

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

33rd Year—Number 46.

The Hereford Brand, Hereford, Texas, Thursday, November 23, 1933.

Five Cents Per Copy.

Public Works Funds Will Eliminate County's Unemployment

Hereford-Shamrock Meet Here Friday For Crown

For the first time since 1929 the Whiteface gridlers of Hereford High will play for a district championship here Friday afternoon when they meet the Irishmen of Shamrock for the title of District Two.

At a meeting of officials of the two schools in Amarillo Monday night it was agreed that the Irish come here for the game. They were guaranteed \$200.

Each team has lost one game. Shamrock was beaten by the powerful McLellan Tigers, later eliminated on forfeit because of ineligible men. Hereford has played all games in the west half of the district without loss or a score against them, losing only an early season contest to a high-geared Clovis eleven.

The game will start at 2:30 at Whiteface Field. Admission will be 75 cents for adults and 20 cents for students. This also in price, explained H. H. Hopkins, was made necessary because of the big guarantee and the added cost for officials.

John Gilliam, Cleatis Crump and L. B. Penick, all former gridlers.

Most Hereford business houses will close for the football game Friday afternoon from 2:15 until the game is over. Business men guaranteed a gate of \$500 and are doing everything possible to assure record attendance. Advance ticket sale was started Wednesday, with pep squad girls and members of the Lions Club selling the tickets. Brisk sale was reported.

At West Texas Teachers College, Gilliam as referee, Crump, umpire, and Penick, head linesman.

Word from Shamrock indicates the Irish are a far stronger outfit than it was at first believed in these parts. Last Friday they beat Memphis three touchdowns to win their area. Earlier they defeated Clarendon, conquerors of McLean.

In their game against Wellington week before last they played all the way through without a substitution, winning by a count of 20-0.

A. Shewmaker, quarterback, was featured on the throwing end of an aerial attack that was pure dynamite. McIntyre, fullback, was the main receiver of Shewmaker's heaves. In the first period McIntyre took a 15 yard throw and riced 40 more yards to score. The same combination brought about the final counter on a 35 yard aerial.

In addition to these two, Carman, guard, and Purcell, end, were declared stars of the game. At halfbacks, the Irish have a pair of boys described by their coach, Bedford Harrison, as scooters.

The game will find the Whitefaces in top shape, says Coach Tommie McCollum. "We'll be ready," he said. Wilbur Womble, end, was slightly hurt in the Happy game last Friday as was Captain Richard Baker. Both have recovered nicely, however.

The Whitefaces revealed a potential passing machine at Happy, also an efficient pass defense. It developed in the course of the bout that Nasty Clayton, fullback, is almost as good a passer as L. B. Russell. Clayton threw to Seed for Hereford's touchdown.

Enthusiasm here is running high for the first time this year. Fans, expecting little at the beginning, are awakening to the fact that McCollum has built a fine machine.

RED CROSS HERE UNDER QUOTA SET FOR COUNTY'S ROLL CALL

Its goal of 200 members has not been reached by Deaf Smith County Chapter, American Red Cross. Less than 170 had enrolled in the roll call drive yesterday, according to Rev. V. M. Cloyd, chairman.

Headquarters at the Western National Bank building is open every day, and persons may enroll there. G. A. F. Parker, treasurer, said.

Work six days per week is to be provided a number of local women at distribution headquarters in the court house, where Mrs. Carl Cockrell, distribution chairman, is in charge.

Mrs. Cockrell will be on duty during the entire time. Cotton goods furnished by the national organization is being made into garments for the needy.

Work six days per week is to be provided a number of local women at distribution headquarters in the court house, where Mrs. Carl Cockrell, distribution chairman, is in charge.

Employ 146 Men For Highway 33 Project In City

Two shifts of men, each working five hours per day and six days a week, are now employed on the construction of highway 33 thru the city on East First Street.

A total of 146 men were working Wednesday, and Cooper Dewey, engineer in charge, was seeking more workmen. Hand work was being done on fine grading and laying of forms and pouring concrete for curb and gutter.

More than two blocks of curb was laid and set, ready for caliche which is being hauled from a pit a mile southwest of the city. The caliche will be crushed and spread by hand.

Singers Will Convene In Amarillo Saturday

A two-day gathering of singers from the entire Panhandle will be held Saturday and Sunday, November 25 and 26 in Amarillo. The Potter County Panhandle Plains Singing Convention invites singers of the entire area to be present.

The convention will open Saturday night with a concert in the city auditorium at 7:45. Beginning at 10 o'clock Sunday morning the group will hold an all-day session.

Christian Women Plan Food, Fun

A community harvest festival will be held in the basement of the Christian church Wednesday evening, November 29, beginning at 5:30.

Women of the church have planned an elaborate program to be staged in connection with a turkey dinner. Music and other entertainment features are planned.

Admission is 35 cents, and this will pay the cost of the dinner and the program. There will be separate tables for couples and families.

There will be a continuous program from 5:30 until 7:30 and guests may arrive at any time during that period.

Union Service Planned For Churches Sunday

Union services will be held Sunday evening at the Baptist church, with Rev. T. C. Willett, new Methodist minister, conducting. There will be no evening preaching at the Methodist, Christian and Presbyterian churches.

Legion and Auxiliary Have Banquet Tuesday

A banquet, spread by the local American Legion Post, assisted by the Woman's Auxiliary, was held at the Reno building last Tuesday night. The banquet and entertainment was given for the benefit of ex-soldiers of the World War, as well as for members of the local post and their ladies.

About 100 were in attendance. After the banquet, which consisted of roast turkey and all the fixings, the group was entertained by Smith's orchestra, readings by Marlin Gilliland and Miss Katherine Kirby, vocal selections by Miss Ruby Faye Bennett, and accordion music, appropriate to the occasion, was rendered by Gordon Durham. Following the program, the revelers finished out their entertainment with a bridge party at the city hall.

than could be bought for the 200 memberships set as our quota," Mrs. Cockrell pointed out.

The drive will continue until Thanksgiving and is a national movement. Fifty cents of each membership fee is sent to national headquarters. The remainder, whether it be 50 cents or 50 dollars, goes into the local treasury.

The Red Cross is interested during the past year has received in flour and cotton goods and many times the value of our contributions. As a matter of fact, we have more flour on hand now

The Fox Gets Goose This Time

It has been rumored in the city that Homer Fox killed a goose the other day. In fact, almost every citizen of the community has heard at first hand a version of the feat—from Homer himself.

It seems that Homer, Mont Baker and Charlie Bennett went out to a lake Monday afternoon, intent upon getting a goose. Homer brought back a dead goose, all right.

Burl Witherspoon, another enterprising young animal, says one of his live goose decoys is missing. Witnesses declare Homer's party left town with two live decoys—and came back with only one.

Burns Fatal In Lamp Explosion

Lucille Taylor, aged twelve, was fatally burned Tuesday night when a kerosene lamp exploded in the home of her parents, Mr. and Mrs. W. J. Taylor, who live about 12 miles south of Black.

A member of the family was attempting to fill the lamp while it was burning, causing the accident which so severely burned Miss Taylor that she succumbed at the Deaf Smith county hospital early Wednesday morning.

The remains, accompanied by the family, were taken to Chickasha, Oklahoma, Wednesday evening for the funeral services and burial.

Surviving besides her parents are five brothers and two sisters. Examination by physicians at the local hospital revealed that more than half the body of the unfortunate girl was burned.

Must Enter Farm Contests Friday

Entries in the annual balanced farm contest, sponsored by the Amarillo Globe-News and Borden's Creamery, will close Friday, November 24.

Farmers wishing to enter may do so by notifying Dewey Reed, county wheat administrator, at the court house. Last year Lester Galley and Mrs. Ross Turrentine were competitors. Galley was a prize winner. Mrs. Turrentine placed in the money in 1932.

Participation in the contest costs the farmer nothing. All record books are furnished by the Globe-News. Farmers of the entire Panhandle are eligible to enter.

Cash awards and medals will be given winners, who are announced at the Tri-State Fair each year. According to Garford Wilkinson, farm editor of the Amarillo paper, all record books and forms have been greatly simplified.

County Gets \$52,041.93 Taxes, Fees Last Year

Reports rendered last week revealed the Hereford Independent school district collected a total of \$24,440.34 in taxes during the year ending August 31, 1933. Taxes delinquent for the same period totaled \$15,505.24. Delinquent taxes prior to that date amount to \$19,827.81. Time warrants totaled \$3,855.75, and bonded indebtedness came to \$141,000. Balance on current paper was \$336.54, while there was \$755.36 in bonds sinking fund.

Blagg Farm Sale Is Scheduled for Tuesday

A public farm sale is scheduled for Tuesday, November 28, to begin promptly at 1:30 at the Jim Blagg place, located about seven miles north and five miles west of town.

The sale offers to buyers some exceptionally good dairy and stock cattle, consisting of fresh milk cows, heifers, yearlings and a few calves. Mr. Blagg will also offer his household goods and numerous other items. Miles Roberson will clear the sale, and Col. Ray Barber will preside as auctioneer.

The C. C. Cook farm sale, recently held in the Jumbo district, was well attended and a satisfactory price was paid for the offerings by buyers.

PREPARE WHEAT CONTRACTS AFTER ALLOTMENT, ACREAGE HIKES ARE GRANTED COUNTY

Intense activity characterized the offices of the Deaf Smith county wheat board this week as a corps of clerks were typing three copies of each application for allotment as well as preparing a contract in each instance.

Today contracts are being executed in some of the county's communities. It is the aim of the board to have all of the more than 800 contracts signed and on the way to Washington before December 1.

Agreement was made last week between the county allotment committee and department of agriculture officials gave Deaf Smith county 341,000 acres. Originally the county was allowed 186,000 acres.

The allotment was raised from 735,000 to 1,209,504 bushels with a raise in total yield from 1,504,000 to 2,269,000 bushels. This resulted in an increase of \$151,189.20 in cash on this year's allotment.

Johnathan A. Pittman, J. W. Kirby and Jim Lipscomb, members of the allotment committee, along with Dewey Reed, administrator, and members of the various community groups, gathered evidence to prove the county's right to the increase.

Prospects are good, Mr. Pittman said, that money will be delivered before Christmas. "We are assured there will be no delay in Washington after our contracts have been sent in," he said. "If this proves true, the money will be here by the middle of December."

Contracts for wheat growers in the Bippus district will be signed up Friday at the community house at the Bippus school. The local committee will have charge of the signing.

Dawn's contracts will be executed in Hereford Saturday, probably in the county court room. Other community committees will be informed as to the time their contracts are ready.

Here is a tentative schedule of contracts for the remainder of the county. All dates are subject to change, depending on the speed with which the contracts are typed at the county office.

Monday: Fairview and Dawn at their communities.

Tuesday: Sims at Sims.

Wednesday: Messenger at the Guseman store.

Wednesday: Ward at Hereford.

Thursday: Westway at Hereford.

Friday: Hereford at Hereford.

Rev. Willett Not New In Panhandle

"I'm no stranger to the Panhandle," declared Rev. T. C. Willett, newly appointed pastor of the Hereford Methodist church. "I have preached in the Plains country for 15 years, holding pastorates at Tulsa, Slaton, Lorenzo and Post."

Rev. Willett came here from Hamlin, Texas, where he has served as pastor several years. Besides himself and Mrs. Willett, there are four children in the family, three boys and a girl. Two of the boys are high school students.

Mr. Willett is secretary of the Board of Missions of the Northwest Texas Conference. He is also Conference Missionary secretary and member of the General Board of Missions. All his 24 years of ministerial work has been done in the Northwest Texas Conference.

He is a native born Texas, born in Montague county. "I not only know the language of this country," he said, "I speak it. We are delighted with Hereford and its people. I am deeply grateful for the good turn last Sunday and invite everyone to our services."

Boys Lead Girls In County Births

During the first ten months of the current year 105 births were recorded in Deaf Smith county. The boys were far in the lead, with 59 males being born as compared with 46 girls.

The mortality rate found for males again in the majority, 30 males and only 18 females dying.

Pick December 21 For Santa Parade

Plans for staging of Hereford's annual Santa Claus Pageant and Christmas shopping day are under way. The movement, sponsored by the Lions Club, in cooperation with the chamber of commerce and merchants and schools, will be held Thursday, December 21.

Climaxing an entertainment program will be a parade, headed by Santa Claus himself. He will give out candy, nuts and fruits to all the youngsters.

In the parade will be the various civic organizations, school groups, both from the city and rural schools, bands and Santa.

A huge Christmas tree will be placed on a downtown street and will be Santa's headquarters after the parade, which starts at 2:00 o'clock.

The entire city will be decorated with Christmas lighting and evergreen. Merchants will cooperate by having their stores and stocks prepared to handle a heavy Christmas trade. Various merchants will offer prizes and favors of different kinds to shoppers. Stores will be open nights during the week before Christmas.

Heading the Lions Club parade committee is C. H. Dillehay as chairman, with J. M. Posey, A. H. Streun, Bill Smith and A. O. Thompson. On the parade committee are S. P. Rosson, chairman; Jess Stanford, Glenn Weir, J. C. Parker and R. E. Perkins; merchants committee, Louie LeGrand, chairman; J. T. Cronin, Barnard Hicks, Jimmy Robinson and D. H. Alexander.

Ralph Smith is the band committee; candy sackers, Mack Womble, chairman; Harold Cloese, John Patton, Voline Downs, J. C. McCracken, Arthur Thompson and Arch Foster. Santa Claus committee, B. H. Hopkins, Houser Grizzle and C. W. Humble.

Cliff Acker heads the group in charge of decorations on Main Street and placing of the Christmas tree. With him are L. H. Foster, Tom Majors and B. M. Wilshire. Football, Tommy McCollum; per quod, E. R. McWilliams; publicity, DeWitt Landis.

Mr. and Mrs. Glenn Weir returned home last Friday from a two weeks visit with relatives in San Antonio.

Rockwell Jackson of Amarillo was a business visitor in Hereford Monday.

Happy Smashed As Whitefaces Annex Sectional Crown

Two fast thrusts, the first culminated by Hager's field goal from the six-yard line and the second by Clayton's 20 yard pass to Seed for a touchdown, gave Hereford's

parade. There is talk, however, that McLean and Clarendon, ruled out for ineligibility of players, may be reinstated.

Hereford's field goal came in the first period. Seed scored his touchdown in the second quarter. Baker missed his try for extra point.

Big Bad Wolf Barnard, Happy's fullback and terror of the district, lived up to advance notices in carrying the ball and in taking passes. A stubborn Hereford defense repulsed the Jacks, however. Only once, and that in the waning seconds of play, did the losers get inside Hereford's 20 yard line.

In winning Hereford had no outstanding player. For Happy the Barnard brothers and Harter were competent as was a halfback named Farvin and a left guard, McManigal, by name.

LeGrand and Alexander Sales Contest Winners

Louie LeGrand and W. L. Alexander of the City Drug Store have been announced as winner in a sales contest staged by McKesson-Potts Drug Co., distributors of McKesson's drug products.

Alexander finished sixth among the individual salesmen of the Wichita, Kansas, district. LeGrand was given a Kadette Jr. radio in a drawing that took place at the close of the contest.

There are no outstanding current warrants. Term warrants on bridge road and jury accounts come to \$19,671.47 and the bonded indebtedness was \$50,000. In the sinking funds for the term debts is \$13,943.56. There is a bank balance for current debts of \$25,303.66.

Former Hereford Man Must Have His Brand

"... we simply cannot get along without the home town paper," writes H. J. Garner, a former Hereford resident, now living in Long Beach, California. "We are all anxious for Monday morning to come for we know our old Texas friend, The Hereford Brand, will be here."

The Garners have changed their address to 1403 Mahoma Avenue, Long Beach.

Car of Turkeys Shipped Monday

A carload of dry-picked turkeys left Hereford for an eastern market Monday of this week. The bird refrigerator car contained about 2400 head neatly packed in barrels and weighed about 27,000 pounds, representing an outlay of more than \$4,000 in cash by the Carl Cash Grocery and Produce Company, owned by S. H. Carl and Earl Lance.

The turkeys were dressed at the West Texas Feed & Seed Company plant the latter part of last week, employing from 50 to 100 pickers for about four days and nights. E. A. (Jack) Wright of the West Texas Feed & Seed Company, stuck practically every turkey that was dressed, while E. B. (Barney) Hicks wrapped and had charge of the packing of the load.

Lubbock Poultry Man Certifies Chickens Here

Pat Murphree, of Lubbock, arrived here the latter part of last week for the purpose of certifying farm flocks of standard bred chickens to be mated for hatching eggs usually sold to local hatcheries.

Mr. Murphree makes annual trips to this region about this time of year for the purpose of aiding farmers in selecting their best breeding stock for the coming hatching season.

Mr. Murphree is known in poultry circles as an American Poultry Association inspector, and has the reputation of being one of the best judges of poultry shows in the Southwest.

INTEREST IN POULTRY SHOW IS GROWING

The annual poultry show of the Tri-County organization will be held, as stated before in the columns of the Brand, on Thursday, Friday and Saturday, December 7-8-9.

According to reports and letters received from other towns in the Panhandle, it is thought by the promoters that Hereford is scheduled to hold one of the best and largest shows in its history.

Poultry shows have been held in Hereford almost every year since 1920 by the Tri-County organization, assisted by the vocational students of Secretary B. H. Hopkins.

Recent Reports Show Finances of Schools

On June 30 Deaf Smith county completed a fiscal year with total tax and license fee collections of \$22,041.93. For the same period \$26,922.50 was delinquent and prior unpaid taxes totaled \$34,978.25, bringing the delinquent county taxes to \$61,901.03.

There are no outstanding current warrants. Term warrants on bridge road and jury accounts come to \$19,671.47 and the bonded indebtedness was \$50,000. In the sinking funds for the term debts is \$13,943.56. There is a bank balance for current debts of \$25,303.66.

Former Hereford Man Must Have His Brand

"... we simply cannot get along without the home town paper," writes H. J. Garner, a former Hereford resident, now living in Long Beach, California. "We are all anxious for Monday morning to come for we know our old Texas friend, The Hereford Brand, will be here."

The Garners have changed their address to 1403 Mahoma Avenue, Long Beach.

Rural Teachers to Hold Last Meeting Saturday

Last meeting of the rural teachers of Deaf Smith county before the Christmas holidays will be held in the county court room Saturday afternoon of this week.

County Judge C. W. Humble urges that all teachers attend as several matters of importance will be discussed.

Three Scarlet Fever Cases

There are three cases of scarlet fever in Hereford, according to Dr. T. L. Morgan, city health officer. During the past month there have been 14 cases in the city.

Paving of city streets with caliche is the main city project, while improving of Highway 143 and Harrison Highway will be outstanding in the county's work.

On all works excepting Highway 143 materials must be furnished locally. The state department agreed, since 143 is a state road, to furnish materials for its construction.

Highway officials also agreed to locate the road from Vega to Dimmitt in order that the counties may obtain right-of-way at once.

Workers now being employed under the Civil Works Administration are to be paid salaries this Saturday. Relief administrators will furnish bonds, after which they will be authorized to draw on the United States Treasury for salaries to workmen, employed under the administration.

No definite date for beginning on the new jobs has been set, as the details and arrangements for materials must be worked out. This will be done immediately. Other projects also will be considered.

The amount of money to be spent in the county has not been determined as it is to be based upon population with a consideration because of drought distress.

W. C. Baird Dies In Canyon; Rites Held Monday

W. Clyde Baird, 43 years old, son of the late W. C. Baird, one of the first settlers in Randall county, passed away at his home in Canyon Saturday night at 8:30.

Mr. Baird, a prominent stockman and the first white child born in Randall county, is survived by his mother, Mrs. W. C. Baird, and two sisters, Mrs. C. B. Fletcher and Mrs. S. P. Stephens of Amarillo.

At the time of his death Mr. Baird was overseer of the teams engaged in the Palo Duro highway grading.

Funeral services were held in Canyon Monday afternoon and the remains were laid to rest in Dreamland Cemetery.

Attending the funeral services from Hereford were two cousins, Horace and Fred Baird; an uncle, R. W. Baird; Mrs. Horace Baird, Mrs. L. R. Brady, Mr. and Mrs. Doyle Rose, Mrs. Jack Rose, Mr. and Mrs. Wes Brady, Walker Brady and daughter, Miss Mary Brady.

Recent Reports Show Finances of Schools

On June 30 Deaf Smith county completed a fiscal year with total tax and license fee collections of \$22,041.93. For the same period \$26,922.50 was delinquent and prior unpaid taxes totaled \$34,978.25, bringing the delinquent county taxes to \$61,901.03.

There are no outstanding current warrants. Term warrants on bridge road and jury accounts come to \$19,671.47 and the bonded indebtedness was \$50,000. In the sinking funds for the term debts is \$13,943.56. There is a bank balance for current debts of \$25,303.66.

Former Hereford Man Must Have His Brand

"... we simply cannot get along without the home town paper," writes H. J. Garner, a former Hereford resident, now living in Long Beach, California. "We are all anxious for Monday morning to come for we know our old Texas friend, The Hereford Brand, will be here."

The Garners have changed their address to 1403 Mahoma Avenue, Long Beach.

Rural Teachers to Hold Last Meeting Saturday

Last meeting of the rural teachers of Deaf Smith county before the Christmas holidays will be held in the county court room Saturday afternoon of this week.

County Judge C. W. Humble urges that all teachers attend as several matters of importance will be discussed.

Three Scarlet Fever Cases

There are three cases of scarlet fever in Hereford, according to Dr. T. L. Morgan, city health officer. During the past month there have been 14 cases in the city.



PRISCILLA: By all the powers; lovely boxes—what is it, —
THE MODERN: It's candy, Whilman's and Alice Blue Chocolates—ever taste them? Brace yourself for a thrill—they are delicious!

A Fresh Shipment of Candles.

City Drug Store

Phone 100



PRISCILLA: Is it a casket for jewels?
THE MODERN: No, dearie; it's a burnished aluminum roaster—for the turkey, stupid—the TURKEY!

Aluminum Roasters
85c to \$4.50

Other Household Utensils are equally low priced

Streu Hardware Co.



PRISCILLA: Never have I seen such frivolity!
THE MODERN: No, and never have you seen such fun—these bridge and gift favors are VERY special!

PARTY FAVORS

Make your holiday table a success with these smart place cards and nut cups. There are Tally Cards, Too.

Weir's Variety Store



PRISCILLA: Forsooth, I never did see such a lovely coat!
THE MODERN: Yes, it is the latest style, with the 'new wing sleeve. It'll be a wow on you.

Ladies' Coats
\$8.45 Upward

Kid and Fabric Gloves. Low Prices.

Popular Store
 Since 1921

A MODERN Takes PRISCILLA Shopping



for

Thanksgiving

"Alas and alack!" said Priscilla, "Now it is come to Thanksgiving, I shall have to catch me a turkey And kill him, and pluck him, and roast him. I shall have to go to the marshes And gather the fruits of the cranberry, I shall have to bake me a pudding, And put in it spices I've gathered. There will be candle to mold and brasses to polish My back will break ere I finish! Thanksgiving, indeed!" said Priscilla. "Hot cha!" said the modern young woman. "Come with me, don't be silly, Priscilla! There are fowls to be bought in the market, Killed, plucked, and ready for roasting. There are pies and succulent puddings, There are soft fine cloths for your table, And efficient electrical gadgets— Enough to cook for an army. Snap out of it, baby, I'll show you— Follow me—I'll give you an eyeful!"

BE LOVELY FOR THE HOLIDAYS WITH A NEW PERMANENT exactly suited to your individual needs and type.

STAR BEAUTY SHOP
 MRS. CARL JENNINGS
 Phone 26



PRISCILLA: Odd beds, this is truly a marvel—this must be the work of some genie!

THE MODERN: Might my eye; it's a tribute to this modern world that we live in—ORGANIZATION—good women—that's our watchword and slogan.

It Is a Real Pleasure and Genuine Economy to Shop at



FRANK GYLES



PRISCILLA: By the rood, what a pie, I have never, no never, made such a beauty.

THE MODERN: How could you—you haven't the equipment. And besides it's much cheaper to buy it.

Mince Pies ----- 25c
 Pumpkin Pies --- 25c
 Fruit Cakes, lb -- 40c

Hereford Bakery



The Modern Buys MUNSINGWEAR HOSE for the Thanksgiving Parties



FOX MERCANTILE COMPANY



PRISCILLA: Truly, this is manna from Heaven! Who fixed all of those savory viands?

THE MODERN: The Chef—he's a bird! And the man—I guess when I look at the fishes—and the prices you'd never believe it!

Thanksgiving Dinner

If you are planning a big family party Thanksgiving why not phone us and let us attend to all the details. You'll be amazed at the charming home-like atmosphere and delighted at the variety and length of the menu.

We Appreciate Your Business

NEW CLUB CAFE



PRISCILLA: What is this? Some kind of a helmet, a buckle, a breastplate?

THE MODERN: Believe it or not—it's for coffee! Don't ask me to explain it—just take it on faith—it's a honey!

ELECTRIC PERCOLATORS
 ELECTRIC TOASTERS
 ELECTRIC WAFFLE IRONS

KERR HARDWARE COMPANY

6 STARS in a ROMANCE OF THE SKIES

JOHN BARRYMORE
 HELEN HAYES
 CLARK GABLE
 LIONEL BARRYMORE
 ROBERT MONTGOMERY
 MYRNA LOY

NIGHT FLIGHT

A CLARENCE BROWN PRODUCTION
 A Metro-Goldwyn-Mayer picture

Wednesday-Thursday
 November 29-30

PRISCILLA: Gadzoos, the Barrymores, Hayes, Gable, Montgomery, Loy! All in one film.

MODERN: Baby, that's nothing for the Star.

PRISCILLA: And Miss West is no angel.

MODERN: You're telling me!

STAR THEATRE

The depression seems to go into eclipse when Mae West comes to town. She has packed every show house where her new picture, "I'm No Angel," has been exhibited. It will be at the Star Sunday, Monday and Tuesday after opening with a midnight matinee Saturday.



The Modern Takes Priscilla Shopping In a New PLYMOUTH

Ireland-Beavers Motor Company

301 East Third Street, Hereford



Sprolws & Cronin Co.

Sizes and Styles for Men and Young Men



PRISCILLA: What a fellow? How manly, how dashing, how gallant. And who, may I ask, is his tailor?

THE MODERN: West Tailor Shop is his tailor. What a man—HE can sport for himself—I'll be his'n!

THANKSGIVING SUITS

\$25.00—With Two Pair Pants

Perfectly Styled In Keeping With Their Perfect Quality

You'll look your best at a holiday gathering in one of these suits. The choice is so great you can't help but find exactly the suit you've been looking for—right style, right weave, right color, right price.

Society

WESTS GIVE ALL-DAY QUILTING

Mr. and Mrs. H. F. West entertained a number of neighbors and friends Friday of last week with an all-day quilting and birthday dinner honoring Mrs. Josie Bridges and G. R. Conklin.

The quilt was a Friendship, having the name of each guest embroidered in the center of each block and when finished was presented to Mr. and Mrs. G. R. Conklin.

Enjoying the occasion were Mrs. Josie Bridges, W. B. Green, Clarence Conklin, M. R. Moore, J. D. Curtstinger, J. T. Jowell, Arch Conklin, J. J. Boydston, W. M. Cogdell, J. P. Gatlin, W. M. Bell, Geo. Millard, J. J. Sowell, Effie Brown, H. J. May, C. A. Wood, Lucy Crawford, L. J. Caldwell, Lee Conklin, J. M. Wilson, Misses Nettie Lee Green, Lulu Cantrell, Mr. and Mrs. W. O. Gillespie, W. A. Knox, G. R. Conklin, the host and hostess and W. W. Haney.

WEST HEREFORD CLUB MEETS WITH MRS. DYER

The West Hereford club met last Friday at the home of Mrs. L. F. Dyer in a business session. Eight members and three visitors were present.

The next meeting is scheduled for Friday afternoon, November 24, at the home of the president, Mrs. E. M. Cox. The meeting will have a glazed fruit demonstration and all members and as many visitors as possible are urged to be present at this most interesting afternoon's work.

BUSINESS AND PROFESSIONAL WOMEN MEET

The Business and Professional Women's club had their regular meeting November 13. After a short business session, Francis Fullington, chairman of the education committee, took charge of the program. She discussed the duties and aims of the committee and introduced Pearl Gass, her co-worker, who gave an interesting talk explaining the proposed student loan fund of the club.

Mrs. B. F. Guthrie, a guest of the club, very capably discussed "Our best investment, the school." Her short address was humorous, unique and instructive.

MUSIC STUDY CLUB MEETS WITH MRS. DYER

The Music Study club met with Mrs. C. H. Dyer in regular session on Monday, November 13. The club voted to extend an invitation to the Pioneer club to be guests of Music Study club at its meeting December 11, this being the second of a series of guest day programs planned by the club.

Mrs. A. C. Hales as leader gave an interesting study of Edwards A. MacDowell, the greatest of American composers.

Mrs. H. L. Broadwell told of the MacDowell colony at Peterborough, N. H., and the part Mrs. MacDowell had in establishing this mesa for artists.

The musical numbers were compositions of MacDowell's as follows: In Mid-Ocean, from Sea Pieces; Mrs. A. C. Schroeder.

Idyl-op 25, No. 1; Mrs. A. C. Thompson.

a A Maid Sing Light

b The Robin Sings in the Apple Tree; Mrs. Ray Conaway.

Caedra op. 24, No. 4; Mrs. G. A. F. Parker.

a Long Ago Sweetheart Mine;

b Thy Beaming Eyes; Mrs. Carl Mounitz.

The Joy of Autumn, from New England Idyls; Miss Thelma McMillin.

Cradle Song; Mmes. A. C. Hales, Geo. Parker, Elmer Dameron, C. H. Dyer.

The Witches Dance; Mmes. J. C. McCracken, C. H. Dyer.

TRY A WANT AD IN THE BRAND

Bippus Items

BY MRS. C. T. REESE

Miss Helen Griggs, who is attending school in Hereford, spent the week end with her parents.

Mr. and Mrs. W. J. Steen called in the C. T. Reese home Monday. There will be a Thanksgiving program at Valentine school house next Wednesday night. Everybody invited.

Mr. Steen and George Bippus were in Hereford Monday. Chester Dodson is on the sick list this week.

Everybody enjoyed a play party at Bippus school house Friday night.

There will be a Christmas tree in the community building at Bippus December 25.

C. T. Reese and family called in the Bogle home Sunday night.

The Kirby family attended church at Adrian Sunday morning.

There were 35 present at our Sunday school last Sunday.

Sunday school each afternoon at 2:30 o'clock.

Will S. Kerr and cousin, Miss Bettye Ruth Pickett, left the latter part of last week for Ozona where Mr. Kerr went for a hunting trip with Bryan McDonald in the hill country. Miss Pickett will visit in the McDonald home for the next ten days.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Farmers are busy gathering crops and threshing.

Ladies of Sims community met with Mrs. Tom Bohannon Monday to quilt a quilt for Mrs. Caraway of Ward community. Luncheon was served at noon to Mmes. Hobbs, Roberts, Truesz, Van Meter, Bohannon, Stone, Iris Bohannon, Tom Bohannon, Phillips, Truesz and Chapman.

Misses Alma and Lucille Foxhall were in Amarillo Saturday.

Miss Catherine Steen was a Hereford visitor Saturday.

Miss Jewel Scott of Adrian and Paul Long were married Sunday, November 19, at Vega.

Visitors in the J. H. Trimble home last Sunday were three sisters, Mrs. Will Bryne of Los Angeles, California; Mrs. N. E. Hinton of Mattoon, Illinois; and Miss Dorothy Trimble of Clovis; his mother, Mrs. Sarah Trimble, and his brother, Lester, of Clovis, New Mexico.

Mr. and Mrs. D. R. Bennett and family of near Black were here Saturday shopping. Mr. Bennett stated that to date he had picked 30 bales of cotton from his 70-acre field. The Bennetts usually do all their trading in Hereford.

FOOD AND FUN

THANKSGIVING FESTIVAL

Wednesday, November 29, 5:30 to 7:30

Basement of Christian Church.

Turkey and Music

Private Tables

35 Cents

Not Just a Line!

CHEVROLET and GENERAL Tires ARE WINNERS!



SO ARE THE WHITEFACES! GRIZZLE CHEVROLET CO.

Plan to Have Your Thanksgiving Dinner AT OUR CAFE

We will serve a real old-fashioned Turkey Dinner, with all the trimmings, that will make you think of the Thanksgiving Dinners at Grandmother's house.

Ike's Cafe

CHAMPIONS AGAIN!

Beat the IRISH!



We're Backing the Whitefaces!

McCormick-Deering and I. H. C.

Are Winners, Too!

BUCHANAN & ROSSON

Your IHC Dealer

HEREFORD

FRIONA

THE BEST WAY To Help Santa is With Nice Christmas Cards

Order Them Today at

The Hereford Brand



IT'S FOODS LIKE THESE THAT PROVE Thanksgiving

Here Are Real Savings For Friday, Saturday and Monday!



TURKEYS, Dressed, lb. . . . 12c

HAMS—Decker's Iowan, Center Slices, lb 12c
23c. END CUTS, per pound

BACON—Pinkney's Special Sliced, lb 19c

BACON—Dry Salt, best grade, lb 9c

ROAST—Cut from Strictly Grain Fed BABY BEEF, per pound 12c

CHEESE—Full cream, Longhorn, lb 16c

LAMB—Genuine Spring, Chops, lb 22c
leg, lb, 22c, shoulder, lb 15c

CREAM IS UP---20c MARKET PRICE

Some object to our running specials in order that farmers might be able to buy more with the checks that we give them for produce, but we believe in giving the farmer the highest possible dollar for his farm products, so last week we gave some extra specials, making it possible for the farmers to buy more for their checks received from selling us produce, and we were so well pleased with the results that we are giving extra specials again this week. If we are guilty of causing cream prices to go up, and special prices being run, we hope you will give us credit for passing the saving on to you.

C. L. HODGES, Creamery Manager.

Sugar 51c
Pure Cane,
10-pound cloth bag

SHORTENING 54c
Mrs. Tucker's,
8-pound carton

WHITE KING Granulated Soap, large pkg 28c	CRACKERS 2-pound box 21c	SWEET POTATOES Two cans for 13c
TOILET SOAP White King, 3 bars 14c	COFFEE 100 per cent pure, 2-lb bag for 25c	PUMPKIN Large 2 1/2 can for 11c
MEAL 10-pound bag for 23c	SALT 25-lb bag for 31c	MACARONI Or SPAGHETTI, 6 boxes for 25c
WHOLE WHEAT Breakfast Food, 5-pound bag for 19c	SORGHUM "Pure," per gallon 49c	COFFEE Break O' Morn, 1-lb pkg 19c

FLOUR 48-Pound Bag \$1.39
Whole Wheat, "Hereford Product," for
SPECIAL PRICE ON SUNRISE FLOUR

COFFEE, "Blossom"—1 pound package 19c 3 pound pail, glass free 59c	ASPARAGUS Hillsdale, No. 1 tall can 15c	COCOA Hershey's, 1-lb can 15c
BEANS Great Northern or Navy, 5-lb bag 24c	CHOCOLATE Hershey's Baking, 1/2 lb bar 14c	CANDY BARS Three for 10c
CORN Standard No. 2 cans, 3 for 25c	PINEAPPLE Half slices, No. 2 1/4 can 19c	GELATINE Royal, all flavors, pkg 5c

SPUDS 10-lb. Bag for 12.1c

GRAPE FRUIT 25c Sly for	APPLES Large size, fancy Delicious, doz 29c	CELERY Large Stalks, each 10c
ORANGES 15c Medium size, dozen	GRAPES 4 pounds for 25c	ONIONS Per pound 2 1/2c

SOAP P. & G., extra large, 5 bars 17c	APRICOTS Choice, 2-lb pkg 29c
OATS Crystal Wedding, large pkg 17c	PEACHES Libby's, in heavy syrup, 2 1/2 can 17c
CUT BEANS No. 2 can, two for 15c	SYRUP Karo, No. 10 can 55c
HOMINY Van Camp's, medium can 5c	LYE Three cans 25c
TAMALES Rattliff's, 2 cans 25c	GERBER'S Strained vegetables, can 10c



lower prices

Mae West Film, 'Night Flight,' Star Features

All things come to those who wait, even Mae West. The picture movie-goers have been talking about for months will open at the Star at midnight Saturday for a preview and then run through Sunday, Monday and Tuesday.

In "I'm No Angel," the glittering Mae lives up to all expectations. The comedy is a bit broad, all right, but Mae's followers always come back for more.

Wise cracks, songs and a hard-boiled plot mark the hilarious opus. Cary Grant proves an excellent foil as well as doing his bit as another West victim.

Right on the heels of the West now is one of the year's strongest pictures, "Night Flight." In the cast are the Barrymores, Helen Hayes, Clark Gable, Robert Montgomery and Myrna Loy. It opens Wednesday and runs through Thanksgiving Day. In addition, a bicycle is to be given away at the Wednesday night showing.

Miss Hazel Dunn, daughter of Mr. and Mrs. E. M. Dunn of this city, and Ivor Bagwell, son of Mr. and Mrs. J. H. Bagwell of the Bethel district, ten miles west of Dimmitt, were united in marriage last Sunday morning at the Baptist parsonage by Rev. V. M. Cloyd. Immediately following the wedding ceremony the bride and groom left for Dallas and Fort Worth on their honeymoon.

Miss Mary Winn of White Deer was here the latter part of last week visiting Mr. and Mrs. B. B. Farmer. Miss Winn will also visit her parents in the Bippus district for several weeks.

Miss Ethel Rice of Pampa was here last week end, visiting her parents, Mr. and Mrs. H. L. Rice.

E. W. McNutt and son of Littlefield were here last Thursday on a business trip. The McNutts formerly lived here, leaving about 15 years ago.

Bake Sale, Saturday, November 25, Furr Food Store, 2:00, p. m. Candy, popcorn balls, etc. Blue Bonnett Class, M. E. Church. 1c

Mr. and Mrs. Rochelle Goodwin and son, and Miss Lois McCormick of Amarillo visited Sunday with Alma Bell, small daughter of Mr. and Mrs. Fred Bailey.

Mr. and Mrs. I. F. Douglas, Mrs. S. P. Beasley and little daughter, Joyce, of Shamrock were visiting Mrs. E. E. Sandifer and children last week end.

Mr. and Mrs. Roy Douglas and Berice of Abernathy, and Mrs. Tidwell of Plainview were visitors in the home of Mrs. E. E. Sandifer Sunday.

HOSPITAL NOTES

Mrs. John Raybon, Friona, baby son, born November 18.
Mrs. Bruce Edwards, baby son, born November 20.

Postpone Endeavor Program.

Service planned for Sunday evening at the Presbyterian church, which was to be conducted by the Christian Endeavor, has been postponed a week because of the union service to be held at the Baptist church in honor of Rev. T. C. Willett, the new Methodist minister.

Delegates from Christian Endeavor societies in Tulla and Lubbock, joined with representatives of the local societies Tuesday night in a district rally. Miss Jean Walker, district president, Lubbock, explained that the purpose of the rally was to create interest in the district convention to be held in Pampa in April. At the close of the program sandwiches and hot chocolate were served to 50 young people and their sponsors.

Mrs. John Neill and little daughter, Nancy, arrived last week for a visit with her parents, Mr. and Mrs. W. B. Whitshire and family. Nancy is improving rapidly from a recent illness of diphtheria.

Ward News Notes

MRS. WILEY ROBERSON

Rev. Bonnie Harrison preached to a number of people Sunday morning and afternoon. Sunday school and B. Y. P. were well attended. Mrs. Jack Hutson spent Tuesday in Vega with her daughter, Mrs. Sonny Ledbetter.

Mrs. Hicks and daughter, Miss Veda, of Hereford spent Tuesday with Mrs. Wiley Roberson.

Misses Lucille Hughes and Allice Hughes and Mrs. B. R. Dixon of Hereford spent Thursday with Mrs. Roberson.

Messrs. and Mmes. John and Bill Hutson and children attended the farewell supper at the Stevens home Sunday night for Mr. and Mrs. Dennis, who left Monday for Post to make their home.

Farmers are busy threshing and stacking feed.

Mr. and Mrs. W. F. Carway have moved to the Baker place near Progressive.

Mr. and Mrs. J. P. Roberson of Hereford spent Tuesday in the Wiley Roberson home.

Here and There

BY MRS. C. E. TICE

Take Produce to Carl's Gro. A light shower of rain fell here Sunday night.

Miss Leatrice Benson of Progressive spent Sunday in the J. N. Benson home.

Miss Ethel Logan of Petersburg spent the week end with her parents, Mr. and Mrs. R. F. Campbell.

J. B. Harlan and family spent Sunday in the Jack Roberson home in Hereford.

Mr. and Mrs. Everett Cornett were in Amarillo Wednesday.

Messrs. and Mmes. Haskell and D. O. Benson spent Sunday in the D. J. Johnson home south of Dimmitt.

Mr. and Mrs. Haskell Robbins were Sunday guests in the Will Henry home.

Messrs. and Mmes. J. T. Rogers and Britt Boyd spent Sunday with their parents near Fortales.

Mr. and Mrs. Buck Williams of Floydada are moving to a farm east of Hereford this week.

Protect What You Have.

Buy Fire Insurance Protection

HEREFORD INSURANCE AGENCY
John McLean, Owner.

Save as You Spend

If You Are Looking for BIG VALUES, HIGH QUALITY MERCHANDISE and LOW PRICES, VISIT

SPROWLS & CRONIN CO.



EGGS

Are Up and Still Rising

For More Eggs, Feed

LAY CHOW

A Purina Product.

Make Layers of Star Boarders

Give Your Chickens a Balanced Ration.

See Us for PURINA Feeds.

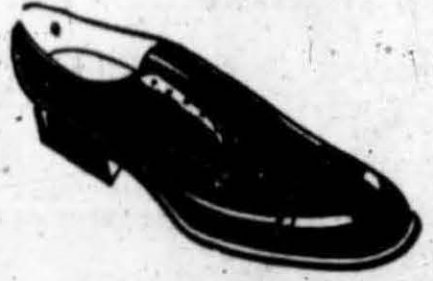
McLean & Pitman

Grain Company

Phone 1. Buy At Home We Deliver.

Men's Shoe Special

For Friday and Saturday
\$1.98



Black calf skin with solid leather soles.
Sizes 6 to 12

Men's Corduroy Work Caps

50¢ 69¢ 98¢



A Real Cap for the Money

Men's Broadcloth Pajamas

\$1.29



Slip Over and Button Styles
Fancy Trimmings

School Girls' Bloomers

Cotton Material
25¢



Assorted Colors
Sizes 8 to 16

MEN'S Pure Thread SOCKS

25¢

Plain and fancy, made of the finest yarn



Airport Helmets

For Boys
25¢
48¢
and
69¢
All sizes



Ladies' and Men's HANDKERCHIEFS

5¢ and Up

Novelty and pure linen Batiste and Swiss



WELCOME SHAMROCK!

There is always some good joke on the Irish, but we're afraid the Irish from Shamrock won't be joking tomorrow

—Anyhow, the Whitefaces are going to try to run their opponents back to the Old Country. And we're for them 100 per cent.
—Fans should be prepared for the game by taking care of their colds—and that's where we come in.

Heed the Red Cross Roll Call.

City Drug Store

Home of Dependable Drugs. Phone 100
Go to Church Sunday



Just Received— a New Shipment of

Bucilla Packages of Stamped Materials

Prices Range from

39¢ to 98¢

- Pillow Cases made of Bucilla Linen
- Finish Pillow Tubing
- Pure Linen Towels
- Pot Holders
- Kitchen Towels
- Luncheon Sets
- Bridge Table Covers
- Bucilla-Tinted Yarn Pictures
- Velvet Pillows

Cross Stitch Linen Mottos with Frames

Buy Early—all will make lovely CHRISTMAS GIFTS

Whitefaces—Beat Shamrock!

WE ARE BACKING YOU

BROADCLOTH SHIRTS

98¢
\$1.25
and
\$1.50

Plain and fancy Patterns
Seven Buttons
Fully Pre-Shrunk

Give Practical Gifts This Christmas



The Hereford Brand
Published Every Thursday at
HEREFORD, DEAF SMITH
COUNTY, TEXAS

MRS. SETH B. HOLMAN,
Editor and Owner.



TELEPHONE 30

NOTICE TO THE PUBLIC
Any erroneous statement upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of errors being given to the editor personally at the office on North Main Street.

Subscribed as Second-Class Matter at the Postoffice at Hereford, Texas, Under the Act of March 3, 1879.
SUBSCRIPTION PRICES:
Zones 1 and 2, per year \$1.30
Zones 1 and 2, six months \$1.00
Outside Zone 2, per year \$2.00
Outside Zone 2, six months \$1.25
Outside Zone 2, four months \$.75

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

Wheat Acreage.

This week's bouquet goes to Deaf Smith county's wheat board. They rendered farmers a great service by succeeding in getting the regional reviewers to allow the county 341,000 acres in the wheat reduction plan.

Original plans of the department of agriculture called for a far lower allowable of wheat land in the county. But long and hard work by the various community committees and finally by the county allotment board and Administrator Doney Reed produced evidence to show that a 15 per cent reduction still left 341,000 wheat acres.

The main benefit derived is that all this acreage will be eligible for future government programs. And the increased allotment money is considerable.

Health and Thanksgiving.

Did you know the primary cause for the first Thanksgiving was health? Neither did we until a recent bulletin from the state department of health proclaimed the fact. Governor Bradford called his pilgrims together to thank God for his mercies after that first year of death and disease.

"We have come a long way since that time in the matter of health," says the bulletin. Yellow fever, plague and cholera have practically ceased to exist. Smallpox, diphtheria and typhoid are classified as easily preventable. Average expectation of life has increased 15 years during the past 50 years.

Maybe it is characteristic of Americans to celebrate this day that originated as a memorial to health by eating to the point of illness.

Messrs. R. E. Grim of Greenfield, Iowa, and G. W. Woodward of Okmura, Wisconsin, came in last week in interest of their land holding in the western part of this county. Mr. Grim stated that 300 acres of wheat was up to a good stand. Mr. Woodward left the first of the week, while Mr. Grim will remain here indefinitely.

The language of the Red Cross is universal.



For Bill Prevention
Have Money

DOES your mail consist of one bill after another?
Aren't you tired of being eternally in DEBT?
You can save and have money, if you will STOP buying things you don't really need... AND
START SAVING REGULARLY NOW

We Welcome YOUR Banking Business

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

By Their Words

What Panhandle Papers Say

Houston Post: What kills a church? Exclusiveness. What kills a town? Exclusiveness. Every church in its beginning is inclusive; rich and poor, learned and unlearned, find it sanctuary, the result of perfect equality. Every town in its beginnings is inclusive; there are no up-ups, and the place grows and flourishes like the proverbial green bay tree. Every nation in its beginning is inclusive; the people are welded together by persecution as are pieces of iron under the blacksmith's hammer. But by degrees distinctions arise; my lady in purple disdain the society of her sister in gingham, and the church begins to fall. By degrees class consciousness gets into the town; it loses its democratic spirit, and the "for rent" signs multiply. By degrees tariff walls are bulged higher and higher; the other fellow's goods are excluded, and the nation is plagued by depression and doesn't know what ails it.—Clarendon News.

There are men whose dry wit is a gem, and Chief of Police John Manning is one of those individuals. Rufe Witherspoon, Manning and I were talking last night when the subject of rodeos and bronc riding came up. Witherspoon said he had had his fling at bronc riding and it isn't a drug-store cowboy's job. "Yes," said Manning, "I've ridden some, but a bucking horse never worries me after the second jump. I just raise up on my elbow and watch him buck."—Jack Hull, Clovis News-Journal.

This is the time of year when fakers, grafters and slickers of various and sundry kinds visit the Plains country. When a harvest time arrives and money becomes more plentiful this section is never disappointed in the visitations of this class of people, and Muleshoe is no exception. There have been plenty of these traveling men with their fake advertising schemes already come to Muleshoe, some of them successfully putting over pet schemes which, in the main, profit no one but the fellow who puts it over. Occasionally, some of these advertising schemes bear merit and are worth while in a measure, but it is a well known fact by business men who know what real advertising is, that 90 per cent of them have practically no value at all. It has always been the policy of the Journal to protect local business men against all unworthy advertising schemes possible, frequently doing so at the expense of its own business. Already this fall the Journal office has turned down more than \$300 worth of business from various fake advertising which it deemed inadvisable for local business men to participate in. The Journal could have used that business very nicely, needed the profit from it, but as a matter of principle refused to be a party to any such graft. Some of these schemes were put over anyway by their patrons, and in some instances liberally patronized by business concerns who unwittingly became the victims of the slickers, but the writers of some of them was done in Muleshoe. The recommendation of the Kiwanis club to appoint a committee to pass upon all advertising schemes presented here before being patronized by local business concerns is a splendid idea and should receive unanimous support. It will mean saving of hundreds of dollars to these business men.—Muleshoe Journal.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, November 28, 1902.)

The editor wondered why, with the facilities for irrigation in this area, farmers did not go in for rice culture.

It seems there had been talk of the Santa Fe re-routing its tracks between Hereford and Amarillo, which would have left Canyon without a railroad. No confirmation of the report could be had by the Brand.

The Brand was congratulating Governor Laabam for his wise choice of Sam F. Dunn as hide and animal inspector for Deaf Smith county.

A line became detached from a horse being driven by Mrs. A. J. Oliver, causing the animal to turn suddenly and throw Mrs. Oliver and baby from the buggy. Mrs. Oliver sustained bruises, the baby escaped unhurt.

The XIT ranch owners had announced that approximately 1,000

acres of land was to be broken out and put into cultivation. Ira Atea was the manager of this property.

Geo. L. Muse had qualified and was sworn in as commissioner of preduct No. 4.

G. W. Dale, Button Griffith, Joe Camp and D. R. Gass were in Kansas City on business.

(From The Hereford Brand, November 22, 1912.)

Albert Rush had just finished installation of pumping equipment for the sixteenth big irrigation well in the Hereford area.

Mr. and Mrs. Bill Smith were here from Plainview visiting relatives.

Dry northers had made ideal weather for duck hunting and the hunters were busy.

Fletcher Rogers was relief baggage smasher, while Mr. and Mrs. McDuff were away on vacation.

J. L. Fuqua was looking after his interests in the Artesa and Pecos territory.

Mr. and Mrs. Nester Gass had returned from a visit in Graham, Dallas and other North Texas points.

Mrs. J. A. Fox had fallen down a stairway, breaking a collar bone.

Geo. Stambaugh, L. W. and W. A. Ricketts, A. W. Gregg and George Beams were enjoying a quail hunt in the Canadian River breaks.

R. G. Sisk was boasting of his splendid strawberry plants, and of the fact that he expected to eat fresh berries with his Thanksgiving dinner.

Then (as now) the editor was having trouble getting announcements of various kinds into the office before press day. Many valuable items had to be left out because they did not reach the office in time for publication.

Black

BY MISS NOBLE M'LEAN

Get highest cream prices at Farmers Creamery Association. 7-10

Several ladies of the demonstration club were present at the party planned by the county agent Friday. The Presley pantry at Black was visited, as were pantries in 11 communities, with 41 registered for dinner at the Syndicate Hotel. This tour was beneficial to club members. Going from Black were Messrs. Tom Presley, Howard Elmore, H. L. McLean, Roy Price, T. L. Hawks, Ray Bennett and Marvel Hawks.

Mr. and Mrs. Howard Elmore have returned from an extended visit in Kansas and Oklahoma.

The school children will present a Thanksgiving program next Wednesday night.

A light shower of rain fell here Sunday evening.

Everyone in the community is working in their cotton and feed. Wayne Kimmins and Bud Barnett of W. T. S. T. C. visited the latter's parents, Mr. and Mrs. E. Barnett, last week end.

John L. Mann of Dimmitt visited in the McLean home Sunday.

The ladies study and social club met with Mrs. Ray Bennett last Thursday. Tolls call, color scheme were given on bedrooms and their furnishing. Mrs. Lloyd Lookingbill demonstrated making beds. Refreshments were served to 14 members. The next meeting will be in the home of Mrs. H. L. McLean with Mrs. Tom Stone of Amarillo as hostess.

F. E. McMurry and family were in Hereford Saturday.

Ervin Welch spent the week end here with his parents, Mr. and Mrs. T. L. Welch.

Miss Lucille McLean and Chas. Hays were on the sick list last week.

Mrs. Tom Stone of Amarillo was a visitor in this community last Thursday.

Pete Nelson of Savoy is visiting in the R. E. Barnett home this week.

Zenus Holly and family of Lakeview visited in the Deaton home Sunday.

Mrs. Lucy Crawford and children of Hereford visited in this community Sunday.

James McLean was a business visitor in Hereford Monday.

Jumbo News

BY EDNA HALL

Take produce to Carl's Gro. If Mrs. Baggott, Mr. and Mrs. Hellingworth and daughter of Wellington visited Mr. and Mrs. L. C. Baggott several days last week.

Messrs. and Misses M. L. Hardy and Will Hall spent Friday night

and Saturday in Portales, N. M. Messrs. and Misses Clyde Renfro and Edwin Mank were Hereford shoppers Saturday.

Mr. and Mrs. J. W. Berry visited in the M. L. Hardy home Wednesday evening.

Mrs. W. L. Hall visited Mrs. E. S. Ireland and Mrs. Boone Whitaker at Hereford Thursday.

Misses B. M. Hines and W. G. Means and children of Hereford spent Friday with Mrs. Ovid Pinckert.

John Hall was an Amarillo visitor Thursday.

Mr. and Mrs. C. D. Pinckert visited in Amarillo Thursday.

Misses B. M. Hines, W. G. Means and Ovid Pinckert visited Mrs. John Hall and Edna Friday.

Mrs. Hoyt Harvel and Bobby Lee spent Friday night in the home of her parents, Mr. and Mrs. McElroy, at Dimmitt.

Mr. and Mrs. Walter Means and daughter of Hereford, Miss Wilhelmina Huseman, Leon Vinton and Jake Huseman of Nazareth visited the W. L. Hall home Sunday.

Mrs. Belle Oxford and son accompanied by Mrs. L. E. Beck left Wednesday for Texarkana to visit. Jumbo school boys basketball team played the Dimmitt boys at Dimmitt Tuesday, with a score of 20-6 in favor of Jumbo.

Mr. and Mrs. C. M. Bell and son of Armistead, N. M., spent Friday night in the J. W. Berry home. Mrs. Bell and son are staying at Hereford, where Chuckie is taking treatment for appendicitis.

Mr. and Mrs. Ullman Hunter, Phyllis and Francis, and Addison Hunter were in Amarillo Saturday.

Mr. and Mrs. W. A. Hunter and Ullman Hunter and family visited in the Kenneth Hunter home near Frio Sunday.

Miss Athalie Wilder spent Sunday with Kitty Oxford.

John Hacker and Bill were Sunday guests in the L. C. Baggott home.

M. L. Simpson and family and Mrs. J. W. Berry were guests in the Finis Hunter home Sunday.

Mr. and Mrs. L. C. Baggott and Betty Jo visited the Ovid Pinckert home Saturday night.

Only 4 years old but in emergency she turns to the telephone



"Doctor, come quick! Baby is awful sick."

ONLY 4 years old, yet she turns to the telephone in time of emergency as instinctively as her mother does.

Your telephone is worth the few cents a day it costs in convenience, in time and steps saved. And, when there is an important call that you must make or receive in a hurry, the value of a telephone often cannot be measured in terms of dollars and cents. May we install one? Get in touch with the business office. Say: "I want a telephone."



SOUTHWESTERN BELL TELEPHONE COMPANY

Mrs. Jesse McGinnis called in the Woolsey home in Hereford Saturday.

John Hardy Wood received a message that his grandfather, J. R. Wood, had died at Ponca City, Oklahoma, Sunday, November 12. Mr. Wood was also an uncle of Mrs. Clem Gilliam. The community extends sympathy to John Hardy and Mrs. Gilliam.

Junior Hines of Hereford visited Billy Hall Sunday.

Miss Elaine Dyer is working in the office of the county judge at Dimmitt.

Mrs. P. H. Dyer and children were Hereford shoppers Saturday.

Miss Alma Ruth Andrews of Dimmitt and Miss Kitty Oxford of Ward spent the week end with home folks here.

Paf Hardy visited in the John Nolan home near Easter Thursday night.

Rev. Howard East will be unable to fill his appointment here next Sunday.

F. L. Pinckert and M. L. Hardy attended court at Dimmitt Thursday.

Mrs. Carol Hunter visited her parents, Mr. and Mrs. W. H. Wikerson, Thursday.

GO TO CHURCH

Prosperity Is Returning

Every indication is that business is improving over the nation and that much better times are ahead.

This bank offers you every safeguard for your funds, and will do all in its power to help bring back prosperous conditions for the people of Deaf Smith County.

HEED THE RED CROSS ROLL CALL

Start a Savings Account Today

The First State Bank

BUY AT HOME

If your motor is hard to start on cold mornings, get Conoco Bronze Gasoline and Conoco Germ Processed Paraffin Base Motor Oil. Instant starting and full protection

At Red Triangle Stations



PHILLIPS UP with PHILLIPS



Phillips 66

Best for your car and pocketbook

No argument about it! Here is the gasoline which has won friends faster than any other in the history of motordom.

It is the gas with every premium quality you need, want, and are entitled to get for your good money in these days of thrift.

As an experienced and observant driver, you can prove for yourself that all gasolines are not alike. Just try one tankful of Phillips 66. You quickly feel the difference... your engine feels it... but your pocketbook doesn't!... Because Phillips 66 costs not a single cent extra. It sells at the price of regular gasoline.

Yet you get honest HIGH TEST—the gravity range this month is 63.5° to 69.5°.

You get HIGHER ANTI-KNOCK—of-

70 OCTANE

GRAVITY

FROM 63.5° TO 69.5°

Official 70 Octane, highest anti-knock value possible at regular price.

You get CONTROLLED VOLATILITY—the scientific method pioneered by Phillips which prevents weather-changes from affecting power, pep, and mileage.

Note that these statements are not vague claims dressed up in high-sounding words. But facts, FACTS backed up by definite figures.

Make sure that you are not passing up far finer performance and actual savings in money, by stopping for gas at the Orange and Black 66 shield.

Phillips 66 is made by the world's largest producer of natural high gravity gasoline

HIGHEST TEST AND anti-knock

at the price of ordinary gasoline

W. FRANK BALL

Is Authorized Agent for

Hereford Brand—Amarillo News


BOTH FOR \$5.00 PER YEAR

Shoppers Want to See What They Buy

—And the more they see the more they want to buy. Light your store and windows well so that your customers may make their selections rapidly.

—Call on us for suggestions that have been found helpful to merchants. We may be able to help you obtain more light from the electricity you are using.

Let Customers See Your Merchandise.



TEXAS UTILITIES CO.

Summerfield News

BY MRS. GUY WALSER

Take Produce to Carl's Gra. at The Home Makers Study club met Thursday, November 16, with Miss Wilma Nell Sikes. After a short business session in which Mrs. J. B. Saunders was elected wardrobe demonstrator, Mrs. Obe Roberson, live at home demonstrator, the junior girls had charge of the interesting program. At the social hour refreshments were served to 12 members and Mrs. Gatewood of Amarillo, and Mrs. N. P. Sikes. The next meeting will be December 7, at Mrs. Britt Clark's, with Mrs. Perry McMinn as leader. The meeting is that in which

new officers will be elected. A light shower of rain fell here Sunday evening.

William and Pat Nell returned to their home at Merkel last week after a visit with their sister, Mrs. B. E. Roberson.

Mrs. Gatewood of Amarillo spent last week with her brother, J. B. Saunders and family.

Mmes. C. R. Walsler, Jim Clark, Joe Kendall and Ky Lawrence were in Amarillo Friday.

J. R. Oglesby spent the week end with his mother at Big Spring.

L. L. Cannon, Mrs. John B. Davis, Joel and Miss Ellen Atchley were in Dimmitt Thursday.

Denson Hill and family of Ford visited the B. A. Atchley home one day last week.

Mr. and Mrs. Wilson Vines, Mrs.

THE STATE OF TEXAS, VS. FRED HEMPSTEAD In the County Court of Deaf Smith County Texas.

On the 1st day of November, 1933, the undersigned having been appointed by the County Judge of Deaf Smith County, Texas to assess the value of certain real estate and damage thereto, by reason of the construction and reconstruction, and opening of State Highway No. 33, upon, across and through certain real estate described in Plaintiff's petition, reference to which is here made, to which real estate the fee simple title is in the said Fred Hempstead and the unknown heirs of the said Fred Hempstead as is more fully set out in said petition of The State of Texas, acting by and through the commissioner's Court of Deaf Smith County, Texas, and we having been sworn to assess said damages fairly and impartially, and in accordance with law, do hereby appoint as the time and place for hearing said parties on the matter, the office of the County Court room in the Court House in Deaf Smith County, Texas, in the City of Hereford, Texas, on the 29th of November, 1933.

And these therefore are notice to said defendants, and each of them, to appear at said time and place at ten o'clock A. M., at the courthouse for the purpose of offering any evidence they may desire as to the amount of damages to be assessed against the State of Texas, and to be paid to the said defendants and each of them respectively, for the right of way and strip of land described in plaintiff's original petition filed with the County Judge of Deaf Smith County, Texas.

Witness our hands this the 1st day of November, 1933.

W. T. WOMBLE
C. R. SMITH
FRANK E. GIVAN.

THE STATE OF TEXAS, VS. W. B. DAVIS, ET AL In the County Court of Deaf Smith County Texas.

On the 1st day of November, 1933, the undersigned having been appointed by the County Judge of Deaf Smith County, Texas to assess the value of certain real estate and damage thereto, by reason of the construction and reconstruction, and opening of State Highway No. 33, upon, across and through certain real estate described in Plaintiff's petition, reference to which is here made, to which real estate the fee simple title is in the said W. B. Davis, and the unknown heirs of the said W. B. Davis as is more fully set out in said petition of The State of Texas, acting by and through the commissioner's Court of Deaf Smith County, Texas, and we having been sworn to assess said damages fairly and impartially, and in accordance with law, do hereby appoint as the time and place for hearing said parties on the matter, the office of the County Court room in the Court House in Deaf Smith County, Texas, in the City of Hereford, Texas, on the 29th of November, 1933.

And these therefore are notice to said defendants, and each of them, to appear at said time and place at ten o'clock A. M., at the courthouse for the purpose of offering any evidence they may desire as to the amount of damages to be assessed against the State of Texas, and to be paid to the said defendants and each of them respectively, for the right of way and strip of land described in plaintiff's original petition filed with the County Judge of Deaf Smith County, Texas.

Witness our hands this the 1st day of November, 1933.

W. T. WOMBLE
C. R. SMITH
FRANK E. GIVAN.

J. R. Oglesby and children visited in Texico Sunday.

J. B. Saunders and family spent the week end with relatives in Amarillo.

Miss Maude Noland was surprised Sunday with a birthday dinner at the home of Mr. and Mrs. L. B. Lookingbill.

Mr. and Mrs. J. A. Moritsky have moved from south of Summerfield to Oklahoma, and Mr. and Mrs. Rule of Frjona have moved to the place vacated.

Mrs. C. H. Churchill is staying in Amarillo with her daughter, Mrs. Jim Florey.

Mr. and Mrs. Sandie of Dawn were guests of Mr. and Mrs. Will Snapp Sunday.

Dean News

BY MARY LOUISE ELSIE FRIEMEL

Arle Dean was in New Mexico Friday and Saturday.

Mrs. Arle Dean and Lucille Harris were in Hereford Saturday.

Donald Robinson spent Saturday night in the Arle Dean home.

Mr. and Mrs. Bennie Fulkerson attended the dinner at the home of Mr. and Mrs. P. L. Luck at Hereford.

Louise Dean spent Saturday and Sunday with Mr. and Mrs. Sowell.

Mrs. Arle Dean and Lucille Harris attended Sunday school and church at Ward.

Edgar Sowell was in Hereford Saturday.

Messrs. and Mmes. Arle Dean and Edgar Sowell attended the Odd Fellows' celebration in Hereford last Thursday night.

Mrs. B. H. Fulkerson was in Hereford Saturday.

There will be a forty-two party at Dean school house Saturday evening, November 25, to which all are invited.

A Bright Light

It will be possible one day to see speech in the form of light, predicts a scientist. We understand that, when that day comes, all caddies will be supplied with smoked glasses.—London Humorist.

THE STATE OF TEXAS, VS. HENRY G. PERT, ET AL In the County Court of Deaf Smith County Texas.

On the 1st day of November, 1933, the undersigned having been appointed by the County Judge of Deaf Smith County, Texas to assess the value of certain real estate and damage thereto, by reason of the construction and reconstruction, and opening of State Highway No. 33, upon, across and through certain real estate described in Plaintiff's petition, reference to which is here made, to which real estate the fee simple title is in the said Henry G. Pert, and the unknown heirs of the said Henry G. Pert as is more fully set out in said petition of The State of Texas, acting by and through the commissioner's Court of Deaf Smith County, Texas, and we having been sworn to assess said damages fairly and impartially, and in accordance with law, do hereby appoint as the time and place for hearing said parties on the matter, the office of the County Court room in the Court House in Deaf Smith County, Texas, in the City of Hereford, Texas, on the 29th of November, 1933.

And these therefore are notice to said defendants, and each of them, to appear at said time and place at ten o'clock A. M., at the courthouse for the purpose of offering any evidence they may desire as to the amount of damages to be assessed against the State of Texas, and to be paid to the said defendants and each of them respectively, for the right of way and strip of land described in plaintiff's original petition filed with the County Judge of Deaf Smith County, Texas.

Witness our hands this the 1st day of November, 1933.

W. T. WOMBLE
C. R. SMITH
FRANK E. GIVAN.

THE STATE OF TEXAS, VS. DE ATLEY ET AL In the County Court of Deaf Smith County Texas.

On the 1st day of November, 1933, the undersigned having been appointed by the County Judge of Deaf Smith County, Texas to assess the value of certain real estate and damage thereto, by reason of the construction and reconstruction, and opening of State Highway No. 33, upon, across and through certain real estate described in Plaintiff's petition, reference to which is here made, to which real estate the fee simple title is in the said De Atley, and the unknown heirs of the said De Atley as is more fully set out in said petition of The State of Texas, acting by and through the commissioner's Court of Deaf Smith County, Texas, and we having been sworn to assess said damages fairly and impartially, and in accordance with law, do hereby appoint as the time and place for hearing said parties on the matter, the office of the County Court room in the Court House in Deaf Smith County, Texas, in the City of Hereford, Texas, on the 29th of November, 1933.

And these therefore are notice to said defendants, and each of them, to appear at said time and place at ten o'clock A. M., at the courthouse for the purpose of offering any evidence they may desire as to the amount of damages to be assessed against the State of Texas, and to be paid to the said defendants and each of them respectively, for the right of way and strip of land described in plaintiff's original petition filed with the County Judge of Deaf Smith County, Texas.

Witness our hands this the 1st day of November, 1933.

W. T. WOMBLE
C. R. SMITH
FRANK E. GIVAN.

WHITEFACES—BEAT SHAMROCK



FOR EFFICIENT EQUIPMENT

The kitchen filled with savory holiday fragrance—the housewife free from the annoyance of working with unwieldy old-fashioned utensils, when equipped with modern aluminum and enamel ware like these.

You will like the American Sunflame Oil Heater. Nothing like it for the farm.

Heed the Red Cross Roll Call

STREU HARDWARE CO.

Buy at Home. Phone 48.

BUSINESS AND PROFESSIONAL ABSTRACTS

The title to your land is vital. Our Abstracts correctly reveal the title.

A. O. THOMPSON ABSTRACT CO.

5 1/2 per cent Federal Farm Loans.

AUDITOR

PAUL S. CORBETT
Accountant and Auditor
Income Tax Service
Office County Court House

AUTO REPAIRS

AUTOMOBILE REPAIRING ACCESSORIES
National, the only guaranteed, money back, tires.

GAS AND OIL
LUBE AUTOMOTIVE CO.
Roy Lusk, across from City Hall on Third Street.

CLEANERS

WEST TAILOR SHOP
MRS. O. F. WEST, Proprietor
Clothes Called for and Delivered.
Phone 385

DAIRY

PRAIRIE DAIRIE
Grade "A" Milk
Sweetmilk, Cream, Buttermilk.
We Deliver Daily.
Phone 166

GAS-OILS

W. J. (Bill) Smith Service Station
Car washing, greasing, tire regaining, 100 per cent Conoco products.
Corner First and Main Sts.
Look for the Red Triangle.

PRODUCE

BROWN PRODUCE
Market Prices for Cream, Poultry, Eggs
Second Street, Hawkins Bldg.

SWAP! Through the WANT-ADS

DIRECTORY INSURANCE

INSURANCE
JNO. H. PATTON
PHONE 48

LUNCHES

THE CHOCOLATE SHOP
Plate Lunches Sandwiches
Cold Drinks, Candies Magazines.

MANOLOGY

Manology - Colon Irrigation
Spinal Adjustments - Vapor Baths
DR. R. E. FERRIS
710 North Main - Phone 346

NURSING

PRACTICAL NURSING
At My Home Or At Yours
23 Years Experience
MRS. A. D. GODWIN
Second door west on Eighth Street, off 25-Mile Avenue.
Telephone 391

PHYSICIANS

DR. T. L. MORGAN
Physician and Surgeon
Above Corner Drug Store
Office Phone 462
Residence Phone 463

WOODWORK

Custom-Made Furniture
Windmill Sections, Sucker Rods, Combine and all kinds of wood machinery parts made and repaired.
D. M. RAYOR
Woodwork. 504 N. Main.

First Baptist Church
 REV. V. M. CLOYD, Pastor.
 Sunday school, 9:45.
 Regular preaching services by the pastor at 11:00 o'clock.
 B. T. S., 9:15.
 Preaching, 7:30.
 Teachers meeting, Wednesday, 7.
 Prayer meeting, Wednesday, 7:45.
 We urge you to come and worship with us. We appreciate the go-to-church movement sponsored in our city by the Lions Club.

St. Anthony's Church
 Sunday mass, 10. sung mass, 11. catechism instruction; Monday, Tuesday, Wednesday mass at 8 a. m. Thursday, sung mass of Thanksgiving at 10:00 a. m. Friday, first Friday of December.
 Four hours of adoration of the Blessed Sacrament begins with sung mass at 9 and continues until Sunday night at 8. Saturday, exposition, beginning at 7. Mass at 9 and adoration of Blessed Sacrament until 8 p. m. as on Friday.
 Thanksgiving celebration begins with sung mass at 10. At noon the Thanksgiving dinner begins, with the ladies of the parish in charge. A program of games will keep the children occupied for the afternoon and the prizes to be awarded will keep them interested.

Assembly of God Church
 This week the pastor has been giving a series of lectures on the signs of the times, which will be concluded Sunday night. Good interest has been shown in the prophetic subjects. The regular services of the church are: Sunday school, 9:45; preaching, 11 a. m.

Christ's Ambassadors, or young people's meeting, 6:30; children's church from 7:15 to 7:30. Preaching services, 7:30. Bible study each Tuesday evening at 7:30, and regular preaching Saturday at the same hour. The public is invited to attend all services.

CHRISTIAN ENDEAVOR
 Christian Endeavor met at 8:30 for a program on Shams and Pretenses. Sincerity, egoism, and can we worship as well out of church as we can in church were the main points of discussion. Rev. Dawson of Canadian met with the group. He is remembered from summer conference at Cota Canyon as he was dean of the conference, and all enjoyed working with him. He brought out a number of interesting thoughts at the close of the meeting on the above topics, which gave all something to think about. All interested are invited to meet with us at 8:30 at the Presbyterian church. The Endeavor is sponsoring the church services Sunday and invites the public and church members to be present, as an interesting program has been prepared.

MRS. BROWN TO HAVE NORTH HEREFORD CLUB
 The North Hereford Demonstration Club will have an all-day meeting next Tuesday with Mrs. Emie L. Brown. Each member is requested to bring a covered dish. There will be a yeast bread demonstration.

Canadian Preacher Here.
 Rev. Fred H. Dawson, pastor of the Presbyterian church at Canadian, conducted services at the Hereford Presbyterian church last Sunday, preaching morning and evening sermons.

Ex-Hereford Folk Meet in California
 A group of former Hereford residents now living in California had a party last week at the home of Mr. and Mrs. Henry Sherman, 2503 Daly Street, Los Angeles.
 Present were Mr. and Mrs. Burrell Mathews, Mr. and Mrs. Jack Cartwright, J. A. Tapp, Vic Bruumley and O. E. Sherman, Jr.



Whitefaces

Get in there and do your stuff. You can win and we know it.

Gulf Service Station

J. C. McCullough, Manager



CLEARANCE SALE
 On All Coats

Make your selection early. Never before have you been able to buy coats of such excellent material and values... undressed at prices.

DRESSES
 Our special group of dresses that we are now offering for the Thanksgiving trade are wonderful values in lovely SILKS and WOOLS. Priced at Only—
\$6.95

Genuine Suede Jackets
 While They Last—
\$6.95

Skirts and Sweaters
 In all fall colors at Special Prices.

HOSE
 Try a pair of our lovely sheer, full fashioned hose at extra low prices—
 Only **79¢**

Dress Up For Thanksgiving.
Fashion Dress Shoppe
 PHONE 188

Watch Out

FOR HIGHER TIRE PRICES

We are expecting an advance in Tires, but we are still selling at these extremely low prices.

	Speedways	Pathfinders
29x4.40-21	\$3.88	\$4.99
28x4.50-20	\$4.33	\$5.40
30x4.50-21	\$4.47	\$5.67
28x4.75-19	\$4.89	\$6.03
31x5.25-21	\$6.37	\$7.97
28x5.25-18	\$5.89	\$7.29

Similar Reductions On All Sizes.

Tire prices ARE LOW. Just compare the above with what you paid a year ago, or two years ago.

BUY AT HOME

Ireland-Beavers Motor Co.
 GOODYEAR DEALERS IN HEREFORD
 301 East Third Street. Phone 383

Go After 'em, Whitefaces!
 WE ARE FOR YOU
 In zero weather you owe your car a decent break. Try our Winter Grade Gasoline—it's different.

Texas Service Station
 GLEN SNYDER



Two Tough Ones
 The Whitefaces
 and
 Welcome, Shamrock!

RICE'S TIRE SHOP



EVERYTHING for THANKSGIVING

Thanksgiving dinner is more than a mere meal; it's an event.

We are prepared, too, with the finest, most appetizing assortment of meats and groceries that you have ever feasted your eyes upon.

And all of these at no advance from our customary low prices.

Go to Church Sunday.

Texas Market & Grocery
 PHONE 353—FREE DELIVERY

OTHERS FOLLOW...

Farmers' Creamery Leads

Today we are paying **20c** for Cream
 Last week it was **17c** per pound

A MESSAGE TO THE FARMERS

We want farmers of the Hereford area to know that the FARMERS' CREAMERY was established for the purpose of providing a local outlet for cream and it will continue, under private ownership, to furnish that market and to keep the price up.

New economies in the operation of the plant and better marketing facilities have enabled us to raise the price of cream, and we are glad to pass this profit on to you without an increase in our profits.

We do not have to pay agents' commissions or transportation on cream as the outside buyers do; therefore we are able to give the higher price.

Naturally other buyers will meet our price—they have to in order to get any cream. Buy remember—The Farmers' Creamery is responsible for your getting top prices for your cream.

(Signed):
 S. B. WALKER,
 S. O. WILSON,
 HERMAN SCHULZ.

IMPROVED MARKET FACILITIES have made it possible for us to get a better price for CREAM O' PLAINS BUTTER and we are passing the profit on to the farmer in higher cream prices. The FARMERS' CREAMERY is still a home owned, home operated institution and it holds the welfare of its patrons above everything else.

CREAM PRICES IN HEREFORD TOP THE MARKET because the Farmers' Creamery keeps the price up, forcing agents of outside companies to pay the top price in order to get the cream.

THE FARMERS' CREAMERY was organized for the purpose of furnishing a home market for cream and to keep the price up. It has always done that and will continue to do it. We are blazing the trail in this latest price raise.

OTHERS WILL FOLLOW—BUT FARMERS' CREAMERY LEADS

Hereford, Texas **FARMERS' CREAMERY** ASSOCIATION, Inc. Phone 680

Fine Foods LOWER PRICES

Friday and Saturday
S-P-E-C-I-A-L-S

- SUGAR, 10-pound cloth bag ----- 51¢
- COFFEE, Maxwell House, pound ----- 29¢
- PUMPKIN, No. 2 can ----- 9¢
- SPINACH, Medina, No. 2 can ----- 10¢
- SORGHUM, East Texas, gallon ----- 59¢
- COCOA, Mother's, best for hot cocoa, No. 2 can ----- 27¢
- MACKEREL, finest quality, best buy, 2 cans ----- 17¢
- JELLO, any flavor ----- 6¢
- PEACHES, yellow cling, sliced, No. 10 can ----- 38¢
- CORN FLAKES, good, crispy Jersey, box ----- 10¢
- PEANUT BUTTER, White Swan, quart ----- 29¢
- WALNUTS, pound ----- 18¢
- PEARS, Bartlett, No. 10 can ----- 38¢
- SOAP, laundry, large, unwrapped, 6 for ----- 21¢
- SALT, Morton's Sugar Curing, 10-lb can ----- 90¢

YOUR TRADE ALWAYS APPRECIATED

CARL'S CASH & CARRY GROCERY

S. E. CONE Grain & Seed Co.

OUR PRICES ARE ALWAYS RIGHT

Will pay you to see us before selling.

All kinds of grain bought and sold.

PHONE 576

DAILY and SUNDAY

TEXAS' LEADING NEWSPAPER

\$6.60
One Year By Mail

What Will Congress Do?

Extraordinary powers were placed in the hands of President Roosevelt before Congress adjourned in the summer of 1933. The next regular session promises unusual measures, whether of help or hindrance remains to be seen. The News has the facilities of Associated Press, United Press and North American Newspaper Alliance. These would be sufficient for most newspapers, but not for The News which maintains its own staff of correspondents. The News is the only paper in the Southwest with its own Washington bureau, being represented by Mark Goodwin, outstanding correspondent on national affairs.

Bargain Offer for mail subscriptions to The Dallas News at this time is only **\$6.60** daily and Sunday one year. Your local Dallas News agent is authorized to quote you this rate. Without Sunday, the cost is **\$6.25**. The large Sunday edition sells for ten cents a copy. Order both daily and Sunday.

The Dallas Morning News

THE DALLAS, NEWS, COMPLIMENTARY
Dallas, Texas.

Without obligation on my part, mail me postpaid the next three issues of The Dallas News.

Name _____
P. O. _____
R. F. D. _____ State _____

Progressive News BY OLIVE PERKINS

Mr. and Mrs. Owen Neel and sons spent Sunday with her mother, Mrs. Vicks. Her sister, Mrs. Lenox and family of Roy, N. M., also visited the Vick home Sunday.

Mr. and Mrs. W. P. Caraway have moved to the Graham place northeast of Progressive.

Mr. and Mrs. Orpha Click and son were in Lubbock Thursday.

Horace Hershey and family visited in the Ray Hershey home last week, leaving for their new home in Abilene Sunday.

F. D. Perkins and Miss Ollie called in the Henry Wedel home Sunday afternoon.

There will be a dinner at the school house Thanksgiving Day at noon and during the afternoon a program will be given.

J. E. and Forbes Blakemore of Summerfield called in the Blakemore home Wednesday afternoon.

Mr. and Mrs. Clyde Russell of Berger visited their parents, Mr. and Mrs. W. C. Russell, Tuesday and Wednesday.

Mrs. Carl Donovan was taken to an Amarillo hospital Monday.

Harold Conklin of Hereford is visiting his grand parents, Mr. and Mrs. Ray Hershey.

Progressive boys went to Dawn last Friday afternoon and were defeated in a baseball game.

Miss Leatrice Benson spent Saturday night with Mr. and Mrs. J. N. Benson at Frio.

Ira Jeanne Ricketts visited Odessa-Cockrell at Hereford Saturday night.

Mr. and Mrs. Mills and daughters of Amarillo called on her brother, E. J. Blakemore and family, Sunday afternoon.

Glenn Ricketts spent Friday night with his grand parents, Mr. and Mrs. W. A. Ricketts, and went duck hunting Saturday.

Mr. and Mrs. Haskell Benson visited his father, J. N. Benson, Sunday.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

The club met with Mrs. C. P. Caldwell and Eunice Wednesday, with all members but two present. Three visitors were there, Mrs. Carl Donovan, Edwards and Taylor. The next meeting will be on Tuesday, November 28, and will be with Mrs. A. S. Higgins.

Progressive News BY OLIVE PERKINS

Progressive came over and played the local boys, and were defeated 28 to 22.

The play, "The Siskim County Store," and two negroes, Lassus and January, were presented Friday night at Literary Society.

Messenger News BY MISS EUNITA WILLIAMS

Take Produce to Carl's Gro. at Mr. and Mrs. Carl Darnell of Dallas are spending a few weeks with her cousin, Mrs. P. O. Rasberry, and her aunt and uncle, Mr. and Mrs. H. R. Lee.

Mrs. L. M. Williams, Eunita and Estelle and Jimma were in Frio Wednesday.

Mrs. F. C. Walker was leader at singing Sunday night.

Mr. Pinkerton of Elk City, Oklahoma, is spending a few days in the home of his daughter, Mrs. R. J. Coleman and family.

Jimma Williams who has been spending the past two weeks in the home of his parents, Mr. and Mrs. L. M. Williams, left Friday for his home in Cameron, New Mexico.

Mrs. L. M. Williams and son were shopping in Hereford Thursday.

The Armistice program was enjoyed by a large number Friday, November 10. There will be a Thanksgiving program at the school house Friday night, November 24.

The program will be put on by the P. T. A. and Literary Society. You are invited to come.

Leonard Ware spent the week end with his brother, Warren Ware and family.

Mrs. E. M. Green and son, Elwyn, moved to Homestead Monday to stay a few weeks while Elwyn is under eye treatment.

Mr. and Mrs. R. Lee Howard and children spent Sunday in Dimmitt with Mrs. Howard's mother.

There were not many at Sunday school Sunday. Rev. Harrison of Hollene will preach at the school house Sunday, November 26, at three o'clock. Visitors are always welcome.

Ford Doings BY LA VERNE MANN

Get highest cream prices at Farmers Creamery Association. 7-11

Sunday school and singing were not attended as well as usual last Sunday.

Mr. and Mrs. H. M. Benson and children and Mrs. Park attended church at Vega Sunday.

Mrs. J. N. Straub and son were in Amarillo on business Thursday.

Those from Ford who attended the Bippus siding convention were Mr. and Mrs. D. S. Larson and children, Mr. and Mrs. H. D. Hill and sons, Mrs. D. B. Mann and daughters, LaVerne and Enna, and Clyde and George.

Mrs. Mitchell and children of Amarillo spent Saturday night in the R. W. Stephens home.

Everett Wiseman of near Vega called on H. M. Benson Sunday afternoon.

The George Larson family spent Sunday visiting in Vega.

T. E. Kennedy left Sunday for Clinton, Oklahoma, after an extended visit here with his daughter, Mrs. D. S. Larson.

J. J. Gordon of Amarillo was here visiting Sunday.

Mrs. Jackson and sons made several business trips to Amarillo last week.

G. D. Dennis returned home last Saturday from Post.

Mrs. Luna Jacobs and Mr. and Mrs. Durard Vernon and baby were Hereford visitors Friday. Miss Angle Jacobs returned home with them to spend the week end.

D. B. Mann and son, Clyde, made

When suffering with piles use Zimmerman's Wonder Salve. For pyorrhea, colds, kidney pains get Pine Oil. Sold and guaranteed at Close and Quality Drug Stores.

Miss Vera Crawford of Canyon visited her sister, Mrs. H. H. Miller, Sunday.

The boys ball team from Pro-

gressive came over and played the local boys, and were defeated 28 to 22.

The play, "The Siskim County Store," and two negroes, Lassus and January, were presented Friday night at Literary Society.

Take Produce to Carl's Gro. at Mr. and Mrs. Carl Darnell of Dallas are spending a few weeks with her cousin, Mrs. P. O. Rasberry, and her aunt and uncle, Mr. and Mrs. H. R. Lee.

Mrs. L. M. Williams, Eunita and Estelle and Jimma were in Frio Wednesday.

My Favorite Recipes by Frances Lee Barton



If some of the fruit crops have not been so good this year, you may be disappointed at not having a full jam cupboard. But don't be discouraged at the great open spaces in your jam shelves. Accept the challenge and fill in those empty spaces with jams made of dried and canned fruits with the modern short-boil way with bottled fruit pectin. The rich fruit fragrance is retained in the jam and is not boiled away. You will get more jam to each pound of fruit as well.

Dried Prune Jam

4 cups (2 lbs.) prepared fruit; 1 cup (1/2 lb.) sugar; 1 bottle fruit pectin.

To prepare fruit, add 3/4 cups water to 1 pound prunes. Cover and let stand 4 hours or overnight. Then simmer, covered, 30 minutes. Drain fruit and remove pits; grind or chop fine and mix with juice. Add juice of 1 lemon.

Measure sugar into large kettle. Add prepared fruit, filling up last cup with water if necessary. Mix well and bring to a full rolling boil over hottest fire. Stir constantly before and while boiling. Boil hard 1 minute. Remove from fire and stir in bottled fruit pectin. Skim, pour quickly. Paraffin hot jam at once. Makes about 11 glasses (4 fluid ounces each).

Dried Apricot and Pineapple Jam

4 cups (2 lbs.) prepared fruit; 1 cup (1/2 lb.) sugar; 1 bottle fruit pectin.

To prepare fruit, add 3/4 cups water to 1/2 pound dried apricots. Cover and let stand 4 hours or overnight. Then simmer, covered, 30 minutes. Drain fruit, grind or chop fine, and mix with juice. Crush well or grind 1 medium fully ripe pineapple, or use 1 No. 2 can crushed pineapple.

Measure sugar into large kettle. Add prepared fruit, filling up last cup with water if necessary. Mix well and bring to a full rolling boil over hottest fire. Stir constantly before and while boiling. Boil hard 1 minute. Remove from fire and stir in bottled fruit pectin. Skim, pour quickly. Paraffin hot jam at once. Makes about 11 glasses (4 fluid ounces each).

Canned Pineapple Jam

2 cups (1 lb.) prepared fruit; 3/4 cup (3/8 lb.) sugar; 1/2 bottle fruit pectin.

To prepare fruit, use 1 No. 2 can of pineapple. Crush or chop fine. Juice of 1 lemon may be added, if more tart jam is desired. For Pineapple Mint Jam add ground mint leaves and while boiling.

Boil hard 1 minute. Remove from fire and stir in bottled fruit pectin. Skim, pour quickly. Paraffin hot jam at once. Makes about 11 glasses (4 fluid ounces each).

Pineapple Mint Jam

2 cups (1 lb.) prepared fruit; 3/4 cup (3/8 lb.) sugar; 1/2 bottle fruit pectin.

To prepare fruit, use 1 No. 2 can of pineapple. Crush or chop fine. Juice of 1 lemon may be added, if more tart jam is desired. For Pineapple Mint Jam add ground mint leaves and while boiling.

Boil hard 1 minute. Remove from fire and stir in bottled fruit pectin. Skim, pour quickly. Paraffin hot jam at once. Makes about 11 glasses (4 fluid ounces each).

RESULTS from



When suffering with piles use Zimmerman's Wonder Salve. For pyorrhea, colds, kidney pains get Pine Oil. Sold and guaranteed at Close and Quality Drug Stores.

Miss Vera Crawford of Canyon visited her sister, Mrs. H. H. Miller, Sunday.

The boys ball team from Pro-

gressive came over and played the local boys, and were defeated 28 to 22.

The play, "The Siskim County Store," and two negroes, Lassus and January, were presented Friday night at Literary Society.

Take Produce to Carl's Gro. at Mr. and Mrs. Carl Darnell of Dallas are spending a few weeks with her cousin, Mrs. P. O. Rasberry, and her aunt and uncle, Mr. and Mrs. H. R. Lee.

Mrs. L. M. Williams, Eunita and Estelle and Jimma were in Frio Wednesday.

Mrs. F. C. Walker was leader at singing Sunday night.

Mr. Pinkerton of Elk City, Oklahoma, is spending a few days in the home of his daughter, Mrs. R. J. Coleman and family.

Jimma Williams who has been spending the past two weeks in the home of his parents, Mr. and Mrs. L. M. Williams, left Friday for his home in Cameron, New Mexico.

Mrs. L. M. Williams and son were shopping in Hereford Thursday.

The Armistice program was enjoyed by a large number Friday, November 10. There will be a Thanksgiving program at the school house Friday night, November 24.

The program will be put on by the P. T. A. and Literary Society. You are invited to come.

Leonard Ware spent the week end with his brother, Warren Ware and family.

Mrs. E. M. Green and son, Elwyn, moved to Homestead Monday to stay a few weeks while Elwyn is under eye treatment.

Mr. and Mrs. R. Lee Howard and children spent Sunday in Dimmitt with Mrs. Howard's mother.

There were not many at Sunday school Sunday. Rev. Harrison of Hollene will preach at the school house Sunday, November 26, at three o'clock. Visitors are always welcome.

Get highest cream prices at Farmers Creamery Association. 7-11

Sunday school and singing were not attended as well as usual last Sunday.

LET US Bear the Burden of Your



DON'T LET THE THOUGHT OF the weekly washing hung like a millstone about your neck. At trifling cost you can banish this periodic nightmare.

HOW? Simply let the Hereford Laundry do it. Our scientific process, prompt delivery and low prices are a triple reason.

Send Your Dry Cleaning and Laundry to Us. PHONE 298 and Ask for a Driver.

HEREFORD LAUNDRY AND DRY CLEANING CO.

Help the Red Cross

—Was the thought of the Packard Milling Company when they installed their new improved WHEAT WASHER and CLEANER. This indicates that Packard Milling Company is keeping abreast of the times and in many instances just a step ahead of the other fellow. Use your home product because it is now as good and pure as any flour on the market.

PURITY

—Was the thought of the Packard Milling Company when they installed their new improved WHEAT WASHER and CLEANER. This indicates that Packard Milling Company is keeping abreast of the times and in many instances just a step ahead of the other fellow. Use your home product because it is now as good and pure as any flour on the market.

EXCHANGE

48 pound sack of 100 per cent pure washed flour for 100 pounds of good milling wheat. Remember the wheat you bring here on exchange must be your own raising.

PACKARD MILLING COMPANY,

On Main Street, Across the Santa Fe Tracks. Phone 29

Keep On Doing Your Part! Support Your NRA Pledge!

NRA MEMBER

WE DO OUR PART

BUY NOW—PAY NOW

YOU, like millions of other loyal citizens, proudly display this emblem—the Blue Eagle of the NRA. You have signed the Consumer Pledge and intend to do your part.

You want to "see it through"—so do the merchants and professional men of this community who have pledged their support of the NRA.

You can do your part—and help them to do their part—by buying now and paying now. Buy now—every purchase means more work for someone. Pay Now—pay up your past due bills.

Then use your credit to buy now—the things you actually need but have been doing without.

Buy Freely and Pay Promptly—That's the Way to Better Times.

Business Men's Association

MRS. D. H. ROSS

Local Affiliation of the NATIONAL RETAIL CREDIT ASSOCIATION

Here's the NEW

Coleman

Easy-Glide

AUTOMATIC ELECTRIC IRON

Light Weight, 3 1/2 Lbs. Full Size, 1000 Watts

No bearing down, no heavy pushing and pulling. The extra heat does the work of extra weight. All you have to do is to guide the new Coleman Easy-Glide and it gives you beautiful work, quickly done. Heat automatic and adjustable.

Saves up to 40% on current cost.

STURDY, ACCURATE, LONG-LASTING THERMOSTAT

DEPENDABLE, LONG-LIFE HEATING ELEMENT

Graceful in design. Finished in super chromium plate.

STREU HARDWARE CO.

MEAT SALT

Fresh shipment of Morton's Sugar Curing

SMOKE SALT

Ready for use—nothing to add—makes meat curing easier—quicker—surer—safer.

Morton's Sausage Seasoner

for poultry dressing—meat loaf—roasts and other foods.

Just-Right Egg Mash

makes hens produce to their maximum capacity because it is a scientifically balanced ration and freshly mixed every day.

WE BUY PRODUCE

West Texas Feed & Seed Company

Phone 265. Prompt Delivery Service.

Buy at Home

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

STUDENT COUNCIL

The Student Council has not as yet got fully under way. At the first meeting, Mr. Hudson tried to impress upon the minds of the members the responsibility placed upon them.

The new organization tasted its first dose of power when the Pep Rally was decided upon. It is feared that the dose was rather bitter, as there was much criticism. However, the members wish to thank the student body for cooperating in their first effort.

PEP CLUB

The Pep Club girls have had a ball time to worry about, they seem to have taken a new hold on them. They had their second Thursday night meeting (not counting the first) last Thursday. May be they were celebrating the disappointment of not getting to go to Happy, who knows?

The Pep Club met Thursday night in the gym at 7:30. The girls voted to continue night meetings throughout the winter. The club is to have only two meetings a month, one for business and the other a "get together."

Everyone seems to have a mania for talking out of turn. These pep meetings sometimes turn out to be shouting contests. Nevertheless, there were a few things discussed. It was decided to let those members graduating this year be honorary members next year. Many brilliant plans were introduced as to how to earn money.

A new plan was adopted for electing yell leaders next spring. Catherine Shelton suggests that a certain person known as "Dixie" would make an excellent leader. What do you think?

A program committee was selected to act throughout the year. On this committee are Sallie Gilbreath, Irene Knox, Helen Danforth and Barbara Rucker. Do not be misled if the Pep Club presents an unusual production in assembly some of these days. They have planned to do wonders in every way imaginable. Who knows but what they may some day adopt the belt line of some similar contrivance to entertain the gentlemen visitors—or may be bests would describe them better.

All the squad went to Canyon. Though it is late to say it, they were really proud of the team and most of them attended the rally at home to show their gratitude. If it were only possible to win the Canyon game every year!

GIRLS GLEE CLUB

The Girls' Glee Club has been working all year, but until now have not felt the need of officers. They decided that they needed a secretary to carry on the correspondence and as it is the customary thing to have a president, vice president and reporter, where there is a secretary, they elected the following: President, Leona Tiedel; vice president, Beatrice Lawrence; secretary-treasurer, Elizabeth Ireland, and reporter, Elizabeth Spradley.

Don't think that the secretary is the only officer which they need, because they need all of them to make this year a success, and the Glee Club is sure that all the officers are going to do their part to make it successful.

LITTLE THINGS COUNT

Last Tuesday was a day of suspense for pupils, and most probably for the teachers of Hereford. At least, Mr. Dillebeck had to bear a strained expression.

However, in spite of the despair, he may have caused the school, E. E. Chamness, state inspector, left it something to think about. He talked in assembly on "It's the little things that count."

By clear and practical illustrations, he convinced the school that little things do count and often have much more influence than one would suspect. He told of a jumper who lost a contest through smoking too much. He was undoubtedly a better jumper than his opponent, except for this one seemingly unimportant thing.

He told of an experience of his own, where he failed to choose a young man as a teacher because he misperceived a permanent in a letter. A small thing, yet it meant a great deal.

His address really made an impression because one can hear different students saying, "It's the little things that count," whenever they want to climax a point in argument.

WHO'S WHO

Some of you have probably wondered who are some of the prominent students of our school. Well, here are a few of them:

Kermit Wilson is Senior president and boss of the Cowhands. Mrs. Kate Brotherton is a studious Senior and an efficient secretary for them.

Joe Huckert is our good-natured mascot. Sallie Gilbreath is editor of our paper and one of the pep leaders. Don Atherton is pep leader for Cowhands and is Sallie's shadow.

Troy Carmichael is president of the Athletic Association. Betty Jones and Lois Carmichael are representatives for the Seniors in the Student Council.

Elizabeth Ireland is exchange editor and president of the Girls' Reserve. Wayne Evans is Junior president and member of the band.

Bill McLean should be the pride of the Juniors. He takes five subjects, and last six weeks made four A's and one B on his card. His record on the football team is good, too.

H. D. Blythe and Richard Baker are captains of the football team. Jim Kirby and Ruth Smith are able Junior representatives of the Student Council.

Ruth Smith is secretary of the band. L. B. Russell, Buddy Sowell, L. W. Carlyle, Carl Howard, Jim Kirby, G. R. Hodges and J. W. Cockrell are some more Juniors who play on the football team.

Basil McKinley is president of the H. Y. S. A. Marvin Thomas is president of the Senior H-Y.

Wilbur Womble is president of the Sophomores. Odessa Long, Phileen Arthur and Velma Smith represent the Sophs in basketball.

LaNelle Schethagen and Alva Vernon are two studious Sophs. Helen Danforth is the secretary for the Sophomores.

Francis Harris is the Freshman president. Virginia Lee Hussey and Billy Smith are Freshman representatives to the Student Council.

Gertrude Wilson and John Williams are Sophomore representatives to the Student Council. W. F. Thurmond, R. A. Daniel and Wilbur Bengt represent the Freshmen on the football team.

George Conkila is Junior H-Y president. Some of you have made the librarians' lives miserable some time or another. Our librarians are Peggy Valentine, Bonnie Jean Smith, Clinton Jackson, Mrs. Kate Brotherton, Sidney Fuller, Elizabeth Bowman and Theda Lon Wilson.

ASSISTANT EDITOR.

HAVE YOU HEARD THIS ONE? Pete Garrett was seen over the week end with an ex-senior. Pete, you still have it had, haven't you?

There's another pair in school that is getting to be well known. This is the Walker-Harris case. Some people seem to have a liking to try blackmail. John McGowan by saying that they will tell Virginia Carlyle, John, don't let them abuse you.

L. W. Carlyle has been seen a great deal with Phyllis Whitsett lately. L. W., whose ring have you been wearing?

Someone was telling about how cold H. D. Blythe got on the night of the Hereford-Canyon game. Is it the truth, H. D.?

Donald Hicks, don't you know it's very naughty to keep other people's possessions? You'd better return it.

ASSISTANT EDITOR.

ENGLISH IV B Sidney says that a lantern gives of a repugnant odor.

It seems that science club pledges were fellows of Diogenes, hunting for truth, which is science. You can judge for yourself why Berry Orr had his lantern lighted during the seventh period English IV class. It remained lighted until Miss Crawford also discovered that lanterns have a repugnant odor.

Longfellow has tried to be poet laureate of England for the last few years. If anyone doubts this statement he might see the editor-in-chief. She saved the day with this information when nobody knew his lesson in the English IV B class.

The assistant editor also added to the class' store of knowledge with the interesting statement that poets are not people.

Sometimes this English class is both enlightening and entertaining. Just ask the members. BAB

JUNIOR PARTY

Saturday night, November 11, the Juniors were entertained in their first social of the year. The party was called at 7:30 and was held in the gym, with 28 Juniors attending, and if there is a doubt in the mind of anyone as to whether or they had a good time—just ask one of them.

The first game was Texas Grunt, a mixing game in which the person nominated "it" is blindfolded and given a pole. The rest of the contestants joined hands, forming a ring around the person blindfolded, and moved around him, stopping at his bidding. When the circle stops moving he gropes with his pole until he hits someone in the ring. This person is then requested to grunt, and the one who is "it" guesses who the person is by his grunts. Other games, such as Magpie and Jugs, and Three Deep were enjoyed. Group games and songs, such as Miller Boy and Old Joe Clark, were indulged in until everyone was willing to sit on the bleachers and play Coffee Pot.

In this game, the person named as "it" goes outside while the rest choose a verb denoting some kind of action, such as play, run or fly. When the verb has been chosen, the one who is "it" is requested to come in and endeavor to discover what verb has been chosen by asking the members of the audience he may question concerning it that he may choose. When the next has been guessed, the person revealing it is then "it." The word coffee pot was substituted by the one was "it" for the verb in asking questions. During this game, certain interesting facts were brought out. It was made quite clear by Mrs. Hopkins that Mr. Hopkins had "coffee potted" once too many times. "Coffee pot" in this instance meant "dating." When "mugging" was chosen, Miss Carlisle said she had coffee potted, but not under that name. For further facts and synonyms concerning "coffee pot" see Wayne Evans. Mr. Evans is also suggested as a reliable source for complete meaning of the expression "tea kettle," which was coined by him.

At about 10:00 o'clock refreshments of doughnuts and apples were served, and the party was dismissed, thus giving everyone an opportunity to go straight home. BM

COWHANDS

The Cowhands have assumed a new idea of life. The group has decided to give some programs. On November 27 the Cowhands are going to give a view of a typical Cowhand meeting. This program will be part of the inflation which really happens December 1. On that night the organization will put on a show in front of the Corner Drug Store. Everyone is cordially invited to see these two extraordinary shows.

The boys are also dividing into groups under Walter Seed, chairman; R. A. Daniel, L. B. Russell and Boss Kermit Wilson. Under these captains they are going to have a basketball tournament. The losers are to give the winners a "feed." Be sure and see these initiation shows, November 27 and December 1. SNF

INTRODUCING A TEACHER Miss Julia E. McCown, new home economics teacher, is a graduate of C. T. A. Denton. She enjoys Hereford and its residents very much and we, as the student body, most compliment the school board for its good taste in selecting her as a teacher.

Miss McCown is a native of Wood county. She was graduated from the Mineola high school in 1930, and attend C. T. A. and received her B. S. degree in three terms. She earned a Smith-Hughes vocational home economics certificate. Although Miss McCown has been here only a month, she enjoys our town very much, and says: "Hereford residents are as hospitable and friendly as any I know of." She enjoys teaching in our high school just as much. She likes the proposed plan of a student council and thinks that if the students can govern themselves the school and community will see a change for the better.

Miss McCown's vivacious and prepossessing personality charms the entire student body. She is always in the best of moods and willing to help some discouraged student. Again we wish to express our appreciation to the school board for its excellent choice for a home economics teacher and a friend. TIAW and BB.

SENIOR H-Y

Last Wednesday the H-Y met once more. After a little business, the program was turned over to Berry Orr, Jr. He drew a few sketches, one being of some boys (names not given) crawling under a barbed wire fence with the booming of a gun in the background. We wonder who it could have been. He next sketched a view of someone with an eye-glass and a little black mustache.

Next on the program was a choice selection of piano music by our radio artist, Joe Huckert, though as yet he has never seen a microphone. Joe also sang his own version of "Happy Days Are Here Again." We wonder if it were his own composition or another's. After a closing song we dismissed for two weeks, due to six-weeks examinations. HP

SUB-FRESHMEN

November 15 the Sub-Freshmen had their first class meeting. Mary Jane Morgan was elected president. Ray Buckner vice president. Elsie Mae Wilkins, secretary, and treasurer, and Henrietta Frita reporter. They have not finished their election of officers yet, but hope to finish at the next meeting.

Miss McCown is the sponsor. Our first meeting was held in the home economics room.

Are You An Asset or Liability? There are two kinds of students in the school: those who are constantly destroying property, character or ideas; and those who are building up these things. Which are you? Do you mark on the desks, delight in slinging ink, wipe lip stick on the dressing room walls and in other ways cause detriment to everything you meet? If you do, you are the type who is a liability to the school. Why not be an asset? Take a little pride in bettering things around you?

The Cowhands were a good example of constructive citizenship Halloween. Instead of generally tearing up the town, they guarded the school houses to keep other people from mischief. That was good philosophy, Mr. Wilson. The best way to keep a person out of mischief is to have him watch some one else.

Let's all try to be worth having around. If we would, we'd have the best school yet. EDITOR.

JUNIOR GOSSIP

Of course it's none of our business, but we wonder how much Carl Howard knew before he got got.

We'll leave it up to you: Which sounds the best, "Jerry" or "Vivian" Huckert?

Dennis Baker killed a goose at 40 yards and is now known as "40-yard Hoople." Who held the gun, Dennis?

It sounds strikingly singular to us when every vote cast for Jim (Mabel) Kirby as junior representative to the student council was of female origin. Jim won, though. It is said that everyone has his double. We wonder if Mr. Dillehay has seen his.

We want to know who got Dennis Baker's pink sock. It is rumored that Wayne Evans was forced to advertise for a date. Not slipping, are you, Wayne? BM

H. Y. S. A.

The H. Y. S. A. held its regular meeting Tuesday afternoon in the chemistry laboratory, at 4:00. Elmo Hicks and Ted Clancy were voted into the club as new members. The members of the club are happy to have them and extend to them a hearty welcome. Along with good news comes bad news. We are sorry that it was necessary for us to accept the resignation of one of our active members, E. C. Cummins. At his resignation, it became necessary that the club elect a new reporter, therefore Odelle was elected reporter.

The members of the science club are proud to announce that the club has been accepted into the Students' Science Club of America, as club No. Seven of Texas, and No. 112 of the United States. We are the baby club of this association, and are proud of it.

An interesting program was given by Sidney Fuller and Avis Matthews. They gave a history of the Students' Science Club of America, and read some letters from member clubs.

These letters were then discussed in general discussion until five o'clock, when the meeting adjourned until next Tuesday. LOP

Delicious for the THANKSGIVING TABLE

SPECIALS THAT WILL MAKE YOU TAKE NOTICE

SUGAR	49¢	POST TOASTIES	11¢
Ten Pounds		Package	
SOAP	29¢	SYRUP	59¢
Big Four, 10 bars		Pure sorghum, gallon	
MEAT SALT	85¢	CLEANSER	5¢
Morton's or Old Hickory, 10-lb carton		Sun-Brite or Light House	
HY-PRO	14¢	MEAL	23¢
A real clothes bleach, quart bottle		Hereford, 10 pounds	
SPUDS	14¢	COOKIES	12¢
White, 10 pounds		Fig Bars, 1 pound	
COCOANUT	21¢	WALNUTS	19¢
Loaf threaded, bulk, pound		California Emeralds, pound	
COMPOUND	59¢	BEANS	25¢
Mrs. Tucker's, 8-lb carton		Pinto, five pounds	
COFFEE	27¢	PEPPER	6¢
Peaberry, good quality, bulk, 2 lbs		Black, regular 10c can	
PEAS	29¢	PEAS	12¢
No. 3 1/2 can, two for		No. 2 can	
OATS	12¢	CRACKERS	21¢
Brim-Full, large package		Two-pound box	

Fruits and Vegetables

APPLES	21¢	LETTUCE	5¢
Fancy Delicious, dozen		Nice California, head	
LEMONS	23¢	CELERY	9¢
Large, Sun-kist, dozen		Wrapped, bunch	
ORANGES	15¢	ONIONS	15¢
288 Size, dozen		Dried, five pounds	

Whitefaces—Down the Irish!

Frank's CASH Grocery

FRANK RICHARDS, Proprietor.

Bring Us Your Eggs—Market Price.

BUY AT HOME

Come Give Us a Trial.

Phone 117—We Deliver



Tuesday, Nov. 28

I will sell at public auction my entire herd of dairy and stock cattle, located at my farm seven miles north and five miles west of Hereford. SALE BEGINS AT 1:30 P. M.

- 55—HEAD OF DAIRY AND STOCK CATTLE
 - 4—Jersey and Whiteface cows, age 4 to 6, averaging 3 1/2 gallons of milk now.
 - 2—Holstein cows, age 2 and 3.
 - 1—Holstein cow, age 6.
 - 13—Jersey cows, age 3 to 6, giving milk now.
 - 1—Roan Durham cow, age 2, milking.
 - 5—Two-year-old heifers, fresh soon.
 - 9—Yearling heifers.
 - 3—Yearling steers.
 - 12—Small calves.
 - 1—Three-year-old Durham bull.
- If you need a good milk cow, you will have no trouble in selecting just what you are looking for in this offering.
- There will be other livestock, including a number of good pigs.
- If you have anything you want sold, bring it with you.

Household Goods

- 1—Silvertone phonograph and records.
- 1—Duofold.
- 1—Five-burner oil stove.
- 1—Organ.
- Numerous other items.

IT WILL BE TO YOUR INTEREST TO ATTEND THIS SALE.

JIM BLAGG, owner

TERMS—CASH

MILES ROBERSON, Clerk.

COL. RAY BARBER, Auctioneer.

Heat With Gas For Convenience-Comfort-Economy



See A Dealer Who Displays This Symbol

LOOKING FOR A NEW APARTMENT? TURN NOW TO THE WANT ADS

West Texas Gas Co.

GOOD GAS WITH DEPENDABLE SERVICE

STAR THEATRE

Hereford, Texas

FRIDAY ONLY

James Dunn and Sally Eilers
in

"Sailor's Luck"

Chapter Five
"DEVIL HORSE"
News and Comedy
ADMISSION 10c

Saturday Only

Matinee and Night
TIM MCCOY
in
His Latest Western

"Rusty Rides
Alone"

ADMISSION ONLY 10c

Preview Saturday Night

also

Sunday Matinee
Monday - Tuesday

FOUR BIG SHOWINGS



I'VE CLIMBED
THE LADDER OF
SUCCESS...WRONG
BY WRONG...

MAE WEST
in
I'm no
angel

CARY GRANT

Don't miss the first showing Sat-
urday night—we will run until
everyone sees this picture if we
have to run all night. Come early
and secure good seats.

Selected Musical Shorts and News
ADMISSION 10c-35c

Wednesday - Thursday

NOVEMBER 29-30

The Biggest Show You Will Ever
See for Only 10c-20c

6 STARS in a
ROMANCE
OF THE SKIES

JOHN BARRYMORE
HELEN HAYES
CLARK GABLE
LIONEL BARRYMORE
ROBERT MONTGOMERY
MYRNA LOY

NIGHT
FLIGHT

CLARENCE BROWN PRODUCTION
A Metro-Goldwyn-Mayer PICTURE

In addition to this big picture, we
are giving away the kid's bicycle.
Also six big fat turkeys—bring
your tickets—you may be lucky.
ONLY 10c-20c ADMISSION!

Debts, Funds of City Given In Late Report

At the close of the fiscal year,
April 30, 1933, the city of Here-
ford owed \$137,883.50 on time war-
rants and \$134,500 in bonds. Cur-
rent warrants totaled \$8.58.
Bank balance on the current ac-
count was \$926.49. Cash and se-
curities in the interest and sink-
ing funds account amounted to
\$23,558.03.

Want Ads

Lost and Found

LOST: Mouthpiece for baritone
horn. Donald Henslee. 1c

LOST or strayed from our farm,
10 miles northwest of Hereford,
a white Durham bull about four
years old, branded Y-bar on right
hip. J. W. Lusk, or call at the
Brand office. 1p

LOST: A piece of car bumper Sun-
day night. Please leave at the
Brand office. 1p

LOST: A key ring containing one
skeleton and five Yale keys. Lost
northwest of town. Finder return
to Brand office. 1c

LOST: Or borrowed from my
plumber's truck, a roll of sewer
tape. Finder return to Dick Roun-
tree, plumber. 1c

For Rent

FOR RENT: Front bed room.
Phone 250-W. J. F. Ward. 1c

Wanted

WANTED: To trade a battery set
radio for a shotgun. John Biggs
at Sprowls & Cronin Co. 1c

WANTED: To rent a farm close to
Hereford; will pay cash rent in
advance. Inquire at the Brand
office. 1p

WANTED: To buy maize heads
and threshed grain. Brunley &
Son. 42-4c

For Sale or Trade

FOR SALE: Good bright hegan
bundles for cow feed; medium
heads. Will deliver in town any
time. J. G. Evans or Wayne Evans,
306 North B Street. 43-4p

FOR SALE: Several Jersey milk
cows. Will trade for feed. W. M.
Ash, Umbarger. 43-4p

FOR SALE: Pair of English caller
ducks, trained for decoys. Also
a pair of canaries. Frank Bar-
ber. 1p

FOR SALE: Block 24; 20 acres in
the city of Hereford; shallow wa-
ter, 30 feet. Will make a bale of
cotton to the acre. Easy terms.
Address owner, M. A. Crockett,
Sanger, Denton County, Tex. 46-3p

FOR SALE: Three room house
with basement, in North Hereford.
Priced reasonable. Joe Ballinger,
Hereford. 1p

FOR SALE: New and used type-
writers, and ribbons. Jowell Mur-
chison. 42-4c

Help Wanted

LIFE INSURANCE salesmen de-
siring the best plan of protection
to offer their prospects may ob-
tain full information 008 Repub-
lic Bank Building, Dallas, Texas.
Call or write today. 42-10c

MEN WANTED for Rawleigh
Routes of 800 families in cities of
Hereford, Canyon, Claude and Ama-
rillo. Reliable hustler should start
earning \$25 weekly and increase
rapidly. Write immediately. Raw-
leigh Co., Dept. TX-3528, Mem-
phis, Tenn. 45-2p

Notice

NOTICE TO HUNTERS: The J.
G. Evans place, nine miles south-
west of Hereford, is posted. Hun-
ters, do not trespass. J. G. Evans.
46-4p

FRIDAY - SATURDAY MONDAY SPECIALS

Prices that will please
you, both large and
small head sizes, and in
black, brown, navy and
gray.
Prices \$1.00 to \$6.50
Softies, 25c to \$1.00

Just received a new
shipment of
HAT and SCARF SETS

VOGELE
MILLINERY
PARLOR

VOGELE
MILLINERY
PARLOR

VOGELE
MILLINERY
PARLOR

PERSONALS

N. E. Gass was in Amarillo
Tuesday on business.

J. W. Brown made a business
trip to Clovis Saturday evening.
Chalrago Fallwell of Ft. Sona was
here last Friday on a business trip.
Clifton Orem of Roy, New Mex-
ico, visited in Hereford last Sat-
urday.

E. F. Connell left last week for
Corpus Christi where he will spend
the winter.
Mr. and Mrs. Albert Lowthier
spent Sunday afternoon in the Jeff
Gibbreath home.

Mrs. Dewey Reed, wife of the
county's wheat administrator, un-
derwent a major operation in an
Amarillo hospital last Sunday. She
is convalescing nicely. Mr. Reed
said yesterday.
A reception for Rev. T. C. Wil-
lett, new Methodist pastor, and
his family is to be given at the
church Friday evening, November
24. All members are urged to at-
tend.

F. W. Zimmerman of Amarillo is
here this week visiting in the home
of his daughter, Mrs. John Allen,
while Mr. and Mrs. Allen are visit-
ing his brother, Albert Allen, who
is ill in a hospital at Muskogee,
Oklahoma.

Visitors at Lubbock to see the
Tech-Baylor football game from
Hereford last Friday were Mrs.
Wirt Phillips, Mr. and Mrs. Arthur
Thompson, Mr. and Mrs. Ray Oen-
way, Rev. and Mrs. V. M. Cloyd
and son, Virgil. Rev. and Mrs.
Cloyd went especially to visit their
son, James, who played center for
Baylor.

Mrs. Edgar Johnson will leave
Saturday night for Dallas, accom-
panied by her sisters, Mrs. J. T.
Wheeler, of Magdalena, N. M., and
Mrs. U. N. Oliver, of Amarillo, to
attend the 60th wedding anniver-
sary of their parents, Mr. and Mrs.
J. M. Stratton, of Dallas.

Mr. and Mrs. Frank Daniel of
Plainview, Buford Crosthwait and
Foy Bowen of Paducah spent Sun-
day with Mr. and Mrs. I. O. Crosth-
wait and family.

Miss Lucille East and O. T. Beh-
rens visited friends and relatives
in Cleburne and Dallas last week.
Mr. Behrens returned Saturday,
but Miss East will join her father
on a fishing and hunting trip on
the Gulf before returning.

J. C. Huntzinger of Albuquerque,
New Mexico, was here the first
of this week visiting his parents,
Mr. and Mrs. J. M. Huntzinger, in
North Hereford.

R. G. Bryant of Portales, mem-
ber of the New Mexico Legislature,
was a visitor in Hereford Monday.
Mr. and Mrs. W. M. Ritchie and
children of Hale Center; Delma
Morgan of Cotton Center, and Mrs.
Ethel Price of Atoka, Oklahoma,
returned to their homes last Thurs-
day after a short visit in the home
of relatives, Mr. and Mrs. E. A.
Roberts.

William and John Marsh, of
Parmer county have been bothered
by chicken hawks this fall, catch-
ing their turkeys and other poultry.
The boys have found that by
the use of the ordinary steel traps
baited with jack rabbits has been
the most effective way of extermin-
ating the marauders.

R. L. Grady of Carter, Oklahoma,
was here last week for a short
visit in the home of his son, Jack
Grady.

Mr. and Mrs. W. E. Baird and
Mr. and Mrs. Ernest Baird of Ker-
mit, Texas, visited with Mr. and
Mrs. H. C. Baird Tuesday.

NOTICE

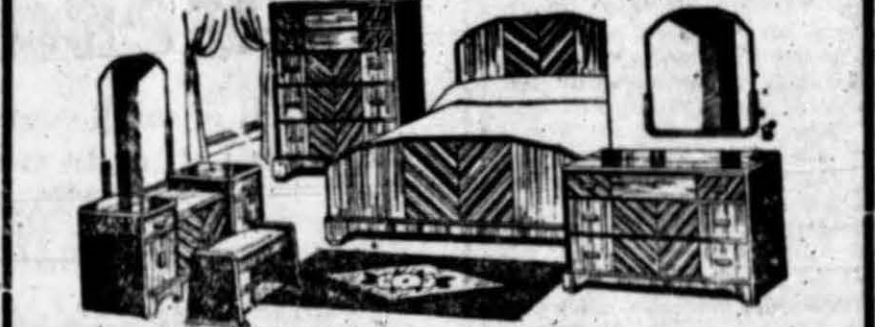
to poultry flock own-
ers desiring to sell
hatching eggs this
coming season: Get
in communication
with Pat Murphy, an
American Poultry As-
sociation inspector, at
**THE HILLSIDE
HATCHERY**
Phone 70-W

Thanksgiving Should mean New FURNITURE

AND HERE'S HOW
Buy now, at these low prices,
and enjoy the use of the furniture while paying.



7 PIECE DINING ROOM SUITE
Solid oak refectory suite, extra
large pieces, carved. Table, chairs \$75.00



MODERNE BEDROOM SUITE
In matched walnut. Bed, chest
and dresser or vanity, up from \$57.50



SECRETARY
True Colonial style,
maple or walnut
\$27.50

SPINET DESK
Good size, with latest
writing conveniences. Se-
lect walnut veneers.

See us for the new styles in Art Rugs, Radios, Etc.
Heed the Red Cross Roll Call
E. B. BLACK CO.
Go To Church Sunday.

PIGGLY WIGGLY

foods

FOR THE FEAST

Piggly Wiggly stores are ap-
petizingly stocked with the
finest of foods brought from
all over the world and offered
to you at money saving prices.

COFFEE 25c

Maxwell House, lb.

ONIONS	14c	GRAPEFRUIT	5c
Five pounds		Large Texas, each	
ORANGES	12½c	PUMPKIN	12½c
Small and juicy, dozen		No. 2½ can, each	

SOAP

Crystal White, 5 bars 19c

Special Sale of Palmolive and Peet Products Saturday

CORN	25c	GRAPENUT FLAKES	9c
Iowa Standard, 3 No. 2 cans		Seeleware spoon free with 2 boxes, each	
TOMATO JUICE	5c	RAISINS	6c
Campbell's tall can		New crop, bulk, pound	

SPUDS

10 lbs. 12½c

FLOUR

Panhandle Maid 48-lb. sack \$1.49

RICE	25c	KRAUT	10c
Five pounds, full head		Tall Boy, can	
PEANUT BUTTER	25c	LYE	25c
Quart jar		Three cans	

SUGAR

10-lb. Bag 49c

CELERY

Roswell, bunch 9c

CATSUP	15c	TOILET TISSUE	20c
Large bottle		Fort Howard, three rolls	
CHILI	18c	SWEET POTATOES	12c
Walker's, No. 2 can		No. 2½ can	

GRAPES

Tokay, lb. 5c

APRICOTS

Gal. can 42c

CORN FLAKES	10c	CRACKERS	23c
Large package		2-pound Saxet	
GINGER ALE	15c	PECANS,	45c
Lime Rickey, large bottle		New Crop, Shelled, ¼-lb.	

Food

PRICED FOR ECONOMY

Go to Church Sunday.
Quality and Service Are Paramount Always at

PIGGLY WIGGLY

ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME