson and John Miller are the parade committee.

Rev. B. N. Sheppard addressed the club at the Wednesday luncheon on friendship. A rural meeting was held last Friday night at Progressive. There will be one tonight at Jumbo and one next Tuesday at Dawn.

Chamber to Name Officers Monday

Officers for the coming year will be elected by the Hereford Chamber of Commerce at a luncheon next Monday noon. The luncheon will be served at the Methodist church by women of the Missionary Society.

All members are urged to attend in order to have a representative vote. Prospective members are invited. Voting will be by written ballot.

A nominating board composed of Edgar Ireland, C. H. Dillehay, and Homer Fox will submit names of members for president and directors.

Alex O. Thompson is the retiring president. B. H. Hopkins is first vice president and John H. Olson second vice president. Mrs. Seth E. Holman is treasurer.

Other directors are Mrs. Beulah McLean, John P. Slaton, Gus Streu and Jonathan Pitman. Mrs. McLean is chairman of civic improvement and Judge Slaton is highway chairman. Streu and Pitman handle business extension.

Former Resident Dies Last Week In Carlsbad

B. T. Lucas, a former resident of Hereford, died in Carlsbad, New Mexico, on November 14. He was 76 years old. Burial was at Canton, Missouri.

Miss Grace Lucas, a daughter, taught school in Hereford a number of years.

Special Feed, Stock Rates Are Extended

Emergency feed and livestock freight rates for the drouth area have been extended, announces J. E. Beyer, Santa Fe agent. Fifty per cent of the full rate on feed being shipped in will be charged until April 30. Round trip rate for livestock shipped to pasture land will be 50 per cent the remainder of the year.

The rates were originally put in effect in 1933. They were to end in August of this year, but an extension was made until this month. The latest extension was made recently.

On stock the rate will be 85 per cent of normal for going out and 15 per cent returning, making a charge of half rate for the round trip.

Turkey Prices Up.

As is the case throughout the Southwest, the turkey crop here is short this year. And the price is correspondingly higher.

Fourteen cents is the prevailing price being paid raisers. It was 11 and 12 cents a year ago. A poor feed crop is blamed for the shortage. Too, the farmers are eating a lot of the birds this year instead of selling them.

Mrs. J. E. Beyer spent Monday in Amarillo visiting relatives.

Poultry Show Will Charge No Entry Fee

To Provide Feed, Water
for Birds At Exhibit
December 6 to 8.

No entry fee will be charged exhibitors at the annual show of the Tri-County Poultry Association here December 6, 7 and 8. Any poultry raiser, anywhere, is eligible to enter birds to compete for the various prizes and premiums.

Feed, water and care will be provided free for all poultry entered. The show is to be held in the Carter Building on South Main Street.

Premium list for the event is almost complete and will be announced next week, says N. C. Vogele, president of the association. There will be cash, merchandise, cups and ribbons.

In addition to the open competition a department for vocational agriculture groups has been added this year. The vocational boys may enter the open competition and also their own class for which there are to be separate awards.

A new feature of this year's show is the requirement in the pen exhibits. Two females and one male will constitute a pen for purposes of the competition.

Members of the vocational agriculture classes at the high school here and local poultry raisers will care for the poultry during the show as well as prepare the building for the exhibits. Owners of birds will not be out a cent for feed, water and care.

Cash for prizes is being furnished by the Hereford Chamber of Commerce. Merchants of the city will donate a great number of attractive merchandise premiums. There will also be ribbons and cups.

W. C. Tallant of Oklahoma City, director of the American Poultry Association, will judge the show. All standards of the APA will be met. Mr. Tallant judged last year's show.

Poultry raisers throughout the area are invited to exhibit at the show. They may obtain information from Vogele or B. H. Hopkins.

Cotton Tag Sale To End Saturday

Next Saturday, November 24, is the last day for cotton farmers to sell tax exemption tags to the government pool. In Deaf Smith county there are 26 cotton farmers. They hold certificates representing 90,000 pounds of tax-free cotton. These certificates, if sold to the government pool, are worth four cents for every pound of cotton they represent.

To date tags for 54,000 pounds have been placed in the government pool. This leaves about 21,000 pounds outstanding. County Agent Dewey Reed says they can be sold to the government pool up till Saturday. After that date no more will be taken.

An advance payment of two cents per pound will be made to holders of the tags by the government. The remainder will be paid after the tags have been sold.

In December the country's cotton farmers will ballot on continuing the Bankhead Act in 1935. If two-thirds of them favor the plan a tax will continue to be levied on the ginning of cotton in excess of an allotment made to meet the probable market requirements.

Subscribers Asked To Tell Brand Address Changes

Brand subscribers can save the paper a lot of money. That is, if they will drop a note when there is a change of address.

If an out-of-town subscriber changes his address and does not notify the Brand, the post office will find out the new address and drop a card to the paper telling about it. But there is a joker. The post office charges a fee for doing this.

The paper gets numbers of these notices every week. So if anyone contemplates a change of address, please let the Brand know about it, giving the new address.

Whitefaces To Play Dumas Demons There For District Crown

CITY TO REMIT TAX INTEREST AND PENALTY

Although the legislature of the state has adopted a law remitting interest and penalties on delinquent taxes, the law does not become effective until February 9.

Tax collectors, therefore, cannot accept payment of delinquent taxes without the accrued interest and the penalty payable under the present law. This is the gist of instructions given to John B. Miller, tax collector, this week by Comptroller George H. Sheppard.

The law pertains only to taxes delinquent last August 1. Other due taxes are not affected and no advantage is found in deferring payment.

Begin Corn-Hog Check Next Week

Check-up on corn-hog signers will be started next week, says Dewey Reed, county agent. All signers will be checked for compliance, then certificates will be made and sent to Washington.

Second payment of the 1933 allotment will be made after approval of the compliance papers. This payment will be 20 per cent of the year's total and for the county will be about \$12,000.

First payment was made last month and amounted to \$24,000. It was 40 per cent of the total. Third payment will be made in the spring.

RURAL TEACHERS WILL MEET HERE SATURDAY

A meeting of the rural teachers of the county will be held Saturday afternoon at 1:30 in the county court room.

County Judge C. W. Humble has announced that the country schools will be turned out for the Christmas vacation on Friday, December 21.

Beautiful Panhandle Lumber Yard.

One hundred gallons of Panhandle Standard green and white paints are being used this week to give the Panhandle Lumber Company's yard a new dress.

Ollie Fox, Andy Godwin and Louis Guthrie are acting as beauty operators in the process. The green is a brilliant color and the white is snowy. Dave Alexander, manager, says he is "right proud" of the looks of his yard.

Dillehay Attends Meet of Educational Group

Superintendent C. H. Dillehay and Mrs. Dillehay attended a meeting of the directors of the Northwest Texas Conference for Education at Canyon last Saturday afternoon.

Dillehay is president of the conference. He and Dr. J. A. Hill, president of WTSTC, will have charge of the program at the annual meeting of the conference, to be held in Canyon on March 22 and 23. The conference is a division of the State Teachers Association.

CLOVIS SWAMPS WHITEFACES

A passing attack they could not fathom and power they could not stop proved the undoing of the Hereford High Whitefaces last Friday at Clovis as the Wildcats overwhelmed and outclassed them.

The score was 37 to 0. It was Hereford's first loss of the season and a convincing one. As Coach Tommy McCollum said, "We got a lot of valuable experience, and, luckily, no one was hurt."

Eddie Miller, 150-pound quarterback of the Wildcats, proved the difference as he threw bewildering passes for four of six touchdowns. Two hundred pounds of fallback in the person of Captain Joe Maddox supplied the necessary power. Oscar Perry and Henry Sidden at halfbacks rounded out a nicely balanced offense for the New Mexico champions.

Whitefaces Overpowered.

Half scared, the Whitefaces were overpowered for three touchdowns in the first quarter. In the second and third quarters they pulled themselves together to keep things about even, only to be overwhelmed by their fresher opponents in the closing stanza.

A 58-yard drive featuring the power of Maddox produced the

Game Tomorrow Starts at 2:30; Demons Out for Revenge.

Friday afternoon at 2:30 in Dumas, the Whitefaces of Hereford High will attempt to become champions of District One, Class B, for the second time in as many years.

Dumas' Demons, vanquished a year ago by the Cattle, will be hosts. They will also be bent on revenge for a 27 to 0 drubbing they received here a year ago. It was for a bi-district crown they were battling last December in Hereford. The districts have been

Probable Starters, and Weights.

Dumas—	Hereford—
Kirkland le 168	Womble le - 200
Dunn lt - 180	Turner lt - 165
Crow lg - 144	McLean lg - 160
Stanley c - 145	Kirby c - 155
Strunley rg 165	Daniel rg - 175
Hau rt - 145	Millard rt - 160
Pool re - 150	Clayton re - 180
Garry qb - 140	Sowell qb - 140
Cannon-hb - 153	Smith hb - 155
Taylor hb - 136	Russell hb - 140
Williams fb 120	Benge fb - 140

changed since that time, placing Dumas and Hereford in No. 1.

Dumas became champions of their section by defeating the Dalhart Wolves 20 to 13. Tulla, Canyon, Friona, Happy and Farwell were swept aside by the Whitefaces in their march to a sectional title.

For a season the charges of Coach Denny Denman do not have so impressive a record as do the Whitefaces. They trounced Dalhart, Panhandle and Stratford. They lost to Canyon, Texhoma and Perryton and played a scoreless tie with LeFors.

Three men who played against the Whitefaces here a year ago will start for the Demons. They are Kirkland at left end, Dunn at left tackle and Geary at quarter.

Tommy McCollum's Whitefaces are in top shape for the fray despite the terrific licking they took in Clovis last Friday. At ends will be Clayton and Womble, or Carlyle; tackles, Turner and Millard or Boardman; guards, McLean and Daniel; center, Kirby; quarter, Sowell; halves, Smith and Russell; full, Benge.

Officials will be Gib Jackson of TCU, referee; Lefty Deck, Kansas, umpire; Davis Hill, WTSTC, headlinesman. The contest will start at 2:30.

Full Tax Payment Due Till Law Is Effective

Penalty and interest on all taxes due the city of Hereford are being remitted, effective this week. Order of remission was made by the commissioners at the regular meeting Tuesday.

Deadline for the payment of city taxes without the penalty and interest will be March 15, says Mayor Charles J. Paddock. After that date the regular extra charges will be added to taxes that are past due.

The step was taken, Mayor Paddock said, because the city is badly in need of funds with which to meet interest and sinking payments now due; also because of the new law remitting penalty and interest on state taxes which would considerably hamper city tax collections if the same provisions were not made.

Farmers Here Are Delivered Wheat Checks

Payment This Week Brings
Total Above \$150,000;
More to Come

Six big bundles of wheat allotment checks arrived in Hereford last Saturday night. They brought to Deaf Smith county much cheer for Thanksgiving and Christmas.

For the checks amounted to \$100,000 in cash money. Added to those received the preceding week they bring the total paid farmers here to \$153,168.18.

In the group thus far paid were 1,263 checks. These are for landlords and tenants on the county's wheat farms.

Payments were for the final 1933 allotment and the first 1934 allotment. All of the 790 contracts excepting 58 have received the second 1933 allotment.

Only 582 of the contracts have received money for 1934, however. This leaves more than 200 yet to be paid. The 1934 total exceeds that of 1933 because farmers who did not enter the program at first have since signed contracts.

All of the contracts have been approved and payment will be made on every one. They had been held up for some time because of complicated rulings in the wheat section at Washington in regard to excessive acreage planted by some.

Contention of County Agent Dewey Reed was that it was not necessary to destroy the excess acreage because the drouth had destroyed all of it. Officials finally saw the light and agreed with him, approving all contracts.

Cards were sent out Sunday to every person who has a check. On each card is the contract number and Reed asks that farmers call for checks by number, thus avoiding much confusion and saving considerable time.

It will be several months before the second 1934 allotment payment is made, Reed said. Meantime all wheat farmers are urged to familiarize themselves with the rules and restrictions on planting in order to avoid the error made this year. It may be, Reed pointed out, that the wheat section will not be so lenient next time, drouth or no drouth.

Instructions as to planting and limitations and restrictions are outlined on a mimeographed letter each farmer receives with his check. The letter also tells him exactly the number of acres he may plant and the number that must be kept out of cultivation.

Court House, Barn Get New Roofs After Hail

The court house and county bull barn are getting roof repairs this week. They were damaged in the recent hail storm and are being repaired by insurance companies.

Patching and renewal of asphalt covering was sufficient for the barn. The court house, however, is getting a new roof in spots and all coating is being renewed. A number of skylights are being repaired.

Damage on the two buildings amounted to \$400.

First Quarter.

Sidden returned Clayton's kick-off 32 yards to his 42. Maddox ripped off 15 yards on the first play. Seven downs later Maddox plunged six yards across the goal and Miller place-kicked the extra point. Smith returned Abernathy's kick-off to Hereford's 38. Three plays netted 7 yards and Russell punted to Miller on the Clovis 10. He returned to his 21.

Three power plays carried the ball to the 38, then Sidden got loose on a reverse over his left tackle and sped 62 yards for the second touchdown. Maddox failed to plunge for the additional point.

Again Smith took the kick-off returning from his 20 to 32. Nine yards was the fruit of three plays and Clayton kicked out on the Clovis 41. Four plays worked the ball to the Hereford 41. Miller faded back and flipped a long pass to Sherwood Speagle who went 20

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For the Ladies!

Toilet Sets, Dresser Sets, Perfumes, Compacts and numerous other items. Toilet articles manufactured by Max Factor, Yardley and Dorothy Perkins. This year we have endeavored to select and stock the most popular items in these well-known lines. Pay our store a visit, make your selections. A small deposit will hold any item for future delivery.

QUALITY AND SERVICE

Rare Gift Values
FOR EARLY
CHRISTMAS SHOPPERS

CITY DRUG STORE

For the Men!

Razors, Shaving Needs of all kinds, Traveling Sets, Cigars, Cigarettes and other items to choose from. You will find many items which will make suitable gifts.

For the kiddies we also have a nice selection of toys and novelties. New items arriving daily.

TELEPHONE 100

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

COMING EVENTS

November 23—Junior class party in gym. Girls' basketball game, Hereford vs Dimmitt at Dimmitt.
December 7—Junior class party in gym.
December 14—Hi-Y party.

HAIL TO OUR QUEEN!

How many of you students saw the crowning of the HHS football queen about two weeks ago when we played Canyon and beat them 24 to 0? It was a grand ceremony or words to that effect. Bobbie Rhoads, her majesty, marched out on the field, followed by her crown carriers. These crown and flower carriers were dressed just alike and incidentally they were twins, J. W. and Bettye Jane Robinson. The procession was followed by Buddy Sowell (naturally), who had the honor of crowning Bobbie. What Buddy said to Bobbie out there on that grand old gridiron was not heard by the audience, but you can bet that it had nothing to do with what was going on. Bobbie was dressed in her school colors, maroon and white, while Buddy was in his football suit prepared to play a grand game against the Eagles which he did. Long live the queen!

ATHLETIC ASSOCIATION

Well, students, the Athletic Association's magic show turned out to be a real success. This magician, Birch, was really good. A few of his helpers were supposed to be good, too. Some of these were the world's worst wizard, Buster Brown; the bravest boy in town, J. C. Vaughn; and a few others. The first act of pulling flowers and other things out of an empty cloth. Jack Knox was surprised when Birch pulled a live chicken out of his sweater. Birch accepted the challenge of the Panhandle Lumber Co. and escaped from the strong box they had built to keep him in. The man that owned the hat out of which Birch pulled the dozen alarm clocks should never sleep late in the morning or be late for supper. Birch also had a guinea-pig which Frances Buchanan thought she was going to get, but finally got only a box of popcorn. Birch, the man of mystery, was even kind enough to let Jack Knox and Margaret Higgins walk away from their shadows. It can be done, folks, hard as it may seem. Miss Mabel Sperry was all of what she was advertised to be. She played the xylophone as it has never been played before in Hereford. Last, but not least, came Birch's act of making the pony disappear. It really did disappear, too. Princes, the pony, was advertised to be the smallest pony in the world and which she was, for she only weighed 110 pounds. Not as much as Jack Knox.

FRESHMAN CLASS

The Freshman class now has its yell. It is, "Red and white, red and white; we know, you know, we're all right! Are we in for it? Well I guess, Freshmen, Freshmen, Yes, yes, yes!"
After the yell was selected an announcement was made about the assembly program that the Freshman class is to have. Then the tree committee reported. This committee consists of three members who are Anna Lee Frye, Charles Harold and Jack Boydston. This committee is to get trees for the CCC camp. HF

SOPHOMORE CLASS

On November 7, the Sophomores planned their first party. They decided to hold it November 17 in the gymnasium at 8 o'clock. There were two committees appointed, one an entertainment committee was composed of Vernell Hancock, Marcus Houser and Billy Beene. The other was the refreshment committee and was composed of Lavina West, Mary Lee Alexander, and Mary Turrentine. The chairman of the entertainment committee was Vernell Hancock, and the chairman of the refreshment committee was Lavina West.

WHO'S WHO IN HHS

Presidents of the classes. The Senior class is under the leadership of L. W. Carlyle. The "W" in this president's name stands for work. Well-known and industrious. LW is making the seniors a fine president.
Ralph Jennings is head man of the Juniors. The success of the class depends largely on the ability of the president. This class has won the election of Student Council president as well as the football queen. The Juniors seem to have made a wise choice in Ralph.
Jack Barber is the Sophomore master of ceremonies. Jack's motto seems to be "Everything for the Sophs." With such a motto and initiative as a natural characteristic, Jack is successfully leading the Sophomores.
Usually, little is heard from the Freshman class, but as they elected Charles Spradley—the big boss this class has come to the top. The Freshman class, large as it is, needs a competent person as its president. This Charles fills with remarkable ability.

JUNIOR NOTES

The Junior class has not had a meeting for the last three weeks, but the social committee met November 14, with the president of the class, Ralph Jennings, to plan a party. They set the date, December 7, for the party to be given in the gymnasium.
A Junior girl, Bobbie Rhoads, was crowned football queen, at the game with Canyon.

TECHLESS TAXAN

The weather for next week is stormy. Six weeks grades are issued and some one will cloud up and rain all over us.
I haven't had time to look into the political life this week. I did find out Mr. Dillehay and Mr. Hudson have not had a fuss over golf for two months. I'm afraid they are losing the old golf spirit.
I received a bit of news hot from the boiler room last night. Mr. James Wilson is to have the champion basketball team this year. I haven't seen a game yet, therefore I won't make any predictions. Maybe next week I'll find how good they keep in training and give you a forecast.
I have a letter here asking a favor. Some one help her out. Dear Mr. Textless Taxan: I want a boy friend. I don't care whether he is good looking or not. He can be the kind that just wants to sit at the fireside. I'll be satisfied with anyone. Please help me. I lost my boy friend. He was good, but always leaving me. Thanks. A SENIOR.
Dear Senior: Find Miss Anxious and see if you can make a sale or trade.
People think I am a heart tender. I am anything but that; I have broken more hearts than I have ever mended.
There seems to be quite a bit of gossip about the Junior and Senior classes having their representatives mixed around. There is nothing to it. Buddy wants to combine the class and call it a capital class. Take it before the student council, Buddy.
The Student Council is the political boss of this school. I should have a lot of information for you from them, but the president seems to have hay fever.
I would like to have a nice looking girl for a helper next week.
Last week I received a letter from a well known young lady. It reads: Dear Mr. Tex: I have a boy friend who always wants to go to church or go home and talk with my father. He doesn't care if I go with other boys, but he can't give me the attention I desire. He is good looking and really is nice. What shall I do? Would you quit him? Miss Anxious.
Dear Miss Anxious: If you can capture a fellow to go with you and he doesn't care for you going with anyone else, I would advise you to hang on to him. You may want to go to church some time yourself.
Well, folks, the big thing has happened. Mr. Hudson said he had a chicken that couldn't be put under a wash tub. Someone got curious and asked if he was that big. "Well, no, he is not very big. I just can't catch him," Mr. Hudson replied.

BAND

Several members of the band have been lucky enough to go to Amarillo to hear the Philharmonic; Symphony Orchestra. This orchestra plays once every six weeks and at each performance a great artist is allowed to play. This orchestra has given only one performance this year and several others of the band members will probably get to hear it before it is discontinued.
The band has gone to every football game the Whitefaces have played and the members wish to express appreciation to the business men of Hereford for furnishing transportation to the football games played out of town.

ARE YOU THINKING STRAIGHT

In observance of Prayer Week the GR's met November 15 and discussed international strife and disagreement. In every land the difficulties to be surmounted are exceedingly great and we should do our bit to aid. Every worthwhile thing is based on friendship. Be a friend to every one and gradually this relation will become national and then international. This ideal condition can only exist if every individual is willing and striving to do his part.
Let us, Girl Reserves, live the Golden Rule through prayer week and the weeks to follow, consequently putting into practice all those noble purposes which every Girl Reserve tries to follow.

Colds That Hang On
Don't let them get started. Fight them quickly. Creomulsion combines 7 helps in one. Powerful but harmless. Pleasant to take. No narcotics. Your druggist is authorized to refund your money on the spot if your cough or cold is not relieved by Creomulsion. (adv.)

A PRESENT MENACE

The editor wishes to present the following statistics for the consideration of the student body. Despite the efficient school system of the United States, there are over 4,000,000 illiterates resident therein, and Colonel Howe, secretary to the President, has estimated that there are 8,000,000 more who are "near illiterates." Even though the percentage of illiteracy in 1930 was only 4.3 per cent, that is still too much to fit into the plan of a democracy. Illiteracy is a curse to civilization.
Such facts may seem unimportant, but facts are always useless unless they or their significance are put into use. Knowing them cannot do any harm, anyway, and there is the bare possibility that it might do some good. Where? Through the student body of HHS did you ask? Even so.


BONERS AND BY-WORDS

Well, folks, this is the first of many articles on "boners" that we shall have, so all be sure to turn the boners that your playmates of HHS say over to the staff. We wonder what intelligent persons said these?
There is an illustration of the word indigenous: "Indians being indigenous is cheap in the United States."
Here is one for the public speaking class: The purpose of Miss Craig's book, Speech Arts, is to equip up for efficient citizenship and his vocation.
"He became grate over a handy-cap."
"Develop discussion of an oration by apt anecdotes."
"Elegy in country court house."
"Word alumnation" for word illumination.
"Four rules for salavaaction," for rules of syllabication.
A tutor is a fellow that blows a horn in a band. Boy, HHS is full of tutor, then.
Mr. Mc.—Will you please run up that curtain.
Mr. W.—If you can't find anybody to pass to—shoot yourself!
Chas. S.—Locality, healthful, free from excess particulates in the air, dampness, impure water supply, animal or other decompositions.
Joan B.—I would not like this occupation because I am a boy.
Donald B.—The principal parts of the body are the head, throat and the abdomen.

L. B.—Don't, hon!
Elizabeth S.—When you gotta, you gotta.
Ruth S.—I wonder if Jack is coming in.
Florene H.—Bill said this and that, etc.
Bill Mc.—Oh, you think so, yeh!
Mary Frances H.—Uh, uh, uh, you?
Lola Cox—You don't mean it.
Lillie Cobb—Shut up!
Christine F.—You bet, I'll be here Christmas.
Jean M.—You silly thing.
Wilbur W.—Oh, yeah!
Sue V.—He does not think I like him. You tell him I do.
Mary Cox—Palmer!
H. D. Blythe—Gosh!
Donald H.—Where is my girl?
Wayne E.—Don't you like me?
Carl M.—I get long notes.
L. W.—Sue, hon, don't do that.

Oscar Lee sells and trades the new STEWART-WARNER radios, all wave sets. Call him at 651. 1c

EASY WAY TO IRON
WITH A
Coleman
SELF-HEATING IRON
LIGHTS INSTANTLY



IT'S easy and pleasant to iron with a Coleman. It saves your strength. You do better ironing easier and quicker at less cost. This modern Coleman iron lights instantly... no generating with match or torch... no waiting. Saves you more time and work than a \$100 washing machine. Do a whole ironing with one iron.

The evenly heated double pointed base irons garments with fewer strokes. Ironing time is reduced one-third. Heats itself... use it anywhere. Makes and burns its own gas. Economical, too... costs only 4¢ an hour to operate. Come in and see it demonstrated.

STREU
HARDWARE CO. FOR QUICK JOB SERVICE SEE THE BRAND

Now Is the Time

—to buy a bargain in real estate, or if you want to sell, see us. We have some clients interested in buying.

Hill-Ricketts Co.



"to dream—YET NOT MAKE DREAMS YOUR MASTER"

Dreams of glided, luxurious independence are the curse of the weakling and the inspiration of the strong man. To the former they take the place of effort; to the latter they provide a stimulus to ACTION. The first step the ACTIVE dreamer takes is to consult with his Bankers on ways and means of business-building. Let us help you to make your dreams come true.

THE FIRST NATIONAL BANK

OF HEREFORD

FOR QUICK JOB SERVICE SEE THE BRAND

Built to one high standard of

CHEVROLET QUALITY



THE STANDARD CHEVROLET
For Economical Transportation



THE MASTER CHEVROLET
Masterpiece of the low-price field

\$465 AND UP

SPORT ROADSTER \$465
COACH 495
COUPE 485
STANDARD SEDAN 540
STANDARD SEDAN DELIVERY

(to be announced soon)

Above are list prices of passenger cars at Flint, Mich. With bumpers, spare tire and tire lock, the list price of Standard Models is \$18 additional. List prices of commercial cars quoted are f. o. b. Flint, Mich. Special equipment extra. Prices subject to change without notice.

BUILT to the one high standard of Chevrolet quality; combining notable style, performance and stamina—the Standard Chevrolet is nevertheless the world's lowest-priced Six!... Features include Body by Fisher; Fisher No Draft Ventilation; Chevrolet valve-in-head engine; weatherproof, cable-controlled brakes. Drive the Standard Chevrolet—now.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN. Compare Chevrolet's low delivered prices and easy G.M.A.C. terms. A General Motors Value

ONE PIDE IS WORTH A THOUSAND WORDS

GRIZZLE CHEVROLET CO.
Sales INCORPORATED Service

LARGE and luxurious, the Master Chevrolet is at the same time unusually economical... You will be won by the performance of its 80-horsepower, valve-in-head engine... the rich finish of its Fisher Bodies... the extra safety of its weatherproof, cable-controlled brakes... and by its remarkable Knee-Action ride. Chevrolet dealers ask that you drive this car—today!

Above are list prices of passenger cars at Flint, Mich. With bumpers, spare tire and tire lock, the list price of Master Models is \$20 additional. Prices subject to change without notice.

SEND YOUR LAUNDRY AND KEEP



PHONE 298

HEREFORD LAUNDRY AND DRY CLEANING CO.
CALL 298—WE CALL FOR AND DELIVER

YOUR YOUTH
Renewing the bloom in your family clothes robs the bloom from your cheeks, and ironing out clothes wrinkles hastens face wrinkles. It's all so unnecessary. The Hereford Laundry and Dry Cleaning Co. will keep you and your clothes young at a low cost.

Thanksgiving FOOD SALE

For an extra good Thanksgiving Dinner—shop here. We are ready to rush to your rescue with fine puddings, mince meat—all ready-made—real helps for the big dinner. Special Value.



**Get Ready
for the
Feast!**

Let's Talk Turkey!

There are plenty of special kinds and cuts of meat besides turkey that will add distinction to your Thanksgiving menus. Here is a partial list of the many kinds you will find at our store—and examples of our money-saving prices, too!

**PLACE
YOUR
ORDER
NOW**

TURKEYS

Nice, young and tender,
Dressed, pound **18c**

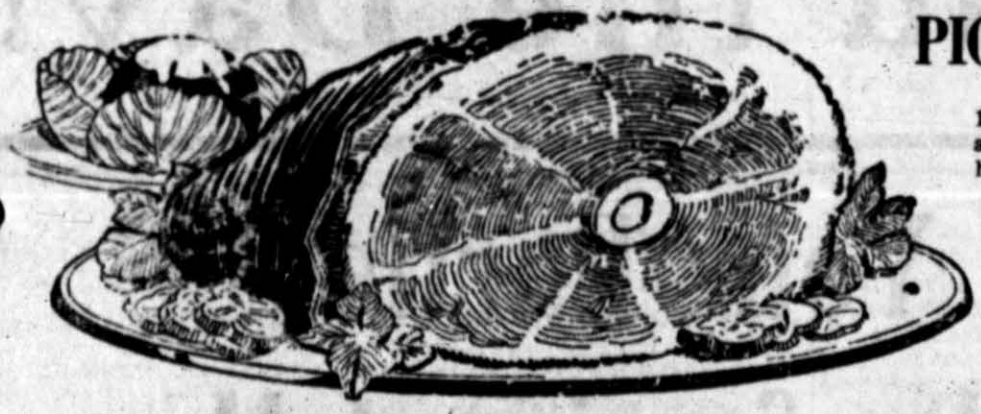
LAMB Legs, lb **20c**, shoulders, lb **15c** **BUTTER** Jersey Cream, made in Amarillo, lb **30c**
LOAF MEAT With the right amount of pork, lb **10c** **ROAST** Cut from our choice Baby Beef, pound **12c**

PORK Roast, cut from lean shoulders, pound **15c**

BACON Armour's, Sliced in our market, pound **28c** **HENS** Fresh Dressed, pound **14c**
CHILI Made in our market from selected beef, lb **15c** **PORK SAUSAGE** Per pound **15c**

Oysters Fresh from Chesapeake Bay, pint **36c**

Another Suggestion for Your Dinner



PIG HAMS

10 to 12 pound average, country cured—half or whole, lb...

21c

COFFEE Break O' Morn, 1-lb pkg **21c** **SOAP SALE** Palmolive, 3 bars **14c** **COFFEE**, Chase & Sanborn Dated, 1-lb **29c**
Toilet Tissue Charmin, 4-roll box **23c** **Giant Crystal White**, 5 bars **19c** **STARCH** Imit, 2 boxes, 1 free **18c**
SOAP A Plus Health Soap It's different, 3 bars **14c** **Crystal White Soap** Flakes, 5-lb pkg **31c** **JELLY**, Rex 5-lb bucket **32c**

FURR FOOD

FREE DELIVERY

PHONE 74

These Special Low Prices Good All Week—Friday, November 23, to November 30!

CRANBERRIES



Nice Solid
Red Berries, 2 lbs. **35c**

CHERRIES Chocolate covered, 1-lb box **25c**
COOKIES Supreme, pound **15c**
CANDY, Orange Slices Gum drops, chocolate drops, lb **12c**
SYRUP Log Cabin, med. size **42c**, small **22c**
GRAPE NUT Flakes, package **10c**
PEARS Charmed Land, choice quality in heavy sugar syrup, No. 2 1/2 can **19c**
CHOCOLATE Baker's, 1/2-lb bar **22c**
WALNUTS No. 1 California Soft Shell, lb **19c**
SUGAR 10-lb cloth bag **57c**

CELERY



Well bleached,
large bunch **10 1/2c**

LEMONS Sunkist, per dozen **23c**
GRAPEFRUIT Texas Seedless, 6 for **19c**
SPUDS Red or white, 10 pounds **15c**

ONIONS Spanish Sweet, 5 lbs **13c**
ORANGES Large size, each **2c**
CABBAGE Firm heads, lb **1 1/2c**

LETTUCE Large heads, each **4 1/2c**
APPLES Winesap, dozen **19c**
POMGRANATES Large, ripe, red, each **4c**

For Your Thanksgiving Baking....

This Thanksgiving, bake that special kind of cake or plum pudding, or other pastry that your family likes so well. Here you will find the finest baking ingredients at prices that will surprise you.

FLOUR 48-Pound Sack Sunrise **\$1.78**
Packard's Best, 48-pound sack **\$1.88**
SWANS DOWN CAKE FLOUR, package **29c**



Don't risk health!
Use Crisco—the
digestible shortening

3-Lb. Can
57c



SOUP Campbell's, tomato, 2 cans **15c**
Other varieties, 3 cans **25c**
OYSTERS 5-ounce can **11c**
PIMENTOS Curtis, large can **11c**

ASPARAGUS Heart's Delight, all green, Eastern style, picnic can **14c**
RIPE OLIVES Curtis, pint can **19c**
OLIVES Queen or stuffed, 3 1/2-oz bottle **10c**

PUMPKIN, Libby's **19c**
Fancy Custard, 2 No. 2 cans **25c**
CUT BEANS 3 No. 2 cans **25c**
PEAS, Libby's Fancy, No. 3 sieve, No. 2 can **18c**

**Shredded
Wheat**
Large Package
12c

**Schilling's
Coffee**
1 Pound for
29c

PHILLIPS' PORK and BEANS
5c
SPAGHETTI
Two Cans
15c

PICKLES Whole sour or dill, quart **16c**
CATSUP Heinz, large bottle **21c**
CATSUP Rio Grande, large bottle **12 1/2c**
SALAD DRESSING Miracle Whip, quart jar **32c**
SODA CRACKERS A-1, 2-lb box **17c**
EGGS Fresh country, dozen **29c**

FRUITS, for Salad Heart's Delight, No. 1 can **17c**
PINEAPPLE Hillsdale, half slices, No. 2 1/2 can **19c**
TOMATO JUICE Libby's, 3 cans **23c**
PEAS Empson's Champion, 2 No. 2 cans **25c**
CORN Libby's Fancy, 2 No. 2 cans **27c**
MINCE MEAT Old Time, pkg **9c**

COCONUT, Fancy Long thread, 1-lb cello pkg **23c**
DATES Dromedary, 2 pkgs **27c**
RAISINS Seedless, 4-pound bag **28c**
FIGS, New Crop White or black, 2-lb pkg **19c**
CHERRIES Maraschino, small size **9c**
MARSHMALLOWS Angelus, 1-lb box **19c**

Hereford's Sixth Big FREE Good Will Day

DUE TO THANKSGIVING, NOVEMBER 29,
WILL BE HELD ON

Wednesday, Nov. 28th

ANOTHER BIG
FREE SHOW

STAR
THEATRE

"365 Nights in Hollywood"

WITH JAMES DUNN and ALICE FAYE
A Real Feature With Selected
Short Subjects

NEW HOURS

12:00 Noon to 1:30 P.M.

Bank Feature at 4:30 and Second Complete Free Picture Show
Afterwards!

ANOTHER GOOD WILL
BANK FEATURE

On Main Street at 4:30 p. m.

You Must Be Present

BRING YOUR FRIENDS

Due to the success that has met with previous Good Will Days, merchants through the Chamber of Commerce, are going to hold another series of these big free entertainment features for people in Hereford's trade territory. They want everyone to plan to attend these worth-while parties. If you have neighbors or friends who have no means of getting to Hereford, bring them with you. Come early. Merchants are offering special bargains. Visit their stores, make the stores your headquarters while here.

COME EARLY
Spend the Day!

"GOOD WILL DAY" Parties are Your Parties
Sponsored By Hereford Firms and Professional Men
For You and Your Friends.

Be Sure to Come - - You'll Enjoy Every Minute

"Good Will Days" Sponsored Through the Chamber of Commerce

Messenger News
BY ESTELLE WILLIAMS

There were 59 present at Sunday school. Preaching each second and fourth Sundays, visitors always welcome.
The Loyal Workers class presented a party at the school house Saturday night, each one attending being dressed as kids. Mr. Smith won among the men and Mrs. Brown for the women. Refreshments were served and all reported a good time.
Mr. and Mrs. P. C. Short and two daughters, Ruth and Wanda Jean, called at the J. L. Smith home one day last week.
Trading in Hereford Saturday were Mr. and Mrs. Fred Perry and children, Mrs. Alta Wily and

CONOCO GASOLINES AND OILS
Are Better for
WINTER DRIVING



You'll find that the old motor really starts and runs better when the tank is full of Conoco. And Conoco winter weight oil will give you better motor performance, too. Change now to these better motor products, you will note the difference before you've driven a mile.

We Handle All Good Kinds of Anti-Freeze

TIRE AND TUBE REPAIRING

Conoco Service
L. H. WOODFORD
Corner Main & First Sts. Phone 588
DeLuxe Cafe in Connection

When the Thermometer Drops in Hereford

Use the Right Winter Oil...
... to get positive starting, improved gasoline mileage and utmost motor protection!

You save money the year 'round by using New and Improved Conoco Germ Processed Motor Oil. But, during the cold months, especially, the low cost operation of your motor car demands the proper Winter grade. You'll get—

1. POSITIVE STARTING. These lighter grades permit your motor to reach higher "cranking speed." You save your battery. You choke less—waste no gasoline.

2. DEFINITELY MORE MILES PER GALLON OF GASOLINE. This free-flowing oil never thickens and "drags."

3. UTMOST MOTOR PROTECTION. Conoco's "Hidden Quart that never drains away" protects vital parts from starting wear.

New and Improved Conoco Germ Processed Motor Oil in all grades, including 10W and 20W—in refinery-sealed cans or in bulk. Drive into a Conoco Red Triangle Station today and get ready for Winter.

CONTINENTAL OIL COMPANY
Established 1875

New and Improved
CONOCO
GERM PROCESSED
(PARAFFIN BASE)
MOTOR OIL



Every Wednesday Night Continental Oil Company presents Harry Richman... Jack Deiny and his music... and John B. Kennedy, over N. B. C., including WFAA-WBAP at 9:30 P. M., C. S. T.

children, Mr. and Mrs. Bob Lindsey and daughter, W. A. Whitson and son, Alvis and Quince Williams, Mr. and Mrs. Houston Huggins and family, R. W. Fanning and boys.
Lara and Clara Maye Perry spent Sunday evening with Ruth Short.
Mr. and Mrs. W. P. Walker and children called at the Arthur Hart home Sunday.
Lara, Clara Mae and Winifred Perry attended church at Friona Sunday.
Mr. and Mrs. W. P. Walker were in Friona Thursday.
H. Hart spent Saturday night with the Fanning boys.
About an inch and a half of rain fell here Friday night, which will be a great help to wheat.
Mrs. Bob Lindsey and daughter, Christine called on Mrs. P. C. Short Wednesday.
Mr. and Mrs. R. J. Coleman attended the good will day at Hereford Thursday.
Mr. and Mrs. G. W. Wells called at the L. M. Williams home Thursday night.
Mr. and Mrs. Franks and children of Easter community visited their daughter, Mrs. E. L. Howard and family Tuesday.
Mrs. Etha Finch and children of Hereford visited her mother and family, Mrs. P. C. Short, one day recently.
Alvis and Quince Williams took dinner in the W. A. Whitson home last Friday.
Mr. and Mrs. S. I. Riggs and Milton Reece left Thursday for Los Angeles for an extended visit. Milton went to drive the car, while Mr. and Mrs. Riggs will visit their son, Wilmer, and family, who live there.
Ewell Walker spent Sunday with Ralph and Hoyt Smith.
A bridal shower was given Mrs. L. E. Ware Thursday of last week at the home of her mother, Mrs. L. M. Williams. She received many beautiful and useful gifts. Mrs. Hazel Lindsey rendered a beautiful poem, which was very much enjoyed. Refreshments of cocoa and cake were served to Mmes. Bob Lindsey and baby, R. Lee Howard and children, Wily and children, Homer Sharp and baby, R. W. Fanning, H. L. Agee, P. C. Short, L. M. Williams and family, Mr. and Mrs. L. E. Ware. Mr. and Mrs. R. W. Fanning and three boys visited his mother at Earth last Sunday.

**STATE OF TEXAS
NOTICE OF TRUSTEE'S SALE**
Whereas, by Deed of Trust dated September 15, 1928, and recorded in Volume 32, at Page 214, Deed of Trust Records of Deaf Smith County, Texas, D. E. MOORE and MAGGIE MOORE, his wife, for the purpose of securing payment of eight (8) certain notes executed by the said D. E. Moore and Maggie Moore, and particularly described in said Deed of Trust, conveyed to Farwell Winston, Trustee and his successors in trust, the following described property situated in Deaf Smith County, Texas, to wit:
Two hundred fifteen (215) acres of land out of Capitol League Number 428; and particularly described as the West two hundred fifteen (W.215) acres of Survey or Section Number Thirty-two (32), of Township Number Three (3) North, of Range Number Four (4) East, of a "Capitol Syndicate Subdivision" as shown by Plat of such subdivision of record in the Deed Records of said County of Deaf Smith in the State of Texas, Volume 15, at Page 60; Subject to easement for such public roads as may have been legally established along the lines of, or across the tracts conveyed. Patented to Abner Taylor; Located about three-fourths mile North and 10 1/2 miles West of Hereford, Texas.

Whereas, default was made in the payment of principal and interest which became due on said notes on November 1st, 1931; November 1st, 1932; November 1st, 1933, and November 1st, 1934, and the holders thereof exercised their option of declaring all the notes due; and
Whereas, Farwell Winston, Trustee, named in said Deed of Trust, after default had been made in the payment of said notes and after having been requested to execute said Deed of Trust, refused to execute the same; and
Whereas, said Deed of Trust provides that in the event of the inability or refusal of the said Farwell Winston to act at any time when his action thereunder may be required, then Samuel H. Roberts shall be and is appointed and made successor in trust with like powers and authority possessed by the said Farwell Winston, Trustee.
Now, therefore, at the request of Frank F. Perry, Kent Chandler and Farwell Winston, Trustees, present holders of the notes above mentioned and by virtue of the authority conferred in said Deed of Trust, I, the said Samuel H. Roberts, Alternate Trustee, on the 4th day of December, 1934, between the hours of ten o'clock A. M. and four o'clock P. M. shall proceed to sell at public outcry in front of the Courthouse door of Deaf Smith county, in Hereford, Texas, to the highest bidder for cash the property above described and the proceeds of said sale will be applied to the payment of the balance due upon the indebtedness, the expense of making said sale and the remainder, if any, paid to the said D. E. Moore and Maggie Moore, or their order, all in accordance with the terms of said Deed of Trust.
Witness my hand, this 5th day of November, A. D. 1934.
SAMUEL H. ROBERTS,
44-3c Alternate Trustee.

Black
BY MISS NOBLE McLEAN
This community received about an inch of rain Friday night. This will be a great help in bringing up wheat.
The ladies social and study club met with Mrs. Hinds last Tuesday afternoon. The next meeting will be an all-day affair in Hereford at the home of Mrs. Will Johnson.
The usual community party was held Friday evening in the club house.
F. E. McMurry is here from Mountain Park, New Mexico, visiting relatives and friends. Mr. McMurry moved from this community to New Mexico about two months ago.
Mr. and Mrs. Cleburne Carr are entertaining a new daughter in their home.
Mr. and Mrs. George Wyly attended the football game in Friona Friday afternoon.
Misses Lucille Hays, Maxine and Margot McLean and Juanita Welch and Jimmie Hays attended the show in Friona Friday.
Mr. and Mrs. Howard Elmore had as guests last Monday Mrs. Porter Elmore and daughter, and Jack Peak of Amarillo, and Mr. and Mrs. Dick Rocky of Muleshoe.
Mr. and Mrs. Cecil Vandiver have moved to Wichita Falls for an indefinite time.
Cullen Phogan, who has been visiting his uncle, T. L. Welch and family the past few weeks, has returned to his home near Bowie.
Mr. and Mrs. Fern Barnett have moved from their place here to several miles north of Friona.
T. L. Welch and H. L. McLean attended a WOW banquet in Hereford Thursday evening.
Mr. and Mrs. Manuel Hawks were in Farwell Thursday.
Z. N. Holly and family have moved into this community from the Lakeview community.
Mr. and Mrs. H. L. McLean and Lucille, Mrs. J. A. Melugin and Mrs. Verner Melugin were in Clovis last Thursday.
Several from this community attended a party at the home of Mr. and Mrs. G. Parker, honoring Mr. and Mrs. R. T. Parker, newlyweds. Mrs. Parker was Miss Ethel Maples before her marriage.
Mrs. Jim Backout of Hartley is visiting her parents, Mr. and Mrs. A. C. Hays, for a few days.
D. J. Neill, who is attending Wayland College at Plainview,

preached at the Baptist church Sunday morning and evening.
Bud Barnett, who is attending college in Canyon, spent the week end with his parents, Mr. and Mrs. R. E. Barnett.
Messrs. and Mmes. T. L. Welch and Verner Melugin visited Ervin Welch and Orland Hartley east of Hereford on the Ivy Hatch Sunday afternoon.
Mr. and Mrs. Jim Black were Hereford visitors Sunday.

Fairview-Palo Duro Items
BY MISS LILA MAE OGLESBY
A good rain fell over this community last Friday night.
Miss Pauline Maben was taken to an Amarillo hospital last Saturday, but returned home after a few days of care.
Mr. and Mrs. Cecil Allred spent the week end in Plainview with her parents, Mr. and Mrs. Neal, and other relatives.
WMS had good attendance at their quilting last Thursday. It was an all day meeting. Present were Mmes. Dave Moore, Elmer

NOTICE OF SHERIFF'S SALE OF REAL ESTATE
By virtue of an Order of Sale issued out of the Honorable 101st Judicial District Court of Texas in and for Dallas County, on the 13 day of November, 1934, in the case of THE DALLAS JOINT STOCK LAND BANK OF DALLAS versus Lola Mae Rose et vir No. 9348-E, and to me, as Sheriff, directed and delivered, I have levied upon this 15th day of November A. D. 1934, and will between the hours of 10 o'clock A. M. and 4 o'clock P. M., on the first Tuesday in January A. D. 1935, it being the 1st day of said month, at the Court House door of said Deaf Smith County, in the City of Hereford, Texas, proceed to sell at public auction to the highest bidder, for cash in hand, all the right, title and interest which Lola Mae Rose and husband, J. D. Rose had on the 15th day of March A. D. 1927, or at any time thereafter, of, in and to the following described property, to-wit:

Being 800 acres of land situated in Deaf Smith County, Texas, described in two tracts as follows: 1st Tract being 640 acres of land known as Section 12, Block K-14, B. S. & F. Cert. No. 1217, patented to the heirs of J. C. Cox by Pat. No. 96, dated November 4, 1911, of record in Book 28, Page 505 Deed Records of Deaf Smith County, Texas, and 2nd Tract being 160 acres of land patented to W. M. Howard by Patent dated March 23, 1894, of record in Vol. 5, Page 163, Deed Records of Deaf Smith County, Texas, Patent No. 380, Vol. 26, Abst. 637.
Said property being levied on as the property of said above named persons and will be sold to satisfy a judgment amounting to \$9,512.51 against Lola Mae Rose and J. D. Rose jointly and severally together with 8 per cent interest thereon from October 8, 1934, in favor of THE DALLAS JOINT STOCK LAND BANK OF DALLAS, and costs of court and the further costs of executing this writ:
Given under my hand this 15th day of November A. D. 1934.
J. B. MILLER, Sheriff, Deaf Smith County, Texas.
By J. M. Murchison, Deputy. 46-3

Notice to Creditors of the Estate of A. B. Harrison, Deceased:
Notice is hereby given that original Letters of Administration upon the estate of A. B. Harrison, deceased, were granted to me, the undersigned, on the 3rd day of September, 1934. All persons having claims against said estate are hereby requested to present the same to me within the time prescribed by law.
My residence and Post Office address are Hereford, Deaf Smith County, Texas.
E. H. NORTON, Administrator of the estate of A. B. Harrison, Deceased. 43-4c

RAVENWOOD-NIGGERHEAD CHANDLER-LANON CITY SUNSHINE-MAITLAND BEST COLORADO COALS
Write to your Coal Dealer

Christmas

Everyone Is Talking About Our Gift Goods!

And It Is No Wonder!

We have the most complete line of gifts in the city and they are displayed where our patrons can see them. It will help to choose that gift just to look at our display.

Ask About Our LAY-AWAY PLAN
For Fifty Cents we will lay away any gift in the house and you can pay for it by the week. What could be simpler?

Christmas Shopping Is Easy At

CLOSE DRUG STORE

Womble, Coy Phillips, Allred, Dick Allred, J. M. Dyer, Norman, L. L. Womble, Rogers, Burks, Hutchins, Wise, Staubus, Carl Fuqua, Oglesby, Bill Floyd, McBroom, Thurmond. They did not quit finish two quilts, so will have another quilting in the near future.
Dick Allred took Mrs. Ira Allred to Bovina last Monday.
The attendance at church and Sunday school last Sunday at the Palo Duro church was about 112.
Miss Frances Campbell gave a dinner for the young folks last Sunday.

Modern Successor To The Blazing Log!



Since man first discovered how to make fire, the blazing log has been a symbol of warmth and good cheer. In the circle of its glowing flame, mankind has found protection and comfort.
Today its modern counterpart—the Gas Radiant Heater—is providing warmth, comfort, and good cheer in thousands of homes. At mid-day or midnight it's always ready to warm hands and hearts. Just the touch of a match and it's "on"—just the turn of a valve and it's "off."

They're beautifully styled for every mantel or fireplace—and priced for every purse.
See Your Gas Appliance Dealer

West Texas Gas Co.
16-13-34

MAYTAG
Quality
MAKES THE
MAYTAG
Price
SENSATIONALLY LOW

You must see the genuine quality in Maytag before you can appreciate how much you get for your money.

This is only one of the reasons why housewives bought more Maytags in half of 1934 than in all of 1933.

Ask your Maytag dealer for a demonstration in your home. It is free.

For homes without electricity, any Maytag may be had equipped with gasoline multi-motor.

M. D. WOMBLE
IMPLEMENTS

MAYTAG

The Newer Manner In Kitchen Refinements



The "Nesco" Roaster on display at our local office embodies the most practical refinements for the kitchen of today. The charm and magic of electricity is built into the appliance itself.

The full, natural flavor of foods cooked in their own juices is retained by the "Nesco" Oven speed in baking is obtained simply by the "high" and "low" heats.

Average cost of operation is slight. The heat generated within the appliance itself is so insulated that the heat is conserved.

We'll be glad to show you this newer refinement.

TEXAS UTILITIES COMPANY

The Hereford Brand

Published Every Thursday. Our Slogan—More People—More Farms

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 39

MRS. SETH B. HOLMAN Publisher and Manager
ED. WITT LANDIS Editor
W. C. NIX Foreman

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Per Year.
Other, \$2.00 Per
Year.



Entered at the post-office at Hereford, Texas, as second-class matter, under Act of March 3, 1879.

NOTICE TO PUBLIC

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office at 402 Main Street, Hereford, Texas.

TIME FOR CAUTION

It is at this time of year that disease is most likely to break out—especially among children. A pamphlet on diseases common to school children has just been issued and it contains some timely hints for prevention and control of disease.

Some of the symptoms of contagious diseases which parents should heed are listed. Teachers, too, will do well to be on the look out for the signs. They include disinclination to play or study, unusual tired feeling, drowsiness, cheeks flushed or pallid, chills, vomiting, cough, sweating, eruption on skin, discharge from nose or throat or ears, swelling in neck, eyes red or inflamed, eyes discharging, sore throat, fever.

Instructions on control of disease advise against closing the schools upon the outbreak of contagion. Examination of children every day is advised, and instructions regarding isolation and preventive measures are given.

In case disease does appear the first thing to do is call a physician. The best thing to do, however, is prevent it by taking all possible preventive measures in the way of vaccination and inoculations then follow the principles of safe and sane hygiene.

Superintendent C. H. Dillehay and his entire staff are taking every possible precaution at the schools. But this is not enough without intelligent cooperation of the parents.

ABOUT THE CHICKEN SHOW

Throughout West Texas it is the general opinion that the annual poultry and egg show of the Tri-County Poultry Association is the leading event of its kind in the area.

Realizing the importance of the show, merchants of this city give liberally every year of merchandise for prizes. The chamber of commerce contributes cash for premiums and expenses.

Poultry breeders and officials of the association here give freely of their time, and the vocational agriculture students at the high school work a lot preparing the show.

With such united effort it is no wonder the show is an unqualified success every year. And the fifth annual show, to be held here the first week in December, will be no exception.



If It's
EGGS
You Want
Feed
JUST-RIGHT

WAIT NO LONGER TO GET
COAL

We Have Worlds of the Finest
COLORADO LUMP and NUT COAL
FOR WINTER IS WITH US

Bring Us Your Produce.

West Texas Feed and Seed Co.

We Have Just Unloaded Some

New Chevrolets
AT A DISCOUNT

Better look them over. Can also sell you a new Oldsmobile, and say, what a car. Come and drive the demonstrator—it doesn't cost a thing.

YES, WE HAVE

Batteries, heaters, radios, anti-freeze—in fact everything to make your car safe and comfortable.

GRIZZLE CHEVROLET CO.
(Incorporated)

Sales

Service

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, November 20, 1903.)

J. W. Head was in town from his ranch nine miles northeast of town.

On Sunday, November 15, a daughter was born to Mr. and Mrs. Rat Jowell.

Almost the entire paper was taken up by opening announcements of Add-Rann College, which event was scheduled to happen on Thanksgiving Day. Elaborate preparations had been made, programs were complete, and buildings ready for this important education step.

Actual count showed an average of 508 letters and 1,028 newspapers were received daily at the Hereford post office.

D. C. Laird and Miss Q. B. Hill

had been married Wednesday evening, November 18, at the home of her brother, Harvey Cash, in Dimmitt, Rev. A. W. Crawford officiating.

(From The Hereford Brand, November 21, 1913.)

At a meeting of the commissioners court the bounty on coyote scalps had been raised to \$1.25, and this added to the bounty offered by the state made each scalp worth \$2.00.

Mrs. R. T. Mooney and Mrs. L. R. Brady had a wonderful lot of fine turkeys for the Thanksgiving market.

School notes mentioned the fact that Bernard and Henry Hellman had entered the first grade.

Business at the express office

in Hereford had been booming, because November 18 was the last day on which shipments of whiskey could be legally made into dry territory. The rush was occasioned by a number who wished to provide against the "drouth."

A. H. Elliston was in Dallas on a business trip.

A. J. Lipscomb was out of town. Friends were anxiously awaiting his return because there was a barrel at the express office consigned to him, and they wanted to know if it contained mineral water, because Mr. Lipscomb had been spending some time in Mineral Wells.

Jack Mounts advertised ownership of two pet ravens which occasionally strayed from home, and he requested that they not be cooped, but allowed to return home.

By Their Words AND OURS

"A cow in the can is worth two on the hoof! This is the view of the Federal Emergency Relief Administration," says R. B. Haynes in the Miami Chief.

Up here in Deaf Smith county those who follow agrarian pursuits see eye to eye with FERA. A bovine tucked away in a metal container has far more spiritual and material worth than one deceased upon the range from lack of sustaining nutritives. And that condition impends here unless our Uncle Samuel sees fit to purchase the animals.

Uncle Samuel has the alternative of acquiring the flesh of the beef from the harried raiser or from Messrs. Swift and Armour, et al. For buy he must to provide the necessary substance to combat the pangs of hunger which his relief clients are sure to feel as the winter wears on.

So, everyone concerned will have his store of happiness and comfort considerably increased should FERA decide to continue its buying of bovines.

"Governor Elect Jimmie Allred is" quoted as having said that West Texas would receive a "new deal" and a new dealer. It is alleged that this statement was made following his inspection of West Texas roads and finding a number of gaps in the West Texas highways," says Thomas Waggoner in the Claude News.

Allred's reference was, of course, to placing a West Texas man on the highway commission. It is to be hoped that is what he meant. There are several being boomed for the job. Mayor Sam Boyles of Panhandle is apparently the favorite of most for the post. T. E. Johnson of Amarillo has withdrawn from the race. There is a lot of support, too, for Judge J. D. Hamlin, of Farwell, president of the West Texas Chamber of Commerce.

We stand ready to support any Panhandle man. The main thing is the area should be united. Because we really need a man on the commission.

Our need is the roads and somehow we believe Allred will do his best to give the area what it needs and should have.

Westway Items

(BY WILMA SKYPALA)

Take Produce to Carl's Gro. if Rilla Mae Baker spent Sunday with Uva and Dorothy Vernon at Hereford.

Mr. and Mrs. Bill Stanley of Summerfield spent Sunday evening in the T. A. Rogers home.

Mr. and Mrs. V. Skypala visited in the M. J. Demal home at Pep Sunday.

Mr. and Mrs. T. E. Baker made a business trip to Amarillo Saturday.

Floyd Trailer and son of Floydada are working land in this community.

Mr. and Mrs. Walter Schulz and children spent Saturday night in the T. L. Vaughn home.

A farewell dinner was given Mr. and Mrs. Rowe, Mrs. Edmondson and son in the Rowe home. Present were Messrs. and Mmes. G. W. Wilson, T. L. Vaughn, Gunn, J. L. Landers, Roscoe Landers, L. O. Gore and their families, Gwendolyn Hyde, Billy Booker and Lola Mae Odum and Margaret Wise of Halfway, Marlin and Raymond Pierce.

Lester Kelley of Earth visited Edgar Skypala and Raymond Pierce Saturday.

There was a farewell party given for the Rogers Wednesday night. Cake and hot chocolate were served to a large number.

Friday Westway went to Flag to play basketball, the junior girls losing 6-2. The junior boys won 23-5. The Westway school team played Flag outsiders, winning by a score of 18-20.

A surprise party was given for Mrs. Leslie Vaughn Wednesday night. Popcorn was served to Messrs. and Mmes. Tom Rowe, and Pat Rowe; Edgar and Wilma Skypala, Mrs. Joiner of Hereford, Jiggs Hartman and Raymond Pierce.

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

FOOTBALL

(Continued from Page One)

yards unmolested for another touchdown.

Smith failed to return the next kick-off from his 25. Clayton punted 45 yards to Miller who returned nine yards to his 39. Maddox fumbled on his 33 and a half dozen Hereford players recovered as the quarter closed.

Second Quarter.

Four plays netted only 9 yards, and the Wildcats took the ball on their 24. Miller, Perry and Maddox alternated at carrying the leather, taking it to the Hereford 29 in 11 plays. At this point Kirby intercepted a pass from Miller on his 21 and returned it 15 yards. Sidden promptly intercepted Russell's pass in midfield and returned eight paces. A couple of plays later Smith recovered Maddox's fumble on his 38. With Russell and Clayton totting and passing the Whitefaces marched to the Clovis 20 where Sidden intercepted a pass. A couple of plays later Bengie intercepted Miller's heave of his 45 and returned to Clovis' 38. Russell and Smith rammed to the 26. Smith dashed 17 yards to the nine around right end. Russell passed to Clayton in the end zone incomplete as the gun sounded, ending the second quarter, the score 19 to 0.

Third Quarter.

Opening the third quarter, Sowell took the kick from his goal to the 25. Russell kicked to Miller on the Clovis 48. Riddle and Miller fell short of first down and Miller kicked over the goal. Russell booted back to the Wildcat 45. Maddox made eight and Miller passed 30 yards to Morgan on the Hereford 16. Kirby intercepted on his 10 and went to midfield, but Hereford was off-side.

Miller rammed for two then passed five yards to Abernathy for a touchdown. A pass for point was short. Clayton returned from his 10 to 28. Clayton and Sowell made a first down, then Clayton passed 19 yards to Carlyle. The attack bogged down and Russell booted to the Clovis 18. Miller punted from his 19 out of bounds on the Hereford 29. Russell and Sowell went to the 44 as the quarter closed.

Fourth Quarter.

Russell had to punt and it went 56 yards over the goal. Three plays made 22 yards then Russell intercepted in midfield. Russell booted 40 yards to Miller on the 10. He returned 20 yards. Miller passed 20 yards to Morgan and he carried it 28 more to the Hereford 22. Maddox and Miller plunged eight, then Miller tossed to Abernathy for 11 more. Miller rammed to the five, then passed to Riddle in the end zone. Miller missed the kick.

Sowell returned Abernathy's kick-off from his 10 to 29. Russell kicked 58 yards to Miller who returned 23 to his 44. Sidden and Perry went into the Clovis backfield. Sidden and Miller carried to the 11 with the aid of Speegle who caught a nine-yard pass. Here Sowell intercepted. Sidden intercepted Russell's heave on the 30 and returned 25 yards. Sidden took Miller's pass for a touchdown. Perry missed the kick.

Russell took the kick-off on his 26 then had his pass intercepted by Miller on the 35 as the game ended with the score 37 to 0.

Easter Items

BY LOUISE FRYE

Young people of the community will give the play, "Parlor Tricks" at the school house the night of November 28. Admission free and everyone invited.

We are glad to know that Rev. Armstrong has been returned to Dimmitt circuit. This will be his second year here.

Mr. and Mrs. B. Saxon moved last week to Wyche community. They will be greatly missed here. John Franks returned home last week from his work at Levelland.

Mrs. Raymond and little son arrived Saturday from Long Beach, California, for a several weeks visit in the home of her sister, Mrs. Roy Durant.

Carroll Jameson had the misfortune to break his arm last Sunday afternoon while cranking his car.

Misses McClure and Ramey entertained the young people with a play party at the B. H. Medley home Saturday evening. Refreshments of home made candy and popcorn balls were served to 30.

Annie Mae Smith entertained the Sunday school class at six o'clock dinner Sunday.

Several from here were entertained in the White home in Jumbo community last Wednesday evening.

Mr. and Mrs. M. Stemmmons returned home last Wednesday from a three weeks visit in Missouri and Kansas.

This community received from one and one-half to two inches of rain last Friday night.

Health Activities Are Stressed By Officials

"What the average community needs is a well organized health department which emphasizes five types of activities," says the American Public Health Association. These activities are: (1) The safeguarding of child health and motherhood; (2) the control of contagion; (3) accurate recording of births and deaths; (4) support of public health laboratories; and (5) sanitary control of diseases spread from human waste and by vermin and insects.

The Texas State Health Department provides that due emphasis be given to each of the above mentioned activities. To illustrate how these five essential functions are interrelated, the interest of the various bureaus in the new-born baby, preschool and school child may be cited as an example. Child health is safeguarded by providing information and instruction of the mother. Through the Bureau of Vital Statistics, complete and accurate birth registration is kept, as well as records indicating deaths which occur among children from preventable diseases.

Contagion is prevented or controlled against further spread through the encouragement of immunization early in life, through the prompt reporting of infectious disease. Public health laboratories and sanitary engineers provide additional bulwarks of protection about child life.

Adequate health organization and wholehearted support on the part of various state and local agencies are essential if those activities are to be successfully maintained.

GOOD WILL DAY EVERY THURSDAY

Come in and visit us when in town, whether you have to buy anything or not.

R. H. KEMP LUMBER CO.
HEREFORD TEXAS



Tune in on WFAA, WOAI or KPRO
"FRIENDLY BUILDERS' HOUR"
Every Tuesday, 6:15 P. M.
Your Building Problem May Be Solved

Week-End Specials

Friday and Saturday

- PEACHES, gallon can ----- 37¢
- APRICOTS, in heavy syrup, 2 1/2 cans - 14¢
- PINEAPPLE, broken slices, 2 1/2 cans - 16¢
- PRUNES, in syrup, No 2 1/2 cans ---- 14¢
- HY-PRO, quart size ----- 19¢
- OATS, National, per pkg ----- 17¢
- SALT, Morton's Smoking, 10 lbs ----- 81¢
- COFFEE, Bliss, pound ----- 25¢
- MATCHES, carton ----- 21¢
- COCOA, Bliss, lb 13¢, 2 lbs ----- 24¢
- SAUSAGE, Vienna, 2 for ----- 15¢
- CATSUP, 14-oz bottle ----- 13¢
- BAKING POWDER, K. C., 25 ounces - 35¢
- JELLY, Rex, 5-lb pail ----- 35¢
- CRACKERS, 2 pounds ----- 18¢

OUR QUALITY MEATS

- CHILI, home-made, pound ----- 18¢
- STEAK, round, loin, T-bone, lb ----- 15¢

All Kinds of Lunch Meat for Picnics.

Texas Market & Grocery

PHONE 353—FREE DELIVERY

WINTER NEEDS

HOT WATER HEATERS

A Real Luxury at a Low Cost—\$12.50 Up, Installed In Your Car.

PRESTONE

The perfect anti-freeze, \$2.95 per gallon, no extra charge for checking and tightening up cooling system.

SUPER PYRO

Safe protection at a low cost. Will not rust or corrode your radiator. 25¢ per quart put in your car.

It's a Pleasure to Serve You.

Ireland-Beavers Motor Co.

301 East Third Street, Hereford

Fuller's Fresher Fruits and Vegetables

- APPLES, really nice, 2 dozen ----- 25¢
- LEMONS, dozen ----- 25¢
- BANANAS, dozen ----- 25¢
- DATES, 2 pounds ----- 25¢
- LETTUCE, per head ----- 5¢
- GRAPES, 3 pounds ----- 25¢

Two big loads of apples, also load of Grapefruit, Oranges and Vegetables, and new crop pecans.

THE CHURCH WORLD

FUNDAMENTALIST BAPTIST

Because of the cold weather, the meeting house of the Fundamental Baptist church has been lined with wall board, announces Coleman Campbell, pastor.

He asks the aid of friends of the church in paying for the material. The cost was \$30. The pastor and several members contributed the labor.

A group gathered at the church last Monday evening for a special prayer meeting.

Last Friday evening Rev. Campbell was surprised with an old-fashioned pounding by his friends and members of the church. It was his birthday.

Regular Services.
Bible study and prayer meeting Thursday, 7:30.
Bible school, 9:45.
Sunday school at 9:45, lesson Exodus 17.
Morning sermon at 11, subject, "Sunday or Sabbath, Which Should We Observe?"
Evening service 7 o'clock.

First Methodist Church

REV. T. C. WILLIAMS, Pastor

The pastor was returned for another year, and Rev. J. O. Haynes, a former pastor, comes as our new presiding elder. Bro. Haynes will be with us next Sunday and will fill the pulpit at the morning hour. We are planning a great day. All his old friends are invited to worship with us. Come to Sunday school and stay for church.

Everyone is invited to bring their dinner with them and after the services we will repair to the basement and eat dinner together. Just an old-fashioned dinner on the ground. Fix dinner just as usual, bring it along with you and let's eat together.

First Presbyterian Church

W. M. GRIFFIN, Minister.

Sunday school, 9:45; G. M. Hudson, Superintendent.

Morning worship, at 11.

Christian Endeavor, 6:15 p. m.

Evening service at 7:00.

Our Tuesday evening church nights will close until after the holidays with the meeting Tuesday evening, November 27. We shall welcome you at any or all these services.

Church of Christ

FRED ROSS, Minister

Services at high school auditorium.

Bible school at 10 a. m.

Morning worship and sermon at 11, subject, "The Call of the World."

Night service at 7:30 o'clock, subject, "Believing a Lie."

Young people's meeting at 6:30.

Prayer meeting Wednesday evening, 7:30.

St. Anthony's Church

Sunday mass at 8 and at 10

sung mass. Religious study after

second mass, benediction at 8 p. m.

Weekday mass at 8, Saturday at 7

in convent. Holy hour, 8 to 9

p. m. Thursday. Thanksgiving

mass at 9 a. m. This will be

sung by the regular choir.

After the mass on Thanksgiving

while the ladies are preparing the

turkey dinner there will be various

activities for the people who

come, including games for children

and adults. Nice prizes have

come in for the Bingo game, and

plans are being arranged for outdoor

sports.

Turkey leads the list of dainties

for the table, and those who like

cranberries ought to have more

than plenty, judging the size of

the order. Some have a preference for chicken and there will be an abundance. Pie, pumpkin and apple pie top off the menu and they will be good. Everybody bring an appetite. Thanksgiving noon to St. Anthony's school hall.

Who's who in the Catholic circle? The BVM Sodality has finally won the race and come into the limelight, while the Holy Name Society of young men has fallen into the shade.

The Sodality girls met Sunday morning in regular monthly communion breakfast. A great lot of business made it necessary to dispense with the program. A decoration committee for Tuesday's social was appointed. Discussion of plans for initiation and party for new members to be received December 8 followed and the meeting was adjourned, everyone anticipating a successful time next Saturday.

Not all were present Sunday morning. It is hoped all will be there Sunday, December 2. Some important business is to be discussed.

Tuesday's social while hampered by inclement weather, proved how popular St. Anthony's hall is with many patrons. About half the usual crowd came and that in spite of the threatening storm.

COURTHOUSE RECORDS

Warranty Deeds.

Ernest Ball to Deaf Smith county, tract 15, section 60, block K-3.

Elisha Carter Sr. to Jennie Carter, lot 18, block 7, Womble addition.

E. Carter Sr. to Jennie Carter, W 1/2 of section 67, block M-17.

E. Carter Sr. to Jennie Carter, block 19, Welsh Addition.

E. Carter Sr. to Jennie Carter, part of section 60, block M-7.

E. Carter Sr. to Jennie Carter, part of section 66, block M-7.

Frank Whittaker et ux to Henry Bromman, E 1/4 of section 36, block K-3.

Mrs. Oliver R. E. Barfield, administratrix, to P. H. Westerdahl, N 1/4 of section 17, township 5N, range 3E.

New Automobiles

W. M. Stewart, Chevrolet sedan, Grizzle Chevrolet Co., 292-739.

J. C. Parker, Chevrolet coupe, Grizzle Chevrolet Co., 292-740.

Virgil Merrill, Plymouth sedan, Ireland-Beavers Co., 292-742.

Two Hereford Poets

Make New Anthology

Two Hereford poets are included in Prairie Nights and Yucca, an anthology of Panhandle poetry which will be published by the Dalhart Texas this week. It was completely sold out ahead of its publication date. The two Hereford poets are Margaret Hudson and J. D. Love.

The volume contains the works of 102 Panhandle writers and is the first effort made to collect the work of poets in this region. It was discovered when work on the book began that the Panhandle had a number of widely recognized writers whose work had appeared in various magazines and anthologies.

The book contains 286 pages, is beautifully bound and has a cover design by George Antry of Amarillo, printed from wood cuts. Copies, many of them for reference shelves, have been bought by libraries over the country.

John L. McCarty, Texan editor, compiled the anthology, assisted by H. H. Lawrence of the Texan staff, who has achieved considerable recognition as a poet.

BUYING and SELLING THROUGH THE WANT ADS

DISH RAGS

MADE OF BOIL-PROOF PAPER

SANITARY AND ECONOMICAL

Wash clothes in kettles from a cloth and then after using—always wash

50 LBS.—10 STRIPS—10 CENTS

MADE IN A FACTORY

For Sale At Brand Office.

SOCIETY

BAY VIEW CLUB STUDIES THE POETS

The Bay View club studied Poets in the Hall of Fame at their regular meeting November 15.

The Hall of Fame and Poet-father Bryant: Mrs. Paul Matthews.

The Poet, William Cullen Bryant, Mrs. Ray Conaway.

Whitman and the Democratic Cosmos: Mrs. Hubert Dowell.

The club will study Poet Laureates December 6.

BRIDGE CLUB ENTERTAINED AT SKELTON HOME

Mr. and Mrs. C. A. Skelton proved themselves most delightful hosts last Thursday evening when they entertained members and a few friends of the Dinner Bridge club. A delicious dinner was served, afterwards bridge was enjoyed. Mrs. Homer Fox and Cliff Acker were high score winners in the games.

Attending were Messrs. and Mrs. J. A. Pitman, C. C. Acker, H. K. Fox, S. P. Rossion, Oscar Fasley, Mrs. Seth B. Holman; Misses Eloyse Pitman and Viola Carpenter, Mack Pitman and De Witt Landis.

Mae West In Picture Coming Next Sunday

Next Sunday Mae West will arrive in Hereford. She will be in a matinee performance at the Star Theatre, then again that night. Monday and Tuesday evenings Mae will appear again. Needless to say, the film is "Belle of Nine-ties." It's another Mae West picture and for Mae's fans, that's enough.

Saturday George O'Brien will appear both matinee and night, in a Zane Grey yarn, "Dude Ranger." It is one of the new type Westerns.

Next Wednesday the free picture for Good Will Day will be "365 Nights in Hollywood," with James Dunn and Alice Faye.

Want Ads

Wanted

WANTED: Three or four good milk cows for their keep. Have good wheat pasture for them, also ground grain. See J. D. Hurford on R. R. Jackson farm, two miles north of town. 1p

For Sale or Trade

FOR SALE: About 15 cars extra good bundled kafir and Grohoma fodder. Geo. W. Smith, on Harrison Highway, P. O. Box 697. 46-tfc

For Rent

FOR RENT: Four room house. See Mrs. A. B. Schulz. 1p

FOR RENT: Furnished room with bath, on corner of Eighth and Lee. 34-tfc

Lost and Found

STRAYED: From Jessie Ford's place 12 miles north of Dawn, large female St. Bernard dog. Reward offered for whereabouts. Notify Mrs. Herman Schulz, phone 9023F3. 1p

LOST: Large, light green Parker fountain pen. Return to Brand office. 1c

FOUND, near Hereford, lady's purse. Owner may have same by identifying it at Brand office and paying for this ad. 1c

Lodge Directory

HEREFORD LODGE NO. 849, A. F. & A. M.

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

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

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

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

L. H. FOSTER, Secretary

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

HEREFORD CHAPTER, O. E. S. Meets Each Second Tuesday Night, 7:30.

MRS. JEWEL WOMBLE, W. M. MRS. MYRTLE WITHERSPOON, Secretary

Some one has just the car you want and would sell it reasonably; another wants the very car someone else has to sell. A want-ad in the Brand helps each to find the other.

To Continue Feed Loans To Farmers

Stockmen in drouth areas who cannot obtain credit from other sources will continue to be eligible for emergency feed loans for their foundation herds this winter, provided they keep their credit in good standing and show their intention of repaying the loans, says a ruling of the Farm Credit Administration.

The Emergency Crop and Feed Loan Offices, officials say, have made loans in the primary drouth areas without requiring chattel mortgages in order to make funds available quickly to save hundreds of thousands of cattle and other stock, but they have done so with every expectation that the money will be repaid.

The Emergency Crop and Feed Loan Division of the Farm Credit Administration has dealt leniently with such borrowers, but each loan case has been carefully inspected. Farmers have shown their good faith by cooperating and not attempting to get loans where they were not needed, but it cannot attempt to get loans where continue to be available unless borrowers keep the loans in good standing and show their intention of paying the debts.

The Emergency Crop and Feed Loan Offices are the only source of these unsecured emergency feed loans. They are disbursed from a part of the drouth appropriation approved June 19, 1934, and are not made through any of the permanent credit institutions under the Farm Credit Administration.

Entries Wanted In Farm Contest

Entry in the annual Balanced Farm Contest of the Amarillo News-Globe must be made this month, according to County Agent Dewey Reed.

Several Deaf Smith county farmers are capable of winning prizes in this contest is Reed's opinion. "We should have five or six contestants from this county," he said. "There is no reason why some of our farmers can not compare favorably with any in the country."

Mrs. Bess Turrentine was the only entrant from this county in 1934. Lester Galley and Mrs. Turrentine have both won awards in former years.

Entrants may make their major livestock projects in dairy cattle, swine or beef cattle. Choice lies with the farmer.

BACKSTAGE in the TELEPHONE SERVICE

The telephone service this company furnishes you could not be as uniformly good, as quietly accurate, as far-reaching and inexpensive, if the nation-wide organization of the Bell System did not stand behind it.

There is American Telephone and Telegraph Co., the parent organization, furnishing technical and business guidance to the 24 operating companies.

There is Bell Laboratories, the research organization, constantly seeking better and more economical methods and equipment.

There is Western Electric, the supply unit, buying and manufacturing at a cost in most cases below what would be paid in competitive markets.

Each of these units stands behind the men and women who give you your local telephone service. Each is dedicated to the fundamental and enduring Bell System policy of giving good telephone service, at a fair cost to the user.

Back of this policy lies our belief that in an undertaking such as ours, planned for the long run, what is best for the telephone user becomes in the end the course that will bring us the sounder, more enduring success.

SOUTHWESTERN BELL TELEPHONE COMPANY

ONLY 33 DAYS 'TIL CHRISTMAS

Can you think of anything that would make a finer Christmas present for the whole family than a completely redecorated home?

Our stock of BPS Paints and Varnishes is complete. You'll be surprised to learn how little it costs to transform the dreariness of a house that has not been painted for a long time into a bright, cheery, livable home.

Or perhaps you'd like new floors, or a new built-in kitchen cabinet. Take us into your confidence and let us help you solve the problem of getting the most out of the place where you spend the biggest part of every day.

Rockwell Brothers & Co.

LUMBERMEN

Phone 4. So. Main St.

LISTEN

"The Friendly Builders Hour"—each Tuesday evening at 6:15 over WFAA, WOAI, KPCC, KVOO, KCRC, WKY. Thrilling music—the rare harmony of the Bel Canto Male Quartet—the quaint, homely fun and philosophy of The Friendly Carpenter.

LET US CHECK YOUR Radiator, Battery and Ignition for Winter Driving

WE REPAIR AND SERVICE BATTERIES GENERATORS STARTERS IGNITION ELECTRIC MOTORS MAGNETOES FUEL PUMPS WATER PUMPS RADIATORS APPLIANCES

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

Willard Battery Station

Phone 284. 313 North Main

Spotlight SPECIALS

Friday and Saturday Specials

SPINACH, Del Monte, No. 1 tall, 13c. No. 2 14c. No. 2 1/2 17c PEACHES, Del Monte, heavy syrup, No. 2 1/2 cans 23c

CRACKERS, 2-lb box 17c MACKEREL, No. 1 tall cans, each 9c PEAS, No. 2 can, good grade, 2 for 25c MARSHMALLOWS, Angelus, 1-lb box 18c PEACHES, No. 2 1/2 cans, in syrup 15c HOMINY, No. 303 size, each 6c CORN, No. 2 cans 10c, 3 for 27c STARCH, Linit, 2 boxes and 1 free, for 19c SALT, smoked, 10-lb carton 89c COFFEE, White Swan, lb 33c, 2 lbs 64c PRUNES, No. 2 1/2 can, in syrup 16c PEACHES, gallon can 35c SOAP, Armour's large yellow bars, 6 for 24c SAUSAGE SEASONING, 10-oz box 23c SYRUP, Karo, Blue Label, gallon 55c LETTUCE, nice heads, each 6c CELERY, California, bunch 12c APPLES, Jonathan, dozen 21c ORANGES, large size, dozen 27c SPUDS, 10 lbs. red 15c TOMATOES, fresh California, lb 10c

SPINACH, Del Monte, No. 1 tall, 13c. No. 2 14c. No. 2 1/2 17c PEACHES, Del Monte, heavy syrup, No. 2 1/2 cans 23c

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Dimmitt News
MRS. BUCK WOOD

Take Produce to Carl's Gro. Mr. and Mrs. W. H. Meachem, Mr. and Mrs. Choc Collins and Kenneth Bishop visited relatives in Floydada Monday.

Tom Bice and T. A. Singer made a business trip to Amarillo Tuesday.

Rev. Alfred Freeman left last Wednesday to attend Conference at Abilene. Mrs. Harvey Yount went with him to visit her sister, Mrs. Jack Cowser in Abilene.

Mr. and Mrs. I. B. Brooks of Hereford were in Dimmitt Wednesday.

E. B. Wright made a business trip to Lubbock Friday.

Mrs. Byron Shipley entertained the London Bridge club Thursday afternoon. Mrs. Lawrence Buckmaster won high score and Mrs. Tom Bice won low. Present were Meses. Jack Miller, Meade Halle, Claude Morris, Tom Bice, Raymond Ricketts, Lawrence Buckmaster, Homer Norwood and the hostess.

Miss Syble Hunter of Muleshoe spent the week end with Miss Lola Wright.

Mr. and Mrs. Elmer Yount were in Amarillo Thursday.

Mr. and Mrs. Fred Roswell and Mr. and Mrs. Edgar Ramey are visiting in the home of Mrs. Roswell's parents in South Texas.

Misses Ruby and Koma Hyatt spent the week end at home.

Mrs. L. D. Parker was hostess to the Tres Mesa bridge club last Friday afternoon. The Thanksgiving motif was shown in the tallies and refreshments, which were served to Meses. Ray Cowser, Goodwin Miller, Marsh Collins, Curtis Tate, Claude Morris,

Buck Wood, L. E. Parker, Lawrence Buckmaster, Tom Bice, Miss Squires of Bovina, and the hostess.

Mr. and Mrs. J. A. Creager visited relatives in Memphis over the week end.

Mr. and Mrs. Andrew Elder spent the week end at Lubbock with her parents.

Mr. and Mrs. Paul Thompson of Lakeview spent Saturday night and Sunday with relatives here.

Mrs. Raymond Wilson and Mrs. Buck Wood were in Amarillo last Thursday.

Troy Burson visited in the Carroll Gunter home Saturday night.

Mrs. Ernest Medkief of Hereford and Mrs. O. B. Trimble spent a few days with Mrs. Walter Pennington at Floydada.

Rev. Bost. C. W. Boothe and Truett Boothe made a business trip to Plainview Monday. Dan Boothe returned to Plainview with them after spending the week end at home.

Mr. and Mrs. Claude Morris and Mr. and Mrs. L. G. Manning attended the show in Hereford last Sunday.

Mr. and Mrs. Talmadge Buckmaster are the proud parents of a baby boy, born November 17. His name is Sammy Roger.

Mr. and Mrs. Claude Morris were in Plainview Monday.

Mr. and Mrs. Wilson of Tulla visited in the home of their son, Raymond Wilson, Sunday.

Mr. and Mrs. S. C. Wood and Roy left Friday for an extended visit with relatives in Oklahoma City.

Mrs. Meade Halle is spending the week with her parents in Clarendon.

Cleve Tate is on the sick list this week.

Summerfield News
BY MRS. GUY WALSER

Take Produce to Carl's Gro. Mr. and Mrs. Andrew Elder spent the week end at Lubbock with her parents.

Mr. and Mrs. Paul Thompson of Lakeview spent Saturday night and Sunday with relatives here.

Mrs. Raymond Wilson and Mrs. Buck Wood were in Amarillo last Thursday.

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Adrian-Sims Notes
BY MRS. J. M. CHAPMAN

Adrian-Sims, November 16.—Sam Steen was an Adrian visitor Monday.

Misses Alta Mae and Stella Lee Fortenberry visited over Sunday with home folks.

Mr. and Mrs. Tom Bohannon were in Hereford Saturday.

Gilford Miller visited in Hereford the latter part of the week. A number from Adrian and Sims attended the singing convention at Bippus church Sunday.

Sims school played Bippus in a game of ball Tuesday afternoon, the score favoring Bippus 14 to 12.

Misses Lois and Mozelle Phillips were at home from Canyon Sunday.

Convention Statistics
It is estimated that there are about 15,000 conventions of various kinds in the United States each year. The cost of them approximates \$225,000,000, and about 3,000,000 people are in attendance.

TRY TEXACO
For Faster Cool Weather Starting

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

Texas Service Station
GLEN SNYDER

GOOD AND ECONOMICAL TOO

TEXAS GIRL Coffee

Texas Market & Grocery

RESULTS from WANTED

Penney's BARGAIN

PLAIN

Penney Scores Again! Pure Silk, Full Fashioned SILK HOSE

Chiffon and Service at only **49c**

When you see them it's hard to believe they can be sold at a mere 49c. Chiffons with silk picot tops and strong reinforcing in the foot. Service weights with mercerized top and sole. Both in new smart Winter shades. Stock up. A bargain. 8½-10½.

We're Staying Open Evenings Until Thanksgiving to Buy Your

Turkeys

In order to serve you better, we are staying open evenings to better receive your turkeys and other produce. Top market prices paid here at all times and you will find our service better in every respect. Bring your turkeys in this week end to us for better prices. We need your other poultry and cream, too. Hereford is mighty short on eggs—that's one reason for the price we're paying for eggs.

Roy's Produce
SWIFT BRANCH
Elkhorn Building on Third Street. Plenty of Parking Space.

Here and There
BY MRS. O. B. TICE

Take Produce to Carl's Gro. The carnival at the school house Thursday night was well attended and the PTA realized a nice sum of money. Several members of the high school band furnished excellent music during the evening. Meses. Robbins and Hawks and Miss Theresa Smith gave readings. Thursday night, November 22, a free entertainment will be given by Miss Selgier's class from Hereford.

R. V. Jones of Friona spent Monday with his brother, D. S. Jones and family.

Several from Friona attended church in Hereford Sunday night.

Mrs. D. O. Benson and children moved to South Hereford last week.

Mr. and Mrs. Leo Williams were Sunday guests in the Henry Allman home.

The rain Friday night varied from three-fourths to one and one-half inches. This is the first time in about two years that water has been in most of the lakes in this vicinity.

The WW club met last Wednesday with Mrs. Paul Williams, with 12 members and four visitors, Meses. Cleo Richardson, Jack Baker and Davis of Bethel, and Mrs. John Boiling of Hereford, present. The next meeting will be with Mrs. A. C. Hawks instead of with Mrs. Glenn Greer. Miss Clark will be present and all members are urged to attend.

The pork curing demonstration at the J. M. Dixon home Friday was well attended. County Agent Thomas, Mrs. Duke and another lady whose name we failed to learn, had charge. On November 23 a similar demonstration will be held with Henry Allman.

J. E. Andrews is having an irrigation well put down on his farm.

J. E. Springer is remodeling his house and putting a basement under it on the farm he recently purchased from P. A. Hogan.

Gowns

Ladies flannel gowns, solid colors and stripes. Sizes 16 to 20—

2 for \$1.00

Bed Spreads

80 x 105 size. Green, rose, blue, gold and orchid colors. A close out value!

77c

Blouses

Taffetas and satins, solids and plaids. New, pretty styles—

\$1.49

Swagger Suits

Wear a swagger for style and economy. Long length coats, new materials—

\$7.90

Wool Crepe Dresses

The new "football" styles and colors. Bright, pretty colors—some plaids!

\$4.98

Taffeta

For trimmings and blouses. New plaids, yard—

98c

Outstanding Value! Single Sheet Blankets

Plain and Plaid

50c

Their soft, downy texture makes them ideal as top blankets for summer... as warm sheets in winter. Solid colors or plaids; contrasting borders. All cotton! Real values!

Smart, young and breezy! Misses' Sailorettes

Tub-fast cord! 12 to 20!

\$1.98

Gay as a sailor on his first shore leave! Trim as a 10" gun polished for inspection! Young, casual, comfortable—ideal for school or campus! Good quality, tub fast cord! Strong, too—they'll take lots of wear! Brads, scarfs, ties for trimming! Girls will adore them!

Girls! Here are New Styles in Felt Hats

Complete range Fall colors!

98c

Hats that have all the careful styling and smart, new lines that the up-to-date girl must have! Medium brims, and turn-back brims, beret types, too—in blue, green, black, brown, red—a whole range of colors! Of fine, pliable felt that wears well! Wonderful values!

Men! Fine Quality Marathon FELT HATS

In This Year's Styles!

\$1.98

We've the new snap brim models with turned backs and tapered crowns, for young men! Conservative styles, too, for Dad! Tan, brown, pearl and cap! Blue! Silk lined!

Corduroy Suits

Tan, gray, partridge or navy blue. Talon fastener, Cossack jacket, with long pants. A special value—

\$4.98

Suede Jackets

Men's ----- **\$4.98**
Boys' ----- **\$3.98**

Now is the time for a good warm jacket

Men's Unions

Again we can offer you a heavy weight union at this very low price—

69c

House Slippers

Children's sheep-lined bunny house shoes. Very warm and durable. Tan color—

79c

Heavy Socks

Part wool, 2 pairs ----- **25c**
Natural colors ----- **19c**
Cashmeres ----- **39c**
Big Pay Socks ----- **15c**
Boys' Boot Socks ----- **25c**

New Caps

New colors and fabrics, adjustable to fit any head size. Unbreakable rubber visors—

49c 69c 98c

Winter Proof? OKAY! It saved me a lot of grief last year

7 POINT SERVICE

Guard against the hazards of Cold Weather Driving

With a Magnolia Winter-Proof Job you are protected against sudden changes in temperature. Your motor will start instantly... Gears will shift easily... Driving will be a pleasure instead of a worrisome task.

Mobilize For Winter At **MAGNOLIA STATIONS AND DEALERS**

W. J. [Bill] SMITH
MAGNOLIA AGENT
Hereford, Texas
Phone 371

The Way of a Woman

Seattle (Wash.) police asked Mrs. Bessie Ingram why she didn't investigate when she heard shots next door. Her reply was, "I had a roast in the oven to think about!"

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

PRICES GOOD FRIDAY, SATURDAY, MONDAY, TUESDAY AND WEDNESDAY



Thanksgiving Sale

IS "STUFFED" with TEMPTING VALUES

PRUNES	Golden Hart, 3-pound package	33¢
FIGS	1 1/2-Pound Package, Special	25¢
DATES	Golden Heart, 2-pound package	25¢
OLIVES	Quart Queen, per jar	35¢
COCONUT	Long Shred, per pound	21¢
TUNA	Regular Size Cans, each	15¢
TOILET TISSUE	Ambassador, 5 rolls	24¢

FOR YOUR FRUIT CAKE

CHERRIES	Glace, pound	45¢
PINEAPPLE	Glace, pound	45¢
LEMON PEEL	Pound	40¢
CITRON	Pound	39¢
ORANGE PEEL	Pound	40¢
CURRENTS	Package	12 1/2¢

FLOUR

48-Pound Sack **\$1.98**
 24-Pound Sack **\$1.03**
 10-Lb Sack Great West Corn Meal **32c**

PALMOLIVE 5 bars for **23¢**
 RECOMMENDED BY 20,000 BEAUTY SPECIALISTS
Super Suds 3 Pkgs for **25¢**
 CLOTHES WHITER - DISHES BRIGHTER
CRYSTAL WHITE 5 Bars for **19¢**
 THE PERFECT FAMILY WASH

MONAX CUP and SAUCER OATS

Large Package **25c**

Carnation Milk 3 Large or 6 Small **19c**
 "from Contented Cows"

White Swan Coffee
 1-Pound Jar **33c**
 2-Pound Jar **65c**

CALIFORNIA HOME
Tomato Juice
 6 Glasses FREE For 8 Labels
 8 CANS **75c**

Today
Snowdrift
 is a good buy anytime especially NOW
 6-Lb Pail **88¢**
 Guaranteed fresh, sweet and creamy in its sealed air-tight pail.

BUCKET Brand
MAPLE SYRUP
 1 Pint, 10 Ounces **47c**

Hi-Lo Baking Powder
 2-Pound Can **19c**

RIBBON CANE
SYRUP
 Gallon Tins, each **74c**

Good Things Aplenty

PRICED SO THAT EVERYONE CAN ENJOY A GRAND THANKSGIVING

PRUNES	Gallon Tins	31¢
JELLO	All Flavors, per package	6¢
SALAD DRESSING	Miracle Whip, quart	30¢
CRACKERS	1-pound box Snowflake	10 1/2¢

CELERY	Nice, large bunches, each	12¢
SPUDS	No. 1 Colorado, 10 pounds	16¢
CRANBERRIES	Late Howes, quart	20¢
ORANGES	Extra large, dozen	39¢
GRAPEFRUIT	Texas Marsh Seedless, 5 for	19¢
LETTUCE	Firm heads, each	5¢
COCONUTS	Large, each	10¢
APPLES	Washington Winesap, dozen	24¢

DOLE'S SWEET TREAT
PINEAPPLE
 NO. 2 Cans Sliced, Each **19c**

POPCORN	Two pounds, guaranteed	23¢
RAISINS	Four-pound package	29¢
GREEN BEANS	Two No. 2 cans	19¢
COCOA	Hershey's, 1-pound can	12¢

JERSEY CORN FLAKES
 Large Package **10c**

RATLIFF'S CHILI
 No. 2 Can **21c**
TAMALES
 Two No. 2 Cans **25c**

WHITE SWAN PUMPKIN
 No. 2 1/2 Can **12 1/2c**
MINCE MEAT
 Per Package **10c**

Sugar
 10-Lb Bag Special **55c**

PLENTY OF NICE TURNIPS, CARROTS AND BEETS

Progressive News

BY OLIVE PERKINS

Mr. and Mrs. J. E. Blakemore and sons spent Sunday with his parents, Mr. and Mrs. A. J. Blakemore near Summerfield.

Mrs. Ira Ricketts was in Amarillo Thursday.

Wednesday Mmes. Carl Donovan and Orin Russell entertained ladies of the community at the home of Mrs. Russell. The afternoon was spent socially and lovely refreshments of sandwiches, salad, pumpkin pie and cocoa were served.

Young people of the community had a weiner roast at the school house Saturday night.

Friday night this community received from one-half to one and one-half inches of rain.

The Probasco family is moving to Vernon this week.

Mr. and Mrs. Dillard Edwards and children spent Sunday with Mr. and Mrs. Jack Baker near Dimmitt.

Miss Ruth Batts of Amarillo called home folks over the past week end.

Miss Mary Chambers of Dawson spent Sunday with Mrs. A. S. Higgins and Miss Arseneaux.

J. Taylor, Clarence and Geraldine went to Vega Sunday after Mrs. Taylor and Virginia Mae, who had been visiting relatives the past month.

Mr. and Mrs. Haskell Benson and Miss Leatrice Benson motored to Happy Sunday to visit Mr. and Mrs. Jody Benson.

Mr. and Mrs. E. M. Rice and daughter, Caroline, were Sunday dinner guests in the Owen Neal home.

Ray Schulz spent Sunday with Ray Neal.

F. D. Perkins and Miss Olive called on Mr. and Mrs. M. B. McLean Sunday afternoon.

Mr. and Mrs. Archie Daugherty of Broadview, New Mexico, spent Saturday night with her parents, Mr. and Mrs. Ira Ricketts.

Mr. and Mrs. John Counts and children of Fort Sumner, New Mexico, visited their daughter, Mrs. Orin Russell and Mr. Russell Sunday.

Mr. and Mrs. Ira Ricketts, Ira Jeanne and Glenn, Mr. and Mrs. Luke McBrayer and daughters, and Archie Daugherty and family attended a birthday dinner for Mrs. W. A. Ricketts in Hereford Sunday.

The Literary Society enjoyed and appreciated very much the excellent program under the direction of the Lions Club Friday night. They are looking forward to another program by the Lions Club and other organizations, which are always welcome.

Thanksgiving the teachers and pupils are preparing a program which will be given at 10:30. At noon the community will enjoy a social dinner.

Mrs. Ingram, all of Hollene, New Mexico, were Sunday dinner guests in the home of Mr. and Mrs. W. R. Harrison.

Mrs. Bill Hutson and two sons called on Mrs. Clay Angelo in Hereford Monday afternoon.

Rev. Harrison filled his regular appointment here Sunday.

Rev. Hornbeak will preach next Sunday morning at 11:30.

Mr. and Mrs. Berry Miles and Helen Miles visited in the Fred Morman home Tuesday night.

Mrs. Ernest Seigner left last Friday for Western Kansas for a three-weeks visit in the homes of her sons.

Mr. and Mrs. O. J. Lady visited in the J. C. Gibbs home last Sunday night.

Mr. and Mrs. Jack Hutson called in the John Hutson home last Sunday afternoon.

Glenn Rutter and Benny Fulkerson ate dinner in the Wiley Roberson home Saturday.

Mrs. J. C. Gibbs spent Friday with Mrs. Fred Saltzman.

Mr. and Mrs. Jim Lipscomb visited in Hereford Sunday night in the home of Mr. and Mrs. Reed Williams.

Mr. and Mrs. Jim Higgins and children of Hereford visited in the home of Mr. and Mrs. Bob Higgins Sunday afternoon.

Mr. and Mrs. Lewis Boyd and small daughter of Balls spent the week end with Mr. and Mrs. Ollie Grabbe.

Gruen Allen of Perryton spent last week with his mother, Mrs. Estelle Allen.

Mr. and Mrs. Cecil Hodges and daughters spent Sunday with his parents in Hereford.

Mr. and Mrs. Clarence McBroom and son spent Sunday with his sister, Mrs. Sam Griggs, near Wildorado.

Mmes. Clarence McBroom, Dave Moore and Joe Thurmond assisted the ladies at Palo Duro church in their quilting for Buckner's Orphans Home Thursday.

Mr. and Mrs. E. W. Wombie and children of Fairview spent Sunday with Mr. and Mrs. Joe Thurmond.

Mr. and Mrs. Dave Moore were shoppers in Hereford Friday.

Mrs. Estelle Allen spent the week end in Amarillo with her parents.

Little Jo Ann Norton of Kansas City is spending a few days with her cousins, Dorin Jo and Betty Hodges.

The Walter Bucyman family recently moved to Umparger. Veronica, Walter and Louis are missed at Daniel school.

Mr. and Mrs. Richard Moore spent part of last week in Canyon with her parents.

Daniel News

BY MRS. JOE THURMOND

Mr. and Mrs. Lewis Boyd and small daughter of Balls spent the week end with Mr. and Mrs. Ollie Grabbe.

Gruen Allen of Perryton spent last week with his mother, Mrs. Estelle Allen.

Mr. and Mrs. Cecil Hodges and daughters spent Sunday with his parents in Hereford.

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Ford Doings

MRS. H. M. BENSON

There will be a Thanksgiving play presented by the school children Thursday night. Let everyone come and encourage the children and teachers in their efforts.

Sunday school attendance last Sunday was the best in some time, with 64 present. The program by the little folks proved interesting and they were at their best. Rev. L. E. Godwin will preach here next Sunday. Come and worship with us as we appreciate your attendance and participation.

Miss Mildred Stewart is recovering from an appendicitis operation in an Amarillo hospital.

Mrs. J. L. Hight spent Thursday afternoon with her daughter, Mrs. Fred W. Bunson.

Mr. and Mrs. Jess Gyles and Mrs. Frances of Vega spent Wednesday with Mrs. H. M. Benson. The time was spent quilting.

Mr. and Mrs. Bob Orr called in the John Whitsett home Thursday of last week. Mrs. Whitsett has not been well lately.

Mr. and Mrs. Floyd Benson and

Fred Brunson were in Amarillo last Thursday.

Mrs. Lawrence Straufuss and son and Miss Hilda Straufuss spent Thursday with Mrs. J. S. Garrett.

Mr. and Mrs. V. T. Glenn visited the F. C. Benson home Saturday night.

Mr. Simpson and family of Vega moved last week into the house recently vacated by D. B.

Mann. A daughter of Mr. Simpson entered school Monday.

D. B. Hill was in Vega Friday evening.

Bruce Plummer called in the Joe Phipps home Sunday afternoon.

Mr. and Mrs. Dennis Barnard moved to Canyon Friday.

Mr. and Mrs. A. K. Webster were in Amarillo Tuesday.

Mr. and Mrs. G. E. Benson and

daughter attended services at the Baptist church in Hereford Sunday.

Bill Webster was on the sick list last week.

Mr. Phillips of Sims was attending to business here Monday.

Several farmers in this community are preparing to sow more wheat following the fine rain that fell Friday night. T. E. Major

is preparing to run three drills on his farm.

Several from here attended the Good Will days in Hereford last Thursday.

Dinner guests in the Hardy Benson home Sunday were Mr. and Mrs. F. C. Benson and daughter, Adella, and Evelyn, Mr. and Mrs. J. S. Garrett, Nancy and Bill.

Among Ford Sunday school visitors were Messrs. and Mmes. Fort and children, J. E. Ware, L. E. Ware and Willie Kilever.

Misses Rachel Shields and Ida Lee Cope spent Monday night in Hereford.

Mrs. M. J. Parks spent Sunday night with Mrs. Garrett and attended singing at Progressive.

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Among Ford Sunday school visitors were Messrs. and Mmes. Fort and children, J. E. Ware, L. E. Ware and Willie Kilever.

Misses Rachel Shields and Ida Lee Cope spent Monday night in Hereford.

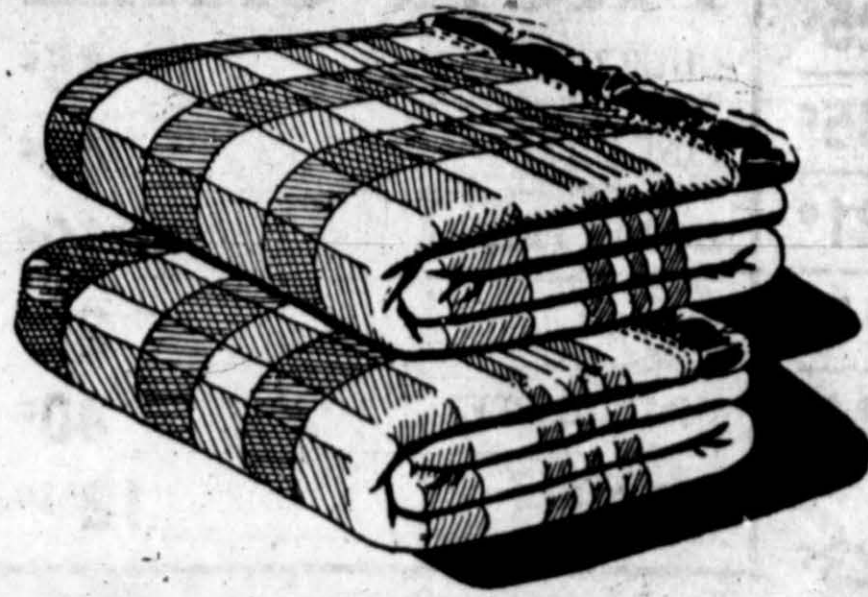
Mrs. M. J. Parks spent Sunday night with Mrs. Garrett and attended singing at Progressive.

ors were Messrs. and Mmes. Fort and children, J. E. Ware, L. E. Ware and Willie Kilever.

Outstanding Values

For Thanksgiving and Pre-Christmas Shoppers

Blanket Special



A good selection of large block plaid, part wool, blankets. Offered at a price actually below the present wholesale cost. Good heavy grade and an outstanding value at only—

\$1.98



Sweaters

for school children . . .

Coat and slip-on styles. A good heavy quality and a value that cannot be duplicated anywhere else in the city. Priced from—

59c to \$2.98



LADIES' GALOSHES

Flat and Cuban heels, in black, brown and silver gray. In two price groups—

\$1.48 and \$1.79

CHILDREN'S GALOSHES

Black or brown, fleece lined, low heeled and a real buy for winter school and outdoor wear. Per pair—

\$1.48

CHILDREN'S UNIONS

Good heavy quality unions. Low neck, short sleeves and legs. Sizes 2 to 12. Priced, per pair—

48c

MISSES' RAYON STRIPE BLOOMERS

In small, medium and large sizes. Good quality material and priced at a bargain. Per pair—

25c

SPECIAL

On Misses' and Ladies' Suede and Leather

JACKETS

These jackets were originally priced at \$9.75 and \$8.95, and are a real value. Button and Zipper styles. Priced to close out at only—

\$6.98

CHILDREN'S RIBBED SCHOOL HOSE

Mothers, here is your chance to stock up on these good school hose. Sizes 5 to 10, and priced per pair—

15c



MEN'S DRESS GLOVES

Kid Leather Pair

98c

HEATERS

FOR COLD WEATHER

We are headquarters for

- COAL, GAS,
- SUPER-FEX
- and
- AMERICAN
- OIL HEATERS



A Good Range of Sizes for Every Room

STREU HARDWARE CO.



Men's Black Calf Dress Oxfords

We have just received this group of low priced, good looking men's oxfords. They must be seen to be appreciated; have excellent style and are of good sturdy leather and workmanship. Priced, per pair—

\$2.48

\$2.98

Men's Heavy All-Wool Sweaters

Men, here is a real bargain. Guaranteed all wool and good heavy quality. Priced only -----

\$1.98

Men's Brown Glove Leather Work Shoes

Here is a good heavy, guaranteed quality work shoe for the men. Come in and look these over. A truly wonderful bargain. Priced per pair—

\$1.98

MEN'S 100% Wool TOP-COATS

Think of it, a guaranteed 100 per cent all-wool Top-coat, at this low price. All new Fall styles and materials, but the prolonged warm weather finds us overstocked.

\$6.98



OUTING

Good heavy quality Outing—our best grades. In light and dark shades, a wonderful buy at, per yard -----

12½c

Sprohls & Cronin Co.

Jumbo News

BY MRS. J. W. BERRY

Rain which measured from an inch to an inch and one-half, fell in this community Friday night, and was the most that has been received here for many months. Farmers began Monday morning to sow belated wheat crops. Some wheat that was sown earlier came up and died and will have to be replanted.

Miss Eva Foreman of Pampa, who has been visiting her sister, Mrs. C. E. Lensure the past two weeks, returned to her home last Thursday.

Mrs. M. A. Goodson and daughter, Mrs. Hart, of Muleshoe were visitors last Tuesday in the J. E. Boyd home.

The Sunday school presented Melton Woolery, 13-year-old son of Mr. and Mrs. Ira Woolery, with a bathrobe, as he is confined to his bed with some form of heart trouble. Milton is very much pleased with the gift.

Misses Mary Jean Dyer and Norma Hunter spent Sunday with Betty Jo Baggett.

Mr. and Mrs. A. C. Flowers and son, Jack, were Sunday visitors of her brothers, Shade and Glenn Ratcliff, north of Hereford.

Mr. and Mrs. Ben Andrew and family of Olton, spent Saturday night and Sunday in the home of his parents, C. Andrew and family.

Mr. and Mrs. Charles S. King and son, Gerald Gene, called Friday night in the Lester Sparkman home.

Mr. and Mrs. C. D. Pinckert and son, Richard Earl, went to Amarillo last Thursday, accompanied by Mrs. Pinckert's cousin, Mrs. Finis Scott, who had been visiting her, and who was returning to her home in Amarillo.

Mrs. Mildred Bailey and Miss Louise Goats spent Saturday with Mrs. W. A. Hunter.

Mrs. Ellis Mick and son of Big Square spent the week end with Mr. and Mrs. M. L. Simpson and family.

Miss Loree Sullivan of Hereford spent Saturday night and Sunday with Miss Pauline Boyd.

Mr. and Mrs. J. W. Berry visited Sunday with the Hardy Benson family. Other visitors of the day were Messrs. and Mmes. Buck Wood and Truitt Boothe of Dimmitt and Sammy Dale and Patsy Rae and Miss Aylene Creager, who teaches at Arney.

Mr. and Mrs. Edwin Mank were Wednesday evening callers in the Ullman Hunter home.

Mr. and Mrs. C. C. Hunter and family, Jimmie Dyer and Phyllis and Frances Hunter were Sunday visitors in the W. A. Hunter home.

Mrs. C. G. Maples and Wayne Simpson of Dimmitt called in the C. Andrew home last Wednesday.

W. A. Hunter returned last Wednesday from a business trip to Oklahoma, and reports wheat in

splendid condition, with much of it fine for pasture.

Mr. and Mrs. J. E. Boyd were in Happy on business last Monday.

Mr. and Mrs. Jack Hunga and two children, who have been employed near Muleshoe the past month, spent a few days with Jumbo relatives.

Mr. and Mrs. J. T. Hartley made a business trip to Tulsa last Tuesday.

H. C. Baird and J. W. Berry attended a meeting of the Masonic Lodge in Hereford last Thursday night.

C. Kring, who is receiving treatment in Amarillo, spent Friday night and Saturday at home. He returned to Amarillo Saturday evening for further treatment. He is staying in the home of his daughter, Mrs. Jim Baggs. Mrs. Baggs accompanied him here.

Mr. and Mrs. Owen Andrew and son, Clark, were Sunday guests of Mr. and Mrs. Chas. S. King.

Misses Irene Hurst and Athalie Wilder, student in WTSTC, were here Sunday evening and attended BYPU.

The young people's Sunday school class were entertained at dinner Sunday by Misses Tincy and Pauline, and Lonnie Andrew, and enjoyed the occasion very much.

Chas. S. King took the girls' basketball team to Dimmitt last Thursday afternoon for a game. The score was 23-24 in favor of Dimmitt.

Mrs. Laban Galloway and daughter, Mary Ruth, spent last Thursday afternoon with Mrs. Joe Gollehon of Dimmitt.

Mrs. Mildred Bailey and Miss Louise Goats entertained the high school with a party last Saturday night in the home economics room. Games were played until a late hour, when candy was served to the group.

Jimmie and Wallie Cayton, who have been spending the past four months with their aunt, Mrs. C. D. Gilliam and husband, returned to their home in Texhoma, Oklahoma, last Sunday. They are the sons of Mr. and Mrs. N. W. Cayton, the former Pearl Wood.

Messrs. and Mmes. Wayne Cartel, Ullman Hunter, M. L. Hardy and Mmes. L. E. Beck and J. W. Berry attended a meeting of the Security Benefit Council at Dimmitt last Thursday night.

Jumbo friends and neighbors of Mrs. C. Andrew gathered at her home last Friday night to help her celebrate her birthday. Each took a covered dish and at noon a splendid dinner was spread. Enjoying the day were Messrs. and Mmes. M. L. Simpson and son, Lynn Axe and sons, Mmes. W. A. Hunter, Finis Hunter and daughter, Bob Axe and three sons, L. C. Baggett, M. G. Layman and C. D. Gilliam and the Andrew family.

At 2:30 they all came to the school house to hear the chapel program given by the high school, which was very good.

Mr. and Mrs. S. M. Hunter and Sammy Lane and William, accompanied by Mrs. W. A. Hunter were in Amarillo last Wednesday. The four-months-old son of Mr. and Mrs. S. M. Hunter had been having some form of eye trouble. They took him to a specialist and an operation was performed on his eye. He seems to be much improved but will have to be taken several times to the doctor for further examination.

A number of Jumbo friends of Mrs. H. C. Baird gathered at her ranch home last Saturday evening and surprised her with a hamburger fry and helped her celebrate her birthday, which was the next day, November 18. After hamburgers, cake and coffee were devoured the rest of the evening was spent in playing bridge. Present were Messrs. and Mmes. Ullman Hunter and two daughters, L. E. Beck and son, Edwin Mank, J. W. Berry and Frank Jones; Fred Baird of Hereford and the H. C. Baird family. At a late hour the guests departed, wishing Mrs. Baird many happy returns of the day.

Dawn Items

BY INEZ MILLER

The young people's Sunday school class was entertained Saturday evening with a party at the school house. Refreshments of apples and cookies were served to Misses Ruby, Lois and Bernice Harris, Alvera Frye, Lois and Syble Smith, Maxine Barnes of Canyon, Vivian and Margaret Bowers, Inez and Alma Miller and Romora Hamblin of Canyon; Messrs. J. K. Dunovant, Norman and Raymond Miller, Whyborne and James Smith, Arnold and Gilbert Geiger, Byron and Roger George, Paul Frye, Wm. Harris, Reece and Clifford Stewart. Sunday morning the class chose a motto and name. Geraldine Fleming and Byron were chosen group leaders.

Miss Hazel Crouch spent the week end with her parents.

Sam Harrison and Mr. Morgan of Kings Mill were guests of Mr. and Mrs. H. E. Miller Sunday.

Junior boys of Dawn school defeated Progressive boys in a basketball game there Friday. The score was 8-5.

Miss Alma Miller visited in the L. A. Smith home recently.

Miss Ramora Hamblin of Canyon was a week end guest of the Misses Harris.

Mr. and Mrs. J. G. King of Kingsmill visited in the home of Mr. and Mrs. H. E. Miller last week.

Miss Mary Chambers was a guest in the home of Mr. and Mrs. S. A. Higgins in Higgins community over the week end.

Miss Maxine Barnes of Canyon was a guest of Miss Vivian Bowers last week end.

H. E. Miller and family spent Monday with Mr. and Mrs. Lee McBride in Pleasant Valley, Amarillo.

Miss Inez Miller was a guest of Miss Vivian Bowers Sunday.

Miss Annie Mae Stewart visited in the A. T. Frye home last week.

Miss Mary Chambers was present at a wiener roast at Progressive school Friday evening.

Mr. and Mrs. H. H. Miller were in Amarillo Tuesday.

Mr. and Mrs. Snapp of Summerfield called in the home of Mr. and Mrs. H. E. Miller Sunday.

Mr. and Mrs. H. E. Miller spent Friday in Amarillo.

... in icy weather

START like a flash



Phillips 66

PHOTOGRAPH COURTESY U. S. WEATHER BUREAU

YOU get a real "kick" out of your motor, when your toe touches the starter... if the tank is filled with Phillips 66, the greater gasoline.

Your engine starts with split-second speed, even on days of freezing cold. It does so because Phillips 66 is honest high test. And high test is what it takes to swing a cold motor into instant action.

You know that! You also know that Phillips is the world's largest producer of natural high test gasoline. All of which certainly explains why we frankly print in plain figures

the high test rating of Phillips 66.

In each of our advertisements, these gravity figures are proof of our statements about Phillips high test... are evidence that we fear no comparisons with other gasolines... are your guarantee of greater value for your money.

For more snap and dash... more power and miles... ever-constant and flashing response to the throttle... less noise and knock... discover the difference between gasolines by stopping for a trial tankful at any Orange and Black 66 Shield.

PHILLIPS 66 LOW TEST GAS

See the dramatic saving given by Phillips 66 high test. It starts motors faster... cold weather or warm. That's why it leaves more gas in every gallon for actual running.

PHILLIPS 66 MORE GAS LEFT FOR MILEAGE

WASTES GAS IN STARTING

LESS GAS REMAINS FOR MILEAGE

NOVEMBER GRAVITY (or high-test rating) 67.3°... ANTI-KNOCK RATING 70 OCTANE

Phill-up with Phillips FOR INSTANT STARTING

MOST FIRES CAN BE PREVENTED!



For protection against the carelessness of others and from fires not preventable carry an insurance policy that will safeguard you from loss. We will gladly give you facts and figures.

HEREFORD INSURANCE AGENCY
John McLean, Owner.

DON'T PLANT UNTREATED SEED WHEAT

Ceresan Treated Seed Resists Smut and Will Help You Produce a Maximum Crop.

FOR MORE EGGS Feed Your Chickens

LAY-CHOW

All Kinds of Purina Feeds

McLean & Pitman
Grain Company

Phone 1. Buy at Home We Deliver

CREOMULSION

One new drop is authorized to cheerily refund your money on the spot if you are not satisfied.

COUGHS


Sign Your Declaration of Independence



"I, the undersigned, do hereby declare myself FREE from worry over emergencies, from fear lest I starve if I lose employment, from all the chains that fetter him who has no CASH RESERVE." One more man with a savings account. With money in the Bank you can snap your fingers in the face of adversity. Without it you are bound hand and foot. Open a savings account with us TODAY.

The First State Bank OF HEREFORD

BACKSTAGE in the TELEPHONE SERVICE



The telephone service this company furnishes you could not be as uniformly good, as quietly accurate, as far-reaching and inexpensive, if the nation-wide organization of the Bell System did not stand behind it.

There is American Telephone and Telegraph Co., the parent organization, furnishing technical and business guidance to the 24 operating companies.

There is Bell Laboratories, the research organization, constantly seeking better and more economical methods and equipment.

There is Western Electric, the supply unit, buying and manufacturing at a cost in most cases below what would be paid in competitive markets.

Each of these units stands behind the men and women who give you your local telephone service. Each is dedicated to the fundamental and enduring Bell System policy of giving good telephone service, at a fair cost to the user.

Back of this policy lies our belief that in an undertaking such as ours, planned for the long run, what is best for the telephone user becomes in the end the course that will bring us the sounder, more enduring success.

SOUTHWESTERN BELL TELEPHONE COMPANY

After being told by others it can't be done, bring it here... We'll do it and do it RIGHT!

W.D. MRAYZOR WOODWORK

BUSINESS AND PROFESSIONAL DIRECTORY

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The title to your land is vital. Our Abstracts correctly reveal the title.

A. O. THOMPSON ABSTRACT CO.
5 per cent Federal Farm Loans.

CHIROPRACTOR

DR. J. W. HENDRIX
Chiropractor and Masseur
109 B Street—Just North of Mother's Park
Phone 341 for Appointments

CLEANERS

WEST TAILOR SHOP
MRS. O. F. WEST, Proprietor
Clothes Called for and Delivered.
Phone 385

ELECTRICAL

GEO. S. McCONNELL
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Frigidaires Repaired, Factory trained service man.
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THE HEREFORD BRAND For JOB PRINTING and OFFICE SUPPLIES

INSURANCE

JNO. H. PATTON
PHONE 50

LUNCHES

THE CHOCOLATE SHOP
Plate Lunches Sandwiches Cold Drinks, Candles Magazines.

EAT A CHICKEN DINNER AT EVER-READY LUNCH
Sleep on Sealy Mattresses At Henson Hotel.

PHYSICIANS

DR. T. L. MORGAN
Physician and Surgeon
Above Corner Drug Store
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OPTOMETRIST

F. M. KESTER
Registered Optometrist
A thorough examination with the newest and most modern instruments and equipment.
316-B Main Street.

DON'T Neglect Your Eyes

Dr. T. M. Montgomery
At Glass Drug
Third Friday Each Month.

STAR THEATRE

HEREFORD, TEXAS

FRIDAY

MATINEE AND NIGHT

"The Man With Two Faces"

With Edward G. Robinson

The greatest picture since Dr. Jekyll and Mr. Hyde.

BUCK JONES SERIAL—COMEDY

Attend the Matinee—Avoid the Crowd

The whole county can see this picture—only **10¢**

SATURDAY

MATINEE AND NIGHT

Another **BIG 10¢** Show

GEORGE O'BRIEN

in

"DUDE RANGER"

Show Continuous 1 p. m. till 12 m.

SUNDAY

Matinee 2 to 7—Sunday Night After Church

MONDAY AND TUESDAY

THE HOUR-GLASS FIGURE THAT MAKES EVERY SECOND COUNT!



Adolph Zukor presents

MAE WEST

in the picture the whole country is talking about

"BELLE OF THE NINETIES"

A Paramount Picture Directed by Leo McCarey with

ROGER PRYOR

John Mack Brown

Katherine DeMille

John Miljan and

Duke Ellington's Orchestra

Playing these songs for Mae—The Old Flame, The Yarned Wings, The Steppin' Stone, The American Beauty, When a Lady Loves, When a Lady Loves, When a Lady Loves

NEXT WEDNESDAY

ANOTHER BIG

BANK NIGHT

Free Good Will Day Show Wednesday P. M.

LOCALS

F. M. Kester and son, Clifford, were in Amarillo Sunday.

W. F. Gillis left Tuesday for Littlefield to attend to business.

Mmes. J. C. McCracken and B. M. Wiltshire were Amarillo visitors Monday.

Mrs. Reed Williams returned last week from a visit in Fort Worth and Dallas.

You can get any country in the world with the new STEWART-WARNER, round-the-world radio, for sale or trade by Oscar Lee, phone 651. 1c

Mr. and Mrs. Arthur Thompson and Mr. and Mrs. W. J. Smith were in Amarillo Saturday.

Miss Louise Evans of Amarillo visited Sunday in the home of Mrs. Seth B. Holman.

There's no radio like the new STEWART-WARNER round-the-world set. For sale or trade by Oscar Lee, phone 651. 1c

Collier Parris, sports editor of the Lubbock Avalanche, and Jerry Mullin of the Amarillo News-Globe visited DeWitt Landis here Sunday.

See and hear the new STEWART-WARNER before you buy that radio. For sale or trade. Oscar Lee, phone 651. 1c

It has been made possible for you to secure the beauty, long life and unequal protection of Sherwin-Williams Paint. Panhandle Lumber Co. 46

Thanksgiving turkey dinner at St. Anthony's Hall, 12 o'clock on Thanksgiving Day. Adults 35c, children, 6 to 14, 15c. 46-2c

Mr. and Mrs. Frank Daniel and Mr. and Mrs. S. S. Daniel of Plainview spent Sunday in Hereford as the guests of Mr. and Mrs. I. O. Crosthwait.

George Heath, superintendent of schools at Friona, was a visitor here Tuesday.

R. F. Fulkerson of Roswell arrived this week to visit relatives and friends here.

Windshield and door glass for any car, fan belts, radiator hose, top material and other motor needs. Ireland-Beavers Motor Co. 46

C. W. Humble, Ernest Medkief and Frank Gyles returned early Monday from a hunting trip to Mason county. They neither saw nor killed a deer.

Check your oil consumption with Perfect Circle "85" oil and "70" compression rings. Ireland-Beavers Motor Co. 46

Let us supply you with McQuay-Norris pistons, pins, rings, valves, bushings and other parts for your car. Ireland-Beavers Motor Co. 46

Mr. and Mrs. Hubert McEntire and little daughter, Marilyn, of Amarillo spent Sunday with Mrs. McEntire's mother, Mrs. W. M. Megert.

Save on your radiator anti-freeze by using genuine Super Pyro at only 25 cents per quart. Will not rust or damage radiators. Ireland-Beavers Motor Co. 46

Thanksgiving turkey dinner at St. Anthony's Hall, 12 o'clock on Thanksgiving Day. Adults 35c, children, 6 to 14, 15c. 46-2c

A turkey dinner, then games and dancing were enjoyed by the American Legion and Auxiliary at the monthly social night in the hall Tuesday evening.

It has been made possible for you to secure the beauty, long life and unequal protection of Sherwin-Williams Paint. Panhandle Lumber Co. 46

Mr. and Mrs. Alvin Thompson were in Canyon Friday to attend the funeral services of B. C. Taylor. Mr. Taylor was a brother-in-law of Mrs. Thompson.

It has been made possible for you to secure the beauty, long life and unequal protection of Sherwin-Williams Paint. Panhandle Lumber Co. 46

Dr. and Mrs. T. L. Morgan left Wednesday for Fort Worth to visit the parents of Dr. Morgan. They were to spend last night in Wellington at the home of Mrs. Morgan's mother. They will be gone the remainder of the week.

Mrs. D. H. Bryant visited her children, Sarah Agnes and Noel, at Abilene last week, where they are students at McMurry College. Mrs. Bryant attended the Methodist Conference and also visited Mrs. O. W. Carter at Haskell. She returned Sunday.

Announcing opening of Brown's Beauty Shop at Cordova Hotel, 110 East Second Street, Hereford, Monday, November 26. Guaranteed permanents \$1.50 and up. Call 166 for appointments. Permanently located shops here and at Amarillo. Mr. and Mrs. V. E. Brown, proprietors, Mrs. Lynn Davis, manager. 46

Notice to Relief Clients.

All persons interested in relief work and problems are urged to attend a meeting Saturday night at the court house at 8 o'clock. Be there and be on time. 1p

RESULTS



BIG MILLINERY SALE

Big reduction on all millinery. Sale starts Friday, November 23, and closes November 30. Come in and see us—we are always glad to show you through.

VOGELE MILLINERY PARLOR

Phone 176



THANKSGIVING WEEK

We are offering any of our Bedroom Suites at Special Prices.

Three-Piece Enamel Suite for **\$35.00**

Four-Piece Walnut Finish Suite **\$45.00**

Four-Piece Walnut Veneer Suite **\$57.50**

Four-Piece Moderne Suites

Priced Specially for This Week

E. B. Black Co.

Myers to Attend Chorus Rehearsal

Emil F. Myers of the Amarillo College of Music and director of the chorus there, will meet with the Civic Chorus at a rehearsal Sunday afternoon. The meeting will begin at 3 o'clock sharp at the Baptist church, says Miss Mattie Mae Swisher, director.

Mr. Myers will direct the combined chorus recital in Amarillo on December 18, when choruses of Amarillo, Pampa and Hereford will present the "Messiah." He will give his interpretation of the oratorio for the singers here Sunday. Miss Swisher urges everyone to attend.

There will also be the regular rehearsal Monday evening. The group will sing the "Messiah" here December 18.

Women of the chorus will wear white vestments when giving the recital and the men singers will be dressed in dark suits.

Corn-Hog Program To Be Held in '35

"A corn-hog program for 1935 has been definitely decided upon by the Agricultural Adjustment Administration, and the contract and other forms are being prepared now," says County Agent Dewey Reed. "Farmers will be invited to sign these contracts late in December of this year or early in January, 1935.

The 1932-1933 base already established will be used again in carrying out both the programs. Farmers will be permitted to produce hogs up to 90 per cent of the established base, and benefit payments will be figured at \$15 per head for the 10 per cent not produced. Another feature of the 1935 hog program is that it permits the unrestricted purchase of feeder pigs by contract signers from contract signers.

An outstanding feature of the 1935 corn program lies in the fact that the exact amount produced is optional with the farmer within the limits of 70 per cent to 90 per cent of the established base. Benefit payments will be made at the rate of 35 cents per bushel on the appraised and adjusted yield.

Regulations as to what contract signers may plant on all land kept out of corn production will be liberal. The only restriction is that they may not increase the amount of land planted to any other base commodity.

"Exact details of the corn and hog programs are not yet available, but it is hoped that they will be announced some time within the next 30 days," Reed said.

We Meet All Locally Advertised Prices On



PERMANENTS

Our work, as in the past, is guaranteed. We invite our patrons to take advantage of our excellent equipment and service. Now is the time to get your permanent before the Holiday season.

Call Us for An Appointment Today.

MORENE'S BEAUTY SHOP,

PHONE 167

Thanksgiving Sale Of COATS



Old Man Winter is here. Wrap yourself snugly in one of these elegant fur-trimmed coats at such marvelous value. No one would ever dream they cost so little. In black, brown, rust and green. Also smart wools and silk dresses. Especially priced for your Thanksgiving shopping. Shop early!

Try a Pair of Our Best By Every Test Here

\$1.00

FASHION DRESS SHOPPE

Trade at the Buck Auction

We offer savings on your purchase plus one BUCK for each quarter spent. Shop for Christmas now and save at the Popular Store. Three Hundred Dollars in prizes will be given free on December 22. SAVE YOUR BUCKS.

Some of the PRIZES

These and other prizes will be auctioned off to the highest bidder (for Bucks only) at our store Saturday night, December 22. Bucks are exchangeable, and can be given or traded to your friends.

- 4-Piece Bedroom Suite
- Cedar Chest
- Dishes
- Silverware
- Blankets
- Wardrobe Trunk

FREE BUCKS ON FRIDAYS!

All You Have to Do Is Register.

Ladies' Sport COATS

New Shipment Good Material In Colors **\$10⁹⁵ UP**

Men's and Boys' SUITS

SPECIAL VALUES

\$12.50

OVERCOATS

Polo Cloth In Gray and Brown

\$19.75

SUEDE COATS

For the whole family Starting at

\$2.95

DOUBLE BLANKETS

Per set, **\$1.49** and up

SHOES, SLIPPERS, COWBOY BOOTS—For the wet weather we have rubbers and overshoes—cheap.

Remember, BUCKS are given with each 25c Purchase. Ask for your BUCKS.

The Popular Store

"Since 1921"

Hereford, Texas