

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

SHOWER GIVEN FOR BRIDE-ELECT

Complimenting Miss Beatrice Lawrence, whose marriage to Mr. J. B. Noland of Summerfield will take place December 27, Mrs. Onias Carroll and Mrs. Russell Whitehead entertained Monday night with a miscellaneous shower at the home of Mrs. Carroll.

Christmas decorations were used throughout the house. Make-believe Christmas trees and tall white candles in silver holders created an atmosphere of pre-holiday festivity.

The shower was cleverly introduced when a properly attired traveling salesman (Mrs. Velma Dawson) appeared to sell his wares.

shapes of hearts and Christmas trees. Those present were Mrs. Anna Mae Johnson, Lucretia Wilson, Mrs. Grace Witherspoon, Mrs. Berice Witherspoon, Mrs. Marie Carroll, Mrs. Nannie Mae Mauk, Opal Cawthon, Mrs. Bessie Edelman, Mrs. Velma Dawson, Mrs. Myra Witherspoon, Mrs. Polly Wiltshire, Mrs. Velma Kendall, Blanche Poff, the hostesses and honoree.

Those sending gifts were Mrs. Seth E. Holman, Juanita Welch, Ruth Lookingbill, Frances Higgins and Mrs. Earl Wilson.

Guests wrote favorite recipes for the honor guest, and the refreshment plate was decorated with red and green cookies in

BUSINESS AND PROFESSIONAL DIRECTORY

THE CHOCOLATE SHOP
Fudge Luscious Sandwiches
Cold Drinks, Cakes, Magazines

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ABSTRACTS
Of All Deaf Smith County Land Titles.
DEAF SMITH COUNTY ABSTRACTS INC.
Cliff Estes, Manager

THE HERFORD BRAND
JOB PRINTING

ITALY IS THEME OF LONE STAR STUDY CLUB

The Lone Star Study club met Monday afternoon at the home of Mrs. Ernest Medkief, with Mrs. James Aldrich as assistant hostess. Italy was the chosen subject of study for the afternoon.

Mrs. Lawrence Womble gave a graphic description of the Vatican, the palace of the popes in Rome; now the Pope's official residence. A parliamentary drill was conducted by Mrs. Jim Higgins.

Members responding to roll call were Mmes. R. G. Blue, Harold Close, Jim Higgins, Roy Jowell, Pat Lawton, Tom Majors, Earl Phillips, A. B. Posey, M. Posey, Ralph White, Robert Thompson, Lawrence Womble, Ralph Smith, C. F. Moore, O. K. Howe, Jack Grady, Joe Kendall, James Aldrich and Ernest Medkief.

MRS. ALTON FRASER HOSTESS TO LUNCHEON CLUB

A Christmas theme was emphasized in decorations when Mrs. Alton Fraser entertained members and guests of the Wednesday Luncheon club at her home on Wednesday of last week.

An attractive arrangement of silver and gold yuletide sprays centered the lace laid dining table while red tapers burned in silver holders. Miniature Christmas trees centered the quartet table and snow scenes decorated tables and score pads.

High score was won by Mrs. W. L. Davis in the contract games after the luncheon. Cut prizes went to Mrs. J. W. Witherspoon and Mrs. J. C. McCracken.

Members present were Mmes. B. M. Wiltshire, J. C. McCracken, W. L. Davis, Jack Wayland, C. C. Rockwell and the hostess. The guests included Mmes. Adrian Odum, J. W. Witherspoon and Colby Conkwright.

Mr. and Mrs. Ed Johnson and William Russell visited in Albuquerque, New Mexico, over the week end with Mrs. Johnson's mother. They returned Monday night.

METHODIST YOUNG PEOPLE TO GIVE PLAYLET

Young people of the Epworth League will give a playlet, Glorified Vision, at the church next Sunday evening, December 13.

The story has to do with the birthday dream of a beautiful young girl whose attitude toward Christ, mas undergoes a complete change. Her influence upon the rest of the characters forms the interesting conclusion.

Those taking part in the play are Elizabeth Spradley, Jane Morgan, Billie Jo Roberts, Wanda Jean Reed, Mildred Rutherford, Bill Stanford, George McLean, Kermit Wilson and W. B. Wilson.

PLEASURE HOUR CLUB ENJOYS BRIDGE PARTY

Two tables of players were entertained Thursday afternoon when the Pleasure Hour Bridge club met at the home of Mrs. W. J. Smith. Games of bridge were enjoyed, and high score was awarded to Mrs. Smith (McLeRoy), while Mrs. Owen Stagner won second high.

Delicious gingerbread topped with whipped cream and coffee were served to Mmes. Boyd London, Roy Jowell, Harry Lomas, Owen Stagner, B. R. Dixon, Smith McLeRoy, James Wilson and the hostess.

NEW BOOKS AT COUNTY LIBRARY

The following new books have recently been received at the county library:

Culbertson, Self-Teacher in Contract Bridge; Hulbert, Forty-Niners; Newberry, Mittens; Nichols, A Pool Hath Said; Owen, Denmark Caravans; Richmond, School Diagnosis; Sewell, Ming and Mehtable; Wodehouse, Young Man in Spats.

Misses Mattie Mae Swisher and Ruby Thompson were in Amarillo, Tuesday night to attend the Philharmonic concert.

JUNIOR BAY VIEW CLUB CONTINUES EUROPEAN STUDY

Continuing their study of European Countries, the Junior Bay View club met Thursday evening at the home of Mrs. Ernestine Wayland. Mrs. Eva Pitman, leader, introduced the study topic, Russia. She gave brief facts about the history and people of that large country.

Eloyse Pitman gave a very interesting report on the people and their present life under the Communistic plan. She told about many famous cathedrals and works of art that had been destroyed under this regime.

Those present were Fern Car. Isle, Ruth Conkwright, Edna Daughetee, Ina Mae Gilbreath, Eva Gilliland, Katherine Kirby Eloyse Pitman, Eva Pitman, Gwendolyn Spradley, Rita Jean Sullivan, and Ernestine Wayland.

SON IS BORN TO MR. AND MRS. EARLY JOINER

Mr. and Mrs. Early Joiner announce the birth of a son, Gordon Eugene, on Friday, December 4, at the Deaf Smith County Hospital. Mrs. Joiner is the former Virgil Brunley, daughter of Mr. and Mrs. G. W. Rumbley. Mr. and Mrs. Joiner live in Lockney, Texas.

Attends Dimmitt Wedding.

Miss Betty Rose Kerr of Hereford was among those who attended the wedding of Miss Mary Cowser and Mr. Adolph Schilling at Dimmitt Friday, November 27. Miss Cowser is the daughter of Mr. and Mrs. Mark Cowser of Dimmitt and the groom is of Houston, where the bride has been employed for several years.

Mr. and Mrs. Hubert Dowell left last Friday for Beverly Hills, California, where they will visit until after the holidays.

RETURN FROM HUNT

Arle Dean returned Sunday from a hunt in New Mexico. He was accompanied by Mr. and Mrs. Clay Neal of Dimmitt. They report a good hunt, with plenty of birds in that section.

Kansas Guests.

Mr. and Mrs. Ben Schemmerhorn of Wichita, Kansas, visited Mr. and Mrs. F. H. Oberthier for a few days last week. Mrs. Schemmerhorn is a cousin of Ted Houston, son-in-law of Mr. and Mrs. Oberthier, and had just returned from a visit with Mr. and Mrs. Houston, who live in Boise, Idaho.

Westway Items

GLADYS GOBE and GWENDOLYN HYDE

Mr. and Mrs. Art Manjeot of Elida, New Mexico, spent Sunday with Mr. and Mrs. Pink Gilliland. Mr. and Mrs. C. V. Burgess and family visited in the Coker home at Summerfield Wednesday night.

Otis Hively of Oilton was a guest in the Dodson home Sunday. Gomer Lee McCoy spent a night recently with Mr. and Mrs. Dodson.

Try First to Buy in Hereford.



Special Holiday Prices ON ALL PERMANENT WAVES

\$1.50 And Up

LOOK YOUR BEST FOR CHRISTMAS HOLIDAYS!

SHAMPOO, WAVESET and MANICURE, all for 75¢

Charm-Aid Studio


VERNA CULPEPPER



Electrolux

This year you can pick such marvelous gifts with the heart of the home in mind... and you can be sure your gift will be warmly welcomed if you choose an ELECTROLUX. This practical gift is so economical, efficient and so quiet in operation. There are no moving parts. It is

The Ideal Gift for the Wife



Maytag Washing Machines

Washday has been changed to wash hour in many MAYTAG homes. Maytag has also changed this hour from an hour of drudgery to an hour of pleasure. Give her a new Maytag Washer to help her out in the days to come after the Christmas tree has been discarded.

Give Her A Maytag for Christmas Thoughtfulness

WATER SOFTENER

Install a Llano Water Softener in the home as a gift to the whole family. A Llano will protect your family's health.

FLOOR FURNACE

A Ward Floor Furnace will be a most useful gift to any American home. It will give your home Controlled Heat—no more sweaty walls or windows. See them today.

CAR HEATERS

The Tropic Air Hot Water Car Heater is just another thoughtful gift for the motorist. Any motorist will appreciate his gift if it is a Car Heater.

PHILCO RADIOS

—will say Merry Christmas in many homes this year and it will be a happier home if it is a 1937 Philco. A new Philco Radio will be just the gift for the whole family.

Easy Terms and Liberal Trade-In Allowances

Christmas Values

Christmas Specials ON ALL DRESSES

We have just received a large shipment of new silk and wash dresses in new advanced styles and colors, sizes 12 to 32.

XMAS SPECIAL
—on our lovely new silk lounging robes and pajamas!

It's Christmas Time

Dainty, intimate gifts—those lovely things she might not buy for herself but which she adores to receive—are the kind of presents any girl most appreciates. Our lingerie and costume accessories departments are brimming over with enchanting gift ideas. Here you will find the perfect solution for what to give every lady or young girl on your Xmas list.

This is a gala season... and we have the gala dresses to make it gay! Smart yet practical frocks to make every day feel like a holiday... because of their unusual style touches, fine fabrics and gorgeous colors.

POPULAR STORE

Hereford Implement & Appliance Co.

L. L. WOMBLE, OWNER PHONE 451

Friona News

BY JOYCE LANDRUM
Miss Juanita Welch of Hereford spent Saturday night and Sunday with Bernice Rogers.
Miss Lucille Routh, Bennah Burton and Joyce Landrum were in Muleshoe Sunday.
L. S. Barron and Maurice Garth of Muleshoe were in Friona Sunday evening.

Miss Lucille Routh and Bennah Burton were Amarillo visitors last Wednesday.
Mr. and Mrs. Smoky Price and Mr. and Mrs. Pete Buske were Muleshoe visitors Sunday.
J. W. Lacy, Miss Ella Marie Landrum and Miss May Turner were in Hereford Saturday.
Mr. and Mrs. M. Slemmons and Mrs. Fred Weston were in town shopping Tuesday. The live southeast of town.

Daniel News

BY PAULINE MOORE
Light rains fell here last Friday.
Mr. and Mrs. E. Tierce, Mrs. Golden and S. J. Golden spent a few days last week with Mr. and Mrs. F. Tomlinson.
Joe Moore and family were in Amarillo Saturday.
Erwin Shugart was in Plainview Sunday.
Mr. and Mrs. F. Tomlinson were in Amarillo Saturday.
There will be a Christmas tree and program at Palo Duro church Christmas Eve night.
Mr. and Mrs. O. Moore have had their furniture moved to Canyon.
W. L. Moore was an Amarillo visitor Friday.
Mr. and Mrs. F. Tomlinson visited her sister, Mrs. Wayne Carthol, near Dimmitt Thursday.
Norma Jean Tomlinson visited Mrs. Britling in Canyon one afternoon last week.
Cecil Hodges and family were in Hereford last Thursday.
Dave Moore and Clarence McBroome attended a farm sale near Dimmitt last Wednesday.

NOTICE OF SHERIFF'S SALE OF REAL ESTATE

Notice is hereby given that by virtue of an order of sale issued by the Clerk of the District Courts of Dallas County, Texas, on the 21st day of October, 1936, in a certain cause wherein Bankers Life Company, a corporation, is plaintiff, and J. N. Vernon and wife Jean Vernon, Ray L. Johnson, Mrs. J. S. Stanfield, a widow, Mrs. Tilda Draughon and husband, Robert E. Draughon, Mrs. Blanche Douglas, and husband, Herbert Douglas, Mrs. Lizale Vickers, a feme sole, individually and as independent executrix of the estate

of Marticia English, deceased, Mrs. Carrie Black, individually and as independent executrix of the estate of Marticia English, deceased, and E. B. Black are defendants, No. 22790-D plaintiff recovered judgment against the defendant J. N. Vernon for the sum of \$10,876.13 with interest thereon from September 4, 1936, at the rate of 10 per cent per annum, and costs of suit, which judgment was rendered on September 4, 1936, in the District Court of Dallas County, Texas, for the 95th Judicial District of Texas, I have levied upon and will on the first Tuesday in January, 1937, same being the 5th day of said month, at the court house door in the

city of Dimmitt, Castro County, Texas, between the hour of ten o'clock A. M. and four o'clock P. M. proceed to sell to the highest bidder for cash all the right, title and interest of said defendants or any of them, in and to the following described real estate levied upon on October 28, 1936, as the property of said defendants, to-wit: Situated in the Counties of Castro and Deaf Smith, State of Texas, being 640 acres and being all of Section No. 159, Block M-7, Certificate No. 1257 original grantee B. S. & S., Patent No. 65, Volume 30, Abstract No. 39, there being contained within said section 650.6 acres of land, but there is excepted about 10.6 acres granted for

railway right-of-way, leaving 640 acres, said land located about 1/2 mile east of Summerfield, known as the J. N. Vernon farm and being the same land described in deed of trust from J. N. Vernon and wife to G. W. Fowler, Trustee, dated April 1, 1928, recorded in Volume 17, Page 168, of the deed of trust records of Castro County, Texas, and in Volume 31, Page 287, of the deed of trust records of Deaf Smith County, Texas.
The above sale will be made by me to satisfy the above described judgment and the proceeds thereof will be applied to the satisfaction of said judgment.
GARLAND BROWN, Sheriff of Castro County, Texas.

Summerfield News

BY MRS. ASA ATCHLEY
Mr. and Mrs. Woodrow Welty are visiting his brother at South Plains.
W. H. Vines was here from Oklahoma last week end.
Mr. and Mrs. Marvin McAtee have moved to Canyon.
Mr. and Mrs. Lawrence and Beatrice were in Amarillo Tuesday.
B. H. Atchley and family are home from a visit at Velle.

WHY WAIT FOR RURAL ELECTRIFICATION?

While Rural Electrification now seems to be almost assured, many of our citizens are wondering if they will have the benefit of electric power in time to irrigate wheat and other early spring crops. Of course no one can answer this question with certainty, but we say, "WHY WAIT?" Pumps and other irrigation equipment can be installed now or at any time that will meet every requirement of electric driven pumps as to speed and horsepower. This can be done by installing a belted head instead of electric motors, then when electricity is available, remove the belt pulley part of the head and your electric motor.
Most every farmer has a tractor or used engine of some kind that could be temporarily used, with very little expense. By using this method many crops might be saved that otherwise might be lost.
We are now equipped to install complete irrigation plants on reasonable terms to responsible parties.
See our motor driven pump on S. O. Wilson farm. It was changed as above recommended.
Sincerely,
HEREFORD-JOHNSTON PUMP COMPANY
Wm. McGeehee, Manager.

Dawn Items

BY MARGARET BOWERS
Misses W. J. Stewart, H. E. Miller, Homer Barnes, C. C. Stewart and Misses Minnie Seymour and Margaret Bower attended the chapel program at the school house last Wednesday morning.
Cecil Mariner was in Amarillo Saturday.
Mrs. C. N. Bowers is visiting her daughter, Mrs. T. J. Gardiner, in Fowler, Kansas.
Mrs. C. P. Galley left Thursday for Moline, Illinois, where she will spend the winter with her son, Cyrus Galley.
The Dawn Study Club met Tuesday with Mrs. L. A. Smith. The next meeting will be with Mrs. Baker Womble, December 15.
Royce Underwood spent Sunday night with D. E. Mariner.
Mrs. J. E. Hickman visited the school Wednesday afternoon.
Johnnie B. Caraway, who is attending school in Hereford, spent the week end with home folks.
Dawn boys were defeated in a basketball game by Junbo Friday.
Mr. and Mrs. Winfield Mariner visited in Portales, New Mexico, last week.
Several from this community shopped in Hereford Saturday.

Visiting Here.

Rose E. Ransom, of Jackson, Illinois, is visiting and attending to business in Hereford this week. She visited The Brand Office and spoke very highly of the publication. She plans to remain here several weeks.
Mrs. Ed Allen, Jr., and two children of Lubbock arrived Friday night for a few days visit with her parents, Mr. and Mrs. Mark Hanna. Mr. and Mrs. Allen are moving to Austin soon, where Mr. Allen will be with the Land Commissioner's office.

Amazing GIFT Values!

Make them happy with a little red wagon. In small sizes up.

Chromium plated, with jewel movement ends. Well balanced. Non-back lash fishing reels.

Tricycles and Bicycles. The gift that pleases.

Complete selection of high grade fishing equipment to please angler and fisherman.

Bone handled carving set consisting of knife, fork and sharpener.

Attractive set of major tools for beginners and all home uses. Includes square, brace and bit, hammer, saw, auger, drill and rule.

TAKE A TRIP THROUGH OUR TOYLAND

and see our array of toys. They are just the kind that Old Santa will carry in that bag he usually slings across his shoulder. We have toys of every description—too numerous to mention. You will just have to take a trip through our TOYLAND to see them. Make your selections TODAY!

Just received a large shipment of the beautiful PIRNSTA WARE—that lovely colored pottery that is most attractive for any table. Just the most useful Christmas gift, and any housewife will be happy if Old Santa leaves her some. We will be glad to show it to you.

Give Useful Gifts

—the gifts that are appreciated most by everyone and you'll find it easy to select something novel as well as useful. Let us solve your problem of what to give by taking you on a parade through our great interesting array of Christmas Gifts. It will pay you to visit this store on your shopping tour.

STREU HARDWARE CO.

NOW! AT PENNEY'S CHRISTMAS HOLDS SWAY

The selection of gifts at Penney's is greater this year than ever before! And the prices we're asking are so much less than you'd expect to pay for such quality! If you've never shopped at Penney's for Christmas gifts you'll be astounded. If you're a regular customer you'll pat yourself on the back for being wise again this year! Get here soon for best selection!

 <p>A Flattering Gift! NEGLIGEEES \$2.98</p> <p>Beautiful rayon crepe in smart tailored styles or trimmed with lace. Sweeping bias cut backs.</p>	 <p>Perfect for Christmas! HOSIERY 79¢</p> <p>Perfect—especially when they're these all silk ringless Gaymodes! Wispy 3-thread full fashioned chifona—silk from their pique tops to their well-fitting feet. Sizes 8 1/2 to 10 1/2.</p>	 <p>Holiday Boxed Men's Shirts New Patterns 98¢-1.49</p> <p>Ask any man what he would like most for Christmas! Most of them will say fine shirts! We have new fabrics that look and wear like expensive shirtings! Nu-Craft fused collars and soft collars. Pre-shrunk! All fast colors. Custom details.</p>	
 <p>HANDBAGS 98¢</p> <p>Fine Gifts for Christmas</p> <p>Attractive simulated leathers in the newest styles! Sensational at this low bargain price!</p>	 <p>Capeskin Gloves \$1.69</p> <p>Beautifully Styled!</p> <p>Fine imported glace capeskin in classic slip-on style or with novelty cuff treatments. 5 1/2 to 7 1/2.</p>	 <p>Men's Belt Sets 49¢</p> <p>Packed in Ash Receiver</p> <p>Smooth or calf grain genuine leather. Polished nickel plated tongue buckle. For smokers!</p>	 <p>LINED GLOVES 98¢</p> <p>Domestic Capeskin</p> <p>Comfortable, warm lined dress gloves make a fine gift! Button wrist style. Heavy stitching.</p>
 <p>KERCHIEFS 25¢</p> <p>3 in a box!</p> <p>Soft white cotton or snow white linen! Some with lace corners, some with colored embroidery!</p>	 <p>FITTED CASE 4.98</p> <p>7 Fittings! Shark Grain!</p> <p>A lovely gift at a reasonable price. Rayon lined, two pockets in body. 18" long! Good looking!</p>	 <p>SLIPPERS 98¢</p> <p>Welcome Gifts!</p> <p>Smart styles in kid or felt. Prettily trimmed. With or without heels. Practical, attractive.</p>	 <p>BILLFOLDS 49¢</p> <p>Genuine Leather</p> <p>A dandy gift! Two fold, with slide fastener. Pockets for identification cards and such. Boxed.</p>
<p>A small deposit will hold your Toys until Christmas!</p>	<p>Gifts from TOYLAND</p>		<p>Buy On Our Lay-Away Plan!</p>
 <p>Streamlined Train Set \$1.89</p> <p>Burlington Zephyr</p> <p>Locomotive with brake and four cars. Set one switch—the other is automatic! 203" track.</p>	 <p>Fibre Doll Carriage \$2.98</p> <p>For Dolls Up to 18"</p> <p>Streamlined buggy with bright wire wheels, rubber tires, movable hood and reclining back.</p>	 <p>20-In. Baby Doll 98¢</p> <p>A Real Value!</p> <p>This adorable doll is soft and cuddly and has moving eyes and a crying voice. She's completely dressed!</p>	 <p>Extra Utility Wagon \$1.98</p> <p>Roller Bearing Wheels</p> <p>34 1/2" x 16 1/2" red steel wagon with spoke type wheels and oversize tires</p>

PENNEY'S
J. C. PENNEY COMPANY, Incorporated

Ford Doings

BY MRS. H. M. BENSON
Mr. and Mrs. H. Climer entertained friends Thursday night at a Thanksgiving dinner.
Rev. E. E. Goodwin and family of Vega were guests in the H. M. Benson home Sunday.
H. D. Hill and family are home from a visit with relatives in Olney and Lamesa.
Carl, Hilda and Mr. and Mrs. L. J. Straffuss were recent visitors in the Strickland home at Amarillo.
Ted Langley and family have moved from White Deer to the J. E. Hill farm here.
Bennis Harris and family have moved to the Webster place. Mrs. Webster and children will make their home in Amarillo.
Mrs. R. E. Dyer and Wayne recently moved to Vega.
John Whitsett was in Herford Tuesday.
Club ladies will meet in an all-day session December 16 at the school house. A covered dish luncheon will be served at noon to school teachers, children and husbands.
The men will put out trees and improve the school grounds, while the ladies quilt and receive gifts for the Club Christmas tree in the afternoon.
Mr. and Mrs. Allen Bell of Adrian were here Wednesday.

COURTHOUSE RECORDS

Warranty Deeds.
J. H. Williams and wife to J. H. Williams, Jr., lots 34, 35 and 36 of Wills & Holland subdivision, block 18, Evans addition.
E. F. Connell and Sophia Connell to Fannie B. Elliston, south one acre of SE 1/4, block 28, of Evans addition.
Oil and Gas Leases.
W. T. Barnhart and Western Union Oil Company, section 9 and section 4, T-3-N, R-2-E, containing 1280 acres.
Frank F. Ferry, Kent Chandler, Farwell Winston, trustees, and Western Union Oil Company, W 1/2 section 29, T-3-N, R-1 East, containing 320 acres.
J. V. Farwell, Arthur L. Farwell and Farwell Winston, trustees, and Frank F. Ferry and Kent Chandler and Farwell Winston, trustees, and H. L. Griswold, lessee, SW 1/4 and W 1/2 of NE 1/4 of SE 1/4 and S 1/2 of the E 1/2 of NE 1/4 section 22 T-3-N, R-1-E containing 360 acres; NE 1/4 of section 21, T-3-N, R-1-E, containing 160 acres; NW 1/4 of section 22, T-3-N, R-1-E, containing 160 acres.
Quit Claim Deed.
R. H. Kemp Lumber Company vs. Laura Murphy, NW grant of section 85, block M-7.

Messenger News

BY ESTELLE WILLIAMS
Dick Barnes, who is working for D. Culpepper, visited friends here last week.
Shoppers in Herford Saturday were Ben Bates, Frank Knabe and family, Mrs. J. E. Jones, Estelle and Hobby Williams.
Cap. Rutherford of near Adrian called at the L. M. Williams home Monday.
Altus, Hobby and Quince Williams were guests in the Dollie Whitson home Sunday.
Oscar Easley was at his ranch here Sunday.
J. A. Williams and L. C. Davis of Fort Sumner, N. M., called at the L. M. Williams home Wednesday.
Ben Bates is helping Charles Brown stack feed this week.
Mr. and Mrs. E. F. Green left the first of last week for San Angelo to look for a place to locate.
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 957 1/2 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 957 1/2 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 Rollins-

ford 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

\$1,094.16, 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 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 January, 1937, the same being the 5th day of said month, at the Court House door, in the town of Herford, 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 28th day of November, 1936.
H. L. HUNTER,
Substitute Trustee.

Wyche Items

BY PEGGY VALENTINE
Thornton Shirley of Herford spent three days last week with Ruth Love.
Dillard Edwards and family of Herford spent Sunday in the A. E. Edwards home.
Fred Henry and family spent the week end in Plainview.
J. D. and John Love were in Amarillo Friday.
Mr. and Mrs. John Paetzold visited the Laeften home at Vega Sunday.
Mr. and Mrs. Fred Pittner of Herford visited the Boeskin family Sunday.
Mr. and Mrs. J. P. Gandy were in Summerfield Saturday.
Miss Park's room honored her with a fruit shower Thursday.
Mr. and Mrs. Ranie Harper spent the week end in Mulshoe with Mrs. Harper's mother, who is seriously ill. Ms. Harper will remain there until her mother improves in health.
Lottie Tyson is spending the week with Betty Cockrell in Herford.
Miss Ethel Womble spent the week end in Dimmitt.
The Seyler family has moved to the Paddock place.
Rev. and Mrs. LaGrone of Amarillo spent the week end with their daughter, Mrs. R. W. Elliston.

Progressive News

BY OLIVE PERKINS
Club met with Mrs. Ray Hershey December 2, with 11 members present. Mmes. Ira Ricketts and S. A. Edwards read papers on disease of children and treatments, and the hazards of children. The next meeting will be the Christmas party at the home of Mrs. A. S. Higgins. Names were drawn for the Christmas exchange.
Miss Ira Jeanne Ricketts spent Monday night with Odessa Cockrell in Herford.
Mr. and Mrs. Ray Hershey and Howard Hershey and family visited relatives in Mulshoe Sunday.
Ira Ricketts and family visited the Clyde Russell home at Tex Ray last week end, and called on Mr. and Mrs. Anderson at Borger Sunday.
Miss Olive Perkins attended the Federated Club meeting in Herford Friday.
Mrs. Ira Ricketts called on Mmes. Claude Ricketts and W. E. Neal in Herford Monday.
W. C. and Ora Russell were in Roswell, N. M., last week.

Ward News Notes

MRS. GEORGE SUGGS
Mr. and Mrs. Bill Nafzgar of Walcott visited Mr. and Mrs. Geo. Suggs Sunday.
Mrs. Dennis of Post has been staying with her daughter, Mrs. Hutson, the past week. Mrs. Hutson is recovering from an operation.
Mr. and Mrs. Glenn Rutter entertained friends in their home Saturday night with 42.
Moody Aten of Lelia Lake is visiting her sister, Mrs. Rutter.
Mrs. Bob Higgins and boys were in Amarillo Wednesday.
On the honor roll last six weeks were Martha Lee Rutter, Ruth Moreman, Peggy Jo Prosboco, Marie Moreman, and Billie Dennis Hutson.
Mr. and Mrs. Omer Baker of Sunray, Texas, spent Monday here attending to business. They are former local citizens, having been owners of the Club Cafe for many years.

Easter Items

BY LOUISE FRYE
This community received from one half to three quarters of an inch of rain last week.
Foster Beall has a brother visiting him from Anadarko, Okla.
Mrs. V. R. Gardner of Tulla is visiting her sister, Mrs. Rutter.
Mrs. Emmett Brookshire and J. of Silverton visited Saturday night in the Payton Woolery home.
Mr. and Mrs. H. Benson and children spent the week end in Shawrock and Pampa.
Miss Louise McClure was in Amarillo Saturday.
Several from this community attended the Mous carnival in Herford, Saturday.
Mr. and Mrs. W. H. Epperson of Summerfield visited in the J. S. Smith home Sunday.

Protect
What You Have
INSURE
John McLean
Insurance Agency
Phone 273

You'll Be Sorry
... If true winter weather finds your car un-protected by winter lubricants, anti-freeze and a quick-starting winter gasoline. Drive your car around, or call us, today and get that final check before true winter weather pays its annual visit.
TEXAS SERVICE STATION
Glenn Snyder

Gifts That Make Christmas Memorable



Lady's Baguette WRIST WATCH Diminutive and Dainty **\$39.50**

The Gift of fine jewelry makes Christmas a day that is long remembered. Give a fine watch, a precious jewel, a gift that is always cherished. Our collection of gifts affords something appropriate for every name on your list.

Diamond Engagement Ring **\$29.50**
Men's Wrist Watch, 15-Jewel Gruen **\$24.75**

F. M. KESTER and SON
JEWELERS

GIFT SUGGESTIONS



FOR EVERY PERSON... FOR EVERY PURSE

For Mother or Wife or the "Girl Friend"
PERFUME ATOMIZERS
TOILET WATER • TOILET SETS
PERFUMES
SUBSCRIPTIONS • MAGAZINES
HOT WATER BOTTLES
COMBS • BRUSHES
ELECTRIC HEATING PAD
STATIONERY • BOOKS

For Son
PEN AND PENCIL SETS
KEY TAINERS • POCKET KNIVES
SHAVING ACCESSORIES
WATCHES • MILITARY BRUSHES
RAZORS • CAMERAS • FILMS
FLASHLIGHTS • TOYS • NOVELTIES

For Daughter
SOAPS AND POWDERS
PERFUMES • BATH SALTS
BEAUTY TREATMENT SETS
COMPACTS • TOILET WATERS
MANICURE SETS • ATOMIZERS
COMB AND BRUSH SETS
MIRRORS • TRAVELING CASES
STATIONERY • FOUNTAIN PENS

For Husband or Father or the "Boy Friend"
CIGARS • HUMIDORS • PIPES
CIGARETTES • LIGHTERS
SHAVING CREAMS
GOLF BALLS • PLAYING CARDS
SHAVING LOTIONS
TOBACCO • BILL FOLDS
SHAVING BRUSHES
RAZOR BLADES • SAFETY RAZORS

For All the Family
ELECTRICAL UTILITIES
CHRISTMAS SEALS AND CARDS
ALARM CLOCKS • ASH TRAYS
VACUUM BOTTLES
ASSORTED CHOCOLATES AND CHRISTMAS HARD CANDIES

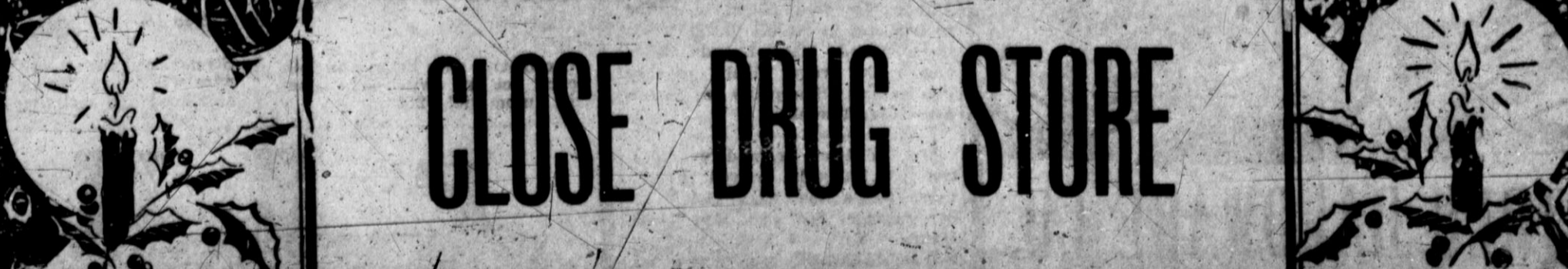
THE Gift OF ALL WISE MEN...



It's wise to give her a new EASY Washer for Christmas. For no other gift will be so helpful—so constant a week-in and week-out reminder of your thoughtfulness. The cost is low—this new 1937 EASY with new 3-ZONE Turbo-lator washing action and new Safe-guard wringer, costs only **\$1.00** a week.

EASY washer
McCONNEL ELECTRIC CO.

CLOSE DRUG STORE



303 MAIN ST. PHONE 750

Amarillo And Pampa Groups To Take Part

(Continued from page one)
 In 1742, as still the chosen favorite of the public heart. His oratorical differ from the ecclesiastical works of Bach, and though he added nothing original to the form, he fused the best of all his predecessors. He began working on oratorios after realizing the predisposition of the English people for that type of entertainment during the Lenten season when strict opera was forbidden. As a result of his unsurpassed activity in this field while living in England, the country has come to have the title of "Land of the Oratorio". Not until 35 years after his death were there important contributions to the form. Then Hayden, inspired by a production of The Messiah wrote his greatest work The Creation. Members of the chorus include

Mrs. O. T. Williams Mrs. Nona Jowell Nancy Millard, Mrs. C. H. Dillehay, Mrs. H. E. Miller, Anna K. Hardesty, Ruth Wolfe, Sybil Smith, Mrs. Ralph White, Mrs. J. E. Beyer, Ellen Smith, Sarah Agnes Bryant, Mrs. Wiley Robertson, Mrs. Carl Mounts Mrs. C. C. Ferguson, Genevieve Eberle, Edith Burum, Ruby Thompson, Mrs. W. M. Emmons, Mrs. R. P. Coneway, and Mrs. Gertrude Brotherton; Mrs. C. C. Acker, Mrs. H. A. Close, Mrs. Cliff Estes, Mrs. H. H. Hawkins, Mrs. H. L. Broadwell, Mrs. A. O. Thompson, Mrs. I. H. Spratt, Mrs. C. H. Dyer, Mrs. A. C. Thompson, Mrs. B. M. Wiltshire, LaNelle Schelhaugen, Mrs. B. N. Shepherd and Mrs. H. D. Reed. I. H. Spratt, Ernest Schelhaugen, Henry Turner, J. E. Beyer, Elmer Bryant, O. T. Williams, Elmer Patterson, Ralph White, Troys Carmichael, Rev. H. M. Redford, H. E. Miller, Henry Tiefert, H. L. Broadwell, Mrs. Homer Fox, Mrs. Ollie Fox, Mrs. E. E. Fridley, Mrs. O. G. Hill, Mrs. J. B. Jones, Mrs. S. P. Rosson, Mrs. Glenn Snyder, Mrs. Jesse Stanford and Edgar Pickett.

County Party To Raise \$60 Deficit Fund

The Deaf Smith County Democratic committee has been advised by the Texas Headquarters at Austin that this county's quota in the new "deficit campaign drive" is to be 20 per cent of the quota set aside for its pre-election campaign fund. The quota for the first drive was \$302, making the amount for the deficit drive approximately \$60.

The national party leaders have asked the state of Texas to raise an additional \$50,000 to help wipe out the national party deficit. Contributions may be made to the county chairman or they may be mailed direct to Director Miller at the state Democratic Campaign headquarters at Austin, where credit will be given to the county from which it came, it has been announced.

Local FFA To Host Area One Meet Saturday

The Tulla District Future Farmers of America, Area One, will hold a meeting here Saturday with more than eight schools represented, W. M. Emmons, vocational agriculture instructor of the local high school announced yesterday. The Hereford FFA club will act as host to the visiting club members of this district as well as a number of out-of-the-district clubs expected.

The program calls for an inspection of the soil conservation project here; poultry and egg judging contests at the Tri-County Poultry Show and select entertainment features.

Clubs included in this district and those expected to participate in the events here Saturday are Tulla, Dimmitt, Plainview, Hale Center, Abernathy, Floydada, Silverton and the host club. Other clubs from as far southeast as Memphis are expected to enter teams in the judging contests.

District club officers are to present objectives for the organization to vote on at the meeting Saturday. Alva Barber of the Hereford club is historian for the district organization.

Hereford Cage Teams Invited Dimmitt Meet

Both the boys' and girls cage teams of the Hereford high school this week received invitation to again enter the annual invitation accepted the invitations late Monday night. Indications were that at Dimmitt Friday and Saturday of this week. Like invitations had been received by cage teams of various high schools of the Panhandle and more than 20 boys' and girls' teams had

again enter the annual invitation accepted the invitations late Monday night. Indications were that at Dimmitt Friday and Saturday of this week. Like invitations had been received by cage teams of various high schools of the Panhandle and more than 20 boys' and girls' teams had

BIG MILLINERY SALE

Every felt and velour hat in the house on sale. All children's felt hats going at \$1.00 each. We have just received several Metallic Hats in Gold and Silver, going at a bargain. We have new Silk Spring Hats. See our big line of Hat and Scarf Sets in black, white and all good colors, both Wool and Plush. See the new Hollywood Roll—the last word in Millinery for all ages. Also for men and boys.

It Will Pay You to Visit Us.

VOGELE MILLINERY PARLOR

TALKING CONFIDENTIALLY . . . Neighbor to Neighbor

"By practicing and encouraging loyalty to Hereford district businesses, institutions, and industries, we are laying the foundation for a brighter tomorrow.

"Greater prosperity in our home town means greater prosperity for all of us as individuals. It's 'good business' to spend our dollars here where they have some chance of returning to us on their circuit of the community.

"Then, too, it's very probable that we actually save money by buying goods in Hereford, quality of merchandise, car expense, or freight being considered."

We Are Prompted to Sponsor This Message to You Through Our Interest in Community Welfare

Magnolia Petroleum Co. W. J. (Bill) SMITH, Agent Phone 371	Roy's Produce Buyers of Cream, Poultry, Eggs Hides, Produce, Feed	Hillside Hatchery "Custom Hatching" S. Main St. Phone 70 Ray Coneway, Manager	Davis & McCracken Implement Company Minneapolis - Moline Dealer	Rosson Implement Co. Your McCormick Deering Dealer	Texas Utilities Company Power-Light-Ice
Weir's Red and White Grocery 310 N. Main—Phone 117	Ireland Motor Co. Dodge - Plymouth Sales - Service	Taylor & Son Blacksmith - Welders 104 West 2nd St.	Carl's Grocery Phone 325 Fancy and Staple Groceries	Star Theatre "Air Conditioned" Latest and Best News Reels and Features	Hereford Implement and Appliance Co. Philco Radios, Maytag Washers
J. O. Newell Sheriff, Tax Assessor and Collector Elect	First State Bank A Strong Conservative Bank Phone 290	READ YOUR HOMETOWN NEWSPAPER FIRST THE HEREFORD BRAND		Fraser Produce 209 West Third Street Phone 484	Kerr Hardware & Implement Co. Everything for the FARM — HOME — RANCH
L. H. Foster County and District Clerk	H. L. Rice "Brunswick Tires" 112 W. 3rd St. Phone 23	Furr Food Store "Where Hereford Housewives Buy" Phone 74	J. C. Penney Co. (Inc.) "Under More Than 1400 Roofs" Phone 22	New Club Cafe "Just a Good Place to Eat" Mrs. Henson, Manager	Packard Milling Co. Makers of Packard's Best Flour "Made in Hereford"
Pitman Grain Co. Grain Buyers Phone 1	West Texas Gas Co. "Good Gas With Dependable Service"	White Face Printing Co. "You Don't Have To Wait" Phone 277	Vogele Millinery Parlor "Fashionable Millinery" Always On Display	Phillips "66" Station No. 2 "Phill-up With Phillips" Washing, Greasing, Lee Tires	Fox Cleaners & Hatters "In by 3:00, Out by 6:00" Phone One-One-One We Call for and Deliver

PERSONALS

Mrs. Anna Mae Johnson was in Amarillo Monday.

L. H. Shore spent Friday in Amarillo.

Mr. and Mrs. Ed Rogge of Friona were shopping here Friday.

M. Lacy of Friona was in town shopping Monday.

Dow Mercer was a business visitor in Amarillo last Friday.

Miss Lavina West spent Sunday in Tucuman, New Mexico.

Mrs. M. L. Steele, Mrs. B. M. Hiltshire and daughter, Patsy, are Amarillo visitors Tuesday.

Mr. and Mrs. W. E. Dunlap are Amarillo visitors Tuesday.

Mr. and Mrs. Ezra Norton were in Amarillo visitors Tuesday.

Miss Lois Maddux and Mrs. Tom Miller were in Amarillo Friday.

Mrs. Jim Clark visited her daughter, Mrs. Orland Wilson and family, in Clovis last week end.

Mr. and Mrs. F. H. Oberthier are business visitors in Amarillo Tuesday.

Mr. and Mrs. J. T. Gillebreath and Thornton Shirley were in Amarillo Tuesday.

The Junior Band Mothers will meet Monday at 3:30 o'clock at Central school.

Mr. and Mrs. J. S. Hemphill of were guests of Mr. and C. H. Dillehay Sunday.

Miss Inez Clark spent last week in Amarillo visiting her friend, Frances Smith.

Mr. Bob Sisk and son of Texas, are visiting Mr. Sisk's mother, Mrs. R. G. Sisk here, and father, H. P. Hayes, of Black.

Mr. and Mrs. J. B. McMillin conducted business in Farwell last Friday. Mr. and Mrs. Perry Sims of Summerfield accompanied them home for a visit here.

Fred H. Oberthier, Jr., of Clovis spent Sunday here.

Mrs. O. F. West visited her sister, Mrs. Stanley Thomas and new baby, in Amarillo Saturday night and Sunday.

Mrs. A. Beauford returned Sunday from Lubbock, where she visited her daughter, Mrs. C. A. Horn, and family last week.

Altn Fraser left Wednesday for Albuquerque, New Mexico, on a business trip. He expected to return the latter part of the week.

Burl Alexander of Canada is expected here Saturday to spend the week end with his parents, Mr. and Mrs. D. H. Alexander.

Mrs. Jessie Groner of Plainview arrived Monday for a visit with her parents, Mr. and Mrs. J. H. Head.

Miss Mildred Stewart, student in WTSTC, visited her parents, Mr. and Mrs. W. M. Stewart, over the week end.

G. A. Harris Better.

George Harris of San Francisco, California, is with his father, G. A. Harris, who has been ill in a Clovis hospital. Arthur Harris of Chicago has returned home after a few days visit. Mr. Harris is reported as improving.

Back from Mineral Wells.

Postmaster and Mrs. Walter Pickett drove to Mineral Wells Saturday afternoon and returned Sunday afternoon with their son, Edgar, who has been in the health center for the past few months.

To Hold Annual Party.

The Order of the Eastern Star and the Masonic Lodge of Hereford will hold their annual Christmas party at 7:30 Friday night, December 18. All Masons and wives, Star members and husbands are invited to attend and take a covered dish. Gifts are also to be brought and exchanged.

Mr. and Mrs. Will S. Kerr left Monday for a trip to San Antonio and other Texas points.

EDUCATION IS CHIEF TUBERCULOSIS FOE

Tuberculosis continues to be one of the major causes of death in Texas. Public health authorities agree that the death rate will not diminish satisfactorily until the average person appreciates that tuberculosis is preventable, that it is not inherited directly, that it is acquired by direct transmission of the tuberculosis germ from the sick to the healthy; and above all, that he must be concerned immediately if any symptoms appear.

"In combatting tuberculosis," said Dr. John W. Brown, state health officer, "education of the public is of prime importance—education as to the treacherous

character of the disease and its methods of transmission, how to prevent the disease and how to treat it when contracted, to the end both that recovery may be as rapid as possible and that spread of the disease to other members of the family and to neighbors may be avoided.

"Children pick up tuberculosis as readily as they do measles and scarlet fever or any other contagious disease, but tuberculosis differs from some in not showing up as quickly as other germ diseases. As a rule, the characteristic symptoms of other diseases develop in a few days after a person has been exposed, while it takes a much longer time for the symptoms of tuberculosis to be recognized.

The periodic health examination by a competent physician plays an important role in the fight to stamp out tuberculosis. These check-ups should include examination of high school and college students by the tuberculin test and X-ray and prompt examination of all persons who have symptoms of tuberculosis.

Mrs. C. A. Skelton, of this city, attended a meeting of Welfare Workers at Amarillo Saturday.

Judge and Mrs. C. F. Kerr and daughter, Mrs. Clay Ridge-way, were in Amarillo Wednesday.

Removal of the contact case, protection of the infant and the young, and prompt professional advice when symptoms suggestive of tuberculosis arise, will do much to reduce the tuberculosis death rate. These measures, however, are largely outside the province of health officials, and the problem is quite definitely a personal one.

Back After Eight Years.

J. B. Elliston, at one time in the real estate business in Hereford but a citizen of Canyon for the past eight years, has returned to this city. He will again be active in the real estate business here, he announced this week.

PROFESSIONAL WOMEN

Mrs. C. A. Skelton, president of the Business Professional Women's Club of Hereford, announced this week that the organization's only December meeting would be held Friday night. A holiday party will be held at the home of Mrs. Cecil Williams past president, to mark the occasion on that date.

Here From Mexico.

Ralph Hastings of Mexico, New Mexico, spent Thanksgiving Day with his parents, Mr. and Mrs. Henry Hastings of Hereford. The former Hereford man is employed in a Mexico lumber yard and reported doing well.

CANDY
Chocolate Drops
Or Orange Slices
Per Pound **10¢**

HERSHEY'S KISSES
Pound **22¢**
Package

CHOCOLATE CHERRIES
Pound **22¢**
Box

CRISCO
3-Pound Can **55¢**

TOILET TISSUE **23¢**
Charmin, 4-roll box
HERSHEY BARS **11¢**
Plain or Almond, 1/2-lb bar
CATSUP **10¢**
Glen Valley, 14-oz bottle

XMAS FOODS RIGHT HERE!

NOTICE: We make special prices on quantity purchases of candy and nuts to churches, schools and benevolent organizations.

Select Your Christmas Tree While Our Stock is Complete!

NUTS
Walnuts or Almonds
Pound **23¢**

BRAZIL NUTS
Per Pound **17¢**

PECANS
Shelled Halves
New Crop
Per Pound **54¢**

MARSHMALLOWS **15¢**
Angelus, 1-pound box
CORN FLAKES **10¢**
Kellogg's, pkg
SPICED BEANS **15¢**
Gebhardt's, 2 cans

TAMALES **19¢**
Gebhardt's, No. 2 can
COFFEE **17¢**
Break O' Morn, 1-lb pkg
TOILET SOAP **10¢**
Camay, 3 bars

Shortening MRS. TUCKER'S 8-POUND CARTON **\$1.03**

SUGAR 10-Pound Cloth Bag, Cane **55¢**
10-Pound Cloth Bag, Beet **53¢**
10-Pound Paper Bag, Beet **51c**

COFFEE SCHILLING'S 1-POUND Can **27¢**
2-POUND Can **52¢**

CRACKERS EXCELL 2-LB BOX **15c**

PRUNES No. 10 CAN **29c**

FRUIT CAKE INGREDIENTS

CITRON **29¢**
Pound
DATES **25¢**
Dromedary, 2 pkgs
PINEAPPLE **39¢**
Pound
RAISINS **15¢**
1/2-lb pkg **29¢**, 2-lb pkg
ORANGE PEEL **29¢**
Pound
LEMON PEEL **29¢**
Pound
CHERRIES **39¢**
Pound
CURRANTS **9¢**
1-oz pkg

CHRISTMAS PRODUCE

ORANGES **23¢**
Sunkist, 252 size, dozen
GRAPEFRUIT **\$1.35**
Texas Seedless, bushel
APPLES **\$1.70**
Idaho Winesaps, bushel
CELERY **11¢**
Large bunch, each
LETTUCE **5¢**
Head
YAMS **19¢**
East Texas, 5 pounds
SPUDS, Colorado **25¢**
Red or White, 10 lbs

PEARS **29¢**
Charmed Land, 2 No. 2 1/2 cans
CHILI POWDER, Eagle Brand
3-oz bottle **27¢**, 1-oz bottle **11¢**
CHILI **15¢**
Gebhardt's, with beans, 15-oz can
IVORY SOAP **6¢**
Large size **9¢**, small size

TOILET SOAP **9¢**
Ivory, 2 bars
IVORY FLAKES **8¢**
Large size, **22¢**, small size
LAVA SOAP **9¢**
Bar
SALAD DRESSING, Bestyett
Qt. Jar **25¢**, Pt. Jar **15¢**, 1/2-pt jar **9¢**

- FLOUR -

Packard's Best 48-Pound Sack **\$1.69** 24-Pound Sack **87c**

Packard's Sunrise 48-Pound Sack **\$1.59** 24-Pound Sack **83c**

PEARL **4¢**
Rose Brand or Carnation, small size
Large size **7¢**
SOAP **35¢**
P. & G. 10 Giant bars
MUSTARD **11¢**
Quart jar
PEAS **10¢**
American Wonder, No. 2 can

PINEAPPLE JUICE **23¢**
Libby's, 12-oz can, 3 cans
TOMATO JUICE **22¢**
Libby's, 14-oz can, 3 cans
TOMATOES **25¢**
No. 2 cans, 3 cans
CORN **25¢**
Waynesville, No. 2 can, 3 cans

FRESH MEAT

STEAK **15¢**
Veal Seven Bone, lb
RIB ROAST **10¢**
Meaty Ribs, lb
BACON SQUARES **25¢**
Sugar Cured, lb
PICNIC HAMS **19¢**
Mild Cured, lb
FRESH FISH **23¢**
Good to bake or fry, lb
VEGETABLE **20¢**
Oleomargarine, lb
(For Table Use or Cake Making)

Ps-sst, Santa!
Be Sure and Make It
USEFUL GIFTS!

Sunbeam IRONMASTER **\$7.95**

Sunbeam V Automatic Silent TOASTER **\$10.95** Complete
\$16.95 with Buffet Set

Sunbeam MIXMASTER **\$19.75**

SILEX Glass Coffee Maker **\$2.95**
Range Model
Electric Model **\$4.95**

I. E. S. LAMPS **\$3.85**
able Model
Decor Model **\$5.50**

Universal WAFFLE IRONS **\$3.95**
up

The New 1937 General Electric Radio
Easy Terms—Liberal Trade-In Allowances.

How would you like getting one of these new 1937 General Electric Radios on your Christmas tree? You'd like it, I know, as a radio is the superb gift for Xmas, and to make sure you get the best, buy a G. E. We have them in both floor and table models. \$22.50 and up.


McConnell Electric Co.
Main—Phone 759—George McConnell, Owner

WE BUY CREAM, EGGS POULTRY AND HIDES

FURR FOOD

PRICES GOOD FRIDAY AND SATURDAY

NUTS



PECANS Paper shells, large, pound	29¢
WALNUTS Pound	19¢
BRAZIL NUTS Pound	19¢
ALMONDS Pound	24¢

PIGGLY WIGGLY



Christmas FOODS

TOBACCO

XMAS PACKAGE



DIAL TOBACCO Large Can	59¢
PRINCE ALBERT Pound can	79¢
GEORGE WASHINGTON Pound can	59¢

ALL BRAN Kellogg's, large measuring cup FREE, pkg	21¢
SALMON No. 1 tall can, 2 for	23¢
TOMATO JUICE Swift's, 1 large or 3 small cans	23¢
SOAP P. and G., 5 bars	19¢
BEANS Green Cut, 2 cans	18¢
CORN Niblet's, 2 cans	25¢
ASPARAGUS No. 2 can	26¢
MARSHMALLOWS Pound package	15¢
MARSHMALLOWS 1/2-pound package	8¢
SALAD DRESSING Kraft's, quart	36¢
SALAD DRESSING Kraft's, pint	21¢
CANDY Assorted, 2 pounds	25¢
SANDWICH SPREAD Delicia, 3 for	25¢

WHITE SWAN PRODUCTS

PINEAPPLE JUICE THREE Cans	25¢
PEACHES NO. 2 1/2 Can	18¢
GRAPE JUICE PINT Bottle	16¢
GRAPE JUICE QUART Bottle	29¢
CORN WHOLE GRAIN Can	15¢
PINEAPPLE CRUSHED or SLICED 3 flat cans	25¢
MINCE MEAT THREE Packages	25¢

PEAS W. P., tall cans, 2 for	15¢
PICKLES Sour, quart	15¢
PICKLES Sweet, quart	21¢
PEANUT BUTTER Quart jar	28¢
CORN FLAKES Kellogg's, Bowl Free, 2 pgs	25¢
PEACH PICKLES Whole sliced, No. 2 1/2 can	29¢
BAKING POWDER K. C., 50c size	29¢
MINCE MEAT Fresh, Marco, 28-oz jar	25¢
GINGER ALE or LIME RICKY Large bottle	14¢
COCOA Hershey's, lb 12¢, 8 ounces	9¢
JELLY Crabapple or Quince, Heitz, glass	16¢
APPLE CIDER Quart	20¢
PEPPER Black, 1/2-pound package	15¢

Gold Medal Flour

\$1.89 98c



48-LB SACK 24-LB SACK

SOFTENING CAKE FLOUR, Pkg 28¢

MUSTARD QUART Jar	15¢
TUNA WAPCO 2 cans	25¢
OLIVES QUEEN Quart Jar	35¢
RAISINS 4-POUND Package	29¢
POPCORN BULK 2 pounds	25¢
PEPPER BLACK Lb package	29¢
CATSUP WAPCO 14-ounce bottle	12¢



TURN TO

QUALITY & ECONOMY

DATES 2-POUND Package	25¢
SUGAR POWDERED 2 pgs	15¢
COCOANUT POUND Package	19¢
EXTRACT VANILLA 8-oz bottle	15¢
KREMEL DESSERT Package	5¢
PEACHES NO. 10 Can	48¢
STRAWBERRIES NO 10 Can	79¢

Syrup

Worth's

Half Gallon	39¢
One Gallon	69¢



for better holiday baking

Six-pound can	\$1.19
Three-pound can	62¢

FRUITS and VEGETABLES

Grapefruit

Large Size Bushel \$1.29

GRAPEFRUIT Large size, 6 for	19¢	LEMONS Large Sunkist, dozen	27¢
BANANAS Pound	5¢	CELERY Large California, stalk	10¢

SPUDS


Idaho, No. 1, 10-Pound Mesh Bag 35c

ONIONS 3 pounds	10¢	ORANGES Sunkist, medium size, dozen	18¢
LETTUCE Head	8¢	APPLES Small Washington, dozen	17¢

Sugar

10-POUND Paper bag 51¢

Schilling



SCHILLING'S FLOUR 27¢

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

36th YEAR—NUMBER 49.

THE-HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, DECEMBER 10, 1936.

FIVE CENTS PER COPY

SANTA TO AGAIN PAY ANNUAL VISIT TO KIDDIES

Bits O' Nothing

About This and That
By BARBARA HAYLEY

If West Texans, of the parts where we came from, think they are the people of "warm hearts and friendly handshake" they should come to Hereford and learn something from citizens who KNOW what "frindness" means.

We have found that an introduction to a Herefordite leaves you feeling as if you had just smoked a marihuana cigarette. You know—so glad to be alive.

Pardon us if we get dramatic (we've been listening to the radio) but, Hereford is delightful, delicious and de-loyable and a stranger is as welcome here as Uncle Sam's pioneers were to the promised land of Matanuska Colony at Palmer, Alaska. That's saying a lot but experience has taught us that it is true.

If we knew we could hold the job as editor of the Brand, and go so in the usual good style of former Editor Odum's work, we could engage that Paris doctor who is world famous for his experiments in rejuvenations to do his stuff. He says, after much research, that man may live to be 90 years old. Life would be very long short even then—if we could continue to live in Hereford.

We have been told that there never was but one Garden of Eden, but all Deaf Smith county needs to prove the incorrectness of that here.

City Quickly Assumes Gay Yuletide Season Spirit

Shoppers Are Active Early This Season

The Christmas and Holiday spirit was fast being manifested by Hereford merchandising firms and the city proper as decorations and holiday merchandise became the features of the show windows along Main Street early this week.

Every firm in the city, whose merchandise consisted of "gift suggestions," turned their windows and counters into dreamy "toy-lands" and attractive "Christmas Morning" ideals. It has been reported that the greatest selection of Christmas novelties to be assembled here in many years is in stock at various business establishments.

Early shoppers are reported active again this season, for the statement is the successful completion of the erosion, conservation and electrification projects. Even if the Garden of Eden stage isn't reached we can at least get inspirations for such books as *Gone With the Wind*, as far as crops are concerned.

Frankly, we are happy to be in Hereford and mean every word we have said regarding the impressions made on us as strangers to here.

Lions Roar Their Way To Big Success As First Semi-Annual 3-Day Carnival Curtain Drops

FUNDS OBTAINED FROM FUN-LOVING THRONGS TO BE USED TOWARD NOBLE LION-SPONSORED "GOOD DEEDS"

Hi-ye, hi-ye! Take a chance, win a prize . . . this way, folks, try your skill with a baseball . . . Play B-I-N-G-O, everybody plays it and someone wins every game . . . Here you are, sir, a beautiful radio for only one dollar—take a chance—only one dollar, one small buck. Thus the Hereford Lions roared their way through three successful days of their first semi-annual carnival Thursday, Friday and Saturday of last week.

Vast crowds of Herefordites and citizens of Deaf Smith and nearby counties crowded the "carnival grounds" within the spacious Pitman elevator building on South Main Street, each evening to eat hamburgers, hot dogs, drink coffee and pink lemonade as they tried their skill at the many games and amusement booths.

Each booth was conducted in true competitive spirit of the carnival world, as respective Lion sponsors "barked" the attractions of their booth. An ambitious public spun the wheels of chance around and around and where they would stop nobody knew—nor, furthermore, cared—they knew that funds secured would go to another noble Lions Club sponsored "good work."

Mingled cries for the spectators to try their skill resulted in the patron plunking down good American cash, trying, winning or losing, laughing and shelling out for another trial—all in the same, splendid spirit which made the affair the success it was.

The public's loyal support netted a nice sum for use in furthering the Club's good, will work, according to reports from Lion officials. At present, plans are to continue with the original idea of making the carnival a semi-annual affair, with every effort extended to make each show bigger and more attractive.

Much good-will and charity work is for ever being done by the local Lions via sponsoring the Boy Scout troop in Hereford, helping with the school cafeteria project and

SOMETHING YOU CAN'T BUY WITH MONEY
** **

NEW 1937 LICENSE TAGS HERE

** **

BUT JUST TRY AND GET 'EM BEFORE FEBRUARY

More than 1,300 shinning new 1937 passenger automobile license plates have arrived at the Deaf Smith county tax collector's office. They are attractive buff numerals on a black background—these new plates—and every automobile owner not only wants one of the things for his car, but must have one before the first of April of the coming New Year. But, you just try and get one between this date and the first of February, when the little tags go officially on sale.

For love nor money, you can't buy one now. But don't worry—just form a line on the right and be at the collector's office early Monday morning, February 1 (with your money ready) and the officials will be kind enough to let you have one if you stay with them long enough. Then on the first day of March you may put the plate on your automobile—if you don't do it before the first of April you may have some help (or trouble, one) from the officials.

The 1936 tags for this county were numbered "293—" while the 1937 tags will begin at 305-504 and run through 306-850 in the passenger automobile class.

The commercial plates, black on orange, will run in number from 46-051 to 46-150 for Deaf Smith in 1937, a check of the plates received shows.

Farm truck license plates run in numbers from 25-201 to 25-450 for this area for 1937. They are rust on black.

Santa's Parade Will Be Staged On Friday Week

The Hereford Lions Club this week received a radiogram from Jolly Old Santa stating that he again would visit Hereford and parade with the school children of this trade territory, on Friday, December 18, at 2:30 p. m. He requested that every school child of this area be notified of his visit that he may again greet each one of them.

The white-whiskered old gentleman also stated that he would again arrive by airplane, as he did last year, and asked the local Lions Club to make plans for the biggest parade in the history of his annual visits here. Again he brings with him an ample supply of Christmas bags to be given out to the visiting children from Hereford and trade area.

Last year the Jolly Old Fellow issued more than 2,400 bags of fruit, candy and nuts and it is expected that fully as many will be required this year to supply the demand.

Letters or invitations have been mailed to school teachers and officials over the territory requesting their cooperation to make the affair a success again this year. They have been invited to bring their entire student body and join in the annual parade down Main Street.

Santa's request that the Hereford Lions take care of everything until he arrives at 2:30 Friday afternoon of next week sent the local club members into fast organization for his arrival, and plan arrangements regarding the financing and parade details. A committee was at work this week on the finance problems and promised completion of further plans for next week's Brand.

Dr. Fronabarger Speaks at County Federation Meet Here Last Friday

By MRS. JOHN M'LEAN (Brand Society Editor)

The County Federation of Women's Clubs met Friday, December 4, at the Presbyterian church for a covered dish luncheon and program, with members of the Bay View and Summerfield clubs acting as hostesses.

The principal speaker for the afternoon, Dr. Ford Fronabarger, head of the English department at WTSU, was introduced by Miss Mattie Mae Swisher.

Dr. Fronabarger spoke on The Art of Living. He said: "One must come in contact with any work of art to fully appreciate it," and pointed out the fact that we as individuals were filled with fear. "First, we have the fear of not being normal; second, we fear we are not being individual; third, we have the fear of our children as critics; fourth, we fear we are not being up to date, and, fifth, we have the fear of ignorance of all arts." By living calmly, satisfyingly and sincerely these fears may be overcome. Read less and appreciate more, for the sincere appreciation of a poor work of art is to be preferred to an assumed appreciation of a good work of art. We would get a great deal more out of the things we read if we would know a few great works well enough to love them," he said.

Members of the Music Study club gave an A and B. choral number. (a) Winter Lullaby by De Koven, and (b) American Lullaby (1936 style) by Rich. Those singing were Mesmes. Homer Fox, Ray Conaway, B. M. Wiltshire, C. C. Acker, A. C. Thompson and C. H. Dfar, accompanied at the piano by Mrs. A. J. Schroeter.

MOTHER OF JIM CLARK DIES

Jim Clark left Monday morning for Dallas, after receiving word of his mother's death. His mother, Mrs. W. H. Edwards, was past 80 years old and had been quite ill for some time.

To State Meeting.

County Agent Alex. Bateman left Hereford Sunday to attend the state meeting of county agents and home demonstration agents in Sweetwater the first four days of this week. He was to have returned today.

Her Gift Will Please Her If It's From Fashions

She finds her own needs at the Fashion Shoppe every day of the year—it will make her happy if your gift to her comes from the same place. She loves the distinctive lines of the latest fashions on display in our showroom. Have her come down today and choose the gift she would like you to give.



COATS
Fur - Trimmed

A lovely fur-trim or tailored Coat will thrill her at Christmas time. Ranging in price

\$8.75
Upward

HOSE
Give her a box of two - thread sheer hose. Three pairs in lovely gift box only

\$3.00

Costume Jewelry
Rings, Bracelets, Clips, Ear - Bobs, Brooches, Compacts and Evening Bags

Gloves and Hand Bags

The newest styles in Suede, Patents and Fur bags. Kayser Gloves, in Suedes, Kids and Wool Sports.

\$1 to \$5 **\$1 AND UP**

Fashion's Favorite

Gift Suggestions for the Lady

COSTUME JEWELRY
CHIFFON HOSE
SATIN ROBES
WOOL ROBES
SATIN PAJAMAS
GLOVES
BAGS
LINEN HANKERCHIEFS
TWIN SWEATERS
EVENING FROCKS
DRESSES
COATS
LINENS

Fine Lingerie.

DANCE SETS
GLOVE SILKS
CREPES
PANTIES
SATIN SLIPS
Plain and lace trims

\$1.95 to \$4.95

Chic Dresses

and this is the ideal place to purchase your Dress or Coat for the holidays just ahead at very low prices

\$3.95 AND UP

Out-of-Town Lions.

A party of six, members of the Plainview Lions Club, visited the local Lions Carnival on what they termed—"an inspection trip" last Friday night. It was understood that the visiting Lions are making plans for a like carnival for their city in the near future and they came here in search of ideas. Those in the party were Dave McCurdy, Allen Hannah, Joe Don Scott, Dr. Rougeou, Brants Norman and Alex Niebett.

other conditions which face this community at various times.

Their most noble work of recent date is the purchasing of over 100 pairs of glasses for needy children. The local club has a standing committee, of which Harry Rice is chairman, which attends to the purchasing of glasses for any school child needing them and whose family is in no position to buy them. The public has been invited to report any such cases to the committee chairman at any time.

The Lions also co-sponsored the erection of the bleachers at White Face Stadium.

It was through such worthwhile deeds that the public became Lions-spirited and saw to it that the first semi-annual carnival curtain was not brought down until the show was pronounced a success.

Sorghum, Millet Land Can Not Be Grazed, Is Rule

In a letter received from A. L. Smith, Secretary to the State Agricultural Conservation committee, the local county agent's office, farmers are reminded that grain sorghums, sweet sorghums and millet planted on diverted acres must not be grazed or harvested in any manner. Sudan may be grazed, but if it is grazed it must be shown on the farm map.

Supervisors have checked the acreage of practically all farmers where it is evident that an error had been made in measuring the land.

Gas Appliances Excellent Xmas Gifts



What could be any nicer gift to the housewife than a new 1936 Gas Range? It's efficient, economical and attractive in any kitchen. There are many sizes, styles and prices to choose from. See them today at our office!

GAS INTRODUCES

double-quick boiling, thus sealing in more of the flavor. Imagine broiling a steak in half the usual time—and having it twice as juicy! That's what you can do with a high-speed broiler on one of our Gas Ranges!



One of our nice, attractive gas heaters always make a valuable gift, whether at Christmas or at any other time, and they will make your home much more clean and comfortable besides giving you

CONTROLLED HEAT

Enjoy all the conveniences of Gas. Install a Payne Floor Furnace in your home. Easily installed and requires no basement. It will give your home controlled "Winter Comfort!"

West Texas Gas Co.

GOOD GAS WITH DEPENDABLE SERVICE

THE Fashion SHOPPE

Another "Smash Hit" Scored by Dodge; 1937 Plymouth Biggest Value In History

Dodge, Bigger, Smarter Than Ever In 1937

Again capturing the spotlight of America's interest in new motor cars, Dodge scores another "smash hit" with the greatest extra-value, money-saving Dodge of them all—the sensational new Dodge for 1937 now on display in Hereford at the Ireland Motor company.

The new Dodge is bigger, smarter than ever this year—so much so that everyone who has seen and driven it enthusiastically agree that "millions will want to switch to this new and bigger Dodge in 1937."

From its striking new radiator grille right back to the last graceful curve of its body, the new model is said to be a complete unit of advanced "windstream" styling. The interiors are wider and roomier than ever... all sedans accommodate at least six passengers... larger luggage compartments... a new conveniently controlled and efficient all-weather ventilating system... and many other refinements that adds comfort and convenience.

The new model features interior safety and beauty with all-weather smooth and rounded and an all-steel body.

It's The "Smash Hit" Coupe



Above is pictured the new 1937 Dodge Rumble Seat Coupe, one of the many outstanding models offered by Dodge. Double-improved safety features including all-steel bodies, genuine hydraulic brakes and high-safety features along with hundreds of improvements in motor and construction engineering have again marked Dodge as a "Smash Hit" for 1937.

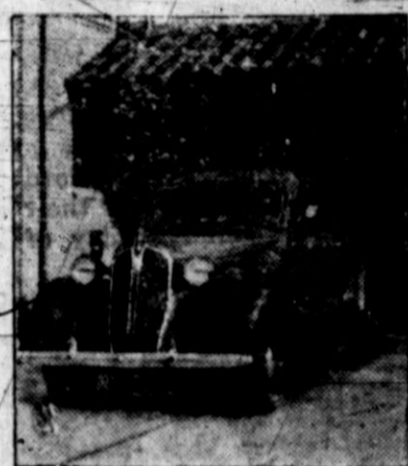
Engineered into the 1937 "L" Head Red Ram Engine is a combination of outstanding and basic features that make possible the low cost of operation. Full-length water jackets... valve seat inserts... automatic water temperature control... automatic carburetor control... aluminum steel-strut pistons with four rings... automatic choke and spark controls... these are but a few of the important advancements in the new model.

Additional new voltage regulated generator and improved features to further reduce oil cost, as well as further improvements throughout the new car, are expected to lengthen the life of the

Plymouth Gives Floating Power, Economy Value

The new 1937 Plymouth is the biggest value in the history of its make, according to announcements of improvements made in the extra-value size and economy value motor of the car now on display at the Ireland Motor company in Hereford.

The new car measures better than 193 inches in length which accounts for its finer appearance, more room and greater comfort. The extra wide body permits a wider windshield for better, clearer vision. This new Deluxe Plymouth Coupe



The Rumble Seat Plymouth Coupe, pictured above, is one of the most popular models of the new 1937 line. The interior is roomier, with the added luxury that only space can give. The new "hushed ride" car is very popular in this area.

mouth not only affords more size, more room, but also greater beauty, a more sensational ride, amazing silence, throughout the car engineering advancements are emphasized to further automobile's reputation as "the best engineered low-priced car."

Yet, with all its added size, Plymouth retains the economy of operation that has placed it on record in America. It is extra luxury and comfort at no extra cost.

Plymouth emphasizes the safety importance of the automobile by offering an all-steel construction—with steel "overhead and all around you". Genuine, completely hydraulic brakes add to the safety of Plymouth. The completely hydraulic braking system requires only the pressure exerted by the drive at the pedal.

The new Plymouth is one of the first low priced cars to be made "as quiet as the modern broadcasting studio"—completely sound-proofed. Different kinds of noise can occur in different parts of a car—in each of these different parts Plymouth uses the exact material which best absorbs these particular noises. Ease of operation is also featured in the new cars. The clutch operation is exceptionally soft and easy. Gears shift quickly, without clash at any speed. The big, powerful engine responds instantly to light pressure on the accelerator pedal.

In the 1937 models a new steering gear ratio results in faster response with less effort at the steering wheel.

Floating power and high compression give extra economy. The results are obtained after the fuel has been highly compressed before it is ignited. Of course, it goes without saying according to the makers, more power is derived in the new models.

Many other improved features, including the new full length water jacket, add to the lasting and long life economy of the Plymouth. Balanced weight, and springing make important differences in the ride. To see and drive one of the many models on display at the Ireland Motor company is to appreciate the many outstanding changes to be found in the new Plymouth.

They Head the List of All 'Small Car Families'

1937 "Hushed Ride" Plymouth -and- 1937 "Silenced Ride" DODGE



There's A Reason

There is a reason why both the New Dodge and New Plymouth head the list of those considering a new family or business automobile for Christmas—in fact there are many reasons, so that we could not list every one of them in the space we have here. But we list a few of the major reasons for their Nationwide leadership here:

Plymouth—

—heads the list of many families because they know that it is the "Best Buy of All Three." The 1937 model is the biggest value in Plymouth history—with its five kinds of insulation which now and the whole body pillowed on rubber—for a "hushed ride".

Giant aero-hydraulic shock-absorbers to soak up bumps... you can hear a watch tick—Plymouth is scientifically sound-proofed... Finger-tip steering, no "wandering or straying"... Safety interior with all-steel body... double action hydraulic brakes... floating power with engine mounted... features formerly used only in costly cars. That's the Plymouth!

Dodge—

The "small car family" is switching to the big new 1937 Dodge... because its gas saving alone makes it cost less to own. Enthusiastic new Dodge owners report 18 to 24 miles to the gallon of gas and savings up to 20 per cent on oil, but they don't lose sight of the fact that the 1937 Dodge offers much more than record-breaking economy.

It's bigger, more beautiful, and quieter, too. The all-steel body is now anchored to the frame by rubber-insulated "hush point" mountings for "Silent Rides"... Improved chair-height seats, weight distribution, and other features will make you want to "Switch to Dodge—and Save".

Accessories—

—make the nicest of small gifts for the automobile. We suggest a few: Radiator Shield... Heaters... Windshield Defrosters... Auto Radio... License Plate Frames... Clocks... Accessory Horns... Side or Vision-Vanity Mirror... Accessory Hub-Caps... Accessory Lights... and many other items space does not permit to mention.



Shop Here This Year Glad To Show Our Stock!

Brooks' DRUGS

PHONE 99 HEREFORD, TEXAS

Don't Fail to Visit Our Display This Week!

THESE PRICES GOOD UNTIL CHRISTMAS

SANTA'S HEADQUARTERS FOR Christmas Shoppers

Soft, Cuddly-Pussy-Wussy SNOW DOLLS 15-Inch Size \$1.09 Buy or Girl	"Beat the Dealer" PIN BALL GAME Test of Skill \$98	Perfect "24 Christmas Gift" SPECIAL GIFT BOX 3-Piece \$2.25	Engaged Christmas GREETING CARDS Special \$5
New Chromium BELL ALARM Guaranteed \$2.29	3-Piece Leon Laraine GIFT SET In Gorgeous \$2.25	Double "Peggy Ann" DRESSED DOLL 15-Inch \$1.19	Engaged Christmas GREETING CARDS Special \$5
Electric IRON \$2.29	The Ideal Man's Gift Pen Case SHAVING SET Leatherette \$98	Scotty or Terrier Barks But Doesn't Bite \$1.19	Engaged Christmas GREETING CARDS Special \$5
Electric IRON \$2.29	3-Piece L'Adonna GIFT SET In Velvet \$1.50	Waffle IRON \$2.29	Engaged Christmas GREETING CARDS Special \$5
Electric IRON \$2.29	Fire Chief Toy A Handy \$49	PEN and PENCIL SET \$1.49	Engaged Christmas GREETING CARDS Special \$5
Electric IRON \$2.29	Man's Toy \$98	3-Piece COTY GIFT SET \$2.25	Engaged Christmas GREETING CARDS Special \$5
Electric IRON \$2.29	Man's Toy \$98	Man's Toy \$98	Engaged Christmas GREETING CARDS Special \$5
Electric IRON \$2.29	Man's Toy \$98	Man's Toy \$98	Engaged Christmas GREETING CARDS Special \$5
Electric IRON \$2.29	Man's Toy \$98	Man's Toy \$98	Engaged Christmas GREETING CARDS Special \$5
Electric IRON \$2.29	Man's Toy \$98	Man's Toy \$98	Engaged Christmas GREETING CARDS Special \$5

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.

L. O. LYTLE

Ireland Motor Co.

New Pontiac Provides Greater Economy; Buick Has Built a Better Car for 1937

Changes Noted Pontiac Design of 1937 Models

Even though the 1936 Pontiac has greater owner acceptance than any car Pontiac ever built, the new 1937 product embodies more changes and improvements in design than at any time since the introduction of the silver streak models in 1935 with its complete line of sizes and such radical departures as Uni-steel turret top Fisher bodies, according to the display models to be seen at the Norton Motor company in Hereford.

Briefly, the outstanding differences found in the 1937 Pontiac are: longer wheelbase, larger Fisher bodies, 100 per cent uni-steel turret-top Fisher bodies, lower cars, lower center of gravity, wider seats, tilting adjustable front seat, greater beauty and tailored appearance, wider doors, higher floors more sloping and larger windshields for better vision, open-type fender action instead of enclosed type, gear ratio increased from 15 1/2 to 19 to 1, trunks are 50-per cent larger, larger and more powerful engines, more economical, completely redesigned chassis frame of new "X" type, improved brakes and propeller shaft, new rear axle and many other lesser changes contributing to appearance, performance and dependability.

Both six and eight cylinder models are offered in seven bodies, available in seven colors with striping that provides a harmonizing contrast. Upholstery provides a



1937 PONTIAC STRAIGHT EIGHT TWO-DOOR TOURING SEDAN... 122-inch wheelbase... roomier 100 per cent Uni-steel Bodies by Fisher... wider seats... 50 per cent larger trunks... more power... greater economy.

choice of light tan, lustrous mohair or mixed wool cloth of high quality. Silver streak radiator and hood grilles have been retained with some modification.

The chief factor, resulting from the economy motor, is a more uniform distribution of fuel, lower vapor richness and more efficient combustion. Variation in gas distribution between cylinders is smaller than ever before. The Pontiac six and eight cylinder engines have both been noted for their smoothness, but as a further aid to smoothness, Pontiac's thorough-going attention to details call for balanced clutch-driving plates.

To offset the increased cooling problem arising with larger engines and higher speeds, the water pump impeller has been increased in diameter. Another change favoring longer pump life is the lower speed at which it runs and to compensate for the speed change the fan diameter has been increased. As much air is drawn

New Buick "Has What It Takes" In Four Models

Sensational is the fervor with which the American public has taken to its heart the brilliant motor cars by Buick this year; according to news dispatches from the company's factory at Flint which claims that their domestic retail deliveries hit an all-time record the second ten days of November. Near 7,000 cars were turned over to new owners during that period.

In Hereford the four Buick models, Special, Century, Roadmaster and Limited, may be purchased from the Norton Motor Company.

Each of the 1937 Buick cars is a triumph visibly and intrinsically, outranking everything that Buick has ever done before. Each has more beauty for dazzling style, more power for breath-taking action, more room for full-family comfort, more downright "road command" for safety and pleasure.

The valve-in-head, silent oil cushioned Buick eight engine is a silent, silky, rugged source of high powered energy which makes it master of time and distance. The new straight eight engine gives ten per cent more power from every gallon of gasoline than any other type of engine size for size. Every Buick is stepped up in horsepower this year. The new motor gives a breath-taking performance without a trace of vibration through the radiator as before.

Many major changes have been made in the Pontiac bodies to give greater displacement in both the luggage and passenger compartments. A 1937 model Pontiac may be seen and driven at the Norton Motor company, to further understand the many changes and improvements the new car offers.

to the steel side panels, real panels, and steel windshield posts. Safety glass is provided on all models at no extra cost.

The smart new interiors offer more room for the 1937 Buick owner. There's headroom, legroom, elbowroom for three people in both front and rear seats. Deep cushioned and luxurious are the smart new tailored seats. Your choice of whipcord or mohair upholstery. No pronounced "tunnels" mar the floor of either the front or rear. Wider, higher doors make entrance to the car invitingly easy.

Four brilliant new series compose the 1937 line of Buicks. The Limited, the lordliest of all the Buicks, is offered in four body styles. The Roadmaster, an automobile with a vast reserve of power to command every traffic situation, comes in three brilliant body styles. The Century, powered by the same 130 horsepower engine as the Limited and Roadmaster but compacted on a wheelbase of 126 inches, appears in six smart body styles. The Special, stepped up this year in everything but price is longer, larger and increased in power. It is thrifter even than its famous predecessor. This truly great car comes in eight body styles in the 1937 models.

bration or rattle—tireless hour-after-hour output of power on the open road.

Every Buick closed car has the protection of "Turret Top" joined in one continuous protective unit.

TOTAL CAR REGISTRATIONS UP FIVE PER CENT IN 1935

Registration of motor vehicles in the United States showed an increase of five per cent in 1935 over the number registered in 1934, the Bureau of Public Roads reports. This brought the total registration to within a few thousand of the peak figure in 1930, when 26,545,000 motor vehicles were registered.

Total registration for 1935 included 26,221,052 motor vehicles, of which 22,565,347 were passenger cars, taxicabs, and busses, and 3,655,705 trucks. Registration revenue amounted to \$322,776,536. The five per cent gain in registration was closely paralleled by the increase in gasoline consumption, which showed a gain of 6.4 per cent.

Montana led the list in registration percentage increase, the gain amounting to 16.7 per cent. Other states ranking toward the top were South Carolina with 16.3 per cent, New Mexico 11.5 per cent, and Louisiana 10.2 per cent. Nebraska was the only state showing a decrease in registration, but loss came to only 0.1 per cent.

Try First to Buy in Hereford.

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. Christ's Ambassadors, 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 p. m.

Try the Hereford merchants before going elsewhere to buy.

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 Creomulsion. Serious trouble may be brewing and you cannot afford to take a chance with anything less than Creomulsion, 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 Creomulsion and to refund your money if you are not satisfied with results from the very first bottle. Get Creomulsion right now. (Adv.)



Everything Points to these Fine Cars! for 1937

Two of America's finest automobiles—PONTIAC and BUICK—are leading the parade of popularity for 1937, according to all indications. They are the greatest models in style, appearance, economy and improvements ever offered in either make automobile.

Pontiac

SIX AND EIGHT

TWO NEW PONTIACS (deluxe six and deluxe eight) are offered in the 1937 models—with the most marked improvements in the history of the car. They are longer in wheelbase, roomier, lower and even more pleasing in appearance, improved in comfortable riding qualities, with larger and more powerful engines, faster acceleration, higher top speed and additional economy.

Both lines offer seven body styles: Business coupe, sport coupe, cabriolet, two-door sedan, two-door touring sedan, four-door sedan and four-door touring sedan, although the straight sedan in both two-door and four-door eights are built on order only.

One get-acquainted ride in the 1937 Pontiac will start a life-long friendship—and the prices are low on the fast selling models.

BUICK

MEETS HEART'S DESIRE

Sensational is the fervor with which the American public has taken to its heart the brilliant motor cars offered by Buick this year. What ever the price you wish to pay, whatever the horsepower, what ever wheel base or equipment your money buys, every one of the four brilliant series offered here by Buick is a Buick through and through. For 1937 the series names are emblazoned in gleaming metal on the louvers, and you can be proud to call one of the four your own.

LIMITED... Lordliest of the Buicks has the fleetness and mobility which comes with refreshing surprise. ROADMASTER... All that its name suggests—an automobile with a vast reserve of power to command every traffic situation. CENTURY... Powered by the same motor as the Limited and Roadmaster, but more compacted in wheelbase. SPECIAL... Stepped up this year in everything but price—longer, larger, increased in power.

G-M-C TRUCKS

We are dealers for the famous and well established General Motor Company Trucks. For information regarding various motor and load sizes we suggest that you call on us today.

They Lead The Parade!

NORTON MOTOR CO.
Hereford Texas

Just to Remind Travelers of Our **HOLIDAY EXCURSION FARES**

Round-Trip Fares To Destinations Throughout The United States

Tickets will be on sale every day to and including January 1, 1937. Except to points in the East and Southeast tickets will be on sale on and after December 22, 1936. Final return limit will be Thirty Days in addition to date of sale.

For Full Details

Call **J. E. BEYER** Agent Hereford, Texas

Or Write **M. G. BURTON** General Passenger Agent Amarillo, Texas.



God Rest You Merry Gentlemen—
Let Nothing You Dismay!

Even the expenses of a large family Christmas can't daunt you if you have been systematically saving all year long! You will carol with a joyous heart—knowing that there is no bill that cannot be met immediately! If you haven't been saving this year—start right after Christmas.

Start a Christmas Saving Club Now!

First State Bank



Welcome!

To The 7th ANNUAL Tri-County Poultry Show

We are broadcasting our welcome to poultry show exhibitors and visitors because we are proud to have them pass judgment on the finest flock of poultry to be displayed here in many years. The exhibits themselves illustrate the splendid spirit of community cooperation—the unmatched efforts of a developing poultry-minded citizenship. We point with pride at the continued improvements noted in the breed of birds exhibited each year.

We are broadcasting our welcome to poultry show visitors because we wish them to see that each and every bird is of the highest variety. We frankly confess that we are proud that we do not have to make the awards. Each bird is a select exhibit . . . each exhibit is a select bird. If we were making the awards we would give a blue ribbon for every bird on exhibit, both for its worth and the efforts of its owner.

For Your Health's Sake

For your health's sake, of course you eat Cream O' Plains Butter—and for the life's sake of your community you again join hands with your fellow citizen to present a successful "cream o' the plains poultry show" (so to speak).

CREAM O' PLAINS BUTTER

Products of the Hereford Creamery Co., like the birds on display at the show, rank high at each exhibit. We are proud of that. With such lively citizenship, as composes the Hereford and Deaf Smith area, this show could never be a failure—and the progressiveness of the district is further illustrated by the fine breeds of birds to be seen at the show . . . a compliment to the producers.

Hereford Creamery Co.

Experienced
Poultrymen Need
No Introduction
To



FEEDS

A MERIT FEED FOR EVERY NEED!

Merit-fed poultry will carry away their part of the show honors again this year—at least that is our prediction. We have seen Merit-fed birds grow in weight and develop in egg production until we have become "sold" on the belief that Merit is unexcelled.

Visit us while attending the show and let's discuss your poultry and other feed problems. . . . It's our business and we enjoy talking, even if you don't buy a thing.

DISTRIBUTED BY

West Texas Feed & Seed

PHONE 268

HEREFORD

On With the Show!

Up with the curtain and on with the show—and may it be the greatest yet!

We are proud of the small part we play with the show each year and even more happy to see so much interest taken in the Seventh Annual affair this year.

Turkey Market Is Now Open. Bring your turkeys to us. We pay top market prices.

DISTRIBUTORS OF PURINA POULTRY FEEDS.

HEREFORD POULTRY & EGG CO.

We Are Proud!

of the 7th Annual Poultry Show
and Purina Poultry Feed



We are proud of the Seventh Annual Poultry Show, and proud of the part Purina Poultry Feeds have played in the success of the large number of birds to be on exhibit again this year.

See for yourself what Startena does for chicks—and what Purina Feeds have done for other birds, as displayed this week. Switch to Purina, the only feed in America which contains Par-a-ten . . . and watch your birds "go places" in next year's show.



PURINA-FED BIRDS ARE CHAMPIONS!

GRAND CHAMPION COCK of the Panhandle South Plains Fair at Lubbock, Grand Champion Cockerel and Sweepstake Grand Champion of show of the Tri-State Fair at Amarillo.
Grand Champion Cockerel and Sweepstake Grand Champion of show of the Eastern New Mexico State Fair at Roswell.
Champion Cock of the Texas Centennial Exposition at Dallas.
All the above listed winners in 1936 poultry shows were PURINA-FER STOCK.

Owned and raised by J. M. Henderson and Son, Hereford, Texas.

PACKARD

Milling Company

WELCOME

Exhibitors and visitors to the SEVENTH ANNUAL TRI-COUNTY POULTRY SHOW, December 10, 11 and 12.

DISTRIBUTORS OF PURINA POULTRY FEEDS

BROWN PRODUCE

Fred G. Brown
Proprietor

Welcome Again Poultry Exhibitors to Seventh Annual Tri-County Show

Again we extend a welcome to the poultrymen of the Panhandle and Eastern New Mexico—to the Seventh Annual Tri-County Poultry Show.

And, again we invite you to visit and inspect our modern, up-to-date hatchery—the greatest in the Panhandle.

Hillside Hatchery

Again We Say: Congratulations

Tri-County Poultry Show Sponsors and Exhibitors

Congratulate you for the fine spirit shown in your desire to again make a success of the annual Poultry Show. Your activeness will net you a just reward in a great show for 1936 . . . for which we congratulate you.

Best Wishes, Exhibitor

Judging from the type of poultry it has been our pleasure to see in this area this year we predict a very interesting time for the judges who will make the awards. Most every bird on exhibit will likely be of the "blue ribbon type". Judging the exhibits is going to be the biggest problem in the history of the show, according to the outlook, therefore we say, "Best wishes, exhibitors and producers".

Visit Us While Here

Poultry, exhibitors and citizens, we invite you to visit us and make our place your headquarters while attending the show. It will be a pleasure to talk "shop" with you.

Pitman Grain Company

Plan Now to Attend the 7th Annual Show in 1936

'37 Oldsmobiles Larger, More Powerful

2 Entirely New Autos Offered By Oldsmobile

Two entirely new Oldsmobiles for 1937, each distinctly different and original in body styling, and offering many important advancements in mechanical design, are being displayed at Brumley-Woodford Motor company here in Hereford.

The cars are longer, lower, roomier and more comfortable than those which made Oldsmobile sales history in 1936. The motors provide greater reserves of power with lower engine speeds and corresponding improvements in both performance and operating economy. The Six now develops 95 horsepower, against 90 horsepower in the 1936 model, while the Eight develops 110 horsepower, an increase of 10 horsepower over the previous eight. Wheelbase of the Six and Eight have been increased respectively to 117 and 124 inches.

The two cars are entirely different in appearance, each having a character and individuality of its own. In the Six is found an entirely new interpretation of radiator grille design—while equally definite individuality has been designed into the front end of the Eight.

Seven body designs are offered in each series, including a new-coming designed as the Club Coupe which replaces the Sport Coupe of former years.

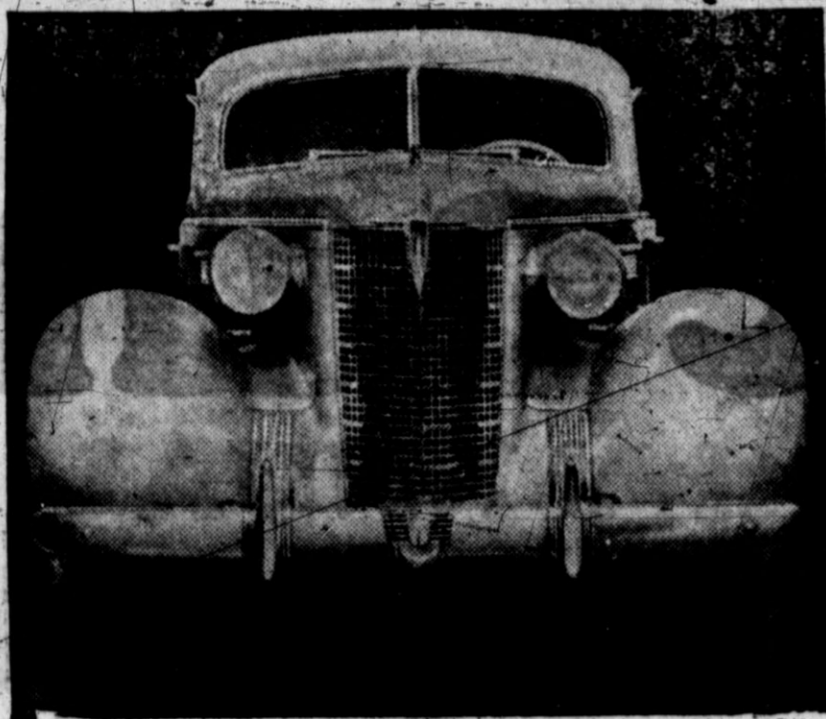
All Oldsmobile models are equipped with Fisher Bodies, no-draft ventilation and safety glass. Upholstery is of the luxurious pillow type usually found only in custom bodies and fine furniture.

Motor blocks are cast integrally with the crankcase and provide full length water jackets which completely surround each cylinder. Greater economy of fuel and oil and longer engine life are two important results obtained in the new models.

Powerful super-hydraulic brakes, triple-sealed against water, dust and mud, are supplemented by an independent emergency mechanical braking system operated by a "pistol grip" lever under the left of the dash. Thus both cars provide the security of two separate and distinct braking systems.

Many other mechanical and body improvements contribute to the excellence of the new Oldsmobile which may be seen at the local display rooms of the Brumley-Woodford Motor company.

Meet the 1937 Oldsmobile Eight!



Front View 1937 Oldsmobile Eight

Both the six and the eight, in the 1937 model Oldsmobiles, have an entirely different individuality of their own. A definite character design interpretes the front end of the big Eight (shown above), while the Six is equally different with a radiator grille design.

Chevrolet Wins Nation's Okay

More than ten million people viewed the new 1937 Chevrolet the first 24 hours it was shown in automobile shows throughout America and gave it a winning okay with enthusiastic preference, according to press notices. The striking new models may be seen at Brumley-Woodford Motor company in Hereford.

A new high-compression valve-in-head engine, new all-silent, all-steel bodies, Diamond crown speed-line swaying, perfected hydraulic brakes improved gliding knee-action ride and super-safe shockproof steering are the outstanding features of the 1937 models and account for the winning okay which America has given them.

Chevrolet is said to be the only low priced car on the market which combines genuine Fisher no draft ventilation and safety plateglass all around, at no extra cost.

of a baby born in this Centennial Year in Texas.

"Each parent in Texas should be able to say that his child's birth has been recorded in the State Bureau of Vital Statistics. A properly prepared and filed birth certificate is sure to be necessary to your child at some time

DEPUTY of the DEVIL

by Ben Ames Williams

Copyright Ben Ames Williams, WNU Service.

(Continued from last week)

There were twisting snakes of fury in the man. He tried to laugh. "Is this some sudden discovery on your part, Myra? This sinister side of my character?"

She rose and came toward him. "Ned dear, please," she said, "I'm sorry! You're upset today, different." She smiled. "I suppose all fathers are furious when the discover that their daughters are beginning to love some one else. Some other man. But you'll have to get used to it, Ned. Nancy's a woman now, you know."

She would have put her arms around him, but he rebuffed her. "Never mind that," he said sharply. "I came home this afternoon and found that Nancy had been playing tennis with this young Carlisle. I asked her about it, and she said she had played with Judith—didn't mention him. She lied to me!"

She looked at him thoughtfully. "You're so sure of things, sometimes, Ned. Was Dan here when you came? How can you be sure?"

"What difference does that make?" he exclaimed, twitching at his tie.

She returned to her dressing table. "None, of course," she agreed soothingly. "But for that matter, Ned, what difference does it make if Dan played tennis with Nancy?"

"I don't object to that," he retorted. "I object to her lying to me!"

She said wisely: "That is—significant, of course. A girl's instinct to conceal, to be secretive, is one of the first symptoms." He saw her smile wistfully, tenderly, at her own thoughts. "I've realized for some time that Nancy was thinging a good deal about Dan," she admitted.

He said flatly: "It's not going any farther. It is going to stop right here."

EXTRA FAST STARTING requires extra high test gasoline which Phillips offers at the price of ordinary motor fuel... because Phillips is the **WORLD'S LARGEST PRODUCER** of natural high test gasoline.

CHRISTMAS SHOPPING IS SURE TOUGH ON THE OLD BUS—WITH THOSE LONG WAITS IN THE COLD WHILE THE WIFE AND ME WERE PICKING PRESENTS. BUT THE MOTOR STARTED PRONTO EVERY TIME! WARMED UP FAST AND RAN LIKE A WATCH. THAT PHILLIPS 66 POLY GAS IS PLENTY OUT IN FRONT—MARVELOUS FOR FAST STARTS AND MONEY-SAVING!

NEW - ON THE AIR - Phillips Poly Follies - Tune in your CBS station, every Tuesday, 9:30 P.M. M.B.A.

"He's a pauper and always will be. Or the next thing to it." "Do you think that makes so much difference, Ned?" she urged gently. "And—after all isn't that Nancy's business?" "I won't have it," he insisted. "I shall make it my business." "It's possible, you know," she reminded him gravely, "that you can't do anything about it. Nancy has a will of her own, and an income of her own, later, apart from you. From my father."

He said tensely: "Myra, what's got into you? You've always stood shoulder to shoulder with me." "You've always done things I could agree with, and support," she replied. "But I think you would be wrong to oppose Nancy, if she loves Dan, without a better reason than the fact that he has no money. After all, his family is fine."

And she urged: "Finish dressing, Ned! We must go."

He started to speak, then held his tongue. He returned to his own room for vest and coat; and when he came back, she was ready.

"Twenty minutes past seven," she said. "We're supposed to be there at a quarter of, and it's half an hour's drive."

He said: "The others will be late. Wait." He had decided to speak. "I want to tell you something. Ira Jerrell asked me to lunch with him today. He wants to marry Nancy."

Her eyes widened. "But, Ned, he's as old as you are!" she protested.

"Two or three years younger," he corrected. "And I'm not old!"

He was fighting to control the fury in him. "Oh, Ned," she protested. "In twenty years he'll be an old man; and she—" "He won't live twenty years," Doctor Greedling said explicitly. "I operated on him, you know. He comes of a short-lived family, and he himself has a heart weakness, latent now, but bound to develop. He won't live twenty years; and when he dies he will leave Nancy still a young woman, and wealthy enough to—" "Her cheeks were pale. "Oh, Ned, that's horrible!" "It's sensible!" he insisted. "But, why?" she protested. "Dan's a nice boy."

(Continued next week)

BIRTH CERTIFICATE IS IMPORTANT RECORD

"The registration of a person's birth forms a legal record that is frequently the most important document in that individual's life," said Dr. W. A. Davis, state registrar, bureau of vital statistics.

"With the passing of the laws relative to Old Age Assistance and Unemployment Insurance, many citizens will be called upon to produce their birth certificates to prove identity and eligibility for pensions," he said. "and many difficulties are being encountered because of the death of relatives and friends who were in attendance at the birth. The State Board of Health has provided for the registration of unregistered births, giving the information necessary under these new laws. Blank forms are furnished by the Bureau of Vital Statistics, State Department of Health, Austin."

"The parents of the child born more than 60 years ago did not have the same opportunity to protect their child's rights by having the birth recorded as the parents

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, SORE 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

WHY SUFFER FROM AN ULCERATED STOMACH—COLIC, INDIGESTION, SOUR OR UPSET STOMACH?—WHEN THIS NEW SCIENTIFIC MEDICAL DISCOVERY, M-S-T, IS GUARANTEED TO RELIEVE YOU. Go to the Corner Drug Store today and call for M-S-T and use it for ten days, then if you are not thoroughly convinced of its merits, return the remainder of the treatment and your money will be refunded.

Announcing 2

SIX
\$685*
PRICES REDUCED
on 4-Door Sedan & Touring Sedan
*Price \$825 and up. List of Lending, Special Auxiliary Groups Extra. Car Shown in the Bu-Cylinder 4-Door Touring Sedan, 1936. List A General Motor Value. Monthly payments to suit your purse. GENERAL MOTORS INSTALLMENT PLAN

BOTH OFFERING:
Fresh, New Style-Leader Styling • Longer Wheelbase • Larger Size • Roomier Bodies • Lower Floors • Wider Chassis • Heavier Frames • Bigger Engines • Higher Power • Extra Safety • Greater Economy • And Oldsmobile's Traditionally Fine Quality.

BOTH FEATURING:
New Unisteel Bodies by Fisher with Turret Top • New Triple Sealed Super-Hydraulic Brakes • Center-Control Steering • New Dual-Ride Stabilizers • Proved Knee-Action Wheels • Unobstructed Floors and many other fine-car features.

EIGHT
\$785*
PRICES REDUCED
on all Enclosed Models
*Price \$925 and up. List of Lending, Special Auxiliary Groups Extra. Car Shown in the Bu-Cylinder 4-Door Touring Sedan, 1936. List A General Motor Value. Monthly payments to suit your purse. GENERAL MOTORS INSTALLMENT PLAN

THE CARS THAT HAVE EVERYTHING FOR 1937

NEW OLDSMOBILES for 1937

at Prices that Set the Pace in Value!

BIGGER, FINER AND SAFER THAN EVER... EACH WITH A STYLE DISTINCTLY ITS OWN

Brumley-Woodford Motor Co., Inc. - - - Hereford, Texas

Ford V-8 Adds "Streamline Style" to '37 Models

New Ford V-8 Offered In Two Engines, 60-85

A new Ford V-8 for 1937, presenting definite advances in modern streamlined styling and powered either with the 85 horsepower V-8 engine now in use in more than 3,000,000 motor cars, or a brand new 60 horsepower V-8 "economy" engine, which is a smaller counterpart of its elder brother, is now on display at the Hereford Motor Company show rooms.

Disclosure of the new lighter "economy" 60 horsepower engine as an optional power plant for the new Fords for 1937 sets at rest definitely rumors of the new "baby" Ford which has been circulated in the automobile industry for the past several years.

The new cars represent many outstanding new features. Two engine sizes, a brand new 60 horsepower V-8 engine which makes its bow to the American motoring public this year, and the improved famous 85 horsepower V-8. Either engine is available in the single chassis.

The 1937 models feature new body lines in which the "tear drop" form has been used wherever practicable. A deluxe five-passenger club coupe is the newest of the 11 body types available. The all-steel body includes a new all-steel top, as well as steel structure, steel panels and all-steel floor.

The new Ford V-8 also offers improved "finger-tip" steering and increased comfort, including new quietness of operation. The interior treatment is modern. Upholstery is pillowed with wide pleats. Seats are wide, deep and soft-cushioned. The instrument panel is grained, with the dials and engine controls in front of the driver. Glove compartment is at the right side. Starter button is

ESTRAY NOTICE
In compliance with law and upon return of T. W. Roberson, County Commissioner of Precinct No. 2, Deaf Smith County, Texas, I hereby give notice that there has been found running at large and not estrayed, the owner of which is unknown, one Whiteface heifer about 17 months old, weighs about 600 pounds, has horns, no marks, no brand, no tattoo, ranging on the Slaton farms five and six miles west of Hereford since May, 1936. Sections Nos. 29 and 31, in Block K-3, is now on Slaton's place, Section No. 29, and if not legally proven away by the owner thereof, within 20 days from date hereof, the same will be advertised, and said commissioner will proceed to sell the same according to law.
T. W. ROBERSON,
Commissioner Precinct No. 2,
Taker-up,
Deaf Smith County, Texas,
December 1, 1936. 49-3

Don't Worry Folks - I'll Be on Time!

I can't disappoint all the people who've been saving all through the year for my appearance they're depending on me giving them the happiest Christmas ever, and I wouldn't be a minute late for anything.

Besides, they will want to start their next year's saving club right away so I have to hurry. Keep your eyes and ears open—long about midnight, December 24.

First National Bank
MEMBER FEDERAL RESERVE
A Strong Bond

New 1937 Ford V-8 Coupe



THE smart new front, new bar-type bumpers, slanting V-type windshield and smoothly flowing lines of this five-window coupe, pictured above, typify the advanced design of the new Ford V-8 cars for 1937. The coupe, which is offered both with and without de luxe equipment, is the only single-seat closed body type. Its seat is full width, with folding divided seat back. The spare tire is carried in a compartment back of the driver. The deep luggage compartment can be reached either through the rear deck door or by tilting down the right seat back. New "finger-tip" steering and new easy action safety brakes are featured. Two engine sizes are available.

Largest, Deepest, Coldest.
Lake Superior is the largest, the deepest and the coldest of the Great Lakes. Approximately 355 miles long and from 70 to 110 miles wide at various points, this lake covers a total area of 32,000 square miles. Depth soundings of 196 fathoms have been reported in its waters, and the main body of the lake is more than 100 fathoms deep. Water temperature seldom rises above 50 degrees.

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

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

SUMMERFIELD STUDY CLUB MEETS

The Summerfield Study club met Thursday afternoon at the home of Mrs. Lloyd Lookingbill with "This Modern World" as the subject for an entertaining and educational program. Mrs. L. L. Cannon, vice president, directed the business meeting, and members responded to roll call with brief descriptions of unusual radio programs.

The influence of the Cinema was graphically pictured by Mrs. D. C. Waiser. A book review of "My Own Story" was given by Mrs. Tandy Legg. Plans were made for a Christmas party to be given at the home of Mrs. Lee Curry Thursday, December 17.

Members present were Mmes. Ann Atchley, L. L. Cannon, Britt Clark, Lee Curry, Doyd Lookingbill, Roy Oglesby, Tandy Legg, D. C. Waiser, Troy Welty, Woodrow Welty, R. L. Wilson, Charles Waiser, Guy Waiser, and Mrs. Lewis Jay, a guest of the club.

LEAVES FOR SANFORD

Mrs. B. F. Guthrie left Saturday for Sanford where she will remain with her son, Keith, until the close of the school year.

Miss Lillie Hosteler and brother, John Hosteler, will occupy Mrs. Guthrie's home during her absence from the city.

AN EXTRA ROOM? TRY A WANT AD!

LONDON BRIDGE CLUB ENTERTAINED

Mrs. Lee Morgan entertained members of the London Bridge club at her home Thursday afternoon. Guests formed foursomes for two tables of contract and high score prize was awarded to Mrs. Ernest Medkief.

A surprise feature of the party was introduced when members presented Mrs. Adrian Odum, who will make her new home in Childress, with a lovely handkerchief shower.

Lovely refreshments were served to Mmes. Ernest Medkief, Charles Brooks, O. C. Holt, J. T. Gilbreath, Emmett Millburn, H. R. Wills and Adrian Odum.

DAWN STUDY CLUB HAS INTERESTING PROGRAM

An interesting meeting of the Dawn Study club was held at the home of Mrs. Bessie Smith Tuesday afternoon, December 1. The business meeting was directed by Mrs. Ruth Womble, vice president. The club voted to adopt a Christmas family and to contribute to the community Christmas fund.

The program subject, "Outside Influence Upon the Home," was interestingly discussed by the leader, Mrs. E. V. Holman. A general discussion concerning Home Influences concluded the program.

The next meeting will be held at the home of Mrs. Ruth Womble on December 5.

TEL CLASS IS ENTERTAINED

Members of the TEL class of the First Baptist church were entertained Thursday afternoon at the home of Mrs. S. L. Waiser with Mrs. F. E. Eowe as assistant hostess. Mrs. E. A. Johnson, president, presided at the business meeting when plans were made for a class Christmas tree, and

a program to be given on Tuesday before Christmas. Members voted to send a Christmas cheer basket to some needy family.

During the social hour sandwiches, cake and coffee were served to Mmes. Si Orr, Artis Daniel, C. T. Guseman, F. E. Eowe, E. A. Johnson, Lee Lambert, Mack Beach, J. H. Miller, J. T. Gilbreath, W. A. Long, Wirt Phillips and W. A. Dobbins.



AVOID THE PENALTIES OF WINTER NEGLECT!
WINTER-PROOF NOW!

Neglect is by far the biggest enemy your automobile has. Unless your car is protected by winter Mobiloil and Mobilgreases, one sudden blast of cold weather can do more damage than years of driving. Drive in at the sign of the Flying Red Horse for Magnolia Z-Point Winter-Proof Service. It means complete protection from bumper to bumper.

Buy at the Sign of the Flying Red Horse
Mobilgas Mobiloil
AMERICA'S FAVORITE GASOLINE AND MOTOR OIL

Before You Buy-See The

Truly Marvelous

1937 Ford V-8

The Quality Car in the Low-Priced Field

V-8
85 HORSEPOWER
MAXIMUM PERFORMANCE

Two Engines
One Wheelbase

V-8
60 HORSEPOWER
MAXIMUM ECONOMY

A New Low Price



V-8's Are Roomy Family Automobiles

The new Ford V-8 for 1937 is the most beautiful and roomy family car ever offered. It is built in only one size—one standard of roomy comfort and modern appearance. But, you may have either the improved 85-horsepower V-8 engine for maximum performance—or the new 60-horsepower V-8 engine for maximum economy. The smaller engine makes possible for the lighter car—lower operating cost and a lower cost.

When you drive the 1937 Ford with the 85-horsepower V-8 engine, you are master of a power plant that gives everything you can possibly

demand in speed and acceleration. Today, improved carburetion enables it to deliver its thrilling performance with unusually low gasoline consumption.

The new 60-horsepower V-8 type 8-cylinder engine delivers V-8 smoothness and quietness—even at speeds up to 70 miles an hour—with gasoline mileage so high that it creates an entirely new standard in modern motor car operation.

Before you buy we invite you to see this new Ford car, and arrange to drive one equipped with the engine that fits your needs.



Truly Marvelous—

APPEARANCE—A newly designed car. Headlamps recessed in fender aprons. Modern lid-type hood, hinged at the back. Larger luggage space. Spare tire enclosed within body. Completely new interiors. Slanting new V-type windshields, opens in all closed cars.

Truly Marvelous—

COMFORT AND QUIET—A big, roomy car. Extra space in the body, not taken up by the engine under the hood. Comfort of the Center-Poise Ride further increased by smoother action of the long-tapering springs, with new pressure lubrication. New methods of mounting body and engine make this a quieter car.

Truly Marvelous—

SAFETY BRAKES—New Easy-Action safety brakes, of the cable and conduit control type. "The safety of steel from pedal to wheel!" Self-energizing-car momentum is used to apply the brakes. Tests show that about one-third less pedal pressure is required to stop the car.

Truly Marvelous—

SAFETY BODY—Not an ounce of wood is used for structural strength. Frame structure all-steel, sheathed with steel panels—top, sides and floor. All are welded into a single steel unit of great strength. Safety Glass all around at no extra cost.

Hereford Motor Co.

The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL. 1—NO. 11.

HEREFORD HIGH SCHOOL, THURSDAY, DECEMBER 10, 1936.

PAGE 23.

Band Mothers Attend Clinic

December 11 and 12, Director Smith, accompanied by Billy Smith and Clifford Estes, will attend the North Texas Band Clinic held in Lubbock, under direction of Mr. McAllister.

The North Texas Band Clinic is held every year and is open to all band members who wish to attend. The Clinic Band will play all band numbers to be played in the North Texas State Contest.

Mr. Dillehay Speaks

"The English are not braver than the French," they are just braver a little longer," said a great English general. This was a quotation in a very inspiring speech given by Mr. Dillehay in assembly Tuesday morning, December 1. Mr. Dillehay told the students that low marks are due to one of three things which are: lack of courage, laziness, or low blood pressure. His object in making the speech was in the hope that someone losing courage would be made to think.

"Are you grasshoppers in the sight of geometry, history, English, home economics and your other subjects?" Mr. Dillehay asked. The attitude of a high school student is a fair indication of what will happen to him later on. The New York Stock Exchange has for 15 years employed no person without a four year high school record. Thus, Mr. Dillehay showed to the student body how important it is to have a good high school education. His last sentence was that business men are eager to get an employee with a good high school record, honestly worked for.

Annie Jo Owen came into the chemistry laboratory, where the microscope was set up. Annie Jo: Oh, may I look through it? I always have wanted to look into a microscope!

HONOR ROLLS

High Honor Roll, Second Six Weeks.

Seventh grade: June Dameron. Sixth grade: Rena Rae Renfro.

Honor Roll. Eleventh grade: Imogene Robertson, Billie Joe Roberts. Tenth grade: Jack Nicks, Glenn Ricketts, Karl Wilson Shirley, Viola Phillips.

Ninth grade: Grant Fuller, Jr., Floyd Ross, Barbara Brotherton, Dorothy Thompson, Jean Williams. Eighth grade: George McLean, Ann Cockrell, Pollyanna Crawford, Vivian Olson.

Seventh grade: Raylan Evans, Billie Louise Davis, Doris Elaine Dillehay, Margaret Higgins, Mary Nicks, Elma Shugart, Theresa Smith, Nell Spradley.

Sixth grade: Wayne Phillips, Billie Louise Barber, Lois Agnes Gilbreath, Mabel Henderson, Matie Louise Lawhon, Seletta Robinson, Richard Ireland, Jack London, Pauline Dickson, Ruth Temple Hastings, Mary Ellen Henstee, Rachel Ireland.

Fifth grade: Bruce Beene, Thurmond Williamson, Virginia Ann Dillehay, Lee Etta Hopson, Billie Louise Lance, Texie Ruth Reynolds, Evelyn Walker, David Neal Beavers, Billy Dameron, Billie Louise Crawford, Marjorie Malm, Margaret Olson, Phyllis Gene Radvich. Fourth grade: Christine Smith, Mary Sue Whitaker, Gertrude Worley.

Applied Mathematics.

The following verse is taken from the Country Gentleman, and is thought to be applicable to some of Mr. Wilson's geometry students:

I sometimes wonder what's the use Of squaring the hypotenuse, Or why, unless it is to tease, Things must be called isocetes. Of course, I know that mathematics Are mental stunts and acrobatics To give the brain a drill gymnasium. And make gray matter more elastic. Is that why Euclid has employed Trapezium and trapezoid? I wonder. Yet it seems to me That all the plane geometry We need, just this simple fact: Whatever your line make Both ends meet.

Hi-Y Members Go To Canyon

The local Hi-Y met Tuesday night for its regular meeting. The president read a list of things that would kill any club. The Canyon Hi-Y club is having a father and son banquet Monday night, December 7, and has invited some representatives from the Hereford club. The club decided to send L. A. Ricketts, Carl Wilson Shirley, Johnnie B. Caraway and Mr. Hudson as representatives.

L. A. Ricketts was elected secretary of the club to take the place of Yarian J. Fuller, who has resigned. The Hi-Y basketball team lost its first game last Tuesday night by the small margin of 12 to 10, when they played Summerfield.

Hi-Y Girls Show Real Interest

The Girls' Hi-Y club met Tuesday, December 1, at 7 o'clock at the high school, with 26 present, despite cool, bad weather.

Martha Nell Ewton was elected vice president. A group of girls was elected to act as temporary song leaders. The song leader will be chosen later from this group. The girls selected were Nancy Millard, Virginia Erie Reed, Mary Ann Baird, Mary Tiel, Nora Jean Russell and Gladys Lewis.

It was decided that no dues would be paid until the club had something definite in mind.

The program was opened with a devotional read by Annie Jo Owen. Mary Ann Baird gave a talk entitled, Seventeen Ways to Kill a Meeting. Elsie Mae Wilkins made a talk on How to Make a Good Beginning in Our Hi-Y. A song When I Grow too Old to Dream, was sung by Mary Ann Baird and Mary Tiel. To conclude the program, Miss Crawford gave a very interesting talk on the qualities of love and the problems of girls. The meeting was adjourned with a benediction by Nora Jean Russell.

PICTURES RECEIVED

Six new pictures were bought with the money received at the art exhibit. These pictures go to the rooms selling the most tickets. The pictures are here and go to the following grades: First grade, Miss Pittman; second grade, Miss Rutherford; fourth grade, Miss Pierce; low fifth grade, Miss Bell; high fifth, Miss McMinn, and the picture of Jesus on the Cross goes to the office. Each teacher selected a picture suitable for the grades. These pictures are to be hung soon.

The Way of a Note

The following, dear reader, is the contents of a note written by some Hereford High School student. It was found on the floor in the hall: How do you like my girl friend? Oh, I think she is cute, and to be frank, I have never tasted her. Well, don't be silly! She looked ugly this morning. I don't think she did. She has a swell personality, don't you think? Does she play ball? No, she doesn't play ball. Well, why doesn't she? She takes five subjects and doesn't have time. Mary Jane got the prize in our cooking class. It was a useful book called What To Do Before the Doctor Comes.

TEN \$6.50 SHOWS! packed into One Giant Entertainment never duplicated on stage or screen! A dramatic story suggested by the thrilling episodes in the colorful life of the Great Ziegfeld. 2 years to make and it cost a fortune!

THE GREAT ZIEGFELD
M-G-M's Show of Shows starring
William Hays Rater
Powers Loy Rater
with Virginia Bruce, Frank Morgan, Pamela Brown, Hal Pandolfino, Ray Langley, Harold Healey, Donald Gray, Ernest Everett and many others.
300 GIRLS...50 STARS

THREE DAYS STARTING Sunday, December 27th

STAR THEATRE
Hereford, Texas
Sunday - Monday
Preview Saturday Nite
SHIRLEY'S BACK!
She lives to sing and dance and sings and dances to live!

THE GAY GASLIGHT ERA!
SINGLES AT THE GIPSY SPOT
Shirley Temple
IN
'DIMPLES'
WITH FRANK MORGAN, HELEN WESTLEY, STEPHEN FETCHIT

PLUS:
Poppye Cartoon and Another of those clever Pete Smith Short Subjects!

Tues. - Wed.
Bargain Show
10¢ MATINEE NIGHT 15¢
"Su" Erwin is on the merry-go-round of laffs again!

To take two guys on a romantic merry-go-round!

WOMEN IN DOUBT!
ERWIN ERWIN PAUL KELLY
RICE MARGARET IRVING

STAR THEATRE
Thurs. - Fri.
Reasons Nite
325

Good reasons why your Christmas might be happier and merrier! Register either Thursday matinee or night or Friday matinee. By registering you do not have to be present to answer to the announcer.

ON THE SCREEN
The PEER of FUNSTERS!
WILL ROGERS
AMBASSADOR BILL
GRETA NISSEN
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A So Selected Short Subjects

Saturday Only
ZANE GREY'S
For the Screen Alone
HE GOT HIS MAN... AND HIS GIRL!

ROMANCE ROARS WITH THE ROYAL MOUNTED!
ZANE GREY'S
'KING OF THE ROYAL MOUNTED'
starring ROBERT KENT and ROSALIND KEITH ALAN DINEHART
A THEATRE CITY PRODUCTION

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BUCK JONES
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Kiddies 10¢ Adults 15¢
Matinee and Night

Alfred Lord Tennyson's Immortal story lives again! The picture on everyone's "must" list!

While the Thunder of Their Hoof Beats Still Rings 'Round the World—The Light Brigade Charges Again!

ERROL FLYNN
OLIVIA De HAVILLAND
The Lovers of "Captain Blood" in
The CHARGE of the LIGHT BRIGADE
PATRIC KNOWLES - HENRY

STAR
Sunday - Monday
DECEMBER 13-14



OSCAR BILLINGS

Here is one of Hereford's promising young athletes in a characteristic pose. Oscar is a Freshman who played football this past season. Authorities predict a successful season for him next year provided he gets eligible. We are not surprised that he may "crack" the line next year; who wouldn't with a mug like this!

EXCHANGES

Thoughts of the Week. The fellow who is always killing a little time may find some day that he has been murdering good opportunities. Eagles Tale, Canyon.

Speaking of new jokes here is one from The Lark, Gardena, California. The other day we were eating with great glee a story which was new to us. When we got through, a friend in the group laughed and laughed. Much pleased, we asked him why the story tickled him so, to which he replied: "I was just thinking about how I kicked the slats off my cradle the first time I heard that story."

AN EXTRA ROOM! TRY A WANT AD!

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CHRISTMAS
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Exceptional Holiday VALUES in Lounge Chairs and Occasional Rockers and chairs. Smokers, Occasional Tables and a large assortment of fancy Scarfs and Pillows.

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ELECTRICAL GIFTS
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After the finsel of Christmas has been swept away, will your gift have out-lived its usefulness and go out the back door with the discarded tree and decorations? It won't if you choose a useful, practical gift from the TEXAS UTILITIES COMPANY. For months and years to come your Christmas present will bring pleasure!

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