

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

50th YEAR—NUMBER 45

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, NOVEMBER 12, 1936.

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AROUND TOWN

Sights and Facts Seen

Did you know that John Patton was a T 5-8 hat.

One lad whom we really hate for Hereford and Deaf Smith county is Homer Thompson, assistant county agent, who was appointed last week and to a similar position in Lubbock county. But since the change comes in the order of a promotion, we let him go reluctantly.

One thing Homer could do as well as direct farm practices was pick football winners. He was correct on 14 out of 21 selections during the past two weeks.

Introduction of high school football players from the stage of the Star theatre Tuesday night proved to be a popular attraction. It was a worthy gesture. Hereford folk are to be commended on the manner in which they have stood by the boys during this, their poor season in many years. Not always can a school be stronger athletically than its neighbors; yet too often the fans forget that after all the players are only a group of youngsters doing the best they can, and thereby ruin the desired effects of the grid training.

Legion Holds Celebration

American Legion activities and the Hereford-Canyon football game featured Armistice Day observance here yesterday, for which all business houses except those whose services were required were closed throughout the day.

The Legion enjoyed a big feed at the Firemen's Hall last night, followed by its annual Armistice dance. The grid game took on a patriotic aspect when Hereford and Canyon pep squads and bands performed between halves, opening with the Star Spangled Banner and closing with the playing of the letters U. S. with small flags.

R. T. Nunn Hurt Last Saturday

R. T. Nunn was doing fine this morning after having received a severe blow last Saturday when he was accidentally knocked from the Santa Fe loading platform. He was taken to the Deaf Smith county hospital for treatment Saturday afternoon and released Sunday morning.

The tongue of a grader which Mr. Nunn was assisting in unloading swept him from the dock and his head struck the side of a box car, rendering him unconscious for a short while. Both elbows were split by the impact.

MOTHER OF MRS. J. W. BERRY TAKEN BY DEATH

Notice has been received of the death of Mrs. Martha West, mother of Mrs. J. W. Berry and Mrs. Orville Grant, formerly of the Jumbo community. Mrs. West passed away last Wednesday at her home in Bethany, Missouri. Funeral services were held last Friday.

Mr. and Mrs. Berry lived at Jumbo for some time before moving to the J. E. Springer farm, and about a year ago to Bethany because of Mrs. West's ill health. Mrs. Berry was the winner of the Brand's last subscription contest.

WM. C. TALLANT TO JUDGE TRI-COUNTY POULTRY SHOW

William C. Tallant of Oklahoma City, an American Poultry Association judge, is to officiate at the Seventh annual Tri-county Poultry Show here December 10, 11 and 12. W. M. Emmons, secretary, announced Tuesday.

It will be Mr. Tallant's third visit to Hereford to judge the local show. In addition, he officiated at the Tri-State Fair in Amarillo this year and judged one division of the Centennial poultry show at Dallas. His last appearance here was two years ago. Mr. Tallant is considered one of the leading poultry judges in the Southwest, and each year his presence has

W. B. Dameron, Panhandle Pioneer, Taken By Death

FUNERAL SERVICES ARE HELD THIS AFTERNOON AT CHRISTIAN CHURCH

Another of the Panhandle's real pioneers passed away Wednesday morning with the death of William Bruce Dameron, 74 years old, following a severe illness of more than two weeks in the local hospital.

Since the early days of Hereford Mr. Dameron has been one of the community's most loyal citizens. His interests and efforts were always for improvements in civic, social and religious activities. The results of his untiring energy along constructive lines, with other pioneers, is in evidence throughout the community where he had lived since 1900.

Funeral services were held at 3 o'clock this afternoon from the First Christian church, conducted by Rev. H. M. Redford, pastor. Interment was in West Park Cemetery. Pallbearers were F. H. Oberthier, G. W. Heard, C. H. Dyar, J. H. Head, C. R. Smith and J. J. Clark.

Mr. Dameron was born on February 22, 1862, in Gaston county, North Carolina. He moved to Cooke county, Texas, in 1877 and two years later, on January 20, 1879, was married to Sarah Elizabeth Barnard. The couple had been married nearly 58 years. To the union eight children were born, seven of whom survive and all of whom were present at the time of his death.

Came to West Texas. Mr. Dameron purchased a ranch in Castro county in 1880, and at the turn of the century brought his family to West Texas to begin his constructive work with others who pioneered this section. He built his home in Hereford in 1901. He had been an active member of the First Christian Church for 25 years.

Survivors include Mrs. Dameron, the children, Mrs. A. M. Jones, W. Elmer Dameron, Frances Dameron and Travis Dameron, all of Hereford; Laban G. Dameron of Denver; Mrs. W. C. Witherspoon of Dallas; Mrs. Jack Lester of Amarillo and eight grandchildren.

Oberthier Made District Head

Fred Oberthier, Jr., has been appointed district manager of the New Mexico Utilities Company, A. J. Whiting, vice-president of the company, announced last week-end. Mr. Oberthier is also in charge of the Clovis office.

He had been assistant to Mr. Whiting for the past year. He familiarized himself with the work while his father, F. H. Oberthier, operated a power plant here. When the plant was sold to the Texas Utilities Company in 1923, Fred was made manager, a position he held until December, 1934, when he went to Clovis. He returned in the summer of last year, going back to Clovis in October. He was made supervisor of plants in this district two years ago.

Mr. and Mrs. John Redfield of Tulsa, Oklahoma, visited in the home of Mr. and Mrs. H. L. Broadwell last week-end. Mr. Redfield is a nephew of Mrs. Broadwell.

Whitefaces Lose Last Two Tilts

In the most thrilling football battle in which the Hereford Whitefaces have figured for many seasons, the Herd battled the Tulla Hornets to a 17 tie last Friday afternoon at Tulla. The Hornets stepped into the

Starting Lineups: Hereford pos. Tulla C. Posey lb Moon Hagar lt Rogers West lg Hunsaker Elgins c Cook Schumacher rg Harris Willett (c) rt Poff Vaughn re Hale Loerwald qb Anschultz Green lb Soltenberg Fogler rh Gardner Billings fb (c) Waller

conference lead on first downs, having scored 10 to Hereford's 6, after penetrations of the 20-yard zone also were even, two all. It was not a battle of smooth, polished machines, but a wild

Red Cross Drive To Start Monday

The annual Deaf Smith county Red Cross roll call is to get under way Monday, with an intensive drive designed to reach the county's quota of 200 members within a few days.

County Chairman John Olson announced early this week. The drive officially continues until Thanksgiving Day. Campaign workers will be lined up by the first of the week to make a house to house canvass of Hereford, and sufficient opportunity will be given

others outside Hereford to contribute their part to the campaign. Hereford's Boy Scout troop No. 1 will cooperate with the Red Cross unit in staging the drive.

There are six memberships in the organization, depending upon the amount of the contribution made. The annual single membership is \$1, a contributing membership \$5, sustaining membership \$10, supporting membership \$25, life membership \$50 and patron membership \$100. Fifty cents out of each contribution from \$1 to \$25 is forwarded to the national Red Cross to carry on its work, and the remainder of the contribution is retained within the county for home relief work.

"I certainly hope we reach our quota this year," Mr. Olson said, "and we are going to make every effort to do so. We would like to see as many as possible contribute more than \$1, for our treasury is getting low. The Red Cross locally has been an extra

MICHAEL TRANSFERRED TO STAMFORD OFFICE

H. C. Michael, plant man at the Southwestern Bell Telephone Company here, was promoted to the position of wire chief of the Stamford plant. He left for Stamford Monday, after about one year with the local office.

F. F. A. Clubs Form District Organization

Future Farmers of America of eight cities organized a district association last Saturday at Tulla. The clubs participating include Tulla, Hereford, Dimmitt, Plainview, Hale Center, Abertillery, Floydada and Silverton. The organization is known as the Tulla District F. F. A. Area 1.

The association has student officers and is primarily an organization of vocational agriculture students. The group also started work on objectives for the coming

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Tulia Captures Conference Lead

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Mrs. M. M. Beavers and son, Morris, and daughter, Lovey, of Lamesa visited relatives here Saturday and Sunday. Mrs. Hubert Freeman, another daughter, returned to Lamesa with them.

Condron Points Out Need of Understanding

POPULAR KNOWLEDGE OF INTERNATIONAL LAW NEEDED FOR CONTROL

S. H. Condron, professor of government and economics at West Texas State Teachers College in Canyon, discussed "Our Good Neighbor Policy" before a large crowd last Thursday afternoon at the First Methodist church. His talk was sponsored by the Bay View club. Included in the audience, composed mostly of women, were a number of business men and a good representation of the high school senior class.

Mr. Condron pointed out the need of popular understanding of international law to increase the popular control over national conduct. Governments do not make war, but are drawn into war, he stated. The essential conditions back of peaceful settlement, he pointed out, are reasonableness, good temper, willingness to recognize facts and weigh arguments.

Must Move Forward. "A league of sovereign states must either move forward to a true federation of nations," Mr. Condron stated, "or national sovereignty will drive them back into an anarchy of economic nationalism, competitive armaments and war. The dream of 1918 has now disappeared beyond recall. To paraphrase Smoot of South Africa, 'Humanity after a short rest in the tents of the League, is uncoiled on the march into an unknown world.'"

In discussing youth and the armies of tomorrow, Mr. Condron said 20,000,000 march in tomorrow's armies. Their ages range from six to 21 years. A German leader states, he said: "We be

(Continued on page three)

Erosion Danger Reported On 60 To 70 Sections

The Deaf Smith County Wind Erosion District today is starting advertising land against which complaints have been filed, and which the special district will work, making assessments against the owners, unless its hazardous erosion conditions are eliminated.

Between 60 and 70 sections are included in the list. It includes all land that has been reported since last spring. In some cases, County Judge Mal Stewart pointed out, sufficient cover crop or plowing may have corrected the danger. In this case, the owner

Whitefaces Lose Last Two Tilts

BASKETBALL GETS UNDER WAY ON TAIL OF GRIDIRON SEASON

Before the waning football season staged its final fling at Hereford High School, basketball entered its bid for popularity, with Coach Jimmie Wilson's girl team getting under way in pre-season tilts.

The sextet opened by splitting a pair of games with Dimmitt. Hereford took the first game, played at Tulla following Friday's football tilt, 26 to 22. On Saturday night, playing on their home court, Dimmitt took the second game of the series 30 to 26. Friday, November 20, the Dimmitt sextet comes here for the deciding clash of the series.

In the meantime, Hereford opens its home stand tomorrow night, with the first and second teams playing similar tilts from Friona.

Mrs. M. M. Beavers and son, Morris, and daughter, Lovey, of Lamesa visited relatives here Saturday and Sunday. Mrs. Hubert Freeman, another daughter, returned to Lamesa with them.

Grading To Start Next Week on New Route to Dimmitt

Grading on the direct route from Hereford to Dimmitt will get under way next week, the Deaf Smith county commissioners decided at their regular meeting last Monday. The decision followed word from Castro county officials that their section of the road is to be completed shortly.

The county's grader will not be available until some time next week, Commissioner Jack Rose said, but will be placed on the new route as soon as possible. Only a short time will be required to grade the four or five miles between

Turkey Growers To Meet Here Saturday

Former Hereford Women Among 5 Killed In Crash

RELATIVES RESIDING IN HEREFORD; ALL WERE WELL KNOWN LOCALLY

Two former Hereford women were among four women and a small boy, all of whom have relatives in Hereford, who were killed Tuesday afternoon in a crashing crash near Keighley, Kansas. They were Mrs. Lucy Hall, widow of the late Jay Hall; Miss Myrtle Hall, 20, her daughter; Miss Margaret Ruth Anderson, 26, a niece, all of Amarillo; Mrs. Henry Nelson of Wichita, Kansas, another niece, and her son, Elwood, 4.

Mrs. Hall and Miss Anderson's mother are daughters of G. W. Cassell, and sisters of Mrs. Guy Smith and Malcolm Cassell, all of Hereford. They lived here with their family as young women prior to their marriages. They were well known in the community. Mrs. Nelson was the daughter of Mrs. Gran Womble of Hume, Missouri, whom the group had been visiting. Mack Womble, Mrs. Womble's brother-in-law, was the first to receive word of the tragedy here.

All five were in the same car, struck by a Frisco train. The Halls and Miss Anderson left Amarillo the preceding Tuesday for a visit in Wichita, Kansas, and Kansas City. At Wichita they were joined by Mrs. Nelson and her son and went to Hume to visit Mrs. Womble. They were on the return trip when the accident occurred. Workmen, building an underpass near the crossing, said the view of the rails might have been obstructed by construction material along the right-of-way. Funeral arrangements had not been completed yesterday.

Visitors to Dallas. Among those who made the trip to Dallas to see SMU and A. & M. College football game were Mr. and Mrs. A. T. Bateman, Mr. and Mrs. S. P. Rosson, Mrs. H. K. Fox, Mrs. Seth B. Holman, John Patton, Ed Marcum and Homer Thompson.

Panhandle Pioneer Honored During Visit to Old Home

Orbiters in Hereford honored Ira Aten of El Centro, California, one of the pioneers of this section, when he returned for a visit Saturday. He was treated to a dinner at Ike's Cafe, with C. R. Shilth, George Muse, George Stambaugh, Nestor Gass, Dow Mercer, Vern Witherspoon, E. E. Ramsey, N. C. Vogele, R. H. Norton, and Judge L. Gough of Amarillo attending.

Mr. Aten also visited Judge Gough in Amarillo. At present he is on the board of Boulder Dam, having two more years to serve.

Weather Chart

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

Day	Max.	Min.	Moist.
Thursday	62	24	0.00
Friday	57	24	0.00
Saturday	50	25	0.00
Sunday	45	24	0.00
Monday	59	31	0.00
Tuesday	60	30	0.00
Wednesday	66	34	0.00
Thursday	77	34	0.00

He came to this country in 1890 and remained until 1905. He was sheriff of Castro county at the same time Judge Gough was county judge. He later be

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

E. L. CLASS ENTERTAINED WITH LUNCHEON

The TEL class of the Baptist church held a covered dish luncheon Thursday at the home of Mrs. Lee Lambert, with Mrs. W. A. Dobbins as assistant hostess. Each member attending brought a dish for the luncheon, which was served at the noon hour.

Mrs. W. L. Walsler, first vice president, presided at the business meeting convening in the afternoon. At that time plans were made for a Thanksgiving box to be sent Buckner Orphans' Home in Dallas.

The following were present: Mmes. Wirt Phillips, W. A. Long, Bessie Davis, Allen Powelson, G. W. Bramley, Mack Beach, Artis Daniel, Lee Lambert, J. T. Gilbreath, W. A. Dobbins, W. L. Val-

entine, W. L. Walsler, Mack Hanna, J. H. Miller, J. S. Orr, H. M. Smith and Miss Minnie Mulkey. Mrs. B. N. Shepherd and Mrs. A. O. Thompson were guests of the class.

ARMISTICE DAY MOTIF FEATURED IN 42 PARTY

An informal 42 party was given Thursday night at the home of Mr. and Mrs. Ellis Combs, with Mr. and Mrs. A. Peterson assistant hosts. The Armistice Day motif was carried out in the decorations and table appointments.

Those attending were Messrs. and Mmes. Luther Reece, R. G. Blue, L. Z. Oldham, Earl Phillips, Henry Williamson, Ronnie Shepherd and Miss Hamlin.

A WANT AD WILL SELL THAT COW!

DAWN STUDY CLUB ENTERTAINS GUESTS

The Dawn Study club entertained guests at its regular meeting held at the home of Mrs. Jeff Robertson Tuesday afternoon, November 3.

After a short business session, Mrs. Gladys Miller read an interesting article on the program subject, "The Home as Influenced by Its Own Conditions." Mrs. Vada White discussed "The Things that it takes to make a Home Attractive and Comfortable."

Games were directed by Mrs. W. J. Stewart, and a shower acknowledgment was read by Mrs. Jeff Robertson. Refreshments were served to Mes. A. T. Frye, L. A. Smith, Baker Womble, Ernest May, R. Schroeter, Jim White, W. J. Stewart, Lester Galley, Walter Galley, Cecil Walker, Minnie Walker, Carl Long, H. H. Miller, C. P. Caldwell and Grandmother Galley. Misses Elvira Frye, Eunice Caldwell, Ruth Wolfe, Mary Bowles, Margaret Bowles and the hostess.

The next meeting will be held at the home of Mrs. W. J. Stewart November 17.

Refreshments were served to Lueta Borden, Elizabeth Brumley, Marie Cogdell, Genevieve Eberle, Gussie Edelman, Anna K. Hardesty, Virginia Lillard, Lyndell Mitchell, Adelle Morgan, Bessie Patterson, Nora Alice Ray, Marie Roden, Margaret Schroeter, and the hostesses.

The time of the next meeting on November 17 has been changed from 8 o'clock to 7:30. The club is to meet at the home of Marie Roden.

CO-HOSTESSES ENTERTAIN WITH BRIDGE PARTY

Mrs. A. Peterson and Mrs. Ellis Combs were co-hostesses at a lovely bridge party given at the home of the latter Thursday afternoon. Armistice Day decorations were used and table covers and tallies carried out the Armistice Day motif.

Mrs. C. H. Dyer won high score and Mrs. Glenn Weir second high. Consolation prize went to Mrs. Edwin Mauk.

Delicious refreshments were served to Mmes. Alex Bateman, Mont Baker, C. H. Dyer, R. R. Willis, O. K. Howe, Edwin Mauk, Glen Snyder, Jack Rose, F. L. Lucas, Glenn Weir, Paul Foster, Jewell Murchison, John Renfro, F. M. Kester, Reed Williams and M. D. Womble.

LOCAL BOYS IN TECH-CALIFORNIA TRIP

Roy Hastings, Billy Ross Phillips, Arthur Thompson, Jr., and Homer Henslee were four of the 64 Texas Tech band members selected to make the trip to Los Angeles, where Texas Tech and Loyola University football teams closed on Armistice Day.

The band left Lubbock on a special train Sunday morning and will leave Los Angeles Friday morning for the return trip. Only about half of the original band could be taken on this trip, and those selected were required to qualify for concert performance.

Billy Ross Phillips plays the clarinet and Junior Thompson plays the cornet, both boys are seniors. Homer Thompson is a junior and plays the clarinet; Roy Hastings is a freshman and plays the trombone.

WEDNESDAY LUNCHEON CLUB ENTERTAINED FRIDAY

Members of the Wednesday Luncheon Club were entertained with a bridge luncheon given by Mrs. Oscar Easley at her home Friday. Chrysanthemums and marigolds furnished the attractive decorations.

Mrs. Jack Wayland was awarded high score prize in the games. Members present were: Mmes. C. C. Rockwell, J. C. McCracken, W. L. Davis, Jack Wayland, B. M. Wiltshire and Oscar Easley. Guests were Mrs. Harold Close and Mrs. Charles Brooks.

BAPTIST WMS IN MONTHLY BUSINESS SESSION

Baptist WMS met Wednesday afternoon of last week at the church for their regular monthly business session. Mrs. O. T. Williams, president, directed the meeting. Mrs. Alvie Wilson gave the devotional and the prayer was led by Mrs. N. E. Savage.

Reports were given by officers and circle chairmen.

Try First to Buy in Hereford.

JUNIOR PIONEER CLUB MEETS AT NEWELL HOME

The Junior Pioneer Club held its regular meeting Tuesday evening at the home of Margaret Newell, with Ruby Thompson as assistant hostess.

A short business session was held and the program was given with Marie Cogdell as leader. The topic of the program was "The Homemaker as a Club Woman, the club's federation program."

Marie Roden discussed state and national officers; Margaret Schroeter directed the seventh district officers and chairmen, and Genevieve Eberle gave an interesting talk on state headquarters, which she visited last year.

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MANY FROM HEREFORD ATTEND FOOTBALL GAME

Attending the football game in Tulla Friday afternoon between the Hereford Whitefaces and Tulla Hornets were Roger Brumley, Mr. and Mrs. Bill Smith, Mrs. Wes Brady, Mr. and Mrs. Jack Hagar, Jack Wayland, Mrs. W. H. Russell, Mrs. O. G. Hill, Mr. and Mrs. W. E. Dunlap, Mrs. Scheithagen, Mr. and Mrs. Paul Foster, Mr. and Mrs. John Renfro, Dennis Baker, Mr. and Mrs. A. A. Foster, Mal Stewart, Carl Cockrell, Odella Flowers, Mrs. Jim Higgins, Mr. and Mrs. R. G. Blue and Mr. and Mrs. Henry Hastings.

Visitors in the D. W. Hawkins home over the week end were Billy Hawkins of Mobeetie, Mr. Meek, high school football coach at Mobeetie, and Miss Kathleeta Hawkins of Amarillo.

Rance News

EDNA BEHREND'S There were 28 present at Sunday school last Sunday.

Miss Zaydee Rule of Hereford spent Sunday with her parents in this community.

There will be an entertainment at the school house Friday night, November 13.

Miss Plunk spent last week end in Canyon.

CAST OF "BLACK CATS" ENTERTAINED AT WARD

Misses Sarah Agnes Bryant and Ellen Smith, teachers in Ward school, entertained the cast of the play, "Black Cats," with a 42 party Wednesday night, November 4 at the teachers' home.

Games of 42 were enjoyed until a late hour and lovely refreshments served. Plate favors were all-day suckers.

Present were Mr. and Mrs. Bob Higgins, Mr. and Mrs. Bill Hutson, Mr. and Mrs. Glenn Rutter, Wesley Higgins, Altus Higgins, Ed Howe, Floyd Harrison, Horace Johnson and the hostesses.

MRS. GENE PRESSLEY HONORED AT SHOWER

Mrs. Bob Gentry and Mrs. E. J. Reynolds entertained Saturday afternoon at the home of the latter with a miscellaneous shower complimenting Mrs. Gene Pressley, a recent bride. A Thanksgiving theme was carried out in the appointments for the party. The house was decorated with fall flowers accentuating shades of gold and bronze.

The shower was introduced when an alarm clock sounded and the bride was instructed to search for its source. Gift packages were found hidden in different parts of the house.

Attending were Miss Irene Crawford, Miss Fern Caplisle, Mmes. James Wilson, Tom McCollum, Nona Jewell, Misses Mary Virginia Eberle, Mary Turrentine, Helen Dauforth, Gertrude Wilson, Mrs. Pressley of Black, and the honoree. Those sending gifts were Lucretia Wilson, Thyma Cawthon, Irene Knox, Blanche Poff and Frankie Bell Robinson.

COURTHOUSE RECORDS

Warranty Deeds.
Carrle Houser et vir, San Bernardino county, California, to Frank Barber, W 1/4 of SW 1/4 section 58, block K-3.

Troy Womble and wife to John R. Womble, SW corner section 4, and NW corner section 5, block K-4.

Substitute Trustee's Deed.
H. L. Casebeer and wife, by substitute trustee, to Home Owners Loan Corporation, lots 8 and 9, O. T.

Marriage License.
E. F. Loerwald and Miss Adeline Schumacher, issued November 6.

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AD NOW!

March Knox, who is connected with the Canadian River Gas Co. at Lubbock, is spending his vacation here with his parents, Mr. and Mrs. W. A. Knox.

Mr. and Mrs. Arthur Thompson, Mrs. Wirt Phillips and Mr. and Mrs. Homer Henslee attended Parents Day at Texas Tech in Lubbock Saturday.

Protect What You Have INSURE John McLean Insurance Agency Phone 373



MERIT EGG MASH
Helps prepare your flock for the winter as well as increasing egg production. Use MERIT EGG MASH and see the difference in your flock for yourself.
JUST TRY MERIT EGG MASH FOR RESULTS

Be Prepared
Don't let Old Man Winter's icy breath catch you unprepared. The man who has a bin full of coal is ready for any trick of weather. We have a car load of that good Lump Niggerhead Colorado coal on the track. Order your coal TODAY!

WEST TEXAS FEED & SEED
Phone 265

MAKING HISTORY
With America's Finest Cleaning

SUITS DRESSES COATS
Cleaned and Pressed
2 for \$1

Keeping step with modern progress are our methods of finer cleaning. Send us your oldest blankets or your newest evening gowns. The same exquisite care will be used on both of them and they will be returned to you in perfect condition. We carry full insurance to protect your garments against loss or damage.

HEREFORD LAUNDRY AND DRY CLEANERS
PHONE 298

WE WISH TO EXPRESS OUR GRATITUDE TO THE
400 Persons Who Inspected the New 1937 CHEVROLET
At Our Showroom Last Saturday and Who Were Our Guests

We Are Anxious To Give You a Demonstration

To those who were unable to attend the initial showing, we extend an invitation to inspect the greatest car in the low priced field at your earliest convenience. You will agree: It is an astonishing automobile!

We Still Have Some Great Values In Used Cars

BRUMLEY - WOODFORD
Motor Company

"BLACK CATS"
Given by Ward Community
Friday, November 13
8:15 P. M.
AT DAWN SCHOOLHOUSE
10c - ADMISSION - 20c

Read the remarkable record of **GULFPRIDE**
THE WORLD'S FINEST MOTOR OIL

GULFPRIDE'S achievements have never been duplicated by any other motor oil!

The reason? **GULFPRIDE** alone is made from choice Pennsylvania crude... refined first to equal the best competitive motor oils... and then further refined by Gulf's exclusive Alchlor process. It took 15 years' research to develop this amazing oil. Such scientific effort backs each Gulf product.

Drain and refill with **GULFPRIDE** now. At all Gulf dealers.

(Left)
SEE WHAT HAPPENS when a mixture of 6 of the best-known Pennsylvania motor oils goes through Gulf's Alchlor process. 20% waste is removed from these already highly refined oils. That's why **GULFPRIDE** tops all other Pennsylvania motor oils.

(Right)
EVERY SET of buyers' specifications for quality motor oil, including those of the U. S. Army and Navy is awarded by **GULFPRIDE OIL!** No other oil can equal it—because no other oil is 100% pure Pennsylvania and refined by the Alchlor process. Get **GULFPRIDE**—the world's finest motor oil.



EASTERN AIR LINES' Great Silver Fleet has flown more than 26,000,000 passenger-miles during the past six months, using **GULFPRIDE OIL** exclusively. Reason: this oil gives the lowest cost per mile—a fact you can confirm in your car.

GULFPRIDE
THE ONLY-ALCHLOR-PROCESSED 100% PURE PENNSYLVANIA OIL

GULF
IN SEALED CANS ONLY

DEPUTY OF THE DEVIL

By BEN AMES WILLIAMS

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(Continued from last week.)

So Dan stripped off his sweater and crossed to the farther court, and Nancy's racket rose and swung in a free full circle. The ball clipped the line, went untouched into the backcourt. Dan had not moved, had made no effort to return it.

"Weren't you ready?" she called.

"Sorry," he confessed with a grin. "You ought to wear a veil or something, Nancy, or black your teeth! How can a man keep his eye on the ball?"

"You'd better watch this one!" she retorted, her cheeks bright, and served again. But the ball came back low and fast on her backhand, and at her feet; and thereafter Dan managed to keep her attention on the game.

Yet—inattention might have been forgiven him. Nancy was slender, with loose dark hair, and she wore one of those scant tennis costumes calculated to permit the greatest possible freedom of movement, with no sleeves and a skirt which even in repose scarce reached the knees. Her bare legs were golden brown from three months of southern sun, and her arms and throat were the color of honey. Dan thought her like that classic figure of Diana which the stag. Her movements were

A Three Days' Cough Is Your Danger Signal

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Croemulsion. Serious trouble may be brewing and you cannot afford to take a chance with anything less than Croemulsion, which goes right to the seat of the trouble to aid nature to soothe and heal the inflamed membranes as the germ-laden phlegm is loosened and expelled.

Even if other remedies have failed, don't be discouraged, your druggist is authorized to guarantee Croemulsion and to refund your money if you are not satisfied with results from the very first bottle. Get Croemulsion right now. (Adv.)

in his mouth, and his eyes fixed liquid and effortless; her body flowed through a succession of postures, each beautifully composed, like a fine work of art, which the eye recorded and remembered.

Dan himself was no work of art. He was taller than Nancy, but so broad of shoulder and heavy of leg that he seemed short and almost chunky. He moved about the court with a robust zeal and a reckless waste of energy. His stroke seemed awkward, but had a surprising efficiency and power. Nancy had learned her tennis in a good school, and played easily and well; and she did in fact win the first set from him, though by sheer stubborn persistence he carried it thrice to deuce.

But in the second set his superior pace began to tell; the balls he hit had a steam behind them which when they struck her racket communicated the shock to her hand, to her wrist and arm. Little by little her returns began to drift faintly to the right of the spot where she aimed them; she made errors. He broke her serve.

"Golly, Nancy," he protested, "you're blazing! Too hot!"

"Of course not!" she laughed at him. "You're no iceberg, yourself, she retorted. "You're as red as beef! It makes me hot just to look at you."

"Want to call it off?" he urged. "No sense killing ourselves!"

"Of course not. We'll play two sets of three," she insisted stubbornly, and they came back to the court again.

She coasted through the remaining games of that set, husbanding her strength, making him run when she could, placing the ball rather than driving it. He took the set at six-four.

"There," he suggested. "That makes it even-Stephen. Let's call it a draw!"

"Of course, if you're tired," she said derisively.

He grinned. "You're a gullible for punishment."

"I've just begun to fight," she warned him.

"All right, have it your way," he assented. "It's my serve. Let's go."

And without pause they began again, but Dan's game now had softened. She won his serve, then her own, and the first three points of the next game. On the third point he served a double fault, and she picked up the balls and walked toward the net.

"Dan, you-beast, you're letting up," she said in angry accusation.

"Not a bit of it," he insisted.

"Liar," she retorted, and her eyes were hot. "Don't you suppose I know? And if there's anything I hate, it's to be babled!"

"Why, listen, Nancy," he protested. "I—Well as a matter of fact," he confessed honestly. "I thought you were pretty hot and tired. We're not playing for blood, you know."

"I'm going to beat you if I can," she said furiously. "And you're to beat me if you can. Is that clear?"

He hesitated, himself angry now. "Perfectly," he retorted then. "You asked for it. I'll give it to you!"

And he turned and stalked back to the service-line. She took her place to receive. "Ready?" he barked.

She nodded and the ball came blazing at her. Her whole arm thrilled from the shock of it. Her return caught the net cord, dropped for an error.

His jaw was set, his face bleak. "Ready?" He took the game. The next. The next. He won five games in a row, and with the score two five against her, she prepared to serve.

Driving herself to the limit, she served and came in. His return was hot; she met it weakly, could no more than pop the ball feebly in to the air. She saw his body bend backward for the smash; saw the sweeping curve of his racket, head the explosion of the shot; and then something struck her bare leg just above the right knee.

She felt a pang like flame, a sickening agony. She heard his low cry of dismay, and heard her own voice in a keen fine wall of pain, and the world swam and dissolved, and she was on hands and knees on the ground, dizzy, almost fainting.

Then he was holding her in his arms, and crying out regrets and self-reproaches; and trying to lift her; and the sandy surface of the court abraded her bare knees; and then she was being carried, and abruptly she was being kissed, and so forgot her hurts. Chaos resolved itself into order again, glorious and beautiful. She lay on turf, cradled in his arms, clinging to him.

"I didn't mean to, Nancy!" he cried desperately.

"Please mean to, Dan," she whispered, drawing him nearer.

"I don't mean—this," he con-

fessed confusedly. "Oh, I've meant this always, I think. Only I never had the nerve. But—hitting you . . . Was it awful? I'd rather break my arm."

"It was terrible," she answered him, smiling through tears. "I thought I'd die! Nothing ever did hurt so. Please be sorry for me."

"Sorry? Honey, I'd—" He hesitated, and his eyes clouded, and he released her. He said awkwardly: "I'll get your coat. You'll be chilled."

"I'll never be cold again, darling," she yowed.

But he left her while he fetched her coat and his sweater. She looked ruefully at the red blaze on her knee.

"That's going to be black and blue," she told him, when he returned.

"And red and orange, and yellow," he predicted. "You let your father look at it. It might need something."

"I think it's grand," she said, smiling at him as he knelt beside her, drawing him near. "I hope it stays that way for days and days."

And a moment later she said: "If I'd known it took that to make you—do this, I'd have let a ball hit me long ago."

He frowned miserably. "Nancy, I shouldn't have—kissed you."

"Why not?" she demanded. "I liked it. I think you should do it again."

He protested: "You know darned well—I can't, darling!"

"Why can't you?" she challenged.

"It's just a matter of common

sense," he urged. "You know what you father and mother—"

"Is it them you want to marry?" she demanded hotly. "Dan, you make me tired!"

(Continued next week.)

Miss Clara Wedel of Panhandle visited in the home of her parents, Mr. and Mrs. H. T. Wedel, last week end. Miss Wedel has taken a position with the Carson County Abstract Company.

Bippus Items

BY RUTH REESE
Sunday school was well attended last Sunday.

Shoppers in Herford Saturday were Mrs. Jones, Mr. and Mrs. Frank Canabe and children, Mr. and Mrs. Gene Simmons and daughters, Mr. and Mrs. E. Burks and sons, Mr. and Mrs. C. T. Reese and children, Mr. Fortenberry and daughter, Miss Stella.

FREE! to sufferers of **STOMACH ULCERS HYPERACIDITY**
Willard's Message of Relief

PRICELESS INFORMATION for those suffering from **STOMACH OR DUODENAL ULCERS, DUE TO HYPERACIDITY—POOR DIGESTION, ACID DYSPEPSIA, SOUR STOMACH, GASSINESS, HEARTBURN, CONSTIPATION, BAD BREATH, SLEEPLESSNESS OR HEADACHES, DUE TO EXCESS ACID.**

Explains the marvelous **Willard Treatment** which is bringing amazing relief. Sold on 15 days trial.

CITY DRUG STORE

Mr. Steen made a business trip to Herford Tuesday.

Herbert Bippus and Bud Morrison made a business trip to Herford Tuesday.

Miss Stella Fortenberry boarded with Mrs. Homer Dodson last week.

Mr. and Mrs. Bokle were in Herford Saturday.

Farmers are very busy with their farm work.

Mr. and Mrs. C. T. Reese made a business trip to Herford Friday. Virgil Walton was absent from school last week.

BUSINESS AND PROFESSIONAL DIRECTORY

THE CHOCOLATE SHOP
Plate Lunches
Sandwiches

Cold Drinks, Candies Magazine

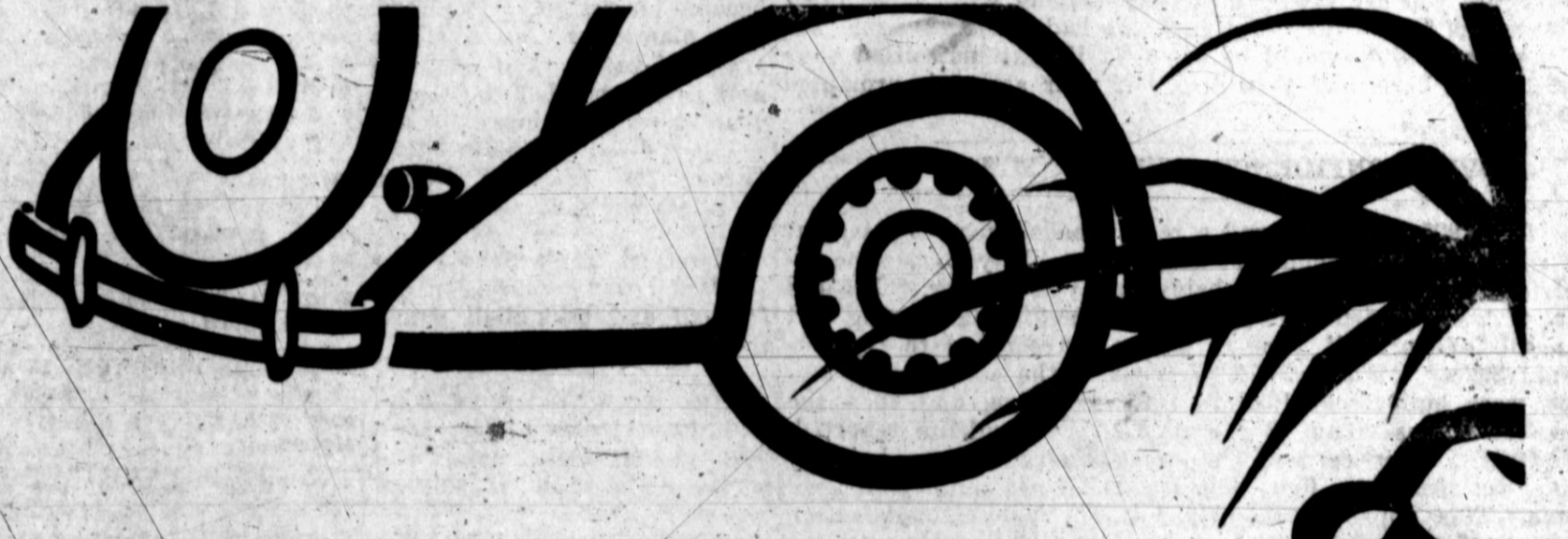
The title to your land is vital. Our Abstracts correctly reveal the title.
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ABSTRACTS
Of All Deaf Smith County Land Titles.
DEAF SMITH COUNTY ABSTRACTS INC.
Cliff Estes, Manager

RADIO SERVICE
On All Makes Radios.
All Work Guaranteed
GEORGE GILES
Member of R. M. S.
At Womble Implement Co.

THE HERFORD BRAND JOB PRINTING



When your better automobile is bought

OIL-PLATING

keeps it better

Shiny 1937 models! They're now displayed by dealers near you. Maybe you'll be driving one soon . . . thrilling to the power of your new, soft-humming engine . . . feeling good because it uses so little gasoline and oil.

Right from the start, Oil-Plate your engine, so that the second year and the third, you will still have a sweet-running car—still keep running expenses low.

The only oil that can Oil-Plate your engine is Conoco Germ Processed Oil—patented. It actually sheathes every working part with its lasting Oil-Plating. Then, when you start and when you drive, the pistons and bearings are sliding . . . sliding! . . . on tough, slippery Oil-Plating.

You'll skip the grinding wear that occurs with ordinary oils that cannot Oil-Plate your engine. Such oils drain down when you stop, thus letting your engine run un-oiled for solid minutes when you start. And engineers say that this causes more than 50% of all motor wear!

Now, with Winter ahead, be sure that your car, new or old, is getting the protection of modern Oil-Plating. Your car's lasting power and economy, for thousands of trips to come, will make you thankful you changed to Conoco Germ Processed oil today. Continental Oil Company



CONOCO GERM PROCESSED OIL



GAS

EVERY DROP COUNTS

Full measure for your GAS DOLLARS! That's what you get when you fill your car up at our CONOCO Station. CONOCO Gas is so good that every drop counts in giving you greater mileage, greater power and quicker pick-up. Drive in today—you always get the most for your money here.

FOR PROMPT DELIVERIES OR TIRE SERVICE—CALL 588

Sewell Service Station



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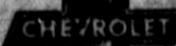
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NEW HIGH-COMPRESSION VALVE-IN-HEAD ENGINE • NEW ALL-SILENT, ALL-STEEL BODIES (With Solid Steel Tunnel Top—Unisteel Construction) • PERFECTED HYDRAULIC BRAKES (With Double-Articulated Brake Shoe Linkage) • NEW DIAMOND CROWN SPEEDLINE STYLING • GENUINE FISHER NO DRAFT VENTILATION • IMPROVED GLIDING KNEE-ACTION RIDE* (at no extra cost) • SAFETY PLATE GLASS ALL AROUND (at no extra cost) • SUPER-SAFE SHOCKPROOF STEERING* (at no extra cost)

THE ONLY COMPLETE CAR—PRICED SO LOW



*Knee-Action and Shockproof Steering on Master De Luxe models only. General Motors Insurance Plan—monthly payments to suit your purse. For economical transportation. A General Motors Vehicle. Chevrolet Motor Company, Detroit, Michigan.

Brumley-Woodford Motor Co.

HERFORD, TEXAS

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager
ADRIAN ODOM Editor

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NOTICE TO PUBLIC

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

OUR COMMON INTEREST

Whatever our interests in the community in which we live, we are bound to the entire group in one common interest—to progress along business and social lines so that we might realize greater benefits and a more abundant association. The member of the community who feels he owes it nothing is being unfair to both himself and his neighbors.

The same is true in business. The druggist who depends upon the merchant to use his drugs and services also must return his support if both are to prosper. And so on down the line, the professional man must return the patronage of the implement dealer and the grocer. Because a certain merchant does not purchase from another directly, it does not follow that the latter owes the former nothing. His patronage of someone else in the community brings indirect returns to the other as surely as though he were a regular customer. There is more than one business in Hereford serving the merchants and business men of the town, without which the community as a whole would be decidedly impaired. When you figure you are saving money by dealing with out-of-town institutions for services that could be had at home, figure out if the community would be damaged if that institution were not located here, and then decide if your action is prompted wisely.

OVER CONFIDENCE—THE MOTORIST'S SIN

If a 1925 model car and a recent model were to start out on a drive, which would you think most likely to become involved in an accident? Probably you will answer, "The old car, with out-moded brakes, relatively inefficient steering and general inferiority." You're wrong. According to the National Safety Council, 24.79 per cent of the cars now in service were built from 1925 to 1928, inclusive, and they are involved in less than 12 per cent of all accidents reported.

Only 15 per cent of the cars in service were built in 1935—yet these cars figured in almost 24 per cent of all accidents. This apparent anomaly has an obvious explanation. Drivers of new cars are over-confident. They over-rate the safety factor of better brakes, bodies, steering, lights, etc. Because a car is in A-1 mechanical shape, and is more or less new, they take chances—until the tragic day of reckoning arrives. This is not a boost for old cars—many of which should be barred from the highways, because of mechanical dangers caused by obsolescence and neglect—but a plea for a different attitude on the part of owners of our modern gasoline chariots. It is a sad commentary on these drivers that better cars mean a higher accident record.

Regard your car, new or old, as a potentially lethal machine. It can spread death and destruction when mismanaged. Don't commi he grea driving sin of over-confidence—its end is likely to be the cemetery.

By Their Words AND OURS

It is a fine thing for people to get to concentrating on football like they are this year. . . . They are getting so crazy about the sport they are demanding that it be played fairly and honestly. The fans right here in Shamrock are talking good sportsmanship and civic manners more than they ever did before. Shamrock Texan.

Men who can work at their usual occupations and will not work are hastening the deflation of relief. The government appreciates that relief expenditures—mean taxes, and it realized that business burdened with taxes cannot increase employment. Its only alternative to halting returning prosperity is cutting down relief expenditures.—Muleshoe Journal.

All economists predict an improved future. The Panhandle will show the balance of the nation how to stage a rapid recovery if moisture will continue throughout the winter and next year. Canyon News.

Whenever we get so busy making a living that we have no time left for the living itself, we are on the same melancholy track. . . . for life is more than a mere process of getting and spending. Its highest values are never found in the pay envelope or in the dividend coupon. These things—the bits of cash we are able to win from a frequently stubborn world—are only means to an end. The end is the greater richness and fullness of living; the means are important only as they lead to it.—Fortales News.

Add smiles: As sad as a Landon campaign button on November 4.—Clarendon News.

My cogitations lead me to the conclusion that a "mercenary" individual is almost if not quite, universally "Mercy Mary"—Friona Star.

In spite of all the poetry and

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, November 10, 1905.)

T. E. Shirley had made up his mind to locate in Hereford and bought 75 acres of land just east of town.

The name of J. H. Biggs, Jr., had been added to the baby roll of W. M. S.

Heavy rains had fallen all over the Panhandle.

President Theodore Roosevelt had issued a proclamation calling upon the people of this nation to observe Thanksgiving Day in fitting manner.

Hereford schools had established attendance records, 360 students having been enrolled.

The postoffice building at Arney had been dressed up by the addition of a brand new set of lightning rods.

Cane seed produced in this county was in great demand, and several car loads had been shipped.

A Missouri capitalist had become interested in Hereford, and planned to establish a grain elevator and flouring mill here, provided the people wanted such business.

(From The Hereford Brand, November 12, 1915.)

Hereford High School was jubilant over winning three football and basketball games the past week.

After one of the worst wind and dust storms of the year, this vicinity was calm and serene under flawless skies.

It seemed that Pancho Villa, bad-bold Mexican bandit, was cornered, and it was expected his depredations would end shortly before a firing squad.

From all parts of the country came favorable comment of the purchase by Jowell and Jowell of 50 head of pure-bred Herefords at a flat price of \$25,000 for the lot.

The World War was on, and Dunlap Hardware Co. advertised thusly: "Because you're neutral is no reason why you should not buy a German heater."

For the first time, some alfalfa fields were being cut the fourth time. It was also the first time a crop had been harvested in November.

J. A. Fox, of the Fox Mercantile Co., had ridden a car through a wire fence without injury, but a telephone line caught him and cut and bruised his face quite badly.

E. S. Ireland of Dimmitt advertised the possession of the only set of abstract books in Castro county.

ASSEMBLY OF GOD CHURCH

"A place with a welcome." One block north of the high school. W. A. McCann, Pastor. Sunday school, 9:45 a. m. Owen Neel, superintendent. Devotional worship, 11 a. m. Ch. Prayers, 6:30 p. m. Evangelistic Services, 7:30 p. m. G. T. W., Wednesday, 7:30 p. m. W. M. C. Thursday, 7:30 p. m. Evangelistic Service Friday, 7:30.

St. Anthony's Church.

Sunday mass at 8 and 10 a. m. Life of Christ Study club at 3 p. m., benediction at 4 o'clock. Week-day mass at 8 o'clock in church, at 6:30 in convent; Holy Hour on Thursday, 7:30 to 8:30 p. m.

Thanksgiving Dinner.

Efforts are being made to attract the largest number to attend St. Anthony's annual Thanksgiving dinner. All are invited to have dinner here on that day. Proceeds to be used to improve the church's appearance.

Mrs. Homer Fox and Mrs. Seth B. Holman returned home Monday from a visit to the Centennial in Dallas. Mrs. Fox visited her brother, Ralph Clennin, in Fort Worth, while Mrs. Holman drove to Kilgore to visit her sister, Mrs. D. C. Laird and family. They spent the week end in Richardson as guests of Mr. and Mrs. Jack Mounds, former Hereford citizens.

Want Ads

For Sale or Trade

FOR SALE: A tract of highway property at very reasonable price. Inquire at Brand office. 44-1f

FOR SALE OR TRADE: 10-foot power drive John Deere binder, good row binder, 10-inch ball-bearing belt idler, for cattle or bundle hegar. Frank Foliart, five miles north on 25-Mile Avenue. 44-3p

FOR SALE: Good junior size piano, priced reasonably. Mrs. F. W. Dodson, Westway. 44-3p

FOR SALE OR TRADE: Used kitchen cabinet in A-1 condition. Phone 765-W. 1c

FOR SALE: Two nice white glits, will farrow in about two weeks. O. E. Sherman, two miles north on Nursery Road. 1c

FOR SALE: Kindling. See or call B. E. Brumley. 1c

FOR SALE OR TRADE: 25 acres at edge of city limits, \$25.00 per acre cash will buy this. J. M. Murchison. 24-1f

FOR SALE: Grade "A" raw milk. Delivered to your door twice daily. Steam sterilized utensils and adequate refrigeration. Reasonable prices. Phone 606. Prairie Dairy. 26-1f

FOR SALE: Look at SE 1/4, section 1-4-2 and submit your best bid for cash. C. B. Buckman, 1406 N. Main Street, Fort Worth, Texas. 42-3c

For Rent

FOR RENT: Furnished apartment, hot and cold water furnished. Francis Apartments, telephone 198-W. 45-3p

Wanted

WANTED: To buy half or three-quarter used bed and springs, or springs only. Mrs. W. T. Batchelar, 600 Miles Avenue. 1p

WANTED: To sow your wheat. Am equipped to handle heavy weeds. J. D. Love, Hereford, Texas. 44-3p

INSURANCE?

Yes, that is my business and I will be glad to call on you at any convenient time to discuss your insurance problems with you. R. E. Knott, P. O. Box 414, Hereford, Texas. 42-1fc

THE NEXT 10 young people who enroll in this school can do so on unheard of terms of tuition. You can also earn your board and room. Write for information. Evening Business College, 808 1/2 Polk St., Amarillo, Tex. 52

Lost and Found

LOST: One pair man's white buckskin gloves, silk lined. \$1 reward. Please return to Brand office. 1c

NOTICE OF TRUSTEE'S SALE

THE STATE OF TEXAS, COUNTY OF DEAF SMITH. Whereas, by virtue of authority vested in the Trustee, named and appointed in a certain Deed of Trust, recorded in Volume 27, Page 489, of the Records of Mortgages and Trust Deeds of Deaf Smith County, and executed and delivered to such Trustee, Wiley L. Robertson on the 15th day of December, 1924, by Ernest L. Betts and Teleta A. Betts, his wife, for better securing

come the Trustee in said Deed of Trust as substitute for the said Wiley L. Robertson.

And, whereas, as such substitute trustee I did thereupon succeed to all of the estate, right, powers and trust granted or vested in the said Wiley L. Robertson by said Deed of Trust,

And, whereas, said Ernest L. Betts and Teleta A. Betts, his wife, have made default in the payment of said \$4800.00 note above described, due on the 1st day of December, 1934, and the same is now past due and unpaid, principal, interest and attorney's fees, by reason thereof and as provided for in said Note and in said Deed of Trust, now aggregating principal, interest and attorney's fees \$7261.20, plus \$458.60 delinquent taxes upon said premises paid by said Rollinsford Savings Bank, as provided for in said Deed of Trust; and whereas, I have been requested by said Rollinsford Savings Bank of Salmon Falls, New Hampshire, the owner and holder of said Note or Bond secured by said Deed of Trust to enforce said Deed of Trust, I will offer for sale between the legal hours thereof, to-wit: Between the hours of 10 o'clock A. M. and 4 o'clock P. M. at Public Auction,

to the highest bidder, on the first Tuesday in December, 1936, the same being the 1st day of said month, at the Court House door, in the town of Hereford, in Deaf Smith County, Texas, the above described property, with all the rights, members and appurtenances thereto in any wise belonging.

Witness my hand this 5th day of November, 1936.
H. L. HUNTER,
453c Substitute Trustee.

IRRIGATION OR WATER WELLS

I am in a position to give you a good bid on drilling or equipping any kind of well, from smallest water well to largest irrigation plant.

J. O. LYTLE
Hereford, Texas

Check Your Heating System NOW



Cold Weather is Just Around the Corner!



West Texas Gas Co.
GOD GAS WITH DEPENDABLE SERVICE

Take warning from Fall's cool days and nights. Give your family pure circulating warmth this winter—in all rooms—without dusty flames and odors to cause frequent "colds" and headachy "social" bills. Don't wait! Put your heating system in order now.

FLOOR FURNACES
DUPLIX REGISTER FURNACES
UNIT AND CENTRAL SYSTEMS
CONSOLE ROOM HEATERS
MODERNIZE YOUR HOME WITH GAS

TAX NOTICE!

The 1936 Tax Rolls of Deaf Smith County are ready for tax payments. Those who wish to take advantage of the Split Tax Payment Plan for 1936 State and County Taxes must make their first payment on or before

Nov. 30th, 1936

the second half will become due on or before June 30, 1937. All 1936 taxes are due and payable on or before January 31, 1937, unless the split payment is used.

Property owners may make their payment of taxes in full at any time after October 1, 1936. Information regarding your 1936 taxes will be given promptly, upon request.

(PAY YOUR TAXES BEFORE DELINQUENT DATE, AND AVOID PENALTIES)

Mrs. J. B. Miller
Sheriff, Tax Assessor & Collector

SALE STARTS FRIDAY EVERYTHING MUST GO!

CHRISTMAS SALE

ADVANCE Everything In Stock On Sale! Watch for Large Circulars With All the Details!

Outfitters for the Whole Family

POPULAR STORE

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

Beautiful Church Ceremony Marks Schumacher-Loerwald Nuptials

In a beautiful and impressive ceremony at the Catholic church, Miss Adeline Schumacher, daughter of Mr. and Mrs. Clem Schumacher, became the bride of Mr. Edmund Loerwald, son of Mr. and Mrs. J. A. Loerwald, on Monday morning at 9 o'clock. Yellow chrysanthemums banked the altar before which the marriage service was read by Rev. Nathaniel Madden, S. A., assisted by the Rev. Pastor. Tall tapers burned in candelabra at the altar.

The bride's only attendant was her sister, Miss Marie Schumacher, who served as maid of honor. She wore a dress of navy blue with blue accessories. The bride wore a gown of sky blue satin with three-quarter length veil. She carried a white prayer book and rosary and a bridal bouquet of white chrysanthemums.

The groom was attended by his brother, Gene Loerwald, who served as best man. The wedding marches were played by Mrs. F. J. Eberle, and the mass, Saint Angela, by Rev. Rene L. Becker, was sung by the choir.

For the offertory, Mrs. Eberle, Miss Arelene Koelzer and Mrs. Joe Huckert sang Ave Marie, by Rossini.

Immediately following the ceremony an informal breakfast was given at the home of the bride's parents for relatives and close friends. The young couple will be at home at 808 Roosevelt, Avenue in Hereford.

YOUNG COUPLE ENTERTAIN

A large number of invited friends filled St. Anthony's Hall Monday evening when Mr. and Mrs. Edmund Loerwald entertained with a dance. Music was furnished by Slud's orchestra.

AUCTION SALE

EVERY TUESDAY
Hereford Sales Pavilion. Bring in your livestock if you want it sold to the best advantage. Good demand for all classes of livestock. We have plenty of buyers. Always a good SALE.
HEREFORD SALES CO.
H. V. Heanen Ray Barber
Clerk Auctioneer.

STUDENTS ENJOY PIG SKIN PARADE

The Pig Skin Parade was enjoyed by a group of high school students Tuesday night. Honoring the football boys, members of the band and pep club girls, genial John Roberts, manager of the Star theatre, entertained with a theatre party, and incidentally staged a home town football parade.

After a band concert at the entrance of the theatre, W. J. Stanford, president of the school board, acted as master of ceremonies. He paid tribute to Coaches McCollum and Wilson for their high standards of sportsmanship in athletics. Coach McCollum introduced members of the team, and the pep club gave cheers in recognition of each player.

The Pig Skin Parade was a fitting climax to the pep rally which began at 7 o'clock. The picture, wholesome and entertaining, was packed full of inspiration and school spirit, and the evening's entertainment was an excellent expression of interest in the schools and students activities.

YOUNG PEOPLE PICNIC AT STATE PARK

The intermediate department of the Methodist church enjoyed a picnic and Weiner roast at Hereford State Park last Wednesday.

A spirit of care-free hilarity prevailed throughout the evening. The young people roasted weiners and marshmallows, and many games were played.

Those attending were Billy Louise Davis, Clifton Neal Cox, Dorothy Prolock, George McLean, Donald Henslee, Mary Beth Hicks, Mollie Clayton, Kathryn Henderson, Nellie Pauline Spradley, Dorothy Watts and Mozelle Shreve, members of the department. Leaders present were Jimmy Gammill, Alberta Davis and Mrs. Hall Beavers.

CIVIC CHORUS GROWS

The second rehearsal of the Hereford Civic Chorus was held Monday night at the Methodist church. Thirty-five members were present and according to Miss Mattie Swisher, director, prospects are bright for a good rendition of The Messiah, which will be given here and in Amarillo some time during the holiday season. Singers from Amarillo will assist in the program here and the entire Hereford Chorus will sing with the Amarillo chorus in the rendition there.

Invitations have been extended to singers of neighboring towns to join the chorus and all young people who are interested in music are urged to join. Music for The Messiah will be furnished those who do not care to purchase copies of their own. Rehearsals will be held Monday evenings at 7:30 at the Methodist church.

Dimmitt Youth Awarded Prize

Albert Summers of Dimmitt was one of 19 boys to win a prize educational trip offered by the Santa Fe Railroad to the 15th annual boys' and girls' 4-H Club Congress to be held in Chicago in connection with the International Livestock Exposition, November 27 to December 5, inclusive. H. M. Bainer, Santa Fe agricultural agent, has announced.

West Texas scored heavily in the list with nine winners. The awards go to boys making the best records in crop and livestock projects best adapted to the agricultural needs of the county in which the projects are carried on. They are offered by the railroad company to encourage better agricultural practices.

Mrs. Paul Mathers attended a morning coffee in Amarillo Tuesday, given by Mrs. Stuart Browning in honor of Miss Evelyn Durham, whose approaching marriage has been announced. Miss Durham is a niece of Mrs. Mathers.

STUDY GROUP MEETS WITH MRS. BILL HUTSON

Members of the LAE study club met at the home of Mrs. Bill Hutson Thursday afternoon with The Cultivation of Personality as the theme of study. The First Steps was the subject of an article by Mrs. Jim Lipscomb. Mrs. Arlie Deau discussed The Arrangement of Parents. Mrs. Wiley Robertson and Mrs. Edgar Sowell gave talks on subjects arranged for previous meetings.

Attending were Meses. Jim Higgins, Wiley Robertson, Edgar Sowell, Geo. Suggs, Jack Hutson, Bob Higgins, Arlie Dean, Jim Lipscomb and the hostess.

MRS. C. F. KERR HOSTESS AT CLASS LUNCHEON

The Frances Witherspoon Bible class met Thursday at the home of Mrs. C. F. Kerr for their regular monthly business and social meeting. Each member brought a covered dish for the luncheon, which was spread at the noon hour. The group sewed for the Presbyterian Children's Home in Amarillo, and many useful garments were completed.

Plans were made for individual Christmas boxes and for a fellowship quilt to be sent to the Children's Home.

Present were Meses. T. M. Palmer, Joe Rodkin, E. E. Rogers, A. C. Barnhart, John Haberer, C. J. Paddock, W. M. Rigler, Clay Ridgway, W. M. Cogdell and the hostess.

ALTAR SOCIETY, SODALITY GIVE SHOWER

The Altar Society and B. V. M. Sodality entertained with a shower at the Catholic school hall last week. The affair was in honor of Miss Adeline Schumacher, who became the bride of Edmund Loerwald on Monday, November 9.

Many beautiful gifts were presented to the honoree.

MRS. BROWN GIVES INTERESTING PAPER

The Discussion Group last Friday evening heard an interesting paper by Mrs. Effie Brown on The Invisible Influence, by Alexander Cannon, a book that created considerable comment when it was published some years ago. An introduction by Edwin C. Hill brought it to the attention of the American public.

It was thought to be good for starting an active discussion, since many believe it to be improbable if not impossible. The main feature of the meeting next Friday will be a paper by Mr. Vogele.

BUSINESS AND PROFESSIONAL WOMENS CLUB MEETS

The Business and Professional Women's club met Monday night, when a social hour was an interesting feature. The subject under discussion for the regular meeting was, Are the Adult Educational Facilities of My Town Adequate?

Mrs. Skelton talked on Discussion Groups and Open Forum, and Miss Hostetler on The Library.

SCS MEMBERS FROM OVER COUNTRY VISIT PROJECT

Soil conservation officials and others have been listed as inspectors of the conservation demonstration project here during the past week. The Hereford project is being recognized as one of the most complete in the nation.

Included among the visitors were H. R. Leach of the SCS in Washington; Dave R. Caulfield and James A. Jackson, of the Amarillo regional office; Vance Johnson, of the Amarillo News-Globe; Edna Kahlhan, WPA inspector; H. Semple, U. S. Department of Agriculture range management, and D. L. Anderson of Colleton, Miss.

Boys Start Terracing Work

In 57 Texas counties, 947 Texas boys started to work November 1 as employees of the NYA under supervision of the Texas Extension Service to speed up terracing during the season when crops are off the land. The project is to run through November, December and January, according to a statement issued in College Station by Jack Shelton, vice director and state agent of the Extension Service.

The boys will work with county agricultural agents, running terrace lines on the land of farmers and ranchmen who have scheduled this fall and winter to get that job done. Deaf Smith county is included in this work.

EXAMINATION ANNOUNCED FOR JUNIOR SCS FOREMAN

An examination for position of junior foreman of labor in the soil conservation service has been announced by the U. S. Civil Service Commission. Salary \$1320 a year for junior foreman and \$1200 for squad foreman. Duties will be to supervise a small force of laborers in soil conservation and erosion work, terracing, etc. Applicants must have at least one year experience, at least six months of which must have been in the supervision of laborers engaged in grading or terracing work in connection with soil conservation.

Application blanks may be secured at post office and must be on file with the Manager, Tenth U. S. Civil Service District, New Orleans, not later than Nov. 24.

Hospital Notes

Born to Mr. and Mrs. James Taylor, a son, weighing six pounds, 15 ounces, born Wednesday. Mother and child doing fine.

Bill Marsh, Friona, appendix operation Wednesday, condition satisfactory.

Noel Gollehon, Dimmitt, dismissed this morning following appendix operation last Wednesday, recovered.

Mrs. C. D. Pinckert, dismissed Tuesday, doing fine.

Burl Alexander of Canadian visited his parents, Mr. and Mrs. D. H. Alexander, Saturday and Sunday.

NOTICE OF TRUSTEE'S SALE

THE STATE OF TEXAS, COUNTY OF DEAF SMITH.

Whereas, by virtue of authority vested in the Trustee, named and appointed in a certain Deed of Trust, recorded in Volume 27, Page 585, of the Records of Mortgages and Trust Deeds of Deaf Smith County, executed and delivered to such Trustee, Wiley L. Robertson on the 3rd day of February, 1925, by Blain Poff and Blanche Poff, his wife, for better securing the payment of one certain Promissory Note of Five Thousand Five Hundred (\$5500.00) Dollars, more fully

described in said Deed of Trust, and executed by the said Blain Poff and Blanche Poff, his wife, payable to the order of the Empire Mortgage Company of Wichita Falls, Texas, at Wichita Falls, Texas, due on the 1st day of February, 1930, bearing 6 per cent interest per annum from date until paid, interest due and payable annually as it accrues, providing that failure to pay said Note or any installment of interest thereon when due shall entitle the holder thereof to proceed to collect the same and also provided for the payment of 10 per cent additional on the amount of principal and interest then due, as attorney's fees, if placed in the hands of an attorney for collection, which said Note was thereafter empowered to the due date of same duly extended by extension agreement, recorded and extending the then balance of \$5500.00 on said Note or Bond to the 1st day of February, 1935; said Deed of Trust covering the following described real estate situated, lying and being in the County of Deaf Smith, and State of Texas, to-wit:

The East Half (E 1/2) of Section Number Ninety One (91) Block M-7, B. S. & F. Survey, Patent Number 133, Volume 30, described by metes and bounds as follows:

Beginning at the S. E. corner of said Section Number 91; thence West 95 7/8 varas for S. W. corner of this tract; Thence North 1918 varas to the North line of said Section for the N. W. corner of this tract; Thence East 95 7/8 varas to the N. E. corner of this tract; Thence South 1918 varas to the place of beginning containing 325.3 acres of land. Deaf Smith County, Texas.

And, whereas, the said Empire Mortgage Company duly sold, assigned and transferred said Note secured by said Deed of Trust to Rollinsford Savings Bank and said Rollinsford Savings Bank is the owner and holder of said Note.

And, whereas, the said Wiley L. Robertson, the Trustee named in said Deed of Trust, has refused

to act as such Trustee and perform such trust, and said Rollinsford Savings Bank as said owner and holder of said Note or Bond secured by said Deed of Trust pursuant to the right and authority vested in it by said Deed of Trust, did upon the refusal of said Wiley L. Robertson to act as such Trustee, in writing appoint and empower me, a resident of the County of Wichita, Texas, to become the Trustee in said Deed of Trust as substitute for the said Wiley L. Robertson.

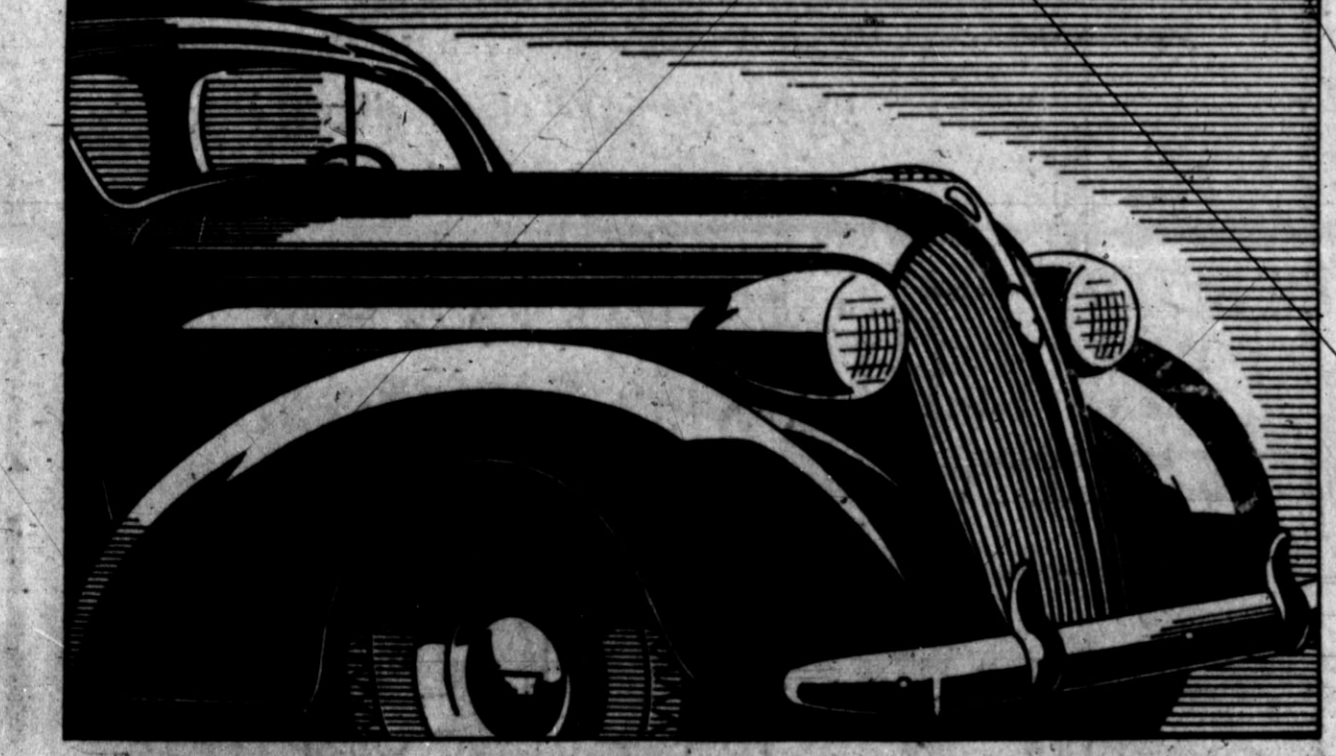
And, whereas, as such substitute trustee I did thereupon succeed to all of the estate, right, powers and trust granted or vested in the said Wiley L. Robertson by said Deed of Trust,

And, whereas, said Blain Poff and Blanche Poff, his wife, have made default in the payment of said \$5500.00 Note above described, due on the 1st day of February, 1935, and the same is now past due and unpaid, principal, interest and attorney's fees, by reason thereof and as provided for in said Note and in said Deed of Trust, now aggregating principal, interest and attorney's fees, \$8,314.18, plus \$1,084.16, delinquent taxes upon said premises paid by said Rollinsford Savings Bank, as provided for in said Deed of Trust; and whereas, I have been requested by the said Rollinsford Savings Bank of Salmons Falls, New Hampshire, the owner and holder of said Note or Bond secured by said Deed of Trust, to enforce said Deed of Trust, I will offer for sale between the legal hours thereof, to-wit: Between the hours of 10 o'clock A. M. and 4 o'clock P. M. at Public Auction, to the highest bidder, on the First Tuesday in December, 1936, the same being the 1st day of said month, at the Court House door in the town of Hereford, in Deaf Smith County, Texas, the above described property, with all the rights, members and appurtenances thereto in any wise belonging.

Witness my hand this 5th day of November, 1936.

H. L. HUNTER,
Substitute Trustee.

BIGGEST VALUE IN PLYMOUTH HISTORY



THEY'RE ALL TALKING of Plymouth's sensational Ride, amazing Silence, new Size and Beauty!

The new Plymouth for 1937 is here! Right here in our salesroom for you to see and drive!

You never saw a low priced car so beautiful . . . nor so big. It's three full inches wider than the old standard car width . . . with wider seats, more leg room, shoulder room and head room!

And you never experienced a low priced car ride that compares with the great ride this new Plymouth gives you. It's a ride sensation you surely won't want to miss. Amazing silence is only part of it!

Come in and see the big, beautiful new Plymouth. Drive it—today.

Ireland Motor Co.

Dodge-Plymouth Sales-Service

SATURDAY
NOVEMBER 14
See the

1937 FORD V-8

A New Car . . . At New Low Prices
With An Entirely New Economy Idea!

On Display at our Showroom

See how the new FORD V-8 has been completely redesigned. It's the smartest looking car in the low price field. It has new comfort and safety. Operation is quieter. Braking is smoother and faster. And there's a choice of two V-8 engine sizes.

YOU'LL WANT TO DRIVE IT . . . LET US ARRANGE IT!

HEREFORD MOTOR CO.

1937 FORD V-8 Trucks and Commercial Cars
Here Saturday Also.

Jumbo News

BY MRS. ULLMAN HUNTER

Henry Short of Dimmitt, father of Mrs. Dewey Owens of this community, died suddenly Sunday afternoon. He had been ill from dropsy for several months. The community extends sympathy to the bereaved.

George Abbott of Dimmitt was in this community Tuesday.

Mr. Wilder, Maurine and, Mrs. Clem Gilliam and Sam Hunter held the election at this box last Tuesday.

Harvey Nunn of Hereford spent Monday night in the Ullman Hunter home.

Mr. and Mrs. E. C. Burks of Arney called on Mrs. Addison Hunter Wednesday.

Mrs. Jim Baggs of Amarillo and Mrs. Bill Hargett of Hereford visited in the Kring home Wednesday.

Mrs. Sam and Ullman Hunter attended an all-day meeting at Dimmitt Thursday of the Missionary women of Dimmitt, and the

Circuit had a joint meeting observing the week of prayer.

Friends of J. W. Berry will be interested in knowing he is employed in a lumber yard at St. Jo, Missouri.

The community party was fairly well attended Friday night. Coffee and cookies were served.

Bert Fuller of Dimmitt was in this community Saturday.

Mrs. Sam Hunter and Clem Gilliam attended the educational meeting at Dimmitt Saturday, also the Council.

Miss Hope Adams, who is attending school at Dimmitt, spent the week end at home here.

Mrs. Jelly Short of Vernon is visiting her sister-in-law, Mrs. Dewey Owens.

Messrs. Myers and Wilmett were in Dimmitt Saturday for the educational meeting.

Mr. and Mrs. J. F. Sparks of Clarendon visited their daughter, Mrs. Ullman Hunter. They were enroute to Midland to locate.

Mrs. Chester Pinckert, who underwent an operation in the Hereford hospital is rapidly recovering. A number of Jumbo neighbors called on her Sunday.

Rev. Bessiere of Canyon preaching here Sunday and ate dinner with the Flais Hunter family.

The M. L. Simpson family spent the week end with Mrs. W. A. Hunter of Hereford.

Mr. and Mrs. E. M. Allen, Dan and Frank, and Ben Medley of Easter were dinner guests in the Sam Hunter home Sunday.

Mr. and Mrs. Ralph Jennings of Hereford visited her parents, Mr. and Mrs. C. Andrews, Sunday.

Mrs. Ullman Hunter called on Mrs. Viola Hendon and Mrs. John Hall of Hereford Sunday afternoon.

Miss Katie Mae Burks of Hereford spent the week end with her sister, Mrs. Addison Hunter.

Frio News Items

BY MRS. W. A. SPRINGER

Rev. and Mrs. Stevens of Plainview spent Sunday in the N. C. Dixon home.

Mr. and Mrs. Paul Williams spent Sunday in the H. M. Mobley home.

Miss Laurine Dixon and Jack Allman visited Margaret and Raymond Mobley Sunday.

Frio club ladies have started practice on a play, Hen Peck Holer Gossip, to be given soon.

J. B. Harlin, Jr., of Plainview visited his parents this week end.

Adam Flowers and family spent Sunday evening in the W. A. Springer home.

Mrs. C. A. Horn of Lubbock spent last week at the home of her mother, Mrs. Annie Beauford.

A. T. Jones and family, J. E. Andrews and family visited Sunday in the W. A. Springer home.

The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL. 1—NO. 7.

HEREFORD HIGH SCHOOL, THURSDAY, NOVEMBER 12, 1936.

PAGE 15.

HERD BEATEN ON 1st DOWNS

The Hereford Whitefaces were whipped for the first time by Tulla last Friday at Tulla, with a score of 7 to 7. Tulla won the decision on first downs.

The first score was made in the second quarter. Bob Green went over standing up. Pat Rolston made the extra point.

In the third quarter neither team gained much. Both were playing nearly all the time in the middle of the field. Then Tulla took off with long runs and ended with a touchdown. They made the extra point. The fourth quarter was played all over the field.

Hereford played real football—all the men hit hard. The ball carriers worked good. Tulla only ruled Hereford out by first downs.

Rustlers' Round-Up To Be Held Saturday

Bishop Seaman Speaks In Assembly

"We can always express love for something, if that love is in us," said Bishop E. C. Seaman of Amarillo, to the faculty and students in assembly November 11.

Bishop Seaman based his talk on the theme, "I Love Thy Commandments," taken from the 127 verse of the 119 Psalm. "If people would realize that rules and regulations are made for their own benefit, they would be less ready to criticize and break the regulations," said Mr. Seaman.

In school, students keep the rules and regulations because they know that love for them and their welfare is the background of the rules and regulations.

Citizens, also, obey laws and regulations because they realize that the government makes the laws and regulations for their own good.

People should obey the law of the Ten Commandments, for behind the commandments is God's love for them.

"We love Him because He first loved us," quoted Mr. Seaman, from St. John. Mr. Seaman also remarked that if people will keep this idea behind all the rules, regulations and commandments, the people will be eager to abide by the laws.

Mr. Seaman's splendid address was both beneficial and entertaining. He held the attention of the audience completely.

RHYTHM RANGERS PLAN CHRISTMAS CANTATA

The Rhythm Rangers made plans for the Christmas Cantata at their last meeting. They are combining three cantatas which have been given before. The best songs from each will be sung and the club hopes to present a very impressive program.

Practice on these songs will start soon. The parts are being given now to the girls.

Correction.

Added to the list of those qualified for Special Privilege Cards are two Freshmen, Orvella Hill and Mary Elizabeth Hicks. This makes eight Freshmen who are receiving these cards.

Seniors Have "Tacky" Party

Thursday night, November 5, at 7:30, the Senior Mothers' club entertained the Seniors with a tacky party at the city hall.

After many laughs at the different couples came marching in, poison towel was played. Grunt Piggy, Grunt, was the next game. In this, it is wondered how Miss Wrenn knew Jerry Jowell's voice so well. Spinning the jar was played, and everyone should have seen Mr. Wilson strut as a lion.

The next game was fishing in a box for presents. Two presents most commonly received were 666 salve and face powder. One can imagine what a very pleasant mixture the two made on one's face and in the mouth. Recognizing movie stars' pictures was the next game, then the class hunted for more presents that were hidden in the room (more salve and powder, if you please).

The time for the judging of the costumes. The first prize was awarded to Miss Wrenn, who was dressed ever to pleasingly. Second went to the petite blonde with yellow curls, Harold Harlin, who was dressed as a flapper. Third went to Ruth Adams who was dressed very appropriately for the party, also. There were 44 seniors present, and the sponsors.

Refreshments of chicken sandwiches, pickles, hot cocoa, cookies and mints were served. The Senior class wishes to express to the mothers appreciation for the success with which the party was carried out. A pat on the back, mothers, and more power to you.

Summerfield News

BY MRS. ASA ATCHLEY
Rev. Tidwell of Plainview was here Sunday to fill his appointments.

Mr. and Mrs. Marvin McAtee moved from Canyon to Summerfield community recently.

Mrs. B. C. Roberson suffered a broken arm when she fell one day last week.

Mr. and Mrs. Hoot Carmichael are the proud parents of a new girl, born Sunday.

Mr. and Mrs. John Heisman of Vega visited the Huckert home Sunday.

Miss Dorothy Harris dismissed school at Oklahoma Lane and is visiting home folks.

C. Roberson and family are visiting in Oklahoma.

Mack Nolan is in California for an indefinite stay.

YWA met at the B. A. Atchley home Wednesday night, with 12 present.

J. R. Oglesby and family visited at Wyche Saturday.

Messrs. and Mmes. D. H. Hill of Ford and Bill Knox of Hereford visited the Atchley home Sunday.

Lee-Curry and family visited the Adam Flowers home at Jumbo recently.

Ossie Crosse was here from Frio on this week.

Miss Ruth Milton of Colony, Okla., visited her sister, Mrs. A. Crosse last week.

Summerfield Study club met with Mrs. Brit Clark Wednesday, and an interesting program was given. Missionary Society met with Mrs. Ray Johnson last week.

Only Male Cooking Student.

Texas Tech's only male home economics student, Gerald Ramsey, sophomore from Lockney, plans to manage tearooms and restaurants after he graduates, he recently stated.

What Your Car Does for You

Depends on what you do for your car—Especially in winter weather. . . Along with your usual precautions, resolve to use TEXACO Gas and Oil this winter for better winter driving.

TEXAS SERVICE STATION

Glenn Snyder

Brooks' DRUGS

PHONE 99

HEREFORD TEXAS

THURSDAY, FRIDAY & SATURDAY

Free GOLD FISH AND BOWL

with every purchase of \$1.00 or more



YOU CAN SAVE MONEY
And get this gift, too. A double opportunity available only during this sale



Hobart Design GLASS SHERBETS
Specially Priced
1 1/2-Inch Plate to Match 5c



Giant Fo-Da SHAVING CREAM
And 10 Fo-Da Razor Blades
All For 59c



Or-San TOOTH BRUSH
Treated Bristles 39c



Genuine EVERSHARP PENCIL
2 1/2 Regularly 49c
Beautiful, dissonette leads. 3 erasers included.



"Vogue" ALARM CLOCK
Fully Guaranteed
Beautiful, dissonette dial. Accurate and dependable. 1.09



New-Lowboy WAFFLE IRON
Low Priced 2.39

FOR COUGHS and COLDS

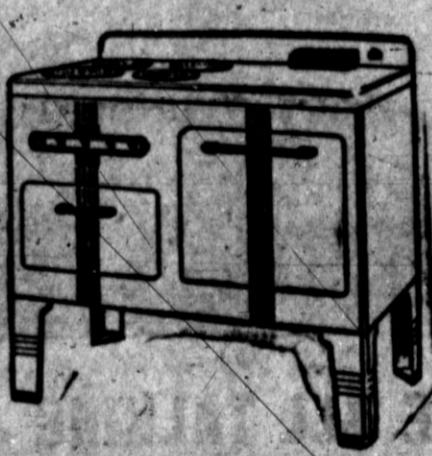
Table listing various medicines and their prices, such as Vick's Salve, Campho-Lyptus, and Anacin Tabs.

Every Day Needs At A Saving

Table listing household goods and their prices, such as Rubber Gloves, Hot Water Bottle, and Soap.

Space will not permit the listing of every item of this money-saving event. See our big four-page circular for detailed information. Shop our counters and save. Remember, only three BIG DAYS, Thursday, Friday, Saturday.

Electricity is so clean, silent, automatic that your kitchen may also be made as beautiful as any other "living" room in your home.



Liberal trade-in on present range. K-60, shown here, and other models can be purchased on convenient terms.

TEXAS UTILITIES COMPANY

Red Cross

(Continued from page one)

relief organization. Where cases could not be cared for by any other relief agency, the Red Cross took it over. There has been more of this than most people realize for we have worked quietly because most of the cases were of an unfortunate nature that we felt should not be publicized.

The biggest undertaking that the local Red Cross shouldered during the past year, and one that drained heavily upon their resources was a major portion of the Central School cafeteria, which had hot lunches for many students throughout most of the winter.

People cannot realize the value of the Red Cross until a major disaster strikes close to home. Mr. Olson stated. Early last week the American Red Cross completed rehabilitation work among the 9,000 victims of the Concho valley and Brazos river floods of late September. The total Red Cross expenditure was placed at \$141,915. Of this amount \$47,277 was subscribed by Texas citizens, the remainder being appropriated by the National Red Cross.

"As you know," Governor Atherton said, "the existence of the Red Cross is dependent upon individual membership, enrolled annually during the organization's roll call. The objective this fall for Texas is 154,000 members. Attainment of this goal calls for a substantial increase over last year's enrollment. Not only as governor of our state, but also as an individual citizen, I sincerely hope that no effort will be spared in keeping the Red Cross at full strength by the achievement of our state membership objective."

Dawn Items

BY MARGARET BOWERS
J. F. Hickman and family have returned from the Centennial. P. M. Caraway and family of Amherst spent the week end in the W. P. Caraway home.

Ward presents The Black Cat here Friday night.

Wilbur Harris is improving from a recent illness. Miss Ruby Harris is also improving.

Dawn Study club met with Mrs. Jeff Roberson Tuesday. Next meeting with Mrs. Stewart, Nov. 17.

Carroll Miller, Herbert Gotch and Paul Mariner are ill.

Hartland Caraway was here from Amherst over the week end.

Mr. and Mrs. Mart Burum entertained the young folks with a kitchen party Saturday night.

Mrs. H. H. Miller is very ill.

Mr. and Mrs. H. E. Miller are visiting relatives in Bowie.

Friona News

BY JOYCE LANDRUM
Earl Beasley of Clovis was in Friona last week end.

Mrs. Neva Raybon and Miss Ella Marie Landrum were Clovis visitors Sunday night.

J. T. Burton, employed in Littlefield, spent the week end here with his parents.

T. J. Crawford and daughters were in Clovis Sunday.

Mrs. C. Fatwell was a recent visitor in Clovis.

Here Comes Charley was presented in grade school Thursday night by the Congregational church.

Irvin Johnson, T. L. Landrum, Worth Weir and Mac Filippin were in Clovis Wednesday.

F. B. Crow of Abernathy is visiting here this week.

Turkey Raisers

(Continued from page one)

their flocks in a program that should increase turkey production in the Southwest, is a part of an educational program and offers many worthwhile premiums.

Profits in turkey growing, M. F. Bateman stated, are determined by the practices used in the selection and care of these turkeys. A large number of growers still use the "survival of the fittest" method of raising turkeys. They pay little attention to breeding and the selection of breeding stock; the turkey must hustle its food, and a nesting place and care for the poults regardless of weather conditions and natural enemies.

Poor Birds—Low Price
This haphazard method, Mr. Bateman pointed out, results in a long legged, crooked breasted, narrow backed bird that has only a small amount of meat on its breast and is poor in egg production. These birds are classed as commercial birds and are sold at a low price when marketed.

Much time and experimentation by experiment stations has been necessary to determine the common faults found in this method and to give turkey growers fundamentals that he may follow in turkey growing in order to receive the greatest benefits from his efforts. Mr. Bateman stated. Some objectives set forth by these stations and which are accepted by the High Plains Turkey Growers Association are: Select early maturing birds, select birds with wide backs and deep breasts, select birds having much meat on the breasts and having breast bones approximately as long as the thigh bones.

Like Blocky Beef Calf.
This selected turkey will finish quickly and may be compared with the blocky beef calf, Mr. Bateman continues. Not only will they go into the prime class, but they will produce sufficient eggs to pay for themselves many times. If these fundamentals are kept in mind in selecting turkeys, growing them will become a successful and profitable business, he asserted.

He also said the turkey egg market has rapidly grown into a tremendous market. Buyers from the North and Northwest are asking for eggs. The Plainview market is perhaps the best for local eggs, he said. One firm has paid as much as 35 cents each for early eggs. By producing early maturing and selected birds, the grower may take advantage of the early market and receive a premium for eggs and top prices for the birds themselves.

Daniel News

BY PAULINE MOORE
Rev. Carroll Holtzclaw conducted services here Sunday.

Messrs. and Mmes. A. D. Moore and F. Tomlinson were in Amarillo Saturday.

R. E. Gill is visiting in New Mexico.

About 30 attended a party given by Pauline Moore Saturday night, celebrating her birthday.

Misses Viva Mae Thomas and Mary Posey spent the week end in Hereford and Summerfield.

Wannie and L. V. Thomas and Charlene Brown of Canyon attended the birthday party of Pauline Moore Saturday night.

Bill Hummel and Jimmy Meist, of South Bend, Indiana, who have been working for W. R. Moore, are now staying in Canyon.

Mmes. F. Tomlinson and W. R. Moore were in Canyon Thursday.

Condron Points

(Continued from page one)

gin with the child at three. A little flag is placed in his hand. We don't let him know whether he likes it or not." Every subject in the school is made to convey the necessity of wars to right former wrongs, Condron asserted.

Mr. Condron said the world is being drawn closer together by the impact of modern science. Civilization is not a thing of the past but is "to bloom in the future if society will permit." America's traditional policy, he stated, is one of aloofness and isolation. The motives of neutrality are to preserve American freedom of trade and travel and to keep out of war. "This type of neutrality has not kept us out of war," he stated.

New Neutrality Laws.
The Spanish civil war intensified the danger of European war, he said, and resulted in America in the neutrality act of 1935-36. It made it illegal to trade in arms with either belligerent, created the national munitions control board, and stopped American ships from carrying munitions. "These steps are made mandatory on the President. It leaves his little discretion in application in time of threatened war," Condron stated. "Changing world conditions should allow him some optional acts."

The world realizes today that to be neutral calls for a price, Condron stated. He favored armed neutrality. "We should arm to the point where we can demand the respect of others." The thinking section of mankind realizes that the family of 65 nations are a family inter dependent, he stated. "We plan for war, but we say we cherish peace. Is there any harm in planning for peace? Education can play a part in this task. The church has a role and is not fulfilling its full duty until it meets this challenge, he concluded.

NOTICE BY PUBLICATION

THE STATE OF TEXAS,
COUNTY OF DEAF SMITH.
To the Owners, Lessees, Lienholders, and all other persons holding any interest of, in and to the following described tracts of land, or any part thereof—

GREETING:
You are hereby notified that on the 9th day of November A. D. 1936, the Governing Body of the Deaf Smith County Wind Erosion Conservation District determined upon a program of work embracing the land hereinafter described for entering upon, treating and/or constructing such improvements and maintaining such facilities thereon as determined upon for arresting or preventing soil erosion by reason of winds; has allocated a portion of the cost thereof to the following described tracts of land and the owners thereof, and intends to levy an assessment thereon in the amounts set opposite the description of said lands, to-wit:

All of Sections 11, 12, 1 and 17 in township 2 north of range 2 east of a Capitol League subdivision, Deaf Smith County, Texas — \$1536.00

All of sections 29 and 32 in township 4 north of range 4 East of a Capitol League subdivision, Deaf Smith County, Texas, \$768.00

Section 9, township 3 north of range 1, East, of a Capitol League subdivision, Deaf Smith County, Texas — \$384.00

Sections 11 and 23, township 3 north of range 2 East of a Capitol League subdivision, Deaf Smith County, Texas — \$768.00

Section 12, township 2 north of range 3 East of a Capitol League subdivision, Deaf Smith County, Texas — \$384.00

Sections 11 and 33, township 4 north of range 2 East of a Capitol League subdivision, Deaf Smith County, Texas — \$768.00

Sections 19 and 24 in township 4 north of range 3 East of a Capitol League subdivision, Deaf Smith County, Texas — \$768.00

Sections 5, 4, 15 and 10 township 2 north of range 4 East of a Capitol League subdivision, Deaf Smith County, Texas — \$1836.00

Sections 20 and 30 township 3 north of range 3 East of a Capitol League subdivision, Deaf Smith County, Texas — \$768.00

Sections 34, 35, 23, 14, 11, 9, 10, 26, 20 and 21, township 5 north of range 2 East of a Capitol League subdivision, Deaf Smith County, Texas — \$3840.00

Sections 15 and 16, township 2, north of range 5 East, of a Capitol League subdivision, Deaf Smith County, Texas — \$768.00

Sections 31 and 32, township 3 north of range 4 East of a Capitol League subdivision, Deaf Smith County, Texas — \$768.00

Section 8, township 5 north of range 4, East of a Capitol League subdivision, Deaf Smith County, Texas — \$384.00

Sections 17, 9, 8, 4, 21, and 15, township 5 north of range 3 East of a Capitol League subdivision, Deaf Smith County, Texas \$2304.00

Section 21 township 6 north of range 2 East of a Capitol League subdivision, Deaf Smith County, Texas — \$384.00

NE ¼ section 18; S ¼ section 74 and all of section 66 in block K-3, Deaf Smith County, Texas \$572.00

E ½ section 82, all sections 90, 74, 75 and 85, and N ½ of section 87 in block K-4, Deaf Smith County, Texas — \$1920.00

All of sections 59, 58 and 62, and S ½ and NW ¼ section 57, and all of sections 97 and 84 in block K-5, Deaf Smith County, Texas \$2208.00

Section 31 and East ½ section 30 and SW ¼ section 11, and sections 53 and 33, Block K-6, Deaf Smith County, Texas — \$1440.00

Sections 86, 76, 61, 62, 63, 64 and 1, in block K-7, Deaf Smith County, Texas. — \$2688.00

Sections 49, 30, 23, 73, 74, 76, 57, 47 and 56 in block K 11, Deaf Smith County, Texas — \$2304.00

Sections 15, 8, 9 and 10 in block A, Deaf Smith County, Texas — \$1456.00

Sections 3, 6, 13 and 2, in block E, Deaf Smith County, Texas — \$1456.00

A hearing will be given and held by and before the Governing Body of the Deaf Smith County Wind Erosion Conservation District on the 23rd day of November, 1936, at 10 o'clock A. M. at the Court-house of Deaf Smith County in Hereford, Texas, at which time and place all persons owning, holding a lien or claiming any interest in any of the above described tracts of land are hereby commanded to appear to contest said proposed assessment, and to show cause, if any they have, why the proposed assessment thereon should not be levied upon such tracts of land and the owners thereof.

Given under my hand and the seal of said District, at office in Hereford, Texas, this 10th day of November, A. D. 1936.

(SEAL) L. H. FOSTER,
Clerk of the Deaf Smith County Wind Erosion Conservation District.

TAX NOTICE

First Half

1936 City Taxes are payable on or before

November 30, 1936

If this half is paid the balance or last half will be carried, without penalty or interest until June 30, 1937

If First Half Payment is not made, entire tax will be due, without penalty on or before January 31, 1937

The City of Hereford urges every taxpayer to make first half payment, as the City must meet interest on bonds this month. We urge you to pay your taxes now.

City of Hereford

C. J. PADDOCK, Mayor



HOME BAKING NEEDS

SHORTENING Swift's Jewel 8-Pound Carton 98¢	MUSTARD Libby's, jar 9¢	GRANULATED SOAP White King, large pkg 30¢ P. and G. SOAP 10 Giant bars 35¢ RAISINS Sun-Maid, 15-oz pkg 10¢	CRACKERS EXCELL 2-POUND Box 15¢	PINEAPPLE Rosedale Sliced, No. 1 ¼ can 10¢ APRICOTS Rosedale, No. 2 ½ can 17¢ CORN Libby's, Fancy, 17-oz can 14¢ MINCEMEAT Blue Ribbon, 9-oz pkg, 2 pkgs 15¢ GRAPEFRUIT JUICE No. 2 can 10¢	PINK SALMON No. 1 tall can, 3 cans 29¢ PINEAPPLE JUICE Libby's, 46-ounce can 25¢ SALAD DRESSING Bestyett, qt. 25¢ , Pt. 15¢ , ½ pt 10¢ PANCAKE FLOUR Aunt Jemima, 20-oz pkg 10¢	BLACK-EYE PEAS El-Food, Fresh, No. 1 tall can 9¢ TOMATOES No. 2 can, 3 cans 25¢ CHERRIES Chocolate covered, 1-lb box 23¢ TOILET TISSUE Waldorf, roll 4¢ SCOT TISSUE 3 rolls 21¢	SUGAR 10-Pound Paper Bag 49¢	RITZ N. B. C., 1-lb pkg 35¢ PREMIUM FLAKE Crackers, 2-lb pkg 29¢ FRUIT CAKE MIX Dromedary, 1-lb pkg 21¢ CITRON, LEMON ORANGE PEEL, 1lb 29¢ RICE Fancy Blue Rose, 2-lb pkg 12¢	COFFEE SCHILLING'S 1-POUND Can 27¢
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Flour Great West 24 lb. Sack \$1.73

FRESH PRODUCE

SPUDS Red or white, 10 pounds 25¢	ONIONS Yellow Sweet, 3 pounds 10¢	ORANGES Texas, Natural Sweet, dozen 23¢	CRANBERRIES Extra Fresh, quart 22¢	BANANAS Yellow Rippe, pound 5¢	COCONUTS No. 1 Select, 3 for 25¢
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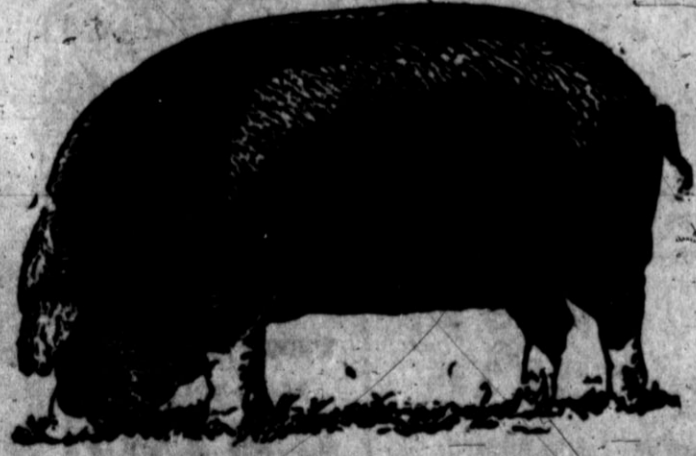
Grapefruit Texas Seedless Dozen **45¢**

QUALITY MEATS

BEEF ROAST Chuck Cuts, Lean, pound 17¢	RIB ROAST For Stew or Roast, pound 12 ½¢	CHEESE Full Cream, pound 23¢	PICNIC HAMS Mild Cured, pound 24¢	SLICED BACON Machine Sliced, pound 28¢	SALT PORK No. 1 Bacon, pound 20¢
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STEAK lb. . . . 23¢
ROUND, LOIN, T-BONE, CLUB

IT'S HOG KILLING TIME



And when you get ready to kill, you can conveniently get everything you'll need here, because we have all of them—MEAT CHOPPERS, LARD PRESSES, LARD CANS, BUTCHER SAWS AND KNIVES, HOG SCRAPPERS, ETC. Reasonably priced as well as conveniently located.

SPECIALS ON SEVERAL PATTERNS OF DISHES
STREU HARDWARE CO.

WE BUY CREAM, EGGS
POULTRY AND
HIDES

FURR FOOD

PRICES
GOOD FRIDAY AND
SATURDAY

Tulia Game

(Continued from page one)

clash of determined youngsters, who never let down, as Hereford took the lead, Tulia came back to tie the count and then edged ahead on first downs. By sheer force of determination, the Herd all but surpassed a club previously rated at least two touchdowns better.

In this wild scramble every youngster put up stern opposition, but if any Herdsman stood above the others they were Louis Hagar, Howard West and Stanley White. Fullback Waller and Halfback Stollenberg were the main cogs in the Tulia attack.

First Quarter.

Tulia won the toss and elected to defend the north goal. Hereford chose to receive. Captain Waller kicked off and the ball sailed over the goal, with Hereford opening play on her 20. Green picked up a yard at right tackle, and Loerwald went over left guard for two. Hunsaker tossed Foster for a yard loss on a cutback over left

Card of Thanks.

We wish to express our sincere appreciation for the many acts of kindness shown us during the recent illness of Ruby and William, especially to the Dawn community. Mrs. M. L. Harris and Family.

Mrs. John Olson and Mrs. Paul Mathers were Amarillo visitors Tuesday.

guard, but Tulia drew a five-yard offside penalty. Billings slashed right tackle for a first down. Gardner stopped Foster after he had picked up five at his right tackle, after Billings was stopped dead at the line. After Loerwald got through the left side for 2, Posey kicked 27 yards to Tulia's 34.

Soltenberg went off his right tackle for 9 yards, and then circled his left end for 5 more before Foster chased him out. Waller spun for 3, and Soltenberg made 2 on a left side thrust. After Vaughn broke through to toss Soltenberg for a 2-yard loss, Waller kicked 26 yards, out on Hereford's 18.

Billings got 2 through center, and Green added 2 on each of a pair of thrusts before Posey booted 37 yards to Tulia's 38. Waller and Soltenberg garnered 3 each on short thrusts, and Waller punted 42 yards to Loerwald, who returned 12 to his 32. Posey shot two passes at Loerwald, both long. After Harris nabbed Billings at the line, Posey booted a 50-yard rolling punt to Anschutz, who returned 5 to his 23. Waller's pass to Soltenberg fell incomplete.

After Payne smashed his left tackle for 6, Hereford took time out. Waller added another, and then booted 33 yards to Loerwald, with the latter returning 16 yards to Tulia's 43. Loerwald tossed a wild pass that missed everybody. Billings got 2 at center as the quarter ended. Score: Hereford 0, Tulia 0.

Second Quarter.

Posey's long pass intended for

Loerwald was messed up by Payne. Posey punted 31 yards; Anschutz attempted to handle it, fumbled and Hagar recovered for Hereford on Tulia's 10. Billings moved down to the 6 on a thrust over his right guard. Poff and Harris teamed to stop Billings on the next thrust, but Green circled his left end to score standing up. Fine blocking cut every opponent out of the play. Ralston went into the game to kick the extra point.

Vaughn kicked off to Moon, on Tulia's 30, and the end returned 12 yards. Soltenberg spun thru his right guard for 3 yards, but Tulia drew a 15-yard penalty for roughing, at the point where the ball was downed. After Higgins and Ralston stopped Waller at right end, after he picked up 3, the latter threw a pass that fell in the open. West rushed in to partly block Waller's kick, which traveled 7 yards to Higgins, who returned 6 to Tulia's 34. Green got a yard off left tackle, and Loerwald added 4 at the same spot. Cook stopped Loerwald at center after he picked up a yard. Loerwald's pass was intercepted by Waller on Tulia's 15, and he brought it up to the 25. Green nabbed Payne after he circled his left end for a half dozen paces. Soltenberg spun over center for 7 yards and a first down. Hagar cut Anschutz's attempt short. Soltenberg cut back over his right tackle for 3 yards. Hagar rode Anschutz to the ground on an attempted end-around play which netted a yard. Hereford drew a 15-yard penalty for roughing, giving Tulia first down on the Herd's 43. Payne plowed into his left tackle for 2 yards. Waller shot a short pass to Moon, who lateraled to Payne. The latter fumbled and West recovered for Hereford on his 45. After Loerwald picked up a yard, the Hornets drew a 15-yarder for stinging. Green was stopped at the left side by Waller. Loerwald's lateral to Green netted 3 yards as the first half ended. Score, Hereford 7, Tulia 0.

Third Quarter.

Soltenberg took the kickoff on his goal line and raced back to the 21. Waller broke through a hole in right side and raced 51 yards to Hereford's 25, where Foster headed him off and several tacklers piled on. Soltenberg went around his right end for 9 yards, and Waller added 2 and a first down over his right guard. Soltenberg cut back over his left tackle for 5, and Waller, on a spinner, crashed the center of the line for 11 yards, placing the ball on the 1. Waller plunged over, but Tulia drew a 5-yard penalty on the play. After Waller was smothered at center, he flipped a pass over the line to Hale, who got back to the one. Waller again plunged over center to pay dirt, and this time it counted. He also converted the extra point to make the score 7-7.

Billings took Waller's kick on his 16 and raced back to his 41. Loerwald managed 3 yards through left side, but Tulia was off side and drew a 5-yarder. Hale stopped Loerwald's next thrust at the line, and Billings had no better luck. Billings plunged through to a first down on Tulia's 47. Posey's pass to Loerwald was too long. Loerwald tossed a lateral back to Green, who went on 11 yards to a first down on Tulia's 36. Billings added another thru the middle, and Posey tossed a short pass to Loerwald at the line of scrimmage. He advanced 8 yards. Billings crashed through for 3 and a first down on Tulia's 24. Billings and Green got 2 each through the line, but Billings on the next attempt was swamped. Loerwald's pass was too short for Posey to handle, and the ball went to the Hornets on their 20. Soltenberg made nothing on a backward pass behind the line, but Hereford drew a 5-yard penalty. Moon, on an end-around play, lost 3, and Payne hit a wall at left guard as the quarter ended. Score, Hereford 7, Tulia 7.

Fourth Quarter.

Waller booted 34 yards to Loerwald who returned 12, fumbled, and then recovered on his 48. Posey's pass was too long for Loerwald to handle. He tried a short one up to the line of scrimmage. Loerwald took it, fumbled, and Tulia came out of a mess of players with the ball. Soltenberg was stopped by Vaughn after making 4 yards. After he was smothered at center, Waller changed

the ball back up the field with Hagar finally recovering on Hereford's 23. The Herd drew a 5-yard penalty. After Posey's pass was too short for Loerwald, the Herd took time out and drew another 5 for excessive times out, moving them back to their 13. Loerwald tried twice at center but gained not an inch. Posey kicked to midfield. Anschutz fumbled the ball, and White recovered for Hereford. After Green fisted on a line thrust, Loerwald went off his right tackle, swept outward and raced 16 yards to Tulia's 32. Willett was hurt on the play, and Hereford was penalized 5 yards for the time out. After Green failed to penetrate the left side, Loerwald did it for 3 yards. Posey passed to Vaughn, but it was too short, and the ball went to Tulia on her 38.

Waller smashed center for 3 yards. Soltenberg tried it but failed to gain. Payne slashed off his left tackle for 14 yards and

first down on Hereford's 40. Willett picked up 2 at right guard, and Hereford was again penalized for excessive times out when Willett was removed from the game. Soltenberg went over his left tackle for 3 yards as the game ended. Score, Hereford 7, Tulia 7.

Summary: First downs, Hereford 5, Tulia 10. Penetrations, Hereford 2, Tulia 2. Yards gained in scrimmage, Hereford 85, Tulia 104. Passes, Hereford 11, 1 complete for 8 yards, 4 incomplete, 1 intercepted; Tulia 7, 3 complete for 4 yards, 4 incomplete, 1 intercepted. Punts, Hereford 7 for 23 yards average, Tulia 6 for 51 yards average. Punt returns, Hereford 3 for 46 yards, Tulia 1 for 5 yards. Penalties, Hereford 8 for 40 yards, Tulia 4 for 45 yards. Fumbles, Hereford 2, 2 recovered, 1 lost; Tulia 4, none recovered. Scoring, touchdowns, Green, Hereford, and Waller, Tulia; point after touchdowns, Hagar, Hereford, Waller, Tulia.



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Fox Cleaners & Hatters

We Can Not
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 ALL SIZES IN STOCK
R. H. Kemp Lumber Co.
 HEREFORD TEXAS

Loerwald was messed up by Payne. Posey punted 31 yards; Anschutz attempted to handle it, fumbled and Hagar recovered for Hereford on Tulia's 10. Billings moved down to the 6 on a thrust over his right guard. Poff and Harris teamed to stop Billings on the next thrust, but Green circled his left end to score standing up. Fine blocking cut every opponent out of the play. Ralston went into the game to kick the extra point.

Again YOU WIN!
 PENNEY'S ANNUAL WINTER CARNIVAL
 You can't help but win at Penney's Annual Winter Carnival! The values send high prices down for the count! Honest quality is yours daily at prices that are unbelievably low! Throughout the entire Carnival, extra values are being offered. It's an excellent opportunity to stock up and save a pretty penny doing it! YOU WIN! Everything's in your favor... but get here early for best selections!

GROCERY Sale!
FLOUR
 PACKARD'S BEST
48 Pound Sack Only \$1.69

RICE Fancy Blue Rose Whole Grain, pound	5¢	LARD Pure Hog Pound	12 1/2¢
SUGAR 10-Lb. Paper Bag, Full Weight	51¢	BEEF Why buy Jersey beef, when you can buy grain-fed Hereford Whiteface Beef for the same price at our MARKET?	
COFFEE Schilling's, Drip Or Regular, 1-lb can	27¢		
PRUNES 25-Lb. Box Only	\$1.20		

COCOANUT Sweetened, fancy, long shredded, lb	21¢	SOAP Lava, gets the dirt, 2 bars	11¢
PINEAPPLE Del Monte, 46-oz can	29¢	ORANGES Texas, 288 size, dozen	19¢
TOMATO JUICE Del Monte, 46-oz can	24¢	LEMONS Sun-kist, dozen	27¢
PEAS Pure Maid, No. 300 can, 2 for	15¢	APPLES Delicious, dozen	23¢
RAISINS New Crop, 3-lb pkg	27¢	YAMS Portales, pound	2 1/2¢

Shop Every Department Now!

Sport JACKETS
 For Women and Misses
\$1.98
 As useful as they are smart. Warm all wool Melton that keeps out the wind and moisture. Tailor-fitted. Expertly tailored!

Men's Fall HATS
 Fur Felt **\$2.98**
 Built of long-wearing, durable fur felt. Smart new models in raw and bound edge snap brim.

New Fall Glen Row FROCKS
\$2.98
 These unusually lovely dresses show you it costs little to be smartly dressed today! New silhouettes in grand fabrics!

BROWN SUEDE
 Wide-strap **\$2.49**
 "Sylvias"
 Smooth leather trimming. New, wide strap with "b." button. Non-scut Continental heel.

Men's Oxfords
 Goodyear Welts **2.98**
 Famous Towncraft dress shoes. Black side leather uppers. New vamp. Leather sole and heel.

Men's Top Flight SHIRTS
 New Patterns **98c**
 Here's real shirt news! New styles, found only in more expensive shirts. Bright color. The over-popular soft collar—the no-starch, Nu-Craft collar that won't wilt!

Run Up Your Savings Score!

30-inch dark or light OUTING FLANNEL Per yard	15¢	2 1/2-pound Cotton BATTS Full Comfort size, each	59¢
Boys' Sheeplined COATS Good deep pelts, each	\$1.00	64-inch All-Wool CREPES Newest fall patterns	98¢
Boys' Winter-Weight UNIONS Sizes 6 to 16	49¢	Men's Heavy Flannel PAJAMAS, Button Or Slipover Model, pair	98¢

Unusually Fine Quality Part Wool BLANKETS
1.98
 Good looking pastel plaids. Not less than 5% wool. Closely woven for warmth! 70 x 80 inches. Lustrous 3-inch saten binding.

Men's Winter Weight UNIONS
69c
 A durable unit of rib knit cotton. Cuffs on sleeves, ankles. Military shoulder. Fall sizes.

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 "NOT HOW CHEAP—BUT HOW GOOD"
 GERONIMO PHONE 223 O. G. HILL, OWNER WE DELIVER GERONIMO

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 J. C. PENNEY COMPANY, Incorporated

PERSONALS

Horace Emory of Austin was a Herford visitor Tuesday.

Jack Dean was an Amarillo visitor Tuesday and Wednesday.

Jimmie Gammill visited friends in Meadow over the week end.

Mrs. John Olson and Mrs. Chas. Donald were in Amarillo Tuesday.

Miss Wainwright and Strange of the Rance community were shopping in Herford Tuesday.

Mr. and Mrs. John Roberts were guests of Mr. and Mrs. J. C. Parker in Dalhart Tuesday.

John Parvin of Fort Worth, son-in-law of John P. Slaton, visited Mr. and Mrs. Slaton over the last week end.

The Methodist Missionary Society will hold a bake sale on Wednesday, November 25, the place to be announced later.

Spending the week end with her parents, Mr. and Mrs. W. J. Stanford, was Miss Mary Elizabeth, senior at Texas Tech.

Mrs. Dow Mercer, accompanied by her mother, Mrs. J. H. Head, left Friday for Dallas to see the Centennial and visit relatives.

Mrs. Lee Cocanougher had as her guest last Sunday her sister, Mrs. T. T. Fisher; her nephew, Will Fisher and wife, all of Lubbock. Mrs. D. C. Williams, mother of Mrs. Cocanougher and Mrs. Fisher returned home with them for a visit.

Mrs. Oscar Easley and Mrs. J. H. Pitman were in Amarillo Monday.

Mr. and Mrs. Tom Majors returned Monday from a visit to the Centennial at Dallas.

Mrs. M. D. Fincher spent last Sunday with her daughter, Miss Christine, at Lubbock. Miss Fincher is a student at Tech.

A. D. Brownfield of Dumas, New Mexico, arrived Tuesday for a visit with J. A. Pitman and family.

Mr. and Mrs. L. H. Shore spent last week in Lovington and Tatum, New Mexico, where Mr. Shore bought cattle.

Miss Edna Daughette and Miss Eleanor Plerie spent the week end in Pampa visiting Miss Daughette's parents, Mr. and Mrs. W. M. Daughette.

Junior Sherman visited his parents, Mr. and Mrs. O. E. Sherman, last week, returning to his work in Sunray, Tuesday, where he is employed by an oil company.

Woodrow Longshore, who has been visiting his grandparents, Mr. and Mrs. M. R. Moore, the past week, left Monday for his home in Los Angeles.

Mr. and Mrs. J. D. Harrell left Tuesday for East Texas, where he will seek employment. They were accompanied by Mrs. Jessie Walker and small daughter. Mr. and Mrs. Harrell will attend the Centennial in Dallas this week end.

F. F. A. Clubs
(Continued from page one)

Mr. and Mrs. Troy Moore and daughter, Sharon Dee, and Mr. and Mrs. R. V. Miller and daughter, Patsy Ruth, visited friends in Lubbock Sunday.

Mrs. M. M. Beavers and son and daughters of Lamesa spent the week end in the home of Mrs. Beavers' son, Hall Beavers, and son-in-law, Dr. J. W. Hendrix.

Mr. and Mrs. W. A. Knox and son, Marvin, were guests of Mr. and Mrs. Richard Fly of Amarillo over the week end. Mrs. Fly is the former Miss Ida Mae Knox.

Mr. and Mrs. Alton Fraser had as guests Armistice Day Mr. and Mrs. Jim Calhoun of Albuquerque, New Mexico, and Mr. and Mrs. L. H. Howard of Pampa.

Mr. and Mrs. Louis Woodford returned Sunday from Dallas, where they visited the Centennial for several days. Enroute home they visited relatives in Cisco.

Mr. and Mrs. Clyde Warwick, owners of the Canyon News, were among those from Canyon who attended the Herford-Canyon football game here Wednesday.

Dr. and Mrs. J. W. Hendrix and daughter, Joan, and Mrs. Hubert Freeman and baby of Bisbee, Arizona, visited Miss Zoe Beavers in Dalhart Friday and Saturday.

Mr. and Mrs. Bill Anderson of Canyon were guests of the John Olsons Wednesday, and attended the football game between the Herford Whitefaces and Canyon Eagles.

Misses Carmel Lee and June Guinn, students in WTSTC, Canyon, spent the week end with their parents, Mr. and Mrs. J. T. Guinn at the ranch. They had as guests Misses Mary Ellen Davis and Mildred Barber of Amarillo.

Mr. and Mrs. Ray Conaway and Barbara Burney and Mrs. Hall Beavers and two children visited Mrs. Beavers' mother, Mrs. R. P. Hutton, and Mr. and Mrs. B. H. Hopkins in Dalhart over the week end.

Mrs. A. C. Houston and son, George, of Wichita, Kansas, and Mr. and Mrs. Max Houston of Amarillo, officials of the Panhandle Lumber Co., inspected the company's yards here Sunday and were guests of Mr. and Mrs. D. H. Alexander.

Mr. and Mrs. D. H. Alexander left Tuesday morning for Mineral Wells. Enroute they stopped at Silverton where they visited Mrs. Alexander's parents, Mr. and Mrs. A. P. Donnell. While away the Alexanders will visit in Fort Worth and the Centennial in Dallas. They will be in Mineral Wells two or three weeks.

Canyon Game
(Continued from page one)

On his 35 yard line and raced all the way to the Eagles' 25 before going out of bounds, as a feature of the initial period. The Herd penetrated the 20-yard zone, but finally lost the ball on downs on the 22. Late in the period Halfback Gill recovered Foster's fumble on Herford's 28 to pave the way for the score in the second quarter.

Rusk did the scoring over his left tackle. Vaughn blocked Drummond's try for point. After Herford received and was forced to punt, the Herd got control in Canyon territory when Hagar recovered Butler's fumble on the 27. The Whitefaces pounded away at the Canyon goal for the remainder of the period but were ineffective, the half ending with Herford in possession on the seven.

96-Yard Touchdown Run.
Taking the third quarter kickoff on his 20 and returning to the 47, Loerwald again led the Herd into Eagle ground, but Fairley Hill, substitute quarterback, put a stop to the threat after the Whitefaces failed four times to make first downs but regained possession after short kicks. He pulled in Loerwald's pass on his 4-yard line and, with team mates protecting him all the way, ran 96 yards to a touchdown. Gill converted.

Getting the ball on Herford's 40, where Posey had booted off following the opening of the final period, the Eagles struck again on a series of slashing plunges that ended with Gill covering the final nine yards over his left tackle. He also converted to build up the final margin. Loerwald's passes failed to find their marks, and the game ended with Herford losing 10 yards on two recovered fumbles. Canyon made nine first downs to Herford's five.

Williams Hawkins, teacher at Mobeetie High School, and Miss Kathleta Hawkins of Amarillo spent the week end with their parents, Mr. and Mrs. D. W. Hawkins. William was accompanied by his room mate, Clinton Meeks.

Erosion Danger
(Continued from page one)

is expected to report the correction to the governing body.

Legal notice is being given of a meeting of the body on November 23, at which owners are to appear to show cause why the land should not be entered upon and assessed for the cost of working. If land previously reported is not in danger of blowing, or the owner can and will eliminate the hazard, the district will take no action against the land. Judge Stewart stated, but otherwise the district must take charge in order to protect neighboring farms.

To Have Initiation.
Herford Odd Fellows are to meet next Monday night at 7:30 o'clock for an initiation ceremony. Refreshments will be served. All members are urged to be present.

Homer Thompson Goes to Lubbock

Homer Thompson, assistant Deaf Smith county agent for the past five months, has been appointed assistant agent of Lubbock county, District Agent O. G. Tumlinson announced last Friday. The appointment is in the form of a promotion.

Mr. Thompson left Tuesday for Lubbock where he planned to spend several days before coming back to Herford to assist in getting a new assistant started here. His successor has not been announced. Thompson came to Herford from Briscoe county last May and has made many friends during his short stay here.

Attend Maytag Meeting.

Mr. and Mrs. M. D. Womble, Mr. and Mrs. Lawrence Womble, Mr. and Mrs. Jim Robinson, Wilbur Womble and Miss Elizabeth Spradley attended a goodwill Maytag meeting in the Crystal Ballroom of the Herring Hotel in Amarillo last Tuesday. The meeting honored F. L. Maytag, founder of the Maytag company. The 60-year old dignitary was present, making his annual visit to Texas. Luncheon was served to Maytag dealers and representatives of the Panhandle.

Mrs. John L. Wilson, Mr. and Mrs. Claude Morris and daughter, Shirley Jean, and Lester Dysart of Vega left Friday for Walters, Oklahoma, where Mrs. Wilson, Mrs. Morris and Shirley Jean spent the week end with Mr. and Mrs. Dean Rice. Messrs. Morris and Dysart transacted business in Fort Worth over the week end, and the party returned to their homes Sunday.

THIS WEEK AT THE

STAR THEATRE

Sunday - Monday
Preview Saturday Nite
These Dancing Demons are at it again!

225

Reasons why you should register either Thursday or Friday. Give some to the state and the rest is yours! Reasons enuff why you should attend.

Thurs. - Fri.
On the Scene—
—It was a case of love at First Sight!

HE DID HIS BEST WORK IN THE CLINCHES!

ASTAIRE
ROGERS

SWING TIME

A new high in entertainment is reached as Cain and Mabel fight to a finish to prove that hating is sometimes the beginning of loving!

Another Pair of Bargain Days
Tues. - Wed.
10¢ MATINEE NIGHT 15¢

MARION DAVIES CLARK GABLE CAIN and MABEL

Saturday Only
10¢ EVERY ONE! 10¢

JACK HOLMES
END OF THE TRAIL

BUCK JONES
PHANTOM RIDER

THE BIG NOISE
GLY KIBBIE

First Presbyterian Church.

The Truly Sensational will be the sermon subject at the First Presbyterian church Sunday by U. C. Thomas, pastor. At vesper service at 5 the program will be on some of the great hymns of the Christian Church. This service will be interesting and worth while. Sunday school, 9:45 a. m., C. E. at 6:30 p. m. Church Night Tuesday at 7 o'clock, prayer meeting Wednesday at 7:30.

SLEEPING ON ONE LEG IS WAY HERON GETS HIS REST

Birds have funny ways of resting. The heron, for instance, sleeps while standing on one leg. The other leg is drawn up and tucked away in its breast feathers while its head is buried in its back.

Starlings do their exercises before they retire. They congregate near their resting place, then fly round and round, the whole flock turning, twisting and dipping like one bird, as if obeying orders.

Swallows like to rest on telegraph wires and other thin supports. Why don't they fall off? Because there are muscles in their claws which automatically lock their foothold and keep them safe.

Ducks and geese, notes a writer in Pearson's Weekly, often sleep on the water, now and then paddling for a moment—in their sleep—to prevent themselves drifting to the shore where their natural enemies, the foxes, might lurk.

Sea Lions and Walrus.

Despite their widely different habits and manner of living, the sea lion and the walrus belong to the same group of animals as the dog, cat, wolf, lion and the bears. Though they spend much of their time in the sea, they are true animals of the variety carnivora and would drown if kept under water too long. They return to land to breed and give milk for their young in the manner of the above mentioned land-dwelling animals.

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AD NOW!

PENNIES SAVED Are Pennies EARNED

Have you ever thought how the pennies you've saved here mount up during a month or a year? Several cents saved on each article... quite a few cents saved on a basketful of dollars saved before you know it!

Notes These Specials Out of Many

RAISINS 4-pound package	29¢	SYRUP Beer Rabbit, gallon	59¢
TOMATOES 3 cans	25¢	SOAP Big 4, 5 bars	12¢
SALMON 2 cans	25¢	TOILET TISSUE 5 rolls	22¢
SHREDDED BISCUIT Kellogg's, package	10¢	CANDY Mr. Goodbar, 5c size, 2 for	5¢
OATS Moon Rose, box	24¢	POPCORN Jolly Time, 2 cans	25¢

FLOUR 24 POUND SACK 99c

Gold Medal 48 Pound Sack \$1.96

SUPER SUDS 3 packages	25¢	GINGER ALE Quart bottle	15¢
SOAP FLAKES Blue Barrel, small box, 3 for	25¢	GRAPE JUICE Pint	15¢
SALT-Morton's, 10-lb can	84¢	PRYLLA SEED Battle Creek, \$1 size, lb can	49¢

Coffee 1 lb. 27c
M. J. E., 3 pounds 80¢

CHEESE
KRAFT'S 1/4-LB PEGS 18c

Velvetta American, Swiss

1936 FURNITURE - UNDERTAKING
Ambulance Service - Day or Night
E. B. Black Co.
Herford, Texas

Gift!
SET OF 6
C-H-B
TOMATO JUICE 25¢

CRISCO
for better holiday baking

Fresh Fruits and Vegetables

ORANGES 28¢ size, Texas, doz	19¢	CELERY Large bunch	10¢
GRAPEFRUIT Med. size, 6 for	22¢	LEMONS	27¢
BUSHEL	\$1.50	CRANBERRIES Quart	22¢

SPUDS
IBAH'S 10-Pound Mesh Bag 35c

GELATINE Royal, package	5¢
SOAP, White King Assorted Toilet, 3 bars	14¢
EXTRACT Vanilla, pure, 2-oz bottle	17¢
COCOANUT Baker's, 3-oz box	5¢
PANCAKE FLOUR 3-lb pkg	17¢

COCOA Mother's, lb can 9¢
ALLSWEET Pound 18¢
ENTER THE ALLSWEET CONTEST AND WIN A CHEVROLET

PHONE 81

PIGGLY WIGGLY
ALL OVER THE WORLD