

WELCOME VISITORS

TO THE

TRI - COUNTY POULTRY SHOW

Poultrymen

While Attending the
Tri-County Show Visit

This Modern Hatchery

We will have Open House during the show. Every visitor to the show, whether directly interested in raising poultry or only as a spectator, is invited to visit our up-to-date plant. We have the finest hatchery in the Panhandle and want you to get acquainted with it.

Hillside Hatchery

Welcome Poultrymen

May We Be the First to Congratulate
Winning Exhibitors

MERIT FEEDS Are Winners, Too

Start your chickens on Merit Feeds . . . Keep them on the proper Merit Feed through life . . . The results for fine birds and heavy laying cannot be excelled . . . We also have insecticides and poultry remedies . . . Nut and lump coal . . . And we want your eggs, cream and produce.

Poultry Feeds

Merit Growing Mash
Merit Egg Mash
Merit Hen Feed
Tip Top Egg Mash
Oyster Shell

Dairy Feeds

Merit Sweet Cakes
Merit Sweet Meal
Cottonseed Cake
Cottonseed Meal
No Milk
Tex O Lax
Bundle Lax

—and Many General Feeds.

A Merit Feed for Every Need!

West Texas
Feed & Seed

Poultrymen

We congratulate you on the fine birds that are being displayed at the Show. They represent much care and study, careful feeding and a keen knowledge of poultry. The interest you have shown in raising prize fowl and the spirit with which you compete with other producers is a high tribute to the type of rural citizens we have in this section of the country. We depend upon you for much of our enjoyable business relationships, and so long as you are so keenly alive to your opportunities, we shall never fear for the future of these relations.

Make These Firms Your Headquarters

Welcome Poultry Show Visitors

PURINA DAIRY AND POULTRY FEEDS
CASH BUYERS OF CREAM, EGGS, POULTRY AND HIDES.

Hereford Poultry & Egg

Welcome Poultrymen And Other Show Visitors

While In Hereford
Visit Our Plant

We wish you the greatest success you have ever had . . . For laying success during the winter use PURINA LAY CHOW or LAYENA . . . Both contain Pur-A-Fine, nature's best aids for health and heavy laying.



We Are Proud -
Of Your Accomplishments
—AND—
**PACKARD'S BEST
Flour**

Just as you start your flock off right by using the best eggs, start your baking right with the finest flour you can buy. If you are not already using PACKARD'S BEST, get a sack at your grocer's today.

**Packard Milling
COMPANY**

Poultry Show Visitors

We welcome you to Hereford and to the Tri-County Poultry Show, and invite you to try

Cream O' Plains BUTTER

For your health's sake. We know you will be pleased, for hundreds of users today refuse any other brand. CREAM O' PLAINS BUTTER is pure, sweet and wholesome—made to please every household.

Farmer's Creamery Ass'n.

Congratulations

Exhibitors and Sponsors

OF THE

Tri - County POULTRY SHOW

On the fine birds and excellent manner in which the show is being conducted . . . The two combined should make the 1935 show the greatest in its history.

We would like to congratulate every one of you personally, but take this means of showing our appreciation for the work done.

You Are Doing Much to Promote
Interest In Production of
Better Birds

Visit us while you are in Hereford. You will find a warm welcome awaiting you, and willing assistance if we can be of service to you.

**Pitman Grain
COMPANY**



BIG SAVINGS
—and Plenty of
'Em On
HOLIDAY
FOODS

Del Monte
"FIND-OUT"
Suggestion

DEL MONTE PEACHES 14¢
No. 1 can
DEL MONTE PEACHES 19¢
No. 2 1/2 can

DEL MONTE CORN

DEL MONTE CORN 29¢
Whole grain vacuum packed, No. 2 can, 2 for

DEL MONTE PEARS 16¢
No. 1 can
DEL MONTE PEARS 24¢
No. 2 1/2 can

DEL MONTE PINEAPPLE
luscious slices

No. 1 Cans, Sliced or Crushed 25¢
3 for

DEL-MONTE APRICOTS 24¢
No. 2 can 20¢, No. 2 1/2 can
DEL MONTE PINEAPPLE 25¢
No. 2 can 10¢, No. 2 1/2 can

DEL MONTE PEAS

Early June Sugar 25¢
NO 1 CAN Two for

PINEAPPLE JUICE, DEL MONTE 15¢
No. 1 can, 3 for 25¢, No. 2 can
DEL MONTE CHERRIES, R. A. 29¢
No. 1 can 17¢, No. 2 1/2 can

DEL MONTE COFFEE

1 lb. 29c
2 lbs. 57c

Orlho-cut

FOR DRIP PERCOLATING OR BOILING

DEL MONTE FRUITS FOR SALAD 28¢
No. 1 can 10¢, No. 2 1/2 can
DEL MONTE TOMATO JUICE 25¢
Three tall cans for
DEL MONTE CORN 29¢
Country Gentleman, No. 2 can, 2 for
DEL MONTE CATSUP 19¢
14-ounce bottle

BEST FOODS PRODUCTS

NUCOA
OLEOMARGARINE

NUCOA, pound 21¢
SALAD DRESSING
Quart 34¢
Pint 22¢
8 Ounces 14¢

I'M ECONOMIZING BY BUYING P AND G SOAP. THE CAKES ARE 50% BIGGER—SUDSIER, TOO.

GIANT P AND G WHITE SOAP

P and G SOAP 23¢
Giant size, 5 bars

LOG CABIN SYRUP 23¢
Large can 39¢, medium can 45¢, small can
SALT 84¢
Morton's Sugar Cure, 10-lb can
SALT 15¢
Morton's, (balloons free) 2 boxes

FRUIT CAKE INGREDIENTS

CITRON 38¢
Fancy, bulk, pound
ORANGE PEEL 38¢
Bulk, pound
LEMON PEEL 38¢
Bulk, pound
PINEAPPLE 48¢
Candied, pound
CHERRIES 48¢
Pound
CURRANTS 12 1/2¢
Box
PECAN HALVES 39¢
Shelled, pound
KARO, White 63¢
1-lb can 14¢, 3-lb can 25¢, 5-lb can 37¢, 10-lb
OYSTERS 25¢
1 pound, 2 cans
BABO 15¢
Two cans
SORGHUM 59¢
Gallon
BAKING POWDER 29¢
K. C., 25c size 18¢, 50c size
PEP 25¢
Three packages
OATS 26¢
3-Minutes, cup and saucer or plate, box

SPECIAL PRICES ON BULK CANDY

MINCE MEAT 25¢
White Swan (3 packages)
MINCE MEAT 35¢
Armour's, 1-lb jars, 2 for
CHILI BLEND 42¢
Venniges, 1/2-lb pkg 22¢, 1 pound

MELO
HYPRO 15¢
Quart
MELO 19¢
Large box
SANI 19¢
FLUSH



48 lb. \$2.10
24 lb. \$1.10

BISQUICK, large box 32¢
Shirley Temple Glass FREE
WHEATIES 25¢
Two boxes

CAMAY 14¢
Three bars
OXYDOL 29¢
1 large box and one 10c box, both for \$1.15
CRISCO \$1.15
3 pound can 50¢, 6-pound can

FRUITS AND VEGETABLES

POTATOES 39¢
Fancy Idaho, 15-pound bags
ORANGES 15¢
New crop, 288 size, dozen
LEMONS 29¢
Dozen
CELERY 12 1/2¢
Large, well bleached,
LETTUCE 6¢
Head
CABBAGE 1 1/4¢
Pound
YAMS, East Texas 3¢
Pound
GRAPEFRUIT 35¢
Dozen
POMGRANATES 35¢
Large California, dozen
APPLES 22¢
Large Winesaps, dozen
COCONUT 18¢
Fancy bulk, pound

Special Prices
On
Bulk Candy

PIGGLY WIGGLY
ALL OVER THE WORLD

FRANK GYLES, Manager PHONE 81. BUY AT HOME

Merry Christmas

Happy New Year

SOCIETY

MRS. B. F. GUTHRIE, Society Editor Phone 374-1

MUSIC STUDY CLUB HAS PROGRAM MONDAY

An enchanting melody of words added a potent music to the program of the Music Study Club Monday as it flowed through the rhythmic titles of the various numbers that made up the general theme, Water Music.

The opening was Barcarolle, Op. 30, No. 1, Rubenstein, Mrs. Stanford; other members being given in the following order: Am Meer, Schubert, Mrs. Mounts; Pond Lilies, R. R. Foreman, Mmes. Hales, Glibreath, Rosson, Alex Thompson, Jones, Hawkins; Bayou Barcarolle, Ward - Stephens, Mrs. Rosson; At the Brook, Op. 52, Rene de Boisdeffre, Mmes. A. C. Thompson, Hendrix; Raindrop Prelude in D flat, Op. 28, No. 1, Chopin, Mrs. Dyer; Little Mermaid, Camille W. Zeckwer, soprano obligato, Mrs. Mounts, Mmes. Conaway, Beyer, McCracken, Schroeter, Dameron, A. C. Thompson; Mmes. Swisher and Pitman. Accompanists were Mmes. Snyder, Dyer.

PLEASANT HOUR CLUB MEETS WITH MRS. DICK DIXON

The home of Mrs. Dick Dixon provided a charming environment for Thursday's meeting of the Pleasant Hour club, the spirit of the season—that of giving pleasure to others—being shown in rooms lovely in their holiday dress and seen under the soft glow of Christmas candles. The holiday thought was also carried out in the refreshment course of gayly iced cake topped with a red cherry in a nest of whipped cream and served with black coffee. Plate favors showed a miniature Santa Claus.

The club game of bridge was enjoyed, high score going to Mrs. Elmer Mathies, second high to Mrs. Harry Lomas, Mrs. Mathies also winning traveling prize. The guest list included Mmes. James Wilson, Harry Lomas, W. J. and Ralph Smith, Criss Renfro, Boyd London, Owen Stagner, Roy Jewell, Buford Farmer, Mace Whitman, Elmer Mathies and the hostess.

MRS. DAVIS HOSTESS TO LUNCHEON CLUB

The Wednesday Bridge Luncheon club enjoyed a pleasant meeting last week with Mrs. W. L. Davis as hostess. The festive atmosphere of holidays greeted the guests in attractive room and table decorations, in place cards and in the tallies for the games. The buffet luncheon provided an elaborate menu that centered around the principal item of the main course, turkey, the quartet tables being very lovely with dainty linens and centered by gay Christmas candles.

The club game proved delightfully entertaining and gave pleasure to Mmes. Jack Wayland, J. C. McCracken, Alton Fraser, Oscar Easley, Colby Conkright, B. M. Wiltshire and W. L. Davis, members; Mrs. Harold Close, a guest. High score prize went to Mrs. Wiltshire.

BIBLE STUDY CLASS HONORS MRS. T. J. NANCE

Mrs. T. J. Nance was honored Thursday with a surprise buffet luncheon, the guests coming in unannounced at noon and bringing various dishes which made up the appetizing menu. The occasion honored the recent birthday of Mrs. Nance.

The afternoon was pleasantly spent with hand work and visiting. The affair had been planned by members of the Clara Nance Bible class of the Christian church and the guest list was made up largely of class members. Present were Mmes. Lowther, Dameron, Ramsey, Askren, Nance, Elliston; Miss Hostetler. Messrs. Lowther and Ramsey were present for the luncheon. A number of guests were kept home by the inclement weather.

LOCAL PEOPLE TO VISIT CALIFORNIA

Mrs. Carl Mountz and Miss Ruth Marie Mountz are leaving today for Long Beach and Pasadena, California, to spend the holidays with Carl Dean Mountz, son and brother respectively. They will also visit the family of Otto Rhend, formerly of Hereford but now of Pasadena. Carl Dean has been employed in Long Beach since August.

SISTERS VISIT MRS. JOHNSON

Mr. and Mrs. U. N. Oliver of Amarillo spent Monday in Hereford, guests of Mrs. Edgar Johnson. They also visited with another sister, Mrs. J. F. Wheeler, of Socorro, New Mexico, who has spent several days with Mrs. Johnson. Mrs. Wheeler is a twin sister of Mrs. Johnson, while Mr. Wheeler is a brother of Mrs. H. H. Hawkins.

RECENT BRIDE HONORED WITH SURPRISE SHOWER

The recent marriage of Miss Floy Jenkins to Mr. E. E. Cottingham was the inspiration of a lovely bridal shower Thursday of which the hostesses were Mmes. Carl Mountz and Cliff Estes. The function was given at the home of Mrs. George Millard, a sister of the bride, and was a complete surprise to the honoree who found upon her arrival at her sister's home Thursday afternoon that a company of friends had preceded her and all were to enjoy the afternoon together.

The program was informal, being largely an hour of friendly visiting in that homey atmosphere that lends such real joy. It was apparently being drawn to a close when a refreshment course of hot punch with mints was served. But instead of being the ending, this proved to be but the happy beginning and the real surprise followed immediately when an array of beautiful gifts were brought in and presented to the honor guest.

The pleasant affair was enjoyed by about 30 guests, all immediate friends of the bride.

FOR JOB WORK TRY THE BRAND

GIFT HEADQUARTERS

FOR THE ENTIRE FAMILY

Select Your Gifts NOW!
A small deposit will hold your purchase until Christmas.



Yardley Gift Sets
for men and women
\$2.35 to \$8.75



Military Sets for Men
Made by Prophylactic
\$1.95 to \$5.00
Men's Fitted Leather TRAVELING CASES and Toilet Accessories
\$3.50 to \$7.50

Coty Sets
Very Attractive Coty's
Perfume Sets \$2.50 to \$5.00



Cutex Manicure Sets
60¢ to \$3.50
Glazo Sets 75¢ to \$2.50

Men's Shaving Sets
Colgate's, Palmolive Williams', Mennens'
\$1.00

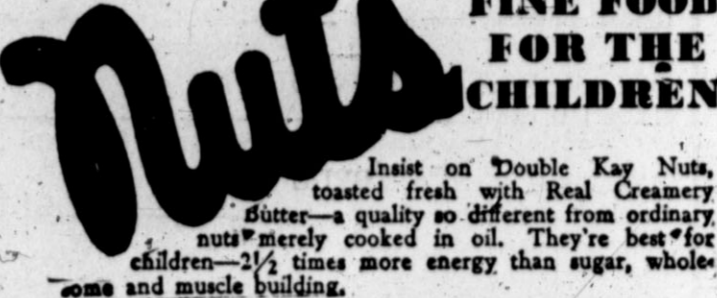
All Brands 5c Cigars
25 for **\$1.15**

5-Year Diary
\$1.00 to \$3.50

Men's Ash Trays
60¢

Close Drug Store

HOME OF 60¢ PURCHASE PLAN



Nuts FINE FOOD FOR THE CHILDREN
Insist on Double Kay Nuts, toasted fresh with Real Creamery Butter—a quality so different from ordinary nuts merely cooked in oil. They're best for children—2½ times more energy than sugar, wholesome and muscle building.

Special This Week **Jumbo Peanuts**
½ Lb. 15¢, 1 Lb. 29¢

MICKEY MOUSE and BOY SCOUT WATCH
\$2.95 to \$3.50

Silex Coffee Percolator
\$5.50

Bath Room Scales
\$6.50

Boudoir Lamps Large Variety
\$1.98 and \$2.75

A Real Gift!
Pure Wholesome Martha Washington Candies



Everybody Likes Candy
Especially **Martha Washington**
Gift Packages **\$1 \$2 \$4**

Take Advantage Of Our 80c Purchase Plan, while making your Christmas purchases.



Loveliest Perfumes of All

Cire's Surrender
Caron's Bellodgia
Black Narcisses
Xmas Night

OTHER FINE PERFUMES
Renaud - Houbigant
Coty's - Gmey
\$1.00 to \$20.00

Sparklet Siphon
Complete With Bulbs
\$5.00

When good friends get together, the host should have one of our aluminum or crystal glass cocktail sets.

Fountain Pens and Sets
The Lifetime Gift
\$1.95 to \$7.50


Dresser Sets



Genuine Dupont

Pyralin
\$5.00 to \$12.50

Evening In Paris
Evening In Paris sets are beautifully arranged in blue and silver.
\$2.25 to \$8.50



Beautifully Designed Vanity Compacts

50¢ to \$5.00



Heating Pads \$3.95
Automatic Mixmaster \$22.50
Westinghouse Urn Sets \$17.95
Sunbeam Coffee Makers \$11.25
Portable and Floor Lamps \$4.95 up

Just a few suggestions from a splendid variety of exceptionally attractive gift items... They may be purchased on a monthly payment plan.

Texas Utilities Company

Our Gift Suggestion For Father, Son or Brother
Bring Them In and Let Us Take Their Measurements for a New **Suit Or Overcoat**

Here are gifts that not only carry all the sentiment of any other remembrance, but they are serviceable and sensible. Give something they really need this Christmas.

Fox Cleaners and Hatters
Phone 111. HOMER FOX In by 3—Out by 6
WE MEET ALL ADVERTISED PRICES IN HEREFORD!

If you want fine foods - we have them



DEL MONTE SPECIAL SALE!

PINEAPPLE, Del Monte Sliced, small cans, 3 for **25¢**

PINEAPPLE, Del Monte Crushed, No. 2 can **15¢**

PINEAPPLE, Del Monte Sliced, No. 2 can **15¢**

DEL MONTE CORN



DEL MONTE CORN Country Gentleman, No. 2 can **15¢**

DEL MONTE CORN Golden Bantam, No. 2 can **15¢**

DEL MONTE TOMATO JUICE No. 1, tall can **9¢**

DEL MONTE PINEAPPLE Crushed, small cans, 3 for **25¢**

DEL MONTE PEAS

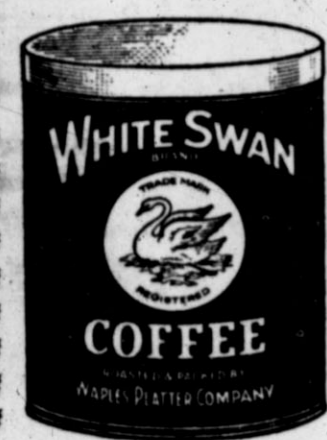


DEL MONTE PEAS Early Garden, can **18¢**



Christmas Food Values
That Prove There Is A Santa Claus

Snowdrift 6-Pound Bucket **\$1.09** | **SUGAR** 10-Pound Cloth Bag **55c**



Glass Jar
1 Pound **29c**
CAN
3 Pounds **81c**

BLUE BARREL SOAP

6 Large BARS **25c**
5-Pound Package **36c**
CHIPS

JERSEY

CORN FLAKES pkg. **10c**
BRAN package **10c**

JELLO All flavors, 3 packages 19¢	TOMATOES No. 2 can, three for 25¢	CRACKERS A-1 or Saxon, 2-pound box 17¢	APPLES Fancy Winesaps, dozen 29¢
SALMON Pink, two cans 25¢	APRICOTS No. 2 1/2 can 22¢	CANDY Christmas Mixed, 1 pound 15¢	CELERY Well bleached, bunch 12 1/2¢
CORN Concho, No. 2 can, 2 for 25¢	PEARS White Swan, No. 2 can 23¢	CANDY Extra fancy, pound 17 1/2¢	BANANAS Ripe, nice large golden, pound 7¢
PEAS Cypress, Early June, No. 2 can 9¢	FRUIT COCKTAIL White Swan, No. 1 can 17¢	ORANGES 150 size, dozen 35¢	MIXED NUTS Pound 19¢

- Weir's Grocery and Market -

C. E. MEMBERS ATTEND AMARILLO UNION MEET

Four Herford young people were among those to hear J. T. Morrow, state secretary-treasurer of Christian Endeavor Societies, at a meeting of the Palo Duro Union in Amarillo last week. Those attending from here were Faye Crosthwait, Herbert Boardman,

John C. Thomas and Barbara Brotherton. Young people from four counties, Potter, Randall, Carson and Deaf Smith, were present. The gathering also was addressed by Mrs. Eddie Whitcome, the founder of Christian Endeavor work. Members of the society from the First Christian church of Canyon were in charge of the program, which was followed by a social hour and refreshments served by the Women's Council. The Union will hold its next meeting at the First Presbyterian church in Canyon on the first Tuesday in February.

Card of Thanks.

We thank all those who were so kind and thoughtful during our deep sorrow in the death of Mrs. Josephine Bridges. We want especially to thank the dear friends and neighbors of our aunt and sister who so graciously helped in the floral offering. May the richest blessings be bestowed upon all of you, is our prayer.
Mrs. Katherine Ward.
Mrs. Allie McDonald.
Mr. E. R. Williams.

Mr. and Mrs. Frank E. Givan will leave the first of next week for Hannibal, Missouri, to spend the Christmas holidays.

Glee Clubs To Offer Cantata

The high school boys' and girls' glee clubs, under the direction of Miss Thelma McMin, will present their cantata, "The Heavenly Message" by Edward Norman, on Sunday evening, December 22, at 7:30 o'clock in the First Baptist church auditorium.

The clubs have obtained new cantata books this year. An offering will be taken to help pay for the books, which will be placed in the music library for future use. The clubs have had difficulty practicing, with several members absent because of colds, and with the absence of Miss McMin, who was out of school last week because of illness. Despite this, they are doing their best to give a favorable rendition of the cantata.

The program will include two-part and four-part choruses, duets, trios, solos and quartets with and without obbligato. Of the 38 girls and 14 boys in the clubs, the following students take special parts: Barbara Brotherton, Irene Knox, Nancy Millard, Virginia Eric Reed, Viola Beryl Phillips, Faye Crosthwait, Evelyn Wilson, Mildred Hacker, Virginia Carlyle, Dorothy Thompson, Helen Frances Stren, Mildred Curtisner, Jean Snyder, Elizabeth Rice, Mary Tiefert, Mary Virginia Eberle, Gaytha Wilson, Henry Turner, Donald Brotherton, Byron George and Jerry Jowell.

Hospital.

Mrs. Robert Veigel and baby, dismissed Tuesday.
Mrs. Edith Frazier, dismissed Sunday.
H. B. Cromer, dismissed Saturday.

Centennial Park Construction Is Well Under Way

1,200 MEN ARE AT WORK ON TEXAS' GREATEST BUILDING PROGRAM

Texas' greatest building project for 1935-36 is now well under way at Centennial Exposition Park in Dallas, with half a dozen major exposition buildings under construction. Giant steam shovels are ripping up earth, towering pile drivers smash concrete plugs deep into the soil, rumbling tractors, speeding trucks and immense swinging cranes all add their mechanical drive toward the speedy building of the exposition.

The grounds formerly occupied by the State Fair of Texas are no longer recognizable as the old exposition site. Every roadway and sidewalk has been torn up. Most of the old buildings have been utterly demolished. New steel and concrete structures are rising in their places amid the din of machinery and the rattling of riveting air hammers.

Where 1,200 men are working now, there will be 5,000 by January 1, according to William A. Webb, exposition manager. Soaring bank statements reflect the pressure of this additional employment. The boom is expected to extend through the state with the influx of millions of visitors next year who will visit historic shrines and places of interest throughout Texas.

Building in progress at the exposition grounds at present totals \$3,000,000. Contracts for \$1,500,000 worth of additional structures will be awarded before the middle of December. Construction work is on schedule and the Texas Centennial Exposition will be ready to open its gates June 1.

Deaf Smith to Be Included In Mineral Survey

Deaf Smith was listed last week-end among nine Panhandle counties receiving highest sums on a tentative survey which will cover 26 counties of the Panhandle to determine what mineral resources there are, the amount and availability of each. The county was allotted \$1,268 for the survey, along with Carson, Dallam, Hutchinson, Ochiltree, Randall, Swisher and Wheeler.

Funds for the survey, estimated at \$30,788, will be available as soon as the United States comptroller countersigns the warrant, it was announced. The work probably will be started soon. Armstrong, Briscoe, Castro, Childress, Collingsworth, Donley, Hall, Hansford, Hartley, Hemphill, Oldham, Moore, Parmer, Roberts and Sherman counties each will be assigned \$1,120, and Potter received a high allotment of \$1,456.

First Presbyterian Church.

"The Faith of Jeremiah" will be the sermon topic at the First Presbyterian church Sunday by the pastor, Rev. J. C. Thorps. At 7:30 he will preach on "The Audacity of the Gopher." Sunday school, 9:45. Christian Endeavor, 6:30 p. m. Tuesday at 7 the senior-young people's Christmas banquet. Wednesday at 7 prayer meeting at Bible study, choir practice at 8.

Dr. J. A. Odom and son, Coy Lee, Mr. and Mrs. Nay Hale of Amarillo and other relatives visited in the home of Mr. and Mrs. Adrian Odom Sunday. Mrs. J. A. Odom returned home with them.

OLDEST EUROPEAN DISCOVERY AGAINST STOMACH TROUBLES AND RHEUMATISM ACCLAIMED BEST BY LATEST TESTS

Since 1799 thousands of people have regained their normal health after years of suffering from stomach troubles of all types, such as constipation, indigestion, gas and sour stomach which are the basic factors of such maladies as high blood pressure, rheumatism, periodic headaches, pimples on face and body, pains in the back, liver, kidney and bladder disorders, exhaustion, loss of sleep and appetite. Those sufferers have not used any man-made injurious chemicals or drugs of any kind; they have only used a remedy made by Nature. This marvelous product grows on the highest mountain peaks, where it absorbs all the healing elements and vitamins from the sun to aid HUMANITY in distress.

It is composed of 19 kinds of natural leaves, seeds, berries and flowers, scientifically and proportionately mixed and is known as LION CROSS HERB TEA.

LION CROSS HERB TEA tastes delicious, acts wonderfully upon your system, and is safe even for children. Prepare it fresh like any ordinary tea and drink a glassful once a day; hot or cold.

A one dollar treatment accomplishes WONDERS; makes you look and feel like new born. If you are not as yet familiar with the beneficial effects of this natural remedy LION CROSS HERB TEA try it at once and convince yourself. If not satisfactory money refunded to you.

Try it and convince yourself with our money-back guarantee. One week treatment \$1.00. Six weeks treatment \$5.00. In order to avoid mistakes in getting the genuine LION CROSS HERB TEA, please fill out the attached coupon.

Lio-Pharmacy Dept. 7082
1180 Second Ave., N. Y. City, N. Y.
Gentlemen:
Enclosed find \$_____ for which please send me treatments of the famous LION CROSS HERB TEA.
NAME _____
ADDRESS _____
CITY _____ STATE _____

GIVE A HAT FOR CHRISTMAS!

SHOP WITH US
Our Big Special—Fine Felt Hats going at choice, \$1.00. Velvet Velour and Beaver Hats, \$2.00 to \$3.00, in all the wanted shades. Shirley Temple Hats, \$1.00 and \$1.25. Softies, 75¢, Tams 50¢ and 75¢, Scarf Sets \$2.00 and \$2.50.

VOGELE MILLINERY PARLOR

Old-Timer Tells Interesting Story Of Early Days In Hereford

By Nellie Witt Spilkes.

I wonder if you who now live in Hereford would like to see it with the eyes of a young girl who had been reared in a little inland town called Emma? Hereford seemed a city. My! We had electric lights—of course there were no light switches and you had to hunt them in the dark—but they were magic. And would you believe it—there was a kitchen sink in our house and running water from our own mill—no bathroom, but there were a few in town. How fine! The five room house with its big front glass window, high ceilings and woodwork carved in beautiful designs. Carpets on the floor, and who had prettier carpeting than E. B. Black or could make the pattern fit or stretch them over hay better than Raleigh Hough?

And to meet the train—what a thrill! And after the two stores in Emma, the big ones with plate glass windows were like fairyland. A stool to sit on while you did your shopping of ribbon and lace and more common goods. As you went south down the street you passed Mr. Argo's grocery store, and I wonder if Bill Argo still makes fun for the crowd, or if Ivy still delivers groceries. Ice cream in the summer time at Mr. Coulson's drug. Semer Mount's store—what wonderful bolts of ribbon and china silk and boxes of patent leather, button shoes. Then I believe come the bank, then Mr. Stambaugh's dry goods store, and could I ever forget the little fruit store? And the cafe that Mr. Green, and wife ran. Don't you wish you could get some more pies as good as the temon, mince and apple Mrs. Green baked?

Frank Tubbs' hardware, and Mr. Gass had the dry goods store on the south end. And do any of you remember Nester Gass driving down Main Street in his new gas buggy? How straight he sat up, his eyes glued on the ground in front. He dared not turn his eyes to look at his admiring and envious audience. Two hotels on the east side. Mr. Gilles owned one and Mr. Tygett the other. Then Mr. Black's furniture store was over there. Also the post office and Hereford Brand office. Just look at that lawyer on the motorcycle. Did you ever hear such a noise?

And who was that going down the street in a new rubber tired buggy? Breast harness and a new whip with the popper still on it. And the professional looking man with the carnation in his button hole is Dr. Rogers. And who is that coming down the boardwalk with Zola Vanderburgh? She teaches music.

Let's go to church and see who is there. Yes, go to the Baptist church once more. That is Brother Dean preaching and the old man over there is Grandpa Beach. Did you ever see anyone hold his age so well? He makes wire fences all the week.

Who will give to so and so? I see Samer Mount hold up his hand. And that pretty girl that teaches the Sunday school class is Audrey Argo. In the choir I see the Beach girls and those people now coming in are the Kibbes.

Why, there is Mrs. Bob Mount and her children. She is so sweet and friendly. I must speak to her and ask her when her sweet sister, Beulah, who is deaf, is going to visit her.

Did we call the nice looking lit-

tle man old-fashioned? We should have said Old Faithful. For who was more so than O. F. Smith?

And don't you think Mr. and Mrs. Argo are the sweetest little couple you ever saw?

I shall walk down the aisle and sit by Maggie Argo because we are friends. I wonder where you are, Maggie, and if you ever go back in memory to the Baptist church and to the B. Y. P. U.

Howdy, Miss Lizzy, as we see Miss Lizzy LeGrand. Doesn't she have on a beautiful dress? It is green, changeable taffeta. But service is over and we see the Methodist young people leaving. Hello, Nellie Black! But we must hurry home to dinner. Yes, dinner, not lunch in Hereford those days. Epworth League after dinner. Miss Maud Miller leading. How we loved her and what fine Christian principles we learned from her. Leroy and Earl and Irma Gough; Pattie Estes (what a sweet voice she had), Ingalls Giles, Eunice Estes, Bessie Lay (now she is Mrs. Westerman and lives in the same county that I do), Maggie and Audrey and Bill Argo. Leslie Smith (we girls envied him his wavy auburn hair). Can't you just see us—organdie and lawn dresses, hair in braids, big shell hairpins and yards of ribbon in hair bows, black lisle lace stripe hose and shiny patent leather or white canvas shoes in summer, the shirt waists and dark skirts?

Our favorite song, "Rise Ye, O Sleepers, Ye Are Needed as Reapers." Then we would all go to the Baptist church for BYPC—and then prayer meeting on Wednesday nights.

"Shoot 'em ip-hoop-la-ni!" That is just the boys and girls of the College giving their yell. Look at the gray military uniforms of the boys and the black suits with shirtwaists of the girls. The sleeves of the suits were so large that my mother took mine later and made my brother Joe a pair of pants (yes, pants were what they were called).

One of the teachers at the college, Horace Russell. Three girls who were inseparable, Tempert Ricketts, Birdie Williams and Nell Dunlap. Grace and Maxie, May Mason and Cora Williams; Eldridge Brodie and the Carper boys from New Mexico.

But we must hurry or we shall never see all of Hereford. That large two story house on the long street that goes due north and south is Judge Gough's. You must stop there awhile and see their

home—big trees, roses and grass make it beautiful and there are so many rooms and Mrs. Gough is so gracious. Judge tells Irma to drive out to Sulphur Springs and show us the place. His high-stepping trotter carries us. There is the G. A. F. Parker home and that one is Mr. Williams, the big one with the gingerbread trimmings—and Mr. Elliston lives in the one near the college. See the cupola on it? A drive which is all too short brings us to Sulphur Springs. There, side by side, are the two springs. One good water and one sulphur. A boat ride? Of course we will go. And there is the home of Mr. Jewell. Those two cute children on that horse are Doris and Bow Bowers.

But we must hurry back as there is to be a crowd of home-seekers from the north country on a special train, and every conveyance will be needed to show them the land.

Look at the men getting off the train. Tall and short, fair and dark. Many will buy land and

be citizens of this country. They are met at the train by surreys and buggies—and look there is an automobile. That belongs to the big land company. How the other land agents envy them their quick method of transportation.

Not one special train, but many, many more came to Hereford. Children slept on the floor so mother could fix up an extra bed for some one. Hotels were over-run. Hereford was beginning a new day. And these new people were different. How shocked Irma and I were when a man passed as we were sitting on the safe. We said "howdy." He walked on, never even looking our way. Why, everybody said howdy when they passed close to one another.

And the day of the big prairie fire! Many took the train and left town. The men passing our house with two buckets of water. The fire was a mile away and there were many hills on the way to it. Men and boys using brooms to fight the fire. A jackrabbit ran past and brooms sailed after it.

Next morning there was scarcely a broom in Hereford. Stores sold out and homes were broomless.

The friendliest people, the nicest place to live, to go to school, to church. Not having been back and never knowing but a few people since, Hereford, you have never changed. People go down your streets which are smooth in good weather (but how muddy in bad). In buggies and surreys. Boys and girls run down the board walks with sticks—scrapping the picket fences. In my memory you are just the same as 30 years ago. No older, nothings changed. Hereford of 1905 to 1907!

The Christmas Seal this year depicts a young lady of the 1860's mailing a letter. In those days nobody knew the cause of tuberculosis. But we know today. And what is better, we know how to prevent and cure it. Christmas Seals raise money to help pay the cost of prevention.

25 FREE SHOW TICKETS

Are you good at puzzles? Here's your chance to have a lot of fun and if you can solve the poem puzzle below you may win one of the 25 free guest tickets to see Broadway Gondolier, coming soon to the Star Theatre. The poem puzzle gives an inkling of the grand fun that awaits you when you see Dick Powell and Joan Blondell in Broadway Gondolier, another gay Warner Bros. triumph with lots of songs and lots of fun and all your favorite laugh comedians. Solve the puzzle below and bring or mail your answers to the Brand office. All answers must be in by noon Monday, December 16, and the names of the winners, will appear in the next issue of the Brand, December 19. 25 free tickets to see Broadway Gondolier at the Star will be given to the 25 persons submitting the neatest and correct or nearest correct answers. The Brand will also carry the correct answer in the issue of the 19th.

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Norton Motor Company

St. Anthony's Church

Sunday mass at 8 sung mass at 10 o'clock, also at 6:30. Week day mass at convent. 6:30, at church. 8. Thursday evening, holy hour, 7:30.

Ladies of the parish held a quilting and sewing party at Mrs. Joe Gaetz's home Tuesday. Final preparations for the bazaar were discussed. Articles suitable for Christmas gifts are being made for the bazaar. The ladies invite all to visit them Thursday and Friday afternoons and all day Saturday. A good friend permitted them to use the store south of Fox Cleaners for the bazaar.

Children of St. Anthony's are working hard to make their Christmas play the best ever. It is to be given Monday evening before Christmas.

PNEUMONIA CAUSES MANY DEATHS IN THIS STATE

According to Dr. John W. Brown, state health officer, pneumonia causes over 4,700 deaths each year in Texas. It is more prevalent during the winter and spring months.

Pneumonia is usually caused by a germ called the pneumococcus, which many of us have lurking in our throats ready to start trouble when our resistance to it is lowered. We can keep up our resistance by avoiding undue fatigue and avoiding unnecessary exposure to extreme weather conditions. When we go out into the cold, additional wraps should be sufficient to protect us. Keeping the temperature of our homes as low as is consistent with comfort will greatly lessen the difficulties encountered in adjusting ourselves to the cold when we go out.

Another measure of prevention in pneumonia is not to neglect a cold, for the common cold often results in pneumonia when neglected. A person with a severe cold should stay at home and call his physician as a precautionary measure. Then he should follow his physician's advice until the cold has disappeared.

The successful treatment of a pneumonia case often depends upon beginning treatment very early. That is why a physician should be called at once in such cases. A patient may really have beginning pneumonia when he thinks it is only a cold. If the physician's advice is sought for the cold he will have an opportunity to start treatment early if pneumonia occurs in such cases.

PRE - CHRISTMAS FOOD SALE



Christmas is almost here . . . and we're ready for it with special holiday foods at special bargain prices. You will appreciate the savings we can give you . . . and you will like the way you can save time during this pre-Christmas shopping rush at **FURR FOOD STORE!**

PEACHES, Sliced or halves Libby's, 2 No. 2 1/2 cans -----	35¢	CORN, Libby's Country Gentleman, 2 No. 2 cans -----	25¢
PINEAPPLE, Sliced Or Crushed, Libby's, No. 2 1/2 can -----	20¢	KRAUT Libby's, 2 No. 2 cans -----	17¢
RIPE OLIVES Libby's, No. 1 tall can -----	15¢		

COFFEE Schilling's 1-Lb Can	26¢	SOAP Flakes Crystal White 5-Lb Box	36¢	Charmin Tissue 4-Roll Box	23¢
COFFEE Chase & Sanborn, 1-lb pkg -----	22¢	PALMOLIVE SOAP 3 bars -----	14¢		
WOODBURY'S Toilet Soap, 3 bars -----	25¢	SHORTENING Swift's Jewel, 8-lb carton -----	\$1.00		
CRYSTAL WHITE SOAP 5 large bars -----	21¢	PECANS Native, 3-lb pkg -----	25¢		
SUPER SUDS 2 packages -----	17¢				

HERSHEY'S COCOA 1 Lb. Can -----	12¢	N. B. C. CRACKERS Premium Flake 2-Pound Box -----	29¢
CHOCOLATE KISSES 1 Lb. Bag -----	25¢	EXCELL Two-Pound Box -----	17¢
CHOCOLATE BARS Two 1/2-Lb. Bars -----	25¢		

NAVY BEANS 2-pound pkg -----	10¢	STANDARD CORN 2 No. 2 cans -----	19¢
RAISINS, Sunmaid Seedless or seeded, 15-oz box -----	9¢	FLOUR Hereford Sunrise, 48 lbs -----	\$1.00
TOMATOES 3 No. 2 cans -----	20¢	SUGAR 10 pounds beet -----	55¢

BACON Sliced, No. rind, lb -----	36¢	XMAS TREES Select your Christmas Tree now while we still have a complete stock for you to choose from. We have them in all sizes and prices. See them!	FURR FOOD STORES lower prices WE DELIVER PHONE 74	FRUIT CAKE MIX Fruit Cake Mix Dromedary, pkg This fruit cake mix is ready prepared — just add 1 egg and 1 1/2 cup of liquid and it makes over a pound of delicious fruit cake; a baking pan is also included in the package.	39¢
CURED HAMS Armour's Star, 1/2 or whole, lb -----	28¢				
CHEESE Longhorn, lb -----	23¢				
STEAKS Cut from Choice Baby Beef, lb -----	22¢				

PLENTY OF DRESSED HENS AND FRYERS!
EXTRA SELECT FRESH OYSTERS

PERSONALS

Christmas Seals serve a dual purpose: they decorate Christmas mail and help fight tuberculosis. Mrs. O. L. McKee was called to LeFors Sunday by the serious illness of her mother, Mrs. Hamlin, who makes her home with Mrs. McKee—but who is visiting a son at LeFors.

Brunswick Tires are famous for Quality. RICE sells them. 1c

James McClaren of Magdalena, New Mexico, was a business visitor in Hereford Monday.

Messrs. and Misses A. Peterson and Buford Luttrell were Amarillo visitors Friday.

Your '36 calendar is waiting for you. Your choice of four beauties. Please don't send children. H. L. RICE. 1c

Mrs. C. C. Rockwell returned Monday from a visit of two weeks with relatives in Conway, Arkansas.

We try to keep our tire stock complete, and you can't beat Brunswicks at any price. RICE sells them. 1c

Christmas Seals cost only a penny each but they finance the greatest organized fight in the world—the campaign against tuberculosis. The disease kills more persons between 15 and 45 than any other disease. Buy Christmas Seals.

Ward News Notes

BY MRS. GEORGE SUGGS

There were 18 present at Sunday school. Plans for a Christmas party were talked over.

A number heard Rev. J. O. Thorns sermon Sunday afternoon. One and a quarter inches of rain has fallen the past two weeks.

Mrs. Jack Hutson was called to Muskogee, Okla., Friday by the death of her brother, Chief Detective Bottom. She was accompanied by Mrs. Bill Hutson and Sam Hutson of Littlefield.

Mr. and Mrs. Jim Lipscomb were in Muleshoe Monday.

Robert and Fred Hutson of Hereford spent Saturday night in the Bill Hutson home.

Mr. and Mrs. G. C. Spill visited the Adrian home at Bippus Sunday.

Mrs. W. M. Stovall of Nara Visa, N. M., spent Sunday night in the Bob Higgins home.

Mr. and Mrs. George Suggs, Mrs. Jim Lipscomb and Mr. and Mrs. John Higgins were in Amarillo Saturday.

The Christmas Seal is a symbol. It symbolizes the determination of millions of persons to wipe out tuberculosis in the United States. Your purchase of Christmas Seals will help make that wish a fact.

The picture of Santa Claus appears more often on the Christmas Seals than any other design. This is appropriate, because the greatest gift anyone can receive is health. Christmas Seals help return health to those stricken with tuberculosis.

"MUTINY ON THE BOUNTY" ABOVE MOST PICTURES

"Mutiny On the Bounty." Four words that paint in the minds of every lover of the sea adventure vivid pictures of life on the bounding main, whine of a bos'n's 'cat' on a seaman's back, the crackle of billowed sails, paradise in the South Seas, hardships, the stern arm of the law of the sea—but above all Adventure.

"Mutiny On the Bounty" which will be shown at the Star Theatre Sunday, Monday and Tuesday, and at the midnight preview Saturday night, cannot be compared to any other film achievement. It stands alone and far above anything of its kind that has ever been filmed or which may be filmed for years to come.

It is a sea drama as it actually took place 150 years ago, a true chapter from maritime history that resulted in a reform among ships which eliminated the brutal treatment men who go to sea expected and suffered.

The little square-rigger H. M. S. Bounty sails for the South Seas on a scientific mission to transplant breadfruit to the West Indies. Her crew is a motley one of convicts and bewildered wretches pressed into service. Her skipper is Capt. Bligh, who knows only one law—the merciless law of the sea and an almost fanatical loyalty to the navy and the crown. He is in "Mutiny On the Sea" by Chas. Laughton who makes of the character a ruthless and harsh disciplinarian. In truth it is the greatest performance Laughton has contributed to the screen.

Fletcher Christian, the master's mate, come to us in Clark Gable's finest role. Those who have read the book will agree that Gable as Christian, leader of the mutineers, could not have been better.

Quickly the story of the Bounty progresses, a grumbling crew lashed by interminable storms that lengthened the voyage; living on scant and rotten rations because the captain took the better food, Captain Bligh raging at his crew; Roggins, death and scurvy. Then the days that followed when HMS Bounty reached Tahiti, soothing influence of native women, fresh food, happiness. As quickly as it unfolds the start of the return voyage with Bligh's tyranny driving his men to mutiny, to put him over the side in an open boat.

Adventure follows the mutiny which has no parallel in naval history—the dogged pursuit of the mutineers' years later, capture of some and their finish on the gallows, escape of others to Pitcairn Island where 200 of their descendants live today. "Mutiny On the Bounty" is one of the really big pictures of the year, and one that you should by all means see.

PLANT BREEDERS UTILIZE SUCTION OF AUTO ENGINE

Suction from the intake manifold of an automobile engine, commonly used to operate a windshield wiper, is being utilized to simplify cross-breeding of plants with tiny flowers. Before the anthers open and liberate their pollen, they are removed by suction through a tiny tube no larger than a hypodermic needle. This prevents self-fertilization. Instead, the flowers are fertilized with pollen from another plant.

The device was developed by United States department of agriculture plant breeders at the Ft. Hays, Kansas, experiment station for crossing sweet clover plants. It also was used successfully on alfalfa plants at the experiment station at Manhattan.

The work at Hays is primarily to develop sweet clover which is more drought resistant and which will retain its leaves and mature later in the season, thus lengthening the grazing season. In that part of the Great Plains, second-year sweet clover has little grazing value after July. The first year clover does not furnish much food until September. Farther east the results desired in cross-breeding might include disease resistance. The cross-breeding of alfalfa at Manhattan is primarily to attain disease resistance—particularly resistance to alfalfa wilt.

Previously the suction developed by water pressure had been used.

CHRISTMAS BAZAAR

Desirable Christmas Gifts of all kinds Thursday and Friday afternoons, Saturday all day. Store south of Fox Cleaners. Benefit St. Anthony's Church.

EVERY SOIL IS FERTILE; BUT NOT FOR ALL CROPS

Every soil is fertile. But not for all plants. Ordinarily when a soil is called fertile or infertile, reference is to crop plants—when as a matter of fact every soil is fertile to some plant. It may be corn, grass or strawberries. Or again the plant may be castus, jack pine or bulrushes.

All land is not fertile, however, as all land does not have soil. Before soil can be formed rocks must be broken down by weathering. The weathered rock is made into soil by living organisms. Each soil has its own characteristics produced by the action of micro-organisms. Soils and plants develop together—each influencing the other.

There are thousands of soils, each with its own characteristics

developed with and by the native plants. In general, it may be said that each plant attempts to make soil from the weathered rock for itself. Thus each soil is naturally most fertile for those plants most nearly like the plants with which it developed.

There are two ways—fundamental to all agriculture—to have a soil fertile for the crop to which it is to produce. Man can change a soil so that it will grow some particular plant. Or, he can choose plants adapted to the soil as it already exists. Those who favor the latter—and science—method say it will save much labor that might be wasted upon the former.

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

Gift Suggestions For Children

KIDDIE CARS, FOOTBALLS WAGONS, TRICYCLES, BICYCLES

COMPLETE LINE OF GLASSWARE COOK 'N' SERVE WARE

AER SWEEP SUCTION CLEANER

Does Not Require Electric Power May Be Used In Any Home In Town or Country.

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APPLES—APPLES	
Jonathan, per box	\$1.20
Rome Beauties, bushel	\$1.15
Winesaps, bushel	\$1.00
Naval Oranges, dozen	15¢ and 20¢
Spuds, red or white, 10 pounds	17¢
Pinto Beans, home grown, pound	5¢
East Texas Sorghum or Ribbon Cane, gallon	65¢
Native Pecans, pound	10¢

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RAYMOND HAWKINS

Star THEATRE HEREFORD

Thursday and Friday 10¢ Bargain Matinee 1:30 to 6:00 15¢ 25¢ After 6:00 p. m.

Do You Have a 1922 Penny?

Uncle Sam's F-Men Always Get Their Men!

And Bette Davis Gets Her Man!

George Brent and Bette Davis in "SPECIAL AGENT"

SATURDAY'S BARGAIN SHOW 10¢ EVERY-ONE! 10¢

A red romance of the Eighties flames from the Golden West!

She could split a card at fifty paces, or break a heart at a hundred!

ANNE OAKLEY

Also Chapter 7 of "Tailspin Tommy"

Sunday—Monday—Tuesday Midnight Preview Saturday Night

BIGGEST PICTURE IN 10 YEARS!

Pulsating, exotic romance, turbulent drama mighty spectacle—in M-G-M's magnificent \$2,000,000 screen triumph!

MUTINY ON THE BOUNTY

CHARLES LAUGHTON CLARK GABLE

FRANCHOT TONE

A Frank Lloyd Production

LOOKING FOR A NEW APARTMENT? TURN NOW TO THE WANT ADS

Our Suggestion for WISE CHRISTMAS Shopping

MAYTAG

The Gasoline Multi-Motor starts with a thrust of the foot pedal, operates smoothly and quietly.

FOR MOTHER ELECTROLUX

Washday has been changed to wash hour in millions of Maytag homes. The job of washing that once meant work has been made one that is fun to perform. You can make every washday an occasion for her to remember you and your Christmas thoughtfulness by giving her a MAYTAG.



FOR MOTHER and DAD FLOOR MODEL PHILCO

With perfect tone, unequalled beauty and shadow tuning control, the PHILCO FLOOR RADIO will be the choice of many givers this Christmas. Plan to give the radio with the finest qualities and best reception facilities. Give them a PHILCO. PHILCO features make it a choice over the entire field in any price range.

FOR THE WHOLE FAMILY. INSTALL A LLANO WATER SOFTENER

Think of their health as well as their entertainment. Water used every day in cooking, for drinking purposes and bathing and washing is hard and contains harmful minerals. The Llano Water Softener is attractive, easily installed, no fuss and requires no continual repair work. It is worth its weight in gold to the body, the complexion and to clothing.



HOT WATER CAR HEATER

Another thoughtful gift for the motorist. The Tropic Air Hot Water Heater is the last word in car comfort.

EASY TERMS AND LIBERAL TRADE-IN ALLOWANCES

M. D. Womble Implements

NOTE: This is an exceptionally long show and we suggest that you see it from the start. Phone the Star Theatre, Phone 363, for exact screening time.