

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

35th YEAR—NUMBER 45.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, NOVEMBER 14, 1935.

Five Cents Per Copy.

## Soil Conservation Project Employs 75; Others Needed

### AROUND TOWN Sights and Faces Seen

Lost: Virginia Lillard's purse, containing several items of no particular value.

Found: Virginia Lillard's purse in a certain young man's automobile. We wonder how it got there.

Fred Carswell strutting his stuff, making a store within a store of his display of Christmas goods. A complete Toyland and Gift Shop at Penney's.

All the stores are getting in their Christmas goods and either are or will soon be displaying them. And from all indications Old Santa isn't going to pass up Hereford.

Another personal note, this time to Cleveland Humble: Many thanks for the venison. We finally got it and it surely was fine.

Hereford people are finding the Palo Duro State Park near Canyon an interesting and beautiful spot and one well worth a short visit. During the past four months more than 150 cars have visited the park from this city, according to the registrations made at the park. Among those making favorable comments regarding the beauties of the park have been Mr. and Mrs. Reese, Ralph Sears, Mr. and Mrs. D. H. Alexander, Thelma McMin, Ruth Smith, Elizabeth Rice, Ernest C. and Verna Mae Kerr, Mr. and Mrs. Carl Cockrell, Bob Repley, Dean Story, Mr. and Mrs. Floyd West, Bryan Smith, Mrs. J. W. Spradley, Mr. and Mrs. H. I. Seed, Elmer Patterson, Dorothy Vernon, Mr. and Mrs. C. E. Lea and family. Twelve thousand cars have driven into the park this year.

Mrs. R. R. Willis driving a brand new sports model Chevrolet sedan. Mrs. W. F. Gillis driving a new Dodge coupe. We think Ernest Sedkief sold a new V-8 but could not get the news from him. He is very modest, you know—Ezra Fortson, too.

Did you know we have a broadcasting station here in Hereford? Well we have, and Harold Close, running Judge Landis a hot ace as sports announcer. He did a good job of telling the local people of the postponement of the Hereford-Canyon game on Armistice Day. Harold has his own station at his drug store.

Mmes. Paul Mathers and C. Ferguson were Amarillo visitors Monday.

## ESTHER JOHNSON CONCERT WELL RECEIVED BY HEREFORD

Miss Esther Johnson, internationally famous pianist, appeared concert Tuesday evening at the Hereford high school auditorium. A large audience of Hereford music lovers was augmented by many from other Panhandle towns, some having the largest representation, about 60 persons. The singing was sponsored by the Hereford Music Club, Hereford Civic Chorus, High School Glee Club and Dimmitt Music Study Club.

Miss Johnson's program included Mozart, Schumann, Ibert, Padewski and Liszt numbers with selections of Greek folk music described by Esther Johnson.

The artist's personality, gracious charming, and her evident desire to please dispel any aloofness on the part of an audience might have felt awed by the adits so lavishly showered upon throughout the music world Europe. Hereford, Dimmitt, Amarfield, Happy, and the rural communities were all at home with a Johnson. They took her hearts for that reason were to give her a sympathetic and responsive hearing.

The number of children in the audience, both girls and boys, was notable. Listening so intently

The 25,000-acre soil conservation project west of town in the Westway area, already has given employment to 75 persons, and 20 more have been assigned to begin work within the next few days. Many of these new men are employed on farms harvesting feed crops, and will take up the conservation project upon completion of that task. Ninety-seven more men, it is said, are needed to fill the quota allowed on this project, which is 192 men.

F. L. Stone, of the NRS office in Amarillo, was here Tuesday and stated that all unemployed men with the exception of 11 or 12 men, have been signed up by the soil conservation project.

O. T. Williams, head of the conservation work here, states that he is well pleased with the type of work being done by the men here, and regrets they are unable to pay higher wages, but the government allows only this wage for this class of work.

The office here is arranging working hours so that each man will be able to get in 128 hours per month, and get in that time in the first 16 working days of the month, not including Saturdays, as no work is done on Saturday. This arrangement frees the men for the rest of the month to do other work which might arise.

The project calls for installation of nine government rain gauges, one at each corner of the project, the other five scattered about over the area. These gauges will be read at 7 o'clock each morning when moisture is in evidence, and an accurate record kept. The gauges register from 1-100 inch upward.

To show the variation in the rainfall of certain districts, the Dallhart project records show that over a period of six months, two rain gauges within three miles of each other registered 4.46 inches of moisture, the other 9.61 inches. Survey for tree site locations is still being made, and it is expected these sites will be fixed and all preparations for planting finished within the next few weeks.

## Masons Improve Hall Facilities

Hereford Masons and Eastern Star members are elated over recent improvements in the Masonic Hall. These improvements consist of added room in the banquet hall, water and sewer connections, cabinets in kitchen, and general renovation of the hall.

Commemorating completion of this work, Masons will give a father and son banquet and program in the near future. Each Mason is to bring his son, or if he has no son, then some other man's son.

to the beautiful music that sang from the instrument, they offered a tribute, genuine and unmistakable, to the artist's power. Some way, she reached those children—reached them doubtless for all time. Her entire audience was made up of every-day folk. Perhaps not more than a dozen make any claim to musicianship, but she had a message for them, every one.

The Esther Johnson concert has come and gone as time measures events; but there are those who feel that it will remain here—a permanent, abiding enrichment.

That Miss Johnson's artistry is not confined wholly to music is evidenced in her stage appearance. Diminutive and dainty, she wears a handsome Langvan Paris gown of rich black velvet with demure, tailored collar in white. Its plainness is relieved by a skirt fullness falling gracefully to fashion a short-length train. In its simple severity, it seems to express something vital in its wearer's personality. Her stage setting is also of the simplest. Against a perfectly plain background, the instrument and performer are silhouetted. The eye visions nothing else. It is an unforgettable picture.

## Pat Henry Here December 10 In Interest of Hi-Y

A community-wide rally sponsored by the Hi-Y boys and the Boy Scouts and Scout Master Ray Conaway will be held Tuesday night, December 19, at 8 o'clock in the Methodist church, according to G. M. Hudson, local head of the Hi-Y organization.

The main address will be made by Pat Henry, of Wichita Falls, area secretary for the Y. M. C. A. and also district director of the Hi-Y. He is known among the boys connected with these organizations as a forceful speaker—one who can and does command the respect of every boy with whom he comes in contact. His talk, it is announced, will be along the lines of better relations between father and son, and is an effort to strengthen and stimulate interest in the Father and Son movement and general activities of the Hi-Y clubs throughout the Panhandle.

All men and boys of Hereford are urged to take note of the date of this meeting and reserve the evening. Hereford churches are actively supporting the program.

## Wheat Contract Signers Urged To Investigate

Jonathan Pitman, president of the Deaf Smith County Wheat Association, asks that wheat farmers be not misled by rumors flying about in connection with the new wheat contracts. He urges that they investigate the situation before making up their minds.

There is little difference between the old and new contracts, Mr. Pitman insists, and he will be glad to supply further information to those who do not understand the situation.

Rules and regulations covering the new contracts may be obtained at the office of the county agent, and if any wheat farmer has not already obtained a copy of these, he is urged to do so at once, as the deadline for signing application or contract is set for Friday, November 15, and after that date no more applications or contracts will be taken.

## Tax Payments Lead Last Year

J. M. Murchison, deputy tax collector, states that collections for October were exceptionally good due to the fact that the tax rolls were compiled very early and statements were issued before the due date.

Total taxes assessed for 1935 on a valuation of \$7,115,246 are: State taxes, \$39,584; county \$53,364, and common school \$32,062.

October is the first month for tax paying. Half-payments collected in October amounted to \$762.73 and full payment taxes totaled \$5,564.84, making a total collection of \$6,327.57, as compared with \$778.94 in October, 1934, and \$1,527.06 for the same period in 1933.

Tax payers are reminded that the privilege of paying first half taxes expires on November 30.

## INFANT SON OF MR. AND MRS. ADRIAN ODOM DIES

A message telling of the death of the infant son of Editor and Mrs. Adrian Odom was received by Mr. Odom at the Brand office during the noon hour Tuesday. He left immediately to be with Mrs. Odom who is at the home of her parents in Hubbard, Texas.

The child was born Friday morning and had been named James Adrian III. Mr. Odom had just returned from Hubbard, leaving both Mrs. Odom and the baby apparently in excellent condition. The baby was an only child.

The sympathy of many in Hereford will go out to Mr. and Mrs. Odom in the tragic sorrow that has come into their lives with the death of their first-born son. They have lived in this community only a few months but are already filling a warm place in many hearts that will be grieved to know of their bereavement.

## Red Cross Roll Call Gets Under Way This Week

Work of signing up memberships for the annual Roll Call of the Red Cross was started today, according to D. H. Alexander, chairman of the Roll Call for Deaf Smith County Chapter of the American Red Cross.

Mr. Alexander announced the following committees who will canvass the residence and business sections of Hereford, as well as the communities in the county: Mrs. Clay Ridgway and Mrs. A. O. Thompson; Mrs. George Muse and Mrs. Criss Henfro; Mrs. J. C. Ricketts and Mrs. D. H. Alexander; Mrs. Robert G. Blue and Mrs. George LeGrand; Mrs. Jack Roberson, Mrs. A. A. Foster and Mrs. R. A. Daniel; Mrs. B. H. Hopkins and Mrs. W. L. Davis; Mrs. C. C. Acker and Mrs. S. P. Rosson; C. W. Humble for courthouse; R. P. Conaway, Arthur Thompson, and L. H. Foster, for one-half of the business section; and Gaston Baer, A. A. Foster and M. D. Womble for the other half of business section; Mrs. P. H. Gilliland, Westway community; Miss Ruby Thompson, Summerfield community.

Since the local chapter depends almost entirely on the success of the annual Roll Call for funds with which to carry on its local program of relief and assistance in emergencies throughout the year, it is hoped that all citizens who are able to do so will cooperate willingly and to the limit of their ability to make this Roll Call an outstanding success.

## Weather Man Deals Misery to Plains Area

A norther sweeping into the Panhandle early Sunday brought steadily lowering temperatures, which reached a minimum of about 22 degrees early Monday morning. A light snow fell Monday morning.

Thursday morning brought more cold weather, with a government prediction of a temperature from 24 to 30 degrees tonight. This prediction also included rain turning to snow.

## Street Signs Aid Address Seekers

No longer will it be necessary for natives and visitors to wonder just where Roosevelt, Dewey, Schley and numerous other streets are to be found. Workmen have been busy for some time painting street names on the curb. These signs, black lettering on a white background, are distinct and easily read from a distance and will be of great help in finding an address about town.

## Weather Prevents Playing Of Championship Game

Prolonging the final decision in the sectional race and giving the Whitefaces two weeks of idleness, their classic battle with the Canyon Eagles was postponed Monday morning because of bad weather that would have driven away many of the fans.

The Whitefaces return to the wars Friday afternoon, entertaining the plucky Happy eleven on the local field. The Canyon game will be played next Friday at Canyon, and the following week comes the district championship game for one of these clubs with the powerful Dalhart Wolves, whose heavy victories have set them up as one most likely to reach the regional fight, possibly with McLean.

Although without the record and possibly without the ability to stop the smooth-working Whitefaces, the Happy club is by no means dependent about its invasion. The prospects are dark, but at the

## Poultry Show Folders Mailed Out This Week

Tri-County Poultry Show folders are being mailed out this week. These folders contain full particulars of the show to be held in Hereford December 12-13-14.

Rules and regulations, cash and merchandise prizes are set forth in this eight-page folder, and those interested in the poultry show who do not receive a copy should not fail to call on B. H. Hopkins or N. C. Vogele, who will gladly supply a copy.

The Tri-County Poultry Show has long been a high spot for Panhandle-Plains breeders and fanciers of fine poultry. This year the exhibit is expected to surpass all previous efforts, and the cream of the flocks will be on exhibit here.

This show is open to the world, and poultrymen from Texas, New Mexico and Oklahoma are expected to enter competing birds.

Walter Burton, superintendent of the Poultry Department at the Texas Centennial in Dallas, and an accredited A. P. A. poultry judge, will be here to judge the Tri-County show. His presence assures strict American Poultry Association ratings and rules.

## Hi-Y "Womanless Wedding" Draws Large Attendance

"The Womanless Wedding" sponsored by the Hi-Y at the high school auditorium last Thursday night, drew quite a number of fan-loving citizens. Lead parts in this event were taken by prominent citizens, chief among which were B. H. Hopkins, the bride, and Bill Knox, groom.

The bride, groom, flower girls, maids and other characters were, of course, taken by men folks about town. Sufficient to say: all played their parts to perfection and left nothing to be desired by the audience. The Hi-Y realized a profit, which will be used to pay off their pledge of \$100.

## Castro Farm Loses Wheat

Melvin Stevens was in the county jail here early in the week, charged with the theft of 60 bushels of wheat from the Darrel Hawkins farm south of town in Castro county.

Stevens has since been transferred to Sheriff Garland Brown of Castro county where the charge is filed.

## J. N. ASKREN, FORMER CITIZEN, DIES IN OHIO

Word has been received here of the death on November 12, of J. N. Askren, former Hereford resident, in Bellefontaine, Ohio.

Mr. Askren came to Hereford in 1890, settling on his farm in the northeast part of the county. He left here about seven years ago.

Probable Hereford-Happy starters:

Hereford	Pos.	Happy
C. Posey	le	Gazzaway
Boardman	lt	Evans
Barber	lg	Boyd
Hicks	c	Mitchell
Dean	rg	Harvey
Willitt	rt	Townsend
Jowell	re	Clark
Clayton	q	Toles
Daniel	lh	Guest
Hastings	rh	Walker
Benge	f	James

same time the visitors would glory in any kind of upset if they could dish it out, and that is what they will be playing for tomorrow.

With the long rest period, the Herd will be ready to go, with only the stalwart little guard, A. Barber, out of the line-up. Bill Patton, sub back injured several weeks ago, has fully recovered and has been displaying the form that

## Building Program For Local Schools Shows Progress

### Plunderer Raids Several Cars

A series of thefts here last Thursday night led to the arrest of a man, giving the name of Ernest Jones and his address as Clovis.

The thefts were from parked automobiles. A car belonging to Ed Curtisinger was looted of an overcoat and flashlight. Howard Trigg lost several items, including a laprobe. A salesman staying at the Savoy Hotel lost a portable typewriter, check protector, drugs and other items.

Jones was placed in the county jail, charged with the thefts. The stolen articles were all recovered.

### H. E. Edwards Loses Wheat

From 75 to 100 bushels of seed wheat was stolen from the H. E. Edwards farm, 25 miles west of Hereford, Monday night. Mr. Edwards had the wheat shipped in from Floydada and had down part of it, the balance being left in a granary at the farm home. While he was away from home Monday night, someone took it all.

Part of this wheat was sacked, the rest loose. Some had been treated for smut, and some was untreated.

### Armistice Day Program Monday

Armistice Day was fittingly observed in a program given at the Baptist church Sunday evening under the auspices of the American Legion Post, Legion and Auxiliary members occupied reserved sections. Post Chaplain C. W. Humble was master of ceremonies.

The program as announced last week was given, Rev. Shepherd speaking from the theme, "A Government of Peace." An ensemble number from the Music Study Club was "There Is a Green Hill Far Away," sung by Mmes. Hales, Stanford, Roberson, Acker, Hawkins and A. O. Thompson, with Mrs. Dyar at the piano. Other music was given by Ralph Smith's orchestra and a community choir, led the audience in the singing of All Hail the Power of Jesus' Name and The Star Spangled Banner. Despite the inclement weather, a representative audience attended the service.

### Hospital

Mrs. W. T. Smith, admitted November 4, following stroke of paralysis; condition much worse, no hope of recovery.

Mrs. Gordon Witherspoon, operation Thursday morning.

Born to Mr. and Mrs. Taylor Boye, November 9, a son.

The school building project has made considerable progress recently. The bond transcript was approved by the Attorney General of Texas and by State PWA authorities. Following such approval, the bonds were printed and returned to Hereford for the signatures of W. Jesse Stanford, president, and E. B. Posey, secretary, of the school board. The bonds must be finally approved by the Attorney General and registered by the State Comptroller before delivery to the PWA office for their final approval and purchase of the bonds.

Architects Rittenberry and Carder of Amarillo have been rushing completion of plans and specifications while the bond proceedings have been taken care of by James W. Witherspoon, attorney for the school district. Final plans and specifications were approved by Julian Montgomery, state engineer and acting director for PWA, last week with the request that the architects suggest dates for letting the contract. This date will probably be about December 6 or 7, following the necessary advertisements for bids, according to law. The exact date is uncertain because of the fact that it must be set at a time when representatives of the Public Works Administration can be present.

After bids have been received and contracts awarded, a few weeks of additional delay will doubtless occur while waiting for a work order, which must be obtained from the PWA office before actual construction can be started. The contractor must of necessity have a few days in which to assemble men and materials after receiving the work order. It can thus be seen that in spite of satisfactory progress to date and with the same rate of progress in the near future, several weeks are likely to elapse before work will start on the project. The Hereford project has been remarkable in its progress through the various channels made necessary by law and PWA regulations, and very little, if any, additional information has ever been called for to cause delays, but it simply takes time to meet all of the prescribed requirements.

## Wheat Contract Deadline Set for November 15th

Those wheat farmers desiring to sign new wheat contracts must do so before the end of Friday, November 15. The office will be open Friday night in order to complete applications.

Signing an application does not obligate the farmer to sign a wheat contract. When the acreage and production has been set for each farm, the producer will have opportunity to check these figures and make a decision as to whether or not he desires to sign a contract. Signing an application now makes it possible to sign a contract later.

The main difference between the old and new contracts is that contracted land must be kept in good tillable condition.

## School Taxes Come Slowly

John McLean, assessor and collector for the Hereford Independent School District, reports that collections are coming in slowly, but there is a small increase in collection of current school taxes over the same period last year.

To date \$3,975.51 in school taxes have been paid.

All taxpayers who desire to use the half-payment or split tax payments are urged to do so at once, as the closing date for following this plan is November 30.

Mr. and Mrs. J. C. Gilbreath and little son, John, of Memphis; Mr. and Mrs. W. M. Stovall of Nara Visa, New Mexico, were week end guests in the home of Mr. and Mrs. Egbert Brady. Mrs. Gilbreath was formerly Miss Virginia Stovall, and Mr. and Mrs. Stovall are the parents of Mrs. Brady.



# What You Should Know Of Deaf Smith County

The following is the last of three radio talks made on the Deaf Smith farm and home program over Station KGNC. It was given by Alex O. Thompson.

Some folk wonder where we got the name of Deaf Smith for our county. Erastus Smith, better known as Deaf Smith, was General Sam Houston's chief scout during the Texas Revolution and this county was named for him. It is situated on the Upper Plains of West Texas, and is the fourth county south of the northwest corner of the state. It is one of the larger counties of the state, being 50 miles long east and west, and 36 miles wide, containing 969,000 acres of land. The county has over 1,000 miles of

graded county roads, less than \$50,000 in bonded indebtedness and the taxes on property is very low. The soil is a dark chocolate loam and very fertile. The native grass is mesquite. The principal crops being wheat and grain sorghums. Eighty-five per cent of the land in the county is tillable, 650,000 acres in cultivation, being the largest cultivated area of any county in the state. Four hundred and fifty thousand acres has been used for the production of wheat, which is the largest wheat acreage for any county in the state and the county has the distinction of having the largest wheat acreage under contract with the Triple A program of any county within the state. Deaf Smith county produced over 9,000,000 bushels of wheat in one year. The grain sorghums

and other crops are used principally for feeding purposes at home on the farm. Deaf Smith county is known to cattlemen all over the nation as an area which leads in the production of registered Hereford cattle. The annual sale of these cattle which is held in Hereford, a city which was named for this famous breed, attracts buyers from all parts of the country. These famous cattle have broken several records as to the prices paid. The county is famous as a grazing and feeding ground for good cattle. The high altitude, the native grasses, the abundance of grain sorghums and other feeds and the mild climate all contribute to the growing and finishing of fine beef cattle. The dairy industry has been stimulated by the building in Here-

ford of a modern creamery with sufficient capacity to handle all the local cream and a large amount that is shipped in. With the local creamery available the farmer is assured of top prices for his products. Nearly every farm has a fine flock of poultry. The climatic conditions and the crops grown are ideal for the raising of poultry and the cheap production of eggs. The business men of Hereford have sponsored a poultry show each year which has stimulated the interest of the farmers in wanting good breeds. The show last year was the third largest in the state, 643 birds being shown. The show is under the supervision of the American Poultry Association and A. P. A. judges are used. Each show has been commended by the judges as to the high quality of the birds shown. Hereford is the county seat of Deaf Smith county. It is located on the main line of the Santa Fe Railway and on Federal Highway No. 60, which is now being improved as a hard surfaced road. The court house is built of Georgia marble and is modern and beautiful. A flour mill of 150 barrels capacity per day is located in Hereford and is running to

capacity a greater part of the time, using home grown wheat which makes excellent flour. The Hereford State Park of 550 acres is partly within the city limits and adjoining the town and is being improved by the state park board and is being assisted by the national park service. A civilian conservation corps of veterans of near 200 men have been situated in this part for a year. Over 7,000 trees have been planted, permanent buildings erected, roads graded and surfaced and other permanent improvements completed. It has one of the classic golf courses in the southwest. The Tierra Blanca River runs for more than two miles through the park. This park will be one of the beauty spots of the Plains when completed.

## WESTWAY SCHOOL NEWS

Westway school, taught by Mr. and Mrs. W. J. Dodson, Misses Dodson and Menter, reports some interesting extra curricular activities. "The Lasso," monthly publication, is a four page paper, 8 1/2 by 14 inches. It is edited and printed by students at the school and contains editorials, news and athletic features. All the printing is in colors. There is an editorial staff of five, with six reporters. Dan Turrentine is editor-in-chief. (Editorial comment: The paper is un-

usually free from the more common errors in English characteristic of much amateur journalism. It shows painstaking work throughout. The illustrations of the staff artist, Margaret Weaver, are especially creditable.) The school has both a boys and girls basketball team. Wilma Skypala is captain of the girls, Leon Hartman of the boys. Playing last Friday at Westway the girls won from Jumbo 11 to 5. Jumbo boys won from Westway 28 to 0. Both teams play at Jumbo Friday. They have chosen the name Mustang this year and will have the mustang emblem on their ball suits.

## HONOR STATION

—for efficiency in sales, service and appearance. This means you are trading at the neatest Texaco Station in the Panhandle and assures unexcelled service.

## Texas Service Station

Glenn Snyder

# GRAND OPENING PENNEY'S TOYLAND and GIFT SHOP

Saturday, November 16th. 8:00 A. M.

We are pleased to announce the opening of an entirely new Department in the rear of our store which will be devoted to only Toys and Gift Items. We have made these improvements for your convenience in shopping for Toys and Gifts. We are concentrating everything in this one Department thereby leaving our regular floor space free for staple merchandise. You will like this new arrangement. It will simplify your shopping—everything in Toys and Gifts available for your inspection and selection. A store within a store—stocked with hundreds and hundreds of new Toys and Gift Novelties for everyone!

Young Folks, Old Folks—Everybody—Come! You'll have a whale of a lot of fun looking at the many new Toys and Gifts waiting for you at PENNEY'S TOYLAND and GIFT SHOP—The Complete Store within a store! And here is NEWS: Penney's prices are so low they will bring you real Christmas Savings! MOTHERS and FATHERS—Don't leave your Christmas Shopping until the last minute! Select your Toys and Gifts now while stocks are complete and pay for them bit by bit on our Easy Christmas Club Plan.

### THE COMPLETE CHRISTMAS STORE WITHIN A STORE!

#### 7-Piece Kitchen Set

Like Mother's!  
**49¢**  
Bright, shiny kitchen utensils with rounded edges. Will amuse for hours. Others 25c up.

#### TOY DIAL PHONE

With bell!  
**43c**  
Modern style! 4" high! Bell rings on turning dial! Others 19c and up!

#### METAL TOY STOVE

(Non-electric)  
**98c**  
All the play value of electric stove without risk. 13 1/2" long, 11" high, 6 1/2" wide.

#### PENCIL BOX

20 pc. set!  
**23c**  
Buck Rogers box! Contains pencils, compass, ruler, eraser! Extra drawer!

#### Drop-Desk Blackboard

35 1/2" high  
**69c**  
Fibre writing surface. Printed chart. Paper rack. Varnished frame. Others 23c up.

#### Woven Fibre Rocker

for child  
**\$2.98**  
Gay cushion seat. Smooth finish. Seat 9 1/2" from floor; height 18 1/2". Others, \$1.98 up.

#### Modern PEDAL CAR

Streamlined!  
**98c**  
Speedy and safe. Rubber tires. 8" front wheel; 5" back wheels. Heavy gauge steel. Value!

#### LITTLE RED CHAIR

Bargain  
**25c**  
Sturdy legs and well-made. Seat is 7 1/2" from floor. 17" high. Unusual value!

#### RUBBER BALLS

Extra Lively!  
**5¢ and up**  
Wide assortment in designs, pictures and stripes! Plain or sponge!

#### Pistol, Holster

30"  
**25c**  
Modernistic Wyandotte replica! Genuine leather embossed holster! Others 19c up!

#### SPECIAL WAGON

A sturdy toy for boys!  
**\$1.98** Others 89c up  
Body 28" long, finished in red baked enamel! 7" wheels! Heavy steel gear! 1/2" rubber tires!

#### NEW HAND CAR

For 3 to 7 year olds!  
**\$1.98**  
Gives rowing action! A safe health developer! 2 feet long! Clutch brake! Free Wheeling!

#### DUMP TRUCK

With movable dump box  
**49c**  
Just one of Penney's steel miniature toys! Fire trucks, delivery trucks & others, 19c up!

### EXTRA SALES PEOPLE TO SERVE YOU!

#### COLORED BLOCKS

Mickey Mouse!  
**19¢**  
16 blocks with safe, rounded corners. Comic strip designs. Others, 10c up.

#### WHEELBARROW

29" long!  
**49¢**  
6 1/2" disc wheel, rubber tire! Sturdy red steel body, 13 1/2" x 11"! Others, 89c.

#### TOOL CHEST

11-pc. set!  
**98c**  
For boys who "make things"! T square, saw, hammer, screw driver, etc.!

#### 20-inch Fully Dressed BABY DOLL

Stuffed body  
**98c**  
Here's a great big doll that cries and sleeps. Composition head and eyes that move. Other sizes 49c up.

#### POP GUN

Wyandotte double barrel!  
**25c**  
Break action type! 21 in. long! Self loading! Double barrel clicker. 19c! Others 10c up!

#### Roller SKATES

For Boys and Girls!  
**98c**  
Ball bearing! Extends 7 1/4" to 11"! Sheepskin pads! Rubber cushioned! Quick turning!

## BOOKS FOR BOYS AND GIRLS OF ALL AGES



**19¢ AND UP**

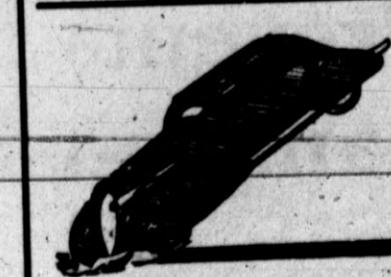
Carefully selected titles in SPORTS, ADVENTURE, AVIATION, DETECTIVE, MYSTERY, and SCHOOL LIFE STORIES!  
• By well known juvenile authors, such as Harold M. Sherman who writes for Boys' Life Magazine. Colorful, stirring tales!  
• Well selected Girl's Adventure series! Written for today's youth! Fast-moving! Clean-cut self-reliant modern heroines!

**LITTLE BIG BOOKS**  
300-450 pages each. Popular titles: Buck Rogers, Dick Tracy, Mickey Mouse, etc.  
**10c EACH**

Hundreds of Gift Novelties, Games and Appropriate Gifts for every member of the family. Come and visit this interesting Department—everything conveniently displayed and arranged for your convenience. Make your selections now—a small deposit will hold them until Christmas!



15 Pieces in this **Coffee & Tea Set** of bright aluminum, only **98c**  
Service for four. Drip coffee pot, whistling tea-kettle, tray, cups, saucers and plates. Rounded edges. Other sets 19c up.



**Streamline Sedan**  
In heavy gauge steel!  
**49c**  
27" long! 1 1/2" rubber wheels! High radiator shell! Others 19c up.



**Extra Large Size GIRL DOLL**  
24" high  
**\$1.98**  
Human hair. Has composition head, arms and legs, stuffed body. Eyes that move. Fully dressed. Others, 89c and up.



**WIND UP TRAIN**  
Streamlined! Speedy!  
**98c** Others \$1.98 up  
27" long! Electric headlight! Easy winding! Has brake! Running surface 120" x 8" track!



Built for Small Toys!  
**Steel Wagon**  
Modern streamline style!  
**98c**  
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(Continued from Last Week)

"Gosh!" Jason sighed with relief. "I was scared to show it to you. I thought maybe I'd worked it over too much. But do you think it's good enough to give to Phronie for a Christmas present? That was my idea. She likes pictures, you know."

"She'd love it, Jase!" Silver assured him. "I know she will. But why don't you ask me to sit for you some time?"

Jason smiled a bit sheepishly. "I'm not so good as all that. You're got—I don't know what it is." He shrugged apologetically. "Well—you're not as pretty as Corinne, for instance. But there's something about your face—I don't know—but it would take a real artist to catch it. I'd like to give you one of my new pictures, though, if you want one."

"I'd love to have one, Jase," she said slowly. "I'd be very proud of it."

Jason went self-consciously to a shelf and drew down a portfolio of drawings. "Nobody but Paula has ever seen these," he said.

The drawings were pastel scenes with a simplicity of line and tone that surprised Silver. "Why, Jase, they are lovely!" she exclaimed. She turned to him impulsively. "Would you rather do this than farm?"

He laughed and shook his head, then looked at Paula. "I guess not," he said quietly. "I'm a farmer. But it's because I like farming that I get a kick out of doing this once in a while. Which one do you want, Silver?"

After a moment's thought Silver selected a light autumn sketch in grays and browns.

"Has Roddy ever seen this?" she asked.

"No—he hasn't seen any of them. I used to show him some of my things—and he liked them. But after he met Corinne—well, it's none of my business. I never could quite figure it out, myself—D—n it—I feel sorry for Roddy!"

Silver tucked the drawing under her arm. "I'll hang this in my room," she said, then started toward the door. "And don't worry about Roddy. When a man falls in love, it does funny things to him sometimes."

Jason laughed. "Gosh, doesn't it?" he exclaimed, and looked at Paula. "Shall I tell Silver?" he asked suddenly.

"Sure!" she said at once.

Jason looked at Silver and smiled. "Paula and I are going to be married in the summer," Jason confessed. "—maybe in the spring. We're thinking of a little dairy farm up north—maybe—we're not sure yet."

Silver exclaimed with delight. "Am I the first to hear about it?"

"We didn't know ourselves—not until this afternoon," Jason grinned.

Tears came into Silver's eyes as she looked at them. Jason and Paula—beginning life together on

a dairy farm . . . "Don't say anything," Jason said. "Don't tell the others just yet."

"Well, I suppose I ought to wish you luck," Silver said, "but when two people are in love, there's nothing much anyone—can—say. Isn't that so, Paula?"

"It sure is so," Paula agreed lapsing into an accent she had almost conquered since her advent from the Rhineland ten years ago.

The days passed and Silver Grenoble came presently to know what it meant to live on a farm in winter. But the weekly round of hard work fell into a rhythm which somehow eased the discomfort and in the old stone house there was always an overtone of contentment.

In Roddy, alone, it seemed, was there any discontent. He had explained that Mrs. Meader had not been well and that Corinne was staying with her for a few days. But when the middle of December approached and Corinne was still with her mother, Sophronia became rather voluble no the subject of Roddy's living alone in the big house. For Roddy had withdrawn more an dmore to himself. His days he spent in work about the place. And at night he would shut himself in his "shop" sorting and grading and completing his records, so as to be ready for another season of experimenting with his beloved corn.

Roddy's mood was rarely discussed by the others, but Silver knew that beneath their silence lay an intensity of feeling that one day must break the bonds of reticence that held it. She knew, too, that while Corinne's absence had something to do with the way Roddy felt, behind it all was the growing resentment toward herself that had begun that night when she had told him of her intention to sell her land as soon as his lease had expired. That had rankled, until he could think of nothing else. She knew, too, that the family was aware of it. That, undoubtedly, accounted for much of their restraint.

It was a black, blustery night, and Silver put on her old leather jacket and her close-fitting tweed hat. She went out into the inky darkness and started toward the summit of the hill, when a sudden flare of light, like the striking of a match, arrested her attention through the small window of Roddy's workshop in the shelter of the slope.

Roddy must be in there, she thought, getting ready for another night's work. The thought of his self-imposed loneliness smote drearily across Silver's heart. Why should she not go to him now and talk to him—beg him not to remain away from his father's house because of her?

She stepped to the threshold and paused.

"Roddy!" she called softly. He scooped up handfuls of corn.

"Well?" "I came over to beg you not to not to stay away from our house because of me," Silver said. "If that's the reason—"

He stood up and looked at her. At the painful flush that sprang into her cheeks, he stepped toward her with contrite haste. His feelings were in such confusion now that he could scarcely speak.

"I'm sorry, Silver," he said heavily. "It's certainly no time for me to hold out against you—after this. We don't seem to understand each other, that's all."

Silver turned her eyes from him. "I can't go on like this," she said. "It has been utter misery."

"I can't say I've been enjoying it myself." He looked down at her and saw that she was shivering. "But listen—you'd better get back

into the house," he remarked gruffly. He reached down and drew her to her feet, then took her hand in the most acute embarrassment he had ever known. "Let's forget it, Silver."

For a moment she permitted her hand to rest in his then withdrew it hurriedly. Without a word she ran to the door and vanished in the darkness toward the stone house.

Later, when Roddy thoughtfully returned home, the strong wind beating up the slope against him seemed fantastically like that sudden impact of Silver's cold, slender body.

"Good Lord!" he muttered, "and ran his hand across his eyes. "I must be crazy!"

But as he lay in bed thinking over the events of the night, it was the memory of Silver Grenoble's clinging to him that knawed and worried at the core of his being until at last as he stared up toward the invisible ceiling his whole life seemed to be tangled in a hopeless maze.

He vowed savagely that tomorrow he would do two things—he would write a letter to Neal Anthony definitely rejecting his offer, and in the evening he would drive to Ballantyne and fetch Corinne home.

Beneath the cobalt glitter of the sky Roddy found himself driving along at a snail's pace, although he had forty miles yet to go—and fifty miles back home again, with Corinne beside him.

Corinne had deliberately pro-

longed her visit with her mother, as Roddy knew, in the hope that he might finally accept Neal Anthony's offer, if only to please her. She had been affectionate, indeed, and always spoke regretfully of her prolonged absence. But Roddy had had time to do a little thinking about Corinne. She was young and spoiled and wholly untrained in responsibility. But she would grow up in time, Roddy reflected, and the passing months would bring to her a sense of her place in the scheme of things.

But there would have to be a change. For one thing Corinne must be brought to realize that they would have to economize at every turn during the coming year.

It was two o'clock in the morning when Roddy returned to the farm with Corinne. She had broached the subject of Neal Anthony. When he told her of the letter he had written that day, Corinne had lapsed into a silence more deadly than any virulent denunciation he might have anticipated.

In the house she sank down on the couch in the living room and gazed blankly before her.

Roddy came over to her. He drew a chair, seated himself, and took her hands into his own.

"Look at me, Corrie!" he begged softly. "Let's not begin like this. You don't know what it means to have you home again. And you can't guess how lonely it has been here without you."

She sighed and leaned back

against the couch. Then she looked at him. "I wonder," she said slowly. "It's so easy to sentimentalize."

"Listen, Corrie. I'm sorry about

that job Neal Anthony threw my way. I wish I could have taken it—for your sake, Corrie. But—I couldn't. Some day you're going to be glad I didn't."

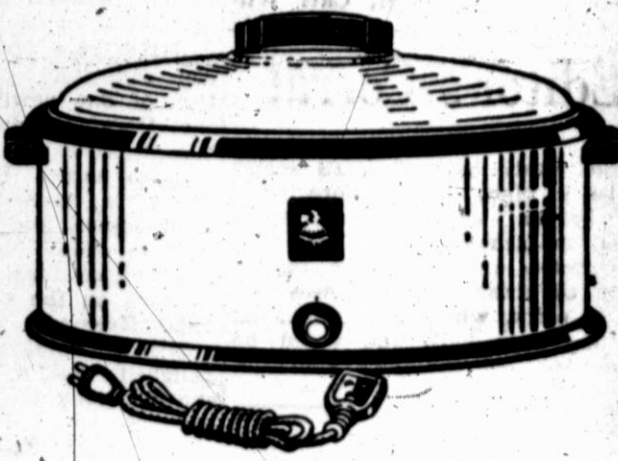
Corinne sighed again. "I'd rather not discuss it any more," she said coldly. "You've made your decision." (Continued Next Week)

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# The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

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 Copy Editor — Phylene Arthur  
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## Editor's Corral

The study hall of HHS seems to be a place where more rules are broken than in any other place in school. Students talk, pass notes and do other things, any of these petty offenses are not so petty, which are committed in the study hall, and could be eliminated by changing some of the study hall rules.

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Many students commit these petty crimes just because they know they will anger the teacher, or because they enjoy doing some things that are against the rules. If a few more privileges were allowed in the study hall it would be more enjoyable and perhaps quieter.

## Roundup Discord

### THELMADETTES

HHS glee club is now called Thelmadettes. With the exception of one newly organized club, the Hereford club was the only one represented at Pampa that had no name. Since the trip all the girls have been thinking of good names, and Tuesday, November 5, chose Thelmadettes from four suggestions. Work on the Christmas cantata, "The Heavenly Message," is progressing. Special parts have been assigned and a first rate spirit exists among the members.

### BAND

Last Friday HHS band had the Tullia HS band as guests. After the game the band gave a short program of several numbers. The Band Mothers served cocoa and cookies to both bands. The band went to homecoming of Canyon College November 2 and played in a mass band concert at 10 o'clock and at the half of the football game. The mass band consisted of 165 players from Dalhart, White Deer, Panhandle, Hereford and WTSTC. Each bandmaster directed a number. Every time the bands played. Every

member enjoyed himself from the time the band left home until it returned and every member wants to go back next year.

## Trail Driver

**EXCHANGE**  
 The Whiteface Roundup has a large exchange list this year. The list consists of papers from many schools. Only staff members are allowed to use the papers, which come from Panhandle, White Deer, Dalhart, Tulla, Pampa, Borger, Canyon Eagle's Tale and Prairie; Dimmitt, The Mercurus of Gardeners, California; Lawton, Oklahoma, Denver, Colorado; Inter-scholastic League, Austin; and Fort Worth.

## The Stampede

### STUDENT COUNCIL

At activity period November 7, the Student Council met for their regular meeting and discussed the problem of elimination of pilfering lockers. Reports were heard from the junior and sophomore classes which revealed that the greater number of students of the Student-Faculty Association will be in favor of this plan.

### COWHANDS

The Cowhands met last Thursday to discuss a party and decide whether to entertain the Happy Cowhands after the game November 15. On the refreshment committee are Mr. Wilson, Ray Nunn, Douglas Beene and Jack Barber. The entertainment committee consists of Billy Beene, Charles Spradley, Jimmy Bell and Marcus Daniel. The problem of the Happy Cowhands will be taken up Friday night.

## Chuckwagon

### FRESHMEN

The Freshmen class met this week and discussed various activities. A speech was made by Minnie Dea Smith concerning the ticket sale for the Home Ec club. The class selling the most tickets will receive passes to see "Freckles," by Gene Stratton Porter, at the Star Theatre. Paul Foster made a speech concerning the lockers that had been broken open. A patrol will now stay in the halls for protection of property. This decision was made by the Student Council.

### PEP CLUB

The Pep Club met October 31, on Whiteface Field to practice stunts for Friday's game with Tullia. They formed the letters H and W at the game. The Tullia girls and band gave a clever stunt at the half, too. Last year at Tullia Hereford was entertained royally. This year the Pep Club here did their best to repay Tullia's social. One rarely finds better sports than Tullia. At the Baptist church Friday afternoon good sportsmanship was displayed by both sides. Both the Tullia Hornets and the Whiteface team seemed to enjoy the occasion. It's just a true course of friendship between the schools. Come back, Tullia, you're always welcome.

### DEBATE

The Debate club held a debate November 6. Minutes were read and roll called. Business consisting of a discussion of the introduction of the debate, proof of main heads and refutation, was disposed of. The debaters discussed means of publicity. They hope to accomplish two things during the year. They desire to become good debaters and to stimulate interest in debating.

## Saddle Strings

### THE SPIRIT OF ACTION

Thursday of last week students and teachers were entertained at a pageant by members of the low seventh grade, entitled "The Spirit of Austin," given in five episodes, each depicting a period in the life of that noted Texan and incidentally in the history of Texas. The last act represented the Texas Centennial of 1936, to be held at Dallas. As a conclusion to the program, a stanza of the song, Texas, Our Texas, was sung by the performers. Since the program was interesting and educational, it was enjoyed by the entire audience.

### CENTRAL SCHOOL NEWS

A new feature has been added to the Roundup—Central school news. It is felt the public should know there is a Central school. The fifth grade is working on an activity unit called Time. They are making sundials, sunpoles and candle clocks. They plan, with the help Mr. Gammill to place rocks at specific intervals around the flag pole, thereby making a time pole. This project, a new state curriculum revision, is introduced

### SOPHOMORE CLASS

Here's a fair warning to all classes: the sophomore class is going to give a play and it is going to be really good. It is going to be an amateur contest and everyone will see how much talent the sophomores have. Here's a little information about pupils: The other day in English class, Jewell Reed asked if a trip to the south pole was prose or poetry. Some bright pupil, after being late to debate class, was asked to take charge of the meeting. Miss Crawford asked for the minutes to be read. Looking around dumbly, the pupil asked, "Where are the minutes?"

### SENIOR CLASS

At the class meeting November 6 it was necessary to elect a new copy reader and alumni editor for the Roundup staff, because the officers were band members, and would not attend staff meetings. Meredith Montgomery was chosen copy reader and Alma Paetzold alumni editor. It is hoped the staff is permanently completed and through the study of journalism it will produce a more efficient paper.

## Local Dehorning Pen

In civics class, Ray was out of his place and was sitting by Louise. Mr. Dillehay asked, Ray, what are you doing changing places? If anyone does, Elmo would like to, wouldn't you? In solid geometry there was a discussion of pyramids, and Geo. C said: Mr. Wilson, in a square triangle could you form a parallelogram? A man who hates a dumb woman is a woman hater.—Shakespeare. If a student knows the correct date on a test, he can not miss everything. We learned that swimming became a national sport in Scotland

in Hereford for the first time. The fourth grade is studying cereals, including growing properties of wheat. They have visited mills in Hereford and watched the process of turning wheat into flour. They are even growing wheat in little window boxes. The third grade is studying an Indian unit while the second has just finished studying trees and are beginning a health unit. The first grade has been doing a little bit of everything. Central school library is being improved. An order for \$125 worth of new books is expected to arrive next week. A set of books, Book Trails, has been added to the library with complete units that go with them.

## Rodeo Lariat

### BASKETBALL

There has been a noticeable absence of basketball girls in the gym the last two weeks until last Tuesday. Coach Wilson gave the girls a little vacation because he believes that too much basketball makes Jane a dull girl. Last year there was a letdown on the part of the girls near the end of the season. Coach Wilson believed this was due to too much basketball, so a little vacation was declared. The girls are all back working harder and in good condition. Coach Wilson has announced the girls will attend the tournament at Dimmitt, beginning December 13. The boys will also attend if football is over. It has been announced the basketball schedule is complete except two open dates following the holidays, but no games have been scheduled before Christmas.

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when they erected the toll bridges. If Miss Carlisle should find two history papers alike, she can not blame us if she will remember the old saying, History repeats itself. Did you know that electricity in one's hair was caused because of its connection to a dry cell? Odessa: There is no gauge on your car, Helen? It's broken.

Well? Odessa: Well how can you tell when it is out of gas? Gertrude: Gaytha, why do you always answer one question by asking another? Gaytha: Do I?

If a girl reminds a boy of a magazine cover girl because he only sees her once a month, then we wonder if Elmo is reminded of a clock when he sees his girl friends. No Jean still believes in superstitions, one of which is: If a dog howls out side your house at night it is the sign of death—for the dog, no doubt.

If you wish to be a hypnotist and put people to sleep don't study for it—just be a grand opera star. We heard that Donald decided to take up land when he got out of school. When asked how much he answered: Oh, a shovel full at a time, I imagine.

Donald: Elmo, your girl reminds me of a girl I used to go with. Elmo: Yes, she's always reminding me of that fact, too. Miss Wren: If I were to go from here to Canyon or from Canyon to here, what's the difference? Virginia C.: That's what I say, who cares?

Joe Edgar: Naturally you would think of home when you see my eyes. I have a sty on one of them. Bill Stanford looked sad the other day and Herbert said: Drown your troubles—my boy. To which Bill replied: No, sir, they would hang me for murder. Mary V. E.: That's as good a place to live as any, I guess.

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Mr. and Mrs. A. H. Elliston, Mr. and Mrs. Lenton Branson spent last Monday visiting in Canyon in the home of Mr. and Mrs. Elliston's son, J. B. Elliston and family.

Duane Orr, of Littlefield, engineer for Lamb county, will spend the week end here with his parents, Mr. and Mrs. S. J. Orr. He will be accompanied by Miss Virginia Stagers, also of Littlefield.

### Jumbo News

(BY LA RUE BECK)

E. W. Thomas of Dimmitt spoke at community assembly Thursday night. Mrs. C. D. Spencer was in charge of the program.

Robert Thannisch was in Dickens Friday, his son returning home with him Monday.

E. C. Leasure and family spent the week end with Pampa relatives.

M. E. Turner of Idalou spent the week end in the Beck home.

Mr. and Mrs. Oris Jennings of Muleshoe spent the week end in the C. C. and W. A. Hunter homes.

C. and Granny Kring are spending some time in the J. E. Baggs home at Amarillo.

We will clean and block two hats for \$1.50. Fox Hatters.

L. A. Matthews and family attended the old timers reunion in Archer City last week end.

Mrs. Ralph Jennings of Plainview was honored with a bridal shower in the home of Mrs. Finis Hunter. The guests were served hot chocolate and cake.

C. C. Hunter and family spent Sunday in the Dyer home at Dimmitt.

Jumbo played Westway basketball Friday, the girls losing, the boys winning 24 to 16.

Miss Kittle Oxford resumed her school work at Flag this week.

H. E. Barnes and family, R. B. Thannisch attended the funeral of their mother, Mrs. W. L. Thannisch at Dickens Monday.

M. L. Simpson and family, Mr. and Mrs. W. A. Hunter and Finis Nunn were dinner guests in the R. T. Nunn home in Hereford Sunday.

Mrs. C. Andrew gave a quilting Thursday and Friday for Mrs. Ralph Jennings.

Mr. and Mrs. C. D. Gilliam and John Wood were in Amarillo Saturday.

Miss Margaret Morrison of Hereford visited in the L. E. Beck home Sunday.

C. Andrew and family visited Mr. and Mrs. Ralph Jennings at Plainview Sunday.

Mrs. Lee Oxford and Wilder visited at Flag Sunday.

Ullman and Addison Hunter were in Amarillo Thursday.

Hart junior boys lost a basketball game here Thursday, 18-3.

Mrs. Sam Hunter visited Mrs. Wm. Allen at Easter Tuesday.

### Easter Items

BY LOUISE FRYE

Mr. and Mrs. H. O. Armstrong of Lubbock visited Saturday in the home of his sister, Mrs. Roy Durant.

There was no school Monday. A short Armistice program was given Tuesday afternoon by pupils.

Mrs. Claude Smith visited one day last week with her mother, Mrs. Cox, in Hereford.

Annie Mae Smith visited Hazel Chambless Sunday.

Mr. and Mrs. D. S. Bruton were shopping in Hereford Saturday.

Florence Hunter of Hereford was a supper guest of Caroline rye Friday night.

Ben Medley, Brittain Chambless, Tom Jameson and Marvin Turner visited Frank and Dan Allen Sunday.

Mrs. Harry Smith was in Dimmitt and Hereford Saturday.

Mr. and Mrs. Claude Smith announce the arrival of a new son, November 9. Mrs. Smith is at the home of Mrs. Godwin in Hereford.

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### Frio News Items

BY MRS. W. A. SPRINGER

Frio WW club met Thursday in an all-day session with Mrs. H. M. Mobley. The day was spent in fancy work. Next meeting with Mrs. H. D. Robins November 21.

Mrs. Chas. King and son of Stinnett spent last week with her parents, Mr. and Mrs. J. E. Andrews.

Jim Bagwell and family, Misses Ethel Womble and Helen Estes spent Sunday in the H. D. Allman home.

Mr. and Mrs. J. B. Harlin visited in Hereford Sunday.

D. H. Allman, Paul Williams, J. B. Harlin, J. E. Springer and H. M. Mobley were in Dimmitt Saturday.

Miss Mollie Jo Roberson and Anna Joe Owens visited Kitty Kloe Harlin Monday.

Mrs. H. M. Mobley, J. B. Harlin and D. H. Allman visited school last Wednesday.

Miss Mildred Turner spent Sunday with her parents in Hereford.

Miss Koma Hyatt entertained Frio community with a party Friday evening. Games were played and candy and chewing gum were served to 45 guests.

Myron Jenkins and Miss Maxine Tice attending the singing convention at Progressive last Sunday.

### Bippus Items

BY RUTH REESE

Mr. and Mrs. C. T. and Mrs. J. F. Reese were in Portales Monday.

C. T. and Milton Reese were in Bellview Tuesday.

Among those in Hereford Saturday were R. E. Lee and family, Milton, Ruth and Junior Reese, Emory Burks and family.

Violet Bippus spent part of the week with home folks.

The Bill Winn family have moved to the place vacated by Mr. and Mrs. Gene Simmons, who moved to the Walcott community.

Club will meet next time with Mrs. Floyd Huntfields, with Mrs. Crowley as hostess.

Mr. and Mrs. Adrian were in Chillicothe recently.

Miss Davis and Mr. Harris spent the week end at their homes.

A Halloween entertainment at the school house Thursday night was well attended and enjoyed.

The school wishes to thank the club women and church for aid in making the affair a success.

The Fred Pittner family moved to Hereford last week.

Johnnie Jones has been helping Rufus Overstreet this week.

Shoppers in Hereford Saturday were Milton Reese, Jack and Hugh Fortenberry, Homer Dodson.

C. T. Reese and family were in Clovis Saturday.

W. H. Dodson and Geo. Bippus were in Hereford Wednesday.

Chester Dodson is on the sick list this week.

Homer Dodson was given a surprise birthday supper by his wife Friday night. Enjoying the occasion were Mr. and Mrs. Webb Adrian, Mr. and Mrs. Harry Britton.

A. H. Davis and family of Hereford were in this community Friday night.

Miss Davis and Mr. Harris spent the week end with home folks.

Miss Davis attended homecoming at Canyon Saturday.

Ed Lee and family were in Hereford Sunday.

Mr. and Mrs. Bippus went to the breaks Friday.

### Messenger News

BY ESTELLE WILLIAMS

Sunday school attendance was small because of cold weather.

George Messenger and family visited friends and relatives in Tulla Sunday.

A light snow fell here Sunday night.

Altis, Quince and Hobby Williams called at the Scomore home in Bellview Sunday morning.

Shoppers in Hereford Saturday were W. A. Whitson and family, Ben Bates, L. M., Quince and Altis Williams, Frank Knabbe and family, Mrs. J. E. Jones.

Community club met with Mrs. H. L. Sharp November 14. The program had to do with Thanksgiving.

L. M. Turner was here from Hereford Sunday.

### CITATION BY PUBLICATION

THE STATE OF TEXAS, To the Sheriff or any Constable of Deaf Smith County, Greeting:

You are hereby commanded to summon W. F. Karr, personally and as community survivor and administrator of the community estate of Lizzie L. Karr, and Arthur Brooks by making publication of this citation once each week for four successive weeks previous to the return day hereof, in some newspaper published in your county, to appear at the next regular term of the 78th District Court of Wichita County, to be held at the Court House thereof in Wichita Falls, on the 1st Monday in December A. D. 1935, the same being the 2nd day of December A. D. 1935, then and there to answer a petition filed in said Court on the 5th day of August A. D. 1935, in a suit, numbered on the docket of said Court No. 29324-B, wherein North Texas Federal Savings and Loan Association, a Federal

Corporation, with its office and principal place of business in Wichita Falls, Wichita County, Texas, is Plaintiff and W. F. Karr, personally and as community survivor and administrator of the community estate of Lizzie L. Karr, Arthur Brooks and the R. H. Kemp Lumber Company are Defendants, and said petition alleging: that on January 7, 1929, W. F. Karr and Lizzie L. Karr executed and delivered their promissory note in the sum of \$2200.00 to the North Texas Building and Loan Association of Wichita Falls, Texas, that said note bears 10 per cent interest per annum, is payable in Wichita Falls, Texas, provides 10 per cent additional to principal and interest as attorney's fees if placed in the hands of an attorney for collection, and is secured by a deed of trust lien, executed and delivered on the same date by said parties, upon the following property:

All of Lot No. three (3), of Britains Subdivision of Block No. seventy-three (73), of the town of Hereford and Additions, in Deaf Smith county.

Alleging further that Arthur Brooks holds a certain abstracted judgment against W. F. Karr which constitutes a lien upon the above described premises and that the R. H. Kemp Lumber Company holds certain notes which are liens against the above described premises; that each and all of such liens are second and inferior to the deed of trust lien held by this plaintiff, Wherefore plaintiff prays that a foreclosure of its lien be ordered and that it have judgment against the last named defendants declaring their liens to be second and inferior to plaintiff's lien and that upon sale of this property the receipts therefor in excess of the amount necessary to pay this plaintiff be paid upon such second liens and that plaintiff have judgment removing the cloud and quieting the title to this property in the plaintiff.

The North Texas Federal Savings and Loan Association, that said makers have failed and refused to pay same although long past due. Wherefore plaintiff asks judgment in the sum of \$1670.70, for a foreclosure of its deed of trust upon the above described property and for a sale thereof as under execution.

ty, Texas.

Alleging further that the note and deed of trust lien securing same is now owned and held by Herein fall not, but have before said Court at its aforesaid next regular term, this writ with your return thereon showing how you have executed the same.

Given under my hand and the Seal of said Court at office in Wichita Falls, Texas, this 28th day of October A. D. 1935. R. L. SANDERFORD, Clerk. (SEAL) District Court, Wichita County, Texas. By Edna Berner, Deputy.

### Health Service

MANOLOGY CHIROPRACTIC COLON IRRIGATION MINERAL BATHS

### Dr. R. E. Perkins

Six Years In Hereford. Phone 246. 710 N. Main St.

### FRIDAY AND SATURDAY

# SPECIALS

- SUGAR 10-Pound Cloth Bag 58¢
- APPLES, large Roman Beauties, dozen 25¢
- ORANGES, nice and juicy, dozen 17¢
- KRAUT, No. 2 can, 3 for 25¢
- KRAUT, No. 2 1/2 can, each 10¢
- SPUDS White 10 pounds 15¢
- SALMON, pink, Concho Brand, can 14¢
- CORN, Sugar, Primrose, No. 2 can 14¢
- OATS, Moon Rose, cup and saucer or plate, pkg 25¢
- STARCH, Faultless, 10c size, 3 for 25¢
- STARCH, Faultless, 1 large package 23¢
- TOMATO JUICE, C. H. B., 3 cans 25¢
- Post Toasties Large Package 10¢
- BLACKEYED PEAS, No. 2 can, 3 for 25¢
- PRUNES, fresh, White Swan, No. 2 1/2 can 17¢
- TOMATOES, Wapco, No. 2 can, 3 for 25¢
- SOAP, Crystal White, 5 bars and one 10c package Super-Suds, all for 25¢
- COFFEE Maxwell House Pound 27¢
- CRANBERRIES, quart 20¢
- PEAS, No. 2 can, 3 for 29¢
- BEETS, No. 2 1/2 can 10¢
- RAISINS Brimfull 4-pound package 28¢
- RICE, 3 pounds 19¢
- GRAPENUTS, 2 packages 35¢
- MACKEREL, No. 1 tall can, 3 for 25¢
- CRACKERS A-1 2-pound box 17¢

### Top Market

Prices Will Be Paid For Your

## TURKEYS

at

### West Texas Feed & Seed

Phone 265

For Prices. We Want YOUR TURKEYS!

# Weir's

GROCERY AND MARKET

PHONE 99 HEREFORD TEXAS

### SPECIALS FOR THIS WEEK-END

	<b>PALMOLIVE 313c Soap</b> ..... For <b>13c</b>	
<b>55c POND'S 39c Creams</b> .....	<b>ASPIRIN Tablets, 100's</b> ... <b>33c</b>	<b>Ora-San Tooth Brush</b> \$39c
<b>ALCOHOL For Rubbing, pt.</b> <b>23c</b>	<b>SPECIAL VALUES</b>	<b>Assorted Styles.</b>
<b>Nu-Vel Napkins, 12's</b> ..... <b>15c</b>	<b>50c Jergen's Lotion</b> ..... <b>36c</b>	<b>Ora-San Halibut Liver Oil Capsules</b>
<b>60c D. &amp; R. Creams</b> ..... <b>49c</b>	<b>Perfection Cold Cream</b> ..... <b>59c</b>	<b>Plain or Fortified</b> <b>98c</b>
<b>25c Baby Tale, McKesson's</b> <b>13c</b>	<b>Egg and Oil Shampoo</b> ..... <b>39c</b>	<b>Hot Water Bottle</b> <b>49c</b>
<b>30c Hill's Cascara</b> ..... <b>21c</b>	<b>Quinine Tablets</b> ..... <b>21c</b>	<b>1-piece, seamless.</b>
<b>Dolph's Liniment, 4 oz</b> ..... <b>49c</b>	<b>Bayer's Aspirin, 100's</b> ..... <b>59c</b>	<b>Viscolized Milk of Magnesia Full PINT</b> <b>37c</b>
<b>55c Kruschen Salts</b> ..... <b>59c</b>	<b>35c Bromo Quinine</b> ..... <b>25c</b>	<b>Perfection Cleansing Tissues Box 500</b> <b>29c</b>
<b>6-lb Flat Iron</b> ..... <b>\$1.29</b>	<b>Football Helmet</b> ..... <b>98c</b>	
<b>Leather Football</b> ..... <b>98c</b>	<b>\$2 S. S. Tonic</b> ..... <b>\$1.79</b>	
<b>\$1.50 Pinkham's Compound</b> <b>\$1.29</b>	<b>Electric Pad, 3 heat</b> ..... <b>\$2.49</b>	
<b>Malted Milk, 1-lb jar</b> ..... <b>49c</b>	<b>Malted Syrup Pepsin</b> ..... <b>89c</b>	
<b>Deerli-Maltose, all No.</b> ..... <b>69c</b>	<b>50c Bromo Seltzer</b> ..... <b>49c</b>	
<b>\$1.00 Agarol</b> ..... <b>89c</b>	<b>50c Ipana Tooth Paste</b> ..... <b>37c</b>	
<b>Water Glasses, 6 for</b> ..... <b>23c</b>	<b>75c Listerine</b> ..... <b>59c</b>	
<b>One pint Peroxide</b> ..... <b>39c</b>	<b>\$1.00 Cardui</b> ..... <b>89c</b>	
<b>Cashmere Boquet Soap, 3 for</b> <b>25c</b>	<b>Air Plane Linen Bags</b> ..... <b>\$4.75 to \$5.95</b>	
<b>10-Gallon Coa Cola Barrel</b> <b>75c</b>	<b>35c VICK'S Vapo-Rub</b> ..... <b>24c</b>	
<b>MINERAL OIL Russian, pint</b> ..... <b>49c</b>	<b>KLEENEX Box of 200</b> ..... <b>13c</b>	
<b>50c KOLYNOS Tooth Paste</b> ..... <b>31c</b>		

### WEEK END FOUNTAIN SPECIALS

- JUMBO BANANA SPLIT 13¢
- Three big dips, three toppings
- JUMBO ICE CREAM SODA 13¢
- Three big dips, served with wafers
- BUTTER TOASTED SANDWICHES 15¢
- A large selection
- HOT CHOCODATE OR OVALTINE 10¢
- Served with wafers

<b>Ruffmade Chocolates</b> <b>39c</b> Lb. Box	<b>Kupfer Jr. Chocolates</b> <b>49c</b> 1 1/2 Lb. Box
We recommend Ruffmade Chocolates as the most outstanding feature we have ever offered. Make your own comparison.	Real variety! Creams in 5 flavors, caramels, nougats, crunchy pieces, hard centers. Rich, delicious chocolate coating.

### NATURAL GAS HEAT

The comfort, convenience, and economy of a gas heater will make it a welcome addition to your home. Hundreds of satisfied customers praise the benefits of this desirable method of home heating. Its carefree, cozy warmth will make you glad that you have such a heater in your home.

See Your Gas Appliance Dealer Or Your Gas Company

## West Texas Gas Co.

Good Gas With Dependable Service

### Emergency Education Class Scheule

Subject	Hour	Days Taught	Teacher	Room
Home-Making	2-4 p.m.	M-T-F	Mrs. Gibbs, 104 25-Mile Ave.	
English-Mec.	7-8 p.m.	M-T-W-T-F	Mrs. Gibbs, Jury Room	
Bus. English	7-10 p.m.	M-T-W-T-F	Mrs. Gibbs, Jury Room	
Public Speaking	8-9 p.m.	W-F	Mrs. Gibbs, Jury Room	
Business-Arithmetic	7-8 p.m.	M-T-W-T-F	Berry Orr, G. Jury Room	
Penmanship	8-9 p.m.	M-T-W-T-F	Berry Orr, G. Jury Room	
Civil Service	9-10 p.m.	M-T-T-F	Berry Orr, G. Jury Room	

(Other Classes May Be Arranged)

Don't stay out of class because you are late. Come in and get all you can from the lesson. Students are welcome at all times. You don't need to "dress up" to come. This school is intended for those who want to better themselves.

## SAVING MONEY Can Be a Game, Too!

You never have any trouble getting a real, red-blooded boy to play football, baseball—any game! And you can have any trouble instilling a sense of thrift in your boy if you make a game of saving money. We know this to be true for we have many boys and girls who get a great kick out of putting a little money aside every week. Teach your child the lesson of thrift—open a savings account at this bank and we'll make a game of it—a game that will be interesting and a game that will teach the greatest lesson all must learn—the practice of thrift.

Open a Checking Account Here!

Member Federal Deposit Insurance Corporation

# First State Bank



# The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager  
ADRIAN ODOM Editor  
W. C. NIX Foreman

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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.

### THERE'S YOUR PROOF

Comparative figures on the Tulia and Friona football games should give local sports fans and those who believe in athletics without being fans something for serious consideration. The Hereford-Friona game, the first conference tilt of the season for the Whitefaces played under the aegis of Friona's powerful flood lights, attracted a crowd of approximately 1,500 persons. A week later Hereford played Tulia a game with all the tradition and rivalry of the Friona melee, and upon its outcome virtually hung a sectional championship. Yet the crowd at Friona was one-third larger than the attendance at the Tulia game here.

It's hard to find an explanation for that if one ignores the fact that the first game was played at night. Not so many Tulia fans came here as compared to the number of local people who went to Friona, perhaps, because of the distance and interest in their club. But that will hardly explain the circumstances. Many Hereford stores were closed and more people were permitted to attend than ordinarily. We must look elsewhere for the explanation. And we believe night football is the answer.

In every instance where lights have been installed it has been proven that night games attract the fans, because more of them are at leisure and the game takes on an aspect of a show much more than does the regular Friday afternoon clash. This is sticking strictly to the financial side of the question of high school athletics, but it is an important matter. Upon the financial condition of an athletic association depend the type of equipment and the class of opponents that may be secured. Both build up the sport, the efficiency and the training, which are the fundamental aims of the game, and are felt in all other branches of athletics, which depend chiefly upon football for their existence.

We have a choice of two courses: We may either go on as we have, content with the type of football, interest and returns, or we can, as a community, make an investment that has already shown profitable returns over the entire country. We can stick to the old, or we can advance with the new in a matter that will benefit not only football, but baseball and community activities as well. The actual cost is slight compared with the returns. Let's really think about securing lights before next spring and make some plans toward that end.

### WILL ROGER SAND THE RED CROSS

The Red Cross Roll Call and the Will Rogers Memorial drive come at the same time, which is perhaps accidental, but nevertheless appropriate. The charitable organization had no more staunch supporter than the incomparable Will. He was voted a lifetime membership in the Red Cross in 1927 by the central committee. When he received the letter of notification he told the country of his appreciation in his daily comment on events which he contributed to a string of daily papers. Writing in his characteristic and intimate style, he said:

"Today I got my official document from the Red Cross, of being made a life member. Well, sir; I am just crazy about it for two reasons. One of course is that it is the greatest organization in the United States (including the world). . . . The other reason is it looks like a diploma. I never finished from anything. I always did want something that looked important. I never even had an oil share. I waited all these years to get something to frame. And if Congress doesn't help the Mississippi Valley this term I will devote my remaining years to telling the truth about them."

In a personal letter to Judge John Barton Payne, then chairman of the American Red Cross, Will said: "My dear Judge Payne,—While I answered you through the press I want to tell you now that's just the biggest thing that I ever had to happen to me, and it especially came at a time when it made me feel mighty good. The Red Cross is the only thing I can think of in America that we couldn't possibly get along without. If the people only knew one-half of its worth we could raise any sum of money in 24 hours. My membership is already bearing fruit—I've booked 12 benefits."

### A RIGHT AND DUTY

So many editorials have been written and so many arguments given about the sacred right and moral duty of the American citizen to use the power of the ballot—with no apparent effect—that still another probably will pass without creating any impression whatsoever. But we cannot refrain from calling attention to the recent corn-hog referendum and the vote in Deaf Smith county.

Here was a program of vital importance to certain farmers. Yet 102 corn-hog contract signers who had ballots mailed to them plainly and unconcernedly ignored their importance. Evidently they took it for granted that the referendum would favor the program, so they didn't even go to the trouble of signing the ballot, checking yes or no and returning it to the county agent's office. It would have served those people right if everyone else had adopted the same attitude, and the program had died for want of interest—but it would have been tough on those who really were interested and active.

It's the principle of the thing, as you've heard before. When one is certain an issue will carry, he isn't interested, and thereby sets a precedent that often proves costly. Realizing the weakness of the affirmative, the group opposed to an issue often is able to defeat a worthy cause with a minority vote because they are always willing to work against something. If we could only form the habit of voting on every issue regardless of the outlook, few issues would fail to measure accurately the real opinion of the people.

# A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, November 18, 1904.)

Miss Ethel and Lida Laughlin were out driving one day this week in their new buggy which their father recently bought, according to the Boom correspondent.

J. P. Roberson and family, said the same correspondent, were picking cotton near Memphis at the rate of about one bale per day.

and soon the prisoners will have a nice home in which to pass their days of confinement," the editor remarked in his comments of the erection of a new prison here.

### By Their Words AND OURS

The true value of the small weekly newspaper as a community asset as well as a valuable advertising medium is recognized by even the metropolitan newspapers.

The following comment, which needs no explanatory remarks, was written recently in the Dallas Morning News: "When you look at a town's newspaper and see no ads in it you may guess that the businessmen of that community are either dead on their feet or dead set against the editor. In either case, it may offer a good location for live merchants. In these days of reading and thinking, with good buyers looking for the best stores and the best inducements, the accidental trade, the drop-in business won't sustain the non-advertising establishment. It takes advertising to draw a crowd even to a prize fight." There are numerous merchants in Hereford who would just about be ruined by good; keen competition from new firms. The best way to keep out that competition is to adopt a vigorous newspaper—and we don't mean circular—the prospective merchants never see them—advertising campaign, to corner the local market, so to speak, and to discourage prospective merchants who are looking for locations where they, themselves, would not be up against too keen competition.

Well, we attended the football game here last Friday between the Hereford Whitefaces and the Friona Chiefs, and while I know so little about the game, I judge that it was a mighty good game, although our Friona boys got "skunked" to the tune of 31—or something like that—to nothing.—Friona Star.

Wouldn't those women who demand "equality" be up against it if the men should take to wearing whiskers again.—Miami Chief.

Mussolini argues that two wrongs make a right in Africa—after claiming rather forcefully that England, France and some other countries have no record there which will bear analysis.—Pampa News.

One thing about dirt streets in this section is that in a few years all will be far below the level of the surrounding property, giving the home owner a chance to build up a terrace; however, it is tough on the man who has his walks and curbs in, as his home will be left high and dry in a few years.—McLean News.

The cost of food is the largest single item in the average family budget. And, the lower the total family income, the higher becomes the proportion needed for food. Any sound means of reducing retail food prices, thus liberating money for other purposes, is obviously in the interest of the entire country.—Plainview Community Weekly.

If a female duke is a duchess, is a female spook a spuchess?—Clarendon News.

The other evening we heard a woman ask what in the world would become of the younger generation. That's an easy one. They will fall in love, get married, have children and trouble and all that sort of thing, and as they get older they will worry about what's to become of the younger generation.—Tulia Herald.

Some weeks ago a thoughtful woman who lives in the north part of the county wrote me and said that she thought there ought to be more support for Roosevelt. I paid little attention to this phase of the letter. I thought Roosevelt was certain to be elected again in 1936, and I could see little use in raising my voice in his support even though many large publications are attacking

A telephone advertisement: "A doctor wanted at once, but have no phone."

Many of Hereford's citizens gathered at the cotton gin to witness the ginning of Hereford's first bale of cotton.

Commissioners' court had been in session. The next meeting of the body was to show several new faces, and would be composed of W. H. Russell, J. B. Armstrong, Geo. L. Muse, T. M. Palmer and O. M. Daniel.

(From The Hereford Brand, November 20, 1914.)

Governor Colquitt had issued pardons to 158 convicts as Thanksgiving presents.

"Ten Nights in a Bar Room" was scheduled to play Hereford the night of November 24.

Hereford Eastern Star had entertained visitors and delegates from other places at a school of instruction.

Fox Mercantile Company had a big double page advertisement in The Brand, and the ad was printed with red ink.

Ezra Norton offered to pay the highest market price for all kinds of hides.

And Vern Witherspoon had good fat turkeys for sale for that Thanksgiving dinner.

# CCC CAMP NEWS TELLS OF MANY INTERESTING EVENTS THERE

By HERBERT B. WELLS, First Lieutenant, 33rd F. A. Welfare Officer.

Acts of heroism: None. Athletic Events: Some of the tennis players of the company are taking advantage of the high school courts to improve their game, and to learn to play in a high wind. The boxers, of whom we have two or three, are looking around for some competition. We are looking for a few matches.

Educational Notes: In spite of being handicapped by not having an educational advisor, and also the temporary location of the camp, the fellows under the supervision of Cecil Cook, assistant educational advisor, are working nicely along this line. Contacts are being made with local people who are interested in us, which we feel will be of benefit to the company.

Promotion of Enrollees: Glenn Underwood has been made an assistant leader and holds down the job of company clerk.

Advance Notice of Ceremonies: None.

Progress of Work: Due to the greater number of workmen, the park service says that the work in the park is going along at a much faster rate. A hardwood floor is to be laid in the club house some time ago and the work in the park is expected to be finished in a few weeks.

Records Established: None. Church Activities: Captain Yeargan was with us this week end and gave two addresses to the company which were well attended. Several members of the company are attending local churches and young people's meetings.

Social Activities: None. Unusual Incidents: The company has devoted itself to getting acquainted with the local members of the fairer sex. From all that we can see, they are doing a bang up job. After all the tearful farewells we saw when the train pulled out of Brownwood this comes as a surprise.

Some of the boys saw their first snow storm Monday morning and the general consensus of opinion is that it is not so hot.

### Summerfield School News.

The trustees had a regular meeting Friday night at the teacher's age. They voted to try to get standardization for the school.

Eleanor and Mary Jane Decker sang a tongue twister for chapel program Wednesday.

Spooks, goblins and witches ran rampant at the school house last Thursday afternoon at 3 o'clock. Those to view the spectacle were the school children and Mmes. C. R. and D. C. Waiser, J. O. Clark, Charlie Roberson, Ray Johnson, J. R. Oglesby and John Hicks, and Warner Beller, Robert Oglesby, Joan Waiser and Leaton Clark. On the program were Aline Coker, Billie Jim Sikes, Mary June Decker, wiches; Gene Roberson. Ariess Oglesby and H. M. Lomax gave readings, and a group of girls sang "Halloween Night." Apples and candy were served.

The candy selling contest is causing excitement. The boy and girl selling the most candy within 15 days will receive a prize. Proceeds go to buy a basketball for the school.

### NOTICE

The Farm Debt Committee will meet Saturday afternoon at 2:30 in the county court room at the court house.

Mark S. Benefield of Clinton, Oklahoma, was a visitor in Hereford Wednesday.

In every manner conceivable. Since then I have changed my mind, and I realize that the lady writer is a better editor than I am. I still think he will be elected again, but I have read so many attacks lately that I think it is time that those of us in the farming section should begin to make our opinion known.—Mayor Deck Wells in Wellington Leader.

### DISTRICT GRID TROPHY IS ON DISPLAY HERE

District Class B football champions this year will receive trophies as emblems of their achievements. Superintendent C. H. Dillehay selected the trophy that is to be presented to the District 1 winner. It arrived last week end and is now on display in the show window of the Corner Drug.

### Wyche Items

BY PEGGY VALENTINE

A surprise party was given last Thursday night in the home of Mr. and Mrs. J. P. Gandy in honor of Mrs. Clifford Gandy, recent bride of their son. Many friends and neighbors attended, showering the bride with lovely gifts and enjoying 42 and delicious refreshments.

Mr. and Mrs. C. E. Davis were in Springlake Thursday. J. J. Paetzold and family spent Sunday in the Clarence Conklin home at Dawn.

Mrs. Louie Olson attended a shower given Mrs. Buddy Sowell in the home of Mrs. Olson's mother, Mrs. Geo. Brumley, Thursday. Messrs. and Mmes. J. P. and Clifford Gandy were in Tulia Monday.

C. E. Davis and family spent Monday in Amarillo. Mr. McBrayer and family, Dock Roberson and family and Mr. and Mrs. Henry attended singing at Progressive Sunday.

Geo. Roberson and family spent Sunday in the Geo. Brumley home. There was no singing Sunday night because of cold weather.

Mrs. DuBois Walker is on the sick list this week. Mr. and Mrs. Henry Edwards of Floydada are visiting his brother, A. E. Edwards.

Junior Harrell of Littlefield spent Sunday with his sister, Mrs. H. J. Edwards.

R. W. Elliston and family visited Mr. and Mrs. Floyd Fortner at Arney Sunday.

Among those in Hereford Saturday were Mrs. Louie Olson and family, C. E. Davis and family, J. P. and Clifford Gandy, Mr. Rinar and family, J. A. Love and family, Ben McBrayer and family, Mr. Henry and family.

### Auxiliary Organizing.

The American Legion Auxiliary is now organizing for its 1936 program by re-enrolling its members for the new year and strengthening its ranks with new members. All wives, mothers, sisters and daughters of men who served in the World War are being invited to become members at this time, Mrs. Jimmy Roberson said.

### Fairview-Palo Duro Items

BY MISS VADA NORMAN

Mr. and Mrs. Cecil Allred, Misses Frances Campbell, Mary Hogz, Vada Norman, Messrs. Jimmie Allred and Earl Norman were Sunday dinner guests in the Lee Norman home.

Mrs. Dick Allred and children, Glenn and Alma visited Mr. and Mrs. C. M. Grisham at Memphis last week end.

A number of friends visited the Lee Norman home Saturday night. Mrs. Grisham of Memphis is visiting the Dick Allred home.

### DRESSED TURKEY SHOW SLATED IN PLAINVIEW

December 4-6 are dates for the second annual Southwestern Dressed Turkey show at the city auditorium at Plainview. More than \$400 in premiums, including a cash prize of \$5 for the heaviest dressed bird in the show.

The only show of its kind in the Southwest, the Plainview event is sponsored by the Hi-Plains Turkey Improvement Association and the Plainview board of city development. Last year more than 1,000 entries were made by exhibitors throughout the Southwest.

### JAMES W. WITHERSPOON ADDRESSES ASSEMBLY

District Attorney James W. Witherspoon addressed the high school body at the 9:45 assembly period Tuesday morning.

In his address Mr. Witherspoon called the attention of his audience to the American Education Week movement, November 11 to 17.

He was accompanied by W. J. (Bill) Smith, representing the local American Legion organization.

Mr. and Mrs. N. E. Gass and Mrs. F. M. Kester left Sunday morning on a motor trip to Wichita Falls where Mrs. Kester visited a niece, Mr. and Mrs. Gass going on to Henrietta for a visit with relatives. The party returned Tuesday.

### We Want Your CREAM

We will pay all the market price will afford. We are expecting higher prices in the near future.

Farmers Creamery Association, Inc. Phone 680

# GOOD PRINTING SOLVES YOUR SALES PROBLEM

As you read this, Mr. Businessman, consider how the power of printing has led you into this space. And, as we have something interesting to tell YOU, have something interesting to tell YOUR prospects—something that will make THEM read YOUR words as you are reading ours. That something, whether it be toothpaste or tableclothes, tin roofs or timepieces, can be made more attractive to prospective purchasers if you tell them about it through printing. We'd like to tell you more about the profit-possibilities of able printing combined with effective advertising creation. It's more than worth your time.



# The Hereford Brand

PHONE 30

**TURKEYS** The turkey market is at hand. See us before you sell. We buy and sell Produce of all kinds.  
**ARMOUR CREAM STATION**  
I. H. SPRATT



# APPLES, Fresh

**SATSUMAS** ..... 25¢  
Alabama, sweet and juicy, dozen

**ORANGES, Texas Hammond Seedless, dozen** ..... 25¢  
**GRAPEFRUIT, Marsh Seedless, dozen** ..... 48¢  
**GRAPES, Red Emperor, green stems, really good, 3 lbs** ..... 25¢  
**PEARS, Oregon, two sizes, dozen 40¢ and** ..... 35¢  
**BANANAS, dozen** ..... 29¢

**GOOBERS** ..... 25¢  
Large Jumbo Virginia, gallon bucket

**CRANBERRIES** ..... 39¢  
Two quarts

**OOCONUTS, each** ..... 9¢  
**POPCORN, that really pops, pound** ..... 10¢

**WE HAVE A FEW BUSHELS OF PRESERVING PEARS**

**YAMS, East Texas, Saturday only, 10 pounds** ..... 24¢  
**CABBAGE, new, really nice, pound** ..... 3¢  
**TURNIPS, RHUTABAGAS, 3 pounds** ..... 10¢

We Try to Have the Kind You Like—Size and Color. Six Varieties to Pick From. We Also Have 20 Boxes of Stamen Winesaps to be Closed Out Saturday at the box

# \$1.59

**SPUDS, new, 4 pounds** ..... 15¢  
Sorghums, Ribbon Cane and Honey will also be on special Friday and Saturday.

**CELERY, nice large bunch** ..... 15¢  
**SQUASH, NICE TENDER, LETTUCE, TOMATOES** ..... 23¢  
**PECANS, Stewart Papershells, pound** ..... 23¢

Fuller's Fresher Fruits and Vegetables

# SOCIETY

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

## PARTY HELD AT L. POWELSON HOME

Mr. and Mrs. Lynn Powelson entertained a party of about 70 guests in their home Friday evening. The always popular game of 42 provided interesting diversion for the older guests, while outdoor games were enjoyed by the younger group. After the serving of a refreshment course of fruit salad and cake, a surprise shower of lovely gifts was presented to Mr. and Mrs. Powelson.

Guests from outside Progressive community were Mr. and Mrs. Allan Powelson, Misses Odessa and Audrey Cockrell all of Hereford; Mr. and Mrs. Archie Dougherty and children of Portales, and Mrs. Frank Frisch of Piqua, Okla.

Miss Neville Wrenn visited with friends in Amarillo Monday.

## MISS EMMA JEAN DONALD HONORED WITH LUNCHEON

A delightful pre-nuptial courtesy honored Miss Emma Jean Donald Wednesday when Meses. Travis Dameron, Dave McCurdy of Plainview, and Mrs. B. H. Hopkins entertained with a one o'clock bridge luncheon at the home of Mrs. Dameron.

The rooms were very lovely with drawn shades and subdued lights, silvery artemisia intermingled with white chrysanthemums and arranged in blue bowls revealing the bride's chosen colors, blue and white. Three tables were placed, white hand-made lace napery with other table appointments in crystal and silver being used. Centering each table was an exquisite piece combining four dainty pink roses with bows of blue tulle, either side showing a tiny place card in white. The piece was unique in that the roses were made of taffy tinted and mint flavored and were not only decorative but served as mints and place card holders as well.

The menu included fruit cocktail with cheese wafers, crab ravigate, vegetable salad in tomato cups, hot rolls, cranberries, pickles, bride's cake dessert and afternoon coffee. Bridge tables showed wedding rings grouped with tiny bells.

Seated for the luncheon and games were Miss Donald, Meses. Charles Donald, H. N. Grigsby of Fort Worth, J. C. McCracken, John Patton, Colby Conkright, Tom McCollum, J. W. Witherspoon, Egbert Bradley and the hostesses.

FOR JOB WORK TRY THE BRAND!

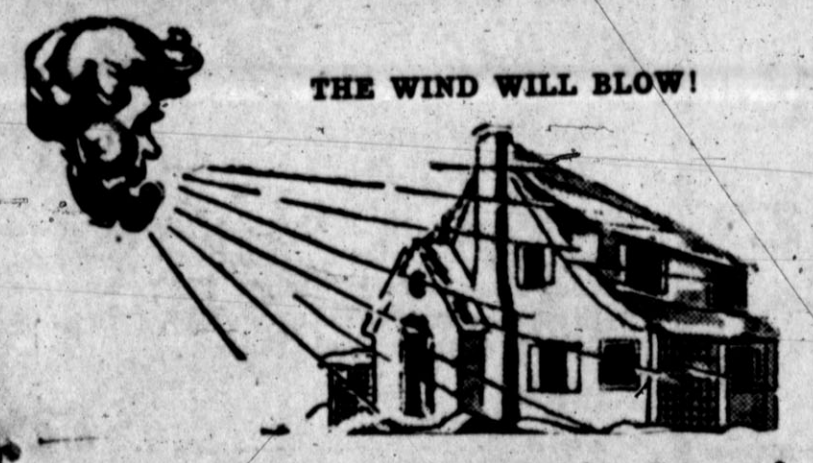
**Thanksgiving Wash Dresses Special . . . . 98c**

Putting On the 98c Rack. NEW \$1.95 WASH DRESSES just received. Dress up in a new, crisp Wash Dress to prepare your Thanksgiving Dinner.

All New Fall Hats WILL BE REDUCED!  
\$1.95 Values . . . . 98c  
\$2.95 Values . . . . \$1.49  
\$4.95 Values . . . . \$2.75  
These Are Exceptional Values!

**Closing Out!**  
All New Fall Coats at Closing-Out Prices!  
**Silk Dresses**  
New Advanced Holiday Shades At Sale Prices!

# POPULAR STORE



**And winter beat upon your home!**

Is your home solid enough to withstand a hard winter walls and roof ready for the attack? Or will it come out next spring looking like a wreck, and will you be uncomfortable from cold air that slips in around windows and doors? A house needs more care during winter months than at any other time. Weak spots should be re-enforced before winter comes.

Loosely Constructed, Poorly Repaired Houses Cost a Fortune to Keep Heated—Repair Now!

**PANHANDLE LUMBER CO.**  
D. H. ALEXANDER, Manager.

## RECEPTION AT FERGUSON HOME HONORS MISS JOHNSON AND MOTHER

Honoring Miss Esther Johnson and her mother, Mrs. E. Blackwell, the sponsors for the Esther Johnson concert were hosts of a beautiful reception given after the program at the home of Mr. and Mrs. C. C. Ferguson. The home was ideal for the distinguished occasion. Its spacious rooms conveniently grouped lent themselves charmingly to a decorative motif of roses, fern and artemisia which obtained throughout.

With only the formality necessary to dignity, the occasion was truly delightful. Heading the long receiving line were the honor guests, the hostess and Miss Mattie Mae Swisher. The guests passed down the line, then were ushered to the dining room where, under the direction of Mrs. Harold Close, a refreshment course of punch, cakes and assorted nuts were served by the girls of the high school glee club. Here a lace covered table centered by a bowl of pink roses and with tall pink candles on either side provided an effective setting.

The lovely function was attended by about 100 guests.

## MRS. GILBREATH ENTERTAINS CLUB

Ina Mae Gilbreath was hostess to the Junior Bay View Club last Thursday evening. Following the business meeting, parliamentary drill was conducted by Margaret Witherspoon, club parliamentarian. Club study, led by Ruth Conkright, featured James Chilton in his book, Good-bye, Mr. Chips. The story of the simple, understanding man whom Chilton presents in Mr. Chips was made thoroughly enjoyable by the sympathetic interpretation given by Ina Mae Gilbreath. Ice cream and cake were served.

## BIRTHDAY PARTY HAPPY SURPRISE

The birthday of Irvin Henderson Sunday, November 10, was the occasion of an enjoyable surprise dinner given by his parents, Mr. and Mrs. Frank Henderson. The beautiful dinner was served at noon, 51 persons enjoying the elaborate repast and the pleasant afternoon spent together.

The guest list included Messrs. and Meses. Frank Griffith, Edgar Siber and daughter, Ashford Hill, Casey Adams, Mrs. Joe Wilkins and family, Mrs. Charles Adams and daughter, Carrie, all of Friona; Mr. and Mrs. Pharis London and family, J. F. Morris and family, Mr. and Mrs. Claude Bogle and son, Mr. and Mrs. Glenn Hetzler and daughter, Norma Lee, Mr. and Mrs. Dustin and son, Kenneth, all of Thomas community; Messrs. Lester London and Roy Henderson of Gage, Okla.; John and Gladys Hampton of Oklahoma City; Eva Hinger and children of Fargo, Okla.; Mr. and Mrs. H. W. Edwards and family, Lela Dory, Mrs. Frances Bridwell and Miss Kathryn Henderson, all of Hereford.

## BOOK OUTLINE GIVEN FOR DISCUSSION GROUP

A concise outline of the book, "The Mind That Found Itself" by Beers was presented for the Discussion Group Friday evening by Mrs. Carl Cockrell. It formed an intelligent and interesting basis for the discussion of mental hygiene which followed.

The discussion for next Friday will make use of the material on "The Subconscious Mind," to be presented by Mrs. C. A. Skelton.

There were 23 in attendance at last week's meeting.

## Camp Members Join Chorus.

The Hereford Civic Chorus membership was increased Monday night by several members of the Junior CCC camp that arrived here last week end. Special rehearsals for the male section are being held this week for their benefit. All singers are urged to attend the rehearsal Monday night at 7:30 o'clock at the First Methodist church, preparatory to the rendition of the "Messiah" here on December 8.

## LOCAL BOY HAS INTERESTING TRIP

A picture of Hollywood and the San Diego Exposition from the viewpoint of a youthful college boy was shown in a letter recently received by Mr. and Mrs. Homer Henslee from their son, Homer, Jr., who is a student in Texas Tech. He will be remembered as having gone with three other Tech students, Billy Ross Phillips, Arthur Thompson and Rex Tynes, on the college band trip to the exposition. The following are excerpts from the letter:

"It would take volumes to recount all our experiences, but I'll tell you some of them. The trip out was uneventful. Spent one night in a chair car and had a very good bed after I learned the combination on those seats. We were due for a radio program in Hollywood at 1:30 Thursday evening. The train pulled into Los Angeles at 1. We piled off with our horns, climbed into a two-story bus (the first I had ever seen) and strung out for Hollywood about 13 miles away through heavy traffic and with a motorcycle escort of six cops. We really went to town—sirens and everything. I really thought that old bus was going to swap ends several times. We made it in about 15 minutes and the program was pretty fair I think.

I went to the station that night to hear the Sports Review broadcast from the Times building. Got put off at the wrong station and had a 10-block walk through the middle of Chinatown at night but reached the station on time. I saw Dizzy Dean and heard the conceited devil broadcast. Just to be sure of missing nothing, we took in a night club. They led us in thru a steel gate as special guests, made us swear we were over 20 years old, then let us into the floor. We sat back in the cocktail room where they was no cover charge and observed. A girl from Abilene was operating a gambling machine. We saw the floor show, watched a drunken magician for an hour, then went back to the train. It was a big night.

"Next day we played two high school programs and took in the ball game. Bing Crosby and his wife sat right in front of me. Saw Wallace Beery and several other actors. Next day we played two concerts in San Diego at the exposition. Saw the Pacific Ocean—lots of water. Saw the fleet and was on board the U. S. S. Ranger, newest airplane carrier in the fleet. I got souvenirs for everyone except Dad. He'll have the cancelled checks to remember the trip by."

## MRS. D. C. LAIRD IN DALLAS HOSPITAL

Mmes. Seth B. Holman and Horace Baird were called to Dallas Friday by the serious illness of their sister, Mrs. D. C. Laird. At Plainview they were joined by Harroll Laird, Mr. Baird driving the party.

Mrs. Laird has been removed from her home in Kilgore to the Dallas Medical and Clinical Hospital. Her condition was thought to be somewhat improved Monday morning when the Hereford visitors returned. The Lairds formerly lived in Hereford and are well known here.

## PIONEER CLUB MEETS AT CONKWRIGHT HOME

Mmes. H. G. Conkright and A. G. Bell were hostesses to the Pioneer Club Tuesday at the home of Mrs. Conkright. A study of the one-act play constituted the program.

The subject was considered from two angles: Its place in drama was treated by Mrs. Arthur Thompson treated by Mrs. Arthur Thompson discussion Tuesday leading up to that number. Its Technique, a number prepared by Mrs. Bess Tur-routine, was given by Mrs. Jack Rose. A play to be given shortly by the club will be illustrative. A salad course included chicken salad, bread and butter sandwiches, pickles and coffee.

Mrs. Grover Bishop of Ladonia left Wednesday morning for her home after a week's stay here with her mother, Mrs. George Karr, who accompanied her home and will spend the winter with her.

## IMMUNIZE CHILDREN UNDER 10 YEARS, SAYS DR. BROWN

State health officer, Dr. John W. Brown, urges all parents of children from six months to ten years of age who have not been immunized against diphtheria, to take them to the family physician and have this done at once. Last month there were 265 cases of diphtheria in Texas reported to the state department of health. This was an increase over August and shows the need of stressing immunization of the children in this age group.

It was not so long ago that parents dreaded diphtheria because of the inability to prevent or cure this scourge. Now that we not only know the cause but also the remedy, there is no reason why this disease cannot be completely eliminated.

As diphtheria is most dangerous to very young children, it is of highest importance that immunization be given early. What is more, in young children there is practically no reaction to the injection. Immunization has been proven to give absolute protection. It is in the power of the parents of this state, cooperating with the physicians and health department, to eliminate the disease.

Most children can be protected against diphtheria by a single treatment with what is known as Toxoid. However, in about six months the child should be given a Schick test to determine if a second treatment is necessary. An early immunization is a routine procedure adopted by modern and up-to-date physicians. Cooperate with your family physician and your community and make early immunization a regular practice in this state.

Mr. and Mrs. W. L. Davis and Mr. and Mrs. J. C. McCracken attended the Lubbock-Amarillo football game in Amarillo Armistice Day.

## Want Ads

**For Sale or Trade**

FOR SALE: Few choice Buff Orpington yearling male birds. See Ralph Smith. 442

FOR SALE: Columbine plants, in beautiful dark colors. Mrs. J. B. Phillips. 41-tr

FEED FOR SALE: 30,000 bundles kafir and hegari in field at 2c and 2½c; also pasture after feed is out. T. P. McCollister, Route No. 4. 45-2p

WILL TRADE 1929 Ford roadster for larger car, pay difference. Also will trade for six-wheel truck attachment. See Shuzart at Roy's Produce. 1p

FOR SALE: A young, fresh Jersey milk cow and calf, priced right. Davis & McCracken Implement Company. 1c

## For Rent

FOR RENT: Modern bedrooms. Mrs. A. M. Jones, 504 East 5th Street, Hereford, Texas. 35tf

FOR RENT OR LEASE: I have stak pasture to lease for 50 cattle; can furnish bundle feed and care for cattle. Write or see J. W. Chapman, Adrian, Texas. 1p

FOR RENT: Front bedroom, convenient to bath, meals if preferred. 500 W. Secand Street. 4p

FOR RENT: My residence on 25-Mile Avenue, furnished or unfurnished. Mrs. C. O. Lee, at Mrs. A. R. Rogers' home. 1p

## Wanted

LEAKY pipes? Wheezy faucets? See Ray the Plumber. He will fix them or install at complete new outfit. 43tf

WANTED TO BUY: A few registered Hereford cows. Address Box 1263, Vernon, Texas. 44-2c

WANTED: Field grazing for 75 to 100 head of cattle. See Henry Hastings. 1p

WANTED: A small gas heater for bedroom. Mrs. Nona Jowell, Phone 545-W. 1c

WANTED: Some good shoats. H. C. Bowsher. 1p

## Lost and Found

FOUND: One truck tire and wheel. Owner may have same by calling at the Brand office, identifying the tire and paying for this ad. 43-tf

## St. Anthony's Church

Sunday mass at 8 and 10 o'clock. Novina at 8:30. Benediction at 7:30 p. m.

Week-day mass at convent at 6:30, in church at 8. Holy hour Thursday at 7:30 p. m.

As usual at the Tuesday evening parties those attending last week had an excellent and jovial time. The refreshments are a big drawing card.

The ladies are having a party at Mrs. Koelzer's today. It is hoped a goodly number will attend. Besides quilting, other matters will be discussed.

Thanksgiving there is to be the annual dinner in the school hall to which all will be cordially invited. Preparations are under way to make this surpass all previous ones in attendance and success. The menu is being arranged. Several have again expressed an intention to have their families attend and save cooking dinner at home.

**HAT SPECIAL**  
UNTIL NOVEMBER 23rd  
We Will Clean and Block 2 HATS FOR \$1.50  
We Meet All Advertised Prices in Hereford  
**FOX CLEANERS & HATTERS**

**Foresight Is Better Than Hindsight by a Darned Sight!**

IF YOU HAD A FIRE TONIGHT? Would you have adequate protection? Take stock of your property now. Base the amount of insurance you need on the market value of what you own. Then, as a prudent man, get in touch with us and let us go over your insurance needs with you. We assure you protection in keeping with your holdings.

Unexcelled Service—Prompt Loss Settlements.

**Hereford Insurance Agency**  
Since 1898  
RALPH BARNETT, Manager.

**TURKEY**  
PRICES ARE HIGHER THIS YEAR. WE ARE PAYING TOP PRICES

SEE US BEFORE YOU SELL!  
We Buy Produce of All Kinds.

**Hereford Poultry and Egg Co.**

For . . . . .

**Want of a Word, a Sale is Lost**

Do not let false economy lose prospects for you when you write a Classified Ad. Describe the merchandise or service you are offering in full detail. Make it terse and business-like, but do not omit anything that is likely to interest some reader. This is, therefore, our first suggestion in making your Want Ad bring the desired results.

GIVE ALL THE DESIRED INFORMATION—SO THAT YOUR WANT AD WILL INTEREST THE GREATEST NUMBER OF READERS!

The **Hereford Brand**  
PHONE 30



**FORMER HEREFORD YOUTH EXHIBITS ART**

An excerpt from a Woodward, Okla., paper names James Ross, son of Mr. and Mrs. James Ross, formerly of Hereford, as one of the exhibitors in the Northwestern Artists Association exhibit recently held in Woodward. The organization was effected last year and

young Ross has been an exhibitor each year. He was chosen treasurer at the recent meeting. Rev. Ross is a former pastor of the Presbyterian church here and is now pastor at Woodward. John is remembered as the older of the two sons of the home. He is about 16 years of age.

FOR JOB WORK, TRY THE BRAND

**SOCIETY**

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

**BAY VIEW CLUB STUDIES RUSSIA'S TRAGIC HISTORY**

Some illuminating pictures drawn from the tragedy which is Russia's history provided an interesting hour's study for the Bay View Club Thursday afternoon. Mrs. D. H. Alexander gave Russia, Old and New. She followed the history through its representative leaders in different periods bringing out that complete governmental autocracy that was the old Russia is the logical forerunner of a new Russia such as exists today. In Mrs. G. W. Heard's number, Education, Family Life and Morals in the New Russia, there was a cheering note of hope throughout. As she explained, the note was an echo from the conclusions of Kirby Page and Sherwood Eddy and as such had the sure ring of authenticity. A bright snappy comparison of Lenin and Trotsky given by Mrs. E. B. Hicks pointed out interesting similarities and differences in these two disciples of Russian Sovietism, and closed an enjoyable program.

**DINNER BRIDGE HONORS COUPLE AT BROOKS HOME**

Among the courtesies that have honored Mr. and Mrs. Marlin Gilliland since their recent marriage, one of the loveliest was the dinner bridge given Wednesday evening by Mr. and Mrs. Charles Brooks. The pretty home was charming in a color scheme of orchid carried out in dahlias and wood asters, the flowers being effectively combined in table decorations and in large bouquets attractively placed. The use of quartet tables and buffet service gave the note of informality always so enjoyable. Seated for the dinner and games were Messrs. and Mrs. Marlin Gilliland and George Jennings, and Miss Sallie Peel, all of Tulla; Miss Dorothy Burch, Mr. and Mrs. J. T. Gilbreath, Jr., Messrs. Bill Clutter and O. C. Holt, Mr. and Mrs. Brooks.

**QUILTING PARTY HELD AT METHODIST CHURCH**

An all-day quilting party and class social was held at the Methodist church Wednesday with a covered dish luncheon and afternoon program in observance of the week of prayer. Mrs. J. F. Ward, teacher of the ladies class in the Methodist Sunday school, had charge of the program, members of her class participating in this and other activities of the day. The ladies met again Friday and completed the work on the quilt.

**MRS. C. F. KERR HOSTESS TO SUNDAY SCHOOL CLASS**

The Frances Witherspoon class of the Presbyterian Sunday school was entertained Thursday in the home of Mrs. C. F. Kerr. The day was spent visiting, piecing a quilt and hemming cup towels for use in the church kitchen. A lovely covered dish dinner was enjoyed at noon. Sharing Mrs. Kerr's hospitality were Meses. Bell, Potter, Paddock, Gyles, Barnhart, Bodkin, Rigler, Cogdell, Haberer, Palmer and Clay Ridgway. This was the regular monthly meeting of the class.

**CHRISTIAN W. M. S. IN ALL DAY MEET WEDNESDAY**

An all-day meeting of the Missionary Society of the Christian church was held at the church Wednesday, a noon luncheon being an enjoyable feature. The afternoon program was opened with a devotional study on Seeking the Common Good, led by Mrs. A. Lowther. Under the general head of Treasures At Our Door, Mrs. O. L. McKee directed an interesting lesson with Areas of Attitude and Action as the specific theme. Two numbers dealing with our attitude toward other races and toward the Nordic groups given by Meses. E. E. Ramsey and C. P. Cockrell respectively were informative and interesting. An illustrative poem was read by Mrs. F. M. Kester. After the program the remainder of the afternoon was spent making and hanging curtains for the basement auditorium now being used by the church.

**BAPTIST W. M. S. IN BUSINESS MEET**

The Baptist W. M. S. met in regular business session Wednesday afternoon at the church with an attendance of 26. A devotion included the song, Give of Your Best to the Master, Scripture, 1 Co. 4:2, by the leader, and prayer by Mrs. Conkright. This week's meeting will be in the circles as follows: Lillie Hundley with Miss Mulkey, Dorcas with Mrs. Schwartz, East Sid with Mrs. Massey, Elsie Chlore with Mrs. O. G. Hill, and the Faithful Workers will have an all-day meeting with Mrs. Naylor.

**VISITORS HONORED WITH SOCIAL EVENTS**

Mrs. A. J. Halek of Fairbury, Nebr., who has been the guest of her daughter, Mrs. Ralph McCullough for several weeks, has been honored with a number of social courtesies recently. A 6 o'clock dinner was given Tuesday at the home of Mr. and Mrs. Leaton Branson. White napery with a low bowl of tiny pink rosebuds used as a center adornment made the table most attractive. A delicious three-course dinner was served. Seated were Mrs. Halek, Miss Jonnie Estes, Mr. and Mrs. McCullough and children, and Mr. and Mrs. Branson and son, Bob. Again on Friday Mrs. Halek was honored when Mr. and Mrs. H. L. Stewart entertained at one-o'clock luncheon. A lovely luncheon was served to Mrs. Halek, Messrs. and Meses. McCullough and Stewart, and the children of both homes.

**C. H. DYAR ENTERTAINS ILLINOIS FRIENDS**

C. H. Dyar entertained a party of Illinois friends in his home Monday. They were F. A. Shipman, Judge William McCarty, Prentiss and Herbert McCarty, all of Robinson, Illinois. The gentlemen were on a business trip through this section and took advantage of the opportunity to visit an old-time friend. They were enroute to Mineral Wells.

**CLASS GROUP ENJOYS PARTY TUESDAY-EVENING**

A class party for Mrs. Leaton Branson's class of intermediates in the Christian Sunday school was enjoyed by the group Friday evening. A picnic in City Park with a wafel and marshmallow roast, cookies and cocoa gave pleasure to Helen Streu, Joy Wagley, Bettie Jo and Lois Ann Cockrell, Nora Jean Russell, Barbara Ann Brotherton, Mr. and Mrs. Branson and Bob Branson.

**LUNCHEON HONORS MISS ESTHER JOHNSON**

Complimenting Miss Esther Johnson, artist pianist, who appeared in concert here Tuesday evening, Mrs. J. B. Jones entertained at luncheon Tuesday. Besides the honoree, the guest list included Miss Johnson's mother, Mrs. E. V. Blackwell of Amarillo, Miss Mattie Mae Swisher, Mrs. G. A. F. Parker and Edgar Pickett.



**BREAD**

The complete food that contains all the necessary elements of perfect health. Our bread is delicious, pure, necessary for your health's sake.

Try Our Prune Bread — Only 12¢

**HEREFORD BAKERY**



**A Thing of Beauty**

Is Truly a Joy Forever!

Lovely Flowers — Attractive Clothes — Gracious Figure — But None of These Can Compare With Unblemished Skin and Beautiful Hair, Styled to Bring Out Your Personal Charm and Attractiveness!

THERE IS REALLY NO EXCUSE FOR UNATTRACTIVE-NESS AMONG WOMEN— There is no secret.

Turn your beauty problems over to us — we specialize in personal attention that assures you of the exact style you want!

**THE MODE**

Beauty Shop  
KATE SINDT, Owner.

**PICK 4 OF YOUR FAVORITE MAGAZINES**

AND THIS NEWSPAPER · FULL YEAR  
You Save Money on this Amazing Combination Offer  
4 Leading Magazines and Your Favorite Newspaper

Pick 1 Magazine \$2.00 Pick 3 Magazines

**GROUP-1 SELECT ONE MAGAZINE**

- Better Homes & Gardens... 1 Yr.
- Delicatour... 1 Yr.
- McCall's Magazine... 1 Yr.
- Pathfinder (Weekly)... 1 Yr.
- Pictorial Review... 1 Yr.
- Open Road (Boys)... 2 Yrs.
- Parents' Magazine... 6 Mos.
- Sports Afield... 1 Yr.
- Silver Screen... 1 Yr.
- Woman's World... 2 Yrs.
- Household Magazine... 2 Yrs.
- Needlecraft... 2 Yrs.
- Cloverleaf Review... 2 Yrs.
- Home Circle... 2 Yrs.

**GROUP-2 SELECT THREE MAGAZINES**

IF YOU PREFER YOU MAY CHOOSE ALL 4 MAGAZINES FROM GROUP-2

- Progressive Farmer... 2 Yrs.
- Southern Agriculturist... 1 Yr.
- The Country Home... 1 Yr.
- Cleveland Review... 1 Yr.
- American Poultry Journal... 1 Yr.
- The Farm Journal... 1 Yr.
- Capper's Farmer... 1 Yr.
- Gentlewoman Magazine... 1 Yr.
- Good Stories... 1 Yr.
- Home Circle... 1 Yr.
- Household Magazine... 1 Yr.
- Mother's Home Life... 1 Yr.
- Needlecraft... 1 Yr.
- Successful Farming... 1 Yr.
- Everybody's Poultry Mag... 1 Yr.
- Woman's World... 1 Yr.
- American Fruit Grower... 1 Yr.

**We Guarantee This Offer!**

Our arrangement with the publishers' own representative enables us to make you this remarkable offer. It is strictly guaranteed, and all subscriptions will be entered promptly. If you are at present a subscriber to any of the magazines, your time will be extended.

**USE THIS HANDY ORDER BLANK TODAY!**

Check the four magazines desired and return list with your order. Fill out coupon carefully.

Gentlemen: I enclose \$..... Please send me the four magazines checked with a year's subscription to your newspaper.

Name.....  
Street or R.F.D.....  
Town and State.....

QUOTATIONS ON MAGAZINES NOT LISTED SENT ON REQUEST

**Pineapple Juice LIBBY'S**



The New Delicious Health Drink— Try It for Breakfast!

3 Cans 25c

These Prices Good Friday, Saturday and Monday

- |  |           |                                    |     |
|--|-----------|------------------------------------|-----|
| NUCOA Double Your Money Back Guarantee, lb | 21¢       | PALMOLIVE SOAP 3 bars              | 14¢ |
| SALAD DRESSING                             | 22¢       | CRYSYAL WHITE Soap Chips, 5-lb box | 35¢ |
| Kraft's Miracle Whip, qt                   | 34¢, pint | P. and G SOAP                      | 21¢ |
| COFFEE                                     | 23¢       | 5 Giant Bars                       | 5¢  |
| Chase & Cauborn, 1-lb pkg                  |           | CAMAY Toilet Soap, bar             | 21¢ |
| ROYAL GELATINE, All Flavors                |           | OXYDOL Large package               | 21¢ |
| 1 Chocolate Pudding                        | 1¢        |                                    |     |
| With Three Packages                        | 17¢       |                                    |     |
| BAKING POWDER                              | 19¢       |                                    |     |
| Dr. Price's, 12-oz jar                     |           |                                    |     |

**Wesson Oil Pt. 23c**

- |   |     |                                       |     |
|---|-----|---------------------------------------|-----|
| SKINNER'S MACARONI Spaghetli, Egg Noodles, 2 pkgs | 15¢ | CAKE COLORING Assorted colors, bottle | 10¢ |
| RAISIN BRAN Skinner's, 2 pkgs                     | 25¢ | CHOCOLATE DROPS Old-Fashioned, pound  | 12¢ |
| VANILLA FLAVORING Worth Brand, 8-oz bottle, 2 for | 25¢ | GINGER ALE Canada Dry, bottle         | 15¢ |

**MEATS**

ROAST Fancy baby beef, pound 16¢

PORK SAUSAGE Fresh, pure pork, pound 23¢

CHILI Fresh home made, brick, lb 17½¢

PORK STEAK Nice and lean, pound 22¢

BACON Full slices, no rind, pound 36¢

**CRISCO**

The Digestable Shortening

3 lb. CAN 55c

- |   |     |
|---|-----|
| ASPARAGUS All Green, Libby's No. 2 can          | 25¢ |
| CORN Fancy Country Gentleman, 2 No. 2 cans      | 25¢ |
| CARROTS Libby's, No. 2 can                      | 10¢ |
| SPINACH Libby's, No. 1 can                      | 10¢ |
| OLIVES Libby's stuffed or queen, small bottle   | 10¢ |
| PINEAPPLE Libby's sliced or crushed, No. 2½ can | 20¢ |

**SHREDDED WHEAT N. B. C. 2 Pkgs. 25c**

- Produce**
- ORANGES Small, juicy, 2 dozen 27¢
- CABBAGE Firm heads, 5 pounds 8¢
- FRESH COCONUTS Three for 23¢
- APPLES Roman Beauties, medium size, dozen 15¢
- SPUDS Home grown, red, 10 lbs 12¢
- LIMA BEANS Happy-Vale, No. 2 can 11¢

**PIMENTOES**

4-Ounce Can 8c

**FURR FOOD**

WE DELIVER WE BUY ORNAM. EGGS AND CHICKENS PHONE



# Irrigation, Hog Raising In Deaf Smith County

(The following is the second of three radio talks made over Station KGNC on the Deaf Smith farm and home broadcast. The third article will appear next week.)

BY G. W. BRUMLEY

With 300,000 acres of the most fertile and productive land to be found; with an inexhaustible river of water under this land at a depth of 35 to 100 feet, Deaf Smith county has hardly been scratched for irrigation and pork production. This water can be pumped and spread at a cost of 50 cents to \$1 per acre for each irrigation. Our land in Deaf Smith county, if properly farmed and irrigated two or three times each year, depending on the amount of rainfall, will produce from 50 to 80 bushels of grain sorghum per acre. It will also produce four to six tons of alfalfa, sudan or cane hay. Fruits and vegetables produce wonderful crops when irrigated in Deaf Smith county. It is almost unbelievable that this land will do when properly handled under irrigation.

In 1918, my son, B. E. Brumley, and myself raised a crop of seed cotton ribbon cane that brought us \$195 per acre for seed, and feed. It yielded 30 bushels of seed that brought \$3 per bushel. After tak-

ing off the seed the bundles sold for \$15 per ton and weighed seven tons per acre. Of course this was extra good, but a very dry year. Another year we pastured 200 growing pigs on four acres of alfalfa the entire season. This pasture was fenced so as to produce an abundance of green pasture, and the pigs were changed regularly from one patch to another.

I have been interested in irrigation, raising and feeding, buying and shipping hogs in Deaf Smith county for the past 22 years. In my estimation, there is no better hog county than Deaf Smith county. Hogs are exceptionally healthy, and with our mild winters, it is possible with irrigation to produce and provide green pasture for growing sows and pigs every month in the year. Of course, we have some off years. It is also possible to raise two litters of pigs per sow per year, and possible to raise five litters in two years. Sows may farrow almost any month in the year, but preferably in April and September. I have shipped many thousands of hogs to packers on the Western Coast, and without an exception, they prefer Panhandle hogs.

As for feeding cattle, I firmly believe that some day Deaf Smith county will be one of the great-

est feeding grounds in the United States. Why not? We have the soil, the water for irrigation, and can produce the best kinds of feed for growing and fattening all kinds of livestock, and a far better climate to feed in than our Northern brothers. Some say we are too far from market, but I say the man that is farthest from market is the man that has nothing to sell. We will bring the market to us. Some say our grain sorghums will not fatten cattle. I have experimented somewhat in full feeding calves on grain sorghums. Have fed several bunches of calves from 150 to 200 days on ground kafir and bundle sorghums, and have topped the market in Kansas City, Fort Worth and Los Angeles.

My idea of an irrigated farm in Deaf Smith county is 160 acres, well improved, stocked with ten brood sows, six dairy cows, 200 to 500 laying hens, and diversified farming. I would say to the young man who intends to make farming his occupation in life: Come to Deaf Smith county, Texas, procure an irrigated farm, establish a home, go the cow, sow and hen route, work hard, trust in God, raise a large family, breathe the purest air, bask in the wonderful sunshine, live to a ripe old age, and die happy.

## COURTHOUSE RECORDS

**Constable's Deed.**  
Lizdie B. Ashbrook et al to W. E. Neal, one-half interest in lot 22 and N 1/2 of lot 21, block 12, original town of Hereford.

**Trustee's Deed.**  
L. Baskin to W. B. Phansteel, all of lots 19, 20, 21 and 22, block 5, original town of Hereford.

**Warranty Deeds.**  
Fleeda Galley to Lester Galley, NE 1/4 of section 8, block K-3.  
John William Jackson, Sr. et al to Eva Davis, S. 640 acres of leagues 425 and 428.

**New Car Registrations.**  
Dr. R. R. Wills, Chevrolet sports sedan, Brumley Chevrolet Company, No. 292-748.  
Mende Halle, Ford Tudor, Hereford Motor Co., 292-749.  
W. F. Gillis, Dodge coupe, Ireland-Beavers Motor Co., 292-750.

## Progressive News

BY OLIVE PERKINS

Miss Mary Chambers of Dawn spent Tuesday night with Mrs. Jeff Roberson.  
Club met with Mrs. Bowman and Virginia Wednesday, with 13 members and Mmes. Frisch and Mitchell as visitors. The afternoon was spent quilting for Mrs. H. Donovan. Refreshments of tea and cookies were served. Next meeting with Mrs. Edwards. Mrs. Lynn Powelson joined the club.  
A party was given by Mr. and Mrs. Lynn Powelson for the community Friday night. The hostesses were surprised by a shower given by the guests.

A one-act play was given by the young people at Literary Friday. Archie Dougherty and family of Portales visited her parents, Mr. and Mrs. Ira Ricketts last week, and Saturday they spent with their grand parents, Mr. and Mrs. W. A. Ricketts, at Hereford.

Clyde Russell and family of Borger visited their parents, Mr. and Mrs. W. C. Russell last week end. Arnold Hershey visited home folks Sunday.

**We will clean and block two hats for \$1.50. Fox Hatters.**  
E. D. Perkins and Miss Olive spent Sunday in the Oberthier home at Hereford.

Mrs. Ira Ricketts visited Mrs. J. S. Ricketts in Hereford Tuesday. Mrs. C. C. Bowman spent Thursday with Mmes. O. E. Boyer and Anna Diebel in Hereford.

Mr. and Mrs. Ray Hershey and Mrs. Frisch of Piqua, Ohio, returned Tuesday from a trip to Springfield, Colo., and Springer, N. M., where they visited relatives. They also were in Taos, N. M.

Carl Donovan and family visited the Henderson home in Hereford Sunday evening.

Mmes. J. L. Park, W. C. Russell and Owen Neal, and Ray Neal are on the sick list.

Howard Hershey and family visited their parents Sunday.

Mmes. Lona T. Shower and J. O. Mayberry of Oklahoma City, and Miss Lorraine Patrick of Clarendon spent Thursday with Mrs. E. Blakemore. Mrs. Shower is a sister of Mrs. Blakemore.

Rev. Willett will preach here Sunday afternoon.

Mmes. J. H. Carl, Earl Lance, Joe Kendall, S. L. Waiser and J. C. Lance helped Mrs. Jeff Roberson quilt Friday. A lovely covered dish luncheon was served at noon.

A large number attended the singing convention here Sunday. A quartet from Amarillo and Canyon was present. Officers for next year are C. C. Bowman, president; J. K. Grey, vice president, and Virginia Bowman, secretary.

## Ford Doings

MRS. H. M. BENSON

A Halloween party was given at the school house Thursday night with Mmes. Ben Bentley, A. K. Webster and H. Benson, hostesses. Money realized will be used for benefit of the school. Games were played under the direction of Misses Cope and Watkins. Refreshments of cake and chocolate were served.

Fred Brunson went to Jumbo Sunday evening.

Mr. and Mrs. Gilbert Donovan, Mrs. A. K. Webster and children attended church in Hereford Sunday morning.

Mr. and Mrs. H. Climer were in Hereford Friday.

Floyd Benson is spending a few days with his family in Clarendon.

Mr. and Mrs. J. E. Hill are in Mineral Wells for an indefinite stay.

Two of her brothers from Kansas City are visiting Mrs. Lawrence Strauss.

Miss Mildred Stewart entertained a number of friends at a party Halloween night at the Jim Lipscomb home in Hereford.

Miss Era Belle Watkins visited home folks in Canyon Saturday and attended homecoming program. A. K. Webster left Saturday for a visit with his parents in Temple. Miss Foxall of Daniel was in this community Sunday evening. Rev. Marvin Boyd will preach here Sunday.

## Summerfield News

MAUDE E. NOLAND

Miss Beatrice Lawrence spent the week end with her parents, Mr. and Mrs. K. Lawrence.

Mmes. Ed Peacock and Al Behrends attended a council meeting at Dimmitt Tuesday night.

Dean Story spent the week end in the J. D. Story home.

**We will clean and block two hats for \$1.50. Fox Hatters.**  
Mmes. Ed Peacock, L. Rule, Al Behrends and S. Harper of Rance and Miss Izora Clark of Dimmitt spent Friday in Oklahoma Lane Community.

Castro and Parme counties held a joint demonstration on mattress making recently.

School was dismissed Monday for Armistice Day.

Several from this community attended the singing convention at Progressive Sunday.

Joe Story and Miss Maude Noland were guests in the Jody Benson home at Frio Sunday.

Mrs. R. A. Fullwood, Ralph and Catherine and Miss Helen Barber visited in the Chas. Noland and D. C. Waiser homes Monday.

Mrs. Howard Morel and daughter, Mrs. Edgar Sowell, and Mr. and Mrs. J. H. Harris left the latter part of last week for Fort Worth to visit relatives. Mr. and Mrs. Harris expect to spend the winter there.

Mrs. J. M. Posey was a visitor in Amarillo Saturday.

## Daniel News

BY PAULINE MOORE

A surprise birthday party was given Miss Pauline Moore at her home Friday. A long list of guests were present. Apples and popcorn balls were served after interesting games had been played.

Lorene Corn of Canyon spent Friday night with Pauline and Ruth Moore.

Mmes. P. Tomlinson, H. and S. Tomlinson and M. Landier attended a shower for Mrs. Jim White at the home of Mrs. Ruth Womble at Dawn Tuesday.

Dick Allred of Wildorado called in the W. R. Moore home Monday.

Mr. and Mrs. R. E. Gill were in Amarillo Friday.

Mr. and Mrs. F. Tomlinson went to Amarillo Thursday.

W. R. Moore was in Hereford Saturday.

Boy Phillips and family were in Amarillo Thursday.

Richard and Zella Mae Moore of Canyon are visiting the A. D. Moore home this week.

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

Mrs. Joe Moore was a Canyon visitor Saturday.

J. C. Oliver of Amarillo called in the W. R. Moore home Tuesday.

Exra Bagwell of Hereford called in the J. S. Moore home recently.

Fritz Friemel of Umbarger visited the Will Moore home Tuesday.

Pauline Moore visited Daniel school Monday.

Otto Smith and family attended singing at Progressive Sunday.

Mr. and Mrs. W. T. Bishop and Mrs. W. R. Moore were in Hereford Wednesday.

Ruth Gill visited Daniel school Monday.

**YOUR HOME IS YOUR CASTLE**  
Admit only clean, constructive news by reading  
**THE CHRISTIAN SCIENCE MONITOR**  
A Daily Newspaper for the Home  
It gives all the constructive world news but does not exploit crime and scandal. Has interesting feature pages for all the family on Women's Activities, Homemaking, Gardens, Education and Books. Also pages for the Children and Young Folks. Vigorous editorials and an interpretation of news in the "March of the Nations" Column are of special interest to men.  
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Sample Copy on Request

**WARNING TO MOTORISTS**  
**Cold Weather**  
Is Here!  
**PROTECT YOUR RADIATOR**  
Now is the time to put in anti-freeze to avoid trouble. Get it here today—and while you are here change to cold weather oil and gas.  
Let us put your car in shape for winter driving; overhaul the motor, adjust the brakes and see after all the necessary details for cold weather driving.  
**OUR MECHANICS KNOW HOW!**  
Ireland-Beavers Motor Co.  
301 East Third. Phone 383  
Dodge — Hereford Plymouth

**Turkeys**  
We are staying open evenings to better receive your turkeys and other produce. Top market prices paid here at all times. Bring your turkeys in this week-end to us for better prices. We need your other poultry and produce of all kinds.  
**We Handle All Kinds of Dairy and Poultry Feeds.**  
**ROY'S PRODUCE**  
SWIFT BRANCH  
Elliston Building on Third Street. Plenty of Parking Space.

**CHANGE**  
**To Winter Lubrication**  
From Summer's heat to Winter's cold! You can no more expect Summer lubrication to work efficiently in cold weather than you can expect to be comfortable in a Palm Beach suit with the mercury at ten below. Change to Winter lubrication now!  
Let us service your car with all CONTINENTAL PRODUCTS, the best in gas and oils.  
**CONOCO SERVICE STATION**  
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**NEW 1936**  
**Philco**  
NUF SED  
TERMS AND LIBERAL ALLOWANCE ON TRADE-INS.

**M. D. Womble Implements**

**Through Special Request**  
WE WILL CONTINUE OUR NO PROFIT SALE—BE SURE TO GET YOUR NEEDS AT GREAT SAVINGS!  
**POPULAR STORE**  
SINCE 1921

**Close Drug Store**  
**Home Of 60c Purchase Plan**  
FORMAL OPENING OF OUR CHRISTMAS GIFTS ON DISPLAY NEXT WEEK!  
ANY GIFT SELECTED CAN BE PUT AWAY WITH A 50c DEPOSIT ON OUR  
**Layaway Plan**  
Just 36 Shopping Days Till  
**CHRISTMAS**  
**FRIDAY and SATURDAY SPECIALS**

35c Pond's Cleansing Cream	29c	75c Nyal Aspirin, 100's	39c
25c Listerine Tooth Paste	19c	50c H and H Cough Syrup	39c
20c KLEENEX	13c	\$1.25 Creomulsion	98c
25c KOTEX	17c	\$1.00 Cod Liver Oil, pint	69c
50c Bridge Cards	29c	\$1.20 Syrup Pepsin	98c
50c Chamberlain's Hand Lotion	39c	30c Sal Hepatica	27c
50c Ultra Lotion, pint	39c	25c Black Draught	19c
50c Prophylactic Tooth Brush	39c	75c Listerine	59c
\$1.50 Alarm Clock	98c	75c Nyseptol Mouth Wash	49c
\$1.50 Fountain Syringe	89c	50c Milk of Magnesia	39c
50c Rubber Gloves	39c	1 Quart Mineral Oil	98c
35c Vicks Salve	29c		

**Martha Washington** **Delicious**  
Fresh CHOCOLATES 80¢ Pound  
**\$1.00** Hot Chocolate ..... 10c



# PERSONALS

Mr. and Mrs. Sam Hutson of Littlefield were here Sunday.

Burl Elliston was a business visitor in Hereford, Wednesday.

Mr. and Mrs. W. F. Gillis made a business trip to Littlefield Sunday.

Miss Betty Rose Kerr spent the week end with her parents, Mr. and Mrs. C. F. Kerr.

County Judge C. W. Humble made a business trip to Dalhart Wednesday.

Mmes. B. F. Guthrie and Carl Cockrell spent Saturday in Amarillo.

Paf Wederbrook was called to Seymour by the death of a sister the latter part of last week.

Week-end guests of Mr. and Mrs. W. F. Gillis were Mr. and Mrs. L. B. Hale of Skellytown and Miss Mary Wilson of Littlefield.

Mr. and Mrs. Carl Moutz returned Monday from an extended visit with relatives in the East and later in Colorado.

Mrs. A. G. Bell of Adrian spent Tuesday in Hereford and attended the meeting of the Pioneer Club of which she is a member.

Mr. and Mrs. John McLean and George McLean spent Monday in Amarillo, guests of Mr. McLean's sister, Mrs. Maude McClung.

Mr. and Mrs. Hall Beavers and John Olson attended the Amarillo-Lubbock game in Amarillo Monday.

Mr. and Mrs. J. W. Davidson and son, Jack, of San Bernardino, California, were here the latter part of last week to visit a few days in the home of Mr. and Mrs. Tom Carroll. Mrs. Carroll is a daughter of Mr. and Mrs. Davidson.

Honnie Brumley and W. A. Gentry expected to leave this morning for Edwards county, Texas, for a week of ten days deer hunt.

Just received a large shipment of new purses, specially priced, 98¢ and \$1.95. The Popular Store.

Earl L. Craig, the new Church of Christ minister at Canyon, will preach at Dawn on Sunday, November 17, at 3 p. m.

Mr. and Mrs. Wes Anthony of Big Square were here Tuesday of this week visiting his parents, Mr. and Mrs. W. B. Anthony.

E. A. Comer and daughter, Louise, of Clovis were here Sunday visiting Mr. and Mrs. G. M. Suggs.

Mrs. E. E. Joiner left Saturday to join Mr. Joiner on their farm in Floyd county, near Lockney, where they will make their home.

F. M. Kester underwent an operation in an Albuquerque hospital Friday. His condition is reported satisfactory.

Mrs. Charles Donald, Mrs. H. N. Grigsby of Fort Worth, and Miss Emma Jeanne Donald visited Mrs. B. S. Arnold in Amarillo Friday.

Mr. and Mrs. Ross Green and daughter arrived this week to visit his parents, Mr. and Mrs. Ross Fuller.

Clay Ridgway visited his mother, Mrs. T. A. Ridgway, in Canyon last Sunday. She returned with him for a visit of a few days in Hereford.

Mr. and Mrs. T. D. Cole of Donna have been recent visitors in the homes of Carl Cockrell and Burl France. Mmes. Cole, Cockrell and France are sisters.

Billy Hawkins returned last week to his work as teacher at Maple Center after a vacation for cotton picking. The school is located on the South Plains near Post.

Amarillo dinner guests in the home of Mr. and Mrs. Charles Donald Saturday evening were Mmes. B. S. Arnold and W. T. Stanberry.

Mrs. Charles Wolfen and Mrs. P. W. Price, both of Amarillo, spent Thursday afternoon in Hereford, the guests of Mrs. Charles Donald.

Messrs. and Mmes. S. P. Rosson and J. A. Pitman left Sunday morning on a combined business and pleasure trip which included a visit to the Brownfield ranch near Deming, N. M., and a stay of several days in El Paso. They are expected home Friday.

Mr. and Mrs. W. H. Neilson and son, Robert; Mr. and Mrs. B. A. Jenkins and two children, Billy and Phil, of Spearman; Mr. and Mrs. John Warren Neilson, Mr. and Mrs. Johnnie Apple of Perryton, and Milton Neilson, who is attending school at Canyon, spent the week end in the home of Miss Floy Jenkins and Mr. and Mrs. George Millard.

**Failures Decline Sharply.**  
Commercial failures in Texas and the liabilities of the bankrupt firms declined sharply during September in comparison with the like month last year, according to the University of Texas Bureau of Business Research. The average number of failures per week was three against seven during September a year ago. Total liabilities for the month were \$155,000, a decline of 74 per cent from the similar month last year. Average liability per failure was \$11,923, down 42 per cent from a year ago.

**Russell On Frosh Eleven.**  
Jack Russell, former Hereford high school and Amarillo College gridiron star, this year is making no little name for himself as a freshman player at Rice Institute. He recently received recognition as a "smart quarterback" in the Rice freshman team's 6 to 0 victory over the Texas University frosh. He was listed as a member of the "classy starting backfield combination" by a Houston sports writer. Jack is a son of Judge and Mrs. W. H. Russell.

**Former Teachers Visit Here.**  
Mrs. C. S. Garrison and Miss Mary Lou Roberson, former Hereford teachers now employed in the city schools of Lubbock, were in Hereford Friday evening. Mrs. Garrison visited friends and attended to business matters. Miss Roberson was the guest of her parents, Mr. and Mrs. J. P. Roberson. They returned to Lubbock Monday morning.

## NEGRO PAID THREE SHEEP TO GIVE WIFE GOOD BEATING

It was in 1540, in the ancient Aztec village of Tecpatepec, that the first recorded wife-beating in America took place, according to an aztec code of sheep-skin, which has been presented to the University of Texas Library.

By means of numerals, pictures and some Spanish writing, it relates how a certain Spanish lord paid a negro the sum of three sheep to give his wife a sound beating. Authorities can not determine definitely whether the lord was too tender hearted to administer the punishment himself or whether the wife was just too large.

## Correspondents May Be Help To The Brand

A few of the Brand's correspondents become disgruntled because all the items sent in are not used. In explanation, the Brand desires to say that those items having to do with neighborly visits are seldom used. All mention of those who leave the community are always omitted. Often long guest lists are omitted for the reason that time does not permit composition. Then many of the letters reach the office as late as Wednesday, and then it is too late.

Give brief, concise facts, limit personal mention to outside-the-community visitors, get communications in on Monday, and everything you write will be gratefully received and used in full.

## SHELLED PECANS MAY BE SOURCE OF DISEASE

Pecans, the favorite nut of many thousands of people, may be a source for the spread of disease, according to E. C. Koerth, director, bureau of food and drugs. The pecan itself is not to blame, but the manner in which it is shelled and later handled is the cause for this warning.

The shelled pecan industry has assumed large proportions in the last few years and the shellers in other states have attacked the Texas product on the ground that the shelled nuts are not handled in a sanitary manner. The large packing houses that have the nuts shelled in their own packing plants maintain a satisfactory standard of sanitation. The evil of the shelled pecan industry is where pecans are taken into individual homes where no supervision is possible.

Many Mexicans, Negroes and a few whites do this work at home, with at times the neighbors coming in to help them out. It is possible for the communicable diseases to spread by shelled pecans, and for that reason it will be to the public's advantage to ask where the pecans were shelled and under what conditions. The food inspectors of the state department of health have investigated the home shelling of pecans for hire and report that many homes where this work is done are most unsanitary.

All persons engaged in shelling pecans should have a health certificate the same as any other food handler. The purchaser should demand that the pecans they buy shall have been shelled by such a person and handled in a sanitary manner and under supervision to lessen the chances for the spread of tuberculosis, colds, dysentery, typhoid and other diseases.

**Old Clock Keeps Good Time**  
A 100-year-old clock in the Quaker Meeting house, South Yarmouth, Mass., still keeps good time.

## 60-66 Boosters To Hold Road Meet December 9

A huge inter-states highway rally composed of boosters of U. S. highways 66 and 60 from cities in Missouri west to the Pacific coast will be held in Amarillo Monday, December 8. In addition, the National U. S. Highway 66 Association will hold its annual convention in Amarillo on the same date. It is probable that members of the National Highway 60 Association will call a semi-annual parley for the same occasion.

"Complete U. S. 66 and U. S. 60 by 1937" will be the slogan of the mass meeting which is being sponsored by the highway committee of the Amarillo Chamber of Commerce of which T. E. Johnson is chairman. Intensive interest is being manifest in the forthcoming road-booster session. Although announcement of the plan was made less than two weeks ago hundreds of letters have been received at the Amarillo Chamber of Commerce from good roads enthusiasts from the various states served by the two transcontinental highways.

Purpose of the inter-states gathering is to perfect plans in accordance with the Federal Bureau of Public Roads' policy to close unpaved gaps in all transcontinental federal designated highways as quickly as possible. Highways 66 and 60, recognized throughout the country as two of the most important coast to coast routes, still have many unpaved gaps. This situation results in the loss to cities along these highways millions in revenue from tourist and commercial traffic.

## Khiva Temple to Hold Ceremonial

Khiva Temple Ancient Arabic Order Nobles of the Mystic Shrine will hold its fall ceremonial in Amarillo next Tuesday, it has been announced. Novices will register at the recorder's office in the Masonic Temple after 1 p. m. on that date. A business session will be held in the library at 4 o'clock, and the temple will open for the introduction of distinguished visitors and the first session at 5.

The program for the evening is as follows: The traditional banquet, free to the nobility, will be held at 6 o'clock, and at 7 the second section will be given novices. At 9 the ceremonial ball will be held in the temple. Shriners with 1935 cards being admitted free. Nobles without cards will be admitted for \$1 per couple and any noble is privileged to bring a non-Shriner guest for the same price.

## Celebrate Arrival of Ship.

Continued growth of Texas' giant oil industry and confidence in its future were evidenced when municipal, port and civic officials joined to celebrate the arrival in Port Beaumont of the new tanker, Magnolia, flagship of the Socony-Vacuum fleet, after completing her maiden voyage from New York. With five great tankers tied up at the Magnolia refinery docks at the same time and taking on a combined cargo of gasoline sufficient to fill the gasoline tanks of every automobile in the Southwest, the event emphasized the fact that the Texas Sabine District has become the third largest seaport in the United States.

**Motorists Travel Many Miles**  
American motorists travel more than 193,000,000 miles every day or more than 180,000,000,000 miles annually.

**Attend Amarillo Meeting.**  
Superintendent C. H. Dillehay and Principal G. M. Hudson were in Amarillo Saturday to attend a meeting of the Panhandle-Plains Superintendents Association. A program consisting of discussions of curriculum work for Texas public schools was the order of the day's work. School officials from all parts of the Panhandle were in attendance.

### MILLINERY SALE

We will start Friday morning with a 10-Day Sale on Millinery. Come in and see us—it will pay you. We still have a few SHIRLEY TEMPLE HATS for Children!

### VOGELE MILLINERY PARLOR

# PIGGLY WIGGLY

## ALL OVER THE WORLD

FRANK GYLES, Manager PHONE 81. BUY AT HOME

Post Toasties	Two packages, 1 package Grape	23¢
SYRUP	Nuts Flakes FREE	
CRACKERS	Worth's Mapl	69¢
APPLES	Gallon	
COFFEE	TWO-POUND	18¢
JELLY	Box	25¢
SOAP	NO. 2 1/2 CAN	25¢
PRUNES	Two for	25¢
CANDY	CHASE and SANBORNS	25¢
PEAS	Pound	35¢
BABO	REX	25¢
BAKING POWDER	5-pound pail	25¢
COCONUT	WHITE FLYER	25¢
WALNUTS	Large size, 7 bars	\$1.20
PECANS	25-POUND BOXES	
PEANUT BUTTER	90-100 size	15¢
TOMATO JUICE	BULK	25¢
DATES	Pound	25¢
	CONCHO	25¢
	No. 2 can, 2 for	15¢
	15c SIZE	15¢
	Two cans	15¢
	HEALTH CLUB	19¢
	25c size	23¢
	BAKER'S	10¢
	Bulk, pound	29¢
	BULK, SOFT SHELLS	25¢
	Pound	25¢
	NEW CROP	25¢
	Pound	25¢
	ARMOUR'S	25¢
	Quart	25¢
	SWIFT'S	25¢
	Three cans	25¢
	BULK	25¢
	Two pounds	25¢




## GREAT WEST FLOUR

FLOUR	Great West, 48-lb sack \$2.00, 24-lb sack	\$1.00
BISQUICK	With Shirley Temple Cup	33¢
CAKE FLOUR	Softasilk, package	29¢

SUGAR CURE	MORTON'S	88¢
LYE	10-pound can	
CHERRIES	HUDSON'S	25¢
Washing Powder	Three cans	25¢
BEANS	NO. 2 CAN	25¢
Pancake Flour	Two for	18¢
Salad Dressing	STAR NAPTHA	28¢
PEP	25c package	29¢
	NEW CROP	25¢
	Mexican, five pounds	25¢
	SELF RISING	25¢
	Five-pound bag	25¢
	W. P.	25¢
	Quart	25¢
	THREE	25¢
	Boxes	25¢

GRAPEFRUIT	35¢	CRANBERRIES	19¢
Dozen		Quart	
ORANGES, 288 Size	15¢	ONIONS	9¢
Dozen		Three pounds	
LEMONS	24¢	BEANS	5¢
Dozen		Fresh, pound	

## THE NEW NUCOA Lb. -- 21c



CHURNED IN WHOLE PASTEURIZED MILK TRY A POUND TODAY!

### BEST FOODS

8 OUNCES MAYONNAISE	15¢
Relish or 1000 Island	28¢
16 OUNCES MAYONNAISE	22¢
Relish or 1000 Island	35¢
SALAD DRESSING	
Pint	
SALAD DRESSING	
Quart	

## Star Theatre

MATINEE EVERY DAY

The Greatest Roundup of Western Stars in the History of the Screen!

HOOT GIBSON  
HARRY CAREY  
and a Host of Famous Riders  
Heroes In

"Powder Smoke Range"

—Also Showing—  
LAUREL and Hardy  
Comedy  
"THICKER THAN WATER"

Thursday and Friday  
10¢ Bargain Matinee 15¢  
1:30 to 3:00  
25¢ After 6:00 p. m.

SATURDAY'S BARGAIN SHOW  
10¢ EVERY ONE! 10¢  
BUCK JONES in

"Shadow Ranch"

—Also—  
Chapter 3 of  
"TAILSPIN TOMMY"  
and Cartoon Comedy!

SUN. — MON. — TUES.  
Preview Saturday Night



It's the Navy's 'Flirtation Walk'!

DICK POWELL  
RUBY KEELER  
Shipmates Forever!

## Furniture For The Entire House

LET US SHOW YOU OUR NEW COMPLETE STOCK

### STOVES

NEW STYLES IN COOK STOVES  
HEATERS FOR EVERY ROOM  
NEW ASSORTMENT OF FANCY SCARFS  
AND KAPOK FILLED PILLOWS

# E. B. Black Co.