

Summerfield News

BY MRS. GUY WALSER

Take Produce to Carl's Gro. if Mr. and Mrs. Jim Clark and Miss Mary Lee Curry motored to Amarillo Monday.

Mr. and Mrs. Jinks Bellar and family of Muleshoe spent the week end with Mr. and Mrs. Perry McHinn.

Mr. and Mrs. B. E. Roberson and at Nell were in Amarillo Saturday to see the ball game.

Mr. and Mrs. Ben Wilhelm were marillo visitors last Wednesday.

Mr. and Mrs. Emmett Blake of Progressive were guests of Mr. and Mrs. A. J. Blakemore Wednesday.

C. B. Thomas, driver of one of the school buses, took the Hereford band to Shamrock Friday.

Mr. and Mrs. Frank Crawford and a sister of Mr. Crawford's, Bethel, spent Sunday with Mr. and Mrs. N. P. Sikos.

C. B. Thomas, Viva Mae and Shirley Thomas, B. A. Atchley, Helen, Christine and Ruth Atchley were in Amarillo Saturday.

W. M. met Friday in an all day session at the church to observe the Lottie Moon Christmas program. A covered dish luncheon was enjoyed by Misses. Walter

Rural School News

To Hold Basketball Tournament.

At the last meeting of the Deaf Smith County Teachers' Association, it was decided the rural school would hold their annual basketball tournament the latter part of January. There will be four divisions; seniors boys, senior girls, junior boys and junior girls. Judge Humble is giving a pennant to the winner of each division.

Individual medals will be given to the best all around player and to the best sport in the tournament. A committee will be appointed to pick an all-star team in each division. Most of the schools have their teams at work in preparation for one of the most important athletic events of the rural schools.

WYCHE

The Hereford school has three new students attending from the Wyche school. They are Helen Cross, fourth grade; Alta Cross, fifth grade, and Willie Cross, in the sixth grade.

WESTWAY

Led by the sharpshooting of Gore-Joiner & Co., the Westway senior quintet defeated the Progressive five in a one-sided affair, 38 to 8. Getting a slow start in the early part of the game, the boys struck their stride at the beginning of the second quarter, quickly taking a substantial lead and constantly increasing it until the score keeper's whistle ended the game. The defensive work of

Hyde and Tedford proved disastrous for the opponents. Little showed up well at center. Captain Hartman was out with a sprained ankle.

Honor roll for the third month: High school, Wanda Downs; in the grades: Roy Landers, Bob Gilliland, Roger Hartman, Vesta Mae Landers, Dhane Vaughn, Ray Whitesides, Evalena Otts, Kathryn Vaughn, Mildred Roe and Lanelle Whiteside.

Don't forget to see the high school play this Friday night, December 14. This play is being put on by the boys and girls and they are sparing nothing in order to give a good show. "The Wild Oats Boy," Friday night, December 14, at 7:30.

FAIRVIEW

As a project in grammar and means of developing literary ability, pupils have begun work on year books. Each student is to contribute any interesting event that happens at the school. Certain articles, selected by student editors, will be placed in a special book made up of choice items.

The honor roll for the third month includes Lenard Smith and Billie Price.

A book club, sponsored by the seventh grade, but open to all the other grades, has been organized. The purpose is to motivate interest in grade reading and train students in parliamentary procedure. Officers are R. D. Smith, president; Byron Campbell, vice president; Rosa Lee Deaver, secretary.

Black

BY MISS NOBLE McLEAN

Take Produce to Carl's Gro. if Ben Galloway of Floydada is visiting friends and relatives in this community.

Mrs. Verner Melugin left for Ector Friday to visit her parents during the holidays.

Mr. and Mrs. Jim Black were Amarillo visitors Saturday.

Mr. and Mrs. Jim Bookout returned to their home at Hartley Saturday afternoon after a visit with her parents, Mr. and Mrs. A. C. Hays.

Mrs. Mary D. Ray attended the week of prayer meetings at Hereford on Thursday, and Friday at Summerfield. She was accompanied by Mrs. Abbott, a missionary, from Texico.

Mr. and Mrs. Horace Sides and little son and baby sister, Virginia Joe McLean of Lubbock were week end visitors in the McLean home.

Mrs. W. L. Johnson was hostess to Black social club at her home in Hereford last Thursday. A good dinner was served to 12 members and two visitors. After a business session they attended the show. Mrs. Johnson was assisted by her two daughters, Mrs. Lillian and Lena Lookingbill and

a neighbor, Mrs. Hopper. The next club meeting will be with Mrs. H. L. McLean December 18.

Miss Geneva Deaton left Saturday night for Brownwood where she has been in college since September.

H. L. McLean, R. E. Barnett and Jess Hinds were Farwell visitors Saturday.

Ervan Kimmins was a business visitor in Amarillo Saturday.

The Rev. Mr. Sheppard will preach at Black next Sunday afternoon at 3 o'clock. Everybody is invited.

Mr. and Mrs. Cecil Vandiver have moved south of Black about two miles.

Mrs. T. L. Welch has returned from a visit in Wichita Falls, Childress and Canadian.

E. R. New of Friona was a business visitor at Black Monday.

We will have a car of Calumet Chief Coal on the track at Summerfield Monday, December 17. Best prices. B & M Store. 1p

Ford Doings
MRS. H. M. BENSON

Mrs. Arlie Dean, Jack and Louise of Dean community spent Sunday afternoon with Mr. and Mrs. John Whitsett.

Mr. and Mrs. Denson Hill and children spent Thanksgiving with Mrs. Hill's parents at Summerfield.

Members of Ford Sunday school were delighted to have Superintendent W. M. Stewart and Melvina, who have been absent several weeks, again present.

Among the Sunday school visitors were Mr. and Mrs. Kempsey and children.

Rev. Boyd, Methodist, did not fill his appointment here Sunday afternoon.

Mrs. J. L. Hight received a message from Dallas that her sister had died and funeral services were to be conducted there Monday.

Mr. and Mrs. V. T. Glenn were visitors in the Webster home last Sunday.

Edgar Skypala of Westway took dinner with Henry and Walter Kaper at Ford Sunday.

Mrs. Bernhardt was a Hereford visitor last Friday.

The County Federation of Clubs was to meet Tuesday at the Presbyterian church at Hereford. A covered dish lunch was to be served at noon and all members were invited to attend.

Mrs. M. J. Parks and Mrs. H. Benson and Mary Lucille spent a very pleasant day in the Webster home last Tuesday, when beef canning was the object of the day.

Miss Nancy Ann Garrett suffered an attack of appendicitis last Wednesday night and was brought home from Hereford Thursday. She was able to resume her school work Monday.

Messrs. and Mmes. T. R. Langley and H. M. Benson, Mary Lucille, and Mrs. M. J. Parks were shopping in Hereford Monday.

An improvement in Ford school building last Sunday was freshly oiled floors. This week the men are building a brick walk.

FOR JOB WORK, TRY THE BRAND

ESTRAY NOTICE

Taken up February 11, 1933, at the farm of the undersigned, living about 20 miles north from the Town of Hereford, in the County of Deaf Smith, the following described animal, known to be Estray, viz: One black mare, white spot across hip, stocking legged. If not legally proven by the owner thereof within TWENTY DAYS from the date hereof I will proceed to Estray the same in accordance with law.

BOB ORR, Taker Up.
Hereford, Texas, this 20th day of November, 1934. 47-3p

BUSINESS AND PROFESSIONAL DIRECTORY

ABSTRACTS

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

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

INSURANCE

JNO. H. PATTON
PHONE 50

CHIROPRACTOR

DR. J. W. HENDRIX
Chiropractor and Masseuse

100 B Street—Just North of Mother's Park
Phone 341 for Appointments

LUNCHES

THE CHOCOLATE SHOP
Plate Lunches Sandwiches

Cold Drinks, Candies Magazines.

CLEANERS

WEST TAILOR SHOP

MRS. O. F. WEST, Proprietor

Clothes Called for and Delivered.
Phone 385

OPTOMETRIST

F. M. KESTER
Registered Optometrist

A thorough examination with the newest and most modern instruments and equipment.
316-B Main Street.

PHYSICIANS

DR. T. L. MORGAN
Physician and Surgeon

Above Corner Drug Store
Office Phone 462
Residence Phone 463

DON'T
Neglect Your Eyes

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

PRINTING

THE HEREFORD BRAND
For
JOB PRINTING
and
OFFICE SUPPLIES

ELECTRICAL

GEO. S. McCONNELL
Electrical Contractor

Refrigerators Repaired, Factory trained service man.
Phone 750-W



Have Your Entire Wardrobe Properly CLEANED For the Holidays

Now, before the big rush really gets started, is the time to prepare your clothing. We specialize in fine cleaning, pressing and repairing, whether it be suit, coat or the most delicate of party dresses. Let us help in the cleaning and pressing of your clothing.

WEST TAILOR SHOP
MRS. O. F. WEST

You don't have to burn "midnight oil" to appreciate the new

I. E. S. BETTER SIGHT LAMP



This tag marks the difference

Because some models of this new lamp look little different from ordinary lamps, this tag was



developed. It certifies that the Electrical Testing Laboratories, famous engineering organization in New York, has made exacting tests and found that the lamp bearing it conforms to the new sight-saving specifications. Let this tag guide you to the new lamp designed to save eyes.



The Sight Meter measures light. Under the Better Sight lamp it registers 20-30 footcandles—the right light for studying.

The I. E. S. Better Sight lamp was designed with one dominating purpose in mind: to make study or reading easier and less tiring for young and old.

To achieve this result, eyesight specialists and lighting engineers worked together, creating the specifications of a radically new lamp. How well they succeeded is indicated by the sponsorship given the I. E. S. Better Sight lamp by these authorities:

Specifications by: The Illuminating Engineering Society.
Certified by: The Electrical Testing Laboratories.
Endorsed for Lighting Effectiveness by: The Lighting Committee of the Edison Electric Institute, and the National Better Light-Better Sight Bureau.

Come in and see this I. E. S. Better Sight lamp. You will want one for every place where children study.

You Are Invited to Hereford
Thursday, December 20th

Good Will Day

WITH ANOTHER BIG FREE **STAR** THEATRE

SHOW AT THE

12:30 P. M. Until 2:00 P. M. 4:30 P. M. Until 6:00 P. M.

Good Will Bank Feature at 4:30 P. M.

You Must Be Present Be Sure To Be Here

TELL YOUR FRIENDS

Good Will Days Are Sponsored By Leading Hereford Merchants
Through the Hereford Chamber of Commerce

Texas Utilities Co.

SOCIETY

Coufal-Ross Nuptials Spoken

Miss Theresa Coufal of Fayetteville, Texas, and Frederick J. Ross, Jr., were married last Sunday evening at the home of Rev. and Mrs. F. J. Ross, parents of the groom. Reverend Ross performed the ceremony which was attended only by members of the groom's family.

The couple will leave Saturday for Fayetteville to spend the holidays, after which they will make their home in Hereford. The bride is the daughter of Mr. and Mrs. Frank Coufal of Fayetteville, and is a former student of Abilene Christian College, as is Mr. Ross. Reverend Ross became minister of the Church of Christ last Summer, moving his family here in September from Abilene. Young Ross plans to go into the ministry.

MRS REED HOSTESS TO BAND MOTHERS

Mrs. H. D. Reed was hostess to a meeting last Tuesday of the High School Band Mothers. Sixteen members were present. A saxophone solo by Helen Frances Streu was enjoyed.

The organization plans to stage monthly benefit programs to raise funds for needed band equipment. The first will be a basketball game next Monday night.

Miss Irene Williams Is Wed In Austin

Miss Irene Williams, daughter of Mrs. E. J. Williams, was married yesterday in Austin to Floyd Sweet, insurance man of Fort Worth. They will make their home in Fort Worth.

Miss Williams is well known in Hereford. She has been an accountant in the State Highway Department at Austin for the past several years.

Miss Edna Lee Williams of Dallas, a sister of the bride, attended the wedding. She was here last week visiting their mother and rushed back to Austin for the wedding after a short visit with relatives in Fort Sumner, New Mexico.

WANDA LEE BAYLISS OBSERVES BIRTHDAY

Little Miss Wanda Lee Bayliss celebrated her fourth birthday last Thursday afternoon at the home of her aunt, Bonnie Lee Wilson. Refreshments of cake, fruit salad, hot chocolate and popcorn balls were served to Mary Louise Jennings, Joyce Marie Taylor, Pete Davis, Betty Jean Williamson, Ruben Taylor, Ralph Fullwood, Dorthen Williamson, Imogene Walker, Jo Ann Walser, Wanda Lee and Dolores Ann.

Indoor games were played. Each guest brought a little gift and put it under a decorated Christmas tree and little Ralph Fullwood stood under a big white Christmas bell and sang happy birthday.

County Federation Meets Tuesday

More than 60 members of the county's federation of Women's Clubs attended the meeting Tuesday at the Presbyterian church. The Bay View and Summerfield clubs acted as hostesses.

A covered dish luncheon was enjoyed at noon. Mrs. Alex O. Thompson, president of the county federation, presided.

The Music Study Club with Mrs.

H. L. Broadwell as chairman, gave a musical program with Misses A. C. Hales, B. M. Wiltshire, Glen Snyder, Wiley Roberson, A. C. Thompson, C. H. Dyar, G. A. F. Parker, C. C. Ferguson, Ray Conaway, J. B. Jones, C. R. Smith, H. H. Hawkins and Miss Mattie Mae Swisher in instrumental and vocal numbers.

Mrs. Thompson gave a report of the State Federation meeting at Austin recently.

Jack Wayland was in Amarillo Saturday on business.

Attend Agricultural Meet.

Mrs. Bess Turrentine, Troy Womble and Joe Green, farmers of this community, attended the three-day meet at Dallas of the Texas Agricultural Conference last week.

All three of them were furnished free transportation to the conference by the Fort Worth & Denver Railroad. Railroads of Texas provided 1,350 free tickets to the conference which was attended by more than twice that many farmers.

BLACK AD OFF BACK PAGE AFTER 20 YEARS

Back around 1903 E. B. Black Co. put their first advertisement in the Hereford Brand. The firm has not missed an issue since that time.

For the past 20 years Black's ad has always been on the back page. Today it is not, due to unavoidable circumstances. Because of Christmas Mr. Black needed a larger space and, it happened the back-page was already made up

with ads of such size that Black's had to be moved.

Mr. Black was reluctant to give permission to move his advertising, but neither he nor the Brand possessed a page stretcher, so it had to be moved to an inside page.

JUNIOR AND SENIOR BAND MOTHERS MEET ON COURT

Not even the oldest inhabitant can remember a spectacle such as will take place next Monday night

on the court at the high school gym when the High School Band Mothers meet the Junior Band Mothers in a basketball game. It will start at 7:30, and because they need funds to buy equipment for an ever-increasing band, there will be an admission charge of 10 and 20 cents.

The girls have been practicing and they claim they will put on a real exhibition. "Back in 1916 we were champions and we have lost none of our ability," declared Mrs. H. D. Reed.

Christmas BARGAIN PARADE

Gifts for the Family and Friends



NEW ARRIVALS IN DINNER AND PARTY DRESSES

In a beautiful selection, these semi-formal dresses are a truly outstanding Christmas value. In velvets, crepes, and taffeta trimmed. A good range of styles and colors.

\$6⁹⁵ to \$16⁹⁵

GIFT LINGERIE



Beautifully tailored and exquisitely lace trimmed. Gowns, pajamas and dance sets, in flesh, tea rose and blue. No gift could be more appreciated. You will find the prices on this beautiful lingerie most reasonable.



FINAL CLEARANCE

ALL FALL AND WINTER HATS

Velvets, felts and a few metallics. Not a one reserved. A nice range of styles --- **98c - \$1⁴⁸**



DORSEY PUMPS

In red or black, good quality kid-leather in a full range of sizes. Solid leather soles. A pair of these would make an ideal gift.

\$1⁹⁸



Brown, Blue and Rose Felt HOUSE SHOES

With leather soles and low heels, a good range of sizes—an ideal gift for the older lady

\$1⁴⁸

HOUSE FROCKS

Nice range of styles and colors in **\$1.00** all sizes. In two price groups and **\$1.69**

Children's and Misses HOUSE SHOES

In a nice assortment of colors. **69c - 89c** Sizes 2 to 5. A real gift suggestion at these low prices.

Beautiful White SATIN MULES

For the bride or for the tressou nothing could be more ideal as a gift. **\$1.98**



No Finer Gift than a GAS Refrigerator!

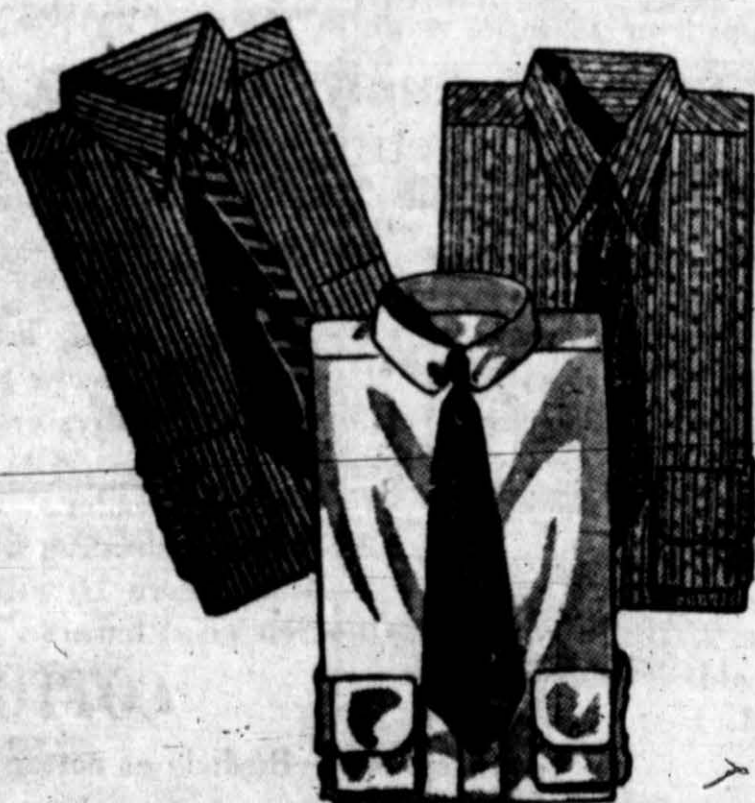
If your home still lacks the joy of modern refrigeration, someone near and dear to you can be made very happy this Christmas. A Gas Refrigerator will not only solve one of her greatest kitchen problems, but will thrill every member of the family with the better quality and variety of foods it will make possible.

The new Air-Cooled Gas Refrigerator is the last word in automatic refrigeration. Operating entirely without moving parts, it is permanently noiseless and trouble-free. And it costs less to operate than any other type of refrigerator! The food savings alone will make it the best investment you ever made.

Go in, or call, today, your nearest Electrolux Gas Refrigerator dealer.

Note: Gas Appliances are eligible for modernization loans under the National Housing Act.

West Texas Gas Co.



Men's Fine Quality Broadcloth DRESS SHIRTS

Men, here is your opportunity to stock up on real first quality seven button front, fast color-dress shirts. Solid and colored fast color broadcloth.

98c - \$1⁴⁸



Genuine Irish Linen Hand Turned Edges! Will Make Excellent Gifts!

25c EACH

Men's Heavy Suede Leather JACKETS

Zipper and button styles. Good heavy leather and best construction. **\$4.98**

Boys' Black Elk SCHOOL SHOES

With solid leather soles and the very best of materials and construction throughout. A most useful gift suggestion, only **\$1.98**



Beautiful New TIES

We have a large selection of these ties. They will make excellent gifts and are most reasonably priced at only

48c - 98c

JUSTIN LEATHER GOODS Billfolds, key rings, cigarette cases. These will make most attractive gifts.



Men's Fine Calf Skin OXFORDS

Best construction, all leather, wing tipped oxfords. In three attractive price groups. Full range of sizes.

\$2.48 \$2.98 \$3.98

Sproawls & Cronin Co.

Dimmitt News

MRS. BUCK WOOD

Mrs. Curtis Tate and little daughter are visiting her parents in Clei, Oklahoma.
 Mr. and Mrs. Geo. Wiley of Summerfield were transacting business in Dimmitt Wednesday.
 Mmes. Ray Cowser and Raymond Wilson were Hereford visitors Tuesday.
 Mrs. Lee Christopher and Mrs. Hubert McEntire and little daughter of Amarillo spent Thursday with Mrs. Rayford Ricketts.
 Mr. and Mrs. I. B. Brooks of Hereford visited friends here last Sunday.
 Mr. and Mrs. Andrew Murphy of Muleshoe spent Sunday with Mr. and Mrs. Chas. Hastings.
 Mrs. Marsh Collins and little son spent several days last week with relatives in Lockney.
 Mrs. Will Wright, Mrs. R. B. Boren, Mr. and Mrs. Geo. Key and little son spent the week end in Lubbock. They attended the wedding of Miss Virginia Johnson.
 Mr. and Mrs. True Burson and family and Mrs. John Burson of Silverton visited Mr. and Mrs. Carroll Gunter Sunday.
 Mr. and Mrs. Andrew Elder spent the week end in Lubbock with her parents.
 Jack Crump of Mobeetle was in Dimmitt Sunday.
 Mr. and Mrs. Raymond Wilson were in Tulla Thursday night.
 Mr. and Mrs. Jim Maynard and children were shopping in Hereford Saturday.
 The following attended the American Legion Convention at Clarendon last week end: Tom Bice,

Cecil Montgomery, Edgar Ramey, and Mutt Cane.
 Mrs. Cecil Montgomery spent the week end with Mrs. Billy Huddall at Amarillo.
 Mrs. R. C. Shuford, Mrs. Tom Bice and daughter, Mrs. Edgar Ramey and Miss Link attended the show in Hereford Sunday.
 Mr. and Mrs. Leland Lee and little daughter spent Sunday with his mother in Hereford.
 Mrs. M. C. Cane spent the week end with friends in Canyon.
 Mr. and Mrs. Rayford Ricketts visited relatives in Hereford Sunday.
 Mr. and Mrs. Meade Halle spent the week end with relatives in Clarendon.
 Mmes. Wayne Thomas, Tom Tate, Joe Hastings, J. R. Hastings, Etta Brashears, Ray London, Carlos Reynolds, Sid Huckabay, Joe Golehon and Rev. and Mrs. Joe Strothers attended the missionary Harvest Day program in Amarillo Wednesday.
 Mr. and Mrs. P. P. Robbs spent the week end in Lubbock and Lorenza.
 Mr. and Mrs. C. C. Burns were Amarillo visitors Saturday.
 Rev. and Mrs. Alfred Freeman and little son left Wednesday for their new home in Rotan. Miss Isola Andrews went with them.
 Mr. and Mrs. Chas. Pyles visited her parents in Happy Friday night.
 Mr. and Mrs. Ray Cowser entertained a few friends with a venison dinner Friday night. Enjoying this dinner were Messrs. and Mmes. Raymond Wilson, Buck Wood, L. G. Manning and the host and hostess.
 Glenn Yants of Shawnee, Oklahoma, is visiting relatives in Dimmitt.

Jumbo News

BY MRS. J. W. BERRY

Take Produce to Carl's Gro. 11
 Miss Hope Adams spent Saturday and Sunday with Pauline Boyd near Happy.
 Mr. and Mrs. Ullman Hunter and daughters were Sunday guests in the W. A. Hunter home.
 Rev. J. R. Sharp of Canyon filled his appointment at Jumbo last Sunday morning and was a dinner guest in the S. M. Hunter home.
 Mr. and Mrs. L. E. Beck spent Sunday in the M. L. Hardy home.
 Mrs. G. H. Brooks and son, E. T., called Saturday night in the J. W. Berry home.
 Mr. and Mrs. L. E. Beck, Mrs. S. M. Hunter of Jumbo, and Mrs. Allen of Easter attended a steward's meeting in the Rev. E. C. Armstrong home last Monday night at Dimmitt.
 C. M. Bell of Armistad, New Mexico, spent last Thursday night in the J. W. Berry home. Friday he and Mr. Berry spent the day in Amarillo.
 Jumbo basketball boys went to Easter last Tuesday where they played the Easter team. The score was 11 to 24 in favor of Jumbo.
 J. I. Penrod and Chester Lindsey of Lubbock called on Jumbo friends the first of the week. The latter formerly lived in this community but is now operating a cafe in Lubbock.
 Members of the BYPU of this place went to Dimmitt Sunday night and gave a program at the Baptist church. Next Sunday night they have charge of the program at Easter.
 F. B. Neff and family have recently moved to the Dameron place. Mr. and Mrs. Geo. Shepard, who formerly lived there have moved to the Metcalf place.
 The boys' basketball team went to Happy last Wednesday where they engaged in a game with the Happy boys and it resulted in a defeat for Jumbo the score being Jumbo-21, Happy 37.
 The play, "Here Comes Charlie," which was given Friday night at Jumbo by the young people of the community, was splendidly rendered and a full house, with many standing, greeted them. A great deal of credit for the success of this play is due Frank Jones who sponsored it. A collection was taken to be used in buying song books for use in the BYPU programs. A seven-piece string band from Cleo was present and rendered excellent music between acts, and after the play, the musicians and a large number of neighbors went to the Lynn Axe home and gave them a farewell party, as they are moving to the place recently vacated by G. H. Brooks. At a late hour friends and neighbors left, wishing them much success in their new home.
 Last Monday afternoon the M. L. Hardy home was the scene of a very pretty shower for Mrs. Wilford Taylor, the former Miss Mabel Pinckert, when Mrs. Hardy and Mrs. Ullman Hunter entertained a number of guests in her honor. The afternoon was spent in games and contests, and then the bride was presented a nice collection of miscellaneous articles which will be useful in home making. At the close of the afternoon hot punch and wafers were served to those present.
 Mr. and Mrs. C. I. Beck of Lubbock and Mr. and Mrs. L. E. Beck and daughter, LaRue, were

in Amarillo one day last week. Other Amarillo visitors during the week were Mr. and Mrs. S. M. Hunter, Mmes. Ullman Hunter and J. W. Berry.
 Mr. and Mrs. J. C. Stork are the proud parents of a daughter, Evelyn Helen, born to them December 5. Mrs. Stork and daughter are at the home of her parents, Mr. and Mrs. Jake Wagner, in Hereford.
 Mr. and Mrs. Ira Ott and his mother were Sunday visitors in the Grandpa Metcalf home.
 Mr. and Mrs. Frank Cone of Dimmitt called Sunday afternoon in the C. Kring home.
 Mr. and Mrs. C. C. Hunter and two children were Sunday guests of Mr. and Mrs. Finis Hunter.
 Mr. and Mrs. P. H. Dyer and son, Jackie, who have been at Hot Springs, New Mexico, the past several weeks, returned to their home the first of this week.
 Mrs. Jim Baggs and father, C. Kring, came down Friday evening from Amarillo where Mr. Kring is under the care of a doctor, to visit in his home and attend to some business. They returned to Amarillo Saturday.
 Mr. and Mrs. Clayton Woolery and children of the Bippus community spent Sunday in the home of his parents, Mr. and Mrs. Ira Woolery.
 Misses La Velle and La Rue Beck spent Sunday with Pauline Matthews.
 Mrs. Charles S. King and son, Gerald Gene, spent Monday in the home of her parents, Mr. and Mrs. J. E. Andrews of the Frio community.



Buy TOYS NOW
 Better come in now and select your toys—our stock is most complete. A small deposit will hold any purchase.

Here Are Just a Few Suggestions:
 We have a fine selection of toys for the boy. First of all come bicycles, and we have the best selection of them in town, with both small and the new balloon-type tires.
 In the sporting goods department will be found footballs, basketballs, baseball equipment, punching bags, skates, etc. Other gift suggestions for the boy are puzzles, games, scooters, tool sets, electric trains and dozens of other items.
 For the girls, bicycles, dolls, doll buggies, games and puzzles, doll dishes and furniture, and lots of others.
 For the little kiddies a fine selection of assorted wheel goods, including wagons, tricycles, airplanes—toys of all kinds, dolls, etc. Be sure to bring the kiddies in.



We have a most complete assortment of dishes and kitchen ware. Dishes will make an ideal gift for mother, and there isn't anything that will give her more pleasure. We also have a good stock of electrical appliances for the home. If you desire you can use our convenient Lay-Away Plan.

Streu Hardware Co.

GOOD AND ECONOMICAL TOO



TEXAS GIRL Coffee
 Frank's Cash Grocery



CREOMULSION
 READ THE Advertisements THEY'RE NEWS

Let THE LAUNDRY LIFT YOUR LOAD



The Day of Rest need no longer be followed by the dreaded Day of Hard Labor. The Hereford Laundry and Dry Cleaning Company has raised the standards of cleanliness far beyond what is attainable in the home, and has lowered prices to meet the most economical budget.

SEMI-FINISH SERVICE
 In this service 15 pounds of washing is done, with all flat work finished and other pieces are returned rough dried, ready for ironing **75c**
 Shirts Finished for 10c Extra!

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



We've Seen 27 Christmases

Since 'way back in the days of horse cars this bank has taken pleasure in extending a heartfelt greeting and a wish for a joyful holiday season to its customers at Christmas time. We are deeply grateful for your patronage during this past year . . . and we sincerely hope that this Yuletide season will be memorable for its happiness . . . a time of great rejoicing in the homes and business houses of this city.

The First State Bank OF HEREFORD

PUBLIC SALE Thursday, December 20

I will sell at public auction my entire farming equipment, including livestock, farm machinery, household goods, chickens, hogs, and everything. At my farm located five miles west and two and a half south of Dimmitt, or 19 miles south of Hereford on Twenty-Five Mile Avenue.
Sale Will Begin Promptly at 10:30 A. M.

Free Lunch at Noon - Bring Your Cup

- | | |
|---|--|
| <p>HORSES</p> <ul style="list-style-type: none"> 1—Gray horse, age 3, 1100 pounds, well broke. 1—Gray horse, age 4, 900 pounds, well broke. 1—Gray horse, age 5, 1,100 pounds, well broke. 1—Black horse, age 9, 1,000 pounds. 1—Black mare, smooth, age 9, 1,100 pounds. 1—Brown mare, age 9, 1,400 pounds. 1—Sorrel mare, smooth, 1,300 pounds. 1—Dandy good kid pony, age 9, 700 pounds. 1—Nice filly colt, six months old. 1—Horse colt, six months old. <p>COWS</p> <ul style="list-style-type: none"> 1—Brown Jersey and heifer calf. <p>CHICKENS</p> <ul style="list-style-type: none"> 12—Rhode Island Red hens. 24—Rhode Island pullets, laying now. 11—Ducks. 4—Turkeys. <p>HOGS</p> <ul style="list-style-type: none"> 2—Fat hogs, 300 pounds each. 3—Shoats. | <p>FARM MACHINERY</p> <ul style="list-style-type: none"> 1—Moline two-row lister. 1—Emerson two-row lister. 2—One-row cultivators. 2—One-row go-devils. 1—Deering header. 1—Two-row Monitor. 2—Two-section drag harrows. 1—John Deere 16 sulky plow. 6—Sets good harness, collars, bridles, etc. <p>COTTON SEED</p> <ul style="list-style-type: none"> 30—Bushels of cotton seed. <p>HOUSEHOLD GOODS</p> <ul style="list-style-type: none"> 1—Good coal heater. 1—Dresser. 1—Kitchen cabinet. 1—Stand table. 1—Kitchen table. 3—Rocking chairs. 1—Cream separator. 1—Porch swing. 3—Iron bedsteads and springs. 1—Dining-room table. 4—Dining-room chairs. 1—Good Congoleum rug, 9 x 12. 1—Oil stove, four burner Perfection, good as new. |
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There will be many other useful items included in the sale which are entirely too numerous to mention.

T. B. LAFFERTY, Owner
 RAY BARBER, Auctioneer. CLYDE HONEA, Clerk.

LOCALS

Mr. and Mrs. Lee Lambert and son, Lee, Mrs. Horace Baird and children, Bob and Mary Ann, were Amarillo visitors Friday.

Model T timers, coil points, timer, wires, cork gaskets, head and manifold gaskets and piston rings in various oversizes. At RICE'S. 1c

Students of dramatics in the FERA classes of Miss Gladys Seigler presented three one-act plays at the high school auditorium Tuesday evening.

Mr. and Mrs. Gus Thiele of Wyche and Mr. and Mrs. Walter Miller of Childress were dinner guests Sunday in the home of Mr. and Mrs. Bill Barnhardt in the Ford community.

In case of accident to a Brunswick tire all adjustments are made at once, right here, and without argument. RICE sells them. Accents on SELLS. 1c

Dewey Reed, county agent, will leave Saturday for Mineral Wells to attend the winter conference of county agents. He and his family will spend the holidays in Central and South Texas.

Mrs. J. A. Hornbeak was called to Dallas last Saturday to be at the bedside of her daughter, Mrs. S. Jackson, who underwent an operation that day. There is no hope held for Mrs. Jackson's recovery.

Mr. and Mrs. Harry Frita and Mr. and Mrs. J. A. Pitman were Amarillo visitors Sunday.

Mrs. B. S. Arnold and Mrs. Brint Webb of Amarillo spent the week end with Mrs. Charles Donald.

Mr. and Mrs. W. F. Gillis returned Monday night from Lamesa where they visited several days.

Clyde J. Marsh has taken over the Castro County News at Dimmitt. Last week's issue was his first.

Fred Baird, bookkeeper at the bank, is in Farwell this week making the annual audit for Parmer county.

E. E. Scruggs, district manager of the Southwestern Bell Telephone Co., was here Wednesday transacting business.

Mrs. Nellie Gillispie has taken over the management of the Western Union here. She came here from Perryton.

Mrs. Russell Daniel was reported resting well at the hospital this morning after undergoing an operation yesterday.

Mrs. Mary Palmer, Mrs. Ezra Norton and Mrs. Ralph McCullough and children were in Amarillo last Saturday.

Mrs. Jowell Murchison was getting along all right this morning, said hospital attendants, after the birth last night of a child. The infant was dead at birth.

Jack Lafield, son of Lt. and Mrs. W. C. Lafield, broke his left arm last Saturday in an accident at the poultry show where he was working with other school boys.

STAR THEATRE

HEREFORD, TEXAS

Friday Only
Matinee and Night
Another Big Show for Only a Dime.



WILLIAM POWELL
MYRNA LOY
in **Evelyn Prentice**
UNA MIXED

BUCK JONES SERIAL AND COMEDY
If you liked "Thin Man" you will like Evelyn Prentice.

Saturday-Only
MATINEE AND NIGHT

KEN MAYNARD SMOKING GUNS

SPECIAL COMEDY
STAN LAUREL AND OLIVER HARDY
in **"Grandfather's Clock"**
ALL FOR A DIME

Lions Zone Meet Is Friday at Amarillo

Lions of Hereford are invited and a number of them will attend the zone meeting Friday in Amarillo. A committee from the Amarillo Club, headed by George Ordway, attended the luncheon here yesterday and made the official invitation.

In the Amarillo delegation were H. A. Shaw, H. E. Smith, C. C. Cox and Lee Williams. They promised an attractive program of entertainment.

The Lions Club, American Legion and Firemen will sponsor another President's Birthday Ball in 1935. Tentative date is January 30.

LeGrand Named Head Of Medical Society

Dr. G. F. LeGrand was elected president of the Tierra Blanca Medical Society at the monthly meeting here last Friday night. He succeeds Dr. C. E. Donnell of Canyon. Dr. O. H. Loyd, Vega, is new vice president. Dr. T. L. Morgan was re-elected secretary. Attending were Drs. Donnell and R. A. Neblett of Canyon, R. R. Wills of Friona, Loyd and Dr. D. W. Clark of Vega, and J. M. McMillan of Hereford.

Powell, Loy Teamed In Sunday Star Film

William Powell and Myrna Loy are teamed again in "Evelyn Prentice," Friday picture at the Star. This popular pair co-starred in "The Thin Man" and "Manhattan Melodrama." Powell takes the part of a noted criminal lawyer and Miss Loy his neglected wife. The complications come thick and fast before the final climax.

A mammoth musical comedy is "Dames," coming to the Star next Sunday. In it are Dick Powell and Ruby Keeler, stars of "42nd Street" and "Gold Diggers of 1933." Joan Blondell, Zasu Pitts and Guy Kibbee are also in big parts. The Busby Berkeley girls are present. "I Only Have Eyes for You" is the hit number.

Holiday pictures that have been carded include "The Gay Divorcee" with the incomparable Fred Astaire along with Ginger Rogers, Alice Brady and Edward Everett Horton, which will open Christmas Day, and "Anne of Green Gables," on Friday, December 21.

Jack Russell Stars With Amarillo Team

Jack Russell, son of Mr. and Mrs. W. H. Russell and captain of the Amarillo College Badgers, led his team to a brilliant 31 to 9 victory over Texarkana College at Texarkana last Friday night.

The Badgers will now play Lamar College of Beaumont for the state junior college championship. The Badgers are last year's titlists. Russell plays quarterback on the Amarillo eleven.

Revival Ends Sunday.

Large congregations are attending the nightly and daily meetings being conducted at the Church of Christ by Rev. Wright Randolph of Amarillo.

The meeting will close Sunday with services both morning and evening. The Christian church suspended services last Sunday evening to enable members to attend the revival.

Evangelistic Meeting At Assembly of God

Rev. Gideon O. DeMerchant of Bath, N. B., Canada, is conducting a series of evangelistic meetings in the Assembly of God church in Hereford. The revival began Monday night and will continue for at least another week.

Rev. DeMerchant is a well-known evangelist, having conducted revival meetings for the past 12 years. He has traveled around the world, and in 1930 he preached in 29 countries and four continents, visiting the Holy Land.

The Assembly of God church is located north of the high school. Services begin at 7:15 each evening. The building is well heated and everybody is welcome, everybody invited.

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STAR THEATRE

HEREFORD, TEXAS

Sunday Matinee
Sunday Night
AFTER CHURCH
Monday and Tuesday Nights

IT'S A MIGHTY, MIGHTY SWEET SHOW, FOLKS!
For you the whole "Solid Night" you're going to like more in "Dames" than any other musical!



Wednesday
DECEMBER 19
Another Big BANK NIGHT

You May Get This Xmas Present
FREE SHOW
DECEMBER 20
"Lemon Drop Kid"

COMING
DECEMBER 21
"ANNE OF THE GREEN GABLES"
DECEMBER 25, 26, 27
"THE GAY DIVORCEE"

Food Cuts

Specials For Friday and Saturday

COCONUT	Pound package	21¢
MARSHMALLOWS	8-ounce package	9¢
COCOA	Hershey's, 1-pound can	12½¢
PINEAPPLE	No. 2½ can, broken slices	19¢
PORK and BEANS	Swift's, 4 cans	25¢
RAISINS	4-pound package	29¢
COFFEE	Maxwell House, pound	31¢
SUGAR	10-pound cloth bag	56¢
PRUNES	Dried, 3 lbs, 50-60 size	25¢
MILK	Armour's, large 6¢, small	3¢
CRACKERS	Graham, 2-lb box	19¢
SOAP FLAKES	5-pound box	29¢
CAKE FLOUR	Softasilk, package	31¢
TOMATO JUICE	No. 5 can	29¢
TOILET SOAP	Camay, bar	5¢
CORN FLAKES	Kellogg's, package	10¢
BLACKBERRIES	Gallon size	42¢
CLEANSER	Old Dutch, 2 for	13¢
SALT	Morton's free running, 2 for	15¢
PEACHES	Gallon size	35¢
MINCE MEAT	White Swan, package	10¢
CAKES	Pilgrim, package	19¢
HY-PRO	Quart	15¢
CATSUP	14-ounce bottle	10¢
OYSTERS	5-ounce can	12¢
CHERRIES	Red pitted, No. 2 can	15¢
OLIVES	Quart, plain	34¢
MACARONI	Or SPAGHETTI, package	5¢
PRUNE JUICE	3 for	25¢
PEAS	No. 2 can, 2 for	25¢
SPUDS	10 pounds	16¢
ORANGES	Nice size, dozen	19¢
LEMONS	Dozen	24¢
APPLES	Large Winesap, dozen	24¢
CELERY	Large bunch	12¢
BANANAS	Pound	5½¢
LETTUCE	Firm heads, each	5¢

PIGGLY WIGGLY

ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME

SALE STILL CONTINUES

Never before such lovely values in dresses and coats, just a few more lays to make your purchase. Silk and wool dresses from

\$3.95 UP

—We have a lovely lot of Silk Negligees, Wool Robes and Silk Pajamas, Crepe Gowns, Gloves, Purses, Suede or Pigskin Jackets—the ideal Christmas Gifts.

—Also Men's Wool Robes, Socks and Handkerchiefs.

—Attire yourself in a new Dance Frock for Christmas and New Years. We have a lovely selection.

FASHION DRESS SHOPPE