

# A Merry Christmas

Christmas Shopping Edition

## AROUND TOWN C-C BANQUET HOLDS WIDE INTEREST

**Sights and Faces Seen**

Gus Strou, Mont Baker, Frank Gyles and John McLean returned Sunday night, after a few days of quail hunting in New Mexico and all reported a very enjoyable hunt, with of course, the exception of Mont losing his dog and having to spend the biggest part of the day looking for him, and Gus eating all the food up before the rest of them came in to lunch—except for two eggs, which he stepped on and ruined; Frank, John and Gus killed one bird and won't tell which one got it, Mont's dog caught the rest of the birds.

Alex R. Bateman, county agent, and W. M. Emmons, vocational agriculture instructor, are going to get some thoroughbred pigs for club boys in this county. They declare that they must have at least six boys to put the deal over.

Miss Barbara Ann Burney is sorely disappointed in John Patton at Fire Chief. John went up to the school and made a very convincing talk on "Fire Prevention." A few days later the young lady saw him beside a gasoline pump (and a sign which said "No Smoking")—and John was smoking away on his pipe. Barbara Ann just couldn't understand it, not ever after Mrs. Ray Cone-way explained and explained.

Santa Claus says he will bring his mail bag with him and for all boys and girls to give him their letters at the big tree here next Friday afternoon.

Fred Brown has just returned from down in the cotton country where he managed to trade his automobile off for a cotton sack, now he's trying to sell his cotton sack. Fred guarantees the sack to be in good condition, having been used very little.

**Willard Station Is Purchased By Jeff Roberson**

Jeff Roberson this week announced the purchase of the Willard Battery Station from Vern Witherspoon. In announcing the purchase, Mr. Roberson said that he will personally be active in operating the business, which will continue to feature the same type of service and lines as in the past. Mr. Witherspoon will devote his entire time to his appliance shop on Third Street.

Mr. Roberson, who has been engaged in this section as a stock farmer for several years, needs no introduction to the people of this section, and he invited his friends to visit him in his new location.

In addition to battery repairs, general repairs, and welding, Mr. Roberson will also specialize in radiator repairs and similar types of work along the automotive repair line.

**Engineers Here On Aerial Maps**

Representatives of the engineering division of federal AAA program were this week making final tabulations here in connection with perfecting aerial maps of Deaf Smith County, it was announced by Alex R. Bateman, county agent.

Work on the maps was begun last December and the county was divided into sections with aerial pictures of portions of the county in each section.

**Hereford Dons Yuletide Dress As Shopping Season Hits Full Stride**

With only 13 actual shopping days until Christmas, stores of Hereford were this week prepared for the annual shopping season. Bedecked in resplendent colors of red and green holiday colors and trinkets, shop windows gave a bird's-eye view of the vast store of treasures to be found in various shops.

Bubbling over with enthusiasm, owners of dry goods stores, drug stores, grocery stores, hardware, furniture, automobile and appliance establishments displayed novelty and staple lines second to none in the Panhandle. Practically every line is more complete than ever before seen in Hereford as merchants outdid themselves in showing merchandise which might not be found in cities many times larger than Hereford.

Special new lights have been ordered for the streets, which at night will gleam a welcome to visitors who come to Hereford either as sight-seers or as shoppers. Christmas trees are to be found along the walks as a special warm welcome to visitors—

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**Annual Football Banquet To Be Sponsored Next Tuesday**

Honoring members of the White-face football squad, the pep squad, Cowboys, Gashouse Gang and high school band, mothers of the football team will sponsor Hereford's annual football banquet at the First Baptist Church Tuesday, Dec. 14, it was announced today.

Carrying out a holiday season atmosphere decorations will be in gay Christmas colors, and special programs and place cards will denote high school colors of maroon and white.

Rev. W. E. Barnes will act as toastmaster at the banquet, and the following program has been announced:

Invocation, C. H. Dillehay; a poem, Elyse Wilkins; tap dance, Rena Rae Renfro; lettermen announced, R. C. Ashlock; principal speaker, G. M. Hudson; French harp number, Kenneth Lisenbee; Pep Squad leaders announced, Nora Jeanne Russell; saxophone solo, Helen Francis Strou; vocal, Lois Standifer; presentation speeches.

**Funeral Service Held Wednesday For Judge Hughes**

Funeral services for Jas. A. Hughes, former Deaf Smith County Judge and prominent resident of this area for more than 20 years, were held at 3 o'clock Wednesday afternoon from the First Methodist Church, conducted by Rev. M. M. Beavers, pastor.

Judge Hughes died at his home at Lubbock, Tuesday, Dec. 7, following a lingering illness. He was 55 years, one month and 15 days of age when his death occurred.

Coming here—in 1901, shortly after Hereford was founded, Judge Hughes watched the small community grow into one of the outstanding towns on the Plains. His contribution to this growth was also important, for he served six years as County Judge, from 1914 to 1920, and was at all times active in promoting civic interests. He was an active member of the Masonic Lodge while in Hereford and served for two years as superintendent of the Sunday School department of the First Methodist Church, of which he was also a leader and active member.

Scores of friends in this section were saddened to learn of the death of Judge Hughes, who left here in 1922, and included in the group were many old timers who knew and loved him in early days.

In addition to his widow, Judge Hughes is survived by three children.

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**Santa To Pay Annual Visit To Kiddies**

Jolly Old Santa is already preparing for his visit to Hereford this year—and in a general radio-gram to the Lions' Club today that he is expecting every little boy and girl in the whole country to attend, Santa said that he will arrive in Hereford for the big Christmas Tree party at 2:30 Friday afternoon, Dec. 17.

**Coming By Plane**

Arriving by airplane, Old Santa will again distribute bags of candy and fruits to his little friends who gather at the big tree on Main Street, and he is bringing more than 3,000 bags this year. He especially requested that every school child of this area be notified of his visit that he may again greet them; Old Santa also said that kiddies might give him their letters at the gathering and that he will take them right back home with him.

The white-whiskered old gentleman asked the Lions' Club to make plans for the biggest parade in the history of his visits here each year.

The Lion's Club and co-operating merchants of Hereford asked that school teachers and officials over the territory assist in making the affair a success by dismissing

**Cafeteria Is Drawing Much Interest Here**

**SPECIAL TICKETS ARE BEING SOLD HERE BY SPONSORS**

As the Central School Cafeteria this week reached an average of 40 patrons daily from the student body, sponsors reported that the cafeteria is creating much more interest than last year. Several clubs have donated toward operating the cafeteria, and others are expected to make donations in the near future. The cafeteria opened Dec. 1.

In addition to free lunches, which are served children who are not able to purchase lunches, special tickets are also being sold to other students who wish to patronize the cafeteria, and secure hot lunches at the noon hour. The tickets are good for 11 lunches, and are being sold for \$1.50, which allows one free lunch with every ticket—the regular price being 15c.

Mrs. C. Ora Costrell, supervisor of the cafeteria, said that meals would be carefully planned each day to include, nourishing and healthful foods. One of the menus this week follows: Spanish rice, banana salad, Mexican beans, milk, bread and spiced cake. Other

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**Kiddies May Give Letters To Old Santa**

With scores of letters from Hereford boys and girls already on their way to Santa Claus at the North Pole, special plans were today announced for Old Santa to personally gather letters when he appears here on Friday afternoon, Dec. 17, at 2:30 o'clock.

Old Santa said he will bring a special mail bag with him to the big Christmas tree—and that all of his little friends who have not yet mailed their letters, might drop them right in the special bag.

Those who wish, however, may bring or mail their letters right to The Brand Office, and they will be rushed on to Old Santa. In either case, letters will be published in the paper.

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**Legion Plans Christmas Tree**

The American Legion today announced a Christmas party for Tuesday night, Dec. 21.

Legionnaires who attend the meeting will each bring a guest—and each person attending will carry a toy for the Christmas tree. Following the tree, the toys will be collected and carried to the relief office for distribution to needy families.

**Meade Haile To Operate Modern Drug Store Here**

**DIMMITT MAN PURCHASES BROOKS DRUG STORE LAST FRIDAY**

The purchase of Brooks' Drug Store by Meade Haile was this week announced and Mr. Haile took charge of the store Friday, Dec. 3. The store, in the future will be known as Haile Drug, and will continue to operate as a Walgreen Agency store.

Chas. Brooks announced that he will be associated with the Walgreen Company as special salesman for the agency division. His headquarters will be in Sharpshooters, La., and in addition to Western Louisiana, he will have a large portion of East Texas in his territory. He takes over his new duties on January 1, 1938.

**Native of Panhandle**

Mr. Haile, a native West Texan, was born and reared at Clarendon, Texas, and has spent his entire life in the Panhandle. He and Mrs. Haile have already moved to Hereford, and occupy the house at 107 Seventh Street, where Mr. and Mrs. Brooks resided.

Although a young man, Mr. Haile is an experienced druggist, having entered the drug business in Amarillo in 1928, where he was employed by the City Drug Stores. He passed the Texas Pharmaceuti-

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**Speaks Tonight**

John McCarty, editor of the Amarillo News-Globe will be one of the numerous outstanding speakers scheduled to appear on the program at Chamber of Commerce banquet in the Baptist Church tonight.

**Sugar Beets And Lake To Demand Most Attention**

**COMPLETE SELL-OUT OF TICKETS IS REPORTED HERE THURSDAY**

Plans were today complete for Hereford's county-wide Chamber of Commerce banquet to be held in the First Baptist Church on Thursday evening, Dec. 9, at 6:30 o'clock.

In addition to 100 farmers and 100 business men who will attend the banquet from this area, delegations from neighboring towns will also attend the banquet, and preparations are being made to entertain a delegation of 50 men from Amarillo.

At a director's meeting Monday at noon, a tentative program was

drawn up for the banquet, and special reception committees were selected to entertain guests.

**Program Is Listed**

James W. Witherspoon will serve as toastmaster at the banquet; Judge John P. Slaton will deliver the welcome address, followed by short talks from Bob Underwood, Potter County district attorney, J. V. Hennen, local REA supervisor; L. H. Hunter and J. C. Foster, officials of the Resettlement administration office in Amarillo, O. T. Williams of the local Soil Conservation office will show slides of flood and soil control in this area, and will be followed by an address by D. A. Dobkins, John McCarty, editor of the Amarillo News-Globe, will de-

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**Bids Posted For Leasing Of Post Office Quarters**

Advertisements were this week posted for bids to furnish quarters for post office purposes at Hereford, under a lease subject to standard form of lease used by the Post Office Department.

Specifications asked for a lease for a term of two years from February 15, 1938, or date thereafter of occupancy, with option for three additional years. Floor space of about 1,800 feet was also specified.

A. S. Page, post office inspector of Fort Worth, issued the notice, and said that he would furnish detailed information upon request. Bids will be received up to and including Dec. 30, 1937.

**Weather Chart**

Temperature extremes and moist are for past week, furnished by Department of Agriculture's weather station in Hereford.

Day	Max.	Min.	Moist.
Thursday	47	17	0.00
Friday	57	40	0.00
Saturday	56	31	0.00
Sunday	46	17	0.00
Monday	51	18	0.00
Tuesday	36	18	0.00
Wednesday	38	20	0.00

### Auction Draws Crowd, Despite Bad Weather

#### OUT-OF-TOWN BUYERS CONTRIBUTE FOR GOOD SALES

One of the snappiest auction sales of the season was held last Tuesday, at the Hereford Sales Pavilion. Despite cold, disagreeable weather, the large attendance at the sale witnessed an unusually good interest and fast turnover.

Horses, hogs and cattle brought satisfactory prices with milk cows selling up to \$50 a head; mixed calves and yearlings sold from \$4 to \$5.50 per hundredweight, and 28 head of lightweight, fair quality cattle sold at \$23.75 a head. A sow and litter of extra good quality pigs brought \$65; other pigs sold at \$5 a head. The offering of horses was light, but good prices were reported.

A big livestock sale is reported for next Tuesday, according to Ray Barber, who said that around 100 head of Hereford calves, yearling steers and heifers, and cows and hogs is also expected.

The sale is set to start promptly at 1 o'clock Tuesday, and Mr. Barber requested that livestock be brought in as early as possible. The sale is to be started early to accommodate buyers who come here from long distances. Buyers last Tuesday were reported from over the entire Panhandle and Eastern New Mexico, including large numbers from Dimmitt, Vega, Tulla, Happy, Canyon, Umbarger and Nazareth.

### COURTHOUSE RECORDS

**Warranty Deeds**  
J. I. Mayes and wife to Luticia E. Pitts, et als: section No. 55, in block K-6.

### Stomach Gas

One dose of ADLERIKA quickly relieves gas bloating, cleans out BOWEL upper and lower bowels, allows you to eat and sleep good. Quick, thorough action, yet entirely gentle and safe.

**ADLERIKA**  
CITY DRUG STORE.

Travis Clegg and wife, and Sylvia Pugh and husband to Noble Thomas: lots 17, 18 and 19 of subdivision of the north part of block 5, Evans addition.

Jack H. Hale et ux, to Richard P. Maxey: all west half of section 2, block E, containing 319 acres; and all of east half of section 71, block K-6, containing 320 acres.

#### Quit Claim Deeds

H. M. Morgan to Luticia E. Pitts, et al: section No. 55 in block K-5.

H. M. Morgan and wife to Luticia E. Pitts, et als: section No. 55 in block K-5.

#### Marriage Licenses

Miss Jayne McKee and W. A. Sawyer, Dec. 2.

#### New Automobiles

T. M. Bradley, Dec. 4, Plymouth coupe, Ireland Motor Company.

H. E. Danforth, Nov. 30, Plymouth coupe, Ireland Motor Company.

John Renfro, Nov. 24, Chevrolet sedan, Happy, Texas.

H. C. Baird, Nov. 29, Dodge pick-up, Ireland Motor Company.

### Rance News

(15 miles southwest)

BY MABEL BEHREND

Mr. and Mrs. John Cress have gone to Panhandle to stay several months. Aubrey Jarrell and family are living on their place.

Rev. Wylie, Sunday School Missionary of Canyon, was in this community Thursday, and will preach here Sunday, December 19. Everyone is cordially invited to come.

Dudley Welch and family spent Sunday in the Aubrey Jarrell home.

Mr. and Mrs. Holman and daughter, Mr. and Mrs. C. H. Stewart and Allen, visited in the H. G. Behrends home, Sunday. Miss Emma Lewell Plunk visited

### Joe Di Maggio Goes Fishing



Joe Di Maggio, sensational outfielder of the New York Yankees, now living with his family in San Francisco for the winter, is shown as he fished for striped bass in Sanablo bay. While admiring on-lookers rooted for him the home-run king brought in several fish.

in Hereford, Sunday.  
B. G. Rule and family, who have been visiting their parents here, returned to their home in Colorado, Sunday.

H. D. Buse and family visited in the A. L. Behrends home, Sunday.

Dudley Welch and family called in the Walter Wainwright home in Dimmitt, Saturday.

Ben Rule left Monday for southern Texas, where he will spend several months with his brother.

John Williams of San Angelo, old time resident of Hereford, has been visiting old friends and relatives here for the past few days.

### Summerfield News

(8 miles southwest)

MRS. JESS CALDWELL  
There were 47 present at Sunday School, Sunday. Several visitors were present from other communities.

Messrs and Mmes. C. R. Guy, D. C. and Hollis Walser attended a birthday dinner at the home of Mr. and Mrs. Joe Kendall at Hereford, Sunday.

Messrs. and Mmes. Heath and daughter; Lois, Kimbro and sons, Donald and Durwood, and daughter, Miky Ann, of Lazbuddy, were visitors at church, Sunday night.

Judge Turner and his mother of Dimmitt, were in Summerfield, Sunday. They are the brother and mother of Mrs. Oscar Jones.

Miss Kathleen Wade of Amarillo, was a visitor in the J. A. Noland, Charles Roberson and Lois Lookingbill homes, Sunday.

Mr. and Mrs. Charles Noland and son, Hobby, are visiting relatives in Del Rio, Waco and Houston.

James Noland of Amarillo, visited his parents and other relatives and friends here this week end.

Messrs. and Mmes. Rex Spear John Vines and family of Earth, were visiting in the W. A. Vines, J. R. Oglesby and Asa Atchley homes, Sunday and Monday.

Mr. and Mrs. James Gandy of Vega, were in the J. R. Oglesby home, Sunday.

Mr. and Mrs. N. O. Moffitt and daughter, have moved to Vinson, Okla.

Mr. and Mrs. W. A. Vines and daughter, moved here from Hammond, Okla., last week.

Messrs. and Mmes. J. A. Noland, Lloyd Lookingbill, J. L. Lookingbill, L. L. Cannon, Lawrence Johnson, and several others attended a dinner given at the home of Kelly Gray. It was a dinner for the old settlers, honoring Mr. Gray's birthday.

Rev. and Mrs. Naylor and family of Priona were here Sunday. Rev. Naylor preached here, Sunday evening, and will keep his regular appointment here next Sunday, as his appointments have been changed from the first and third Sundays to the second and fourth.

Mr. and Mrs. Edgar Saylor and children of Amarillo, were in the B. A. Atchley home, Sunday.

### Prize Winner



This is the picture that won both the class prize of \$500 and the grand prize of \$1,000 in the newspaper national snapshot award, for Edgar T. Clewell, bakery machinist of Allentown, Pa. A picture of his little daughter, it was adjudged the best of 408 snapshots entered by 102 newspapers in the national contest held in Washington, D. C.

Miss Kathleen Wade spent Saturday night with Mrs. Joe Story. Mr. and Mrs. Bill Edelman, were in Plainview, visiting relatives, last week.

Mr. and Mrs. S. D. Beller and Delores of Muleshoe, were in the Perry McMinn home, last week end.

Stencils, ink and office supplies at Brand Office.

### Ward News Notes

(11 miles north, 2 miles west)

MRS. GEORGE SUGGS  
There was a large crowd out to Sunday School, Sunday.

Rev. Hornbeck was out last Sunday and spent the day with the Moremans.

Mrs. Montgomery left Wednesday for Lockney.

Mr. and Mrs. Inman have moved to Mrs. Montgomery's home.

Mr. and Mrs. John Hutson and son, Robert, of Borger, spent the week end in the Jack Hutson home.

Mr. and Mrs. Sonny Leddy and daughter, spent the week end in Vega.

Mr. and Mrs. Robert Veigel and children, and Mr. and Mrs. George Suggs and son, were in Amarillo Saturday.

#### Father Hurt

Miss Edna Daughette received word last week that her father, W. M. Daughette, had been seriously hurt, when a sand pit near Pampa, where he was working caved in. Mr. Daughette suffered a minor head injury, a broken arm and severe bruises. He is in the Pampa-Jarrett Hospital, and is conditionally this week is considered fair.

# 666

Liquid Tablets  
Salve, Nose Drops  
Try "Rub-My-Tism" World's Best Liniment

checks COLDS and FEVER first day Headache 30 Minutes

# Pre-Christmas Sale!

Here's thrilling suggestions for the Women and Misses of our Town and the surrounding territory!

Compare these Coats with others you've seen at much higher prices! You'll agree that you can reap real savings on every one of them. The slimmest, trimmest, most talked-about coats of the season can be found right here in this great

## COATS SALE

- \$69.50 Value for \$39.95 ONLY
- \$94.50 Value for \$29.95 ONLY
- \$24.50 Value for \$18.95 ONLY
- \$14.75 Value for \$9.95 ONLY

Give Her a Real Xmas Gift!



SIZES:  
MISSES'  
WOMEN'S  
JUNIORS'

## DRESSES for every holiday occasion

Right now... a bright new frock for that new look! Choose from our complete stock of dresses in every size, style and fabric. Rich velvets, silks, woolsens, crepes for street or evening wear! Come to our Pre-Christmas Sale of ladies' gifts—you can find just the gift you want at our shoppe!

- Group 1 Values \$7.95 to \$4.95
- Group 2 Values \$16.95 to \$9.95
- FAST COLOR Wash Frocks
- Regular \$1.95 Values 2 for \$3.00

### Gift Sale!

- Costume Jewelry
- Satin Robes
- Wool Robes
- Pajamas
- Purses
- Dance Sets
- Panties
- Satin Slips
- Crepes
- Gloves
- Twin Sweaters
- Handkerchiefs
- Evening Frocks
- Coats
- Silk Hose
- Dresses



SUGGESTIONS for Perfect GIFTS

**The Most Lasting and Appropriate** means of expressing regard for someone is, today, **an Electrical Gift**.

- A—Any general Electric clock makes an unusual gift for anyone—any time. \$2.95 and up.
- B—An electric toaster is an ideal gift for the entire family. Prices from \$3.95 and up.
- C—Electric percolators are always dependable for good coffee made in a jiffy. \$4.95 and up.
- D—An electric razor is a perfect gift for father. He will long enjoy the close, economical shaves. \$15.00.
- E—Crispy, delicious waffles are always a treat for the entire family—especially for Sunday night dinners. Prices from \$4.95 and up.

Buy Now... and put it on your light bill. Any appliances may be purchased on easy terms. Drop by our office... make your selection... and forget your Christmas shopping.

SEE YOUR ELECTRICAL DEALER OR Texas-New Mexico Utilities Co.

Hose in Christmas Gift Boxes!  
**The Fashion Dress Shoppe**  
"HEREFORD'S EXCLUSIVE LADIES' GIFT SHOP"

# The Adrian Sandstorm

Edited by the Junior Class

## STAFF

Editor-in-chief: Frank Fortenberry  
 Assistant Editor: Clifford Chapman  
 Social Editor: Roselee Morris  
 Feature Editor: Lonella Fortenberry  
 Pep Squad Reporter: Dorothy Spande  
 Sponsor: Mr. J. C. Baker, Jr.

### Eight Students Make Honor Roll

There are eight students in the school who made the honor roll for the last six weeks, namely: third grade, Roy Fortenberry; fourth grade, Laura Bell Arb and Maye McLaughlin; fifth grade, Richard Fortenberry and Orville Calhoun; ninth grade, Sarah Calhoun; eleventh grade, Frank Fortenberry and William Hollabaugh.

### Assembly

Thursday, December 1, Mr. J. Paul Morgan entertained the Adrian School with the chapel program. The civics class have been studying court; to the chapel program consisted of a play presenting the school's court. The trial was: Adrian Matador Pep Squad vs. Nadine Whetstone. She was convicted of being disloyal to the Matador basket ball team by not attending a single game this season. The sentence was to work all the geometry problems for the judge until mid-term. Miss Lora Fay Clemons will have charge of the next program, December 9.

### Seniors Study Shakespeare

Shakespeare and his work is quite a long study, but the seniors have undertaken to study Macbeth between now and December 7. They have already made a brief study of his life and ancestry. Thursday, they read the first few pages of Macbeth. They will probably enjoy the study of the play and learn something about Shakespeare's method of writing.

### Interscholastic League

The interscholastic league meet has been organized. The events have been allotted to the teachers, follows: Mr. J. Cleveland Baker, Jr., debate, one-act play, declamations and essay writing; Mr. Paul Morgan, extemporaneous speech and tennis; Miss Lora Fay Clemons, spelling, girls' volley ball and girls' baseball; Mr. G. A. Adams, track and field, number line; Mrs. Levi, music memory, 6th, 7th grades, picture memory; 4th and 5th grade spelling; E. Bruce, spelling, 6th and 7th grade, and Mrs. Brown, story telling and coloring.

### Scout Meeting

The Scout meeting, Monday, December 29, turned out to be a good one. Eleven boys from city and country came in. They had a rollicking good time. The boys were: Bud Chapman, George Worsham, Bobby Speed, Ross, Roy Long, J. J. Carter, Art Lee Morgan, Verne Jacob, Winston Hamm, Jim Morris, Clifford Chapman, Mr. Baker, Glenn Howard to come down with the Scouts for awhile. They marched up and down the hill for twenty or thirty minutes. The meeting ended by the Scouts giving allegiance to the flag.

### A Play Taken to Vega and Wildorado

Adrian P-T. A. play was staged at Vega in the high auditorium, Thursday, Dec. 2, at 8:30. The proceeds go to the Vega P-T. A., and in turn, will present their play here in the high auditorium, and the Adrian P-T. A. will receive the proceeds. The play went to Wildorado Friday, Dec. 3, and presented the play (Wildorado) in turn, giving their play here. The play is entitled, "That Watkins".

### Adrian Parsonage Is Redecorated

The parsonage has been "thoroughly" redecorated. The walls were red and painted. The floor was painted. Clothes closets were built, and the cupboards and enclosed. This was done to make a more beautiful home for the newly-weds, Mr. Bruce.

### DNA, A Book Report

A book report of one of the books in the Adrian High library. The report is written by Roselee Morris, a

### RAMONA

John Hunt Jackson's Ramona was born in 1831. Her ardent companion of her life was the end of her usefulness. The story of an Irish boy on a sheep ranch that was written by Senora Morenos. Her son, Felipe Morenos, owner of the ranch before his father had died in a battle. Ramona was the chief character. Senora Margarita

and her mother, Old Marda, were the chief cooks. On the ranch, Father Salviererra was the Roman Catholic priest who had a large influence over the people, especially the Indians. Angus Phall was Ramona's Irish father, but Ramona never knew it until she was 18 years old. Alessandro Assis was the Indian sweetheart of Ramona. The book is a true life story of Southern California.

### Poetry

Here is some more of that poetry from the Senior class.

#### Shotgun Bill

Sharp cracks and thunders  
 Came roaring from the hills;  
 People began running and hiding,  
 Because they knew it was  
 Shotgun Bill.

When the noise got louder  
 The porquippine raised his quills,  
 And the prairie dogs ran for  
 safety,  
 Because even animals knew  
 Shotgun Bill.

You may mention good men or  
 bad men,  
 People who are overloaded with  
 skill,  
 But a hi-falutin, rootin, tootin,  
 son-of-a-gun  
 Was Shotgun Bill.

Dead eye Dave went on a bear

#### hunt,

The bear was an awful mean  
 thing,  
 When he growled it usually  
 clouded up,  
 And sometimes it rained.

Soon the bear was in sight,  
 Slipping down a trail,  
 And just as the fight was about  
 to start,  
 Along came Shotgun Bill.

Shotgun Bill downed him like a  
 flash;  
 It was luck for Dead Eye Dave  
 'Cause he would have been slain  
 If it hadn't been for Shotgun  
 Bill—so brave.

There came an end to Bill one  
 day,  
 The noise was kinder shrill,  
 When a rough man from another  
 county  
 Put three holes in Shotgun Bill!

#### The Rainstorm

By William Hollabaugh  
 The clouds rolled swiftly by  
 And covered the bright sky.  
 The wind began to blow a gale,  
 To bring us thunder, lightning,  
 hail!

Then rain in torrents fell,  
 And the rivers began to swell.  
 It rained for nights and days—  
 'Til the rivers had lost their way.

Then one morning early and  
 bright,  
 The people arose with much  
 delight,  
 To find the rain had stopped  
 that night;  
 Then everyone was cheerful,  
 bright.

The sun was shining, a welcome  
 sight;  
 The hills were green in merry  
 light.  
 This stirred everyone's vigor and  
 might,

For all the world seemed to be  
 right.

## Bellview News

(45 miles northwest)

### MRS. R. H. JOHNSTON

J. T. Reese has had a new roof put on his home, the past week. His son, Dee Reese, did the work. He and his wife and little daughter returned to their home in Hereford, Saturday.

Little Jo Sondra Clements of Kirkland, is here on a visit to her grandparents, Mr. and Mrs. George Messenger.

Eugene Scott, who has been attending college at Portales, is in a hospital at that place with Erispliss. His mother, Mrs. R. B. Scott is at his bedside.

Mrs. M. A. Johnston has returned from several months' stay with her daughter, Mrs. L. McBee, at Altus, Okla. Mrs. R. H. Johnston returned

from Norton, Friday, where she had been at the bedside of her son, Reginald, since Thanksgiving. He was much improved, but not able to sit up.

Mr. and Mrs. A. C. Johnston and his mother, Mrs. M. A. Johnston, visited relatives in San Jon, last Thursday.

Lawrence Hinds of Endee was in Bellview community the past week, buying grain.

Mr. and Mrs. George Messenger and granddaughter, Jo Sondra, visited relatives in Grady, Sunday.

Mrs. W. E. Brown and Mrs. George Messenger attended the funeral of Mrs. G. T. Hale at Grady, Saturday.

### ENTERTAINS LIONS CLUB

Members of the Lions Club were Wednesday entertained by numbers by a special brass quartet, composed of Miss Virginia Newell, Clifford Estes, Glenn Smith and Merle Conklin.

# Santa

Brings Joy To The Whole Family

Let a new Remington Typewriter say "Merry Christmas" for you! The convenience afforded by a typewriter will be a reminder for years to come. A new REMINGTON TYPEWRITER will head the "Useful Gift" list. See the new models on display at our store Today!

# Remington TYPEWRITERS

MODEL I



Free Carrying Case

**\$64<sup>50</sup>**

MODEL II



**\$115.50**

MODEL 16



**\$115.50**

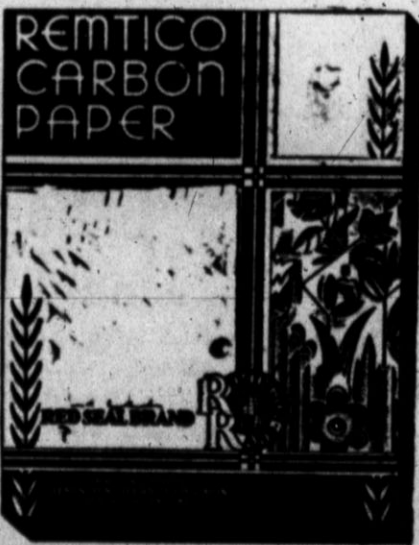


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WHITEFACE ROUND-UP

HEREFORD HIGH SCHOOL, THURSDAY, DECEMBER 9, 1937



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Sponsor, Miss Stacia Irene Crawford

REMEMBER YOUR LIBRARY ETIQUETTE

"Really, now, this is the last time I'm going to tell you about these mistakes, Mildred, find the author of No. 808, Copy 7, a purple back book. Maybe that will help you to remember."

Thus, and so, goes a library meeting with groans on the part of the librarians and Miss Crawford. Library work is no cinch, and when a student asks for "for that book, way up on top, no, not the blue but the green, no, that thin one," it does become a little exasperating.

FINANCIAL TROUBLES ARE DISCUSSED

The seventh grade met on December 1, and decided that they should have a party. A very long discussion took place and it was suggested that the gymnasium be rented one night before the seventeenth of December, but someone brought up the troubling problem of financial difficulties, and it was finally decided that the party should be given on the seventeenth before Santa Claus comes.

However, each room shall have a separate party because if you know how tiny children will look in one of the rooms then you have an impression of a can of sardines.

They will draw names as usual and everyone shall receive a gift. The Christmas trees shall be donated by the kind teachers.

A PEEP INTO OUR NEIGHBOR'S YARD

"The School Paper is a Great Invention"

The school paper is a great invention. The school gets all the fame, the printer gets the money (?). And the staff gets all the blame. —The Tulla Hornet

Messenger News

(27 miles west)

BY MRS. J. N. MESSENGER. Judge Wilson made the Messenger school a visit and gave them one of his encouraging talks. Mr. Stagle from west of Friona has been out through this community with his threshing machine. He threshed for Mr. Stanhope, and George Messenger, and J. T. Guinn. The road men completed the

bridge Thursday, between Messenger ranch and Smiths. Messenger played Westway school Friday afternoon in basket ball. They were very unevenly matched. Rev. Hardy and wife and two children came out, Sunday, after Sunday School, and he brought us one of his good messages. They took dinner with Mr. and Mrs. J. T. Guinn, after services. Professor and Mrs. Wells and Lahonda drove over to Fieldton to make a visit. They formerly taught in the school there.



There is a modern pleasant way to get relief from Headache, Gas on Stomach, Colds, Heartburn, "Morning After" and Muscular Pains. Just drop one or two ALKA-SELTZER tablets into a glass of water. Watch it bubble—listen to it fizz. As soon as tablet is dissolved, drink the tangy solution.

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(Analgesic Alkalinizing Effervescent Tablets) You will really enjoy the taste—more like spring water than like medicine. ALKA-SELTZER, when dissolved in water, contains an analgesic, (Sodium Acetyl-Salicylate), which relieves pain, while its alkalinizing agents help to correct everyday ailments associated with hyperacidity. Your druggist has ALKA-SELTZER. Get a 20c or 50c package on our "satisfaction-or-money-back" guarantee.

A Debater's Version

Knocking knees, beating hearts, shaking hands, nervous hands, shaky voices — Oh, and many other things were heard that day of December 2, when Mr. chairman, Raymond Fowler, announced the question for debate was, Resolved: that the calendar should have 13 months instead of 12. Points were heard from Glenn Ricketts, Kathryn Henderson, Viola Phillips, Margaret Higgins, William Walker, Elsey Wilkins, William Bowman, June Cameron and also from the most honorable judges, Bobby Davis and F. L. Lucas. Movements were made by the time keeper, Elma Shugart. (They were of no use though, it seemed.)

The debate was given in favor of the rebuttals. During the debate many laughs were heard from the audience. But on the stage, pale, serious faces were seen. Many compliments were heard on the debate.

GUESS WHO

Answers to last week's Guess Who were Martha Nell Ewton and Paul Foster.

Girl: She is fairly tall, has brown hair and eyes. She is a Senior, plays in the band and orchestra and is popular among both boys and girls. She is a member of the Pep club and a member of the Glee Club. Her favorite sport is horseback riding.

Freshmen Meet

A meeting of the Freshman class was called to order, December 1, 1937 in the High School Auditorium.

Reports of the different organizations were given by the representatives of the class.

The seventh grade boys have challenged the Freshman boys to a football game. The Freshmen are going to accept and show those seventh graders who's who! The game will be either December 5 or 12.

The class pictures are seventy-five cents each. One may get them from Troyce Sambaugh, Kathryn Henderson or Margaret Higgins.

HUMOR

Miss Crawford: On account of your conduct, not a pupil will be given liberty this afternoon.

Voice in the back of the room: Give me liberty or give me death. Miss Crawford, who said that? Voice (timidly): Patrick Henry.

Lost

A handbag by a green girl with a zipper that works easily. A car salesman with modern accessories.

This little poem expresses the sentiment of many of us, who are wondering "what next?"

Remember, way back in the good old days, When big apple was food, not a dance craze. When Suzy Q. was your best girl; And you didn't "shine" 'till you were lame? I long for the dances when you don't clown. Before "Gertie Irving" and "Peck on Down." Before truckin' and peckin' brings this new craze With rhythm and shouting Allah, praise. —The Tiger.

Pet hates: Boys who flash a quarter and expect you to get all goggle-eyed. Girls: Who powder their noses evening, afternoon, night, and morning, as the case may be.

Caroline Frye attended the junior play, "Where's Grandma?" presneted at Dimmitt, December 4.

DO SOMETHING

Do something for our school. Do something for our school, though you cannot do it all. Do something. In this world of doubt and blame serve in Hereford High School's name. Though you cannot do it all do something. —Polly Anna Crawford.

Flash—Librarians Learn Alphabet

Last Monday morning Miss Crawford made the following assignment to the librarians: "Please study carefully your A-B-C's and know them by next week." It seems that some one has been placing F's under the A section, and B's under the W section in the card files. Miss Crawford asked, "Glen, what letter comes before F?" Glen answered, "H."

Mildred, what comes before W? "Let me see. a-b-c-d-e-f-g-h-i-j-k. It must be j."

"Lottie, what letter follows M?" "L-No, I believe it's O."

"Elsie, what comes after z?" "After some thought Elsie says, "Z is the last letter." Bright!

The librarians are diligently applying themselves to the task of preparing their assignment for next week.

Daniel News

(7 miles east, 15 miles north)

BY PAULINE MOORE

Rev. Perry will fill his regular appointment, Sunday. The Volunteer Band of Wayland will give a concert of good music, Saturday night and, Sunday morning. Let's have a large crowd.

Mr. J. F. Matthews is at College Station on business.

Misses Francis Gill and Viva Mae Thomas and several friends in Canyon, were Thanksgiving visitors in Dallas.

Mr. and Mrs. Homer Lee Curry, Mr. and Mrs. J. H. Hudgens, sons and Richard and Ruth Moore spent Sunday in the Ervin Shugart home.

Mr. Clyde Allred and family were in Amarillo, Saturday. J. S. Finney, who has been visiting in the A. D. Moore home for the past week, returned to his home near Runningwater.

Mr. H. A. Herrington of Amarillo, visited in the W. R. Moore home, Thursday.

Mr. and Mrs. Jimmy Allred of Hereford, spent Saturday night and Sunday visiting in the home of his parents, Clyde Allred.

The Dave Moores, Floyd Tomlinson and children, Poe Harris, Mr. and Mrs. Ervin Shugart and Ruth Moore were Hereford visitors, Saturday.

Little Miss Carolyn Earline Meyers is spending a few days with relatives near Otton.

Mr. W. R. Moore called in the C. P. Caldwell home, near Progressive, Sunday afternoon.

The Wildorado high school boys defeated the Dawn basket ball team again with a high score, at Wildorado, Friday night.

Mr. E. T. Allred made a business trip to Detroit, Mich., last week. There will be a good Christmas program and tree at the Daniel school, Friday, December 17. Everyone is cordially invited to attend the program.

Mr. Woodrow Foster visited in the W. R. Moore home, Saturday evening.

Miss Frances Gill spent the week end in Canyon. Mrs. Elmer Womble and daughter returned home, Saturday, from a week's visit with relatives in Big Springs.

O. E. S. TO MEET TUESDAY A special Eastern Star meeting was today announced for Tuesday, Dec. 14, at 7:30 o'clock by Mrs. Virgie Hunter, who said that important business will be transacted at the session.

FOR THE DISCUSSION GROUP BY REV. REDFORD

A Function and importance of the small group in individual and social reconstruction, at 7:30 o'clock Friday evening, in the County Library room.

The world's largest buyer of wheat is England. Normal arrival of wheat during a season exceeds 5,000,000 tons.—Quannah Tribune Chief.

Make Our Store Your



Gift Headquarters

Make our store your complete Gift Store this Christmas. We have the largest Christmas stock in many years, and you'll find just the gift for Dad, Mother, Brother or Sister, right here at the City Drug Store, in most any price range you wish to pay. Come in today and look over the array of holiday goods on display in our store!

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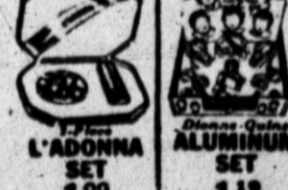
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In announcing the purchase of Brooks' Drug, we wish to state that the store will continue to offer quality merchandise — at reasonable prices. Service will always be a principal factor. Check over the prices in our ad this week, and visit our store which is filled to overflowing with Christmas merchandise. We will be glad to help you make selections.



Streamlined 37-in. "Hiawatha" Wire-Up Train. Streamlined Electric Train, 47-inches Long. \$1.95

for Her Sunbeam Mixmaster, complete \$19.97. Hollywood Make-up Mirror \$2.59. Stationery, boxed 59¢ to \$1.49. Cutex Gift Boxes 89¢ to \$3.29. Leon Larrine Fitted Travel Kit \$7.95. Toilet Water & Atomizer, by Hudnut \$2.00. Yardley Gift Sets, priced 85¢ to \$5.00.

for Him New Dopp-Kit \$2.50 & \$4.00. Yardley Shaving Set \$2.85. New Haven Wrist Watch, 7-jewel \$7.50. Parker Fountain Pen Sets \$1.95 to \$7.50. Sheaffer Pen & Pencil Sets \$2.95 to \$6.00. Justin & Amity Leather Folds Gem Shaving Sets \$1.75.

Useful Gifts Mastercraft Electric Pads \$2.49. Smoking Stands \$2.95. DeLuxe 4-Slice Toaster \$3.75. Electric Kitchen Clock \$2.59. Modernistic Bed Lamp \$1.39. Desk Lamps \$1.69 & \$3.75. Electric Corn Poppers \$1.19. Kitchen Ladder & Stool \$1.98. Thermos Kits \$1.49 & \$1.69.



Walgreen's Sampler \$1.50 BOX \$3.00

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At our Grocery, Market and Cafe you can find just the foods to make your holiday menus complete. Quality staples at reasonable prices and a complete stock of the freshest of fruits and vegetables. Our market will have any kind of meat you may desire, whether it's turkey, hens, or a roast! BUY YOUR HOLIDAY FOODS AT FLOWER'S GROCERY, MARKET and CAFE!



Flour PACKARD'S BEST 48-lb. sack \$1.58

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# SOCIETY

## JUNIOR PIONEER STUDY CLUB CHOOSES COUNTY FEDERATION DIVISION CHAIRMEN

Division Chairmen to work with the County Federation of Women's Clubs were chosen Tuesday night at the meeting held by the Junior Pioneer Study Club at the home of Mrs. Buford Crosthwait, with Mrs. Louis Woodford as co-hostess. Those chosen were: Welfare, Virginia Woodford; Citizenship, Edna Daughette; International Relations, Marie Roden; American Home, Katherine Kester; Fine Arts, Ruth Marie Crosthwait; Education, Mavis Campbell; and Junior Department, Margaret Schroeder. During the business session, members voted to meet at 7:30 p. m. for regular meetings. Plans were made for the annual Christmas party, which will be given Tuesday evening, December 14, at the home of Mrs. Gussie Edelman at her country home, near Black.

Members of the club are requested to meet at the home of Mrs. Crosthwait at 7 o'clock when they will go in a group, to the Edelman home. Mrs. Edelman will be assisted in entertaining by Mrs. Marie Roden. The program, under the leadership of Miss Edna Daughette had to do with "Classical and Operatic Music." Mrs. Bessie Patterson chose "Musical Salzburg," as her topic for discussion. She reported an article written by Carlton Smith for Radio Guide, on the Salzburg Musical Festival and told of the difficulties encountered in presenting Mozart's "Musical Jute." Mrs. Patterson also reported on Frank Black, the mystery man of radio, who is the millionaire, general music director of the National Broadcasting Company. She brought out the thought that Black is known as a musician and as a director, but not as a man.

Mrs. Elizabeth Brumley told how Radio Broke Schumann Heink's Heart. She quoted Ben Heink, an intimate friend of the artist, and her talk dealt mainly with Schuman Heink's life in Hollywood. Attending the meeting were: Virginia Miller, Gussie Edelman, Anna K. Huckert, Bessie Patterson, Mrs. Alice Ray, Margaret Schroeder, Marie Roden, Nell Culpepper, Dorothy Teiford, Katherine Kester, Edna Daughette, Gladys Freeman, Mavis Campbell, Billie Whitlow, Alice Evans, Elizabeth Brumley and the hostesses.

**E. L. CLASS MEETS WITH MRS. POWELSON**  
The E. L. Class of the First Baptist Church held its regular business meeting Monday afternoon at the home of Mrs. Allan Powelson, 121 Fifth Street. Mrs. Ted Young was assistant hostess. The opening prayer was led by Mrs. W. A. Dobbins. The business meeting was conducted by Mrs. Mark Hanna, president. Plans are made for the class party to

be held at the church Monday night, December 30. Members brought Christmas gifts for the sunshine baskets, which are given annually to needy families by the class.

Present were Mesdames J. S. Orr, Artie Daniel, S. L. Waiser, F. E. Bowe, Jim Carroll, W. A. Dobbins, Lee Lambert, Mark Hanna, Wirt Phillips, W. A. Long, George Brumley, Jeff Gilbreath and the hostesses.

## GARDEN CLUB TO MEET ON FRIDAY

The Hereford Garden Club will meet Friday afternoon at three o'clock at the court house. A business session will be held and a program given. The meeting will open with the song "Texas, Our Texas." J. F. Ward will talk on "Trees and Shrubs," both ornamental and fruit varieties. Mrs. Ray Johnson will read the poem, "Trees," by Joyce Kilmer, and Mrs. A. O. Thompson will give a short talk on "What to do in the Garden in December."

"Interior and Exterior Christmas Decorations," will be discussed by Mrs. H. L. Broadwell and the Christmas note will be further accented with "Silent Night," sung as a musical conclusion. The Hereford Garden Club is being sponsored by the Extension Department of the Deaf Smith Federation of Women's Clubs, of which Mrs. Elmer Patterson is chairman.

## JUNIOR G. A. MEETS

The Junior G. A. met with Phyllis Jean Radovich, Monday. Wanda Whitaker had charge of the program. After the program, refreshments were served. The next meeting will be with Lottie Bell,

and Paula Mae Edwards, at 4 o'clock. All Juniors are urged to come.

## MISS SWISHER'S VOVO CLUB TO HAVE PROGRAM

The Vovo Club, consisting of pupils of Miss Mattie Mae Swisher's Studio of Singing, will render a program, Sunday afternoon, December 11, at 3 o'clock at Miss Swisher's Studio in the Whitchurch home, at 500 West Third Street. Selections from the "Messiah," and other good composers will be featured on the program.

Those who will participate, are: Miss Sarah Agnes Bryant, Mary Frances Holder, Nancy Millard, Virginia Erle Reed, Betty Jane Rolson, Nadine Newell, Barbara Burney, Naomi Jean McCullough, Bess Frances Caraway, Betty June Witt of Dimmitt, Thelma Hershey, Zelma Hershey, Mrs. Ralph White, Billy Bob Jackson and Bobby Jennings.

## LOCALS

Ralph White made a business trip to Lubbock and Sunray, Friday.

Mrs. C. T. Kibbe and Mrs. W. A. Daugherty of Clovis, N. M., were visiting friends and relatives here the latter part of last week.

Mrs. Edgar Sowell returned on Wednesday, from a short visit, spent in Oklahoma City.

Mr. and Mrs. Arthur Davis and family, were Amarillo visitors, Saturday. Accompanying them was Mrs. H. H. Hawkins.

To Amarillo, Tuesday, went Oscar Hellman, Laurence Hellman and Leo Hoffman.

Mrs. Lester Galley left last week, for Grinnell, Iowa, for a visit with relatives.

Mrs. Emmitt Dixon and mother of Cleo, were shopping in town, Monday.

## XMAS LETTERS

You have ample time to have that Xmas picture made. We are just now getting things running. Studio open day and night. We have some very special prices on for December. You need not make an appointment. We are on the job at all hours.

HANNA & HANNA  
704 25-Mile Ave. Hereford

Homef Brumley returned Tuesday from a business trip to Fort Worth.

Mmes. Bill and Ralph Smith accompanied Miss Mattie Mae Swisher to Amarillo, last Saturday.

Keith Caldwell of Pampa, was a Sunday visitor. Mr. Caldwell was formerly manager of the local Food store.

Mrs. Clarence Dixon of Friona, was a Hereford shopper, Saturday.

## Attend Plainview Conference

Baptist workers who attended the Annual District Missionary Conference for Baptist young people held in Plainview, Saturday, were Mrs. C. T. Guseman, Mrs. Jack Roberson, Cecelia Guseman, J. B. Harlin, Kitty Kloe Harlin, Molly Jo Roberson, Thornton Shirley, Anna Jo Owen, Mrs. A. O. Thomp-

son, Mrs. Billie Roberson, Glennis Cockrell, Joyce Kress and Grace Marie Bowen.

## Hereford Student Honored

Miss Imogene Roberson, daughter of Mr. and Mrs. Jack Roberson, was recently named an honor student at Wayland College. She was included in the "B" honor roll, having made no grade below 85.

Miss Roberson is a freshman at Wayland, and is specializing in home economics.

## Birth Announcement

Mr. and Mrs. J. H. Roles of Amarillo, have announced the birth of a son, at the Northwest Texas Hospital, on Sunday, December 5. The arrival has been named George Ernest. Mrs. Roles is the daughter of Mr. and Mrs. J. J. Buckner of this city. She is the former Miss Barbara Buckner.

Office supplies, typing paper, and typewriters for sale at The Brand office.

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FURNITURE

**LOOKING to the HOLIDAYS**

If you have some particular Santa Claus you'd like to please—or even if you use the run-of-the-mine Santa, you will want to look your very best, for the high occasion. That's a tip, of course, to come to us for the deft beauty treatments that make you glow with loveliness.

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**CHARM-AID STUDIO**  
VERNA CULPEPPER  
RUTH HARDING — EVA GREESON

**The CHRISTMAS SEASON Opens**

... and The "Christmas Store" is Ready!

The spirit has certainly moved into Streu's—Our counters are loaded with every imaginable item of Christmas Merchandise—and Santa is securely established in toyland. Stop in, start to shop early and enjoy selecting from new, untouched gifts of all kinds. Our store is a useful gift store.

**Gifts for Men — Gifts for Women — Gifts for The Home!**

**Announcing** . . .  
The Purchase of  
**WILLARD BATTERY STATION**  
by  
**Jeff Roberson**

I have purchased the interests of Vern Witherspoon in the Willard Battery Station in Hereford and have taken over active management of the firm, effective immediately. The firm will still be known as the Willard Battery Station and we pledge ourselves to continue to do the high class of work as has been turned out in the past by Mr. Witherspoon. We invite all our friends and the former patrons of Mr. Witherspoon to favor us with their business.

**Bring Your Battery Troubles To Us!**

Our equipment enables us to give you a fast battery service. When your car won't go, just call our efficient service men and let them take care of your battery troubles!

**Have That Leaky Radiator Repaired Now!**

If your car radiator leaks — you can't afford to use anti-freeze this winter and you know you don't want to do without anti-freeze and have to take a chance of freezing up your car. Bring us your radiator for a good fixing — we'll stop the leaks.

**WILLARD BATTERY STATION**  
JEFF ROBERSON, Owner

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**ELECTRICAL** **HARDWARE GIFTS**

**ELECTRIC Waffle Irons**  
Modernly designed Waffle Iron, automatic heat control—a really beautiful gift, and priced up **\$4.00** from . . .

**ELECTRIC Clocks**  
This is truly the timeliest gift of them all—an electric clock, and we have them in many beautiful designs priced **\$5.95** **\$12.95** from . . . TO

**FIESTA Tableware**  
Fiesta heads the useful list. It's exactly the gift any woman would want and appreciate. Maybe she already has a few pieces of this durable tableware, if so complete the set from our new stock of Fiesta. It's a gift the whole family will enjoy!

**SILVERWARE**  
Silverware is the gift she really wants. Of course she'll be pleased with any gift you select, for she will appreciate the spirit of thoughtfulness that go with it—but the gift she really wants, the grandly luxurious gift that reflects the high esteem in which you hold her is Silverware! Service for Six in the lovely Community Plate at **\$13.50** and up.

**ELECTRIC Mixers**  
The perfect gift for Mrs. Housewife is an electric mixer. We have the Mixmaster at **\$19.75** and **\$16.95** the G-E at **\$16.95**

**ELECTRIC Grills, Toasters**  
Double sided toasters . . . and priced **\$1.95** **\$9.95** from . . . TO Electric Grills at **\$3.95** up.

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**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.

## STUDENT COUNCIL TO AWARD THE ASSEMBLY BANNER

Awarding the assembly banner was discussed in the Student Council meeting, December 6. The clubs that have had assembly programs are as follows: Home Economics Club, F. H. A., Glee Club, Public Speaking had two assembly programs, the one-act play and Choral speaking. The members of the Student Council decided to award the assembly banner to the Home Economics club.

The Student Council approved the charters filled out by the president of each of the clubs of Hereford High School.

### PROGRAMA ESPANOL PRESENTADO

Haven't you heard the many Spanish airs floating around in the atmosphere, lately? The Spanish Club and the Spanish classes were practicing on a program, which they presented in assembly, Thursday morning, December 8.

The program consisted of the singing of such Spanish songs, as "La Cucaracha," "El Patio de Mi Casa," "En Cadaz Hay una Nina," and "Mexicali Rose." A play was presented and a dance was given by Polly Anna Crawford, Bob Gilliland, Bobby Turner and Jo Ed Burleson.

This is a new idea in the way of programs as this is the first Spanish program that has been given in two or three years. The club was instigated this year under the direction of Mr. Hudson.

### New Assistant Editor Is Floyd Ross

Floyd Ross was appointed assistant editor, Monday, by the Student Council at their regular meeting. This action was taken upon the recommendation of the staff. This vacancy was left when John Willett left for Lamesa.

Grant Fuller and Floyd Ross were the two candidates for the office. Grant refused the nomination, thus leaving Floyd in the open field.

Floyd is a leading student in the Junior class and at present is holding the office of secretary. He is the worthy president of the Spanish Club, also, and the staff members welcome him as the new assistant editor of the staff. We all know that he will make a good one. Floyd is also headline writer for the reports.

### Conflagration From Staff Meeting

Reporters, we ain't got no in the grasses. We ain't got no copy! (C) The staff is lending a helping hand and writing enough articles to complete the paper. All of the reporters are urged, commanded, ordered, or what-have-you, to get their articles in on time. At least to even get the articles in! It's not so good when there aren't even enough articles to cover one page. It is an outrage! The reporters are falling down on their jobs. It is an honor to be a reporter. Why can't we all be on our jobs and always ready to turn in articles of any kind.

(By a reporter, what got "lawled out!")

**PERSONALS**

Virginia East, Virginia Newell and Jennie Williams were among the numerous shoppers in Amarillo, Saturday.

### Periodicals Are Of Much Importance

Collection of periodicals is one of the best measures of excellence of the library as well as one of the institution as a whole. This fact has largely influenced the cooperative study of secondary school standards to devote much attention to a study concerning the periodicals found in libraries of such schools.

Information has been secured through librarians of 200 secondary schools in 28 states through reports. One hundred and eighteen periodicals received by them or their school were taken as a standard of the judgment of these qualified librarians. Of these, 118, our Hereford High School library has 33 which are the National

Geographic, Wilson Bulletin for Librarians, Current History, Literary Digest, Nature Magazine, Popular Mechanics, Scholastic, Popular Science, Readers Digest, Harpers Magazine, Atlantic Monthly, Hygie, Scientific American, New York Times, American Observer, Boys' Life, American Home, Forecast, Science Leaflet, American Girl, Weekly News Review, Aviation, Practical Home Economics, School Activities, Vogue, School Musician, Field and Stream, Parents Magazine, American, Board's Dairyman, Poultry Tribune, and several regional newspapers.

Average class value of the periodicals was 170, with almost all the schools scoring between 100 and 200. Average number of periodicals of medium schools is 27.8; number including weekly newspapers for daily newspapers is 1.6; class score is 103.9; average number of periodicals for Southern schools is 26.9; daily newspapers 1.7; and class score was 106.9. Our library ranks above the average except in daily newspapers, with a class score of 202.32 periodicals and 1 daily newspaper. Our score is 67.5 per centile.

Students of Hereford High School are proud of their library and of its high evaluation of periodicals compared with others throughout the nation.

### Pep-Football Banquet Is Discussed

Plans for the annual Pep-Football Banquet were discussed by the pep girls and their mothers, and the football mothers, Thursday night at 7 o'clock in the music

### Now—AT LAST—How to Have the Comfort of ELECTRICITY IN THE HOME

for as little as \$12.75 and up eliminate household drudgery and tiring inconveniences. Home lights and radios are supplied by the only all-METAL Windynamo. Simple to install. No gas or power bills to pay. The first installation of wind chargers is your last installation. You can enjoy the comfort of never being required to remove your radio batteries, and you can enjoy the comfort of electric lights including reading lamps. Come in and see an actual demonstration of one of these machines in operation.

### WINDYNAMO Electric Fence Charger

The Windynamo Electric Fence Charger has been designed and built with many improvements over other types of chargers. The Windynamo Electric Fence Charger is a precision built instrument.

When the Windynamo Electric Fence Charger is attached to a fence it automatically becomes an electric fence which takes the place of old type fences. An Electric Fence holds all kinds of livestock as securely as woven wire, concrete, steel, rock or wood. An Electric Fence is only a single barbed wire on one post set about 50 feet apart. The Windynamo Fence Charger sends a small charge of electricity harmless to humans or livestock—through the wire 80 to 90 times a minute.

\$24.95  
24

PHONE 567

C. F. KERR Hardware Co. HEREFORD, TEXAS

room. The mothers decided to give the banquet and Mrs. Paul Foster was elected chairman of the banquet. She appointed the menu and decoration committee. The mothers adjourned, leaving the pep girls to attend to their business. The pep president, Viola Phillips, appointed the decoration and program committees and announced that their first regular meeting would be Thursday night, at seven in the music room. All members are invited to attend. The further entertainment and business meeting places will be discussed.

### What A Game!

It took three extra minutes to decide who was the better between the Hereford and Wayside boys. Wayside turned out victorious, scoring three points in the extra period. The total score was 24-21. The boys' team continually changed leadership in the first half with Wayside. The first half ended with Hereford ahead 16 to 12. The local cagers showed power in breaking down the court for set ups. As soon as the guards obtained possession of the ball the forward and center would break and have perfect chances at the goal.

Hereford was ahead except for the few remaining minutes of the game, although they scored only five points the last half. Toward the end of the game the teams began to change leadership. Hereford would make a goal; then Wayside. The game ended 21-21.

A five-minute rest was allowed, then the game was resumed for three minutes. These three minutes proved disastrous for the Whitefaces. Wayside sunk one free shot and a field goal to lead at the end of the extra period, 24 to 21.

The Whitefaces' leading scorer was J. Vaughn with eight points. Wayside's Culwell had ten.

The line-ups: Hereford—Forwards, J. C. Vaughn and J. Vaughn; center, Ashlock; guards, Posey and Foster.

Wayside—Forwards, Helsler and Culwell; center, Knox; guards, Jones and Stevens.

The boys' game with Vega was a regular "rough and tumble." The Whitefaces were badly beaten, score being 28 to 15. Vega led at the half 17 to 9, and continued

to pile up the score until the final whistle blew.

The girls of Hereford fared much better than the boys, winning both of their games by large margins. They beat Vega 40 to 11, and Wayside 40 to 18. The girls showed exceptional ability in passing the ball. They are noted for making the opposing side and the referee very dizzy. The girls have a dandy team.

### Sophomores Have Regular Meeting

George McLean, Sophomore president, called the meeting to order, Wednesday, December 1, 1937. The minutes were read by Ann Cockrell; a report from the staff was given by Pollyanna Crawford; a report from Student Council was given by Helen F. Streu. The coming assembly program was discussed and last, but not least, a heart rendering appeal for dues was made. Every one is urged to pay back dues.

### Local Pastor Gives Lecture At Clovis Meet

#### MINISTER BORDEN HEARD AT DISTRICT SESSION THIS WEEK

The Church of Christ lecture week program at Clovis, N. M., began at 10 o'clock Tuesday morning with large crowds in attendance.

Minister E. M. Borden, pastor of the Church of Christ in Hereford, preached on the subject, "The Preaching of the First Century." He was followed by C. C. Morgan of Odessa. Following lunch, a radio address was given by Mr. Roberts of Amarillo.

Tillit E. Teddlie of Dallas, gave the afternoon address, followed by a round table discussion attended by the following preachers: T. S. Teddlie of Dallas, Jack Harcastle of Sudan, G. F. Mickey of Portales, Robert C. Jones of Wichita Falls, Roberts of Amarillo, C. C. Morgan of Odessa, Eb Randall of Farwell, Rockwell of Littlefield, Roland Johnson of Ft. Sumner, N. M., Mack Kerchevillin of Por-

tales, accompanied by his father of Albuquerque; Eugene Dement of Portales, E. M. Borden, Jr., of Perryton, and E. M. Borden of Hereford. A number of Elders and visitors from other points are also attending the lecture week program which will close Friday.

### B. & P. W. TOURNAMENT NETS \$15 FOR CAFETERIA

Reporting a profit of approximately \$15 from their bridge and "42" tournament at the City Hall last Thursday, members of the Business and Professional Women's Club expressed appreciation for the co-operation which was accorded the movement.

Proceeds from the tournament will be used by the club to assist in sponsoring Central School Cafeteria for the purpose of furnishing lunches to indigent children at the noon hour.

The tournament was held in the City Hall and high prize for the afternoon went to Mrs. Frank Cogdell and to Mrs. Wm. McGehee; high prizes for the night games were to Ellis Coombes for men, and Mrs. Coombes won high for ladies.

### Odell Elliott Dies At Dallas

Friends in this area were saddened this week to learn of the death of Odell Elliott Monday evening. Mr. Elliott died at his home in Dallas.

He was a former resident of Hereford and was the son of the late Robert Elliott. He is survived by his widow, the former Mildred Vaughan, who is a sister of Mrs. John B. Miller, now of Los Angeles. Mr. Elliott was buried in Dallas.

### UNEXCELLED LUBRICATION

The new Automobiles advertised in this paper all have intricate gears that need to be lubricated ever so often. We know how to grease and lubricate every one of them. We do it by the TEXACO MARFAK CHART SYSTEM. Let us wash and grease your car the next time!

### TEXAS SERVICE STATION

GLENN SNYDER PHONE 440

Tuesday.

Mrs. T. W. Medlin and daughter, Geraldine, and son, Keys, of Tyler, came Sunday to spend several days with her husband, T. W. Medlin, here. The family were accompanied by Mrs. Medlin's brother, Jim Evans. They left on the return trip home yesterday.

### Recuperating At Home

Miss Hertha Baer, who recently underwent an appendectomy in an Amarillo hospital, is recuperating at the home of her parents, Mr. and Mrs. Gason Baer. She was brought home last Sunday and she plans to return to school at WSTCO after the holidays.

Miss Edna Daughtee spent the week end in Pampa, visiting her parents, Mr. and Mrs. W. M. Daughtee.

### JUNIORS HAVE PICTURES TAKEN

"Move a little bit over this way! Hey, I can't see you! Why don't we take it over here!" So were the words of certain Juniors on the day of their class meeting. Have you guessed it? Yes, they were having their pictures taken. They are in hopes of some good pictures to put in the page.

### Propaganda Spreading

This school is unfair to economical time. We want more study halls. Come on school, let's get busy. We, the party of "Studios," has as a platform an issue, forty-five minute periods instead of sixty minute periods; therefore, there will be two extra hours for studying. We appeal to the students of this school to promote this idea. We want this as an amendment to the constitution of our school. Students, please back this movement; you all know we need to

study. If this movement is passed, there will be no worries about home work.

Stencils, ink and office supplies at Brand Office.

**ORDER NOW!**

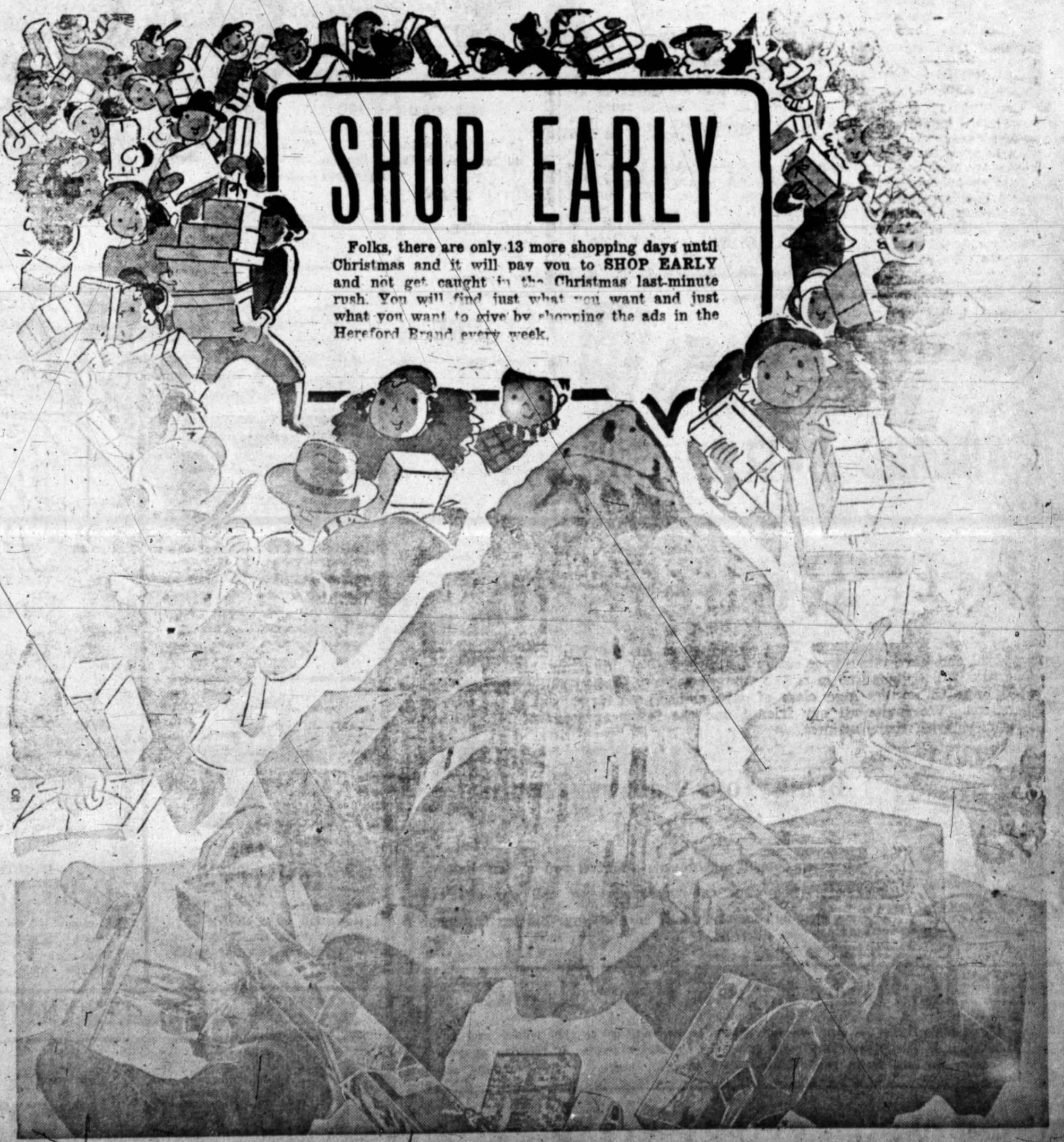
- Coal
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WE BUY PRODUCE CREAM—POULTRY—EGGS and HIDES

Cleaning and Grinding Service

WEST TEXAS FEED and SEED

PHONE 265



## SHOP EARLY

Folks, there are only 13 more shopping days until Christmas and it will pay you to SHOP EARLY and not get caught in the Christmas last-minute rush. You will find just what you want and just what you want to give by shopping the ads in the Hereford Brand every week.

# The Hereford Brand

**SOCIETY**

**CHARLES BROOKS ARE HONORED WITH FAREWELL PARTY**

Mr. and Mrs. Charles Brooks were honor guests Tuesday night, when Mr. and Mrs. Lee Morgan and Mr. and Mrs. Emmitt Milburn were hosts at a delightful bridge party at the Morgan home. The party was one of the many farewell gestures given to compliment Mr. and Mrs. Brooks, who plan to leave Saturday for Shreveport, Louisiana, where they will make their home.

Tables were arranged for sixteen players and awards in the games went to Mr. and Mrs. J. W. Witherpoon.

Guests included Messrs. and Mesdames Frank Cogdell, Sherman Morgan, Grant Fuller, J. W. Witherspoon, Dr. and Mrs. R. R. Willis and the honor guests.

**PRE-HOLIDAY NUPTIALS**

Miss Odessa Cockrell and Edgar Russell were married Wednesday, December 8, at Clovis, by Rev. Bernard Guy, pastor of the Central Baptist Church of Clovis. Mr. J. W. Cockrell and Miss Audrey Cockrell, brother and sister of the bride, and Miss Edith Frost of Friona, accompanied the young couple to Clovis.

The bride, daughter of Mr. and Mrs. J. E. Cockrell of this city, was becomingly dressed in a navy blue crepe dress with matching accessories. She attended Hereford High School and was taking a commercial course at the time of her marriage.

The groom is a son of W. C. Russell of Progressive and was taking a business course.

The young couple will make their home at the Russell Ranch at Progressive, where a reception is planned for them at an early date.

**MISSIONARY IS HONORED AT TEA**

Miss Ray Buster, missionary to Brazil, who is spending her furlough at her home in Clovis, N. M., was guest of honor at a tea given by members of the Baptist Missionary Society at the church Wednesday afternoon.

Mesdames R. E. McCullough, W. L. Alexander and H. G. Conkwright were in charge of arrangements for the affair and greeted the guests as they arrived.

A holiday note was used in the decorations for the lace covered tea table. Blooming red blossoms in a green container flanked by green candles, formed the centerpiece.

Mrs. O. T. Williams and Mrs. J. B. Harlin presided at the silver services. Miss Buster told of her work in Brazil as a teacher in the mission school at Bella Hollioste, for the past 14 years. She described the people and told of some of her experiences while working among them. Miss Buster said, "The people of Brazil are really progressive and my work is not a sacrifice at all, but exceedingly interesting."

**Singing School At Summerfield**

A free singing school will begin at Summerfield, Thursday night, Dec. 9, it was announced today by John F. Taylor, president of the Plateau Singing Convention, who said that the school will be preparatory to an all-day singing on Sunday, Dec. 19.

The public was invited to attend the special free school.

**Kiddies May**

(Continued from Page 1)

Those who do not deliver their letters to Santa at the tree, should bring them into the office as soon as possible — and absolutely no letters will be accepted after Dec. 18, because of the long distance which letters have to travel before they reach Santa.

**DAY AND NIGHT FOR XMAS**

Our Studio open day and night for your convenience. Don't wait another year for the picture you have been wanting. Delay might be too bad. Plenty of time to get them for Xmas.

HANNA & HANNA  
704 25-Mile Ave. Hereford

**C-C Banquet**

(Continued from Page 1)

liver the principal address of the occasion.

During the dinner music and a special Christmas skit will be presented.

**"Greater Hereford"**

Aiming for a "Greater Hereford" through improved industrial conditions, the banquet will stress possible advance with rural electrification, irrigation and the possibilities of a beet sugar factory. The importance and need of Hereford's proposed dam and lake will also be stressed as a means of recharging shallow-water sands and as a pleasure resort.

In addition to delegations from neighboring cities, the commissioners' courts of Oldham and Castro Counties have also been invited to attend the gathering, and have accepted.

**Reception Committee**

Delegations will arrive in Hereford at 3:30 as special guests of Deaf Smith County, and will be served coffee preceding a short tour over the irrigation belt, rural power lines, and proposed site for Hereford's big lake. The following reception committee has been named to meet the delegation and accompany them on the tour:

J. E. Hill, chairman, H. G. Conkwright, Harold Close, C. C. Ackler, J. A. Pitman, O. T. Williams, J. G. Erans, John Olson, John Patton, John Roberts, Walter Pickert, Fred W. Hood, Jim Gilliland, Geo. L. Muse, Earl W. Wilson, Mrs. Seth E. Holman, G. W. Brumley, E. S. Ireland, John P. Slaton, Jess Stanford, Ike Crossin, John McLean, Frank Gyles, Hubert Freeman, Mont E. Baker.

Miles Roberson, A. H. Streu, S. P. Rosson, Wiley Roberson, Ernest Medkief, Alex R. Bateman, Grant Fuller, Alton Fraser, Louie LeGrand, Tom Carter, E. B. Hedrick and Gaston E. Baer.

Other persons who have cars available were also asked to join the reception committee, and to make the tour.

Merchants are co-operating with the banquet by inviting farmers of this area as special guests, and more than 250 persons are expected to attend the banquet.

**Hereford Dons**

(Continued from Page 1)

and above all else, Hereford is planning its big Christmas Tree Party on Friday afternoon, Dec. 17, at 2:30 o'clock. Co-operating merchants have contributed over \$300 to furnish bags of candy and fruits for the kiddies, and every community in this section is expected to be represented.

"Yes Sir, Old Santa Claus has got us," the merchants will tell you—and a trip through their stores will convince you they too, have Got Something this year.

**Meade Haile**

(Continued from Page 1)

cal Board and in 1929 became a registered pharmacist. He has been associated with several stores in the Panhandle and in 1934 established the Haile Drug at Dimmitt, Texas. He operated in Dimmitt until April, 1937, when he sold the store.

"Hereford seems like home to Mrs. Haile and I," he said, "because when in Dimmitt we were frequent visitors here. Moving to Hereford seems more or less like coming home, and we already like the town and people better than ever."

Mr. Haile expressed a wish to get acquainted with people of the community as rapidly as possible and invited the public to visit him at the store and to get acquainted.

**Carry Large Stock**  
As a native of the Panhandle, who has learned the drug business in this section, Mr. Haile believes

he is in a position to serve the community competently, and as he puts it: "To give them what they want in a drug store."

The already large stock of the store will be increased from time to time, Mr. Haile said, and the store will continue to operate as a Walgreen Agency unit, featuring special Walgreen products along with other nationally recognized drug and sundry items. The store will also continue to feature its prescription department.

**Cafeteria**

(Continued from Page 1)

lunch menus are along the same line with one meat, a salad, vegetable, milk, bread and a dessert. Assisting Mrs. Cockrell in the cafeteria are five NYA girls and one NYA boy.

Occupying newly decorated quarters in the remodeled Central School, the cafeteria is one of the outstanding cafeterias of its type in the Panhandle, and has aroused much interest and praise from state leaders since it was installed. Although free lunches to indigents are fewer this year, a greater number of paid lunches is placing the cafeteria on a sounder basis, sponsors said.

**Funeral Service**

(Continued from Page 1)

dren: Maurine, Newell and Madeline; his mother, Mrs. G. A. Hughes of Hereford; two brothers, Alvin Hughes and Alvin Rice Hughes; five sisters, Mrs. Mattie Knott, Italy, Texas; Mrs. F. A. Millard, of Hereford; Mrs. Joe Baker, Santa Anna, Calif.; Mrs. Ella Yelverton of Artesia, N. M., and Mrs. J. L. Pevey, Hereford; J. O. Newell, Deaf Smith County sheriff is a brother of Mrs. Hughes.

Services at the cemetery were in charge of the Lubbock Masonic Lodge, and the following Masons, who acted as pall bearers took the Masonic work under Judge Hughes: Guy Casey, Louie F. Moore, John W. Broome, E. A. Tipton, H. J. McLellan, Ely Daniels, Durwood Brady and Clyde Everett.

Interment was made in West Park Cemetery.

**Want Ads**

**For Sale or Trade**

FOR SALE, OR TRADE for Stock: a one-room shack, price \$50.00, also good cylinder and sucker rod. See Claude Higgins. 49-3tc

FOR SALE—15, Single Comb, English Strain White Leghorn Cockerels from high egg record mating birds. Tom Barrow strain. See Mrs. N. C. Voegel. 49-1tc

FOR SALE—8-ft. big-disc Moine one-way plow, in good condition, \$50; letter-size, rotary duplicator, like new, \$10; Singer sewing machine, perfect repair, \$15; Low-wheel wagon, \$10; 16-ft. Van Brunt Drill, \$35; 10x12 Camp Shack, double wall, on runners. Tracy Major. 49-1tp

FOR SALE—Used, balloon-tired bicycle in exceptionally good condition. Call 449. 49-1tp

FOR SALE—Several Young Thoroughbred Buff Roosters. See C. P. Hussey. 49-1tc

FOR SALE—Household Furniture, in good condition. Call at 203 Lawton Ave., Hereford, Texas. 49-1tp

FOR SALE—Electric ABC Washing Machine in good condition. Call at 107 West 7th Street, before Saturday noon. Mrs. Charles H. Brooks. 49-1tp

FOR SALE—213 1/2 acres of land, 9 miles from Hereford, Terms to suit purchaser. Write owner, Mrs. Ella Karr, 112 N. Silver St., Deming, N. M. 49-4tp

GO TO FLOWERS GROCERY, Market and Cafe for Good Eats. We buy cream, poultry and eggs. I. V. Flowers & Son, Managers. 48-3tc

FOR SALE—Shade Trees. Great West Nursery, One and one-half miles northwest. 48-3tp

JUST RECEIVED a Shipment of Fruit Trees, Roses, Evergreens, Shrubs, Hedge Plants. Plant now! J. F. Ward. 48-1tc

FOR SALE—Rye seed, \$1.00 bu.; Seed oats, 50c bu.; Seed barley, 70c, bu.; Mixed feed, \$1.00 cwt. Fraser Oil & Grain Co. Phone 484. 47-6tc

FOR SALE—Sows, pigs, or shoats. Good stock. White truck, running condition, Oak truck bed. 7 miles north, on Avenue. Frank Follart. 47-3tp

FOR SALE—Good registered Hereford cows, some good coming two-year-old heifers and a few good yearling bulls. C. J. Paddock. 47-3tc

SPECIAL BARGAINS in Shop worn lumber and other stock. We want to clean out all our old stock before inventory and make room for several cars of Long Leaf Yellow Pine lumber, which we have coming in right after the first of the year. First come, first served, for some of the best bargains that have been offered in lumber in a long time.

ROCKWELL BROS. & CO.  
104 S. Main St. Phone 4. 47-3tc

FOR SALE—160 acres, four miles from Hereford. \$16 an acre. Write Clarence Heberer, West Point, Iowa. 47-3tp

FOR SALE—One electric range and two farm wagons. J. S. Orr. 47-3tp

FOR SALE—Blackbull seed wheat. Lester Galley, 11 miles northeast of Hereford, Box 335. 42-1tc

ALL OUR PRODUCTS, sweet milk, sweet cream, Bulgarian butter milk, chocolate milk, Bireley's orange juice and ice cream, delivered twice daily or can be purchased at our downtown office at 212 West Third Street. Prairie Dairy, Phone 6. 23-1f

**Wanted**

WANTED TO RENT—Furnished Apartment, close in, for couple. Call 45. 49-1tc

WANTED TO BUY—Threshed milo maize, hegari, kafir corn and gang seed. Will buy delivered at Claude, Texas, or will send truck. Write R. E. Blanton, Claude, Texas. 48-3tp

WANTED TO RENT—4 or 5 room house close in. W. L. Alexander. 47-3tp

NUMEROUS Federal Land Bank farms for sale in Deaf Smith and Farmer Counties. Hereford National Farm Loan Ass'n. 334tc

**For Rent**

FOR RENT—Modern bed-room with garage. Mrs. Laura E. Hicks. 49-3tc

FOR RENT—4-room house, 1 acre ground, Harrison Highway, 1-2 mile from town. Phone 55, Tom Carter. 49-1tc

**Hospital Notes**

Mrs. H. E. Miller of Dawn, was today reported to have shown considerable improvement and to be resting easily.

J. D. Story was admitted to the hospital Wednesday night for medical treatment and was reported to be resting easily.

There are no free scholarships in the school of experience.

**New C. C. Nursery Dealers**  
Shade and Fruit Tree, Hedge and Rose Plants; Grape Vines, Strawberry. Come see these plants for yourself, before you buy. Across Street from ice plant.

**HERE THEY ARE!**  
America's Finest JEWELRY Gifts!



LADIES' ALVIN WRIST WATCH  
Choose a gift for her from our smart new styles in ladies' ALVIN Wrist Watches, that hit a new high in quality and a new low in price! \$15.00

5-DIAMONDS—New streamlined mounting set with 5 diamonds \$42.50

MEN'S ALVIN WRIST WATCH  
You must see our selection of Men's ALVIN Wrist Watches to truly appreciate their value. Every watch is new... smart... up-to-the-minute in style. Everyone guaranteed accurate and reliable! \$13.75

11-DIAMONDS—Value supreme in a diamond gift of quality \$125.00

Solo Ring, Modern SOLITAIRE \$14.95  
A dramatic, low price for this magnificent diamond design. Solid gold mounting.

— CREDIT COSTS NO MORE —  
**LYNN C. KESTER**  
JEWELRY

FOR AS LOW AS  
**\$990**  
DELIVERED IN HEREFORD  
YOU CAN BUY AN  
**OLDSMOBILE**  
NOWHERE

**SAVE 50% on PERFORATION OF CASING**

ALSO ON HEAVY COLUMN AND SUCTION PIPE. CUT AND THREADED TO ORDER!

A NEW SERVICE: We now have Electric Welding Equipment for Welding Casing in The Hole!

**WES-TEX PIPE & SUPPLY CO.**  
HEREFORD  
Office, 108 Main Street Basin Bldg.

Save Wisely on Holiday Foods

**3 FREE TURKEYS**  
SATURDAY, DEC. 11 — SATURDAY, DEC. 18 CHRISTMAS EVE DAY  
On the above days at 3 p. m., we will give a turkey free to holder of the lucky ticket. Any adult may register at our store without charge, but winner must be present.

**PINTO BEANS** 16c  
3 Lbs.

**APRICOTS** 29c  
Dried—2 Lbs.

**RICE** 16c  
Bulk — 3-Lb. Bag

**Crackers** SODA. 2-Lb. BOX **16c**

**COCONUT** 21c  
Full Pound

**PEANUTS** 11c  
Fresh Roasted — Lb.

**COFFEE** 29c  
Admiration—1-Lb. Vacuum Pack

**Compound** 4-Lb. Carton **43c**

**MARSHMALLOWS** 14c  
Per Lb.

**OATS** 21c  
Quick Quaker — Large Size

**DOG FOOD** 23c  
Wild Life — 3 Cans

**CRANBERRIES** 17c  
Full Pound

**ORANGES** 18c  
Per Dozen

**APPLES** 25c  
Extra Special (Dozen, 13c) — 2 Dozen

**CATSUP** 14-Ounce Bottle **11c**

**MEAT SALT** 45c  
Jefferson Island in bulk — 10 Lbs.

**CHEERRIES, Choc. covered—lb.** 19c

**WALNUTS** 19c  
English — Per Lb.

**BAKING POWDER, K.C., 16-oz.** 11c

**GRAPEFRUIT** 19c  
6 For

**DATES, natural bulk—2 lbs.** 23c

**TOILET TISSUE, Ft. H.—3 for** 19c

**CANDY** 16c  
Bulk, assorted Xmas—Lb.

**STEAK** 17c  
White face Baby Beef—Lb.

**ROAST** 15c  
White face Baby Beef—Lb.

**HAMBURGER** 25c  
(Lb. 15c) — 2 Lbs.

**LARD** 15c  
Home Rendered — Lb.

**XMAS TREES — ALL SIZES — SPECIAL PRICES!**

**We Buy Cream, Eggs & Poultry!**

**TEXAS Grocery & Market**  
"NOT HOW CHEAP—BUT HOW GOOD"  
GRONIMO PHONE 353 O. G. HILL, OWNER WE DELIVER GRONIMO

# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

### MEANY PARTIES HONOR MRS. BROOKS

Among the many parties being given to compliment Mrs. Charles Brooks who is leaving soon to make her home in Shreveport, La., was the attractively appointed gift party given Monday afternoon at the home of Mrs. Frank Cogdell, with Mrs. Sherman Morgan and Mrs. Cogdell as co-hostesses.

Blooming pot plants furnished decorations for the house and appointments for bridge games featured the holiday motif. High score prize was awarded to Mrs. O. C. Holt.

Many lovely and useful gifts were presented to the honor guest. Those present included Mesdames: J. T. Gilbreath Jr., R. R. Wills, C. M. Evans, Alton Fraser, R. M. Whitshire, W. M. Emmons, Lee Morgan, Emmitt Milburn, O. C. Holt, Ralph Roden, Nelson McRicht, Grant Fuller, M. A. Kelly, and the honoree.

Mesdames Marlin Gilliland and Ernest Medkief sent gifts.

**CHRISTIAN ENDEAVOR FIRST CHRISTIAN CHURCH**

The Endeavorers met Sunday evening at 6:00 o'clock for their regular meeting. A program on the subject, "Christianity and Some Present Day forms of Gambling," was enjoyed by about twenty-five members and visitors. An impressive worship service was led by Robert Petersen, following which a talk was given by one of the members on the subject. A responsive open forum discussion was held in which almost everyone presented his views and attitudes toward gambling.

Plans were completed for the program and entertainment given at the meeting of the Tri-County Union of Christian Endeavorers, which was held here Tuesday, December 7.

### ART OF EVERYDAY LIVING IS DISCUSSED FOR PROGRESSIVE WORKERS CLUB

"The Art of Everyday Living," was discussed at the meeting of the Progressive Workers Club, on Wednesday afternoon of last week at the home of Mrs. A. S. Higgins.

Mrs. Roy Wagner was leader of the program and discussed "Friendship, The Greatest of all Arts."

Mrs. Lynn Powelson gave a talk on "How Hospitality May be an Expression of Art."

The next meeting will be held on Wednesday, December 15, at the home of Mrs. Ira Ricketts. A Christmas program will be featured and gifts will be exchanged.

Members present were Mesdames: Roy Wagner, S. A. Edwards, C. P. Caldwell, Lynn Powelson, C. C. Bowman, Owen Neel, Roy Hershey, Ira Ricketts, Leslie Beard, Misses Olive Perkins, Eunice Caldwell, Ira Jeanne Ricketts and the hostess.

**McKEE-SAWYER**

Miss Jayne McKee and Willard Sawyer were united in marriage Saturday, December 4, at the parsonage of the Christian Church with the Rev. H. M. Redford officiating.

The couple were attended by Miss Vera Wederbrook and Allen Hoover of Adrian.

The bride was attired in a Wally Blue crepe dress with brown accessories. After a short wedding trip, Mr. and Mrs. Sawyer will make their home in Hereford.

Mrs. Sawyer is the daughter of Mr. and Mrs. O. L. McKee of this city. She is a graduate of Hereford High School and attended Draughton's Business College in Lubbock.

Mr. Sawyer is the son of Mr. and Mrs. W. M. Sawyer of this city, and has also attended Hereford High School.

### STUDY CLUB MEETS AT HOME OF MRS. E. G. BLUE

Mesdames John Allred and R. G. Blue were co-hostesses for the meeting of the Lone Star Study Club held Monday afternoon at the home of Mrs. Blue.

The program was built around a western theme and Mrs. Joe Kendall was leader of the lesson on "The Cowboy and the Buffalo." She discussed "The Cowboy and his Interpreters," and contrasted the old-time cowboy with the cowboy as we know him today. Mrs. Kendall also explained why the cowboy ties a handkerchief around his

**LONDON BRIDGE CLUB HAS TWO TABLES OF BRIDGE GUESTS**

Two tables of guests played with members of the London Bridge Club, Thursday afternoon, when Mrs. R. R. Wills entertained at her home.

Long-stemmed asters were used in the floral decorations and a

**CLUB HAS LESSON ON JUVENILE DELINQUENCY**

Yuletide suggestions furnished decorations for the home of Mrs. Geo. Suggs, when she was hostess for L. A. E. Club, Tuesday afternoon.

Mrs. Wiley Roberson gave a talk on Home as an Anchor.

"The Last Mile," was reviewed by Mrs. Jim Lipscomb. Refreshments carried out the holiday motif and plate favors were vari-colored horns filled with Christmas candy.

Members present were Mesdames Bob Higgins, Jim Higgins, Bill Hutson, Jack Hutson, Jim Lipscomb, T. P. McCollister, Wiley Roberson, Robert Veigel and the hostess.

neck and said that it was not her looks alone.

"Texas and Texans," was the subject of a topic discussed by Mrs. E. W. Young, who told of Jane Lona mother of Texas. Mrs. Young said, "Jane Long's husband, James, was one of 75 men left to fight for Texas freedom. He was killed in Mexico, where he went to negotiate a treaty and she was left to care for herself and children. The flag she made was the first flag hoisted in the state."

Mrs. Young also told of eleven-year-old Herman Liman who was captured by the Indians and because of his bravery was made one of them.

Attending the meeting were Mesdames: Lawrence Womble, Ralph White, E. W. Young, Joe Kendall, Jim Higgins, Owen Stagner, Louie LeGrand, Elmo Lawhon, Coy Phillips, H. A. Close, Tom Majors, A. R. Posey, Earl Phillips, Jack Grady, Robert Thompson, Roy Jowell and the hostesses.

**PALO DURO UNION OF CHRISTIAN ENDEAVORERS MEET HERE**

Palo Duro Union of Christian Endeavor met at the local Christian Church, Tuesday evening.

Election of officers and general

re-organization was postponed until the next meeting. Basil McKinley and Miss Sarah McEachern of Amarillo, were appointed temporary chairmen of the group and will make arrangements for the next meeting, which will be held in Amarillo, some time in January.

The program was presented by the local group in the form of a playlet, "Brothers." The story portrayed the drastic horror of war and sounded a direct appeal from the youth of the land for World Peace.

Those taking parts were: Basil McKinley, Rev. H. M. Redford, Nola Margaret Blue, Lottie Tyson, Glenn Ricketts, Richard Petersen, Robert Petersen, Chilton Foster, and A. Petersen.

After the program and business meeting, games and a fellowship hour were enjoyed.

Out-of-town representatives were Preston Hill, Calvin Hill, Pauline Durrett, Lucile Durrett and Sarah

McEachern, all from the First Christian Church of Amarillo.

**INTERMEDIATE G. A. MEETS**

The Intermediate G. A. met last Tuesday, December 7, in the home of their sponsor, Mrs. R. E. Perkins. Those present were Annie Jo Owens, Bernadine Phillips, Grace Marie Bowen, Louise and Joyce Kress, Glennis Cockrell, Kitty

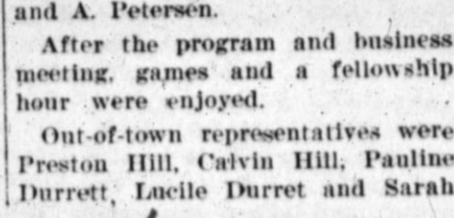
Kloe Harlin, Molly Jo Robinson, and Mrs. Perkins. The roll call was answered with a humorous joke. The next meeting will be with Bernadine Phillips.

C. T. Guseman and J. A. Pitman returned Tuesday night from a several days business trip in Kansas City and vicinity.

**BOBBIE'S and ALMA'S BEAUTY SHOP**

Here's a bargain in beauty. It means the loveliest head of hair—the most prideful coiffure you've ever enjoyed. Complete shampoo, rinse, permanent and set, with touch up if desired and a good manicure thrown in — and you'll leave us looking and feeling like a million dollars.

**SPECIAL: Holiday Beauty Treatment, complete—only \$5.00**



## Christmas

When you Think of Useful Gifts — visit **The Popular Store**

For The Whole Family — Gifts That Please! **ALL MEN'S FALL MERCHANDISE At Discount NOW!**

A large stock to select from! Your place to get High Standard Merchandise at **RIGHT PRICES!**

## Popular Store

SINCE 1921

## Substantial Foods FOR WINTER MENUS

Prices on this ad good Friday and Saturday!

**Crackers** EXCELL. 2-LB. BOX . . . . **15c**

**Cigarettes** Luckies, Camels, Chesterfields and Old Golds. . . . **2 for 31c**

<b>SALAD DRESSING</b> or RELISH SPREAD — Qt. Jar	27c	<b>BIRD SEED</b> 2 Packages for	25c	<b>APRICOTS</b> Choice evaporated — 2 Lbs.	27c
<b>BABO</b> Can	14c	<b>PEACHES</b> Hillsdale — No. 2 1-2 Can	15c	<b>SARDINES</b> American Oil — Can	4c
<b>CORN FLAKES</b> Miller's — Large Package	9c	<b>CANDY BARS</b> All Kinds — 3 Bars for	10c	<b>TUNA, Curtis</b> White Meat — No. 1-2 Can	20c
<b>POPPED WHEAT</b> Miller's — Large Package	10c	<b>CHEWING GUM</b> All Kinds — 3 Packages	10c	<b>TUNA, Wave Kist</b> Light Meat — No. 1-2 Can	15c
<b>TOILET SOAP</b> White King — 2 bars	15c	<b>APPLE SAUCE</b> White House — No. 2 Can	10c	<b>SHREDDED WHEAT</b> N. B. C. 12-Oz. Package	12c
<b>TOILET TISSUE</b> Charmin — 4-Roll Box	23c	<b>CHEERRIES, O'Joy</b> No. 2 Cans — 2 Cans for	27c	<b>PREMIUM FLAKES</b> N. B. C. — 2 Lbs.	27c
<b>SALT</b> 3-Lb. Bag	7c	<b>PORK &amp; BEANS</b> Van Camp's — 16-Oz. Can	6c	<b>RITZ, N. B. C.</b> N. B. C. — 16-Oz. Package	21c
<b>COCOA</b> Hershey's — 1-Lb. Can	14c	<b>CORN</b> Tender Sweet — No. 2 Can	10c	<b>CORNED BEEF</b> Swift's premium, Square Can — 2 Cans for	35c
<b>BAKING CHOCOLATE</b> Hershey's — 1-2 Lb. Bar	9c	<b>TAMALES</b> Gebhardt's, 15-oz. — 2 Cans	25c	<b>DOG FOOD</b> Doyle's Supreme — Can	5c
<b>CANDY BARS</b> Hershey's 1-2 Lb. Bars — 2 Bars for	25c	<b>CHILI</b> Gebhardt's, with beans 15-oz. Cans — 2 For	29c	<b>JELLO</b> 6 Flavors — 3 Packages	14c
<b>RINSO</b> (Large Package, 21c) — Small	8c	<b>CHILI</b> Gebhardt's, plain—No. 2 Can	29c	<b>OATS</b> Crystal Wedding — Large Package	19c
<b>LIFEBUOY SOAP</b> 3 Bars	17c	<b>SPICED BEANS</b> Gebhardt's, 15-oz., — 2 Cans for	15c	<b>BARLEY</b> Scotch Pearled — Package	11c
<b>FARINA</b> Quaker — Large Package	10c	<b>BAKING POWDER</b> Clabber Girl — 2-Lb. Can	23c	<b>HOMINY GRITS</b> Quaker — Package	9c
<b>PINK BEANS</b> 2 Lbs. for	12c	<b>RICE</b> Fancy Blue Rose—2 Lbs.	10c	<b>PURE GRAPE JAM</b> Old Manse — 4-Lb. Jar	49c
<b>LIMA BEANS</b> 2 Lbs. for	15c	<b>PRUNES</b> , medium size. 50-60 Size — 2 Lbs.	15c	<b>PURE APPLE JELLY</b> White House — 2-Lb. Jar	21c
<b>BLACKEYED PEAS</b> 2 Lbs. for	12c	<b>FRUNES</b> , extra large. 18-24 Size — 2 Lbs.	27c	<b>MILK</b> Borden's, Pet, Carnation—3 Tall or 6 Small Cans for	21c

**COFFEE** Schilling's—1-Lb. Can **25c**

**FLOUR** Gold Crown—48-Lb. Sack **\$1.43**

**Granulated Soap** White King—Large Pkg. **31c**

**BEANS** Great Northern—2 Lbs. **10c**

**PEACHES** Libby's, No. 2 1-2 can—2 For **35c**

**HOMINY** Van Camp's, No. 2 1-2—3 for **25c**

**PEAS** American Wonder 3 No. 2 cans **25c**

**WESSON OIL** Pint Can **23c**

**SNOWDRIFT** 3-Lb. Can for **53c**

**SUGAR** Pure Cane 10-Lb. Bag **56c** 5-Lb. Bag **29c**

### PRODUCE

<b>PECANS</b> Paper Shell — Per Lb.	19c
<b>ORANGES</b> , medium size, Sunkist—dozen	19c
<b>CRANBERRIES</b> 2 Pounds for	29c
<b>APPLES</b> , Rome Beauties, Winesaps—dozen	17c
<b>CELERY</b> Large Stalk	10c
<b>WALNUTS</b> —Lb.	19c
<b>GRAPEFRUIT</b> 6 For	17c

### MEATS

<b>STEAK</b> Loin or T-Bope — Lb.	19c
<b>CHUCK ROAST</b> — Lb.	15c
<b>SAUSAGE</b> All Pork — Lb.	18c
<b>BACON SQUARES</b> — Lb.	23c
<b>BOLOGNA</b> Per Lb.	15c
<b>CHILL</b> , Home-Made — Lb.	20c
<b>LAKE TROUT</b> 2 Lbs. For	25c

WE HAVE A COMPLETE ASSORTMENT OF **CHRISTMAS TREES**

# FURR FOOD

Give Your Wife **A REST**

How much is a year's freedom worth to your wife? What could she do with the time she now spends on laundry? Ask her and we know you'll agree that our Christmas present is a worthwhile one.

I'm Sending You Freedom—No More

## Washing & Drying

WITH OUR NEW **THRIFTY LAUNDRY SERVICE**

It's so convenient for Mrs. Housewife to use, all she has to do is to phone 298 and our delivery truck will call for and deliver your clothes promptly! And, too, you save money by using our "Thrifty Service."

**SHIRTS**, finished in this service . . . . . **10c EA.**

**DRY CLEANING SPECIAL:**

2 MEN'S SUITS Cleaned and pressed, or  
2 LADIES' DRESSES Cleaned and pressed, or  
1 Man's SUIT and 1 Lady's DRESS Cleaned and pressed for

# \$1

This Special Good Monday, Nov. 13, Through Saturday, Nov. 18

## HEREFORD LAUNDRY AND DRY CLEANERS

Phone 298



# Free Radio Campaign Is Announced By Witherspoon Electric Company

## VERN WITHERSPOON INVITES PUBLIC TO VISIT SHOP

Following the sale of his Willard Battery Station to Jeff Roberson, last week, Vern Witherspoon today announced that he will devote his entire time to his General Electric and Hotpoint Appliance Shop in the future. Glenn Witherspoon will also transfer to the appliance shop and will specialize in electrical wiring of houses and irrigation pumps.

The appliance shop, located at 102 West Third Street, features a complete line of electrical appliances and equipment, according to Mr. Witherspoon, who after 21 years of active garage work, says that he is indeed proud of the famous lines, which he now features.

"For Christmas we have one of the largest assortments of electrical gifts you ever saw — and we are planning to give someone a real Christmas present — a General Electric Radio," he stated. "All you have to do is visit our shop and secure an entrance blank; fill out the blank and file it with us. There is nothing to buy to enter this big contest, and there are no letters to write.

"We are just anxious for you to visit our shop, see our big line of appliances and the new automatic-tuned radio. As a reward, someone will get one of these famous G-E radios absolutely free of charge."

The new G-E for 1938, features new cabinet styles, louver dials, visual volume and tone indicators, American and foreign programs, extended tone range, police, amateur and aircraft calls and new stabilized dynamic speakers. Automatic tuning has also been made a

science on the G-E for 1938. By merely pushing a button, favorite stations can be secured and tuned to minute perfection — all without turning knobs or dials on certain models.

In addition to a complete line of radios, lamps and more common electrical appliances, Mr. Witherspoon is also showing electric cooking stoves, special electric broilers — and other gadgets which will do everything except kiss the baby and sweep the kitchen floor.

"We want you to see this big line," he invited, "and to enter our big free radio contest, which is now open."

## Frio News Items (10 miles south of Hereford)

**LURLINE DIXON**  
Mr. Troy Welby of Shamrock, visited in the E. R. Boyd home, Saturday and Sunday night.

W. M. S. met with Mrs. Elmer Jones, Wednesday. The next meeting will be with Mrs. R. L. Hance, December 15. There will be a Christmas tree and program. All members are urged to come.

Mr. and Mrs. W. S. Dixon visited in Cleo with their son, Elmer Dixon and family, Sunday.

Mrs. S. J. Barclay visited in Hereford, Wednesday afternoon.

Mr. and Mrs. Cleve Owen and family and Kitty Kloe Harlin of Hereford, visited in the Mike Cassel home, Sunday. Mrs. Cassel is Mr. Owen's daughter.

Kitty Kloe Harlin and Annie Jo Owen of Hereford, visited in the C. R. Boyd home, Sunday afternoon.

Howard Boyd, Durwood Scott and Vernon Jones left for New Mexico, Tuesday morning.

Mr. and Mrs. H. D. Robbins spent Wednesday in the J. M. Dixon home. Mr. and Mrs. W. S. Dixon visited in the Earl Springer home, Wednesday night.

Mr. and Mrs. H. D. Robbins spent Friday visiting in the J. B. Harlin home, in Hereford.

Mr. and Mrs. J. M. Dixon and family visited their uncle, Mr. and Mrs. W. S. Dixon, Saturday night.

Mr. and Mrs. Clay Hughes and family, visited her parents, Mr. and Mrs. P. H. Dyer of Jumbo, Sunday afternoon.

Miss Mildred Barnett and Mrs. M. L. Sparkman visited in Hereford, Tuesday afternoon.

Durwood Scott and Howard Boyd spent Monday night in the Oscar Jones home.

Helen Jones visited Mary Lois Springer, Wednesday night.

Mr. and Mrs. Albert Springer and family visited in the E. T. Brooks home, Sunday.

Mr. and Mrs. H. E. Riche of Clovis, visited in the T. L. Sparkman, Jr., home, Sunday afternoon.

Mrs. Woodridge of Amarillo, visited in the E. T. Brooks home Sunday. Mrs. Woodridge is Mrs. Brooks' daughter.

Mary Lois Springer and Reece Stewart, Helen Jones and Johnnie B. Caraway visited Mr. and Mrs. Deward Roberson, of Amarillo, Sunday.

**Progressive News**  
(1 mile east, 6 miles north)

BY OLIVE PERKINS  
Mrs. A. L. Drake left last week for a visit with her parents and other relatives at Decatur.

Mmes. Lynn Powelson, C. P. Caldwell, Ira Ricketts and C. C. Bowman and Misses Ethel Caldwell called on Mrs. Jeff Roberson, Friday afternoon.

Such instances of neighborly kindness as that displayed by twenty-two K. C.'s to Mr. Anton Grotgut in trucking his feed ten miles and stacking it, last Tuesday, are convincing proof that the neighborly spirit so prevalent in earlier days is still alive. Such acts revive faith in the human race and a confidence that future difficulties, no matter how hard they may seem, will be met and solved.

Mr. and Mrs. Roy Wagner and children attended the Mission at the St. Anthony's Church, last week.

The club met in its regular meeting, Dec. 1, with Mrs. A. S. Higgins. Twelve members and one visitor, Mrs. J. Beard, were present. Mrs. Roy Wagner and Mrs. Lynn Powelson furnished the program. The ladies spent the afternoon piecing a quilt. Mrs. Higgins served a delicious dessert course. The next meeting will be with Mrs. Ira Ricketts and Miss Ira Jeanne. This will be a Christmas party.

Mr. and Mrs. C. P. Caldwell and Miss Eunice were Sunday dinner guests of Mr. and Mrs. Jeff Roberson in Hereford.

Mmes. C. P. Caldwell, Lynn Powelson, C. C. Bowman and Misses Eunice Caldwell and Olive Perkins called on Mrs. Jeff Roberson, Friday afternoon.

Miss Agnes Hicks spent the week end with her brother and wife in Hereford.

Miss Hicks, with the aid of her pupils is planning a Christmas program to be given on Friday night, Dec. 17.

The Sunday School decided to hold their annual Christmas tree and program on Christmas Eve. The young people's class will obtain the tree and plan the program and the Bible Class will get the treats and decorate the tree.

**BAPTIST CHURCH NEWS**  
Our Every-Member canvass is moving along in a great way. Last Sunday a few above 150 pledged themselves to support the church

budget in proportion to their ability. The Sunday before a goodly number of others signed to tithe. We are hoping that next Sunday we can complete the volunteer pledges and that the canvassers can follow and close the campaign by that night. There are others yet to be reached. Let's prove the sincerity of our love for Christ and his causes to the unsaved of our town by planning to have a part in the support of His work.

The pastor plans to preach next Sunday morning on "Spiritual Hallelujah," from Romans 3. At the evening hour the subject will be "The Gift of God," John 4. Read these chapters as preparation and worship with us next Sunday.

On the night of December 19th, our church will present its White Christmas Program, using the idea of White Gifts for the King. We hope you will join with us that night. The usual Christmas tree will come the following week. Date will be announced in the Sunday School.

W. E. BARNES, Pastor.

**Meeting Date Is Changed**  
Junior Band Mothers have announced the regular meeting date changed from the second Monday in each month to the second Tuesday of each month. The first meeting on the new schedule will be

held in the auditorium of Central School next Tuesday, Dec. 14, at 3:30 o'clock. All Junior Band Mothers are urged to attend the meeting.

## THANKS

I take this means of expressing my sincere thanks to my friends and customers for the loyal patronage accorded me during my past 21 years in the garage business. It is my wish that my friends and customers continue to patronize my successor, Mr. Jeff Roberson, who has purchased my interests in the Willard Battery Station. Again I say Thank you!

Vern Witherspoon

# FREE! FREE!

This New 1937 G. E. Radio  
Will Be Given Away  
JANUARY 1, 1938



GIVEN FREE

MODEL F-65

6 tubes, 2 hand-TONE MONITOR, Lower Dial — Domestic and Foreign Stations — Police, Amateur and Aircraft Calls — Large Dynamic Speaker — 5 watts output.

with the  
**New and Exclusive  
G-E TONE MONITOR**

- New cabinet styling—hand rubbed finishes
- New Louver Dials
- Visual Volume and Tone Indicators
- American and Foreign Programs
- Extended Tone Range
- Police, Amateur and Aircraft Calls
- New Stabilized Dynamic Speakers

## RULES and REGULATIONS

- 1 To be eligible to win the New 1938 G-E Radio you must be a resident of the Hereford Trade Territory.
- 2 You must come to our office at 101 West Third Street, in Hereford, and fill out free application blank. When you have filled out one of these blanks you are qualified in the free-radio contest.
- 3 You do not necessarily have to live on the electric power lines to be eligible. Any person over 21 years of age in the trade territory is eligible.
- 4 You are not obligated to buy a thing in our FREE RADIO CONTEST. The radio will be given away absolutely free, on January 1, 1938.
- 5 The prize is a new 1938 GENERAL ELECTRIC RADIO with all the modern features mentioned above. The contest is now open!

COME IN TODAY!

## Here's How You May Win:

A Big G-E Radio absolutely Free of Charge — No Strings attached — Nothing to buy. All we ask you to do is come into our store at 101 W. 3rd Street, and fill out an application blank. When you fill out the Entrance Blank, you are qualified in our Free Radio Contest. The lucky number will be given a big, New G-E Radio for 1938 . . . and if you don't live on the REA Lines, you are still eligible — because we will award the winner, in this case, a famous G-E Battery Set! The Contest is now open! Come in today . . . it may be your lucky day . . . and you will say you hadn't ever really seen a Real Radio until you saw the General Electric for 1938!

—: "We Service What We Sell": —

**Vern Witherspoon Electric**

G. E. APPLIANCES

101 W. THIRD ST.

## Santa's Best Gift Ideas



Investigate  
**HOTPOINT  
SPEED COOKING**



THE CHESTERFIELD—Hotpoint's 1937 full porcelain enamel, built-to-the-floor electric range for the modern kitchen.



**THRIFT COOKER**  
Installed in the cooking top of the Hotpoint Electric Range. Oversize 6 qt. size—cooks a small quantity of food or an entire meal—yet costs no more to operate than the kitchen light. Convenient. Easy to use.

### SEE THESE MODERN FEATURES:

- Full porcelain enamel
- Built-to-the-floor construction
- Ideally suited to modern kitchens
- New metal-cased Hotpoint Flat-Top Cabinet
- Hi-speed broiler
- Extra large heavily insulated automatic oven
- Stain-resisting work surfaces
- Three large utility drawers
- Appliance outlet
- Oven pilot light

Now On Display

**Hotpoint RANGES**

**VERN WITHERSPOON ELECTRIC**

# PIGGY WIGGLY

## PROCTOR & GAMBLE PRODUCTS

**Camay Soap** 3 Bars **20c**  
**1 Bottle Perfume** 1¢

**Crisco**  
 6-Lb. Cartin **\$1.09**  
 3-Lb. Carton **55c**

**LAVA SOAP** 3 Medium **23c**

**CHIPSO** Large **21c**

**IVORY SOAP** Large Med **12c 6c**

**IVORY FLAKES** Large Med **21c 10c**

**GUEST IVORY SOAP** 6 For **25c**

**WORTH'S SYRUP**  
 GALLON **69c** HALF-GALLON **39c**

**3-Minute OATS** Large Pkg **23c**

**Blue Bonnet Produces**  
**OLEO, Lb.** **15c**  
**SALAD DRESSING**  
 QUART **25c** PINT **18c**

**PEACHES** Del Monte — No. 2 1-2" Can **19c**  
**TOMATO JUICE** C. H. B. (1-2 Gallon, 24c) — Gallon **39c**  
**URNITURE POLISH** Restylet — Quart Bottle **23c**  
**CANDY** Assorted Chocolates — 5-Lb. Box **98c**  
**CASHEW NUTS** 1-4 Lb. Package For **15c**  
**DATES** 2-Lb. Package **23c**

## MEAT DEPARTMENT

<b>STEAK</b> Nice Beef, Round — Per Lb. ....	<b>22c</b>
<b>STEAK</b> Fancy Beef, Loin or T-Bone — Per Lb. ....	<b>19c</b>
<b>ROAST</b> CHUCK Per Lb. ....	<b>16c</b>
<b>HAMBURGER</b> Per Pound .....	<b>13c</b>
<b>STEAK</b> Chuck — Per Pound .....	<b>17c</b>
<b>ROAST</b> Rolled — Per Pound .....	<b>18c</b>
<b>Weiners or Bologna</b> —Lb. ....	<b>16c</b>
<b>FISH — OYSTERS</b>	
<b>CHEESE</b> Full Cream — Per Pound .....	<b>24c</b>
<b>BACON</b> Fancy Sliced — Per Pound .....	<b>33c</b>
<b>SAUSAGE</b> Pure Pork — Per Pound .....	<b>22c</b>



We've worked overtime getting everything ready so you'll find your Christmas Food shopping easy, pleasant, economical. Come in and pick out what you want. The whole store is Christmas-conscious. And don't forget to get your Turkey at Piggly-Wiggly!

## PACKARD PRODUCTS

IMPROVE YOUR HOLIDAY MENUS  
**PACKARD'S BEST FLOUR**  
 48-Lb. Sack **\$1.57**  
**PACKARD'S CORN MEAL**  
 "MAKES THAT BETTER DRESSING"  
 10-Pound Sack **27c** 5-Pound Sack **15c**

**CREAM O' PLAINS BUTTER** **39c**  
 (FRESH DAILY) — 1 LB.

**ADMIRATION COFFEE**  
 MAKES YOUR HOLIDAY MEALS DELIGHTFUL  
 3-Lb. Can **83c** 1-Lb. Can **28c**

**BRIGHT AND EARLY TEA**  
 Fine for Hot Tea. 1/4-Lb. **14c** Glass Free!

**BRIGHT AND EARLY COFFEE** **23c**

## COCONUT

Bulk — Per Lb. **19c**

**WALNUTS** Soft Shells — Per Lb. **18c**

**JELLO** All Flavors — Package **5c**

**SYRUP, White Swan.** Quart Can, 21c—1-2 Gallon, 35c—Gal. **59c**

**CLEANSER** Sunbrite — 2 Cans **9c**

**CRANBERRY SAUCE** Can **15c**

**DATE PUDDING** Can **10c**

**SOAP FLAKES** Balloon—5-Lb. Box **24c**

**POP CORN, New Crop.** White or yellow — 3 Lbs. **25c**

**PEAS** White Swan, No. 2 Size — 2 For **35c**

**GRAPES** Spiced — Can **19c**

**EXTRACT** Vanilla — 8-Ounce Bottle **15c**

## FRUIT CAKE INGREDIENTS

**MIXED**, Lb. Package **45c**

**FRUIT CAKE INGREDIENTS** Dromedary—Package **42c**

**OYSTERS** Regular Size Can — 2 For **25c**

**CORN FLAKES** Kellogg's — Package **10c**

**ALL BRAN, Kellogg's.** Large Package — 2 For **45c**  
 (1. Muffin Pan FREE!)

## CANDY CHERRIES

Chocolate Covered — 1-Lb. Box **19c**

**CELERY** Large Stalk **12c**

**CRANBERRIES** Per Quart **19c**

**APPLES** Delicious Medium size — Dozen **25c**

**APPLES** Delicious Medium size — Bushel **\$2.10**

**GRAPEFRUIT** PER-BUSHEL **\$1.38**

**LETTUCE** Per Head **4c**

**ORANGES** California Navals, Medium Size — Dozen **19c**

**CAULIFLOWER** Per Pound **9c**

SHALLOW WATER  
Is Hereford's  
"Ace in the Hole"

# The Hereford Brand

SECTION 2  
Electrified  
Farm Homes.

Published Every Thursday

Our Slogan—"More People—More Farms"

37th YEAR—NUMBER 49

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, DECEMBER 9, 1937

PRICE 5 CENTS PER COPY

## Rural Power Means Fat Cattle, Better Crops

### Early Shopping Urged by Postal Heads This Year

#### SPECIAL INFORMATION ON HOLIDAY MAILS AT POST OFFICE

Urging all residents of this area to begin to prepare now for mailing of Christmas packages, Walter Pickett, postmaster, today issued a few suggestions made from the U. S. Postal Department.

"During the holiday time the volume of mail increases approximately 200 per cent," the notice stated, and further pointed out: "It is a physical impossibility to handle this great mass of mail matter efficiently and promptly within a few days. Therefore to assure delivery of their Christmas presents, cards and letters by Christmas day, the public should shop and mail early."

#### Urge Early Shopping

"Do your Christmas shopping so that you can mail your gifts, greetings, and letters to relatives, friends and loved ones at least a week or 10 days before Christmas," the department urged.

All parcels should be securely packed and wrapped with strong paper and heavy twine. Special wrapping was urged on umbrellas, canes, golf sticks, along with hats, shoes, flowers, candies, drawings, books and sharp-pointed instruments or tools.

Finally broken or crushed articles must not only be securely packed and crated, but should be plainly marked "Fragile." Parcels which contain perishable material should likewise be marked "Perishable." Addresses should be complete, with house number and name of street, postoffice, or rural route, along with the name of the person and town — and should either be typed or plainly printed in ink. Postage must be fully prepaid on all mail, and no parcel may be more than 100 inches in length and girth combined nor exceed 70 pounds in weight.

The use of a special delivery stamp will assure delivery Christmas day, if mailed proper time. Where the special delivery stamp is not used, ordinary stamps may be in addition to postal charges and words "Special Delivery," on the package.

#### Where To Mail Parcels

Uninsured parcels eight ounces or less in weight may be mailed in street letter or package boxes as well as at the post office. All parcels weighing more than eight ounces, however, must be taken to the main postoffice. As in past years, parcels may be registered or insured for complete protection.

For further information in regard to special mailing of parcels either in the United States or to foreign countries, persons may apply at the local postoffice.

### Basketball Will Hold Spotlight Here This Week

#### BOYS AND GIRLS WILL MEET VEGA AND BOVINA HERE

Four big basket ball games are scheduled at Hereford for the coming week end. On Friday night, the Whiteface team will meet Vega here and on Saturday night, the Bovina squad will come to Hereford; both games have been called at 7:30 o'clock.

The girls' team as well as the boys' team will meet squads in each of the two games scheduled here this week.

Jasper Vaughn has been high point man in both of the previous games, but coaches report that they have not yet had time to determine who will be regulars for the present season. However, they announced that the squad will be cut down in number soon in order that more attention may be accorded to developing plays and team formations as well as to individual players.

Next week boys and girls will all go to Dimmitt for their first tournament of the season. Both squads are showing up well and expect to produce excellent records this season.

### Miss Fincher Is Member Of Tech Honorary Group

LUBBOCK, Texas—Miss Christine Fincher, daughter of Mrs. Edna Fincher of Hereford, is one of 24 Juniors at Texas Technological College, who this week was initiated into Alpha Chi, national honorary scholastic fraternity.

Membership is composed of Junior and senior students whose scholastic rating places them in the upper ten percent of all enrollees of the college.

Miss Fincher is a student in the school of Home Economics.

### Catholic Mission Proves Success

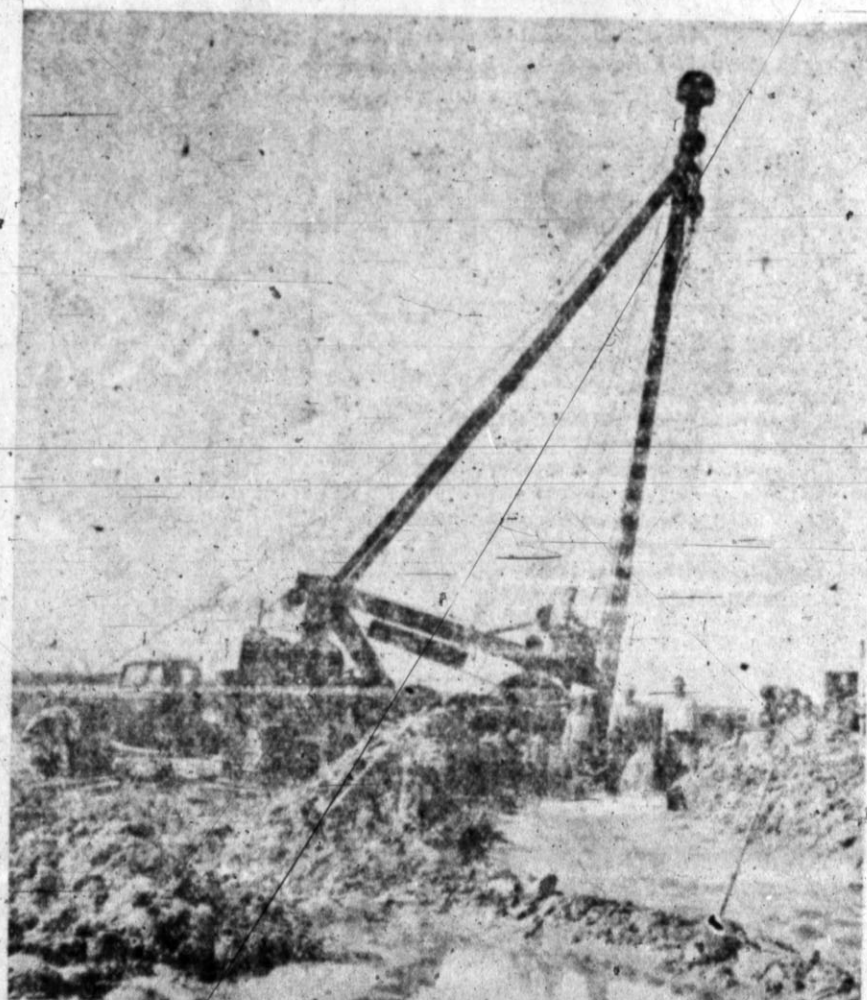
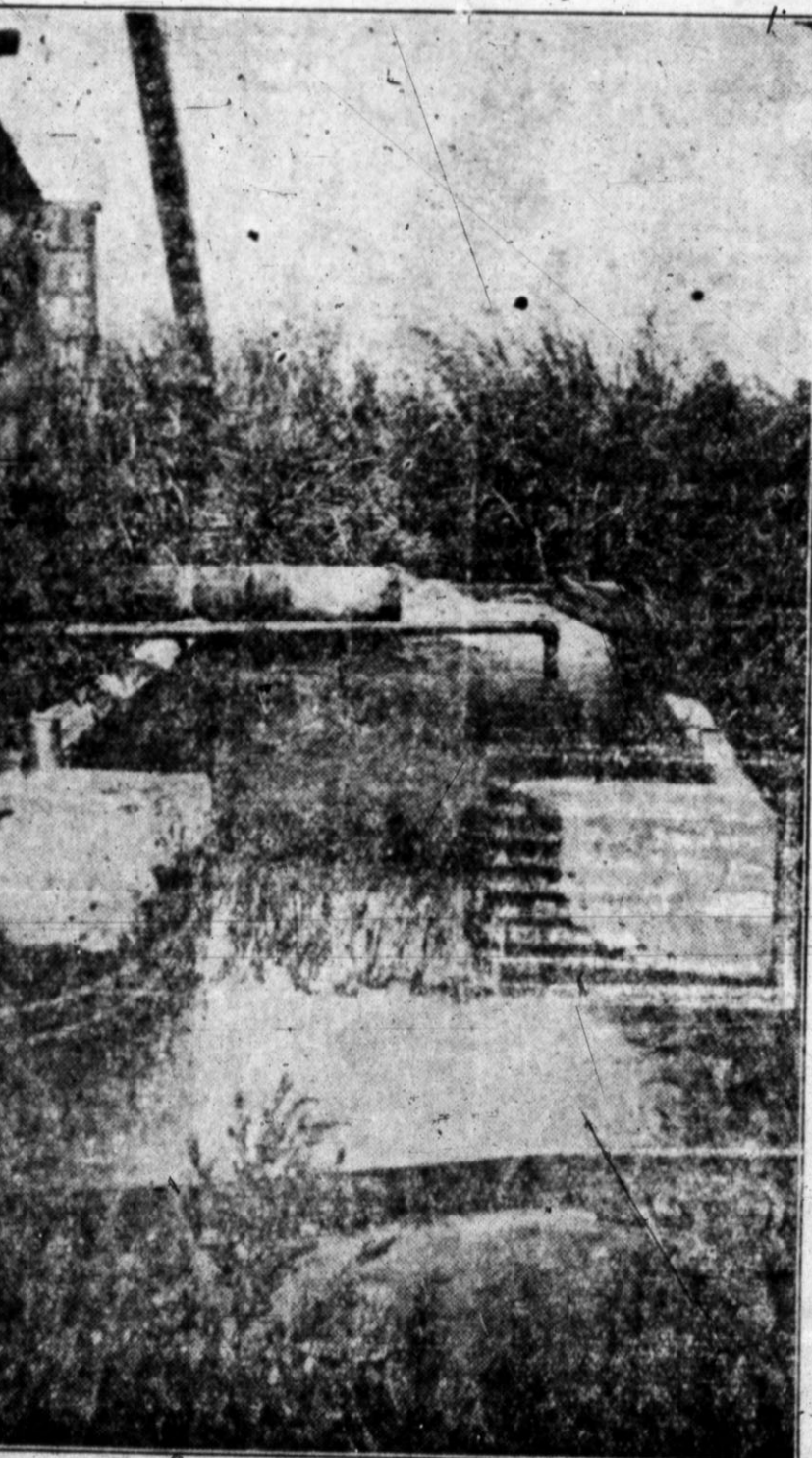
Closing Sunday, Dec. 5, the Catholic Mission sponsored at St. Anthony's in Hereford, proved successful, attracting large attendance and much attention, it was announced today.

Members of the congregation as well as visitors were generous in their praise of Rev. Ambrose Smith, O. P., who conducted the mission, the local parish expressed appreciation for co-operation of the mission by the community.

### Hereford Shallow Water Area Gains Nation-Wide Publicity



Appearing with photographs of irrigation wells, and crops of the Hereford area, the accompanying article by H. V. Hemen (left) was published in the Rural Electrification News. The Deaf Smith project is the only REA project of its particular type in existence and is attracting much interest in rural electrification circles.



### Power Project To Prove Boon In This Section

#### FARMERS AND BUSINESS MEN JOIN IN BOOSTING REA LINES

The following article was recently published in the REA News, national publication of the Rural Electrification Administration. The article was written by H. V. Hemen, Supervisor of the Deaf Smith project, and is reprinted from the REA News by special permission. Properly illustrated, the article appears exactly as follows, and brought national recognition to the Hereford project and shallow water belt.

By H. V. Hemen

Texas wealth, in the popular mind, is associated with gushing oil wells and cowboys in elaborately bedecked chaparreros riding herd on vast cattle ranges. It is a pretty picture, often romanced in history and fiction, and has considerable basis of truth. But there is still a greater story, I believe, which has never been adequately told. It has to do with water. Not the giant waterfalls, so pleasing to the eye, which in many cases form the power which generates electricity, but merely well water.

Here at Hereford, Deaf Smith County seat, and the surrounding territory in the Texas Panhandle are thousands of acres of shallow water underlying the plains which have successfully combatted drought and terrifying dust storms. This "wonderflow of shallow water," first discovered in 1910 by D. L. McDonald, is the real wealth, the life blood of agriculture in our section. Prosperous farms are made possible by irrigation, and none realize this more than the farmers themselves. And it was largely because these farmers fully understood that water can best be pumped by electricity that the Deaf Smith Rural Electric Cooperative was formed. Our lines are now radiating from Hereford and it is expected that part of them will be energized by Christmas.

Careful surveys have indicated that our farmers are going to use electricity liberally in their homes to eliminate drudgery and make their lives more pleasant but primarily these farmers are going to use their newly acquired power to increase the fertility of their land. I believe there will be more electrically operated irrigation systems on our project than any other one of similar size financed by REA.

I have been in various parts of Texas where there have been oil booms, where enthusiasm was at

(Continued on Page 12, Sec. 2)

### In Case of an Aircraft Raid



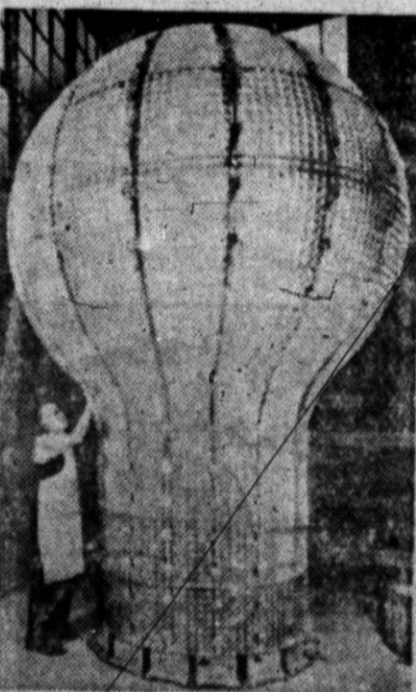
Prospective customers listen with interest while a street salesman in Geneva, Switzerland, demonstrates special lamp shades for use in case of an air raid. Many devices such as these are now on sale in Europe. The manufacturer's representative is expected to visit the entire cities.

### Movies for Him Edison Memorial



A million-dollar contract for appearances in movies, radio broadcasts and professional golf matches was signed by John Montague, fabulous golfing friend of Hollywood notables after his acquittal recently of the seven-year-old first-degree robbery charge on which he was brought back to Elizabethtown, N. J. Montague, whose real name is La Verne Moore, was a mystery man in Hollywood for a number of years.

### Edison Memorial Asks Rail Boost



Shown after its recent completion at Corning, N. Y., is the giant electric light bulb which will surmount the \$100,000 memorial tower to Thomas Alva Edison at Menlo Park, N. J., where Edison invented the first incandescent electric light. The bulb, 14 feet high, contains 960 electric lights with a combined wattage of 1,000,000.

### Asks Rail Boost



John J. Felley, president of the Association of American Railroads which has applied for a 15 per cent blanket increase in freight rates, points out that during the past four years, due to causes beyond the control of the railroads, there has been an increase of \$63,303,000 per year in the roads' operating costs.

### Feather Thrower in the Toils



The feather-throwing pacifist, Frank W. "Woody" Hockaday, whose motto is "Feathers instead of bullets," is hustled to the cooler after throwing feathers over civic and American Legion officials who were reviewing a patriotic parade in Wilmington, Del.

# Two Engineering Achievements Announced With New Buick

## Special Springs And Dynafash Engine Added

### NEW TYPE SPRINGS REASON FOR "FLUTTER FREE" RIDE

Four new lines of Buick motor cars for 1938, the series 40 Special, series 60 Century, series 80 Roadmaster, and series 90 Limited, have been announced by Ezra Norton, local Buick dealer, who says they carry outstanding engineering and style improvements.

According to their designers, more new features are packed into the 1938 Buicks than in any new models introduced by this manufacturer in the last five years.

Outstanding among these are the new "Dynafash" engine, that permits higher compression without detonation and consequently greater power and performance; coil spring rear suspension, an innovation resulting in marked improvement in riding and steering qualities as well as safety; new "silent sone" body mounting, which further eliminates road vibration from the car bodies, and a new self-shifting transmission, which will be optional at extra cost on the lower priced Series 40 cars.

The Buick engineering changes are regarded as among the most important in the industry this year. Both the engine improvements and the new coil spring rear suspension are exclusive features for 1938.

**Popularity Styled**  
Ranging from the lower medium price field through the medium and upper medium brackets, Buick's heaviest volume is in the \$1,000 field covered by the Series 40 Special group of cars. According to the management, this series accounts for better than 70 percent of total Buick production.

The new Buicks are popularly styled in the new streamline trend and are offered in a total of 21 body models which include sedans both with and without built-in trunks, standard and sport coupe models with opera seats, and convertible coupes and phaetons. Both two and four-door sedans are built

in the Series 40 and Series 60 Buicks, while the longer wheelbase 80's and 90's are all four-door types. Entirely new Fisher unisheet turret top bodies have been designed for the Series 80 and 90 Buicks.

Complete new styling both inside and out mark the new Buicks as another standout in the 1938 style parade. The attractive radiator grilles are of new design and are die cast in two sections with the color line of the hood carried down through the center surmounted by the Buick crest. Hood lids this year lift from the moulding line for more convenient light service, with fixed hood side panels leading greater strength and solidity to the front end sheet metal assembly. Attractive louvres are satin-finished chrome done in recessed panels with the foremost panels on each side carrying the model name.

**Completely Restyled**  
Split-type windshields are slanted back to meet the smooth contour of the steel turret top and are equipped for twin windshield wipers and twin defrosters built into the interior garnish mouldings, a distinctive new feature.

## New GMC Truck Offers Variety In Size, Style

Offering a great variety of sizes along with continued streamlined lines, the 1938 GMC trucks again hit the front pages of truck owner interest with its most complete line of trucks and trailers.

"A truck and trailer for every need and purpose" is the boast of Ezra Norton, local dealer. The GMC starts off with the half-ton range, then runs the scale at quarter-ton intervals up to the one and one-half ton range with the half-ton, three-quarter-ton, one-ton, one and one-quarter ton, and one and one-half ton models. In the complete GMC truck and trailer line will be found trucks ranging up to 12-ton size.

All GMC truck models, with the single exception of the light delivery unit, feature a full-floating rear axle. Drop-forged, spoke-steel

## Silver Streak Features Beauty, Safety, Economy

### DESCRIPTION OF 1938 MODEL IS GIVEN BY ENGINEERS

Admiring millions award the prize of beauty to the new Pontiac for 1938. Announced as "The Most Beautiful Things on Wheels," the new Pontiac Silver Streak sweeps over the long hood; the speedlined louvres, the full-flowing contours of fenders, top and rear make this car easily the most distinctive ever built by Pontiac. The interior hardware, rich upholstery, and handsome new instrument panel continue this fine, quality impression.

Built on both a six and eight cylinder chassis, the two lines are each offered in a choice of eight body styles.

Outstanding features of both lines are complete new treatment of front end styling, optional remote control gear shift which frees the front compartment of all obstructions, enlarged generator ample for every electrical need, relocation of the battery beneath the hood for greater cleanliness and accessibility, improved silent synchro-mesh transmission, complete new treatment of the Fisher Body interiors, and a host of minor changes—designed to increase the beauty and safety of this latest offering of the second largest producer in General Motors.

The same body types are available on both six and eight cylinder chassis: 3-passenger standard coupe, 5-passenger sport coupe and cabriolet, 6-passenger 2-door and

wheels are standard on all truck and trailer models above the half-ton unit. GMC also sets the appearance pace with distinctive stream-styling, enhanced by dual-tone color designs. All GMC cabs are of "Helmet top" drop-skirted type. Standard and de luxe, chassis, cab and color options are designed to satisfy the more discriminating taste and to permit the selection of units possessing the ultimate in beauty and comfort.

4-door sedans, 2-door and 4-door touring sedans, and convertible phaeton. Curb weight of the 4-door sedan is 3415 pounds on the six and 3565 on the eight.

With the six built on a 117-inch wheelbase and the eight on 122, the two chassis are powered by motors delivering 85 and 100 horsepower respectively, and with piston displacements of 223 and 249 cubic inches.

Most striking in the new exterior appearance is the restyled front end. The chromium grille popularly known as the "Silver Streak," which leaped into instant public favor when Pontiac first introduced it on the 1935 models, is retained in all its individuality, and becomes the focal point of a new hood side grille and new radiator horizontal grille design which gives the impression of extreme power and beauty.

The center radiator grille has nine chrome plated bars which extend up and over the entire length of the hood. The radiator side grilles are formed by horizontal

chrome bars curved to correspond to the contour of the radiator shell. The long hood has the striking chrome plated silver streak on its upper panel corresponding to the vertical radiator grille. The parting line of the hood is at the belt line, with only the upper section raised to service the engine compartment. 3 easily removable wing nuts hold the lower section in place. All hinges are concealed. The hood side grille differs on the eight from the six in that it has three chrome mouldings instead of two.

Radiator ornaments are re-designed in the modernistic manner, and new polished die-cast shields conceal the headlamp bracket adjusting cavities. Each model carries a name plate at both the upper and lower parts of the vertical section of the silver grille. Wheels and hub caps are new.

On the eight, parking lamps have been tailored into the tops of the head-lamps to form a harmonious unit. This model also boasts distinctive radiator ornament, lower

radiator name plate, rear door name plate and moulding, as well as bumper ornaments and guards in keeping with the greater luxury of this model.

Interiors are wholly new, as are exterior colors and combinations.

The first impression one gets upon entering the car is that of a custom tailored body. Interior design, upholstery, hardware, and instrument panels are new, and achieve the dual purpose of increasing the beauty and comfort of the car while at the same time adding measurably to its safety. For example, the roll on the front seat back gives every impression of overstuffed upholstery, yet achieves the further purpose of removing a sharp edge in the event back seat passengers should be pitched against it by a sudden stop. Similarly, the new safety robe cord on the back of the front seat replaces the non-yielding and conventional robe rail of steel. The new Pontiac "rail" consists of a padded cord finished with a silk jacket harmonizing with the in-

terior body trim. Hardware and window controls closely hug the trimming and have plastic knobs made thinner than usual—also for greater safety.

Texas rice hulls, formerly considered a waste, are now being used commercially as packing material, as a filler for horse collars, as an insulating product and as a mulch, according to information received by the Texas Planning Board.

Recommendations which will solve the major water problems in the five Texas drainage basins have been forwarded by the Texas Planning Board to the National Resources Committee in Washington for submission to Congress. Recommendations call for the expenditure of approximately \$300,000,000 in Texas.

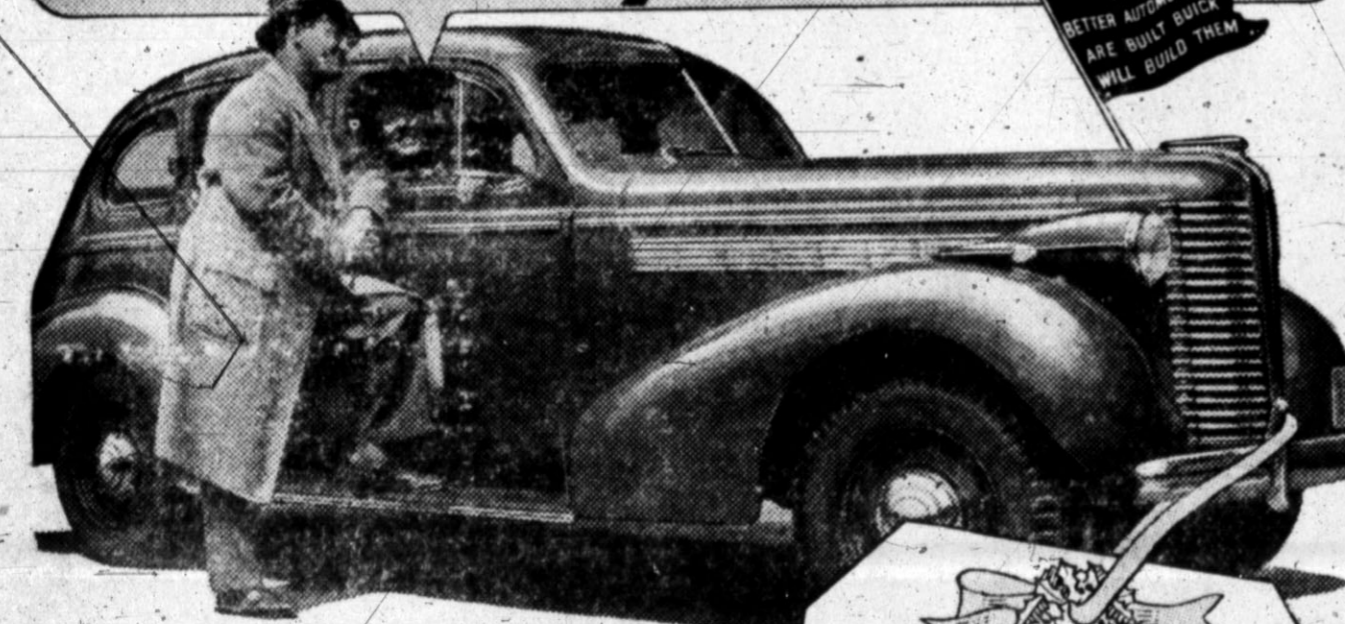
Texas is now the second largest grapefruit producing state in the nation, according to Texas Planning Board statisticians.

**SANTA'S ANSWERS**

**PONTIAC! BUICK! GMC! for 1938**

*to your GIFT LIST*

## EVEN THE PRICE TAGS SAY "Better buy Buick!"



LOOK the whole length of Motor Car Row, and you won't find a car anywhere that offers you what this stunning new Buick does.

No other car, for instance, has its DYNAFASH engine, squeezing more useful power out of every drop of gasoline you burn.

No other car has TORQUE-FREE SPRINGING—or can match the smoothness-with-safety this new coil-spring rear suspension provides.

No other car combines such features as Silent Zone Body Mounting, Valve-in-Head efficiency, Torque-Tube Drive, Tip-toe Hydraulic Brakes, Knee-Action comfort and safety—in a package so big and handsome.

All that plainly says "Better buy Buick!" But just by way of completing the story, we'd like to point out this:

The Buick SPECIAL is the lowest-priced straight-eight of its size on the market. At least two sixes carry higher list prices, and others are priced so close that a dollar or two a week covers the difference.

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

This BUICK SPECIAL 5-passenger, 4-door streamline sport sedan, complete with standard accessories,

**\$1022**

delivered at Flint, Mich.

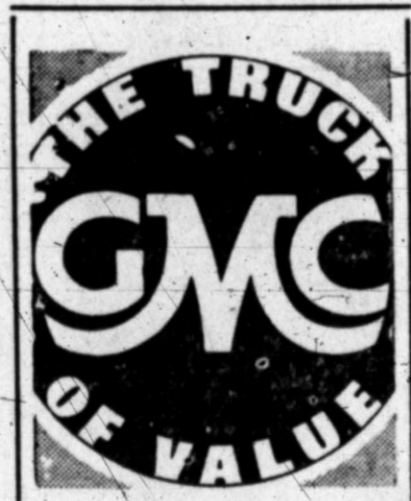
Other models: Buick SPECIAL business coupe, \$945; CENTURY 4-door touring sedan, \$1297. Special accessories, freight and local taxes, if any, extra on all models.

EASY GENERAL MOTORS TERMS

A GENERAL MOTORS VALUE

Take the stunning four-door sedan shown here. It's sixteen and a half feet long, has 107 horsepower under its hood, and it's yours complete with standard accessories for only \$1022, delivered at Flint, Mich.

We don't think you'll find its match anywhere on Motor Car Row. We're sure you won't for the money!

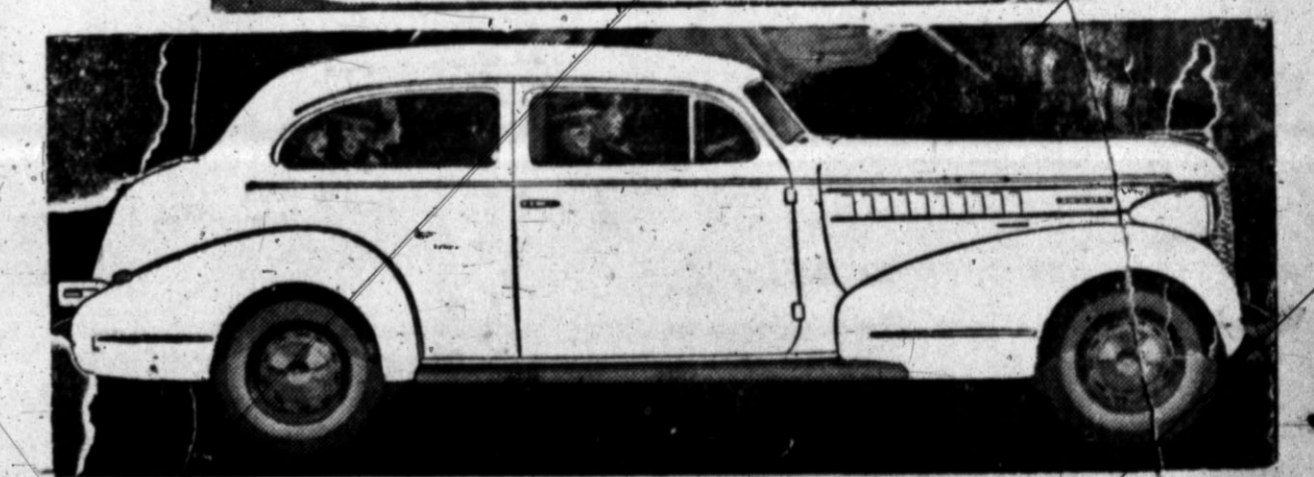


GMC for 1938 offers three new light and "Light-heavy" Trucks, a new 3-4 ton, a new 1-ton and a new 1-1-2 ton—built for lowest cost service. GMC also offers many heavy duty models, including a full line of lowest priced standard cab-over-engine models with capacities of 1-1-2 tons to 12 tons. See, Try, Buy a GMC, the newest in trucks.



## 1938 PONTIAC SILVER STREAK

AMAZING NEW SAFETY SHIFT GEAR CONTROL  
One of 100 Reasons why —  
THE MOST BEAUTIFUL THING ON WHEELS  
AGAIN OUTVALUES THEM ALL!



FOR 1938  
Buick Carries the Banner Forward!

People in late years have turned to useful gifts for Christmas. Any one of these three automobiles would make some family overjoyed this Christmas. Come in to our salesroom today and let us demonstrate the new Buick or Pontiac. Each one the outstanding automobile in its field.

# Norton Motor Company

HEREFORD, TEXAS

# NORTON MOTOR CO.

HEREFORD, TEXAS

# Famous "Easy Tuning" Philco For 1938 Is Now On Display Here

Womble Shows Complete Line of Accessories

LARGE VARIETY OF NEW PHILCO RADIOS ARE NOW ON DISPLAY

Ever famous for its precision of tuning, the beautifully appointed cabinets, and range of distance, the Philco for 1938 has again innovations in the field of radio advancement, according to L. L. Womble, owner, who reports that the special Philco tuning device is finding popular acceptance here as in other parts of the United States.

"No Stoop, No Squat, No Squint," the slogan of Philco this year, Womble said, and the special automatic tuning device makes possible the boast of the radio for 1938.

"Tuning is easy — standing or sitting," he pointed out. "The illuminated control panel shows you your favorite station at a glance; the automatic tuning device gets it with a single motion. This famous Philco tuning device overcomes reception as well as affording maximum comfort, because it puts the control exactly on the station you want."

Mr. Womble also stressed the new combination or convertible sets, which are especially adapted to farms which expect to become users under the rural electrification program in the future. The convertible sets can be used as battery sets — and batteries may be discarded and the sets plugged on regular power lines when the REA project is complete.

In addition to the convertible sets, practically all of the famous 1938 Philco line is now on display at the Hereford Implement and Appliance Company at the present time — including a variation of sizes, cabinet constructions and fuel purpose radios. The sets range from small, compact radios which are easily moved to large console models, and cover all popular price ranges.

Besides the Philco line, Mr. Womble also carries a complete assortment of other appliances. Foremost among this list is the Electrolux refrigerator, Duo-Therm heaters, Vega cream separators, and Oliver farm implements.

The firm also specializes in electrical wiring and electric welding, including irrigation casing. Their equipment includes a portable welding machine which can be

transported to the location on any farm in this territory. The Hereford Implement and Appliance Company is now located at 110 Main Street, and now boasts of the most modern, and complete shops in the Panhandle. "We continue to feature the same nationally known and dependable lines we always carried," Mr. Womble said. "Our courteous salesmen are always glad to show you our big, complete line of accessories and appliances — and we are especially anxious to show you our line of special wrapped Christmas selections."

## LEGAL NOTICE

THE STATE OF TEXAS TO THE SHERIFF OR ANY CONSTABLE OF DEAF SMITH COUNTY, GREETING:

YOU ARE HEREBY COMMANDED TO SUMMON, Millard Carey, Ethel Carey Young and husband, Roy Young; Lucy Wilson Douglass and husband George Douglass, their heirs and unknown heirs, and the unknown heirs of Josephine Bridges, by making publication of this citation once in each week for four consecutive weeks previous to the return day hereof, in some newspaper published in your County, if there be a newspaper therein, but if not, then in the nearest County where a newspaper is published, to appear at the next regular term of the District Court of Deaf Smith County, Texas, to be holden at the Court House thereof, in Hereford, Texas, on the fifth Monday in January, A. D., 1938, then and there to answer a first amended original petition filed in said Court on the 9th day of July, A. D. 1937 in a suit numbered on the docket of said Court No. 2343, wherein James E. Carey, is plaintiff and E. R. Williams, Jr.; Mrs. Alice McDonald, Mrs. Catherine Ward, Mary Wilson Wheeler, Taylor Wheeler, Lucy Wilson Douglass, George Douglass, Corrine Wilson Cuff, Lloyd Cuff, Edward Wilson, Lebern Wilson, Mrs. Mollis Massey, Marvin Massey, James Carey, J. H. Carey, George Carey, Edmond C. Carey, Ethel Carey Young, Roy Young, Millard Carey, Landon Carey and J. R. Cone, are defendants, said plaintiff alleging that he and the defendants mentioned herein, save and except J. R. Cone, are the devisees and legatees and heirs of the said Josephine Bridges who died December 8, 1935, leaving a will, in which will the plaintiff and the defendants herein, save and except J. R. Cone, were named as devisees and legatees, and that so far as plaintiff is informed they are the only heirs of the said Josephine Bridges; that the said Josephine Bridges at the time of her death was seized and possessed of certain real estate as follows:

TRACT NO. 1. — Lots 3 and 4 in block 70 of the town of Hereford, Deaf Smith County, Texas. TRACT NO. 2. — All of Section 64 and the E 25 acres of Section 69, in

block M-7 in Deaf Smith County, Texas.

Also the East Half of Section 5700, block D Certificate No. 459 of the John H. Gibson Survey in Yoakum County, Texas.

That the said Josephine Bridges was also the owner of other personal property, that in the will of the said Josephine Bridges, deceased, she appointed, E. B. Posey, as independent executor without bond; that he thereafter qualified by

filing, oath, bond, inventory and appraisal, said proceedings being numbered No. 430 in the County Probate Court of Deaf Smith County, Texas; that thereafter on the 23rd day of January, 1937, the said E. B. Posey, filed his written resignation, and thereafter on the 28th day of April, 1937, an order was entered removing said E. B. Posey as executor of said estate, and there being no further need of administration same was closed; that due to the number of joint owners interested

in said property, same is incapable of a fair and equitable division in kind; that there is need for someone to be appointed to look after the management and control of said property and that the appointment of a receiver is requested, said receiver to make good and sufficient bond, and that he be directed to receive any monies, stock-certificates, notes and other personal property belonging to the estate of Josephine Bridges, and that he be directed to take charge of said real estate, collect rents,

etc.; that upon final hearing said property described herein be partitioned in such a manner as to the court may seem proper; that should said court find said property to be incapable of a fair and equitable partition in kind, that said receiver be directed to sell said property at public or private sale, as the court may find proper, and after payment of costs, receiver's fees, attorney's fees and all proper and necessary expenses in connection with said matter, that said moneys be then divided

and partitioned according to the respective interest of the parties herein.

HEREIN FAIL NOT, but have before said Court, at its next regular term, this writ with your return thereon showing how you have executed the same.

GIVEN UNDER MY HAND SEAL of said Court at office in Hereford, Texas, this 29th day of November, A. D. 1937.

H. FOSTER, Clerk, District Court, Deaf Smith County, Texas. D-29-16



## - SANTA CLAUS -

is not the only Thing that TRAVELS AROUND THE WORLD

HOW ABOUT THE NEW

1938 AUTOMATIC TUNING

# PHILCOS

NOW . . .

LOWER IN PRICE  
MORE BEAUTIFUL  
THAN EVER BEFORE

This Christmas give the superb gift — A PHILCO RADIO. And too, prices are so amazingly low that you can afford the finest of radios — A PHILCO! See the beautiful 1938 models in our display room — see the marvelous improvements — hear these masterpieces of radio craftsmanship. You can buy a PHILCO on our convenient payment plan. A small amount or your old radio will make the down payment and bring one of these new 1938 PHILCO Radios to your home this Christmas.

SEE 1938's OUTSTANDING RADIO!



Liberal Trade-in Allowance for Your Old Radio!

SEE THE NEW 1938

## Philco

New, Improved Models that will operate with Battery or on 110 A. C. Current Hook-up.

# PHILCO

- Philco Foreign Tuning System.
- Philco Inclined Sounding Board.
- Concert Grand Electro-Dynamic Speaker.
- 4-Point Tone Control.
- Philco Cone-Centric Dial.
- Automatic Volume Control.
- Cone-Centric Automatic Tuning.
- Inclined Control Panel—No Squat—No Stoop—No Squint.
- 8 High-Efficiency Tubes.
- Noise-Excluding Inverted Audio Circuit—Magnificent Power, Selectivity and Tonal Richness.
- Philco High Efficiency Aerial.
- Sealed Cabinet.

## Philco

LEADS IN

- SALES
- VALUE
- EFFICIENCY
- PERFORMANCE
- RECEPTION
- LATEST FEATURES

## IRRIGATION PAYS!

Yes, there's no question about it — "Irrigation Pays," but everyone wants to do it the most profitable way. One of the ways is to install a KIMBALL PUMP! KIMBALL PUMPS have got the job done, more water with less fuel and too, KIMBALL Pumps are better constructed and your repair bills will be less. KIMBALL Pumps are tops when it comes to PROFITABLE IRRIGATION!

**KIMBALL PUMPS**  
ARE CHEAPER IN THE LONG RUN  
— More Water With Less Fuel

## Baker Pump Co.

OF LOCKNEY

C. B. Thomas, Sales Agent — at Shreve Shop in Hereford

## BUSINESS AND PROFESSIONAL DIRECTORY

The title to your land is vital. Our Abstracts correctly reveal the title.  
**A. O. THOMPSON**  
ABSTRACT CO.  
4 Per Cent Federal Farm Loans.

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

## INSURANCE

**JNO. H. PATTON**  
PHONE 50

**ABSTRACTS**  
Of All Deaf Smith County Land Titles.  
**DEAF SMITH COUNTY**  
ABSTRACTS INC.  
Cliff Estes, Manager

# HEREFORD IMPLEMENT & APPLIANCE CO.

L. L. WOMBLE

PHONE 451

110 MAIN STREET

# Luxurious Appointments Carry Theme Of 1938 Model Chevrolets

## Safety Features Also Stressed In 1938 Models

### COLOR CONTRASTS IMPORTANT TO INTERIOR OF 1938 CHEVROLET

Roomy, luxurious bodies, incorporating many refinements found in cars of much higher price, characterize the new 1938 Chevrolet. The principal gains are in interior space, beauty and harmony of appointments, and provision for passenger safety, convenience and comfort. Such established advances as Fisher no draft ventilation and all-steel bodies are continued, as is safety glass, all around in all models, at no extra cost.

Rear seats have been widened to 47 inches, a two-inch increase assuring greater comfort for rear seat passengers. The improvement was effected by widening the rear wheel houses. In the front seats of the two-door models in the Master DeLuxe series, and in the seat of the Sport Coupe, the seat back is split down the center, permitting the back of either side to be folded down independently to facilitate rear seat entry and egress, but enabling three persons to ride comfortably side by side.

The driver's seat is adjustable over several inches range, and it rises and tilts ahead slightly when in the forwardmost position, an arrangement which drivers of small stature appreciate, since it gives them greater visibility over the hood of the car.

**Color Contrast**  
An important change in the interiors both of safety and of convenience has been made in the construction of the front seats in all five-passenger models. The hard foundation of the seat back now terminates several inches lower than in former years, and is surmounted by a soft cushion top, for greater safety in case of sudden stops. This change has the incidental effect, in the four-door models, of making it easier to get into and out of the rear seat.

The prevailing light tan of the interiors is relieved by the restrained use of color in the various control knobs and stainless steel and chromium plate in instrument bezels and hardware. In models of the Master DeLuxe series, two upholstery options are available. "Breathing-back" mohair velvet is standard and broadcloth is optional. The Master series is upholstered in the former material. Both front and rear seats are pleated with three vertical pleats, equally spaced, extending from the floor over the seat and up to the top of the seat back. Each pleat is divided by four seams into three beads. On the doors, four vertical pleated beads at the center extend from top to bottom of the trim.

**Clear-View Dial**  
On the sedan and the sport sedan of Master DeLuxe models, a soft resilient robe cord is provided across the back of the front seat. It consists of a stamped link chain, covered by a rubber hose which is in turn, sheathed in strong, wear-resisting material.

The instrument panel has been made more attractive and its various dials more legible, and the improvement in appearance extends to the steering wheel, which is beige, and the front compartment rubber mat, which is brown to harmonize with the rest of the interior. Hardware is smarter-appearing than heretofore, and the handle of the right-hand door in coach and town sedan models is re-positioned, pointing forward to prevent accidental opening of the door when the seat is tipped.

**New Handbrake**  
An important new convenience for the driver is the illumination of the ignition lock. The instrument panel is so designed that the lock

is supported only at three points. Between these, the hole is larger than the body of the lock, and through the narrow spaces thus provided shines light from a small bulb suspended above the lock behind the panel. Provision is made, by means of baffles, against diffusion of the light to an extent which would cause glare or annoyance.

The new models introduce an entirely new handbrake which is easier and more positive in operation. The handbrake lever handle is redesigned, also, the release gripe being hinged at the top. Another refinement which will cause favorable comment is the upward bending of the edges of the door sill plates, to match the curve of the seal at the bottom of the door trim. This, engineers assert, protects against drafts at the bottom of the doors. On the Master DeLuxe models, the door sill plate carries a decorative design.

## Frona News (22 miles west)

BY JOYCE LANDRUM

Mr. C. H. Irvin and Miss Ella Marie Landrum visited friends in Clovis, Friday afternoon. Mrs. Edith Wade, operator of one of the Frona Beauty Shops, spent the week end with her husband in Amarillo.

Mr. and Mrs. Ray Landrum and Mrs. S. Abdullah and children, were Clovis visitors, Tuesday.

Carroll Day of Amarillo arrived here, Wednesday, to make his home. He will be employed at the Phillips station.

Judge J. C. Temple of Farwell, was a business visitor here, Tuesday.

Miss Bernice Rogers has accepted a position as bookkeeper with the Frona Independent Oil Co.

Dr. A. P. McElroy, who has been spending the summer in Frona, departed for Southern California, Saturday, where he will spend the winter with his niece.

Born to Mr. and Mrs. L. B. Redwine, Sunday night, a 6-pound daughter, Helen Mae.

Miss Bannah Burton, who has been attending beauty school in Lubbock the past six months has now secured her beauty license and is employed at Edith's Beauty Salon.

Misses Orma White, Alice Guyer, Lola Goodwine and Gladys Settle drove to Amarillo, Sunday.

Mr. and Mrs. "Sleepy" Strong of Dimmitt, spent the week end here, with Mrs. John Chronister and daughter, Melzia.

**Hatchery Installed**  
The installation of a 11,000-egg hatchery will be begun, Tuesday, by Mr. Bell of Lubbock, who will have charge of the business.

Misses Melzia Chronister, Joyce Landrum, Mrs. Sleepy Strong, John Chronister, and Mrs. J. L. Landrum visited in the O. G. Turner home, Sunday morning.

## Oldsmobile Continues Smartness In Style With Two Distinctive Models

Again carrying forward the Oldsmobile tradition of motor car smartness, Oldsmobile presents two new cars for 1938, a Six and an Eight of advanced and distinctive styling.

Both cars are outstanding in performance and mechanical design and both now offer, optional at extra cost, Oldsmobile's new automatic safety transmission. This new device, developed by Oldsmobile and introduced last spring on the Eight, makes vital contributions toward safety, operating economy and driving flexibility.

Of unusual interest in both Six and Eight are the new safety interiors, which provide such features as a new and modern safety instrument unit and safety dash; exceptionally wide seats with pillow-type upholstery; soft, roll-type pad on the back of the front seat, provides extra cushioning to protect rear compartment passengers; Uni-steel Fisher Body construction with seamless steel turret tops.

**Clean, Slender Lines**  
Standard equipment for the 1938 cars include spare tire and wheel, rear spring covers, bumpers and bumper guards and safety glass throughout.

These newest Oldsmobiles are fashioned along clean, slender lines and appear much longer, lower and closer to the road than before. As was the case in the previous models, the six and eight again are distinctively different in styling.

Equally attractive, but entirely different in detail of design, is the radiator grille of the eight. A single die-cast unit, it employs pairs of narrow chrome-plated horizontal bars alternating with a single bar of slightly greater width. The resulting effect is one that sets the pace for the well-tailored styling of the entire car.

**Bright Chrome Bumpers**  
An important style development in both cars is a new type of concealed hood louvre which leaves the long tapering lines of the hood entirely smooth, unbroken and almost severe in their smart simplicity. To achieve this effect, the body moldings have been carried along the hood and extended slightly, outward from the sides, permitting the louvre openings to be concealed in the bottom surfaces of the moldings. This design provides large outlets for the escape of engine heat while definitely increasing the streamline effect of the hood.

New combination tail and stop lamps mounted high on both sides of the body, a center license bracket and an attractive license light, accentuate the sleek contour of the rear body treatment which has been designed to minimize wind drag.

**Instruments Have Style**

Most striking among the interior improvements is the new safety dash with a raised safety instrument unit on which all gauges are grouped directly in front of the driver. A smoking compartment with ash tray, cigarette compartment and provision for lighter installation is concealed behind a "roll-type" door in the center of the instrument panel. At the extreme right of the panel is a spacious parcel compartment. The panel curves downward and inward, presenting no surface projections.

The instrument unit itself is a large single casting of plastic material. In its center, just below the driver's line of vision, is incorporated a large speedometer dial. At the left of the speedometer are grouped the water temperature and ammeter indicators and at the right are placed the gasoline and oil gauges.

## Influenza Is On Increase

AUSTIN, Texas—Reports from widely separated parts of Texas to the State Health Department indicate that influenza is on the increase. Recent snows and colder weather account for the increase, according to Dr. Geo. W. Cox, State Health Officer.

Colds, gripe, influenza or whatever we may call them are believed to be spread from person to person through discharges from the nose and throat. To protect yourself and others from such discharges, here are precautions to be followed:

Influenza is highly infectious. Practically everyone is susceptible to it. No matter how many times you may have had the disease, you may contract it again. Therefore, keep away from people who are sneezing, coughing, or sniffing, or who are actively ill with colds, influenza, or pneumonia.

Keep away from crowded places. Have your own towel and drinking cup and always wash your hands before eating.

Keep yourself as fit as possible. Drink plenty of water, eat simple, nourishing food, exercise out of doors every day, dress according to the weather, get plenty of sleep in a well-ventilated room.

If you feel an attack of flu, or even what you may think is an ordinary cold, coming on, go to bed, send for your doctor, and follow his directions. A cold can too easily develop into a fatal mistake.

**GUESS WHICH IS FASTER!**

**ROBIN OR NORMANDIE?**

**BUT—YOU DON'T HAVE TO GUESS WHICH GASOLINE STARTS FASTER!**

**Phillips 66**

The highest test gasoline you can buy at regular price is Phillips 66 Poly Gas. It starts cold motors much faster. Warms them up quickly. Delivers maximum power with minimum fuel. And increases mileage by decreasing the need for wasteful choking. Remember, Phillips 66 high test is unsurpassed, yet costs nothing extra... because Phillips is WORLD'S LARGEST PRODUCER of Natural High Test gasoline.

**ANSWER: 35.9 miles per hour.** The Normandy, holder of the Blue Ribbon for the Atlantic Ocean speed record, averaged 35.9 miles per hour. The robin in flight has actually been clocked just a shade faster at 36.9 miles per hour.

**ORDER CHRISTMAS CARDS NOW!**

at **THE HEREFORD BRAND**

**HERE'S SOME IDEAS FOR --CHRISTMAS GIFTS--**

**CHEVROLET**

**OLDSMOBILE**

**AUTO ACCESSORIES**

What would make a finer gift for the whole family than a new Chevrolet or Oldsmobile? If you already have a new car—come to our showroom and see the fine array of automobile accessories—they make fine Christmas Gifts, too! We have a bargain counter just loaded down with nice accessories and when we say BARGAIN—they are bargains! SEE THEM!

- Windshield Wipers
- Bumper Guards
- Mirrors
- Heaters
- Lights
- Auto Radios
- Reflectors
- Seat Covers
- Floor Mats
- Radiator Caps
- Defrosters
- Tires

**A Xmas Present FOR YOUR WIFE!**

An **ELECTRIC SINGER Sewing Machine**

For the girl—a SINGER 201 An inexpensive present that really sews. See J. Caddick, the local agent, or drop card to box 533, Amarillo, Texas.

**Joseph Caddick SINGER AGENT**

**CHEVROLET**

**CHECK CHEVROLET'S LOW DELIVERED PRICES**

- ✓ Check Chevrolet's low gas consumption...
- ✓ Check Chevrolet's low oil consumption...
- ✓ Check Chevrolet's low upkeep costs.....
- ✓ Then check the many exclusive features of THE CAR THAT IS COMPLETE and you'll know

**"You'll be AHEAD with a CHEVROLET!"**

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

**Brumley-Woodford Motor Co.**

HEREFORD, TEXAS

**Brumley-Woodford Motor Company**

HEREFORD, TEXAS

# Zenith Radio For 1938 Shows Luxurious New Cabinet Models

Beautiful Sets Include Robot Dial Tuning

CONVERTIBLE RADIO-FOR FARM USE NOW SHOWN BY LOCAL COMPANY

Heralding the 1938 Zenith as the radio which is a year ahead, George McConnell, local dealer, is now showing a complete line of the new models which range from table models to special arm-chair radios.

Although Mr. McConnell and the entire force at the shop in Hereford are carried away with the performance and efficiency of the 1938 Zenith, those who view the new Zenith are equally enthusiastic over the beauty and utility of the luxurious models.

Persons who live on farms find in the new Zenith an exceptionally practical model: the Convertible Farm Zenith. This set is made to operate either on batteries or on regular 110 volt power. A flick of the finger and the remarkable set is transformed into a different type radio. The convertible is finding special favor in this area in view of the rural power lines which are now under construction.

The new Zenith comes in all sizes that offer a variation of power and performance. Mr. McConnell said, "A complete line of the new 1938 sets are now on display in the local show rooms of the McConnell Company."

"Zenith is undoubtedly the greatest and most efficient radio which we have ever had the privilege of showing," George McConnell said. "We are anxious for you to see this marvelous new machine and to realize the possibilities which it offers."

Zenith for 1938 is also famous for reproducing all tones on the scale just as they really are—a factor of importance, and one of the outstanding features of the new Zenith. While Zenith engineers have stressed efficiency, beauty and convenience, they have also made a startling innovation in tuning methods and this year introduced Zenith's automatic tuning and the famous robot dial.

"The 1938 Zenith takes guesswork out of tuning," said McConnell, "all you have to do is press the control and the new Zenith actually tunes itself. This factor, combined with the convenient arm chair models we are now showing, offer everything we believe you could ask in a radio, and we don't hesitate to recommend it as a gift

which the entire family will enjoy during the months to come."

## Wells and Homes Are Wired By McConnell Firm

### MOST HOMES AND WELLS IN THIS AREA WIRED BY MCCONNELL

While the McConnell Electric Company carries a complete line of appliances, they also specialize in wiring homes and irrigation wells. Mr. McConnell has wired the majority of all wells and homes in this county. In connection with irrigation wiring, he carries the famous Square-D line of switches.

Mr. McConnell is one of the leading electricians of the Panhandle and for the past 12 years has been wiring homes and wells in this area. In addition to this work, the McConnell Company also repairs radios and electrical appliances, along with the complete line of appliances carried in the local shop.

## Vega News (23 miles north)

MRS. H. R. SHIELDS—On account of the illness of his daughter, Fern, Ben Freeman spent a few days in Plainview last week. Charles Ingram accompanied him on the trip.

Mr. and Mrs. Mel Stewart were Vega visitors, Saturday afternoon. Leewood Giles returned to OOO camp a Littlefield, after several days visit with relatives, in Vega.

Miss Mary Louise Loyd, who is teaching near Friona, spent the week end with her parents, Mr. and Mrs. Rayland Loyd.

Mr. and Mrs. Glen Boydston were in Amarillo, Thursday afternoon.

Mr. and Mrs. R. T. Alexander spent last week end in Dallas with relatives.

Mr. and Mrs. G. M. Alexander spent a few days in Cordell, Okla., last week.

Mrs. Roy Robinson is visiting her mother, Mrs. Carver, of Tulsa, Okla.

Ernest Stewart was a business visitor in Amarillo, Saturday.

H. G. Arts and family spent Thanksgiving with Mr. and Mrs. Haggemier, of Memphis.

George Beie visited his brother, Clifton and family at Claude, Friday and Saturday.

Mr. and Mrs. E. B. Harris and

daughter, Jane, of the Ford community and Miss Francis Armistage of Vega, spent from Wednesday to Sunday as guests of Miss Mavis Harris in Oklahoma City.

Mr. and Mrs. A. J. Frimmer spent last week with Mrs. Bessie Montgomery.

Mr. and Mrs. Fern Hellweg and Mr. and Mrs. Austin Hale were Vega visitors over the week end.

Miss Evelyn Sowell spent the Thanksgiving holidays with her parents in Lubbock.

Miss June Farnsworth was the guest of her parents in Amarillo, over the week end.

Mr. Merle Wood left Saturday with a carload of cattle to market in Kansas City.

Mr. and Mrs. O. O. Slutz were in Amarillo, on business, Monday.

J. L. Watkins and family moved

to their new home, Monday.

The pastor of the Methodist Church, Rev. Marshall Rhee and his mother, entertained at the church, Wednesday evening, with a Family Party. The members of the church gave their host and hostess a surprise pounding.

Mrs. N. E. Wiseman and Mrs. L. W. Landrum were in Amarillo, shopping, Tuesday.

Mrs. R. O. Sellers and children, are visiting relatives in Texhoma.

Mrs. George Manning of Dunias, is visiting her mother, Mrs. Emory Bales, this week.

Mrs. R. C. Godwin, Mrs. R. W. Armistage, Mrs. J. L. Watkins and Mrs. Emma McNabb, visited relatives and friends at Fritch, last Thursday.

Bain Wiseman is in Hot Springs, Ark., this week for medical treat-

ment.

Frank Click, en route to his home in Springfield, Mo., spent Monday night with his sister, Mrs. Boots Montgomery.

The books of Obadiah and Ezekiel were studied at the Wednesday evening services of the Methodist Church.

Glen Boydston has purchased the Farmers Produce Co., formerly owned by Hugh Knox.

Mrs. Roddy Harwell honored her husband with a family birthday dinner last Thursday.

The Child Study Club met Monday afternoon. Mrs. Earl Roark was leader of the lesson.

Although Texas has the essential raw materials for making soap, such as fats, oil, alkalis, sodium silicate and rosin, practically all of the soap used in

Texas is shipped in from northern and eastern states, the Texas Planning Board reports.

The Texas Planning Board has learned that Cellulose, which may be derived from East Texas pines

and other woods, native bamboo, ragweed, sweet potatoes and a dozen other standard crops, is now being used in artificial silks, lacquers, paints and enamels, celluloid and collodion used for waterproofing materials.

## ELECTRICAL WIRING

Special attention is devoted to handling the electrical wiring of the REA users. For your protection we are bonded and licensed electricians, which assures you of the best wiring job you can possibly get. Bring your wiring problems to us. Too, you must drop in to our gift shop and see the wonderful electrical gifts, that will be used and appreciated by everyone in the home.

McConnell Electric Co.



ZENITH for CHRISTMAS!



• ZENITH 12200—American and Foreign Broadcasts, 12 in. Speaker, "Robot" Dial, Electric Automatic Tuning, Tab-Tely Control, Acoustic Adaptor, (540-18,400) \$149.95 K. C. I., 42 in. High. Complete with South All-Wave Antenna.

# ANNOUNCING— The Greatest Radio of Them All for 1938



Use Only ZENITH Replacement Tubes!

## ELECTRIC MODELS

When you combine practicability, economy and good looks and still pick a gift that without doubt, is acceptable to everyone, then you are considered a gift-picker-plus! Yet a new ZENITH RADIO will measure up to those standards in every sense of the word. Make this Christmas a useful gift Christmas. Come to our gift shop today and see the new 1938 ZENITHS.



ZENITH for CHRISTMAS!

• ZENITH 9520—American and Foreign Broadcasts, 18 in. Speaker, "Robot" Dial, Electric Automatic Tuning, Tab-Tely Control, Acoustic Adaptor, (540-18,400) \$109.95 K. C. I., 42 in. High. Complete with South All-Wave Antenna.



# DO IT— ELECTRICALLY

Do it quicker, easier and cheaper with these GUARANTEED Electrical Appliances.



Electric Toaster \$3.95

Electric COFFEE MAKER \$4.95

Quick-Way IRON \$1.50 Up

Electric SANDWICH GRILL \$3.50

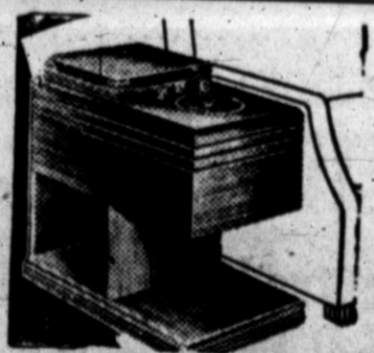
Electric WAFFLE IRON \$2.50

McConnell Electric Co.

303 N. MAIN STREET

PHONE 759

# FARM RADIOS



ZENITH

FARM ARM CHAIR RADIO "PUTS THE WORLD AT YOUR FINGERTIPS"

## Work on HI-LINE or BATTERY

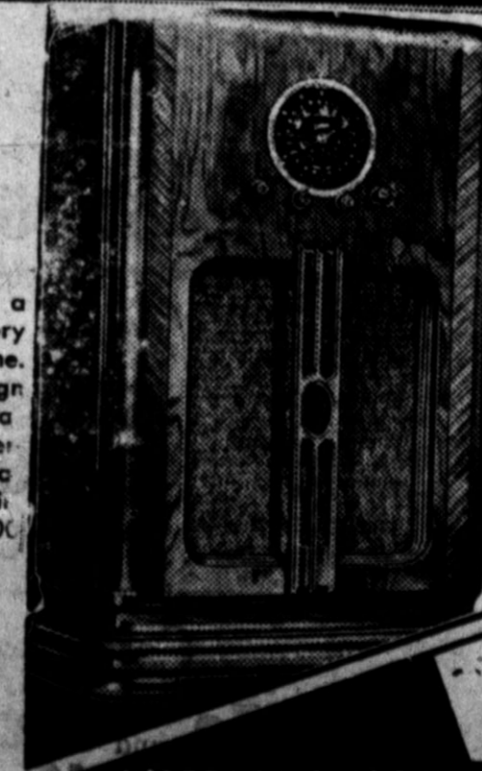
Your Choice—6 Volts or 110 Volts

Zenith's new Hi-Line Switch converts from 6-volt storage battery power to 110-volt A. C. High Line with a flick of the finger. Should your district be electrified, or should you move to a high line area, your Zenith Farm Radio will work EQUALLY well.

Operates either from a 6-volt Storage Battery or 110-volt A. C. Line. American and Foreign Broadcasts, 6" Permanent Magnet Speaker, Tone Control, Local Station Indicators, 4 1/2" Airplane Dial, (545-18,200) K. C. I., 20 in. High.

\$59.95

ZENITH SHORT WAVE RECEIVERS OF 3 BANDS OR MORE ARE SOLD WITH ZENITH DOUBLET ANTENNA AMERICA'S MOST COPIED RADIO... AGAIN A YEAR AHEAD



ZENITH 6J257—Operates either from a 6-volt Storage Battery or a 110-volt A. C. Line. American and Foreign Broadcasts; 8" Permanent Magnet Speaker, Tone Control, Local Station Indicators, Foreign Station Relocator, (540-18,400 K. C. I.) 41 in. High. \$79.95



ZENITH 6J230—Operates either from a 6-volt Storage Battery or a 110-volt A. C. Line. American and Foreign Broadcasts; 6" Permanent Magnet Speaker, Tone Control, 6" Airplane Dial, Local Station Indicators, Foreign Station Relocator, (540-18,400 K. C. I.) 18 in. High. \$59.95



ZENITH 4F227—American Broadcasts; 6" Permanent Magnet Speaker, 4" Square Dial, may be used with an Air Cell or 2-volt Storage Cell, (540-1,752 K. C. I.) 15 in. High. \$24.95

## ZENITH WINCHARGER

"Prepower from the Air" Use the world's greatest source of electric power FREE! De Luxe Model, Special Price... \$17.50 Regular List Price... \$25.00 Installation Extra if made by your Dealer.

AMERICA'S MOST COPIED RADIO... AGAIN A YEAR AHEAD

# MCCONNELL ELECTRIC COMPANY

303 N. Maint St.

ZENITH RADIO DEALER

Phone 759

### Sheriff Seeks Aid Of Parents To Curb Thefts

Warning children and parents against pilfering automobiles, Sheriff J. O. Newell today said that 10 radiator caps were recovered here during the past week, three of which are still unclaimed.

"Parents should watch their children in this respect," he said. "Because unlawful taking of parts from automobiles is a serious offense. While other types of theft requires \$50 to become a felony, theft from automobiles falls in special division — subject to a fine not exceeding \$100, or imprisonment of not less than six months or more than one year; the punishment also applies to persons who knowingly buy or possess such property."

Stressing the fact that such thefts are generally made by youngsters, he urged parents to co-operate in helping curb thefts of this nature.

### Bethel Items

(22 miles south)

BY MRS. E. R. ROTHWELL

Mack Baker, who has been with his brother, Jack, several months, left Sunday for Arizona.

Mr. and Mrs. E. R. Rothwell, Bagwell, Christine and Grace Marie, went to Plainview, Monday, and left Christine and Pauline, who are attending business school.

Mr. and Mrs. Edwards of Hereford, visited their daughter, Mrs. Jack Baker, last Tuesday.

Mr. and Mrs. Will Copeland from Goodlet, visited in the Kay Roberts home, Friday night.

Houston Lutz and Billy Jo Rothwell spent Wednesday night with Billy Brooks Sinclair, celebrating his birthday.

Mr. and Mrs. Henry Allman, of Westway, visited in the Jim Bagwell home, Friday night.

Mr. and Mrs. J. G. Davis and Wright Davis, visited J. G. Jr., in Plainview, Friday, and Mrs. Davis and J. G. spent Friday night in Vernon.

Mr. and Mrs. J. A. Bagwell went to Plainview and Lubbock, Saturday, to be with their daughter, Mrs. Elsie Teague, who is in Lubbock for medical treatment.

Harry Sinclair and family visited in the George Bagwell home, Sunday.

The Rev. and Mrs. Gilpin filled their first appointment at Bethel, Sunday.

Earl Lutz and family, Dorothy

Sinclair, Miss Helen Estes and Rev. and Mrs. Gilpin visited in the Vera Lutz home, Sunday.

Leland Smith and family visited Mr. and Mrs. John Smith, Sunday.

Mr. and Mrs. E. R. Rothwell had as dinner guests, Sunday, the family of Bryon Sinclair, Houston Lutz and Grace Marie Bagwell.

Mrs. J. G. Davis visited Mrs. Jack Baker, Tuesday.

Bert Benton, Grace Marie Bagwell, Kathleen Rothwell, Houston Lutz, Billy Brooks, Sinclair and Billy Jo Rothwell visited friends in Plainview, Sunday afternoon.

### Westway Items

(10 miles west)

MRS. MERLIN KAUL

Mr. Arthur Jensen from Carlsbad, was a guest in the V. Skypala home, Saturday night. Mr. Jensen is a cousin of Mrs. Skypala.

Mr. and Mrs. V. Skypala visited at the Henry Fangman home in the Messenger community, Sunday evening.

Mr. Clifton Driver of Levelland and Mr. and Mrs. Lawrence Taylor of Lubbock, were guests at the Grady Wilson home, Tuesday night.

Mr. and Mrs. Hughes Millard visited her parents, Mr. and Mrs. Grady Wilson, Sunday night.

Junior Wilson received a "Gem" wrist watch as a prize, for selling Cloverine salve.

Miss Georgia Lomax, who is working in Friona, spent the week end at home.

Mr. Al Werner visited Sunday, with his brother, Henry Werner, at Panhandle.

Mr. William Ponder went to Plainview last week and brought his mother home to spend the winter here.

Mr. and Mrs. Al Werner, George and Daniel Turrentine and Roy Morgan toop a trip, Saturday that included Amarillo, Wildorado, and Vega.

Mr. and Mrs. D. S. McKinney have been ill with the flu.

P. H. Gilliland with his nieces, Bobby Jean and Betty Jo Gilliland of Hereford, Mr. and Mrs. John Hawkins and Jack of Summerfield were visitors at the Henry Allman home, Sunday afternoon.

Mr. and Mrs. Morris Roe, who have been living in Hereford, have moved to the Pitman place recently vacated by the Brashear family.

Mr. and Mrs. Maurice Tanahill were Lockney visitors, Thursday.

Mr. and Mrs. Maurice Tanahill, Mr. and Mrs. Merlin Kaul, Mrs. F. W. Dodson, Miss Emily Minter, Mrs. P. H. Gilliland, and Mrs. Paul Mathers attended the benefit bridge and "42" tournament at the City Hall, Thursday night. The tournament was sponsored by members of the B. & P. W. Club of which Mrs. Dodson, Mrs. Kaul and Miss Minter are members.

Mr. and Mrs. Guy Lawrence and Nelda Guy accompanied Mr. and Mrs. John Robinson of Hereford, to Amarillo, Sunday afternoon, where they went to see H. A. Talley's Prince Domino Herefords, which are in Amarillo preparatory to the annual sale, December 8. En route they called on Mr. and Mrs. J. Sanders.

Mr. and Mrs. F. W. Dodson took Miss Lois McKinney to her home in Olton, Sunday. Mrs. Joe Landers

is staying in the Dodson home at present.

Mrs. C. V. Burgess received word Saturday that the home of her sister, Mrs. L. A. Reed in Amarillo, was burned, Friday night. Mr. and Mrs. Reed, with their seven children have recently moved to Amarillo from Groom.

When Mr. Reed awoke, a bed in which two of the children were sleeping, was on fire. The family escaped with only their night clothing. Mr. Reed formerly had a blacksmith shop in Hereford.

Mr. and Mrs. Roy Coker and children of Summerfield, spent Saturday night at the home of her sister, Mrs. C. V. Burgess.

Mr. John Ross of Hollene, N. M., is visiting in the R. M. Gunn

home.

Mrs. Marvin Woods, Twila Ruth and Roy Dean of Friona, spent the week end with Mr. and Mrs. Everett Talbot and Edd Uri.

Mr. and Mrs. Henry Hastings of Amarillo, and Mr. and Mrs. Clerk were recent visitors at Kelly Gray's.

Mr. J. B. Little left Sunday for Amarillo, where he will spend a few days before going on to Bovina. Mr. Little has been here several months, visiting his son, Earl Little, and his daughter, Mrs. Paul Rudd.

Paul Rudd shipped a load of cattle to Oklahoma City, Monday morning. Edgar Sowell went with the load.

Rev. G. W. Henry and his wife

of Plainview, were here, Sunday. Rev. Henry preached. Sunday morning and night. He is a student at Wayland College.

They were dinner guests of Mr. and Mrs. Henry Allman.

Mr. and Mrs. Henry Allman, Wanda Marie and Jack, have transferred their membership in the Frio Baptist Church to the Baptist Church here.

A community dinner, which honored the birthday of Kelly Gray, whose sixtieth birthday was Monday, was given at the Gray home, Sunday. At noon, Mr. Gray was much surprised when friends and neighbors began arriving, bringing large baskets of food. The heavily laden table reached the length of the dining room and guests filled

the house to overflowing.

The afternoon was spent in visiting and a number attended the singing at the school house.

The guests from out of the community were: Mr. and Mrs. J. L. Lookingbill, Mr. and Mrs. J. A. Nolan, Mrs. L. L. Cannon and Mr. Lawrence Johnson, from Summerfield; Mr. and Mrs. Joe Doerfler, Herbert Doerfler, Miss Mildred Wilder, Mrs. Hattie Rutherford, Mr. and Mrs. Troy Womble, Mr. and Mrs. Ernest West and family, Mr. and Mrs. Carl Williams and sons from Hereford.

A total of almost one hundred guests were present.

The primary room has started work on a Dutch sand table. They are making the houses, mills, etc.

They are also making some very attractive Santas and using cotton for the hair and whiskers.

Martha Lee Ruter made a Mickey Mouse Christmas poster, which she has presented to the music room.

Mrs. Kaul's fourth grade language class has organized a Good Citizenship Club, with J. P. McCutchin, president; Reva Jo Brashear, vice-president; Junior Burgess, secretary. The Thrift Committee has charge of the program this week.

Donald Dean Campbell, little son of Ernest Campbell, is ill.

Nina Beth Hartman and Billy Gene Davis are still absent from school because of illness.

**XMAS GIFTS! BIG BARGAINS!**

# Pre-Christmas Sale!

AT

## D. R. Gass & Son

**SALE STARTS FRIDAY DECEMBER 10th**

Suggestions for Every Member of the Family in Gifts and Every day Wearing Apparel!

Store Will Be Closed ALL DAY, THURSDAY, DECEMBER 9th Arranging Stock!

### Ladies' Hose



Priced at, per pair

10c  
15c  
25c  
49c  
69c

---

### SWEATERS

49c 98c \$2.98

### Men's Suits



High Grade All Wool

Plains and fancy backs, and double-breasted, and priced from—

**\$12.50 TO \$27.50**

EXTRA PANT FREE!

### Dresses



House Dresses

One Rack, assorted sizes, going at each... **50c**

New Arrivals Latest Styles

Street Dresses

Assorted sizes and colors—Sale price... **\$1.79**

Wash Frocks

A rack assorted sizes, colors, \$1.50 to \$1.95 **98c**

### Ladies' SHOES




\$2.50 Values **\$1.98** for

\$2.95 Values **\$2.59** for

\$3.95 Values **\$3.59** for

\$5.00 Values **\$4.29** for

### Men's WORK SHOES



\$2.45 Values **\$1.98** for

\$2.95 Values **\$2.50** for

\$3.95 Values **\$3.50** for

\$4.75 Values **\$3.90** for

### Men's DRESS SHOES

\$3.00 Values **\$2.65** For

\$3.45 Values **\$2.98** For

\$5.00 Values **\$4.25** For

Florsheims

\$9.50 Values **\$7.85** For

\$11.00 Values **\$8.95** For

### Men's Robes

At Special Sale price of—

**\$1.98 \$2.75 \$6.95**

PAJAMAS

Sale Price **98c \$1.35**

### No-Fade Shirts

Reg. \$1.50 Value **\$1.29** Sale Price

Reg. \$1.95 Value **\$1.69** Sale Price

Remington Shirts **98c** \$1.25 value for

### Boys' Caps

One Lot **25c 35c** for

CORDUROY **49c** Sale Price

Fancy CORDUROY **69c** Sale Price

### Prints

One Table 36-inch fast Prints, per yard **10c**

## OUTING BLANKETS

36 inches wide, extra heavy, in plains, plaids, stripes and fancy colors—Yd. **12c**

ALL DOUBLE BED SIZE

70x80 Heavy Cotton **\$1.39** \$1.69 Value for

70x80 Heavy Part Wool **\$1.98** \$2.49 Value for

66x80 Heavy Part Wool **\$1.89** \$2.25 Value for

72x84 Heavy Part Wool **\$2.69** \$2.95 Value for

Full and complete line of Novelties, Silk Comforts, Lace Table Covers, Breakfast Sets, Purses, House Shoes, and many other bargains are being offered that space will not permit listing. We invite you to come and see for yourself!

**Ask Us About Our Free Merchandise Offer!**

### Children's Shoes

\$1.39 Values **98c** For

\$1.50 Values **\$1.29** For

\$1.95 Values **\$1.69** For

One Table Shoes, assorted sizes, pair **50c**

BABY SHOES as low as **15c**

### Boys' Suits

One Lot **\$4.95** Special at

Another Assortment—**\$13.75 to \$15 Values \$10.75**

(This last Assortment are Two Pant Suits)

### ABC Percales

Guaranteed not to fade—per yard **19c**

Protect What You Have **INSURE** John McLean Insurance Agency Phone 273



Tune Up Your Car for that **Holiday Trip**

Nothing can so completely ruin your holiday trip as automobile trouble. Too, winter roads are dangerous and some little trouble might be serious. Let us check over your car today, and tune it up before you make your holiday trip... make it a journey which you will enjoy with absolute security and safety.

Our Work Stands Up **WE MAKE IT!**

## Beavers Bros. GARAGE



# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

## BAYVIEW CLUB HEARS BOOK REVIEW

"Green Margins," by E. P. Donnell, and "Stone Field," by Martha Detenro, were reviewed before the members of the Bay View Club Thursday afternoon in the club rooms at the court house.

Mrs. Travis Dameron whose former home was in Louisiana described the section of the state, where the scene of the story was laid. She discussed at length, the delta region, describing the people, their customs, manner of living and means of livelihood. She explained the difference between the creoles and cajuns and told of the oyster fisheries.

Mrs. Dameron read criticisms of the book by outstanding writers, and in discussing the life of the author, pictured the life he lived for a year among the people before attempting to write the book. Mrs. John Roberts described the story which dealt with the life of a woman who fought against the odds of her sex. In discussing the characters and their relation to the story, she gave a vivid description of the low class of people that live in the delta region. She brought out the fact that the book dealt with a kind of America to those who do not live there.

A comprehensive and interesting picture of Stone Field was given by Mrs. C. F. Moore. She said, in part, "Stone Field" is a purpose novel portraying the deepest relationships between humans and the land. It features a romantic triangle that is not new but makes the book interesting. Each page is permeated with a wholesome earthy tang as the author describes the forests, and lakes as the seasons change. Its theme is broader than any one locality and takes on national scope and import. The novel is divided into three parts. The plot follows well worn paths and has little new to offer but is well worth reading.

During the business session Mrs. Bob Wilson, president gave highlights of the State Federation of Women's Clubs meet, held recently in Austin. Members present were: Mesdames C. R. Barber, John Coffey, H. L. Broadwell, R. P. Conaway, H. G. Conkright, T. M. Dameron, W. M. Eminson, E. W. Harrison, G. W. Heard, G. M. Hudson, A. M. Jones, J. W. Kirby, Paul Mathers, John McLean, C. F. Moore, J. H. Olson, John Roberts, F. T. Rolison, J. P. Sloan, J. W. Spradley, Bob Wilson and Miss Lillie Hostetler.

## SPIRIT OF "GAY NINETIES" LIVES AGAIN FOR MOTHER-DAUGHTER BANQUET

The spirit of the "Gay Nineties" lived again, Monday night, at the Y. W. A. Mother-Daughter Banquet at the Baptist Church. A "Born Thirty Years Too Soon" theme was carried out while old-time manners and customs were reviewed for the night. Long full skirts, plumed picture hats, fans, ribbons and bows complemented the attire of guests made up as "Thirty Years Too Sooners."

The long table was lighted by old fashioned kerosene lamps and decorated with uncut cakes on tall cake stands, substantial molasses pitchers and heirloom china, some seventy-five years old. Place cards were one-time photographs of guests.

Rev. W. E. Barnes, who resembled the traditional circuit rider

in a tightly buttoned, long-tailed coat, served as toastmaster.

Miss Thornton Shirley, president, opened the program with the devotional, "A Tribute to Mothers," was given by Odessa Long, with Mrs. Williams making the response.

A poem, "Mother Dear," was read by Genece Standifer. A talk, "To Our Mothers," was given by Dorothy Funderburg. Miss Burleson sang "Pal O' Mine," with guitar accompaniment. An old-fashioned spelling match and a sing-song, with Mrs. Artis Daniels at the piano, concluded the evening's entertainment.

The guest list included Rev. and Mrs. W. E. Barnes, Mr. and Mrs. W. A. Long, Mesdames Jeff Gilbreath, J. B. Harlin, Standifer, Funderburg, Burleson, Beulah Roberson, Artis Daniels, Ed Smith, J. E. Cockrell, E. B. Posey, H. G. Conkright, W. C. Hogg, Billie Roberson, Jimmie Alford, Jack Roberson, Libburn Ray, Misses Dot Owen, Odessa Long, Genece Standifer, Nina Burleson, Thornton Shirley, Dorothy Funderburg, Odessa Cockrell and Audrey Cockrell.

## MUSIC STUDY CLUB PLANS ANNUAL CHRISTMAS PARTY

Members of the Music Study Club held a business meeting at the home of Mrs. A. C. Thompson, Monday afternoon.

Mrs. C. H. Dillehay, president, presided, when the Annual Christmas party was discussed, and plans were made for the holiday event. The affair will be given at the home of Mrs. W. E. Dameron, Monday afternoon, December 13. Gifts will be exchanged.

The hospitality committee consisting of Mesdames C. C. Acker, B. M. Wilshire, H. H. Hawkins, Wiley Roberson, S. P. Rosson, A. C. Thompson, and J. E. Beyer are in charge of arrangements.

Choral practice with Mrs. Dyer at the piano was directed by Mrs. J. C. McCracken.

Members present were Mesdames O. T. Williams, A. O. Thompson, W. J. Stanford, C. R. Smith, A. J. Schroeter, S. P. Rosson, C. J. Mounts, J. C. McCracken, C. C. Acker, J. E. Beyer, H. L. Broadwell, Troys Carmichael, R. P. Conaway, W. E. Dameron, C. H. Dillehay, C. H. Dyer, C. C. Ferguson, H. K. Fox, Jeff Gilbreath, H. H. Hawkins, J. B. Jones and the hostess.

## TWO ARE HONORED

Mrs. J. T. Wilkinson and Miss Mattie Woodburn were honor guests last Friday, when Mesdames L. F. Borden, L. W. Carlyle and Carl Frye were co-hostesses at a covered dish luncheon at the home of Mrs. Wilkinson. Mrs. Wilkinson is an aunt of both Mrs. Borden and Mrs. Carlyle, while Miss Woodburn is a sister of Mrs. Frye. The occasion celebrated the birthdays of the honor guests and a birthday cake was featured.

The guest list was made up of old acquaintances and friends and the day was spent reviewing old times and recalling many incidents of former days.

Those present were Mesdames: George Muse, T. M. Palmer, Walter Dunlap, J. L. Fuqua, Cooper Morgan, R. H. Lamb, Bob Wilson, A. H. Elliston, Mont Baker, J. B. Thompson, Jennie Thompson, Marie Angelo, G. F. LeGrand, George Beams, Carl Gilliland, E. W. Har-

ison, J. B. Hammer, George Stambaugh, Jno. L. Wilson, Hattie Rutherford, E. B. Black, Henry Williamson, E. E. Fridley, Bob Pipkin, A. D. Mills, J. B. Phillips, Mrs. Tidwell, Miss Jessie Morris, little Misses Marian Wilson and Patricia Frye, the hostesses and the honor guests.

An old friend and neighbor, John Williams of San Angelo, was a visitor in the afternoon.

## FORD STUDY CLUB MAKES PLANS FOR THE HOLIDAYS

The Ford Study Club held a business meeting Thursday afternoon, at the home of Mrs. Clarence Carnahan. The meeting opened with the Lord's Prayer repeated in unison, led by Mrs. Bernis Harris. The program for the afternoon was postponed until the regular meeting on February 3, which will be held at the home of Mrs. V. T. Glenn. Miss Hilda Strafuss, president, presided at the business meeting, when reports were given from the meeting held at the court house recently, by county officials, and the community leaders in the interest of a Home Demonstration agent.

Members were asked to bring canned goods to the school house Friday morning, December 17, which will be taken to the Welfare Office in Hereford, for distribution. Any donation from anyone in the community will be appreciated.

Plans were made for the renovation of school playground equipment. A Christmas tree at the school house with gifts for everyone was one of the special holiday

features planned.

The next meeting of the club will be held on January 6, at the home of Miss Hilda Strafuss.

## ELOYSE PITMAN HOSTESS FOR JUNIOR BAYVIEW CLUB

Continuing the study of articles, written by outstanding writers for Fortune Magazine, members of the Junior Bayview Club met at the home of Miss Eloyse Pitman, last Thursday evening.

After a short business session, Miss Katherine Kirby gave a brief outline of several different articles found in the magazine. She discussed at length, an article on "Paper," and said, "until recently the paper mills were located in the New England States and Canada. Now a new chemical process has been perfected so that pine trees can be used and plants have been established in the south, some in Texas. The United States is the largest paper manufacturing country, and also the largest paper consuming country. Each person uses 226 pounds of paper a year in the form of newspapers, books, magazines, paper board, cartons, etc.

For a long time a part of the wood pulp was imported, but most of it is now made from trees in the United States." Miss Kirby also gave an interesting description of the process of making paper, and the members present were: Lueta Borden, Ina Mae Gilbreath, Ruth Conkright, Louise Holt, Edna Daughette, Ernestine Wayland, Margaret Witherspoon, Mary Eliza-

beth Stanford, Katherine Kirby and the hostess.

## MORRISON-FUNK

The marriage of Miss Margaret Morrison to Myles Funk, which took place on Saturday, Nov. 27, has been announced. The couple were married at the home of Rev. J. J. Grubbs, pastor of the Assembly of God church, with the Rev. Grubbs officiating. Mrs. Funk is the daughter of Mrs. A. I. Morrison of this city. The groom is the son of George Funk of Vega.

Mr. and Mrs. Funk will live in Hereford.

## BILL HUTSONS ARE PARTY HOSTS

A Christmas theme was emphasized in the decorations when Mr. and Mrs. Bill Hutson entertained with a pre-holiday bridge party, Friday night, at their country home in the Ward community.

High score prizes were won by Mrs. Carl Jennings and W. J. Smith. Low went to Mrs. Arlie Dean, and W. J. Smith won the traveling prize.

A delightful salad course was served to Messrs. and Mesdames Ralph Smith, W. J. Smith, Carl Jennings, James Blain, George Suggs, Robert Veigel, Jim Lipscomb, Arlie Dean, T. P. McCollister, Bob Higgins, Messrs. Altus and Wesley Higgins and the hosts.

## MRS. LONDON HAS BRIDGE PARTY

Mrs. Boyd London was hostess for the Pleasure Hour Bridge Club,

Thursday afternoon. Two tables of players enjoyed games of contract. Mrs. Earl Phillips made high score and Mrs. Buford Farmer received the cut prize.

After the games, a salad course was served to Mesdames; Buford Farmer, Earl Phillips, Elmo Lawhon, Harry Lomas, B. R. Dixon, Roy Jewell and the hostess.

## LOYAL WORKERS HAVE LUNCHEON-PARTY

Loyal Workers of the Rebekah Lodge attended a covered dish luncheon and quilting party, Friday, at the Odd Fellows Hall.

Members were joined by husbands for the luncheon and after the quilt was finished in the afternoon, plans for the holidays were discussed and the hall decorated.

Those who attended were: Messrs. and Mesdames: Arthur Rogers and son, Charles Sowell and daughters, A. H. Elliston, Edgar Sowell, Dr. and Mrs. F. E. Bowe, Mrs. Ted Young and son, Mrs. Hines, Mrs. C. O. Lee E. E. Fridley, Ursalee Fridley and Leonard Foster.

## CAMP FIRE GIRLS PLAN CHRISTMAS PARTY

Plans for a Christmas party to be given Wednesday, December 23, were discussed at the meeting of Weocantewaste Camp Fire Girls Sunday afternoon at the home of Miss Mary Elizabeth Stanford, guardian of the group. Names were drawn for gifts.

A Christmas box was planned, and a committee was appointed to confer with the local welfare com-

mittee for lists of needy families.

Members present were: Doris Elaine Dillehay, Margaret Higgins, June Dameron, Nona Dean Rose, Virginia Ann Dillehay, Mary Ann Acker, Rue Wilson, Eleanor Wilson, Mary Ellen Honales, Polly Dixon, Betty Dunlap, Nadine Newell, Mozelle Shreve, Gladys Shreve, Billie Louise Crawford, and Mary Nicks. Barbara Ann Burney was a guest.

## SOUTHERN TRADITIONS ARE DISCUSSED BY STUDY GROUP

Southern Traditions were discussed at the meeting of the Summerfield Study Club held last Thursday afternoon at the home of Mrs. Lee Curry. Mrs. Lloyd Lookingbill was leader of the lesson. She related historical facts concerning rural life on the average plantation which gave an interesting background for the accepted beliefs of the Old South. A parliamentary drill was conducted by Mrs. L. L. Cannon.

The business session was directed by Mrs. Ray Johnson, president. Plans were made for a "Holiday Tea," to be given at the home of Mrs. B. C. Roberson, December 6.

Members present were: Mesdames: C. R. Waiser, L. L. Cannon, Ray Johnson, D. C. Waiser, B. E. Roberson, Britt Clark, Lloyd Lookingbill, Guy Waiser, B. C. Roberson, and the hostess, Mrs. Andrew Behrends was welcomed into the club as a new member.

**FOR EVERY PERSON FOR EVERY PURSE**

# Gift SUGGESTIONS

<p><b>For Mother or Wife or the "Old Friend"</b></p> <p>Perfume Atomizers Toilet Water Toilets Sets Perfumes Subscriptions Magazines Hot Water Bottles Combs Brushes Electric Heating Pads Stationery Books</p> <p><b>For Son</b></p> <p>Pen and Pencil Sets Key Tainers Pocket Knives Shaving Accessories Watches Military Brushes Cameras Razors Films Toys Flashlights Novelties</p>	<p><b>For Husband or Father or the "Boy Friend"</b></p> <p>Cigars Humidors Pipes Cigarettes Lighters Shaving Creams Golf Balls Playing Cards Shaving Lotions Tobacco Bill Folds Shaving Brushes Razor Blades Safety Razors</p> <p><b>For Daughter</b></p> <p>Soaps and Powders Perfumes Bath Salts Beauty Treatment Sets Compacts Toilets Waters Manicure Sets Atomizers Comb and Brush Sets Mirrors Traveling Cases Stationery Fountain Pens</p>
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**FOR ALL THE FAMILY**

ELECTRICAL UTILITIES • CHRISTMAS SEALS AND CARDS  
ALARM CLOCKS • VACUUM BOTTLES • ASH TRAYS •  
ASSORTED CHOCOLATES AND CHRISTMAS HARD CANDIES

Satin **\$2.95**  
**GOWNS**

Lacy satin nighties with cute puff sleeves, lovely necklines, nice long skirts!

The Popular Store

DRESS SHOP

Help Your J. B. B. Friend

A \$5.00 Coupon Given With Every 25c Purchase of Gift Merchandise!

Largest Assortment of Gift Merchandise Ever Displayed!

# CLOSE DRUG STORE

# Dodge For 1938 Is Announced As "American Beauty Of Motor Cars"

## Safety Is Also Feature of New Model for 1938

### DODGE TRUCKS AND NEW PLYMOUTH MAKE INNOVATIONS

Quickly christened "The American Beauty" of motor cars by the lovely cinema star, Claudette Colbert, the big, new 1938 Dodge has been hailed by everyone who has seen it as the most beautiful car, by far, that Dodge has ever built.

Enthusiasm reigned supreme at Ireland Motor Company when the first of the 1938 Dodges arrived. The public accepted the new Dodge with the same approval and applause—and the folks over at Ireland's are out this year to better their own record of 1937.

"Simplified driving," is one of the features of the new Dodge. Familiar and proven driving controls are conveniently arranged for quick action and instant accessibility. Dodge steering has been improved to make it more responsive than ever, and the new Dodge features equal-pressure hydraulic brakes, responsive to the slightest toe pressure.

In addition to abundant roominess for riding comfort, the Dodge also features "Silenced Airglide Ride," with the chair height seats, and 22 per cent more room has been added to the trunks of the 1938 models.

#### Beautiful Interiors Shown

In the body interiors one notices an especially fine method of upholstering and trim and the use of new fabrics. Unusually luxurious seat cushions are complemented by body-contoured back cushions. The mechanism by which the front seats may be adjusted for different drivers now has its operating lever on one side, in convenient reach of the driver's left hand. As the front seat moves forward, it also rises, bringing shorter drivers closer to the control pedals and elevating them to a higher position.

The employment of the hypoid rear axle drive not only eliminates the propeller-shaft tunnel, but produces a level floor in rear compartments; mechanically, the hypoid rear axle combines the strength of the bevel gear drive with the quietness of the worm drive.

Tilting foot rests in the rear compartment, high-power dome lights in the rear body panels, defrosting outlets in the instrument panels, deep floor carpets, smoothly trimmed side walls and roofs, just

fy the term "luster lounge," by which the manufacturer describes the latest Dodge interiors.

#### Safety Made Keynote

Safety and convenience seem to have been guiding motives in the design of the instrument panels of the Dodge models. The heat indicator, ammeter dial, fuel and oil gauges, are grouped in a circular lay-out and placed beside the speedometer so that the driver, in reading the instruments, does not have to turn his eyes out of the direction in which the car travels. Switches, control knobs, glove compartment and ashtray handles, even the ignition lock, are sunk into the instrument panel so that none of them can act as obstructions.

Notable success is said to attend the efforts of Dodge engineers to make their car interiors sound-proof. The steel roof, the rear quarters and the cowl are insulated with special heavy padding. Body sides and door panels are covered with plastic material cemented to the metal surfaces. A coating of gum-like substances is sprayed on the under side of the rear deck lids in addition to the felt padding placed between the metal panels that form the lids.

An important detail in the silencing of Dodge cars is the unique method by which the bodies are mounted on the chassis. The system involves the use of chassis outriggers equipped with rubber spools by which chassis and body are kept from making actual metal-to-metal contact. This method is said to prevent road noises and operating sounds from reaching the occupants of the car.

With the same "money-saving" slogan, Ireland Motor Company is also showing the new line of 1938 Dodge Trucks and pick-ups. This line, they believe to be the best they have yet shown; the new trucks and pickups feature the same essential mechanical points of the new passenger car, and are rapidly meeting with favor over the country.

## New Plymouth Jubilee Offers Easier Steering

### LUXURY IS KEYNOTE OF LATEST MODELS ON DISPLAY HERE

A new Plymouth of brilliant design—with easier steering, safer vision and a score of new luxury features for the lowest price field—is presented in the 1938 model, marking Plymouth's tenth anniversary "Jubilee."

Hailed as the outstanding car in the company's ten-year career, the new Plymouth at the Auto Show offers exceptional riding performance and style appointments for greater comfort and luxury usually found only in cars of higher price.

The 1938 Plymouth sets a new standard of quietness and smoothness, even beyond last year's model that was noted for its "hushed" ride. More than a score of new engineering improvements climax Plymouth's first decade of building great cars.

Plymouth's Jubilee car again features unusual size and roominess, with ample space for six passengers in all sedan models. Inches of extra shoulder room, head room and leg room are provided by its big all-steel body of safety design,

built by the pioneers in this method of construction.

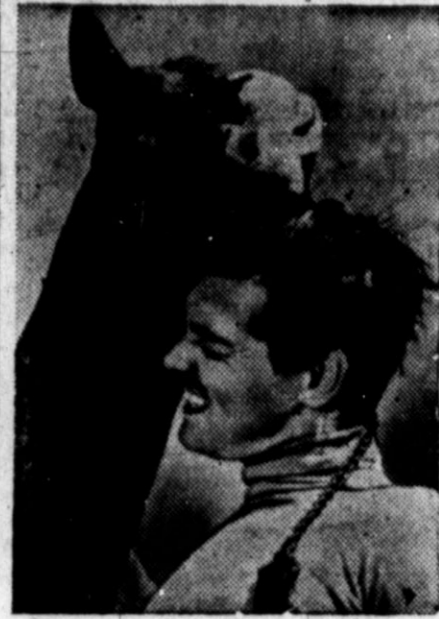
Overall length of all models is 194 inches, from bumper to bumper. The complete Plymouth line for 1938 includes three "Business" and eight "DeLuxe" body types—all on 112-inch wheelbase with L-head engine of 82 horsepower.

The new Plymouth looks definitely bigger and more luxurious. A new hood sweeps farther forward at the top to meet a different radiator grille, which now rises much more vertically than the sloping "face" of last year's car.

Bigger headlamps of teardrop design increase the impression of greater mass. Larger fenders dip lower in front, an inch and a half deeper than last year's fender line. These now sweep in a continuous curve toward a new, rounded front apron in body color that forms the architectural base of Plymouth's new front design. Hood louvers continue the lines of windstream supports for the head-

lamps. Grille design remains classically simple, with vertical chrome bars both sides of a centerstrip in body color. At the base, the grille rounds off higher than before, to tie in with the new apron that extends across the front. This carries two decorative designs in chrome; a modernized wing motif in the center, and two sets of vertical chrome stripes at the outer edges to emphasize the height of the grille.

## Hair Raiser



good—to be continued, throughout the winter in weather of every kind. One should be careful to avoid wet stockings drying on the feet, over-heavy clothing and over-heated rooms.

"There are two broad principles to observe in the treatment and prevention of colds. The first says: 'Let every person with a cold consider it seriously. Every cold should be regarded as the possible beginning of a serious illness. That means seeking a physician's advice and explicitly following his directions. If he orders bed, then bed it should be. Complete rest is a fine way to overcome a cold in short order.'

One's resistance to many diseases, including colds, can be raised by increasing one's vitality through observing the fundamental rules of health: plenty of fresh air, good wholesome food, neither too much nor too little, sufficient rest and the avoidance of habitual over-indulgence of de-vitalizing stimulants, including alcohol, tobacco and the like.

"The cold is a common disease," Dr. Cox repeated, "but every cold is important enough to justify careful attention and treatment for its immediate cure. Death-dealing pneumonia and tuberculosis day begin with colds that do not receive care and attention."

## State Health Officer Warns Against Colds

### "EVERY COLD SHOULD BE REGARDED AS SERIOUS ILLNESS"

AUSTIN, Texas—"Beware of the common cold," Dr. Geo. W. Cox, State Health Officer, cautions the people of Texas. "This is the season of the year when colds are most prevalent, and their consequences more far reaching. The organism causing the disease is not known, but every individual is acquainted with its effects."

It seems that Clark Gable, movie star, has a horse named Sunny and the horse knows some tricks. One of them is to pick Gable up by the hair. Anyway the picture speaks for itself.

"Not a little of the susceptibility of catching colds can be overcome by a gradual acclimating to lowering temperatures and inclement outdoor weather. This hardening should begin now, and consist of regular exercise—walking is

# IT'S HERE TO SAVE YOU MONEY!

COMBINING sensational economy and traditional Dodge dependability with 47 progressive new improvements, the new 1938 Dodge tops it all with distinguished new styling, inside and out, to give you the most beautiful, extra-value Dodge of them all!

See this new Dodge today and learn how you, too, can switch to Dodge and save money! And remember—Dodge still delivers for just a few dollars more than lowest-priced cars!

DODGE—Division of Chrysler Corporation



## 47 New Improvements

47 Progressive new improvements! . . . distinguished new beauty! . . . new "Simplified Driving" Control! . . . Elegant new "Lustre-Lounge" interior! . . . 1938 "Silenced Airglide Ride!" . . . Greater Driving Protection" . . . PLUS the amazing Money-Saving features that have led 142,525 people to SWITCH FROM OTHER CARS TO DODGE IN THE PAST YEAR!

**SAVE 50%**

Heavy Column And Suction Pipe  
Cut and Threaded to Order

Irrigation Casing Now Delivered to Any Location  
Without Extra Charge!

**West-Tex Pipe & Supply**  
COMPANY

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**Switch**  
TO  
**DODGE** and  
Save Money!



Helpful Holiday Services to Meet Your Needs . . .!

## A Hint

### FOR CHRISTMAS SHOPPERS

Shopping with a check book is more convenient, safer than using cash. There is no lost time waiting for change and receipts—there is no danger of losing large sums of money in the rush of holiday crowds.

And when you pay by check, your check stubs and cancelled checks provide an accurate record of every expenditure and proof of payment for every purchase.

If you haven't a checking account here already, open one this week—then, when you go Christmas shopping, carry your check book instead of cash. It's Easier!—It's Safer!

**FIRST STATE BANK**



### Accessories

Make the Nicest of All Xmas Gifts

We suggest a few from our big stock: Heaters, Radios, Radiator Shields, Defrosters, License Plate Frames, Clocks, Accessory Horns, Side or Vision-Vanity Mirror, Accessory Hub Caps, Accessory Lights—and scores of others to make the car owner happier and safer!

### DODGE

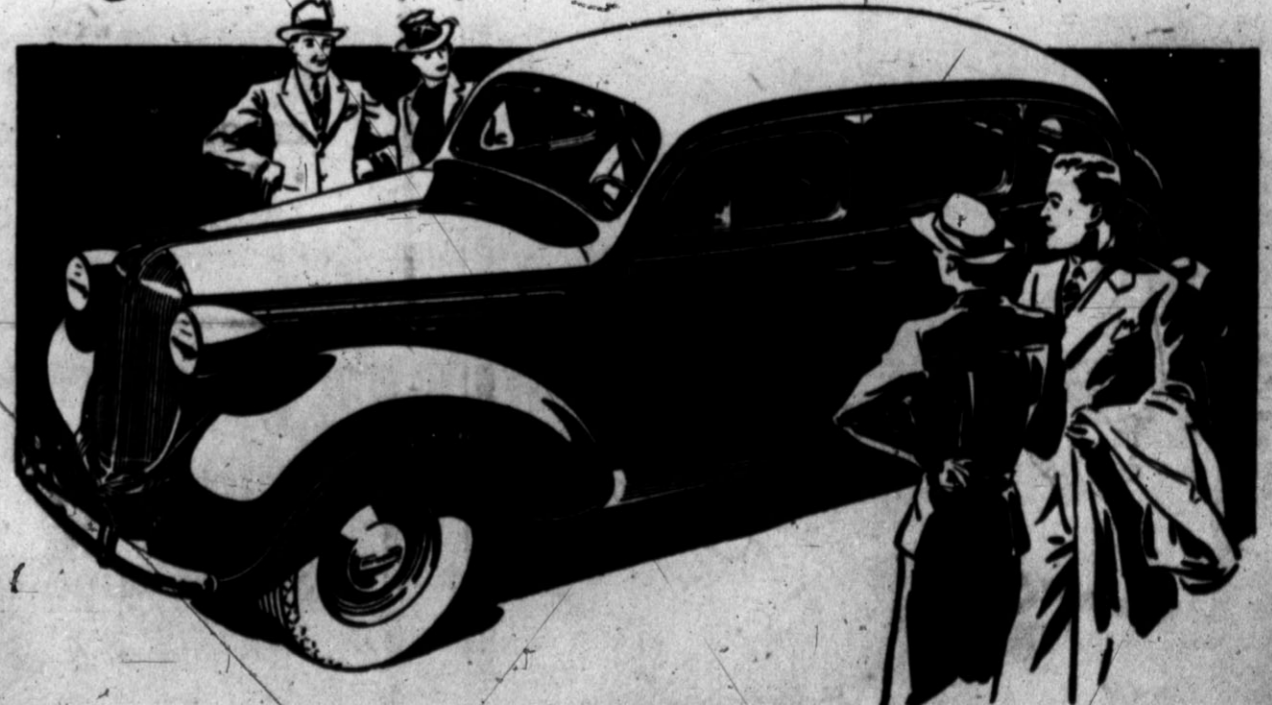
#### TRUCKS PICK-UPS

Get the facts before you buy a truck or pick-up. Compare Dodge against any other truck you please. Check its money-saving features. Compare Dodge's low price with prices of others in its field. "Switch to Dodge Trucks and Save Money."

## NEW JUBILEE PLYMOUTH

for 1938

SEE IT! DRIVE IT! FOR A GREAT NEW RIDE Sensation



Take a ride in it . . . drive it yourself. You'll discover that this big, beautiful Plymouth for 1938 is the greatest of all the great Plymouths. And with all that's new, Plymouth's famous Safety All-Steel body gives you the safest body ever built. Double Acting Hydraulic Brakes put stopping under your control.

Come in. Get the latest information on what's new in low-priced cars. See and drive this greatest Plymouth today. Discover its Extra Value!

**Ireland Motor Co.**  
Hereford, Texas



# SOCIETY

MRS. JOHN McLEAN, Society Editor

Phone 181-W

## County Federation Session Friday Proves Most Interesting of Year

The second quarterly meeting of the Deaf Smith County Federation of Women's Clubs was held at the Methodist Church Friday, December 3. The Lone Star Study and Pioneer Study Clubs were hostesses for the luncheon at noon.

Mrs. H. A. Close presided and decorations carried out a Yuletide theme. Christmas greenery and red holly-like berries traced the length of the long tables which were lighted by small illuminated Christmas trees.

During the luncheon Misses Dorothy Nelle Trimble, Mary Elizabeth Rice, Mary Triefel and Dorothy Thompson entertained with Christmas music. The Welfare, Citizenship and American Home Departments had charge of the program for the afternoon. Mrs. Homer Brumley, chairman American Home Dept., presided.

Rev. H. M. Redford spoke on "American Democracy and the Interested Minority." In introducing his subject, the speaker brought out the fact that an interesting twenty-five per cent of any nationality could rule the country.

Rev. Redford gave a brief history of American Democracy, dating from the time of the Hebrew Prophets, and listed five basic concepts that American Democracy has preserved from that time, namely: freedom, natural rights, service, equality, and sovereignty of the people. He stressed the thought that American Democracy is it exists today could be shown to the world.

Mrs. P. H. Gilliland gave an illustrated talk of "Rehabilitating the Underprivileged." She told of her work in the WPA here, which was concerned with training and serving the unemployed and underprivileged woman. Mrs. Gilliland said that one-fourth of the population was on charity, many of them because the homemaker was untrained. Other statistics given were: Since 1935 local women had made up 9867 garments, had averaged 120 hours a month with 20 women working daily. She explained how the different articles were made in the work rooms and invited those interested to inspect the demonstration.

Among the articles exhibited were: hooked and braided rugs, overalls, union-alls, dresses and furniture made from odds and ends of old lumber.

After the program a short business session was held. Mrs. Ray Johnson, president, announced the next meeting to be on February 25th. Hostess clubs will be the Music Study Club and the Summerfield Study Club. The Education and International Relations Departments will be responsible for the program with Mrs. D. H. Alexander, Mrs. C. F. Moore, assistant, and Mrs. L. L. Cannon as co-chairman.

### OBSERVE WEEK OF PRAYER

A Week of Prayer program, which began Wednesday afternoon and lasted through Friday was observed by the Women's Missionary Society of the Baptist Church, last week. The East Side Circle was in charge of the Wednesday program with Mrs. A. R. Posey as leader. Missionary work in Mexico, Argentina and neighboring countries of South America were subjects of study.

December the first marked the fiftieth year of mission work done by the W. M. U. of the Baptist church and special programs are being observed throughout the South to commemorate the anniversary. "A Golden Jubilee Program," "Blow Ye The Trumpet," was presented Wednesday night by the Y. W. A., under the direction of Mrs. Billie Roberson, which carried out the celebration theme.

Thursday afternoon, Mrs. W. L. Alexander led the program and Mrs. Jno. Alredge told of the Baptist Missionary work in China and Japan. Rev. Nelson, returned missionary from Brazil, told of the work there and of the need for increased efforts along that line.

On Friday the program began at ten o'clock in the morning, with Mrs. W. E. Barnes in charge of the prayer service. Special prayers were offered for the work in

Mexico, South American Countries and Nigeria in Africa.

After a light lunch at the noon hour, the session was continued with Mrs. H. G. Conkwright conducting the lesson on the countries of Asia and the oriental countries. Special study was given the work and the situation in China and Japan.

A Lottie Moon offering and the "Prayer Around the World" program concluded the mission study.

### WEDNESDAY LUNCHEON CLUB ENTERTAINS HUSBANDS

Members of the Wednesday Luncheon Club entertained husbands and guests Friday evening at the home of Mr. and Mrs. Alton Fraser. An effective Christmas theme was carried out in decorations. Lace and crystal adorned the table where bright red holly interspersed with gold, silver and blue luster spires made a gay accent for the green spruce centerpiece.

Awards in the games after the dinner party went to Mrs. Jack Wayland and J. C. McCracken. Club members and their husbands present were: Messrs. and Mesdames Jimmy Gillentine, C. C. Rockwell, Jack Wayland, J. C. McCracken, W. L. Davis, B. W. Wiltshire and the hosts.

Other guests were Mr. and Mrs. Colby Conkwright, Mr. and Mrs. J. W. Witherspoon and Miss Eloyse Pitman.

### CHRISTINE FINCHER RECEIVES HONOR

Among the junior home economics students in Texas Tech, recently elected to membership in Alpha Chi, National Honorary Fraternity, was Christine Fincher, daughter of Mrs. Edna Fincher of Hereford.

Those asked to join the organization were included in the highest ten per cent, scholastically, of the junior and senior classes.

### Jumbo News

#### MRS. ULLMAN HUNTER

Mr. and Mrs. M. C. Hancock were in Amarillo, Wednesday. Mrs. P. H. Dyer honored her daughter, Mrs. Clay Hughes, on her birthday, Sunday, with a turkey dinner. Those enjoying the occasion were Mr. and Mrs. B. B. Wise of Cleo, Mr. and Mrs. Mat Gilliland of Hereford, and Mr. and Mrs. Wayne Dyer.

Mrs. Sam Hunter spent Monday with her mother, Mrs. E. M. Allen of Easter.

Mrs. Raymond Miller and children of Hart, spent last week in the Dewey Owens home.

Rev. Wiley Presbyterian S. S. Missionary of Canyon, called in special homes here, Thursday.

Mrs. Sam Hunter attended a

quilting at Mrs. Sparkman's, last Thursday, and in the afternoon, the Ladies Missionary Society met. Mrs. P. H. Dyer was a delightful hostess, Wednesday, to a quilting. Those enjoying the delicious dinner and the quilting were Mesdames M. B. Wise of Cleo, Clay Hughes of Frio, Kirksey, Carter and Nolan of Easter, and Sethpens, Gilliam, Dyer, Sam, Ullman, Finis and Addison Hunter of Jumbo.

Mr. and Mrs. Burns were in Amarillo, Friday.

Mrs. Addison Hunter spent last Tuesday with her parents, Mr. and Mrs. E. C. Burk of Arley.

Mr. H. C. Baird made a business trip to Amarillo, Monday.

Mrs. Clem Gilliam called on Mrs. S. J. Lovell of Hart, last week.

Dr. Matthews of Muleshoe, visited his son's family, the L. H. Matthews.

Mesdames Kirtsey and Clay Hughes of Frio, called on Mrs. P. H. Dyer, Friday.

Mr. and Mrs. Finis Hunter visited in the Carl Frye home, of Easter, Sunday.

Mr. and Mrs. Karl Elliston of Canyon, were Sunday guests of Mr. and Mrs. M. L. Simpson.

Mr. and Mrs. L. A. Matthews attended the football banquet in Dimmitt, Thursday night, the Junior play, "Where's Grandma?" on Friday night and the Lazbuddy-Dimmitt basket ball game, Saturday night. The Dimmitt girls won and the boys lost.

Mrs. Clem Gilliam and John Hradwood spent Friday and Saturday visiting her sister, Mrs. Alexander, in Memphis.

Mr. and Mrs. Edwin Mauk were Saturday evening callers in the Ullman Hunter home.

A discussion followed Sunday School, Sunday, when an attempt was made to arrange for a community minister, who will reside in the teacherage. A committee was appointed, a member from each church; Mr. Krine, the Christian representative; Mr. Dyer, Methodist; Mr. Robert Stephens, Baptist, and Mr. J. F. Axe, the Presbyterian.

Mr. and Mrs. Chub Fincher are moving near Bowling to engage in trapping, this winter.

Mr. and Mrs. Addison Hunter spent Sunday in Hereford with his parents, Mr. and Mrs. W. A. Hunter.

Jack Dyer spent the week end with his sister, Mrs. Clay Hughes.

Daniel Bell and son, Donald, and Robert Bell, accompanied by Mr. Hayes, all of Dallas, visited a week with Mr. and Mrs. Allan Bell.

### A Three Days' Cough Is Your Danger Signal

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

Even if other remedies have failed, don't be discouraged, try Creomulsion. Your druggist is authorized to refund your money if you are not thoroughly satisfied with the benefits obtained from the very first bottle. Creomulsion is one word—not two, and it has no hyphen in it. Ask for it plainly, see that the name on the bottle is Creomulsion, and you'll get the genuine product and a relief you want. (Adv.)

## A RECORD

OF ACHIEVEMENT.



savings account book whose pages indicate a record of consistent savings is one to be proud of. It's an indication that the man behind it has stamina and grit.

## First National Bank

OF HERFORD

MEMBER FEDERAL RESERVE SYSTEM

A Strong Bank Thoughtfully Managed

### Easter Items

(13. miles southwest)

#### MRS. CARL FRYE

We had an attendance of 38 at Sunday School. Next Sunday our new pastor, Rev. Gilpin, will be with us. We want a good attendance.

Mesdames Nolan Carter and Kirtsey attended a quilting at Mrs. Pres Dyer's last Wednesday.

Mr. and Mrs. Dan Allen visited last week with Mr. and Mrs. Harry Smith.

Mr. and Mrs. W. J. Sullivan of Melrose, N. M., were guests in the home of their daughter, Mr. and Mrs. Clayton Woolery, Wednesday and Thursday of last week.

Mr. Bralley and Daphne visited with relatives in Plainview last week.

Mr. and Mrs. E. O. Dixon and sons, visited in the Ford Welch home at Black, Sunday.

Mr. and Mrs. Finis Hunter and daughter of Jumbo, were dinner guests in the Frye home, Sunday.

Mr. and Mrs. George Chambliss and Clayton Woolery were in Amarillo, Saturday.

The Missionary Society met with Mrs. M. Sparkman in an all-day meeting last Thursday and helped her with a quilt. A covered dish luncheon was served at noon.

Officers elected to the ensuing year were: president, Mrs. M. Sam Hunter; secretary and treasurer, Mrs. Fred Walton. Those attending were Mesdames M. Stenmons, Dan Allen, Fred Walton, Clay Hughes, Sam Hunter, Harry Smith, George Chambliss, and Carl Frye.

Mrs. John Hawkins of Summer-

field, visited with Mrs. Carl Frye, Saturday afternoon.

Foster Bell has moved to the Westway community with the Allman family.

### Adrian News

(18 miles north, 9 miles west)

BY MRS. ALLAN BELL  
Sunday School was well attended last Sunday, with 68 present, and a collection of \$10.60. No preaching.

Mrs. Johnny Zaring was over at Tucuman, for several days last week, with her aunt.

The Adrian football boys played the Maverick boys, Saturday afternoon, on Butler field. Adrian won. Mr. Leyl spent the week end with his wife and daughter, Mrs. Leyl is one of the teachers in the

Adrian school.

Mrs. Russell, Nora Jean, Mary Ruth, and Viola Phillips, went to the basket ball game at Vega, Friday night, and came over to the Bell ranch after the game and spent the night and the next day. Frank Watson is back with the Collier Motor Company, after an absence of three months in Oklahoma.

The Bridge Club will have its next meeting, Wednesday afternoon, at the home of Mrs. Bill Tolbert.

Mr. and Mrs. Woodrow Gilbreath of Cleo, spent the day with the Bells. Woodrow was a schoolmate of Robert Bell at Hereford, and College Station.

The Methodist Missionary Society will have a chicken dinner at the school house, Friday, December 10, at 6 o'clock. Everyone is invited. 35c a plate.

### Gifts for FATHER! OR GRAN-DAD

#### PAJAMAS



Rich silk and rayon weaves, cleverly tailored for comfort and wear. In several price ranges!

\$2 \$3.50 & \$6

#### JACKETS

In both wool and leather. The finest jackets you've ever seen, made into well fitting, smart looking and super warm jackets!



#### GLOVES



A nice gift, in either silk-lined, wool-lined or unlined. Gloves are truly a gift of distinction!

\$1.25 & \$3.00

#### BELTS

Strong leather belts, in several different widths and sizes.

50¢ \$1.00 \$1.50 & \$2.00



A luxury gift of genuine appeal for that Christmas package! Pure silk lounge robe, with harmonizing satin cuffs and lapels!

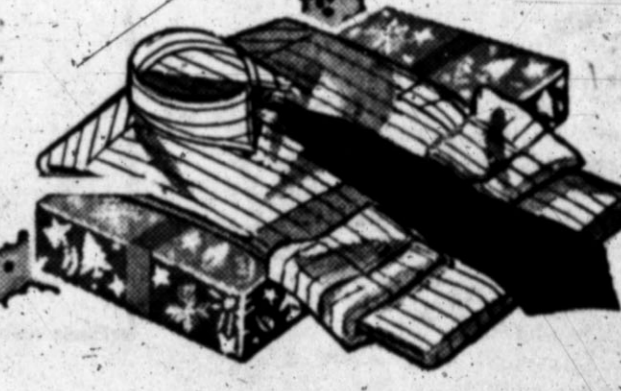
\$7 - \$10 - \$11 - \$15

Smartly styled Wilson Brothers Shirts in every fabric—stripes, new colors, checks.

\$1.65 - \$2.00 - \$2.50

Bright new Christmas Hosiery—the favorite of the season. Stripes, checks, solids and new novelty patterns. A traditional gift.

50c & \$1.00



### FORTUNE SHOES

A Gift Of Style . . . Value



This is the gift every man should buy for himself. Fortune Shoes are offered in many styles at this low price of ALL STYLES . . . \$4

#### SOCKS



Fine hose, in solid and fancy colors, all are distinctive with brand new and striking designs.

25¢ 35¢ 50¢

### Top Coat

Packed With Warmth, Style Value

Here's another gift to yourself that will pay you rich dividends in real warmth and comfort. See our selection of these fine topcoats.

#### Men's HATS

Our hats are just heavy enough in weight—in the right shape in new winter shades. Add to that a price below ordinary and you have just the hat you want for the Christmas season.

\$2 - \$2.50 - \$3 - \$3.50 - \$3.95



#### Suspenders

A man can always use an extra pair of suspenders in his wardrobe. In nice Christmas packages.

50¢ PAIR

## Fox Cleaners & Hatters

GIFT BOXES For Every ARTICLE!

## THE MAN'S SHOP

CHRISTMAS Wrapping For Every GIFT!

HOMER FOX

PHONE 111

### Sufferers of STOMACH ULCERS HYPERACIDITY

#### DEFINITE RELIEF OR MONEY BACK

THE WILLARD TREATMENT has brought prompt, definite relief in thousands of cases of Stomach and Duodenal Ulcers, Gas, Hyperacidity, and other forms of Stomach Distress due to Excess Acid. SOLD ON 30 DAYS TRIAL. For complete information, send "Willard's Message" to Dr. Willard, 1234 Broadway, New York, N. Y. Ask for 100-30 CITY DRUG STORE

# Sensational New Ford V-8 Series Placed On Display Here

## Two Different Cars Included In New Series

### STANDARD AND DE LUXE MODELS MADE DIFFERENT THIS YEAR

The 1938 Ford V-Type, eight cylinder automobiles are now on display at the Hereford Motor Company, including the big, new De Luxe and the new Standard model. A complete line of all types and models will be shown in the next few days, according to Ernest Medkief, who said that drastic changes will be seen in the new series for 1938.

One is a newly-styled standard Ford line, in coupe, Tudor and Fordor body types, powered either with the 85 or the 60 horsepower V-8 engine. The standard cars are designed to meet requirements of the many motor car owners, whose means dictate maximum economy in first cost, as well as in maintenance and operating costs.

The other is a newly-designed de luxe line for owners who desire additional style and appointments. Powered only with the 85 horsepower V-8 engine, the de luxe includes eight body types, the coupe, Tudor and Fordor sedans, as well as the club coupe, convertible cabriolet and club cabriolet, convertible sedan and the phaeton.

The two lines of cars have the same improved V-8 chassis, but their styling is distinctly different.

The de luxe cars are larger in appearance. The hood has been lengthened. Its nearly vertical front is carried in a "V" well down into the radiator grille, with fami-



TWO distinct lines of Ford V-8 cars are now being displayed in dealer showrooms. One is a newly-styled standard Ford line in three body types, the other a de luxe Ford line in eight body types. The de luxe sedan is pictured above. The de luxe sedans are larger in appearance, with longer hood and sweeping lines. The de luxe cars are powered with the 85 horsepower V-8 engine, the standard cars with either the 85 or the 60 horsepower engines. Newly-styled interiors are pictured at right. New instrument panel has instrument group in front of driver, grille for radio speaker installation in center, flanked by engine controls and cigar lighter, and glove compartment at right. In the de luxe cars, the compartment locks, and a clock is recessed in the compartment door.



A headlight beam control is fitted on the toe-board, a tell-tale light on instrument panel indicates whether the headlight beams are raised or depressed.

lar V-8 emblem at the tip of the "V." Horizontal lines of the grille bars and the louvres are echoed in a bright rustless steel band which is carried along the belt to the rear.

The new standard line cars also present a larger appearance, with

a newly-designed front end, grille, hood and fenders. The front end is formed in a "V," with the horizontal grille bars extending unbroken along the hoodside to form the louvres.

Fenders in both cars are massive, formed lower to provide more com-

plete coverage of the running gear and extending farther back. Headlamps are again recessed in front fender aprons, new type tall lamps in the tips of rear fenders.

Interiors of the two cars are roomy and attractive, styled in keeping with the exteriors. The de-

luxe sedan interiors are larger. A new instrument panel adds measurably to the beauty of the front compartment. The panel of the de luxe line cars is walnut grain finish, that of the standard line cars in mahogany finish.

Instruments are arranged in two groups directly in front of the driver. In the middle of the panel is a grille, for radio speaker installation when specified. At the right is a glove compartment. In de luxe cars a lock is provided for the compartment and a clock is recessed in the compartment door.

Instruments in both cars are lighted by improved fringe illumination, designed to provide safer lighting for night driving. Interior lights are located on the right and left pillars of the sedans and over the rear windows of coupes.

Steering wheels of the de luxe cars are of flexible multiple steel spoke type, with hubs of rich brown bakelized material and rims of lighter contrasting color. Standard car steering wheels are of three-spoke type, finished in beige. The upper spokes are widely spaced to give the driver unobscured view of the instrument dials.

Night driving safety is also increased by addition of a headlamp beam control on the toe-board of both lines. The control is operated by the foot. A tell-tale light on the instrument panel indicates the

position of the beams, whether high or depressed.

Both front and rear seats are wide enough for three persons. Seat cushions and backs are finished in piping and pillow treatment. In the de luxe cars the finish is set off with rows of ornamental buttons. Ash trays are recessed in rear seat arm rests of the de luxe closed sedans.

Light taupe mohair or broadcloth is optional in the closed de luxe cars, tan hand buffed antique finish genuine leather or taupe bedford cord in the convertibles and tan leather in the phaeton. The seat cushion and back of the rumble seat in the convertible cabriolet is finished in artificial leather.

In the standard line, mohair and broadcloth are optional in cars equipped with the 85 horsepower engine. The mohair is available only on special order in the 60 horsepower cars.

The driver seats of all cars except the phaeton are adjustable and the amount of adjustment has been increased.

One of the unusual new features is the front seat of Tudor sedans. The seat cushion is full width. Seat backs are divided, each being hinged diagonally so as to swing inward as it is tipped forward. This provides a wide passageway on either side for entrance to the

rear compartment.

Bodies of both cars are all steel. There is no metal-to-metal contact between body and frame, the result of thorough use of insulation. Safety glass is used throughout in windshield, doors and windows.

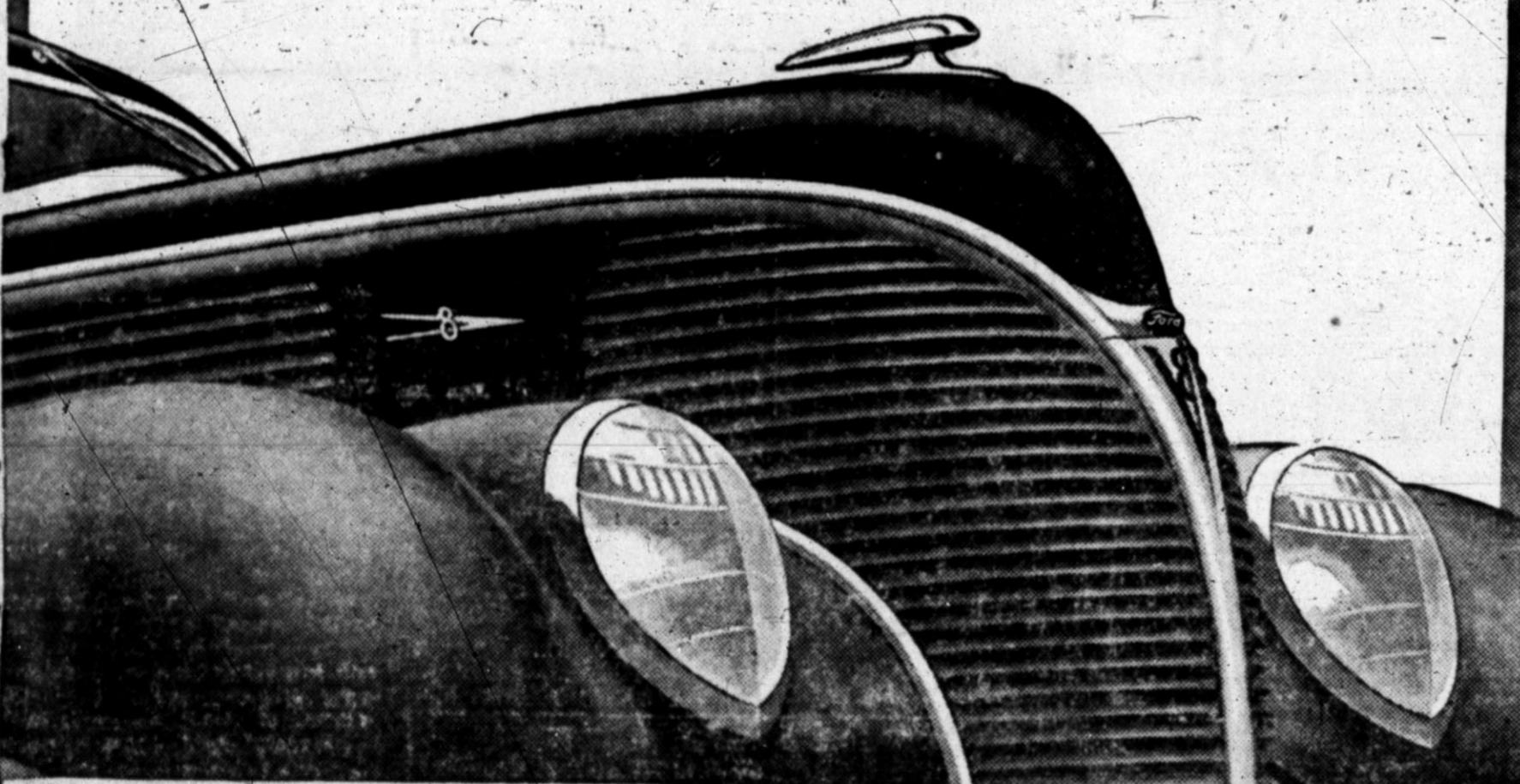
The luggage compartments in all cars is closed off by a wall from the passenger space, and locked with a separate key. The compartment door hinges are concealed, the doors opening from the bottom.

A new feature of the rear deck design is a combination handle, license bracket and light, formed in the shape of an airplane propeller hub. Spare wheel and tire are carried in all compartments except in the convertible cabriolet. In this type, because of the rumble seat, the extra wheel and tire are mounted back of the seat.

The V-8 112-inch wheelbase chassis has been improved. Its features include "centerpoise" construction, rubber-cushioned engine, easy steering, softer springs, improved cable-controlled brakes, semi-centrifugal clutch, full torque tube drive and straddle-mounted rear axle driving pinion.

Refinements in the V-8 engines to provide better performance, particularly at lower car speeds, and brake improvements increase the ease of control by the driver. Riding is made more comfortable by the improved springs.

## Announcing TWO NEW FORD V-8 CARS FOR 1938



### THE DE LUXE 85 HORSEPOWER



DE LUXE FORD V-8... 112" wheelbase; 85-horsepower engine; Improved Easy-Action Safety Brakes; Center-Poise Ride; All-steel body; Mohair or Broadcloth upholstery; Walnut-finished trim; Twin horns, tail lights, sun visors; Clock; 6.00" black tires, white side-scalls are extra; 8 body types; 6 colors.

### THE STANDARD 60 OR 85 HORSEPOWER



STANDARD FORD V-8... 112" wheelbase; 85 or 60 horsepower engine; Improved Easy-Action Safety Brakes; Center-Poise Ride; All-steel body; Broadcloth or Mohair upholstery, Mohair extra in "60"; Mahogany-finished trim; One tail light, sun visor; Twin horns; 3 body types; 3 colors.

FORD offers two new cars for 1938—the Standard Ford V-8 and the De Luxe Ford V-8. They are different in appearance—but built to the same high standard of mechanical excellence—on the same chassis.

Because people liked our 1937 car so well, they bought more than of any other make. They liked its looks, its smooth performance, and the way it handled. We have improved on that car in the newly styled Standard Ford V-8.

But some folks wanted still more size and style, with the same Ford advantages. For them, we designed a new De Luxe line. The De Luxe Ford V-8 Sedans are longer with more room, larger luggage space, and finer appointments all around.

De Luxe cars are equipped with the 85-horsepower engine only.

The Standard is even lower priced than the De Luxe. It has graceful new lines and well-tailored interiors—with a choice of engine sizes—85 or 60 horsepower.

Before Ford made V-type 8-cylinder engines available to every one, they were used only in expensive cars. Since then, four million Ford owners have learned the genuine enjoyment of driving an eight-cylinder car with all-around economy. The thrifty "60" engine, especially, makes possible in Standard models a very low first cost and equally low operating cost.

With two distinct designs, two engine sizes and two price ranges, you'll find a 1938 Ford car to fit your needs exactly.

### PRICES FOR CARS DELIVERED IN DETROIT—TAXES EXTRA

Standard Ford V-8 (60 hp.)—Coupe, \$599; Tudor, \$644; Fordor, \$689. Standard Ford V-8 (85 hp.)—Coupe, \$629; Tudor, \$669; Fordor, \$714. De Luxe Ford V-8 (85 hp. only)—Coupe, \$689; Tudor, \$729; Fordor, \$774; Convertible Coupe, \$774; Club Coupe, \$749; Convertible Club Coupe, \$804; Phaeton, \$824; Convertible Sedan, \$904.

Standard and De Luxe cars equipped with bumpers, bumper guards, spare wheel, tire, tube, tire lock and band, cigar lighter, twin horns, and headlight beam indicator on instrument panel, at no extra charge.

In addition, De Luxe cars are equipped with extra tail light, windshield wiper, sun visor; also de luxe steering wheel, glove compartment lock, clock, and chrome wheel bands, at no extra charge.



Even Santa isn't satisfied with his reindeer

# Since the New FORDS

De Luxe 85 HP V-8 Standard 60 HP

CAME TO TOWN

Have YOU Seen the New Ford V-8 for '38? What could be a better Christmas Present for the entire family? There is nothing that could be better than a new car—and after you see the new Fords you'll know right then that it is the car for you... Bigger and more Roomy... Beautiful streamlined body... your choice of two sizes... but just come by and see the new V-8 on display in our show rooms... ride in it and convince yourself.

See The New

# FORDS

On Display

# NOW

— at the —

## Hereford Motor Co.

ERNEST MEDKIEF

Service

Sales

### "Wife, Doctor And Nurse" To Show At Star

"Drama with a twinkle in its eye and a catch in its heart," is the description given "Wife, Doctor and Nurse," which opens at the Star Theatre with a midnight pre-views, Saturday and shows through Sunday and Monday.

The film stars Loretta Young, Warner Baxter and Virginia Bruce and climaxes production of wise and witty pictures in its line; a few tears and plenty of laughs round out the plot of the film to leave it in a class by itself.

### Wyche Items

(1 1/2 miles south, 5 miles east)

MRS. R. C. VALENTINE

The Wyche Club met at the home of Mrs. Ira Ott, Thursday. The afternoon was spent sewing. Refreshments of coffee, cake and cookies were served to Meses. Roy Wilhelm, F. D. Ferguson; Charlie Wilhelm, Albert Thiele Hawkins, John Laeb, Joe Hoffman, Fred Henry, Clyde Bandy, Grace Robertson, Lucille Olson, H. B. Elliston, N. G. Elliston, Misses. Lucille Hoffman, Edna Hoffman, Maggie Coombs, and the hostess.

The next club meeting will be in the home of Mrs. Roy Wilhelm, December 16, A Christmas program is planned for that time. Each one who attends is to bring a present, which will be put on the Christmas tree.

John Lueb is visiting his brother, Pete, in Carlsbad.

We have been notified that Rev. Robert Gilpin will return as pastor here, in spite of the fact that he has been assigned also to the Dimmitt Circuit. He will preach here in the afternoons instead of in the mornings as he has in the past, and Sunday School on that Sunday will be changed to afternoon also. However, it has not been announced as yet which Sunday will be his regular day, here.

Mr. and Mrs. George Robertson

spent Wednesday shopping in Amarillo.

Ramie Elliston is hauling feed from Big Springs, this week.

D. R. Carmichael is putting down an irrigation well on his farm just west of the school house.

Mayor C. J. Paddock is having a house built on his farm east of the school house. The frame work for the house has already been completed. The house will contain four rooms when completed and will be occupied by the F. D. Ferguson family.

Josephine and Tony Hoffman spent several days in the John Lueb home, last week.

Mr. and Mrs. Bernice D. Fortner of Arney, spent Sunday evening in the home of her parents, Mr. and Mrs. R. W. Elliston.

H. B. Elliston and family, and R. W. Elliston and family, are attending church in Hereford each night this week, during their special week of prayer.

Leo Wolf of Jacksborough visited in the community last week. Mr. Wolf was formerly a resident here.

The Hewitts are the proud owners of a new car.

Mr. and Mrs. Andrew Gilliam spent Sunday visiting in Amarillo, with relatives.

Mr. Cogsdell was in the community last week getting the right-of-way signed for the REA lines.

Mr. Thiele is on the sick list this week.

Jackie Rose visited in this community, Wednesday.

Ervin and Victor Elliston of Logan, N. M., spent Saturday night and Sunday in the N. G. Elliston home.

N. G. Elliston took a load of cattle to the sale in Amarillo, Monday.

Lucille Hoffman returned to Berger, Friday, after spending the holidays in the Joe Hoffman home. Miss Hoffman is employed in Berger.

Miss Louise McClure spent the week end with friends in Amarillo.

Mr. and Mrs. Dock Roberson visited in the Walk Bradley home in Hereford, Tuesday.

Mr. and Mrs. Albert Thiele and Mr. and Mrs. Bandy visited in the Fred Henry home, Sunday night.

Mr. and Mrs. Carni of Amarillo, are visiting in the John Paetzold

home.

Mr. and Mrs. Bob Edwards and family and Paul and Bees Hagar of Hereford, visited in the A. E. Edwards home, Sunday.

Mr. and Mrs. C. E. Rea and family, visited in the Arnold home, Sunday.

The pupils in the primary room who are on this week's honor roll, are Weldon Robertson, Marion Mitchell and Wilma Roberson.

The pupils riding in new cars, as a reward for excellent reading this week are Kenneth Rea and Geraldine Henry.

The annual community Christmas tree will be hed at the school house, the night of December 16. The pupils of this school will furnish entertainment for the evening. Sacks of candy, nuts and fruit will be passed to all present. Everyone is invited to put presents on the tree in any way you wish.

Mr. and Mrs. C. J. Paddock of Hereford, called in the F. D. Ferguson home, last week.

C. E. Rea is employed at the John Arnold farm this week. He is helping stack.

Ina Mae Hewitt spent the week end in Berger, with her sister.

The pupils of the fifth, sixth and seventh grades have been having a contest in English. Group number two won this week, and were entertained Tuesday, by group number one. Candy and apples were served.

Those on the honor roll in the higher grades this week, were: Bernice Elliston, Douglas Walker, Starlin Mitchell, Vera Rea and Betty Lea Valentine.

E. C. Hewitt and family were in Amarillo, Saturday.

N. G. Elliston and family, the Wilhelms, Joe Hoffman and family, John Lueb and family, the Reinhardt and John Paetzold and family, attended Mission at St. Anthony's Church several nights the past week.

Mrs. Evans, mother of Mrs. E. W. Whitley, has been confined to her bed the past several days.

Ray Singleberry was in this community last week.

Office supplies, typing paper, and typewriters for sale at The Brand office.

### Dawn Items

BY MRS. JESS CALDWELL (13 miles east)

Mr. and Mrs. W. P. Caraway returned home from Ranger, Monday, where they have been visiting the past couple of weeks.

Mr. and Mrs. W. J. Stewart were Amarillo shoppers, Wednesday.

Mr. and Mrs. Harry Scown and daughter, Ruth, of Berger, and Mr. and Mrs. Otto Samuelson and daughter of Canyon, called in the Jess Caldwell home, Saturday night.

Miss Edra Enderwood and sister left Monday for Los Angeles, after spending several weeks here. They were called here by the serious illness of their mother, Mrs. R. Y. Underwood.

Mrs. Underwood, who has been in the Hospital at Hereford for the past two weeks, was brought home, Thursday morning. Her many friends are glad to hear she is getting along nicely.

Mr. and Mrs. Johnnie Womble were in Amarillo, Wednesday.

A large crowd enjoyed the social meeting at the school house, Friday night.

Mrs. Jess Caldwell and daughter, visited relatives in Canyon, Thursday.

Mr. L. A. Smith and family, made a business trip to Amarillo, Monday.

School is progressing nicely. Teachers and pupils will begin work on a Christmas program the following week.

Honor Race for Dawn pupils will be out next week. A longer roll is anticipated.

Dawn basket ball boys were defeated in a match game at Wildorado by the Wildorado team, Thursday evening.

Both boys and girls basket ball teams are scheduled to play Wednesday at the Canyon Training school gymnasium this week.

H. E. Barns made a business trip to Amarillo, Saturday.

Miss Eula Margaret Townsend spent the week end with friends

in Canyon.

The Happy-Go-Lucky Club met, Friday evening. A very enjoyable program was rendered. Melvin May and Eugenia Kuhles were re-installed as president and secretary, respectively.

Mrs. C. C. Gammill was on the sick list, Sunday.

Mr. and Mrs. Clifford Stewart visited the latter part of the week with Mrs. Stewart's sister, Mrs. O. D. Williams and family in Amarillo.

Aubrey Wimberly and family were in Amarillo, Saturday.

No moisture fell in this region the past week, in spite of the good indications. Wheat is doing no good, only on irrigated farms. Much of the wheat land is still unown.

Mrs. Herschel Miller is improving in the Hereford Hospital, but is still unable to return home.

**THE METHODIST CHURCH**

Sunday School 9:45

Hubert R. Freeman, Supt.

"A Welcome For All"

Preaching services—morning, at 10:55; evening, at 7:15.

Young people meet a 6:30 p. m.

The gracious welcome extended us;

The Hopes expressed for good work;

The interest manifest in church members to do our best.

Come along wither here is work for all.

M. M. BEAVERS, Pastor

**Power Project**

(Continued from Page 1, Sec. 2)

fever heat; where it cost \$2 for a plate of ham and eggs, and slept one night in a barber chair, but never have I seen such genuine enthusiasm as is now evidenced in Deaf Smith and Castro Counties over the coming of central-station electricity.

The business men, in addition to

the farmers, are behind the project 100 percent. Land values are actually soaring, not in the sense of an oil boom, but actually soaring, nevertheless.

Before the REA project was thought of, farm land was a drug on the market. Today people from the outside are bidding from \$30 to \$50 an acre for lands to be served by our project. With the prospect of greatly increased agricultural yields in prospect, canneries are planning establishments in our territory. I have had a correspondence with a Colorado company relative to building a sugar refinery in Deaf Smith County. This company has made it plain to me that it would not consider locating in our territory were it not for electricity being available. Already, with our lines going up, practically every businessman of Hereford reports increased business some directly or indirectly to the REA-financed project.

Many of the farmers are partial to cattle. In fact, the town of Hereford gained its name from the famous thoroughbred cattle. Sheep, hogs, and poultry, also have played a prominent part in our growth and progress. Wheat shipments in this area over a 10-year average compare favorably with any like area in the world. Other important crops are alfalfa and sorghum grain.

I want to give a few specific instances of what irrigation with electric power means to our farmers. W. R. Matthews is one of them. "Many wells have been abandoned," he says, "because costs for repairs were excessive. But with the coming of electricity, many new wells are being dug and the pumping equipment of old ones modernized. A good electric motor will last for 15 years or so and needs practically no upkeep. I know of no irrigation farmers who are not going to put in electric pumping systems just as soon as it becomes available."

Then there is the case of "Potato Joe" Balling who came to Deaf Smith County from Idaho and rented 15 acres subject to irriga-

tion. In Texas, we consider this amount of land merely a nice building lot. But "Potato Joe," with the aid of irrigation, did so well that he has bought an automobile, paid off his loan at the bank, and knowing that he will soon have electricity for pumping, leased 20 more acres. "I know potatoes and I am going to stay with them," he says. "But next spring I am going in for onions and lettuce, too. They can be very profitable if properly irrigated."

Bonnie Brumley has a little different idea. Don't ever raise a crop that you can't take to town in a milk bucket or on the hoof," he says. Brumley, in other words, prefers dairy farming. His farm is irrigated, but he is now getting new equipment with central-station electricity in prospect. By using irrigation, he raises feed for his cattle. From milk cows he has a nice income in the sale of butterfat, and he uses the skim milk to feed swine.

Alex Thompson, whose irrigated farm is 5 miles from Hereford, looks on irrigation as the best form of insurance. "By all means irrigate your crops," he told a recent newcomer to Hereford. "Water eliminates the possibility of failure. An irrigation farmer, however, should practice diversification above all other things and will likely find it profitable to round out his program with the feeding of livestock."

"I understand canning factories are coming to our community. That will be fine, as they will stimulate truck gardening which could become a very important factor on every man's irrigation farm."

Endless ranges and big roundups are past in the Panhandle. The day of haphazard farming is gone. Today farms are operated scientifically on the Plains. And in Deaf Smith County, when our lines are completely energized, I forecast that you will see some of the most prosperous farming land in this country, due, in the main, to the availability of electricity to supply all the power necessary to irrigate our fertile soil.

## STAR

THURSDAY - FRIDAY

### MORE-FUN

They lived on hot dogs and love. But, most of the time they had love, alone!



## TWO DAYS ONLY! STAR THEATRE and MONDAY

MIDNIGHT PREVUE SATURDAY

Sparkling . . . Delightful . . . Witty . . .

She wanted to be a modern wife . . . and yet? How much of her husband's time has a wife the right to demand?

**LORETTA YOUNG**  
**WARNER BAXTER**  
**VIRGINIA BRUCE**

**"WIFE, DOCTOR and NURSE"**

plus: "SUNDAY NIGHT at the TROCADERO"

also: Color Cartoon, "The LYIN' MOUSE" News

**TUESDAY**

**WEDNESDAY**

**LOST and FOUND**

One Lady Friend. Last seen in company of a certain blonde baby!

**"BLONDE TROUBLE"**

starring **ELEANORE WHITNEY** and **JOHNNY DOWNS**

plus: Travel Talk - Paraphrase

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