

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

34th Year—Number 45.

The Hereford Brand, Hereford, Texas, Thursday, November 15, 1934.

Five Cents Per Copy.

New Law Cuts Penalty From Tax Payments

Delinquent Levies Free from Extra Charge After February 8.

After next February 8 penalty interest on taxes delinquent for August, 1934, will be reduced. The tax remission law was adopted by the legislature last year. It does not take effect, however, until February 8, ninety days after passage.

To be free of interest or penalty the delinquent taxes must be paid before March 15. After that date a graduated scale of penalty charges will be made until July 1. Delinquent taxes paid between February 8 and March 15 will carry no extra charges; between March 15 and April 1, payments will carry two per cent; from April 1 to May 1, three per cent; until June 1, four per cent; until June 30, five per cent.

Delinquent taxes paid on or after July 1, 1935, will carry a penalty of eight per cent and interest at the rate of six per cent per annum, thus running the added cost at least 14 per cent above the principal.

Although the law is not yet effective, it is believed the comptroller will authorize tax collectors to accept payments on delinquent taxes without charging penalty and interest before February 8.

Director Names Chorus Members

Work on the "Messiah" by the Civic Chorus is progressing nicely at the Monday night rehearsals, according to Miss Mattie Mae Swisher, director. She urges members to attend all rehearsals.

The oratorio is to be presented in Amarillo December 16 in a joint recital with choruses of Amarillo and Pampa. It will be given here the evening of December 18.

A list of the members as announced by Miss Swisher, follows:

Soprano: James R. P. Conaway, A. C. Hales, Carl Mounst, J. G. McCracken, O. G. Hill, Jesse Stanford, J. E. Beyer, J. B. Jones, C. G. Acker, R. P. Rosson, C. C. Ferguson, Gertrude Brotherton, H. E. Fox, Jennie Gibson, E. E. Fridley, Misses Leona Tiefert, Genevieve Eberle, Ruby Faye Bennett, Mary Frances Holder, Elizabeth Spradley, Ruby Thompson and Ursula Fridley.

Alto: Mmes. G. A. F. Parker, A. C. Thompson, A. O. Thompson, R. M. Whitshire, C. H. Dyer, H. L. Broadwell, Nell Culpepper, H. H. Hawkins, D. B. Holder, H. D. Reed, Alford, I. H. Spratt, Van Bibber, Glenn Snyder, and Miss Ella Broadwell.

Tenor: J. E. Beyer, I. H. Spratt, F. M. Kester, Glenn Davis, Friona, Rev. E. R. McWilliams, E. S. Ireland, Will S. Kerr.

Bass: Duane Howard, R. J. Richardson, A. A. Ott, John Olson, Noel Gollehon, Ursel Young, Johnnie Biggs, Jim Kirby.

Edgar Pickett is accompanist.

Show Park Here In Picture Slides

Motion picture slides of the state park here will be shown throughout the Southwest by Tommy Elliston of Canyon, park service publicity man. Elliston was here last week arranging for pictures to be made.

Photographs showing various scenes in the park, men at work, and proposed improvements will be taken from which the slides will be made. Elliston's work is to acquaint people of Texas and the Southwest with the parks.

Ten Teams In Bowling Loop; Play Next Week

Ten teams are in the city bowling league. Play will begin next week. Each team will play every week through a season of nine weeks.

Teams are not required to play exactly according to schedule but may get together and arrange a time to play matches. They must, however, play each match during the week it is scheduled.

Next week's schedule follows: Monday, Courthouse vs Orchestra; Tuesday, Ireland-Beavers vs Farmers; Wednesday, Brand vs Consumers; Thursday, Lions vs Sunbelt; Friday, CCC vs Christ-

Eagles Are Toppled As Bovines Capture Diadem For Section

Canyon Takes 24 to 0 Lacing In Surprise Game Friday.

Canyon's Eagles were no match for the Whitefaces of Hereford High here last Friday as the Bovines of Coach Tommy McCollum took a smashing 24 to 0 victory from the Randall county lads.

With the win went the championship of section B, district one. The Whitefaces took the right to play Dumas for the championship of the district.

Greater resources, more power and superior defense of the Whitefaces spelled defeat for the Eagles who fought gamely but in vain. Meade Smith, feet halfback, made the first counter a few minutes after the game started. It was a 22-yard jaunt that brought the tally.

Smith scored again in the second quarter, going a dozen paces on a triple reverse play. L. B.

Lineups.	Pos.	Hereford
Canyon	le	Womble
Childers	lt	Turner
Bewley	lg	Daniel
W. Cox	lg	Kirby
R. Black	c	McLean
K. Black	rg	Millard
Johnson	rt	Clayton
Ellison	re	Sowell
H. Lisle	qb	Smith
Solomon	hb	Russell
L. Lisle	hb	Russell
Brooks	fb	Benge

Officials: Davis Hill, WTSTC, referee; Windy Nicklaus, Texas Tech, umpire; T. G. Hull, Simmons U., headlinesman.

Russell made the third tally. It came in the final quarter and was a two-yard plunge. Nasty Clayton ended the scoring with a 35-yard run-back of an intercepted pass in the waning minutes.

But for the timer's gun and a technicality, Hereford would have scored two more touchdowns. The first half ended with the ball a foot from Canyon's goal. In the third quarter Russell passed successfully to Wilbur Womble in the end zone on a fake place kick play. But Russell's knee was on the ground when the ball was snapped and the ball was automatically downed, thereby nullifying the touchdown.

The first touchdown came as a result of some amazing punting by Clayton. He kicked 44 yards to Lisle on Canyon's 30. So high was the punt that Hereford's ends were waiting when Lisle caught the ball. He fumbled. Hereford recovered on the 22. Smith blasted through right guard, then scooted rapidly across the goal line.

Late in the first quarter Canyon recovered a Hereford fumble just inside the 20-yard line. It was the only penetration the Eagles made and it was short lived as they lost five yards on three plays.

Most of the second period was spent in Canyon's area, the Whitefaces punting a lot. With about a minute left to play, Wilburn Benge recovered a Canyon fumble on Hereford's 45. Russell made 11 yards then took Clayton's pass right at the goal line where he was tackled. Smith lost a yard, then Russell hit the middle and lacked a foot scoring as the period expired.

Early in the third quarter Russell returned a punt from his 40 to Canyon's 44. A concerted drive carried to the eight where the fake place kick took place, the ball going to Canyon on the 10.

A minute later the whole Hereford line blocked Brooks' punt and recovered on Canyon's 11. Smith scored his second touchdown on the next play, circling his left end on a triple reverse.

The end of the quarter found Hereford in possession of the leather on Canyon's 26, where Lisle had fumbled another punt after a convincing tackle. Russell passed 25 yards to Womble who was downed a yard from pay dirt. Russell scored on a line play.

A minute later Russell returned a Canyon kick 36 yards from his 20. He passed to Womble for six yards; Smith and Sowell added 14 more, then Lem Carlyle took Russell's pass for a 17-yard gain to the eight. Sowell fumbled on the next play, losing the ball.

Then Clayton intercepted a desperate Canyon pass on the 35 and returned it for the final touchdown behind some neat blocking. None of the extra points was made. Three place kicks missed and an unsuccessful pass was tried.

The crowd, estimated at 1,000, was the largest at Whiteface Field this year. Several hundred of them were supporters of the Canyon Eagles. The day was unseasonably warm, the heat taking its

(Continued on Page Seven.)

DECORATIONS GIVE HOLIDAY ATMOSPHERE

Although there are a number of shopping days until Christmas, Hereford merchants are getting things started now. Already a number of the downtown stores have received huge stocks of Christmas goods and are displaying them in an attractive manner.

Christmas decorations, too, are being placed in the business houses, imparting a holiday atmosphere.

HIGHWAY WORK ON 33 SHOWS PROGRESS

Construction of the caliche road bed on Highway 33 east of Hereford has reached the city dump ground, more than four miles out. This job has been in progress several months with a short crew of relief laborers.

At present 25 men are being used in two shifts. The caliche is hauled from the pit seven miles southeast of the city.

Although it was reported last week that the highway department was contemplating taking over and completing this highway through the county, Engineer Cooper Dewey has received no official confirmation of the report.

From the Randall county line, 13 miles east of Hereford, Highway 33 is hard-surfaced through the entire Panhandle to the Oklahoma line beyond Canadian. Relief work on the road has been done intermittently throughout the past year. Curb and gutter and a wide caliche bed through the city were completed last winter.

Grades and drains on the road both east and west of Hereford were built by contractors under the highway department last winter.

Drinkers, Gamblers Get No Relief Money

No cash will be paid to relief clients who are chronic drinkers or gamblers, announces W. W. Chilton, county administrator. Persons who are addicted to liquor or gambling will be paid only in commodities for the work they do.

If these clients refuse to work when they are paid in groceries and supplies instead of money, the administrator is instructed to bring charges of vagrancy against them.

McWilliams to Direct T. C. U. Homecoming

Rev. E. R. McWilliams of Hereford has been named local chairman for the annual Texas Christian University Homecoming, Saturday, November 17, by Mrs. Chas. A. Stephens, state president of the exec.

Rev. McWilliams will be the official homecoming representative from Hereford and will represent the state association in promoting interest in the affair among the T. C. U. exes in the Hereford section.

The football game between the Horned Frogs and the Texas Longhorns will, of course, be the chief item of interest on the program of the day. Other features will be a giant pep rally Friday night, an alumni "mixer" Saturday morning, the annual reunion luncheon at noon, and an open house in Jarvis Hall that evening, followed by the Homecoming dance, sponsored by the "T" Association of the school.

1,474 Sheep Bought From Local Farmers

Buying of sheep in the government relief program was completed here last week by J. R. Self. In the county, 1,474 head were purchased. They were all ewes a year or more old. A flat price of \$2 per head was paid.

Five raisers sold sheep from Deaf Smith. They are S. S. Williams, J. A. Hart, Claude Benton, Tedford Brothers and H. B. Elliston. The buying was opened three weeks ago.

Wheat Raisers Get Allotment Payments Here

\$60,000 Is Delivered To 246 Farmers In Deaf Smith.

Two hundred forty-six wheat farmers of the county have been made richer by almost \$60,000 during the past week with the delivery of the first allotment checks for 1934.

The checks came last Friday and have been distributed to most of the farmers who have them coming. County Agent Dewey Reed has sent out cards to all those who have checks.

The same contracts upon which last payments for 1933 were paid in September received allotments in this group. The remainder of the more than 800 contract signers in the county are yet to get their second 1933 payments.

Total of the money delivered to the 246 farmers in the last 1933 and the first 1934 payment is \$88,808.70. Money received last week amounted to \$59,537.50.

Remaining farmers will receive their checks as soon as difficulties in regard to compliance papers are worked out, Reed said. The trouble arose when a number of farmers over planted last fall then failed to destroy the necessary acreage to be within contract limitations.

Reed is contending that since no wheat was to be harvested, it was no violation to fall to plow up the excess acreage.

Today Is Final Good Will Day

Today is the fourth and last of the first series of Good Will Days sponsored by Hereford business and professional men.

During the series the city has furnished a free show each Thursday afternoon and cash premiums to shoppers as well as special week-end prices.

Ninety-eight firms and individuals have cooperated to put on the event. J. C. Parker has been the director on the job. Plans are on foot to have a second series.

Lions to Stage Rural Programs

Rural programs are absorbing attention of the Lions Club Friday night of this week a group led by Jesse Stanford will hold a meeting at the Progressive school. There will be a meeting at Jumbo next week. Dawn will be the scene of a program on November 23, and Ward on November 28.

Alex Thompson was interviewed on his recent trip to the Century of Progress at Wednesday's luncheon. Thompson gave descriptive sketches of most attractions and exhibits at the fair.

Ralph Smith will take a musical organization to Frio school to-night to assist in putting on a carnival.

Palmer Hurt In Wreck

Walter L. Palmer of Wichita Falls was seriously injured in an automobile accident near there last Thursday night. He is a former resident of Hereford and a son of Mrs. Mary Palmer.

Mrs. Palmer and her daughter, Mrs. Ezra Norton, went to Wichita Falls following the accident, returning Monday. They reported the victim as somewhat improved, although his condition is still serious.

David M. Warren, Panhandle editor, was here Saturday.

Heavy Fog, Little Rain Here Tuesday and Today

A trace of moisture fell here Tuesday morning during a slow but light drizzle. There was a heavy fog all during the forenoon, but the clouds cleared away after lunch, ending what appeared to be a threat of good rain.

A heavy fog blanketed the earth this morning giving hope of a rain.

Hereford Methodists At District Meeting

Rev. T. E. Willett of the Methodist Church and Miss Mattie Mae Swisher left Wednesday for Abilene to attend the annual district conference for Northwest Texas.

Reverend Willett is secretary of the board of Missions and Miss Swisher is a member of the board of Christian education.

T. E. Seigler attended the Amarillo-Lubbock grid game Monday at Lubbock.

Wants Borrowers To Return Everything

The week of November 19 will be National Borrowers' Return Week if Adam Borrower has his way. At any rate, Adam suggests that in a letter to this newspaper, Adam's name was misspelled in last week's Brand and he states in his letter he will bring legal action unless the error is corrected. The Brand apologizes for calling him "A. Dam" Borrower in the edition of last week.

"Let's make it a success," pleads Adam, "of Return Week by each one returning the things they have borrowed."

"We might find a home for Jesse Stanford in Mocherville, Forgetful County," he adds.

Be it remembered that Adam returned a pipe threader to Stanford by express last week from his home in Mocherville. Jesse had forgotten who borrowed the instrument.

TREES AT PARK COMING FROM NEW MEXICO

New trees—2,000 of them—will arrive at the park here tomorrow. It will be the first batch to come from the Pecos River region near Fort Sumner, New Mexico. In the load will be tamarack, cottonwood and willow trees.

A crew of the CCC men from the camp here have established a temporary camp at Fort Sumner and are gathering the young trees. The men will be there about three weeks.

Good sized trees, about nine-foot ones, are being brought in. They will be planted in the park at spots determined through the soil survey recently finished. As many as 10,000 of the trees will be obtained if they are available.

WTSTC Special Term to Open November 19

West Texas State Teachers College will open its doors to new students on November 19, in keeping with the plan inaugurated last year of dividing the long school session into four nine-week periods. Each department of the college on that date will offer beginning courses, allowing the new students to pursue in logical order the succeeding courses during the following nine-week terms.

The success of the plan, as evidenced last year in its experimental stage, lies largely in the fact that students are better able to meet the smaller tuition payments at nine-week intervals than the lump sum payments on the old term plan. Enrollment figures also attest to the success of the new plan. At its beginning in the fall of 1933 the enrollment swelled to an all time record. A similar record for summer enrollment followed the end of last year's long session. This year the enrollment of 4,444 students has been made for the fall term.

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To Buy Thousand Cattle In County

RED CROSS HAS HALF ENOUGH MEMBERS

With the canvass of the city and county less than half finished, 105 members had been enrolled in Deaf Smith County Chapter of the Red Cross last night. D. H. Alexander, roll call chairman, reported the city had been canvassed east of Main Street and only one rural community had finished the call.

Quota for the county is 200 members. Alexander feels the goal will be reached if the good response continues. Minimum membership fee is one dollar. As much as desired may be paid for the membership.

A portion of each membership payment—less than 50 cents—goes to the national organization and the remainder is used in carrying out local work.

J. T. Cronin, chairman of the chapter, announces that projects for the winter are being planned now. Amount of work done for needy will depend upon the amount subscribed in the roll call drive.

Roll Call for the Red Cross opened throughout the county on November 11 and will last through Thanksgiving. Deaf Smith county has never failed to reach its quota, Cronin pointed out in urging cooperation in the drive.

Program To Be Started Monday; Ask Raisers to Register Stock.

Word was received here this morning that buying of cattle will be done in this county next week. Dr. H. J. Wilson, bureau of animal industry veterinarian, will do the inspecting.

The work will start Monday. Dr. Watson, in a letter to the county agent, asked that sellers have their stock ready. The 1,000 head will be purchased at the rate of 250 per day.

Owners are asked to register their animals at the county agent's office this week. It will be too late next Monday. Old cattle, especially cows, are preferred in this lot.

Prices will be the same as heretofore paid for the animals, ranging from \$5 to \$20 per head. Those accepted will be delivered to Hereford by the sellers. Condemned cattle will be killed on the farm.

One thousand head of Deaf Smith county cows will be bought by the government during the month of November, County Agent Dewey Reed announces. This is an additional relief move in countering where the feed crop is so short as to make feeding of animals prohibitive in cost.

Just when the buying will be started has not been determined. Only cows will be bought in this new program, preferably old stock which cannot stand the rigors of the winter.

Deaf Smith, Farmer, Castro, Randall and Swisher counties have been made into a district for the work. One veterinarian and one appraiser will serve the entire district.

The cattle will be either shipped or condemned and killed on the farms. Sellers of stock will be required to make delivery in Hereford. Reed asks raisers who have aged cows to sell under this program to get in touch with his office at once.

Special Service Marks Armistice

A special Armistice Service at the Christian church following a parade sponsored by the American Legion last Monday marked the observance here of the sixteenth anniversary of the end of the World War.

After the formal services the day was devoted to merriment. The Legion and their ladies had a supper in the Carter building on South Main Street. At 8:30 there were fireworks at Lake Park. Then the evening was turned over to dancing at the down town hall.

Business houses of the city were closed all day Monday in observance of the occasion. In the parade were the Legion and Auxiliary, CCC Company 1862, Red Cross, Girl Scouts, Lions Club Odd Fellows and Rebekahs.

Rev. E. R. McWilliams delivered the main address at the church, "A Summons to Peace." Charlie Bennett, Legion Commander, directed the day's program.

Dumas to Be Foe In District Play

Dumas' Demons will be the next conference foe of the Whitefaces of Hereford High, says B. H. Hopkins, business manager. The Demons are winners in the northern section of district one. The two teams will meet for the district championship.

When the game is played Dumas will be the site. A year ago the Demons came here and were defeated by the Whitefaces for the bi-district championship. Since that time the district have been changed, throwing both Hereford and Dumas in the same one.

As was the case a year ago, there is no basis on which to compare the two teams. The contest must be played, according to the conference rules, before Thanksgiving. Officials of the two schools will meet this week end to determine the date.

Self-Doctoring a Poor Practice, Says Official

"He who treats himself has a fool for a doctor." This motto might well be displayed in every home in the State, as many people indisposed jump at conclusions as to what is wrong with them, go to a drug store for a bottle of advertised medicine. For a time they feel exceedingly clever but later they may discover that instead of getting better, they have become worse. Eventually the physician is bound to be called, in some instances too late.

There is no desire on the part of the Texas State Department of Health to insinuate that all, or the majority who use patent medicine to cure their ills, will suffer greatly by so doing. The point is that there is a sufficient number of self doctors who pay a big penalty for their practice to place everyone on guard against it.

The body is the most wonderful piece of mechanism in existence. To tamper with it in any particular without due professional knowledge is running a great risk. When one's car is not working properly, you do not take it to any one but a mechanic who knows how to repair cars. It is remarkable that a person thinks less of the service his body needs in comparison to his car. If one is sufficiently ill to feel the need of treatment, it should be sought in its professional form. Avoid self doctoring.

CLOVIS NEXT; WHITEFACES DUE TO LOSE

Although they have won eight straight games, most of them handily, the Whitefaces are probably due to lose one tomorrow, according to most observers.

The trouble is that they are playing Clovis. Those Wildcats are state champions in New Mexico and have lost only one game since 1932. That was to the powerful Lubbock Westerners a couple of weeks ago and the score, 16 to 12.

Greatest hopes for the locals lies in the fact that the game will be the Wildcats' third in the last eight days. Last Friday they played Fort Sumner and then Monday they went over to Tucuman

and played the Rattlers. Hereford fans will have difficulty forgetting what the Wildcats did over here last year. They gave the Whitefaces a 39 to 0 kicking, the worst they have suffered in recent years. And the sad part of it is the Cats apparently have what it takes to do it again.

This will be the seventh year Coach Tommy McCollum has sent the Hereford team on the field against the Wildcats. Each team has won three of the six previous contests. They will be playing off the tie.

Comparative dope shows Clovis 29 points better than Hereford. They beat the Yannigans of Ama-

rillo 49 to 6, and Hereford beat the same team 20 to 6. That dope, however, probably means nothing as Clovis used their second string much of the time.

Coach R. K. Staubus' boys have compiled an imposing record for the year. Hobbs fell 65 to 0; Yannigans 49 to 6, Roswell 26 to 2, Carlisbad 61 to 0, Portales College Reserves 60 to 0, Plainview 50 to 6, Fort Sumner 47 to 0, Lubbock 12 to 16.

In Eddie Miller, quarterback, the Wildcats have about the best passer in high school football today. He throws the oval like a baseball. He does the kicking, too. Then there is Oscar Perry. He

was here last year, and that's sufficient. Another back is Joe Maddox, full and captain. He weighs 200 pounds and plays with every ounce of it.

E. G. Abernathy, 170 pound left end, is an all-state man. Hogdon at left guard, 160 pounds, and Red Maloney at right tackle, 170, are "hosses."

The Wildcats' likely starters will be Abernathy, lb, 170; Reamer, lb, 160; Hogdon, lg, 160; Riddle, center, 150; Gny, rg, 155; Maloney, rt, 170; Dickinson, re, 165; Miller, quarter, 155; Sidden, hb, 150; Perry, hb, 160; Maddox, fb, 200.

Numbers of Hereford fans are planning to make the trip.

We have just received and placed on display a large shipment of

YARDLEY TOILETRIES

FOR LADIES

Bath Powder and Salts, Toilet Water, Powders and Perfumes, Facial Creams, Compacts and other preparations. These popular items will make ideal gifts for Christmas. Come in and see these preparations today. A small deposit will hold any item selected until Christmas.

QUALITY AND SERVICE

FOR MEN

We have a large supply of Yardley's preparations for men, too. Included in these items are Shaving Soaps, After-Shaving Lotion, Hair Oil, Invisible Talcum, and other items. Nothing will please Dad or Brother more than one of these sets of Yardley preparations for men.

CITY DRUG STORE

TELEPHONE 100



Westway Items

(BY WILMA SKYPALA)

Mr. and Mrs. Guy Lawrence and daughter of Walcott, Mr. and Mrs. L. E. Madole and Rev. and Mrs. B. Harrison of Hollene, N. M., spent Sunday in the R. M. Gunn home.

A farewell dinner was given the Rogers children Sunday in the J. H. Landers home. Present were Mr. and Mrs. Otto, Nanette Little, Gwendolyn Hyde, Paul and Earl Harrison of Hollene, and Faye, Peggy Sue, Albert and Mural Russ of Summerfield.

Mr. and Mrs. Paul Arthur and daughters, Mr. and Mrs. Ted Irbeck and daughters, Mrs. Clem Friemel and family, Mr. and Mrs. H. F. Fangman and Henry Kuper took Sunday dinner in the V. Skypala home.

Mr. and Mrs. W. B. Lindsey of Summerfield, spent Sunday in the T. A. Rogers home.

T. A. Rogers has returned to his home from Roswell, N. M. Misses Gwendolyn Hyde and

Gladys Gore spent Sunday night with Miss Pauline Rogers.

Elijah Hyde, Mr. and Mrs. V. L. Newton and children, and Mr. and Mrs. J. L. Hyde and daughter made a business trip to Lubbock Friday, returning home Sunday night.

Marjorie Edwards, Junior Burgess, Kathryn Vaughn, Evalena Ottas, Gene Little, Hugh K. Rowe, Elvin Wilson, Lee Roy Burgess, Georgia Sue Baker, Duane Vaughn, Dora Lee Burgess, Roger Hartman, Dorothy Edwards, Gladys Gore, Loy Cook and Daniel Turrentine were on the honor roll in Westway school.

Mr. and Mrs. Orville Houser of Hereford spent Sunday with her parents, Mr. and Mrs. G. C. Hartman.

Thursday afternoon Westway defeated Summerfield in senior girls basketball 21 to 11, junior boys basketball, 5 to 30; little boys basketball 10 to 30, and the Summerfield outside boys beat Westway school 11 to 12.

Allen Heater and Don Taylor of Pampa were here Sunday.

Ford Doings

MRS. H. M. BENSON

Rev. Marvin Boyd of Vega filled his appoints Sunday. A program by the Bible class was enjoyed. The primary department will have charge of the program next Sunday.

Mr. and Mrs. J. E. Hill spent Sunday night with relatives in Claude, returning home Monday.

Mr. and Mrs. H. M. Benson and Mr. Sanford were in Amarillo Wednesday.

Mr. and Mrs. Bob Orr and Elvis have returned from a visit in Oklahoma.

A brother from Claude has been visiting Fred Brunson.

Harold Wilson and Joe Phipps have been hauling feed from Sudan the past week.

D. B. and Clyde Mann of Littlefield were here Tuesday, moving machinery to their new home. They spent the night with Ted Langley.

Mr. Sanford was in Amarillo Wednesday on business.

Mr. and Mrs. J. S. Garrett were visitors in the Hardy Benson home Tuesday evening.

Miss Mildred Stewart suffered an attack of appendicitis and was taken to Amarillo last Friday for treatment.

Mr. and Mrs. Geo. Benson and daughter, Elizabeth visited Miss Mildred in Amarillo Monday.

Mr. and Mrs. Jess McGowan visited the J. L. Hight home Friday night and attended the play in Vega.

Mr. and Mrs. J. S. Garrett were in Amarillo Wednesday. Mrs. Garrett's niece, Miss Bassett, returned home with them.

The singing convention at Bippus was well attended and some splendid singing was heard. Among those from Ford attending were the Garrett family, Mrs. Howard Morel, Mrs. M. J. Parks, H. M. Benson and family.

A. K. Webster was in Amarillo last Saturday.

Miss Eunice Caldwell of Progressive spent the week end with Miss Nancy Ann Garrett.

Mr. Hedrick and family were supper guests in the H. D. Hill home Tuesday night.

Mr. and Mrs. F. C. Benson attended the funeral of Mrs. Benson's cousin in Amarillo Monday.

Mr. and Mrs. J. W. Ware were Ford visitors Sunday.

Mr. and Mrs. T. E. Major visited in the H. M. Benson home Sunday.

Summerfield News

BY MRS. GUY WALZER

Mr. and Mrs. Troy Welty and son were Shamrock visitors last week. Mrs. Welty and son remaining for a longer visit.

L. G. Harris of Farwell and Miss Dorothy Harris of Oklahoma Lane spent the week end with their parents, Mr. and Mrs. G. M. Harris.

Mr. and Mrs. J. E. Roberson who have been living in Canyon have moved back to their farm west of Summerfield.

Jens Bellar and family of Mulshoe spent the week end with relatives here.

Ted Stotts and family have gone to Borger for an indefinite stay.

J. R. Oglesby and family, Mrs. A. A. Atchley and Miss Ruth Atchley spent Sunday with relatives at Wyche.

Mr. and Mrs. Ben Wilhelm were in Amarillo Saturday.

Mr. and Mrs. Obe Roberson spent Monday in Plainview.

Miss Geraldine Kendall of Hereford spent the week end with Mr. and Mrs. Ky Lawrence.

Mr. and Mrs. Emmett Blakemore and Jimmie of Progressive spent Sunday with his parents, Mr. and Mrs. A. J. Blakemore.

WMS met last Thursday at the home of Mrs. Fred Streun. An interesting program was given by the nine members present.

L. H. Lookingbill and family of Black spent Sunday in the L. B. Lookingbill home.

A public speaking class was organized at the school house Friday, to meet each Friday at 3:30. Miss Gladys Seigler of Hereford has charge and all interested are invited to attend.

There will be a play, "Comin' Thru the Rye," at the school house soon, sponsored by the club.

YWA met last Tuesday night at the home of Miss Jessie Schulz. Plans were made for a pageant to be staged in December.

Miss Oleta Bowling was an Amarillo visitor Saturday.

Mrs. G. W. Mills and daughter and Miss Eva Blakemore of Amarillo spent Tuesday and Wednesday with their parents, Mr. and Mrs. A. J. Blakemore.

Mr. and Mrs. Lee Curry and Pearl spent Sunday with Mr. and Mrs. Adam Flowers of Jumbo.

Mr. and Mrs. Ben Wilhelm and Miss Murphy attended the singing convention at Bippus Sunday.

Miss Zaydee Rule spent the week end with relatives at Friona.

Mrs. Dave Stewart received word Tuesday that her brother-in-law at Liberal, Kansas, had died. Mr. and Mrs. Stewart and daughter left at once to attend the funeral.

John Bowling of Amarillo spent the week end with his sister, Miss Oleta Bowling.

Card of Thanks.

We take this means of expressing our sincere gratitude and thanks for every expression of sympathy shown us in the recent illness and bereavement. May God bless everyone who helped in any way.

Mr. and Mrs. L. J. Matthews, S. C. Brewton and Son, W. R. Matthews and Family, Mr. and Mrs. W. J. Matthews.

STATE OF TEXAS NOTICE OF TRUSTEE'S SALE

Whereas, by Deed of Trust dated September 15, 1928, and recorded in Volume 32, at Page 214, Deed of Trust Records of Deaf Smith County, Texas, D. E. MOORE and MAGGIE MOORE, his wife, for the purpose of securing payment of eight (8) certain notes executed by the said D. E. Moore and Maggie Moore, and particularly described in said Deed of Trust, conveyed to Farwell Winston, Trustee and his successors in trust, the following described property situated in Deaf Smith County, Texas, to wit:

Two hundred fifteen (215) acres of land out of Capitol League Number 428; and particularly described as the West two hundred fifteen (W215) acres of Survey or Section Number Thirty-two (32), of Township Number Three (3) North, of Range Number Four (4) East, of a "Capitol Syndicate Subdivision" as shown by Plat of such Subdivision of record in the Deed Records of said County of Deaf Smith in the State of Texas, Volume 15, at Page 60; Subject to easement for such public roads as may have been legally established along the lines of, or across the tracts conveyed. Patented to Abner Taylor; Located about three-fourths mile North and 10 1/2 miles West of Hereford, Texas.

Whereas, default was made in the payment of principal and interest which became due on said notes on November 1st, 1931; November 1st, 1932; November 1st, 1933, and November 1st, 1934, and the holders thereof exercised their option of declaring all the notes due; and

Whereas, Farwell Winston, Trustee, named in said Deed of Trust, after default had been made in the payment of said notes and after having been requested to execute said Deed of Trust, refused to execute the same; and

Whereas, said Deed of Trust provides that in the event of the inability or refusal of the said Farwell Winston to act at any time when his action thereunder may be required, then Samuel H. Roberts shall be and is appointed and made successor in trust with like powers and authority possessed by the said Farwell Winston, Trustee.

Now, therefore, at the request of Frank F. Ferry, Kent Chandler and Farwell Winston, Trustees, present holders of the notes above mentioned and by virtue of the authority conferred in said Deed of Trust, I, the said Samuel H. Roberts, Alternate Trustee, on the 4th day of December, 1934, between the hours of ten o'clock A. M. and four o'clock P. M. shall proceed to sell at public outcry in front of the Courthouse door of Deaf Smith county, in Hereford, Texas, to the highest bidder for cash the property above described and the proceeds of said sale will be applied to the payment of the balance due upon the indebtedness, the expense of making said sale and the remainder, if any, paid to the said D. E. Moore and Maggie Moore, or their order, all in accordance with the terms of said Deed of Trust.

Witness my hand, this 5th day of November, A. D. 1934.
SAMUEL H. ROBERTS,
44-3c Alternate Trustee.

A Three Days' Cough Is Your Danger Signal

Don't let them get a strangle hold. Fight them quickly. Creomulsion combines 7 helps in one. Powerful but harmless. Pleasant to take. No narcotics. Your own druggist is authorized to refund your money on the spot if your cough or cold is not relieved by Creomulsion. (adv.)

Notice to Creditors of the Estate of A. B. Harrison, Deceased:

Notice is hereby given that original Letters of Administration upon the estate of A. B. Harrison, deceased, were granted to me, the undersigned, on the 3rd day of September, 1934. All persons having claims against said estate are hereby requested to present the same to me within the time prescribed by law.

My residence and Post Office address are Hereford, Deaf Smith County, Texas.

E. H. NORTON, Administrator of the estate of A. B. Harrison, Deceased. 43-4c

NOTICE OF SHERIFF'S SALE OF REAL ESTATE

By virtue of an order of sale issued out of the Honorable 68th Judicial District Court of Texas in and for Dallas County, on the 27th day of October, 1934, in the case of THE DALLAS JOINT STOCK LAND BANK OF DALLAS versus Arthur Brooks, et al No. 9106-C and to me, as Sheriff, directed and delivered, I have levied upon this 30th day of October A. D. 1934, and will between the hours of 10 o'clock A. M. and 4 o'clock P. M. on the first Tuesday in December A. D. 1934, it being the 4th day of said month, at the Court House door of said Deaf Smith County, in the City of Hereford, proceed to sell at public auction to the highest bidder, for cash in hand, all the right, title and interest which Arthur Brooks, Roxie Brooks, Mary V. Palmer, Paul S. Mathers, Rosella Bishop, H. N. Bishop, Elmer F. O'Farrell, Rosa B. O'Farrell, and Banker's Life Company, a corporation, had on the 1st day of December A. D. 1925 or at any time thereafter, of, in and to the following described property, to-wit:

Lying and being situated in Deaf Smith County, Texas: Being all of Section No. 66, in Block K-8 containing 640 acres of land

Said property being levied on as the property of said above named persons and will be sold to satisfy a judgment amounting to \$7,086.31 against Arthur Brooks and Paul S. Mathers, jointly and severally, together with 8 per cent interest thereon from the 25th day of September, 1934, in favor of THE DALLAS JOINT STOCK LAND BANK OF DALLAS, and costs of court and the further cost of executing this writ.

Given under my hand this 30th day of October, A. D. 1934.
J. B. MILLER, Sheriff,
43-3c Deaf Smith County, Texas.



We Want Your Turkeys

And We Pay Top Prices

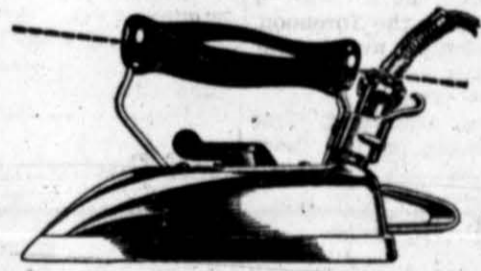
We can use all the turkeys we can get for the Thanksgiving season. And we want them now. Bring them to us and get highest market price and get it in cash.

Use Just-Right Poultry Feeds

West Texas Feed and Seed Co.

We Buy Produce Of ALL Kinds

WHAT'S NEW IN IRONS



—Heating element under perfect, automatic control. Convenient beveled edges to slide under buttons gently—all way round.

—Slender, tapered point, fitting perfectly into tucks and gathers.

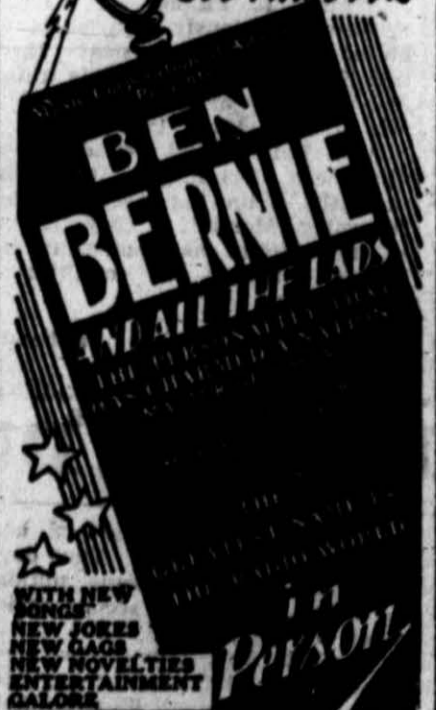
—Don't overlook the improved cords that add materially to economy.

—Many other features which can be shown you at our office or your dealer's.

TEXAS UTILITIES COMPANY

AMARILLO SAT. NOV. 17

Yow-SAH



CONCERT: 8:15 to 10:00 P. M. Auditorium. Prices: 5c, 10c, 15c, 25c, 50c, 75c, \$1, \$1.50. Includes tax.

DANCE: 10:30 to 2:00 A. M. Nat Dance Palace. Prices, \$2.50 per person. Stage, \$4 each. Includes tax.

Night Club reservation \$1 extra per person, includes tax. Phone 3-9167.

Send mail orders to Miss Lois Black, care of Globe-News, Amarillo. Make reservations now. Include 1c postage. Booked thru Music Corp. of America, by Wilbur C. Hawk, sponsored by the Nat Dance Palace.

FOR EXPERT
SAW FILING
and all kinds of
TOOL SHARPENING, SEE
E. H. FULLWOOD
404 North Main Street

DON'T gamble!

It's easy to assume that "everything will be all right," and though that is a comfortable philosophy it is apt to lead to disastrous consequences where the disposal of your estate is concerned. Don't leave this important matter to chance and the kindly, though possibly misdirected offices of some friend

Provide for the Comfort of Your Family with a Sound Trust Fund We Are Competent to Advise You

THE FIRST NATIONAL BANK
OF HEREFORD
MEMBER FEDERAL RESERVE SYSTEM
A Strong Bank Thoughtfully Managed

A Carload Of
COLORADO NIGGERHEAD COAL
On the Track Now
Place Your Orders For Immediate Delivery.
We Have All Kinds of Feed.
McLean & Pitman
Grain Company
Phone 1. Buy at Home We Deliver

THE CHURCH WORLD

First Christian Church

REV. E. R. M'WILLIAMS, Pastor

Church school 9:45, organized with beginners, primary, junior-intermediate and adult departments, good teachers and classes for all. Morning service at 11, with weekly observance of the Lord's Supper. Duane Howard, an excellent basso, will sing at the morning hour. Evening service at 7:15, sermon and congregational singing. The Sunday evening services are always less than an hour in length. Worship with us as we will appreciate your attendance and participation.

First Presbyterian Church

W. M. GRIFFIN, Minister.

Sunday school, 9:45; G. M. Hudson, Superintendent. Morning worship, at 11. Christian Endeavor, 6:30. Evening worship at 7:30.

St. Anthony's Church

Sunday mass at 8, and sung mass at 10 o'clock. Religious instruction after second mass. Benediction at 8 p. m. Weekdays, mass at 8 a. m., Saturday at convent at 7. Monday mass at Bovina this week. Holy hour 8 to 9 p. m. Thursday. Benediction at 6:30 p. m. Saturday. The Altar Society is going for-

ward with plans for the Thanksgiving dinner, which will be open for those not members of the parish, also if they wish to partake. Games for the children as well as adults will be held during the balance of the day.

Church of Christ

FRED ROSS, Minister

Services at high school auditorium. Bible school at 10 a. m. Morning worship and sermon at 11, subject, "Willful Sin Disastrous." Night service at 7:30 o'clock. Subject, "The Fatal Night." Young people's meeting at 6:30. Prayer meeting Wednesday evening, 7:30.

FUNDAMENTALIST BAPTIST

Bible school, 9:45. Preaching at 11 a. m. and 7:30 p. m. each Sunday. Bible study and prayer meeting Thursday, 7:30. Bro. Belmev, who had charge of the services while the pastor is away was ill, and Bro. Hager preached two spiritual sermons Sunday. The pastor will be at home for Thursday night and Sunday from the pre-Millennial Bible school in Fort Worth, inspired with a great message. Come and worship with us. Mrs. Neal L. Cress.

CHRISTIANS TO HAVE ONE-DAY CONFERENCE

A one-day missionary and educational meeting of Christian Church ministers and laymen of the area will be held at the First Christian church in Amarillo next Wednesday, November 21. Rev. E. R. McWilliams will head a delegation from the Hereford church at the conference.

Dawn Items

BY INEZ MILLER

Ralph Smith and his high school band, and Judge Humble were here Sunday evening. Judge Humble was principal speaker of the evening and the band played several numbers in the Armistice program.

PTA met Friday night. The school gave a program. Albert May was chosen president, H. E. Miller vice president, Mrs. Baker Womble secretary. Meetings will be held semi-monthly.

A. T. Frye, R. A. Frye, H. H. Miller, Joe Greer, Alford May attended the program in Hereford Monday.

Miss Vivian Bowers was a week end guest of Miss Maxine Barnes of Canyon.

W. J. Stewart visited his cousin, Senator K. A. Stewart of Fort Worth in Amarillo Monday.

Miss Inez Miller was a guest of Miss Maxine Barnes in Canyon Friday and Saturday.

Misses Alma Miller and Syble Smith were present at the Latin club meeting at WTSTC Friday evening.

Mr. and Mrs. L. N. George and Byron attended the Armistice program at Happy Sunday. Byron was a member of the boys' chorus from training school at WTSTC, who sang at Happy Sunday.

Mr. and Mrs. H. H. Miller attended the football game in Hereford Friday.

Sherman Higdon of Canyon was a guest of Byron George over the week end.

Black

BY MISS NOBLE McLEAN

Take Produce to Carl's Gro. Several from this community attended the good will day in Friona Wednesday and in Hereford Thursday.

Misses Lucille Hays, Maxine and Margot McLean and Lois Presley were among the guests of the agricultural class at Friona Friday evening when they entertained friends with a wiener roast and theatre party in Hereford.

Messrs. and Misses, D. R. Bennett, T. L. Welch and Werner Melugin attended a home demonstration party in Friona Friday evening, with Miss Rozelle McKinney, county agent, as hostess.

Mrs. H. L. McLean and Mrs. T. L. Welch attended a mother and daughter banquet at the high school in Friona Thursday evening, sponsored by the members of the home economics class.

Wayne Kimmins, who is teaching school at Progressive, was the week end guest of his brother, Irvin, a teacher here.

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

Several members of the home demonstration club met at the club house last Monday to make foundation patterns under direction of Mrs. Jesse Hinds and Mrs. Howard Elmore. There will be another meeting next Monday and Miss McKinney, county agent, is to be present.

The ladies' social and study club have changed their day of meeting from Thursday to Tuesday on account of good will days in Friona and Hereford.

Miss Minnie Den Smith of Hereford spent Saturday night and Sunday with Juanita Welch.

Ray Price, Bill Price and D. R. Bennett and families attended the Armistice program at the Friona school auditorium Sunday evening.

Easter Items

BY MISS LOUISE FRYE

U. G. Randall has not resigned as Sunday school superintendent, as we reported last week, but will continue to serve in that capacity.

Mrs. Geo. Chambliss and daughter, Hazel, entertained the League with a play party last Saturday evening. A large crowd was present and everyone had a good time.

Messrs. Medley, Chambliss and Frye and Miss Vay Allen held the election last Tuesday. Fewer votes were polled than has been the case in several years.

Pupils of Easter school are delighted with their new tennis court now being built. Miss McClure

hopes to have some of her pupils playing well enough to enter the county tournament next spring.

Messrs. Barnett and West of Sudan have been hauling bundle feed to our community the past two weeks.

Mr. and Mrs. J. S. Bruton announce the arrival of a new grand daughter at the home of Mr. and Mrs. John Morgan at Floyd, New Mexico. Mrs. Morgan will be remembered as Miss Nelle Bruton, formerly of this community.

Mr. and Mrs. Chris Wegner entertained guests from Amarillo Sunday night.

About 100 head of cattle were sold from the Rance community to the government the past week.

Miss Verna Cuipepper of Hereford spent the week end with Misses Ramey and McClure.

TRY TEXACO

For Faster Cool Weather Starting

You'll find out the old motor will respond a little quicker on cool mornings if the tank is filled with Texaco "Fire Chief" gas. It's simply packed with power and mileage. Why not drive in today and give it a trial?

Texas Service Station

GLEN SNYDER

PARTY FROCKS

and all winter clothing



Should be properly cleaned and ready for the Holiday Season. We are specialists in the handling of fine fabrics. Your party dresses and clothing of all kinds will be in safe hands when sent to us, and will be returned properly cleaned and pressed, ready for the most important occasion.

WEST TAILOR SHOP

MRS. O. F. WEST

No Gift More Sweet Than Perfumes

If perfume is chosen carefully, with the personality of the recipient well in mind, no more charming, subtly flattering gift can be imagined. Our sales-people, skilled in the art of choosing the right scent, will gladly make suggestions.

STAR BEAUTY SHOP

Mrs. Bess Jennings Phone 26

TURKEYS We want all we can get this week end. We will pay top prices for cream.

ARMOUR CREAM STATION

I. H. Spratt Brittain Brick Building

Used Cars

Look this list over Perhaps we have just what you want in a good Used Car.

- 1—1929 Ford two-door sedan.
- 1—1930 Chevrolet two door.
- 1—1929 Pontiac Coupe.
- 1—1933 Chevrolet two door.
- 1—1928 Buick Standard Coupe.
- 1—1930 Chevrolet Coupe.

TRUCKS

- 1—1931 Ford Truck.
- 1—1930 International.

Look Our Stock Over Before You Buy.

Ireland-Beavers Motor Co.

Dodge-Plymouth. Sales and Service

Christmas

SELECT

YOUR GIFTS NOW

50¢ Will Hold Any Gift Your Select

Pay On Balance Each Week

NEW GIFT GOODS NOW ON DISPLAY

Come in and see this new stock . . . it will help you solve the gift problem Most complete in Hereford. Let us explain our lay-away plan.

CLOSE DRUG STORE



Thanksgiving Suggestions

With Thanksgiving just around the corner, your Furr Food Store is stocked to overflowing with thrifty food bargains that will delight you. Study this advertisement carefully then come to our store and start preparing for your Thanksgiving feasts. And, don't forget, now is the best time for you to order your Thanksgiving turkey before prices rise and the supply becomes limited.

CRANBERRIES 18 1/2¢ PUMPKIN 25¢ NUTS 21¢
Fresh, red, solid, quart No. 2 1/2 cans, 2 cans Walnuts, Brazils, Almonds, per lb

Lipton's TEA

Orange Pekoe, Gunpowder, Or Green Japan, Quarter-pound can

21c

Bathroom Tissue 17¢

Northern, 3 rolls

PLUMITE 19¢

Unstops drains, can

WHITE KING 28¢

Granulated Soap, large pkg

WHITE KING 13¢

Toilet Soap, 3 bars

CHILI or 23¢

Tamales, Walkers, No. 2 can

POTTED MEAT 7¢

Armour's, 2 cans

HORSERADISH 10¢

M. & G., bottle

COCOA 12¢

Hershey's, 1 lb can

KARO 20¢

5-lb can for 29¢, 3 lbs

SHORTENING

MRS. TUCKER'S 81¢

8-lb carton for

Try Drinking Glass of Fruit Juice Every Morning.

ORANGE JUICE 15¢

Libby's, No. 1 can

TOMATO JUICE 23¢

Libby's, 3 cans

Pineapple Juice 15¢

No. 2 can



You will find that Furr Food Meats are always deliciously tender . . . always fresh . . . always priced right.

ROAST Fancy Baby Beef, pound 11c

SAUSAGE 15¢

Pure pork, country style, pound

CHEESE 19¢

Kraft Elkhorn, pound

CHILI Made Fresh in our own market. Pound brick 15c

PORK 15¢

Shoulder Roast, lean, pound

BACON 28¢

Armour's Sliced, pound

SEA FOODS

OYSTERS, pint 36¢

SALT MACKEREL, each 10¢

FISH STEAKS, fresh, lb 25¢

CRACKERS 17¢

Crisp Soda, 2-lb box

HONEY 95¢

Colorado, extracted, gal. can

SUGAR 56¢

10-lb bag

FLOUR \$173

Sunrise, 48 pounds

LIMA BEANS 17¢

2 pounds, Celo pkg

DATES 14¢

Dromedary, pitted or reg., pkg

CRACKER JACKS 7¢

2 packages

PECANS, Selected 29¢

Whole halves, 1/2 lb, celo pkg

COFFEE 29¢

Chase & Sanborn, 1-lb pkg

PRUNES 25¢

Fancy, 2 1/2 cans, 2 for

BUTTER 28¢

Brookfield, per lb

LUX FLAKES

Small size 10¢

TOILET SOAP, 2 bars 15¢

COCO MALT 43¢

1 pound for

Full Line of Meat Salts of all Kinds.

FOLGER'S COFFEE 1-Lb Can 32c

ORANGES 23¢

Per dozen

APPLES 35¢

Delicious, per dozen

SPUDS 17¢

Red or white, 10 lbs

ONIONS 5¢

White, pound

BANANAS 7¢

Large yellow, pound

SPUDS 2 1/2¢

Burbanks, per pound

FURR FOOD

FREE DELIVERY

SELLS ALL KINDS OF FEED; BUYS CREAM, HIDES, EGGS AND CHICKENS

PHONE 74

Food News

That's GOOD NEWS

Friday and Saturday Specials

- RICE, bulk, whole grain, 4 pounds ----- 25¢
- SPUDS, Red, 10 lbs 16¢, 100 lbs ----- \$1.55
- PEACHES, gallon tins, sliced ----- 36¢
- PORK and BEANS, Phillips, 4 cans -- 21¢
- JELLY, White House, 2-lb jar ----- 24¢
- PEAS, Olympian, No. 2 can ----- 10¢
- MIXED VEGETABLES, No. 2 can ----- 10¢
- TOILET TISSUE, 5 rolls ----- 24¢
- BAKING POWDER, Health Club, 12-oz 9¢
- SOUP, tomato or vegetable, 4 cans ----- 25¢
- SOAP, Crystal White, 6 large bars ----- 24¢
- VANILLA, large 8-oz bottle ----- 19¢
- SALMON, Brimful, best pink, 2 tall cans ----- 25¢
- TOMATO JUICE California Home, 3 for 25¢
- (See us about a set of Tomato Juice Glasses FREE)
- DOG FOOD, 3 tall cans ----- 25¢
- BLACK-EYED PEAS, dried, 3 lbs ----- 23¢
- PRUNES, gallon tins ----- 31¢
- BEETS, No. 2 can, sliced ----- 9¢
- COFFEE, Texas Girl, 2 lbs 46¢, 3 lbs ----- 67¢
- GRAPE JAM, Ma Brown, 4-lb jar ----- 58¢
- FLOUR, Western Beauty, 48-lb sack ----- \$1.74
- NAPKINS, Fancy Colored, 60 to pkg -- 9¢

FRUITS AND VEGETABLES

- GRAPEFRUIT, 2 for ----- 5¢
- BANANAS, pound ----- 6 1/2¢
- GRAPES, nice, 3 pounds ----- 25¢
- TOMATOES, California, 3 pounds ----- 25¢
- LETTUCE, nice and firm, head ----- 5¢
- BUNCH VEGETABLES ----- 4¢

Frank's CASH Grocery

Phone 117 FRANK RICHARDS, Proprietor We Deliver
Brings Us Your Eggs—Market Price—Buy At Home.



A Woman's Crowning Glory

Your hair is still your crowning glory. Make your hair a crown to be proud of. We give our personal attention in cutting, shaping and waving your hair.

Consult us about your next permanent. We are prepared to give you the best.

Call Us for An Appointment Today.

MORENE'S BEAUTY SHOP

PHONE 107

FOX MERCANTILE COMPANY'S Money Raising Sale CONTINUES WITH AMAZING VALUES

Wool Serges 36 to 48 inches wide, regular \$1.50 to \$2.50 value, sale price, yard... **79c**

BOYS' SHIRTS for school and work. 59c value—gray only **39c**

NEW PRINTS, 36-inch, fast colors, 15c regular price, yard **11c**

MEN'S GLOVES

Split hide, for work, pair

29¢

BOYS' UNIONS

Heavy Winter weight, pair

39¢

CANVAS GLOVES

Knit wrist. Special, pair

8¢

Fall Suiting

Fancy Cotton. Some Rayon mixtures, 29c to 49c values, yard **24c**

Ladies' Munsingwear UNIONS **48c**

Ladies' Knitted TIGHTS **19c**

DRESS SHIRTS

for boys

49¢

SCHOOL HOSE

for children

15¢

Rough and Plain SILK CREPES

39-inch

69¢

Messenger News

BY ESTELLE WILLIAMS

Take Produce to Carl's Gro. If There was no Sunday school Sunday as most of the people attended the singing convention at Bippus.

Messenger Women's Club met with Mrs. H. L. Sharp Thursday of last week with 20 members present, each of whom pieced a block for the hostess. Lunch was served at noon. Officers selected were Mrs. W. P. Walker, president; Jewell Bussell, vice president; Estelle Williams, secretary, and Mrs. Bob Lindsey, Jr., parliamentarian. The next meeting will be with Mrs. Bob Lindsey the third Thursday in December. A gift exchange will be the order of the day. All members urged to be present.

G. W. Wells spent Saturday night with Quince and Altit Williams.

Mrs. L. M. Williams and daughter, Estelle, and two sons, Altit and Quince, and Mr. and Mrs. G. W. Wells were in Hereford Friday.

The play put on by the Bippus school at Messenger Friday night was enjoyed by a large number. Among those attending were Ed and Frank Besner of Hereford.

Mrs. B. W. Fanning called on Mrs. H. L. Agee Thursday. Menard Agee has been ill the past week, but is improving at this time.

Mr. and Mrs. L. M. Williams and daughter, Estelle, called at the L. M. Turner and W. A. Whitson homes Friday.

Mrs. J. A. Hart called on Mrs. H. L. Sharp one day recently.

Progressive News

BY OLIVE PERKINS

Mr. and Mrs. Howard Hershey and twin daughters visited their parents, Mr. and Mrs. Ray Hershey, Monday.

Mr. and Mrs. Haskell Bensön and daughter spent Sunday with her mother, Mrs. Johnson, near Dimmitt.

Miss Evelyn Arsenaux spent the week end with Miss Lilla Short. The club met last Wednesday with Mrs. Haskell Benson and Miss Leatrice Benson, with ten members and two visitors, Mrs. Boyer and Miss Estelle Counts, present.

The Lions Club of Hereford will have charge of the program at Literary Society Friday night.

Ed Bots brought his cattle home from New Mexico last week, where he had pastured them the past summer.

Sunday, neighbors and friends of W. C. Russell took dinner and surprised him in honor of his birthday. A lovely covered dish luncheon was served to about 60. Mr. and Mrs. Van Boston of Friona, and Mr. and Mrs. J. E. Cockrell and children of Hereford were out-of-neighborhood visitors.

Mr. and Mrs. Luke McBrayer and daughters visited in the T. E. Baker home near Westway last Sunday.

Clarence Malone is staying with his uncle, Haskell Benson.

Among those who attended the singing convention at Bippus Sunday were the Gregory and Garrett families, the Boyer boys, and Misses Leatrice Benson and Eunice Caldwell.

Miss Lillith Boyd of Plains called in the C. P. Caldwell home Saturday evening.

Miss Eunice Caldwell spent Saturday night with Nancy Ann Garrett.

Friday night the Literary Society made over \$11 at their box supper. The community enjoyed

the evening playing games and visiting. Wilma Higgins received the most votes for the most popular girl present.

Mrs. Charles Green and children spent Wednesday afternoon with Mrs. R. B. Jackson.

Miss Odessa Cockrell spent the Armistice holidays with Ira Jean Ricketts and visited school at Progressive Monday.

Mr. and Mrs. Paul Cavender of Amarillo spent a few days the first of this week with her parents, Mr. and Mrs. J. L. Park. Mr. Cavender was putting in plate glass windows in Hereford.

Wayne Kimmins visited his brother at Black Sunday.

J. E. Blakemore and family spent Sunday with his parents, Mr. and Mrs. A. J. Blakemore, south of Summerfield.

Mrs. Clarence Bots spent last Wednesday with her sister, Mrs. Owen Neal.

Just received a good assortment of overize Model T piston rings at RICE'S. 1c

Dimmitt News

MRS. BUCK WOOD

Miss Weeks, dean of the home economics department of Texas Tech, and Miss Johnson of Lubbock visited in the home economics room of the high school here Tuesday.

Mrs. B. D. Woodlee and Mrs. John Flanigan were in Amarillo Monday.

Ed Cudd of Memphis spent Monday night in the Claud Morris home. Mrs. Morris returned home with him after a visit with her parents in Snyder, Oklahoma.

Billy Ross of Happy spent a few days in the home of her sister Mrs. Chas. Pyles.

Celeste Ross spent last week in Fort Worth.

Miss Gory of Austin was here Tuesday inspecting the local library.

Mr. and Mrs. Hembree and daughter, Mrs. Webster Boone, left Friday for an extended visit with relatives in Tennessee.

Mrs. Cecil Montgomery and daughter and Mrs. H. C. Webb were shopping in Hereford Wednesday.

Mr. and Mrs. Dick Payne of Tulsa visited in the Sam Cooper home last week.

Mr. and Mrs. Roy Hicks and daughters of Altus, Oklahoma, moved back to Dimmitt. Mr. Hicks will be in charge of a produce house here.

Mr. and Mrs. J. R. Gollehon and Mr. and Mrs. Ted Wood spent the week end with relatives in Oklahoma City.

Misses Daisy and Ruth and Mr. Jack Crump of Mobeetie visited friends here over the week end.

The Junior Study club met in a social at the home of Mrs. Raymond Wilson last Wednesday afternoon. Twelve new members initiated into the club. Mrs. Carroll Gunter was appointed to go to Austin to the convention of Federated Clubs as a delegate from this club. Mrs. Gunter left Sunday for Plainview where she joined a number who went to Austin.

Mr. and Mrs. Ray Cowert spent Saturday night and Sunday in Plainview with her parents.

Homer Blanton, Matt Webb and Buck Wood attended the Hereford-Canyon football game Friday.

Mr. and Mrs. C. W. Boothe and daughter and Mrs. Truitt Boothe were shopping in Hereford Friday.

Mr. and Mrs. Andrew Murphy and little son, and Jim Elder of Muleshoe spent the week end in the E. V. Elder home.

Mrs. Clara Boone of Amarillo spent the week end in Dimmitt.

Mrs. Odie Baker entertained her husband with a birthday dinner Sunday. Present were Messrs. and Mrs. Carl Baker and children, Robert Henstee, Miss Aline Creeger, Roy Wood and Mr. and Mrs. Baker.

Mrs. Wade Dent and children and Mrs. Tom Bice and daughter visited in Plainview Saturday.

Mrs. Claud Boyd of the Cleo community died in the hospital here Saturday morning. She was buried in the Dimmitt Cemetery Sunday.

Miss Dorothy Maples of Canyon spent Sunday with her parents, Mr. and Mrs. C. G. Maples.

Mr. and Mrs. Blanton and daughters visited in Amarillo Sunday.

Mr. and Mrs. Mack Wiggs of Weatherford visited in the home of Mr. and Mrs. Bruce McLean over the week end.

Mrs. Clarence Howell, Kenneth Turner and Rev. Bost attended the Baptist convention in Houston last week.

Mr. and Mrs. Lee Christopher of Amarillo were in Dimmitt Wednesday night.

Mrs. W. L. Hinson left Monday for Oklahoma to be at the bedside of her mother, who is seriously ill.

H. C. Webb and Carl Kemp attended the Amarillo-Lubbock football game at Lubbock Monday.

Mr. and Mrs. E. C. Hudson and family spent the week end at Idalou with her parents.

Mrs. Cleve Tate and Jonny Beth spent the week end in Amarillo.

Mr. and Mrs. C. C. Reynolds of Hart visited in the home of Mr. and Mrs. Ershel Umberson Sunday.

Mr. Ricketts of Roger, Arkansas, is visiting his brother, L. A. Ricketts, who was seriously burned recently.

Mrs. Lee and son of Hereford spent Saturday night in the Leland Lee home.

W. B. Howard and sons of Longview are in Dimmitt this week on business.

Here and There

BY MRS. C. E. TICE

County Agent Thomas and Miss Izora Clark will give a meat curing demonstration at the Mack Dixon home Friday, November 16. They urge everyone in the community to be present. All who cured meat by this process last year were pleased and more demonstrations are planned. It is desired to hold one in every community in the county, so if your community is not represented by a club, get in touch with them at once and arrange a date.

George and Helen Jones spent Sunday with Mr. and Mrs. Jody Benson near Happy.

Mr. and Mrs. W. A. Springer were in Amarillo first of the week.

Mrs. Jim Mauk and Mrs. Arthur Davis called on Mrs. Glen Greer Friday afternoon.

Mr. and Mrs. Britt Boyd spent several days last week at the bedside of Mrs. Claude Boyd, south of Dimmitt, who died Saturday morning. They attended the funeral services Sunday afternoon.

Miss Virginia Hammer of Canyon spent the week end with Mr. and Mrs. D. S. Jones.

Mr. and Mrs. Luther Ramsey were Sunday guests in the C. E. Ramsey home near Jumbo.

The Dramatic Club of the adult education project will give an evening's entertainment at Frío on Thursday evening, November 22. This is free to every one and it is hoped a large number will attend.

Messrs and Mmes. Claude Dixon of Hereford and U. G. Randall were Sunday guests of Mr. and Mrs. Mack Dixon.

Misses Ruby and Alma Andrews and Maxine Tice spent Sunday afternoon with Miss Gladys Greer.

The Energetic club met with Mrs. Wm. Bell last Friday with 11 members and two visitors present. The next meeting will be with Mrs. Josie Smith December 7.

Tire prices have sharply advanced but we will continue using the old list for a few days. Brunswick at RICE'S. 1c

COURTHOUSE RECORDS

Warranty Deeds.

Frank C. Whitaker et ux to Henry Brorman, E 1/2 of section 56, block K-3.

Lynn C. Powelson and Martha M. Powelson to O. K. Higgins, W 1/2 of section 33, K-4.

Marriage Licenses.

Clay Hughes and Miss Elaine Dyer.

W. L. Ayers and Miss Hazel Thompson.

New Automobiles

B. H. Hopkins, Dodge sedan, Ireland-Beavers.

H. P. Sindt, Chevrolet coach, Grizzle Chevrolet Co.

Don't forget that Prestone before it is too late. Have us attend to this for you now. Ireland-Beavers Motor Co. 1c

GOOD FARMERS

Keep their buildings and fences in good repair.

WISE FARMERS

Will buy their repairs and fencing from

R. H. KEMP LUMBER CO.

HEREFORD

TEXAS



Do not forget the "Friendly Builders Hour" every Tuesday evening (at 6:15 on WFAA, WOAI and KPRC.



Let the Phone do it!

Here you are in one corner. There the week's washing in another corner. Even looking at it makes you tired. Transforming it into a neat pile of fresh, white things for the family to wear is more than one sensible woman's job. Let the phone do it for you. The Hereford Laundry is right at the other end of your wire.

HEREFORD LAUNDRY AND DRY CLEANING CO.

CALL 298—WE CALL FOR AND DELIVER

DR. T. M. MONTGOMERY

Will Not Be In Hereford FRIDAY, NOVEMBER 16

Due to attending a clinic in Amarillo.

He Will Be Here FRIDAY, NOVEMBER 23

Food Cuts

Friday and Saturday Specials

ORANGES	Texas, 2 dozen -----	35¢
TOMATOES	3 No. 2 cans -----	29¢
COCOA	Bliss, 2-lb box -----	18¢
Mackerel-Salmon	2 cans -----	17¢
POTTED MEAT	4 cans -----	15¢
VIENNA SAUSAGE	2 cans -----	15¢
COCONUT	Bulk, 1-lb package -----	25¢
PRUNES	Italian, gallon -----	31¢
YAMS	East Texas, pound -----	2 1/2¢
PICKLES	Quart, sour -----	16¢
GRAPEFRUIT	Nice size, dozen -----	39¢
GRAPEFRUIT	Nice size, bushel -----	\$2.00
SPUDS	10 pounds -----	16¢
SPUDS	100-pound sack -----	\$1.45

CARL'S Cash and Carry GROCERY

Jumbo News

BY MRS. J. W. BERRY

Produce to Carl's Gro. by Burman Smith of Sidney, Ark., is here visiting relatives, dinner Saturday in the W. A. Hunter home.

Mrs. Maurine Wilder who is attending WTSTC at Canyon spent Armistice vacation with her parents, Mr. and Mrs. J. J. Wilder. Mr. and Mrs. Ullman Hunter twin daughters were Sunday in the Jim Cox home south Dimmitt.

Mrs. John Burman and son, Ella Tipton and son of Ar called Saturday afternoon on J. W. Berry.

Mr. and Mrs. Charles K. King son, in company with relative, left Friday evening to spend week end in Fort Sumner, Mexico, returning to Jumbo Bay evening.

Mr. J. R. Sharp of Canyon fills his regular appointment at his Sunday morning and spent day in the W. A. Hunter home. Mr. and Mrs. L. E. Beck were day guests of Mr. and Mrs. J. Flowers.

Mrs. Ullman Hunter and J. Berry attended initiation ceremony at the OES in Hereford night.

Mr. Hicks, who has been making extended visit in the C.

Kring home, left last Monday for Therman, New Mexico, to visit his brother, Robert and wife.

Mr. and Mrs. J. J. Wilder and family were in Palsview on business last Saturday.

Mrs. Laban Galloway and daughter, Mary Ruth, called on Mrs. Ovid Pinckert Wednesday afternoon.

Mrs. E. E. King of Follett, who has been visiting in Hereford with her daughter, Mrs. Geo. Ward, spent last Wednesday and Wednesday night in the home of her son, Chas. S. King.

Mrs. Mildred Bailey and Miss Louise Goats, teachers in Jumbo school, spent last Wednesday night with the Simpson children.

Mr. and Mrs. Lee Curry of Summerfield were Sunday guests in the A. C. Flowers home.

General election passed off quietly, with 26 votes cast. H. C. Baird was judge of the election, assisted by E. C. Wilson and Mrs. L. E. Beck and J. W. Berry.

Miss Kitty Oxford, teacher at Ward, spent the week end with her mother, Mrs. Belle Oxford.

W. A. Hunter and Ray Sheffy of Dimmitt, left Sunday morning for a business trip to Northern Oklahoma.

Miss LaRue Beck spent Saturday night in the Mrs. Belle Oxford home.

C. Kring suffered a light stroke of paralysis last Tuesday morning. On Wednesday his daughter,

Mrs. Jim Bagg's and husband of Amarillo came and he accompanied them home and is taking treatment there. He may be gone a month or six weeks. His many friends hope for an early recovery.

E. C. Wilson was surprised when he returned from town Monday to find a boyhood friend, Alvin Ratliff of Trenton, Missouri, waiting for him. The two sat up most of the night talking over old times, and Mr. Ratliff left for Arizona the following morning.

C. D. Pinckert and Bradford Spencer were in Amarillo Thursday. They were accompanied home by Mrs. Finis Scott, who was the former Margaret Crawford, who came to spend a few days with her cousin, Mrs. C. D. Pinckert.

Mrs. L. E. Beck and Ullman Hunter visited last Friday with Mrs. P. H. Dyer, who has been a sufferer from rheumatism and is leaving this week with Mr. Dyer and son, Jackie, for Hot Springs, New Mexico, where she will take treatment.

Jumbo Presbyterian Auxiliary met last Tuesday afternoon with Mrs. H. C. Baird, in Hereford. On November 20 the Auxiliary plans to be host to the Dimmitt Auxiliary ladies at the Mrs. Ullman Hunter home.

Miss Elaine Dyer, eldest daughter of Mr. and Mrs. P. H. Dyer, and Clay Hughes son of Mrs. Edith Hughes of Hereford, were married Saturday afternoon, November 10, by Judge Wilson. For the present they are making their home at the P. H. Dyer home while Mrs. Dyer is away for medical treatment.

Mr. and Mrs. M. L. Simpson and family were Sunday guests in the W. A. Hunter home.

Several from this community were in Dimmitt last week attending court.

Miss Virginia Simpson spent Sunday night in the S. M. Hunter home.

J. F. Haecker and son William were Sunday guests in the C. Andrew home.

Mrs. Dora McNeill of Garden City, Kansas, and Mrs. H. A. Fields of Amarillo were Sunday night and Monday guests of Mr. and Mrs. Chas. S. King. Mrs. Fields is a sister and Mrs. McNeill an aunt of Mr. King.

Mr. and Mrs. H. C. Baird entertained a number of guests at their ranch home last Saturday night with a bridge party. At a late hour refreshments of cake and coffee were served to Messrs. and Mrs. W. C. Nix, Wes Bradley of Hereford, Edwin Mauk, Ullman Hunter, L. E. Beck, J. W. Berry and Frank Jones; La Rue Beck, Buster Bradley, Billie Nix and the Baird family.

Bill Kring and Virgil Decker went to Amarillo Sunday to visit Mr. C. Kring, who is there taking treatment.

Last Thursday, November 6, marked the 33rd birthdays of Sam and Finis Hunter. Their wives planned and carried out a successful domino party for them. At a late hour refreshments of chicken sandwiches, cake and coffee

were served to their father, W. A. Hunter, their brothers, K. R., C. C., Ullman and Addison Hunter, and M. L. Simpson, G. D. Gilliam, L. E. Beck and L. O. Norman and son, Virgil, of near Arney. Some of the wives of the men gathered at the W. A. Hunter home with Mrs. Hunter and spent an enjoyable evening.

the illness of Pastor J. M. Dyer. We hope he will be able to be with us next Sunday.

H. J. Oglesby made a business trip to Hereford last Friday.

W. B. Bowen has returned from a visit in East Texas.

MASONS TO MEET FOR WORK THURSDAY NIGHT

Hereford Masonic Lodge No. 840 will meet Thursday night at 8:00 o'clock for work in the Master's Degree. Two degrees will be put on that night, and visitors are expected from Friona, Bovina and Dimmitt. Local and visiting Masons are urged to attend.

UNQUESTIONABLY SUPERIOR

HAND Coffee

Texas Market & Grocery

MOST FIRES CAN BE PREVENTED!

For protection against the carelessness of others and from fires not preventable carry an insurance policy that will safeguard you from loss. We will gladly give you facts and figures.

HEREFORD INSURANCE AGENCY

John McLean, Owner.

THANKSGIVING SPECIALS

Timely Hardware VALUES

Oval Roasters
Self-basting cover Roaster—just the thing for preparing your turkey dinner, \$1.25 to \$5.00

Dutch Ovens
For roasting and baking on top of stove. Self-basting cover and rack, \$1.25 to \$3

Carving Set
Made of high quality stainless steel. Beautiful chromium plated nickel silver mountings. 3-piece—set, \$1.75 to \$2.50

Special Values on Kitchen Needs of Many Kinds... See Them!

STREU HARDWARE CO.

CREOMULSION

BRONCHIAL TROUBLES

EVERYDAY IS Bargain Day AT PENNEY'S

Shop with us every time you come to town. Our prices always afford you substantial savings on the needs for the whole family.

Extra! Extra!

Close out on children's playsuits sizes 2 to 8 in hickory stripes or stifel stripes. This is a value that you will not get again. Get yours now—

69c

WOOL GLOVES

Misses', Women's fancy colored, all wool, novelty cuffs

49c

NEW TAMS

Novelty knitted with fancy pom-pom two-tone tops—

39c

NEW SKIRTS

All wool in the better shades and styles—

\$1.98

Cut your stocking cost! Chiffon

Silk Hose

Full fashioned—and only

49c

A buy for the woman who wears Chiffons! The tops are of Bemberg, extra-elastic, and the reinforcing at heel, sole and toe give them a longer, stronger life! In smart new shades to go with your new Fall costume. 8 1/2 to 10 1/2.

SEE OUR TOYLAND

Don't forget to pick out your toys and other Xmas items at Penney's. We are showing now quite a few tricycles, wagons, dolls and buggies and many other items. Shop now and use our LAY-AWAY-PLAN. Select your things and let us keep them for you. Ask us about it

Chiffon and Semi-Service SILK HOSE

Gaymades in new Fall colors

69c

Value here, as in all Penney's Gaymades! Chiffons with silk picot tops and cotton-reinforced soles! Semi-service-weights with mercerized tops and soles! Sizes 8 1/2 to 10 1/2

BOYS'

Corduroy Overalls, navy or tan colored, sizes 1 to 8. Very warm and dressy. Pair—

\$1.19

JERSEY GLOVES

Men's heavy brown. 2 pairs—

25c

Children's, assorted colors, 10c

WINTER COATS

Boys' heavy leatherette sheep-lined, with Wambino wool collar—

\$2.69

BOYS' PAJAMAS

Heavy outing flannel night wear. Silk frog button holes—

98c

SWEATERS

Boys' heavy fleece-lined coat-style, two pockets—

69c

Are You Saving for THIS?

Will some two-legged "wildcat" gobble up your money and digest it so thoroughly that you'll never see it again? Of course you don't think so, but remember, all wildcats purr so pleasantly that they seem to be just nice, friendly kitties. They thrive on widows' insurance money and the hard-earned savings of hard-working people.

Our noses are trained to smell wildcats. Protect yourself by consulting us before you make investments.

The First State Bank OF HEREFORD

NEW DRESSES

Cotton crepe frocks in individual styles and new colors—

\$1.98

WINTER UNIONS

Boys' heavy unions, regular style, or children's with tape waist—

49c

BOYS' JACKETS

Heavy suede cloth button front lumberjacks—

\$1.49

HEAVY COATS

Boys' sheep-lined, heavy blue or tan moleskin, with wind-proof sleeves—

\$2.98

J. C. PENNEY Co. INCORPORATED

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager
DE WITT LANDIS Editor
W. C. NIX Foreman

Subscription Rate:
Zones 1 and 2, \$1.50
Per Year.
Other, \$2.00 Per
Year.



Entered at the post-office at Hereford, Texas, as second-class matter, under Act of March 3, 1879.

SUBSERVIENT NEWSPAPERS

Many well-intentioned people, among whom may be classed Secretary of Agriculture Henry A. Wallace and Professor Tugwell of the well known brain trust, profess to wish for a censorship of advertising under some branch of the government. The specious arguments, though based on the wrong premise, are impressing more people as time goes on and it is one of the probabilities that there will be a bear fight over the matter when the new congress convenes.

Aside from the fact that such activity on the part of government would add another horde to the already too greatly enlarged list of bureau employes and executives—a matter of considerable moment in itself—such action would have a serious tendency toward mauling the press of its heritage, that freedom from subserviency, which it now enjoys in proportion to its ability to sell advertising in a free field and to exercise its own censorship. Under a restricted regime, the income newspapers have been able to obtain from advertising and thus enjoy economic independence, would tend to be destroyed. Albert D. Laaker, one of the country's most astute advertising men, pointed out this fact in a recent address in Boston. Says Mr. Laaker: "This independence would die in proportion as advertising would die, and the first to go would be the country newspaper. If these newspapers should not literally die the paucity of their advertising patronage would make them editorially subservient to the occasional patron."

The problem is primarily one for the newspapers. However, the public has an interest also. In many foreign countries independent expression on the part of newspapers is unknown. In those countries advertising in its modern sense is unknown.

Free advertising and a free press are synonymous in actual practice. If people would have a press not subservient to special interests they would do well to support the newspapers in their fight against placing the dead hand of government, however well-intentioned, on the advertising business.—Floyd County Hesperian.

A GOOD TIME TO PAY TAXES.

Although there has been lots of opposition to remission of delinquent tax interest and penalties, the Legislature adopted a law last week which makes possible the payment of delinquent taxes without the added cost.

This latest measure had probably more difficulty in being adopted than did previous laws of a similar nature. But it was passed. There is likelihood, however, that there will be no more of these laws made.

For this reason it will be a good idea for property owners whose taxes are delinquent to pay them between now and March 15, or at least before the end of next June. After that time it will be much more expensive.

BORROWERS' RETURN WEEK

It would be a grand idea to have a Borrower's Return Week—a whole week in which everyone devotes some time and effort to returning borrowed property.

The idea comes from an anonymous person who signs his name as "Adam Borrower, Moocherville, Forgetful County." His return of a borrowed tool to a store here last week was amusing. But in a letter he writes the Brand this week he suggests the National Borrowers' Return Week.

And it is a good idea. Erasmus Tack up at Amarillo might take it up and push it as he did mother-in-law day and make a popular movement of it. And it would accomplish untold good.

Would it not be pleasing to have all the books you have loaned brought home to you? There is no recollection of who has most of them. And to have someone fetch in a lamented shot gun or fishing rod or hammer or screw driver would be a real thrill.

The idea has possibilities.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, November 13, 1903.)

Some cattle shipments of past week: Patterson & Scannell, 14 cars; Ira Aten, C. H. Carl, C. C. Saunders, 1 car each; E. F. Connell, two cars; T. D. Hunt, three cars; W. S. Files, two cars; J. E. Ferguson, J. D. Thompson, R. B. Holmes, C. R. Moreman, A. S. Dendrick, Scoggins & Brown, R. N. Mounts, R. J. Kibbe, B. W. Miller, J. H. Calloway, W. G. Slagle, one car each; W. D. McMillan, J. H. Reed, W. R. Matsler, D. M. Nell J. H. Lutrick, B. F. Landers, Reed & Stanford, two cars each; Murchison & Thompson, 14 cars; Geo. M. Day, four cars; Fisher Cattle Co., 30 cars; L. R. Brady, C. Daughtry, six cars each; J. E. Nix, three cars.

The Cumberland Presbyterians had held the first services in their new church the previous Sunday.

W. B. Beach had been a business visitor in Amarillo a couple of days.

Miss Alice Roosevelt, daughter of President Teddy Roosevelt, had discarded the side saddle and was appearing in public astride a man's saddle and wearing divided skirts. The editor was inclined to disagree with her modern ideas, and insisted the old way was best suited to ladies. "Perhaps," quoth he, "this would not be out of order

for a small girl, but . . ."

There was a movement afoot among Western stockmen to have a complete census of all cattle made each five years.

A Dallas milling company, in a letter to Higgins & Rice, stated that wheat grown on the Plains was equal to that produced anywhere in Texas, and superior to most.

B. C. and Charles Roberson of Boom had been in Hereford.

W. J. Chapman, 25 miles northwest was unfortunate enough to be in the "dry belt" that year, and as a result had been in town buying feed for his cattle.

(From The Hereford Brand, November 14, 1913.)

Said the Pineville Herald: "If we are going to stand for our women folks wearing shadow and slit skirts and one younger women learning to dance the bell weevil waltz, Texas Tommy tango, the bunny hug, the bear dance, the half-canter, the buzzard hop and so on down the line, the men folks might just as well have their saloons and the whole push go to hell together."

The Santa Fe Railway's big education and demonstration train

By Their Words AND OURS

Proof positive that folks read newspapers was provided by the furor arising in these parts last Saturday morning when the Amarillo News carried an erroneous account of the game here Friday. Not less than two dozen calls came to the Brand office bright and early asking the why and wherefore. One man asked: "What has the Amarillo paper got against Hereford? Why do they treat us this way?"

It's strange how little most people know about the operation of a newspaper; how little they realize that newspapers are not omnipotent.

True enough the account of the game was highly inaccurate, but the Amarillo News went out of its way and to some expense in having even that much of a story of the game.

The story could not be wired or phoned to the paper in Amarillo because that would be too expensive. Why too expensive? Because there are at least 200 high schools in the area served by that paper and if every one of them phoned or wired in the results of their games the resulting cost would amount to a staggering and prohibitive total.

A full and accurate account of the game was mailed Friday night to Amarillo but it could not reach there in time for the Saturday morning paper. It was intended for publication in the Sunday paper.

They probably got the information for the story from someone from Canyon who saw the game and was in Amarillo that night, perhaps from one of the officials—they were all from Amarillo. And it's a fact that a person can not do a good job of officiating at a ball game and then cover it for the newspaper. An official is not a spectator, nor is he interested in the ball game—he has to be disinterested.

Thus, we hope, it is plain that the Amarillo News was doing Hereford and Canyon a favor in going to the trouble of digging up as much of a story as they did. They could not know their information was wrong.

And while we are on football—it is our private opinion that the Whitefaces will give Clovis one whale of a scrap tomorrow, dope to the contrary notwithstanding. It is our opinion that McCollum's boys are just beginning to find themselves and acquiring the confidence necessary to playing their best for a whole ball game. We are predicting the score will not be half as big as most people

think and as the dope would indicate.

An old age pension would be fine and much appreciated, but who is going to provide the money? Paying taxes is mighty hard now, and the next generation will be paying double tax tomorrow. And, anyway, those who need it today will be dead before the pension is allowed. It is a calamity to grow old and be poverty-stricken.—Higgins News.

From the way it started in November is going to be a chilly month. Rather noticeable since October has been one of the warmest ever seen here. People with colds are rather pleased with this change.—Quanah Tribune-Chief.

And Huey Long, the Louisiana Kingfish, wants his state to secede from the Union. It's o. k. by most of us if Louisiana will agree to take Long along with it.—Graham Crackers in The State Line Tribune.

Do you wonder if, after all, times have changed? If so, we suggest you recall the days when, if you wanted to see a farmer you went to his home to see him. Nowadays if you go to a farmer's place of business the chances are about fifty-fifty that he will not be there. Whether for better or for worse, we cannot say, but the fact remains that the man who operates a farm these days spends about as much of his working hours away from it as he does on it. Leastwise that is the belief of one old head who has spent many a year visiting farms and talking with the operators of them.

Lodge Directory

HEREFORD LODGE
NO. 849, A. F. & A. M.

Stated Meetings Each Second Monday Night of Month. School of Instruction Each Friday Night. Visitors Are Welcome.

J. W. ROBINSON, W. M.
EGBERT BRADLY, Secretary

HEREFORD LODGE I. O. O. F.
CHARLES SOWELL, Noble Grand
No. 476

Meets Monday, 8:30 p. m.
Visiting Brethren Welcome
L. H. FOSTER, Secretary

REBEKAH LODGE
Meets Every Tuesday at 8:00 p. m.
MRS. F. E. BOWE, N. G.
MRS. HEERMAN STEWART, Secretary

HEREFORD CHAPTER, O. E. S.
Meets Each Second Tuesday Night, 7:30.
MRS. JEWEL WOMBLE, W. M.
MRS. MYRTLE WITHERSPOON, Secretary

ONE OF YOUR GREATEST ASSETS IS YOUR CREDIT

Whether you have big bills or little ones, prompt payment of them will bring rewards. The mere reputation for the proper handling of all indebtedness marks you as a man whose business is sought. It marks you as a sound, safe man to deal with. It marks you as a person of responsibility and reliability. Pay your bills promptly and enjoy those advantages. They're definitely worth money to you.

Use your credit freely and pay all bills by the 10th, or promptly as agreed.

HEREFORD CREDIT ASSOCIATION
DOROTHY H. ROSS
Local Affiliation of the
NATIONAL RETAIL CREDIT ASSOCIATION

than four billion. The size would depend on how much the present cash balance of \$1,594,822,240 is reduced and whether any of the dollar profit on gold devaluation is used for current expenses.

Borrowing in excess of last year's \$4,514,000,000—again depending on use of the cash balance and whether revenues equal the estimated \$3,974,665,470.

These figures were indicated by the president's own estimate that, excluding debt retirement, the government would spend \$16,520,804,667 in the 1934 and 1935 fiscal years which end on June 30, 1935.

Since these estimates, voted in last congress—especially \$525,000 for drought relief—have increased the two year maximum \$17,500,000,000.

Most of the money in the fiscal year would go for emergency purposes. Only \$3,237,512, is counted on for routine costs.

READ THE Advertisements THEY'RE NEWS

FRESH FISH
DIRECT FROM GULF. ALSO
Baltimore Oysters
Fully Licensed by State and City.
Deliver to Suit Your Convenience.
MRS. JERRY BEHRENS or Call 250-W

DALLAS

1936 Texas Centennial City

TEXAS

will celebrate its 100th Anniversary. The importance of this Centennial to Texas can not be over-estimated and will in a big way interest larger concerns of the State who are now seeking expansion; increase our population and stimulate every line of business from border to border.

The Dallas News

with its years of public service, will carry on—to build Texas—to make it a bigger and better State, shall continue to give its thousands and thousands of satisfied readers a newspaper that so merits its wonderful patronage.

RATES BY MAIL

For one year daily and Sunday
\$7.50; Daily without Sunday \$6.95
(Good Only in Texas and Oklahoma)

SUBSCRIBE NOW

The Dallas Morning News

Texas' Greatest Newspaper

Herewith is my remittance \$_____ to cover cost of subscription to The Dallas Morning News by mail (Daily and Sunday) (Daily Only), for one full year by mail.

Subscriber _____
Postoffice _____
R. F. D. _____ STATE _____
GOOD ONLY IN TEXAS AND OKLAHOMA

Same Price as Last Year
BARGAIN DAYS
(Expire December 31st)
STAR-TELEGRAM
Largest Circulation in Texas

LESS THAN A CENT AND A HALF A DAY 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 a \$10.00 State Paper for Next Year NOW on REDUCED RATE

MORE NEWS—MORE FEATURES—
MORE READERS

Be as Well Pested as Your Neighbor

FORT WORTH STAR-TELEGRAM
Morning—Evening—Sunday
AMON S. GARTER, President

CREAM O' PLAINS BUTTER
Is Pure and Clean

Our pasteurizing process makes sure that all bacteria are removed from the cream before it goes into the making of CREAM O' PLAINS BUTTER.

This is not an idle statement, but scientific fact. Our cream is pure, sweet and clean before going to the churns, but to be doubly cautious we pasteurize it anyhow.

Users of CREAM O' PLAINS BUTTER need never have any fear of infection . . . it is gone because it is out.

Ask Your Grocer for Cream O' Plains

Farmers' Creamery Association
INCORPORATED
213 East Third Phone 689

SOCIETY

Miss Hazel Thompson Bride of W. L. Ayers

Miss Hazel Thompson became the bride of W. L. Ayers at a home wedding last Thursday evening. She is the daughter of Mrs. R. W. Thompson.

Rev. E. R. McWilliams of the First Christian church performed the ceremony. A few relatives and close friends attended the wedding.

The couple took a short honeymoon trip to College Station, Fort Worth and Galveston. An accident marred the return trip when their car overturned near Mexia. Mr. Ayers' right arm was cut. Mrs. Ayers was unhurt.

Band, Orchestra Mothers Meet

The High School Band and Orchestra Mothers' Association held its regular meeting Tuesday, November 6, at 8 o'clock. Being on the day of the anniversary of Philip Sousa, each member responded to roll call with a march composition from Sousa.

A tribute to the genius of John Philip Sousa, the March King of all time, was given by Mrs. H. D. Reed. Plans were discussed for the school year. The following committees were appointed: Fin-

ance, Mmes. Ed Cox, Gaston Baer, W. S. Easter, H. C. Van Bibber, and Alexander. Program, Mmes. Lee Conklin and Carl Mountz. Hospitality, Mmes. Bill Smith and Mont Baker.

The Association has for its new officers Mrs. H. D. Reed, president; Mrs. C. R. Smith, vice president; Mrs. Frank Marrs, secretary; Mrs. A. H. Streu, treasurer, and Mrs. Henry Williamson, reporter.

SUNDAY SCHOOL CLASS HAS SOCIAL MEETING

The Home Makers Sunday school class met in the class room of the First Baptist church Friday of last week. After the business hour refreshments were served to Mmes. Walter Easter, Edgar Sowell, Earl Wilson, Hazel Sparks, John Renfro, Edgar Mosley, Ann McCullough, Wood Vaughn, Barrett Sowell, W. L. Alexander, C. R. Ray, Viola Williams, Roy Thompson, John Hacker, C. P. Hussey, Joe Keudall, O. L. Massey, John Harvey, members, and three visitors, Mmes. L. B. Redwine, S. L. Walser and H. L. Morel.

Visiting this week in the home of Mrs. Glenn Snyder are her mother, Mrs. Jane Gibson of St. Francisville, Illinois, and two sisters, Miss Laura Gibson of Tacoma, Washington, and Mrs. Helen Pugh and little daughter, of Houston.

EAGLES-WHITEFACES

(Continued from Page One)
toll from the players in the second and final quarters.
Statistics revealed that the Whitefaces were ahead in every department. The greatest margin and an important factor was the extraordinary punting. The locals averaged 47 yards on nine punts, with Clayton and Russell toting the ball. Brooks booted for Canyon 14 times for a 31-yard average. Two blocked punts pulled his average down.

The Whitefaces gained 151 yards on the ground and 91 through the air lanes. Four out of five passes were completed. Canyon made 102 yards on the earth and 16 overhead. They tried 16 aerials and completed one for no gain. Another was ruled complete for 16 yards on interference. Hereford made eight first downs to five.

To pick out a Hereford star would be nigh impossible. Every one of the lads played well. Meade Smith continues to improve at carrying the ball, although he is still woefully weak on wide runs. Clayton and Russell did nice kicking and passing. Wombie looked good at end. Bengie was the best defensive man on the field, as usual. The middle of the line was efficient, too.

The two Lisle brothers and Brooks in the Canyon backfield are sterling performers. Bewley at left tackle was a tower of strength. Coach Cleveland Jones brought a hustling, fighting team that was beaten by a more experienced crew.

First Quarter.
Canyon won the toss and elected to defend the north goal. After a ceremony of crowning the Hereford High Queen, Bengie kicked off to H. Lisle on his 22. He returned it to his 28. L. Lisle picked up 9 yards over left tackle. Brooks rammed for a first down. Three plays netted seven yards, and Brooks kicked out on Hereford's 30.

Smith lost 4 on a wide play to the right. Clayton made it back. Canyon drew a penalty, then Hereford was penalized 5. Clayton kicked a high lazy one to H. Lisle on Canyon's 30. He was hit as he caught the ball and dropped the leather. Hereford recovering on the 22. Meade Smith slashed through the middle and then flew across the line for six points. Bengie's place kick was blocked.

Sowell took the kick on his 10 and slipped it to Smith who fumbled and Clayton recovered on Hereford's 5. Clayton kicked another high one which Lisle dropped on the 38, Brooks recovering for Canyon. L. Lisle picked up 6. Two more plays failed to gain and Brooks kicked to Hereford's 6. Russell booted to Canyon's 30 and Lisle returned 17 yards. A pass failed. Sowell took Brooks' quick kick on his 32 and returned 7 yards. Clayton's lateral was dropped and Canyon recovered on Hereford's 20. Two runs and two passes lost 5 and Hereford took the ball. Risk of Canyon went in at center. Two plays made a yard and Russell punted to the Canyon 20. Lisle returning 15. Solomon plunged 10 yards. L. Lisle was glommed for a 5 loss.

Second Quarter.
Johnson replaced Solomon at half back for Canyon. L. Lisle lost three at the line. Brooks kicked to Russell on the latter's 20. He returned 16 yards. Smith made 4 then Russell lost 11 on an attempted pass. Clayton punted 57 yards to the 15. Lisle returned 7 yards. L. Lisle lost 5, but a penalty made it back for Canyon. Brooks added 5 more, then had his punt blocked. Canyon recovered for a first down on their 32. Brooks barged thru the middle for 8. Kirby nailed L. Lisle for a 3-yard loss. Brooks punted out on Hereford's 22.

Smith lost 4 on a wide play, then rammed the middle for 12. Clayton added 6 and Sowell 2 more. Russell made 1 at left end. Clayton kicked to the 30, Lisle coming back 17 paces. Brooks and L. Lisle made a first down, then Johnson fumbled and Bengie recovered for Hereford on Hereford's 45.

On a reverse around right end Russell made 11. Clayton passed 43 yards to Russell who was downed a yard from the goal. Smith lost a yard and Russell lacked a foot scoring. Time was up as the Whitefaces were slow in getting off the next play.

Third Quarter.
Clayton kicked over the goal. Canyon took the ball on the 20 and Brooks made 5 at left end. He lost 4 on a reverse. Brooks kicked to Russell on his 40 and he returned 16 yards.

Clayton hit the middle for 2, and Smith lost 3 on another end run. Clayton circled left end for 9. Smith made 1. Clayton plunged for 4. On a triple reverse at right end Smith made 12. Russell made 1 at left tackle. Smith took a double reverse at left end for 8. Sowell spun for 2. Rusk replaced Black at guard for Canyon. Russell made 2 and Smith lost it on an end run. On a fake place kick Russell passed to Wombie complete in the end zone. But it was not allowed when the referee ruled Russell's knee was on the ground. Canyon took the ball on the 10.

Brooks plunged 4 and Hereford drew a 5-yard penalty. L. Lisle made three and Brooks lost 5 then made 1. The whole Hereford line blocked Brooks' punt and Hereford recovered on the 11. Smith scored as he scampered around right end on a triple reverse. Russell's place kick was short.

L. Lisle returned Clayton's kick from his 20 to 38. Brooks made 6 on a spinner. H. Lisle flashed through his left tackle and made 26 yards to Hereford's 32 before

Russell blocked him out of bounds. A plunge and two passes failed. Brooks kicked to Hereford's 8. Russell kicked 72 yards to H. Lisle, who returned to his 26, and fumbled when hit hard. Hereford recovering on the Canyon 26.

Fourth Quarter.
K. Black went in at guard for Canyon. Russell passed 25 yards to Wombie who was tackled a pace short of goal. Smith lost one at the line but Russell scored standing on the next play. Russell's pass to Sowell was wide.

Hereford was offside on the kickoff. Bengie took the kick off on his 20 and booted it back to the 50. Two passes and a run made 3, and Brooks kicked over the goal. Smith and Russell made 4 each and Sowell made it first down. Russell quick-kicked to the Canyon 28. A pass failed. Carlyle went to end for Hereford and Clayton took Bengie's job at full. Pitts replaced Lisle for Canyon. Two passes failed and Brooks kicked to Russell who returned from his 20 to Canyon's 44. Cockrell went in for McLean and

Boardman for Millard. Russell threw to Wombie for six yards. Jennings replaced Daniel at guard. Sowell spun for 2 and Smith made 12. Russell threw to Carlyle on the 8, a 17-yard gain. Childers recovered Sowell's fumble on the 14. A pass to the 30 was ruled complete on interference. Clayton intercepted Brooks' pass on the 35 and returned it for a touchdown. His place kick was wide. Solomon returned the kick-off from his 10 to 35. A pass was incomplete. Brooks punted 63 yards over the goal. Willett and Hicks

were Hereford subs. Clayton made 2 at the middle, Smith 7 and Sowell 6 to end the battle on the 35-yard line.

E. B. Black Furniture Co. is building a new awning on front of the store. It will be of wood construction with metal ceiling and canvas awning depending from the front.

It's time to replace that broken windshield or door glass. We cut and fit glass for any car. Ireland-Beavers Motor Co. — 1c

A Value Event YOU SAVE HERE!



Misses' and Ladies'
Tailored and Furred

Coats

A most charming group of coats, in a wide range of colors, styles and materials. Colors gray, blues, browns and mixtures. Come in today and make your selection.

\$7.95 to \$25

School and Street Wear
Knitted "Angorette"

Dresses

In brown, green, rust and blue. These frocks are most attractive, are well tailored and offer an unusual value at this low price

\$1.95



BARGAIN TABLE

300 Pairs Straps and Ties

A few pumps included in this group, close outs and odds and ends, but with a good range of styles and sizes.

\$1.49



Men's Black Calf
Dress
Oxfords

We have just received this group of low priced, good looking men's oxfords. They must be seen to be appreciated; have excellent style and are of good sturdy leather and workmanship. Priced, per pair—

\$2.48
\$2.98



MEN'S
TOPCOATS
AND
OVERCOATS

A good stock of Topcoats and Overcoats for men and young men. We have a good selection of colors and styles. Some light weight and some of the heavier grades. Most attractively priced, from—

\$6.95 to
\$17.95



Boys' and Men's Assorted

DRESS CAPS

A wide range of colors in these, and at a most attractive low price. Each—

48c

Men's Big Jim
WORK
SHIRTS

Men, we want you to compare this shirt with any at twice its sale price. Big, full-made, heavy material, cut and made right. An ideal shirt for work or heavy services—

49c



Sprowls & Cronin Co.

Motor Overhaul

—Why not let us completely overhaul your Motor, and save on your gas and oil bill this winter? Besides the saving, it's a lot of satisfaction to know that your car is in shape to take you where you want to go.

The cost is surprisingly low. Come in and let us figure the job for you

Ireland-Beavers Motor Co.

301 East Third Street. Phone 383

RADIO TUBES TESTED FREE

We Also Have a Complete Stock
of New Ones.

Kester's Jewelry Store

MARKET BASKET SPECIALS

Friday and Saturday

- PEACHES, gallon cans ----- 45c
- PRUNE JUICE, 3 cans for ----- 25c
- JERSEY Bran or Corn Flakes, large pkg 10c
- SCOTCH OATS, large box ----- 17c
- COFFEE, M. J. B., lb 33c, 3 lbs ----- 95c
- BAKING POWDER, K. C., 25c can -- 18c
- PANCAKE FLOUR, Aunt Jemima, 2 for 25c
- PALMOLIVE SOAP, 6 bars ----- 23c
- COCOA, Bliss, 1 lb 15c, 2 lbs ----- 25c
- APRICOTS, No. 2 ----- 14c
- PEACHES, No. 2 1/2, in syrup ----- 14c
- WALNUTS, fresh crop, lb ----- 22c

OUR QUALITY MEATS

- STEAK, round, loin or T-bone, lb ----- 15c
- ROAST BEEF, best baby beef, lb ----- 12c

All Kinds of Lunch Meat for Picnics.

Texas Market & Grocery

PHONE 353—FREE DELIVERY

Wake Up, Hereford and Surrounding Territory, to the Good News! The Popular Store Announces, Beginning Friday, November 16, to Saturday, December 22, Our Sensational

"Buck" Auction

How to Get Bucks

The great sale at the Popular Store will mean special savings for you and BUCKS in conjunction will mean EXTRA savings. One Buck will be given with every 25c purchase; 4 Bucks with each \$1.00 purchase or payment on account.

With a Dramatic Climax of \$300 Worth of Valuable Prizes Given Away Absolutely Free at the Close of the Campaign on Saturday, December 22, 1934, at the Popular Store.

What Are Bucks?

Bucks are certificates which will be used as money at the Buck Auction, when over 15 prizes will be auctioned off. Read the partial lists of the wonderful prizes. Get busy. Save Bucks.

Some of the PRIZES

These and other prizes will be auctioned off to the highest bidder (for Bucks only) at our store Saturday night, December 22. Bucks are exchangeable, and can be given or traded to your friends.

4-Piece Bedroom Suite
Cedar Chest
Silverware
Dishes
Blankets
Wardrobe Trunk
Etc., Etc.


Register Thursday or Friday

10 BUCKS FREE to Every Person Who Enters Our Doors Thursday and Friday. You Do Not Have to Buy Anything to Get These Free Bucks!

Demand Bucks With Every Purchase! They Are Worth Money to You! Get a Glorious Prize For Your Bucks!

YOUNG MEN'S
OXFORDS
This is a real value. High heels and plain toe—during our Buck Auction Sale, per pair
\$2.95

BUCKS
Given With Each Purchase
1 Buck for Each 25c
4 Bucks for Every Dollar!



THE POPULAR STORE BUCK AUCTION
\$300.00 IN VALUABLE PRIZES ABSOLUTELY FREE
1 Buck
Auction Buck
This Buck is accepted subject to the rules presented on the other side. Save your Bucks.
The auction will be held at the Popular Store Saturday, December 22, at 9 p. m. Admission Free.
The Popular Store

SAVE BUCKS
They Will Enable You to "Buy" a Valuable PRIZE!

LADIES'
HOUSE SHOES
This is one of our best values. Felt house shoes in all colors and priced during this sale, per pair
49c

LADIES'
COATS
Fur trimmed and plain. Black and brown colors, a red-hot special
\$10.95
AND UP

SWEATERS
For men and boys, slip-on and coat styles, priced to sell and sell quickly, from
95c up

GLOVES
Heavy cotton gloves for men. You'll have to be here early to get your share of these. Per pair
8c

TIES
A beautiful assortment of ties, priced starting at
29c

MEN'S AND BOYS'
SUITS
You'd better hurry in and take advantage of this bargain. All new styles in grays, browns, blues and tans. Good range of sizes and priced at only
\$18.50
Two Pairs Pants

DRESS SHIRTS
Fast colors; here is a chance to get your Xmas presents for the men
89c

WORK CLOTHES
Extremely low prices on all work clothing. We have a most complete stock of high quality work garments.

LADIES' HOSE
Full fashioned, service weight, all shades, per pair
79c

HATS
Oxford gray, blue, brown, Stetson and Rothschild, and priced up from
\$1.98

DRESS TROUSERS
All new shades, all wool, good hard finish materials. Sizes 28 to 46. In several price groups beginning at
\$2.50

SUEDE JACKETS
First grade of suede, in tans, both zipper and button styles and a full range of sizes. In several price groups, beginning at
\$5.95

WASH
FROCKS
These frocks are guaranteed good fast colors, good range of patterns. In several price groups, starting at
69c

SOCKS
Fancy lisle hose for men. Priced during this sale, 2 pairs
25c

BLANKETS
Part wool, 66 x 80; these are large, heavy, good quality blankets. Priced during this sale at only
\$2.25

CORDUROY SUITS
All shades, and a full range of sizes. These suits are an extra special value at only
\$5.75

UNIONS
Good, full made, winter weight unions for the men. You can't duplicate this price on suits of this quality. Per pair
89c

Many Other Bargains Too Numerous to Mention. Remember Bucks Are Given Free With Every 25c Purchase.

BOYS' COATS
Here is a real buy. Good quality materials and a good range in sizes. Priced during this sale
\$1.98

MEN'S MEDIUM WEIGHT
OVERCOATS
Every one of these coats is brand new. All of them are the newest styles and made of the best materials. Guaranteed all wool, and priced at only
\$19.95

THE POPULAR STORE

"SINCE 1921" HEREFORD, TEXAS

STAR THEATRE

Hereford, Texas

Added Attraction
Friday Only
 Matinee and Night
The Life and Death of Pretty Boy Floyd
 Feature Picture
"There's Always a Tomorrow"
 With ALL-STAR CAST
 Also Chapter Two of **BUCK JONES** in **"The Red Rider"**
 Big Double Bill
ALL FOR A DIME!

Saturday Only
 MATINEE AND NIGHT
"The Dragon Murder Case"
 with Warren Williams, Lyle Talbot, Margaret Lindsey.
IT'S ONLY A DIME!

Sunday Matinee
Sunday Night
 AFTER CHURCH
Monday - Tuesday

THE SIREN OF THE NILE!
 The flaming chapters of her life blazed with the names of conquerors! Her love affairs shook the world!



Adolph Zukor presents **CECIL B. DE MILLE'S LEOPATRA**
 A Paramount Picture with **CLAUDETTE COLBERT WARREN WILLIAM HENRY WILCOXON**
 Ion Keith - Joseph Schildkraut
 Cost of \$3,000—A year to make

Selected Shorts and News.
ONLY 10c-25c

Wednesday
 NOVEMBER 21
OTHER BIG BANK NIGHT
 Picture
"She Loves Me Not"
 with **BING CROSBY**

ng November 25 for three days
MAE WEST
 in **"The Nineties"**

LOCALS

Mrs. M. D. Womble was in Amarillo Tuesday.
 Mr. and Mrs. Lester Weaver of Canyon were here Sunday.
 Jerry Mallin of Amarillo was a visitor here Sunday.
 How about a radio in your car? Grizzle Chevrolet Co. 1c
 Mr. and Mrs. Gano Hastings of Dimmitt were here Tuesday.
 Battery type radio tubes at RICE'S. 1c
 Mrs. M. Y. Galloway of Amarillo visited friends here last Friday.
 Need a timer for your Model T? RICE sells them. 1c
 W. F. Gillis returned Wednesday from a business trip to Lamesa.
 Mr. and Mrs. Fred Brown of Dimmitt spent the week end here visiting relatives.
 Mr. and Mrs. R. M. Allred left Thursday for Amarillo where they will make their home.
 Mrs. W. T. Stanberry of Amarillo visited her aunt, Mrs. H. H. Hawkins, over the week end.
 Mrs. S. P. Rossion and Mrs. Dow Mercer were Amarillo visitors Wednesday.
 Dr. G. W. Heard, N. E. Gass and L. Baskin were in Amarillo last Sunday.
 Let us install a heater in your car. Cold days will surely come and you will wish you had. Grizzle Chevrolet Co. 1c
 Frank Gyles, Judge C. W. Humble and Ernest Medkief left Wednesday morning for South Texas on a deer hunt.
 Due to absence from the city, my office will be closed from November 18 to about December 10.
 45-2 Dr. G. W. Heard, Dentist.

We have been INSURING Brunswick Tires against ACCIDENTS for nearly five years. RICE. 1c
 R. C. Reed, county agent at Brownfield, visited his brother, Dewey Reed, here Wednesday.
 Mr. and Mrs. W. F. Gillis, Mr. and Mrs. J. W. Hendrix, Lama Beavers and Miss Zoe Beavers spent Sunday and Monday in Clarendon.
 Jim Clark, John Haberer, John Haberer, Jr., and E. S. Kinney, the latter of Plainview, left Wednesday morning for the mountains of New Mexico on a deer hunt.
 Mr. and Mrs. C. C. Acker and Mr. and Mrs. B. H. Hopkins were in Lubbock Monday attending the football game between Lubbock and Amarillo.
 HOT WATER HEATERS—The ideal heat for your car. Be comfortable this winter—the cost is low. Ireland-Beavers Motor Company. 1c
 Beatrice Buchanan, Elizabeth Ireland, Mary Elizabeth Stanford, Sally Skelton and Betty Bruce Jones, Texas Tech students, were at home Sunday and Monday.
 Miss Louise Jacobsen and Miss Etolie Parsons, the latter of Pampa, spent the week end in the Jno. N. Jacobsen home here. Both are students in the college at Canyon.
 Dr. and Mrs. G. W. Heard will leave Sunday by automobile for an extended trip to Alabama and Florida. They plan to be gone about three weeks.
 Repair that leaky car top with Miller Top Putty. RICE sells it. 1c
 Mr. and Mrs. Glen Weir are leaving today for Georgetown, Texas, where they will visit several weeks. They will then go to San Antonio for the winter.
 "Dutch" Mantell, wrestler and sports promoter of Amarillo, put in an hour greeting friends here as he visited last Friday afternoon.
 Fresh radio "B" batteries at RICE'S.
 We specialize in re-lining brakes, and at prices you can afford to pay. We have recently installed new equipment for this work, and can get your job out promptly. Ireland-Beavers Motor Co. 1c

Ike Criswell and Prentice Rossion returned last night from a two week deer hunting trip. They were in the Red River country of New Mexico.
 Mrs. J. A. Pitman and Mrs. Seth B. Holman returned Sunday night from Fort Worth, after a three-day trip. They were accompanied by Mrs. H. T. Neely and Mrs. Effie Gooch of Amarillo.
 Try RICE'S Instant Tire Service. You might like it. 1c
 We don't keep jacks—we sell them. A good assortment of jacks and pumps at RICE'S. 1c
 Mr. and Mrs. Smith McLeRoy and Mrs. J. D. Curtis, Mrs. McLeRoy's mother, went to Roscoe last Saturday where Mrs. Curtis stayed to visit relatives. The McLeRays returned Monday, stopping in Lubbock for the Lubbock-Amarillo football game.
 Mary Kate Brotherton, Effie Whitsett, Wilma Jo Jones, Virginia Lane, Patricia Wederbrook, Billy Hawkins and Reavis Kerr, Hereford students in the college at Canyon, spent the week end at home.
 M. D. Womble attended the sectional meeting of Maytag dealers at Amarillo Tuesday. F. J. Maytag of Newton, Iowa, head of the Maytag factory, was honored at the meeting. Mr. Maytag founded the company 41 years ago. He makes annual tours of the country.
 Dr. G. W. Heard attended a conference of dentists in Canyon Wednesday night. The dentists met with Dr. C. A. Pierle of the college for discussion of prevention of tooth stain. Pierle, chemistry head of the college, has carried on extensive experiments with the stain for years.

Want Ads

Wanted
 WANT stalk or wheat field for small bunch of cattle, or some one to winter them. Have few cows to sell on credit to responsible party. Claud Higgins. 44-2p
 WANTED: To buy your shipping cattle at market price. Have several nice springer Jerseys to trade for cattle. See Claud Higgins or Pete Engle. 44-2p
 WANTED: To sell 8-tube, cabinet type Majestic radio, excellent condition, for \$15.50. See Dr. Florence Miller. 1p
 WANTED: To buy used bicycle. Inquire at Brand office. 45-1fc
For Sale or Trade
 FOR SALE OR TRADE: 160 acres good Plains wheat and row crop land, Eastern New Mexico, near school, on good road, plenty of water. Will trade for good residence or small tract near Hereford. See I. V. Flowers at Ever Ready Lunch. 42-4c
 FOR SALE OR TRADE: Acre and old house in Hereford. Write J. Andrew West, Prescott, Arizona. 44-4p
 FOR SALE: 1930 Buick sedan, A-1 mechanical condition, good rubber, a real buy. See Lynn Powlson. 1p
 FOR SALE: Semi-trailer in excellent condition, 6 1/2 by 16 foot body. See Ralph Sears. 1p
 FOR SALE: 400 bales of extra quality sudan hay at \$12.50 per ton. G. L. Woods. 1p
 FOR SALE: Violin, in good condition. Apply Brand Office. 1f
For Rent
 PASTURE FOR RENT: Have room for about eight head of cattle on good stalk field half mile from town. See me at Hereford Nursery. A. A. Ellwart. 1p
 FOR LEASE: Improved farms close in. Equipment to sell with the lease, immediate possession if desired. E. F. Connell, Elliston Bldg., E. 3rd St. 1p
 FOR RENT: Duplex, south side, unfurnished. Near high school. J. S. Orr. 1p
 FOR RENT: Furnished apartment, modern conveniences, private bath, garage. Mrs. W. B. Dameron, phone 80-W. 43-1fc
 FOR RENT: Furnished room with bath, on corner of Eighth and Lee. 34-1fc

Lost and Found

LOST: Pair of lady's black kid gloves. Three white buttons. Return to Brand. 1p
 LOST: Watch and keys at ball game last Friday. Return to the Brand Office. 1c
 LOST: White Spitz dog, Hereford license No. 32. Answers by name of Kazan. Reward offered. Telephone 90-J. 1c

BUYING and SELLING THROUGH THE WANT ADS

YOU'LL ENJOY
Every Meal
 YOU EAT HERE

We do all that we can to make every meal here a genuine pleasure. Our foods are selected for their quality and freshness and are cooked to perfection. Prompt, courteous service has always been our policy.

Ike's Cafe

CHRISTMAS
 Is Only Six Weeks Ahead!


Give gifts this year that will be serviceable and appreciated. A living room suite, a bedroom suite, chairs, rockers, rugs, cedar chest, a Philco or RCA Victor radio, or one of the many other articles which we have in stock that will make excellent gifts. Make your selection now—you can arrange to pay by the week until you call for the gift at Christmas time.

E. B. Black Co.

PIGGLY WIGGLY

NEW CUSTOMER SALE

Let's get acquainted! Piggly Wiggly has a lot to offer you... in easy, time- and trouble-saving shopping... in guaranteed quality... in sensible, economical prices. In this sale we offer a flock of specials... so take this great opportunity to learn the many advantages Piggly Wiggly offers you.



"Help Yourself" to anything in the store!

Specials For Friday and Saturday

CRACKERS	2-pound box	17c
SANI-FLUSH	1 Melo, 1 Toilet Brush, all for	35c
KREMEL	3 boxes and 1 free for	15c
Chili Blend	16 ounces	41c
	8 ounces	22c
GINGER ALE	2 quart bottles	35c
DATES	2-pound package	25c
FLOUR	Buckwheat, 5-lb sack	45c
POPCORN	Guaranteed to pop, 3 lbs	25c
OATS	3-Minute, with chinaware, large pkg	24c
COFFEE	Chase and Sanborn Dated, lb	29c
Tomato Juice	California Home, 8 cans	75c
Save Labels—\$1.25 Bot Glasses Free for Eight Labels		
PORK and BEANS	Per can	5c
PEACHES	Gallon can	35c
BAKING POWDER	Health Club, regular 10c	6c
Chocolate Syrup	Hershey's, 5 1/2-oz can	5c
SUGAR	10-lb cloth bag, cane	59c
SOAP	Luna, 5 bars	15c
Fruit Cake Mix	Dromedary, pkg	46c
Bisquick	1 Pound, 4 Ounce Package	18c
Wheaties	Two Boxes	25c

FRESH FRUITS and VEGETABLES

CABBAGE, per pound	2c
CRANBERRIES, per quart	19c
GRAPEFRUIT, large, seedless, 5 for	19c
SPUDS, No. 1 Colorado, 10 pounds	16c

PIGGLY WIGGLY

ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME