

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

35th YEAR—NUMBER 50.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, DECEMBER 19, 1935.

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## Humble, Reed Resign Posts

### AROUND TOWN

Sights and Faces Seen

Seen at the Tri-County Poultry Show last week-end: Claude Primrose and Lee Jones of Farwell, in charge of Farwell's large exhibit. R. T. Kendrick of Hart. Lloyd Queenberry of Muleshoe, president of the Muleshoe Valley Poultry Association. S. F. Billingsley and J. I. Withrow, also of Muleshoe. Robert Rundell and J. W. Billingsley, more of the Farwell delegation. A Mrs. Lovejoy and Joe Roberts from the same place, along with William Foster. And Jack Owen, still another of the Farwell group. Mrs. Tom Prestley of Black. G. T. Malby of Clovis. Seiden Warren of Pampa. And still more from Muleshoe, Albert Isaacs and A. L. Young.

Grant Fuller says he is always asked the question: "When are we going to have moisture?" So in order to settle the question for once and for all, he made his prediction for the entire year, starting with last Tuesday, when he predicted snow. He also says: February 8, snow; March 17, cold wind and snow; April 14, rain; June 10, rain; July 24, rain; August 24, rain; September 20, rain; October 14, rain, and November 10, snow. Now, Grant, we want to know just how much of this snow or rain we will have on each of these days.

Many people believe in entering contests put on in newspapers and over radios, but Mrs. E. J. Williams knows that it pays. She is the proud possessor of a new ABC washer, equipped with a Johnson Iron Horse gasoline engine and ready for use, delivered this week by Stouff Hardware. Mrs. Williams entered a recent national contest staged by the Althor Bros. Company of Peoria, Ill., by radio, writing the best letter giving reasons why farm wives should use this type of washer.

G. M. Hudson, who is doing fine work with the H-Y club here, rather proudly displayed Pat Henry Jr., northwest district secretary, to local citizens Tuesday afternoon. He's as proud of Pat as he would be of his own club members if they should rise to such a prominent position in the organization.

We understand that Lem Carlyle went quail hunting early this week but we have seen no evidence of such a trip.

We do have evidence, however, that Tom Ivey killed a hog, for we received some mighty fine bacon. Thank you, Tom.

## Santa Claus Comes To Town Friday To Lead Xmas Parade

Santa Claus is coming to town Friday. And with him will be most of the school children of the Hereford area, to join with him in a parade through the business district and to enjoy a Christmas tree and gifts.

The Hereford Lions Club will sponsor its annual Santa parade, starting at 2:30 o'clock. After the children have marched behind Santa along a course through the city, gift bags for all children will be handed out by the jolly fellow and his corps of helpers.

Colorful and pleasant, the parade will start on Main Street between the Baptist and Methodist churches. Let by St. Nick, the order of the parade will be as follows: Central school band, Central school, with lower grades coming first, Catholic school, rural schools, departmental grades at high school, high school band, high school, floats, cars, etc.

The group will march south on Main to Second Street, going one block west on Second and then

### GO INTO CONSERVATION OFFICE AT AMARILLO ON DECEMBER 26

County Judge C. W. Humble and County Agent Dewey Reed late yesterday tendered their resignations to the commissioners court in called session. Both will enter the new regional soil conservation offices at Amarillo on December 26.

The commissioners were in session again today in an effort to name their respective successors to the local offices. Both Mr. Humble and Mr. Reed have served this section well during their office tenure and have made many friends who will hate to see them leave Hereford but will be delighted to know they are doing what they consider best for their own interests. Soil conservation will go under civil service regulations soon and undoubtedly will become a permanent governmental institution.

They will continue to hold office until their successors are installed, which should be before next Thursday. Judge Humble, who has resided here for 11 years, said he will continue to call Hereford his home and will return at every opportunity. Although it is a difficult task to select successors who will carry on the work of these men as well as they have done, the commissioners undoubtedly will select those they believe to be best fitted for the positions.

Judge Humble came to Hereford 11 years ago to act as the first vocational agriculture instructor in the local schools, a position he held for five years. He was associated in the drug business here for one year and then devoted all his time to his farm interests until he was elected county judge in 1932, as which he is now serving his second term. He has been closely associated with the Hereford State Park project, being a member of the advisory committee, ex-officio county school superintendent, doing much for the rural schools, directly connected with the placing of numerous PWA projects in the county, county chairman of the Texas Clipped Children's Association and president of the Panhandle County Judges and Commissioners Association.

Reed came here two years ago last September from Amarillo to become county agent, and he has been instrumental in giving the county one of the most complete Triple-A programs in the Panhandle. He resigned last August to enter the customs service at Laredo, but returned to his position here late in September.

Mrs. Ted Houston and son, Ted, Jr., left Tuesday for their home in Boise, Idaho, after a several weeks visit with Mrs. Houston's parents, Mr. and Mrs. F. H. Oberthier.

back to Third, returning to the intersection of Third and Main, where the bags will be given out. Chutes probably will be built as they were last year to facilitate the handing out of the bags.

In order to carry the parade off in order and on schedule, sponsors have urged that all who are to be in the parade to be on time so the event will not be delayed and that teachers remain with their respective grades.

### SANTA TO ARRIVE HERE TOMORROW BY AIRPLANE

A last minute telegram from Santa informed the children of the Hereford area that he will arrive here Friday afternoon by airplane in time to lead the Christmas parade being staged by the Lions Club.

Santa will fly over the city shortly before 2:30 o'clock, when the parade is to start. G. W. Brumley will meet the plane at the field in one of his new cars to escort Santa to town.

## Terrace Lines Being Run On Erosion Tract

### TO PREVENT SIFTING OF SOIL BY LISTING ON CONTOURS

Running of terrace lines on farms where land has begun to sift slightly was started this week on the soil erosion demonstration tract west of Hereford. O. T. Williams, head of erosion work here, said that because of the lack of vegetation as a result of long dryness during the growing season the sifting had begun. This is being checked by listing on contours with the view of placing terraces when machinery for this purpose arrives.

**100 On Payroll.** Lines were started on the farms of G. C. Hartman and P. H. Gilliland. John Aldrich, with two surveying crews, hopes to run lines as fast as the farmers are ready for them. The erosion payroll here reached 100 Monday when two new workers were added.

The preparing of homestead tree sites has been completed on eight farms, including those of Hartman, Paul Mathers, J. E. Evans, O. Wilder, M. W. Stephan, G. W. Wilson, L. H. Lookingbill and J. K. Graves. Enough sites have been prepared for between 2,000 and 3,000 trees. No work has been done along the roadsides, the service awaiting the outcome of the herd law vote in the special district before this work is started. Some of the sites have been made with rock spillways to take care of overflow water.

**Nine Rain Gauges.** Nine rain gauges, a full quota for the project, have been placed on the farms of Lookingbill, Geo. P. Turrentine, Bill Schulz, Wilson, Wilder, Wright, Hartman, John P. Slaton and W. P. Weaver.

Bill J. Cutter, junior soil surveyor, has been transferred temporarily from the local project to the Washington staff to assist in a reconnaissance soil survey of the entire United States. Cutter is stationed at Lamar, Colorado, and has charge of the survey in 28 counties in the Texas and Oklahoma Panhandles, in southwestern Kansas and southeastern Colorado. He is to return here on February 15.

## Morning Show Is Children's Gifts

Children under 12 years of age are going to receive a Christmas gift from the Star Theatre in the form of a special program Tuesday morning, starting at 9:30 o'clock. The program will consist of comedies, cartoons, etc., suitable for the entertainment of children.

Here is an opportunity for children who never get to see pictures to attend, as well as one for those who attend regularly. Charlie Hardywick, manager of the theatre, is having all the children who wish to attend as his guests at this special program.

## Glee Club Will Present Cantata

The high school glee club, under the direction of Miss Theilma McMinn, will present a Christmas cantata at the First Baptist church Sunday night at 7:30 o'clock. The cantata is "The Heavenly Message."

There will be several solos, duets, trios, quartets and chorus numbers presented. The glee club has been working on the presentation for some time and will present an interesting and enjoyable program, well rendered and filled with the spirit of the season. Everyone is invited to attend.

Mr. and Mrs. P. L. Beyer and family of Amarillo and Mr. and Mrs. Galley of Moreland, Oklahoma, spent Sunday with Mr. Beyer's parents, Mr. and Mrs. J. E. Beyer.

## POULTRY SHOW BIG SUCCESS

### Win Two Grid Titles For Hereford This Year



Here are the lads, with coaches and managers, who carried the Hereford Whiteface grid banner through the district and bi-district championships and into the regional battle, where they were turned back by Matador's clicking Bull Fighters. They won nine straight games, starting with a tie and ending with the loss to Matador, piling up a total of 205 points to their opponents' 62. Shown in the picture, left to right—top row: Coach Tommie McCollum, Assistant Coach Jimmie Wilson, Paul Foster, Charles Spradley, Wayne Haun, E. B. Posey, Harvey Nunn, Bill Stanford, Howard West, Jack Barber, Bud Bradley, mascot, and B. H. Hopkins, business manager. Middle row: Alva Barber, Elmo Hicks, Sylvester Loerwald, Louis Hagar, Leonard Ralston, R. D. Sewell, Roy Hastings, Jack Higgins and Jasper Vaughn. Front row: Bill Patton, Herbert Boardman, Jerry Jowell, Wilbur Willett, Wilburn Benge, R. A. Daniel, J. D. Clayton, Jack Dean and Clyde Posey.

## Matador Defeats Hereford For Regional Grid Crown

### School To Turn Out Friday For Xmas Vacations

### HOLIDAY TO LAST TWO WEEKS FOLLOWED BY EXAMS

Hereford schools will dismiss Friday afternoon for a two-week vacation period and Christmas holidays. Studies will be resumed on Monday, January 6, Superintendent C. H. Dillehay has announced. Classes officially will not be dismissed until after the Santa Claus parade Friday afternoon, in which all students will participate.

Students and teachers alike probably will welcome the rest period from their studies and duties. Virtually every instructor is planning to spend the holidays at their homes here or elsewhere, although a few may make holiday trips.

Dillehay also announced that mid-term examinations will come at the beginning of the third week after studies are resumed, making the two weeks following the vacation busy ones that will about make up for the two weeks of leisure.

## Program Will Be Given by Junior Glee Club Here

The Junior Glee Club, under the direction of Miss Theilma McMinn, will present "The Spirit of Christmas," a musical play in one act, by Jessica Moore, at the high school auditorium this evening, Thursday, at 7:30 o'clock.

The program will consist of a scene from the nursery of an expensive home, with the governess, children, their cousins, friends and a group of school children taking part, and the Nativity Scene, with Beniah Mae Wilson as Mary, Alfred Williams as Joseph, Mary Ann Acker as an angel, and with wisemen, angels and shepherds. Special music also will be featured.

### Holiday Excursion Rates

Holiday excursion fares for round trips to any destination in the United States went into effect December 12 on the Santa Fe railway. Special fares will be on sale until January 1, with the final return limit January 31, 1936. Full details may be obtained by calling J. E. Beyer, local agent, or by writing T. B. Gallaber, general passenger agent, Amarillo.

### RUGGED CLASH RESULTS IN 19 TO 13 DEFEAT FOR WHITEFACES

Riding on a wave of superb football, the Matador Bull Fighters drove into the regional championship of Class B football in the Panhandle last Friday afternoon at Plainview. Before 3,000 excited fans, they overcame an early Hereford Whiteface lead to win the title, 19 to 13.

Although an unusual play, brought about by the carelessness of a Hereford player, provided the winning margin of what fans called "a break of the game," probably there was no one who would not admit that the better ball club, with more man power, greater experience and finer fundamental training in blocking and tackling, is the 1935 regional king.

**A Brilliant Year.** The game fittingly climaxed a season of brilliant football over the entire Class B area. Slashing and cutting at one another's forward wall, the tilt developed into an offensive battle that produced scores in every period, on long runs, powerful drives and wide open plays. The forward walls, hefty and well matched, put up a rugged battle, with the Herd finally meeting its superior. Willett, Hereford's right tackle, and Brown, Matador's left tackle, both potential all-region linemen, put up a fight that was a feature of the entire clash. For a time Brown had all the best of it, but in the last half Willett crushed him and became Matador's biggest worry.

Clayton and Daniel were the offensive threats of the Herd, with Blackshear, Washington and Gates working beautifully behind the finest interference any Class B outfit has developed this season. Blackshear was the individual star at carrying the mail, but Clayton's passing and punting as well

(Continued on page nine)

Mrs. Edith Frazier underwent an operation at the Deaf Smith County Hospital Tuesday morning. She was reported doing very nicely this morning.

## Tulia Team Wins Judging Contest At Poultry Show

### K. ALLEN OF QUAIL IS INDIVIDUAL HIGH POINT WINNER

The Tulia vocational agriculture judging team captured first honors in the second annual judging contest sponsored by the Hereford F. F. A. in connection with the Tri-County Poultry Show here last week end. K. Allen of Quail won individual honors, only two points ahead of H. G. Sprowls of Tulia.

Tulia's team, composed of L. Moore, Sprowls and D. Devins and coached by C. J. Van Zandt, defeated seven other teams with a score of 1,374 points. Quail finished second with a score of 1,320 points, followed by Friona, 1,299, Bovina, 1,213, Abernathy, 1,200, Lazbuddy, 1,191, Texico, 954, missing three classes, and Farwell, 758, with only two team members.

Allen led 10 individuals for high points with a score of 463. He was followed by Sprowls with 461; Moore, Tulia, 458; Devins, Tulia, 455; M. Todd, Friona, 450; P. Wyax, Friona, 448; G. Carr, Abernathy, 443; J. Erland, Quail, 439; E. Palmer, Quail, 427, and J. McLean, Bovina, 425.

### Will Rogers Memorial Fund.

"I wish to thank all those who have contributed to the Will Rogers Memorial Fund," Mrs. Ardelle S. George, Deaf Smith county chairman, stated this week. Any other clubs, schools or individuals who wish to contribute may do so through the local chairman. Also, anyone desiring one of the pictures of Will Rogers, which is being offered for one dollar, may order through the chairman.

### 537 BIRDS ENTERED AS INTEREST, QUALITY AT NEW HEIGHT

The sixth annual Tri-County Poultry Show was held here last week end, ending Saturday night as one of the banner shows of the event's history. Five hundred and thirty-seven birds were entered in all events for prizes that totaled approximately \$250 in value.

The attendance for the three days was estimated as high as 2,500 to 3,000. Nearly 2,000 visitors registered, and many attended without registering, especially on the final day when the crowds overflowed the show room at the Rosson Implement Company.

### Interest At New High.

Although interest was at a new height and birds were entered from many points as far away as Roswell, New Mexico, the main success of the show was seen in the improved quality of the birds entered. During the six years, poultry exhibitors have grown and their desire for well-bred stock has increased annually in this section of the country, reaching a peak this year and forecasting still finer production in years to come.

Vocational agricultural students also showed great strides in the production of prize poultry. Boys entered approximately 200 birds this year. They showed greatly improved quality. Signal honors went to little Miss Ruth Callahan, whose Buff Orpington pullets won first and second places over the entries of several top-notch exhibitors.

### Sweep Entries Close.

John McDonald, H. D. Robbins, J. W. Billingsley of Farwell, Joe Roberts of Muleshoe, W. G. Gentry and Jacqueline Newell were the only exhibitors to sweep entire classes where more than one prize was given. Directors to whom much credit for the success of the show was given are Jack Wright, Bob Bailey, Ray Conaway, Dewey Reed, Ralph Smith, W. I. Kuecker, B. H. Hopkins, secretary, and N. C. Vogele, president. Walter C. Burton of Dallas, APA judge, complimented the exhibits highly, as did R. B. Galloway of Amarillo, who judged the egg divisions and the judging contests.

### List of Champions.

Champion Cock—White Leghorn, owned by J. M. Henderson and son, Hereford.

(Continued on page two)

## Former Hereford Child, 4, Passes

Dabarab Myrtle Novella Burton, four-year-old daughter of Mr. and Mrs. J. C. Burton, of Lawton, Oklahoma, former residents of Hereford, died December 10 following an illness of one week. She was born in Albuquerque, New Mexico, August 1, 1931. The family moved to Lawton from Hereford in December, 1934.

Funeral services were held last Wednesday afternoon at the First Christian church in Lawton. Burial was made Saturday, following the arrival of relatives from California. Little Miss Burton is survived by her parents, three brothers, a sister and other relatives. Mr. and Mrs. W. J. Smith, Mrs. George Millard and Mrs. A. H. Stren of this city went to Lawton to attend the services. While there they visited Mr. and Mrs. J. C. Burton, former Hereford residents.

## Local Gas Rate Reduction Is Ordered By Commission

Announcement of the Texas Railroad Commission's order for a reduction in the gas rate here was received Tuesday by Mayor Chas. J. Paddock in a telegram from Ernest O. Thompson, chairman of the commission. Mayor Paddock, at first with other towns and later individually, has been working for a reduction for the past year.

The telegram follows: "Mayor Chas. J. Paddock: I take pleasure in announcing the reduction of your gas rate by the commission in its order this date. The com-

mission trusts it will be of benefit to all. (Signed) Ernest O. Thompson, Chairman, Railroad Commission of Texas." The order will affect the 27 cities and towns served by the West Texas Gas Company. According to Associated Press dispatches, the commission ordered a reduction of 15 cents for the first 2,000 cubic feet, 12½ cents each for the next 2,000 feet, and 17½ cents per 1,000 for the next 40,000 feet. It was announced that the minimum rate would be cut from \$1.50 to \$1.35, for which cost the customer would receive 2,000 feet of gas. Other rates, which would be net with one-ninth penalty for failure to pay bills in 10 days, would be 67½ cents per 1,000 feet for the second 2,000 feet; 55 cents for the next 1,000 feet, and the same rate for the next 1,000 feet, and 50 cents per 1,000 for the next 40,000 feet. Rate reductions were ordered effective as of the December billing period, which would show on bills rendered January 1.

# Tempting Goodies for a Merry Christmas



We want this to be the most enjoyable Christmas you have ever had. We want it to be topped off with a Christmas dinner fit for a king. And so we have selected a great many special food values of nationally famous quality and are featuring them this week at special prices. Make this year's Christmas feast the best ever—but be thrifty and shop at our store!

Prices Effective Friday, Saturday, Monday, Tuesday

## Crisco

The Digestible Shortening

3 lb. can 57c

## NUCOA

1 pound 21c

### XMAS TREES

Christmas just wouldn't be Christmas without a Christmas tree—see our large stock of Washington Fir Trees at special prices. Make your selections now while you can still have an unlimited choice!

### XMAS CANDY

Peanut Brittle, Xmas Mix, Chocolate Drops and Orange Slices  
2 Pounds For 25c



### VEGETABLES

CRANBERRIES 21c  
Fresh Eatmore, lb  
California Red Ball  
ORANGES 23c  
Medium size, dozen  
CELERY 11c  
Fresh, large stalks, each  
LETTUCE 6c  
Firm heads, each

### MEATS



ROAST Chuck, choice beef, lb 17 1/2c  
CHEESE 23c  
Longhorn, lb  
BACON 36c  
Sliced, No rind, lb  
FRESH OYSTERS  
PLENTY OF DRESSED  
HENS AND TURKEYS

OXYDOL Large package	22c
P. AND G. SOAP Five Giant bars	21c
CAMAY Toilet Soap, bar	5c
COFFEE Schilling's, 1-pound can	26c
BEST FOODS Thousand Island, Mayonnaise, Relish Spread, 8-oz jar	15c
BEST FOODS Home Style Salad Dressing, quart jar	34c
PINEAPPLE JUICE Libby's, 3 cans	25c
PINEAPPLE Libby's Tidbits or Crushed, small cans, 2 for	15c
ASPARAGUS Picnic Large Natural, Libby's, can	17c
CHERRIES, Libby's Royal Anne, tall No. 1 can	15c
BARTLETT PEARS Libby's, two No. 2 1/2 cans	39c
CHILI SAUCE Beech-Nut, bottle	23c
CATSUP Beech-nut, large bottle	19c
CRACKERS Premium Flake, 2-pound package	29c
EXCELL CRACKERS N. B. C., 2-pound package	15c
NORTHERN TISSUE Soft, soft, absorbent, 3 rolls	17c
POPCORN Jolly Time, two cans	25c
MINCE MEAT None Such, 2 packages	25c
OYSTERS 5-ounce can	12c
EXTRACT Schilling's, 2-ounce bottle	20c
LUX Toilet Soap, 2 bars	13c
LIMA BEANS Happy-Vale, No. 2 can, small white, 2 cans	25c
GREEN BEANS White Swan, fancy whole, No. 2 can	15c
O JOY PEAS No. 2 can, 3 for	27c
PEACHES Yellow Cling, Libby's, two No. 2 1/2 cans	35c
CUT BEETS Libby's, No. 2 can	10c
CORN Libby's Fancy Country Gentleman, two No. 2 cans	25c
QUEEN OLIVES Libby's, quart jar	37c
PICLES Libby's, whole sour or dill, 22-oz jar	17c
PIMENTOS Curtis, 7-ounce can	10c
HONEY Colorado Strained, No. 5 can	54c
OATS Quaker, large package	19c
SUGAR 10-pounds, beet	53c
HY-PRO Quart bottle	11c
FRUIT CAKE MIX Dromedary, package	39c
DATES Pitted or regular, 2 packages	25c
GINGER Ale Cliequot Cliequot 16-ounce bottles	25c
BISQUIT Ready Xmas Biscuit Flour, package	31c
SOFTASILK Cake Flour, package	29c

## Poultry Show

(Continued from page one)

Champion Cockerel—White Plymouth Rock, owned by Jack Wright, Hereford.  
Champion Hen—Rhode Island Red, S. F. Warren, Friona.  
Champion Pullet—White Plymouth Rock, Jack Wright.  
Champion Parli-colored Pen—Rhode Island Red, M. L. Long, Roswell, N. M.  
Champion Solid Colored Pen—J. M. Henderson & Son.  
Champion Male—White Plymouth Rock, Jack Wright.  
Champion Female—Rhode Island Red, S. F. Warren.  
Premium List—Buff Orpington.  
Cock—Ralph Smith, Hereford, 1, 2, 3; Mrs. Troy Womble, 4; Donald Hensley, 5.  
Cockerel—Mrs. Oscar Hunt, Canyon, 1 and 4; Ruth Callahan, Hereford, 2; Ralph Smith, 3; Billy Smith 5.  
Hens—Ralph Smith, 1 and 4; Mrs. Oscar Hunt, 2, 3 and 5; Pullet—Ruth Callahan, 1 and 2; Mrs. Oscar Hunt, 3, 4, 5.  
Young Pens—Mrs. Oscar Hunt, 1; Ralph Smith 2; O. Clark, Summerfield, 3.  
Light Brahmas.  
Pullets—Jack Wayland, Hereford, 1 and 2; W. A. Gentry, Hereford, 3, 4, 5.  
Rhode Island Reds.  
Cocks—Seldon F. Warren, 1 and 2; J. D. Clayton, Hereford, 3.  
Cockerels—M. L. Long, 1; Lloyd Queensberry, Muleshoe, 2 and 3; Leo Jones, Hereford, 4; Mrs. J. B. Phillips, 5.  
Hens—S. F. Warren, 1 and 2; J. D. Clayton, 3.  
Pullets—M. L. Long, 1; G. T. Halty, Clovis, 2; Lloyd Queensberry, 3, 4, 5.  
Old Pens—L. Queensberry, 1; T. Maltby, 2.  
Young Pen—M. L. Long, 1; G. Maltby 2; L. Queensberry, 3 and 4; Alva Barber, Hereford, 5.  
Dark Cornish.  
Cocks—John McDonald, Hereford, 1 and 2.  
Cockerels—John McDonald, 1, 2.  
Hens—John McDonald, 1.  
Pullets—John McDonald, 1, 2, 3.  
Light Brown Leghorns.  
Cockerels—J. K. Fore, Hereford, 1.  
Dark Brown Leghorns.  
Cockerels—Albert Isaacs, Muleshoe, 1 and 2.  
Hens—Albert Isaacs, 1, 2, 3, 4, 5.  
Pullets—Albert Isaacs, 1, 2, 3; J. K. Fore, 4.  
Young Pen—Albert Isaacs, 1.  
White Wyandottes.  
Cocks—S. F. Billingsly, 1; J. D. Clayton, 2.  
Cockerels—Grady Ford, Roswell, 1; G. M. Hudson, Hereford, 2, 3; J. D. Clayton, 4.  
Hens—S. F. Billingsly, 1 and 2; Mrs. H. H. Elmore, Friona, 3 and 4; J. D. Clayton, 5.  
Pullets—G. M. Hudson, 1 and 2; Mrs. Elmore 3; S. F. Billingsly, 4 and 5.  
Old Pen—S. F. Billingsly, 1.  
Single Comb White Leghorns.  
Cocks—J. M. Henderson & Son, 1, 2, 3, 4.  
Cockerels—J. M. Henderson & Son, 1, 2, 3, 4, 5.  
Hens—J. M. Henderson & Son, 1, 2, 3, 4, 5.  
Pullets—J. M. Henderson & Son, 1, 2, 3, 4, 5.  
Old Pens—J. M. Henderson & Son, 1, 2.  
Young Pens—J. M. Henderson & Son, 1, 2.  
White Orpingtons.  
Cockerel—W. L. Kucker, Hereford, 1.  
Hens—Earl Lance, Hereford, 1, 2, 3, 4, 5.  
Pullets—W. J. Kucker, Hereford, 1, 2, 3, 4.  
White Langshans.  
Cocks—Claude Primrose, Farwell, 1, 3; Robert Wilson, Hereford, 2.  
Cockerels—Claude Primrose, 1, 2; Robert Wilson 2.  
Pullets—Robert Wilson, 1; Claude Primrose, 2, 3.  
Old Pens—Claude Primrose, 1, 2 and 3.  
Young Pens—Claude Primrose, 1, 2 and 3.  
Bronze Turkeys.  
Cocks—H. D. Robbins, Hereford, 1.  
Cockerel—H. D. Robbins, 1, 2, 3.  
Hens—H. D. Robbins, 1.  
Pullets—H. D. Robbins, 1, 2, 3 and 4.  
Golden Lace Wyandottes.  
Hens—W. A. Gentry, 1, 2, 3, 4.  
Silver Lace Wyandottes.  
Hens—Ben Conklin, Hereford, 1 and 2.  
Pullets—J. C. Vaughn, Hereford, 1; Olen Ware, 2, 3, 4.  
Jersey Black Giants.  
Cocks—J. L. Withrow, Muleshoe, 1; Robert Hundell, Farwell, 1, 3.  
Cockerels—Robert Hundell, 1, 2; J. L. Withrow, 3.  
Hens—J. L. Withrow, 1, 3, 4; Hundell, 2, 4; Jasper Vaughn, Hereford, 5.  
Pullets—Marin Pierce, Hereford, 1, 4; J. T. Withrow, 2; Robert Hundell, 3, 5.  
Old Pens—J. L. Withrow, 1; R. Hundell, 2, 3.  
Young Pens—J. L. Withrow, 1; R. Hundell, 2, 3.  
Golden Seabright Bantams.  
Cockerels—Jackie Wright, Hereford, 1.  
Pullets—Jackie Wright, 1, 2, 3.  
Bourbon Red Turkeys.  
Cocks—G. H. Parker, Hereford, 1.  
Cockerel—J. D. Hurford, Hereford, 1.  
Anconas.  
Cocks—J. W. Billingsly, 1, 2.  
Cockerel—J. W. Billingsly, 1, 2.  
Hens—J. W. Billingsly, 1, 2.  
Pullets—J. W. Billingsly, 1, 2.  
Light Barred Rocks.  
Cockerels—Alva Barber, 1.  
Pullets—E. B. Hicks, Hereford, 1, 2; Louise Wedel, 3.  
Dark Barred Plymouth Rocks.  
Cockerels—L. J. Straffus, Here-

## Wyche Items

BY PEGGY VALENTINE

Mr. and Mrs. DuBois Walker were in Amarillo Friday.  
Mrs. Bessie Mitchell and children returned Thursday from a visit with her sister at Dimmitt.  
Mr. and Mrs. C. L. Davis and Vivienne spent Monday in Amarillo.  
Mr. and Mrs. Will Penn of Happy spent Sunday in the H. B. Elliston home.  
Mrs. C. V. Olson and daughter and her family of Marshelton, Iowa, have been visiting their son and brother, Louie Olson.  
Misses Lorene Valentine and Genevieve Orr attended the Senior theatre party in Hereford Monday night.  
Pete Carmichael left Thursday for Salt Lake City where he will make his home. Mrs. Carmichael and son will join him after the holidays.  
There will be a program and Christmas tree and treats at the school house tonight.  
Otto Olson and family of Hereford and Mrs. Larson of Vega spent Sunday in the Louie Olson home.  
Sunday school and singing were well attended Sunday.  
Mr. and Mrs. R. W. Elliston

## Messenger News

BY ESTELLE WILLIAMS

W. A. Whitson and family were Hereford shoppers Friday.  
Oscar Easley was here from Hereford Thursday.  
Clayton Wooley and family and L. M. Williams were in Hereford Saturday.  
Mr. and Mrs. Elwyn Green and Mrs. Minnie Green of Oklahoma Lane were in this community last Sunday.  
Mrs. James Bragg visited home folks at Friona over the week-end.  
Mr. and Mrs. George and J. N. Messenger and children attended the funeral of Mrs. Ben Shelby Sunday.  
Forty-nine were present at Sunday school, including a number of visitors.  
Club met with Mrs. H. Lee Agee Thursday with 16 members present. Lunch was served at noon and a gift exchange was had in the afternoon.  
Mrs. J. L. and Lola Faye Smith and Mrs. J. N. Messenger were on the sick list this week.  
Messrs. and Mmes. Gandy were in Summerfield Thursday.  
School will turn out Friday for the holidays.

## How Calotabs Help Nature To Throw Off a Bad Cold

Millions have found in Calotabs a most valuable aid in the treatment of colds. They take one or two tablets the first night and repeat the third or fifth night if needed.  
How do Calotabs help Nature throw off a cold? First, Calotabs are one of the most thorough and dependable of all intestinal eliminators, thus cleansing the intestinal tract of the germ-laden mucus and toxins.  
Second, Calotabs are diuretic to the kidneys, promoting the elimination of cold poisons from the system. Thus Calotabs serve the double purpose of a purgative and diuretic, both of which are needed in the treatment of colds.  
Calotabs are quite economical; only twenty-five cents for the family package, ten cents for the trial package. (Adv.)

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

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

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

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

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

Try it and convince yourself with our money-back guarantee. One week treatment \$1.00. Six weeks treatment \$5.00

In order to avoid mistakes in getting the genuine LION CROSS HERB TEA, please fill out the attached coupon.

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

### WILL ROGERS

(From the Dialogue "In Old Kentucky")

"It's no disgrace to run from a man who fires a gun at you. Even if he doesn't hit you the first time, don't give him a chance at a second target."

"Handling race horses is a great deal like handling people. You have to make 'em think they want to do something, they probably don't feel like doing."

"When you hear someone say 'I have half a mind to go and tell that party something'... it's time you told him to use all his mind and keep quiet."

"In Old Kentucky," Will Rogers' last picture will be shown soon at the Star Theatre. Watch for date.

## An Automobile Christmas

Is the Verdict of More People This Year Than Ever Before, As Is Indicated By the Heavy Buying of Cars During the Past Few Weeks—Most of Them Are Buying

## Chevrolets or Oldsmobiles

According to the Department of Commerce Survey General Motors

Sold More Cars Last Month Than In Any

November In Its History!

Take One Ride—You Will Know the Reason!

Accessories Find Favor

—AND WE HAVE THEM NEATLY WRAPPED READY FOR DELIVERY

## Brumley Chevrolet COMPANY

# FURR FOOD

WE DELIVER WE BUY CREAM EGGS AND CHICKENS PHONE 74

# Matador Defeats

(Continued from page one)

as ball totting equalled anything the elusive Matador fullback could offer.

**Hereford Takes Lead.**  
Hereford scored in the initial period, only a few moments before it ended. Daniel led the touchdown parade with a 27-yard run that originated on a fourth down play over center that was an attempt to pick up a yard needed for first down. He broke through the line, cut to the right and raced to Matador's 18 before Washington got him from behind. A minute later the halfback again went straight through the line for 17 yards to score, shaking off two tacklers and going over as Titus rode him to the ground. Clayton kicked the goal.

Matador took the lead midway in the second stanza. Blackshear copied Daniel's play by breaking straight through the line of a 48-yard jaunt to Hereford's 11, where Daniel overtook him. He scored through center after Gates had driven to the five. The next blue came suddenly—a rare touchdown on the kickoff by the kicking club. Washington booted over the goal. Clayton sauntered over and placed his hand on the ball to kill it, but before the referee could blow his whistle, Campbell, Matador's battling center, hit him with a body block that knocked him

**STARTING LINE-UPS**

Hereford	Pos.	Matador
Posey	le	Titus
Hagar	lt	Brown
Barber	lg	Willis
Hicks	c	Campbell
Dean	rg	Faulkner
Willett	rt	Ford
Jowell	re	Pritchett
Clayton	q	Webb
Hastings	h	Gates
Daniel	rb	Washington
Benge	fb	Blackshear

**Substitutions:** Hereford—Vaughn for Jowell, Boardman for Hagar, Patton for Hastings, Hagar for Barber. Matador, none. **Officials:** Pruitt, T. C. U. referee; Dorsey, Texas A. & M. umpire; Lovvorn, T. C. U. headlinesman; Reed, Trinity, statistician.

**Yards gained from scrimmage:** Hereford 237, Matador 346. **First downs:** Hereford 12, Matador 13. **Passes:** Hereford 10, 3 complete for 55 yards, 5 incomplete, 2 intercepted; Matador, 3, 1 complete for 11 yards, 1 incomplete, 1 intercepted. **Punts:** Hereford 4 for 35-yard average; Matador 5 for 30-yard average. **Punts returned:** Hereford 1 for 10 yards; Matador 1 for 10 yards. **Penalties:** Hereford 2 for 10 yards; Matador 7 for 35 yards.

completely away from the ball. Campbell covered for the touchdown. Both tries for point failed, leaving Matador a 12-7 lead at the half.

**Build Up Margin.**  
Building up a wider margin, the Bull Fighters tallied again in the third quarter, when Blackshear again broke straight through the line, behind perfect interference, and raced 55 yards to the goal line. This time Willis pulled out of line and circled his right end for the extra point.

Hereford opened with an aerial attack in the final round, but it simply wasn't the Whitefaces' day. Benge, who had nabbed them all season, missed two that would have been sure touchdowns. About four minutes before the game ended, he found his touch and hung on to two that meant 45 yards and placed the ball on Matador's 18. Clayton, on two runs around the ends, reached the three and then plunged over from the one. His try for point failed, and there the scoring stood when the game ended with Hereford again attempting to pass for points.

**First Quarter.**  
Matador won the toss and chose to receive. Hereford defended the west goal. Clayton kicked over the goal line, Matador putting the ball in play on the 20. Gates reversed over right tackle for 22 yards. Blackshear picked up 6 behind good interference but fumbled, with Clayton recovering. Clayton made 2 through center, and Daniel added 4 over left guard before Blackshear brought him down. Clayton went straight through for 4 and a first down on Matador's 41. Campbell and Faulkner tossed Daniel for a 2-yard pass. Benge got it back at center. Clayton's pass to Benge was blocked down by Gates. Clayton kicked the ball.

Washington, on a reverse over left tackle, got 5 before Posey fumbled. Blackshear added 4 over right tackle, and on a spin got 7 and a first down on his center for 9 yards, and Hereford took time out. Willett nabbed Gates after he made a yard on a reverse over right tackle. Blackshear went through the line, attempted to lateral but threw the ball forward and the play was killed back. Daniel drug Gates down after he made 6 around his left end. Washington reversed over left tackle for 4 and a first down on Hereford's 45. Blackshear plunged through center for 10 and Washington added 4 on a reverse over left tackle. Daniel hit Blackshear at right end, stopping him for no gain. Washington ran over Posey at left end for a first down on Hereford's 34. Blackshear fumbled and Daniel recovered for Hereford on his 20. Hastings went off right tackle for 3. Clayton broke through center for a first down. Brown met Hastings at right tackle, and Clayton was swamped for a 7-yard loss on an attempted end

run. Clayton lateraled to Hastings who picked up 17 yards around his left end for a first down. Clayton got 5 at center before Washington met him. Daniel added 4 at right tackle. Clayton, on third down, missed a first down by inches. He dropped back to kick, but the ball went to Daniel, who went over center, cut to the right and raced 27 yards before Washington drug him down on Matador's 18. Clayton cut over left tackle for 6 yards. Hereford was penalized 5 yards for taking too much time on signals. Daniel went straight through from the 17, shook off two tacklers and scored as Titus rode him down. Clayton kicked the goal for extra point. Score: Hereford 7, Matador 0.

Clayton kicked off to Blackshear on Matador's 12. He returned to his 35, where Clayton made the tackle. Washington reversed over left tackle for four yards as the quarter ended.

**Second Quarter.**  
Titus, on an end-around play, was swamped for no gain. Blackshear went through center for a first down in mid-field. Gates went around right end for 7 yards before Willett nabbed him. Blackshear spun for a yard, and then for 4, but an attempted lateral was ruled a forward pass and the ball went back. Washington kicked out on Hereford's 32, a 16-yard boot. Benge made 2 at left end. Campbell got Daniel after he made 3. Gates intercepted Clayton's pass in mid-field, bringing it back to the 41. Clayton got Washington after he made 1 at left guard. Blackshear hit a wall at center, picking up another yard. Hastings knocked down Gates' long pass, and Washington kicked over the goal. Taking the ball on his 20, Clayton kicked out on Matador's 45. Blackshear broke straight through center and raced 44 yards to Hereford's 11, where Daniel chased him out. Gates went through center for 7 yards, and Blackshear plunged over center for a touchdown. Washington's try for point was wide. Score: Hereford 7, Matador 6.

Washington kicked off over the goal. Clayton ambled over to the ball, touched it as Campbell came charging in with a body block that knocked Clayton loose. Campbell recovered for a touchdown. Washington's pass to Pritchett for extra point was too long. Score: Hereford 7, Matador 12.

Clayton took the kick-off on his 8 and returned to his 23. Willis and Faulkner stopped Daniel without gain, and Matador took time out. Clayton's lateral to Hastings was bad, but Daniel knocked the ball down the field and recovered for a 14-yard gain. Clayton went straight through for 7 yards. Daniel added a yard at left tackle. Clayton broke over left guard for 19 yards before Gates chased him out. Brown hit Daniel after he got 2 at right tackle. Brown then nabbed Clayton for no gain. Clayton squashed off left guard for 6 yards. He missed a first down by a yard and the ball went over on Matador's 32. Blackshear picked up a yard at center. Clayton tossed Gates for a 5-yard loss at right end. Washington kicked to Hastings on Hereford's 38. He returned to Matador's 45. Brown nabbed Clayton for no gain. Daniel fumbled and Brown recovered on the Hereford 47. Blackshear picked up 10 over left tackle. He spun for a yard, and Washington reversed over left tackle for 7. Blackshear fumbled and Clayton recovered on his 25. Matador took time out. Gates knocked down Clayton's pass. Hastings dropped a bullet pass over the line and then Clayton lateraled to Hastings, who tossed the ball out of bounds on an attempted second lateral to Daniel, just as the half ended. Score: Hereford 7, Matador 12.

**Third Quarter.**  
Campbell kicked off to Clayton on the 10; he returned to his 30. Patton, sub for Hastings, made 2 at left guard, but Matador drew a 5-yard offside penalty. Clayton went over right guard for 4 yards, and then passed 10 yards to Benge, who ran 9 to Matador's 40 before Titus brought him down. Patton and Clayton got 2 each on plunges over the line, but Gates tossed Benge for a 3-yard loss. Clayton kicked over the goal. Blackshear, starting from his 20, went over right tackle for 8. Dean nabbed Gates at center. Blackshear plunged to a first down on his 34. Washington picked up 2, and Gates went over left tackle for 7, met by Daniel. Blackshear followed perfect interference straight through the line, broke into the open and raced 55 yards to a touchdown. Willis pulled out of the line and circled his right end for the extra point. Score: Hereford 7, Matador 19.

Campbell kicked off over the end zone, with Hereford putting the ball in play on the 20. Clayton got six over left tackle, but the Whitefaces drew a 5-yard penalty on the play. Daniel got 2 at right guard, and Clayton added 5 at left tackle. He shot a bullet pass to Benge for a first down on Hereford's 35, an 11-yard gain. Clayton went over center for 2, and Matador took time out. Clayton fumbled and recovered without loss. Daniel circled left end for 5, but Matador drew a 5-yard penalty. Clayton got three at right guard, and then kicked to Webb on Matador's 20; he returned 9. Gates picked up 3 on a reverse over right tackle, and Blackshear added 3 through center, but Matador was penalized 5. Washington circled his left end for 25 yards to Hereford's 44. Benge rode Blackshear out of bounds after he had circled his

left end for 5. Barber nabbed Blackshear for a yard loss, but Washington went around his right end for 12 yards to Hereford's 24. Matador took time out. Jowell and Hicks nabbed Blackshear after he got 1 at left end. Willett stopped Gates after he had picked up 3 on a reverse. Blackshear fumbled and Benge and Willett covered at the same time on the Hereford 12. Clayton, rushed on a double reverse, passed too long to Patton. Campbell tossed Clayton for a 2-yard loss. Clayton's toss to Benge slipped through the receiver's hands. Clayton was rushed on the kick, but he booted to Webb in mid-field. Webb signaled for a fair catch, but Jowell hit him, drawing a 15-yard penalty. Washington reversed over left guard for 4 yards. Willett tossed Gates for a yard loss on a lateral from Blackshear. The big Whiteface tackle stopped Blackshear on a spinner over the right side, but Matador was penalized 5 on the play. Benge met Washington at the line, as the quarter ended. Score: Hereford 7, Matador 19.

**Fourth Quarter.**  
Blackshear passed to Washington for 11 yards and a first down on Hereford's 18. Clayton nailed

Blackshear for a 4-yard loss at right end. Washington went over left guard for 3. Willett and Benge teamed to stop Washington at the line. Blackshear's pass was intercepted by Patton on his 5, and he raced up the sideline to his 54 before Webb got him. Clayton plunged for three and then shot a 40-yard pass that was just out of Benge's reach. Clayton's pass to Daniel was knocked down by Webb. Clayton kicked over the goal, but the ball was brought back and Matador penalized 5 and Hereford was given a first down on Matador's 45. Daniel cut over right guard for 7 yards. Clayton made it another first on Matador's 34. Matador took time out. Clayton circled right end for 19 yards, reaching the 15. Washington nailed Daniel for a yard loss at left end. Clayton went over left tackle for 4, but Matador was penalized 5 on the play. Clayton picked up 1 at left guard and then 2 over right guard. Daniel fumbled and Matador recovered in a pile-up of players on the 5-yard line.

Willett stopped Blackshear at the line and then teamed with Benge to repeat. Washington kicked to Patton in mid-field; he returned to Matador's 36. Benge

hid out, raced down the sideline and then dropped Clayton's pass on Matador's 15. Another of Clayton's tosses was intercepted by Campbell on his 28. Blackshear spun for 5, stopped by Benge. Gates added 2 at right tackle, and Washington 2 at left tackle, but Matador drew a five on the last play. Hereford took time out. Washington kicked to Patton on Hereford's 35. He signaled for a fair catch, fumbled, but recovered. Clayton passed 10 yards to Benge, who ran 14 to Matador's 41. Clayton got 3 at left guard, and then passed 21 yards to Benge on Matador's 16. Clayton circled left end for 6 and right end for 7, reaching Matador's 8. He got 1 over left guard. Daniel added another at the same place, and Clayton kicked off right tackle for a touchdown. His try for point was wide. Score: Hereford 13, Matador 19.

that was out of Vaughn's reach. Willett as the game ended. Score: Clayton's pass was grounded by Hereford 13, Matador 19.

## BE SURE

To have your home and furnishings—your car—in fact, everything fully insured. There are many hazards to consider during the Holiday Season.

## McLean Insurance Agency

PHONE 273

**FOR EVERY PERSON FOR EVERY PURPOSE**

# Gift SUGGESTIONS

**For Mother or Wife or the "Girl Friend"**

- Perfume Atomizers
- Toilet Water
- Perfumes
- Subscriptions
- Combs
- Stationery
- Magazines
- Hot Water Bottles
- Brushes
- Books

**For Husband or Father or the "Boy Friend"**

- Cigars
- Cigarettes
- Golf Balls
- Tobacco
- Razor Blades
- Humidors
- Pipes
- Lighters
- Playing Cards
- Shaving Lotions
- Bill Folds
- Shaving Brushes
- Safety Razors

**For Son**

- Pen and Pencil Sets
- Key Tainers
- Watches
- Cameras
- Toys
- Pocket Knives
- Shaving Accessories
- Military Brushes
- Razors
- Flashlights
- Novelties

**For Daughter**

- Soaps and Powders
- Perfumes
- Beauty Treatment Sets
- Compacts
- Manicure Sets
- Mirrors
- Stationery
- Bath Salts
- Toilet Waters
- Atomizers
- Comb and Brush Sets
- Traveling Cases
- Fountain Pens

**FOR ALL THE FAMILY**

ELECTRICAL UTILITIES • CHRISTMAS SEALS AND CARDS  
• ALARM CLOCKS • VACUUM BOTTLES • ASH TRAYS •  
ASSORTED CHOCOLATES AND CHRISTMAS HARD CANDIES

**SEE US**  
For Your  
**CHRISTMAS REFRESHMENTS**  
FOR PARTIES!

**MARTHA WASHINGTON**  
**CHOCOLATES**  
GIFT BOXES

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# Nuts

Come to this store for Double-Kay Nuts, toasted fresh with creamy butter—so different from ordinary salted nuts merely cooked in oil.

**NUT SHOP**

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GIBSON  
**CHRISTMAS CARDS**

SERVE BORDEN'S  
**QUALITY ICE CREAM**  
For Your Xmas Dinner!

15¢ PINT      25¢ QUART

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# SOCIETY

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

**LONE STAR STUDY CLUB ENJOYS CHRISTMAS PARTY**  
A happy interlude in its program of study was enjoyed by the Lone Star Study Club in a delightful Christmas party Monday afternoon. The home of Mrs. Harold Close was chosen for the occasion, with Mrs. Jack Grady assisting hostess.

The radiance shed by lighted candles and the gayly colored lights from a lovely tree added effectiveness to a beautiful Christmas setting where the program was given. Responses to roll call were made by naming the most-wanted gift. Christmas carols were sung and the Christmas story was told by Mrs. Ralph Smith. An exchange of gifts was a pleasant feature. A refreshment plate of date pudding, whipped cream, salted nuts and coffee was served to 17 members. The next meeting will be held with Mrs. Earl Phillips.

**MR. AND MRS. E. S. IRELAND ENTERTAIN CLASS**

The Good Fellowship class of the Presbyterian Sunday school enjoyed a pleasant gathering of its members Sunday in the home of Mr. and Mrs. E. S. Ireland, the group sharing together a covered dish luncheon immediately following the morning church services.

Attractive decorations expressed the Christmas spirit which found expression also in plans perfected during the afternoon for the distribution of Christmas cheer among the needy. The class is taught by Mrs. Charles Donald and about 25 of its members were present.



Turkey Dinner!

A Real Christmas Meal

We don't know how to express our Christmas greetings better than to invite you to come in and enjoy our Yuletide hospitality. You'll find an atmosphere of traditional congeniality, distinction and good taste—and we'll be honored to serve your dinner with the best coffee in town.

When Better Coffee Is Made Ike Will Make It!

## IKE'S CAFE

**THE IDEAL PLACE TO DO YOUR GIFT SHOPPING.**  
Come In and Let Us Help With Your Christmas Problems!



## Nelly Don Dresses

Just Arrived—They Are Lovely and Will Make Exceptional Gifts!

## Sale On All Fall Coats and Dresses

Make her happy at Christmas with a New Coat or Dress. We have them at prices to fit every purse. Some Suggestions for Gifts: Gloves, Purses, Hose, Robes, Silk Pajamas, Gowns—they are ALWAYS appreciated.

## FASHION DRESS SHOPPE

### PRESBYTERIANS HAVE SENIOR-YOUNG PEOPLES BANQUET

The first annual banquet of the Senior-Young People of the Presbyterian church was a beautiful and impressive function given at the church on the evening of December 17. From a manger scene at one end of the banquet table, a Christmas rope in red was extended to the opposite end where a globe was placed. Near the center of the table the rope was passed through large letters which formed the word "youth". The effective decoration beautifully emphasized the thought of Christ's being brought to the world through its youth. The following program was given:

Toastmaster, Woodrow Ireland; Food, Fun and Foolishness, All; Song, "Hark the Herald Angels Sing, All"; reading, "A visit from St. Nicholas," Miss Virginia Nix; piano solo, "Senerzo," Miss Mary Ann Baird; talk, "A United Movement Is Underway," Miss Beverly Alexander; quartet, "Silent Night," Donald Brotherton, Henry Turner, Jerry Jewell, Byron George. Talk, "Bringing this Movement to the Church," Herbert Boardman; solo, "Oh Wondrous Love," Miss Leona Tiefert; talk, "My Commitment," Mr. Thorns; song, "Joy to the World," All.

### CHRISTMAS PROGRAM GIVEN BY JUNIOR CLUB

The Junior Pioneer Club enjoyed a delightful Christmas party of which the entire club were hostesses at the home of LaVerna Harman Tuesday evening. The home, including a large Christmas tree, was artistically decorated in keeping with the season and contributed to the spirit of holiday cheer.

A buffet supper of sandwiches, salads, relishes, a beautifully decorated cake, and coffee was enjoyed, then gathering around the piano the group sang Christmas carols and a duet was given by Genevieve Eberle and LaVerna Harman. Closing the lovely affair, gifts from the tree were distributed.

This, an annual holiday event, gave pleasure to Marie Cogdell, Nell Culpepper, LaVerna Harman, Nannie Mae Mauk, Betty Ruth Miller, Lyndell Mitchell, Lois Moore, Ardelle Morgan, Marguerite Newell, Bessie Patterson, Margaret Schroeter, Jean Streu, Lueta Borden, Genevieve Eberle, Virginia Lillard, and two new members, Irene Johnson and Monty Brumley.

### BIRTHDAY PARTY FOR ALEX SCHROETER

A happy initiation into the world of social affairs came to Master Alex J. Schroeter Wednesday evening, December 11, in the observance of his third birthday at the home of his parents, Mr. and Mrs. A. J. Schroeter.

The occasion was a lovely dinner with a menu builded around the individual preferences of the youthful honoree. The birthday cake, a beautiful tall angel food, leed in white and decorated with candy animals and flowers, bore three pink candles held by tiny birds and was given the place of honor. A fascinating array of gifts were only less important, the entire evening being a real joy which extended to the following guests: Mr. and Mrs. A. J. Schroeter, Paul Bryan Schroeter, Mr. and Mrs. R. Schroeter, Mrs. Jennie Thompson, Mr. and Mrs. Alex Thompson, Misses Kathleen Wade and Ruby Thompson.

### LOVELY LUNCHEON HONORS MRS. TED HOUSTON

Mrs. Ted Houston of Boise, Idaho, was honor guest of a one o'clock luncheon given Monday at the home of Mrs. A. M. Jones with Miss Frances Dameron assisting hostess.

A simple decorative motif in red and green was most effective, lights shaded in a soft red creating a lovely coloring. A beautiful hand-made lace cover on the luncheon table was centered with a bowl of crimson carnations, place cards suggestive of the season being used. An attractive three-course menu was served.

Guests of the occasion were Mmes. Houston, F. H. Oberthier, Harry Seed, C. C. Ferguson, C. H. Dyar, W. B. W. E. and Travis Dameron.

### L. Z. OLDHAM GIVEN BIRTHDAY SURPRISE

L. Z. Oldham was a surprised host and honor guest of an enjoyable event Friday evening when a group of his friends came unexpectedly to share with him a happy observance of his birthday: The fact that the birthday had occurred the preceding day added to the completeness of the surprise. Two tables of players spent a delightful evening, the serving of cake with hot chocolate being an added pleasure. Guests were Messrs. and Mmes. R. G. Blue, F. L. Lucas and Ellis Combs.

### TEACHERS VISIT CANYON FRIENDS

Misses Ellnor Pierle, Edna Daughette and Ela Aikman visited the Canyon schools Friday, Miss Aikman, visiting friends and Miss Daughette being the guest of Miss Pierle until Saturday evening. Miss Pierle returned Sunday, accompanied by her sister, Ida Martha, who was her guest until Monday.

Peers Wheate and Wilson Moore of Van Horn were over-night guests of Mr. and Mrs. O. G. Hill Monday.

## CENTRAL SCHOOL CONTRACT IS APPROVED BY STATE PWA

The Hereford school board was informed early this week that the awarding of contract for remodeling and construction of additional wings at Central school to C. S. Lambie Company of Amarillo had been approved by state PWA officials.

The state offices also called for the execution of numerous forms, contracts, bonds, compensation insurance, etc., all of which must be executed by the contractor before the final work order is issued. However, PWA officials for some time have been after architects and others to push their work as rapidly as possible so the project would get under way quickly, so little time is expected to be wasted before the order is issued. The contract was let to the Lambie Company on its low bid of \$46,280 after several alternates were taken off the project. With efforts being made to reduce costs so that some of these may be reinstated, officials are unable to definitely outline the work that is to be done. However, the building will be modernized, with two-story wings added to provide additional classroom space. The exterior also will be given a modern appearance.

### MARGARET BARBER CELEBRATES BIRTHDAY

One of the prettiest parties of the past week was enjoyed by friends of Margaret Barber Sunday when they shared with her a lovely luncheon in celebration of her ninth birthday, the happy event being a complete surprise to the youthful hostess. Following Sunday school Margaret had gone for a long ride with her father, returning to find 13 of her little girl friends awaiting her with birthday greetings.

Decorations in red and silver were used throughout the home, the dining room being especially attractive. The long table was centered with a Christmas cherry tree in silver with its crimson fruit and from it were extended four velvety poinsettias. At each place were favors of silver Holly with red berries holding the place cards. A fried chicken luncheon menu included a dainty salad in orange cups and dessert of the birthday cake served with pink ice cream. The cake, a white angel food leed with pink and bearing nine pink candles, occupied a place of honor on the buffet before being served. Resplendent between two glowing red candles, it was a thing of beauty and a joy during the entire luncheon period.

Seated for the luncheon and later enjoying an afternoon of merry games were Betty Jean Rolson, Nona Dean Rose, Mattie Louise Lawhon, Mary Ann, Kathryn Jane and Helen Louise Acker, Rena Rae Renfro, Betty Dunlap, Helen Ann Pitman, Virginia Ann Dillehay, Ellen Louise Posey, Phyllis Jean Radovitch, Arline Millard and Margaret Barber.

### ATTEND BIRTHDAY CELEBRATION SUNDAY

Mrs. E. W. Harrison, David Harrison and George Turrentine attended a birthday celebration in Amarillo Sunday, the occasion honoring J. M. Simpson, Jr., son-in-law of Mrs. Harrison.

The event was a family affair given by Mr. and Mrs. J. M. Simpson, parents of the honoree, the only other guests being the immediate family and a brother from Lubbock. The Hereford guests returned Sunday evening.

### ERNEST MEDKIEF ENTERTAIN WITH SUPPER BRIDGE

Mr. and Mrs. Ernest Medkief were hosts of a delightful supper bridge Wednesday evening. Yuletide decorations featuring a gayly decorated Christmas tree added a cheery note of welcome and holiday festivity which was climaxed in the beautifully appointed table. Here the charm of the unusual found expression in a holly-wreathed platter of quail, perfectly browned and irresistibly appetizing. This was given the place of honor in the center of the table, while red tapers in silver holders glowed at either end.

The menu consisted of three courses, delicious plum pudding being served as dessert. Following the supper, three tables of players enjoyed an evening of bridge.

### TEACHERS VISIT CANYON FRIENDS

Misses Ellnor Pierle, Edna Daughette and Ela Aikman visited the Canyon schools Friday, Miss Aikman, visiting friends and Miss Daughette being the guest of Miss Pierle until Saturday evening. Miss Pierle returned Sunday, accompanied by her sister, Ida Martha, who was her guest until Monday.

### PEERS WHEATE AND WILSON MOORE VISIT

Peers Wheate and Wilson Moore of Van Horn were over-night guests of Mr. and Mrs. O. G. Hill Monday.

### JAPANESE LECTURER TO VISIT TEXAS PANHANDLE

Dr. Toyohiko Kagawa of Japan will visit the Panhandle and speak in Amarillo Sunday and in Lubbock Monday and Tuesday. His first appearance in Amarillo will be at 11 o'clock Sunday morning when he will preach at the Central Presbyterian church. At 3 o'clock he will hold a conference with Christian workers, admission by ticket only, and at 7:30 p. m. he will speak at the Amarillo municipal auditorium.

At 2:30 Monday afternoon he will speak at the Lubbock high school auditorium on "Religion and Youth," and at 7:30 again in the auditorium he will discuss "Religion and the Church." Tuesday he will address ministers and religious workers at 9:45 a. m. at the First Methodist church. He will make his last appearance following a luncheon at 12:15 Tuesday at Hotel Lubbock.

Rev. J. C. Thorns, pastor of the First Presbyterian church here, said several local people probably would hear Dr. Kagawa on at least one occasion. Further information concerning the visit may be obtained from Rev. Thorns.

### FORMER HEREFORD MAN DIES IN PLANE CRASH

Clarence G. Karr, Dallas policeman and former resident of Hereford, was killed with a companion when their plane crashed near Dallas Tuesday. Witnesses said the plane was only a few hundred feet high when it suddenly nosed down and spun into the ground, apparently under full power.

Karr had been a patrolman on the Dallas police force for eight years and had been flying most of that time. He left Hereford in 1927 to become a member of the Dallas force.

### Card of Thanks.

We wish to express our most heartfelt thanks to the many friends and neighbors who so kindly assisted us in any way during the recent illness and death of our dear mother and grandmother. For the beautiful floral offerings and to Bro. Willett for his comforting message from God's word. We pray that each one may find like friends and help if you are ever called upon to experience like sorrows.

Mrs. Lena Maples and Son, Mrs. Ethel Hunter and Daughters.

### Methodist Church.

Rev. J. O. Haymes, presiding elder, will preach at this church Sunday morning at the 11 o'clock services.

### A GIRL'S GOTTA THINK OF HER FUTURE!

She was a little honey . . . and out to marry a millionaire. She polished the better fingers at the Savoy-Carlton Hotel.

He polished the better bars for high society on the same street . . . a guy with a million dollar smile and not a thin dime to his name . . . and out to marry an heiress! What happens when they meet? . . . What do you think? It's all in "Hands Across the Table," featuring Carole Lombard and Fred MacMurray, coming to the Star Theatre soon.

A diverting piece of funny business, crammed with lively action, snappy chatter, and laughs galore. Vina Delmar wrote it . . . and you will love it . . . don't let anything keep you from seeing "Hands Across the Table."

A FEW MORE DAYS TO SELECT YOUR

# Gift Jewelry

OR A

# Grunow Radio

FOR HIS OR HER CHRISTMAS

From our complete line of watches, diamonds and jewelry you may select a beautiful gift that would more than please anybody—And all prices are reasonable!

SEE THE NEW

## KADETTE JEWEL

A Beautiful Gift Radio only

### \$13.50

Kester Jewelry & Optical Co.

## FULL SPEED AHEAD

YOU CAN'T PASS UP MAGAZINE VALUES LIKE THESE

<b>OFFER No. 3</b> Progressive Farmer, 1 year Good Stories, 1 year Country Home, 1 year The Farm Journal, 1 year AND THIS NEWSPAPER For One Year.	<b>ALL FIVE FOR ONLY \$1.80</b>	<b>OFFER No. 4</b> Southern Agriculturist, 1 year Country Home, 1 year The Farm Journal, 1 year AND THIS NEWSPAPER For One Year.	<b>ALL FOUR FOR ONLY \$1.80</b>
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**OFFER NO. 1**  
THIS NEWSPAPER for 1 year and 3 Big Magazines **\$2.50**

**OFFER NO. 2**  
THIS NEWSPAPER for one full year and 4 Big Magazines **\$2.00**

1 Magazine from Group A; 3 Magazines from Group B; 4 in all

GROUP-A	GROUP-B
Select One Magazine	Select Three Magazines
Better Homes & Gardens . . . 1 yr	American Poultry Journal . . . 1 yr
Christian Herald . . . 6 mo	Country Home . . . 1 yr
Flower Grower . . . 6 mo	Dixie Poultry Journal . . . 1 yr
Household Magazine . . . 2 yrs	The Farm Journal . . . 1 yr
Junior Home (for Mothers) . . . 1 yr	Gentlewoman Magazine . . . 1 yr
McCall's Magazine . . . 1 yr	Good Stories . . . 1 yr
Movie Classic . . . 1 yr	Home Circle . . . 1 yr
Neelacraft . . . 1 yr	Home Friend . . . 1 yr
Open Road (Boys) . . . 6 mo	Household Magazine . . . 1 yr
Parents' Magazine . . . 1 yr	Illustrated Mechanics . . . 1 yr
Pathfinder (weekly) . . . 1 yr	Mother's Home Life . . . 1 yr
Pictorial Review . . . 1 yr	Medicraft . . . 1 yr
Romantic Stories . . . 1 yr	Progressive Farmer . . . 1 yr
Screen Book . . . 1 yr	Southern Agriculturist . . . 1 yr
True Confessions . . . 1 yr	Successful Farming . . . 1 yr
American Fruit Grower . . . 1 yr	Woman's World . . . 1 yr
Copper's Farmer . . . 1 yr	Woman's World . . . 1 yr
The Farm Journal . . . 1 yr	Woman's World . . . 1 yr
Progressive Farmer . . . 1 yr	Woman's World . . . 1 yr
Southern Agriculturist . . . 1 yr	Woman's World . . . 1 yr
	Everybody's Poultry Mag. . . 1 yr

NOTE—Check one of the following instead of True Story if you wish. Only one substitution allowed.

Modern Mechanic & Inv. . . 1 year
American Girl . . . 1 year
Delinquent . . . 1 year
Judge . . . 1 year
Physical Culture . . . 1 year

**NO SUBSTITUTES OR CHANGES PERMITTED**

GENTLEMEN: I Enclose \$ . . . Please Send Me

Offer No. 1  Offer No. 2  Offer No. 3  Offer No. 4

I am checking the magazines desired with a year's subscription to your paper.

Name \_\_\_\_\_

Street or R. F. D. \_\_\_\_\_

Town and State \_\_\_\_\_

**This Offer Fully Guaranteed—MAIL THIS COUPON TODAY!**









**Black**

**MISS NOBLE McLEAN**  
E. Barnett and family visited in Pampa last week.  
L. Welch and family visited in Post over the week-  
end and Mrs. H. L. McLean

visited relatives Saturday night and Sunday in Lubbock.  
The girls basketball team was defeated by Rhea at Friona last Thursday.  
Mr. and Mrs. R. E. Barnett visited relatives in Muleshoe Sunday.  
**FOR RENT, FOR SALE CARDS AT BRAND OFFICE - CHEAP.**

**Jumbo News**

(BY LA RUE BECK)  
A small number attended Sunday school Sunday.  
Mr. and Mrs. F. J. Axe were Sunday dinner guests in the Chas. McLean home in Dimmitt.  
Mr. and Mrs. F. L. Pinckert and Robert were in Amarillo Saturday.

Mrs. Hazel Sparks and children of Hereford spent the week end with her father, J. F. Hacker.  
The play cleared \$7.50 Friday night which will be given to the community Christmas tree fund.  
Lowery Walker and family of Hereford, Eli Turner of Idalou and Mr. and Mrs. C. I. Beck of Lubbock were week end guests in the L. E. Beck home.

Friends from Wisconsin have been visiting the Metcalf family. Wilburn and Fred Axe spent Sunday with Tom Ivey in Hereford.

Mrs. L. E. Beck was in Amarillo Monday.

Mrs. Lee, Oxford and Willie visited Miss Kittle Oxford at Flaggs Sunday.

W. L. Thannisch and Claude, Mrs. Don Merriman and children of Spur were week end guests in the Homer Barnes home. Mr. Thannisch is here for the Christmas holidays.

Sam Hunter, Mr. and Mrs. Ullman Hunter and Mrs. W. A. Hunter went to Plainview Friday to see the football game.

Mrs. George Shepherd is visiting her parents near El Paso.

Mr. and Mrs. Buddy Taylor of Umbarger spent Friday night in the F. L. Pinckert home.

M. L. Simpson and family were Amarillo visitors Saturday.

Tom and Jack Metcalf and Miss Emma and Grandpa went to Plainview Friday to see the football game.

Mrs. Jim Baggs of Amarillo and C. Kring visited Mrs. Jessie McGinnis' home Wednesday.

**SEVERAL FROM HEREFORD ATTEND RELIGIOUS MEET**

"Christianity in the Modern World" was the central topic of the first annual religion conference held at West Texas State Teachers College in Canyon last Thursday, with approximately one thousand people attending its two sessions.

Among the Hereford people in attendance were Mrs. Clay Ridgway, Mrs. L. S. Kerr, Reavis Kerr and Rev. and Mrs. B. N. Shepherd.

**Dimmitt, News**

MAYME COX

Mmes. W. E. Kirkpatrick and Myrtle Crabb were Amarillo visitors Tuesday.

Mrs. Ted Wood has given up her class in piano because of ill health, and Mrs. Carlos Reynolds is to have charge of the group.

Mrs. Alta Gladman and Miss Louise Whitlow were in Plainview Tuesday.

Carl Kemp made a business trip to Lubbock Thursday.

O. D. Dinwiddie of Hart was in Dimmitt Thursday.

Tom Hanks spent the week end with an uncle in Clovis.

Mr. and Mrs. Woodson Brown, Carl Kemp and Miss Louise Whitlow were in Plainview Sunday.

Mr. and Mrs. Mark Cowsett, Misses Norma Cowsett and Thelma Jones were in Hereford Sunday afternoon.

Mr. and Mrs. Frank Axe, Ray and Andy, of Jumbo were Sunday dinner guests of Mr. and Mrs. Chas. McLean.

About 2000 attended the John Deere plow demonstration Tuesday. Luncheon was served, and Ray Sheffy, local agent, had an interesting program at the theatre.

Messes. and Mmes. Ray Cowsett and Tom Blee were Hereford visitors Sunday.

Miss Hickman, home economist for Texas Utilities Co., was a Dimmitt visitor Monday.

Ted Cox and Miss Jonnie Beth Tate were in Hereford Sunday.

Carlos Reynolds and family were Amarillo visitors Friday.

Mrs. G. C. Maples and Dorothy of Canyon were in Amarillo Friday.

Alvin Williams of Hereford spent Friday with his mother, Mrs. Velma Dawson.

Mr. and Mrs. T. A. Singer were Amarillo visitors Monday.

Mr. and Mrs. Elmer Younts and two daughters left Monday for Wichita, Kansas, where they will make their home.

E. M. Carter of Plainview was in Dimmitt Monday.

Tom Hanks and Miss Mayme Cox attended the show in Hereford Friday evening.

Sid Huckabay and Bob spent Sunday in Lorena.

Louise Wright and Mrs. Mattie Umberson of Muleshoe spent Sunday here with relatives.

Mr. and Mrs. Howard Batchelder visited relatives in Canyon Friday.

Mr. and Mrs. J. R. Gollehon, Mmes. Joe and Noel Gollehon were in Amarillo Sunday.

Mrs. Joe Strother and children spent the past week in Amarillo with her mother, while Rev. Strother was in Spur.

Mr. and Mrs. C. C. Reynolds and Mrs. Floyd Reynolds of Hart attended the pageant at the Methodist church here Sunday evening.

Mmes. Olin Rice and Garland Brown were in Plainview Friday.

Mr. and Mrs. Bill Webb and Mrs. Henry Stalcup went to Lubbock Tuesday morning to visit Mr. and Mrs. Vernon McCullough.

Automobile lights and brakes are being tested here today by two state highway patrolmen.

**Ward News Notes**

BY MRS. GEORGE SUGGS

Harold Saltzman was ill last Friday.

Jud Johnson and family and Miss Taylor of Wheeler visited the Bob Higgins home Thursday.

Mr. and Mrs. Bill Hutson were in Vega Sunday.

Ward school will have a Christmas program Thursday at 2 p. m.

Mrs. J. F. Davenport and daughters of Alanreed are visiting her sister, Mrs. George Suggs.

John Renfro called on Jim Lipscomb Friday.

Miss Ruth Wolfe is at the home of Mr. and Mrs. Will Nafzer until Christmas.

Mr. and Mrs. George Suggs were in Amarillo Thursday.

Mr. and Mrs. Bob Higgins, Mr. and Mrs. Bill Hutson, Mr. and Mrs. Jim Lipscomb, George Suggs and Cecil Hodges attended the ball game at Plainview Friday.

**Westway Items**

(BY WILMA SKYPALA)

Miss Wilma Skypala spent Saturday night with Miss Elsie Fricmel at Dean.

Mrs. Roscoe Landers and son of Oklahoma Lane returned to the G. W. Wilson home where they will spend Christmas.

Miss Wanda Downs spent Sunday in the Roe home.

Miss Wilma Skypala spent last Thursday with Mrs. Frank Bezner in Hereford.

Norbert, Edwin and Elwood Skypala spent Sunday in the Fagman home at Messenger.

G. W. Wilson made a business trip to Sudan Friday.

Two one-act plays will be given Friday night, Smoke Screen, and Kidnapping Betty. Between play numbers have been arranged. A ticket price of 10 cents will be charged.

**Bippus Items**

BY RUTH REESE

Mr. and Mrs. J. F. Reese are visiting relatives in St. Vrain, New Mexico, this week.

Billy Jean Woolery was absent from school Friday.

C. T. Reese and son made a trip to St. Vrain, New Mexico, Saturday.

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

Mr. and Mrs. C. T. Reese were in Clovis Sunday.

This the 16th day of November, 1935, came on to be considered by the County Judge of Deaf Smith County, Texas, the petitioner of more than fifty freeholders of the hereinafter described subdivision of said county for an order of election in such subdivision for the purpose of enabling the freeholders thereof to determine whether hogs, sheep or goats shall be permitted to run at large therein, and it appearing to the undersigned judge of such county that such petition was filed with the Commissioners Court of said county on the 11th day of November, 1935, and that such Court thereafter, on the 12th day of November, 1935, heard and granted the same and ordered that such election be held on the 30th day of December, 1935, and that the judge of said county issue an order therefor and cause public notice thereof to be given as required by law:

Now, therefore, by virtue of the authority vested in me under such order and the law, I, C. W. Humble, County Judge of Deaf Smith County, Texas, do hereby order that on the 30th day of December, 1935, at the school house at West Way, in said subdivision, an election shall be held for the purpose of enabling the freeholders of such subdivision to determine whether hogs, sheep or goats shall be permitted to run at large in such subdivision, to-wit: said subdivision being in Deaf Smith County, Texas, and bounded as follows: Beginning at the north east corner of Section No. 4, Block K-8, in said County, and running thence west with the section line to the north west corner of the J. H. Hampton section of land in Capitol League Nos. 409 and 408, sometimes called Section No. 35, Township 3 and 4 North, Range 4 East; thence south with the section line to the north boundary line of the C. F. Renfro 640 acre tract in Capitol League No. 426; thence east with the section line to the north west corner of the W. P. Rambo 1280-acre tract in Capitol League No. 426; thence south with the section line to the south west corner of said Rambo tract; thence east with the section line to the north east corner of the A. B. Best 640 acre tract in Capitol Leagues Nos. 426 and 427; thence south with the section line to the south east corner of said Best tract; thence west with the section line to the south west corner of said Best tract; thence south with the section line to the north line of Section No. 3, Township 2 North, Range 4 East; thence east with the section line to the north east corner of said section 3-2-4; thence south with the sections lines to the south line of Deaf Smith County; thence east with the said county line to the east line of Section No. 150 Block M-7; and thence north with the section lines to the place of beginning.

That polls shall be open for such election at the West Way school house at West Way in such subdivision; G. C. Hartman, P. H. Gilliland and R. M. Gunn, being proper persons for such purpose and freeholders and qualified voters of such county and such subdivision, are hereby appointed as

managers of said election, and they shall appoint their own clerks.  
No person shall vote at such election unless he is a freeholder, and is also a qualified voter under the constitution and laws of the State of Texas. All votes of such election shall be by ballot and voters desiring to prevent the animals designated herein from running at large in said subdivision shall place upon their ballots the words, "For The Stock Law," and those in favor of allowing such animals to run at large, "Against The Stock Law."  
On or before the tenth day after such election, the persons holding such election shall make due return of all the votes cast for and against said proposition to the county judge of said county.  
Public notice of this shall be given for at least thirty days before the date of such election by publication thereof in the Hereford Brand, a newspaper published in said county.  
Witness the hand of the County Judge of Deaf Smith County, Texas, this the 16th day of November, 1935.  
C. W. HUMBLE, County Judge, Deaf Smith County, Texas.

**NOTICE!**

It is being circulated that I do not want to continue as Secretary of the

**Hereford Benefit Association**

This is not a fact, but I do desire to continue as Secretary, and expect to devote all possible time to the betterment of the Association.

Annual Meeting at My Office Monday, December 22nd at 2:30 P. M.

**W. W. Bennett**

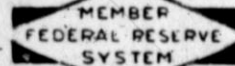


**The Biggest Part of This Picture Isn't Shown**

You can see the tree—the presents—and the happy, happy family. But you can't see the thing that made this happiness possible—the wisdom and foresight of a wise mother and father who saved carefully and systematically all year long to bring about this sort of a holiday.

**THE FIRST NATIONAL BANK**

OF HEREFORD



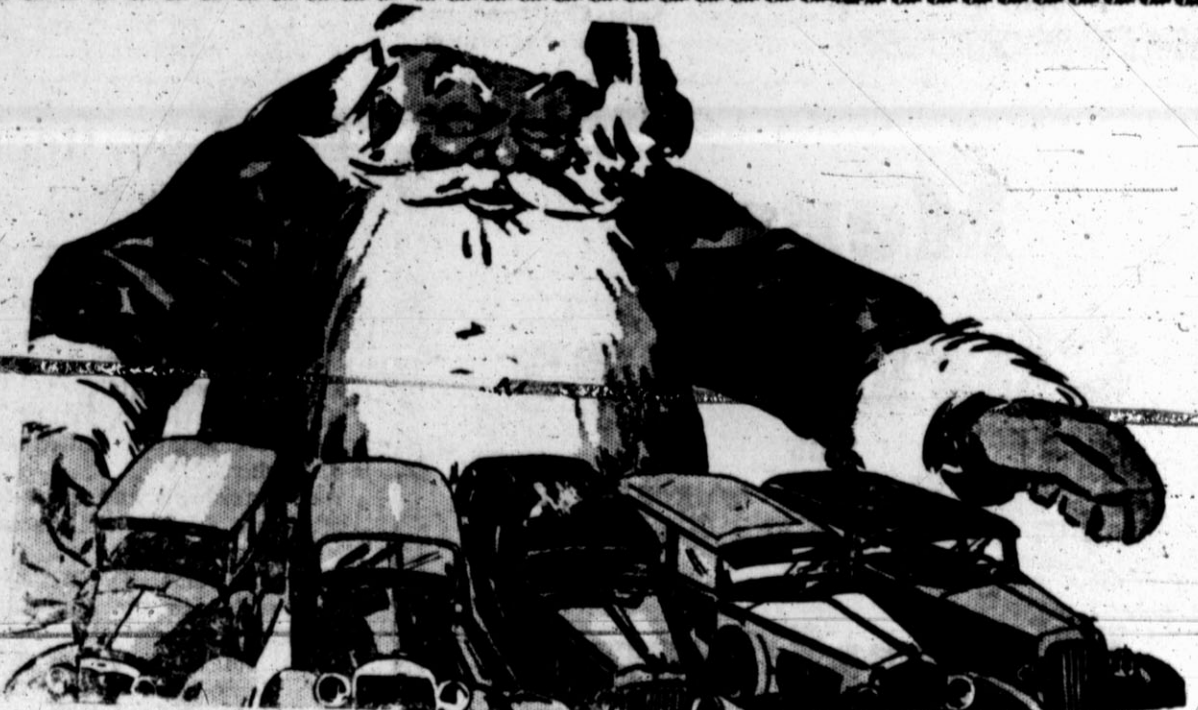
A Strong Bank Thoughtfully Managed

Member Federal Deposit Insurance Corporation

**J. C. Penney Stores URGE NEWSPAPER Advertising!**

Advertising department of J. C. Penney Co. recently sent sales argument in behalf of newspaper advertising to all its store managers as follows:

- 1 Do you want to be certain of reader interest? Then use the newspaper. Many a circular receives only a casual glance, while the local newspaper with hundreds of general news items, is read thoroughly from first to last page.
- 2 Do you want representatives in the same shopping window that other merchants of your town use? Then use the local newspaper. Women, the purchasing agent of the house, read newspaper advertising daily, whereas a circular is tossed into the waste basket without a glance.
- 3 Do you want fast action? Then use the newspaper. The ad that you run today, if it contains real merchandise news, will bring immediate results tomorrow. You can receive and sell out a consignment of merchandise with newspaper advertising in less time than it takes to prepare a circular.
- 4 Do you want to be recognized as a factor of importance in your community—a real hometown store? If you do, use the newspaper, it undoubtedly is a strong factor in the building of good will and acceptance by the trade.



WITH LOW PRICES LIKE OURS YOU CAN MAKE IT

**A Car For The Family**

1933 Dodge Sedan	\$415	1932 Plymouth Sedan	\$275
1933 Chevrolet Coach	\$350	1929 Chevrolet Sedan	\$125
1933 Plymouth Sedan	\$375	1928 Ford Sedan	\$110
1933 Chevrolet Coupe	\$350	1929 Chrysler Sedan	\$165

**Ireland-Beavers Motor Co.**

DODGE - PLYMOUTH

SALES - SERVICE

FOR THE WEEK, TRY THE BRAND

**Star THEATRE HEREFORD**  
MATINEE EVERY DAY

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

A Swashing, Dramatic Romance of Uncle Sam's Mid-Shipmen  
**TOM BROWN RICHARD CROMWELL** in  
"Annapolis Farewell"

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

**WALKING ACROSS THE RANGE TO NEW ADVENTURES**



Ren **MAYNARD** Western Courage

SUN. — MON. — TUES.  
Preview Saturday Night Midnight!



DICK POWELL and JOAN BLONDELL  
**Broadway Gondolier**

**PERSONALS**

O. G. Hill and H. G. Conkright made a business trip to Wellington Friday, returning Saturday.

Mr. and Mrs. Lee Morgan attended the football game in Amarillo Saturday.

W. I. Valentine was confined to his bed most of last week, suffering from a bronchial infection. He is much improved at this time.

Ralph Clennon of Fort-Worth came Monday to spend Christmas in the home of his sister, Mrs. Homer Fox.

Estelle Gilliland came this week from school in Los Angeles to spend the holidays with her parents, Mr. and Mrs. Mat Gilliland.

Mrs. Tom Carter and son, Tom, Jr., were in Dallas last week visiting Mrs. Carter's parents, Mr. and Mrs. A. F. Pack.

Coach and Mrs. Tom McCollum were in Amarillo Saturday, the former attending the Amarillo-San Angelo football game.

Gus Stren, Lem Carlyle, Frank Gyles and Mont Baker spent Sunday and Monday quail hunting near Matador.

"Red and the Christmas Whoppers," a two-act comedy, at St. Anthony's Hall, by the school children. Monday evening, 8 o'clock. All cordially invited. Admission, adults 15c, children under 14, 5c.

Mrs. R. L. Lloyd and two children of Altus, Oklahoma, arrived Monday to spend the holidays with Mrs. Lloyd's parents, Mr. and Mrs. W. I. Valentine.

**Easter Items**  
BY LOUISE FRYE

Rev. and Mrs. E. C. Armstrong, Mr. and Mrs. U. G. Randal were dinner guests in the Fred Walton home Sunday.

Mary Virginia Eberle of Hereford spent the week end with Louise Frye.

Tom Jameson entertained the young folks with a 42 party Saturday evening. Cocoa and cookies were served by Mrs. T. N. Jameson.

Mr. and Mrs. Carl Frye, Louise and Caroline, and Virginia Eberle attended the football game in Plainview Friday.

Mmes. M. Stemmons and Fred Walton visited Mrs. Betty and Miss Maggie Cocanougher at Arney one day last week.

Mr. and Mrs. Johnson of Flaggs spent Sunday in the Benson home. Ben Medley attended the football game in Amarillo Saturday, he being a former San Angelo pupil.

Mrs. Carl Frye and Patricia spent Sunday afternoon with Mrs. T. M. Palmer in Hereford.

Miss Louise McClure spent the week end with her parents at Claude. Miss Ramey was in Hereford.

A school program and tree will be given Friday night, December 20. Everybody come.

Mmes. U. G. Randal, Fred Walton and Troy Maxwell attended the county clubs Christmas party in Dimmitt Tuesday afternoon.

A Christmas dinner will be enjoyed by the **Foyat Workers Club** of Rebekah Lodge Friday. The dinner will be served at the IOOF Hall at 12 o'clock.

Miss Ida M. Farrell of Glazier, and Miss Mildred Nation Hill of Pampa are here to spend the holidays with Miss Hill's sister, Mrs. Jimmie Robinson.

S. Lester Gulnn spent Tuesday and Wednesday with his parents, Mr. and Mrs. G. H. Gulnn, on a return trip from Dallas enroute to his home in Los Angeles.

Ole O. Olson of Liscomb, Iowa, Mr. and Mrs. Jacob Kynland and son, Bobby, and Mrs. Mary Phipps of Gilman, Iowa, have been visiting Mr. Olson's two sons, Otto and Louie, and their families the past week. They expected to leave today for their homes. Mrs. Kynland is a daughter and Mrs. Phipps a niece of Mr. Olson. He lived here until about seven years ago.

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**Theatre Ticket Winners Named**

Thirty-five persons were selected from a large list of solution-workers in the "Broadway Gondolier" contest published in last week's Brand to receive free tickets to the picture, which stars Dick Powell and Joan Blondell and shows at the Star Theatre Sunday, Monday and Tuesday, and at the midnight preview Saturday night.

The picture is really much more than a musical film. Possessed of an engaging story, and a different one, a romantic setting that reunites the popular stars of "Gold Diggers of 1933," Dick Powell and Joan Blondell, catchy tunes and hilarious comedy, it is delightfully presented by an all-star cast which also includes Adolphe Menjou and Louise Fazenda.

Powell and Miss Blondell again prove to be an ideal screen couple, and Miss Fazenda and Menjou render outstanding comedy performances that caused endless peals of laughter.

Winners were Mrs. John Kropff, Blanche Harman, Lorraine Massey, Mrs. John Gaetz, Barbara Buckner, Mrs. Nona Jewell, Mrs. Geo. Millard, Mrs. R. E. McCullough, Miss Juanita Henry, Barbara Brotherton, Irene Buckner, Elnora McKinley, J. C. Cummins, Jr., Mrs. L. T. Reese, Mrs. O. T. Williams, Billy Louise Crawford, Varian Jay Fuller, Bebe Frye, Gladys Lewis, Mrs. Emmett Cardwell, Mrs. J. D. Boura, Ruby May Price, Mrs. Alma Patterson, Kathryn Hamm, Mary Ann Baird, Polly Anna Crawford, Catherine Fullwood, Mrs. O. T. Behrends, Mary Elizabeth Hicks, Katie Balmun, Mary Williams, J. W. Kropff, Theresa Belle Smith, Edith Johnson, Friona, and Viva Mae Thomas, Summerfield.

Mr. and Mrs. D. C. Laird of Kilgore, who have been visiting Mrs. Seth B. Holman, went to Plainview Wednesday to visit their son. They plan to return here Saturday.

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

**ALL THE WAY WITH MERIT**

FOR BEST RESULTS



MERIT EGG MASH

Get proper production by proper feeding. If it's eggs you want, feed **MERIT EGG MASH**. Winners in the Tri-County Poultry Show will recommend **MERIT FEEDS**.

**SUCCESSFUL POULTRYMEN PREFER MERIT**

**COAL**

We have just unloaded a carload of the Finest Colorado Alamo Lump Coal.

**We Deliver West Texas Feed & Seed**  
Phone 235

**"BROADWAY GONDOLIER" IS MUSICAL HIT OF SEASON**

Long known as producers of the best musicals, Warner Bros. have set a new high standard in "Broadway Gondolier" which will be shown at the Star Theatre Sunday, Monday and Tuesday, and at the midnight preview Saturday night.

The picture is really much more than a musical film. Possessed of an engaging story, and a different one, a romantic setting that reunites the popular stars of "Gold Diggers of 1933," Dick Powell and Joan Blondell, catchy tunes and hilarious comedy, it is delightfully presented by an all-star cast which also includes Adolphe Menjou and Louise Fazenda.

Powell and Miss Blondell again prove to be an ideal screen couple, and Miss Fazenda and Menjou render outstanding comedy performances that caused endless peals of laughter.

In addition to this talent, there are three groups of radio headliners in the picture, the Four Mill Brothers, Ted Fio-Rito with his nationally famous orchestra, and the Canova Family, all of whom join the singing star, Dick Powell in ably presenting the fascinating music of the ace song-writing team Warren and Dubin.

Mmes. Ezra Norton and Max Palmer were holiday shoppers in Amarillo Monday.

**MORE FOOD LESS MONEY**

**SPECIALS**  
For Friday and Saturday

RAISINS 4-pound package	29¢	MINCE MEAT 3 packages	25¢
GELATINE All flavors, 2 packages	13¢	CANDY Chocolate Cherries, pound	35¢
CORN FLAKES Package	10¢	IDEAL CHRISTMAS GIFTS DRIPOLATER (1 lb. Folger's Coffee FREE)	98¢
OLIVES Plain, quart jar	35¢	19-PIECE DINNER SET	99¢
CRACKERS 2-pound box	17¢	SYRUP Worth's Maple, 1/2-gallon	39¢
TOMATO JUICE 3 cans	25¢	TOMATOES No. 2 can, 3 for	25¢
COCONUT Bulk, pound	18¢	CORN Iowa Standard, 3 for	25¢
GRAPE JUICE Quart 31¢, pint	16¢	DATES Bulk, 2 pounds	28¢
COCOA Hershey's, pound	13¢	TUNA 2 cans	25¢
VANILLA WAFERS Pound	15¢	CHOCOLATE Baker's, 5-oz size	16¢
CATSUP Frasier's, 14-ounce bottle	12½¢	BAKING POWDER Callumet, 16 ounces	21¢
PIMENTOS 7-ounce can	10¢	BAKING POWDER Callumet, 2 1/2-pound can	52¢
OYSTERS 5-ounce can, 2 for	25¢	PINEAPPLE Flats, crushed or sliced, 3 for	25¢
IVORY FLAKES And one bar Ivory Soap	12¢	SARDINES No. 1 tall cans, 3 for	25¢
COFFEE Pound	26¢	SOAP Palmolive, 3 bars	14¢
CAKE FLOUR Swansdown, package	29¢		

<b>FRESH FRUITS</b>		<b>FRESH VEGETABLES</b>	
CAULIFLOWER Pound	12¢	POTATOES New, pound	5¢
APPLES Large Delicious, dozen	24¢	BEANS Fresh, pound	12¢
GRAPEFRUIT Seedless, each	3¢	ORANGES Texas, 200 size, 2 dozen	45¢
CITRUS FRUITS 30-pound box	\$1.75	ORANGES 200-size, bushel	\$1.00
CELERY Large California, bunch	12½¢	ORANGES California, per box	\$3.00

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