



The Hereford Brand



Published Every Thursday

Our Slogan—"More People—More Farms"

38th YEAR—NUMBER 45

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, NOVEMBER 10, 1938

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AROUND TOWN

Sights and Faces Seen

William Franklin McLean of Hereford has been elected a member of the University of Texas Chapter of Phi Beta Kappa. Membership in Phi Beta Kappa is the highest scholastic honor that a student in the College of Arts and Sciences can receive. McLean is a member of the 1939 graduating class of the University.

On November 10, the Texas Division of the International Parks Division will meet at McCamey, Texas.

Ralph Clennen, former Hereford football star, has returned here to accept a position with his brother-in-law, Homer Fox, in the Fox Man's Shop.

Just how good cheese can be made was demonstrated last week by Miss Sadie Lee Oliver and members of the Home Demonstration Council who left a sample of Neufchatel cheese at The Brand office following a special demonstration in the court house.

Possibly the most talked-of innovation in recent months is the new chest-high contour installed in the County Agent's office this week.

Mr. and Mrs. J. T. Reese of the Bellview community lost approximately \$200 worth of clothing when their little granddaughter built a fire for her dolls in the clothes closet. The fire was not discovered for some time, and it was extinguished with considerable effort. However, it was estimated that repairs can be made at a small cost.

Edwin Mauk this week accepted the position of bookkeeper and parts man at Ireland Motor Company; Bob Garret, who held the position is now shop foreman. Fred Brown will continue in charge of used cars for the firm.

If you can believe what you see, Bill Clutter and M. A. Gray each got a deer on their recent hunt in New Mexico. Bill also got two turkeys—and he also learned a lot about leading horses, and finally decided it was easier to carry them. John Procher, formerly with the SOS office here, was in their party and also got his buck.

Miss Mary Ann Baird and Elizabeth Ireland of this city will be presented with the Trinity University Choir over radio station WFAA, Friday night, in an Armistice Day program.

Heavy Offering Of Stock Seen In Weekly Sale

Stating that he will probably have the largest number of cattle buyers yet seen at a weekly auction, Ray Barber today announced that an exceptionally heavy offering of livestock is expected next Tuesday in the sales pavilion here.

The sale this week saw consignments of 80 head of cattle, ground 20 hogs, a number of chickens, and numerous miscellaneous items. Yearlings brought from six to eight cents on choice whiteface stuff, and buyers were on hand over the entire area.

An exceptionally good offering is expected next week because most owners are expected to consign their stock while prices are still good and the demand is seen.

Twenty Announce For Postmaster

Dispatches from Washington this week listed 20 persons who have filed for the postmastership at Hereford. Examinations will be held by Civil Service Commission by designation.

Applicants for the position are John D. Burkett, Jessie W. Pickett, Mrs. Hazel Wilson Lewis, Herbert P. Sinds, T. P. McCollister, Earl Wallace Wilson, Wallace C. Cox, Lynn C. Kester, Mrs. Bertha D. Alexander, Berry Orr, Fred A. Inman, James R. Lipscomb, Mrs. Leola S. Ridd, Troy D. Stambaugh, Fox W. Dodson, Mrs. Hardy M. Benson, Mrs. E. E. Standifer, Wes Brady and Richard A. Muller.

Legion To Sponsor Armistice Day Celebration Here Friday

Mayor's Proclamation

To All to Whom These Presents Shall Come: The Congress of the United States of America having designated "November 11 of each year" a National Legal Holiday, "dedicated to the cause of world peace"; and

The Hereford Post of American Legion—an organization composed of American citizens who received an honorable discharge from the armed forces of the United States of America engaged in the World War—having asked co-operation of all citizens in proper observation of the occasion of Armistice Day, 1938; therefore,

I, as Mayor of Hereford, take pleasure in proclaiming Friday, November 11, 1938, a holiday in and for the City of Hereford, and further ask that all business firms observe the occasion by closing their doors in honor of the occasion and in tribute to the men who served our country loyally and faithfully; and since

The American Red Cross Roll Call Drive Opens Friday, November 11, running to Thanksgiving Day,

It gives me great pleasure, as Mayor of Hereford, to set aside the designated period as the time when all Red Cross members will be asked to renew their memberships, and those who have not enrolled before are urged to add their names to the ranks of Red Cross members in our community.

It is not necessary for me to remind citizens of our community that the work of the Red Cross is a vital contribution to our community welfare. We have all seen, in past years, how effective Red Cross work is, both from the standpoint of the gear-around program and that of work done during emergency.

Our community, I am pleased to say, carried its full share of responsibility in making this great work possible, through contributions of its citizens. The Red Cross asks little from the community, yet contributes much to general welfare of our people.

C. J. PADDOCK, Mayor, City of Hereford.

TOWN WILL CLOSE HONORING WORLD WAR VETERANS NOVEMBER 11

With all stores scheduled to close in Hereford on Friday, Nov. 11, the observance of Armistice Day, highlights of a program sponsored by the American Legion post, include: special services at the Christian Church at 11 o'clock, police court on Main Street, beginning Friday morning; a Legion-Auxiliary banquet at the Methodist Church at 7:30 o'clock Friday evening, and a dance in the City Hall Friday night.

Jim Lipscomb, post commander, expressed his appreciation in behalf of the entire post, for co-operation offered in the past and for that which is expected this year.

"We especially wish to point out that a special service is being prepared by Rev. H. M. Redford, and that the entire public is expected to turn out for the service. Special seats will be reserved for World War veterans, but the service is being prepared to interest all who may be able to attend."

Program for the special service (Continued on Page 12)

Fire Demolishes Milt Hardy Home In Jumbo Area

The Milton Hardy home, three miles south of Jumbo School, was demolished by fire between 7 and 8 o'clock Sunday evening. The Hardy's were able to save a few household items, but the house and most of their belongings were lost in the fire.

The fire was believed to have started from a defective flue in the living room of the house. Mr. and Mrs. Hardy had just put up their stove and built a fire, when Mr. Hardy smelled smoke and opened a door leading to the second story. A gust of heavy smoke met him and he closed the door, then started moving out household articles.

Because they had no effective means of combating the flames, it was impossible for them to save the seven-room house—and due to the short interval only a limited amount of household goods were removed. The house was only partially covered with insurance.

The Hardys have resided in the community for around 20 years and are well known over this entire area.

Voting Light Here In Tuesday Ballot

Services Mark Anniversary Of Pastor Nov. 13

REV. M. M. BEAVERS ENTERED MINISTRY 32 YEARS AGO

Members and friends of the First Methodist Church were invited to attend services Sunday morning, Nov. 13, at which time the thirty-second anniversary of Rev. M. M. Beavers' entrance into the ministry will be observed.

It was on Sunday, Nov. 13, 1906, that Rev. Beavers entered the ministry of the Methodist Church, and since next Sunday falls on the exact date special services are being planned.

During the entire 32 years of his service to the church, Rev. Beavers has been stationed in the Northwest Texas Conference. He was pastoring elder of the Clarendon district for three years, and presiding elder of the Plainview district for four years; in addition, he has served as (Continued on Page 12)

Harcrows Lease Savoy Hotel

Announcement was made this week that Mr. and Mrs. I. M. Harcrow of Lubbock have taken over active management of the Savoy Hotel in Hereford.

Mrs. Harcrow is the sister of Ike Crosthwait of this city, and both she and Mr. Harcrow are experienced hotel managers. They stated that they will operate the hotel with the idea of better serving this area with a modern, efficient hotel.

REPUBLICANS SHOW GAIN IN SEVERAL STATES, BUT DEMOS HOLD POWER

While many sections of the nation battled for political advantage in the general election Tuesday, Dear Smith County showed very little interest in the election, casting 332 votes.

In most races Democratic candidates were given around 515 votes, while Republican candidates received from 13 to 16 votes, varying with the offices. Only one Socialist vote was cast in the county, going to C. T. Rosshaw, candidate for Judge of the Court of Criminal Appeals. The vote was attributed as a mistake, however, by those who tabulated returns. The entire list of candidates for county offices was approved by voters, with (Continued on Page 12)

Band Parents To Offer Series Of Programs Here

At their regular meeting Tuesday evening, members of the Band and Orchestra Parents Association made plans to sponsor a "Stuttering Sam" program at the High School auditorium in Hereford, Tuesday, Nov. 22, beginning at 8 o'clock.

They stated that chili, pie, coffee and hamburgers will be served in the building north of the post office, Saturday, Nov. 19, and a negro minstrel will be presented Dec. 1, using home talent under direction of Ralph Smith, band director.

Proceeds from all events will be used toward purchase of new uniforms for band members.

Mass Meeting Of Farmers Called Nov. 12

Farmers of the Hereford territory were invited to attend a mass meeting in the court house at 2:30 o'clock Friday afternoon, Nov. 12, at which time an organization will be perfected to support the Domestic Allotment Plan.

The meeting was called by J. D. Love, who asked that all interested farmers attend in order that active steps may be taken following the recent talk of J. E. McDonald here. A series of community farm organizations were expected to be organized at the meeting.

Crowds Throng Pavilion For Hereford Sale

CATTLE AVERAGE \$234.44 IN SPIRITED BIDDING IN LOCAL AUCTION

Averaging \$234.44, 54 head of Hereford cattle grossed \$14,770 as R. L. Coccougher and Ed East sponsored their auction sale in the capacity-crowded sales pavilion here Monday afternoon. The 17 bulls consigned to the sale brought an average of \$215.87. The 47 cows consigned to the sale averaged \$236.17, offering the most spirited bidding of the sale.

The sale was topped by Correllina 14th, an eight-year-old cow, which brought \$1,225; she was sold to George Glass of Midland, Texas.

On page 2 of this issue will be found complete tabulation of cattle, buyers, and prices seen in the Coccougher-East sale.

after spirited bidding on the part of several breeders. G. R. (Rat) Jowell, bidding for Cecil Guseman, sent the bids on Correllina 14th up to \$750, interspersed with bids by B. C. Reed of Paris, Ark., Bill McSpadden of Tierra Blanca Farms and D. L. McDonald of Amarillo. Rising at \$25 a clip the bidding Bill McSpadden dropped out at \$1,150, but B. C. Reed stayed in until it reached \$1,215. Geo. Glass boosted the bid \$10, buying the cow at \$1,225.

The cow was shown in the ring with one of her sons, Blanchard Anxiety 2d—herd sire now used by Mr. Coccougher—and although she did not set a Panhandle record on cows, her sale at \$1,225 was the highest price paid for a female here in recent years.

B. C. Reed, a coal mine operator of Paris, Ark., was the biggest bidder. (Continued on Page 12)

Irma Williams Dies Tuesday In Dalhart Hospital

Funeral services for Miss Irma Williams, 28, were held from the Presbyterian Church in Dalhart Wednesday afternoon at 3 o'clock, conducted by Rev. John M. Myrose, assisted by Rev. Harold G. Scoggins, Methodist pastor at Dalhart.

Miss Williams was the daughter of Mr. and Mrs. J. H. Williams of Dalhart, one of the oldest and most widely respected families in the Panhandle. She was reared in the Dalhart area and attended school there, later holding positions in that city. In 1935, however, she became affiliated with the Soil Conservation Service and was assigned to Hereford when the SCS office opened here.

She resided with Mrs. A. M. Jones while here, and acquired numerous friends in Hereford and in this community. As a member of the Business and Professional Women's Club of this city, Miss Williams (Continued on Page 12)

City Ordinance Demands Permits Of Photographers

Aimed at elimination of itinerant photographers who appear seasonally in Hereford, the City this week passed an ordinance demanding \$25 permit for photographers who have not operated in Hereford for a period of one year previous to enforcement of the ordinance.

The ordinance, No. 287, is entitled "Regulating the canvassing, soliciting for and making photographs or photographic reproductions, operating of studios, calling from house to house for the purpose of exposing negatives or positives, providing for permits, inspections, deposits, prohibiting obscene photographs and providing for penalties."

City officials pointed out that the ordinance will not include amateur photographers, who do not take pictures for sale within the city, but said that if will be rigidly enforced as regards taking photographs for resale.

Water Legislation Would Levy Tax on Irrigation Farmers

Speaker



W. Jesse Stanford of Hereford will respond to the welcome address Friday as ex-students of Clarendon College gather on the campus to observe founding of the institution in 1898. A large number of other ex-students in this area plan to attend the homecoming celebration.

Ex-Students Of Clarendon Will Attend Reunion

LARGE DELEGATION FROM HEREFORD EXPECTS TO ATTEND MEETING

A delegation from Hereford will be on hand for the first reunion of Clarendon College ex-students—commemorating the founding of the institution in 1898—for the official opening Friday morning, Nov. 11, at 9:30 o'clock.

Among the ex-students who are eligible to attend from here, are John McLean, W. Jesse Stanford, Cliff Acker, Mrs. Cooper Morgan, Mrs. Lamb, Vernon Glenn, Buford Farmer, Jim Black, Dudley Green and Oscar Easley.

S. H. Condon, Clarendon College president in 1927, will be the principal speaker. H. T. Burton, superintendent of the Clarendon schools will deliver the welcoming address and Jesse Stanford of this city will respond.

An interesting program has been prepared for the day, including a buffet supper at 7:30 o'clock Friday night. All former students of the college were invited to attend.

Former Resident Dies Wednesday In Denver Home

Friends in this community were saddened to hear of the death of Mrs. Alice H. Lea, 58, former resident of Hereford, and sister of Mrs. C. C. Ferguson of this city.

Mrs. Lea died while in sleep at the home of her daughter, Mrs. Tom Garry, in Denver, Wednesday, Nov. 9. She was born in Tennessee March 16, 1880, and moved to Texas at the age of five years. She came to Hereford with her parents, Mr. and Mrs. S. T. Howard, before 1900. The family will be remembered among pioneers of this (Continued on Page 12)

HEREFORD GROUP JOINS FIGHT TO DEFEAT PROPOSED BILL

At three meetings in the Panhandle-Plains this week, representatives from Hereford joined in a movement to defeat a proposed underground water bill for regulation of water in the irrigation district.

While those attending the meetings felt that regulations will sooner or later be placed on the use of shallow-water far irrigation, they generally opposed the proposed bill, which in brief proposed:

Would Tax Farmers

To provide for the placing of control of all underground water in the hands of the State Board of Water Engineers, the levying of fixed charges including \$5 for presentation of desire to use ground water, \$5 for filing application to appropriate such water and \$1.50 for filing each necessary document, such as plat or map; also levying of the following fees—five cents an acre each year on all irrigable land, a two-tenths of a mill for each thousand gallons of water used by municipalities and three-tenths of a mill for each thousand gallons used industrially.

The board would also have the power to grant or deny applications for the drilling of new wells or the change of equipment in existing wells. The bill also provided that each user of public water file a yearly report and would be subject to a fine if he should fail to do so.

Pass Resolution

At the Amarillo meeting Tuesday, the group of farmers and county representatives voted without a dissenting ballot against the (Continued on Page 12)

Local Clubs To Sponsor Benefit Matinees Here

Two benefit shows at the Star Theatre were this week announced by John Roberts, manager.

Wednesday afternoon, Nov. 16, from 2 to 5 o'clock, the theatre will hold an Old Toy Matinee, admission to which will be any old toy which may be repaired and distributed to needy children at Christmas. This show is sponsored by the Lone Star Study Club each year, and members asked for general co-operation of the public.

On Saturday morning, Nov. 19, at 10 o'clock the Business and Professional Women's Club will sponsor a Food Matinee. A special film will be shown, and admission to this show will be some article of non-perishable food. From food secured, the club plans to assemble and distribute Thanksgiving baskets to needy families.

Weather Chart

Temperature extremes and moisture for past week, furnished by Department of Agriculture's weather station in Hereford.

Day	Max.	Min.	Moist.
Thursday	65	—	0.09
Friday	69	—	0.09
Saturday	73	—	0.09
Sunday	28	—	0.09
Monday	61	—	0.09
Tuesday	69	—	0.09
Wednesday	65	—	0.09

Red Cross To Conduct Drive

In co-operation with the Red Cross drive in this community, residents were urged by Mrs. D. H. Alexander, roll call chairman, to listen to a special radio broadcast Friday night.

The story of the Red Cross in Texas—which is the story of the service of Texans to fellow Texans—will be dramatically told in a one-half hour program, "Texas and the Cross of Red," to be broadcast over the Texas Quality Network, Saturday, Nov. 12, from 9:30 to 10 o'clock p. m.

In 1888 a drought rakes the Panhandle with famine. On Sept. 8, 1900, Galveston is deluged with death . . . death and destruction from hurricane and tidal wave. Civil strife rages along the Mexican Border from 1911 to 1915. In April, 1917, America and Texas go to war. Sept. 1919—400 persons killed, 4,000 homeless from the Corpus Christi hurricane disaster. These are some of the scenes vividly portrayed through characterization and sound effects—but overshadowing the picture of human distress is the story told of mercy, of Texans catching the spirit of the

Red Cross and through their membership and volunteer action, alleviating and preventing suffering wherever and whenever it may occur.

Thus into the history of "Texas and the Cross of Red" is woven not only Texas' part in rendering disaster relief and war service, but also her participation in such peace-time Red Cross services as First Aid and Life Saving, Public Health Nursing, Home Hygiene and Care of the Sick, and the building of character in youth (Continued on Page 12)

Hereford Squad Will Travel To Tulsa For Final Conference Game Friday

Inaugurated with their 57-to-0 victory over Friona last Friday, the Whiteface eleven will travel to Tulsa Friday, Nov. 11, for their final conference game of the season. The game has been called for 3:30 o'clock and a large delegation of local fans is expected to accompany the local team.

The Hereford players, most of whom were playing their first season this year, were believed to have "found themselves" in the conflict here last week—and a team filled with determination will take

the field against Tulsa tomorrow. Most of the boys were reported to be in excellent physical condition, and primed for the conflict which may be their last game. Several new players showed promise in the Friona game, and will likely see service tomorrow.

School officials, recalling the special train which brought Tulsa fans to Hereford last year, appealed to the public to join in the trek to Tulsa tomorrow, and to return the courtesy shown Hereford last year. (Continued on Page 12)

AMERICA'S FINEST CHOCOLATES

HEADQUARTERS FOR
SCHOOL SUPPLIES

Vitamins
... a Cold Preventative. Start taking Cod Liver Oil in some form today, and build up your resistance to colds and sickness!

Refresh
at our Soda Fountain. Our drinks are always delicious!

Fountain Pen and Pencil Sets

CITY DRUG STORE
PRESCRIPTION DRUGGISTS
Phone ... 100

Five Girls From This County Now Attending TSCW

DENTON — Five Deaf Smith County girls are among the 2700 now enrolled at Texas State College for Women. Final tabulations show that the school is again the largest residential women's college in the United States, with students from 220 Texas counties, 26 states and 7 foreign countries.

Included in the Deaf Smith list are Misses Nancy Jane Millard, Viola Beryl Phillips, Helen Ann Snyder, Melvina Stewart, and Elsie Wilkins from Hereford.

With all opening activities completed, the students are now in the midst of a full schedule of work and entertainment, including classes all day, college and club picnics, dances, teas and other social affairs, and an unusually crowded calendar of dramatic, musical and other attractions on the Artists Course and Drama Series.

TSCW students will have their first holiday Nov. 5, for the A&M-SMU game in Dallas, other holidays being scheduled for Thanksgiving, Nov. 23-25; Christmas, Dec. 17-Jan. 2; and Spring, April 6-12.

Progressive News

(1 mile east, 6 miles north)

IRA JEANNE RICKETTS
W. A. Ricketts of Hereford spent Tuesday in the home of his granddaughter, Mrs. Luke McBrayer and family.

Young People of the community enjoyed a Halloween party at the school last Monday night. Mrs. V. E. Dodson, Misses Agnes Hicks, Eunice Caldwell and Virginia Bowman, directed the games, after which a wicker roast was enjoyed. Those attending, were Misses Wilma Higgins, Norma Lee Edwards, Faye Hurford, Minnie Hurford, Agnes Hicks, Ira Jeanne Ricketts, Eunice Caldwell, Virginia Bowman and her cousin, Virginia Lee Heath of Redondo Beach, Calif.; Messrs. Garland and Howard Higgins, William Bowman, David Boyer, Harold Harvey, Calvin Edwards, Glenn Ricketts, Jimmie Blakemore, Millard and Jake Gregory, Arnold Hershey and Mr. and Mrs. V. E. Dodson and Mr. and Mrs. Troys Carmichael.

Mr. and Mrs. Dudley Buzzard and children of Muleshoe, spent the week end in the home of her parents, Mr. and Mrs. Ray Hershey.

There was no Sunday School or singing Sunday, because of cold weather. The singers of this community will go to Walcott Sunday for the all day Plateau Singing.

Mr. and Mrs. Ira Ricketts, Ira Jeanne and Glenn, took Sunday dinner with his father, Mr. W. A. Ricketts at Hereford.

The Progressive Workers Club met Wednesday with Mrs. C. P. Caldwell and Miss Eunice, for the annual Guest Day program. Mrs. Clara McLean, librarian, (as guest speaker) gave an interesting talk on projects that the club might take to help the county library.

Members present, were Mesdames C. C. Bowman, Lewis Harvey, Ray Hershey, Lynn Powelson, C. P. Caldwell, Owen Neel, Ira Ricketts, J. E. Blakemore, Charles Green, V. E. Dodson; Misses Virginia Bowman, Eunice Caldwell, Olive Perkins, Ira Jeanne Ricketts. Guests present were: Mesdames Hay, D. Y. Edwards, Cecil Hodges, and Jeff Roberson of Hereford.

MASONIC BULLETIN
Hereford Lodge 848
Stated meeting second Monday in each month. School of instruction each Thursday night. Ed Boggess, W. M. E. L. Brady, Secy.

QUICK RELIEF FROM STOMACH ULCERS DUE TO EXCESS ACID
Free Book Tells of Marvelous Home Treatment that Must Help or It Will Cost You Nothing
Over one million bottles of the WILLARD TREATMENT have been sold for relief of Stomach and Duodenal Ulcers due to Excess Acid—Pain, Bloating, Sour or Upset Stomach, Gas, Heartburn, Sleeplessness, etc., due to Excess Acid. Sold on 15 days' trial! Ask for "Willard's Message" which fully explains this marvelous treatment.

CITY DRUG STORE
Switch TO DODGE and Save Money!

Tabulation of Cocanougher-East Auction Sale

Animal	Calved	Buyer	Price
Correlina 14th	January 10, 1930	Geo. Glass, Midland	\$1,225
Lady Springvale	December 12, 1930	B. C. Reed, Paris, Ark.	400
Emma Superior	December 20, 1929	Geo. Glass	325
Emma 5th	January 10, 1934	B. C. Reed	165
Belle Superior	April 11, 1934	J. Sanders, Wildorado	250
Miss Martha	June 20, 1934	B. C. Reed	195
Belle Superior 6th	March 7, 1935	B. C. Reed	395
Pretty Lady 49th	February 16, 1935	Walter Boothe, Sweetwater	420
Donna Anna 51st	May 10, 1936	B. C. Reed	460
Emma 10th	March 7, 1936	Geo. Glass	400
Martha 10th	May 23, 1936	B. C. Reed	205
Martha 5th	April 26, 1936	H. G. Bedford, Midland	180
Rosetta 3d	December 21, 1934	H. J. Burns, Lovington, N. M.	220
Miss Blanchard 7th	December 19, 1930	B. C. Reed	200
Miss Blanchard 36th	February 18, 1932	B. C. Reed	210
Belle Superior 8th	January 19, 1937	B. C. Reed	215
Miss Springvale 3d	April 26, 1937	B. C. Reed	250
Katherine 8th	May 1, 1937	H. H. Miller, Dawn	200
Correlina 24th	May 18, 1937	W. E. Dameron, Hereford	180
Katherine 9th	November 2, 1937	B. C. Reed	110
Martha Agitator	April 9, 1937	Carl Bender, Friona	150
Cows Consigned By Ed East			
Donna Anna 74th	October 28, 1928	Jack Potter, Lovington	360
Miss Randle 7th	February 13, 1933	Tierra Blanca Farms, Canyon	235
Gossamer 61st	March 19, 1930	H. J. Burns, Lovington	220
Miss Marietta 10th	March 10, 1930	H. H. Miller	165
Donna Anna 9th	September 20, 1930	Clyde Cocanougher	205
Belle Stanway 8th	May 6, 1930	H. J. Burns	210
Miss Gladys 2d	September 3, 1930	H. H. Miller	165
Bonny Lulu 40th	March 16, 1930	Curtis Hill, Roswell	270
Bonny Lulu 41st	December 12, 1930	Joe Thomas, Hereford	140
Gossamer 66th	November 20, 1930	Bob Hooper, Plainview	110
Miss Ferrill 11th	August 18, 1930	Tierra Blanca Farms	170
Miss Pauline	August 8, 1930	H. H. Miller	150
Miss Marietta 11th	February 27, 1937	S. P. Rosson, Hereford	125
Donna Anna 37th	February 21, 1937	L. L. Cannon, Summerfield	200
Ronny Lulu 41st	May 10, 1937	L. L. Cannon	350
Donna Anna 96th	June 23, 1937	B. C. Reed	250
Miss Randle 10th	May 30, 1937	Bob Hooper	120
Miss Mischief 3d	July 6, 1937	B. C. Reed	140
Miss Mischief 4th	August 2, 1937	H. H. French, Elda, N. M.	140
Lady Domino 9th	July 2, 1937	B. C. Reed	250
Corro Bangle	May 12, 1936	H. D. Robbins, Hereford	125
Miss Bangle 3d	May 30, 1936	Dick Dixon, Hereford	140
Bangle	April 12, 1936	Tierra Blanca Farms	125
Mischief Lady 3d	May 10, 1936	W. A. Anderson, Lovington	185
Second Lady	June 15, 1936	Ino Easley, Lovington	110
Mabelle Lass	December 12, 1937	H. J. Burns	100
Bulls Consigned by R. L. Cocanougher			
Advance Mischief 5th	February 7, 1937	O. G. Hill	395
Advance Mischief 3d	February 22, 1937	W. A. Anderson	250
Advance Mischief 4th	March 21, 1937	O. G. Hill	340
Blanchard Anxiety 12th	April 2, 1937	Jack Potter	350
Advance Mischief 8th	April 20, 1937	Bill O'Brien	225
Blanchard Anxiety 8th	May 12, 1937	Bill O'Brien	195
Advance Mischief 11th	December 14, 1937	Jack Dunn, Farwell	133
Blanchard Anxiety 50th	September 4, 1937	Midland Farms	170
Mousel Domino 22d	December 20, 1937	Jack Dunn	105
Diamond C. 66th	December 25, 1936	Bill O'Brien	205
Blanchard Anxiety 5th	June 26, 1937	Jack Dunn	125
Superior Anxiety 41st	May 7, 1937	J. B. Stoker, Hereford	125
Superior B. 29th	May 10, 1937	Midland Farms	200
Superior Anxiety 4th Jr.	August 15, 1936	W. W. Williams, Wheeler	390
Superior Anxiety 39th	April 21, 1937	Ratliff & Bedford, Midland	200
Bulls Consigned By Ed East			
Prince President 30th	February 23, 1938	C. J. Manes, Dimmitt	225
Superior 30th	January 23, 1938	Midland Farms	200

Mrs. Clara McLean, Hereford, and Misses Norma Lee Edwards and Agnes Hicks. The next meeting will be Nov. 16, with Mrs. A. S. Higgins, when a program on National Monuments will be given.

Mr. and Mrs. R. W. Heath and daughter, Virginia Lee, of Redondo Beach, Calif., visited a few days last week in the home of her brother, Mr. C. C. Bowman and family.

Mrs. G. W. Mills and daughter, Wanda Jo, and Miss Eva Blake-

more, all of Amarillo, called on Mr. and Mrs. J. E. Blakemore, Sunday morning. They then went to Summerfield and took dinner in the home of their parents, Mr. and Mrs. A. J. Blakemore, observing her birthday. They also visited in the Ed Peacock home at Dimmitt, Sunday afternoon.

Mrs. Bessie Green of this community and Mr. Dan H. Smith of Wagon Mound, N. M., were united in marriage Saturday, Oct. 29, at Hereford by Rev. W. E. Barnes.

They will make their home at Levi, N. M. Mrs. Smith has been making her home for the past year with her brother, Charles Green and family.

Mrs. Ira Ricketts visited Mrs. J. C. Ricketts at Hereford, Monday afternoon.

Mr. and Mrs. F. H. Oberthier spent Sunday with F. D. Perkins and Miss Olive.

Miss Sadie Lee Oliver met with the girls of the community Monday afternoon at 2:30, at the school

Supply Your Office Needs at The Hereford Brand

WARNING TO MOTORISTS
The cold weather we have just had should serve as a warning to motorists and remind you to change to winter oils and greases and let us fill your radiator with anti-freeze solution. Let us attend to your car today! Just call 440 and we will call for your car, service it and return it back to you promptly.

TEXAS SERVICE STATION
GLENN SMOOTHER PHONE 440

So you'd like to modernize your kitchen?

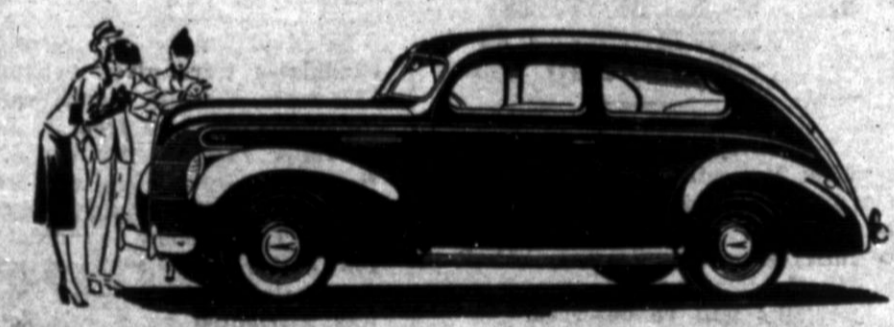
MAKE IT COMPLETELY AUTOMATIC WITH GAS!

Automatic gas equipment lends almost magic ease to housekeeping—at lowest initial cost and least upkeep expense. The new automatic GAS ranges, for example, make cooking seem effortless—yet save you money every day. GAS refrigerators are more efficient, attractive, dependable and silent! And automatic GAS water heaters insure hot water always—at moderate cost! Visit our show-rooms today.

West Texas Gas Co.
"Good Gas With Dependable Service"

Modernize your home with GAS

The Ford Motor Company Announces
TWO NEW FORDS



Ford V-8 Tudor Sedan with 60-hp. engine, \$624*—with 85-hp. engine, \$664*

DE LUXE FORD V-8: Provides all the basic Ford features, with extra luxury. Remarkable amount of equipment included in price. Hydraulic brakes. 85-hp. V-8 engine. Sets a new high for low-priced cars—in appearance and performance.
Prices begin at...\$684*



De Luxe Ford V-8 Fordor Sedan \$769*

AND THE NEW MERCURY 8 for 1939



The Mercury 8 Town Sedan \$924*

The new cars in the Ford Quality Group for 1939 give you a broad choice. Whichever you choose, whatever you pay, you'll get top value for your money. That is true of the lowest priced car or the highest. All have one important thing in common—inherent quality. Their quality comes from fine materials, precision workmanship, and from the fact that back of these cars is the only automobile plant

MERCURY 8: An entirely new car. Fits into the Ford line between the De Luxe Ford and the Lincoln-Zephyr. Distinctive styling. 116-inch wheelbase. Unusually wide bodies. Remarkably quiet. Hydraulic brakes. New 85-hp. V-8 engine.
Prices begin at...\$894*

of its kind—where production processes are controlled from iron ore to finished car—and savings passed along as extra value. Things are happening in the automotive world this year! Nowhere is the advance more marked than in the Ford Quality Group. See our dealers before you buy any car at any price.

* Delivered in Detroit—taxes extra

FORD MOTOR COMPANY—MAKERS OF FORD, MERCURY, LINCOLN-ZEPHYR AND LINCOLN MOTOR CARS

This Bank Will Be Closed

NOVEMBER 11th

Armistice DAY

NOVEMBER 11th

Twenty years have passed since the firing of the last gun... but this nation has not forgotten the men who served their country. The twentieth anniversary of the Armistice finds their memory as bright as it was in 1918. Let's keep on remembering the armies of '18, they did immortal deeds in the line of duty.

The First State Bank

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

REV. REDFORD IS GUEST SPEAKER FOR LONE STAR STUDY CLUB

Rev. H. M. Redford was guest speaker for the Lone Star Study Club meeting held Monday afternoon at the home of Mrs. Jim Higgins. Mrs. Tom Major was assistant hostess.

Rev. Redford reviewed the book, "Return to Religion," by H. C. Link, who makes the following introductory remarks, "Those people who make the most satisfactory adjustments to the world are people who take part in the things which are most distasteful to them and develop skill along those lines."

Rev. Redford discussed the author's life, describing his early childhood in an old-time religious home, where only one book was known, the Bible. He told how the author turned to science and psychology for the explanations of life only to learn that despite modern version man is innately religious.

Rev. Redford also conducted a round table discussion. A special musical feature was a vocal solo by Mrs. Ralph White with Mrs. H. A. Close, accompanist.

During the business sessions plans were made to again feature the "Toy Matinee," when any child will be admitted to the Star Theatre on the afternoon of Nov. 16, from 3 to 6 p. m., by presenting any kind of toy. The toys will be renovated by the Lone Star Study Club and later distributed among needy children at Christmas time.

Members present were Mesdames R. G. Bibe, Harold Close, Joy Kendall, Elmo Lawhon, Tom Major, C. O. Phillips, Earl Phillips, Owen Stagner, Charles Sowell, Robert Thompson, Ralph White, B. R. Dixon, Ellis Coombes, A. Reteresen, Mrs. H. M. Redford, a guest, and the hostesses.

MUSIC STUDY CLUB HAS INTERESTING PROGRAM

Two distinct types of music furnished subjects for study at the meeting held Monday afternoon at the home of Mrs. C. H. Dyar.

Leaders were Mesdames R. P. Conaway, H. H. Hawkins and C. R. Smith. A dialog in the form of questions and answers brought out interesting facts concerning Absolute Music and Program Music. The first was described as music the title of which does not explain its type, and it was explained by the leaders, that the second type or "Program Music," gives some idea, by its title or name, of the character of the music.

Musical numbers on the program included a band number by a chorus composed of Mesdames O. T. Williams, S. P. Rosson, Jeff Gilbreath, W. E. Dameron and C. R. Smith, with Mrs. A. J. Schroeter at the piano. The numbers were (a) The River—2nd Movement Unfinished Symphony—Schubert, and (b) On Wings of Song—Mendelssohn.

A piano solo, "Danza Siberiana"—Nicotra, was played by Mrs. Dyar.

Choral practice was directed by Mrs. J. C. McCracken with Mrs. C. H. Dyar accompanying.

Reports from the Seventh District Federation of Music Clubs convention held in Amarillo last week, were given by Mesdames H. L. Broadwell, O. T. Williams and Miss Mattie Mae Swisher.

Those present, were Mesdames H. L. Broadwell, Troys Carmichael,

R. P. Conaway, W. E. Dameron, C. C. Ferguson, Jeff Gilbreath, H. H. Hawkins, J. B. Jone, J. C. McCracken, G. A. F. Parker, Wiley Roberson, S. P. Rosson, A. J. Schroeter, C. R. Smith, W. J. Standford, A. C. Thompson, O. T. Williams, Miss Mattie Mae Swisher and the hostesses.

FORMER HEREFORD GIRL NAMED TO LIBRARY POST

From the La Junta News (Colo.) came the following item: "Miss Margaret Lambert has been employed as children's librarian at the Woodford Memorial Library, according to an announcement made by the Library Board. Miss Lambert takes the place of Miss Lucille Houghton, who has resigned to enroll at Colorado University.

The children's librarian was a member of the 1938 graduating class from the La Junta High School. Miss Lambert is the daughter of Mr. and Mrs. H. F. Lambert, formerly of Hereford, and moved to La Junta with her parents several years ago. Mr. and Mrs. Lambert are both graduates of Hereford High School. Mrs. Lambert was the former Miss Cassis Phillips, daughter of Mrs. J. B. Phillips.

INTERMEDIATE G. A. MEETING

Intermediate Girls Auxiliary met at the Baptist Church Tuesday afternoon. Comments on the recent revival meeting furnished topics for roll call.

Talks were made by Katherine Turner, Maxine Beach, Ivaline Rudd, and Billie Louise Lance on "Tracks and Thoughts of China." Margaret Allen read a poem, Bernadine Phillips told the story of a Chinese King and How He Worshiped, followed by a story of a Chinese girl and the way she was won to the Christian religion, given by Joyce Cress.

Refreshments were served by Joyce Cress and Glennis Cockrell. Three new members were welcomed. They were Iola Fannin, Edith Standifer and Nona Mills.

PIONEER STUDY CLUB HAS GOOD-WILL PROGRAM

Featuring a "Good Will Program," the Pioneer Study Club met at the home of Mrs. Cecll Guseman, Tuesday afternoon, with Mrs. Al Werner assistant hostess.

The leader, Mrs. Bob Higgins, discussed "Women's Clubs as a Socializing Influence for Peace," giving the history of women's clubs from the beginning and giving word pictures of Woman's Place and Influence, Yesterday and Today.

While speaking on "Society's Responsibility for Peace," Mrs. J. W. Spradley stressed the need of education for peace, in the home, school and church. She brought out the thought that Society is responsible for "the education for peace."

"Youth and the World Today," was the subject of an interesting paper given by Mrs. Carl Frye. She described the youth of various countries and told of the organizations both in the United States and abroad, which are furthering the interests of the youth of the land and are seeking to prepare young men and women to make proper life adjustments. Mrs. Frye mentioned both the girls and boys H-Y organizations of Hereford High

School, and gave concrete examples of their influences.

Members present at the meeting, were Mesdames Allen Bell, Noah Ewton, Carl Fry, N. E. Gass, J. M. Gilliland, Bob Higgins, O. G. Hill, E. S. Ireland, Ray Johnson, F. M. Kester, Wirt Phillips, H. D. Reed, Jack Rose, T. E. Seigler, J. W. Spradley and the hostesses.

MUSIC STUDY CLUB GRANTED FIRST PAST PRESIDENTS CHARTER

The first charter to be issued in the United States to the Past President's Assembly of Federated Music Clubs, was brought home by members of the Music Study Club, who attended the Seventh District Federation of Music Clubs convention held in Amarillo, last week. Last year Mrs. C. C. Ferguson was chosen as president of the Seventh District Past Presidents Assembly.

Wyche Items

(1 1/2 miles south, 7 miles east)

MRS. R. C. VALENTINE

After spending the past week with his parents, Edward Paetzold returned to Amarillo Sunday, where he is attending school.

Mr. and Mrs. F. D. Ferguson and children visited in the Benson home in Ford community Sunday.

Miss Billye Valentine spent Wednesday night with her sister, in Hereford.

Mr. Tom Medlin is reported to be on the sick list.

Mrs. Arnold is reported improving.

Perhaps the prettiest spot in this community is Mrs. Dock Roberson's long row of chrysanthemums, of which some of the flowers measured four inches across; the bushes have grown as high as three and a half and four feet, and are so laden with flowers that large branches touch the ground, scattering their blossoms of pink, white and yellow, among a bed of curly leaf mustard and tender greens. Over the fence in the back ground are grape vines dressed in autumn colors of yellow and orange, mingled with the large, dark red leaves of the Virginia creeper.

The bed is protected on the south and west by trees, and on the north by a vegetable garden.

Mrs. Roberson also raised some very large dahlias this year.

Mrs. T. W. Medlin left Saturday for Oklahoma to be gone a week or ten days.

Joe Rineart is busy threshing.

T. W. Medlin is building a new tile house on his place.

The Home Demonstration Club met in the home of Mrs. Buddie Curtsinger, with Mrs. E. C. Hewitt

as co-hostess. The next meeting will be in the home of Mrs. Jake Boeskin, with Mrs. C. E. Bea as co-hostess. Mrs. Boeskin, Mrs. Lee Coochougher and Mrs. John Lueb will demonstrate the making of cheese.

Officers of the club were elected as follows: Mrs. Ira Ott, president; Mrs. Pete Carmichael, vice-president; Mrs. Fred Henry, secretary-treasurer; Mrs. Jake Boeskin and Mrs. George Robertson, council delegates; Mrs. R. C. Valentine, reporter.

The 4-H Club Girls will give a pie supper and play at the school house, Nov. 19. Everyone is invited. Buster Brady visited high school, Monday.

Betty Lea Valentine spent Sunday and Monday in Hereford with Miss Peggy Valentine.

E. C. Hewitt made a business trip to Hereford, Monday.

Wyche Club News

The Home D. C. of Wyche met in the home of Mrs. Buddie Curtsinger, with Mrs. E. C. Hewitt as co-hostess, Nov. 3, at 2 o'clock. Miss Sadie Lee Oliver reported on the joint meeting of the Extension Workers and the Triple A, she had attended in Amarillo, bringing out the "Poverty of the South," as the main topic. A business meeting was held.

Mrs. Ira Ott reported on plans for the council's Christmas party.

The club voted to accept the resignation of Mrs. N. G. Billston as president, Mrs. Dock Roberson to fill her place until January, when the new president, Mrs. Ira Ott, takes the office.

Refreshments of two kinds of sandwiches and Cocoa and Coffee were served to the following members: Mrs. Ira Ott, Mrs. Pete Carmichael and sons, Mrs. Fred Henry and Betty Joyce, Mrs. Dock Roberson, Mrs. George Robertson, Mrs. John Lueb, Mrs. Bessie Mitchell, Mrs. Thiele, Mrs. H. B. Elliston, Mrs. W. B. Saxon, Mrs. N. G. Elliston, Miss Sadie Lee Oliver and the hostess, Mrs. Buddie Curtsinger, and co-hostess, Mrs. E. C. Hewitt. The next meeting will be in the home of Mrs. Jake Boeskin.

Adrian News

(40 miles northwest)

BY MRS. ALLAN BELL

Mr. and Mrs. E. C. Chapman, assisted by Mr. and Mrs. Jack Monahan entertained with a buffet dinner for the Adrian school faculty and a few friends Friday evening, Nov. 4. Following dinner, Chinese checkers and bridge were played until a late hour. She was assisted in serving by Miss Naomi Reynolds, and Miss Jean Spande. Those attending were Mr. and Mrs.

COAT-SALE



Every Coat a FASHION LEADER!

NOW's the time to save a young fortune on your luxury Winter Coat! Styles are this season's MOST IMPORTANT—with rich furs used lavishly in the newest ways! All top quality coats offering you MORE value, MORE style for LESS money! Buy your Winter coat NOW... enjoy it for the holidays at enjoyable savings!

Just Unpacked a Special Buy on Hundreds of

NEW

Coats & Dresses

At Gigantic

Mark - Downs!

DON'T LOSE THIS OPPORTUNITY!

DRESSES

The biggest holiday dress sale for the gayest holiday season ever! All the exciting "dress-up" frocks you want at ONE LOW PRICE! NEWEST styles, fabrics, COLORS! Buy at least two!

POPULAR STORE DRESS SHOP

We Thank You for the Wonderful Response Given Us!



Dr. Miles Nervine

(Liquid or Effervescent Tablets)

Soothes irritated nerves, permits refreshing sleep, helps you to "get hold of yourself"

EARLY everyone is nervous these days. Financial worries, street and home noises, late hours, hard work and exciting recreation put a strain on the nervous system that brings on Sleeplessness, Nervous Headache, Nervous Indigestion, Restlessness, Irritability.

An attack of nerves may make you lose friends, quarrel with your husband or wife, appear a tyrant to your children.

DR. MILES NERVINE has been soothing the nerves of the nation for nearly 60 years. If you are nervous, get a bottle or package at your druggist. He will refund your money if you are not entirely satisfied with the results.

Large package or bottle—\$1.00. Small package or bottle—50c.



It is, visited Sunday and Monday with the Allen Bell family in this community. The Daniels are brothers of Mrs. Bell, and Mrs. Roach is her niece.

PERSONALS

Mrs. E. W. Harrison spent last week in Farwell, visiting her son, David Harrison and family.

Band and Orchestra Parents will serve Chili, Pie and Hamburgers, Saturday, Nov. 19. First door north of Postoffice. Eat with them and help buy a uniform. 45-2tc

A holiday will be observed by the Adrian School Friday, Nov. 11. The Matadors will meet Price Memorial at Amarillo, Friday morning, and will see the Amarillo-Plainville game that afternoon.

A. G. Syms and Mr. Youngblood went to the game at Canyon, Saturday.

Mrs. Johnnie Zaring of Santa Rosa, visited friends in Adrian, last week.

Mrs. Joe Speed entertained the bridge club last Wednesday afternoon with 16 members and one visitor present. High score went to Mrs. Adrian Mahon, and Mrs. Gerald Morgan won low. Fruit cake and coffee were served.

J. M. Daniel of Oklahoma City, W. J. Daniel of Texhoma, Mr. and Mrs. Paul Roach and daughter,

week end in Sudan, visiting Misses Imogene and Maxine Ballard.

Mrs. Doyle Rose and Mrs. L. H. Shore were Amarillo visitors, Friday.

CANDIES
for your parties
Your party will be complete if you drop by the Candy Kitchen and get some delicious homemade candy to serve your guests. Remember it's made fresh every day.
THE Candy Kitchen

J. W. COCKRELL Says,

"Come look over the new Alemite greasing unit they have just installed at Ireland Motor Company. This new equipment is capable of making any part of your car take grease."

(Signed) J. W. COCKRELL.

FALL Food FEATURES

Prices on This Ad are Effective Saturday and Monday!
(THIS STORE WILL BE CLOSED, FRIDAY, NOV. 11)

FLOUR	Cream of the Plains, guaranteed—48 LBS.	\$1.00
SOAP	P & G. 5 Giant Bars	15c

BEANS	Great Northern. 2-Lb. Cello Bag	9c
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—: Meats :—

PORK SAUSAGE	15c
Per Lb.	
STEAK, Baby Beef.	15c
Per Lb.	
POT ROAST	15c
Per Lb.	
BUTTER, Dairy Gold.	28c
Per Lb.	
SALT JOWLS	10c
Per Lb.	
OLEO	14c
Per Lb.	
FISH — OYSTERS — FRYERS!	

—: Produce :—

ORANGES	Large Size — 2 Dozen	35c
SPUDS	Red or White — 10 Lbs.	13c
LETTUCE	Large Heads — Each	5c
ONIONS	Yellow or White — 1b.	4c
PEPPERS	Fresh Bells — 1b.	6c
APPLES	Delicious, medium size — Dozen	25c

SHORTENING	Mrs. Tucker's. 8-Lb. Carton	81c
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TOMATOES	No. 2 Cans. 4 FOR	25c
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COFFEE	Admiration. 1-Lb. Can	25c
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SALMON	Pink. No. 1 Tall Can	10c
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GANDY, Peanut Squares and Brit.	Orange sll, Jelly b., bon-bons, lb	15c
OUT ASPARAGUS	Winslow, 10-Oz. Can — 2 cans	25c
STRINGLESS BEANS	Fancy, Libby's — No. 2 Can	17c
BEETS	Libby's, 17-Oz., cut or whole—2 cans	15c
TOMATO JUICE	Libby's, 20-Oz. can — 3 cans	25c
PEACHES	Libby's, halves or sliced—No. 2 1/2 can	16c
PEAS	Rosedale — 17-Ounce Can	11c
HOMINY	Van Camp's — Medium Can	5c
RAISINS	Seedless — 4-Lb. Cello Bag	29c
OATS	Crystal Wedding — Large Package	19c
PORK & BEANS	Phillip's — No. 2 1/2 Can	10c
COCOA	Hershey's — 1-Lb. Can	12c
GREEN BEANS & New Potatoes	Pecan Valley — No. 2 Can	9c
PANCAKE FLOUR	Aunt Jemima — Large Package	23c
KARO	Light or dark —No. 5 Can	35c

SAVE AT **FURR FOOD**

HEREFORD



BULL

By Jimmie Gillentine

The leaves are turning brown, and cold winds sweep the plains of the Texas Panhandle. Is it difficult for you, as you sit before a glowing fire tonight, to turn your memory back to Nov. 11, 1918, and recall the spirit of happiness which engulfed you 20 years ago? Can you remember when those boys, Our Boys, came back from training camps and from foreign soil? Nothing was too good for Our Boys then. We rejoiced, we cheered. We were happy. The War was over. Yes, exactly 20 years ago tomorrow the Armistice was signed.

Again, the leaves are turning brown. The American Legion—Our Boys—are sponsoring a big celebration tomorrow, and it is with pride that we note the fine spirit of co-operation which is evident in this community. We remember—and best of all—it shows Our Boys that we remember. Even as it was 20 years ago, nothing is too good for them today.

However hard we try, there will be a shadow over our activity tomorrow. The world observes Armistice Day, 1938, preparing feverishly for war. Statistics show that preparation for war is costing the world some \$20,000,000,000 this year—and the figure will probably be even greater in 1939. In many foreign countries the cost of arms is running up to 50 percent of the entire income of the nation. Our own country is formulating a program of greater army and navy costs and expansion. The situation saddens the occasion, but there seems to be no practical remedy.

In this modern era of hustle and bustle, it is good for us to hesitate and think of such things. I know that it is only

natural for us to put these things out of our minds as far as possible—but they deserve our thought now. At this point I also want to mention the Red Cross.

Tomorrow is the opening day for the annual Red Cross roll call drive. I guess I hate to turn loose of a dollar about as much as anyone else, but the dollar I give to the Red Cross each year, I consider one of the best investments made during the 12-month period. I could go into the workings and mechanics of the Red Cross—but that would take a lot of space, and what I really want to get over is that the money you and I pay into the Red Cross DOES NOT go to pay white-collar executives. You can take my word for this. They have executives, and some of them get good salaries—which I presume they earn—but they have trust funds and endowments, the interest from which pays the executives salaries. The money we give the Red Cross goes just where we want it to go—to distressed and needy persons; fifty cents of my dollar stays at home and the other fifty cents (I am proud to state) helped people at the London School explosion; some of our money even helped those destitute, stricken families in the Mississippi Valley flood disaster.

I am glad to be a member of the Red Cross, and I believe if you will stop and think that you will be mighty happy to turn your dollar into the channels of this great and beneficial organization.

Last week George Larson tore down an old windmill that has been on his place for around 32 years. It was a 14-foot windmill and some of the wooden sections were still in very good shape. Very few parts have been bought for the mill during those years. He is putting up a modern steel mill now. The old windmill was bought back in 1906 by Garrison Bros., who later sold the place—23 miles north and two miles west of here—to Helge Larson, who came to Oldham County in 1906 and later moved to this county. George Larson has been on the place for the past 28 years, coming here from Iowa. That sure is a record for a windmill, and it points to the fact that Mr. Larson is a good farmer,

keeping his equipment in good shape.

Harold Closs and John Patton are petitioning me to organize a Bald Men's Club. I am thinking about the club, but I don't think they can qualify. They just aren't in the class with C. H. Whitehead, W. L. Alexander, myself and a few others. However, I will admit their hair is slipping—and it won't be long before they can qualify; this also applies to Sherman Morgan and Cliff Acker.

Here's a story about an old country boy that gave me a laugh. A portly woman, my mistake, took a seat on a railway coach which was reserved for smokers. She was somewhat disturbed when an old country boy sitting next to her began to fill his pipe.

"Sir," she stated in somewhat icy tones, "smoking always makes me ill."

The old boy struck a match, lit his pipe and began puffing contentedly, and then replied: "Does it, Lady? Well, take my advice and give it up."

Had a letter this week from Frank (Sonnyboy) Marra, Jr., who is now attending Chitticothe Business College in Missouri. He also sent a snapshot of the Texas float in a big parade which the college sponsored.

The float was of a political nature, depicting the campaign of W. Lee O'Daniel governor-elect of Texas, and noted for the famous slogan, "Pass the Biscuits, Pappy." However, the boys used another slogan, "Less Johnson Grass and politicians—More Smokestacks and businessmen." From what I hear Sonny is "going to town" out in Missouri. However he still remembers Hereford with a longing in his heart—because he sent his dad a paper which had the AP pictures which ran all over the country and you could tell that he was really proud of this country. I sort of hate to give him this boost, because he said in the note he would have sent more pictures—except he didn't want them to become the property of other people (meaning me).

Did you attend the R. L. Coanougher - Ed East Sale Monday? If you did, then answer the question: "Where is the Hereford capital of the world?" It was a nice sale and there was a good crowd in attendance.

An interesting bit of news came at the wind-up of the sale in that Alton T. Fraser is planning a dispersion sale in January. Alton is going to close out his entire herd and devote his time to his grain, oil and flour business. He has some outstanding animals and his sale will be one of the outstanding sales of this area in that he will have a large consignment of animals. Alton has been in the Hereford business for a number of years and this will be his first sale. There was quite a bit of excitement over the announcement. The country will lose a mighty good breeder when Fraser quits—but at the same time his sale will be a houndinger.

CHURCHES

THE METHODIST CHURCH
 Sunday School 9:45
 Morning Services 10:30
 Evening Services 7:30
 Young People 7 p. m.
 Missionary Societies each
 Wednesday 3 p. m.
 Attend our services.

CHURCH OF CHRIST
 E. M. Borden, Minister
 Bible Classes 10 a. m.
 Preaching 11 a. m.
 (Subject: "Faith In Christ.")
 Lord's Supper 11:45 a. m.
 Song Meet at Dimmitt, 2:30 p. m.
 Bible Drill 7 p. m.
 Preaching 7:30 p. m.
 (Subject: "The First Shall Be Last and the Last Shall Be First.")
 Ladies' Bible Class,
 Wednesday 3 p. m.
 Wednesday Evening Program, 7:30
 You are invited to come to any of these services. We have a class for you if you decide to come to the Sunday morning classes. If you want to be interested in Bible discussion, come to the Bible Drill Sunday evening at 7 o'clock.

CRISTIAN CHURCH
 H. M. Redford, Minister
 Ellis Coombes, Supt.
 Bible School 9:45-11 a. m.
 Morning worship 11-12 a. m.
 Christian Endeavor

PRESBYTERIAN CHURCH
 James Alken, Jr., Pastor
 Sunday School 9:45 a. m.
 Morning worship service 11 a. m.
 Evening worship service 7 p. m.
 A cordial invitation is extended to all to worship with us in these services.

BAPTIST CHURCH NEWS
 The revival closed Sunday, Nov. 6. There were several additions: By letter, 4; by baptism, 4; by statement, 1.
 Two of our fine young men surrendered to the ministry, A. R. Posey and Marvel Upton. One young lady for special service, Miss Annie Jo Owen.
 Numbers of the members of our church and other churches reconsecrated their lives and we feel that the church as a whole will do more this coming year than ever before.
 Sunday, Nov. 13, Bro. Johnnie Hicks from Canyon, will preach for us. The pastor, Rev. Barnes, is away for two weeks in a meeting at Hobbs, N. M.

Evening worship at the Presbyterian Church:
 "Prayer will be the theme of the morning worship service next Lord's Day morning. "The Prayer Perfect," will be sung by Miss Lueta Borden. We are looking forward to a worshipful and profitable service. Come and worship with us. At the evening hour this congregation will worship with our Presbyterian friends.

The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

Vol. III—No. 8

HEREFORD HIGH SCHOOL, THURSDAY, NOV. 10, 1938

Page 15

Whitefaces Run Away With Chiefs

"Spawn of the North" Is One Leading Show

JUNIOR CLASS OF HHS TO BE SPONSOR

The screen's first great saga of the men who plow the Arctic seas in search of Alaska's "Silver Horde" of salmon is told in "Spawn of the North" which will be sponsored by the Junior Class on Sunday and Monday, Nov. 13 and 14.

With George Raft, Henry Fonda, and Dorothy Lamour heading an all-star cast, it tells of the titanic struggle between fishermen and sea pirates for control of the waters off the Alaskan coast and the tragic experience of two lifelong friends ranged against each other in the final battle. It will be good entertainment and it is being sponsored by the Juniors for a worthy cause.

Buy a ticket to see "The Spawn of the North"—from a Junior!

Whiteface Band Guests Of Canyon On Homecoming Day

Members of Hereford High School Band were guests of the annual Homecoming football game of Canyon College and celebration along with bands of Dumas, Clearing, Happy and Canyon High Schools, Nov. 5.

The football game between the Canyon Buffaloes and Sul Ross Lobos was very interesting. The game was won by the Buffaloes, with the score of 16 to 7.

During the half, the heaviest ex-student was called for and the heaviest was found to weigh 232 pounds. The smallest ex-student was 96 pounds. The ex-student who came the greatest distance was a lady from New York City, who was given a beautiful hand-painted picture of the administration building. A hand-painted picture was also given to the parents who had had the most number of students in the college. The parents winning the prize had had three. The climax of the celebrations came when Helen Gilmore of Deaf Smith County was chosen the queen of the ex-students.

Buy a ticket to see "The Spawn of the North"—from a Junior!

Societies 6-7 p. m.
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Mr. Allison Is Guest of Hi-Y

LOCAL CLUB MAKES PLANS FOR FATHER-SON MEET

The Boys' Hi-Y met Thursday night, November 3, at seven o'clock to play in the gym before the regular meeting. They played a game of ten man basketball. At seven thirty, they went to the music room to have their regular meeting. The main topic was a talk on "What You Expect To Get out of School" given by Mr. Allison. After this talk, the meeting was turned over to the president and the boys attended to the weekly business.

A discussion of the annual Father and Son Affair came first on the list. The boys decided to have a steak fry on November 10 to which their fathers would be invited. The president appointed a committee to work on this subject.

CLASSES REPORT ON RADIO

The Student Council met Thursday, Nov. 3, for their weekly meeting.

F. L. Lucas was elected the third floor captain for fire drill, to take Calvin Brumley's place. Rachel Ireland was elected reporter to the "Whiteface Round-Up."

Reports were made from the representatives of every class on what the students thought about buying a radio for the school. Each class seemed to be wholly interested in it. The Junior Class suggested having a play in which the cast would be selected from the student body. The Freshmen are going to sponsor a picture show.

The classes are urged to pay their twenty-five cents dues to the Student Council as soon as possible.

Buy a ticket to see "The Spawn of the North"—from a Junior!

Mr. Kinard Goes To Abilene

Superintendent Knox Kinard, in company with Dr. Harris Cook, Professor of education and Dean of Men at W. T. S. C.; J. B. Speer, Superintendent of Canyon Public Schools and W. T. Leland, District Superintendent, left Sunday for Abilene where Monday they attended a conference for the Cooperative Study of Secondary School Standards of the Southern Association.

Ford Doings

BY MRS. H. M. BENSON
 The Ford Study Club met in the home of Mrs. V. T. Glenn, Thursday afternoon, Nov. 3, at 2 o'clock. During the business session a report was given by Miss Hilda Straufuss, chairman of the year-book committee, following which the year books were paid for and distributed. A party was planned at the home of Mrs. Dennis Barnard, Friday night, Nov. 25, at 7:30; the club will entertain husbands.

The program was on Perennial Gardens, and the opening song was "Texas, Our Texas." Mrs. L. J. Straufuss spoke on "Sowing and Cultivation of Perennials." Mrs. F. C. Benson on "Unusual and Common Perennials," and Mrs. J. L. Light on "Suitable Tree and Shrubs for West Texas." Roll call featured naming a perennial for West Texas.

The next regular meeting will be in the home of Mrs. George Benson, Thursday afternoon, Dec. 1, when a Christmas program will be featured.

Refreshments of hot rolls, butter, pear preserves and coffee were served to Meses. M. J. Parks, J. L. Whitsett, L. J. Straufuss, Lowery Walker, R. Wagoner, Joe Wagner, C. D. Carnahan, Oscar Turner, Geo. Benson, H. M. Benson and Miss Hilda Straufuss.

The Study Club was also invited to attend "The Christmas Tea Party," by Mrs. H. M. Benson. The party will be given by the home demonstration clubs of the county, Saturday, Dec. 10, at 2 o'clock on the top floor of the court house.

Mrs. J. C. Gilbreath and small son of Dimmitt, visited in the home of Mr. and Mrs. Egbert Bradley, Friday.

Ralph Hastings of Panhandle, visited his parents, Mr. and Mrs. Henry Hastings in Hereford, over the week end.

Bake Sale—The Home Makers' Class of the Baptist Church will hold a bake sale at Furr Food Store, Saturday, Nov. 12. 1tc

Mr. and Mrs. W. M. Stovall of Nara Viss, N. M., visited in the home of their daughter, Mrs. Egbert Bradley, last week.

Band and Orchestra Parents will serve Chili, Pie and Hamburgers, Saturday, Nov. 19. First door north of Postoffice. Eat with them and help buy a uniform. 45-2tc

Twenty Years Ago

November 11—Armistice Day! To most of us of the younger generation, this term is hardly more than a likely prospect for a holiday—a day from school.

But to those who are older, the day has a deeper significance. It brings back those days of horrible warfare, days of great concern for loved ones who had answered the call of their country, days when the future seemed very dark and uncertain. Finally came November 11, 1918, when the Armistice was signed, the day when great rejoicing was evidence of release from pent-up feelings, of hope for a peaceful future after turbulent months had passed.

Not all memories were of joy, for many hearts had been saddened by the loss of loved ones. Our own Texas Poet Laureate, Grace Noll Crowell, gives expression concerning those days of anguish and a hope of peace for the future. In her poem, "Crosses in a Foreign Land," she says:

"Surely the heart shall not forget Across the lengthening years, The countless brave young dead Who lie Beneath the rain's bright tears.

"Those crosses in a foreign land Should help us remember Their sacrifice—should bring to mind, Another bleak November.

"When 'war to end all wars' had ceased, And the gun's wild tumult died, When the men remaining could return To their beloved ones' side, And peace lay white upon the land, O, Lord God, would men dare Unloose those fiends of hell again, Loose death upon the air?"

"Surely those muted lips would cry Reproach to all mankind, Surely those still white hands would reach To stay men . . . eyes long blind, Would wake and weep . . . God, God, today, Bid wars and their rumors cease, That those who paid that awful price 'May rest in peace.'"

Get to work! If you can't find the job you want, take the one you can get! To prove yourself able to cast a big job, get busy and take care of the little ones!

Buy a ticket to see "The Spawn of the North"—from a Junior!

Muse, J. J. Clark and Miss Inez Clark, were in Amarillo, Tuesday.

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Among those who heard the Navy Band in Amarillo, Friday, were Mrs. Wiley Roberson, Mrs. Hall Beavers, Madeline Beavers and Margaret Olson.

Attend W. T. S. C. Homecoming Celebrations
 Among those from Hereford who attended Homecoming celebrations held at WNSC, in Canyon, Saturday, were Mr. and Mrs. Knox Kinard, Mr. and Mrs. J. T. Gilbreath, Jr., Mrs. Robert Thompson, Edna Daughette, Mildred Lindsey, Lois McCaslin, Mr. and Mrs. Elmer Paterson and two daughters, Ethel Womble, Ruby Dutton and Imogene Cotton.

Bake Sale—The Home Makers' Class of the Baptist Church will hold a bake sale at Furr Food Store, Saturday, Nov. 12. 1tc

Mr. and Mrs. W. M. Simpson and son, Wesley, of Amarillo, spent the past week end here in the home of her mother, Mrs. E. W. Harrison.

Mr. and Mrs. J. B. Beyer went to Amarillo, Monday, where he re-

LOCALS RUN UP SCORE OF 57; HOLD FRIONA CHIEFS TO SCORELESS GAME

Game at a Glance	
Hereford—	Score 57
	Penetration 0
	First Downs 11
	Yards Gained 486
Friona—	Score 0
	Penetration 0
	First Downs 3
	Yards Gained 62

Hereford went on a scoring spree last Friday to down Friona with a lopsided score of 57 to 0. All of Hereford's backfield made at least one point except Bud Wilkins, who played a good game as blocking back. Jack Knox, a tackle up to this game, scored once in the fourth quarter when he went over from the 14-yard line.

Frank Vaughn led the scorers, for he tallied three touchdowns and one extra point. Parker was close behind with three touchdowns.

J. C. Vaughn started the scoring in the first quarter when he took the ball and went through a hole at the center of the line for 22 yards and the touchdown. That ended the scoring in the first quarter.

Hereford scored twice more in the second quarter, however, as Parker and Frank Vaughn went 5 and 9 yards respectively for the touchdowns.

The last half saw the game turn into a riot. Hereford scored 6 more times before the final whistle blew. They also added three extra points. Long broken field running either made or led to the scores.

Hereford kicked only twice, one was all that was needed, however.

The starting line-ups were—

Hereford—	Friona
Hales	LE
Knox	LT
Brook	LG
Boyd	C
Axe	RG
Ford	RT
Posey	RE
Vaughn, F.	QB
Vaughn, J. C.	LH
Wilkins	RH
Parker	FB
	Johnson
	Williams

DEBATE CLUB MEETS

The Debate Club had its usual Wednesday meeting on Nov. 2. The club president was absent, so an informal discussion was given on how to improve one's debating. Miss Crawford appointed six students to have a prepared debate on both the negative and affirmative sides of the state question, which is "Shall Texas Have a Uniform Sales Tax?" The meeting was then adjourned.

Buy a ticket to see "The Spawn of the North"—from a Junior!

ceives medical treatment at regular intervals for his eye.

Bake Sale—The Home Makers' Class of the Baptist Church will hold a bake sale at Furr Food Store, Saturday, Nov. 12. 1tc

Armistice Day Visitors
 Among many who will spend Armistice Day in Hereford, with relatives, will be Mrs. Bess Seed, who is employed at the Sweet-Briar Dress Shop in Amarillo and her daughter, Miss Helen Seed, who is attending business school in Amarillo. They will be guests of Mrs. Seed's daughter, Mrs. Frank Cogdell and Mr. Cogdell.

For Sale—1 Dodge demonstrator, 4-door touring sedan; 1 Plymouth demonstrator, 2-door touring sedan. Greatly reduced prices. Ireland Motor Co. 1t

Mrs. A. O. Thompson left Sunday to attend the State Baptist Convention being held this week in Dallas. While here, she will also attend a State meet of the Woman's Missionary Union.

Mrs. O. L. Click and son, Jesse Lawson, spent Saturday visiting relatives in Lubbock.

Try our shop for QUICK service. We guarantee satisfaction. Ireland Motor Co. 1t

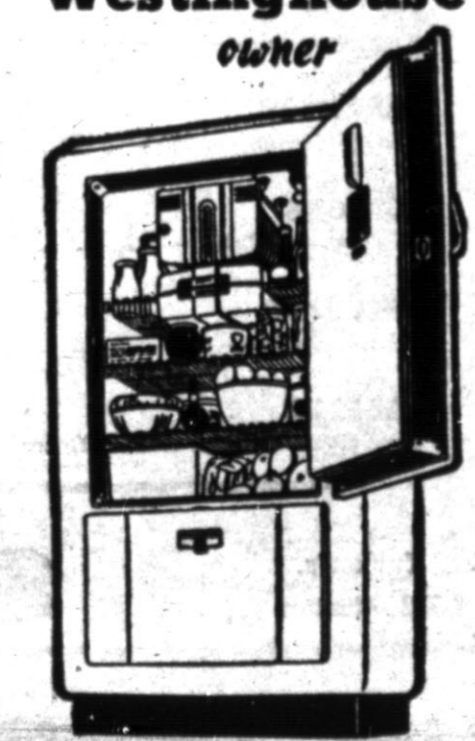
C. C. Neu and family left this week to visit a few days with his parents in Grayson County, near Sherman.

Large Ideal Coal Heater, perfect condition—a bargain for quick sale! See it at Pevey-Seed Implement Co. 1tc

Dinner Guests
 Dinner guests in the home of Mr. and Mrs. O. L. Click Sunday, were Miss Myri Knykendall and Marlon Peters of Plainview.

See us for your automobile needs. Fresh tires, batteries, seat covers, winter fronts and heaters. Ireland Motor Co. 1t

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"KITCHEN-PROVED" means the savings as proven by Westinghouse users—and every Westinghouse feature is "Kitchen-Proved" to give you greater savings.

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(Signed) JOHN PHILLIPS.

LOCALS

Mr. and Mrs. H. F. Lambert of La Junta, Colo., transacted business in Hereford, over the week end. They were guests of her mother, Mrs. J. B. Phillips and his parents, Mr. and Mrs. Frank Lambert.

Mrs. J. C. Ricketts, George

Hereford Boys Rank High At Hardin-Simmons

Hardin-Simmons University at Abilene, founded in 1891, has an increased enrollment for its forty-seventh year, recently begun. The freshman class is the largest in H-SU history, said Dr. J. D. Sandefor, dean of senior college and university heads in Texas, who is beginning his thirtieth year as president of Hardin-Simmons.

The student body enrollment includes undergraduates from 105 Texas counties, thirteen states, and the foreign countries of Mexico and Brazil. Taylor County, with Abilene as county seat, leads with 266 students.

Enumerated by classes, students at H-SU this year from Deaf Smith County are: C. Wayne Evans, junior; L. B. Russell, sophomore; both of Hereford. Wayne was sophomore president last year, and is a member of the student council this year. L. B., who attended Paris Junior College last year, entering Hardin-Simmons this fall, is a member of the varsity football squad, and despite his size, as he weighs only 150 pounds, is credited with being the best passer on the team, and has seen considerable service in the backfield for the Cowboys, who have won their three last games in a row.

Vega News

(15 miles north)

MRS. B. S. SHIELDS

Miss Mary McCamey of Pampa accompanied Miss Lenora Giles home to be the week end guests of Mr. and Mrs. Jess Giles.

Miss Nedra Richardson visited Mrs. Martha Couant in Amarillo Sunday.

The Tongue and Thimble club were entertained with a Halloween party at the country home of Mr. and Mrs. C. H. Eastman, Monday night. The guests came in costume, dancing and card games afforded amusement during the evening. Refreshments were served to about thirty members and guests.

Mr. and Mrs. O. O. Slutz, Mrs. Oen Boydston, and Wilbur Harrell, left Saturday afternoon to visit Arthur Flosom and family at Stratford, Mr. Slutz, and Wilbur Harrell returned Sunday the others remained for a week stay.

Mr. and Mrs. Will Jones, of McLean were guests of Mr. and Mrs. W. A. Williams Sunday afternoon.

Mr. and Mrs. Charlie Johnson and daughter Mary Merle of Kellytown spent Sunday with Mr. and Mrs. Merle Wood.

Mrs. E. L. Krahn and children were quite ill from food poisoning the first of the week.

J. T. Singleton is visiting relatives in Bordeaux, South Carolina, this month.

Mrs. Graham Bell has been appointed chairman of the Red Cross annual drive for members, in Oldham county; Mrs. Paul Anbur, Mrs. J. C. Ebersole, Mrs. C. T. Everett, and Mrs. J. L. Watkins, will make the drive in the Vega vicinity; Mrs. Edgar Jacobson, at Adrian, and Mrs. Binford, at Wildorado.

Mrs. J. T. Shelton left Monday for Yoakum, where she will visit her mother, Mrs. J. E. Jamieson.

The sixtieth anniversary of the Methodist missionary society of

A Three Days' Cough Is Your Danger Signal

No matter how many medicines you have tried for your common cough, chest cold, or bronchial irritation, you may get relief now with Creomulsion. Serious trouble may be brewing and you cannot afford to take a chance with any remedy less potent than Creomulsion, which goes right to the seat of the trouble and aids nature to soothe and heal the inflamed mucous membranes and to loosen and expel germ-laden phlegm.

Even if other remedies have failed, don't be discouraged, try Creomulsion. Your druggist is authorized to refund your money if you are not thoroughly satisfied with the benefits obtained. Creomulsion is one word, ask for it plainly, see that the name on the bottle is Creomulsion, and you'll get the genuine product and the relief you want. (Adv.)

AMERICAN LEGION

Post 192—Hereford, Texas

Business Meeting 1st Tuesday, each Month.

Social Meeting 2nd Tuesday, each Month.

House Wiring

Household Appliances

Witherspoon

ELECTRIC

102 W. 3rd St. — Phone 68

Westway Items

(16 miles west)

MRS. MERLIN KAUL

A new hen house has just been completed at the Henry Allmon place. It is thirty feet by thirty feet in size and has a capacity of 350 chickens. The outside is finished in stucco. The house is built according to A. & M. College specifications. It is equipped with dropping boards and ventilators, and the entire south side admits light. There are eight double windows. The floor is of caliche and oil and is covered with straw.

Mrs. D. H. Allmon was a guest in the home of her brother, Elmer Williams at Frio, Thursday.

Dinner guests in the Henry Allmon home Sunday, were Mr. and Mrs. Jim Bagwell, J. A. and Robert, of Bethel and Mr. and Mrs. Merlin Kaul and Larry Carroll. H. D. Robbins of Frio, was a visitor in the Henry Allmon home, Saturday.

The new house of Mr. and Mrs. W. R. Allmon is now completed and ready for occupancy. D. H. Allmon will go to Floydada Wednesday and move his parents here.

Rev. Henry Burrow filled his appointment here, Sunday. The attendance was poor on account of the cold weather. Mr. and Mrs. Burrows were dinner guests of Mr. and Mrs. Moody Stephan, and Sunday night guests of the D. H. Allmons. They returned to Plainview Monday morning. Merle Grigsby, who is a student at Wayland College, accompanied them and spent the week end with his cousin, Jack Earp.

Grady Wilson, Jr., was a guest of his cousin, Billy Gene Wilson, at Hereford, Saturday night.

Mr. and Mrs. Hughes Millard of Hereford, were visitors in the home of her parents, Mr. and Mrs. Grady Wilson, Sunday.

The school buses changed routes Monday morning. This gives the children on the west route a chance to ride on the new bus. The directions of the drivers have also been changed so that the children who got on first now get on last.

Jack Hawkins of Summerfield, has been working for Henry Allmon the last two weeks.

Mrs. Al Werner will assist Mrs. Cecil Guseman in entertaining the Pioneer Club at Hereford, Tuesday afternoon.

Jake Huseman was a visitor at Al Werners Monday morning. Mr. Huseman works for Moody Stephan and had been to Nazareth to spend the week end with his relatives.

Mr. and Mrs. Lester Odum, and Mr. and Mrs. John Shropshire and two grandchildren of Plainview, were Sunday dinner guests in the J. A. Roe home.

Larry Wilson was a visitor at school Wednesday.

E. B. Osburn and Grady Wilson went to Wichita Falls Tuesday and returned Wednesday night.

Mrs. Grady Wilson visited Wednesday in Hereford with her daughters, Mrs. Hughes Millard and Mrs. Bud Hopson.

Mrs. Paul Rudd accompanied by Mrs. E. H. Little and Mr. B. J. Little, went to Amarillo Tuesday, where they visited Mrs. Curt Griffin at St. Anthony's Hospital. Mrs.

Griffin is recovering from a recent operation. She is the daughter of Mr. Little and a sister of Mrs. Rudd.

Quite a number from here attended the East-Cocanougher Sale in Hereford, Monday afternoon.

Mrs. R. M. Gunn and Mrs. Merlin Kaul and Larry Carroll were guests Monday of Mrs. Guy Lawrence and Nelda Guy, at Hereford.

Mrs. Paul Rudd was a visitor Wednesday afternoon at the Oliver Rudd home at Hereford.

Willie Landers visited in the home of his brother Joe Landers, Sunday.

Mr. and Mrs. Bill Reed of Crosbyton spent the week end with her sister, Mrs. Herman Gray.

Plans are being made to have a community Thanksgiving Dinner at the school house on Thanksgiving Day.

Several of the ladies of the community surprised Mrs. Ernest Campbell with a story shower at her home, last Wednesday afternoon. After the gifts were presented refreshments of cocoa and cookies were served by Mrs. Roy Wilson and Mrs. Joe Landers. Those present, were Mesdames Shepard, Bill Rice, A. C. Pierce, R. M. Gunn, Joe Landers, J. S. Earp, G. C. Hartman, E. H. Little, Merlin Kaul, Jess Otis, Roy Wilson, Guy Lawrence, and M. S. Roe, and Mrs. Campbell. Mrs. Al Werner sent a gift.

Members of the Baptist Church took communion Sunday.

Miss Emily Minter of Clovis, N. M., was a guest in the F. W. Dodson home over the week end.

Mr. and Mrs. Francis Carthel and Chester, of Lockney, were guests of Mr. and Mrs. Maurice Tannahill, last Wednesday.

Mr. and Mrs. Merlin Kaul and son, entertained at dinner Wednesday, Martha Lee, Leta Glyn and Leland Rutter, Nina Beth Hartman, Wanda Marie Allmon and Vesta Mae Landers.

Born to Mr. and Mrs. Lester Sims last Monday an eight-pound boy. He has two little brothers and a sister to welcome him into the

home. He has been given the name Richard Boyd.

Miss Helen Gilmore, delegate for queen from Deaf Smith County by the Exes of West Texas State College at the annual Homecoming, Saturday, won over all other delegates and was elected queen of the day. She spoke a few words over the radio Sunday morning. She is one of the teachers here.

Jack Allmon, sophomore boy, has been elected president of the Lasso Club, a school activity, for the coming year. Other officers elected were George Turrentine, vice-president; Vesta Mae Landers, secretary and treasurer, and Roger Hartman, club reporter. A fee of ten cents per month is charged. The club meets every Tuesday at ten o'clock.

This is the fourth year for this club which sponsors social activities.

Mrs. Merlin Kaul has been appointed as Red Cross Call worker for this community. The drive for the Red Cross started Sunday, which was designated as Red Cross Sunday.

.30 inch of rain fell here last Wednesday night, followed by a "norther" Friday night, which has been continued into this week.

Mrs. Guy Lawrence and Nelda Guy, and Mrs. M. S. Roe of Hereford, visited friends and relatives here, Wednesday.

Mr. and Mrs. Riley Banes went to Hugo, Okla., last week to see about business interests there.

Mr. and Mrs. Maurice Tannahill and Carlton, left Thursday morning for San Diego, Calif., where they will spend the winter.

Leta Glyn Rutter has been ill with boils for several days and has been unable to attend school.

Friena News

(22 miles west)

BY MRS. RAY LANDRUM

The Junior Woman's Club met Tuesday in the O'Rear home. Mesdames George Turner, Dan Esthridge, Wright, Williams and Miss

Lola Goodwins were elected as new members. An interesting program on Women in Science and Aviation, was given. The next meeting will be at the home of Mrs. James Bragg.

Mr. and Mrs. E. Osborn of Hope, Ark., arrived here last Friday. They are the parents of Claud and Sloan Osborn of Friena, and Jess Osborn of Muleshoe.

A number of members from the local Congregational Church attended the annual meeting of the Panhandle Association of Congregational Churches at Spring Lake, Texas, last week end.

Bert Shackelford and Lawrence Lillard left the latter part of last week for Las Lunas, N. M., for several days of deer hunting. They were accompanied by Will Sammon and Garvin Thorn of Lubbock, and Alex Bateman of Hereford. Several men joined the party at Farwell.

Mr. and Mrs. Ed Riser have purchased the grocery store formerly owned and operated by Mr. and Mrs. Roy Johnson. They took possession the latter part of the week. It is understood that the Johnsons will go to Odessa to live.

Mr. and Mrs. Pete Buske have vacated the house where they have been living. They will move into their new home in the east part of town as soon as the repair work is completed.

Mr. and Mrs. W. C. Wilkerson, formerly of Friena, visited here last week.

Rev. and Mrs. Joe Wilson left

Sunday afternoon for Dallas, where they will attend the convention of Texas Baptists, which is in progress this week.

W. W. Ryan of Kansas City, was a visitor here part of this week.

A post-nuptial shower, honoring Mrs. George Turner, nee Miss Ouida Bell, was given at the home of Mrs. W. H. Ford, Thursday afternoon with Mesdames F. P. Brookfield and Ford, and Misses Mattie Fae Coldiron and Pearl Hoult as hostesses. About thirty guests were present.

The Homemakers Class met at the home of Mrs. Leon Hart with 12 members present and one visitor, Friday evening. Two new members joined the class. The next meeting will be Dec. 2, at the home of Mrs. Clyde Harp of Black.

Mrs. S. Abdullah and Nelson Welch were hostesses at a lovely party, honoring Mrs. Ray Landrum, Thursday afternoon.

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The Germ Process adds in to this oil a patented man-made substance that sets up a strong force of attraction between Germ Processed oil and every engine surface it touches. Even the upright surfaces instantly attract and hold Germ Processed oil in the form of lasting OIL-PLATING. This OIL-PLATING can never drain down—any more than chrome plating—during the longest, coldest parking. No question then, about winter OIL-PLATING speeding your starter from the first, because before you've even got out your key, your engine is ready-lubricated by slippery OIL-PLATING. Never letting loose, OIL-PLATING can't shoot out of the engine, but remains a constant help to your oil-level—one of the smartest reasons for changing to Your Mileage Merchant's Conoco Germ Processed oil. Patented—your one way to change to WINTER OIL-PLATING!

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THE HEREFORD BRAND

OFFICE SUPPLIES — OFFICE FURNITURE — COMMERCIAL PRINTING
PHONE 30

Hereford Girl Is Honored In College Paper

The following item, regarding Elizabeth Ireland, daughter of Mr. and Mrs. E. S. Ireland of this city, is taken from the Trinity University (Knoxville) school paper.

"Transfer to Trinity from Texas Tech two years ago—a gal from out on the plains—Many Elizabeth Ireland!

"The Cure for An Aching Heart," Ireland hails from Hereford (and reads The Hereford Brand with nest). She graduates this year with a major in public school music and a reluctance to leave Trinity. Besides T. U., she has done work in Texas Tech.

"When not in class she might be found in a practice room in Pendergrass, singing alto in the University Choir, or racing around with Drane Hall Seniors. Outside activities include the YWCA, Delta Kappa Phi, and vice presidency of the Junior-Senior Sunday School Class.

"Best known by: the prettiest smile in T. U. Hobby: ice cream (and peach if possible). Favorite argument: Hereford is superior to Amarillo, in every way. Chief characteristics: Friendliness to strangers and new-comers."

Billie Stoker Nominated For TCU Year Book

FORT WORTH—Miss Billie Stoker of Hereford, senior student in Texas Christian University here, was one of 53 co-eds nominated for one of the titles of "Favorites" in the annual popularity contest sponsored by "The Horned Frog," TCU yearbook.

In the final voting, four girls will be elected from each of the four classes by popular student ballot. The winners will receive a full page picture in the yearbook, and their identities will be held secret until the book is issued next spring.

SOCIETY

METHODIST WOMEN RESERVE WEEK OF PRAYER
Annual Week of Prayer services were held by the Woman's Missionary Society of the Methodist Church, Monday, Tuesday and Wednesday of this week.

Meetings were held at the church beginning Monday afternoon with Mrs. Frank Terrell leader of the program. Mrs. G. A. F. Parker was pianist and Mrs. B. M. Wiltshire song leader. Mrs. J. F. Ward, general president, opened the meeting with a prayer followed by a talk on "China and War" by Mrs. J. E. Beyer. After a vocal solo by Mrs. Wiltshire, Mrs. Terrell discussed "Why Americans are in China." After talks on "Christian Assets" and "Assets of the M. E. Church, South" made by Mrs. H. D. Reed and Mrs. Cliff Hicks, special prayers for China given by Mrs. M. M. Beavers and Mrs. E. W. Harrison, concluded the Monday session.

Tuesday afternoon—Mrs. S. L. Easley led the program on "Building the New Earth." Mrs. I. H. Spratt was pianist and Mrs. Ralph White led the singing. After the devotional which was presented by the leader, the McDonald French Mission at Houma, La., furnished topics for discussion. Mrs. Lyle Blanton told of "The Challenge that Comes to the Church," and Mrs. H. H. Hawkins described the present needs of the McDonald Mission. Prayer for the work at the school led by Mrs. F. T. Robinson, closed the service.

Wednesday—An all-day meeting was featured. The theme for the day was built around "Unrealized Goals." The service was in the form of a retreat for meditation and prayer, with Mrs. J. F. Ward leading.

Mrs. Frank Terrell and Mrs. J. E. Beyer led the music and Mrs. M. M. Steele opened the morning session with a prayer for consecration. Bulletin reports were given by Mrs. H. H. Hawkins, and Mrs. W. T. Batchelor conducted the devotional. A special musical number was furnished by Mesdames H. H. Hawkins and J. E. Beyer.

"God as a Reality," a comprehensive study, was presented by Mrs. D. W. Hawkins. A letter from Laura Edwards, a former Hereford resident who now is a preacher in Korea, was read. Miss Edwards who is in charge of fourteen churches in Korea told of the work there. Mrs. Howard gave the devotional prayer.

A luncheon was held in the basement of the church at the noon hour. The afternoon session was largely devoted to business, with Mrs. Ward presiding. Following the devotional by Mrs. F. T. Robinson, Miss Mattie Mae Swisher furnished special music. "The Reality of Brotherhood," was discussed by Mrs. E. W. Harrison. Offerings for missions were made.

Three of the Stars in Arctic Drama



George Raft and Henry Fonda are a pair of seagoing comrades in the new Alaskan romance, "Spawn of the North," which opens at the Star Theatre Sunday for two days. Dorothy Lamour portrays the steel-nerved woman of the frontier Alaska and rounds out the trio of stars in the production. "Spawn of the North" is a thrilling drama of the rugged life on America's last frontier and is brought to the screen for the first time.

Hospital Notes

Mr. and Mrs. Levi Rutter announce the birth of a daughter, Nov. 2; both mother and infant are resting nicely.

PERSONALS

Mr. and Mrs. Allen Bell of Adrian, J. M. Daniel of Oklahoma City, W. J. Daniel of Texhoma, and Mr. and Mrs. Paul Roach and daughter of Texhoma, were guests in the W. H. Russell home, Monday. Mrs. Russell is the sister of Mrs. Bell, and the two Daniel boys, while Mrs. Roach is her niece. Grayson Bell of Albuquerque, was also a guest in the E. S. Ireland home, Monday. The entire group of visitors, accompanied by Mrs. Russell, left Tuesday for Abilene, where they will visit L. B. Russell, who is attending school there.

Mr. and Mrs. Ed Yates of Chicago announce the birth of a daughter, Oct. 21. Mrs. Yates will be remembered as the former Miss Bonnie Mae McLeRoy of this city and the daughter of Mr. and Mrs. Smith McLeRoy, who formerly resided here.

TO BROTHER'S BEDSIDE
Mrs. J. W. Alexander left Tuesday for Temple, Texas, to be with her brother, C. N. Hill, who is seriously ill in a hospital there. Latest reports are that Mr. Hill is improving.

Mr. and Mrs. Hill lived here at one time, when he was local agent for the Wells-Fargo Express Co. Mr. Hill is a half brother of Mrs. Seth B. Holman and Mrs. H. C. Baird.

Mr. and Mrs. D. C. Laird Visit Sisters Here
Mr. and Mrs. D. C. Laird, former Hereford residents, but now living in Kilgore, Texas, spent the first of this week here with Mrs. Laird's sisters, Mrs. Seth B. Holman and Mrs. H. C. Baird.

Mrs. Henry S. Gooch of Amarillo, spent last week end here with Mrs. Seth B. Holman.

Mr. and Mrs. A. H. Streu, accompanied by their daughter, Miss Helen Frances and grandson, Raymond Oliver, will leave this afternoon, stopping in Memphis, Texas, where Raymond Oliver will visit his grandmother. Helen Frances will visit friends in Denton, while Mr. and Mrs. Streu will go to Marlin, where Mrs. Streu will remain for treatments and baths. Mr. Streu will return home Sunday, picking up his family enroute.

Mr. and Mrs. Wm. McGehee returned Tuesday, after a ten-days vacation trip spent in Hot Springs, N. M. While there, a trip was also made into Old Mexico. Enroute home they visited Carlsbad Caverns.

Mr. and Mrs. Bob Baker of Fort Worth, of the Baker Nurseries, visited in the home of Mr. and Mrs. J. F. Ward, last week.

Mr. and Mrs. R. L. Thompson of Amarillo visited her daughter, Mrs. Fred Bailey, Thursday of last week. Following her visit here, Mrs. Thompson, accompanied by her daughter, Mrs. G. L. Stanley of Childress, left for a hospital in Rochester, Minn., where she will undergo an operation.

DISCUSSION GROUP
Because of Armistice Day, the **BROWN'S LOTION** will stop BAD FOOT ODOR with three applications, at night only, or your money back! ATHLETE'S FOOT quickly healed. Guaranteed for RINGWORM, POISON IVY, INSECT BITES, ECZEMA, CONTAGIOUS SORES, CUTS, etc. Sold by **CLOSE DRUG STORE**

Want Ads

Discussion Group meeting, scheduled for Friday night, Nov. 11, has been postponed, it was today announced by Mrs. Clara McLean, librarian.

For Sale or Trade
FOR SALE—One thousand gentle ewes, four years old and under. Some to lamb shortly, remainder being bred for spring lambs. Write Elmer P. Sansom, Plainview, Texas. 45-3tc

FOR SALE OR TRADE—Retail
Beer place with Dance Floor. Room for Cafe. Good fixtures, good location. See Mr. Cornelius, 420 West 5th St., Amarillo, Texas. 45-1tc

FOR SALE—20 acre improved, adjoining Hereford on the West; 80 acres, improved, 12 miles South-west of Hereford; 5-room modern residence in Hereford. Will sell on small down payments, or will rent farms if not sold by January 1st. W. S. Williams, 842 Travis Street, Amarillo, Texas. 45-3tp

FOR SALE—Child's play pen. A good bargain. Mrs. Frances McClelland, 710 Lee Ave 45-1tp

FOR SALE—Large Ideal Coal Heater, perfect condition—A bargain for quick sale! See it at Pevley-Sed Implement Co. 45-1tc

FOR SALE—R. C. A. Radio and Charger; two A batteries go with machine. L. B. Lookingbill, Summerfield, Texas. 45-1tp

FOR SALE OR TRADE—Team of work horses, price \$75.00. 1 Mile West of Fairview School. Neil Downing. 45-1tp

FOR SALE—Young pure bred Duroc Boar and two gilts. Weights 150 pounds. Mrs. Al Werner, 45-3tp

FOR SALE—One kerosene Electric refrigerator, practically good as new. A bargain for some farmer. See Burk's Furniture. 45-1tc

FOR SALE—Round Oak coal heater, practically new. Also several pieces walnut furniture, antique—Bed, Tables, etc. Ray Barber. 45-1tc

Willard Witherspoon Says,

"Be sure and come in to Ireland Motor Company and inspect their new tune-up and motor testing equipment. At Ireland's they are better prepared now than ever before to take care of your needs."

(Signed) WILLARD WITHERSPOON.

ANNOUNCING THE PURCHASE OF MORGAN'S SERVICE STATION

The Texas Service Station on

Highway "60"

—BY—

ELLIS WILSON

We have everything any modern filling station offers—GASOLINE—OIL—SERVICE, besides this, we offer a line of staple groceries and tobaccos. Visit us anytime—you are always welcome!

WILSON SERVICE STATION

FIRESTONE TIRES and BATTERIES
ANTI-FREEZE!

FOR SALE—Electric Fencer, guaranteed 5 years, runs 30 miles fence—\$22.00. Complete stock on hand at all times. See B. E. Brumley, Hereford, Texas. 45-1tc

FOR SALE OR TRADE For Live-stock—240 feet well casing; Hen house, and Hog house on sleds, coal cook stove. See Claude Higgins, Hereford, Texas. 45-3tp

FOR SALE—480 acres best shallow-water belt land; near school; 7 miles of Hereford, small improvements; priced \$10,000. A substantial payment down, balance easy. Mineral rights reserved. Write box 401, Hereford, Texas. 44-3tp

FOR SALE—One used 1938 IHC pick-up; also one used 1937 IHC pick-up. Rossan Implement Co. 44-2tc

COMPLETE Line of attractive Christmas Cards, engraved, printed or plain. All price ranges. Call 30 and representative will call. dh

FOR SALE—One team of horses, and one team of young mares. See H. H. Boardman. 44-3tc

FOR SALE—Irrigated Hegari Bundles and Baled Sudan Hay, 1 mile north Hereford; H. P. Barnard, Box 766, or Elliston Land Office. 48-3tp

FOR TRADE—Model A 1½-Ton Truck for good team of work horses, mules or cow horse. See Venen Bourne, one mile north of Joel Switch. 48-3tp

FOR SALE OR TRADE—Model A John Deere Tractor, used one year, in good condition. Terms. At Albert Higgins' place. Write Frank Folart, 1104 Fillmore, Amarillo, Texas. 41-6tp

Don't forget to drain your IHC power unit. It drains in three places. Rossan Imp. Co. 44-2tc

FOR SALE—A-B-C Electric Washing Machine with Extractor. Call 272-W. 40-1tc

FOR SALE OR TRADE — 800-Watt DeLco Plant; 1-2 H. P. Electric motor; 1-4 H. P. Electric motor and one Electrolux Sweeper, all in good shape. Will take cattle in trade. See Bonnie E. Brumley, Hereford. 38-4tc

For Rent

FOR RENT—Furnished Apartment, all bills paid. 517 E. 11th Street. 45-1tp

FOR RENT—Modern, comfortable bedrooms. Mrs. A. M. Jones, 504 E. 5th St., Phone 722-W. 44-3tc

FOR RENT—Furnished Apartment—board if desired. Phone 153-W. 43-3tc

Have you drained your Farmall Tractor? It drains in three places. Rossan Implement Co. 44-2tc

FOR SALE—Two stationary laundry tubs, white porcelain. In good condition. Mrs. Seth B. Holman. 45-1tp

Wanted

SALESMAN WANTED
WANTED—Man with car for profitable Rawleigh Route. Must be satisfied with good living at start. Write Rawleigh's Dept. TXK-352-101, Memphis, Tenn. 451tp

HELP WANTED
TWO WOMEN, Manufacturer preparing for Christmas sales. Can use two more women with pleasing personality, who can handle customers. Write R. C. Ruble, 100-120 W. Iowa Ave., Memphis, Tenn. 44-2tc

WANTED—75 to 100 cattle to feed bundle and wheat pasture. J. W. Vicks, second place north of Dump Grounds. 45-3tp

WANTED—Practical nursing or confinement cases; caring for the sick in your home. Mrs. W. A. Vaughn, A Street. 45-2tp

WANTED — Will rent improved place in north or west part of Deaf Smith County. Will pay cash or crop rent. J. D. Love, 25 miles west of Hereford. 44-3tp

WANTED—Wheat pasture and bundle feed for 20 heifer calves. Phone 80-W or 772-W. 45-1tc

Lost and Found

LOST OR STRAYED—One White-face Bull, branded F on left thigh. Also brindle bulldog with leather collar. Reward. Jack Frost, 6 miles east of Hereford. 45-1tp

LOST—Thirty-one dollars in green backs, Thursday afternoon, between the Prairie Dairy and back of Weir's Grocery. \$10.00 reward offered. Mrs. Al Werner. 45-1tp

LOST—50-foot, black garden hose with nozzle attached; disappeared Halloween night. Please notify Mrs. E. W. Harrison. 45-1tp

PIE SUPPER AT WALCOTT

There will be a pie supper at Walcott, Friday night, Nov. 18, 1938. The public is invited to bring pies and money. 45-1tp

DON'T SLEEP WHEN GAS PRESSES HEART

If you can't eat or sleep because gas bloats you up try Adlerika. One dose usually relieves stomach gas pressing on heart. Adlerika cleans out BOTH upper and lower bowels. **CITY DRUG STORE**

NOTICE!

We have purchased the interests of C. R. Morgan in the Greenhedge Inn and will endeavor to operate the business in the same efficient manner as our predecessor and will strive at all times to render only the fast, courteous service which you desire and want! When you think of something to Eat — think of the Greenhedge Inn and the wonderful things you can eat there!

GREENHEDGE INN

Mr. and Mrs. Bud Hopson, Owners East Highway 60

Bob Garret Says,

"Compare the prices at Ireland Motor Company for your car overhaul job with anyone's price and where else can you get a guarantee of complete satisfaction such as they offer at Ireland's!"

(Signed) BOB GARRETT.

Unusual Savings!

Oxydol Large Size and 10¢ Size **26c**

Peaches NO. 10 CAN **38c**

Raisins 4-LB. PKG. **29c**

Compound 8-LB. CARTON **82c**

Crackers 2-LB. BOX **12¹/₂c**

MARSHMALLOWS Per Lb. 15¢ — 8-Ounce Package **8c**

JELLO, All Flavors. All Flavors — Package **5c**

MEAT SALT Worth's Smoked — 10-Lb. Can **79c**

CORN FLAKES Kellogg's (Heavy blue pitcher free) — 2 Packages **23c**

BUTTER Dairy Gold—Lb. **25c**

PINEAPPLE, sliced or cut, flats, 3 cans **25c**

CAKE FLOUR Swansdown — Package **27c**

PUMPKIN No. 2½ Can **10c**

SUGAR, powdered or Brown—2 Pkgs. **15c**

OYSTERS 5-Ounce Can **10c**

Chocolate Covered CHERRIES—Lb. **21c**

COFFEE Schilling's—Lb. **25c**

PEANUT Butter Quart Jar **25c**

JAM Pure grape—4-lb. Jar **27c**

CATSUP 14-Ounce Bottle **10c**

CORN No. 2 Can — 3 for **25c**

SYRUP Sugar Bud—Gallon **52c**

RIPPLED WHEAT Package (Ball Free) **9c**

GRAHAM Crackers 2-Lb. Box **17c**

PINEAPPLE Crushed—No. 10 Can **49c**

TOMATO JUICE No. 5 Can **22c**

PORK and BEANS 16-Ounce Can **5c**

Produce :

SPUDS 10 Lbs. **10c**

GRAPEFRUIT Texas Seedless — Dozen **27c**

LEMONS Dozen **12¹/₂c**

CELERY **9c**

CRANBERRIES Quart **21c**

ORANGES Peck **27c**

CARROTS 3 Bunches **10c**

GRAPES Tokay's — Lb. **5c**

Meats :

PORK SAUSAGE Per Lb. **15c**

STEAK, Baby Beef Per Lb. **15c**

SLICED BACON, Fancy. Per Lb. **24c**

BACON SQUARES Per Lb. **18c**

CHILI, Home Made. Per Lb. **20c**

BACON, half or whole side. Per Lb. **25c**

PIGGLY WIGGLY

ALL OVER THE WORLD

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. BETH B. HOLMAN Publisher and Manager
JIMMIE GILBERTINE Editor

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NOTICE TO PUBLIC

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office at 402 Main Street, Hereford, Texas

Education Week Is Topic For Teacher Meet

TENURE LAW DISCUSSED BY KNOX KINARD AT RECENT SESSION

Meeting for the first time since their re-organization, the Deaf Smith unit of the Texas State Teachers Association enjoyed an interesting program at the high school, Nov. 2. John Willoughby, newly elected president, opened the meeting at 7:30 o'clock.

Preceding the business session, Miss Helen Frances Streu, accompanied by Miss Edith Jackson, gave four saxophone solos.

Mr. Allison, Central School principal, talked on the subject of "American Education Week." He revealed that the American Education Week movement was started by the American Legion after the World War. He gave the theme to be stressed each day of the week, Nov. 6 to 13. They followed closely the Seven Cardinal principles of education. Mr. Allison's talk was well received and was informative.

Knox Kinard, superintendent of the Hereford schools, led the discussion on the proposed Tenure Law for the teachers of Texas. He pointed out the need for such a law in assuring teachers of more permanent positions, and how such

a feeling of security would improve the status of the teachers of Texas. Different proposals dealing with the period of probation, causes of dismissal, methods of dismissal and other matters pertaining to the Tenure Law were discussed.

Mr. Kinard also gave a synopsis of the meeting of Panhandle Plains Superintendents in Amarillo, Saturday, Oct. 29.

Mr. Willoughby appointed a committee composed of G. M. Hudson, Miss Neville Wrenn and Miss Ruby Dutton to assist Miss Irene Crawford, chairman, to provide programs for the Association during the remainder of this semester.

The meeting was well attended, and with the personnel of officers as announced last month, the association is expecting to accomplish many worthwhile things this year. All teachers, rural and city, of Deaf Smith county are invited and urged to attend these meetings.

The next meeting will be held at the High School, Wednesday evening, Dec. 7.

Those present included faculty member of both the high school and Central school, and Mr. and Mrs. F. W. Dodson, Miss Helen Gilmore, and Miss Carolyn Beall of Westway.

ORDINANCE NO 287

AN ORDINANCE REGULATING THE CANVASSING, SOLICITING FOR AND MAKING PHOTOGRAPHS OR PHOTOGRAPHIC REPRODUCTIONS, OPERATING OF STUDIOS, CALLING FROM HOUSE FOR THE PURPOSE OF

EXPOSING NEGATIVES OR POSITIVES, PROVIDING FOR PERMITS, INSPECTIONS, DEPOSITS, PROHIBITING OBSCENE PHOTOGRAPHS AND PROVIDING FOR PENALTIES.

BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF HEREFORD:

Section 1. It shall hereafter be unlawful for anyone, person, firm or corporation to canvass or solicit for any or make photographs or photographic reproductions, and or operate a studio, and or call from house to house for the purpose of exposing negatives or positives, in the City of Hereford, without first obtaining a permit in writing from the City Clerk of the City of Hereford.

Section 2. Any person, firm or corporation desiring to do or perform any of the things enumerated in Section 1 shall file with the City Clerk of the City of Hereford an application in writing stating the name and address of such person, firm or corporation, and which one or more of such things is desired to be done or performed. At time such application is filed there shall be paid to the City Clerk by such applicant the sum of \$25.00 which said sum shall be used to pay expense of investigating the reputation, reliability and dependability of such applicant and for the payment of the permit applied for. Said application shall stay on file for a period of five days, and if at the expiration of said five days, it shall be determined that said applicant is of reasonable good reputation, is reliable and dependable, and has not in the past made and or developed obscene photographs, and has not solicited photographs or photographic reproductions and failed to deliver same after having received an order and partial payment for same, said City Clerk shall issue said applicant a permit in writing to do or perform one or more of the things enumerated in Section 1.

Section 3. Provided however, that said City Clerk shall not issue a permit to any person, firm or corporation to do or perform any of the things enumerated in Section 1, until and unless said applicant shall have deposited with said City Clerk the sum of \$25.00 as a bond to guarantee said applicant's good, honorable and lawful possession and proper and legal distribution of negatives or positives, and or photographic reproductions for the same, exposed and or reproduced by order of individuals. Said deposit to be returned to said applicant upon written evidence, supported by affidavit of such applicant, that said guarantee has been fully complied with, and that said applicant has not made and or developed any obscene photographs.

Section 4. Provided further, that any applicant who has been actively engaged in the business of photography in the City of Hereford for a period of one year or longer before taking effect of this ordinance and shall file with said City Clerk affidavits by at least four persons well known to the said City Clerk, stating that said affidavits have been customers of said applicant during the two years previous, and that said applicant is honest, dependable, reliable and of good reputation, shall not be required to pay the \$25.00 mentioned in Section 2 for investigation purposes, and shall be exempt from the provisions of Section 3, hereof.

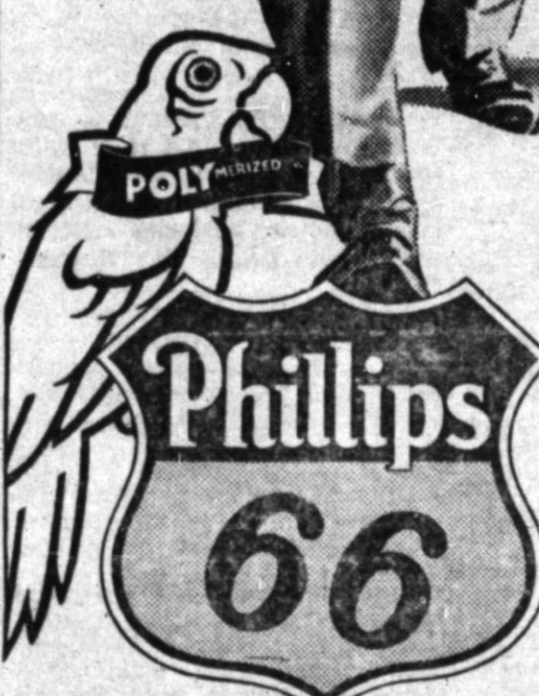
Section 5. It shall be unlawful for any person to make or develop any obscene photograph.

Section 6. Any person, whether individually or as an agent for another who shall violate any of the provisions of this ordinance shall, upon conviction, be fined in any sum not to exceed \$100. Each day shall constitute a separate of-



WAIT!
DON'T SHOOT
YOUR CAR DEALER

Phillips 66 Poly Gas
will start that cold motor!



If your temper flares up and boils over because your cold motor won't start, don't blame your car.

Any engine in good mechanical condition will start provided that the gasoline in the tank is "hot" enough. And almost any good mechanic will tell you that *high test* Phillips 66 Poly Gas is "hotter'n a firecracker!"

Why? Because Phillips is the WORLD'S LARGEST PRODUCER of natural high test gasoline and offers extra high test without a penny of extra price. So try a tankful of this energy-packed, POLYMERIZED, custom-tailored gasoline.

You tip-toe the button, and there is no missing... sputtering... or backfiring. What a kick! when your motor rolls over with no gnashing of teeth, purr-r-r into instant action, warms up fast. Besides, you save the miles usually wasted by excessive use of the choke with ordinary low-test fuels.

Your first set-to with a cold, balky motor will probably send you searching for a Phillips Gas Station... But why wait until you have starting trouble? Start enjoying faster starting tomorrow morning by getting Phillips 66 Poly Gas tonight... at any Orange and Black 66 Shield.

Phill-up with Phillips for Instant Starting

fense. Any person, firm or corporation violating Section 5, hereof, shall, in addition of said fine, forfeit any permit held under the provisions hereof.

Section 7. All ordinances and parts of ordinances in conflict with this ordinance are hereby repealed; and this ordinance shall be in full force and effect immediately upon its adoption and its publication, as provided by law.

Section 8. Should any section, paragraph, sentence, clause or phrase of this ordinance be declared unconstitutional or invalid for any reason, the remainder of said ordinance shall not be affected hereby.

Section 9. The fact that the law now in force and effect in the City of Hereford pertaining to the canvassing, soliciting for and making photographs or photographic reproductions, operating of studios, calling from house to house for the purpose of exposing negatives or positives, providing for permits, inspections, deposits and prohibiting obscene photographs is inadequate for the protection of the people of such town and the further fact that photographs are about to be solicited and likely to be solicited and sold within the very

near future, creates an emergency and a public necessity that the constitutional rules requiring all ordinances to be read three times before their final passage, be suspended and such rule is hereby suspended, and this law shall be, and is in full force from and after its passage, approval and publication. Passed this 7th day of November, 1938.

Approved this the 7th day of November, 1938.

C. J. PADDOCK, Mayor.

Attest:
EVA S. PITMAN, City Clerk.

At the training school for club reporters held in the County Home Demonstration office, Saturday, Oct. 29, Mrs. Carl Wimberley of Dawn was elected chairman of the association. Representatives from five clubs included: Mrs. Merlyn Kaul, Westway; Mrs. R. C. Valentine, Wyche; Bettye Lea Valentine, Wyche 4-H; Mrs. Alta Wylie, Messenger; Mrs. A. A. Hare, Helmsman; Mrs. Carl Wimberley, of Dawn.

Two delegates from each Home demonstration Club attended the training school of Nov. 5. Neufachatel chess was made at this meeting. The club delegates will repeat the demonstration at the November meetings of their clubs.

At a county council meeting on Nov. 12, plans will be completed for the Christmas party to be held Dec. 10, for all Home Demonstration members and former club members.

Hay Fever
Sufferers get complete relief within 20 minutes, by using BROWN'S NOS-O-PEN. It cools, soothes and heals! Opens the nostrils instantly! Guaranteed. \$1.00 at
CLOSE DRUG STORE

Protect What You Have INSURE
John McLean
Insurance Agency
Phone 273

Notice of BANK HOLIDAY
Friday, Nov. 11
ARMISTICE DAY!

This Bank Will Be **CLOSED ALL DAY!**

Customers Are Asked to Please **Keep This Date in Mind.**

First National Bank
OF HEREFORD

For Sale:
1937 DODGE
TOURING SEDAN
A CLEAN BUY AND MECHANICALLY PERFECT!
Low Mileage! We Will Stand Behind This Car!
BEAVERS BROS. GARAGE
301 E. THIRD STREET HEREFORD, TEXAS

HAVE YOU HEARD ABOUT

SANDROIL

The New HAIR Vitamin Permanent?



Achieve new personality... new beauty with a glamorous new hair do at the Charm-Aid Studio. If you are tired of your present hair dress—let our skilled operators design you a new and attractive one.

This Shop will Be Closed All Day Armistice Day, Friday, Nov. 11.

PHONE 220 FOR APPOINTMENT

CHARM-AID STUDIO

Verna Culpepper
Ruth Harding Eva Greeson

To The Farmers of Dawn and Black Territories

We are pleased to announce that our elevators at Dawn and Black have been designated by the Federal Government agency, as approved warehouses for the storage of grain on which the Commodity Credit Corporation will lend money according to the Loan Plan offered to the farmers who have wheat of the 1938 crop. We are now issuing Negotiable Warehouse Receipts on wheat in our elevators which the government will accept as collateral on these loans.

SEE OUR MANAGERS AT DAWN OR BLACK IF YOU WISH THIS SERVICE!

FARMERS' ASSOCIATED ELEVATORS

F. H. OBERTHIER, General Manager

DAWN

BLACK

Staff Members

Editor - Floyd Ross
Asst. Editor - George McLean
Business mgr. - Virginia Newell
Asst. Business mgr. - Orvella Hill
Copy reader - Edith Jackson
Proof reader - Barbara Brotherton
Headline writers - Virginia East
Kenneth Potter
Humor editor - Helen Frances Streu
Feature editor - Vivian Olson
Typist - Caroline Frye

Reporters

Ann Cockrell, Faye Crosthwait, Rachel Ireland, R. L. Dowell, Pollyanna Crawford, Rena Rae Renfro, F. L. Lucas, Mary Nicks, Wanda Jean Whitaker, Elizabeth Rice and Margaret Ann Miller.

THROUGH THE CAMERA LENS



In the first picture we see Mr. Willoughby in the process of carrying a baseball bat. This picture was taken at a certain Junior Class party of last year. Wonder if being a co-sponsor of the Junior Class of '37-'38 made him batty?

In the second picture Edith Jackson looks very dignified for her size.

In the last picture Mr. Smith is directing the band; not taking exercises.

Local Musicians Hear Navy Band

The Hereford High School Band had the privilege of hearing the United States Navy Band which played in the Municipal Auditorium in Amarillo, on the afternoon of Nov. 4. This afternoon concert was given exclusively for the band members of this region and those who accompanied them to the concert.

The concert was arranged in two divisions with an intermission. Each division lasted an hour.

The band played classical numbers and symphonic arrangements of popular numbers. Between each of these listed numbers, they played a novelty.

In many of these numbers the different sections of the band were featured. These sections came to the front and played their parts, with the rest of the band accompanying them. This gave the audience an idea of the way in which the different instruments should be played and how they should sound.

In each division of the concert there was a featured soloist. In the first division the harpist played two numbers. These were greatly enjoyed by the audience, because the harp is not a common instrument in this section of the country. The xylophonist was featured in the second division of the concert. He was a ver fine player and was encored twice.

Many of the members of the band expressed sincere enjoyment and pleasure which they derived from the concert.

FRESHMEN PREPARE TO DO THINGS

The Freshman Class is getting ready to do things. Last Wednesday, November 2, 1938, at their weekly class meeting, the freshmen decided to sponsor a show to raise money. They also discussed the dues that had not been paid. Dorothy Banner and John Estes were elected to fill the office of Freshmen pep leaders. Reports and announcements were made before the class adjourned.

Buy a ticket to see "The Spawn of the North" - from a Junior!

LOCAL HI-Y OFFICERS ATTEND MEETING IN AMARILLO

Friday night, Nov. 4, Mr. G. M. Hudson, sponsor of the Boys' HI-Y, and George McLean, Bob Gilliland, Clinton Massie and Morris Easley attended a HI-Y meeting in Amarillo to discuss the Older Boys Conference. The date set is February 17-18-19; the place is Amarillo; the theme is "Finding Christ in the Fellow Beside Me." At the same meeting the members discussed the minimum standards for a HI-Y club and also planned a basketball play-off for the various clubs of the Plains. Grover C. Good was in charge of this meeting.

Buy a ticket to see "The Spawn of the North" - from a Junior!

Mary L. Dean Leads Hi-Y Program

The Girls' HI-Y met Tuesday evening at 7:00 for their regular meeting, in Miss Crawford's room. Mary Louise Dean was in charge of the program on "Budgeting of Time and Money." Interesting talks were made by Polly Dixon on "How to Persuade Your Parents to Give You an Allowance," and by Virginia Brunson, who talked on "How to Use Your Money."

Each member is going to keep a record this month of the money she spends, when she spends it, and for what she spends it.

A committee, consisting of Virginia East, chairman, Katherine Henderson, and Mary Ellen Hendrick, was appointed to buy flower bulbs and furnish containers for them; the club will use these potted flowers to give to sick people and for decorating purposes during the year.

The meeting was closed by the group's repeating the HI-Y benediction.

WONDER WHY?

Rachel Ireland stayed in Dimmitt the afternoon after the Dimmitt game?

Virginia Newell likes to drop things in civics class?

Benny Womble got an hour in community civics class?

Mary Tiefert laughs every time she looks at Mr. Muller?

A certain teacher of commercial subjects goes around saying that love is blond?

George Springer does not leave immediately after four?

Nobody will buy a year book?

Some people can make A's without trying?

Buy a ticket to see "The Spawn of the North" - from a Junior!

Porter—"This train goes to Boston and points east."

David Neal Beavers—"As long as it takes me to Boston, I don't care which way it points."

Buy a ticket to see "The Spawn of the North" - from a Junior!

time this conference. He and Mrs. Gilpin were guests of Mr. and Mrs. Clem Gilliam.

Mr. and Mrs. Adam Flowers were hosts at a checker party Friday evening. Those enjoying the occasion, were Messrs. and Mesdames Clem Gilliam, Finis Hunter, Dewey Owens, J. J. Wilder, R. L. Stephens, Gus Tyejan, J. C. Stork, M. L. Simpson and the hosts.

Sam and Finis Hunter were guests of their parents, Mr. and Mrs. W. A. Hunter of Hereford, Sunday, when she honored them with a dinner on their birthday.

H. C. Baird was in Vega, Saturday evening.

Robert Pinckert spent Saturday night with Wilford Taylor of Canyon.

Mr. and Mrs. L. L. Beck and Harmon Gene Hurst of Amarillo,

and Mr. and Mrs. Joe Traylor of Borger were guests of Mr. and Mrs. J. J. Wilder, Sunday; all were guests of Mr. and Mrs. Pete Coke of Flagg. Mrs. Coke honored her father, J. J. Wilder, with a birthday dinner.

Bethel Items

(22 miles south) MRS. R. R. BOWENWELL

Jim Bagwell and family visited in the Henry Allman home at Westway, Sunday.

Mr. and Mrs. J. H. Cryer and sons, visited in the E. R. Rothwell home, Sunday.

Mrs. Earl Lust and children spent Saturday in Canyon with Mildred, and attended the football game.

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SWAP!

Through the

WANT-ADS

The Rockwell TUBA

Published Once in a While by ROCKWELL BROS. & CO., Lumbermen
Stock 2-Piece 12 Hereford, Texas Thursday, Nov. 10, 1938

Jack Dionne, publisher of the Gulf Coast Lumberman, puts out the following as his favorite story for October:

They were fixing up the house, putting in some improvements, etc., and the lady of the house was receiving calls from various people with things of that sort to offer.

The doorbell rang, and the colored cook went to answer it. Directly she came back, looking rather indignant about something. "Who is it, Lillie?" asked the lady of the house.

The colored one sniffed, disdainfully.

"Missy," she said, "dey's a white gentman at de front do' whut say he is de Venetian Blind man, but shucks, he can't fool me, dat man ain't no mo' blind den I is."

The freezing temperature of the past week proved too much for the open front of the Flowers Fruit and Vegetable stand, so Mr. Flowers had Bill Gentry close it in with six windows.

Mrs. W. J. Gilliland is having an addition put on her house, together with some other remodeling which Charlie Robinson is doing in his usual first-class style.

We had a very pleasant visit with Mrs. V. F. Haynes who came down to the yard to place her order for paint for outside woodwork on her home. W. E. Williams is doing the work.

"I shall miss you, dear," said the young wife as hubby started on a hunting trip, "and trust all the other hunters will do the same."

Lots of pasture fencing is being done these days. Cecil Guseman had two miles of posts and wire hauled out Saturday.

Lee Hopson has been building hog sheds the last week or ten days.

Mr. and Mrs. Kay Roberts visited Mr. Robert's brother in Tucumcari, N. M., Sunday.

Mrs. J. G. Davis was called to her mother's bedside this past week at Snyder, Texas.

The Missionary Society met last Thursday at the school with 7 members and one visitor present, for an interesting bible lesson.

Vernon Williams made a business trip to Farmington, N. M., last week.

Jim Bagwell and Moss Howell made a business trip to Hereford, Saturday.

Mr. and Mrs. Jack Baker made a business trip to Lubbock last week.

Mr. and Mrs. Frank Henderson and children spent Sunday in the John Simmons home.

Vern Lust attended the football game at Sudan, Friday.

Mr. and Mrs. Ivor Bagwell and son were visiting in Hereford, Sunday.

Miss Mildred Simmons from Car-

Mrs. Seth Holman saw a description of a "rumpus room" in our October issue of the Buller. She decided she would like to have the basement of her home utilized in that way. Then she thought about painting the roof and all outside woodwork, and giving the stucco a new coat of Bon-dex, and weather-stripping the windows and outside doors, and getting the entire job handled in monthly payments in a Title One FHA Remodeling and Repair loan. Her thinking led to action and now Bill Hromas is doing the job, and her payments will be spread out in easy payments over a period of eighteen months at a low rate of interest. This class of loan is available to any property owner, both residence and business, who has a reasonable income and a good credit rating. We will be glad to look into your repair or remodeling problem and help you to get a loan like that if you are interested.

W. R. (Bob) Higgins was in one day this week and bought a Long Leaf Yellow Pine Windmill tower. Werent' those some pretty five by five thirty-foot long, Bob? He did the wise but unusual thing of buying enough paint to paint all the timbers and boards before putting it together. There's a tower that ought to be there for his grandchildren.

T. W. Medlin is building a hollow tile tenant house on his farm southeast of town.

Politician—"My boy says he would like a job in your department."

Official—"What can he do?"

Politician—"Nothing."

Official—"That simplifies it. Then we won't have to break him in."

Ed Dziuk, farming a quarter section adjoining his father-in-law, Felix Urbanczyk, on South 25-Mile Avenue, is taking that old, tumble-down house on the place and working it over into a modern, comfortable dwelling. It's a lot of hard work, but Ed seems to be one of these fellows who enjoys hard work, especially when it results in a better place to live.

cosa, N. M., visited her sister, Mrs. Frank Henderson this week.

Miss Mary Broadwell and Mrs. Lynn Gallaway, teachers in the Tulla public schools, joined Mrs. H. L. Broadwell in Amarillo, to hear the Navy Band concert Friday, and returned to Hereford with her for a brief visit here before resuming school work in Tulla Monday.

Week-Enders

Mr. and Mrs. Don Wyatt end of Amarillo, spent the past week end in Hereford with Mr. and Mrs. Egbert Brady.

Harry Garrison of Amarillo, moved here this week with his wife and child, where he has accepted a position with the Furr Food Store, replacing L. W. Carlyle, Jr., who was transferred to the Amarillo Store.

An old negro preacher was known by the white folks to have a weakness for Cherry Brandy, and one of them mischievously offered him a bottle if he would acknowledge it completely in the next issue of the church magazine.

The offer was accepted and the next issue contained the following item, "The minister thanks Mr. Jones for his gift of fruit and for the spirit in which it was given."

Dr. J. W. Hendrix has been changing around and fixing up the place he bought on Lee Avenue. Did you ever get the right mixture to make that stain you wanted, Doctor?

Bill Gentry made dehorning gates for J. T. Gilbreath and C. S. Perrin within the last few days. A dehorning gate in operation looks like an instrument of torture, but it really saves wear and tear on both man and beast.

Mrs. Cecil Williams once upon a time confidentially sold us a bargain of thirteen 2-cent stamps for a cent and a quarter. Now we are selling her a bargain in BPS Enamel and she is redecorating her kitchen.

A wife paid a surprise visit to her husband's office and creeping up behind him, put her hands over his eyes.

"Guess who it is?" she asked gleefully.

"Stop fooling," was the reply, "and get out those letters."

J. F. Ward built a fine new truck bed on his truck here in the yard last week. He has a lot of bundles to haul from his place up at Dumas.

Nell—"I hear that you and Elmer are engaged. I don't suppose he told you that he was engaged to me last year?"

Belle—"He did say something about there being things in his past he was ashamed of, but he didn't go into details."

Our telephone number is FOUR. When you need TUBA FOURS, Phone FOUR.

John B. Russell of Estelline, Hall county, harvested 84 tons of alfalfa from 37 acres, of which 27 were planted in September of 1937.

A game management association, recently organized in Borden county, has 40 landowners and operators as members and involves 277,783 acres.

TURKEYS



Yes, We Want To Buy Them!

If you have turkeys to sell—be sure and see us first for we will pay the top market prices for them! We will appreciate your seeing us about your turkeys, poultry and other produce before you sell!

When Buying Egg Mash SPECIFY

MERIT EGG MASH

Custom Work

We do custom grinding, cleaning and mixing home feeds.

WE BUY: Cream, Hides and Poultry!

WEST TEXAS FEED and SEED

PHONE 285

Jumbo News

(13 miles southeast)

MRS. ULLMAN HUNTER

Mrs. Wilford Taylor of Canyon, spent most of the week with her parents, Mr. and Mrs. F. L. Pinckert.

Miss Pauline Matthews attended Home coming of WT Exes in Canyon, Saturday.

Joe Warren, brother of Mrs. Frank Wilhelm, and Clarence Wilhelm of Nazareth, called in the Frank Wilhelm home, Tuesday. Florence Wilhelm returned with them to attend school.

Mrs. Clarence Hance visited her sister-in-law, Mrs. Raymond Hance of Dimmitt, Thursday.

Mrs. Clem Gilliam was hostess to the Woman's Auxiliary, Thursday at her home. After a business meeting Mrs. Gilliam gave the worship service on "Walking With Jesus."

Mrs. Simpson gave an interesting article on the Home Mission work in the Smoky Mountains of Tennessee. Mrs. Gilliam gave her part, a discussion of the work carried on in the Dorland-Bell school in Hot Springs, N. M. Present at the meeting were Mesdames H. C. Baird, L. A. Matthews, Ullman Hunter, and the hostess.

Finis and Addison Hunter were in Muleshoe, Tuesday.

Frank Wilhelm, who lives on the Edgar Ireland farm, took a bale of cotton to Friona, Wednesday.

Mesdames Sam and Ullman Hunter, Dewey Owens and R. L.

Stephens were hostesses at a bridal shower Friday afternoon, at the home of Mrs. Stephens, honoring Mrs. Gus Tyejan, who was formerly Mrs. Jessie McGinnis. Chinese checkers and stunts by various women furnished amusement for the afternoon. Blindfolded, Mrs. Tyejan was told to explore the hall, where she found a table heaped with many pretty and useful gifts.

Refreshments were served to Mesdames C. E. Leasure, J. J. Wilder, M. L. Simpson, P. H. Dyer, J. B. Cocanougher, Addison and Finis Hunter, M. L. Hardy, F. L. Pinckert, Raymond Miller, Clem Gilliam, H. C. Baird, A. C. Flowers, Buddy Spencer, C. Andrews, and Clay Hodges of Friso. Mrs. Wilford Taylor of Canyon and Mrs. Henry Short of Dimmitt, and Miss Hope Adams and the hostesses. Those sending gifts were Mrs. L. A. Matthews, Mrs. Frank Wilhelm and Miss Emma Metcalf.

Martha and Mary Cayton of Hereford, spent last week with their aunt, Mrs. Gilliam.

Mrs. L. A. Matthews and Merle attended the Sudan-Dimmitt football game in Sudan, Friday. Dimmitt won.

The Frank Wilhelm family attended church in Hereford, Tuesday.

Miss Doris Hardin attended Homecoming at Canyon, Sunday.

Frank Easter, Jr., of Dimmitt, spent the week end with Lawrence and Leon Matthews.

Rev. Gilpin filled his appointment here Sunday, for the last

ALBERT BAYLISS Says,

"See Ireland Motor Company about those ugly dents in your fenders. At Ireland's we can repair them to look like new at a very reasonable cost. We have the best body equipment to take care of your needs."

(Signed) ALBERT BAYLISS.

Optometrists Of Two Districts In Sunday Session

HEREFORD IS HOSTS NOV. 6 TO SPECIALISTS OF PANHANDLE

A joint meeting of the district No. 2 and No. 2 of the Texas Optometric Association and Auxiliary was held here, Sunday. The men's organization held an opening session at 10:30 at the court house preceding a luncheon held at noon for both groups in the WPA dining room at the court house. Tables were made attractive with asters, chrysanthemums and varicolored leaves in autumn decoration.

After the luncheon the Optometric Association resumed session, featuring a program given under the direction of Dr. Millard F. Swart of Lubbock. An illustrated talk on "Analytical Assignment" was made by Dr. D. W. Leach, secretary of District No. 1, of Amarillo. Discussions of eye problems and what to do about them were led by Dr. Fred Goss of Plainview, who is secretary of District No. 2.

Members of the Auxiliary held their meeting at the home of Mrs. F. M. Kester. Plans were made for the annual Christmas basket, which is sent to some needy family each year, this year the basket will go to Berger. Christmas greetings will be sent to the Children's Home in Amarillo and books and games will be sent to the Preventorium. Members voted to place a copy of "The Visual Digest" the association's quarterly magazine, in libraries of towns represented by members of Auxiliaries.

Special guests for the luncheon included Dr. and Mrs. R. R. Willis, Dr. and Mrs. G. W. Heard and Mr. and Mrs. G. M. Hudson.

Members of the Optometric Association attending the session, were Drs. J. M. Hyden, T. M. Montgomery, R. J. Benson and D. W. Leach of Amarillo; Dr. Chas. Staehlin of Borger, Drs. Fred Goss and C. M. Clough of Plainview; Drs. J. C. Anderson, Millard F. Swart and Wm. M. Cawley of Lubbock; Dr. C. Worrell of Clovis, Dr. S. A. Noble of Clovis, N. M., Dr. F. M. Kester, and Roy Super of the American Optical Co., of Amarillo.

Auxiliary members present were Mesdames T. M. Montgomery, J. H. Hyden, J. D. Montgomery and Miss Jeffie Montgomery of Amarillo, Mesdames L. M. Clough, Fred Goss and Faye Scicolofsky, Plainview, Mrs. Chas. Staehlin of Borger, Mrs. W. M. Johnson, Plainview, Mrs. Lynn Kester and the hostess.

Frio News Items

(10 miles south of Hereford)

LURLINE DIXON
The Frio Demonstration Club met with Mrs. S. J. Barclay Thursday, with all the members present. Mrs. Scoggins and Mrs. Carol of Dimmitt and Mrs. A. M. Jones were visitors, and Mrs. Harold Lindsey was a new member. The next meeting will be with Mrs. Haskel Benson, Nov. 11.

Mr. and Mrs. W. S. Dixon visited their granddaughter, Mrs. Landrum of Friona, Sunday.

Ollie Ramey spent the week end with her parents, Mr. and Mrs. E. Ramey. She attended the singing convention at Friona, Sunday afternoon.

The carnival sponsored by the P. T. A. Friday night, was well attended. They made approximately \$30. This money will go to buy needed equipment for the school.

L. J. Tannison and family, Olivia and Virginia Benson spent Sunday with Mr. and Mrs. Haskel Benson.

Mr. and Mrs. J. E. Andrews and Alma visited Mr. and Mrs. J. N. Benson, Sunday.

Kathryn Henderson of Hereford, and Lurline Dixon spent Saturday night in the S. J. Barclay home.

A shower was given Mr. and Mrs. Henry Andrews Friday night, in the home of his parents, Mr. and Mrs. J. E. Andrews. The young couple were married last Saturday night and will make their home on the farm formerly occupied by Mr. and Mrs. D. O. Benson. Mrs. Andrews was Miss Lee, of Flagg. Those present were Messrs. and Mesdames L. F. Tannison, D. O. Benson and family, J. N. Benson, Haskel Benson, W. S. Dixon, H. D. Robbins, Albert Springer and Owen Andrews.

Mrs. Mike Cassel surprised her husband with a dinner party Wednesday night at the home Mr. and Mrs. S. J. Barclay. Those present were Messrs. and Mesdames J. M. Dixon and family, C. R. Boyd and family, and Pink Gilliland of Hereford, Mrs. Glenn Owens and family, J. B. Harlin and Kathryn Henderson of Hereford.

Ruby Boyd spent the week end with Mr. and Mrs. Charles Newell of Hereford.

Mr. Fulkerson of Roswell, N. M., spent Tuesday night with Mr. and Mrs. Earl Springer.

Mrs. Dora Jones of Gage, Okla., spent Tuesday night with her daughter, Mrs. S. J. Barclay and family.

W. M. S met Wednesday with

Home Demonstration News Notes

By MISS SADIE LEE OLIVER, HDA, Deaf Smith County

Seventeen women from seven communities attended the training school for making neufchatel cheese on Saturday, Nov. 5, at the residence of the County Home Demonstration Agent.

This cheese is made from a sweet whole milk curd. It is slightly lower in fat content than Philadelphia Cream Cheese and is served in much the same manner. Suggested uses were in a sandwich loaf, in stuffed tomatoes, Poinsettia Salad, pineapple salad, stuffed prune salad, stuffed figs, and stuffed celery hearts.

According to the 1935 United States census 121,000 or 24.2 percent of Texas farms have no cows. Research figures show that each person should have 157 gallons of milk per year to insure buoyant in contrast to passable health. Milk is our only American food rich in calcium (lime) needed for construction and repair of tooth and bone tissue.

Those who registered were: Anna Marie Kuper, Mrs. L. J. Kuper, Mrs. R. L. Cocanougher, Mrs. E. J. Boeskin, Mrs. W. P. Graham, Mrs. J. I. Lueb, Mrs. O. L. Rutherford, Mrs. Frank S. Wilde, Mrs. Frank Knabe, Mrs. Louie Olson, Mrs. H. E. Miller, Mrs. J. T. Guina, Mrs. G. C. Hartman, Mrs. Al Werner and Mrs. J. E. Dyer.

Wyche 4-H Club News

The meeting was called to order on Nov. 5. The roll call was answered by bird names.

and plan to make their home in Dimmitt. A shower was held in Dimmitt Wednesday for the bride.

Mr. and Mrs. W. H. Knox and children of Hereford, were guests in the B. A. Atchley home, Sunday. Mr. and Mrs. H. D. Hill and sons of Ford, visited in the Atchley home, Thursday.

Easter Items

By MRS. CARL FRYE

Because of the extreme cold weather Sunday we only had 19 out at Sunday School. Next Sunday will be the last time Rev. Gilpin will be with us before General Conference. Let there be a good crowd to listen to his sermon.

The Easter Missionary Society held their October social meeting at the home of Mrs. Geo. Chambers. A good program was rendered and plans were made to meet with

On Nov. 19, there will be a picnic supper at the Wyche school. There will also be a short play. Everyone is invited.

Mrs. Olson was re-elected sponsor of the club.

Those present, were Nancy Olson, Barbara Robertson, Helen Frances Elliston, Lucy Ann Mitchell, Beth Ferguson, Georgia May Reeves, Mildred Henry, Vera Rea, Andy Mitchell, Geraldine Henry, Helen Reinart, Ina Mae Hewitt, Lottie Bell Edwards, Paula Mae Edwards, Ina Nell Edwards and Florella Boeskin, reporter.

New 4-H Club

"I move that" is the correct form," said Miss Sadie Lee Oliver, CHDA, when the Progressive girls were organizing a 4-H club at the school, on Nov. 7. "Your chairman should never have to wait for a second motion," she continued.

The following officers were elected: President, Ira Jeanne Ricketts; vice-president, Wilma Higgins; secretary-treasurer, Pearl Edwards, and reporter, Eva Moore.

Those present, were Ira Jeanne Ricketts, Pearl Edwards, Freddie Leona Chick, Helen Janice Green, Betty Jeanne McBrayer, Mary Catherine Edwards, Mary Nell Batts, Rosa Lee Powelson and Eva May Moore.

The OHDA will meet the clubs at Helsingman on Nov. 15, because she will attend a district conference in Amarillo on the usual meeting date.

the Dimmitt Missionary in a joint program for the Week of Prayer.

Refreshments were served to Mesdames Carter, Nolan, Bruton, Woolery, Walton, Sparkman and Annie Smith and Hazel Chambers. Mrs. J. S. Smith and daughter, were hostesses for a shower Tuesday afternoon, honoring Mesdames Dan Bruton and Harry Smith. Many lovely gifts were received. Those attending were Mesdames Chambers, D. S. Bruton, O. B. Robertson, W. A. Epperson, Lester Gladden, Lon Woodburn, Morgan Dennis, Francolor, M. T. Sparkman, Walton, Woolery, Harvey Smith, Dan and E. M. Allen, Carl Frye, D. L. Quante of Lubbock, Hazel Chambers and the honoree. Those sending gifts were Mesdames M. Slemmons, Sam Hunter, Frank Allen, E. O. Dixon, M. L. Carter and Vay Allen.

Mrs. D. L. Quante and children of Lubbock, visited Mrs. Harry

Smith last week. Mrs. Quante will be remembered as Frankie Mae Corn, who formerly lived in this community.

Charlie Rae visited Saturday night with Mr. and Mrs. W. A. Epperson of Summerfield.

The young people of this community are busy making plans for a community supper Thanksgiving evening, at the school house.

CHORAL CLUB MEETS
The Hereford Choral Club met with Mrs. G. M. Hudson, Wednesday, Nov. 8, for regular practice and a business session. The program scheduled for Nov. 20 at the Methodist Church, has been postponed until Nov. 27.

JUNIOR PIONEER CLUB TO MEET
Junior Pioneer Study Club will meet at the home of Mrs. Lilburn Ray, Tuesday evening, Nov. 5.

Mrs. S. P. Rosson and daughter, Joan, Mrs. C. C. Acker and children, were in Amarillo, Friday, to hear the Navy band concert.

EVERYDAY SPECIALS

- APPLES
 - Rome Beauties — Peck — 25¢
 - Bushel — \$1.25
 - Jonathans — Peck — 35¢
 - Bushel — \$1.30
 - Winesaps — Peck — 40¢
 - Bushel — \$1.50
 - Delicious — Peck — 45¢
 - Dozen — 20¢
- HONEY DEW MELONS
 - 10¢ Each — 3 for — 25¢
 - Fresh Paper-Shell Pecans
 - Large Size — lb. — 25¢
 - Medium Size — 2 lbs. — 35¢
 - Raw or Roasted Peanuts
 - 3 lbs. — 25¢
 - Texas Seedless Grapefruit
 - 2 for 5¢ — Dozen — 25¢
 - Extract HONEY
 - 5-Lb. Bucket 50¢ — 10-Lb. — \$1
 - Comb HONEY
 - 1/2 Gallon — 60¢
 - Fresh Country Sorghum
 - Half Gallon 40¢ — Gallon 70¢
 - Onions — 3 lbs. — 10¢
 - Portales Yams
 - 10 lbs. — 25¢ — Bushel — \$1
 - Fresh Tomatoes — lb. — 5¢

CORNER FRUIT STAND

Will Be Closed Friday! Raymond Hawkins

Weekly Bargain Specials

PEROXIDE	4-OZ. BOTTLE	12c	
SYRUP PEPSIN	80c SIZE	39c	
KOTEX	12'S PACKAGE	17c	
KLEENEX	300 SHEETS	13c	
ASPIRINS	NYAL'S 200 TABLETS	59c	
50c Milk or Magnesia	29c	5c Special Cold Capsules	19c
5c Blue Jay Sore Plasters	19c	50c Vaporizing Salve	37c
11.00 Vitals HAIR TONIC	79c	1.00 Brown's NOSE OPEN	89c
50c Chamberlain's HAND LOTION	37c	50c Lucky Tiger HAIR TONIC	29c
Pint Nyseptol ANTISEPTIC	39c	50c Ipana TOOTH PASTE	33c

SPECIAL! ARMAND'S BLENDED CREAM Trial Size 25c

BAY RUM	PINT BOTTLE	29c
WINE CARDUI	1.00 BOTTLE	79c
SHAMPOO	DRENE, 90c BOTTLE	49c
CRAZY Crystals	1.00 SIZE	89c
WATER Bottle	1.25 VALUE	79c

Close Drug Store

Save the Price of Your Subscription by Reading the Specials!

FRED BROWN Says,

"See the large selection of better used cars at Ireland Motor Company. We have all makes and models at the price you like to pay!"

(Signed) FRED BROWN.

ANNOUNCING

That this shop will be closed all day on Armistice Day, Friday, Nov. 11

See Us For All Beauty Work! THE PERSONALITY SHOP ANNIE MAE MINTON, Owner



Announcing . . . A Change In Management OF THE MODERN SAVOY HOTEL

Mr. and Mrs. I. M. Harrow of Lubbock announce this week the leasing of the Savoy Hotel in Hereford and invite you to visit with them anytime and get acquainted.

We are proud to be a part of this thriving community and pledge ourselves to give our patrons the highest class service obtainable. We will have personal charge of the management of the Hotel and wish to give our customers the personal service they want and expect of a good hotel. When in Hereford make the SAVOY HOTEL your stopping place, where you will always find a big welcome awaiting you!

SAVOY HOTEL

Mr. and Mrs. I. M. Harrow, Mgrs.

Hereford, Texas



Open Season On DUCKS and GEESE

Wednesday, November 16

STREU'S is Hunting Headquarters

The Duck and Goose Season is just about here (November 16, is the opening date) and everybody will want to get a duck or goose this year!

We have everything in our stock of hunting supplies to help make your hunting excursions a success, including decoys, shotguns of several makes, high-powered shells for any and all guns, Gun cases, hunting togs, etc., and we even sell licenses here at Streu's. All our hunting equipment is high in quality and reasonable in price. Remember we rent guns!

SHOTGUN SHELLS

12-GAUGE SUPER-X NITRO EXPRESS and PETERS HIGH VELOCITY

\$1 15 BOX

- SHOT GUNS
- RIFLES
- SHELLS
- DECOYS
- HUNTING KNIVES
- HUNTING JACKETS
- LUNCH KITS
- THERMOS JUGS
- DUCK CALLS
- RUBBER BOOTS
- GUN PLUGS
- HUNTING LISENCE



... IN FACT, Everything for Your Hunting Trip!

"Get Your Hunting License at Streu's"

"Get Your Duck Stamp at The Post Office"

Streu Hardware Company

GUS STREU, Owner

HEREFORD, TEXAS

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

PREPARE DINNER COM- PLIMENTS MRS. CLARK

To compliment Mrs. J. J. Clark, covered-dish affair was given at her home Friday, when guests arrived for a covered-dish luncheon noon. Mrs. George Muse and Mrs. J. C. Ricketts were in charge arrangements. After the luncheon a "talk fest" was enjoyed. Those attending were Mesdames E. B. Hedrick, J. B. Stoker, George H. J. C. Ricketts, W. B. Demeron, Bob Pipkin, Misses Frances Dameron, Inez Clark, Virginia Barnett and the hostess.

INTERMEDIATE ENDEAVOR GROUP MEETS

Intermediate Christian Endeavor of the First Christian Church met at the church, Sunday evening. Ruth Temple Hastings led the program on "We Need Jesus."

Daniel Russell gave the devotion and talks were made on "Usual Living," by Rachel Ireland, Richard Petersen, Rue Wilson, and Daniel Russell. Many Ellen Hensley talked on "Joyful Living." Harry Trimble and Lois Agnes Gilbreath gave talks on "Successful Living," followed by discussions on "Powerful Living," by Dorothy Coombes, Rena Rae Renfro, Ruth Temple Hastings and Mrs. H. M. Redford, sponsor.

Prayers were given by Mary Ellen Hensley, Rachel Ireland and Ella Coombes, sponsor.

MRS. GILBREATH HOSTESS FOR CLUB

Mrs. J. T. Gilbreath, Jr., was hostess Thursday afternoon, at an enjoyable bridge party for members of the London Bridge Club. Pot plants and greenery were used throughout the house for decorations. Tallies and other accompaniments for games of bridge emphasized a fall motif.

High Score prize was awarded to Mrs. Sherman Morgan.

Members present were Mesdames R. R. Willis, N. E. Milburn, Lee Morgan, Sherman Morgan, Ernest Medkief, Meade Halle, Nelson McRight, Mrs. Ralph Roden, a guest, and the hostess, Mrs. J. M. Posey was a tea guest.

KNITTING CLUB ENTERTAINED

After and crystal table appointments were used Wednesday of last week when Mrs. J. T. Gilbreath, entertained members of the Knitting Club with a luncheon at her home on East fifth street.

Various types of handwork furnished entertainment after the luncheon.

Guests included Mesdames Ernest Medkief, Travis Dameron, Woodrow Ireland, W. J. Stanford, Meade Halle, Louis Woodford, Miss Ruth Conkright and the hostess.

MUSIC GROUP AT SEVENTH DISTRICT MEET

Representatives from musical groups of the city who attended the Seventh District Federation of Music Clubs convention held in Amarillo, Friday and Saturday, included Mesdames W. E. Dameron, C. H. Dyar, G. A. F. Parker, R. P. Coneway, W. J. Stanford, Jeff Gilbreath, Troys Carmichael, O. T. Williams, H. L. Broadwell, C. C. Ferguson and Misses Mattie Mae Swisher and Ruth Conkright from the Music Study Club. Mesdames Broadwell and Thompson are district officers and Miss Swisher is State chairman of Philanthropic Music. Having parts on the Junior program were Nadine Newell, Tom Wilson, Bettye Jane Rotolon and Bobby Jennings.

Besides several members of the Music Study Club, who joined groups from all over the Panhandle

in the choir festival presented on the Fine Arts Program, were O. T. Williams, Earl Eubanks, Adeline Koelzer and Gertrude Koelzer, representing the Hereford Civic Chorus.

SHOWER COMPLIMENTS RECENT BRIDE

On Monday, Oct. 31, Mrs. Elmer Winkler, a recent bride was complimented with a miscellaneous shower at the home of Mrs. Frank Tackett, Jr.

The Halloween motif was featured in black and orange decorations, and the shower gifts were revealed when a large basket decorated in orange and black colors, was presented to the honoree by Billye Jo, Bettye Sue and Loraine Morton, dressed as witches and spooks.

Refreshments carrying out the Halloween color scheme were served to Mesdames Addie Winkler, Virgil Morton, John Decker, W. M. Cogdell, G. R. Conklin, Lewis Guthrie, Less Thompson, Payne Rutherford, Bill Morton, Mike Funk, Mrs. Sowell, Mrs. Layman, Misses Mary June Decker, Billye Jo, Bettye Sue and Loraine Morton, the honor guest and the hostess.

Those sending gifts were Mesdames Bill Rice, Virgil Decker, George Funk, Guy Lawrence, Virgil Morton, Mrs. Andrew and Mrs. Wagner.

MRS. CANNON IS LEADER FOR SUMMERFIELD STUDY CLUB

Mrs. L. L. Cannon was leader of the program, Thursday afternoon, when the Summerfield Study Club met at the home of Mrs. Ky Lawrence, with Mrs. Hollis Walser as co-hostess.

A program of unusual interest was presented on "The Feminist Revolt." The book, "Angels and Amazons," by Inez Hayes Irwin was reviewed by Mrs. D. C. Walser. The story deals with the rise of women from 1833 to 1933, and the introductory explains that this is the one social movement that has been outstanding through the years.

In continuing Mrs. Walser said, "In the day of the pioneer there were no women in trade, none in the professions and none actively engaged in public life. Today we have a world peculiarly marked by the touch of feminine hands. Equal suffrage and prohibition are only two of the most obvious social changes wrought by women. Mrs. Walser painted a realistic picture of the new place women are taking in a fast-changing world.

Mrs. Cannon told about the "Revolt in Ireland." She said in part, "In Ireland when the average woman leaves her home it is usually for the reason of keeping it. She keeps a job in order to eke out the family budget, or because her husband is ill or dead and she must become the sole support of her children. As for physical ability, Irish women have for centuries been considered robust enough to do the hardest work in the fields or elsewhere. At the present time organizations are being formed for the purpose of bettering working conditions for women, and an effort is being made to place women representatives on all governing bodies."

Refreshments were served to Mesdames L. L. Cannon, Jim Clark, C. R. Walser, Lee Curry, Ray Johnson, D. C. Walser, Tandy Legg, B. C. Roberson, Ben Wilhelm, B. E. Roberson, R. L. Wilson, A. Behrends, Lloyd Lookingbill, J. B. Nolan, Hollis Walser, Guy Walser, and Mrs. Lawrence.

Stencils, ink and office supplies at Brand Office.

FORMER HEREFORD WOMAN DIES AT AUSTIN

Word was received here early in the week of the death of Mrs. Earl Thomas in Austin. Her death occurred on Oct. 26, after an illness of several months. She is survived by her husband and five children. Funeral rites were held in Austin, where the family had recently moved from Kaufman.

Mr. and Mrs. Thomas were early residents of Hereford. He was an undertaker for the E. B. Black Funeral Home while here, and Mrs. Thomas taught school in Hereford when she was Miss Agnes Clark, before her marriage to Mr. Thomas. They were both actively connected with the Methodist Church.

MISS HELEN GILMORE CROWNED QUEEN OF W. T. S. C. EX-STUDENTS

Climaxing Homecoming celebrations at WTSC, in Canyon, Saturday, Miss Helen Gilmore of Hereford, was crowned Queen of the Ex-Students. Miss Gilmore, chosen from 33 candidates nominated by towns and counties of the Panhandle, was featured last year in the beauty section of Le Mirage, college annual, being chosen for that position by McClelland Barclay, noted artist.

Miss Gilmore, who is the daughter of Mr. and Mrs. Lee Gilmore of Wheeler, is a teacher in the school at Westway.

ATTEND BIRTHDAY CELEBRATION IN SUDAN

Mr. and Mrs. Lewis Guthrie and children, Wanda June and Wesley, spent the week end in Sudan, and attended birthday celebrations, honoring Mrs. Guthrie's father, J. F. Council of Portales, N. M. The dinner was given at the home of Mrs. Guthrie's sister, Mrs. J. G. Esell. Others attending were Mr. and Mrs. C. F. Council and family of Portales, N. M., J. M. Council, Chimoay, N. M., Mr. and Mrs. Ernest Council, Kansas, Mr. and Mrs. A. L. Oehlein and daughter of Lubbock, Mr. and Mrs. Andrew Hagen and son of Sudan.

BAND AND ORCHESTRA PARENTS ASSOCIATION SPONSOR UNIFORM DRIVE

A campaign for funds with which new uniforms will be purchased for the high school band is being sponsored by the Band and Orchestra Parents Association. A series of events have been scheduled, the first in the form of a chili supper, when pie and hamburgers will also be sold, will be held in the Palmer building north of the post office, Nov. 19. On Nov. 22, Stuttering Sam will be presented at the high school auditorium at 8 o'clock, and early in December a Negro Minstrel will be staged with Director Ralph Smith in charge.

Hereford High School boasts the largest band in its history but they have no uniforms. Valiant efforts for funds with which to purchase new uniforms, are being made by the Parents' organization and the general public is invited to attend these events, thereby aiding in a very worthy cause.

INTERESTING DISCUSSIONS FEATURE BAYVIEW CLUB PROGRAM

Two interesting discussions covering two distinct organizations were featured at the Bayview Club meeting held in the club rooms at the court house, Thursday afternoon.

After roll call which dealt with "Quotations about Home Life," conducted by Mrs. John McLean, the first discussion was presented by Mrs. John H. Olson on "Family Disorganization," quoting one author as saying, "A family with no discord would be so highly abnormal as to become a social mon-

strosity." Mrs. Olson described two types of discord, the first originating outside the home, brought there as a general dumping ground for grievances, and the second, which comes from the relationship of members of a family. She also mentioned several reasons for family disorganization, such as, the mother working outside the home, the mother who dislikes housework, the mother with too many clubs, the father who is never at home, and in conclusion, gave Professor Wm. F. Ogburn's attitude towards the subject in "American Marriage and Family Relationships," who believes that all these things can be adjusted from time to time, if the members of the family realize that their actions are disrupting the whole household.

Mrs. D. H. Alexander discussed "The Cause and Effect of National Unemployment." She went back to the time of Captain John Smith for her first statement, calling attention to his warning to the colonists when he said, "Set aside your dream of gold, nothing is to be expected hence but by labor." She sketched, briefly, the post-war days to 1929, the beginning of the delusion which carried the boom to its magnificent sequel of '29, the changes economically and politically in the government and told of Frances Perkins and her opinion of the woman pin money worker. Mrs. Alexander brought out the fact that now is a time of pioneering with frontiers of idle men, idle money and idle machines. She read excerpts from an article, written by Newton D. Baker stressing that there are 4 million young men and women between the ages of 16 and 25 who are out of school, unmarried and unemployed, and quoted an educational psychology professor at Yale University who says, "These unemployed youths have been trained for home life and marriage, and society has set the standard which now fails to provide opportunities for them to follow, the government should at least give them a stop gap."

Members attending the meeting were Mesdames C. R. Barber, D. H. Alexander, Bob Wilson, J. B. Stoker, J. P. Slaton, Colby Conkright, E. W. Harrison, E. B. Hedrick, A. M. Jones, J. W. Kirby, Paul Mathers, John McLean, C. F. Moore, J. H. Olson, G. A. F. Parker, John Roberts and F. T. Rolson.

Dawn Items

BY MRS. JESS CALDWELL
Mr. and Mrs. R. S. West were called to Whiteface, Saturday, by the illness of their daughter. Mrs. Aubrey O'Neil of Canyon, spent the week end at home. Mr. and Mrs. Carl Luke entertained the young people of the community with a Halloween party last Sunday night. Miss Syble Smith of Berger, spent the week end, with her parents, Mr. and Mrs. L. A. Smith. She attended the community club meeting Friday night, and went to the Homecoming at WTSC, Canyon, Saturday. She returned to her school work Monday. Mrs. E. V. Holman was hostess to members of the Dawn Study Club, Tuesday, Nov. 1. There were 16 present, including several visitors. Two interesting literary numbers were on the program. Mrs. Walter Galley briefly discussed the life and work of Amy Lowell, and a book review "Edna St. Vincent Milley," was given by Mrs. William Wimberly. The next meeting of the club will be Tuesday, Nov. 15, with Mrs. Ernest May as hostess. Bayle Neal of Amarillo, was a

Dawn visitor Saturday. He is a student at Texas Tech this winter. Gayle spent the past summer in Dawn.

Miss Luella Campbell of Canyon, was a week end guest of Miss Ella Smith. She attended the community club meeting, Friday night. Members of the Dawn Home Demonstration club will meet Wednesday with Mrs. H. E. Miller, due to the absence of Mrs. J. Fields Matthews.

Quite a number of homes are being remodeled and repainted. Mr. and Mrs. Burum are having new floors put in their house; the H. E. Miller house has been stuccoed and painted. The Alfred Mays have also recently remodeled and modernized their house.

Mrs. J. M. White was given a surprise birthday dinner Friday, when a number of friends gathered at her home. Each brought a covered dish. Those present to celebrate the occasion included Mesdames C. E. Gallop, Lester Galley, Walter Galley, Ernest May, Alfred May, Baker Womble, Johnnie Womble and Irvin Reeves.

Otto Samuelson of Canyon, was a caller in the H. H. Miller home, Friday.

A large crowd was present at the Dawn community club meeting, Friday night. The Lions Club of Hereford furnished an interesting program. Bill Smith was in charge of the program, which consisted of numbers by Ray Coneway, Miss Kirby and Mrs. O. G. Hill. Refreshments were served at the close of the meeting. The next meeting of the club will be held the first Friday night in December. The arrangements will be in charge of Mrs. Baker Womble, assisted by Mrs. Ernest May and Mrs. Alfred May.

There was no school at Dawn Saturday, because of the WTSC Homecoming celebration at Canyon. Dawn students attending Training School at WTSC, also enjoyed a holiday. Quite a number of Dawn people who are former WT Exes, attended the Homecoming.

Miss Wilma Jean Miller, together with pupils and teachers of the Dawn school, enjoyed a little birthday surprise party and treat at the school Wednesday evening, honoring Wilma Jean's tenth birthday. The West car, driven by Miss Bobbie Jo West, was overturned Sunday night at a curve about 1 1/2 miles west of Dawn. Miss West and the other occupants of the car all escaped unharmed, but the car was badly damaged.

VEGA STUDY CLUB MEETS

The 1938 Study Club of Vega met Wednesday Evening, at eight o'clock in the home of Mrs. A. R. Castleberry. A delightful program was presented by Miss Lily Larson of Amarillo, assisted by Miss Osha Lee Ellis. The program included piano compositions from classic, romantic and modern composers. Miss Larson rendered com-

positions in a lighter vein with her Libropharp.

Miss Osha Lee Ellis gave two readings that were appreciated.

The numbers given were enthusiastically received by both the members of the club and their guests. Members of the club attending were: Mesdames Inez Leonard, R. O. Sellers, C. E. Wimberly, Everette Wiseman, Raymond Thompson, J. T. Shelton, C. L. Morris, Marshall Howard, R. C. Godwin, Coxy Wesseler, J. C. Ebersole, A. B. Castleberry and Fred Cotton. Guests were: Mesdames Truman Miller, Robert Armitage, H. H. Weisfeld, R. W. Armitage, John L. Watson, D. W. Clark, W. A. Williams, O. H. Loyd, John Van Meter, Woodrow Marchbanks, Jess Glen, and Miss Evelyn Wiseman.

AN EXTRA ROOM? TRY A WANT AD

Permanents of Distinction

Our permanents—distinctive and in the very latest fashion—are priced so anyone can afford one. We give you a natural-looking wave that will be very easy to take care of and which will last for ages.

This shop will be Closed All Day, Armistice Day, Friday, Nov. 11

Imogenne's Beauty Shop

ONA FAYE SMITH, Owner

WE
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We Sell For Less

Friday Phone 99 Saturday

LIFEBUOY and LUX TOILET SOAP 5 BARS 24c (Limit 5 bars)	CALOX Tooth Powder 50¢ Size 29c	ORLIS Mouth Wash PINT BOTTLE 39c
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Mentholatum 25¢ JAR 19c

Cod Liver Oil Tablets 60 In BOX 39c

Cleansing Tissues 500's 19c

PHILLIPS Milk Magnesia 50¢ Size 31c	for MARRIAGE HYGIENE may we suggest LANTEEN BROWN SET COMPLETE \$2.79 LANTEEN BLUE LARGE REFILL 1.39 LANTEEN BLUE MEDIUM REFILL 79c	IPANA Tooth Paste 50¢ Size 29c
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Pablum BABY FOOD. 1 LB. 34c

Peruna Tonic \$1.25 SIZE 89c

Gem Razor, new style Blades and Case 29c

P & G Laundry Soap GIANT BARS 10 FOR 29c	Be Wise-Alkalize with ALKA- SELTZER	ASPIRIN Tablets BOTTLE OF 100 13c
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SYRUP FIGS 60¢ Size 36c	DARBY Alarm Clocks \$1.25 Value 79c	SYRUP PEPSIN \$1.20 Size 79c
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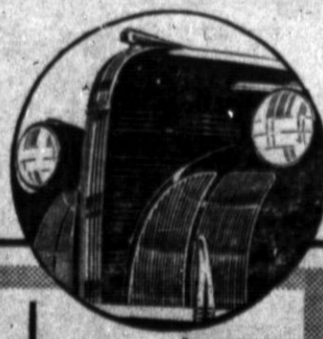
Dukes and Durham TOBACCO 4 BAGS 13c

Gum and Candy Bars 3 FOR 10c

Crackerjacks 3 BOXES 10c

SEE THE 1939

PONTIAC'S



FOR LIGHT LEADY IDENTIFYING SPEED SERIES ELIMINATE PRESSURE	FOR HEAVY LOADS AUXILIARY BRAKES GIVE 100% ACTION	NEAREST RIDE WITH DUPLEX SPRINGING	WITH OR WITHOUT BUMPING BOARDS AS DESIRED	LOWER BODIES WITH CURB-HIGH FLOORS
IMPROVED SAFETY SHIFTS AT NO EXTRA COST	25% MORE WINDOW AREA FOR GREATER SAFETY	SMOOTHER PERFORMANCE WITH INCREASED ECONOMY	LONGER-WEARING MULTI- SEAL HYDRAULIC BRAKES	ALL THESE plus LOWER PRICES

AMERICA'S FINEST LOW-PRICED CAR A GENERAL MOTORS VALUE

NORTON MOTOR CO.

317 E. MAIN STREET HEREFORD, TEXAS

CUT YOUR COAL COST!

COAL \$6.45 TON

LUMP or NUT

BEST GRADE, PURE HARD BITUMINOUS COAL (Hydro Cleaned)

- ... Less Ashes—Less Slack—No Slate!
- ... It Burns Longer!
- ... It Will Not Clinker!
- ... It Burns to a Light Ash!
- ... It Produces an Even Heat!
- ... It is Very Low in Moisture and Sulphur!
- ... It is uniform in size and Hard Structure!
- ... It is the Economical Coal!
- ... It is the Ideal General Purpose Coal!
- ... A Supply is Always Available!

San Jon Elevator

SAN JON, NEW MEXICO

"NOW IS THE TIME TO FILL YOUR COAL BINS!"

ROYAL BAD-GIRL Her Life... Her Sins!

Norma Shearer as the girl-queen who yearned for love! Tyrone Power as the lover who offered his life. 2 1/2 hours of thrill!

NORMA SHEARER TYRONE POWER MARIE ANTOINETTE

John Barrymore in "The Sign of the Cross" with Joseph Schildkraut. Gladys George in "The Sign of the Cross" with W. J. Van Dyke. Excesses of Parisian Night. The mob stores the Royal Palace, death on the gallows!

STAR THEATRE

SUNDAY, MONDAY and TUESDAY November 27-28-29

Civic Chorus To Present 'Messiah' Here in December

Pointing out that practice will start Monday evening, Nov. 14, at 7:30 o'clock on the "Messiah," Miss Mattie Mae Swisher, director of the Hereford Civic Chorus, today said that all members are urged to attend the meeting. She also said that new members will be welcomed at the initial meeting. Present plans are for the chorus to present the "Messiah" around the middle of December, and singers from Amarillo and other neighboring towns will be invited to take part in the presentation, which will mark the fourth presentation here by the Civic Chorus. "We are anxious to secure new members," Miss Swisher said. "Work with the Chorus is good training, and training is the chief object of the Chorus. We are not asking trained voices, but our motive is to help develop natural ability of singers over the community."

Whitman Funeral Held Saturday

Funeral services for Mrs. Mary Whitman, 48, were held from E. B. Black Funeral Home, Saturday morning, Nov. 5, conducted by Rev. M. B. Beavers, pastor of the First Methodist Church. A second service was conducted by Rev. J. N. Hamlin, pastor of the Methodist Church at Abilene, where services were again conducted and interment was made. Mrs. Whitman was born Jan. 25, 1890, in Ohio, and married A. W. Whitman at Chicago, Ill., Jan. 25, 1906. She came to Texas in 1913, and came to Hereford in 1936 from Abilene, Texas. She died at her home in Hereford, Friday, Nov. 4, following an illness of several weeks. In addition to her husband, she is survived by one son, Lyle Whitman of Hereford; a daughter, Mildred Whitman, Hereford; her mother, Mrs. J. C. Bowman of Hamlin, Texas; one brother, Ralph Bowman, Hamlin; two sisters, Mrs. Hazel Daleen of Chester, Montana, and Mrs. John Lyle of Joplin, Mo.

Black Glad To Return After Extensive Trip

"We've got the best country in Texas—and I am glad to be back home," was the way E. B. Black summed up a three-week visit in various points of the state when he and Mrs. Black returned this week. They spent 10 days with their son, William Black, in Dallas, they visited four days with friends at Cheburne, from where the Blacks came to this area 38 years ago. They also visited in McAllen, Corpus Christi and San Antonio. Although fruits looked good in most sections, Mr. Black said that cattle and general crops are not on a par with those found in the Hereford territory.

Increase Seen In Tax Collections

Reporting tax collections above those of last year, Fred Baird, deputy collector, this week issued figures for October, the first month for tax collections. "In October, 1937, we issued 92 receipts," he said, "they totaled \$2,497.55 — an average of \$27.15 each. This year the month of October showed 285 receipts, totaling \$7,301.20 — an average of \$25.62 each. Twenty poll taxes were paid in October last year as compared with 72 for the same period this year."

Voting Light

Out opposing vote. Generally speaking, the South remained Democratic, but in other areas the Republicans took a step toward power. Tuesday's balloting showed 11 Republicans added to the nation's governors, and the party's membership in the House was increased by more than 70; it also gained at least eight additional votes in the Senate. Where the Republicans lost several instances they showed much more strength than in recent years. Against the Republican triumphs, however, there were offsets. One of these was a narrow Democratic victory in the all important state of New York, which retained Herbert H. Lehman, Democrat, to the governor's chair. The Democrats took California, which has had a Republican governor for many years, and replaced the Republican governor of North Dakota with a Democrat. They also placed a Democrat in the governor's chair in Maryland, previously held by a Republican. While the Democrats and the New Deal lost much, they had much to lose. Results left the party securely in control of both House and Senate, although the Republican gains increased. Meanwhile, both sides claimed victories in the general election, pointing out specific gains as indicative of the nation's sentiment. New Mexico, neighboring state to this area, saw continuance of Democratic administration, despite a hotly-contested race in the state. Rep. J. J. Dempsey, elected to a third term in Congress, led the Democratic ticket with a majority in excess of 25,000 over Pearce Rodey, Republican. John E. Miles, Democratic gubernatorial candidate held steadily to a 10,000 majority over Albert K. Mitchell with about one-tenth of the state's 912 voting districts reported.

Legion To

Following along the same lines as last year, the Legion police court will be operated on Main Street, and will be under direction of Chas. Bennett, who will act as judge and jury. A jail will be provided to take care of offenders and fines will be exacted. A banquet will be served at the Methodist Church at 7:30 o'clock Friday evening to which all ex-service men and their wives are invited to attend. Tickets are now on sale by members of the Legion and Auxiliary. The celebration will be climaxed with a dance at the City Hall, to which the public is invited. Herick's Rhythm Clowns have been engaged for the dance, proceeds from which will be used for local, charitable purposes.

Red Cross

through the Junior Red Cross. Concluding the program will be Governor-elect W. Lee O'Daniel, who will address the people of Texas for three minutes. Originating in the studios of WFAA, Dallas, "Texas and the Cross of Red," will be rebroadcast simultaneously over KPRC, Houston, and WOAI, San Antonio.

Water Legislation

possibility of a post-season game to replace the Whitdeer tangle, which was cancelled by mutual agreement, were still considered by officials, who said that definite announcements will be made next week. A victory over Tulsa would be a strong indication for the additional game — and the Hereford squad will put everything they have into an effort to win tomorrow.

EDWIN MAUK Says,

"Be sure and go to Ireland Motor Company for your automotive needs such as car heaters, defrosters, etc. Remember too, Irelands have a complete line of automotive parts." (Signed) EDWIN MAUK.

Irma Williams

Williams was an active worker and at the time of her death held the office of secretary in the club. A few weeks ago Miss Williams was stricken ill and after taking treatment in Amarillo, returned to the home of her parents in Dalhart for rest and recuperation. A kidney affliction proved stubborn, and complications developed so that two weeks ago she was removed to the hospital. At times she rallied and hope was held for her until late Sunday. She died at 11:33 o'clock Tuesday morning. Immediate members of her family who survive her are her parents, a sister, Lois Catherine, now Mrs. Harold Grube of Sunday; a sister, Neil, and a brother, Jack, both of Dalhart. A large number of friends from Hereford attended the funeral Wednesday in Dalhart, including: Aline Hughes, Mrs. Paul Foster, Mr. and Mrs. O. T. Williams and daughter, Mrs. Evelyn Shannon, P. R. Walker, Mrs. Bessie Smith, Miss Vera Byrnes, John P. Cochran, Roy Smith, Joe Billingslea, Mr. and Mrs. A. R. Bateman, Mrs. Dorothy Cobb, Miss Frances Morgan of Clovis, and Dr. and Mrs. F. W. James of Olton. O. T. Williams, manager of the SCS office and formerly of Dalhart, was one of the honorary pall bearers.

Services Mark

pastor for numerous churches in the conference during the time, and has been active in expanding churches and entering building programs. His first charge was in Haskell County.

Around Town

A. R. Bateman, county agent, went deer hunting with a party from Farwell, returning with his buck and eight squirrels. Geo. Messenger of the Bellview community returned with a deer, a turkey and three squirrels. C. A. Skelton and Jim Clark have not yet returned from their hunting trip. NOTICE: Bob Higgins—Be sure and read the "For Sale" ads of the Brand this week!

Hereford Squad

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Marie Antoinette Features Life Of Play-Girl Queen

Marie Antoinette was more than a queen, she was above all, a woman, a woman of great strengths and great weaknesses; a woman who lived life fully, whose loves were no ordinary tragedies, a woman whose one moment of love reached heights that were to last a lifetime. Norma Shearer resumes a brilliant career and brings "MARIE ANTOINETTE" to the screen, with Tyrone Power as her romantic co-star. It is her first role in two years. Two men shared Antoinette's love. Tyrone Power is the dashing Count who dared to love a queen. To him, Antoinette gave her heart. For her, he risked his life in one of history's most daring and thrilling episodes, the attempted escape of the Royal Family during the French Revolution, which failed by a matter of minutes. Robert Morley is Louis August, the dull-witted, yet kindly clod, who becomes King Louis XVI. To him, Antoinette gave devotion, understanding and tenderness. A record supporting cast of 152 speaking parts, featuring John Barrymore, Gladys George, Anita Louise, Joseph Schildkraut, Henry Stephenson, Joseph Gallela and other leading players, bring this well known story to the screen in the most gorgeous and magnificent production ever to come out of Hollywood. You needn't bother to forgive your enemies—just forget them. The retentive memory may be a good thing, but the ability to forget is the true token of greatness.

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Crowds Throng

dividual buyer of the sale. He took home 14 cows and a baby calf—and he bid on almost every animal offered in the ring. Mr. Reed started his pure bred Hereford herd three years ago, and is rapidly building up a sizeable herd. The balance of the cattle went generally, to breeders of the Texas Panhandle, Eastern New Mexico, and into the Sweetwater-Midland section. Among breeders in this immediate area who bought in the sale were: J. Sanders, J. B. Stoker, W. E. Dameron, Clyde Cavanaugh, S. P. Rosson, H. D. Robbins, Dick Dickson and O. G. Hill, all of Hereford; H. H. Miller of Dawn, L. L. Cannon of Summerfield, Carl Bender of Friona, Bill O'Brien of Amarillo, and Jack Dunn of Farwell. Superior Anxiety 4th Jr., was the top bull in the sale; he sold for \$350 and went to W. L. Williams of Wheeler, Texas. The second high bull was Advance Mischief 5th, selling to O. G. Hill of Hereford at \$365. Sixteen of the bulls consigned were calved in 1937, and the other in 1938. The sale opened at 12:30 o'clock following a lunch served at 11:30 by members of the Eastern Star. Col. Earl Gartin was in charge of the auction, assisted by Frank W. Farley of the Hereford Journal, O. R. Peterson of the Cattleman, Don Chittendon of the Drover's Telegram, Frazier Biggs of Western Livestock and Mason King of the Amarillo Globe-News. The pavilion was packed beyond seating capacity during the sale, which saw familiar faces of breeders in the Southwest, along with that of John M. Hazelton of Kansas City, who is associate editor of the Hereford Journal and author of a history on American Hereford cattle. The Mousel herd of Nebraska was also represented.

Former Resident

section and as one of the outstanding families of early days. She married Harry Wildy Lea in 1903, and has one daughter, Annie Wilda. She was a member of the Presbyterian Church and had resided in Denver for the past 16 years. Her husband preceded here in death in April, 1933. She is survived by her daughter, Mrs. Garry and three grandchildren of Denver; two sisters, Mrs. C. C. Ferguson of Hereford, and Mrs. L. J. Jordan of Fort Worth; four brothers, J. G. Howard of Glendale, Calif., H. D. Howard of Sacramento, Calif., S. T.

Howard and Jerome Howard of Levan, Utah. Funeral services will be held Saturday in Denver. Jes' don't go gittin' sorry for yourself! All that you're bearin' lots of folks must bear; Jes' turn to huntin' blessins' and you'll find Them shinin' things a growin' everywhere.

Janet's A Triple Threater Now!

NO WONDER SHE CAN MOW DOWN HER MEN! IT'S ALL JOY! HELP WANTED... MALE! But it was no trick for Nancy to get her man... because this little gal could cuddle, kiss and cook! The Year's Surprise Laugh Hit! JANET GAYNOR SWEETHEART OF "A STAR IS BORN" ROBERT MONTGOMERY BRILLIANT STAR OF "YELLOW JACK" FRANCHOT TONE TRIUMPHANT IN "3 COMRADES" -gaily together in Three LOVES HAS NANCY GUY KIBBEE CLAIRE DODD REGINALD OWEN Directed by Richard Thorpe Produced by Norman Kraska

Another "Crime Don't Pay" Subject "THEY'RE ALWAYS CAUGHT"

Thursday and Friday REGISTER EITHER DAY IF YOU WISH TO SELL US YOUR PICTURE!

Zane Grey's Pulse-pounding story of a man who turned outlaw to bring law to the land of the lawless! THE MYSTERIOUS RIDER Douglas DUMBRILLE SIDNEY TOLLER

ALSO—Our Gang Comedy "THE AWFUL TOOTH" A BEAST AT BAY EPISODE 14 FLASH GORRUCK TRIP TO HARS KIDDIES 10¢ ADULTS 20¢ SATURDAY Doors Open at 10 o'clock!

Pirates Still Raiding...

SALMON TRAPS IN THE ARCTIC SEAS! There's breathtaking moments of sheer spine-breeding scenes... in this roistering Jack London story of the war between fishermen and pirates winding up in one of the most realistic... gory... terrifying... savage scenes ever seen on a motion picture screen! Wild Romance! — Swift Love! — Reckless Action!

THE GREATEST ACTION PICTURE EVER MADE

A thrilling story of gallant love & swift revenge in the ice-choked waters of rugged Alaska! ADOLPH ZUKOR'S SPAWN OF THE NORTH with GEORGE RAFT HENRY FONDA Dorothy LAMOUR STAR THEATRE Previous Saturday nite! SUNDAY and MONDAY A Paramount Picture

1901 1938 E. B. Black Co. FURNITURE - UNDERTAKING Ambulance Service—Day or Night Hereford, Texas

SIGH A LITTLE! THRILL A LITTLE! LAUGH A LOT...! Here's a Human, Deep down story about folks you'll love to know!

Song Spangled Bobby BREEN in BREAKING THE ICE with Charles Cottelle Irene Dore

WHEREVER THEY GO... Thrills are waiting for the trio of headline hunters... who risk their necks for a headline!

THEY THRIVE ON THRILLS! READINESS IN THEIR HEARTS... AND THEIR NOSES STICK IN A MURDER CASE! THE MOVING REPORTERS TIME OUT FOR MURDER Gloria STUART Michael WHALEN Chick CHANDLER STAR THEATRE Wednesday Only!

THIS COUPON AND 10c Will Admit One Person to see "Breaking The Ice" with Bobby Breen—at the STAR—NOV. 15