

Santa To Greet Kiddies Here Wednesday; Will Lead Parade

Farmers Elect Committeemen; Vote On Sherman Plan Monday

Officials Ask State To Clear Park Question

Services Held Saturday For Mrs. Smith, Hereford Pioneer

2500 Sacks Candy, Fruit And Nuts To Be Given To Kids Here

AROUND TOWN

Sights and Faces Seen

The sight of a woman being followed by a pet pig as she did her shopping last Saturday caused considerable craning of necks as people watched her go in and out of stores...

Judging from the number of kids, grownups, too, who have been seen gazing raptly, the revolving Santa in the window of Fox's Man Shop has caught unusual interest this week.

Work on the Lee Hopson building on lower Main Street has progressed to the point where the walls are just about up.

Hereford will be greater by six houses when proposed construction of the homes by C. F. Hardwick is finished. An old house at the juncture of East Third and Tenth Streets has been divided into three houses and remodeling work is continuing this week.

Basement Walls Completed On New Postoffice

Pouring of the first floor slab of the new postoffice is scheduled for next Tuesday, while brick work is planned to start about December 26, states Walter G. Shaddy, engineer.

Mr. Shaddy reports that construction "is going good" and that the outside and interior walls have been poured and forms are being erected for the first floor slab.

Work is also progressing rapidly on the sub-drains around the building.

Weather Chart

Table with 4 columns: Day, High, Low, and another column. Rows for Thursday, Friday, Saturday, Sunday, Monday, Tuesday, Wednesday.

\$16,000 In Christmas Cash! Nice Work If You Can Get It

It's the getting of that money that would be hard. For it represents the rewards listed in posters in Sheriff J. O. Newell's office for men badly wanted by law enforcement officials all over the United States.

Farmers of Deaf Smith county cooperating in the AAA program will elect 1940 committeemen on December 18, next Monday and at the same time will vote on whether or not this county will operate according to the Sherman County Program...

Elections will be held at two places in the county. Community one, which takes in the North part of the county will vote at Ford School house Monday night at 8 o'clock.

Farmers having land in both communities are asked to vote in the community where the largest part of their land lies.

The Sherman County Plan, if adopted, is expected to simplify considerably the farm program in Deaf Smith county. Tried for the first time last year in Sherman county, farmers there voted 100 per cent to continue the program this year.

Last Call For Letters To Santa Claus

Santa told the Brand this week that many boys and girls had not yet written what they wanted for Christmas and that he was anxious for his little friends to hurry and write to him.

"Write your letters now," Santa urges, "or have your big brother or sister, or father or mother to write the letter for you. Then bring or mail it to The Brand, Hereford, Texas, not later than Saturday."

Dozens of boys and girls have already written their letters so hurry and get yours in. The Brand doesn't want a single boy or girl left out of next week's paper.

Courthouse Force To Enjoy Annual Christmas Tree

All courthouse workers will have a Christmas tree of their own directly after the Teacher's meeting next Wednesday afternoon. An annual custom, members of the courthouse force will draw names and exchange gifts.

\$16,000 In Christmas Cash!

ful flight to avoid prosecution for murder, escaped Federal prisoners, car theft, impersonation, embezzlement of Federal property, parole violation, theft of interstate shipments, probation violation, narcotic law violation, harboring of criminals, larceny on Government reservations, murder on the high seas, burglary, fraud against the Government, forgery, grand larceny, and rape are some of the crimes committed by persons for whom a general search is on.

Status of Hereford State Park is hoped to be clarified soon, stated County Judge A. J. Schroeder, this week in reporting on a trip which he, Commissioner T. W. Roberson and County Attorney, Jas. C. Gilliland made to Austin last Friday to meet with the State Park Board.

The State board appointed a committee to investigate the appeal made by Deaf Smith county officials that the State either go ahead with its program of improving the park according to an agreement with the county, or turn the park back to the county.

As matters stand now, Schroeder said, it may be that neither the state nor the county has a (On Page 8, Sec. 1)

Civic Chorus Invited To Pampa, Amarillo

Members of the Hereford Civic Chorus have been invited to participate in presentations of "The Messiah" at Pampa this evening, Thursday, and at Amarillo next Sunday. All singers who took part in "The Messiah" here last Sunday are invited to attend.

Singers who wish to go and do not have ways are asked to report to Miss Swisher or to Mrs. A. O. Thompson, and singers who have room for an extra passenger are asked to get in touch with either of the above persons. If you attended the presentations, you are asked to bring your robes.

Temperatures Skid As Warm Spell Is Broken

Hereford thermometers skidded downward sharply with the coming of a cold North wind last Monday. Temperatures dropped from a low of 40 degrees Monday night to a low of 24 degrees Tuesday night and last night the lowest temperature recorded was 17 degrees.

Home Decorators To Be Awarded Xmas Prizes

With several Hereford homes already aglow with Christmas decorations, announcement by the Lion's Club that three prizes will be awarded the best decorated homes in Hereford is expected to be an incentive for more persons to decorate their homes this Christmas.

Prizes to be awarded by the club are \$5, \$3, and \$2 for first, second and third prizes respectively.

Only outside decorations or window decorations plainly visible from the street will be judged. "Few things can be more cheerful or heartwarming these nights just before Christmas than the sight of a bright and colorfully decorated home," said Kellar Muse, president of the Lion's Club in announcing the contest.



Volunteers Already Adopting Needy Families for Christmas

Emergency Crop And Feed Loans Now Available

Emergency crop and feed loans for 1940 are now available to farmers in Deaf Smith County, and applications for these loans are now being received at Hereford by Carl Hill, Field Supervisor of the Emergency Crop and Feed Loan Section of the Farm Credit Administration.

This early opening of the loan program in Deaf Smith County is part of a plan recently announced by the Farm Credit Administration whereby emergency crop and feed loans are being made available immediately in all areas where farming conditions are seriously affected this year by drought.

These loans will be made, as in the past, only to farmers (On Page 8, Sec. 1)

415 New REA Members To Have Electric Lights By Christmas

Brother Of Mrs. Massie Is Buried In Okla.

Funeral rites were held at El Dorado, Okla., Thursday for Gene Cheek, brother of Mrs. Otto Massie of Hereford. Mr. Cheek who had spent the past several months in Hereford with his sister was in Hobbs, N. M., at the time of his death.

Mr. and Mrs. Massie went to Oklahoma for the funeral services. They were accompanied by Mr. and Mrs. Jeff Roberson and Mr. and Mrs. Joe Kendall.

Alley Clean-up Time Is Here

It's alley clean-up time announces Mayor C. J. Padlock, in requesting Hereford folks to get cans, boxes, and trash of any kind in the alley so that trucks can pick them up for hauling off.

The County Welfare Administration reports that an unusually large number of organizations and persons have already called and arranged to adopt a needy family for Christmas dinner. Mrs. Dyalitha Brady, director, expressed her thanks to these early volunteers.

"Individuals and organizations are again invited to furnish a basket for needy families who would otherwise spend a cheerless Christmas day," Mrs. Brady said, and added that the same plan used last year would be followed this Christmas.

Descriptions of needy families are listed by number. Any one can adopt the family by number and supply that family with its Christmas grocery needs. Baskets will be delivered by the Welfare office to the families selected.

"Tag your basket with the number of the family you wish to help," advises Mrs. Brady, "and bring it to the Welfare office, or phone 235, by December 22 or 23 at the latest." Families (On Page 8, Sec. 1)

Red Cross Asks Funds For Aid Of Finland

An appeal for aid in furnishing medical, hospital and other supplies and assistance to Finland, is voiced by the Red Cross, through John H. Olson, county chairman. Suffering among helpless men, women and children is expected to become increasingly tragic as winter advances.

The Red Cross will receive and administer contributions designated to Finnish relief and all funds so designated will be applied wholly to that purpose. The Red Cross has already made an initial shipment of medicine but needs more funds for future increasing needs.

Funeral services for Emma Gertrude Smith were held Saturday afternoon from the local Funeral Parlor with Rev. H. M. Redford, Rev. M. B. Norwood, and Rev. W. E. Barnes officiating. Mrs. Smith died just before midnight last Thursday night. Burial was made in West Park Cemetery.

Surviving are her son, George, Jr., and daughter, Bonnie Jean of Hereford, three grandchildren, Nancy Jean and Patricia Lee Smith, and Bruce Bentley, and a niece, Martha Sue Jones of Jefferson City, Mo.

Pallbearers were Frank Givan, Mose Bradley, C. M. Flowers, Nester Gass, Alex Thompson, and Leonard Knox. Friends out of town were Mrs. (On Page 8, Sec. 1)

Santa Claus Has Already Been To See These Three

With Christmas practically here accompanied by unusual demands upon the pocketbook, three Hereford men Tuesday received \$90 in prize money with the Lumber Yards of Hereford acting the part of Santa Claus. Prizes were announced and checks mailed to the winners of the Hereford and Deaf Smith County Home Improvement Contest.

To Mr. Roger Corbett went first prize money of \$25; Mr. George Suggs won second prize of \$15; and third prize of \$10 was won by Mr. Harry Sead.

The Hereford Lumbermen's Beautification contest opened August 3. It was sponsored by Hereford Lumber Co.; Rockwell Bros. and Co.; Carl McCaslin Lumber Co.; and R. H. Kemp Lumber Co. The contest was open to residents of Hereford, Hereford communities, Deaf Smith county and the north portion of Castro county.

Judges were Mrs. J. P. Slaton, Mrs. C. A. Wimberley, Mrs. Paul Mathers, Mrs. R. J. Richardson and Mrs. Knox Kinard.

Memorial Service Honors A. H. Streu

At the regular meeting of the Lion's Club, December 13, a Memorial Service for the late A. H. Streu, who was a leading member of the club, was held with Reverends H. M. Redford and Jimmy Alken in charge.

Alton Miller was elected to the place on the Board of Directors left vacant by Mr. Streu's death.

Postoffice Offers Directions On Mailing of Christmas Items

Numbers On Stolen Delco Plant Given By Sheriff Newell

Numbers on a Delco Light Plant stolen from Ford School about three weeks ago are released by Sheriff J. O. Newell. The numbers are: Delco Plant 775, No. 280460.

The plant was stolen about November 21, but the loss was not discovered for several days and it was several more days before the numbers could be found.

The school was also unfortunate to have about two and one-half tons of coal stolen during the Thanksgiving holidays. The loss was not discovered until school reopened the following Monday.

Whether you call him S. Nicholas, Kris Kringle, or Santa Claus, the beloved man is coming to Hereford next Wednesday afternoon to lead a gigantic parade of children from all parts of this territory down Main Street. And Santa will wind up the afternoon by presenting 2500 sacks of candy, fruit and nuts to kiddies in the parade.

At 2:30 sharp, announces G. M. Hudson who is in charge of arrangements, the parade will start from the Baptist Church and march south on Main Street to the intersection with Second Street. From there the march-

As Santa Claus leads the parade down Main Street next Wednesday afternoon he will march past store after store with its windows displaying a bright welcome of colorful, and tasteful gift selections. And in these stores are counters laden with the largest, most complete selection of Christmas gifts to be found even in towns many times larger than Hereford.

Hereford itself has taken on a holiday dress and the bright, colorful lights strung along Main Street and West Third flash a warm welcome to shoppers. Next week most stores are planning to stay open later in the evenings so as to render still more service to Christmas buyers.

ers will turn right on West Second, go one block, then turn north one block, back East on West Third, and marchers will receive the sacks of candy as they cross Main Street. The parade will disband as soon as each child receives his gift from the hands of Old Santa.

All rural and city schools of this area are invited to participate in the parade and indications are that probably all of the schools will be here.

CHANGE OF PLANS

Since printing of Section 2 of this issue of The Brand officials have changed slightly the order of the Santa Claus Parade. Instead of turning left at Second Street, the parade will turn West and make a one block loop around by Davis-McCracken North to the City Hall and then turn East on Third Street to cross main.

Mr. Hudson states that the order of the parade will be: First Santa Claus, himself, will lead, followed in order by the Junior Band of Central School, the rural schools in alphabetical order, St. Anthony's School, Central School High School Band, High School, and Merchant's floats.

(On Page 8, Sec. 1)

Because thousands of Christmas greetings and packages are lost or undelivered each year because senders do not understand postoffice regulations as to stamping and sealing of greetings, and wrapping of packages the local postoffice was asked to explain regulations as they apply to the sending of cards, parcels, etc. The article, written by Elmer Patterson clerk follows:

During the holiday season the volume of mail increases very much. Therefore, to assure delivery of Christmas presents, cards, and letters to loved ones and friends before Christmas the public should shop and mail early. Christmas greetings, cards enclosed in envelopes, should be sent by first class mail so as to be forwarded, given more (On Page 8, Sec. 1)

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. BETH B. HOLMAN Publisher
JIMMIE GILLETTE Editor

SUBSCRIPTION RATE: Zone One, \$1.50 per year; Zone Two, \$2.00 per year. All subscriptions strictly cash in advance. Entered as second-class matter at the Post Office in Hereford, Texas, under the act of March 30, 1879.

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.

HEREFORD



BULL

By Jimmie Gillette

Folks in this country are getting a taste of what Christmas is like in Florida—and very few seem to like this hot weather.

Nature has so endowed this area that most of us have come to think of Christmas in terms of snow, cold weather and Northerners. In fact, our conception of Christmas is very, very much like you will find it described in books and poems. We have been spoiled from year to year—and when the worm suddenly turns, we find it hard to realize that Christmas can be so near in 1939. Some people think that the weather cycles are changing. A lot of old timers like Nester Gass, John Patton, and Miles Roberson can tell about the year when they had to dig tunnels along Main

Street. There are even some pictures which show snow to have been so high that it came up even with the hat brim of the average man who walked through one of these snow tunnels. Remember?

However, don't worry too much. Sherman Morgan, who is in charge of The Hereford Brand weather department, went down today and bought a fine-tooth comb.

He has a moustache, you know and he is predicting a big snow "on or before Christmas." He says it's going to snow so hard that he expects to get his moustache full of snow every time he leaves the house. He says it will be such a snow that if he doesn't comb out his whiskers he's afraid it will melt and run down his chin, and maybe ruin the new Christmas tie which his wife is probably planning to give him. Anyway, this is all encouraging, and if George Stambaugh could find his old pet goose we could check up on Sherman's prediction.

Here's a bit of news about Bill Smith. He has been elected treasurer of the Ruidosa, N. M., Ski Club, and in his spare time has also organized a Lions Club at Ruidosa.

sa; the club now has 27 members.

Meanwhile, Hereford's new postoffice is going forward rapidly. Strange as it may seem, only one man was sent to Hereford to build the new \$75,000 federal building. His name is W. G. Shaddy, and he wasn't a bit startled when he got his orders to come out and put up the new building. In fact, he has built several other buildings including those at Henderson, Athens, Ballinger, and College Station. He says when a structure gets up in the \$125,000 class that they usually give him a bookkeeper. Naturally, he hires a crew of men—but as far as his company is represented, it's a one man job.

The Hereford office started November 7, and with good luck, Mr. Shaddy hopes to complete the building in May or April. The contract calls for 210 working days.

Found in this issue of the paper will be a list of families, which Mrs. Dyalhia Brady says will have no Christmas other than that which the community makes for them. She is asking that those who can—adopt a family this Christmas. The families are of various sizes, and you can choose one which you can afford to assist. The names are withheld to avoid embarrassment of any of the parties concerned. Mrs. Brady will see that your basket is delivered to the family you adopt. This is mighty fine, and the way it is being handled is certainly nice. Let's all pitch in right now and literally snow her under with baskets. Let's complete the list by Monday, so she won't have a single family to list next week.

Were you ever hungry on Christmas Day? Such a thought is almost as startling as the war. Let's take up those baskets, and let's throw in some toys and garments for the kids. To many of us it will only mean doing without cigarettes a few days and maybe the ladies can find a place to skip here and there. Let's show our appreciation of living in the United States by leaving not one single family hungry in our community Christmas, 1939.

Found in this issue of The Brand will be many shopping ads, which feature hundreds and hundreds of gift suggestions. This year the merchants of Hereford have finer and more complete stocks than at any time in recent years. Almost anything for which you can ask will be found right here in Hereford—and at prices as low or lower than any place in The Panhandle. Besides all this the stores are decorated to the "nth degree." It's a real pleasure to barge into the stores and to look over the big Christmas stocks—and you are certain to find a warm welcome. Nowhere will you find a more friendly or more courteous group of merchants than right here in Hereford. Do your Christmas shopping in Hereford this year. The local merchants are your friends. They need and appreciate your Christmas business.

Every boy and girl in this entire territory is invited to be in Hereford Wednesday afternoon at 2:30 for the big Santa Claus Parade. Free candy and fruit for all kids, and fun for everyone. Plan now to bring the children.

Westway Items

MRS. MERLIN KAUL
The Home Demonstration Club members met Tuesday afternoon at the home of Mrs. Maurice Tannahill for a demonstration of candy making. Mrs. Merlin Kaul assisted Mrs. Tannahill with the demonstration. Candies demonstrated included California taffy, Date loaf, stuffed dates, and chocolates. Recipes were given for molasses taffy and divinity.

During the business session it was decided not to have a Christmas party.

Those present at the meeting included Mesdames Roy Lee Wilson, A. C. Pierce, Henry Allmon, W. L. Jones, Al Werner, Paul Rudd, Floyd Tucker, R. M. Sowell, E. B. Osburn, W. R. Gunn, Joe Landers, Jim Dale, C. F. Rickles, Bill Rice, P. B. Allmon, T. B. Cox, Merlin Kaul and Mrs. Tannahill.

Among those who attended the Home Demonstration Club tea at the Club House, Saturday afternoon were Mrs. W. L. Jones, Mr. and Mrs. Al Werner, Mrs. Paul Rudd, Mrs. Jim Dale, Mrs. P. B. Sowell, Mrs. F. W. Dodson, Mrs. Merlin Kaul, David and Margaret Sowell, from this community. Mrs. Dodson, Mrs. Kaul, and David Sowell were on the program.

Merlin Kaul attended the Christmas Party of the Business and Professional Women's Club which was held at the home of Mr. and Mrs. E. E. Fridley in Hereford Monday night.

Mr. and Mrs. John Weyen of Canyon visited Mr. and Mrs. T. B. Cox last Monday.

Those from here who attended the "Messiah" at the Baptist Church in Hereford Sunday afternoon included Mrs. Merlin Kaul, Mrs. T. B. Cox and Paul Matteson.

Dale Scarbrough of Flagg came Sunday morning and took his sister, Miss Lou Ella Scarbrough, to spend the day in the home of her parents, Mr. and Mrs. T. E. Scarbrough, Mr. and Mrs. R. E. Scarbrough, Mrs. Opal Paulk and Jack, and Buck Paulk all of Melrose, N. M., also spent the day in the Scarbrough home and brought Lou Ella home as they were enroute to their homes in Melrose.

Mr. and Mrs. Al Werner went to Vega Thursday to look after business interests.

Mrs. C. N. Earp and daughters, Dorothy Jo, Veda, and Charlene of White Deer spent Sunday with Mrs. J. S. Earp and Jack and helped Mrs. Earp celebrate her birthday.

Mr. and Mrs. Moody Stephan and children visited Sunday afternoon in the Henry Clark home in Summerfield. Jessie Clark returned with them to help her sister for a couple of weeks.

Mr. and Mrs. Al Werner and George Turrentine were dinner guests Sunday of Bob McConnell near Canyon.

Mrs. Bud Hopson and son, Jerry Ray, of Littlefield visited in the home of her parents, Mr. and Mrs. Grady Wilson over the week end.

Mrs. R. M. Gunn and Mrs. Joe Landers and Ross Joe visited Mrs. Guy Lawrence and Nelda Guy in Hereford Monday.

Mr. and Mrs. Jim Madole of Hollene, N. M., came Saturday and spent the week end in the R. M. Gunn home.

Mr. and Mrs. F. W. Dodson and Monte Max visited Mr. and Mrs. P. H. Gilliland in Hereford Sunday afternoon.

Dinner guests in the R. M. Gunn home Sunday were Mr. and Mrs. Jim Madole of Hollene, N. M., Mr. and Mrs. Guy Lawrence and Nelda Guy of Hereford, and John Ross.

Mrs. O. Wilder and Mildred spent last Wednesday in Hereford with Mrs. Maggie Wolf and Elaine.

E. B. Osburn, Gene Osburn, G. T. Osburn, and Grady Wilson attended the wrestling match in Amarillo Thursday night.

Eustace Osburn went to Plainview Thursday where he visited until Saturday in the home of his brother, Willard. Wayne Jones of Plainview accompanied him home for a few days visit in the Osburn home.

Mrs. Merlin Kaul and Walter Lynn visited Mrs. Hughes Millard at Hereford last Thursday evening.

Mr. and Mrs. J. A. Roe went to Hereford Monday to see their son, M. S. Roe, who is suffering with a severe throat trouble.

Mr. and Mrs. Al Werner attended a banquet for Pioneer Club members at Hereford Monday night.

Mr. and Mrs. Elser Hartman and children of Kress were dinner guests Sunday in the G. C. Hartman home. Afternoon visitors were Mr. and Mrs. Buddy Witherspoon and children, Jo Ann and Nell, G. C. Hartman, Jr., and Miss Edith Standiford.

Mr. and Mrs. Buren Sowell, David and Margaret, were visitors in the Thurman Johnson home near Summerfield Sunday.

Mr. and Mrs. Everett Talbott

and Edd Uri and Mrs. B. G. Lomax went to Amarillo Monday. Mrs. Talbott and Mrs. Lomax visited Mrs. Jesse.

Mr. and Mrs. Roy L. Wilson and children were visitors in Clovis, N. M., Saturday.

The fourth, fifth, and sixth grades went to see the show "A Christmas Carol" in Hereford Tuesday afternoon. These classes read the story Monday. Their trip to the show was a reward for selling the most tickets to the "Stuttering Sam Show."

HONOLULU GUEST HERE

Here over the week end for a visit with his aunt, Mrs. R. G. Blue and her family was Mr. Ray Penn of Honolulu. Mr. Penn was enroute back to the Hawaiian Islands after a month's vacation spent with relatives in Oklahoma. He is connected with the Soil Conservation Bureau of the United States.

Mrs. J. F. Slaton and Mrs. J. H. Pitman attended the openhouse held by the Clovis Floral Company in their new quarters at Clovis, N. M., Sunday.

Brands Ads Get Results!

"... and what would make a nicer gift for the entire family than a new DODGE or PLYMOUTH?"

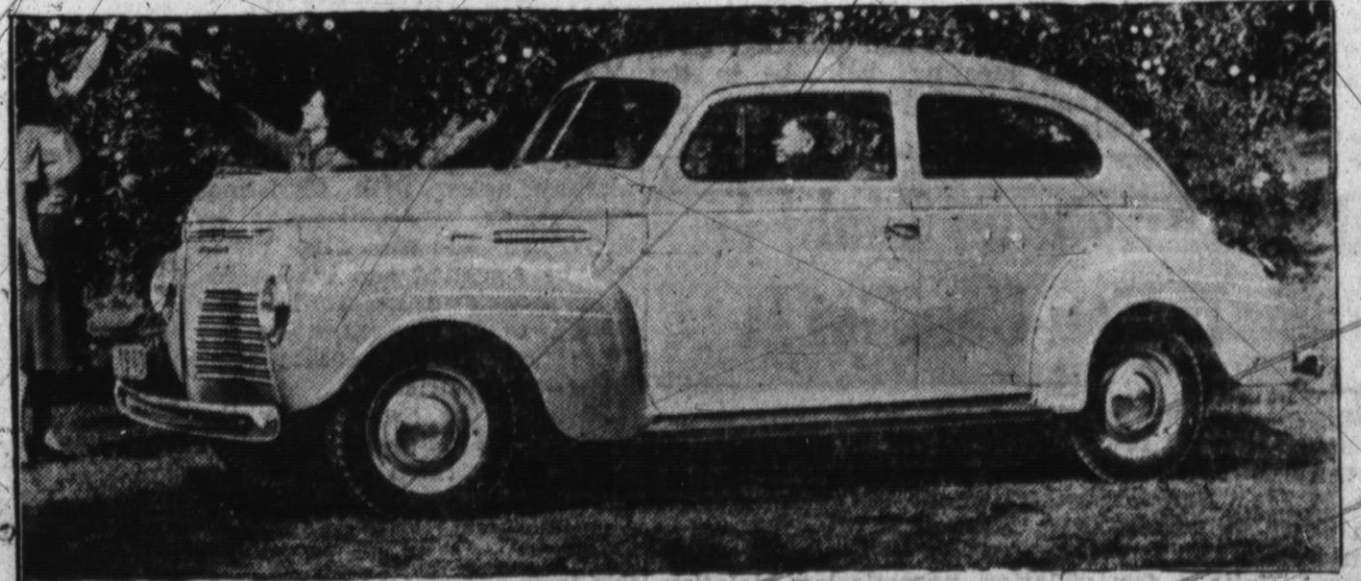
DODGE and PLYMOUTH have resumed

FULL PRODUCTION

The assembly lines are running full time and we will have plenty of Dodges and Plymouths here in the future...

No doubt you have seen and admired the new 1940 Dodges and Plymouths. We want you to visit us—and to actually drive these New Cars. They really would make an Excellent Christmas Gift... one which the entire family will enjoy for many, many months to come!

1940 Dodge on Display Now!



Above: 1940 Plymouth 2-Door Model

Ireland Motor CO.

Give Her Something Personal and Pretty

Find the Prettiest of Personal Gifts here at The Vogue. Gay Gifts to suit every taste—at your price!



... in Chenille, Taffeta and Satin
... in Chenille, Taffeta and Satin

Figure-fitting Slips and Gowns; Lovely Brassiers and Panties. Pure linen hankies, all hand-rolled; wide choice of exquisite types. Hosiery, "the Gift Every Woman Wants"... LARK WOOD and VANITY FAIR; Bags, Gloves, Scarfs, Corsages, Costume Jewelry!

The VOGUE

Mrs. C. W. Seed

Wife, Mother, Sister, Husband, Father, Brother or Sweetheart

We have a practical gift in popular price ranges, and will be glad to make suggestions which may be of assistance in helping make your Gift Selections.

SEE OUR BIG SELECTION OF CHRISTMAS CARDS!

Xmas Decorations and WRAPPING SUPPLIES



CITY DRUG STORE

PHONE 100

Hereford Girl Takes Pageant Part At TSCW

DENTON.—Miss Nancy Millard of Hereford, a member of the college choir at Texas State College for Women, will sing with the second sopranos at the annual TSCW Nativity Pageant to be presented three times this year.

Two performances of the original dramatization by Dr. L. H. Hubbard, president of the college, will be open to the public. The first will be at 5 o'clock Sunday afternoon, December 17, and the second that night at 8:15 o'clock. The final presentation for students and faculty members on December 19 will follow a caroling procession across the campus.

Miss Millard is the daughter of Mr. and Mrs. T. A. Millard and is majoring in music education at the college. She is a sophomore student. Besides the choir, musical interludes will include a number of outstanding soloists.

Dawn H-D Club Makes Candy; Elects Officers

The Dawn Home Demonstration Club met Wednesday afternoon in the home of Mrs. W. A. May, with Mrs. R. A. Frye and Mrs. Don Fleming giving a demonstration on candy making.

Special stress was given on the fact that a better quality of candy can always be obtained by use of a thermometer. Homemade candy is fun for the family and much better for children. Corn kix, treaties, fondant, chocolate creams, gelatine gum drops, fondant fudge and Mexican caramels were made.

Election of officers was completed with Mrs. Dalby Fleming, council delegate; Mrs. Johnnie Womble, parliamentarian; and Mrs. C. Aubrey Wimberley, reporter. Mrs. Lloyd Bentley was welcomed as a new member.

A Christmas party furnished the entertainment, with gifts being exchanged.

Among those present were Mrs. W. J. Stewart, Mrs. L. A. Smith, Mrs. H. E. Miller, Mrs. Walter Galley, Mrs. Womble, Mrs. Wimberley, Mrs. Fleming, Mrs. Frye, Mrs. Bentley and Mrs. May.

Dawn Items

MRS. CARL WIMBERLEY
Mr. and Mrs. Ernest May and L. A. Murphy were among those who attended the Amarillo-Lubbock football game, Thanksgiving day. Mr. and Mrs. W. A. May went to the wrestling match in Amarillo in the evening.

Mr. and Mrs. John Benton of Lubbock came after Mrs. Mayo Whitten last week. Mr. Whitten was in a car which was hit by a train near Wichita Falls and received considerable injury in the back and shoulders. Mrs. Whitten has been visiting her sister, Mrs. J. G. Cog, for several weeks. Mr. Whitten is in a hospital at Wichita Falls.

Mr. and Mrs. John Mariner have moved back from Portales, N. M.

Mr. and Mrs. Baker Womble and daughter, Sally, went with Mr. and Mrs. Carl Williams and family to Hangerman, N. M., for the recent holidays. They visited Albuquerque and numerous other points before returning home.

H. H. Miller and sons, Pat and Carroll, and Mrs. Julia Samuelson, visited Miss Inez Miller at Whitharrell last Sunday.

Mr. and Mrs. John Bentley of Olathe visited Mr. and Mrs. Lloyd Bentley recently.

Glenn Caraway is working for Ed East.

Mr. and Mrs. Jim White and sons ate Thanksgiving dinner in Canyon, while Mr. and Mrs. Johnnie Womble and sons visited Mr. and Mrs. Mitchell Lassiter at Plainview.

Mrs. M. H. Burum has been ill for several weeks, but is reported doing fine now.

Anna Lou and Norris Samuelson of Canyon visited their grandmother, Mrs. Julia Samuelson recently.

Mr. and Mrs. W. W. Wimber-

ley and Mr. and Mrs. C. Aubrey Wimberley and children, visited Mr. and Mrs. Vernon H. Baker and son near Hereford last Sunday.

Guests in the home of Mr. and Mrs. R. S. West during the holidays were Mr. and Mrs. H. A. Lemons of St. Vrain, N. M., Mr. and Mrs. R. S. West Jr., of Seneca; N. M., Mr. and Mrs. R. B. Morris and daughter, Belva Jean, of Whiteface, and Miss Bobbie Jo West of Canyon.

Charles Benton has gone to Oklahoma on business.

Miss Wanda Adams of Happy who has been working for Mrs. Iverson Leake for several weeks returned to her home Tuesday.

Mrs. Clark of Clovis visited Mrs. Ed East Wednesday.

The Dawn Study Club met Tuesday afternoon with Mrs. L. A. Smith. Mrs. Cecil Walker gave a very interesting discussion on deafness in children. Twelve members were present including Mrs. Lloyd Bentley, a new member. The next meeting will be with Mrs. Carl Luke, Dec. 19.

Mr. and Mrs. Carl Luke and family visited relatives at Muenster over the Thanksgiving holidays.

The Home Demonstration Club met Wednesday with Mrs. W. A. May, Mrs. R. A. Frye and Mrs. Don Fleming demonstrating candy making. A Christmas tree furnished entertainment with gifts being exchanged. Mrs. Dalby Fleming was elected council delegate, Mrs. Johnnie Womble, parliamentarian and Mrs. C. Aubrey Wimberley, reporter. There will be no other meeting in December.

Johnnie B. Caraway went to Ranger Thursday and came back Saturday. Mrs. W. P. Caraway, who has been staying there with her mother, returned home with them.

Miss Ethel Womble of Hereford visited Mr. and Mrs. Johnnie Womble Friday night.

Miss Alma Miller, a student at W. T. visited friends at Gray, Okla., during the Thanksgiving holidays.

Community night was held at the schoolhouse Friday night. Officers elected were: H. H. Miller, president; R. S. West, vice-

president; and Miss Ethel Lowery, secretary-treasurer. Mrs. Ernest May, Mrs. R. S. West and Mrs. L. A. Smith were appointed on the program committee for the January meeting. Diversion for the evening consisted of games of all sorts. H. E. Miller directed bridge and forty-two for the adults. Miss Minnie Seymour and C. Aubrey Wimberley had charge of the young people's games. Mr. West directed the play for his pupils and Mrs. L. A. Murphy, Mrs. R. S. West and Mrs. W. A. Scales had charge of the children. All committees necessary for the Christmas program were appointed.

The finance committee urges everyone to turn in their donations at the Dawn Grocery as soon as possible. Popcorn balls were served as refreshments.

Mr. and Mrs. C. Aubrey Wimberley made a business trip to Plainview Sunday.

Mrs. Julia Samuelson visited Mr. and Mrs. Otto Samuelson and family in Canyon Sunday. H. H. Miller and sons visited Miss Alma Miller.

Those from here attending the Home Demonstration Reception at the Club House in Hereford, Saturday afternoon were Mrs. R. A. Frye, Mrs. Walter Galley, Mrs. Cleta Reeves, Mrs. H. E. Miller, Miss Minnie Seymour and Mrs. W. A. May.

The Christmas tree and pro-

gram will be held at the schoolhouse Friday night, Dec. 22. Mrs. N. R. Miller is assisting with the program which is under the direction of Mr. and Mrs. West.

Mr. Dick of Amarillo visited Ed East Sunday.

Mr. and Mrs. John Hickman of Hereford visited Mr. and Mrs. H. E. Miller Sunday night. Jed Miller visited John Robert Hickman Jr., in Hereford during the day.

Mr. and Mrs. Carl Wimberley and daughter returned Sunday from a ten day's visit at Sweetwater, Colorado, May, Comanche, Abilene, and Munday. Mrs. Minnie Smith, Mrs. Wimberley's mother, who has been here since July, remained at her home at Sweetwater.

Mrs. J. Field Matthew and Mr. Williams of Hereford were in the community, collecting information concerning the potato acreage for 1940.

Miss Bobbie Jo West, of W. T. who has been staying in Canyon is going on the bus to school now.

VISIT W. B. WILSON IN VERNON

Mr. and Mrs. S. O. Wilson and Mr. and Mrs. W. W. Slaten of Clovis were in Vernon Sunday to visit W. B. Wilson who is in King's Hospital with pneumonia. He was some better when they left Sunday night.

ROOMS TO RENT? TRY A WANT AD

XMAS PHOTO SPECIAL

GIVE YOUR PHOTOGRAPH THIS CHRISTMAS! Our Prices are LOWER than any other Studio in the Panhandle! New styles in folders and glass frames. Open Sundays from 2 to 5 P. M. for your convenience!

Photos Made at Night by Appointment!

Bring us Your Kodak Work

HANNA & HANNA

STUDIO LOCATED 101 W. 3rd STREET—HEREFORD, TEXAS

N. B.—We guarantee to deliver your pictures for Christmas if taken as late as December 20th!

Select your gifts now. A small deposit will hold any gift until Christmas!



Jewelry GIFT VALUE

Convenient credit terms may be arranged. Payments will begin next year.

"TADY BULOVA"



17 Jewels \$29.75 17 Jewels \$29.75

See these new Bulova Watches—both in the charm and color of natural gold and only \$29.75



OUR STOCK OF WATCHES IS COMPLETE... with prices from \$8.95 for beautiful 7-Jewel, natural top watches for men or ladies, to \$65.00 for a Solid Gold 14-K Lady Hamilton!

SHOP OUR STORE FOR GIFTS THAT LAST!

At right is a Keepsake 6-Diamond Duet. Solid 14K Natural Gold Set with 3 Fine Diamonds in each ring. Only \$32.50



We have a large selection of Diamond engagement and wedding rings in the popular price ranges. Prices start as low as \$5.00 for a genuine Diamond in Solid Yellow Gold.

Lynn C. Kester

Jeweler

Etiquette Of Cowboys Ain't What It Was

Old-time cowboys observed their etiquette and manners a lot more strictly than modern cowboys and other folks observe present-day etiquette, says Victor Stewart, widely-known Dalhart businessman who is now operating a ranch at Gallegos, N. M.

Cowhands of the Old West had their manners and etiquette stripped down to horse sense and essentials, Stewart continued. Nobody rode his horse closer than about 100 feet of the chuck wagon because of the dust that would be raised.

The cook usually had a piece of canvas stretched out from the side of the chuck wagon so he could cook in the shade. Nobody even thought of sitting down under there to eat. That was the cook's kingdom.

If anybody had ridden or tied his horse close to the wagon so that dust was stirred up and fell in the grub, or if anybody had spit or thrown refuse of any sort anywhere near the chuck wagon there were many cooks who would have drawn a gun in a manner to compare with the West's toughest hombre and killed the offending cowpoke on the spot.

That did happen, and nothing was ever done to the cook. The

rest of the cowboys were all ways in sympathy with his viewpoint, Stewart said.

"I've been around ranches in the past few years," Stewart continued, "where the cowboys rode their dirty, sweaty horses right up to the chuck wagon, tied them to the wheels. There they stamped and tattered from the heat and flies, and dust and corruption boiled around the pots and pans that held the grub. Any old time cook would have shot every cowboy that even tried such stunts."

Mr. and Mrs. Ed Cardinal arrived here Wednesday from Brentwood, Calif. They will make their home here. Mrs. Cardinal is a daughter of Mrs. H. E. Sul-lins.

GIFT GUIDE

FOR LAST MINUTE SHOPPERS

FOR HIM

SANFORIZED SHIRTS
98c

Penney's Topflights!—new fast color patterns. Fine broadcloth! Fabric shrinkage will not exceed 1%.

Men's Dress Ties
Handsome rayon-on-wools! 49c

FOR HER

Women's Handkerchiefs
Three in Box
25c

Linens and cottons, colorful hand embroidery. Also Appenzel type!

Women's Scarfs
Many styles, rayon-crepe, & wools 49c

GIFTS FOR THE HOME

Hand Embroidered Guest Towels 49c

Towels of linen with embroidery or appliques on white, natural or colored linen.

Linen Crash Towels
Fast three-color prints. Smart! 25c

TOURIST CASES
Men's fittings. \$1.98
Genuine leather

5-PC. TOILET SETS
Smart styles! \$2.98
Gold color trim

COMFORTERS
Rayon satin—goose down fill. \$9.98

The Best in Taste!
Men's SOX
25c pr.

Rayon and silk in tasteful clocks, plaids, check—double sole!

Men's Broadcloth PAJAMAS \$1.49
A gift he'll be proud of! Handsome, RICH patterns in fast colors!

Foot Flattering BOUDOIR
SLIPPERS 98c

Designed to make your feet look as tiny and graceful as a dancer's! Pert silky pompon on the kid vamp!

Glamorously Sheer!

Gaymode Hose
She'll love the flattery of the dull crepe twist 79c

Plump White Goose
Down
PILLOWS \$3.98

Finest white goose down, selected for its soft, resilient, buoyant qualities! Perma-mothproofed down and Penna-impitic* ticking—it's germ repellent in effect! Luxury at Penney's low price!

Sewing Cabinet
Priscilla-style. Maple, walnut fin. 98c

BOYS BRUSH SET
Comb, pure bristle brush 49c

HOUSE COATS
Cotton chenille Rayon satin 3.98

TOWEL SETS
Terry towel and 2 wash cloths, box. 49c

Boys' True Blue SHIRTS
79c

Packed with style and quality! Fine percales in fast color patterns.

3-Pc. Pen Sets
Pen, pencil and flashlight to match 49c

SUNNY TUCKER DRESSES
98c

Bright prints, plaids & stripes in 80-squares, poplins, broadcloths! 1-16.

Little Miss Prop Girls' knit rayon underwear, tr'md 25c

Embroidered 5-Pc. Luncheon Set 98c

Boxed, ready to give! 35" square cloth and 4 napkins in natural linen crash. Colors!

Pillow Cases
Hand embroidered! White, colors 98c

PENNEY'S

J. C. PENNEY COMPANY

Two Elizabeth Irelands Play For Two Weddings of Two Westberrys Both on the Same Day

Miss Elizabeth Ireland, who played the wedding music for the marriage of her brother, William Edgar Ireland to Miss Dolly Madge Westberry in Dallas, December 1, has received a letter from Miss Elizabeth Ireland of Whitewright, Texas, who played the wedding music for a Miss Westberry in Oklahoma City on the same date, December 1. The second Miss Ireland saw the account in the paper of the wedding in Dallas and wrote to Miss Ireland here.

To make the coincidence even more strange the girls are the same age, same height, and have similar complexions. So far as they know the two Miss Irelands are not related.

SOCIETY.

Magazine Day Is Observed By Club

Magazine Day was featured at the Junior Pioneer Club meeting held at the home of Mrs. Ralph Roden Tuesday evening with Mrs. Willis Edelman as assistant hostess.

Mrs. Louis Woodford who was leader of the program chose an article "Take a Look at the Future," by G. Edward Pedray in a recent issue of the Readers Digest which dealt with the probable way of living in 1960. The author advanced the thought that the world was living 25 years behind its inventions. An interesting aspect of future modes of living was presented.

Mrs. Roden reviewed an article, "Trapped Sunlight" also found in Readers Digest, in which an arrangement of mirrors was described whereby every room could be filled with the Sun's rays. New features of ways and means of purifying the air were discussed, also electrical therapy for the future.

During the business meeting members voted to adopt a family at "Christmas time" and also voted to take part in a showing of educational films to high school students Friday. The films will be sponsored by the Bay View Club.

Names were drawn for the Christmas party which will be given at the home of Mrs. A. J. Schroeter next Tuesday night. Mrs. Homer Brumley gave a report from the State Federation of Clubs meeting held recently in Wichita Falls.

Those attending the meeting were Mesdames Homer Brumley, Troys Carmichael, O. H. Culpepper, Willis Edelman, Meade Halle, Frank Huckert, Lynn Kester, Jack Telford, Alton Miller, Troy Moore, Elmer Patterson, Lilburn Ray, Elvin Rhilins, Ralph Roden, A. J. Schroeter, R. S. Scott, Urlin Streu, J. B. Whitlow, Louis Woodford, Ralph Hastings, Misses Edna Daughtee and Rosalie Johnson.

Alex J. Schroeter Has Birthday Party
Alex J. Schroeter celebrated his seventh birthday with a party Monday afternoon at the home of his parents, Mr. and Mrs. A. J. Schroeter.

Colors of red and green were carried out in decorations, favors and refreshments. Outdoor games and contests and taking pictures of the group entertained the children. A birthday cake topped by seven red

candles, and encircled with Christmas greenery centered the refreshment table. Those invited were Gayle Marie Foster, Ruth London, Georgina Clark, R. A. Spencer, Jerry B. Whitlow, Pat Corbett, Gene Moore, Paul Bryan Schroeter and the honoree.

B&PW Christmas Party Is Gay Yule Affair

Business and Professional Women's Club entertained with a gay holiday party at the home of Mrs. E. E. Fridley Monday night. Hostesses were Mrs. Ursulae Jacobsen and Miss Louise Jacobson assisted by Mrs. Ethel Robinson and Mrs. Fridley.

House decorations included garlands of red and green roping Christmas wreaths and vases of Christmas flowers.

Contests and games furnished fun and frolic with paper money given as prizes to contest winners. The prize money was later used to purchase white elephants which were auctioned to the highest bidder. Elizabeth Womble as Santa Claus distributed club gifts.

Seasonal refreshments were served with tiny Santa Claus figures, hold names of guests as plate favors.

Those present were Sadie Lee Oliver, Ruth Easter, Dyalphia Brady, Elizabeth Womble, Ione Green, Jewell Dodson, Inez Clark, Verna Culpepper, Cecil Williams, Florence Wilkins, Mattie K. Robinson, Leta Kaul, Ann Holman, Belle Harris, Gladys Skelton, Vivian Williams, Evelyn Stelzer, Vera Byrnes, Clara Wedel, Ruby Carmichael and the hostesses.

Mr. and Mrs. Harry Seed and Clyde Gregg have returned from a ten day visit with Mrs. Seed's and Mr. Gregg's sister, Mrs. J. E. Beyer-Jr., and family in Hutchinson, Kan.

Want Ads

For Sale or Trade

FOR BABY beef bronze turkeys, hens and gobblers for breeding purposes, See P. L. Carmichael, Hereford, Texas. 49-3tp

FOR SALE: Buff Orpington Cockerels AAA Quality \$1.00 each. C. P. Hussey, 1/2 mile south, 3 miles east. 50-1tp

FOR SALE: Battery raised fryers. Try them. They are better. J. F. Ward. 50-1tp

FOR SALE: A good car radio in excellent condition. Carl Oldham. 49-3tc

BATTERY Fryers, nice and fat. You will find them at J. F. Ward's 50-1tp

FOR SALE OR TRADE: 1937 Plymouth coupe in good condition. G. T. Higgins. 49-3tp

FOR SALE: Boy's bicycle \$10.00. George S. McConnell, 407 Roosevelt, Phone 759. 501-tc

W. B. BOWEN—pecans, retail or wholesale at Hereford Appliance Company. 49-3tp

We Specialize in tractor-combine and irrigation motor repair work. Use experienced men and guarantee all work. McRight & Wilson. 50-1tc

I SELL and install water pressure systems, and do well and

windmill repair work. John E. Turner. 49-3tp.

FOR SALE: 100 cornish game pullets, blood tested and certified. Eja Alkman or Mrs. Edith Hughes, Phone 9004F2 50-1tc

BRAKE LINING
Bring your shoes in and we will reline your brakes. Miller Auto Store. 48-52tc.

JUST RECEIVED nice line of fruit trees, evergreens and shrubbery. Special six 2-year old roses \$1.00. Hedge 7c. J. F. Ward. 50-1tp

FRYERS 3 for \$1.00. Potatoes. No. 2 white and red 50c for 100 pounds. Kroff Farm, 2 miles north on 25-Mile Avenue. 48-3tp

It pays to keep your crank case oil clean and you can do this with Briggs oil filters. Sold and serviced at McRight & Wilson. 50-1tc

WE carry a full stock of Briggs Oil Filters and refills. McRight & Wilson. 50-1tc

Dependable Used—All Sizes
Water Well Casing
IRRIGATION CASING
PIPE—FITTINGS—VALVES
at substantial savings
Central Pipe & Supply Co.
2611 Ave. H. LUBBOCK Phone 606

EMBROIDERY and crochét for

Christmas Gifts! Mrs. Edd Smith, 307 Roosevelt. 49-3tp.

FOR SALE: Nice fat hens, fine for baking—3 for \$1. Also rabbits and hutchers. Mrs. John Kroppff. 50-1tp

THE AMARILLO NEWS, \$5.50; The Hereford Brand, \$1.50 year. Both for \$6.50. Save 50c. Place your subscription at the Brand Office.

FOR SALE OR TRADE: 1 practically new round oak coal heater; 1 Frigidaire, family size, splendid condition. Ray Barber, 50-1tc

WILL TRADE equity in 5-room modern home for good automobile. Inquire at Brand Office. 43-1tc.

FOR SALE: Having moved to Amarillo, I want to sell my home in Hereford. Anyone interested, please write me. Effa Rutherford, Hereford, Texas. 48-3tc

BUY A LOT on Pavement, Pay it out by the month, and your down payment on a home will be made. Only a few available. E. S. Ireland. 49-3tc

THE AMARILLO NEWS, \$5.50; The Hereford Brand, \$1.50 year. Both for \$6.50. Save 50c. Place your subscription at the Brand Office.

FOR SALE: Shade trees, all sizes, at reduced prices, at Great West Nursery, 1 1/2 miles north-west. 50-3tp

—Will Pay Cash—
For used bathtubs, sinks, commodes, lavatories, pipe, fittings and plumbing fixtures, water heaters, Central Pipe & Supply Co. 2611 South Ave. H. Phone 606 LUBBOCK, TEXAS

TWO 50-GALLON hot water tanks slightly used. For sale cheap. Hereford Laundry. 49-3tc

FOR SALE: Electric Fence, guaranteed 5 years, runs 30 miles fence—\$19.75. Complete stock on hand at all times. See B. E. Brumley, Hereford, Texas. 45-1tc

For Rent

BED ROOM of light house keeping room for rent. J. F. Ward. 50-1tp

FOR RENT: Light house keeping apartment, nice location. 506 Jackson Avenue; phone 91-J 50-3tc

FOR RENT: Unfurnished apartment, close in. Available the 15th.

OVER 100 hogs for sale. From weaning size to 150 pounds. V. E. Dodson, 1/2 mile east of Progressive School. 50-3tp.

FOR SALE: Five bred gilts. For trade, three old mares and one filly to trade for pigs. R. Schroeter. 48-3tp

THE AMARILLO NEWS, \$5.50; The Hereford Brand, \$1.50 year. Both for \$6.50. Save 50c. Place your subscription at the Brand Office.

FOR SALE: 200 Ewes, good ages. Write P. O. Box 871, Hereford, Texas. 48-3tp

FOR SALE—Electric Fence, guaranteed 5 years, runs 30 miles fence—\$19.75. Complete stock on hand at all times. See B. E. Brumley, Hereford, Texas. 45-1tc

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FOR RENT: Light house keeping apartment, nice location. 506 Jackson Avenue; phone 91-J 50-3tc

FOR RENT: Unfurnished apartment, close in. Available the 15th.

307 Schley Avenue. 50-1tp.

FOR RENT: Front bedroom adjoining bath. Bills paid. 400 McKinley Ave. 49-2tc

FOR RENT: Nice two-room apartment furnished or unfurnished with all modern conveniences, also a bedroom furnished or unfurnished. 206 Rose Ave. 50-1tp

Wanted

WANTED: Team and wagon for their feed, very little work. Will take good care of them. M. C. Hancock on Dimmitt Highway. 50-3tp

WANTED cattle to pasture on grass and bundles or sell bundles. 10 miles southwest of Adrian. R. A. Freeman. 49-3tp

HAVE PROSPECTS for shallow water land. Give us your listings. Cosby Realty Company, C. N. Cosby, 85 Georgia Street, Amarillo, Texas. 46-6tp.

NOTICE
All those indebted to the late Dr. F. E. Bove please see me at my house or Miss Edah Park at the First National Bank. I still have vaccines. Mrs. F. E. Bove. 48-3tp

Out-of-the-Ordinary Gifts In Our Novelty Gift Department

You haven't really been Christmas Shopping until you've visited our Big Novelty Gift Department. Our line of Gift Merchandise was selected carefully... and this year we feel it's the finest we have ever shown.

Cut Glass... China... Serenade Pottery... and many other delightful Gift Items! Two New Patterns in Imported China!

FOR THE FIRST TIME, A COMPLETE LINE OF PYREX!



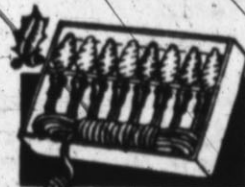
NOVELTIES
in
CHROME, GLASS and
CHINA

Big Line of
FIESTA WARE



SILVERWARE
featuring
COMMUNITY
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Xmas Lights



for HOME and Yard Decorations!
We have complete sets of all sizes... ready to Plug in... or we have the Wire and Sockets if you prefer to make your own lighting sets!

Extra Bulbs



WAGONS
\$1.49 to \$9.75

Visit Streu's



Here you will find Toys of the better class. Most of our Toys are Standard Merchandise, and are constructed to give long service.

Come to STREU'S for better Toys... and you'll enjoy visiting this big, complete Department!



BICYCLES
for boys and girls

Big Range of Models — Lowest Prices!

BUY ON...
Easy Terms!

The
BIGGEST
line of
TRICYCLES
IN TOWN!



COMPLETE WRAPPING SERVICE

We are glad to wrap gifts bought here and offer a Special Mailing Service to Our Customers!



DOLLS

ALL SIZES and Prices

Chemical Sets
Carpenter Sets

FOR THE OLDER
BOYS AND GIRLS

- TOYS
- BOOKS
- GAMES
- HOME GIFTS
- RADIOS
- ELECTRIC GIFTS
- BOY SCOUT EQUIPMENT
- SUNBEAM MIXMASTER
- G-E MIXERS
- KELVINATOR Refrigerators
- FLORENCE Oil, Gas, Butane RANGES



USEFUL GIFTS

The Popular Store

You will find Appreciated Gifts for the whole family!

MODERATE PRICES!
Come in and Save on Your Christmas Purchases!

STREU HARDWARE

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Pioneer Club Is Entertained At Seigler Home

Members of the Pioneer Club and their husbands were delightfully entertained with a holiday dinner party at the home of Mr. and Mrs. T. E. Seigler Monday night.

Poinsettias in a crystal bowl centerpiece of the table which was lighted intermittently with garlands of colorful balls which surrounded the plaque. Christmas wreaths in windows and doorways carried out the holiday motif.

Christmas carols were sung by the club and led by Mrs. J. B. Jones; A story "Anniversary" by Margaret E. Sanger was told by Mrs. O. G. Hill; A toast in the form of Christmas wishes for husbands was given by Mrs. C. T. Guseman.

After the program games of Bingo and "42" were enjoyed with traveling prizes being pre-

sented. Those attending the enjoyable affair included Messrs. and Mesdames Ray Johnson, F. M. Kester, F. L. Lucas, Wirt Phillips, Jack Rose, T. E. Sieglar, Frank Terrell, Arthur Thompson, Al Werner, H. A. Close, Allan Bell, J. E. Beyer, Noah Ewton, Carl Frye, N. E. Gass, J. M. Gilliland, P. H. Gilliland, Bob Higgins, O. G. Hill, E. S. Ireland, Mesdames Burl France, C. T. Guseman, J. B. Jones, H. D. Reed, J. W. Spradley, and Mr. and Mrs. Seigler.

Mrs. Noah Ewton was assistant hostess. The next regular meeting of the club will be held at the home of Mrs. C. T. Guseman on Tuesday, January 9, 1940.

Band Organization Holds Meeting

The regular business meeting of the Band and Orchestra Parents Association was held at the high school Thursday night.

Members discussed holding a Band Clinic in Hereford and appointed Director Ralph Smith to look after the interests of such

a meeting. It was decided to continue the \$1.50 fee for uniforms.

Two vacancies among the officers were filled. Henry Williamson was elected to the instrument committee and Barnard Hicks was elected to serve on the finance committee.

The Negro Minstrel to be sponsored by the group will be held sometime in January. Members of the cast have been chosen and plans are underway for the entertainment.

Christmas Programs Will Be Presented

Two Christmas Musicales are scheduled as pre-holiday entertainment by students of the Matie Mae Swisher Studios. The first will be given Sunday afternoon at the Methodist Church at 2:15 o'clock. The program which will be a Christmas playlet-pagant will be presented by the Junior Yoco Club. Those taking part will be: Joyce Homer, Alene McLain, Bessie Frances Caraway, Dorothy Wilde, Joan Witherspoon, Patsy Ann Slagle, Sylvester Slagle, Jacqueline Newell, Georgia Faye McConnell, Audrey Faye Duncan, Louise Young, Katherine Davis, Inalou Norwood and Margaret Norwood.

Monday Evening Program
On Monday evening at 7:30 p. m. a senior group of students will present a program of Christmas music at the Methodist

Church. Those to take part include Adeline Koelzer, Nadine Newell, Rachel Ireland, Margaret Allen, Mozell Shreve, Dorothy Watts, Mrs. H. E. Miller and Mrs. Carl Wimberley.

The public is invited to attend both entertainments.

Christmas Party Entertains Club

Decorations were carried out in red and green at the Christmas party given for the Tuesday Afternoon Bridge Club at the home of Mrs. Tom McCollum, Tuesday. Red candles burned in crystal holders with their colors picked up by a glistening yuletide tree. Prize wrappings repeated the theme and tiny green candles lighted refreshment plates.

High score awards were presented to Mrs. Travis Dameron and Mrs. F. H. Oberthier.

Those present were Mesdames Glenn Snyder, Colby Conkright, F. H. Oberthier, Ralph Hastings, J. T. Gilbreath Jr., Travis Dameron, Knox Kinard, C. H. Dyar and the hostess.

T. E. L. Class Has Christmas Party

T. E. L. Class of the Baptist Church held its annual Christmas party at the home of Mrs. Jeff Gilbreath Thursday. Mrs. W. Y. Valentine was assistant hostess.

Holiday colors were featured in decorations and a frosted Christmas accented the seasonal motif.

The group sang "Holy Night" and the prayer was given by Mrs. Pearl Boyer. The Christmas story was told in the form of the devotional.

A Christmas contest was enjoyed and gifts were exchanged.

Refreshments were served to Mesdames Wirt Phillips, G. W. Rumbley, Joe Evans, J. H. Miller, Mark Hanna, Pearl Boyer, S. J. Orr, Jack Roberson, Lee Lambert, J. A. Wilson, A. W. Nix, J. M. Gilliland, F. A. Daniel, Alene Powelson, W. A. Long, J. F. Merritt, S. L. Walser, and the hostesses.

W. D. C. S. Meets At Church

Under the new name, "Woman's Division of Christian Service" women of the Methodist Church enjoyed a Christmas program at the church yesterday.

Mrs. J. F. Ward conducted the business meeting which marked the closing of yearly reports. Mrs. Frank Terrell conducted the Christmas lesson and Mrs. E. W. Harrison gave the devotional.

The theme for the meeting was "Our Available Resources for Meeting the New Day." Three divisions of the subject were discussed: "In God," Mrs. J. B. Jones; "In Fellowship," Mrs. J. E. Beyer; and "In Material Gifts," Mrs. Wm. McGeehee.

Mrs. Frank Terrell told a Christmas story, "Christ of the Andes."

Mrs. M. M. Beavers gave the concluding prayer.

The next meeting will be held on January 3.

SEWING CLUB MEETS

Mrs. J. J. Clark was hostess Wednesday afternoon for the Sewing Club of the Fellowship Class of the Christian Church.

Plans were made for a Christmas party which will be held at the home of Mrs. Allen Bell Saturday afternoon. Names were drawn for gifts.

The hostess served a plate lunch to Mesdames C. P. Cockrell, John Cunningham, C. H. Dyar, John Hickman, O. L. McKee, George Muse, W. H. Russell, J. B. Stoker, Allen Bell, and F. S. Smith.

Week of Prayer Is Observed

Little Moon Week of Prayer was observed by members of the Woman's Missionary Society of the Baptist Church last week. Programs were held each day and the foreign mission book "Constraining Love," was reviewed by Mrs. O. G. Hill. Leaders of programs were Mesdames T. W. Roberson, Claude Longbottom, C. T. Guseman, and Ralph McCullough.

A luncheon and business meeting climaxed Friday's meeting when all foreign countries studied were reviewed in a Round The World Survey.

Yesterday all circles met at the church for study. Nelson Circle was led by Mrs. C. J. Mountz with Mrs. A. O. Thompson acting as chairman. Mrs. Tom Major told how Christmas is observed in England and Germany. Mrs. T. W. Roberson described Christmas customs in France and Italy and Mrs. A. O. Thompson drew a picture of Christmas in the Scandinavian countries.

Mrs. Wirt Phillips told of health conditions in Nazareth, pointing out the high death rate there.

Mrs. Cliff Estes presided over the business meeting of the Ray Buster Circle and a program was presented with Mrs. Jim

WHY PAY RENT . . . when you can OWN A HOME of YOUR

OWN? We always Welcome Your Inquiries Regarding

F. H. A. Insured Loans

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- MONTHLY PAYMENTS
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CARL McCASLIN LUMBER CO.

Call the Lumber Number — 7

One Block East of the Courthouse

Lipscomb in charge.

"Silent Night" was sung by the group followed by scriptural reading by Mrs. Lipscomb. Mrs. Ralph McCullough gave the devotional on "The Fullness of Time." Mrs. Loule LeGrand sang "Away in a Manger" and Mrs. W. E. Barnes told of the old and beautiful Christmas story. Mrs. Edgar Moseley gave the prayer.

Origin of Christmas Customs Are Told

Mrs. J. M. Gilliland reviewed the book of "Joel" for the Lillie Hundley Circle.

Mesdames C. D. Carnahan and H. M. Benson were hostesses for the December meeting of the Ford Study Club in the Carnahan home Thursday afternoon.

A Christmas program was enjoyed. Mrs. W. M. Stewart gave the origin of present day Christmas customs, and the interesting story of the poinsettia was told by Mrs. Robert Wagoner. She also told how to grow poinsettias successfully and said that since they are winter flowers that they reach maturity at Christmas-time that they have become the favorite holiday flowers.

Members voted to plan a welfare box during the business session and plans were completed for the annual Christmas party which will be held at the home of Mrs. Robert Wag-

ner next Thursday afternoon. H. M. Benson, W. M. Stewart, Those present were Mesdames L. J. Straffuss, G. E. Beason, Joe J. L. Whitsett, Robert Wagoner, Wagoner, Miss Hilda Straffuss, C. F. Benson, Dennis Barnard, and the hostess



The IDEAL CHRISTMAS GIFT FOR THE WHOLE FAMILY

Here's a gift everyone will enjoy - a plywood tennis table. It comes neatly packaged - all parts fit together to form a sturdy, useful auxiliary table. Order today.

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McLain's
XMAS ROUND UP OF GROCERY VALUES

ASSORTED Xmas Candy
2 lbs. 25c

SOAP

Crystal White	5 Bars 15c
P and G	5 Bars 19c

STOCK SALT
100-POUND SACK 65c

Here is the Thrifty Housewife's chance to shop and save for the big Christmas Meal! You will find everything you need to prepare a delicious, praise-winning meal on our shelves. Shop here every day and note the quality and low prices — then when you are buying for the feast, you will know where to get the best foods at Reasonable Prices!

TOMATOES No. 2	3 for 23c	MILK 6 Tall or 3 Small	19c
PINTO BEANS New Crop	4-LB. Bag 19c	CRACKERS	2-LB. Box 13c

OLEOMARGARINE 2 lbs. 25c	COFFEE White Swan, regular or drip. 1-lb. Can 25c
------------------------------------	--

FRUIT COCKTAIL Per Can	10c	SPAGHETTI with tomato sauce and cheese — 19-Ounce Can	10c
POKE SALAD GREENS No. 2 Size Can	10c	COFFEE 100 Percent Pure	2 LBS. 23c

PEACHES Syrup Pack. No. 2 1-2 Can **2 for 25c**

SYRUP 1/2-Gallon Pail	29c	MATCHES 6-Box Carton	15c
SHOE POLISH Jet Oil, all colors — Bottle	9c	CORN Sweet, No. 2	3 cans 25c

SALAD DRESSING FULL QUART 18c

PRODUCE	MEATS
SPUDS, U. S. No. 1, Mesh Bag, Idaho Russets — 10 LBS.	ROAST PORK Per Lb.
LEMONS 360-Size — Dozen	PORK CHOPS Per Lb.
ORANGES Large — Dozen	BACON Piece — Lb.
GRAPEFRUIT Texas Seedless — Dozen	PICNIC HAMS Per Lb.
Our Xmas Stock of ORANGES, APPLES, COCONUTS, etc., is Complete and priced to Sell at Very Reliable Savings! Also Xmas Trees!	FRESH SIDE PORK Per Lb.
	PIG LIVER Per Lb.

McLAIN'S
GROCERY & MARKET
PHONE 18 WE DELIVER

WE BUY YOUR
CREAM, EGGS
and
POULTRY!

Bigger and Better

COUNTRY STORE NIGHT

TUESDAY,
DECEMBER 19th



HEREFORD,
TEXAS

HERE ARE SOME OF THE GIFTS, AND THERE ARE MANY MORE . . .

<p style="text-align: center;">Packard Milling Co.</p> <p>10 Sacks of Packard's Best Flour . . . the Flour for your Christmas Cakes!</p>	<p style="text-align: center;">Weir's Red & White Food Store</p> <p style="text-align: center;">"The Home of Good Eats"</p>
<p style="text-align: center;">Carl McCaslin Lumber Co.</p> <p>One Block East of courthouse . . . You'll want our Gift!</p>	<p style="text-align: center;">Cream O' Plains</p> <p>24 GIFTS — Dick Walker</p>
<p style="text-align: center;">Ike's Cafe</p> <p>30 Gifts! — On Highway 60</p>	<p style="text-align: center;">West Texas Feed & Seed Co.</p> <p>1 Big Gift</p>
<p style="text-align: center;">Corner Drug</p> <p>GIFTS! GIFTS! GIFTS! We're ready for Xmas!</p>	<p style="text-align: center;">Gulf Oil Corporation</p> <p>Kellar Muse, Local Consignee That Good Gulf Gas and Oil — 12 Gifts</p>
<p style="text-align: center;">Houk's</p> <p>BREADS — CAKES Serving the Plains!</p>	<p style="text-align: center;">Kellogg's 5c to \$1 Store</p> <p>It's a Lady's Gift . . . and a Nice One!</p>
<p style="text-align: center;">The Popular Store</p> <p>Clothes and Shoes for the Whole Family</p>	<p style="text-align: center;">Lynn C. Kester JEWELER</p> <p>A Gift Everyone will Want!</p>

ON THE SCREEN

"THREE SONS"
EDWARD ELLIS
William Gargin

Edward Ellis, of "A Man to Remember" fame, gives his greatest performance as Daniel Parkway, the merchant prince who would have traded his millions for his children's love . . . !

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Home Demonstration Clubs Hold Annual Open House At Clubhouse

The annual Christmas entertainment given by the Home Demonstration Council for members of Home Demonstration Clubs and 4-H girls clubs was held Saturday afternoon at the club house in Hereford State Park.

Seasonal greenery with touches of holly berries and clusters of mistletoe, sumac, southern smilax and cedar branches in tones of red, green and gold decorated the rooms throughout. On the mantel was a Madonna figure flanked by tall white tapers. At one end of the club room a blazing log fire added a cheerful note to the festive atmosphere while at the other end stood a large Christmas tree decorated with animal toys made in the office of the County Home Demonstration Agent.

The tea table was laid with a cutwork and lace cloth over blue, the centerpiece was an arrangement of blue and white tapers rising from a wreath of autumn leaves on a mirror reflector.

A program arranged by Mrs. Carl Wimberley was directed by Mrs. R. J. Coleman. Dorothy Nell Guinn played "In a Manger" by Strickland; two vocal numbers were presented by Mrs. Merlin Kaul and Mrs. Jewel Dodson with Harley Bulls accompanying; Dorothy Lee Wilde sang "Toy Land," and "Who is Coming on Christmas Night," by Burk with accompaniment by Mr. Bulls; Georgia Nell Coleman sang "The Birthday of a King" by Neidlinger, and "I Know a Lovely Garden" by D'Hardelot, accompanied by Mr. Bulls; David Sowell of Westway entertained with a Christmas reading; "The Old Refrain" by Fritz Krisler was sung as a duet by Mrs. Troys Garretts and Mrs. A. O. Thompson with accompaniment by Mrs. J. D. Neill; The concluding number was given by Adeline Koelzer who sang two selections; "Night of Nights" by Van De Water and "By the Bend of the River" by Clara Edwards. She was accompanied at the piano by Mrs. J. D. Neill.

The North Hereford Club was in charge of decorations with Mesdames C. G. Robbins, Fred Saltzman, Oscar Vaughn, George Parker, L. M. Rhodes and Louie Olson making up the committee. The refreshment committee consisted of Mrs. W. A. Springer, Mrs. Fred Saltzman, members of the Wyche Club and club members at Dawn, Westway, Sims, Fairview, Messenger, Ford, and Bippus.

Presiding at the tea table were former chairmen and vice-chairmen of the council. They included Mesdames N. G. Elliston, R. A. Frye, J. Field Matthews, Ira Ott and Louie Olson.

Those assisting with the serving were Mrs. Lauren Luallin of the Sims club, Mrs. Elmer Womble, Fairview, chairmen and Mes-

Robert Sherwood Is Studied

The life and achievement of Robert E. Sherwood, topflight playwright, were discussed by Mrs. Jack Wayland for members of the Junior Bay View Club Friday at the meeting held with Miss Edna Daughtee.

Mrs. Wayland began consideration of Sherwood by describing him as one of the five leading playwrights of America. The Playwrights Producing Company, their recent offerings, and the types of plays accepted from other playwrights formed the central theme of her discussion.

Reviews "Idiot's Delight" Mrs. Wayland reviewed "Idiot's Delight," Sherwood's 1936 Pulitzer Prize novel, which proved to be his most popular play in box office appeal.

dames Maurice Tannahill, W. L. Jones, Alfred May, George Robertson, Hardy Benson, Glenn Hetzler, Claude Bogle, Clarence Hollabaugh, R. A. Frye, Gilbert Wynn, Ira Ott, Earl Springer and others.

4-H Club presidents, including Ira Jeanne Ricketts, Nancy Olson, Georgia Nell Coleman, Georgia Mae Reeves, presided at the guest book. Approximately one hundred and eleven guests registered during the calling hours.

Miss Sadie Lee Oliver Is Club Speaker

Essentially a comedy with a definite overplay of philosophic conviction the play is a thundering, contemptuous blast at Nations that make war, men who make bullets, and the inarticulate, sheep-like humanity that allows itself to be in peonage to war. Mr. Sherwood merely begins to warm up where H. G. Wells in "Things to Come" left off. Wells was reticent to identify overt nations. Mr. Sherwood took a keen delight in naming them.

The reviewer said the lesson in the play is that "By refusing to imitate the Fascists in their hysterical self worship and psychopathic hatred of others, we may enjoy a peaceful life on Earth rather than a degraded death in the cellar."

During the business meeting members planned a Christmas cheer basket.

Members present included Mesdames J. W. McVay, Elizabeth Womble, J. W. Witherspoon, Jack Wayland, J. D. Neill, Frances McClendon, Jimmie Gillentine, J. T. Gilbreath Jr., Misses Robbie Foster, Ruby Dutton, Rhita Jean Sullivan, Eloyse Pitman, Lois McCaslin, Katherine Kirby, and the hostess.

Club Meets In Home Of Mrs. Roden

London Bridge Club members were entertained at the home of Mrs. Ralph Roden Thursday afternoon. High score prize was awarded to Mrs. Kellar Muse and second high to Mrs. J. T. Gilbreath Jr. Mrs. Muse was a guest of the club.

Bouquets of chrysanthemums in varied autumn colors were used in decorations.

Those present were Mesdames Frank Cogdell, Sherman Morgan, Meade Halle, Ernest Medkief, J. M. Posey, N. E. Milburn, J. T. Gilbreath Jr., Kellar Muse and the hostess.

Brand Ads Get Results!

Miss Sadie Lee Oliver Is Club Speaker

Miss Sadie Lee Oliver was guest speaker at the regular meeting of the Summerfield Study Club Thursday at the home of Mrs. B. E. Roberson. Mrs. Lloyd Lookingbill and Mrs. Ray Johnson were assistant hostesses.

A lesson on "Beauty in the Modern Home" under the direction of Mrs. Lee Curry was presented. Mrs. Curry outlined plans for interior decoration stressing the importance of unity of form and design.

Miss Oliver talked on "Exterior decoration" using charts, pictures, and blue-prints to illustrate how grounds may be improved. She urged the planting of trees, shrubs and flowers in every available space.

Mrs. Ray Johnson presided over the business session when plans for the annual Christmas party were discussed. The party is scheduled for December 21 in the new home of Mrs. L. Cannon. Members will bring gifts which will be distributed from a decorated tree.

Those present were Mesdames A. L. Behrends, L. L. Cannon, Lee Curry, Ray Johnson, Tandy Legg, Lloyd Lookingbill, C. E. Walsler, Guy Walsler, D. C. Walsler, Hollis Walsler, Miss Oliver and Mrs. Roberson.

Luncheon Given For Knitting Club

A luncheon in town and bridge games at the home of Mrs. Jack Wayland was the order of the day for members of the Wednesday Luncheon Club last week.

Mrs. J. H. Pitman and Mrs. H. C. Patterson of Cleveland, Ohio, were guests of the club. Mrs. Pitman played high for score award and Mrs. B. M. Wiltshire second high.

Those present were Mesdames Pitman, Wiltshire, J. C. McCracken, C. C. Rockwell, Jimmie Gillentine, W. L. Davis, H. C. Patterson and the hostess.

Luncheon Club Enjoys Games

A lovely luncheon at noon was given for members of the Knitting Club on Wednesday of last week at the home of Mrs. J. T. Gilbreath Jr.

After the luncheon conversation, knitting and other handwork furnished diversion.

Those attending were Mesdames Travis Dameron, Woodrow Ireland, Knox Kinard, Geo. V. Stambaugh, Ernest Medkief and the hostess.

Mrs. Moore Is Club Hostess

Mrs. C. F. Moore was hostess to members and guests of the Coterie Club Friday afternoon at her home on East Third Street.

A winter-time theme was emphasized in appointments for bridge. Special guests were Mrs. George V. Stambaugh and Mrs. Glenn Weir. High score award went to Mrs. Grant Fuller.

A salad-dessert plate was served to Mesdames A. R. Bateman, E. B. Hicks, Grant Fuller, Colby Conkright, J. W. Witherspoon, George V. Stambaugh, Glenn Weir and the hostess.

ROOMS TO RENT TRY A WANT AD

NEW CARS REGISTERED

Lynn Fowelson, Chevrolet Special Sport Sedan, Brumley-Woodford Motor Co.

L. B. Drake, Chevrolet Master Town Sedan, Brumley-Woodford Motor Co.

Mrs. Minnie Medlin, Chevrolet Special Sedan, Brumley-Woodford Motor Co.

Fraser Milling Co, J. W. McVay, Chevrolet Master Coupe, Brumley-Woodford Motor Co.

T. J. Parsons, Ford Standard Tudor, Hereford Motor Co.

HUMBLE VISITS HERE

C. W. Humble, former resident and county judge, visited here Saturday afternoon. Mr. Humble is now with the FBI Conservation Service at Amarillo.

Rev. and Mrs. M. M. Beavers and daughter, Mrs. Herbert Freeman of Big Springs who is visiting in her parents home here, and Mr. and Mrs. Hall Beavers and daughter, Madelle were in Dalhart Sunday for a visit with relatives. They were guests of Mrs. Hall Beavers' parents, Mr. and Mrs. R. P. Hutton and Miss Zoe Beavers.

Brand Ads Get Results!

JACK GILLILLAND Doctor of Veterinary Medicine

announces Removal of His

Offices From Lubbock to Hereford on January 1st, 1940

I will offer services in General Work, specializing in SERUMS, VACCINES, BIOLOGICS, BANGS TESTING and will be glad to assist you in any way possible.

WESTERN AUTO STORE GIFT SALE!

TRUETONE RADIOS

BIG 8-TUBE "PREMIER" Full 10-Tube Performance

Instant Push-Button Tuning Full 3-Band Reception Ready wired for Phonograph and TELEVISION! Big, Beautiful Cabinet

\$40.50

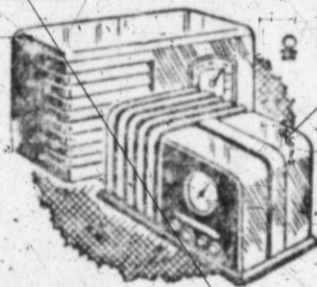


TABLE SETS \$8.75 and up



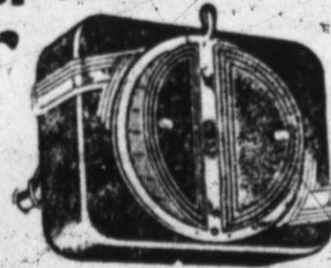
COFFEE MAKER Vacuum type, com-plete \$2.79

Wizard Deluxe ELECTRIC MIXER Mixes, beats and juices. 3-speed motor. Detachable beater unit. Com-plete as shown \$8.89

GUARANTEED The Perfect Anti-Freeze SUPER ANTIFREEZE Gallon 79c

Genuine HOT-WAVE Hot-Water Heater MASTER

"Twin Flow" Gives warmth and comfort in coldest weather \$9.45 only



Electric Defrosting SHIELD 41.89 x 13 inches \$59c

High Quality SAFETY TOYS Carefully selected for greatest 'play-value' and longer life. Safely rolled edges that can't scratch or tear, oversize rubber tires and pedals, baked enamel finish. Is Fully guaranteed. TOT TRIKE for little tots. Extra wide - non-tip. Big metal saddle TRICYCLE - tubular all steel, all-bearing drive WAGON - Sturdy & strong, ribbed bed, steel handle \$2.69

ROLLER SKATES All sizes and styles - all are adjustable and have rubber cushioned, ball-bearing wheels. Jr. size, adjusts 6" to 9" \$79c



Streamlined WESTERN FLYER \$21.95

A super-value at this low price! Motorcycle fenders. Big comfortable saddle. Full-size, double-bar frame. Light weight and speedy - yet strong and durable. Well balanced for smooth, easy riding.

8-Bulb Set U. L. Approved Cord. 32c

A Nice Gift for Xmas \$2.42

Western Auto Associate Store

Walgreen Agency HAILE DRUG HEREFORD, TEXAS

PHONE 99

Walgreen Agency Drug Store

Gifts for Everyone

FAMOUS Leon Lorraine COLOGNES Gorgeously packaged in smart new bottles \$1

VOLORFUL GANG BUSTER POLICE CAR Shoots gun when in motion \$98c

HINGED CABINET FINE STATIONERY A lovely box holding 72 folded sheets and envelopes. White vellum finish stock \$1.56

Every Kiddie Expects A FILLED CHRISTMAS STOCKING Net stocking 25-inches long with 26 toys \$49c

TWO POPULAR GAMES! CHINESE CHECKERS and ANTE-UP RUMMY Complete with 60 marbles. Board of durable masonite \$69c

BRONZE OR IVORY FINISH SPOTLIGHT BED LAMP Ideal for Students, Mechanics, Artists Padded Clamp \$49c

JR. ARTIST PAINT SET Wooden Palette, 24 color Paints, Crayons, Pencil, Brushes and Pictures \$49c

2-SLICE ELECTRIC BREAD TOASTER Efficient, genuine mica element, nickel finish. Approved \$89c

Mastercraft Stickproof Chrome WAFFLE IRON Makes golden-brown waffles that lift without sticking \$2.42

Walgreen Agency

Oil

EVENING IN PARIS THREE PIECE GIFT SET Bourjois' famous Face Powder, Perfume and Cologne \$2.45

RUSTIC WOOD NUT BOWL WITH CRACKER & PICKS Artistic natural bark finish. 8-1/2 in. wood bowl with nut cracker, 6 picks \$98c

GIVE A MENNEN'S SET Shave Cream, Skin Balm, Skin Bracer and Talc \$1.09

CUTEX JR. MANICURE SET Attractive box filled with complete manicure needs \$89c

BOX OF 21 CHRISTMAS CARDS Each Box Contains 21 Cards of selected design. All different \$39c

CHRISTMAS TREE LIGHT SETS SET OF 8 LIGHTS \$39c MAZDA SETS 79c & 98c

Make Money

By Feeding MERIT EGG MASH! TO YOUR POULTRY!

The results are sure to please you and you will be convinced that it is the cheapest feed you can use in the long run!

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CUSTOM WORK We do custom grinding, Cleaning and Mixing.

WEST TEXAS FEED & SEED

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Top Prices for your Cream, Poultry and Hides!

Tune in on Radio Station KGNC from 7:45 to 8 a. m., Each Day!

Italy Studied By Progressive Worker's Club

The Progressive Worker's Club met Wednesday, December 6, with Mrs. O. B. Russell in Hereford. After a short business session the study for the day was devoted to Italy, with the following numbers given: The Geography of Italy—Mrs. Lewis Harvey, The Life of Michaelangelo—Mrs. Owne Neel, List of Celebrated men of Italy—Mrs. E. T. Brookes. Mrs. Brookes selected three men from the rather long list of celebrated men of Italy including three different fields of science, music and government. After the program the afternoon was spent in doing needle work.

Those present were: Mesdames Lynn Powelson, M. Wilson, Lewis Harvey, J. S. Maxfield, E. T. Brookes, Ira Ricketts and Owen Neel and Misses Eunice Caldwell and Ira Jeanne Ricketts, and five visitors, Mesdames Lucille Stewart, Clarence Botts, R. M. Cantrell, J. E. Cockrell, and Edgar Russell. The hostess served delicious refreshments to those present.

The club adjourned to meet again December 19, with Mrs. Owen Neel for the annual Christmas exchange. The regular date of December 20 has been changed in order not to conflict with the Christmas parade in town that day.

and Sunday. Next Sunday night for Bible Study we will study Matthew, the twenty-sixth chapter. Mrs. Cassels has charge of the meeting.

Mr. and Mrs. T. L. Sparkman Sr., visited in Amarillo Sunday and Monday.

Mr. Malcom Cassels left for Kansas City, Mo., Saturday afternoon with a load of cattle. He plans to visit his sister and husband, Mr. and Mrs. G. H. Womble of Foster, Mo., before returning home.

Mr. and Mrs. John Johnson and daughters, Treva Jo and Wanza and Mrs. Arnold Long and daughter, Arnell, of Hereford were in Amarillo Saturday Christmas shopping.

Mr. and Mrs. J. B. Cocanougher called in the John Johnson home Tuesday night.

Mrs. Malcom Cassels attended shower at the home of Mr. and Mrs. Woodrow Watkins in Hereford Tuesday afternoon given in honor of her sister, Miss Anna Jo Owen.

Mr. and Mrs. Richard Simpson and children of Pampa, spent the week end with Mrs. Simpson's parents, Mr. and Mrs. D. O. Benson and family.

Miss Sadie Lee Oliver of Hereford called in the Haskell Robbins home Sunday afternoon.

Mr. S. J. Barclay took a load of hogs to Amarillo Saturday.

Miss Alma Andrews spent Sunday with Miss Mary Lois Springer.

Mesdames J. C. Andrews, Elmer Jones, T. L. Sparkman Jr., Charles King of Tulla, and Miss Alma Andrews were visitors in Amarillo Wednesday.

Miss Anna Jo Owen of Hereford is spending the week with her sister and brother, Mrs. Malcom Cassels and Jack Owen, while Mr. Cassels is away.

Mr. Harold Harlin of Vernon spent Tuesday night with Jack Owen.

Mr. and Mrs. Malcom Cassels, Mrs. S. J. Barclay, Miss Anna Jo Owen and Mr. Harold Harlin were in Amarillo Monday.

Child Deafness Is Study Topic Of Dawn Club

"Deafness in children is at the stage eyes were in our grandfather's day," stated Mrs. Cecil Walker who gave a health discussion at the meeting of the Dawn Study Club held in the home of Mrs. L. A. Smith Tuesday afternoon.

Mrs. Walker who is a trained nurse, stressed the fact that there are many devices now available which would help many children to have normal hearing if it were not for fear of ridicule. Many children who are retarded in their schoolwork have defective hearing.

Refreshments were served to Mrs. Cal Walker, Mrs. Baker Womble, Mrs. Ernest May, Mrs. Lloyd Bentley, a new member, Mrs. C. Aubrey Wimberley, Mrs. N. R. Miller, Mrs. H. E. Miller, Mrs. A. T. Frye, Mrs. R. S. West, Mother Miller, Mrs. Walker and Mrs. Smith.

Mr. S. J. Barclay and Mr. Haskell Robbins took a load of hogs for Mr. Robbins to Amarillo Monday.

Mrs. Malcom Cassels and son, Jimmy Ray, spent Monday night in the home of her parents, Mr. and Mrs. G. P. Owen of Hereford.

Mrs. S. J. Barclay and Mrs. Mack Dixon prepared a lovely birthday dinner at the S. J. Barclay home for Mrs. Malcom Cassels' home last Wednesday. A lovely decorated birthday cake centered the table. Those present were Mr. and Mrs. Mack Dixon, Mr. and Mrs. Malcom Cassels and Jimmy Ray, Mr. Jack Owen and the host and hostess, Mr. and Mrs. S. J. Barclay.

Mr. and Mrs. Mack Dixon and family spent Sunday with Mrs. Dixon's sister and family of Lockney.

Jumbo News

MRS. ULLMAN HUNTER
Eldran McDermitt of El Paso visited his mother, Mrs. Tom Metcalf Thursday.

Rev. Sharpe of Canyon preached here Sunday and spent the remainder of the day with Mr. and Mrs. Finis Hunter.

Guests at the farm meeting Wednesday evening were J. Stovall and Mr. and Mrs. Ray McIntire of Dimmitt and Mr. and Mrs. Paul Nash of Cleo. They made talks on the cotton program. Mrs. Clem Gilliam, the vice-president, presided in the absence of M. L. Simpson, the president. Quite a few people attended the meeting.

Mr. and Mrs. Addison Hunter visited her parents, Mr. and Mrs. E. C. Burk of Arney Saturday. Virgil Norman of Arney visited his sister, Mrs. Finis Hunter Saturday.

Margye Anne King, a little Miss of five pounds, came to live with Mr. and Mrs. Allen King, Wednesday evening. The mother and baby came home from the Deaf Smith County hospital Sunday and are doing fine.

Members of the Auxiliary met with Mrs. Roy Thruston Thursday afternoon. Mrs. Finis Hunter gave an article from "Women and Missions." She was preceded by Mrs. Thruston who gave the worship service. Members present were Mesdames M. L. Simpson, A. C. Flowers, R. L. Stephens, Finis Hunter, Dewey Owens and the hostess.

Sunday, Mr. and Mrs. James Cox of Dimmitt were guests of Mr. and Mrs. Ullman Hunter. Mr. and Mrs. Ozro Stephens of Dimmitt called on Mr. and Mrs. R. L. Stephens Sunday afternoon.

Mrs. Joe Taylor of Borger and Mrs. Pete Coke of Flagg came to the home of their parents, Mr. and Mrs. J. J. Wilder, Saturday, to be with their mother who is to undergo a major operation in the Cogswell-Miller Hospital in Dimmitt, Tuesday. Another daughter, Mrs. Jerald McElroy, was expected Tuesday.

Mesdames R. L. Stephens, W. W. Adams and Ullman Hunter attended the Home Demonstration County Council party at the Methodist Church in Dimmitt, Monday afternoon, at 2:30. Approximately seventy-five women from the different clubs in Castro county attended.

Bethel Items

MRS. E. R. ROTHWELL
Mrs. J. T. Lust, who has been visiting with her children here the past two months, left last Friday for her home in Lenox, Iowa.

Mr. and Mrs. Verne Lust, Mrs. Jim Bagwell and Mrs. Harry Rothwell were Hereford visitors Friday.

Mr. and Mrs. Seaburn Teague and children from Plainview visited her parents, Mr. and Mrs. J. A. Bagwell, Sunday.

Mr. and Mrs. Harry Rothwell and Marlene visited her father, J. H. Cryer, Sunday. Mr. Cryer has been sick the past week. Leland Smith and family were Amarillo visitors Saturday.

Mr. and Mrs. Bryan Sinclair and Mr. and Mrs. George Bagwell were in Amarillo Thursday.

Mr. and Mrs. Kay Roberts and niece, Carolyn Ann Bagwell, were shopping in Hereford Saturday. Mr. and Mrs. Virgil Nowell visited her parents, Mr. and Mrs. E. R. Rothwell Thursday.

Mr. and Mrs. Earl Lust and their son, Loyd, went to Dallas last week. Loyd remained for a few weeks treatment in the

A WORD OF APPRECIATION

The County Welfare Committee met in the Court House last Tuesday afternoon to assist Mrs. Dvalthia Brady in the annual Christmas welfare work. It was the desire of every member of the committee that a word of appreciation should be expressed through the Brand for the loyalty, devotion, and service of A. H. Streu, who was a member of this committee from the time of its organization. Mr. Streu was always ready to give of his time and means toward meeting the welfare needs of our community. During the two years that he served on the committee he spent a number of hours in consultation with Mrs. Brady and other members concerning this community task. His pleasant smile and helping hand will be greatly missed. Rev. James Aiken was selected to fill the vacancy created by the passing of the man who was the friend of all.

H. M. Redford, Chairman Deaf Smith County Welfare Committee.

clinic there. Mr. and Mrs. Lust returned Friday.

Mr. and Mrs. George Bagwell and children visited last Sunday in the J. G. Davis home.

Frio News

MRS. MALCOM CASSELS

A nice crowd attended Sunday School and Bible Study Sunday. Next Sunday we will study "Parables of the Kingdom." Rev. and Mrs. Lloyd Waters will also be here to preach Saturday night



SANTA SAYS.
"Make it a gift that he will appreciate!"

FREE INITIALED GIFT BOXES

with each purchase from our store!

- Wilson Bros. HANDMADE TIES \$1.00
- Wilson Bros. HANDMADE TIES 50c
- Wilson Bros. SCARFS \$1.00
- Wilson Bros. SOX 25c & 35c
- Wilson Bros. PAJAMAS \$2.00
- Wilson Bros., V-Shape O'Ban Collar SHIRTS \$1.65 \$2.00 \$2.50
- DRESS GLOVES \$1.50 to \$5.00
- INITIAL BELT SETS 50c to \$1.00
- TIE CHAINS 50c to \$1.00
- KEY CHAINS \$1.00 to \$1.50
- TIE CLASPS 50c to \$1.00
- MEN'S HANDKERCHIEFS 10c to 35c
- Black or Brown (genuine Kid) HOUSE SHOES \$2.25
- STETSON HATS \$5.00 to \$15.00
- Men's FLORSHEIM SHOES \$8.95
- For Men and Boys JUSTIN BOOTS \$12.00 to \$18.50



FOX
MAN'S SHOP
PHONE.... 111



GIFTS for Everyone

WE HAVE THE MOST COMPLETE ASSORTMENT OF GIFTS WE HAVE EVER HAD (See Our Gift Circular) READY FOR YOUR SELECTION

Gifts for the HOME

- BATH SALTS
- CARD TABLES
- PLAYING CARDS
- WATCHES
- CLOCKS

Gifts for MOTHER

- HOSIERY
- PERFUME
- DRESSER SETS
- CUTEX SETS
- SOAP SETS
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Gibson's Christmas Cards
Beautifully Arranged.
5c to 25c

Dancing Mileage ROSE
Guaranteed to wear the Best!

Gifts for the Office Man

- PARKER PENS
- PARKER PEN SETS
- MEMO PADS
- SPARKLET SYPHON
- THERMOS BOTTLES
- HAIR BRUSHES
- BILL FOLDS

Gifts for BROTHER

- BIBLES
- BRUSH SETS
- RAZORS
- SHAVING SETS
- FITTED KITS
- ASH TRAYS
- CIGARETTE Lighters

MARTHA WASHINGTON CHOCOLATES
Always Delicious.
Beautiful Xmas Packages!

Gifts for Him or Dad

- CIGARS
- KODAKS
- FLASHLIGHTS
- MILITARY SETS
- SHAVING SETS
- SMOKING NEEDS
- LUGGAGE

Gifts for DAUGHTER

- BATH OILS
- BATH LUXURYS
- OVER-NITE BAGS
- COMPACTS
- MANICURE SETS
- WRIST WATCHES
- PERFUMES

Christmas Wrappings
Cards, Seals, Tags, Ribbons
5c - 10c

Western Union
Christmas Greeting Messages anywhere in U. S.
25c

Gift Perfumes ... Toilet Sets

- GOTY'S WRISLEY'S
- EVENING IN PARIS
- CORDAY
- OLD SPICE

SERVE Borden's Ice Cream
for Christmas Dinner!
All Flavors!

SERVE DOUBLE-K TOASTED NUTS
Delicious! All Kinds!

Close Drug

Rural Teachers To Exchange Gifts Wednesday

Rural teachers of Deaf Smith County are to have a Christmas party after dismissal of the Santa Claus Parade in the house-keeping-aid rooms of the courthouse. Invitations have been mailed to county teachers and gifts will be exchanged. Deaf Smith County has 20 teachers in rural schools.

LOCALS

Mrs. John E. Kane of Fayetteville, Ark., arrived yesterday to spend the Christmas holidays here with her parents, Mr. and Mrs. J. H. Miller. She will be joined here later by Mr. Kane during the holidays.

Mrs. Joe Frank Krizek of Littlefield was a guest this week in the homes of Mrs. Alton Miller and Mrs. Frank Huckert.

Mrs. J. E. Beyer returned Monday from Winfield, Kan., where she visited her daughter, Mrs. Harold Hicks and family.

Miss Joanie Estes was a visitor in Amarillo Tuesday.

Mr. and Mrs. R. G. Alexander of Silverton were week end visitors in the D. H. Alexander home. The Mesdames Alexander's are sisters and the men are brothers.

In Amarillo Monday were Mr. and Mrs. Colby Conkright, Mrs. Jim Lipscomb, Mrs. Tom Majors, Mrs. George Suggs, Mrs. Beverly Holder and Helen Seed.

Mesdames Ralph McCullough, Walker Nicks, Mark Benefield, and Bill Jones went Amarillo Monday.

H. E. Sullins and son, Chester, of Roswell, N. M. and Miss Thelma Wright of Portales, spent Thanksgiving here with Mrs. Sullins.

Mr. and Mrs. E. B. Black returned last week from Wichita Falls where he underwent a minor operation. Mr. Black is able to be up and out again and is recovering rapidly.

Recent guests in the Elmer Patterson home were her parents, Mr. and Mrs. W. H. Chambers and her sisters, Miss Lillian Chambers and Miss Frances Chambers of Canyon.

Miss Ruby Dutton spent the past week end in Canyon with her parents, Mr. and Mrs. Earl Dutton. Mrs. Dutton who has been seriously ill in Amarillo

We have had many requests for another of these pictures, so you must see this one!

SUNDAY and MONDAY Dec. 17-18



(Merrie Melodie) "Land of the Midnight Fun" and Paramount News

Today -- STAR -- Tomorrow THURSDAY ... FRIDAY JANE WITHERS PACK UP YOUR TROUBLES THE RITZ BROTHERS You will get 125 Wows out of this Picture!

was removed to her home Friday. June Miller and Mrs. R. B. Miller made a business trip to Amarillo Monday.

Mr. and Mrs. Emil Mutz and son of Red River, N. M., spent last week visiting in the homes of S. P. Rosson and Arlie Dean.

Mr. and Mrs. Edgar Johnson of Socorro, N. M., are looking after business interests here this week. They are former Hereford residents.

Hospital Notes

Mrs. C. M. Carr, Friona, baby girl, born December 13. Mrs. O. B. Hinds, Friona, baby girl, born December 10. Mrs. J. B. Buske, baby boy, born December 11.

MRS. VANDERBURG VISITS HERE Mrs. Dorothy Vandenburg of Ithaca, N. Y., is visiting her sister-in-law, Mrs. C. R. Smith and Mr. Smith, her mother-in-law, Mrs. Vandenburg and other relatives. She is the wife of the Mr. Vandenburg who formerly owned The Hereford Brand and gave the paper its name.

BIRTH OF SON IS ANNOUNCED Mr. and Mrs. Archie Scott have announced the birth of a son at the Northwest Texas Hospital in Amarillo, on Tuesday, December 12. No name has been decided upon for the new arrival.

Relatives and Friends Visit In Streu Home

Out of town relatives and close friends in the Streu home last week included: Mrs. Otto Adams, Kewaunee, Wis.; Mrs. A. J. Schwantes, White Bear Lake, Minn.; Mr. Henry Streu, Cameron, Mo.; brother and sisters of Mr. Streu's; Mrs. Lina White, and Miss May Worth of Amarillo; Mr. and Mrs. W. G. Worth, Elk City, Okla.; Mr. and Mrs. H. S. Worth, Portales, N. M.; brothers and sisters of Mrs. Streu and Mrs. Homer Henslee.

Mr. and Mrs. J. F. Standifer, Childress, a niece; Mr. and Mrs. Ernest Sego, Amarillo, a niece; Mr. and Mrs. H. S. Worth Jr., Portales, N. M., a nephew; and Mrs. P. L. Hackworth, San Antonio, mother of Mrs. Urlin Streu.

Close friends present were Mrs. T. W. Stanford, Mr. Dick Seay, Mr. Maxe Merry, Mr. and Mrs. Jerry Ratcliff, Mr. and Mrs. J. E. McLain, Mr. and Mrs. A. R. Manning, and Mr. Jimmy Frizzell, all of Amarillo.

Approximately 72 per cent of the deer harvested in Texas are taken from thirteen counties on the Edwards Plateau.

\$16,000 (From Page 1, Sec. 1)

murder of the Mattson boy in Tacoma, Wash., several years ago. There are four \$1,000 rewards, one \$500, four \$250, one \$300, one \$200, one \$150, \$100, two \$50, one \$25, one \$15, and two \$10 rewards offered.

It would be nice Christmas money—if you could get it.

Santa To Greet (From Page 1, Sec. 1)

Merchants of Hereford are cooperating to see that every child in the parade gets a free sack of candy, fruits and nuts.

Another festive note was added to the Christmas atmosphere of downtown Hereford when merchants on Main and nearby streets were presented Christmas Trees yesterday by the Lion's Club to be placed in front of their stores. These trees, with their decorations, are another reminder that Christmas is only 11 days away.

Around Town

(From Page 1, Sec. 1) three more are projected.

The plea of the poet, "Turn backward, turn backward, O Time in thy flight," seemed to have literally happened last week when members of the County Agent's office were discovered squinting their eyes by the yellow light of an old-fashioned kerosene lamp. Reason: The courthouse lights were off to allow installation of a new control board.

Edgar Johnson and Henry Tiefel began work this week converting a barn at Johnson's house at 711 Miles Avenue into a modern two-car garage.

Mr. and Mrs. B. L. Flegal have purchased the Hereford News Stand from Pete Garrett and have assumed operation of the shop. C. W. Bennett, who has been working there for some time, will continue in his present job.

Today, December 14, is Jesse Stanford's birthday. He says that he can now write his age with one figure, even if he does have to repeat it.

Cecil Guseman has dusted off his shoes and spats and he and J. A. Pitman are on their annual trip to Chicago.

Mr. E. B. Hedrick, active vice-president of the First National Bank has been reported quite ill.

Russell Whitehead, employed at The Brand, was left with one leg embarrassingly bare today when his trousers were caught in a pulley. The pants leg was ripped off at the hip. Russell had only his dignity injured.

Emergency

(From Page 1, Sec. 1)

whose cash requirements are small and who cannot obtain a loan from any other source, including production credit associations, banks, or other private concerns or individuals.

As in former years, the money loaned will be limited to the applicant's necessary cash needs in preparing and cultivating his 1940 crops or in purchasing or producing feed for his livestock. Borrowers who obtain loans for the production of cash crops are required to give as security a first lien on the crop financed or, in the case of loans for the purchase or production of feed for livestock, a first lien on the livestock to be fed.

In Amarillo Saturday were Mary Teifel, Minnie Hurford and Molly Jo Roberson.

Officials Asked

(From Page 1, Sec. 1)

clear title to the land comprising Hereford State Park. According to an agreement entered into with the State Park Board in 1935; the State was to make certain improvements in the park and maintain it and in return Deaf Smith county would deed the land to the State. Because the State did not carry out its agreement in full, the county did not deed the land to the State. However, it is possible that the state may have an equitable title due to the fact that it did partially improve the park.

Officials made the trip to Austin for the purpose of settling the matter one way or another. County officials, Schroeter said, do not feel like letting the affair drag on indefinitely.

Services Held

(From Page 1, Sec. 1)

Isabel Garrison and Mrs. Rex Tynes of Lubbock, Misses Mildred McFerrin, Bonnie Dickinson, Linnie Babston, Mary Lou Roberson, and Mrs. Ruth Costly of Canyon.

Emma Gertrude Kirkman was born in Gooch's Mill, Mo., October 22, 1873. She was married to George W. Smith, September 18, 1895. To this union were born six children; Warden, Maud Elizabeth, Bessie Lorene, Marguerite, George, Jr., and Bonnie Jean.

Mr. and Mrs. Smith came to Hereford from Centralia, Mo., in 1908, where he was engaged in the jewelry business. He preceded Mrs. Smith in death, June 8, 1930.

For a number of years, Mrs. Smith was inactive in church and community work because of her health. Mrs. Smith came to this community while Hereford was still a village; she has lived and reared her family here since that time. She was ever a Christian and has done much for her friends as a neighbor while physically able. The town has lost another of its pioneers in her passing away.

415 New

(From Page 1, Sec. 1)

ember 4, while 34 miles of single phase line was energized in Castro county last Tuesday. About 12 miles in the Jumbo community, 14 miles North of Dimmitt and eight miles at Nazareth were included. Only about three miles remain to be electrified in Castro county.

In Farmer county work is expected to be completed tomorrow on 184 miles of line. After that only inspection and connection of meters will remain to be done before current can be turned on.

Lines in Farmer county practically surround the towns of Friona, Black, Bovina, and Farwell, but Black is the only town to be served by the REA.

With completion of this project the Deaf Smith County Electric Co-operative, Inc., will have approximately 418 miles of lines serving 750 members.

Farmers Elect

(From Page 1, Sec. 1)

county is placed in a common pool. From this pool farmers will receive \$1 per acre-unit on soil building practices as the farmer earns them by cooperating.

Each acre devoted to some soil building practice counts as a unit for which the farmer receives \$1. Leaping of stalks on the land to prevent wind erosion, contour listing or pit cultivation, or contour cultivation with a furrowing or shovel-type implement approved by the county committee or summer fallowed land if done before June 15, 1940, or on small-grain stubble or for the protection of cropland from wind erosion following crop failure; contour farming of intertilled crops; natural vegetative cover left on cropland where county committee determines such cover is necessary as protection against wind erosion, such cover to be left on the land until the spring of 1941; and contour seeding of small grain if sufficient growth is obtained to prevent wind erosion. All these practices will count as 1 unit per acre.

Border planting of sudan grass, sorghums or millet, the stalks at least 8 inches in height to be left on the land until spring of 1941 and the strips to be 100 feet or more wide on four sides of the field, unless fewer sides are approved by the county committee; and strip-cropping, of sorghums, sudan grass, small grains, or fallow strips to be not less than 2 rods wide. Credit will be given for strips of crops if protecting fallow, and only for the sorghum or sudan strips if for protection of wheat. These practices are good for 2 units per acre.

Terracing: 2 chains (132 feet) count 1 unit. Each of the following shall count as one unit: Provided that credit for such practices shall not exceed the amount of soil-building goal computed on the non-crop open pasture land on the farm: Deferred grazing of 7 acres of pasture land, contour listing or furrowing 1 acre of pasture land; seven cubic yards of earth moved in the construction of reservoirs and dams; eradication of 1 acre of prickly pear; and mowing of four acres of undesirable weeds and shrubs from pasture land.

Deductions under the Sherman County plan are: Excess acreage of soil-depleting crops—county rate adjusted for productivity; Failure to carry out soil-building practices—county rate adjusted for productivity; cropping restoration land—\$3 per acre unless approved by county committee as a good farming practice; breaking out native sod—\$3 per acre unless approved by county committee as a good farming practice, and an equal acreage of cropland, other than restoration land, is restored to a good vegetative cover on any farm in the county.

Under the new plan the number of units required shall be one soil-building practice unit for each acre of cropland, each acre of restoration and each 10 acres of pasture land. Example: On a 1280-acre farm, 640 acres of crop land and restoration land will equal 640 units; 640 acres of pasture land divided by 10 will equal 64 units or in all 704 units required for maximum payment. At \$1 per unit the farmer will receive \$704 on his farm.

Volunteers

(Continued from Page 1, Sec. 1)

are numbered she explained, to avoid needless embarrassment to the ones receiving baskets. A list will be published next week, if all families have not been already adopted.

Praising the work of the Toy Mission of the Lone Star Study Club and the fine spirit of persons and organizations donating toys, Mrs. Bradley said:

"There were 200 children last year who received toys who I don't believe would have gotten a single toy if it had not been for the generosity of these people."

If you have a toy which can be repaired, or wish to donate new toys, bring them to the Welfare office in the Courthouse. The families are:

- No. 1. Family of 5: boys 16, 13, girls 7, 11.
- No. 2. Family of 5: girls 3, 5, 7—the father ill.
- No. 3. Family of 4: boys, 5, 14.
- No. 4. Family of 12: boys, 5, 15, 11, 7, 6; girls 13, 10, 7, twins 2 years.
- No. 5. Family of 6: boys 8, 13, 16; girls 10, 14.
- No. 6. Family of 6: boys, 16, 8; girls, 14, 12, 10.
- No. 7. Family of 4: invalid mother, boy 14, girl 12.
- No. 8. Family of 6: girls, 16, 15, 10, boy 12.
- No. 9. Family of 9: boys, 3, 7, 11, 13, 16, 17, 9.
- No. 10. Family of 6: girls, 11, 14, 16, boy 9.
- No. 11. Family of 7: boys, 2, 4, 7, 13, girl 5.
- No. 12. Family of 8: boys 6, 8, 10, 14, 15; girls, 1, 3, 5, 12.
- No. 13. One lonely old lady.
- No. 14. Family of 4: boy, 9; girl, 8.
- No. 15. Family of 7: boys, 7, 14; girls, 9, 11, 13.
- No. 16. Family of 7: boys, 3, 6, 8, 11; and girl 5.
- No. 17. Family of 8: boys, 6, 10, 12; girls, 8, 13, 15.
- No. 18. Family of 2: An old couple.
- No. 19. Family of 5: boy 11; girls, 7, 14.
- No. 20. Family of 6: boys, 1, 3, 5; girl 3.
- No. 21. Family of 3: sick father, working mother and one infant.
- No. 22. Family of 6: boy, 12; girls, 8, 14, 16.
- No. 23. Family of 10: boys, 4, 14, 15; girls, 2, 6, 8, 10, 12.
- No. 24. Family of 7: boys, 9, 11, girls, 3, 5, 7.
- No. 25. Family of 4: sick mother, boy 5; girl 3.
- No. 26. Family of 4: boys, 3, 10.
- No. 27. Family of 5: boy, 9; girls, 4, 7.
- No. 28. Family of 6: boys, 10, 12; girls, 6, 8.
- No. 29. Family of 9: boys, 14, 12, 5, 3; girls, 18, 16, 2.
- No. 30. Family of 10: girls, 16, 14, 10, 9, 2; boys 12, 4, 7.
- No. 31. Family of 4: infant; boy 3.
- No. 32. Family of 5: girls, 6, 14, 8; boy 10.
- No. 33. Family of 9: boys 8, 6, 12, 3; girls 7, 5, and 14.
- No. 34. Family of 9: boys, 8, 13; girls, 5, 10, 3, 15, and infant.
- No. 35. Lonely old lady—lives alone.

Postoffice

(From Page 1, Sec. 1)

prompt service, or returned to sender in case of non delivery. Sealed greetings may also contain written messages when sent

as first class mail. Greetings may be sent Unsealed at the third class rate of postage which is 1 1/2 cents each but must not contain any written message, other than name and address of sender. They cannot be forwarded or returned to sender in case of non delivery. The public is asked not to confuse first class sealed greetings or greetings containing written messages with the third class unsealed with no written messages.

All parcels must be securely packed and wrapped. Use strong paper and heavy twine. "Holly" paper should NOT be used as an outside wrapper for parcels. All gifts should be carefully packed in excelsior and corrugated boxes, securely wrapped and tied.

Addresses should be complete, with house number and name of street, post office box number, or rural route number, and typed or plainly written in ink. The

return address should be placed in the upper left hand corner of every piece of mail. It must be on all parcel post. Parcels may be endorsed "Do not open until Christmas." The public is asked not to mail greeting cards in red, green or other dark colored envelopes.

The use of air mail and special delivery service will expedite delivery of greetings and parcels. Rates may be obtained at the local post office. The Insurance of all parcels should be done for safety and protection. Insurance or registration fees may be secured at the post office and will give a protection up to \$200.00 on insured parcels or up to \$1,000.00 on registered articles. The fine cooperation of the public in the past has been greatly appreciated by the postal employees, and their further cooperation is requested during this season of good wishes.

MORE Surprises! MORE Thrills! MORE Fun!

William POWELL MYRNA LOY ANOTHER THIN MAN PICTURE

M-G-M

STEAR THEATRE SUNDAY and MONDAY and Saturday Nite Preview

★ FOOD ★ BARGAINS For the Holidays

CUT BEANS Wapeco, No. 2	2 cans	19c
PEAS, Dew Drop	3 pkgs.	25c
NAPKINS 80-Count	2 pkgs.	15c
WAX PAPER	2 boxes	15c
MINCE MEAT W-S	3 boxes	25c
MATCHES 6-Box Carton		15c
HOMINY W-S, No. 2	3 cans	25c
CRANBERRY SAUCE Ocean Spray	2 Cans	25c
TOMATOES No. 2 Size	3 Cans	20c
CORN White Swan, whole grain, No. 2 cans	2 For	25c
WOODBURY'S SOAP 3 Bars and Regular 10c Lotion; all for		29c
SPICES	2 boxes	15c
Choc. Cov. CHERRIES Box		19c
PRUNES Large	3 lbs.	21c
COCONUTS Fresh	3 for	25c
PECANS Shelled Halves	1 Pound	49c
Morton's SUGAR CURE	10-Lb. can	73c

STEAR THEATRE SATURDAY ONLY! December 16th

Charles STARRETT 'THE MAN FROM SUNDOWN' A Columbia Picture

also (Looneytoon Cartoon) "Porky's Picnic"

Chapter No. 14 of "FLAMING FRONTIER"

FRASER'S Sonny Boy Flour 48-LB. SACK \$1.55

WEIR'S Red & White Food Store WE DELIVER — PHONE 117



ORDER OF PARADE

Parade forms at the First Baptist Church. Santa Claus himself will lead. Behind Santa will march the Junior Band from Central School. Next, the Rural Schools in alphabetical order, then St. Anthony's School. Next will march Central School, then the High School Band, next, the High School, and last will be whatever floats merchants present. The Parade will march South on Main Street, turn east at Second Street, march back One Block, turn North One Block, and then loop back on Third Street to Main Street, where Santa will give away the Sacks of Candy and Nuts as the children march past him!

Come Early!

See Old Santa!

Join in the Parade!

200,000 Acres Of Texas School Land To Go Under Hammer Jan. 2

Among the 200,000 acres of Texas school land to go on sale January 2, 1940, are 120 acres of land located in Deaf Smith county. The block offered for sale is the North three-fourths of the Northwest one-fourth of Section 84 in block K-5. Minimum list price is \$2.00 per acre.

Application to purchase the land should be addressed to Bascom Giles, Commissioner of the General Land Office, Austin, Texas and must be received in the land office at or before ten o'clock a. m. January 3, at which time bids will close and opening of applications begin. Highest offer will be accepted.

Land is offered for sale in 114 counties including Deaf Smith, Oldham, and Potter.

Smallest tract to be offered for sale is in Lamar County, and consists of five acres. Largest tracts are in Brewster county where several 1280 tracts are being offered.

Vega News

MRS. D. E. MCKENDREE. Mrs. R. A. Whitley of the Ford community was in Vega Monday on business.

W. S. Roberts returned from Okemah, Okla., Sunday night with his bride. They will make their home in Vega for a time.

Nifty Needle club held its regular bi-monthly meeting with Mrs. Verne Helmig Tuesday afternoon.

Mrs. Mary Robbins of Houston is visiting her daughter and husband, Mr. and Mrs. Bobbitt, south of Vega.

Miss Denelda Ariz spent Saturday night with Nedra Richardson.

Mesdames Thuet and Green were shopping in Amarillo Monday.

Mr. and Mrs. Glenn Terrell spent Sunday with his parents in Glen Rio, N. M.

Mr. and Mrs. A. R. Castleberry and daughter spent the week end visiting in Hale Center.

Mrs. J. C. Stewart and mother, Mrs. Hobbs, have been quite ill from flu. We are glad to report them both improved but Mrs. Hobbs still is unable to be up.

Mr. and Mrs. Jess Giles returned Tuesday from Hot Springs, N. M. where they have spent the past two months.

Mr. and Mrs. C. M. Rayel returned from a month's vacation visiting their daughters, Mrs. Oscar Bratebs at Okemah, Okla., and Mrs. Roy Reynolds who lives in San Antonio. They also made a trip to Nuevo Laredo in Old Mexico, which they enjoyed very much.

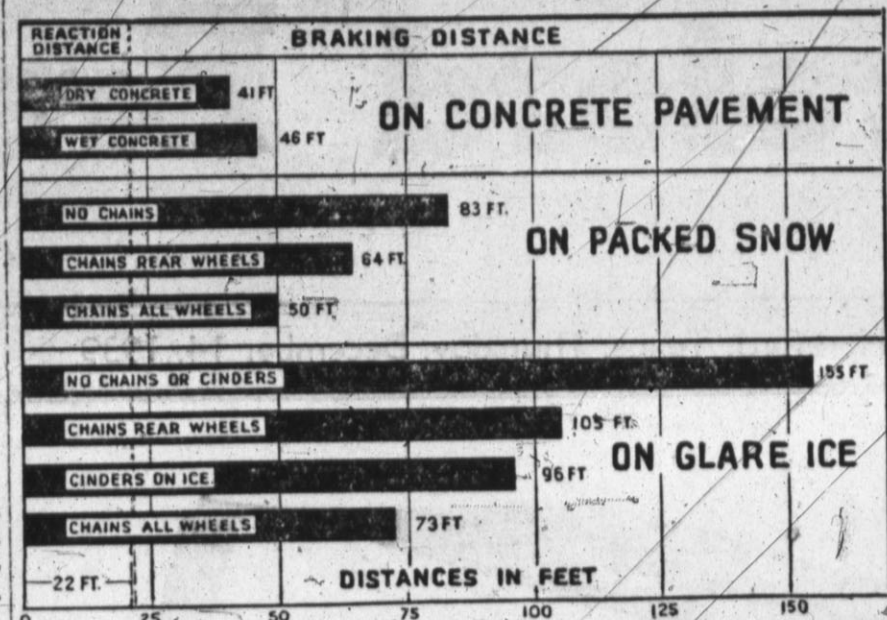
Shirley Gean Morris is quite ill from throat infection.

Mr. and Mrs. O. O. Slutz and Mrs. Glen Boydston were shopping in Amarillo Tuesday.

Mrs. George Straub is on the sick list this week.

Mrs. J. N. Ivy was hostess for a lovely farewell party at her home Tuesday night honoring Mr. and Mrs. W. L. Jones who left Thursday to make their home near Natalia. The guest list were friends of the Jones' who had resided here 30 years or longer and the evening was spent by each recalling an incident, humorous or otherwise of their first

How Fast Can You Stop at 20 M. P. H.?



At a speed of 20 miles an hour, automobile stopping distance is 22 feet more than actual braking distance because it takes the average motorist three-quarters of a second to react and apply brakes. At 20 m. p. h. a car travels 22 feet in that three-quarters of a second. The National Safety Council guide shows how weather conditions affect stopping distances.

impressions of this, then a new settlement, after which lovely refreshments of sandwiches, cake and coffee were served to the following: Dr. and Mrs. O. H. Loyd, Ben Freeman, Mora Bell, Mr. and Mrs. A. M. Miller, Mr. and Mrs. Roy Horrell, Mrs. Jennie Wood, son Merle, and grandson, Lee Wood Giles, Mrs. J. W. Roberson, Mrs. Sam Jackson, and son, Fred, Mrs. Bessie Montgomery, Mrs. J. E. May, Mrs. C. R. Gault, Mr. and Mrs. E. E. Duncan, Mrs. C. M. McNabb, the Hostess Mrs. J. N. Ivy and daughter, Bernice, and the honor guests, Mr. and Mrs. W. L. Jones. At the close of the party, before leaving for their respective homes all joined hands and sang "Blest Be The Tie That Binds." These good people will be sorely missed by their many friends here but our best wishes go with them to their new home.

They played 42 and chinese checkers until near mid-night when a lunch of pumpkin pie, whipped cream and coffee was served to the 23 guests. A good time was had by all.

Mrs. Bain Wiseman is confined to her bed with throat trouble.

Mr. and Mrs. Glen Boydston took their son, Ted, to Amarillo Saturday for a physical check-up.

The Wildorado P. T. A. presented their play, "The Path Across The Hill," in the Vega High School auditorium Thursday night to an appreciative audience.

The Women's Study Club met with Mrs. W. A. Williams Wednesday afternoon, with Mrs. Truman Miller as leader with "France" being the subject for discussion. Roll Call was answered with "A Great French Personality."

Allen Stagg is out again after being confined to his home with a cold.

A Long Time Ago In Hereford

20 Years Ago
The Star Theatre was sold again, this time to Hardwick Bros. of Clovis. Walter Fullwood was the person selling the Theatre for a consideration of approximately \$5,000. Hardwick Bros were already in charge.

A new trial was granted in the case of A. F. Luse, plaintiff, and First State Bank and Trust Co., defendant, under rather unusual circumstances. Luse won his suit and the jury had made him an award when it was discovered that a juror had eaten dinner

with the plaintiff during the course of the trial.

Geo. A. Stambaugh sold his drygoods business to Jas. A. Hughes and J. E. Crouch after 18 years in the same location.

10 Years Ago
Hereford was filled with excitement because the Olney Cubs were coming to play a football game to decide the champion of four districts. Hereford was champion of Districts 1 and 2 and Olney champions of District 3 and 4. The Brand published a two-page ad sponsored by Hereford merchants in which the Whitefaces were encouraged to fight. T. E. McCollum was coach. Probable starting lineup for Hereford was Gregory, Higgins, Stone, Seed, Mitchell, Orr, Bowen, Glennin, Russell, Gilbreath and Jewell. Olney was to send a special train.

Mayor E. S. Ireland was in Crockett county deer hunting in the Davis Mountains. J. O. Newell was acting mayor.

The Jess Swaggerty residence in East Hereford burned with little saved.

Chinese Actress To Appear In Canyon Recital

CANYON.—Progress of the Chinese woman from 1910 to the present will be shown here December 15 in a dramatic recital by Miss Soo Yong, noted actress, at West Texas State Col-

lege.
Her unique presentation will be colorful and of an informative character. She also will give original costume-dramas of her own composition, including one of a modern Chinese classroom. Humorous dialogues will be included.

Miss Yong is well known for her acting in "The Good Earth" and other motion pictures, but she has the praise of leading

critics for her delineation of folklore and her expositions of the philosophy of Chinese art. Admission will be 50 and 25 cents for the program beginning at 8:15 p. m.

The raccoon, according to State Game Department biologists, is fast becoming a rare animal in East Texas due to overtrapping and clearing of bottom land for farming.

2 SUPER-SAFE FEATURES
You get only in

MANSFIELD

EXTRA MILEAGE Tires

1 CORD-LOCK SIDEWALLS

2 ALLOY RUBBER TREAD

Here are modern tires for today's faster cars. Tough, rugged tires that stand up under high speeds and hard going. They're economical, too, because they stay safer longer. Let us demonstrate them on your own car.

SAVE MONEY!

See these tires on Display at Our Store!

Moore Independent Oil Co.
Troy Moore, Mgr.
PANHANDLE PETROLEUM PRODUCTS

WINTER DRIVING CAN BE DANGEROUS

If your car is not in good shape, it is dangerous to make long drives during Winter months! Let us give it a thorough check today... Call 440 and we will be glad to come by and pick it up at your home or place of business.

TEXAS SERVICE STATION

GLENN SNYDER **PHONE 440**

When in the Market for Irrigated Land, Stock Farm, or Ranch, see Us! Priced right and on good terms.

Hill-Ricketts Co.

REALTORS

Just arrived TODAY!

Pontiac's

Sensational New Lowest-Priced Car!



4 Inches Wider at the Front Seat

3 1/4 Inches Longer from Bumper to Bumper

4 Inches Lower from Sill to Road

16 to 24 Miles per Gallon 69 Advancements

Including Hi-Test Safety Plate Glass and Sealed-Beam Headlights

HERE'S PONTIAC'S answer to the demand for a low-priced car of which you can be REALLY PROUD—the latest and greatest version of America's finest low-priced car! It's long, low and beautiful. It's luxuriously appointed and upholstered. It's bigger and better in EVERY WAY. It performs like a thrilling

thoroughbred—and it has a fine-car name. Yet it's priced just a few dollars above the lowest! Come in—see it today!

\$783

(if any), optional equipment—white sidewall tires and accessories—extra. Prices subject to change without notice. General Motors terms in sale your garage.

Pontiac FOR PRIDE AND PERFORMANCE

NORTON MOTOR COMPANY

317 MAIN STREET—HEREFORD, TEXAS

CORNER DRUG STORE

The *Jexall* Store

PHONE 105-HEREFORD FREE DELIVERY



Practical GIFTS for HIM for HER

This year we are especially proud of our big selection of Christmas Merchandise... and we want you to inspect our stock carefully before you make your purchases. Our gifts are Practical and are of the type which will be appreciated and used in the years to come.

Buy on the LAY-AWAY PLAN if you prefer. We are always glad to assist you in any manner.

BELOW YOU'LL FIND FEW SUGGESTIONS from our Big Christmas Stock!

Fitted Bags... Travel Kits for men... Manicure Sets... Dresser Sets... Picture Frames... Heating Pads... Shaving Sets... Toilet Sets... Gift Soaps... Smoking Needs... Perfumes...

Make the Christmas Holidays Happier with a box of PANGBURN'S CANDY

Remembrance is Sweet... with Yardley

OF LONDON

Christmas giving is sweet with the traditional fragrance of Yardley's famous English Lavender. This aristocratic gift set contains English Lavender, English Lavender Face Powder, Talcum Powder and Lavender Soap. Mail or phone orders filled.

\$3.25

Cosmetic Sets

feature

- ... Coty's
- ... Evening in Paris
- ... Lucretia
- ... Vanderbilt

and other Famous lines

Free Gift Wrapping Service on All Items Bought at CORNER DRUG!



YARDLEY SETS for men and women! from \$1.00 up

Wayne Evans On Hardin-Simmons Honor Roll

Abilene, Texas. —Thirty-two Hardin-Simmons University students, with 15 or more hours of college work, qualified for mid-semester honor roll, Mrs. J. A. Beard, SU registrar, announced today.

Nine are members of the junior class; eight sophomores and freshmen are included. Seven are seniors.

Top ranking students, qualifying with 20 hours of superior work, are Orr Clarke, Asheville, N. C., junior, and Betty McInnis, Abilene, sophomore. Co-eds followed the way to Joe College in most instances, with 24 girls and 8 men students qualifying for the mid-term honor roster, the report shows.

Included in the list of honor roll students from all points of Texas, is Wayne Evans of Hereford. Evans, a senior, whose outstanding scholastic ability was recognized in his election as president of Alpha Chi, national honorary fraternity, is a government major, taking 15 hours of college work.

Serving Same Purpose for Germany?



France and Britain claim that George Elser, left, arrested by Germany for setting the Munich bomb which almost killed Adolf Hitler, is merely a "stooge" and that the bombing was planned to provide an excuse for purging Nazi ranks of undesirables. It was recalled that similar allegations were made about the Dutch communist, Marius van der Luebbe, right, whose arrest in 1933 for starting the Reichstag fire was a prelude to suspension of German civil liberties.

TEXAS OUT-OF-DOORS

KILLS BRANDED DEER

A branded deer killed recently gave Texas Game Department biologists some light on how deer travel from range to range.

F. C. Hell of Goliad, Texas, hunting on the Charles Klemstein, Sr., place, shot an 8-point buck which was marked on the ear and branded with the Ernest Pfeiffer stock brand. The deer had been captured three years ago when it got caught in a barb wire fence on the Pfeiffer place. It is twelve miles from the place where the deer was branded and where it was killed.

DEER FIGHT HELPS HUNTER

Deer frequently are seen fighting each other and one of those battles proved disastrous for both combatants recently. A. T. Wendler of Boerne, Texas, came upon a fifteen-pointer, weighing 175 pounds, and a 155-pound seven-point buck fighting on opening day. Wendler bagged them both.

THREE-SHELL LIMIT ON QUAIL

With the quail season under way, hunters will do well to bear in mind that they cannot legally hunt bobwhites with a gun holding more than three shells. The law requiring guns to be plugged to the three-shell limit is often regarded as being only

for ducks. However, it applies in turkey, dove, and quail hunting, the executive secretary of the Texas Game Department warns sportsmen.

ALL HAVE LICENSE

The director of the South Dakota State Game and Fish Department recently was dismissed when he was caught by one of his own wardens hunting without a license. That can hardly happen in Texas because the executive secretary of the State Game Department insists that all wardens and other employees of the department who hunt or fish purchase licenses and he is generally the first one to obtain them.

CLUBS COOPERATE

Sportsmen apparently are gradually learning that cooperation and conservation must be practiced if the game supply is to be maintained. The marsh country of Southeast Texas was so dry this year that in Chambers and Jefferson counties only one of the eight large hunting clubs allowed shooting on the opening day of duck season. Had all the clubs' members started firing at ducks and geese and with there being a scarcity of water, the birds would have "taken out" for distant parts. At it worked out, rain started falling on the opening day and there was sufficient water the next day to make it safe for all clubs to allow hunting.

BULL SNAKES

HELP RANCHMAN
Bull snakes are helping W. Albert Richardson, district clerk of Erath county, rid his ranch

in Summerville county of rattlesnakes. Shortly after Mr. Richardson purchased the place he advertised for bull snakes, obtained fourteen and released them on his ranch. That was ten years ago. The number of rattlers has diminished since then and Mr. Richardson recently got a graphic illustration of the reason.

While walking through a field he saw a large bull snake run past an eighteen-inch rattler, which struck, but missed. The bull snake did this repeatedly, and each strike of the rattler was slower than the last one. Finally the bull snake rushed by, turned quickly and grabbed the rattler before it could coil again. There was quite a scuffle, but the bull snake began twisting itself around the rattler and Mr. Richardson heard the bones of the smaller reptile crack. Finally the bull snake released its hold, satisfied itself that his foe was dead and crawled to the tail of the smaller snake and proceeded to swallow it. When he had completed the job he quietly crawled away as if in search of another victim. Moral: Never kill harmless snakes. One may destroy a rattler which might have bit you.

All for Science



For the sake of science Richard S. Kaplan, president of the Gary, Ind., safety council, volunteered to sit down with a quart of whiskey and test the accuracy of a "drunkometer," device for testing drinking drivers.



After his fourth "boltermaker," Kaplan sees everything through glowing eyes. He is happy, and all's right with the world.

source should be pasteurized if used.

"More men acquire the disease than women, and adults seem more likely to have it than children."

"Undulant fever is so named because of the wave-like vari-

ations in temperature. The symptoms include rising temperature, loss of weight and strength, chills, sweats, and joint pains. The mortality rate of undulant fever is comparatively low, but the disease itself possesses symptoms which may persist for a number of weeks, and even months before normal health and strength are restored. The patient often appears fresh in the morning, but is extremely fatigued by afternoon.

"Prevention of undulant fever is based upon detection of infectious abortion, or Bangs' disease, in livestock, and the elimination of the infected animals from the herd. Dairy herds should be tested for bacillus abortus. Pasteurization of milk will prevent spread from this source."

"The continued increase of undulant fever in the State of Texas justifies increased precautions against contraction and adoption of methods for prevention of the disease. It also is evident that additional research is needed to determine more accurately treatment procedures in the disease and prophylaxis against contraction."

CARD OF THANKS

We wish to express our sincere appreciation to everyone who has been so kind during the illness and death of our beloved mother. Especially so we wish to thank those friends and neighbors who have stood by for so long and faithfully. We thank you for the many lovely floral offerings. Your kindness has made our burden easier to bear. May God bless each one of you as our prayer.

Mr. and Mrs. George Smith and children.
Bonnie Jean Smith.
Bruce Bentley.

ROOMS TO RENT? TRY A WANT AD

Girl Champs To Meet Wayside Team In Basketball Games

Three playing dates have been announced for games between the Wayside High School girls basketball team and the Alveston Anicos, national champion AAU girls team. Dates are December 15 at Tulla, December 16 at Burton's gym, Canyon, and December 18, Happy.

The Anicos are made up of American and all-state girl players. Wayside has two all-state players from last year's team which went to the State quarter-finals.

Leroy Roberts, Wayside coach, led that the national champs defeated Wayside 28-7 and 28-14 at Galveston, November 29.

MOTHERS, Attention!

Little baby agonized by diaper rash, chafe. Be kind to baby. Get quickest relief. Depend on tender, soothing, cooling Zenzal. Fine for externally caused Eczema, rashes and pimples. Take nurse's advice. Get Zenzal today.

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we're playing Santa Claus ahead of time with a bagfull of BARGAINS in USED CARS!

ALL MAKES ALL PRICES

the car you want at the price you want to pay!

See our Selection of Used Cars with Several Late Models... all at Attractive Prices!

Before... that Christmas Trip

Let our skilled mechanics check your car carefully. Winter weather is dangerous, and having your car in First Class condition is the best possible insurance against trouble.

Watch for announcement on the **NEW FORD TRACTOR** It's Coming Soon!

Hereford Motor Co.
Sole Sales — FORD and MERCURY — Service
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CHRISTMAS SPECIAL!

Full 6 cu. ft. Genuine **FRIGIDAIRE**

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EASY TERMS

Double-Easy Quickkub Tray, Stainless Porcelain Hydrator, Automatic Interior Light, Open-Shut Freezer Door, Famous Meter-Miser, All-Steel Cabinet, Acid-Resisting Porcelain in Food Compartment, and Many other Quality Features Included at This Bargain Price!

It's here for Christmas! A genuine quality-built Frigidaire! Not a 4 or 5 cubic foot model but a big 6 cubic foot size! Has the same finest construction features as Frigidaire models costing up to \$100 more! The opportunity of a lifetime to thrill her at Christmas with a new Frigidaire—the refrigerator she's always longed for! Come in—see it today!

FREE! A beautiful sterling silver gift medallion, engraved with any message you desire, will be affixed to your Christmas Frigidaire, free of charge, if requested.

AN ALL-TIME LOW PRICE FOR A FRIGIDAIRE WITH SO MANY DELUXE FEATURES!

Hereford Appliance Co.
L. L. WOMBLE, Owner
HEREFORD, TEXAS

DEMONSTRATION RATES—Cash Now!

Try a tankful... compare... see if Phillips 66 Poly Gas doesn't give you just about the fastest cold-weather starting you've ever enjoyed. Plus faster warm-up... snappier acceleration... more mileage. Yet costs no more, because Phillips is WORLD'S LARGEST PRODUCER of natural high test gasoline. Try a tankful!



Feel The Difference! See The Difference!

DRI-SHEEN cleans cleaner, makes odors impossible, gives a truly safe method. We are proud to offer to our friends and customers the advantages of DRI-SHEEN PROCESS

The DRI-SHEEN PROCESS is the most sensational and practical improvement in dry cleaning methods in recent years... it's Safe for your garments!

FOX CLEANERS AND HATTERS Phone III

Hereford Joins In Seeking To Organize District Hi-Y Group

First meeting of the Hi-Y district board will be held in Amarillo next Thursday, December 21, and it is hoped at that time to be able to hire a full-time general secretary to serve the Great Plains District of the Young Men's Christian Association. Two Hereford men are on the board of directors, Harold Close and E. S. Ireland. The local Hi-Y, a Y. M. C. A. sponsored organization, is one of the pioneer clubs of this area, says G. M. Hudson, high school sponsor, but work in the Panhandle has been hampered by the fact that the state has only one full-time secretary who is forced to scatter his time among 240 state clubs. The Great Plains Area, which includes Eastern New Mexico, is seeking the means to employ a secretary for this region. Work of the District would consist of giving assistance to clubs and sponsors in towns of the area; extension of the program by organizing new clubs; and in all to work out recreation programs for boys and girls who are unable to attend college. The Hi-Y program aims to build constructive, wholesome citizens and tackle the problems of youth. It is for young peo-

ple in their upper teens and late twenties. "The Hi-Y takes up where the Boy Scouts leave off," said Mr. Hudson in explaining the program. Hereford has two clubs, one for boys and one for girls. The girl's club is one of the early clubs in the state and has received requests from as far away as Pennsylvania asking for information about the club. A local board, composed of John McLean, chairman, Pink Gilliland, E. S. Ireland, Harold Close, and Mat Gilliland, exercises supervision over the Hi-Y here. John B. Honts of Dalhart is chairman of the organization committee and Guy A. Carlander of Amarillo is secretary. Some of the other towns in the area with Hi-Y clubs are Perryton, Pampa, and Amarillo. Pledge cards to Hereford people were mailed this week in a drive to raise funds to organize the district and employ a secretary. As many as ten muskrats have been trapped from an acre of marshland in Jefferson county, Texas, and sufficient seed stock was left.

Summerfield

HELEN OGLESBY Mr. and Mrs. Wilson Vines and daughter were visitors in the home of Mr. and Mrs. Doyle Vines of Vega Sunday. Mr. and Mrs. J. R. Oglesby and family were visitors in the home of Mrs. Hazel Atchley of Canyon Sunday. Mr. and Mrs. Carl Neighbors were visitors in the home of Mr. and Mrs. Al Morgan in Hereford Saturday. There were sixty-six present in Sunday School Sunday. E. B. Thomas has returned to his home in Los Angeles, Calif., after visiting relatives here. Rev. and Mrs. Naylor and children of Friona were visitors in Summerfield Sunday. Rev. Naylor held the preaching services here Sunday. The Y. W. A. met at the church Sunday afternoon. Those present drew names for their "Lilac Loves." Mr. and Mrs. Ben Wilhelm played and sang a special number in church here Sunday. Circle number 2 of the W. M. U. is giving a Christmas party Friday in the home of Mrs. Charlie Noland. Mr. and Mrs. Carl Neighbors and Miss Helen Oglesby were visitors in the home of Mr. and Mrs. Al Morgan last Wednesday. Christmas Program to be given in the Summerfield School Auditorium Tuesday night, December 19, at 7:30 o'clock. 1. Star Drill—Twelve boys, pianist—Christine Atchley. 2. Play—"Too Much Christmas." 3. Clarinet Solo—Billie Ray Johnson. 4. Wreath Drill—Twelve girls and pianist—Christine Atchley. 5. "Onward Christian Soldiers" and "Jingle Bells"—Rhythm Orchestra with Christine Atchley as pianist. 6. Piano Solo—Gayle Roberson. 7. Accordion Solo—Nina Loyce Russell. 8. Play—"The Story Mother Told," pianist—Mrs. L. B. Lookingbill with Misses Aline Coker and Helen Oglesby as vocalists. 9. Play—"Santa's Last Stop." Mr. and Mrs. Ky Lawrence have gone to Dallas where he will go through the clinic.

help of Mr. and Mrs. Floyd Tomlinson, took the Daniel School pupils to Amarillo, Saturday morning where they saw the Santa Claus Parade down Polk Street. Mrs. Joe Moore and children and Miss Pauline Moore were Hereford shoppers, Saturday. There will be a Christmas program and Christmas tree at the Daniel School house under the supervision of Miss Frances Gill and Ora West. You are urged to attend in order to make it a successful tree and program. Mrs. Joe S. Moore and Mrs. W. R. Moore were in Canyon, Friday afternoon. Mrs. Robert Campbell has been ill during the past week with flu. Bob McConnelly from near Canyon called in the W. E. Moore home, Saturday afternoon. Mr. and Mrs. Floyd Tomlinson attended the wrestling match in Amarillo at the Armory Thursday night. Mrs. J. M. White and Joe Dale of Dawn were visitors in the W. R. Moore home Sunday afternoon. A group of friends from Canyon including Miss Viola Dooley, R. V. Timmin, and Carl Abbot visited in the W. R. Moore home Sunday afternoon. Several pet cats have died in this community during the past week including "Tabby" the pet cat belonging to Mrs. J. T. McClain. We have received word in this community that Mr. and Mrs. Coy Phillips, former residents of this community are the proud parents of a baby girl, Linda Sue, who was born to them on December 4. The Phillips family now live in Hereford.

Oil, Gas and Mineral Lease T. B. Cox, et ux, to Carl M. Smith, S 1/2 of Section 22, Block K-8. Deed of Trust George LeGrand, et ux, to First Federal Savings and Loan Association, NW part of Block 9 of the Whitehead Addition. O. P. Lambert, et ux, to Levi Miller, W 1/2 of SW 1/4 of Section 13, T 2 N, R 1 E. Release R. V. Payne to W. F. Cook, release of deed of trust.

Star Announces New Slogan For Holiday Month

A new slogan, "December is employee's Santa Claus Month at the Star" has been adopted by employees of the Star Theatre. If they work harder for the satisfaction and comfort of patrons and have a better business during December, they will receive a Christmas Bonus. Employees of the Star have announced that they are going to work harder than ever this month to give patrons the finest service possible. Those employed by the Star are David F. Perdue, Conrad Robinson, Jeff Burk, Mrs. Thurmond, Beverly Holder, Nellie Ja Shreve, Helen Seed, and Mrs. Turnbow.

CHDA NOTES By Sadie Lee Oliver

"There is plenty of Buffalo Grass around here," writes Mrs. Carl Wimberley from May, Texas where she is visiting relatives. That is in Brown County. "Part of the trees here are still lovely and I've seen a few sumac." The two day demonstration in the meat phase of the Home Food Supply demonstration scheduled for January 18 and 19 will be held at the J. T. Guinn home. This meeting will be in charge of A. R. Bateman, County Agricultural Agent and has been planned for the Messenger and Bippus Communities. The two day demonstration in the meat phase of the Home Food Supply demonstration on schedule for January 2 and 3 will be held at the Nolie Elliston home. This meeting will be in charge of A. R. Bateman, County Agricultural Agent and has been planned for the Wyche and Frio communities.

Ward News

MRS. CHARLES B. MILES Rev. Merle Grigsby will be here Sunday to fill his appointment. Every one is invited to hear him. New officers for the coming year were elected Sunday. The new superintendent is G. T. Higginson, secretary, Mrs. Bill Hutson. The same teachers were re-elected. Mrs. H. L. Morzel and John Norris of Bippus were Sunday visitors of Mr. and Mrs. Jack Hutson. Betsy Jean Ledbetter of Vega was a visitor at Sunday school Sunday. Quite a number from this community attended "The Messiah" in Hereford Sunday. The Sunday School voted Sunday to give Christmas treats as usual on Christmas Eve. Mr. and Mrs. C. E. Hood and daughters visited Sunday with Mr. and Mrs. Fred Moreman and daughters. Mr. and Mrs. Sonny Ledbetter and daughters of Vega visited Sunday with her parents, Mr. and Mrs. Jack Hutson and other relatives in this community. Mr. and Mrs. Tom Bradford and daughter of Borger were here Sunday looking after the irrigation of their wheat and visited in the home of E. Ward. Mr. and Mrs. Fred Moreman and daughters attended church in Hereford Sunday. Robert Veigle, Wesley Higgins, Bill Hutson and G. T. Higgins attended the football game at Lubbock Friday.

Daniel News

PAULINE MOORE There was a good crowd at church Sunday conducted by Pastor Lee Perry of Plainview. We welcome all the visitors and cordially invite them to return each Sunday to our services. Mrs. Clarence McBroom spent from Tuesday until Thursday in Altus, Okla., where she attended the funeral of her uncle, Mr. Ware. Ervin Shugart and family were in Amarillo Saturday. Miss Ora West, teacher in Daniel School, and Miss Theda Perry, daughter of Rev. Lee Perry, were visitors in the community Sunday. Miss Frances Gill, with the

COURTHOUSE RECORDS

Warranty Deed J. E. Blakemore, et ux, to L. L. Law and Lillie F. Law, S 1/2 of NW 1/4 of Section 47, Block K-3. O. P. Lambert, et ux, to Levi Miller, W 1/2 of the NE 1/4 of Section 13, T 2 N, R 1 E. Louie Miller, et ux, to O. P. Lambert, W 1/2 of SW 1/4 of Section 13, T 2 N, R 1 E. Hazel Huber Smith, to Ernestine Bippus N 1/2 of NW 1/4 of Section 18, T 5, R 2. Hazel Huber Smith to Tillie Drummond, S 1/2 of NW 1/4 of Section 18, T 5, R 2. Tillie B. Drummond to Ernestine Bippus, N 1/2 of NW 1/4 of Section 18, T 5, R 2.

QUICK RELIEF FROM Symptoms of Distress Arising from STOMACH ULCERS DUE TO EXCESS ACID Free Book Tells of Home Treatment that Most Help or it Will Cost You Nothing Over one million bottles of the WILKARD TREATMENT have been sold for relief of symptoms of distress arising from Stomach and Duodenal Ulcers due to Excess Acid—Poor Digestion, Sour or Upset Stomach, Gasiness, Heartburn, Sleeplessness, etc., due to Excess Acid. Sold on 15-day trial. Ask for "Wilkard's Message" which fully explains this treatment—free—CITY DRUG STORE Hereford, Texas

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SAY MERRY XMAS, with a gift from our big selection! We have a large selection of Popular Gifts in a big range of prices. SEE US TODAY for a Big Box of Christmas Candy... New, fresh Shipment here for the Holiday Season! The Chocolate Shop PHIL RADOVICH

Big Christmas Sale! This week starts our BIG CHRISTMAS SALE! Every hat a Bargain! We are closing out all \$2.25 Tams at \$1.00. All \$1.00 Tams at 50c and 35c. All \$1.00 Skull Cap Calottes and Toboggans going at 35c. A good line of colors. Every hat on Sale—Starting Friday. COME IN — LOOK THEM OVER! Vogele Millinery Parlor

Santa Fe HOLIDAY EXCURSION LOW ROUND-TRIP COACH FARES TO ALL POINTS IN TEXAS AND LOUISIANA One and one-third of the one-way coach fare for the round trip—approximately 1-1.3 cents per mile. Tickets on Sale December 19 to Texas destinations only, and on December 20, 21, 22, 23, and 24 to all points in Texas and Louisiana. Limit January 8, 1940. For complete details Call— J. E. BEYER Agent, Hereford, Texas or Write— ELMER B. JOHNSON General Passenger Agent Amarillo, Texas

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"Chevrolet's FIRST Again!" Only Chevrolet has this EXCLUSIVE VACUUM-POWER SHIFT! Why shift for yourself? Why do it the hard way? Chevrolet's Exclusive Vacuum-Power Shift is controlled from the steering column by an extra-short lever—its seat right under the rim of the steering wheel. The only effort required of the driver is to move the lever; the vacuum cylinder supplies the effort required to move the gears. 80% AUTOMATIC — ONLY 20% DRIVER EFFORT! All steering column gearshifts look more or less alike... But only Chevrolet's New Exclusive Vacuum-Power Shift acts for itself when you touch the lever... Only this one advanced steering column gearshift is 80% automatic in operation! You see, Chevrolet's New Exclusive Vacuum-Power Shift has a hidden power cylinder. And this power cylinder goes into action the instant you start to shift gears. It does 80% of the work for you instead of letting you push and tug and do all the work yourself! You want the newest and best—the best in driving and riding ease, the best in styling and road-action—and on all these counts "Chevrolet's FIRST Again!" Chevrolet's are Shipped to Dealers— NOT DRIVEN OVERLAND! EYE IT... TRY IT... BUY IT! The 1940 Chevrolet gives higher quality at low cost... Low Prices... Low Operating Costs... Low Upkeep. No other motor car can match its all-round value. BRUMLEY-WOODFORD MOTOR CO. HEREFORD, TEXAS

Getting on is Largely a Matter of Getting Up each time you are Knocked Down!

The Whiteface Round-Up

This Page Edited
HEREFORD HIGH
SCHOOL STUDENTS

"The Boy's Place In The Church" Was Subject At Hi-Y Meet

The Boys Hi-Y met in the music room Tuesday night, December 4. The program was opened with sentence prayers by the club. The subject for discussion was "The Boy's Place In The Church." R. L. Dowell asked some questions concerning the boys' place in the church and the boys gave their opinion. The absent members were F. L. Lucas, Larry Trimble and Bartley Dowell.



STAFF

Miss Robbie Foster Sponsor
George McLean Editor-in-Chief
Nell Spradley Asst. Editor
Katherine Henderson Business Manager

REPORTERS

Pollyanna Crawford, Vivian Olson, Bernadine Phillips, Billie Self, Paul Lyons, F. L. Lucas, Katherine Danforth, Madonna Morrison, Dorothy Banner, Louise Cress, Mary Ellen Henslee, Myron Morgan, Rena Rae Renfro, Janelle Potter, Mary Sue Whitaker, Mary Nix, Elmore Nunn, Ann Cockrell, Helen Frances Street

TYPIST

Pauline Parker
Central School Reporters
Naomi Brumley and Lonidene Martin

Worthy Use Of Leisure Time

Each morning he came into class ten minutes before the bell rang. He would spend this ten minutes talking and "loafing," while other students were trying to work. He usually was with-out his lessons, but he was sure that he didn't have time to get them.

We could all benefit from this illustration. By utilizing those ten minutes each morning, he could have found a surprising amount of time in which to work. Just ten minutes each day, for six days, amounts to one hour. One hour provides ample time to accomplish many things which we should do. Be wise! Utilize spare time worthily.

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MASONIC BULLETIN
Hereford Lodge 642
Stated meeting second Monday in each month. School of instruction each Thursday night.
F. M. Kester, W. M.
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Mothers Honor Pep Club With Annual Banquet

The Pep Club girls and their guests were royally entertained Friday night, December 8, at the First Baptist Church. In addition to the sponsors, Miss Neville Wrenn, Miss Robbie Foster, and Miss Lois McCaslin, and the girls' dates, these guests were present: Mr. and Mrs. Knox Kinard, Mr. and Mrs. G. M. Hudson, Miss Decima Ramey, and Miss Irene Crawford.

The menu consisted of: ham loaf and gravy, mashed potatoes, peas, cranberry salad, Christmas apples, rolls, cherry pie, and a beverage.

Dorothy Banner, toastmistress, asked Mr. Knox Kinard to give the invocation. Toasts proposed by Dorothy Banner, Billie Self, Vivian Olson, Margaret Higgins, Henry Ford and Miss Wrenn were drunk by the group. The group then joined in singing "Jingle Bells." Bernadine Phillips gave a Christmas reading. A trio consisting of Lois Standifer, Wanda Jean Reed, and Edith Standifer, accompanied by Miss Robbie Foster, sang "The Santa Claus Express" and "Santa Claus Is Comin' To Town." On the second chorus of the latter, the group joined. Minnie Dea Smith read letters which had been written to Santa Claus, and then a Christmas "request" song was sung by Phyllis Gene Radovich, Glenn Smith, Mary Lookinsell, Larry Trimble, Dorothy, Nelle Trimble, Orvella Hill, and Wesley Guthrie. Santa Claus passing out candy kisses to all himself appeared, and then he distributed the gifts to everyone.

Orvella Hill presented lovely gifts from the Pep Club to Miss Neville Wrenn, Miss Lois McCaslin, and Miss Robbie Foster. Then the group sang "Silent Night" to close the program. A beautiful large Christmas tree predominated the decorations. The table was lined with mistletoe, brought from San Antonio by Miss Wrenn, and clever placards marked the places.

COURTESY THROUGH THE AGES

By PAUL LYONS
Does courtesy prevail throughout the years? Well, here's what a teacher told me: "A teacher asked a question which was not understood and different students said:
Freshman: "Will you repeat that again please mam?"
Sophomore: "Will you repeat that?"
Junior: "What was that?"
Senior: "Huh?"

Teachers, Office Force See Demonstration

A new memograph machine was demonstrated to the commercial teachers and the office assistants last Friday morning. Those attending the demonstration were: Pollyanna Crawford, Mary Beth Hicks, Nell Spradley, Ann Cockrell, Vivian Olson, Miss Decima Ramey and Miss Robbie Foster.

Armadillo Inspired To Read RAIDS BOOK CASE

J. B. Cocanougher was kind enough to bring the armadillo which he captured in his pasture to the High School for inspection by Miss Neville Wrenn's science classes.

Miss Wrenn said that the armadillo, edentates mammal which means it is a mammal which does not have teeth. The armadillo has plates instead of teeth. Another interesting thing about the armadillo is that it can curl up inside of its armored plates for protection. The animal eats more fleshy roots than anything else. Miss Wrenn also said that the armadillo must have escaped from someone because this country is not its normal habitat.

The armadillo died because there was nothing in this country that it could eat satisfactorily. Miss Wrenn stated that during its stay at school it escaped from its cage and took refuge in the book case. It seemed that the armadillo was more afraid of the students than was to be expected, as it is a vicious-looking animal.

Homemaking News

Home Ec Classes Give Dinners In Accordance With Class Projects

The Homemaking classes gave four dinners recently to practice what they have been taught in class.

Hosts for the dinners were selected from the Boys Social Problems Class. They were: Buddy Cawthorne, R. L. Dowell, Duane Balze, Hostesses were Nancy Olson, Matilda Williams, Jean France, and Louise Homer. Girls who assisted in preparing and serving the food were: Lavon Balze, Dorothy Banner, Olivia Benson, Gloria Cress, Kate Cress, Marion Kuper, Mondelen Miles, Marthalea Montfort, Claudine Newman, Opal Price, Georgia Mae Reeves, Selita Robinson, Melba Sawyer. Guests at the dinners were: Miss Lois McCaslin, Miss Robbie Foster and Miss Sadye Rigler.

CORRECTION: In the fourth grade low honor roll announced last week, Billy Lewis Bradley was erroneously listed as Jewel Lewis Brady.

Senior Mothers Plan Christmas Party For Class, December 15th

A party at last! Mrs. H. A. Burk, reporting on the work of the Christmas party committee, stated in Senior Class meeting, Wednesday, December 6, that the Seniors are to have a party December 15. The clubhouse was voted the best place for the party.

The student council reporter, Ann Cockrell, announced that the Council is to buy a radio for the school in the near future.

The most important quail and dove feed in Texas is the seed of the dove weed of which there are about 15 varieties in the State

Gray foxes, formerly rarely observed except at night, are now frequently seen crossing Texas roads, Game Department biologists report.

Teachers Make Report On San Antonio Trip At Teachers' Meeting

The teachers of High School and Central School met December 6, for their regular Deaf Smith County Teachers Association Meeting.

The meeting was begun by several musical numbers sponsored by Miss Thelma McMinn; Lavone Lindsey and Patsy Ruth Sanders sang, and Wanda Lee Terry played the accordion.

Most of the time was devoted to reports by the teachers who went to the State Teachers Convention at San Antonio, Texas. These teachers were: Mr. Knox Kinard, superintendent; Miss Irene Crawford, Miss Neville Wrenn, and Miss Lois McCaslin. Mr. Glenn Allison, is president of the Association.

Seventh Grades Begin Decorating For The Arrival of Dear Santa

The two seventh grade rooms began the decoration of their rooms for Christmas.

Miss Frances Fullingim's room is decorated with pictures of Santa Claus on the window shades and Christmas cards on the bulletin board.

The desk is decorated with holly and the room is bordered with red, green, and twisted varigated rope.

The students assisting were: Gertrude Worley, Katherine Acker, Mary Ruth Russel, Christine Smith, La Nell Palmer, Gene Taylor, and Lloyd Olson.

Mr. Oldham's room is decorated with holly, rope, and tinsel. Those helping in the decorating were: Dora Mae Hogans, Norma Harmon, L. A. McBrayer, and James Green.

GUESS WHO?

Sex girl
Hobby reading
Boy friend Jimmy Easley
Age 9
Grade 4B
Location of home near Central Brothers or sisters none
Hair Golden-red curls
Eyes blue
Last week's "Guess Who" was Marcella Blue.

Tom McCollum's Entertain Faculty Members In Home

Mr. and Mrs. Tom McCollum entertained guests in their home December 13. The guests enjoyed playing bridge and other games.

Those present at the party were the newest teachers in the school faculty. They were: Mr. Glenn Allison, Mr. Vance Stallcup, Mr. Ney Oldham, Miss Robbie Foster, Miss Lois McCaslin, Miss Jen S. Terhune, Miss Decima Ramey, Mr. and Mrs. John Willoughby and Mr. and Mrs. G. M. Hudson.

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Bring in Your Livestock!
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American Legion To Sponsor A Boys' Cub Pack

A survey has been made in Central School among the boys nine, ten, and eleven years of age concerning the organization of a Cub Pack in Hereford. About fifty boys signified their desire to become members of such an organization, and the parents of most of them have expressed their willingness and desire to cooperate in the movement. The Pack is to be organized after the Christmas Holidays under the sponsorship of the American Legion.

Cubbing is the program for younger boys nine, ten, and eleven years of age. Cubbing provides an attractive character building plan of leisure time activities to the boy in his natural home and neighborhood surroundings.

Cubs meet after school each week in the back yard or home of a mother who is known as the Den Mother. This group of Cubs is known as a Den. There is a Den in each neighborhood. One night each month all the Dens meet together in a central meeting place designated to the monthly meeting of the Pack.

Each Cub learns and passes tests at home with the help of his parents. This is an answer to the question of parents as to what kind of activities they can use for something that they can do together with their sons.

Three meetings will be held after the Christmas Holidays so that the boys and their parents may learn about the program. These will be conducted by a member of the Llano Etacado Boy Scout Council, and the Pack will be officially organized during these meetings.

Confidentially Yours



Boy howdy! I've been playing in my neighbor's back yard and I have really got some junk, and stuff, and goo to tell you. I just can't wait to let you in on it. If you were to ask Shirley Thomas, Helen Oglesby and Alene Cocker where they were on a certain night not long ago, they would probably tell in the show, but R. L. Dowell, Paul Lyons, Bob Gilliland, and Myron

Seventh Grade Draws Names For Presents; Buys Christmas Tree

Billie Zoe Smith, president, called the seventh grade to order for a very important meeting last Wednesday. The seventh grade decided that they would have a Christmas tree in which everyone would exchange names in, order to give each other presents. Of course a price limit was placed upon the gifts to be bought.

The tree is to be bought and decorated with money taken from the class dues. President, Billie Zoe Smith, appointed Elmore Nunn, Gertrude Worley, LeNelle Palmer, Christine Smith, Mary Ruth Russell, and Kathryn Acker as a committee to buy and decorate the tree.

Senior Personalities

In this column, from week to week, you will find a short biography of members of the Senior Class.

Monica Albracht
Monica Albracht, the brunette with beautiful eyes, is an important member of the Senior Class. In '38 and '39 she was football queen of this class. Monica is noted for her neatness. She also likes to dance.

Jeff Burk
Jeff Burk has not been with the Senior Class all of the years. He moved to Hereford when a Junior. During the Junior year he was vice-president of the class. He was assistant manager of the football team this year. Jeff likes history and mathematics. Jeff is noted for his enthusiasm.

Morgan happen to know better. But what I can't figure out is where they were to find Shirley and Helen. Can't things get messed up?

Betty Jo and Geraldine Kendall, Dorothy Banner, and Louise Lance have been camping on Billie Louise Crawford's trail, trying to find out who the three boys in the yellow shirts were who were here Sunday, but she won't talk. Oh, B. L. C. don't be so tight.

F. L. Lucas has a new crush as usual. This time it is Lavon Balze. Imagine that.

Whee! I just saw Billy Miller carry Dorothy Graves' books up the stairs, I smell a rat.

Well, it looks like Billye Self's wish-came true. At least, J. P. Jones took her to the banquet. Here's what I can't figure out. Why did Monty Montfort, Jack

"Scientific Effect of Tobacco and Alcohol" Discussed at Hi-Y

"The Scientific Effect of Tobacco and Alcohol" was the subject of discussion for the Girls' Hi-Y Tuesday evening in the high school auditorium.

Bernadine Phillips, program chairman, played the piano as the girls sang, "Living for Jesus;" she then led in prayer. Ann Cockrell spoke on "The Scientific Effect of Tobacco on Youth." The group sang "My Creed," accompanied by Miss Phillips. Orvella Hill spoke on "The Scientific Effect of Alcohol on Youth." In her talk she related the story shown in a movie a week ago entitled, "Crime and Alcohol." A round-table discussion followed in which each girl gave her opinion of alcohol and tobacco. The girls repeated the Hi-Y benediction.

News Flashes

Anthony Hoffman is ill with pneumonia. He has had it twice before this.

Aubyn Earl Hodges is going around with his arm in a sling because he was kicked by a calf.

Marcilla Koelzer was doing a bit of fancy tumbling in Physical Education when she fell on her eye. The result was a black eye.

Mr. James Aiken, Jr., Presbyterian Minister, gave a talk at the Central School last week.

The F. F. A. party had a bad influence on Evelyn Smith, she was ill the next day as a result.

The library has two new file cabinets.

Boydston, Pauline Parker, Clifford Estes, Henry Ford, and Minnie Dea Smith have such a good time after the banquet Friday night?

George McLean is really in a tallsip. Edith Jackson is coming home. Well, you can't blame him.

Why doesn't someone have John Douglas Pitman say "Mary Had a Little Lamb" to them. IT'S amazing.

You know that letter that was referred to last week. Well, it was just an invitation to the banquet, dog-gone-it.

Well, it must be time for all good snoopers to shut up, so I, of course, will. Same time, same column—next week will carry further news along this line, so be on the look-out for nice bits of juicy news.

Confidentially yours,
THE SNOOPER

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Your are invited to come and discuss your financial needs and problems with officers of this bank.

You will find they are men of large experience, of far-sighted judgement. They are authorities in every day financial needs and budget requirements of individuals and business.

Equally important, they are men of unusual friendliness and their earnest desire to serve you will make it profitable for you to discuss your financial business program with them.

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Member F. D. I. C.

FIRST STATE BANK

Christmas Sends Retail Trade To Ten-Year High

Texas' retail merchants this year will have their busiest Yuletide season since 1929, with Christmas sales mounting to an estimated \$93,987,000, the National Consumers Tax Commission predicted today.

Not since the booming 1920s have the prospects of a free-spending holiday shopping spurge been so optimistic, Mrs. Melville Mucklestone, leader of the commission's drive against "consumer-penalizing" taxes, stated in the business survey report. "Throughout the country reports from business—from large industries to the small storekeeper—point to the heaviest holiday trade in 10 years," Mrs. Mucklestone added. "The buying spree, following the trend of recent months, probably will carry the year's retail sales total to \$37,916,000,000 for the nation, an increase of more than seven per cent over last year."

The increased Texas trade, the NCTC report said, will mean added seasonal employment, heavier employe bonus checks and improved dividends. However, less cheering is the fact that an estimated \$14,380,011 of sales in the state will go to pay taxes which producer, manufacturer, shipper, and distributor, of necessity, pass on indirectly to Christmas shoppers in the price of their purchases.

The NCTC's crusade against hidden taxes is headed in this state by Mrs. Volney W. Taylor, of Brownville, national committee member and leader of Texas' 810 local tax study groups.

Tech Professor Is Absent Minded Champion

Lubbock, Tex.—The champion absent minded professor of the United States is the claim for Dr. Oscar A. Kinchen, professor of history at Texas Technological College. Minor evidence of absent mindedness such as failing to meet dinner engagements, forgetting to go to his classes, and delivering the same lecture two days in succession are conceded by Kinchen's friends as not being worthy of consideration.

Being a bachelor he forages around the various campus eating places. He often eats two breakfasts and maybe forgets to eat lunch. He bought a cigar recently, gave it to the clerk, picked up the box of cigars and walked out. A prominent club woman engaged him to deliver a lecture, took him to the hall in her car, and introduced him. After the lecture she congratulated him, "And now, who are you?" he inquired.

He never owned or drove an automobile until recently. He soon had to purchase a new set of tires but he never called for them. One day he drove to Amarillo, 120 miles away. After looking about town a bit he left his car parked and came back to Lubbock on the bus. When he went back on the bus to get his car he purchased a round trip ticket.

A few summers ago Dr. Kinchen worked on a farm and was put to running a tractor. Pondering some philosophical subject he was oblivious to his surroundings until his tractor ran up on the back porch of a farm house. He was five miles from home and had plowed across six farms. He called on a young woman friend last winter. The conversation was interesting. Much coffee was consumed. At long last the young lady said: "Well, it's time to go to breakfast."

Dr. Kinchen could write a history from memory of nearly any country or period. His classes are large and he is popular as a lecturer—when he doesn't forget to appear.

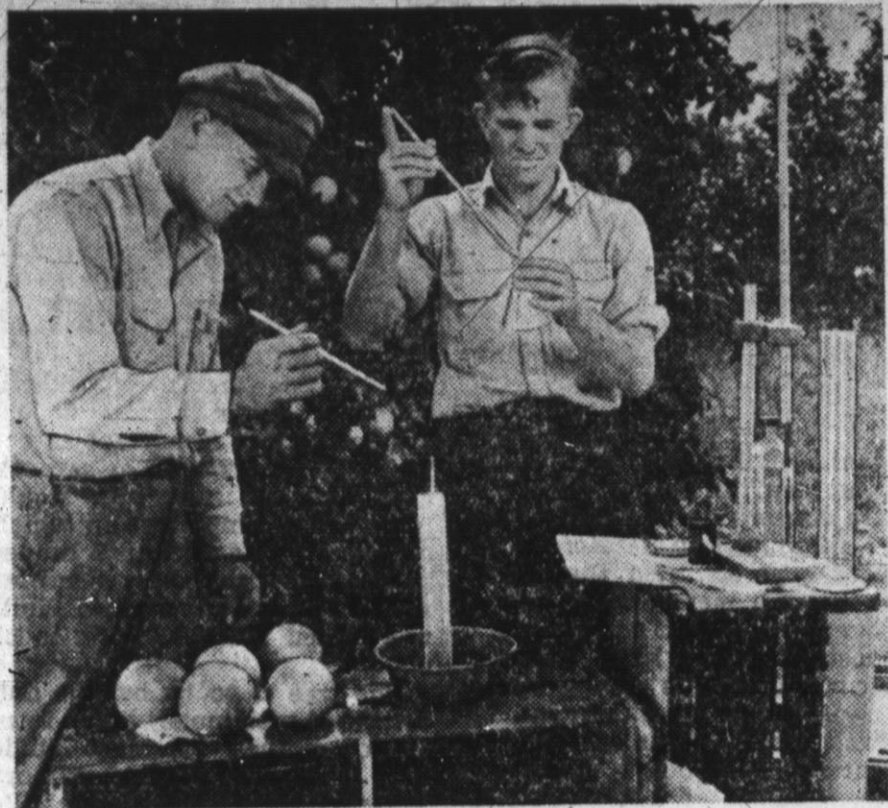
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CREOMULSION
for Coughs, Chest Colds, Bronchitis

Is It Old Enough?—That's the Question



State inspectors make an outdoor examination of Florida grapefruit to see if it meets all requirements. Under strict maturity regulations, no fruit can be shipped from the state if it falls below maturity standards. As soon as the inspectors are finished, and the fruit approved, pickers can go to work.

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Speaker Urges Vocational Training In Lower Schools at Federation Meet

Urging concentration on the lower schools with added vocational training Deputy State School Supt. W. T. Lofland of Canyon, commended the Texas school system in an address made to club women of the county at the second quarterly county Federation of Women's Clubs meet held at the Christian Church here Friday.

The speaker built his talk around the following quotation from George Washington, "Promote then those things for the general diffusion of knowledge, for as government gives force to public opinion, to that extent must we enlighten the public." He told of the progress being made toward this aim and quoted census reports showing that one fourth of the adult population of the South are illiterate, that only one fourth of the rural school children of the South graduate from the seventh grade and that less than ten per cent finish college. Mr. Lofland said that Texas has 1000 affiliated high schools with widely extended curricula which are allowing more and more for individual differences.

During the luncheon which preceded Mr. Lofland's address, Mrs. E. W. Harrison presided and introduced members of the High School Glee Club who entertained with popular song numbers. Those taking part in the songs were Jean France, Dorothy Nell Trimble, Orvelia Hill, Rachel Ireland, Bernadine Phillips and Wanda Jean Reed with

Troyce Stambaugh at the piano. The luncheon tables were decorated with yule candles and autumn leaves.

Others taking part on the afternoon's program were Mrs. A. O. Thompson and Mrs. Troy Carmichael who sang "The Old Refrain" with Mrs. J. C. McCracken accompanying, and Mrs. Homer Brumley who gave a comprehensive report of the State Federation of Women's Clubs convention held recently in Wichita Falls. Mrs. Brumley used pictures in the "Federation News" as she introduced personalities of the convention program.

Special guests included Supt. of schools, Knox Kihard, Mrs. W. T. Lofland of Canyon, Mrs. J. M. Simpson of Amarillo, Mrs. J. Field Matthews, W. P. A. official and Miss Frances Chambers of Canyon.

Hostess clubs were L. A. E. Club, Pioneer Study Club and Child Study Club. Mrs. E. W. Harrison, chairman of the education department, and Mrs. Knox Kihard, chairman of the welfare department, were in charge of the program.

Surprise Luncheon Given On Birthday

Mrs. Bonnie Brumley was the honoree last week at a surprise birthday party given by friends who arrived at noon with covered dishes for an informal luncheon. Birthday gifts were presented and conversation enjoyable.

Interesting Talks Are Presented For Bay View Club

The last of a series of programs dealing with our northern neighbor, Canada, including the history and development, was presented at the Bay View Club meeting held Thursday afternoon in the club rooms at the courthouse.

In discussing "The New World Power," Mrs. Bob Wilson, stressed the development problems of the Dominion of Canada mentioning the lack of unity within her borders, economic conditions, and the lack of cultural progress. She brought out the thought that the political destinies of the United States and Canada lie far apart but close cultural and social relations exist. Unity of ideas, of interests and understanding has brought about a spirit of international good will.

Mrs. J. W. Spradley, told of the life of Dr. Wilfred Grenfell, a great Canadian citizen and his work. She described Dr. Grenfell as a man who sought to heal the soul as well as the body, the man who put Labrador on the map, the doctor with the largest practice in the world, for his practice covered Labrador and Newfoundland, and whose motto was "I Can If I Will." She said his definition of education was "Education is to lead you out of yourself, so that you can be of service to others and to the world, so that you may justify its expense and your intrusion on the planet."

During the business session plans for the Christmas party were announced by the social committee. The party will be in the form of an honor affair when members of the Junior Bay View Club will be honor guests. The date for the party is December 14, "Canada on the Screen" will be a feature of entertainment and Mrs. Colby Conkright will be official hostess.

Members present were Mesdames Knox Kihard, Paul Mathers, C. F. Moore, A. M. Jones, G. A. F. Parker, J. W. Spradley, Clara McLean, H. L. Broadwell, D. H. Alexander, H. G. Conkright, John Olson, J. W. Kirby, E. W. Harrison, J. P. Slaton, R. P. Conaway, J. B. Staker, Colby Conkright, C. R. Barber, and Bob Wilson.

Those present were Mesdames Burl France, E. J. Reynolds, Elmer Patterson, W. A. Knox, Bill Knox, Chas. Felts, S. B. Wilker, E. Ramey, L. E. Smith, Richard Fly and Marvin Knox, of Amarillo, the honoree and her family.

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Marriage Date Is Revealed At Gift Party

The engagement and approaching marriage date of Miss Anna Jo Owen and Mr. Gerald Wilson of Amarillo was revealed at an informal gift party given by Mesdames W. O. Watkins, Mark Link and Harold Jones of Amarillo at the Watkins home last week.

Suggestive of Mr. Wilson's employment with the Coca-Cola Co., a miniature dispenser centered the dining table where gifts were displayed.

Refreshments carried out a yellow and white theme with tiny cellophane bags of rice tied with yellow as plate favors. The wedding date was revealed on small yellow hearts bearing the inscription "Anna Jo and Gerald—December 24."

Those present were Mesdames Owen Stagner, G. P. Owen, Malcolm Cassels, Lee Renfro, E. B. Moseley, Marion Rutter, Clarence Strange, Keyes Medlin, Misses Nelda Clayton, Molly Jo Roberson and the honoree.

Those sending gifts were Mrs. Homer Brumley, Mrs. Montfort, Jerry Medlin and Marthalee Montfort.

Ann Bateman Celebrates Tenth Birthday

Mrs. A. R. Bateman entertained with a theatre party Tuesday afternoon to honor her daughter, Ann, on her tenth birthday.

The group met at the Bateman home and went from there to the theatre and after the show refreshments were served and gifts presented to the honoree at her home.

A feature of interest was the large white birthday cake topped with ten white candles in yellow holders.

Those enjoying the birthday celebration with Ann were Mary Estell LeGrand, LaNelle Oakes, Marian Borden, Betty Frances Miller, Betty Jane Robinson, Jeanine Singletery, Helen Ann Pittman, Norma Jean McCullough, Virginia Lyons, Louise Young, Cecelia Guseman, Audrey Faye Duncan and the honoree.

Attend Annual Harvest Day Meet

Fourteen members of the Woman's Missionary Society of the Methodist Church of Hereford attended the annual Harvest Day meet held in Amarillo last

week. Representatives from 24 organizations in the Panhandle attended. Highlight for the Hereford group was the presentation of a life membership to Mrs. M. M. Beavers. The life membership was a gift from the local church to Mrs. Beavers in recognition of her faithful service during past years. An invitation was extended to the District Woman's Conference to hold the spring meeting in Hereford. Those making the trip included Mesdames A. C. Thompson, J. B. Jones, J. F. Ward, J. C. Cummings, H. H. Hawkins, E. J. Hudson, J. W. Dickerson, M. M. Beavers, Florence McClellan, T. C. Mathies, E. W. Harrison, G. A. F. Parker, D. H. Bryant and Frank Terrell.

NAMED AS PLEDGE
Selected from students who have the highest scholastic record in the social sciences at Mary Hardin-Baylor college, Mary Turrentine, daughter of Mrs. Al Werner, Hereford, was named as a pledge to Pi Gamma Mu, honorary social science fraternity, Prof. William T. Stanton, head of the social and political science department and sponsor of the fraternity, announced today. Miss Lucille Capt, head of the biology department, also a sponsor of Pi Gamma Mu.

The red mulberry, which is a very important wildlife food, is rapidly becoming depleted in Texas.

The Bank Is

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FATHER, in his business and personal affairs, uses this bank's facilities to safeguard his funds, to pay and collect accounts, and as a source of credit and business information.

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We invite you to use any or all of our facilities

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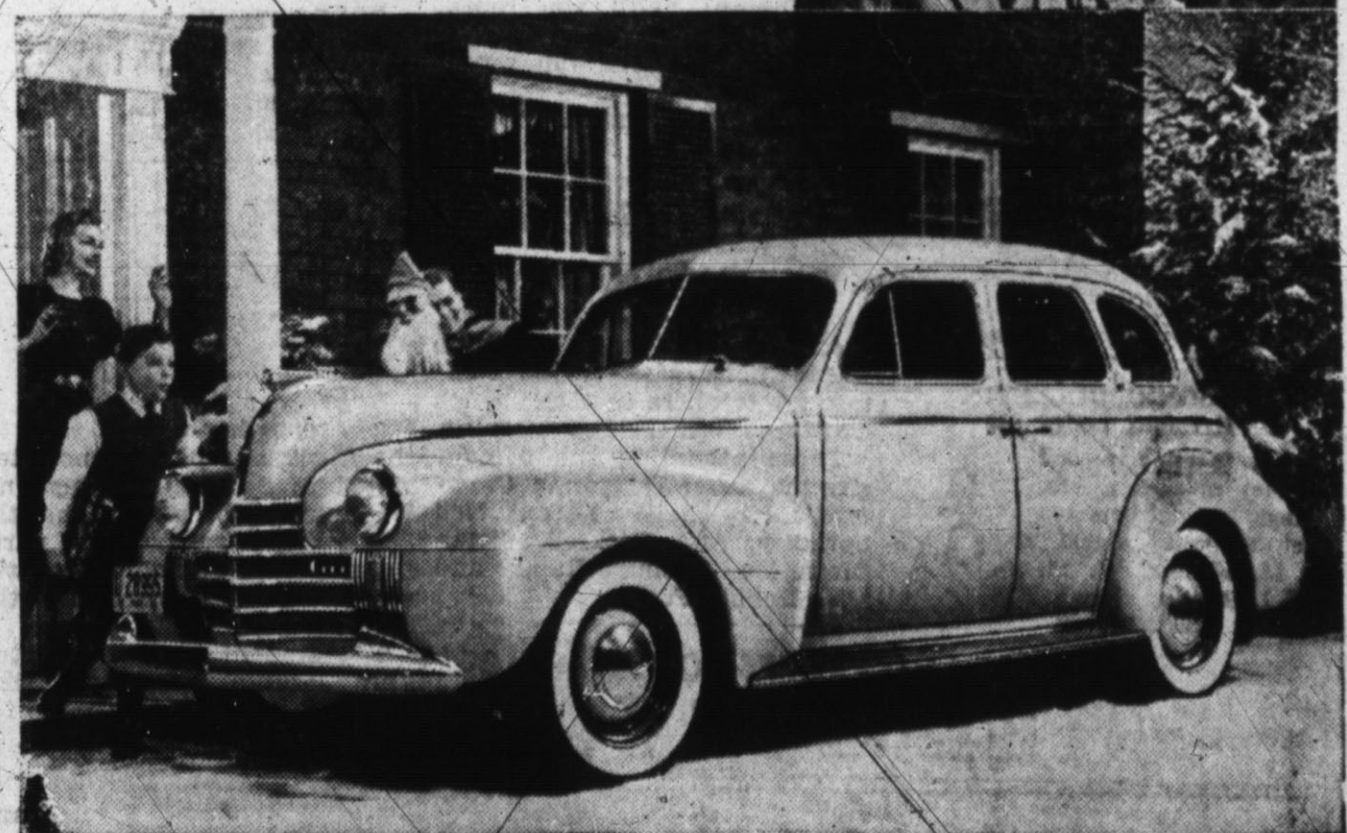
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EVERYBODY goes for Oldsmobile in a great big way! It's got the styling that people instinctively like. It's got the size and roominess that everyone really wants. It's got the power for such brilliant performance that owners are especially proud to drive it. And when it comes to new and modern features, Oldsmobile has everything—new Hi-Test Safety Plate Glass, new Sealed-Beam Safety Headlamps, plus-powered Econo-Master Engine and improved new Rhythmic Ride Chassis with modern, service-free Coil Springs all around. Come in, and you, too, will go for Olds—the low-priced, money-saving Olds Sixty, the long-favored, popular-priced Olds Seventy or the most glamorous car of the year, the Oldsmobile Custom 8 Cruiser!



BIGGER and BETTER in EVERYTHING

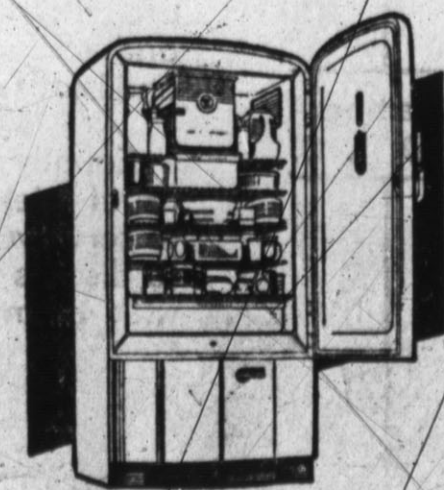
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PRICES FOR EVERYBODY—Coupe, \$807 and up. Sedan, \$853 and up. Delivered at Lansing, Mich. Car illustrated, the "Sixty" 4-door Touring Sedan, \$899. Prices include Safety Glass, Chrome Window Reveals, Bumpers, Spare Wheel, Tire and Tube, Dual Trunk Horns, 2 Windshield Wipers, Vacuum Booster Pump, 2 Sun Visors, White side-wall tires as shown. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. A GENERAL MOTORS VALUE.



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That is why more people are playing safe and are buying more Westinghouse refrigerators than ever before. Go easy on your Christmas budget and use our easy budget payments. Only 15c a day will buy a big 6 cu. ft. Westinghouse. It's a "natural" gift for the entire family.

Congressman Jones Gives Farm Views

(From speech of Congressman Marvin Jones, Chairman, House Committee on Agriculture, delivered at National Meeting American Farm Bureau Federation, Chicago, December 6th.)

The farm program has meant much to farmers and to the nation.

It should be improved and simplified in every practical way.

Suggestions:
1. Place emphasis on soil building crops and practices on a definite part of each farmer's acreage, leaving him as free as possible in plowing his crop on the remaining acreage.

2. Limit the amount to be paid to any one owner. The House has twice passed such a provision.

3. Assure the farmer his rightful share of the national income at least on that portion of his production which supplies the American market.

4. Use the quota system on imports. It is far more effective than any tariff and can be adjusted in such a way as to be fair to all concerned.

5. Continue and make permanent low interest rates.

6. Broaden the tenant home purchase act to encourage home ownership of family sized farms.

7. Expand the research program in the interest of new markets and new outlets.

8. Continue and enlarge the provision for rural electrification.

9. Correct freight rate discriminations.

10. The farm program has been of great value. No thinking American wants to abandon it.

Business Men's Class Elects New Officers

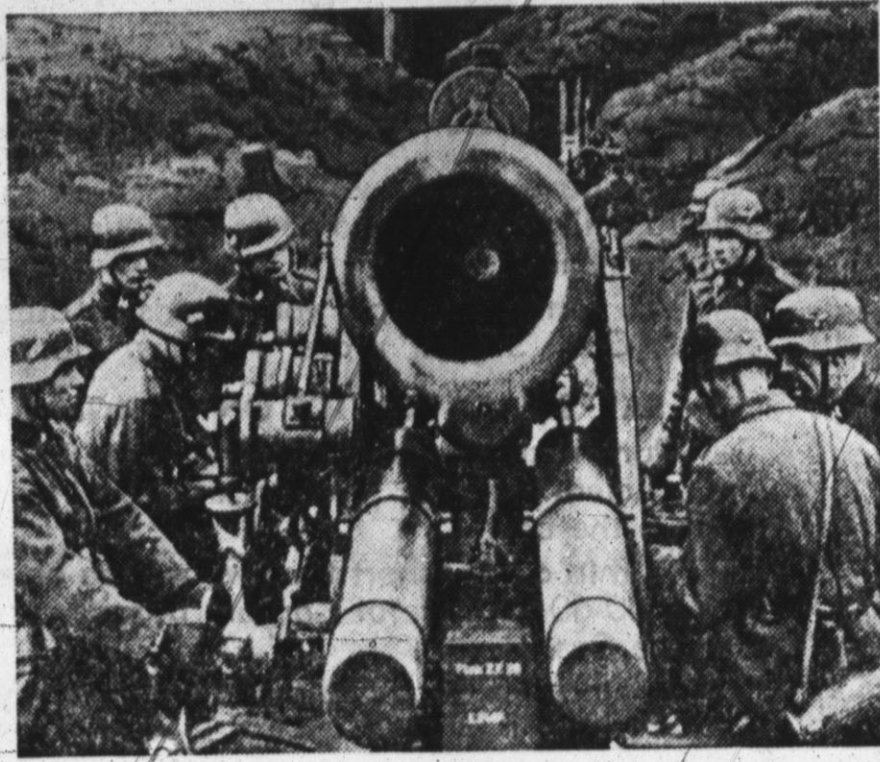
The Business Men's Class which meets at the Methodist Parsonage each Sunday Morning elected the following officers last Sunday: Knox Kinard, president; W. R. Scheihagen, vice-president; Henry Williamson, secretary-treasurer; and W. Jesse Stanford, teacher. John H. Patton, C. C. Acker and T. W. Alderson were on the Nominating Committee.

This class of about forty men have fine fellowship and an interesting lesson each Sunday, and invite all men who are not now attending Sunday School to come and enjoy this hour of worship and study together.

Plans are being discussed for more adequate meeting place, as the large living room at the parsonage some times is not large enough to accommodate all who want to attend.

Beaver, recently trapped in South Central Texas and released in Eastern Texas, show signs of becoming permanently established.

Germany's Big Guns Support Westwall



Being groomed by its crew is one of the heavy guns Germany has planted in various defense belts behind the Siegfried line to support a formidable string of fortresses. The gun, of unknown caliber, is in a pit dug out of a hillside. The guns are used to support the westwall, and not necessarily as a second line of defense.

Schools To Aid Crippled Kids Of Texas

GONZALES, Tex.—Texas million and a half school children are being asked to help build a warm-springs convalescent and rehabilitation center to aid in caring for the state's 20,000 little cripples. Construction on the first unit of the center, sponsored by the Gonzales Warm Springs Foundation, a non-profit, charitable organization is now underway.

State Superintendent L. A. Woods in a letter mailed to all county and city school superintendents asked the cooperation and support of all schools, requesting that each child donate ten cents toward construction of additional buildings and facilities on the Foundation's 40-acre location.

"The warm springs located near Gonzales, and known as the Gonzales Warm Springs, are a God-given instrumentality for the treatment of cripple children," Superintendent Woods stated, "and it is fitting that we as citizens use the Gonzales Warm Springs Foundation as a facility for the treatment of crippled children."

"The need is evident," he continued, "when it is considered that there are between fifteen and twenty thousand crippled children in Texas. I can conceive of no greater service that could be rendered to the children now attending our public schools than to teach them of their obligations under a representative democratic government, nor can I think of any more tangible manner in which the lesson could be taught, than by requesting of the contributions toward the support and maintenance of the Gonzales Warm Springs Foundation."

Insects destroy from one-fifth to one-tenth of all the crops planted in the United States.

COLDS Cause discomfort For quick relief from the misery of colds, take **666** Liquid-Tablets-Salve-Nose Drops

Friona News

MRS. H. L. SETTLE

The Junior Women's Club met on December 4 in the home of Mrs. Nelda Bragg with 21 members and two visitors present.

Those taking part on the program were Melba Miller, Nelda Bragg, Esther O'Rear, Jane Williams and Eufaula Ethridge. Subject for discussion was: "The Far West." Topics discussed were "The Oregon Trail," "The Acquisition of Oregon," "The Outpost of an Empire," "The Mexican Cession," and "The Mormon Kingdom." After the interesting program, refreshments were served to those present.

The Senior Class play, "Where's Grandma," was presented on the 7th and 8th in the grade school auditorium. All basketball games postponed due to this presentation, but will again resume as per schedule after this week. The tournament will be next week end, December 15 and 16.

As was stated last week, Friona is taking on the holiday spirit in decorations and window displays. A novel window display of

a Christmas tree in one local shop was that of a provincial "Tumble Weed" all decorated with tinsel and icicles, artificial snow, etc. The plains spirit is very well portrayed in this little tree. The tumbling tumble weed is not only popular as a song title but also serves as a small Christmas tree.

Mr. Parson of Brownwood, father of Mrs. L. M. Crow of Friona, died in the Brownwood hospital Monday, December 4 at 1:45 o'clock. He had been in bad health for a period of four years. Besides Mr. and Mrs. L. M. Crow, grandchildren from Friona who motored to Brownwood to attend his funeral were: Mr. and Mrs. Wilmont Crow, Clifford Crow, Mrs. C. P. Buske, Mrs. D. O. Roberson, Mrs. Roy Johnson, Mrs. W. H. Jones, Elmina, Daphne and Annie Sue Crow. Other relatives from Friona who went are: Mr. and Mrs. Everett Parson, and Truitt Parson.

Mr. and Mrs. Ossie Carter of Amarillo were the guests of Mr. and Mrs. C. P. Warren of Friona, December 12 and 13.

The Parent Teachers Association are planning to sponsor a clinic for the removal of bad tonsils of students of the local

schools for a medical fee. A survey is being made at the present time seeking the attitude of parents regarding this work. If possible a doctor will be engaged to Legion hall some time after the first of the year. The fees will be somewhat smaller than the regular fee charged, since the work is to be done under the auspices of the P. T. A. Those wish-

ing further information concerning this should get in touch with either Supt. Eddomsen, or Principal Ginn or Mrs. Attaway who is chairman of the committee of investigation.

East Texas is one of the few places in the United States where the eastern wild turkey is still found, the Texas Game Department reports.

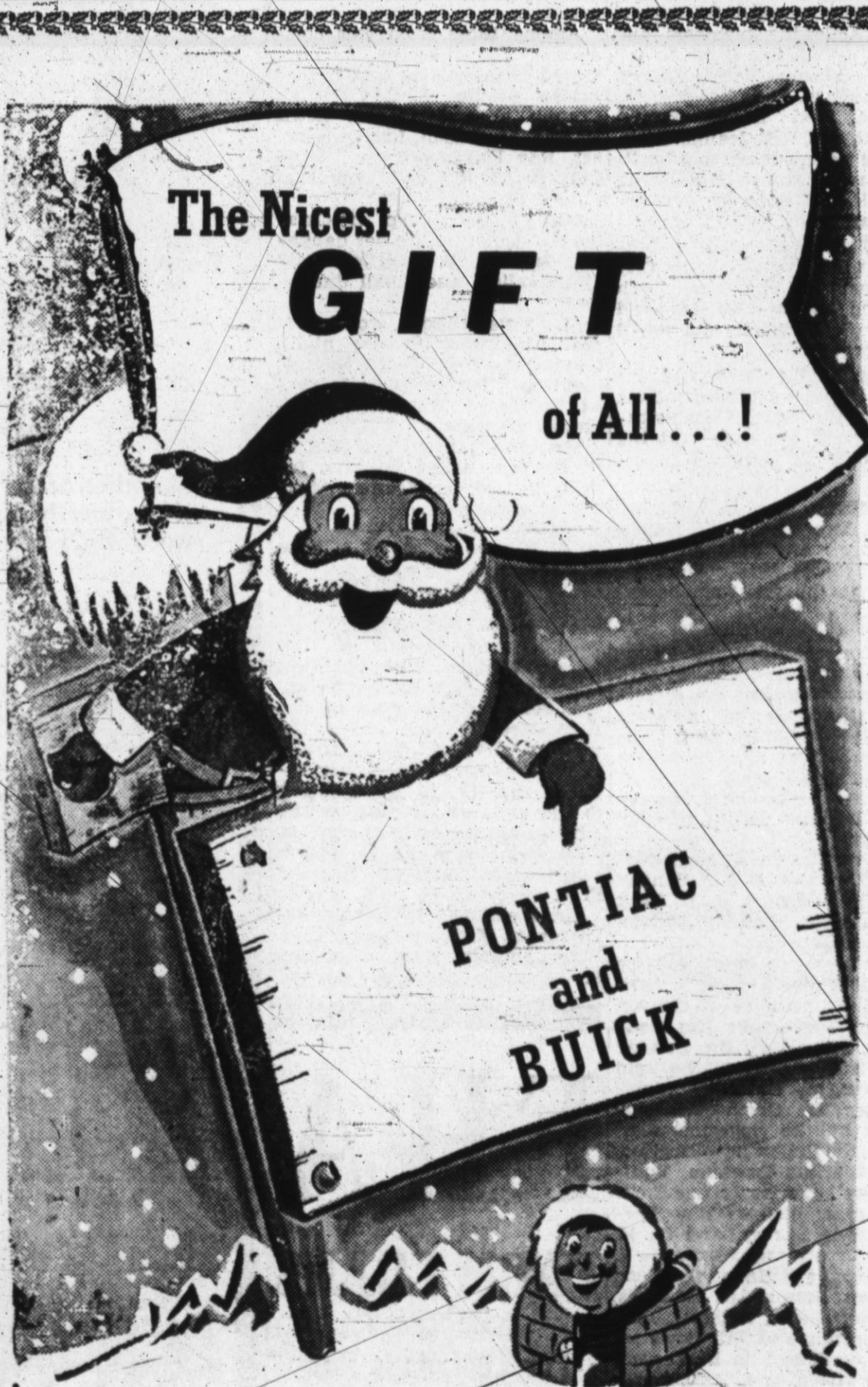
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SANTA SAYS,

why not give the whole family a real treat this Christmas? Why not surprise them with a New Buick or a New Pontiac?

Here's a gift that will bring pleasure to every person in the family, and one which will mean many months of comfort during the years to come.

Every day more and more people are talking about these two great cars... more and more people are deciding that these Comfortable, Efficient and Roomy cars are Cheaper in the long run.

If you haven't seen the new '40 Models we invite you to visit our showrooms and to inspect them carefully.

We Also Have a Nice Selection of Good Used Cars!

Due to the popularity of the New Buicks and Pontiacs, we have been doing lots of trading and we have several Good Used Cars on hand. Some of these cars are late Models and are in good shape. Come in and see them today. They, too, will make nice Christmas presents—and the Prices are Low, because we would like to move them before the First of the Year!

GMC TRUCKS in all Models and Sizes!

SAVES MORE GAS



15% TO 40% GAS SAVINGS

OUTPUTS ANY 1/2 TON!

We are Now Showing a complete line of GMC Trucks



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Have your house heating problem solved by using Natural Gas in modern heating equipment.

WEST TEXAS GAS CO.

Natural Gas—Your Quick, Clean, Economical Servant

NORTON MOTOR CO.

HEREFORD, TEXAS

Canned Fruits, Vegetables Add To Deaf Smith Pantries

Three rows of grapes produced 9 bushels of fruit this year in spite of seasonal adversities at the E. W. Womble ranch home. Mrs. Womble canned 80 quarts of grape products. She and Mrs. O. J. Grabbe canned 43 quarts of greens in one day.

One fruit other than citrus and tomatoes should be served daily. Mrs. N. S. McCraw canned two bushels peaches, two bushels grapes and one bushel apples besides 15 quarts tomatoes, 11 quarts squash and 20 quarts cucumbers.

Wild plums and grapes canned by Mrs. Gilbert Wynn made 75 quarts of juice and jelly. To that she added two bushels of peaches. Vegetables canned included 9 pint butterbeans, 10 pints English peas, besides string beans and cucumbers.

In her cutting bed Mrs. Wynn grew some shrubs for planting out in 1940. Out of 24 trees set out this year 18 lived, as did six clumps of bridalwreath, and much Iris. They have Buffalo grass located for moving to the lawn next spring.

Progressive News

IRA JEANNE RICKETTS

Mr. and Mrs. L. R. Richardson and family of Canyon and Mr. and Mrs. Dan Higgins, Jr., and family and Dan Higgins all of Daniel spent Sunday in the A. S. Higgins home.

Mr. and Mrs. Lewis Harvey and son, Homer, made a business trip to Happy Saturday.

Mrs. Edna Bowe and Mrs. Vera Witherspoon both of Hereford called in the Ray Hershey home Tuesday.

Mrs. C. P. Caldwell and daughter, Miss Eunice, spent Tuesday with their daughters and sisters and their families, Mesdames Jeff Roberson and Cecil Hodges in Hereford.

Mr. and Mrs. V. E. Dodson visited her sister, Mrs. H. V. Lee and Mr. Lee and his sister, Mrs. Frank Allen and family, both of Amarillo Saturday.

W. A. Ricketts of Hereford spent Sunday with his son and family, Mr. and Mrs. Ira Ricketts.

The entire community gathered at the school house Friday night to honor Mr. and Mrs. J. E. Blakemore and sons, Forbus and Jimmy, who will soon leave the community after having sold their farm recently. About seventy people of the community were present, and the gathering was sponsored by the Progressive Worker's Club. The evening was spent in playing forty-two and Star Checkers. Those present were Messers and Mesdames C. C. Bowman, Edgar Russell, Lewis Harvey and sons, Lynn Powelson and family, J. S. Maxfield, M. Wilson, Owen Neel, and Wayne C. V. Burgess and family, Ira Ricketts, V. E. Dodson, Troys Carmichael, Chas. Green and family, E. T. Brookes, George A. Martin, and Misses Wilma Higgins, Eunice Caldwell, Dora Lee Burgess, Ira Jeanne Ricketts, Augustine Gregory, Norma Lee Edwards, Lois and Dorothy Martin, Pearl Edwards and Billie Zoe Smith, and Mrs. Lucille Stewart and Messers F. D. Perkins, Raymond Douglas, Noel Howard, and Gordon Higgins, Bill Bowman, Glenn Ricketts, Millard and Jake Gregory, Jordan, Lonnie Pierce, Calvin and Orval Edwards, and W. C. Russell, and the honor guests. Refreshments of sandwiches, pickles, potato chips and hot chocolate were served by the hosts. The community will regret seeing the Blakemores' leave but wish for them success in their future work. No definite plans have been announced as yet by Mr. Blakemore. Mr. Jordan, who is to occupy the farm after their removal, is now staying with them and working. The community also wishes to welcome Mr. Jordan.

Harold Harvey and Jimmy Blakemore made a trip to Canyon Saturday with the FFA boys of the Hereford High School.

Mr. and Mrs. Lonny Drake of Dawn, Mrs. Elmer Zion of Amarillo and Mrs. Frank Tackett of near Dawn called in the home of Mr. and Mrs. Wilson Sunday afternoon.

Mrs. Ray Hershey spent Wednesday afternoon with her son, Mr. and Mrs. Arnold Hershey in Hereford.

The Progressive Worker's Club met Wednesday with Mrs. O. B. Russell in Hereford for a study of Italy. After a short business session and the program consisting of the following numbers: Geography of Italy—Mrs. Lewis Harvey, Life of Michael Angelo—Mrs. Owen Neel, and List of Celebrated Men—Mrs. E. T. Brookes, the hostess served refreshments to the following members and visitors: Mesdames Lynn Powelson, M. Wilson, Lewis Harvey, J. S. Maxfield, E. T. Brookes, Ira Ricketts, and Misses Eunice Caldwell, and Ira Jeanne Ricketts and visitors Mesdames Lucille Stewart, Clarence Botts, R. M. Cantrell, J. E. Cockrell, and Edgar Russell.

Mrs. T. S. Maxfield and daughter, Miss Sara, of Oklahoma City spent part of last week with their son and brother, Mr. and Mrs. J. S. Maxfield and small daughter.

Misses Lucille Park and Ira Jeanne Ricketts attended the tea given by the Home Demonstration Clubs of the county at the Club House in Hereford Saturday.

Mrs. Emzy May is with her mother, Mrs. Green, in Dallas. Mrs. Green has been quite ill. The people of this community hope that she will soon be recovered.

The Progressive Literary Society will meet Friday night, December 15, at 8 o'clock p. m., with the program under the direction of the following program committee: Mesdames V. E. Dodson, A. S. Higgins, and Owen Neel. Everyone is invited.

Mr. and Mrs. Lewis Harvey made a business trip to Amarillo Thursday.

Mrs. Pearl Boyer and sons, Cecil and LeRoy, took dinner Sunday with Mr. and Mrs. J. L. Park and attended Sunday School Sunday afternoon.

There were 43 in attendance at Sunday School Sunday when Rev. W. G. Williams of Canyon preached. Plans were also made at this time for the Sunday school tree which will be held this year on Saturday night, December 23. Committees appointed by the Superintendent include the following: Program, Misses Virginia Bowman, Eunice Caldwell and Ira Jeanne Ricketts; Treat, Messers Ray Hershey, Lewis Harvey, and H. M. Smith; Decorating, Mesdames V. E. Dodson, and Lynn Powelson and Miss Norma Lea Edwards, and tree; Glenn Ricketts, Calvin Edwards, and Bill Bowman.

Sunday School is held every Sunday afternoon at 2:30, everyone is urged to attend and visitors are always welcome. Next Sunday is Bill Boyer's regular Sunday to preach.

Mr. and Mrs. J. E. Blakemore visited his mother, Mrs. A. J. Blakemore, at the home of his sister, Mr. and Mrs. Ed Peacock near Dimmitt, Sunday. Mrs. Blakemore fell recently and in-

jured her leg. Although no bones were broken it has been quite painful. Mrs. Blakemore fell and broke her other leg a few years ago. Her many friends in this community hope she will soon be able to be up and about.

Mr. and Mrs. Bob Higgins of Ward called in the home of Mr. and Mrs. A. S. Higgins Sunday afternoon.

Mr. and Mrs. M. Wilson and Lucille Stewart and Mr. and Mrs. Lewis Harvey and sons, Harold and Homer, experienced quite a thrill Sunday morning when Mr. J. S. Maxfield took them for a ride in his airplane. They all expressed a desire for more.

Mrs. Edgar Russell spent Wednesday with her mother, Mrs. mother, Mrs. J. E. Cockrell in Hereford.

Mr. L. L. Law of Borger is here looking over his recently purchased farm. He is staying with Mr. and Mrs. J. E. Blakemore.

Mr. and Mrs. John Hacker of Hereford called on Mrs. Annie Diebel and Mr. and Mrs. C. R. Bowman Sunday afternoon.

Mr. and Mrs. H. M. Smith made a business trip to Amarillo Thursday.

Mr. and Mrs. Lynn Powelson are the proud owners of a new car.

Among those from this community who attended the Federated Club meeting in Hereford Friday at the First Christian Church were Mesdames Lewis Harvey, M. Wilson, Lucille Stewart, Ray Hershey, Lynn Powelson, E. T. Brookes, and Miss Eunice Caldwell.

Mrs. W. C. Allsup of Oklahoma City is visiting her daughter, Mrs. J. S. Maxfield and Mr. Maxfield and small daughter.

There was a good crowd present at Singing Sunday night. Singing is held every Sunday night at 7:30; everyone is urged to attend and visitors are always welcome.

Mrs. Annie Diebel and Mrs. C. C. Bowman called on Mrs. Ira Ricketts and Ira Jeanne, Monday afternoon.

Easter Items

MRS. CARL FRYE

Rev. Walker filled his first appointment here Sunday morning. Services were held at the H. B. Medley home and in the evening, services were at the E. M. Allen home. The church wishes to express its appreciation to Mr. Andrews for offering the school building for our services.

Mr. and Mrs. E. O. Dixon called on Mr. and Mrs. Harland Frye.

Mr. Slemmons is visiting relatives at Kirksville, Mo.

Rev. and Mrs. Walker and Mrs. E. M. Allen attended Harvest

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Day at Clarendon last week.

Mr. and Mrs. Fred Walton visited Sunday evening in the Carl Frye home.

Brittain Chambless was on the sick list the first part of the week.

Rev. and Mrs. Walker were dinner guests of Mr. and Mrs. Medley Sunday.

Mr. and Mrs. H. H. Frye and son and Mr. and Mrs. W. A. Epperson visited in the Carl Frye home Friday evening.

Mr. and Mrs. Carl Oldham visited Sunday afternoon with Mr. and Mrs. Jack Higgins.

Easter Missionary Society met with Mrs. Fred Walton Monday in an all day meeting in order to complete their book study for the year. A covered dish luncheon was served at noon.

Mr. and Mrs. Powell from West of Dimmitt, moved recently, to the Brannon place in this community.

Mrs. Carl Frye and Patty returned from Ft. Worth, Tex., where they spent Thanksgiving holidays with Louise and Mrs. Frye's sister, Mrs. Leota Squyers.

Rev. and Mrs. Walker were supper guests of Mr. and Mrs. Fred Walton Sunday.

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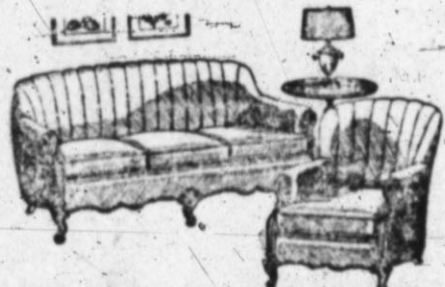
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Give Furniture and You're Sure of the Happiest Christmas Ever

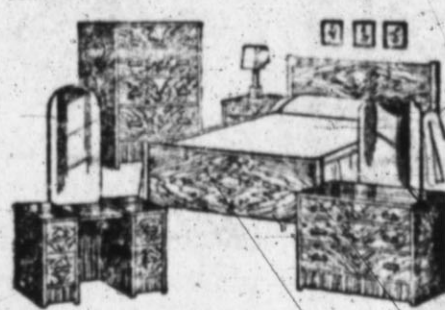
No other present can take the place of beautiful furniture to add loveliness to your home! And if the family pools the money usually spent on trifles, it is possible to give the home a really worthwhile present — easy terms available if desired.



We have unloaded several cars of new furniture during the past few weeks — and we are now showing one of the most complete and most modern furniture stocks to be found in the entire Panhandle. We invite you to visit our big store and to make your selections on our Easy Lay-Away Plan!



Our big stock of Chairs, including the popular, New Platform Rockers and big Overstuffed Lounging Chairs make Ideal Christmas Gifts, which are sure to be appreciated, and which will give lasting comfort down through the years.



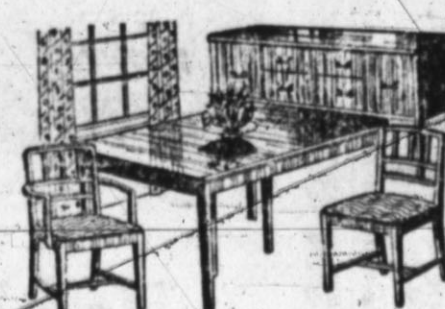
We are also showing a large selection of Coffee Tables, Magazine Racks and Odd Tables of all kinds. These attractive tables are sure to be appreciated as Christmas Gifts!



Every woman and girl is proud to own a Convenient, Usable Cedar Chest... and our new chests feature many improvements over old styles. Here's the perfect gift for Mother, Sister or Wife!

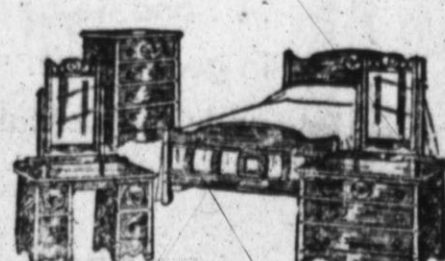


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