

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

39TH YEAR—NUMBER 47.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, DECEMBER 5, 1929.

FIVE CENTS PER COPY.

WHITEFACES TAKE SECOND CONSECUTIVE DISTRICT CHAMPIONSHIP

GOOD CROWD ATTENDS SHORT COURSE AT THE PROGRESSIVE SCHOOL WEDNESDAY NIGHT

Quite a large attendance was registered at the Short Course held last Wednesday night at the Progressive school house. The program was opened by musical numbers by Otto Schick, violinist, accompanied by Geo. W. Smith, Jr. on his large auditorium guitar. The music was greatly appreciated and the musicians were repeatedly applauded.

County Agent Dunkle introduced the first speaker, Karl Marsh, A. M. dairy specialist and local cow tester of the Deaf Smith and Randall County Cow Testing Association. Mr. Marsh spoke at length, and in the course of his talk remarked: "The good dairy cow will make a profit in two ways—first, by the cream check, and second by the skimmed milk left after the cream has been separated—an excellent supplement for the protein content needed for poultry and pig feed."

Breeding and Feeding.
"The dairymen must breed right"
(Continued on Page Four)

REBEKAH LODGE VISITED BY ASSEMBLY PRESIDENT

Hereford Rebekah Lodge No. 228 was highly honored Tuesday evening by a visit from the president of the Rebekah assembly of Texas, Mrs. Jessie Ross, of Amarillo. Mrs. Ross gave the Hereford Lodge a fine address, descriptive of the work of the Rebekahs in children's and old folks' homes in Texas.

Mrs. Ross was accompanied by her husband, J. F. Ross, federal grain inspector at Amarillo, who gave a short talk.

This being a regular meeting and election of officers, Ursula Fridley was chosen N. G.; Leah Stewart, V. G.; Edna Park, secretary, and Mrs. C. T. Kibbe, as treasurer. Mrs. Kibbe was also chosen as delegate to Grand Lodge, with Edna Park as alternate delegate. Grace Witherspoon was elected District Deputy.

Refreshments of cake and coffee were served to 23 members and three guests, Mr. and Mrs. J. F. Ross and Mrs. W. A. Robinson.

Mrs. Amanda Wilson Dies At Home of Daughter Here

Amanda Wilson, eighty-five, passed away at the home of her daughter, Mrs. E. Hughes, north of Hereford about three miles on Progressive Avenue, last Thursday. The funeral services were held the next day at the home and interment was at the City Cemetery, Rev. Fuller officiating.

Relatives present at the funeral and here the following day were J. A. Hughes and daughter, Miss Madeline, Lubbock; Mrs. Cassie Lawson and son, Frank, Plainview, and Mrs. Francis Books and daughter, Miss Helen, of Stinnett. Mrs. Wilson came to Hereford about a year and a half ago to live with her daughter, Mrs. Hughes.

Brunley Chevrolet Group Enjoy Turkey Banquet

Thanksgiving evening the local Chevrolet boys were invited to a big turkey dinner, given at the home of the popular manager of the Brunley Chevrolet Co., Volnie T. Down. After an hour spent in feasting the boys voted Mr. and Mrs. Down the best of entertainers. Mr. Down then invited the crowd to be his guests at the theatre, after which all wished the host and hostess a happy good night and requesting that he repeat the occasion often.

Those present were Messrs. Art Daniel, Kelly Hill, Byrt Mathews, Frank Hall, Virgil Bolles, Clay Angelo and Floyd Lester.

Miss Mabel Gann, accompanied by Mr. and Mrs. W. E. Hutchinson of Billwater, Oklahoma, left on Monday for Chicago where they will attend the International Live Stock Show.

Somebody Will Have to Eat Beans Christmas

Salesmen of the Brunley Chevrolet Company are staging a little contest of their own this month, which threatens to become interesting before it is over. Divided into equal groups, they are in the throes of a sales race to see whether they eat turkey or beans. The winners get the turkey and the losers enjoy (?) the beans across the table from them.

Bellview Wants Telephone Line To This City

W. H. Gillebreath, of Bellview, New Mexico, was here Tuesday of this week as a representative of the Bellview Chamber of Commerce. Mr. Gillebreath said their organization is pulling for a direct telephone line into their city from Hereford. The Bellview people want a good substantial line out their way, and many of the rural inhabitants are ready to sign up for rural telephone service if they can get the right kind.

Mr. Gillebreath also stated that a new rock road is being built in the direction of their town from Grady and they are doing their best to steer it direct to Bellview.

SOCKS SOCIAL AND PLAY AT FRIO SATURDAY NIGHT

"The Little Clodhopper" play is to be presented at Frio on Saturday night, December 7, and will be followed by a sock social, very similar to a box supper except the lunch is put into a pair of new socks. No admission will be charged at the door but each lady is expected to bring a pair of socks. The young people have been working hard on this play and have it in fine shape. String music will start at seven o'clock and the curtain rises promptly at 7:15.

NEW CATHOLIC CHURCH GOES UP AT UMBARGER

Members of the Umbarger Catholic church, have under construction a new brick veneer church edifice, and home of about the same construction for the priest just north of the church building. The two buildings are very modern and will make a valuable addition to the town of Umbarger.

Milk Inspector Appointed by City This Week

Karl Marsh was made city milk inspector at a meeting of the city commission the first of this week. He will take charge of his office December 15, according to Miss Eva Skelton, city clerk. Miss Skelton also informed the Board that the new Standard Milk Ordinance will go into effect on January 12, 1930.

Mr. Marsh will be available to those needing his assistance and information can be procured from the city clerk's office.

STATE INSPECTOR HERE VISITING LOCAL SCHOOLS

S. E. Clark, rural school supervisor from the State Department of Education arrived here Thursday morning to inspect state aid schools, namely Westway, Summerfield and Messenger. Mr. Clark accompanied by Judge Wilson made the inspections today and a report will be made of Mr. Clark's findings in the Brand next week.

crowd judge which of the four parts Mr. Spratt sang best. The singers behind a curtain did very well—in fact, it was not possible to hear Mr. Spratt at all, but he gave a fine imitation of singing. A good stunt was pulled just before adjournment when copies of a parody on "The Old Gray Bonnet" dedicated to the football team, were distributed and everybody sang lustily. As the crowd left the football team got their hands together and gave a rousing "15 rods" for the Chamber of Commerce.

LAMESA GAME SCHEDULED SATURDAY

Now that the district championship is Whiteface property for the second consecutive year, football tracks lead toward Lamesa, several hundred miles south of Hereford. The Whitefaces earned the right to meet Lamesa, champions of District 2, by defeating Perryton here Tuesday afternoon, 26-7. Superintendent V. Z. Rogers, of Lamesa schools, was here to watch the game and immediately after it was over, a coin was flipped to decide where the game would be played. As usual Hereford lost the flip; but then when the game comes to be lost or won Hereford will, as usual, have quite a bit to say about that.

The time of the game is next Saturday afternoon at 2:00 o'clock. At the time this is written it cannot be ascertained whether a special train will be run. It is believed there will be a train chartered, but a bulletin elsewhere on the front page of the Brand will make definite announcement of that.

The Whitefaces came through Tuesday's game in good shape—much better than appeared to be

Bulletin!

THE SPECIAL IS GOING!
It was decided this morning after a hurried canvass of the city that it would be cheaper for everybody if a special train over the Santa Fe be chartered to carry the Whiteface team, band and pep squad and the Hereford fans who will go to the bi-district championship football game at Lamesa Saturday.

The special has been ordered. It will leave here at 6:30 Saturday morning. The round trip tickets will cost \$4.10. The train will get to Lamesa about 11:30. The game will begin at 2:00. The train will leave there as soon as the team has time to get something to eat after the game, and will get back to Hereford at 10:00 p. m.

Admission tickets to the game will be on sale on the train. They will cost 50c and \$1.00. All band and pep-squad members will be admitted to the game free.

Tickets for the special train may be bought at either of the three drug stores, at the high school or from the secretary of the Chamber of Commerce.

It looks like it's going to be another big day for Hereford and the Whitefaces. Let's go lambast Lamesa!

the case when the game was over. Ralph Clennin will be back in the game strong as ever, and the other boys were not hurt enough to say

(Continued On Last Page)

Olson Sells His Variety Store to Chick & Hagood

E. T. Chick of Dallas, and Thos. Hagood of Tulsa, purchased the Olson Variety Store, the deal being closed last Monday morning. Invoices were taken the first of the week and the store opened for business again Tuesday morning.

Mr. Chick is a business man and was for a number of years connected with Butler Bros. in Dallas. Mr. Hagood is a Tulsa merchant, and will remain in Tulsa for the present. Both men come to Hereford highly recommended as thorough and competent business men, and Hereford is indeed fortunate to make the addition of Mr. Chick and family.

Mrs. Olson and family will arrive from Dallas about January 1.

Miss Mary Lee Curry Doing Well Following Operation

Miss Mary Lee Curry, daughter of Mr. and Mrs. Lee Curry of Summerfield, was operated on for appendicitis last Tuesday at the Hereford Hospital, the operation being made by Dr. Robinson, assisted by Dr. Williams. At last reports Wednesday morning it was said that Miss Curry was improving nicely.

To Broadcast Program Next Saturday Night

The Hereford Chamber of Commerce will be "on the air" next Saturday night from WDAG, "The Voice of the Panhandle," at Amarillo. The program is broadcast through the courtesy of the Amarillo Chamber of Commerce and the Hereford part will be from 7:30 to 8:00 o'clock.

County Judge Earl W. Wilson will be spokesman of the occasion and will tell all the good things he can think of or has heard about Deaf Smith county. Those who have heard the Judge give one of his boosting talks know he will have something good to report. There will be musical numbers by Hereford citizens to make a full balanced program of entertainment.

JUNIOR CLASS TO STAGE PLAY WEEK BEFORE XMAS

The Junior class of high school will stage "Ruling of the Roost," a play, about a week before Christmas in the high school auditorium. The comedy consists of three big acts and is said to be full of clever dramatic art. The cast of characters is as follows:

- Emma Davis Helen Johnson
 - Jim Davis W. B. Wilson
 - Kate Lester Georgia Cloyd
 - Della Lester Alberta Davis
 - Harry Gordon Woodrow Ireland
 - Ros Bell Swift Marie Seed
 - Pa Davis Robert Bell
 - Millye Davis Athale Wilder
 - Wynne Maples G. T. Higgins
 - Red Marvin Knox
- Mrs. T. E. McCollum is directing the play and the Juniors are rehearsing four nights of each week. The proceeds will be spent on the Junior-Senior Banquet.

Creamery Gets 7736 Pounds Fat In Two Days

Manager Wallace Lathan of the local creamery states that the plant purchased last Friday and Saturday of cream amounting to 7,736 pounds. It took 152 patrons to bring in this amount. W. B. Lathan said, and is quite an encouraging increase in cream buying over a few weeks ago when the creamery business reached its lowest ebb.

Another full car of butter will be shipped next week, he says, and with the cooperation of local merchants it is expected the plant will be going full tilt up the grade.

HOME FROM HOUSTON

Mr. and Mrs. George Garrison reached home Wednesday evening from a three weeks' visit with relatives and friends in Houston, Palestine, Bay City and Wharton, Texas. In Palestine the Garrisons visited his brother, M. F. Garrison and family. Mr. Garrison says they made the trip overland and had a fine trip, enjoying the semi-tropical climate, the grape fruit and oranges, but are glad to get back.

Local Teachers Attended Association Meet at Dallas

Superintendent and Mrs. C. H. Dillehay and daughters, and Misses Carlyle and Fullingim returned Sunday from Dallas where they attended the State Teachers' Association meeting. Mrs. Dillehay visited home folks in Decatur while the convention was in session.

PERRYTON RANGERS EASY VICTIMS OF WELL ORGANIZED ONSLAUGHT OF WHITEFACES

Perryton failed to furnish much competition for the Whitefaces in the district championship game Tuesday, which Hereford won easily, 26 to 7. The only flash of real playing the visitors contributed to the game was the sudden streak Marion Tucker, their star half, made when he intercepted Clennin's pass and went the length of the field in a 92-yard run for a touchdown. If that lad had got loose a few more times the game would have been much more interesting. At it was, Hereford already had a touchdown and an extra point tucked away before Tucker's great run, and the Whitefaces, reeling off gain after gain consistently, showed that they were superior to the Rangers.

Carroll Laird Recovering From Football Injuries

Hereford friends of Carroll Laird, son of Mr. and Mrs. D. C. Laird, of Plainview, will be glad to learn that he is recovering nicely from injuries received in a football game at Lubbock Thanksgiving day. For several days it seemed impossible for him to live, but now he is reported entirely out of danger. He suffered from a dislocated vertebra which caused paralysis, at first of his whole body, later only his left side, and at present it has disappeared.

The Lairds were formerly Hereford citizens. Mrs. Laird being a sister to Mrs. Seth B. Holman, recently of the Brand. Miss Virginia Laird, sister of Carroll Laird, was visiting in Hereford this week, returning to Plainview today.

Fine Points of Milk Ordinance Made Clear

(As Released by the State Health Department in November, 1929)
The Standard Milk Ordinance simply provides for grading milk and for its sale under its grade level.

The standard for grade A is a set of 25 protective and sanitary rules for raw milk, and 24 more for pasteurized milk. Plants must not use ungraded milk nor any graded raw milk lower than grade B in the pasteurization process for grade A pasteurized milk. The Standard Milk Control Code is the official guide.

Only milk and cream to be sold to the consumer as whole milk and as sweet cream, must be graded. The ordinance is not a state law but must be adopted locally.

Its local administration is usually under the city health officer.

A few months time is necessary for the dairymen and pasteurization plants to adjust themselves to the requirements of the different grades before labeling begins. This is considered the first grading period, and after the labeling is started, grading periods range from three to six months duration as desired by the health officer.

Dairymen are not required to do anything, but are graded on what they have done or have left undone. They are free to select persons to do the things they wish done.

The city milk inspector simply checks the dairies according to the 25 standard items to determine their grades, confirms the grades in the laboratory and sees that the proper grade label is used on the milk. For tuberculin testing and health certificates for milk handlers, the inspector can not see himself that this has been done but he requires the dairymen to produce certificates from qualified persons showing it has been done, and accepts such certificates as satisfactory compliance.

The first step of the certified official grading is to grade the various dairies by the 25 physical requirements on the dairy inspection form which requires a visit of the dairy premises.

The second step is the laboratory check-up for confirming these grades and this should always follow and not precede the field work.

The correct working for the

left end; Clennin's pass to Russell failed; Jowell made 2 at center and Clennin punted out of bounds at Perryton's 10 yard line. It was a 50 yard boot.

L. Tucker was thrown by Seed for a loss of 2; Hereford was penalized 5 for off-side; M. Tucker made 1 at left end; L. Tucker made 5 yards and Perryton's first down. M. Tucker made 11 through center for their second down; L. Tucker made 2 at center; Seed threw Shearer for a 4 yard loss; Seed stopped Witt with a 1 yard gain; and Carter snapped the ball clear over Shearer's head for a tremendous loss on the 4th down, giving Hereford the ball on Perryton's 15 yard line.

Russell made a first down by going around left end for 11; Jowell snapped center for the 8 yards

Continued on page three.

Mr. and Mrs. E. L. Brown and two children of Roswell, New Mexico, Mrs. M. P. Garner of Plainview, and Ira Cochell and family spent Thanksgiving Day at the home of Mrs. Hettie Cochell.

Grade A raw milk is "Grade A Raw Milk," and for pasteurized milk is "Grade A Pasteurized Milk." To leave off any of the above wording is labeling in a violation of the ordinance.

No dairymen should begin labeling his milk grade A or any other grade until authorized to do so by city and state health authority. The unauthorized use of the grade A label is a violation of the ordinance.

Grade A caps should not be purchased until grade A has been officially secured and authorized. Caps must be purchased in tubes. It is not a violation to sell any grade of milk, but the label must carry the label authorized.

The Hereford Brand

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HEREFORD, DEAF SMITH
COUNTY, TEXAS

NUNN-WARREN PUBLISHING
COMPANY, INC.
PUBLISHERS
Also Publisher of
THE FRIONA STAR
Friona, Farmer County, Texas

R. E. KESSIE,
Editor and Manager

TELEPHONE 30

NOTICE TO THE PUBLIC:
Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office on North Main Street. Entered as second-class matter at the post office at Hereford, Texas, under the act of March 3, 1879.

SUBSCRIPTION PRICES:
Zone 1, per year - \$2.00
Zone 1, six months - \$1.00
Outside Zone 1, per year - \$2.50
Outside Zone 1, six months - \$1.50
Outside Zone 1, three months - \$1.00
ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

**HIG ENTRY LIST ASSURED
TRI-STATE POULTRY SHOW**

Officers and members of the Panhandle Poultry Association, sponsors of the Tri-State Poultry Show to be held in the Municipal Auditorium, Amarillo, for five days starting Thursday, December 12, are elated with the high character and number of entries being received from prize poultry raisers of New Mexico, Texas, Oklahoma and other states.

Practically all of the leading breeders in the area covered by the association have signified their intention to exhibit, and careful arrangements are being made to care for the birds. Amarillo's new Municipal Auditorium provides ideal heating and ventilation facilities, and a number of trained poultry men will give the birds their close attention throughout the show.

Some idea of the rapidly growing importance of poultry breeding in the Panhandle is indicated by the fact that the Panhandle Lumber Co. has engaged R. B. Galloway to take charge of its poultry extension department. Mr. Galloway was formerly of the Missouri State Poultry Experiment Station, and brings available for the Panhandle poultry raisers a valuable knowledge of poultry husbandry and poultry show work. Mr. Galloway, with P. C. Bennett, Potter county agricultural agent, and Robert Ricks, president of the Panhandle Poultry Association, are devoting untiring efforts to the forthcoming show in their desire to make it the outstanding event of its kind ever held in the entire Southwest.

The general public as well as all poultry raisers and fanciers are urged to attend the show, admission to which will be free throughout the five days. Prospective exhibitors are urged to write immediately to the Panhandle Poultry Association, Box 1475, Amarillo, Texas, for entry blanks and information.

**MUSIC STUDY CLUB MET
MONDAY, NOVEMBER 25**

The Music Study Club met in regular session Monday, November 25, at the home of Mrs. A. O. Thompson, and during a short business session, a motion was made and carried to send Dr. Willis a note of appreciation for his efforts toward enforcement of the city health laws. Leslie Smith was made a life member of the Music Club.

**MILKWAY
To Health & Happiness
By The Brindle Boss**



SURE SIGNS!
The dear little kiddies—they are the pride of your life. Plenty of pure, rich milk from the Prairie Dairie brings the bloom to their cheeks and the sparkle to their eyes. Sure signs of health and happiness," says THE BRINDLE BOSS.

Prairie Dairie
Milk Is Good—Good for You

The lesson from Musical History was read by Mrs. Dameron in a most interesting and comprehensive manner.

The program rendered by a part of the membership was a very impressive representation of the religious services of the first Thanksgiving Day and the peace which existed between the Indians and Pilgrims. Suitable music was played and sung throughout and a reading entitled "The Land of the Pilgrims" was given. The meeting closed with the singing of the National air, "My Country 'Tis of Thee" by members of the club.

Members who aided in the program were Misses Estes and Hicks, Misses Ferguson, A. O. Thompson, Conaway, Dyer and Stanford. The next meeting was announced for Monday, December 2, at the home of Mrs. A. C. Thompson. The program was in charge of Mrs. G. A. F. Parker.

Ward News Notes

Mr. and Mrs. Jim Higgins and children spent Thanksgiving day in the home of Mr. and Mrs. Bob Higgins.

Miss Garrett left Thursday morning for Tulsa to visit relatives during the holidays and returned on Sunday.

Miss Brunson spent the Thanksgiving holidays with her parents at Claude, Texas.

Mr. and Mrs. Jack Hutson had as their guests at Thanksgiving dinner Messrs. and Mrs. John Hutson and family, W. P. Caraway and family, Bill Hutson and family, D. O. Williams and Bobbie Lee, Miss Beatrice Hutson, Amarillo, Jack Hutson, Borger, Mr. and Mrs. Jim Lipscomb, Mr. and Mrs. G. M. Suggs, Mr. and Mrs. Sam Hutson, Vega; Mr. and Mrs. Sonny Ledbetter, Vega, and Mr. and Mrs. Chas. Vernon and Imogene Vernon.

Miss Hughes spent Thanksgiving with her parents, Mr. and Mrs. Allen Hughes, in Hereford.

Mr. and Mrs. L. T. Fletcher of Amarillo, Mr. and Mrs. Tom Vaughn and family of Westway; Mr. and Mrs. Geo. Lewis and Gladys, Mr. and Mrs. Arlie Dean, Jack and Mary Louise and Ira Paulsen enjoyed turkey dinner in the Bob Allison home on Thanksgiving day.

Bob and Jim Higgins, G. T. Higgins and Mr. and Mrs. T. W.

**Dries Up Colds
In a Few Hours**

The most disagreeable and embarrassing part of a cold is that constant, nasal discharge, which you can now stop in a few hours with Aspirinal, the latest and most scientific "Liquid Cold Remedy." Aspirinal is guaranteed to stop the irritation that causes sneezing and nasal discharges; dispel the congestion and relieve grippy, neuragic pains, at the same time causing a gentle and complete evacuation of the liver and bowels. All druggists carry and guarantee Aspirinal, the largest selling liquid cold remedy in the world. (adv.)

RICE'S DRUG STORE

Roberson attended the football game at Canyon Thursday afternoon.

Those who enjoyed Thanksgiving dinner in the home of Mr. and Mrs. B. F. Fulkerson were Mr. and Mrs. John Whitsett and Effie Lee, Mr. and Mrs. Lee Crawford and two daughters, Mr. and Mrs. Hubbard and son, Mrs. Miller, Mr. and Mrs. Earl Springer and daughter, Mr. and Mrs. Bruce Plummer and children, and Mr. and Mrs. Bennie Fulkerson and son, Miss Boyd, Bill Cocanauter and Miss Hughes visited in the home of Mr. and Mrs. Bob Higgins Sunday night.

Mr. and Mrs. Arlie Dean, Jack and Mary Louise Dean and Ira Paulsen visited in the home of Mr. and Mrs. Wiley Roberson Friday night.

Mr. and Mrs. John McKensie and baby of Lubbock spent the holidays in the home of his parents here.

W. P. Caraway and family visited in the Fred Sautzman home Sunday afternoon.

L. A. Bentley of Hereford visited over the week end with Floyd Harrison.

Dr. and Mrs. C. T. Kibbe and son visited in the home of her parents, Mr. and Mrs. W. A. Daugherty, Sunday night.

Sue Vaughn of Westway spent the week end with Gladys Lewis.

Mr. and Mrs. W. R. Harrison and son left Thursday for Chowell for a visit with relatives.

Mr. and Mrs. Herbold have moved to town.

Glenn Ratcliff visited in the W. P. Caraway home Sunday.

Mr. and Mrs. Sam Streuns and family and Mr. and Mrs. D. O. Williams and Bobbie Lee spent Sunday afternoon in the John Hutson home.

Mrs. W. E. Caraway and John Caraway left Wednesday for Ranger for a two weeks visit with relatives.

Mr. and Mrs. Jimmie Harrison visited in the home of Mr. and Mrs. Lynn Poveison Sunday.

Mrs. Wm. Cole called on Mrs. Strait Saturday afternoon.

George Lewis and family visited in the Bob Allison home Sunday afternoon.

Let Hanna & Hanna make your photos for Christmas, Hereford, 47-48c

BENTLEY'S CIGAR & NEWS STAND
CIGARS AND TOBACCO—ALL MAGAZINES AND NEWSPAPERS
WEST THIRD STREET

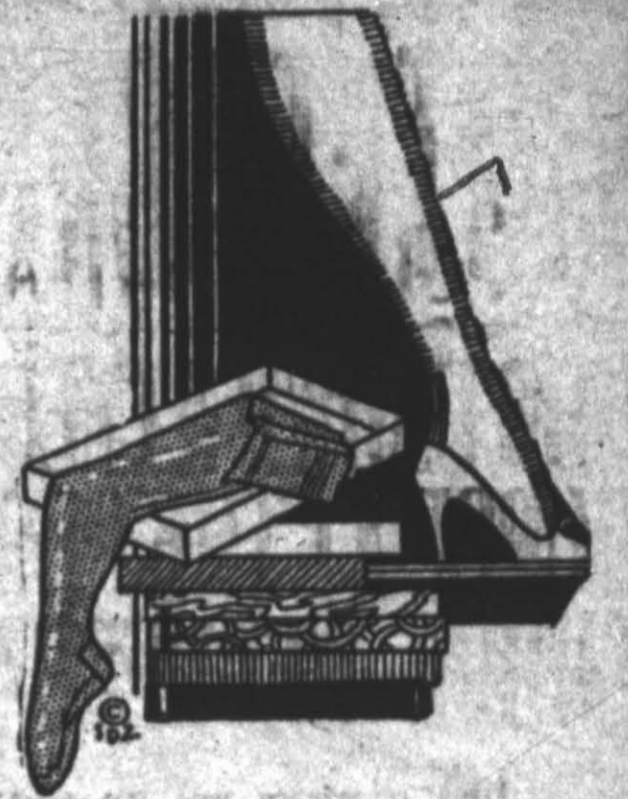
December Sale

ON ALL

Winter Coats and Dresses

Dresses, Formerly \$19.75, Now

\$12.75



ANOTHER GROUP OF DRESSES
\$9.75 and \$12.75, Now at \$8.75

OR TWO FOR \$15.00

COATS formerly \$19.75 and \$79.50, now Going for \$12.75 to \$49.50

BUY HER A DRESS OR A COAT FOR CHRISTMAS!

COUNTRY CLUB HOSE
Best by Every Test

\$1.50 to \$2.25

In Service Weight and Chiffons

GUARANTEED HOSE, \$1.65

Now Showing a Few Dresses in New Silhouettes in Spring Numbers, \$19.75 and Up!

Fashion Dress Shop



**Produce Beef
Pork Milk Poultry
for LESS**



THE surest way to bigger farm profits is to lower production costs. You can't control market prices but you can control feeding costs. And every time you bring costs down your profits shoot up.

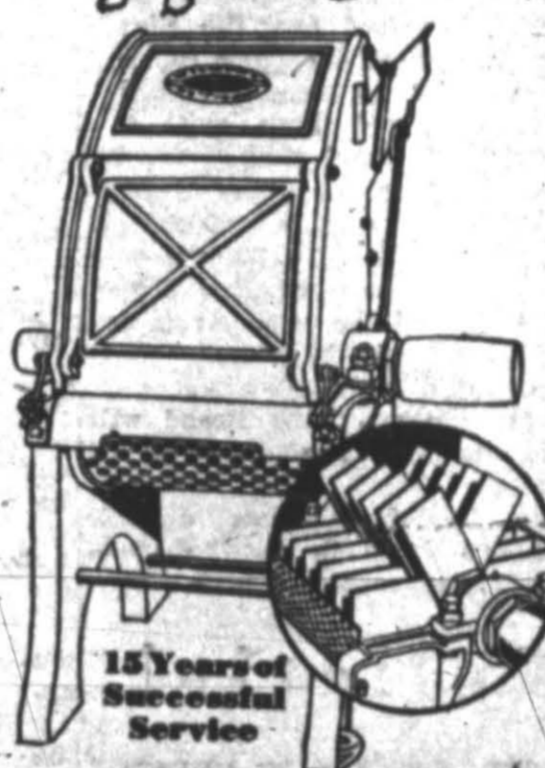
Thousands of farmers and live stock feeders are now producing beef, pork, milk, mutton and poultry for less, with a W-W Feed Grinder!

A third of your feed crop is wasted when your feed is unground. Your W-W stops this waste by turning stems, stalks, leaves, husks, etc., into nutritious mixed feed that goes a third further.

The W-W has powerful RIDG hammers that grind and mix everything from the ground up with lightning speed. No burrs, gears or knives to give trouble. Nails, bolts, etc., do not injure them. Has Timken Tapered Bearings, Alomite Lubrication and Rockwood Pulleys. Self-feeder can be furnished—Blower or Elevator equipment. Nine different sizes.

Let Us Show You

We will gladly demonstrate this wonderful grinder on your farm with your own feed and power. Ask us about it.



15 Years of Successful Service



M. D. Womble
Hereford, Texas

The W. W. Feed Grinder Co., Mfgs., Wichita, Kas.



JEWELRY
The Gift of Love

Your sweetheart—your friend—Mother—how surprised they will be when Christmas morn they unwrap the beautiful Jewelry box that you've sent for Christmas. A gift that becomes more precious as the years roll on. We invite you to inspect our wonderful selection of Jewelry gifts. A selection such as you've seldom seen from a standpoint of quality and value-giving! Remember them with Jewelry.

F. M. Kester
JEWELER AND OPTOMETRIST

Hereford

Texas

Economy Should Begin at Home

SHOP AT THE "M" SYSTEM STORE FOR REAL ECONOMY!

Reed's 'M' System
Specials for Friday and Saturday

LETTUCE	8c
CODFISH CAKE, ready to fry	15c
COFFEE, 3 lbs Cup and Saucer	\$1.40
RICE KRISPIES	11c
ALL-BRAN, large size	21c
White King Washing Powder, large	46c
CHOCOLATE, Hand-dipped	25c
SUGAR, Powdered, per lb	10c
CRACKERS, Snow Flake, 2 lbs	30c

<p>"Big Yank" Work Shirts \$1.00 Value 79c</p>	<p>Hinds' Honey & Almond Cream, 50c Value 39c</p>	<p>Men's Overalls 220 Weight \$1.15</p>	<p>Ladies' Silk Hose Only 39c</p>	<p>Men's Union Suits \$1.00 Value 79c</p>	<p>Ladies' Purses Genuine Leather 98c</p>	<p>Flannel Shirts \$1.25 Value 89c</p>
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Ladies'
Silk Hose
Silk to the Top
98c

C. E. STONE CO.

CHAIN STORES

Ladies'
Silk Hose
\$2.00 Value
\$1.79

FALL CLEARANCE SALE

Prices Cut Deep! Do Your Christmas Shopping Now!

BARGAINS!

Sale Starts Wednesday, December 4th

BARGAINS!

YOUR OPPORTUNITY TO SAVE IN CHRISTMAS BUYING. This is C. E. Stone Company's First Store-Wide Sale in Hereford, Texas. It is not our policy to hold so-called sales inasmuch as we operate on a small profit and quick turn-over basis; but owing to the fact that we have a very heavy stock at this time,

WE HAVE DECIDED TO SACRIFICE OUR PROFITS FOR A LARGER VOLUME!

Mavis
Talcum
25c Value
19c

89 x 90
Sheets
\$1.00 Value
79c

Blankets
\$1.00 Value
79c

SHOES
Cut Deep In Price!

—Now is the time to purchase your footwear wardrobe. Every pair of high grade shoes in the store for men and women are reduced, assuring you most attractive savings at our exceedingly low prices.

LADIES' SHOES

\$6.00 Values for	\$4.95
\$5.00 Values for	\$3.95
\$4.00 Values for	\$3.45

MEN'S SHOES

\$4.00 Values for	\$3.45
\$5.00 Values for	\$4.39
\$6.00 Values for	\$5.39
\$8.00 Values for	\$7.39

Ladies'
Felt Hats
\$2.50 Value
\$1.00

DRESSES

AT TREMENDOUS DISCOUNTS!

—Every one is a higher quality dress, made to sell at much more!

All the newest fashion features are represented — thin-fitting Princess lines, higher waistline, drapes and dainty feminine detail. Silks and sports fabrics are in the group; all sizes, too.

\$ 6.00 Values for	\$ 4.85
\$10.00 Values for	\$ 7.85
\$12.85 Values for	\$ 8.95
\$16.00 Values for	\$12.85
\$20.00 Values for	\$17.85
\$25 and \$30 Values for	\$22.85
\$35.00 Values for	\$24.85



Men's Broadcloth
Shirts
Only
98c

Garza Bleached
9-4 Sheeting
55c Value
39c

Ladies'
Felt Hats
\$6.00 Value
\$3.95

MEN! Buy Now For This Winter! Put Some Suits Away for Spring! Look at these Prices!

Suits

—A tremendous assortment—in the Fall Patterns. Popular single-breasted in two or three button styles. . . Models for every one, from extreme Collegiate to Conservative. . . Marvelous values, selling at a fraction of their actual worth.

\$20.00 Value for	\$14.75
\$25.00 Values for	\$19.75
\$30.00 Values for	\$24.75
\$35 and \$40 Values for	\$29.75

MEN'S NEW FALL TOP COATS AT 20% DISCOUNT!



Tennis Shoes
All Sizes
98c

Embroidery
Thread
Four Skeins for
10c

Cotton Batts
49c

O. N. T.
Thread
Eight Spools for
25c

COATS
At Great Reductions

—Never have coats been so smart, so luxuriously furred, so intricate in design. And it is just another triumph to our already famous coat shop to be able to offer coats like these. All the wanted materials and styles.

\$19.85 Values for	\$16.50
\$29.85 Values for	\$22.50
\$34.85 Values for	\$26.50
\$39.85 Values for	\$29.85
\$75.00 Values for	\$59.85
\$89.50 Values for	\$69.85

Ladies'
Felt Hats
\$5.00 Value
\$2.95

Suitcases
98c

Men's
Odd
Dress Pants
20% Off

Khaki
Pants
\$1.95 Value
\$1.59

36-Inch
Prints
25c Value
16c

9-4 Brown
Sheeting
25c

One Lot
House Dresses
\$1.98 Value
\$1.59

Rayon
Bloomers
98c

Men's
Caps
\$1.95 Value
\$1.59

Men's
Ties
\$1.00 Value
89c

Men's
Jumpers
\$1.15

One Lot
Men's
Dress Hats
\$3.45

Men's Corduroy
Pants
\$4.00 Value
\$2.98

Locals

C. P. Hamilton of Vernon, Texas, who owns land south of Hereford, was a Deaf Smith county business visitor Wednesday of last week.

Mr. and Mrs. L. L. LeGrand are the proud parents of a fine baby daughter born last Friday, November 29. The little lady has been named Mary Estelle.

Chris Benfro returned from a two weeks fishing trip on the coast near Bay City, Texas, and reports a delightful time and plenty of fish and oysters.

Rev. and Mrs. E. B. Bowen of Wellington came over to Hereford Tuesday to attend the football game and visit friends a few days.

Miss Beatrice Cartpenter of Abilene, Texas, is visiting her sister, Miss Viola Carpenter. Miss Carpenter will remain here for several weeks.

Miss Margaret Rayzor of Texas Tech and Miss Avis of Perryton are here visiting this week at the home of Miss Rayzor's brother, D. M. Rayzor and family.

Mr. and Mrs. J. M. Posey, Mr. and Mrs. Hubert L. McEntire and Miss Sally Glibbreath were in Amarillo Thanksgiving day to see the football game between Wichita Falls and Amarillo.

Messrs. Jess Russell, Sam Glibbreath and Bill Mitchell arrived here overland from College Station, Texas, where the boys are students at A. & M. Joe Mitchell, father of Bill, brought the boys home.

Mr. and Mrs. H. L. Rice and daughter, Miss Ethel, were in Canyon Thanksgiving Day taking in the football game between the McMurry Indians and the Canyon Buffaloes.

Lowell Green and Miss Marion Roberts of Clovis were visiting friends in Hereford Sunday afternoon. Miss Roberts will be remembered as the daughter of Max Roberts, former Hereford citizen.

Mr. and Mrs. M. D. Fincher attended a dinner near Summerfield Sunday. This dinner is an annual affair and takes place the first Sunday after Thanksgiving. A delightful time and large crowd are reported.

The ladies of the Methodist Missionary Society will hold a bazaar Friday and Saturday, 13-14, in the Star Theatre building. Good things to eat and embroidery, fancy work, etc., will be offered to the public. 1tc

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E. L. Rumph of Amarillo, representing the Sherwin-Williams Paint Co., and Ben Cole of Dallas, representing the Little State Steel Co., were here Wednesday transacting business at the Panhandle Lumber Co.

The ladies of the Methodist Missionary Society will hold a bazaar Friday and Saturday, 13-14, in the Star Theatre building. Good things to eat and embroidery, fancy work, etc., will be offered to the public. 1tc

Mothers of the Hereford Senior Class will meet in the high school auditorium next Monday afternoon at 4:00 o'clock, according to a statement made Wednesday morn-

ing. This is a called meeting and all mothers of seniors are urged to be present.

The ladies of the Methodist Missionary Society will hold a bazaar in the Star Theatre on Friday and Saturday, December 13-14. The usual good things will be offered for sale, also embroidery, fancy work and household articles.

Mr. and Mrs. Harold Hicks spent the Thanksgiving holidays here visiting in the homes of their parents, Mr. and Mrs. W. E. Hicks and Mr. and Mrs. J. E. Beyer. Mrs. Hicks on their return trip accompanied them to Henrietta, Texas, where she is visiting her mother.

J. B. McMinn of Canyon was here Tuesday taking in the Perryton-Hereford football game and transacting business here and in Summerfield. Mr. McMinn also came to the Brand office to renew his subscription to the paper for another year.

Mr. and Mrs. C. J. Paddock have moved into their new quarters, a new house just recently completed in West Hereford. Mr. Paddock will continue to farm on another place he owns southwest of town.

Jack Wright has purchased the Edwards home on West Fourth Street. He intends to remodel his new home some time in the near future. Mr. Wright is employed by the West Texas Feed and Seed Company as poultry buyer and assistant manager.

Austin Beene and family arrived last week from Hillsboro, Texas. Mr. Beene is representing the Advance-Rumely lines as district manager of this section of the Panhandle. They are occupying one of the John Cummins apartments.

Seth B. Holman, former owner of the Brand and still a great Whiteface football team fan, came over from Plainview Tuesday to see the Hereford boys "pour it on Perryton." Mr. and Mrs. Holman have been at Plainview since Thanksgiving helping attend their nephew, Carroll Laird, who was critically injured playing football that day.

HOME CANDIES AND COOKIES—For home-made candies and the cookie jar filled for Christmas, see or call MRS. ROSA SPEER, Phone 333-J, across the street east of the Presbyterian church. 43-3c

FARM SALES

The sale of two residences and a big farm sale are dated for next and the following weeks. The first being the sale of the Glenn Snyder residence in Plainview, a beautiful little home and furniture located on 1209 Houston street. The house has five rooms, oak floors and all the built-in features that a person could wish for.

The Ernest Worrell public farm sale dated for Wednesday, December 11, and located 15 miles south of Dimmitt on the highway and a half mile east or one mile north and a half mile east of Sunnyside school house, better known as the Mack Johnson place. Mr. Worrell will offer 12 milk cows, a number of stock cattle, horses, mules, hogs and farm machinery of all descriptions.

The W. S. Phillips residence located on the River Road, Amarillo, highway near a consolidated school will be sold at public auction on Monday, December 16, to the highest bidder. The Phillips farm consists of two acres of land, dance hall, grocery, filling station, etc. The residence is modern in every respect to give the owner city advantages and still live in the country whereby he may escape paying high taxes.

Ray Barber will officiate as auctioneer for these sales.

A TEN DAY SELLING OF PRE-HOLIDAY SPECIALS

Beginning Today and Closing Saturday Night, December 14

We advise you to attend this sale! Every effort of this entire organization has been bent toward making this event the most outstanding of the year! You never saw as fine a selection of styles! You never saw such high grade materials! You never saw such workmanship! You'll be amazed at the values!

Suits and Overcoats 20% Discount



Each and every SUIT or OVERCOAT has our positive guarantee to give you satisfaction in wear. You can't go wrong in making a selection from our big stock. Such reliable brands as Hart, Schaffner & Marx, Rose Bros. and Merit Clothes. The biggest stock we have ever had. Most every suit has two pair of trousers, and we have them in all the wanted models—suited to every figure, young men, middle-aged men, stouts, slims and stubs. NOTHING RESERVED.

They All Go At 20 Per Cent Discount!
All Boys' Suits at 20 per cent Discount

Men's and Boys' SWEATERS

—Made by Bradley, in both the heavy, Jumbo style and the light dress sweaters—you get your choice at

20 PER CENT DISCOUNT

—Bradley sweaters for ladies, misses and children—a real holiday special, at a big saving.

25 Per Cent Discount

SHOES

—Shoes for everybody at a saving! Men's, women's, misses', boys', girls', and children's. We are going to take \$1.00 off of the price of each pair selling for \$4.50 or over!



Dresses and Coats at 1-2 Price

In our Ladies' Ready-to-Wear Department you will find a wide selection of the newest COATS and SILK and WOOL DRESSES, and you can have your choice at EXACTLY HALF PRICE! Now, this doesn't mean just a few garments taken out of our stock and put on sale at half price—but it includes OUR ENTIRE STOCK OF LADIES' COATS AND DRESSES!

CHILDREN'S AND MISSES FALL COATS AT HALF PRICE

SUIT CASES

Suit Cases, Hand Bags and Hat Boxes, 20 PER CENT DISCOUNT.

OUTING

36-inch Outing, both light and dark shades, your choice, yard 15c

ENGLISH PRINTS

36-inch English Prints, new patterns, your choice yard 15c

BLANKETS

Extra special in all Wool Blankets, beautiful plaid patterns. These are guaranteed 100 per cent wool. YOUR CHOICE .. \$7.89

BED SPREADS

30 x 108 Krinkle Bed Spreads, rose, blue, yellow and green. YOUR CHOICE 98c

QUILT CHALLIES

36-inch Quilt Challies, in new patterns, YOUR CHOICE, yard 15c

FIGURED CREPES

Silk and cotton crepes, beautiful printed designs, regular 89 and 95c quality. Special for only 69c Yard.

SPORT SATINS

40-inch Sport Satins, in most all shades, regular \$1.25 quality, special for 89c yard.



Silk Robes

Ladies' silk Lounging Robes in beautiful new patterns. A big shipment just received that you will be delighted with. Your choice at—

\$5.89

Ladies' Silk Lingerie

Including all Munsingwear, Bloomers, Slips and Teds

\$5.00 Quality, Special at ..	\$4.39
\$4.00 Quality, Special at ..	\$3.45
\$3.50 Quality, Special at ..	\$2.90
\$2.75 Quality, Special at ..	\$2.39
\$3.00 Quality, Special at ..	\$2.69
\$2.50 Quality, Special at ..	\$2.15
\$2.00 Quality, Special at ..	\$1.69
\$1.75 Quality, Special at ..	\$1.45
\$1.50 Quality, Special at ..	\$1.19
\$1.25 Quality, Special at ..	\$.95
\$1.00 Quality, Special at ..	\$.85
65 and 75c Quality, Special at ..	\$.48

Hosiery

—Ladies' Munsingwear Hosiery; sheer, beautiful, in all the wanted shades and sizes, newest colors—

\$1.50 grades go at	\$1.29
\$1.75 grades go at	\$1.45
\$1.95 grades go at	\$1.69
\$2.25 grades go at	\$1.90
\$2.50 grades go at	\$2.15

EXTRA SPECIAL!

Heavy rayon ribbed hose for ladies or misses, in French nude colors only. Special at 30c a pair

health economy, convenience



Sunshine heat from gas-fired radiators for every room in the house.

The HUMPHREY Radiantfire

WEST TEXAS GAS. CO.

FOX MERCANTILE COMPANY

Arney News Items

A new stove may be bought for the school auditorium soon.

Farmers hereabouts have been hindered by cold and wet weather. Miss Rochelle Burks spent the week end with her parents.

Burch Cole of Tulla visited the Ray Cole home Tuesday night.

Several of the young people spent Sunday picnicking in the canyons.

Miss Athlee Tipton of Plainview spent Thanksgiving with her parents here.

Mrs. A. W. Fortner and daughter and Mrs. Ross Campbell were in Tulla Monday.

School was dismissed last week from Thursday to Monday.

A community sing-song was organized Sunday night.

Messrs. and Mrs. A. W. Fortner and Ross Campbell were in Amarillo Saturday visiting.

Lee Hudson, C. E. Burks, Fatsy Mae Burks and Everett Burks were in Happy Friday.

Ray Cole and wife were in Tulla Monday.

Mrs. Wm Todd has returned from a visit with his mother in Canada.

Mr. and Mrs. C. Franklin spent Thanksgiving with her parents at Hedley.

Miss Spralls spent Thanksgiving with her parents in Tulla.

Thurman Graham was here from Quitaque visiting his brother recently.

Messrs. Kinney and Bratcher were in Larkfield Saturday.

Geo. Ward went to Tulla Monday.

Several attended a pie supper at Blue Ridge Friday night.

Harry Swartz of Tulla has purchased the John Cole place and will move here soon.

Lee Hudson and family, Marion Davis and family spent Sunday in the M. Burks home.

C. Franklin and wife spent Sunday afternoon in the Boyd Home.

Our Postman lost control of his car Saturday and it leaped across the bar-pit, turned over, tearing it complete to pieces. Mr. Gassway was bruised up considerably.

Walter Graham and wife spent Thanksgiving with her father near Dimmitt, and they all motored to Quitaque to spend the week-end.

C. Franklin and wife visited the Fortner home Tuesday.

Miss Edna Burks was here from Amarillo over the week-end.

L. A. SMITH MAKES GOOD RECORD WITH DAIRY COWS

L. A. Smith, who lives ten miles east of Hereford, and who is a member of the cow testing association, produced butter fat for 18 cents per pound during the month of November.

He is milking 12 cows and is feeding them two bundles of ground higarita that will average one-third of their weight in heads. To supply additional roughage he is feeding ground cane burlies. The concentrate, cotton seed meal, is fed according to production, one pound per day to the cow producing twenty pounds of milk per day, 1 1/2 pounds to thirty pounds of milk and 2 pounds to all producing over 30 pounds. The meal is fed at milking time and the cows are allowed free access to the ground higarita and can burlies. Mr. Smith also has available volunteer wheat pasture. Eight of the 12 cows are making a net profit of \$134.50, the other four are nearing their lactation period and the returns are not so great.

FARMERS

(Continued from Page One)

blood lines into his herd by first using tried and proven mothers as well as good herd sires—in fact, breeding efforts are often lost if one of the other is neglected. Varieties of feeds and feeding is the next important step to successful dairying. Home grown feeds can be utilized with success, especially if fed in large quantities in the bundle, but better in a ground state, mixed with a small portion of cotton seed meal, which makes an excellent mash filler for the dairy cow.

Pasture.

"Sudan pasture is the best for the late spring and summer season, while sweet clover has been found to make good pasture for the early spring months. The native grass is insufficient for pasture because it usually is so scattered that the cows have to work too

long and travel too far, to get enough to eat. Too many cows on native pasture use all their strength to find sufficient food and come in at night all tired out, which of course reduces milk production. The silo is coming to supply the correct amount of silage, a succulent ration so necessary for the winter months, and the home grown sorghums and kafir and cane in equal parts contain the right amount of acid when cut and stored in a silo and make an excellent substitute for pasture."

Mr. Marsh cautioned his hearers against the practice of feeding a hog with a mud wallow, but a trough full of good fresh water, a concrete floor and a full self-feeder will make any hog grow and yield a profit for the owner."

Profits in Dairying

Mr. Marsh related the experience of Louis Smith, east of town, showing how a good profit can be made in the scientific handling of dairy cows. He said: "Mr. Smith is a member of the local cow testing association and on a record kept on eight cows shows that a net profit of \$15.20 on each cow

for one month, or \$121.00 for the herd. Each cow of Mr. Smith's, in a recent monthly test, produced 45 pounds of butter fat and the price being 36 cents, makes \$22.12. Deduct \$6.92 for feed, investment and labor, leave a profit of \$15.20 on each cow for the month."

B. H. Hopkins was the next speaker, his subject being "Hogs, Breeding and Sanitation." Among other things, Mr. Hopkins said: "In the present scheme of farm diversification the hog fits into the farm program, especially when quick financial returns are needed. It was not necessary to provide a hog with a mud wallow, but a trough full of good fresh water, a concrete floor and a full self-feeder will make any hog grow and yield a profit for the owner."

Ration.

The following are three good rations for the brood sow, the growing pig and the hogs to be fattened: Rations for the sow, Ground mlo, 70 pounds, gray shorts 15 pounds, tankage and cotton seed meal each 5 pounds, mineral 2 pounds. The mineral is composed of equal parts of common salt and air slacked lime, or ground bone or pulverized limestone. A little wheat bran makes a good laxative for the brood sow and should be used after farrowing. Do not feed the sow anything for 24 hours after the pigs arrive, but give her plenty of fresh water. A fat sow is not a good breeder or a good mother. Feed the sow and the little pigs in separate troughs if possible and a good pig feed is composed of ground mlo 70 pounds, white shorts 15 pounds, tankage and cotton seed meal in equal parts 14 pounds, mineral 1 pound, cost \$1.80 per hundred. This feed is a good one for the young pigs until they get up to 50 pounds. Castrate the pigs at six weeks and wean at eight weeks. If you have green pasture or plenty of milk you should cut down the protein content of the growing mash. A good fattening ration is as follows: Ground mlo 88 lbs., tankage and cotton seed meal in equal parts, 12 pounds, mineral

two pounds; cost \$1.50. Provide plenty of fresh water, shade, clean houses and a pen large enough that they can take exercise, plow the pens and lime them. The young pigs should be wormed—the capsule is the best—when they get to the weight of about fifty pounds."

Mr. Hopkins closed his interesting talk by giving results on hog feeding over a period of three years at the Spur Experimental Station, a branch of the A. & M. college. These facts can be procured from him simply for the asking.

A. M. Walker, principal of the Summerfield schools, spoke on water and soil conservation, and illustrated his talk with the aid of charts provided by the Spur Experimental Station showing that soil wash is greatest on land that had once been under cultivation and was lying idle, and on land that was in its primitive state showed the least wash. He also showed with his charts how to proceed in terracing. Mr. Walker's talk was highly appreciated.

GILLISPIE FEEDING PIGS QUICK-GROWTH RATION

J. H. Gillispie, who lives four miles south of Hereford, is feeding 20 pigs on a new protein supplement ration composed of sixty parts tankage, twenty parts cotton seed meal and twenty parts ground alfalfa. In connection with this ration, whole mlo maize grain is fed in a self-feeder.

The protein supplement ration is also fed in the self-feeder and the pigs are allowed free access to both. These pigs are making a splendid gain and from all appearances are thrifty and should return a good profit.

MAND OUT OF TOWN PEOPLE ATTEND FUNERAL

Out of town visitors attending the funeral services of Mrs. C. P. McCollough in Hereford on last Thursday included J. Sid O'Keefe, Joe Rorex, Mayor F. H. Hill, W. R. Ellis, John O'Keefe, Mr. and Mrs. Walter Denny, Mr. and Mrs. Lloyd Waldron, Judge J. A. Whitesides, Mrs. Willie O'Neal, Mrs. J. L. Whitesides, Mrs. Rose Blount, Mrs. Flossie Hohn, Mr. and Mrs. M. B. Welsh, all of Panhandle; Mr. and Mrs. Roy Wiley, of Pampa, and Mr. and Mrs. Dick Naylor, of Floydada.

Try a Want Ad in THE BRAND

Mr. Cream Producer—

Do you realize that separator of yours may be

LOAFING ON THE JOB?

Bring in a sample of your skim-milk that we may test it for you.

Farmers Creamery Ass'n, Inc.
Hereford Phone 3.

READY FOR YOUR HOLIDAY ADVERTISING

Sales Ideas and Cuts

FREE AT

The Hereford Brand

Featuring Our Christmas Gift Sale

Just in time to effect the most unusual savings on worth-while merchandise, do we announce this special event! Seldom has our selection been as comprehensive as we are showing the very latest modes in wearing apparel and our Christmas Gift Sale includes everything in the store. You are assured of the highest grade materials, the very latest modes, and a wide range of selection. You will be more than pleased with the values and your savings will be great.

We feature nationally known and advertised brands of merchandise, the kinds that you know before you see them, are good and substantial in every way, dependable merchandise wherever you find it. Our Christmas Gift Sale coming at this time offers you great savings on any purchase you may want to make for any member of the family. You will find gift articles throughout our store, suitable for every one.

IN OUR LADIES' DEPARTMENT WE SPECIALIZE IN

Peggy-Paige Dresses . . . La Mode Coats
Selby Feature Arch Shoes . . . Allen A Hosiery



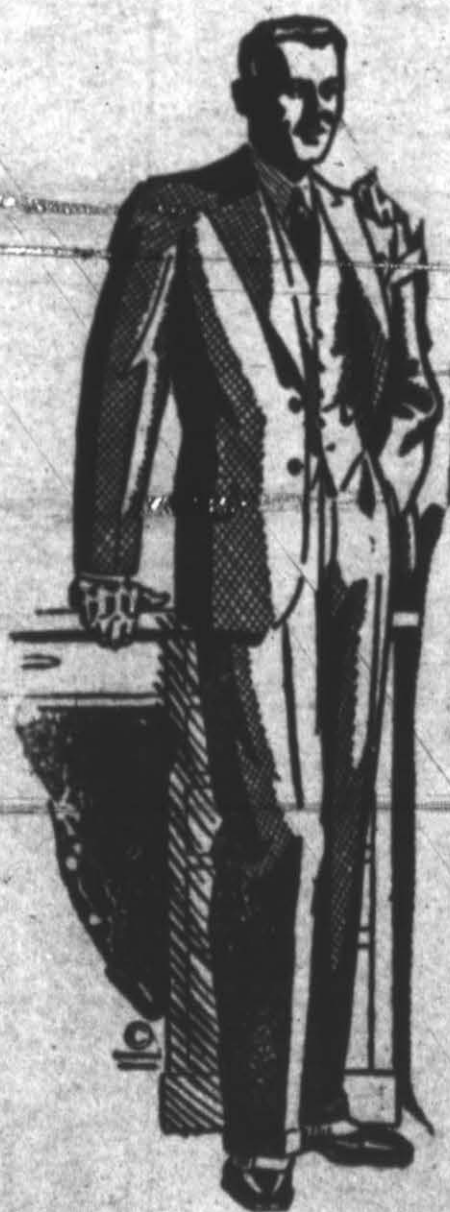
and You Will Find

Kirschbaum Suits and Overcoats for Men

Perfection Suits for Boys

Our selection of men's and boys' apparel is complete in every respect. Here you will find at reduced prices suits and overcoats that will give great satisfaction in the service they will give you. Our clothes can stand the close scrutiny among style-conscious men, because they're right in **STYLE, MATERIAL AND WORKMANSHIP**. The Newest Ideas are presented first at this popular store—here are exceptional savings.

Our store is crammed full of gift suggestions. Accessories that go to make the correctly dressed individual are highly desirable as presents, and you will find them here in an infinite variety. Not a thing has been omitted from our Christmas display of gifts that would add pleasure to some dear friend at Christmas time.



D. R. Gass & Son

Hard Luck Fails to Daunt Club Boys

Breckinridge—Durwood Hoad holds the hard luck record for Stephens county 4-H club boys. He paid \$25 for a beef calf, fed it \$27.50 worth of feed for 240 days, and then early in the summer a thief came along and the calf disappeared. In a poultry demonstration Durwood raised 28 chickens to trying size when a varmint got into them, killing all but four. He lost \$5.20 on his poultry work. And yet he is the most enthusiastic member of his local club, according to C. F. Lochridge, county agent, and is planning for a big year in 1930.

Mr. and Mrs. R. E. Keesle and daughter, Ruth, ate Thanksgiving turkey with relatives in Lubbock.

RED CROSS HEALTH NURSE FOR RANDALL COUNTY

February 1, 1930, will see a Red Cross Health Nurse instituted in the schools of Randall county. Besides an examination by the Red Cross nurse who will have charge of the work, much attention will be given to teaching the children the fundamental laws of health and the important relation of food to health.

Mr. and Mrs. Skipworth and daughter, and her mother, Mrs. J. L. Smith, were up from Hart to spend Thanksgiving with O. R. Smith and family. Mrs. Skipworth is the sister, and Mrs. Smith is the mother of O. R.

Mr. and Mrs. D. H. Alexander were in Canyon last Thursday, dining with friends at a big turkey dinner. Mr. and Mrs. Alexander also took in the football game in the afternoon.

FOOTBALL

(Continued from Page One)

between the ball and the goal line and Bowen place-kicked the extra point. This was the first goal kicked against Perryton this year.

Score 7-0. Hereford kicked and Shearer returned the ball to his 45 yard line; Witt made 3 before Gregory stopped him; M. Tucker made 1 at right tackle; Mitchell takes Brumley's place for Hereford. Witt made 3 at left end with Sandy Jowell and Gilbreath stopping him; Shearer's punt was returned by Glennin to Hereford's 22 yard line.

Jowell made 4 between center and right tackle; Russell got away with a triple pass behind the line to go 42 yards to the Perryton 32 yard line; Glennin made 3 at left end; Russell opened up center for 7; Jowell hit center for 4; Glennin pass to Russell failed; Glennin sifted through the line for 3, and M. Tucker brought the crowd to its feet yelling when he snapped down Glennin's pass on the 8 yard line and snatched his way through the prettiest run of the day for 92 yards and a touchdown; Shearer kicked goal and the score was tied, 7-7.

Perryton kicked to Jowell who returned 20 yards to his own 41 yard line; Glennin hit right end for no gain; Russell got away with a lateral pass for a start to go 34 yards to Perryton's 25 yard line; Russell was held at right end for no gain, and the quarter ended with the ball on the 25 yard line.

Second Quarter. Jowell quit hitting center and made 8 at right tackle, only to go back through center on the next play for 5; Glennin tore around left end for 7; Jowell went thru right guard for 2, and went thru center on the next play to lay the ball on the 1 yard line. Skein goes in for Rupprecht of Perryton. Jowell went over the goal line on the first play; Bowen missed goal and the score was 13-7.

Hereford kicked off to L. Tucker who returned 18 yards to his 38 yard line; Shearer ran into Sandy Jowell and gained nothing; M. Tucker passed to Witt for 9 yards; Seed threw M. Tucker for a yard loss; Hereford was penalized 5 to give Perryton a first down; a fumble occasioned by a bad pass from center put Perryton back on their 39 yard line; M. Tucker pulled a fake pass and made 6 at left tackle; Shearer punts out of bounds at Hereford's 30 yard line; Glennin went around left end for 20 yards but the ball was taken back to the 30 yard line; Babe Russell on the next play went around right end to put the ball back on the 50 yard line; Jowell made 3 at center; Jowell

went between left guard and tackle for a first down; Glennin split left tackle for 4; Gilbreath made 2 at right end; Jowell lacked six inches of having a first down and went through center on the next play to make it good; Johnson took Brewer's place for Perryton. Glennin failed to gain at left tackle; Russell fumbled for no gain; Russell took Jowell's to Glennin's triple pass for 8 yards; Jowell made another first down by the necessary several feet; Glennin and Russell made 3 and 1 respectively at left tackle; Jowell made 4 at center, then added enough on the next smash at center for a first down; Jowell was held for no gain and it was Hereford's ball on the Ranger 4-yard line as the half ended. Score 13-7.

Third Quarter. Hereford kicked off and Shearer returned to his 20 yard line, one George Mitchell stopping him quickly; Witt made 10 yards on the first play; M. Tucker made 5 on the visitor's fake pass trick; G. Mitchell broke through a Perryton short-passing game behind the line to get the ball and head for the goal line on a clear field, but was whistled back; still Perryton's ball. Shearer made 6; Gregory stopped Shearer for a loss of 3; Perryton drew a 5 yard penalty for their back field being in motion before the ball was snapped; Sandy Jowell had Perryton's pass in his arms but it hopped out; Gregory stopped Witt for a 4-yard loss; Shearer punts to Glennin on his 36-yard line.

Glennin hit left end for no gain; Russell made 19 yards on a short pass behind the line, and going around left end; Russell made another 19 yards, but this time around right end on a similar play to the other one; Gregory took 6 yards on a short pass from Glennin; Glennin made 4 through left tackle; Jowell made 6 at center; Russell took Glennin's pass behind the line for 1; Jowell made 1 at center; Glennin stepped around right end for 8; Jowell took two tries to carry the ball over the 2 yards-between him and the goal; and Russell bucked the line for the extra point.

Score, 20-7. Hereford kicked to Shearer who fumbled and Hereford got the ball on Perryton's 32 yard line; L. Tucker intercepted a pass, but made no gain; Seed tackled M. Tucker for no gain; L. Tucker took the ball and Seed threw him for a 1 yard loss; Brumley stopped M. Tucker after a 2 yard gain; Shearer punts out of bounds on Perryton's 47 yard line.

Russell fumbled a lateral pass and chased it out of bounds trying to take it around right end; Russell made 4 through center; Glennin made 3 at left end; Jowell went through right tackle for 3, and Russell got away around right end for 26 yards to the goal

line; Jowell missed, carrying the ball over for the extra point and the score was 26-7.

Hereford kicked to M. Tucker, who passed to Shearer on his 30 yard line as the quarter ends.

Fourth Quarter. Shearer made 9 around right end, Seed stopped M. Tucker for no gain; L. Tucker faked a pass for a 14-yard gain; Witt's pass to Shearer was knocked down by Russell; M. Tucker made 6 with 4 to go; a pass failed and Hereford received the ball on the 40 yard line.

Glennin made 6 at right tackle; Glennin made 6 at left end; Russell lost 3 behind the line; Glennin made 1; Hereford was penalized 5 for too long in the huddle; Hereford penalized 10; Glennin was hurt in the next play, and Kester went in in his place; Jowell punted and the ball went back to Perryton's 46 yard line; Gilbreath intercepted a pass on the first play and it was Hereford's ball on the 48 yard line.

Jowell made 3 at center; Kester made 4 at center; Jowell made 2 at center, and the referee set Hereford back 5; Russell was held at right end for no gain; Jowell punted but the Whitefaces drew a 15 yard penalty and Perryton was given the ball on Hereford's 47 yard line. George Mitchell intercepted their pass.

Jowell lost 2 at left end; Jowell made 6 at right end; Kester made 2 at center; Jowell made it a first down; Jowell made 1 at left end; Russell carried 12 for a first down and then some; Kester made a yard at center; Jowell made 5 around right end; Jowell made 3 around left end. East went in for Higgins. Jowell made enough for the necessary first down; Russell lost a yard and the Whitefaces were penalized 5; J. Russell took Jowell's place, who was slightly hurt; Babe Russell gained 1 at left end and planted the ball on Perryton's 17 yard line as the game ended.

Score 20-7.

Cooperation

With the changing conditions in Hereford's trade territory because of the rapid development of its agricultural resources and the building of many new homes, comes a knowledge of the things essential to success.

Those who have made the Deaf Smith country to "blossom as a rose" are able to give good advice to those who are just coming.

Our service does not consist alone in furnishing building materials, but in showing our customers the construction and types of buildings best suited to use here. Our long experience is at your command.

ROCKWELL BROS. & COMPANY

Lumbermen
Here Since 1898.
Phone Four—The Lumber Number..

GARAGE

Drive In Where You Get Service that You Will APPRECIATE
Our Work Must Stand Up!
Cox & Huckert
PHONE 176

WE TELL YOU--

Should a doctor want to lose a customer, he tells a patient he's probably going to die, but is willing to do all he can for him.

A business house can lose a customer. All it has to do is to delay in making delivery, ship unsatisfactory merchandise, or put a high price on an order.

We built our business by giving quick service on first-class merchandise at prices as good or better than can be secured elsewhere. We don't want you to take our word for it—make us prove it by sending in an order for what you need, NOW.

R. H. Kemp Lumber Co.

Real Estate

When you want to buy a bargain, see us.

WE HAVE SMALL ACREAGE FARMS AND RANCHES—PRICED RIGHT.

HILL & RICKETTS
CLARK BUILDING

Select From

THE LARGEST AND MOST COMPLETE STOCK OF RADIO SETS IN HEREFORD, FEATURING



BALANCED UNIT

BALANCED UNIT

Hear the new Super Screen Grid PHILCO, with automatic volume control—the radio that does not fade away!

A small down payment puts a PHILCO in your home, and the balance in twelve monthly installments.

PHONE 452

Lee Electric Co.

PHONE 452

All-Electric Philco Radios, Backed by An All-Electric Concern.

SANTA IS HERE



Come in to see our display of Christmas toys and playthings for the little folks. We have everything a youngster could think of wanting. Many of the items are practical selections that are useful in everyday life. Games of every description, sporting goods, guns, ammunition, cutlery, electrical household articles, glassware, chinaware, and a numerous collection of light household hardware that is always useful.

For a real gift that is greatly appreciated we invite your attention to our gas appliances—ranges, hot water tanks or heaters. They are beautiful and more practical than anything else you can give now.

Streu Hardware

Your Christmas Nuts, Fruits and Candies

You will find everything here you will want for your Holiday Treats. Our assortment is most complete. Candied Fruits for fruit cakes, and all that goes to add zest to the Christmas dinner.

Hereford Wholesale Grocery Company

L. W. CARLYLE

Interesting Notes From School

ENGLISH ASSEMBLY PROGRAM

The English assembly program November 26 was the climax of the week's observance. The program was given by students from the Public Speaking and English classes for the purpose of obtaining money to buy new fiction books for our limited library. Eighteen dollars and thirty-eight cents was the program a success from a financial standpoint.

The program consisted of a skit of "Lord Ulin's Daughter" by Lois Sowell, Edward Robertson, Chas. Simpson, George Harris, David Harrison, Ralph Hastings and Newton Gilliland. The poem was ably read by Albert Davis. The interest of the audience was caught and held at times by the rolling thunder. When the noise from the horses' hoofs sounded in the distance everyone shrank for the imaginary horses appear.

Readings were given by Jimmie Park, "Mamma's Pickaninny," by Wm. J. Jones, "Education," and the Pariah, "The Wreck of the Esperanza." These readings were given consecutively. The Freshman class featured a play good novelty in the form of a play about a trifle strange and out of the ordinary, but it was enjoyed by the audience very much.

Popular number "Singing in the Rain" was given by Lois Sowell, Billie Hill, Lois Sowell, Harry Copeland, Eric Marie Foster and Marvin Knox.

The last and most interesting feature of the program was a "Comic Sketch" from "Les Miserables." The characters were portrayed ably by Bernard Seed, T. Seliger, Aileen Houghes.

The program was enjoyed by everyone who attended and we hope to have another in the very near future.

HIGH HONOR ROLL.
Ninth grade, Maurine Wilder; eighth grade, Sallie Gilbreath, Harry Posey, Sally Skelton, Nancy Skwright; sixth grade, Barbara Eckner.

HONOR ROLL.
Eleventh grade, Merle Barber, Vio Oaker, Kathleen Cronin, Mel Dunn, Henard East, Genevieve Eberle, Aileen Hughes, Chas. Simpson, Edward Robertson, T. E. Seliger, Tina Lee Springer; tenth grade, Mitchell, Helen Hanson; ninth grade, Jim Copeland, Lila Culwell, Lueta Borden, Doris Fullwood, Christine Hastings; eighth grade, Miriam Culwell, Jean Hill, Eida Husted, Alysone Wilmam Jo Jones, Emma Johnson, Bonnie Jean Smith, Patricia Wederbrook, Billie Ross; seventh grade, Irene Eckner, Elaine Newell, Mary Elizabeth Ireland, John Jones, Kate Brotherton, Christine Phillips; sixth grade, Bill McCall, L. B. Russell, Christine Finley, Lorraine Massie, Lucastia Ross; fifth grade, Alva Vernon, Vera Sue Denton, Deans Robertson, George Tisdel, Thos. Burkett, Adoo Mitchell, Gaytha Wilson; fourth grade, Francis Borden, V. H. Hovey, Jane McKee, Betty Sue Hall, Virginia Carlyle, Mary Hamilton, Imogene Robertson, Joe Stewart, J. C. Burton, Chas. Brown, Billy Culwell.

MISSIONARY SOCIETY

The Methodist Missionary Society met last Wednesday with Mrs. W. E. Anthony. The purpose of this meeting was to elect officers for the new year, and the following were chosen: Mrs. B. O. Hagan, president; Mrs. B. B. Hagan, vice president; Mrs. Howard Hershey and Mrs. M. D. Finley, secretaries; Mrs. E. A. Heine, treasurer; Mrs. W. E. Anthony, treasurer; Cliff Acker, reporter, and Leah Stewart, voice agent. The program consisted of a reading by Miss Heine and a song by the choir. The society voted to meet in the home of Mrs. Carlotta Wednesday in a social spirit.

MRS. ANNA JOHNSON DIED HERE NOVEMBER 30th

Mrs. Anna Johnson, better known as "Aunt Anna," 78, passed away here Saturday, November 30, in the home of her nephew, Edgar Johnson. Funeral services were held the following day in the Baptist church, Elder Jones of Amarillo officiating. The remains were laid to rest in West Park Cemetery.

While on a visit to Glenrio, New Mexico, with her brother-in-law and family two weeks ago she was stricken with paralysis, and gradually grew worse until she passed away.

Mrs. Johnson was born in Tyro, Mississippi, March 22, 1851. She was united in marriage to John A. Johnson in 1871. They moved to Denton, Texas, in 1883, at which place they made their home for the next 17 years. In 1899 they moved to Amarillo, and in the spring of 1901 they moved to Hereford where Mr. Johnson engaged in the grocery business up to the time of his death in 1908.

Card of Thanks

We wish to thank our many friends who so lovingly aided us during the last dark hours of our wife and daughter. We take this means of expressing our deep appreciation and for the many flowers, those floral emblems of love expressing so much sympathy. May God's richest blessings rest on all. C. F. McCollough and Family, Mr. and Mrs. Chas. T. Whitson and Family.

STOCK SPECIALS

Born to Mr. and Mrs. James LeGrand, a son, November 24.
G. M. Hudson, a daughter, Ouida Kathleen, November 27.
Herman Galbraith, a daughter, December 4.
Brittain Roberson, December 5, a son.

HEREFORD SALE

D. L. McDonald and Tom Ivey, two of the most widely known breeders of Hereford cattle in the Southwest, have announced an auction sale of sixty-five registered Anxiety Fourth Hereford cattle here on January 30.

Thirty-five bulls and thirty cows will be offered in the auction. All of them are rich in Anxiety Fourth blood lines and many of them will have air-tight pedigrees. In addition to the cattle bred and raised by these two breeders, a number of other Hereford cattlemen will offer some fine specimens in the sale. Col. Fred Report, of Decatur, Indiana, will auction the sale, which will be conducted in the sales pavilion.

STRAYED NOTICE

A brown horse strayed to my place located 25 miles northwest of Hereford, about four months ago. The horse is described as about 7 years old, left fore ankle enlarged, no brand. Owner please communicate with me in reference to a feed bill. J. A. WILSON, Box 34, Hereford, Texas. 45-3c

LEE ELECTRIC COMPANY HAD OPENING SATURDAY

The Lee Electric Company had a big day last Saturday with their opening of their new business location. When the prizes were distributed that evening by Ray Barber, auctioneer, the building lacked little of being packed full. John Patton had the distinction

of getting the first prize, an electric light bulb; W. R. Arnold, next in order, received an electric curling iron; Mrs. E. G. Sisk was given a light bulb; Mrs. R. O. Younger an ironing cord; T. A. Sullins a light globe; Mrs. J. G. Weir, an ironing cord; Amos Jackson a light globe; Mrs. H. M. Bishop a life-time guaranteed electric iron, and Mrs. J. L. Sharnan received the capital prize—the Bureka, Jr. vacuum cleaner.

TELEPHONE EMPLOYEES ENJOY TURKEY FEAST

Employees of the Southwestern Bell Telephone Co. of the Hereford Exchange, and construction gang No. 46, now working here, celebrated Thanksgiving by attending a banquet at the Stockman's Cafe from 7:45 to 8:30. We were then entertained from 8:45 to 10:00 by J. C. Parker with a theatre party. All reported a wonderful time.

Those present were Iva M. Williams, chief operator; Mae Millard, Neal Richardson, Loma Woodburn, Lula Connell, Beth Millard, Evelyn Thurmond, Oma Wilson, of Canyon; Mrs. Lloyd Ledbetter, of Amarillo; Mr. and Mrs. Ralph R. Sears, Mr. and Mrs. Albert Parris, Otis Ford, supervisor and construction foreman; H. E. Hardin, W. C. Johnson, Glenn Acord, Lloyd Ledbetter, D. E. Kelly and L. Albright.

CARD OF THANKS

We desire to express our deep appreciation to our many friends who so willingly came to our aid during the illness and passing of our dear relative, Mrs. Johnson. We desire to thank the ladies of the Church of Christ, Dr. LeGrand, the nurse and Miss Kilbough, who so faithfully rendered such loving service in this sad hour. J. W. Johnson and Family, Mrs. J. L. Wilson, Mrs. J. D. Sanders.

STOCK SPECIALS

Born to Mr. and Mrs. B. E. McCollough, Wednesday, December 4, an eight pound daughter. Mr. and Mrs. McCollough came to Hereford about a year ago from Lawton, Oklahoma, and Mr. McCollough is a mechanic with the

Norton Motor Company. Born to Mr. and Mrs. Boone Whitaker, near Hereford, November 26, a son. Mr. and Mrs. Whitaker have lived in and near Hereford for a number of years and are now living on the E. Carter farm about three miles southeast of town.

Card of Thanks

To the Good People of Hereford and Surrounding Country: We most sincerely desire to extend to you our heartfelt appreciation for the many favors you have bestowed upon us and the liberal patronage you have given us during the time we were engaged in business in your city. We expect to leave Hereford the latter part of this week for Kemp, Texas, our future home, and we sincerely hope that you will extend to our successors, Messrs. Chick and Hagood, the generous consideration you have given us. Mr. and Mrs. O. A. Olson.

Adrian-Sims Notes

Wesley Collier visited his parents at Crosbyton over Thanksgiving.

Frank Iman was in Amarillo Monday.

Dawson Blasingame and family are visiting at Decatur, Texas, and points in Oklahoma. They plan to be away about two weeks.

Mr. and Mrs. Frank Iman are the proud parents of a baby boy.

Mr. and Mrs. Kelly Gray and daughter, Miss Alene, visited with the J. M. Chapman family Thanksgiving Day.

Mr. and Mrs. N. O. Phillips entertained Saturday evening. Music was the diversion of the hour. Refreshments of sandwiches, coffee and cake were served. Elizabeth Chapman visited Saturday night with Lois Phillips.

Hogs Furnish Good Market for Feed Stuffs Raised On Farm

"WHY BRING THAT UP?"

You've laughed till your sides split at their hilarious patter on the radio. You've been rocked with mirth by their many phonograph records. But, "Why Bring That Up?" Here they are as real as life, the two head men, rousing the new show world to wild merriment in one of the grandest entertainments ever produced on the all talking screen.

Picture them in this picture—a wonder production of fun, frivolity, romance and hilarity. Something entirely new—a lavish comedy-revue with a basic plot that thrills you to the toe tips. New dances, new melodies and girls galore.

Get the inside story of their own rise to stage and radio fame in this stirring fame. You witness their early struggles—you see them gain success. You see and hear them in both black-face and white-face. Star Theatre, Monday, Tuesday and Wednesday, December 9, 10 and 11.

MMES. BRADLEY AND HALES ENTERTAIN

Mmes. E. L. Bradley and A. C. Hales were joint hostesses at a delightful bridge party given at the home of Mrs. Wm. Stovall last Saturday. Eight tables were arranged in the reception rooms of the Stovall home. Miss Beulah Lee Rutherford won high prize and Miss Polly Steele second high. A delicious salad course was served by the hostesses, assisted by Misses Virginia Stovall and Ann Copeland.

FOR RENT—Modern three room unfurnished apartment. Phone 102. COFFEE & COFFEE 47-2c

College Station.—Pork can be produced and put on the market for 7 cents per pound, and by so doing furnish a market for the farm grown corn or grain sorghum crop from 25 to 50 per cent higher than the cash market affords, even in these days of low hog prices. With that said, flat statement good hog raisers everywhere will agree, but the assertion has plenty of support in the records of club boys and farmer demonstrators over Texas.

They raised them signy and in litters and even in droves, in a few cases, and their 1929 records thus far compiled at Extension Service headquarters show that a well fed pig may be expected to gain an average of two pounds or better daily, for a feeding period of five months or less. When marketed at this age such a pig weighs out about 200 pounds and represents a total investment, including the first cost and feed and labor, of about seven cents per pound. By figuring profits in terms of what the hogs paid for their feed, the corn these demonstrators fed their hogs brought an average of \$1.50 per bushel.

"And that," declares E. M. Ragenbrecht, Extension Swine Specialist, "is the way the hog business ought to be figured." It's not a get-rich-quick scheme, but a farm enterprise that maintains a good substantial market for home grown feed crops and milk all the time. The fact that hogs gave farmers such a market this year when prices were down at the bottom of the periodical hog cycle shows the fundamental soundness of the business.

Your Christmas Cards



DON'T WAIT UNTIL THE CHRISTMAS RUSH IS ON BEFORE YOU plan your GREETING CARDS... You know you are going to use them. Place your order NOW... get the advantage of a wide selection before someone else chooses the best ones.

YOUR SELECTION MADE NOW WILL BE DELIVERED MORE satisfactory to you, when you want them, and the last-minute indecision and worry is disposed of. The early orders always get the best selection.

THE BRAND HAS THE BEST SELECTION OF CARDS AT THE MOST reasonable prices that have ever been shown. The new Thermotype Process printing furnishes you an exact duplicate of engraving at just a fraction of the cost.

IF YOU HAVE YOUR OWN PLATE FOR ENGRAVING, THE COST IS very reasonable for the engraved styles.

WE WILL BE GLAD TO HELP YOU MAKE A SELECTION. A CARD with your name printed or engraved thereon is one of the best remembrances you can give at Christmas time.

The Hereford Brand

PIGGLY WIGGLY

FRIDAY & SATURDAY SPECIALS

- LETTUCE, per head, nice and fresh . 7c
- PINEAPPLE, No. 1 crushed, 2 cans 25c
- Cranberry Sauce, Dromedary, per can 19c
- WALNUTS, new crop, large size, per lb 25c
- COFFEE, Schillings, 2 lb can \$1.02
- Washing Powder, large, White King, pkg 44c
- COCOANUT, 3 oz package 19c
- PRESERVES, pure fruit, 2 lb jar 44c
- CRISCO, 6 lb bucket \$1.18
- Corn Flakes, Kellogg's, per pkg. 11c
- CANDY, 2 lb box Xmas Chocolates, just in 79c

Summerfield

Rev. Channess of Plainview accompanied Rev. Brown on his regular appointment here last Sunday.

There was a good deal of the Thanksgiving activity and spirit in the way of comers and goers over the community.

Mrs. Lee Curry and daughters, Glen and Mary Lee visited in Amarillo with their sister and aunt, Mrs. Baker.

Mrs. Walter Hartley and daughter, Geratide, visited over the week end in Amarillo with her mother, Mrs. Dodson.

Tom Gipson and family were Sunday visitors with friends at Black.

Misses Loraine and Opal Hays spent Thanksgiving in Lubbock with Leatrus Waiser.

Mr. and Mrs. B. C. Roberson and Mr. and Mrs. Bernard Roberson were in Canyon on Thanksgiving day and witnessed the big football game.

Mr. and Mrs. Walter Huntley and daughter went to Canyon to share in a big turkey dinner at the home of their friends, Mr. and Mrs. L. W. Scott.

Miss Marie Meharg spent the Thanksgiving holidays with home folks. Misses Pauline and Allene McDonalds of Canyon were her guests.

Mr. and Mrs. St. Claire of Amarillo were visitors in the home of Mr. and Mrs. D. M. McDonald over the week end.

Miss Jewel Jones of Canyon spent the week end with Miss Alma Walker.

Mr. and Mrs. Ky Lawrence and daughter returned from Eldorado, Oklahoma, where they spent the Thanksgiving holidays with his parents.

Mr. and Mrs. J. P. Fulton and family of Lubbock spent Thanksgiving in the home of Mr. and Mrs. J. B. Davis.

Charles Noland who is attending school at Lubbock visited with home folks over the recent vacation.

Mr. and Mrs. J. E. Roberson and family, Mr. and Mrs. John Hicks and son, Mrs. Claudia Ola Brown all of Canyon, Mr. and Mrs. J. E. Ward of Hereford, Mr. and Mrs. Ogata Behrends and family of Hart, Mr. and Mrs. Britt Clark of this community enjoyed a turkey dinner with all the trimmings with Mr. and Mrs. George Storey last Sunday.

Mr. and Mrs. J. W. Cox and family of Plainview, Mr. and Mrs. M. C. Nance and daughter of Lockney and Mr. and Mrs. Clifton Canfield of Plainview were week end visitors in the home of Mr. and Mrs. J. A. Noland.

Misses Lena Johnson and Pauline Fincher were week end visitors of Mrs. L. H. Lookingbill.

Mr. and Mrs. Roy Coker, Miss Pearl and Grandma Coker were Thursday afternoon visitors with Mrs. George Storey.

Leatrus, Guy and D. C. Waiser who are attending school at Lubbock spent the week end with relatives and friends.

William Roberson of Canyon is visiting in the home of his sister, Mrs. George Storey, and helping with harvesting the row crop.

Ford Doings

The Thanksgiving dinner at Ford was well attended. The dinner was fine and everyone reported a big time.

Mr. and Mrs. Steward and family spent Thanksgiving in Dallas.

Mr. and Mrs. Casey and son Riley spent Thanksgiving in Clarendon.

D. B. Mann and O. H. Grider left Wednesday for Oklahoma and returned home Sunday afternoon.

Mr. and Mrs. Roy Mann spent Wednesday night at the D. B. Mann home and left Thursday for Levelland where they will make their future home.

Mr. and Mrs. Howard Morel ate supper at the J. S. Garrett home Saturday night.

Mr. and Mrs. Jim Lyles of Cooperon, Oklahoma, are visiting at the Byrd Davis home and looking at the country.

Messrs. Davis and Lyles spent Saturday night in Clovis.

Visitors at the Thurman home Saturday night were Mildred, Nell and Boyd Casey.

Thomas and Venita Simpson spent Sunday at the Mann home.

Mrs. Duncan and daughter, Marie spent Thanksgiving at Pampa.

Venita Simpson ate supper with Elizabeth Drummond Sunday evening.

Mr. and Mrs. O. D. Frazier ate Thanksgiving dinner with Mr. and Mrs. Harold Wilson.

The Davis and Lyle families spent Monday at Olton visiting friends and looking at the country.

Progressive News

Mr. and Mrs. J. David Thompson, Maurine and Jack of Vernon, and Mr. and Mrs. Nell and children called in the Caldwell home Saturday evening.

Ladies of the community spent last Wednesday afternoon with Mrs. Caldwell.

Misses Augusta and Lois Samuelson spent the Thanksgiving vacation at home.

School was dismissed both Thursday and Friday of last week.

Mr. and Mrs. Webb visited relatives in Amarillo Saturday and Sunday.

Mr. and Mrs. Ira Ricketts and children ate Thanksgiving dinner with his parents at Hereford.

Mrs. Gregory and Augustina visited Mrs. Parks Thursday afternoon.

Mr. and Mrs. Nell and children and Augustina Gregory took supper with the Hersheys Sunday.

Lucille Parks spent the Thanksgiving vacation with home folks.

Murain Thompson visited Eunice Caldwell Sunday.

Mrs. Arch Daugherty and daughter, La Neida, visited her mother Monday.

Mrs. Parks entertained the following dinner guests Sunday: Mr. and Mrs. Ray Hershey, Katharine and Arnold, and Mr. and Mrs. Ernest Henry and daughter.

Mr. and Mrs. J. David Thompson and son Jack visited in the Nell home Saturday night.

Mr. and Mrs. Arch Daugherty and daughter spent Sunday in the Ricketts home.

Here and There.

There was singing at the school house Sunday night instead of preaching, as Rev. Ansire failed to come.

Owen Stagner spent the week end at Summerfield with his sister, Mrs. Gleaves Owen.

Mrs. C. E. Tice spent Thanksgiving evening at the W. E. Upton home.

Miss Pauline Fincher spent her Thanksgiving vacation at Summerfield with Miss Alma Walker.

Mr. and Mrs. Jack Robinson, Mrs. J. B. Harlen and Gleaves Owen spent the week end with their parents at Chickasha, Oklahoma.

The annual Thanksgiving dinner was held at the Guy Ham home Sunday and those present were Messrs. and Misses A. Lowther, M. D. Fincher, John Galts, Roy Boyd, Clyde Boyd, C. B. Tice; Joe Galts, George Moseley and Mr. Currie.

Mr. and Mrs. J. David Thompson of Vernon spent Friday night at the Guy Ham home.

Leo Williams helped Oscar Campbell stack feed last week.

Misses Klitty Clo Harben, Imogene and Mollie Jo Robinson spent their vacation with Mary Jo Owen at Summerfield.

"The Little Clodhopper," a two hour play will be presented at Frio Saturday night December 7.

The young people have been working hard on this play and have it up in fine shape. No admission will be charged at the door, but each lady is expected to bring a pair of socks with lunch in them for two and they will be auctioned immediately following the play.

Let Hanna & Hanna make your photos for Christmas, Hereford.



GIVE THEM ALL SAVINGS ACCOUNTS

They are never TOO SMALL or TOO LARGE to be encouraged in ways of thrift. One of our deposit books with one entry made is a SENSIBLE GIFT.

The First State Bank

ANY KIND OF WORK

Done in wood.

REPAIR OR NEW WORK

See Me at My Home In North Hereford.

Phone 313 After 5 p. m.

J. J. (Scotty) BUCKNER

MR. PROPERTY OWNER:

Why waste your time and energy telling people what you have to sell when you can shorten up the story by telling them you are

SELLING YOUR PROPERTY AT PUBLIC AUCTION ON A CERTAIN DATE?

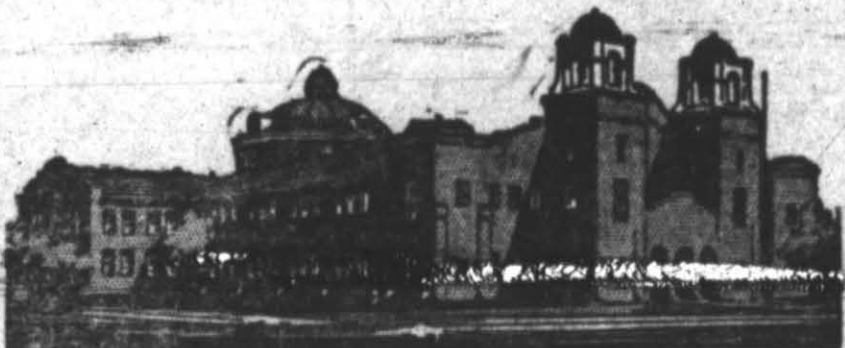
When the day of your auction sale arrives, all the prospective buyers will be there.

Ray Barber, Auctioneer

Superior Sales Service

Phone 241

Hereford, Texas



Tri-State Poultry Show AMARILLO

CITY AUDITORIUM

Dec. 12-13-14-15-16th

Exhibit your birds and attend the Southwest's biggest poultry event of the year! E. C. Branch and Walter Burton will be the judges; and large cash premiums to be awarded. Write Box 1475, Amarillo, Texas, for catalog. Admission free to visitors.

Let Our Poultry Expert Help You!

Mr. R. B. Galloway, in charge of our Poultry Extension Department, will be at the show constantly to furnish information and advise with poultry raisers. Mr. Galloway was formerly with the Missouri State Poultry Extension Department. This is your opportunity to meet and talk with him and other poultry experts.

PANHANDLE LUMBER COMPANY

Backache

If functional Bladder Irritation disturbs your sleep, causes Burning or Itching Sensation, Backache or Leg Pains, making you feel tired, depressed and discouraged, why not try the Cystex 15 Hour Test? Don't give up—Get Cystex today at any drug store. Put it to the test. See how fast it works. Money back if it doesn't bring quick improvement, and satisfy you completely. Try Cystex today. Only 60c.



Mark Every Grave with an Osgood Memorial. Here you will find a design to exactly suit you—one which will be a source of pride and satisfaction to you throughout the years.

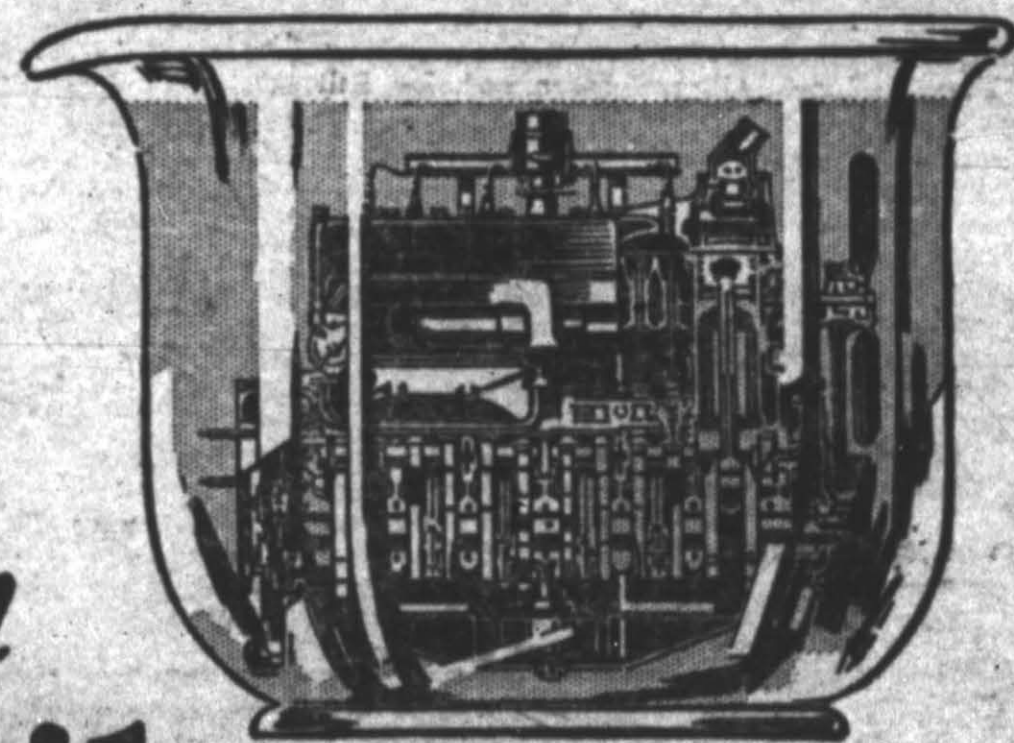
FREE! Stop in, write, or phone for our new, valuable illustrated folder:

"HOW TO SELECT A MEMORIAL."

OSGOOD MONUMENT CO.

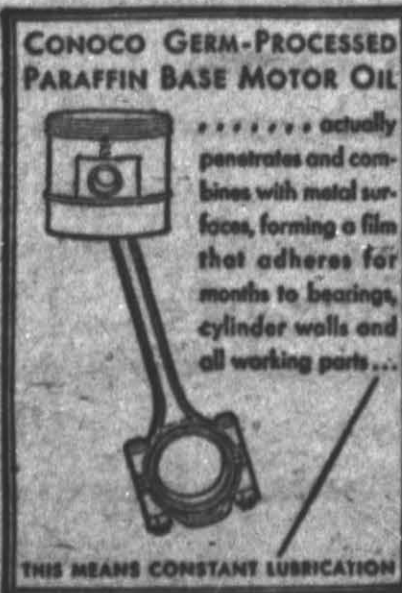
23 YEARS IN AMARILLO
500 Taylor St. Phone 2-9614
Amarillo, Texas

Imagine your Motor



Constantly immersed in Oil

That, in effect, is what happens when you fill your crank case with Conoco Germ Processed Motor Oil—none of its hundreds of moving parts are ever without lubrication.



THIS MEANS CONSTANT LUBRICATION

A MOTOR OIL, to do a 100% job, must lubricate *all the time*. That means that it should provide a lubricating film at every stage of motor operation including starting when the engine is cold. In other words, the motor should have a perpetual oil bath.

And that's exactly what happens when you use Conoco Germ Processed Motor Oil for the very good reason that this super-lubricant because of the patented germ process by which it is produced, actually combines with the bearing surfaces to form a film which adheres indelibly. It never leaves the bearings—and that means constant lubrication.

Think of the saving this means to the motoring public! Automotive engineers estimate that from 40% to 60% of the destructive wear and tear on a motor is caused in the starting operation because, with ordinary oil in the crankcase, the moving parts have no lubricating film when the engine is cold—and the oil is not distributed until 5 or 10 minutes after starting. Imagine the abuse to the engine during these periods of running with absolutely no lubrication! No wonder Conoco Germ Processed Oil is hailed as the revolutionizing motor lubricant. Its "carry-over" film has solved the greatest lubrication problem of the day. It assures longer life and smoother operation in any motor where it is used.

And never forget that to produce Conoco Germ Processed Oils the exclusive germ essence principle is applied to only carefully selected paraffin base crudes, resulting in a lubricant with greater film strength, greater adhesiveness, greater tenacity, greater stamina and lower friction than any other oil on the American market.

Draw up to the Conoco Red Triangle and give your motor a perpetual oil bath. Ask for Conoco Germ Processed Motor Oil.

CONTINENTAL OIL COMPANY

CONOCO
Germ Processed
MOTOR OIL

35¢

Per Quart - for All Grades
Except Special Heavy and
Extra Heavy

How Testing Association Members Well Pleased With Results of Work Being Accomplished In County

R. O. Dunkle, county agent, reports the 22 cows and their owners as registered in the Deaf Smith-Randall county organization, that led in production during the month of November. Earl Marsh is official tester of these two counties. An outstanding development in the past month's production is the fact that Deaf Smith county placed thirteen of the twenty-five cows that are entitled to official recognition. This means that a cow must give as much as 1000 pounds of milk or 40 pounds of butter fat during the month of the test.

Name	Breed	Lbs. Milk	Test	Butter Fat
Ed Pittner	Agusta	1227	5.2	63.8
W. C. Smith	Fled	1140	5.1	58.4
A. P. Smith	Bobbin	900	5.8	55.7
F. Morrow	Hags	1506	3.5	52.7
W. Duffel	Lizze	870	4.0	52.2
A. Smith	Spot	1113	4.4	49.0
A. Smith	Dell	825	5.8	47.9
L. Gilligle	Brindle	930	5.0	46.5
A. Smith	Betty Joe	894	5.1	45.6
A. Smith	Winnie	942	4.8	45.2
W. C. Smith	Princess	603	7.3	44.0
W. Duffel	Betty	654	6.7	43.8
A. Smith	Wanda	801	5.4	43.3
W. Watson	Belle	720	6.0	43.2
W. C. Smith	Rosette	807	5.3	42.9
E. Smith	Snoop	927	4.6	42.6
E. Smith	Peggy	816	5.2	42.6
R. Schelbagen	Bonny	1065	4.1	42.4
R. Schelbagen	Midget	936	4.4	41.2
W. Watson	Flores	1088	3.8	39.4
W. Watson	Snowball	1191	3.3	39.3
O. Wilson	Lady Bees	1011	3.3	33.4

Daniel News

(Too late for last week.)
 There was a good crowd at our Sunday school Sunday. We are very glad to have visitors and members.
 Mr. and Mrs. Will Moore visited Sunday in the home of Mr. and Mrs. Albert Ramsey.
 Miss Ollie Beale visited the Bishop home last Sunday.
 Mr. and Mrs. Floyd Tomlinson visited Sunday evening in the home of Mr. and Mrs. William...
 Mr. and Mrs. Joe Thurmond and daughter, Bessie Mae, and Mrs. Thurmond's sister, Miss Catherine... were in Canyon last Saturday.
 Mr. and Mrs. Russell Daniel and daughter, Susie Mae, and Mr. Daniel's sister, Miss Catherine... and Mrs. Ray Manning spent Friday and Friday night in the home...

5% LAND LOANS

Correct Abstracts
THOMPSON & IRELAND
 Hereford, Texas



Young Man HAVE MONEY!
 YOUR FUTURE DEPENDS UPON YOURSELF!
 The habit of banking money regularly will teach you self-discipline and fit you for the "job ahead."
 Start Saving Regularly NOW
 We Invite YOUR Banking Business
THE FIRST NATIONAL BANK OF HEREFORD
 —a strong bank thoughtfully managed—
 HEREFORD, TEXAS

the home of Mr. and Mrs. Lowe McCaskey.
 Claude Higgins was at his place in this community one day this week looking over his wheat crop.
 Mr. and Mrs. Ray Manning and Russell Daniel took supper with Mr. and Mrs. Lemuel Shuggart Sunday evening and from there they went to the Tom McClain home where they expect to complete the work on his house this week.

T. J. Jacobs was on the honor roll in the fifth grade this month. Mr. and Mrs. Clarence Brown are making their home for the presence with Mr. and Mrs. P. A. Brown.
 Mrs. Slaughter and Miss Katherine Hershey were in Canyon last Thursday evening.

Adrian-Sims Notes

(Too late for last week.)
 Lige Ellison left Tuesday for Crosbyton, Texas.
 Ray Chapman was an Adrian visitor Tuesday.
 A large crowd attended the box supper at Sims Saturday night, when about \$90 was realized from the sale of boxes and other features.

Wesley Collin left Wednesday for Crosbyton to visit relatives for a few days.
 H. Frazier and A. Collier went to Crosbyton last Tuesday.
 Dorothy and Mary McLain visited over the week end with home folks.
 Moselle Phillips was a guest of Virginia Chapman Saturday night. The Community Club met with Mrs. Stone Tuesday afternoon, November 20.

CATHOLICS TO BUILD NEW CHURCH AT UMBARGER

Umbarger, 18 miles east of Hereford, will erect a new Catholic church building during the next few months, it is reported. The edifice will be of brick, and will have a brick home for the resident priest in connection with it. The Umbarger church is one of the strongest in Northwest Texas.

OFFICERS RETAINED BY CANYON CHAMBER OF COMMERCE

The Canyon Chamber of Commerce chose its officers at its meeting Wednesday night of last week. Because of the number of unfinished projects on hand the organization voted to retain all of

the officers of the year just finished.
 Officers and directors are: W. A. Warren, merchant, president; D. A. Shirley, college registrar, vice-president; O. M. Gano, abstractor, secretary; W. J. Wooten, theatre manager; J. E. Humphries, college professor, Burt Elliston, real estate man, and Mrs. T. V. Reeves, director of college extension, directors.

M. and Mrs. N. C. Vogele spent Thanksgiving Day in Canyon in the home of Mr. and Mrs. Lester Weaver.
 Geo. Koetting of Groom was a visitor this week in the home of J. J. Paetzold.
FOR JOB WORK, TRY THE BRAND.

WEST TAILOR SHOP
 MRS. O. F. WEST, Proprietor
 "Well Pressed Is Well Dressed"
 Clothes called for and delivered—Phone 885

ADVICE

is cheap and sometimes very valuable

There's an old saying "advice is cheap." To this should be added, "...and sometimes mighty valuable."
 Take advice on farm electric plants, for instance. We're the authorized Delco-Light Dealers in this locality. And we've advised a lot of people on how a Delco-Light would make farm life easier and pleasanter. And in every case where this advice was followed we made a friend.
 Let us tell you the facts about electricity on the farm as supplied at little cost with a new 1930 "Red Line" Delco-Light. It costs nothing to investigate. And so to you'll be glad you did it... once you know the facts.

B. B. PARMER, Dealer
 HEREFORD, TEXAS

Just phone or drop us a card and we'll bring Delco-Light to your home for a night demonstration

DELCO-LIGHT

ELECTRIC POWER AND LIGHT PLANTS
 Also Manufacturers of Electric Water Systems
 PRODUCTS OF GENERAL MOTORS
 Made and Guaranteed by Delco-Light Company, Dayton, Ohio.

Opening Announcement

Having purchased the entire stock and fixtures of the Olson Variety Store, and will conduct the business under another name and in the same building, we desire to get acquainted with the Hereford folks and the residents of the Hereford trade territory.

We are proud to become a part of the civic and business life of your excellent city, and it is our great desire to meet every one of you.

Our store opened Tuesday morning of this week with the usual number of sales ladies, including Mr. and Mrs. Olson, who will remain with us for the remainder of this week.

Our shelves and counters are loaded with toys for the children, and useful and appropriate articles suitable for Christmas Gifts.

Chick & Hagood

Don't Miss THIS!

Bargain In Framed Pictures

SIZE 18 by 22, ALL FRAMED AND GLASSED
 PRICE 98 CENTS
 SEE OUR WINDOW DISPLAY
 A BEAUTIFUL AND APPRECIATIVE CHRISTMAS GIFT!

J. O. Newell, Dry Goods

WE GIVE 25¢ GREEN STAMPS.

Get Your Christmas Turkey Free!

From December 3rd to December 15th we will give away FREE a Live Turkey with each new Chevrolet Six that is sold and delivered. Also with each used car that is sold without a trade-in. If you are planning on buying a new car for your family this Christmas you should come in during this time and buy it. Here is a chance to get your Christmas Turkey Free with your New Chevrolet or a good used car "with an O. K. that counts."

ALL CARS MUST BE BOUGHT AND DELIVERED DECEMBER 3rd TO DECEMBER 15th, INCLUSIVE.

Give your family a Beautiful New Chevrolet this Christmas. It is a gift that the whole family will enjoy all year. And don't forget the FREE TURKEY.

THE ROADSTER \$666.00	THE COACH \$740.00
THE SEDAN \$635.00	THE COUPE \$740.00
THE IMPERIAL SEDAN \$845.00	THE SPORT COUPE \$795.00

Brumley Chevrolet Company, Inc.

"A RELIABLE INSTITUTION"
 PHONE 216 HEREFORD, TEXAS

Check Your Christmas Shopping List

AND PERMIT US TO SUGGEST:

- Sheaffer's Pens and Pencils
- Eastman Kodaks
- Christmas Wrapped Cigars and Cigarettes
- Pipe Sets
- Shaving Sets
- Nunnally's Candies
- Martha Washington Candies
- Atomisers
- Dresser Sets
- Leather Gift Goods
- Toilet Sets

Our Store Is Your Store, and the number this week is 9012-F5

SATURDAY SPECIAL ONLY: 75c GRADE CHOCOLATES, 60c LB.

Corner Drug Store

The Rexall Store

Day Phone 105

Night Phone 238 or 403-W

PRESCRIPTION DRUGGISTS

Locals

H. L. Landrum made a business trip to Amarillo Saturday.

Dr. Clyde Kibbe was in Friona on business Wednesday.

H. M. Lelure of Dawn was in Hereford on business Wednesday.

E. L. Lest of Amarillo was here on business Monday.

W. A. Springer was in Hereford on business Monday.

Paul Mattison was a business visitor in Hereford Monday.

Frank Glivan left Tuesday for Lubbock on a business trip.

Brunwicks are Famous for Quality!

F. T. Bolson left Monday for a business trip to Chicago.

THEATRE STAR

HERFORD, TEXAS

Program

FRIDAY ONLY
MATINEE AND NIGHT

"Broadway Scandals"

All Talking, Singing Dancing Revue with Sally O'Neil, Jack Egan and Carmel Myers and an ensemble of beautiful dancing girls. A big Special Showing at Regular Admission: 15c and 35c. Don't forget the special matinee at 2:00 p. m.

SATURDAY
MATINEE AND NIGHT
ZANE GREY'S

"Stairs of Sand"

Starring Wallace Beery
Also two reel TALKING COMEDY

Monday, Tuesday and Wednesday

One of the best pictures of the season.

THE TWO BLACK CROWS
MORAN AND MACK

"WHY BRING THAT UP?"

You have heard the two Black Crows on the record and on the radio. Now see and hear them on the screen.

ADMISSION, 15c and 35c

Coming

Wednesday-Thursday
DECEMBER 12 AND 13

CLARA BOW in her latest all-talking picture.

"The Saturday Night Kid"

COMING SOON!

"The Four Feathers"

With the greatest all-star cast ever assembled for one picture, including William Powell, Fay Wray, Noah Berry, Clive Brook and Richard Arlen

Miss Nell Farmer of Canyon was in Hereford a short time last Wednesday visiting.

Mr. and Mrs. Arlie Dean, north of Hereford, were shopping here Monday.

R. F. Perkins, south of Hereford, was here on business Monday.

Mrs. Leah Stewart spent Thanksgiving visiting her sister, Mrs. Lee Biggs at Amarillo.

Mrs. Lawrence Johnson of Summerfield was a Hereford visitor Monday.

Your friends like RICE'S INSTANT TIRE SERVICE. You might, too.

Mr. and Mrs. E. W. Kinney of Plainview were in Hereford Wednesday on business.

Mr. O. E. Tullis of Fort Worth is in Hereford on business this week.

Eibert Smith of Lamesa was in Hereford Wednesday evening visiting friends.

Jim Cox of Pampa was here the latter part of last week visiting with relatives and friends.

Car of Niggerhead coal on the track Monday. See me at the Hereford gin. H. L. Casbeer. 1c

Mrs. H. D. Reed spent Thanksgiving day in Amarillo visiting with relatives.

Did you see those big loads of Brunswick Tires for RICE? Half a car load and more to follow. 1c

C. S. Jones was in Amarillo Wednesday of this week transacting business.

A. M. Walker of Summerfield was in Hereford on business Wednesday.

Miss Dorothy Arnold of W. T. S. T. C. spent Thanksgiving with her parents, Mr. and Mrs. W. R. Arnold.

Mr. and Mrs. Seth B. Holman of Amarillo were in Hereford Tuesday to see the Perryton-Hereford football game.

John McDonald of Amarillo, was here last Tuesday visiting his brother, Dave McDonald, and friends.

Miss Reba Williams of Lubbock spent Thanksgiving with Mr. and Mrs. N. E. Gass.

Ray McEntire of Dimmitt spent the week end with Mr. and Mrs. Hubert McEntire.

Miss Virginia Laird of Plainview was in Hereford visiting friends first of this week.

Mrs. Pearl Biggs of Amarillo spent the week end here visiting with her parents, Mr. and Mrs. J. W. Clark.

Mr. and Mrs. C. M. Henderson of the Kerns Grain Co. of Amarillo, spent Thanksgiving with Rev. and Mrs. Fuller of Hereford.

Mrs. Clay Angelo and children returned home with her mother, Mrs. Cash, to Pampa to spend some time visiting.

Miss Crawford, one of the high school teachers, spent the Thanksgiving holidays with an uncle in Friona.

Miss Louise Jacobsen of the Jumbo school spent the Thanksgiving holidays with her parents, Mr. and Mrs. John N. Jacobsen.

George Heard of W. T. S. T. C. spent the Thanksgiving holidays with his parents, Dr. and Mrs. G. W. Heard.

You don't have to wait! We have the tires and of course the price is the lowest in town. Brunswick's at RICE'S. 1c

Miss Mattie Lou Harrison of W. T. S. T. C. spent Thanksgiving here with her mother, Mrs. E. W. Harrison.

Miss Rosabelle Jones of Lubbock spent last week end here with her aunt, Mrs. A. W. Chandler.

Mr. and Mrs. Jerry Behrends and children of Hart are visiting with her parents, Mr. and Mrs. J. F. Ward, this week.

C. W. Humble left this morning to spend the week-end in Lubbock and will go to the Lamesa-Whiteface football game from there.

Are you going to put off buying chains until you get caught in the mud? Buy them now at RICE'S. 1c

Mr. and Mrs. Cooper Morgan and family moved into their lovely new home on North B Street Wednesday.

S. L. Gulm of Deaver, Colorado, arrived in Hereford this week

to visit his parents, Mr. and Mrs. G. H. Gulm and family.

Mr. and Mrs. N. E. McIntire of Canyon, Dr. George and Dr. Evelyn Power of Amarillo, spent Sunday in the D. R. Gass home.

Mrs. Yearwood returned to her home in Plainview after a several days visit with friends in Hereford and Summerfield.

LAMESA GAME

(Continued from Page One)

anything much about. The game made them a little sore but that is being worked out of them nicely this week and they should be able to put up another one of their bang-up fights Saturday afternoon.

It was thought that Saturday's game was as far as the Class B title race would go, but it seems now that another bi-district race

to the south is being settled day and the winner will be Saturday's victor for something else. It is Olney and Jackson who fight it out on the football field Friday. Olney, like Hereford, enjoys the prestige of being a champion of her district two years in a row.

Our radio batteries, hot-cold and dry cells (for radio or phone) are fresh goods. At RICE'S.



Santa says...
"Come in"

INSURANCE
Loans--Bonds
HEREFORD
INSURANCE
AGENCY
JOHN McLEEN, Manager



Is Your Farm A Business or a Bungle?

By producing products for home use first, the smart farmer is saving money.

One or more dairy cows, a flock of laying hens, some hogs and a few acres of cultivated land cost practically nothing to keep up and they will feed the entire family.

Tin cans and paper sacks are costly to the farmer.

Western National Bank
"There Is No Substitute for Safety"

THREE BIG CARS
OF NEW
FURNITURE

We have just received three car-loads of new furniture. You can select just what you want from our complete assortment, and at

MODERATE
PRICES

Electric Refrigerators

—Make fine Christmas Presents. Come and see them. New dining room furniture is just the thing to make Christmas cheer complete. . . See us for all kinds of gas appliances. . . Our novelty goods are just as appropriate as they can be—see them. . . Our rug stock is very complete and the prices are scaled very low. We are making every effort to crowd out a big year's business, and are satisfied with small profits.

FURNITURE SOLD ON EASY INSTALLMENTS

E. B. BLACK CO.

FROM NOW UNTIL CHRISTMAS, SEE US FOR REAL VALUES!