



# The Hereford Brand



Published Every Thursday

Our Slogan—"More People—More Farms"

33rd Year—Number 47.

The Hereford Brand, Hereford, Texas, Thursday, November 30, 1933.

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## FIX COUNTY COW QUOTA AT 44 HEAD

Deaf Smith county's quota of cows to be bought by the government has been set at 44 head, according to information received by Dewey Reed, emergency agriculture agent.

Mr. Reed has been instructed to secure cutter cows from stockmen and have them ready to deliver to Amarillo upon receiving notice. He has asked that stockmen having cutter cows get in touch with him.

Cattle will be purchased and paid for on a basis of Fort Worth prices. County agents will issue permits to original growers only and stockmen will deliver cows to slaughtering plants on designated dates.

A minimum of \$1.75 per hundred weight will be paid for cutter cows. No commission will be charged. Buyers reserve the right to reject any cows carrying insufficient flesh, crippled or diseased animals.

A minimum of 20,000 cows will be purchased in Texas for the state's relief needs. It is planned to have the program finished by January 15. Culling plants are being equipped at slaughtering centers, one of which will be at Amarillo, and cows will be immediately processed into canned products.

## Reduced Train Fares Effective December 1

Reduced passenger rates on railroads in Texas will become effective Friday, December 2. Reduction will be from the present rate of 35 cents per mile to approximately two cents. One-way tickets, chair car only, will be charged for at the rate of two cents.

First class transportation for two cents per mile will be available only on round trip tickets. One-way tickets on Pullmans will cost slightly more.

## Deer Hunters Bring Back Five Big Bucks

Hereford deer hunters finally brought home some game last week when a party of seven returned with five huge bucks.

In the gang were Jim Clark, Vera Witherspoon, Everett Kinsey, John and Johnnie Haberer, Frank Carl and Leonard Davis. They spent ten days in the Delaware mountains in Culberson county.

One of the bucks, a 12 pointer, weighed 161 pounds after being dressed. There was a nine-pointer and an 11 point buck in the collection.

## Public Sale Scheduled Tuesday at Davis Farm

The farm sale of Mrs. John B. Davis is scheduled for Tuesday, December 5, beginning at 1:30. The Davis farm is located a mile south and a quarter of a mile west of Summerfield.

Mrs. Davis will offer for sale a complete line of farming implements, horses, cattle, hogs about 300 White Langshan thoroughbred chickens, and not Lehighs, as mentioned in the sale bill. At private sale Mrs. Davis will sell 65 acres of extra good kafir corn in the shock and many other articles found about the farm too numerous to mention.

Saturday of this week, December 2, Auctioneer Ray Barber is conducting a public auction of horses and farm machinery at Friona on a lot adjoining Blackwell's hardware store. The sale will begin at 2:00 o'clock, and anyone desiring to see articles that are usually disposed of at a sale like this are requested to bring in the articles as soon as possible.

## N. M. Bartley Writes from Gooding Idaho

A letter from N. M. Bartley, former Hereford citizen was received by a member of the Brand force last week.

Mr. Bartley, formerly assistant cashier of the Western National Bank, with his two sons, are living in Gooding, Idaho. "The weather is much cooler than in the Panhandle of Texas, and employment is plentiful for the time being," Mr. Bartley stated.

He mentioned in his letter that his son, David, had made an attempt to return to Texas, but got only a far as Grand Junction, Colorado, where he decided that it would be better to return to Idaho and camp again under the parental roof.

## OVER 800 BIRDS TO BE SHOWN IN TRI-COUNTY POULTRY SHOW

More than 800 birds are expected to be shown at the Tri-County Poultry Show which opens here Thursday, December 7, and runs three days. There were 650 entered in last year's event.

Prominent poultrymen from all over the Panhandle have written officials they will exhibit flocks. These in addition to local birds are expected to swell the total to a new record.

The show will be the biggest in the Panhandle this year and the only one which will be conducted under American Poultry Association rules and with an accredited A. P. A. Judge.

W. C. Tallant of Oklahoma City will do the judging. He is to be here throughout the show and will give lectures each day on the selection, breeding, care and feeding of poultry. Poultry breeders are asked to get in touch with Mr. Tallant during the show for advice on individual problems.

Mr. Tallant has judged shows throughout the country and is one of the country's outstanding poultry authorities. He serves on the committee of revision of the Standard of Perfection, blue book of the A. P. A.

Information regarding the show, also premium lists and the like may be obtained from B. H. Hopkins at the high school, Jack Wright at the West Texas Feed and Seed Co., or N. C. Vogele at the Brand office.

P. B. Babbs of Castro county will show a string of White Orpingtons. Other exhibitors who will be on hand are Selden Warren of Friona with a string of Rhode Island Reds; Mike Wink of Amarillo, with Buff Orpingtons; Mrs. Oscar Hunt of Canyon, a prize winner in former years with Buff Orpingtons.

The West Texas Feed and Seed Company will feed all birds in the show, a custom the firm has followed for a number of years.

## WHITEFACES PLAY CLARENDON IN THANKSGIVING GRID BOUT

Another football game is on the schedule here for Hereford High's Whitefaces ring down the curtain on the 1933 season. They will meet the Broncos of Clarendon High school in that city on Thanksgiving Day.

Business Manager B. H. Hopkins said the game was arranged Tuesday. The team will leave bright and early Thursday morning for the scene of the tilt.

Clarendon's chief claim to fame is that the team defeated McLean's famed "Tigers"—touted as the best Class B outfit in Texas.

The Broncos, however, have taken one licking this year, and that at the hands of the Irish of Shamrock, who last week rode the Whitefaces in a bitter 7 to 0 struggle.

Hopkins said it was hoped enough could be realized from the game to buy sweaters for this year's letter men. The Hereford team is in tip-top shape, coming out of the gruelling Shamrock battle last week with only bruises and routine hurts.

A goodly group of fans will see the contest in the Donley county capital. Coach Frank Stocking of Clarendon informed Tommy McCollum his team is in its finest condition of the year.

Dr. O. E. Loyd, Vega, Dr. Mays Miller, Dinnitt; Dr. Scott Johnson, Dr. J. M. McCuan and Dr. D. W. Clark, all of Farwell, are other charter members.

Dr. R. B. Anderson of Fort Worth, representing the State Medical Society, assisted in forming the new group. Other visitors were Drs. O. C. Crume, Richard Keyes and G. T. Vineyard of Amarillo, members of the Potter County Medical Society.

The new organization will meet the first Friday of each month at the Deaf Smith County Hospital at 2 o'clock in the afternoon.

The meeting was held in the basement of the Presbyterian church where the ladies of the church served a dinner.

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## TO SPEAK HERE MONDAY



MARVIN JONES  
Member of Congress from the Eighteenth District of Texas and chairman of the powerful House Agricultural Committee, who will give a public address in Hereford next Monday night.

Mr. Jones comes to Hereford at the request of the Lions Club to discuss the administration's program for recovery. Being chairman of the agricultural division, he is, next to the secretary of agriculture, the best informed person in the workings of the program for farm relief.

Mr. Jones will speak at the Baptist church auditorium, beginning at 8 o'clock. Citizens of Hereford and the surrounding area are urged to hear him.

Sponsoring of Mr. Jones' appearance here by the Lions Club is a result of requests by the speakers' bureau of the National Recovery Administration at Washington. It is their plan to educate the people of every community in the various phases of the President's recovery program.

## Wheat Contracts To Be Completed During This Week

Signing of contracts for reduction of acreage and acceptance of allotments has been the program of the county wheat organization since last Friday.

Bippus, Dawn, Fairview, Ford and Sims were pretty well cleaned up through Tuesday, leaving only four communities in the county yet to execute contracts.

The schedule for the remainder of the week is as follows:  
Wednesday, Ward, at court house here. Messenger, at Gusman store.

Thursday, Westway, at court house here. Friday, Hereford, at court house.

Tenants living on farms belonging to owners who do not reside in the county are urged to obtain power of attorney from the owner in order that the contracts may be executed and forwarded to Washington without delay.

Contracts held up will be delayed at least two weeks, according to Dewey Reed, administrator. He said the contracts completed this week will be forwarded to Washington and those remaining will not be sent until all of them are completed.

"This means that money for delayed contracts will be at least two-weeks late and probably longer in arriving," he said. "That's the farmer's outlook and we are not going to worry about it."

A dozen extra employees have been at work for the past ten days in the wheat office typing three application forms and two contracts on each of the 849 farms, this in addition to drawing a map to go with each application.

A list showing the contracts, amount of each individual allotment, and maximum and minimum acreage each may sow in wheat for 1934 harvest will be published shortly.

## Brand Ad Finds Bumper For Mrs. Edith Hughes

Brand advertising again proved that it will find lost articles if the looser of something of value will use Brand classified columns.

Last week Mrs. Edith Hughes lost a rear bumper from her car. A little two-bit classified attract the attention of R. F. Reeves, east of town, and brought the missing part to the Brand office.

### SCHOOL OFFICIALS THANK FANS

We, the High School Athletic Association and school officials, wish to thank the loyal fans of Hereford and surrounding Territory for their support and cooperation during the football season. We especially appreciate the fine spirit shown in helping us bring the district game to Hereford.

### Dillehay Goes to Teachers Meet

Superintendent C. H. Dillehay left Saturday night for a week's trip to Austin and other Central Texas points. He will attend the annual convention of the Texas State Teachers Association at the capital Thursday, Friday and Saturday.

### GOAD TO HOLD FARM SALE ON DECEMBER 8

A public farm sale will be held at the C. L. Goad farm, 2 1/2 miles northwest of Arney on Friday, December 8. Horses, cattle, hogs and farm machinery as well as household goods and other useful items will be sold. Col. Ray Barber will do the auctioneering.

### Mrs. Turrentine In Farm Contest

Mrs. Bea Turrentine, farmer living 10 miles west of Hereford, has entered the Amarillo Globe-News Master Farmer contest. Mrs. Turrentine has competed in the event for the past several years, placing among the prize winners year before last.

Mrs. Turrentine will major in swine production. The contest is divided into swine, beef and dairy cattle departments.

Garford Wilkinson, farm editor of the Amarillo paper, has announced he will accept two more entries from Deaf Smith county if they are offered this week.

Mr. and Mrs. D. H. Alexander and son, Earl, of Melrose, New Mexico, visited Mr. Alexander's father in Memphis Sunday. They returned by way of Silverton where they called on relatives of Mrs. Alexander.

## MEDICAL SOCIETY IS FORMED BY DOCTORS HERE LAST WEEK

Medical doctors of Randall, Deaf Smith, Parmer, Oldham and Castro counties formed the Terra Blanca Medical Society at a gathering here last Thursday night.

Dr. C. E. Donnell of Canyon was chosen president. Other officers are D. K. Robison, Hereford, vice president; T. L. Morgan, Hereford, secretary-treasurer; G. F. LeGrand, Hereford; R. B. Willis, Friona, and M. L. Sadoris, Canyon, board of directors.

Dr. O. E. Loyd, Vega, Dr. Mays Miller, Dinnitt; Dr. Scott Johnson, Dr. J. M. McCuan and Dr. D. W. Clark, all of Farwell, are other charter members.

Dr. R. B. Anderson of Fort Worth, representing the State Medical Society, assisted in forming the new group. Other visitors were Drs. O. C. Crume, Richard Keyes and G. T. Vineyard of Amarillo, members of the Potter County Medical Society.

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The meeting was held in the basement of the Presbyterian church where the ladies of the church served a dinner.

## Tech-Kansas Ags In Grid Feature

A number of Hereford fans will be in Lubbock Thursday to attend the Thanksgiving game between the Matadors of Texas Tech and the Kansas Aggies, runners-up this year to Nebraska for the championship of the Big Six.

Tackling Bo McMillan's crew is the biggest assignment a Texas Tech team has ever undertaken. They have a record, however, which indicates they can take pretty good care of themselves.

Most noteworthy of Tech's conquests this year is a 13 to 0 victory over Baylor a couple of weeks ago. Baylor, he it knows, has topped T. C. U., Texas and S. M. U. this fall. A crowd of 10,000 or more is slated to see the battle.

Verner and Melvin Gregg of Littlefield were here Monday morning on a business trip. The Gregg brothers are interested in buying a few good horses.

## County Plans Improvements Under Civil Works Program

### First Half Taxes Due Thursday

First half of split payments for 1933 state and county taxes will be due Thursday, November 30. All taxpayers who wish to take advantage of the split-payment plan must pay by midnight, November 30. Taxes not paid in this manner will become due on or before January 31, 1934.

The tax collector's office here will remain open all day Thursday and until midnight if necessary, according to Pete Murchison, deputy.

Under the split payment plan, last half taxes become due June 30.

### BUSINESS HOUSES TO CLOSE ON THANKSGIVING DAY

Thanksgiving is destined to be a quiet day in Hereford this year. Both banks, all grocery and mercantile stores, barber shops and cream stations have agreed to close shop Wednesday night and not reopen until Friday morning.

As usual drug stores and cafes will keep open, some all day and others for part of the day. Filling stations usually keep open, while some garages will probably be kept open for work on emergency calls.

### Christmas Seal Drive Begins December First

Many residents of this county will receive in their mail on December 1 a supply of Christmas seals sent by the Texas Tuberculosis Association in its annual seal sale to raise funds for the campaign against tuberculosis.

For the twenty-fifth consecutive year the letter enclosed with the seals will be signed by H. A. Wroe, who has served as treasurer of the Texas Tuberculosis Association since its organization in 1908.

Mr. Wroe is well known in banking circles throughout the state. He is chairman of the board of directors of the American National Bank, Austin, and has held office in the Texas Bankers Association.

### JUBILEE SINGERS AT CANYON MONDAY

The Utica Jubilee Singers, foremost exponents of negro music in the world today, will appear in Canyon Monday, under auspices of W. T. S. T. C.

Those who hear the singers will be listening to a group which has been heard throughout the world. They have been a favorite attraction of a number of the larger radio stations of the U. S. Their program includes spirituals, classic and popular music.

In order to enable as many people as possible to attend this attraction, the College has set a low price of 50 and 25 cents for the evening's entertainment, which begins at 8:15.

Claude Rutledge received word from relatives of the death of his mother November 16 at her home at Inka, Mississipp. She was 91 years old at the time of her passing and had made her home at Inka with relatives the greater part of her life.

### Roads, Schools Projects Given Attention; City Wants Streets

Five county and two or more city projects have been worked out for the local program of re-employment under the President's Civil Works Administration program.

Deaf Smith county will repair and improve the Messenger school building, cut down embankments and build up fills on the Wildorado-Dawn road, grade roads and remove sand dunes along the right-of-way of the county road northwest of Hereford on rural route No. 4, improve Highway 143 and the Harrison Highway.

### Shamrock Fans Like Hospitality

Shamrock folks enjoyed the ball game here last Friday—in more ways than one. In addition to being pleased with winning, they were tickled at their treatment here.

A letter from Guy Hill, chamber of commerce secretary, tells The Brand: "We wish to express our sincere appreciation to the team and fans of Hereford for the splendid sportsmanship and hospitality accorded the Shamrock Irishmen while in your city last Friday.

"It is to be hoped that in the future Hereford may come to Shamrock and if this comes to pass you may feel sure your townsmen will be accorded the same fine spirit of hospitality that was shown us in your city."

City projects include the present job on Highway 33 through the city and improvement of unpaved city streets by application of caliche and surfacing. Other city works have not been determined.

Another county project planned will cover employment of teachers in correspondence and extension study courses which will be made available to persons unable to attend colleges and schools. This will be done under supervision of the county library board.

Other projects will be worked out from time to time, according to C. W. Humble, county judge. Any work resulting in lasting public good, the materials for which can be furnished locally, is eligible under the C. W. A. plan.

Workers for the various jobs are to be furnished through the county relief committee, composed of Jesse Stanford, Homer Fox, Rat Jowell, John Patton and Will S. Kerr.

Patton and Kerr were appointed to the board this week, replacing C. C. Acker and John Miller, who asked to be relieved. The board will appoint an administrator for the county.

Starting time on the new projects has not been announced. Workmen to be used will be taken from the relief rolls.

## COURTHOUSE RECORDS

Warranty Deeds.  
Cynthia Ludeman et al to W. F. Perry, section 10, township 2 north, range 2 east.

Texland Farms, Inc. to J. C. and C. S. Ferrin, west 1/2 of section 7 and all of sections 16, 18, 19, 20, 21, 28, 29, 31, township 6 north, range 3 east.

Hereford Cemetery Association to S. B. Campbell, lot 1, block 201, Hereford Cemetery addition.

George W. Medley et ux to G. C. Davis, all of sections 10, 15, 22, east 1/2 of section 4, south 1/2 and northwest 1/4 of section 9, southeast 1/4 of section 16, east 1/2 of section 21, northeast 1/4 of section 17, south 1/2 and northeast 1/4 of section 18, all in township 3 north, range 3 east.

P. J. Conkwright et ux to H. G. Conkwright, half interest in east 1/2 of section 35, Carter & Head subdivision of Capitol League 408 and 409.

H. G. Conkwright et ux to P. J. Conkwright, et ux, half interest in north half of section 21, block K-4.

J. H. Schmidt et ux to H. P. Canode, section 13, block E.

R. M. Alred et ux to L. B. Fowler, west half of section 25, block 8.

Marriage Licenses.  
A. E. Rose to Miss Florence Shore.  
John W. Gilliam, Jr., to Miss Billie Christian.

J. Ray of Amarillo has been here since the first of this week superintending the wrecking of his building on Main Street, formerly occupied by the D. R. Guss & Company store. The work is being done by local labor and by the time this issue is in the hands of readers the front and rear walls will have been razed. Practically the entire building will be remodeled with the exception of the side walls.

recorded by the Whitefaces against one for the visitors. The advantage in first downs also lay with the home team 8 to 4.

Battle of Lines.  
From whistle to whistle the game was a battle of lines with Coach Bedford Harrison's Wheeler county lads acquiring themselves nobly against the vicious play of Hereford's eleven.

## CWA Workers Get Payday Saturday

First pay day for workers on Civil Works Administration projects was enjoyed by 213 men here last Saturday. They were given checks by County Auditor Paul Corbett.

Checks disbursed to the 213 men represented \$1,489.25, payroll for the week, November 16 to 24. All the men are employed on Highway 33 construction project within the city.

The number of workmen was reduced to 90 Monday morning on orders from state relief headquarters. This restricted employment to men on relief rolls. An increase of 110 per cent in workmen is scheduled shortly, according to C. W. A. plans.

## Basketball Training Starts Next Week

Training for the 1934 basketball season will start for the Hereford High school Whitefaces next week, according to Coach Tommy McCollum. Four or five regulars from last year's team are returning.

They are Walter Seed, captain; J. D. Clayton, Mear Baker and L. B. Russell. McCollum expects a squad of about 20 men to report for practice.

## SHAMROCK TAKES TITLE TILT WITH BLOCKED HEREFORD KICK

One week after he had won a game and the sectional championship...

Shamrock 11 for an average of 30 yards. Penalties, Shamrock seven for 75 yards; Hereford one for five yards.

Officials: Gilliam, West Texas, referee; Crump, West Texas; umpire; Penick, West Texas, linesman.

Substitutions, Shamrock, Mayfield for Rainey; Hereford, Trimble for Clayton; Clayton for Seed, McLean for Blythe.

ship with a place kick; G. B. Hager, right tackle of the Hereford High Whitefaces, stepped back from the seven-yard line to try for a district title with a kick from placement here last Friday.

The ball was blocked, rolling toward the east side line, and Jimmy McIntyre, fullback of Shamrock High school's Irishmen, picked it up and fled 80 yards to a touchdown and a district championship. That Quarterback Showmaker passed to Captain Fields in the end zone for the extra point is of no importance.

| Lineups.  |      |          |
|-----------|------|----------|
| Shamrock  | Pos. | Hereford |
| Rainey    | le   | Seed     |
| Adrian    | lt   | Daniels  |
| Carmen    | lg   | Blythe   |
| Cain      | c    | Smith    |
| Chance    | rg   | D. Baker |
| Tarvin    | rt   | Hager    |
| Purcell   | re   | Wombles  |
| Showmaker | qb   | R. Baker |
| Fields    | hb   | Russell  |
| Blake     | hb   | Sowell   |
| McIntyre  | fb   | Clayton  |

| Score by Periods. |   |   |   |   |   |
|-------------------|---|---|---|---|---|
| Shamrock          | 0 | 7 | 0 | 0 | 7 |
| Hereford          | 0 | 0 | 0 | 0 | 0 |

Scoring: Touchdown, McIntyre, Extra point, Fields (pass).

Summary: Rushing, Shamrock gained 97 and lost 40 in 41 plays; Hereford gained 91 and lost 52 in 42 plays. Passing, Shamrock completed three of eight for 27 yards, one was intercepted; Hereford completed five of 20 for 80 yards, four were intercepted. First downs, Shamrock four, Hereford eight. Twenty yard penetrations, Shamrock one, Hereford two. Punts, Shamrock 15 for an average of

(Continued On Page Seven)



The Hereford Brand  
Published Every Thursday at  
HEREFORD, DEAF SMITH  
COUNTY, TEXAS

MRS. SETH B. HOLMAN,  
Editor and Owner.



TELEPHONE 30

NOTICE TO THE 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 on North Main Street.

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SUBSCRIPTION PRICES:  
Zones 1 and 2, per year \$1.50  
Zones 1 and 2, six months \$1.00  
Outside Zone 2, per year \$2.00  
Outside Zone 2, six months \$1.25  
Outside Zone 2, four months \$ .75

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

Football—Then and Now.

"A head coach has not yet been appointed for next year, but it is said that Captain Coy is trying to get Howard Jones to take charge. Mr. Jones coached the Syracuse University team this year with great success, and unless engaged by some other college will probably be at Yale next year."

How many of Hereford's long-time football fans know what the above is about? It is an excerpt from a sports story in the Christian Science Monitor of November 25, 1908, detailing the election of the famous Eddie Coy as Captain at Yale. Yes, the Mr. Jones mentioned is Southern California's coach.

A modern version wouldn't sound just like the above. As a matter of fact, a recent story in the public prints stated that Coach Hunk Anderson's decision not to have an elected captain at Notre Dame but rather to appoint one before each game might be responsible for disension in the ranks of the Irish this year.

WHY GO TO CHURCH?

By REV. V. M. CLOYD,  
Pastor, Baptist Church.  
It is a divine command. "Not forsaking the assembling of yourselves together, as the manner of some is." God has always had a system and a program of worship for his people. Even in the days of Nehemiah the people pledged God, "and we will not forsake the house of the Lord." Let us, as the people of God, pledge Him even as did Nehemiah's people, that we will not forsake the house of the Lord.

It is a divine example. The God-man gave us a worthy example of how we should attend church. "And straightway on the Sabbath day he entered into the synagogue." As is well known the synagogue was the Jewish house of worship. May we in this, as in other things, be careful to follow the example of Jesus.

It is a human need. Man needs the strength, encouragement, rest, insight and other blessing which come to him in church services, which are directed by the Spirit

By Their Words

What Panhandle Papers Say

Advertisers attract trade to town which not only benefits them, but benefits non-advertisers, for there is a certain amount of overflow trade that goes to non-advertisers in every town. The business growth of the town depends upon advertisers to whom all business owes a debt.—McLean News.

The height of something or other was reported from one of the local churches Sunday. The steward found two counterfeit bills in the collection plate. Hang over from the depression, no doubt.—Tulla Herald.

One of the finest things to come out of the NRA idea is the fact that a man can do more work in fewer hours. The age-old foolishness that a fellow has to go to work before sunrise and labor until late in the night to "get the job done" has been proven a fallacy. The human body has limitations and the most efficient individual is one who operates with that important fact always before him.—Floyd County Hesperian.

Ty Young, local chicken expert, is going to spring a surprise on his chicken customers next spring. Ty has been experimenting several years past and has at last succeeded in producing a strain of chickens that will shed their skins with the feathers intact during the hot weather to keep cool, then when the weather gets cooler they can step back into their skins and go on about their pecking. Perhaps the strangest thing about Ty's discovery is the patriotic nature of it, for he will be supplying his customers next spring with these skin-removing birds in colors of red, white and blue—the Rhode Island Reds, White Wyandottes and Blue Andalusions.—Muleshoe Journal.

The story concerning what the governor of North Carolina said to the governor of South Carolina, seems a little far-fetched in light of the recent favorable prohibition vote in those states. Believe we'll join in the growing minority or majority, which ever it may be, which holds that the N. C. gov. didn't blow his breath in the direction of the S. C. gov.—High, in Tucumcari American.

First Presbyterian Church

Bob Renfro, Carl Jennings and Virgil Cloyd seem to be the champion goose hunters around here. One day the latter part of last week the boys bagged five nice fat geese on a lake about 12 miles northwest of town, the largest of which weighed 8 1/2 pounds and the least about five pounds. The decoys were used and the game was shot in the middle of the morning.

of God. The poet was correct when he said:  
"I go to church because the way is dark.  
And because the church is the Divine  
One's star to light my pathway  
In the rayless night."

The ability to control the buying power of millions is one of the great phenomena of the age. In a few months an advertising campaign can build up a demand that in generations past could not have been accomplished in a lifetime.—Mrs. Ida B. Wise, with W. C. T. U. President, in Liberty.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, December 5, 1902.)

A. G. Bell had returned from a visit in Round Rock, Austin and other points in that part of Texas.

R. J. Kibbe had been a business visitor in Hereford.

A. O. Thompson had arrived from Gainesville to look after the ranch property of his father near town.

The editor was again reminding Hereford people that this was the only town in the state with a population of 2,000 without a water system, sewers, sidewalks and other modern improvements—mentioning emphatically that even incorporation was denied the city.

Joe Clark, Miss Lucy Bandy,

Miss Lena Daniel, Miss Mima Dameron, Boyce Aten, John Herod, Miss Empress Jowell, Miss Maude Patton, Miss Pearl Shelley, Lucille Boyce, Robin Miller, Fanny Robinson, Ivan Norton and Earl Nance had been leaders in a program presented by the Elocution Class of the Hereford College.

From Dimmitt came the news that E. S. Ireland had gone for a visit with his mother at Newport.

(From The Hereford Brand, November 20, 1912.)

Latest figures gave Texas 3,129 saloons—and that with 70 per cent of all Texas counties dry, and 78 selling booze.

Rev. Jno. R. Henson, new pas-

tor of the Methodist church, was conducting a revival in the Hereford church.

Mr. and Mrs. Smith McLeRoy and children of Amarillo had been here visiting relatives.

J. H. Buckner was in Waco attending the Masonic Grand Lodge as representative of the Hereford Masons.

Lester Wilkinson and Fred Oberthier had been here from Amarillo where they were attending school.

W. S. Higgins had been in Oklahoma on business.

Four inches of snow covered the ground and it was still snowing. Temperature 24 degrees.

Girl Scout Notes

We have some fine trail blazers in our troop. Two patrols and the captain met and hiked to the creek and laid a trail, using rock signs. After making trail signs for two miles up the creek they stopped and hid on the hill to wait for the rest of the troop. At 4:30 they hiked down to the creek, sang a few songs and followed the rock trail, and we are here to say that we have some good trackers. Don't get lost purposely because you can be found. We hiked two miles and their heart a yell, looked around and there were the other girls. After a happy reunion we played games and sang tape. Everyone enjoyed the hike, the afternoon was ideal and everyone was in a holiday mood, so we had a fine time. We want to welcome back to our meetings all visitors; we were happy to have them.

Girls, remember this is next to the last day we can pass Tenderfoot test if we want to be installed as such November 29. Scouts should be ready to pass the test Wednesday, November 22 or 29. Any girl desiring to pass the test come to 612 11th street and see Fern Williams or Mrs. John Williams. As soon as we are all Tenderfoots the fun begins.

Everyone interested is invited to come to the meetings each Wednesday at 4:30 in the basement of the First Christian church. Visitors are always welcome.

Henrietta Fritz, Viola Beryl Phillips and Elsie Mae Wilkins of the Antelope Patrol have passed their Tenderfoot tests and are the first members of their patrol to do so. Mina De Smith, Nora Jeanne Russell and Catherine Skelton also have passed the tests. The girls are working hard to finish tests by next meeting and most of them have learned the promise and laws.

We were glad to have some new girls visit us and hope they will come again. Visitors are always welcome.

Messenger News

BY MISS EUNITA WILLIAMS

Mr. and Mrs. R. Lee How and Hattie Franks called in the Franks home at Dimmitt Saturday.

The Thanksgiving program given by P. T. A. and Literary Society Friday night was enjoyed by many. A pie supper will be given at the school house Friday night, December 8, the girl to bring pies, the men their pocketbooks.

Mrs. G. C. Messenger led singing Sunday night, and Mrs. R. L. Howard will lead next Sunday.

Rev. Harrison preached at the school house Sunday.

Mr. Davis of Amarillo called in Franks, Wilde home this week.

Mrs. E. M. Green and son, Edwin, of Hereford spent Friday evening at their home here.

O. G. Hill was here from Hereford on business recently.

H. R. Lee and Jack Raspberry were in Friona Saturday.

L. M. Williams, Miss Euna and Alis were in Hereford Friday.

Sunday school each Sunday at 3 o'clock, preaching each fourth Sunday. Visitors welcome.

You pay for Christmas Seals but once, but they work for you all year round.

Here and There

BY MRS. C. E. TICE

Take Produce to Carl's Gro. at The W. W. club met with Mrs. D. Benson last Wednesday. Miss Clark and Mr. Thomas failed to meet with the club. Mmes. Ace Campbell, Melvin Mitchell and B. Boyd were visitors, also Messrs. Randall Boyd, Springer, Mobley and Tice.

Messrs. and Mmes. J. N. and Haskell Benson, W. A. Springer, Geo. Jones and Miss Leatrice Benson spent Sunday in the Jodie Benson home near Happy.

Messrs. and Mmes. Henry Allman and J. B. Harlin attended church at Summerfield Sunday.

Mr. and Mrs. Ollie Burch of Amarillo spent Tuesday in the W. S. Dixon home.

The school children gave a program Wednesday night and will enjoy a two-day vacation.

D. D. Bowman of Plainview called on Joe Nowak Sunday.

Mr. Gore is moving to Hereford this week.

Mr. and Mrs. Britt Boyd attended the Legion banquet at Hereford.

Messrs. and Mmes. Allman, Mobley, Harlin and Oglesby took surprise dinner in the Robbins home.

Visitors were present at singing Sunday from Easter, Wyche and Progressive.

Mr. and Mrs. W. S. Dixon spent Saturday night and Sunday in the Ollie Burch and Ollie Dixon homes in Amarillo.

Buck Williams and wife spent Sunday in the Paul Williams home.

Harvey and Weldon Lindsey attended the singing convention in Amarillo Sunday.

The Energetic club and their husbands enjoyed a turkey dinner at the J. P. Gatlin home Sunday.

Christmas Seals are penny health insurance.

Fairview-Palo Duro Items

BY MRS. JOHN BOLING

Take Produce to Carl's Gro. at The play, "Moon Shy," was given at Fairview Friday night, the principal characters being played by adults, coached by Miss Slaton.

Friends of Mr. and Mrs. Heaton surprised them with a supper last Thursday night, their 41st wedding anniversary.

Mr. and Mrs. C. M. Grisham and M. G. of Memphis are visiting the E. T. Allred home.

Mrs. Gertrude Dyar, teacher at LeFors, is spending Thanksgiving with her parents, Rev. and Mrs. Dyar.

Mr. and Mrs. Joe Burkes of Amarillo have moved to the L. A. Wells place.

Friends and relatives gathered in the Grandfather McClain home after church Sunday for a surprise birthday dinner in celebration of his nearing the 90 year mark. This is an annual affair.

Messrs. and Mmes. A. R. Norman and C. Cretzinger of Soney were Sunday guests in the John Boling home.

J. C. Allred and family of Hereford attended church at Palo Duro Sunday and also visited the Grandpa McClain home.

Mrs. Ab Posey and son of Hereford visited the L. L. Womble home last week end.

Miss Lois Robinson of Amarillo visited Miss Lela Mae Oglesby Sunday.

Black

BY MISS NOBLE M'LEAN

Cotton pulling will soon be finished in this part of the country and farmers are busy stacking feed.

Singing at Black was well attended Sunday night.

Mrs. G. E. McCrate and Mrs. Kermie Deaton were in Amarillo last Monday.

E. E. McMurry and family spent Sunday with Mrs. Lucy Crawford in Hereford.

Prof. Erwin Kimmins was a business visitor in Farwell Saturday.

The McLean girls attended Christian Endeavor in Lakeview Sunday night.

A. C. Hayn and family attended singing in Friona Sunday afternoon.

Mr. F. L. Welch and daughter went to Amarillo one day last week.

Milford Alexander and Obe Whitfield visited in Black Sunday evening.

Grandma Galloway is on the sick list this week.

Miss Geneva Deaton was in Amarillo last Monday.

Mr. and Mrs. J. W. Barnett visited in Friona Saturday.

The Study Social club will meet at the home of Mrs. H. L. McLean December 7. All members are urged to be present.

A \$10 NEWSPAPER

Announces—

BARGAIN DAYS

(Expires December 31st)

STAR-TELEGRAM

Largest Circulation in Texas

LESS THAN A CENT AND A HALF FOR A STATE PAPER

ONE YEAR

\$5.60  
6 DAYS

MONDAY  
TUESDAY  
WEDNESDAY  
THURSDAY  
FRIDAY  
SATURDAY

TO INCLUDE SUNDAY ISSUE ADD 10¢  
FOR A PAPER EVERY DAY IN THE YEAR

Order Your State Paper for Next Year NOW and SAVE MONEY.

MORE NEWS—MORE FEATURES—MORE READERS

FORT WORTH STAR-TELEGRAM

Morning—Evening—Sunday

AMON G. CARTER, President

Heat With Gas For Convenience-Comfort-Economy  
See A Dealer Who Displays This Symbol  
Great American Gas  
West Texas Gas Co.



An End To Worry

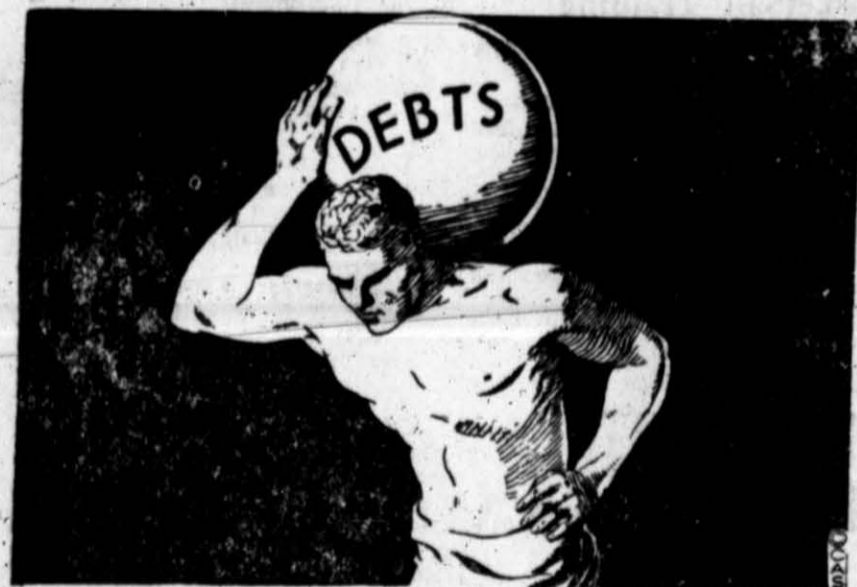
Money in reserve protects you against the unpleasant "might be's" and lets you enjoy the pleasant "could have been's". A dollar or two or three taken from your weekly pay check and tucked away here at compound interest won't be missed—and the secure feeling of a growing cash reserve will make life less tense and a lot more enjoyable.

Save In 1934

Start a Savings Account Today

The First State Bank

BUY AT HOME



Beware of DEBTS Have Money

DON'T let debts CRUSH you . . . foolish debts have caused the DOWNFALL of many good men. Stay out of debt . . . buy AFTER you have the money. When a debt is MADE it must be PAID . . . "easy payments" are often HARD to pay.

START SAVING REGULARLY NOW We Welcome YOUR Banking Business

THINK! THE FIRST NATIONAL BANK OF HEREFORD HEREFORD THINK! HAVE MONEY! A Strong Bank Thoughtfully Managed HAVE MONEY! MEMBER FEDERAL RESERVE SYSTEM

S. E. CONE Grain & Seed Co.

OUR PRICES ARE ALWAYS RIGHT

Will pay you to see us before selling.

All kinds of grain bought and sold.

PHONE 576



We Thank  
You



For the courtesies and friendships extended us this past year we are deeply appreciative, and want to take occasion at this time to thank those whose cooperation has made our business possible.

Our friends are true friends, and we feel that it is well that we take this opportunity now to let our customers and patrons know we are grateful to them for the friendships, old and new, that have come to us this year to add to the long list of the years before.

For a Thanksgiving Day Treat, a box of Whitman's or Alice Bue Chocolates. A fresh shipment just received.

**City Drug Store**

Home of Dependable Drugs. Phone 100  
Go to Church Sunday

**Be Prepared for Winter Driving**

Let Us Service Your Car for the Cold Days Ahead.  
Perfect Satisfaction Guaranteed.

**Texas Service Station**  
GLEN SNYDER

**AN APPRECIATION**

As we approach the Thanksgiving season, we wish to express our sincere thanks for the patronage given us this year and for the new friendships that have come to us.

Old friends and new, we value your good will more than we can tell, and we are extending to you our very best wishes that your friends may prove as satisfactory to you as you have to us.

**A. O. THOMPSON  
ABSTRACT CO.**

We Are  
Thankful

Because of our continued growth and development despite the "hard times" of which we have heard so much in recent years.

And because we are now hearing less and less of the depression.

Colorado Lump Coal-Coke

**McLean & Pitman**  
Grain Company

**The Whiteface Roundup**

NEWS OF HEREFORD HIGH SCHOOL

**FRESHMAN FOOLISHNESS**

Why is it that to every thing that is said to Erma Tiefert she replies: "Stop!"

L. Holston is always picking on I. Knox. Oh, Leonard, what seems to be your trouble?

J. Reed seems to have a number of boy friends. Say, Jewel, where did you get that characteristic?

Virginia Miller's name seems to be "Little Betty." Virginia, if you don't like this name, you had better eat more.

M. Curtsinger and B. Bunch are having quite an affair. Is this so, Mildred?

We were as smart as Clyde Wish and Mary Turrentine in History I.

In General Science, Lannie Lane persisted in asking Miss Wrenn questions about the experiment we had a few minutes before. Miss Wrenn asked him what his head was for and he replied: "To balance my shoulders." YLH

**HAVE YOU HEARD THIS ONE?**

Elizabeth Spradley carries papers with her that are so important that everyone wants to copy them. Elizabeth, why not pass them out on the bulletin board?

There is quite a war going on between Wayne Evans and John McGowan. Is it possible that it is over a girl?

Henry Jowell is a good adviser on love affairs. Henry says that the reason that he knows so much is because he has had the experience.

"Pansy" Flowers keeps Sidney Fuller laughing in the study hall by telling him humorous things. This means demerits!

Who is Bob Baird's latest flame? Bob, don't make such a secret of it.

**GIRL RESERVE**

The Girl Reserve met November 22 in the music room at the high school. The program for the afternoon was "Developing a Personality," and the leader was Miss Odella Flowers.

Oh, yes! People who are interested, we would like to let you know we had 100 per cent attendance and two visitors present.

The Girl Reserve is going to sponsor the League program at the Methodist church the second Sunday in December, and everybody is invited to attend. BB

**HIGH SEVENTH**

Wednesday, November 22, the sub-Freshmen elected representatives to the Student Council. Karl Wilson Shirley was elected. They studied the rest of the period so we could make 100 on our test. VBH

**DEBATE**

As everyone knows, the debate subject for this year is concerning the radio. Should the United States adopt the British system of radio control and operation? Do the people of Hereford want a tax supported government operated system?

There have been some close debates on the subject. There are several teams of both boys and girls, all of which will try for the contest in Amarillo, in February. Last week Theda Lou Wilson and Elizabeth Spradley took the affirmative and Barbara Buckner and Sallie Gilbreath the negative. Yesterday Basil McKinley and Ted Clancy took the affirmative and Barbara Buckner and Sallie Gilbreath the negative. There is much improvement expected in the future, though the debates have been, for the most part, good for beginners. The debaters expect to do some good work and will soon be prepared for public debate. BB

**TRY A WANT AD IN THE BRAND**

**The "Bargain Battery"**

Often Fails in Cold Weather

It may contain the same number of plates as the Willard Battery specified for your car... BUT the quality of the plates may be vastly different—and that's what counts.

Before you buy any battery come in and let us show you why people buy more Willards than any other battery on the market.

**WILLARD BATTERY STATION**  
PHONE 284

**Willard**  
STORAGE BATTERIES

**WANT ADS**

WANTED: (Last Wednesday afternoon) The truth, the whole truth, and nothing but the truth. Girl Reserve.

WANTED: By Kermit Wilson, a little more attention from Francys Higgins before 8:30.

WANTED: By Bobbie Jackson, information as to just where people can drink. (Derived from Civics B Class.)

WANTED: A perfect "Roundup" which would please everyone. Staff.

WANTED: More knowledge on six weeks exams. Hereford High School.

WANTED: By Mr. Hudson, a demerit list without demerits, and a perfect attendance record.

WANTED: Some of Virginia Curlye's boy friends. Most Any Girl.

WANTED: More sleep for Mr. Wilson's afternoon geometry class. Elizabeth Spradley.

This is only a beginning of the wants of H. H. S. Come on, all you students, and give your want ads to Sallie Gilbreath for publication.

**A CLEAN SHEET**

This week we are starting a new six weeks. There is a new, comparatively clean demerit list posted on the bulletin board. How long will it be that way?

Last six weeks several of the students were forced to take a short vacation and explain a rather embarrassing situation to their loving parents. Evidently they had not comprehended the significance of these small marks. It was a regrettable occurrence and was quite detrimental to the scholarship of these students. No good can come from too many demerits, and a great deal of harm may result.

Let us think seriously about this and profit from other persons' mistakes. It may seem quite venturesome to see how many demerits one may acquire, but it is only foolhardy. Can't we try to improve this past record and surprise the faculty by being the sort of students who see the folly of demerits and refrain from getting them? EDITOR.



A TRUE  
THANKSGIVING

Ike's Cafe is preparing a delicious Thanksgiving dinner for you and your family.

There will be a grand turkey, savory dishes, and delightful trimmings that you will say, "It's a True Thanksgiving."

**IKE'S CAFE**

**Values TO BE THANKFUL FOR**

Note These Special Values

FOR WEDNESDAY AFTERNOON, FRIDAY AND SATURDAY

- APRICOTS 29¢ Choice, 2-lb pkg
- MINCEMEAT 15¢ Old-Time, 2 pkgs
- GELATINE 5¢ Royal, all flavors, pkg
- PUMPKIN 25¢ Van Camp's, 2 1/2 cans, 2 for
- ASPARAGUS 25¢ Libby's Picnic, 2 cans
- PEAS 25¢ No. 2 cans, two for

**SUGAR 49¢**  
Pure Cane, 16-lb Cloth Bag

- PEAS 16¢ No. 2 can White Swan-Lambton
- CORN 25¢ No. 2 cans, 3 for
- CATSUP 25¢ Ritters, 2 large bottles
- DATES 35¢ Two packages Broomfield, Pitted or Regular
- WHITE KING 28¢ Granulated soap, large pkg
- COCOANUT 21¢ Fancy long thread, 1-lb pkg

**Butter Lb. 22 1/2¢**  
CREAM 'O PLAINS—Made in Hereford

- COFFEE 31¢ Schilling's, 1-lb can
- APPLE BUTTER 17¢ Libby's, 2 1/2 can
- PEARS 21¢ 2 1/2 can Libby's Fancy Bartlett
- COFFEE 25¢ 100 per cent pure, 2-lb bag
- BLACKBERRIES 39¢ Per gallon Or Green Gage Plums, Choice
- RAISINS 25¢ 4-lb pkg for
- OATS 17¢ Crystal Wedding, large box
- MEAL 23¢ 10-pound bag for
- PINEAPPLE 22¢ 2 1/2 can Libby's Crushed or Sliced
- CUT BEANS 19¢ Green, No. 2 cans, 2 for
- POPCORN 25¢ Large yellow, 3-lb bag for
- SUGAR 15¢ Powdered or brown, 2 pkgs
- MATCHES 10¢ Three boxes
- TIOLET TISSUE 23¢ Charmin, 4-roll box
- PICKLES 16¢ Quart jar Happyvale Whole, Sour or Dill
- PEACHES 16¢ 2 1/2 Can Libby's Sliced or Halves

- STRICTLY GRAIN-FED BEEF**
- ROASTS 12¢ Tender and juicy, pound
  - STEAKS 17¢ Loin or round, pound
  - ARM-ROUND 14¢ Or Shortcuts
  - SAUSAGE 10¢ Pure pork, per pound
  - BACON 19¢ Pinkney's, special sliced, per pound
  - BACON, Dry Salt 9¢ Last chance before the tax. Buy now. Per lb
  - OYSTERS 33¢ Fresh, nice size, per pint
  - BACON 14¢ Sugar-cured slab, per pound
  - HAMS 12¢ Decker's Iowa, either end, per lb
  - SORGHUM 49¢ Pure, gallon
  - BLACK PEPPER 25¢ 1-pound can for
  - BROWN SUGAR 19¢ 3-pound bag for
  - CANDY 17¢ Fresh shipment, per pound
  - SYRUP 55¢ Pancake or Karo, gallon

- SPUDS 12 1/2¢ 10-pound bag
- ONIONS 2 1/2¢ Spanish Sweet, per pound
- ORANGES 15¢ Nice size, per dozen
- LEMONS 23¢ Large Sunkist, dozen

**WANTED**

More cream and eggs. Price and test guaranteed. Plenty of parking space at rear of store.

**FURR FOOD STORES**  
lower prices

**SHORTENING**

Jewel  
8-Lb Carton 54¢ | 8-Lb Pail 64¢

WE WILL BE CLOSED ALL DAY THURSDAY



# Thanksgiving SUGGESTIONS

Thanksgiving Day is a very special day in the year. It is a day of grateful rejoicing, of festive cheer. Adding to the general happiness

of the occasion, SPROWLS & CRONIN COMPANY offer exceptional values and low prices for this season.



FOR  
**MEN** who know  
Quality

**\$1.98**

Men who appreciate fine workmanship and good style—who demand comfort as well as smart appearance will recognize these shoes as excellent values at these prices. Solid leather calf skin. All sizes.

**Calf-Skin, Wing Toe Shoe**

With Boot or  
Rubber Heel

**\$2.98**

All Sizes



**Brighten Your Old Frock With  
New Neckwear or a New Scarf**

**49¢ to 98¢**



We have a new shipment of new neckwear in taffeta, pique, crepe, linen and satin.

**Men's  
Silk and  
Wool  
Scarves**



**98¢**

to

**\$1.98**

**Men's Ties**

**25¢ to 98¢**

Silks and satins  
Florals, Stripes  
Figures



**69¢ 89¢ 98¢**



Bright plaid scarves in taffeta and soft woolens, also two-toned crepes.

**Full - Fashioned  
Pure Thread Silk  
HOSE**

**79¢**

**\$1.00**

**\$1.50**



All New  
Fall  
Shades  
All Sizes

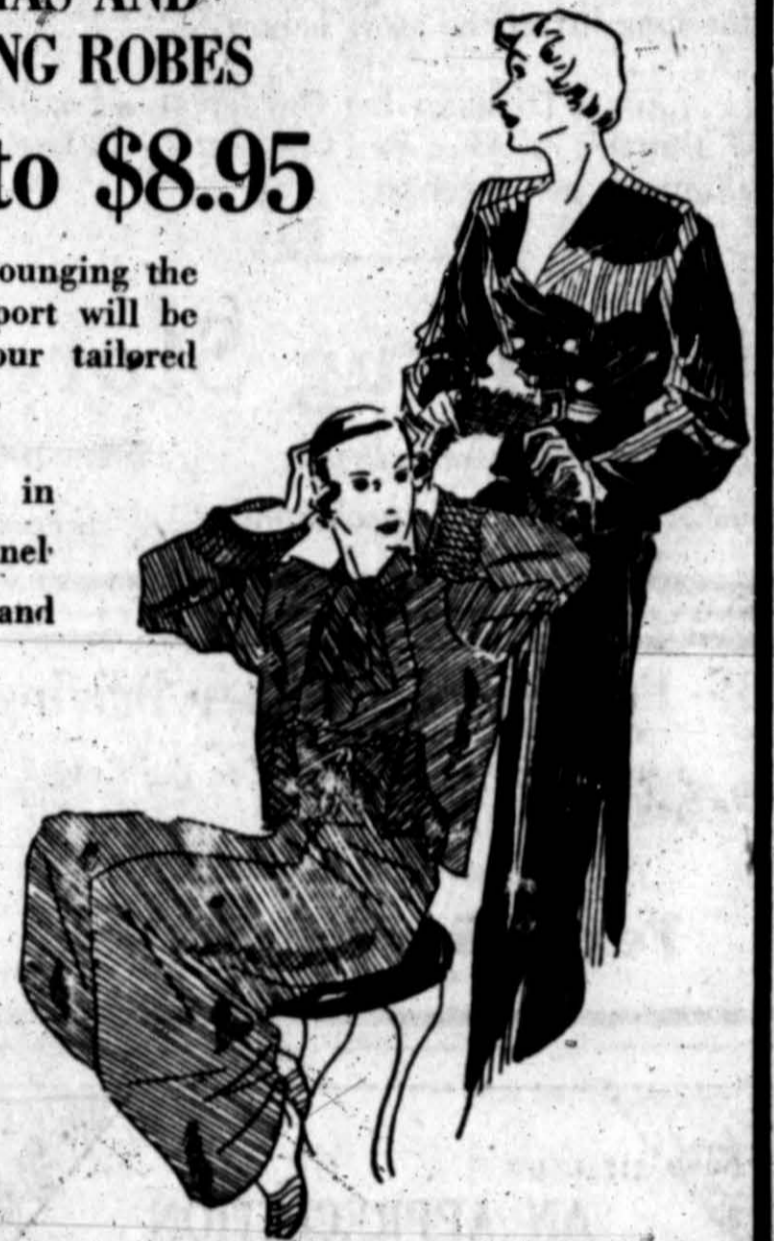
We have an abundance of pure thread silk hose at **50¢**

**PAJAMAS AND  
LOUNGING ROBES**

**\$4.98 to \$8.95**

Girls who make lounging the favorite indoor sport will be overjoyed with our tailored pajamas or robes.

—We have them in corduroy or flannel assorted colors and sizes.



*Here's the  
ANSWER*

New shipments of merchandise arrived this week. Now is the time to start your Christmas shopping. We have beautiful new linens in luncheon and bridge sets, linen handkerchiefs, lace doilies and scarfs, bath towels and bathroom sets, painted felt scarfs, Bucilla Art Packages.

**Broadcloth Shirts**

These new shirts present the new hairline stripes, minute checks and clipped space figures in new color combinations—



**75¢**

**98¢**

**\$1.25**

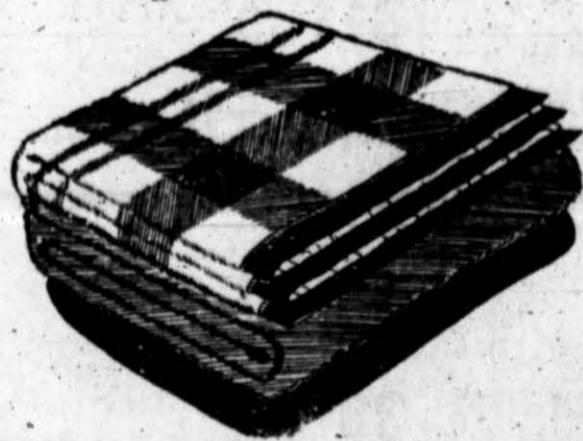
and

**\$1.50**

These shirts are mid-season editions of pattern designers who are alert to the latest style trends. \$1.25 and \$1.50 values are guaranteed that the points of the collar will not turn up.

**It's Blanket Time**

Large Block, Plaid, Satin-Bound, Part Wool Blankets



**\$1.98 Per Pair**

Size 66 x 80—a real bargain. Don't fail to see these blankets.

They Are Cheaper Than You Will Ever Buy Again.

**Men's Jackets**

**\$1.49**

Part Wool



**New Prints and  
Ginghams**

**15¢ and 19¢**

Fast Colors,  
Checks and Plaids

**Men's Heavy Wool Socks**

**25¢ Pair**

Men's Heavy Wool  
Boot Socks. Pair

**35¢**



**Men's Suede  
Cloth Jacket**

**\$1.98**

Button Style  
and a Bargain



**SPROWLS @ CRONIN CO.**



# SOCIETY

## Miss Swisher Music Club Head

Miss Mattie Mae Swisher of Canyon, formerly of Hereford, was elected president of the Seventh District of the Texas Federation of Music Clubs at the annual session in Amarillo last Saturday. Miss Swisher is still an active member of the Hereford Music Study club.

Another member of the Hereford club, Mrs. H. L. Broadwell, was elected to office, being named treasurer. She was former publicity chairman. Miss Swisher held the post of recording secretary for the district during the preceding two years.

Other Hereford club members attending the meeting were Mrs. C. C. Acker, Mrs. Ray Conaway and Mrs. G. A. F. Parker.

## Federation Meets Next Tuesday

The Deaf Smith County Federation will hold its regular quarterly session at the Christian church Tuesday, December 5. The session is scheduled to open at 12 o'clock with a covered dish luncheon, after which a program will be given.

Each club in the county will have a member on the program, an out-of-town speaker, Mrs. Phoebe K. Warner, of Claude, who is well known in the Panhandle, will address the Federation.

Guests of the Federation at this time will be a number of members of the Castro county Federation. Other guests will be heartily welcomed, club membership not being a prerequisite to attend.

## Little Miss Galloway Celebrates Birthday

Little Miss Ann Galloway, daughter of Mr. and Mrs. Mark Galloway of Amarillo, celebrated her third birthday Sunday with a dinner at the home here of her aunt, Mrs. Seth B. Holman.

After heaping gifts on the guest of honor the youngsters enjoyed a turkey dinner and all that goes with it.

Present were Jo Ann Bosson, Virginia Nix, Mary Ann Baird, Mary Ann, Katherine Jane and Helen Acker, Helen Ann and John Douglas, Jimmie, Jimmy Easley and the honoree.

## MISS MILLARD ENTERTAINS CRESCAT SCIENTIA

Recent Millard club met with Mrs. Beth Millard last Friday. A game was played during the afternoon, and plans were made for a Christmas party.

A salad course was served to Mrs. H. Stewart, Peal Slaughter, Ralph Sears, Buren Sowell, R. E. McCullough, Dick Rountree and Miss Ursula Fridley. The next meeting will be December 21, with Mrs. Buren Sowell.

## Shore-Rose Wedding Solemnized Saturday

Miss Florence Zella Rose became the bride of Mr. Aaron E. Rose in a simple ceremony at the home of the bride's parents, Mr. and Mrs. Lan Shore, here last Saturday evening.

The bride was dressed in a gown of green with brown accessories. The couple left after the vows were spoken for a honeymoon trip of several weeks. Rev. V. M. Cloyd of the Baptist church read the ceremony.

Mrs. Rose is a graduate of Hereford High school and attended Amarillo College last year. She has been employed during recent months as secretary of the chamber of commerce. She was formerly secretary in the office of Carl Gilliland, Hereford attorney.

Mr. Rose is a brother of Commissioner P. J. Rose, and has lived in Hereford during the past year. He came here from Abilene. He is a wheat farmer 14 miles west of the city where the couple will live.

Attending were Mr. and Mrs. L. H. Shore, parents of the bride; Mr. and Mrs. P. J. Rose and Mr. and Mrs. Frank Cogdell.

## Hazel Dunn Wed To Ivor Bagwell

Miss Hazel Dunn, daughter of Mr. and Mrs. R. M. Dunn of Hereford, and Mr. Ivor Bagwell, son of Mr. and Mrs. J. H. Bagwell, of Floydada, were married here last week. The ceremony was spoken at the Baptist parsonage by Rev. V. M. Cloyd, pastor. The couple left for Fort Worth and Dallas on a honeymoon trip immediately following the ceremony.

Attending were two sisters of the bride, Mrs. Leland Smith and Mrs. Rankin Reynolds of Hereford; a brother of the groom, Geo. Bagwell, and John Watt, a friend.

Mrs. Bagwell has spent the greater part of her life in Hereford and was graduated from high school here with the class of 1930. Mr. Bagwell is a wheat farmer in Bethel district in Castro county. He is a graduate of the Sweeney Automotive and Electrical school of Kansas City.

## WYCHE CLUB MEETS WITH MRS. ROSE

The Wyche club met at the home of its president, Mrs. Jack Rose, Monday for a luncheon and all-day meeting. The delicious luncheon was made up of home product dishes brought by members. Autumn leaves were used as decorations.

Table appointments were laid for 16 members and guests. County Judge C. W. Humble and the four county commissioners, Mai Stewart, J. T. Gulnn, W. B. Phillips and Jack Rose.

A business meeting and sewing filled the afternoon with entertainment. It was decided that the next meeting would be held at the home of Mrs. Lee Ott on December 19. A Christmas party program is planned for that day.

## WES BRADLY HAS BIRTHDAY PARTY

A stag birthday party, honoring Wes Bradley, was given at his home east of town Monday evening with a few friends attending. Food and fun were the order of the evening. Wes failed to tell his age, however.

Present were Harold Close, Fred Baird, J. C. Parker, J. A. Pitman, Horace Baird, Egbert Bradley, Ike Crosshwait, Jack and Doyle Rose, L. A. Ray, W. C. Nix and Cecil Walker.

## THANKSGIVING DINNER

One of the loveliest affairs of the Thanksgiving season was a dinner given by the Rebekahs for their husbands and families last Friday night at the L. O. O. F. hall. The table was beautifully decorated with fall flowers, flanked on either side with good things to eat.

During the dinner hour entertainment was furnished by two solos by Thurmond Williamson, accompanied by Miss Ursula Fridley, and two soprano solos by Donald McCullough, accompanied by Mrs. R. A. Wall. Following dinner forty-two was played.

## L. N. GEORGE GIVEN BIRTHDAY HONORS

Saturday evening the home of Mr. and Mrs. J. E. Beyer was the scene of a surprise dinner party, given by Mrs. L. N. George, honoring Mr. George's birthday.

The dining table was centered with a comport of white and yellow chrysanthemums, with yellow papers at each side.

Places were marked for Messrs. and Mrs. C. A. F. Parker, H. H. Miller, John Olson, J. E. Beyer, Mrs. Minnie B. Jones, Roger George, the honoree and hostess.

Fruit cocktail was served in grapefruit baskets with white handles and the yellow and white motif was carried out through the five courses. A white birthday cake bearing the words, "Birthday Greetings," and centered with yellow candles marking the year 1933 was placed before the honoree.

The gentlemen were left with coffee and smokes and the ladies retired to the living room where coffee was served by the hostess.

An hour of forty-two was then enjoyed, Mr. Miller receiving high score prize and Mr. Parker low.

Serving for the evening was in the capable hands of Miss Jewel Harris, a W. T. S. T. C. domestic science major.

## MRS. ELMER MATHIES ENTERTAINS CLUB

Thursday afternoon of last week Mrs. Elmer Mathies entertained members of the Pleasure Hour bridge club and a few invited guests at her home on West Fourth Street.

A Thanksgiving motif was varied in tallies, score cards and decorations. In the games, high score prize was presented Mrs. Smith McElroy, cut prize to Mrs. W. J. Smith.

A salad course was served to Meses. Boyd London, Glenn Weir, Criss Renfro, Smith McElroy, W. J. Smith, Homer Henslee, Carl Smith, Mace Whitman, Ralph Gilliam, members: Meses. Mont Baker and John Renfro, guests.

## PIONEER STUDY CLUB HONORS JUNIORS

Members of the Junior Pioneer Study club were guests of the senior organization at the home of Mrs. T. E. Kester Tuesday afternoon. The program: Invocation, Mrs. F. M. Kester; toast, Mrs. J. W. Spradley; History of Thanksgiving, Mrs. Carl Gilliland; quartet, Meses. O. G. Hill, J. B. Jones, Burl France and H. D. Reed. The guests favored their hostess with a musical number.

Guests were Meses. F. L. Harman, Jr.; Frank Cogdell, Linton Wilson, Urlin Streu, Aaron Rose, Meses. Ardelle Foster, Lueta Borden, Virginia Lillard. Of the hostess club the following members were present: Meses. J. E. Beyer, H. G. Conkright, A. A. Foster, Burl France, Carl Gilliland, Bob Higgins, J. M. Gilliland, O. G. Hill, P. H. Gilliland, E. S. Ireland, J. B. Jones, F. M. Kester, F. L. Lucas, Wret Phillips, H. D. Isped, J. W. Spradley, T. E. Seigler, Arthur Thompson and M. D. Womble.

## METHODIST YOUNG PEOPLE IN CHARGE OF PROGRAM

Young People's Department will have charge of the Sunday night service at the Methodist church, Rev. T. C. Whitt, pastor, will give a message on "Christian Education." A member of the young people's group will give a talk on the Hughes-Caperton Memorial Fund provided by young people of Northwest Texas Conference to enable members to attend school. An offering for the fund will be taken at the close of the service.

The department meets at 9:45 in the basement for its morning service and at 6 o'clock for the afternoon League session.

## MUSIC STUDY CLUB

The Music Study club met with Mrs. W. J. Stanford Monday, November 27, in regular session.

Subject for the afternoon was "American Music," under the leadership of Miss Swisher. Musical current events were interestingly given by the leader. Those on the program told something about the composition and composer. The program:

Slumber Song; Deserted, MacDowell; Miss Estes.

Miss Flower, an Indian Reverie, De Lone; Miss Pitman.

Memories, Herbert; Meses. Dillenhay, Beyer, Jones, Roberson, Hawkins.

Bandana Sketches, White; Meses. Thompson and Foster.

The Angelus Creche, Legends No. 1, Lleurance; Mrs. Conaway.

Egeria, Kroeger; Mrs. Schroeder.

Somebody's Knocking at Your Door (spiritual), Dett; Mrs. Mountz.

Song of Praise (Thanksgiving), Gomblier Bliss; Miss Estes, Meses. Hales, Fox, Mountz, Dyer and A. C. Thompson.

## ENERGETIC CLUB MEETS AT GATLIN HOME

At the lovely home of Mr. and Mrs. J. P. Gatlin, two miles south of town, ladies of the Energetic Quilting club served a turkey dinner last Sunday. They were hostesses to their husbands and families. After the dinner hour the guests were entertained with readings by the club's poetess, Mrs. R. C. Bridges.

Attending were Messrs. and Mrs. Clarence Smith, G. R. Conklin, J. P. Gatlin, H. T. West, W. M. Cogdell, W. A. Knox, Meses. W. M. Bell, R. W. Carroll, and R. C. Bridges; Meses. Tallie and Madeline Bell, Messrs. W. W. Haney, C. E. Gatlin, Leonard Knox and Luther Wright.

## Jones Will Speak In Dimmitt Dec. 1

Federal farm plans and projected programs of the administration for the relief of distressed farmers will be discussed by Congressman Marvin Jones at a talk in Dimmitt on the night of December first.

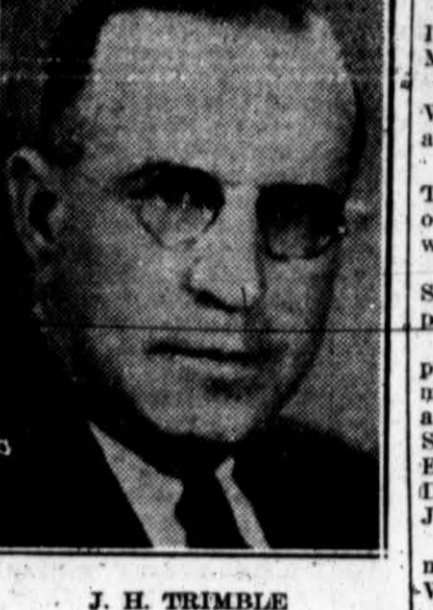
The meeting, to be held in the high school auditorium, is being sponsored by the Castro County Democratic executive committee. It will be one of the last talks Jones will make in his home district before returning to Washington for the January term of Congress.

E. F. Harman of Dimmitt, chairman of the committee, invites citizens of the entire area to hear the talk. Delegations from Hereford, Farwell, Tulla, Littlefield, Muleshoe and Plainview, will be on hand, he says.

Mrs. Bessie Shumaker of El Paso is here this week visiting in the home of her niece, Mrs. S. P. Rosson and family.

Mr. and Mrs. Leston Blangley of Amarillo will spend Thanksgiving Day here in the home of his parents, Mr. and Mrs. B. L. Branson.

## SALES WINNER



J. H. TRIMBLE

Who last week was announced as the leading salesman of Dodge and Plymouth automobiles for the Oklahoma City district. Mr. Trimble was awarded a prize of \$100. Similar prizes were awarded leaders in nine other district throughout the United States.

Mr. Trimble is employed by the Ireland-Beavers Motor Company, local distributor for Dodge and Plymouth.

## Jumbo News

BY EDNA HALL

Mr. and Mrs. Clyde Renfro called in the W. L. Hall home Friday morning.

The Missionary Society met with Mrs. W. L. and John Hall Thursday. Each lady brought a covered dish and a noon lunch was served to Meses. W. A. and Ullman Hunter, Cyrus Andrews, Sr., M. L. Hardy, L. C. Baggott, C. D. Pinckett, J. W. Berry, W. L. and John Hall, Meses Phyllis and Frances Hunter, Betty Jo Baggott and Edna Hall, Messrs. M. L. Hardy, C. King, Richard Earl Pinckett, W. L. and John Hall. In the afternoon an interesting and instructive program on "Stewardship" was given by Mrs. Ullman Hunter and J. W. Berry, which was enjoyed by all present.

Mrs. Lee Lambert of Hereford visited in the Clyde Renfro home Thursday.

Mr. and Mrs. Finis Jennings and son of Muleshoe and Finis Nunn spent Saturday night and Sunday in the Ullman Hunter home.

LaRue Beck and Betty Jo Baggott visited Lucille and Mary Jean Dyer Sunday.

Dawn basketball boys played here Friday, Jumbo winning 16 to 6. The Jumbo girls went to Dimmitt and played the Dimmitt

team, winning by a score of 53 to 16.

L. G. Baggott and wife were Sunday guests of Mr. Beck and Lavelle.

Mr. and Mrs. Truitt Boothe of Dimmitt spent Friday night in the M. L. Hardy home.

Mes. Ullman Hunter and J. W. Berry visited Mrs. H. C. Baird at Hereford Thursday.

Misses Kitty Oxford of Ward, Tincy Andrew and Kathleen Hardy of Dimmitt spent the week end with their parents.

Sammy Hardy of Easter spent Saturday night with his grandparents, Mr. and Mrs. M. L. Hardy.

Rev. E. E. Manney of Hereford preached a very interesting sermon at Jumbo Sunday afternoon, and will preach at Easter next Sunday afternoon at 3:00 o'clock. Everyone is invited to attend. On December 10 he will preach at Jumbo again.

Miss Irene Hurst spent Saturday night with Athalie and Maurice Wilder.

Mrs. Ovid Pinckert and Mrs. Hines spent Saturday in the B. M. Hines home at Hereford.

Mr. and Mrs. M. L. Hardy and Mrs. W. L. Hall visited Mrs. B. S. Ireland at Hereford Saturday afternoon.

Ovid Pinckert and Bill Hacker went to Rudoso, New Mexico, Sunday.

Mr. and Mrs. Sam and Finis Hunter and children spent Sunday in the C. C. Hunter home.

Mr. and Mrs. W. A. Hunter and Mr. and Mrs. Finis Jennings were guests in the Ullman Hunter home Sunday.

Mr. and Mrs. McElroy and son of Dimmitt visited Mr. and Mrs. Hoyt Harvall Sunday afternoon.

Mr. and Mrs. Pete Hicks spent last Thursday in the C. King home.

Rockwell Bros. & Company lumber yard is being remodeled and given a general overhauling and painting this week. John O'Connell, principal manager, stated that the principal work of repairing is being done on the large lumber sheds, replacing the old roofs with new ones, and at the same time remodeling and painting sheds and office buildings.



**We Are Thankful**

—In grateful appreciation of the business relationships we have had this year, for new acquaintances whose friendship we cherish and the old-timers whose esteem thru many years has made life happier, we want to express our thanks and extend the best of good wishes and hearty cheer.

**BUCHANAN & ROSSON**

Your IHC Dealer

HEREFORD FRIGONA



To our many old and new friends we wish to express our gratitude for pleasant associations and for business you have given us.

Dodge and Plymouth Automobiles

**Ireland-Beavers Motor Co.**

GOODYEAR DEALERS IN HEREFORD

301 East Third Street Phone 383

such remarkable values in hose!

full fashioned Munsingwear

59c pair

all new shades, pure rayon silk

Also hose at 89c, \$1.00, \$1.25

**Fox Mercantile Co.**

**Welcome, Visitors**

To the Tri-County Poultry Show, December 7-8-9. Make this show yours, but don't forget to visit our store while you are here—the Quality Store for less money.

**Allen A Hose**

89c and up

A. B. C. Percale

80 Square for ..... 22½¢

Ladies' Kid Gloves

In black and brown

Just Received, Full Line of Ladies' Scarfs

In Assorted Colors, \$1.00 and up

**The Friendly Shoe**

Men's Shoes as Low as ..... \$1.98

Men's Overalls as Low as ..... 89c

Men's Work Shirts as Low as ..... 69c

That Famous NO-FADE Shirt as Low as ..... \$1.25

**D. R. GASS & SON**

THE FRIENDLY SHOE DEALER





## Thanksgiving Specials

WEDNESDAY — FRIDAY — SATURDAY

- Blackberries, Gallon 38c**
- PICKLES, sour, quart 18c
- OATS, Crystal Wedding, large 17c
- Tomatoes, No. 2 Cans, 3 for 25c**
- SYRUP, Karo, gallon 59c
- PEGANS, shelled, 1-4 lb pkg 15c
- SPUDS, No. 1, 10 lbs 14c
- Pineapple, Del Monte, Gallon 51c**
- CELERY, nice and crisp, bunch 10c
- CORN, Standard No. 2 cans, 3 for 25c

**Soap Laundry, Big Four, 5 Bars 12c**

WE BUY CREAM, POULTRY AND EGGS

## CARL'S CASH & CARRY GROCERY

### Dawn Items

BY INEZ MILLEZ

Mr. and Mrs. Roy Gough visited the R. F. McConnell home Sunday. Chas. and Theodore Calloway got highest cream prices at Farmers Creamery Association. 7-12th were in Amarillo Thursday.

Mr. and Mrs. Henard East were called to Tucumcari Saturday by the death of Mrs. East's brother-in-law, N. Orison, who was killed in a highway accident Friday night near Vega.

Vivian Bowers, J. K. Dunavant, Ezra Bagwell and Loy Smith of Hereford spent the week end in the Calloway home.

Rev. Whitt, Methodist pastor in Hereford, will preach for the Union Thanksgiving service at the school house, beginning at 11:30. Everybody invited to come and bring baskets of food which will be spread.

Aldyth Hotsford spent Sunday in the H. A. Taylor home in Hereford.

Mr. and Mrs. Geo. McConnell visited the R. F. McConnell home here Sunday.

Friends of little Miss Mildred Luke helped her celebrate her birthday at a party in her home Sunday.

Miss Evelyn Archbair, teacher at Higgins, spent the week end with Miss Mary Chambers. Mrs. C. F. Miller, who has been seriously ill, was taken to the hospital in Hereford Friday.

Dawn demonstration club entertained a husbands of the members at a forty-two and bridge party in the Paul Frye home Thursday night. Chicken sandwiches, pumpkin pie and coffee were served.

Mr. and Mrs. Martin Campbell who have been living near Plainview, returned to their home here, Mr. Campbell's mother and sister, Jewel, returning with them for a short visit.

A committee on Christmas finance has been appointed, and anyone desiring to contribute will see Mrs. A. T. Frye, L. A. Smith, Alfred May or H. H. Miller.

### Westway Items

(BY WILMA SKYPOLA)

Wilbur Smith of Amarillo spent the week end in the C. R. Grimes home.

Get highest cream prices at Farmers Creamery Association. 7-12th Mr. and Mrs. Dave Grimes and Buddy Turnbow of Hereford spent Monday in this community.

Mr. and Mrs. Gunn, Mrs. Guy Lawrence, Mr. and Mrs. Joe Landers and John Ross visited the McDales home in New Mexico Sunday.

T. E. Baker and family visited in the Ward community Sunday.

Miss Louise Walthall of Oltom, sister of Mrs. Fay Dodson, and Miss Opal Kirkpatrick of Lazbuddy spent the week end in the Dodson home.

The play, "Bonds on a String," put on by Westway high school, was a success. All characters did themselves proud in its rendition. The candy sale netted \$7.55.

Westway girls lost to Bovina Saturday night by a score of 21-24. The boys were defeated in a close contest by 18-13.

### First Methodist Church

REV. T. C. WILLETT, Pastor

Sunday school, 9:45 a. m.

Praying at 11 a. m., sermon subject, "The Holy Communion."

Epworth League, 6:00 p. m.

Evening service, 7:00, sermon "Christian Education." This service will be sponsored by the Epworth League.

When suffering with piles use Zimmerman's Wonder Salve. For pyorrhea, colds, kidney pains get Pine Oil. Soid and guaranteed at Close and Quality Drug Stores.

### Ford Doings

BY LA VERNE MANN

Take Produce to Carl's Gro. at Sunday school attendance this week was better. Several visitors were present.

D. S. and George Larson and little Gene were Hereford visitors Tuesday. Mrs. D. S. Larson spent the afternoon with Mrs. J. S. Garrett.

George Straub began working on the highway at Hereford the first of last week.

Mrs. Jackson and sons were in Amarillo Monday.

Victor and Miles Langley made business trips to Hereford this week.

Evelyn Benson was on the sick list and missed several days from school last week.

R. W. Stephens helped G. D. Dennis move to Post this week. The community regrets the loss of Mr. and Mrs. Dennis and hopes they will prosper in their new location.

W. M. Stewart made a business trip to Hereford Monday.

Verna and Elmo Funk started to school Monday.

Aggie Jacobs spent the week end in this community with her mother. She returned to Hereford Sunday evening.

Mr. and Mrs. Herman Dinkle of Texline spent several days here visiting her mother, Mrs. Luna Jacobs, and family.

F. W. Brunson, G. D. Dennis and Orin Jackson were in Vega and Amarillo Wednesday.

Colonel and Mrs. Owens and Mrs. Jop Owen and children of Vega spent Sunday morning in the W. M. Stewart home.

The community Thanksgiving dinner will be held at the school house again this year. Everyone is invited to come.

Miss Rachel Shields had visitors from Vega Thursday.

Those who attended the farewell supper at the R. W. Stephens home Sunday in honor of Mr. and Mrs. G. D. Davis, who moved to Post this week were Messrs. and Mmes. G. D. Dennis, Bill Hutson, John Hutson, J. L. Helght, W. M. Stewart, H. M. Benson, D. B. Mann, H. D. Hill, George Benson and R. W. Stephens.

Mrs. Park, Misses Ida Lee Cope, Wynnie Jacobs, Birdine and Virginia Brunson, Mildred and Melvina Steveng, La Verne and Euna Mann and Elizabeth and Mary Lee Benson.

Henry and Edward McMurphy, F. W. Brunson, R. W. Stephens, Jr., George and Clyde Mann, Jas. Harold Keith and Billy Hutson, Hardy Benson, Jr., Homer and Howard Hill and Willie Kliever, J. E. Hill of Hereford was out in this community Monday.

H. D. Hill and family called in the R. W. Stephens and D. B. Mann homes Friday.

Mr. and Mrs. Lynn Powelson and children were Hereford visitors Friday.

George Brunson, who has been working for J. E. Hill through the fall months returned to his home at Claude Friday.

### Dean News

BY MARY LOUISE ELSIE FRIEMEL

Take Produce to Carl's Gro. if Henry Skypola was in Umbarger Thursday of last week.

Clem Friemel was an Amarillo visitor last Friday.

Mr. and Mrs. C. E. Williams and daughter, Marie; Mr. and Mrs. Alex Thompson, Mr. and Mrs. Wiley Robinson enjoyed a goose supper in the Arlie Dean home one evening last week.

Alton Biggers attended a picnic at the Sims school house Friday night.

The Northwest club met with Mrs. T. P. McCollister Thursday of last week.

Mr. and Mrs. Arlie Dean attended the social at the home of Mr. and Mrs. Bob Higgins Tuesday night.



## FOR AN OLD-FASHIONED Thanksgiving Dinner

These Specials Are for Wednesday Afternoon, Friday and Saturday

- MACARONI 5c
- Or SPAGHETTI, box 17c
- MILK 17c
- Armour's, tall can, 3 for 17c
- SALMON 25c
- Pink (best grade) 2 for 25c
- SYRUP 47c
- Steam Boat, gallon 47c

**FLOUR Western Beauty 48-lb. sack \$1.49**

- PINEAPPLE 17c
- No. 2 1/2, half slices 17c
- JELLO 6c
- Any flavor, box 6c
- COFFEE 14c
- Bulk, pound 14c
- SOAP CHIPS 7c
- Crystal White, 10c box 7c

**COCOA Hershey's, 1-lb. can 17c**

- MUSTARD 16c
- Pure, quart jar 16c
- CANNED BEANS 99c
- Wapeo, 1 doz. assorted, \$1.22 value 99c
- OATS 12c
- National, large box 12c
- COMPOUND 59c
- 8-pounds 59c

**SUGAR 10-lb. Cloth Bag 51c**

- PEANUT BUTTER 25c
- Quart jar 25c
- SPUDS 14c
- 10 pounds 14c
- SUGAR 24c
- Powdered, 3 boxes 24c
- SALT 85c
- Morton's Sugar Cure, 10 lb 85c

**SOAP Luna, 10 bars 26c**

- LETTUCE 5c
- Head 5c
- CELERY 10c
- Bunch 10c
- APPLES 23c
- Dozen 23c
- ORANGES 15c
- Dozen 15c

## Frank's CASH Grocery

FRANK RICHARDS, Proprietor.

Bring Us Your Eggs—Market Price.

Come Give Us a Trial.

BUY AT HOME

Phone 117—We Deliver

**I've Solved the WASH PROBLEM.**

No more red hands, aching back and Monday drudgery for me. It's not worth the paltry saving. From now on I send the family washing to the Hereford Laundry. They do the job better and quicker than I can myself.

**PHONE**

Send your Dry Cleaning and Laundry to us. Ask for driver.

We will be closed Thanksgiving Day.

## HEREFORD LAUNDRY AND DRY CLEANING CO.

### Thanksgiving Greetings

We want to express at this Thanksgiving time our appreciation of the old, tried-and-true friends whose presence has done so much to add brightness and pleasure here during the past year, and extend to our new friends won in that time our gratitude for their companionship and good will.

For Fire Insurance Protection.

## HEREFORD INSURANCE AGENCY

John McLean, Owner.



## for THANKSGIVING

Eat a good dinner and be thankful, as we are, for all the good things that have come our way.

We want our many friends and customers to know that we appreciate the splendid business that we have had and we mean it when we say:

"THANK YOU"

## STREU HARDWARE CO.

Buy at Home.

Phone 48.

### Progressive News

BY OLIVE PERKINS

Get highest cream prices at Farmers Creamery Association. 7-12th

Mrs. Carl Donovan returned Friday from a hospital in Amarillo where she went last week for a minor operation.

Mr. and Mrs. J. E. Blakemore of Summerfield visited in the R. Blakemore home Wednesday.

Miss Virginia Bowman who is attending college at Canyon visited home folks Tuesday night.

Mr. and Mrs. Haskell Benson, Miss Leatrice Benson and Mrs. Albert Higgins were in Amarillo Friday.

Mr. and Mrs. W. A. Ricketts of Hereford and Mr. and Mrs. Ira Ricketts and children visited the homes of Messrs. and Mmes. B. R. Anderson and Clyde Russell at Borger Sunday. They attended services at Borger Sunday morning.

Mr. and Mrs. Haskell Benson and Miss Leatrice visited Mr. and Mrs. Jodie Benson near Happy Sunday.

## thanks...

—for the support and patronage which has made it possible for us to serve the people of this community for the past 35 years.

We wish to express our gratitude to all our old friends and welcome the new.

## Rockwell Brothers & Co.

In Hereford Since 1898

Lumber

Building Supplies

### THE BEST WAY

To Help Santa is With Nice

## Christmas Cards

Order Them

Today at

The Hereford Brand





# We Are THANKFUL

Both for material advancement and spiritual progress that all of us have made during the past year. A new feeling of unity and hope has been born among our people because we now see the end of a struggle which has taxed us to the utmost.

We, together with our neighbors throughout Deaf Smith county and the entire Panhandle have more reasons this year to be thankful than we have had for many years.

True worth and service have again become the yardsticks by which the value of our product and yours is measured.

## Texas Utilities Company

# PUBLIC FARM SALE

## TUESDAY, DECEMBER 5th

SALE BEGINS PROMPTLY AT 1:30

Owing to the death of my husband, and not being able to continue our farming operations, I have decided to sell at Public Auction my entire farming equipment, including the livestock, at my farm located one mile south, and one-quarter mile west of Summerfield.

### HORSES AND MULES

- 1—Pair brown mules, weight 2400.
- 1—Bay horse, weight 1250.
- 1—Bay horse, weight 950.
- 1—Black mare, weight 1000.
- Several sets good harness, collars and bridles.

### CATTLE

- 7—Head red shorthorn cows, all young. Several of these cows are milking now.
- 3—Shorthorn heifers, coming 2.
- 5—Whiteface yearling heifers.
- 2—Jersey milk cows, age 3.
- 3—Steer calves.
- 3—Durham heifer calves.
- 1—Hereford bull, age coming 2, extra good.

### HOGS

- 1—Poland china sow.
- 1—Shampshire sow.
- 1—Buroc boar.
- 15—Pigs, weaning age.

### CHICKENS

- 300—White Langshan, chickens, all young. These are a wonderful lot of chickens.
- 1—New hen house, 10x16 feet, extra good.
- 1—Coal brooder, 500 chick capacity.

### FARM MACHINERY

- 1—Extra good farm wagon.
- 2—One-row listers.
- 1—Cultivator.
- 1—Three-section harrow.
- 1—Two-wheel trailer.
- 1—Slide go-devil.
- 1—Disc harrow.
- 1—Good stock saddle.
- 1—Extra good McCormick row binder, practically new.
- 1—Garden plow.
- 1—Small drinking tub.
- Lot of shop tools too numerous to mention.
- Several iron barrels.
- Pitchforks, shovels, etc.
- Several feed and hog troughs.
- Several pieces water pipe.
- 1—Bachelor 4-hole stove.
- And numerous other items.

I will offer at private treaty, 65 acres of extra good kafir corn in shock. 10—Acres cane.

The offerings in this sale are considerably above the average of most farm sales.

**MRS. J. B. DAVIS, Owner**

TERMS—CASH

CLIFF ESTES, Clerk.

COL. RAY BARBER, Auctioneer.

### FOOTBALL

(Continued from Page One)

ferociously and broke up passes with regularity. His blocking was responsible for what potency the Whiteface attack afoot could muster.

#### Russell Shines.

Greatest all around playing for the day was done by L. B. Russell, Hereford back. He did most of the passing and kicking for the losers, getting a 30-yard average on 11 punts did all of Hereford's successful passing, and gained more yardage than any other player. His defensive work was spotless.

Richard Baker, quarterback, handicapped by an injury, was stopped more effectively by Shamrock than by any other team this year. His returning of punts, while above average, lacked the sparkle of former games and it was the same story with his runs from scrimmage.

After repulsing a Shamrock drive on their 29 early in the second quarter, the Whitefaces drove to Shamrock's eleven with Russell passing to Baker for 18 yards and carrying it for 13 more. Three plays netted only two yards and Hager tried his place kick with the fatal result.

#### Threaten in Third.

Things rocked along even until the middle of the third quarter, when an exchange of punts gave Hereford the ball in midfield. Russell ripped off nine yards on a double reverse, then flung Wilbur Womble a pass on Shamrock's 18. He followed by weaving 13 yards to the five yard line. But this golden opportunity was removed when the play was nullified by an offside penalty. Hereford did not threaten again.

A desperate passing attack in the fourth by Hereford brought about Shamrock's only threat to score. Cain intercepted a Whiteface pass on the 30 and returned it to the 24. Shewmaker passed to Blake on the 10-yard line. Three plunges lost four yards for the visitors and Shewmaker passed to Mayfield in the end zone, but the big end was three paces offside in getting into the open to catch the pass.

#### First Quarter.

Captain Fields of Shamrock won the toss and chose to defend the south goal, taking the wind. Hereford received. McIntyre kicked to Clayton on the 29, the latter returning to the 32. Baker rammed for eight, and Russell added three for first down. They reversed the process for another first down. Two bucks and a pass netted a scant yard and Russell kicked out on Shamrock's 22.

Fields pounded for one and Shamrock drew a 15-yard penalty for holding. Shewmaker kicked to Baker who fumbled but recovered on Shamrock's 42. Baker fumbled and lost one, Sowell failed and Russell lost two, Russell kicked to Shewmaker on the 10. He returned nine yards.

McIntyre made one. Seed glommed Blake after a yard gain. Shewmaker passed to Blake for five. He then kicked to Baker on his 35 and the Whiteface safety lugged it to midfield. Russell and Baker failed to gain as Carmen smeared them at the line. Russell threw to Baker but it was knocked down. A bad pass from center was recovered by Russell, but the ball went to the Irish on Hereford's 34.

Fields lost five at left end. Blake poured through guard for eight, but a 15 yard penalty for holding messed Shamrock up. Shewmaker's pass was knocked down by Russell and he kicked to Hereford's 22.

Russell made four in two totes. Sowell fumbled and lost 10. Russell kicked from his 17 to his 38. Blake failed at his left end; Russell knocked down two passes, and Shewmaker kicked over the goal. In three tries Baker and Russell made a yard. Russell booted to his 42. McIntyre made one around left end. Shewmaker flipped a pass to Blake for 17 paces. Blake rammed for a couple and the quarter ended on Hereford's 22.

#### Second Quarter.

Womble recovered McIntyre's fumble on Hereford's 29. Baker made four. Russell eight and Baker two more. Russell lost one, then punted 50 yards across the goal. Fields made one then lost it as Daniels smeared him. Trimble replaced Clayton at full and Seed left the game and Clayton went to left end.

Shewmaker kicked to Baker in midfield who returned to Shamrock's 42. Russell threw to Baker for an 18-yard gain. Russell weaved through for 13 and Shamrock took time out. Baker and Russell rammed three times, making only a couple and taking the ball to the nine yard line.

Hager stepped back to try a field goal from the 18. Purcell blocked the kick. The ball rolled off to the east side on the 14 where McIntyre picked it up and outran three Whitefaces for the game's only touchdown. Shewmaker passed to Fields for the point.

Trimble returned McIntyre's kick to his 35. Russell passed to Clayton for 27 yards. Russell's pass

to Womble was high as the big end got in the clear. Another pass, Baker to Clayton, failed, and Baker kicked over the goal.

McIntyre got seven, Blake drove for two more, and Shewmaker sneaked for three. Blake lost a couple; McIntyre got it back, then Blake failed at the line. Shewmaker kicked out of bounds on his 49. A pass failed; Russell lost a yard. Blake intercepted a Russell pass on his 45 and fetched it to Hereford's 46.

Holding cost Shamrock 15. McIntyre failed at the line and Shewmaker booted to Hereford's 36. Russell circled right end for six. Shewmaker intercepted Russell's pass on his 40 and returned it four yards. McIntyre made six at right end. Shamrock drew five, then a 15-yard penalty. Blake hit right tackle for five, and McIntyre sifted through for 20 and a first down. The play ended the second quarter.

#### Third Quarter.

Womble, kicking with the wind, sent the oval over the Shamrock goal. Three thrusts by Blake and McIntyre made four, and Shewmaker kicked to Baker on the 45. The Whiteface pilot fumbled, and Carmen recovered for Shamrock. Two plays gained as many yards. Rainey fumbled Shewmaker's pass and the latter punted to Hereford's 17, where the ball was killed.

Baker made six, three and nothing, then Russell kicked to Shewmaker on his 35. He returned seven yards. Blake got four at left tackle; McIntyre added three. Shewmaker made one then started to punt and missed the ball with his foot. Hereford recovering on Shamrock's 48.

Sowell dropped Russell's pass, then the latter quick-kicked to Shewmaker on the 10. It was returned to the 17. Two plays gained a yard, and Shewmaker kicked to Hereford's 46. On a double reverse Russell made nine. A pass, Baker to Womble, failed, and Russell made it a first down with two through the middle.

Baker made one and Russell passed 24 yards to Womble on the 18. Wilbur making a sensational catch. Russell carried the ball through the middle to the seven-yard line, but Hereford was offside. A pass, Russell to Baker, was short as Russell fell. Baker tried right end and lost one. Clayton passed to Womble on the 17 as the quarter closed.

#### Fourth Quarter.

Russell's pass was incomplete in the end zone. Shewmaker kicked to Baker on Hereford's 40, the return carrying to Shamrock's 45. Cain intercepted Baker's pass on his 35. Shewmaker kicked to Baker on Hereford's 20 and he brought it back 12 yards. Russell lost 11 as he was rushed on a pass. Baker regained four. An end-around and lateral to Russell failed. Russell punted to Shamrock's 47.

Blake lost two and McIntyre four more. Shewmaker kicked 38 yards over the goal. Russell flipped Baker a six-yarder. Blake slugged down Clayton's heave to Womble. Russell lost three then kicked from his 25; it was partially blocked and rolled out of bounds on the 27. Fields lost three at the line and Shewmaker lost 13 as he tried to outrun the surging Hereford forwards. Shewmaker kicked over the goal.

Russell lost two; a pass failed. Shamrock drew an offside penalty. Cain intercepted Russell's pass on Hereford's 30 and returned it to the 24. McIntyre rammed right tackle for five and Shamrock's first penetration. McLean replaced Captain Blythe for Hereford. Fields failed and Shewmaker passed to Blake for 10 yards. McIntyre made two. Fields added one, then Mayfield lost seven when Russell nailed him on an end around play. Shewmaker passed to Mayfield in the end zone, but Mayfield was offside.

Baker intercepted a pass on his goal line and ran to the ten. Russell kicked to the 38. Blake circled left end for a yard as it ended.

C. E. Rutledge and son, L. D. Rutledge, of Rotan were here the last week end visiting with the former's brother, Claude. They expect to remain here for part of this week.

#### STOP TAKING SODA!

#### FOR GAS ON STOMACH

Much soda disturbs digestion. For gas or sour stomach Adlerika is much better. One dose rids you of bowel poisons that cause gas and bad sleep. City Drug Store.

#### Don't Get Up Nights

Make This 25c Test  
Physic the bladder easily. Drive out impurities and excessive acids which cause irritation that results in leg pains, backache, burning and getting up nights. BU-KETS, the bladder physic, containing buchu, juniper oil, etc. works on the bladder pleasantly and effectively as castor oil on the bowels. Get a 25c box (5 grade sizes) from your druggist. After four days, if not relieved of getting up nights go back and get your money. You are bound to feel better after this cleansing and you get your regular sleep. Sold by Quality Drug Store.

## W. FRANK BALL

Is Authorized Agent for

Hereford Brand—Amarillo News

BOTH FOR \$5.00 PER YEAR

# Dec. 7-8-9

Are the Dates Set for the

TRI-COUNTY POULTRY SHOW

Held Annually In Hereford.

Make our store your headquarters during the Show.

West Texas Feed & Seed Company

HOME OF JUST-RIGHT FEEDS

Phone 265.

We Buy Produce.

## BUSINESS AND PROFESSIONAL DIRECTORY

### ABSTRACTS

The title to your land is vital. Our Abstracts correctly reveal the title.  
A. O. THOMPSON  
ABSTRACT CO.  
5% per cent Federal Farm Loans.

### AUDITOR

PAUL S. CORBETT  
Accountant and Auditor  
Income Tax Service  
Office County Court House

### AUTO REPAIRS

AUTOMOBILE REPAIRING ACCESSORIES  
Nationals, the only guaranteed, money back, tires.  
GAS AND OIL  
LUSK AUTOMOTIVE CO.  
Roy Lusk, across from City Hall on Third Street.

### CLEANERS

WEST TAILOR SHOP  
MRS. O. F. WEST, Proprietor  
Clothes Called for and Delivered.  
Phone 385

### DAIRY

PRAIRIE DAIRIE  
Grade "A" Milk  
Sweetmilk, Cream, Buttermilk.  
We Deliver Daily.  
Phone 166

### GAS-OILS

W. J. (Bill) Smith Service Station  
Car washing, greasing, tire repairing, 100 per cent Conoco products.  
Corner First and Main Sts.  
Look for the Red Triangle.



**LOOKING FOR A NEW APARTMENT?**  
TURN NOW TO THE WANT ADS

## DIRECTORY

### INSURANCE

INSURANCE  
JNO. H. PATTON  
PHONE 50

### LUNCHES

THE CHOCOLATE SHOP  
Plate Lunches  
Sandwiches  
Cold Drinks, Candies  
Magazines.

### MANOLOGY

Manology - Colon Irrigation  
Spinal Adjustments - Vapor Baths  
DR. R. E. PERKINS  
710 North Main - Phone 246

### NURSING

PRACTICAL NURSING  
At My Home Or At Yours.  
23 Years Experience.  
MRS. A. D. GODWIN  
Second door west on Eighth Street, off 25-Mile Avenue.  
Telephone 391

### OPTOMETRIST

DON'T Neglect Your Eyes  
Dr. T. M. Montgomery  
At Close Drug  
Third Friday Each Month.

### PHYSICIANS

DR. T. L. MORGAN  
Physician and Surgeon  
Above Corner Drug Store  
Office Phone 462  
Residence Phone 463

### PRODUCE

BROWN PRODUCE  
Market Prices for Cream, Poultry, Eggs  
Second Street, Hawkins Bldg.

### WOODWORK

Custom-Made Furniture  
Windmill Sections, Sucker Rods, Combine and all kinds of wood machinery parts made and repaired.  
D. M. RAYZOR  
Woodwork, 604 N. Main.



# STAR THEATRE

Hereford, Texas

Wednesday and Thursday

6 STARS in a ROMANCE OF THE SKIES

JOHN BARRYMORE  
HELEN HAYES  
CLARK GABLE  
LIONEL BARRYMORE  
ROBERT MONTGOMERY  
MYRNA LOY

NIGHT FLIGHT

CLARENCE BROWN PRODUCTION  
A Metro-Goldwyn-Mayer picture

Be sure and bring your BICYCLE TICKETS

Wednesday night—if you do not get the bicycle you may get a Thanksgiving turkey.

YOU MUST BE PRESENT  
ADMISSION ONLY 10-20c  
Special Matinee Thursday  
Thanksgiving Day.

Friday Only

"My Woman"

With

Helen Twelvetrees  
Chapter Six of "DEVIL HORSE"

News and Comedy  
ADMISSION 10c

Saturday Only

Matinee and Night.

Extra Big Show for Only 10c  
EDDIE CANTOR

A BIG MUSICAL COMEDY  
"Whoopie"

When you can see shows like this for only 10c you are getting somewhere!

Preview Saturday Night  
Sunday Matinee

Monday - Tuesday



JEAN HARLOW  
LEE TRACY  
BOMBSHELL

Selected Musical Shorts and News  
Two Hours of Real Show!  
ADMISSION 10c-35c

# PERSONALS

Gano Hastings of Dimmitt was here Tuesday visiting relatives and friends.

Raymond Riddling of Rock, Oklahoma, was here Monday on a business trip.

Christmas Seals are the hallmark of health. Buy them and use them.

John Purcell and Cleo Laird of Belvieu, New Mexico, were here last Saturday on a business trip.

FOR SALE: 40 acres begarl, 40 acres sorghum in shock at 2c. On section 83, block K-7, 30 miles northwest: A. A. Ellwart, Hereford.

Mr. and Mrs. Hershel Climer of near Vega were here the latter part of last week visiting in the home of Mr. and Mrs. John Schwartz.

O. L. Culwell and wife left the latter part of last week for Centuria, Missouri, where they will make their home through the winter months.

W. J. Smith and family left Saturday morning for Hutchinson, Kansas, accompanied by Mr. and Mrs. Walters, of Brownwood, parents of Mrs. Smith. The party went to Kansas to attend funeral services of an uncle of Mrs. Smith.

Alex Thompson made a flying trip to Galveston over the week end, leaving here Saturday night and returning Monday night. Mrs. Thompson and Mrs. Ray Johnson of Summerfield came back with him.

Jack Wade, Dalhart, Democratic chairman of Dallam county, was a caller in Hereford last week. He also visited at the home of his father-in-law, U. G. Randall, who lives in Castro county.

B. B. Adams of Amarillo was here the first of the week conferring with the local Conoco dealer, Oscar Easley, and W. J. Smith, manager of the Conoco station at the corner of First and Main streets. Mr. Adams is district superintendent of the Conoco company of this district. He was here on sales promotion.

Mrs. Hawkins, mother of Mrs. W. J. McMinn, former residents of Summerfield, passed away Wednesday of last week at her home in Oklahoma City. Funeral services and burial were held there Saturday. Mrs. Hawkins was well known in the Summerfield community and had many friends here. She was 80 years old.

## First Baptist Church

REV. V. M. CLOYD, Pastor.

Sunday school, 9:45.  
"Foreign Missions," pastor's subject at 11:00.  
B. T. S., 6:15.  
Preaching, 7:30.  
Teachers meeting Wednesday at 6:45. Prayer service, 7:30.  
Please remember that God commands us to worship. The God-man gave us an example by going to church himself, and also remembered the human needs the church service. You are welcome to worship with us.

## Want Ads

### Lost and Found

STRAYED: A Jersey yearling steer with white spot on right flank. Finder inform Lan Shore.

LOST: A log chain, about 20 feet long, some place in town. Finder return to Brand office. Charlie Benge.

### Wanted

WANTED: Capable middle-aged housekeeper. Must be good cook. Phone 246.

WANTED: To exchange plastering, stucco or brick work for hog, beef or anything of value. Call at the Brand office. O. E. Ridgeway.

WANTED: To buy maize heads and threshed grain. Brumley & Son.

### For Sale or Trade

FOR SALE: Block 24; 20 acres in the city of Hereford; shallow water, 30 feet. Will make a bale of cotton to the acre. Easy terms. Address owner, M. A. Crockett, Sanger, Denton County, Tex. 46-3p

FOR SALE: New and used typewriters, and ribbons. Jowell Murchison.

### Help Wanted

LIFE INSURANCE salesmen desiring the best plan of protection to offer their prospects may obtain full information 608 Republic Bank Building, Dallas, Texas. Call or write today.

### Notice

NOTICE TO HUNTERS: The J. G. Evans place, nine miles southwest of Hereford, is posted. Hunters, do not trespass. J. G. Evans.

## Bailey to Offer For Senate Post

Deaf Smith county friends of Joseph W. Bailey, Jr., Dallas, were pleased at his announcement in Dallas last week that he will be a candidate for United States Senator from Texas.

Bailey is at present congressman-at-large from Texas, having defeated J. H. "Cyclone" Davis in a heated campaign last summer. He is the son of the late Joseph Weldon Bailey, 12 years a Texas Senator.

He toured West Texas last spring in the interest of the twenty-first amendment. He differs widely with Senator Tom Connally, the man he will oppose, on the liquor question.

## Seven Football Men Close Grid Careers

Seven members of the Whiteface football team wind up their careers in high school competition with Thursday's game at Clarendon.

They are Richard Baker, regular quarterback; H. D. Blythe, guard; George Smith, center; Walter Seed, end; Earl Trimble, fullback; Dean Story, end, and D. Baker, guard. Five of the seven were regulars throughout the season.

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



## FRIDAY - SATURDAY MONDAY SPECIALS

Prices that will please you, both large and small head sizes, and in black, brown, navy and gray.

Prices \$1.00 to \$6.50  
Softies, 25c to \$1.00

Just Received a New Shipment of

HAT and SCARF SETS \$1.00 AND UP

Welcome to Poultry Show December 7, 8 and 9.

VOGELE  
MILLINERY  
PARLOR

## Want Army Recruits At Amarillo Office

Enlistments for the Army are being accepted at the Amarillo recruiting office, according to a communication from Sgt. Robert E. Forsythe, who is in charge of the office.

Men from the Panhandle between the ages of 18 and 35 are eligible. All recruits are to be sent to Fort Francis E. Warren at Cheyenne, Wyoming. Applicants will go from Amarillo to Denver for final examinations.

A training school for recruits who desire to compete for entrance at West Point is maintained at the post, and all men under 22 years of age may enroll.

1901 ————— 1933

# E. B. Black Co.

Furniture :: Undertaking

Ambulance Service—Day or Night  
Hereford, Texas



Boy, What a Feast!

Whether it is turkey with all the trimmings, or one of our nice, tender roasts, or what have you, it's sure to be a good, hearty dinner.

See Our Specials Before You Buy—They Are Worthwhile.

Go to Church Sunday.

## Texas Market & Grocery

PHONE 353—FREE DELIVERY

PIGGLY WIGGLY greets

PUMPKIN TIME

These Specials Are For Wednesday Afternoon, Friday and Saturday

Sugar 10 lb. Cloth Bag 49c

|                         |         |   |     |
|-------------------------|---------|---|-----|
| OATS Large box, Brimful | 12 1/2c | CRUSTENE, 8 lbs A pure vegetable compound | 59c |
| MALTED MILK Pound can   | 39c     | GRAPE JUICE Quart                         | 18c |
| LETTUCE Head            | 5c      | SALAD DRESSING Quart                      | 25c |

Jello 5c

|                        |         |                             |     |
|------------------------|---------|-----------------------------|-----|
| COCOA Hershey's, pound | 17c     | WESSON OIL Quart, 39c, pint | 21c |
| SYRUP Gallon           | 49c     | PRUNES Gallon               | 34c |
| CANNED PUMPKIN Can     | 12 1/2c | BLUEING 10c bottle          | 5c  |

Flour Gold Medal 98c

|                     |     |                                  |     |
|---------------------|-----|----------------------------------|-----|
| PICKLES Quart, sour | 15c | MARSHMALLOWS Three 10-cent boxes | 25c |
| FIG BARS Two pounds | 21c | PRUNES 50-70 size, 3 pounds      | 25c |
| SOAP Big 4, 10 bars | 25c | MINCE MEAT Two lbs               | 19c |

Coffee Canova lb. 25c

|                                 |     |                         |     |
|---------------------------------|-----|-------------------------|-----|
| PANTRY DEAL, Wapco \$1.40 value | 89c | RICE Large box          | 21c |
| TOMATO JUICE Large, Van Camp's  | 10c | VANILLA Extract, bottle | 19c |
| TUNA Can                        | 15c | PEARS 2 1/2 Size        | 15c |

**Pumpkins**  
Fresh  
**19c Each**

|                               |     |                                       |     |
|-------------------------------|-----|---------------------------------------|-----|
| CAKE FLOUR Softasilk, package | 29c | WASHING POWDER Star Naptha, large box | 21c |
| MUSTARD Quart                 | 15c | LOG CABIN SYRUP Large can             | 89c |
| OLIVES Queen, quart           | 33c | RINSO Large box                       | 21c |

Go to Church Sunday.

Quality and Service Are Paramount Always at

PIGGLY WIGGLY ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME