

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

32nd Year—Number 43.

The Hereford Brand, Hereford, Texas, Thursday, November 3, 1932.

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Welfare Workers Planning Collection Next Thursday

Organization work looking toward the solicitation of food and clothing to be used for needy and deserving people of Deaf Smith county during the coming winter is moving forward to reach its climax Thursday of next week when various agencies have promised their aid in collecting food, clothing, bedding or anything anyone has to give that will alleviate suffering from cold or hunger among the destitute.

Old shoes no longer worn, old clothing in need of repair, garments that may be remodeled or run up and made into other clothes, canned fruits or vegetables, anything that can be made use of (and many things can be made use of that their owner does not imagine), should be made ready for collection. The agencies will call for the supplies Thursday and they will be brought to the common store room of the county welfare board, to be dispensed this winter under strict supervision to all worthy cases in all parts of the county.

Teachers and pupils in the rural schools are asked and urged to lend their aid in soliciting the supplies of their homes and neighbors, bringing the material to the respective school houses Thursday morning, November 10, and the collecting agencies will call there for them that day.

A house-to-house canvass will be made by women workers and others in Hereford, urging home owners to look carefully over their spare clothing, worn or outgrown garments, food supplies, bedding, etc., and have it in readiness when the Lions club members will call for the material Thursday afternoon from all who live west of Main Street, and Hereford Post American Legion members will call upon all who live east of Main.

The call for help comes to every person living within the confines of the county, and the utmost diligence is urged that none overlook opportunity to give to the extent of their ability to assist in the work.

WYCHE COMMUNITY HAS HALLOWEEN PROGRAM

In keeping with the spirit of the occasion and duplicating the performance of thousands of other communities throughout the world, Wyche community staged a snappy little program Monday night in keeping with the oldest carnival celebration known to man—Halloween. Short plays, black-face sketches, acrobatic acts, etc. were followed by a variety of stunts, such as the tuckiest thing in Wyche, the "Mary-go-round" the missing link and others. A grab box drew much attention and many nickels.

The more formal part of the program was ended, and then began the real evening's entertainment, wherein the people of the community got together and discussed the various problems of every-day life, wherein news and views were exchanged, to the benefit of all. The children were not idle, they having the time of their young lives—all finally winding up when coffee and doughnuts were served to all who felt themselves in need of refreshment.

SOUSA PROGRAM BY HIGH SCHOOL BAND NEXT MONDAY MORNING

Ralph Smith, director of the high school band, announces a concert by the band at the assembly period, 9:45 to 10:30, next Monday morning in commemoration of the birthday of John Phillip Sousa, world's premier bandmaster.

Music lovers are given a most cordial invitation to be present and enjoy the program with the student body that day, as it promises to be a delightful entertainment.

Misses J. B. Jones, A. C. Thompson and J. H. Brooks motored to Helene, New Mexico, last Thursday to visit Mrs. Chas. Williams.

Mr. and Mrs. Ray McCullough of Amarillo spent Monday and Tuesday with Mr. and Mrs. H. E. McCullough.

Misses Bell and J. C. Taylor were here from Houston Tuesday and Wednesday of last week on business.

Mrs. Ellen Willis of Los Angeles is visiting her sister, Mrs. G. A. F. Parker.

Mr. and Mrs. L. F. Shroy were guests of Mr. and Mrs. C. H. Dillehay. Mrs. Shroy and Mrs. Dillehay are sisters.

Attendance Grows and Interest Increases At Baptist Revival

Rev. J. M. Bradford of Dublin arrived Monday to assume the preaching at the revival services begun Sunday by the First Baptist church. Services are held each morning at 10:00 and each evening at 7:30 o'clock.

Starting with excellent attendance, interest has grown each evening and a number of additions to the church have been made. The services will continue over the coming week end, with Monday night being designated as high school night, and special consideration given the student body.

Mrs. F. Y. Ross of Wichita Falls, left Friday for her home after a visit here with her parents, Mr. and Mrs. D. W. Hawkins. She will be remembered as Miss Cosette Hawkins.

Vega State Bank Looted of \$1500 Wednesday

Two unmasked bandits locked four customers in the vault of the First State Bank of Vega yesterday at noon, took \$1500 in cash and a bank clerk, Robert Armitage, as hostage and escaped to parts as yet unknown.

Late that afternoon the youth escaped from bindings and a sack thrown over his head in the car in which the robbers made their getaway but abandoned about nine miles southeast of Amarillo. Armitage drove the car in to Amarillo and reported to authorities. The search is still in progress.

The four citizens locked in the vault of the bank at the time of the robbery were County Judge Charles Ingram of Oldham county, R. L. Morris, W. A. Jinks and Glenn Hiatt, all of whom were released when Assistant Cashier Raymond Thompson returned from lunch shortly after noon.

Armitage, 21 years old, was forced to give up all the money he knew about in the bank, threatened with death if he "held out" any, and made to accompany the bandits as they left town.

They drove east of Vega, according to the report given by Armitage, then turned south and drove through a herd of cattle, after which he was tied and blindfolded with the sack. He heard noises indicating another car may have been approached. Before being tied up he said a machine gun was noticed in the front of the car.

When left in the car he extricated himself from the sack, rolled to a wire fence to cut the bonds from his wrists, and drove to Amarillo. The car is said to be one stolen from Senator Clint Small several days ago.

SOCIETY

MRS. E. S. IRELAND HOSTESS TO AUXILIARIES

On Wednesday afternoon of this week Mrs. E. S. Ireland was hostess to the Presbyterian Auxiliaries. The meeting opened with a song, "Higher Ground". Mrs. G. M. Hudson gave the devotional, the scripture being, Nehemiah 2:17-20. Mrs. W. S. Kerr led the discussion on the fifth chapter of the study book, which was very interesting. Mrs. H. L. Broadwell gave a beautiful Indian selection on the piano.

Miss Hutchinson of the Board of National Missions will be in Hereford Tuesday, November 8, and will address the Presbyterian women of Hereford and nearby towns, including Amarillo, Canyon, Jumbo and Dimmitt. Luncheon will be served at the church at noon, and Miss Hutchinson will speak at 1:30.

MRS. J. W. BROWN TO ENTERTAIN CLUB

The North Hereford Demonstration club will meet with Mrs. J. W. Brown Tuesday, November 8. The meeting will begin promptly at 10:00 o'clock, as a cheese making demonstration is to be given, and anyone interested is welcome. At noon there will be a covered dish luncheon.

As this is the beginning of the new year, election of officers will be held and the roll of members will be made, therefore let's have all members present. Miss Nell Ayers meets with us at this time and will have charge of the program, as well as her normal talk as scheduled.

Our welfare chairman asks that those having clothing or food to give to please bring it to this meeting.

W. M. U. HOLDS ALL DAY MEETING

The Woman's Missionary Union of the First Baptist church held an all-day meeting Wednesday at the church. In the morning the business of the Union was attended to and at noon a covered dish luncheon was served to attending members. In the afternoon a mission program was led by Mrs. Bill Smith. The subject for study was "Broadcasting With Prayers Around the World." Mrs. E. W. Young sang a vocal solo as the special music.

Mr. and Mrs. H. L. Hershey and little son, Sammy, returned home Monday after an absence of several weeks. Mr. Hershey had charge of the Deaf Smith county exhibit at the State Fair in Dallas. While there the Hersheys visited Mrs. Hershey's mother and other relatives and friends in and near Dallas. On their return trip they visited relatives in Abilene, Lubbock and Muleshoe. They reported a very pleasant trip.

Plateau Singers At Progressive, Sunday, November Thirteenth

The second annual Plateau Singing convention for Deaf Smith county will be held at Progressive November 13, the second Sunday in the month. J. S. Garrett, president, says they plan a great day of song. New books, printed for 1932, will be used at Progressive. Mr. Garrett states that instead of the regular basket dinner, the committees thought best to have sandwiches, cake and pie at noon on account of the weather and depression. Coffee will also be served. The ladies are asked to bring plenty of sandwiches.

Dr. A. L. Miller of Pellam, Missouri, and J. E. Miller of Marshall, Missouri, are visiting in the J. H. Pitman home. They are brothers of Mrs. J. H. Pitman and Miss Anne Miller.

Amarillo Group Lunches With Lions and Citizens

Lions Club activities took the center of the stage in Hereford Wednesday noon when 26 Good-Will Advocates of Amarillo descended upon the club to participate in the luncheon and good fellowship of the occasion. Knowing that their guests would be here and would have a message of good cheer for the whole community, the Hereford Lions had invited several local representative citizens to meet with the group, and their presence made the occasion complete.

Homer Grizzle, Lion Cub being initiated into the club, furnished the opening ceremony of the day by driving a hen and rooster with strings up and down Main Street. He was dressed in a night shirt and wore women's shoes. Groups of fellow Lions followed his exhibition to give advice and encouragement.

Among the visitors from Amarillo were: Dr. S. P. Vineyard, president of Lions club; Walter Barlow, Great West Mill; E. W. Hardin, Amarillo Hardware Co.; Bill Lampke, Tri-State Fair; Bill Day, chamber of commerce; T. W. Cotten, real estate; R. E. Wertz, Amarillo Gas Co.; W. J. Beecher, Cunningham Floral Co.; G. C. Odom, Oldsmobile dealer; J. A. Rusb, Tri-State Fair secretary; Wilson Ballew, auto dealer; O. D. Kerr, insurance; W. F. Nix, attorney; J. M. Cook, insurance; H. G. Pearson, Marx Beer; Emmett Galloway, J. E. Caldwell, broker; Oswin McCarty, wholesale grocer; A. K. Webster, Fred Wortham, secretary Canyon chamber of commerce; T. E. Johnson and Mason King, News-Globe.

Guests from Hereford were Mayor E. B. Black, Commissioners N. E. Gass and J. D. Buchanan, County Judge Earl W. Wilson, Superintendent C. H. Dillehay, and Post Commander C. W. Humble.

The program of the day for the club was given by H. L. McEntire, L. D. McCurdy and J. C. McCracken, with the assistance of John McLean and A. O. Thompson. They chose to call it a "Scotch" entertainment and the visitors from Amarillo dropped into the spirit of the occasion with thoughts and stories appropriate to the theme.

Beyond the introduction of guests, performed for Hereford by John Patton, a number made short talks, among them being Dr. S. P. Vineyard, president of the Amarillo Lions Club; Avery Rash, Walter Barlow, president of the Amarillo Rotary Club; R. E. Wertz, E. W. Hardin, Carl Cox, Will Day and W. F. Lampke.

In opening the group of talks from Amarillo, Mason King, spokesman and ambassador of good will, presented Mayor E. B. Black with a gorgeous bouquet of chrysanthemums in token of the friendship existing between the two cities, and Mr. Black in his reply of acceptance extended felicitations and a cordial welcome.

W. F. Lampke, president of the Tri-State Fair and director of the Amarillo chamber of commerce highway department, made the principal talk for the visiting group in espousing the cause of hard surfaced highway to across Deaf Smith and Parmer counties, urging the expediency of the work being done before the end of this year before a change of state officials might make further free highway developments impossible.

Whitefaces Play Eagles At Canyon Tomorrow Afternoon

HI-Y BOYS PLANNING MINSTREL DECEMBER 2

The Hi-Y, local organization of high school boys for Y—M. C. A. work, is at work on a negro minstrel they will stage in the high school auditorium the evening of December 2. A considerable group of efficient local talent is at work on the program and present indications point toward the entertainment being highly successful.

J. C. Garrett, secretary of the Federal Bank of Wichita, Kansas, for the north part of Curry County, New Mexico, was in Hereford last Friday transacting business.

Football fans of Hereford will journey to Canyon tomorrow to witness the Whitefaces pit their strength and cunning against the Eagles, an annual event of the highest interest in fall sports. The game promises to be full of thrills and should be well seen. Members of the Hereford squad went to Canyon last Friday to see the Eagles tame the Happyjacks of Happy, the team picked by the fans of District Two to lead the conference race in Class B football. The Whitefaces came home shaking their heads and filled with grave doubts over the prospect of winning tomorrow's game.

The Hereford boys have had a two weeks rest since their last game and should be fresh for the battle. The team will have the greatest potential strength with which it has ever gone on the field this year, but whether or not it will be used remains to be seen.

Much outweighed, it will take pluck and courage for the local boys to withstand the onslaughts of the heavier Canyon players. Many Hereford teams have gone on the field with that disadvantage, however, and turned that handicap into a goal to prod them on to victory. It is probable the Whitefaces will be in the best condition tomorrow in which they will appear this year.

Not Conference Game.

The battle-royal at Canyon tomorrow is not a conference game. Although both teams are winners in their respective parts of this section of district one, the game for tomorrow was matched long ago before either was thought to have a chance at sectional or district honors and will be played as an ordinary football game.

The conference game between the two teams will be played here two weeks later, November 18, according to present indications, at which time the title for the southwest section of District Two will be at stake. That will be a real football game, and not to be missed by anyone who has any enthusiasm for the sport.

Bad breaks cost Happy the game against Canyon last Friday, many of them, occurring at seemingly at exactly the right instant to cost the Happyjacks heavily. Many times it was an individual player's fault, other times it was the way things seemed to happen.

Canyon has a fine, evenly balanced team that will put up a hard game against any opponent facing them. They work together smoothly and make their plays with a precision that accomplishes gains when a least fault would cause a loss.

Band and Pep Clubs Go.

For their first trip away from home this year, the high school band, girls' Pep Club and the Cowboys' rooting squadron, will go to Canyon for the game tomorrow. The three organizations have prepared a stunt to present on the field to the fans between the halves.

Those of Hereford who will have more room in their cars that will be used are asked to take some of the boys or girls with them, as there are apt to be several who do not have transportation. All who know they can carry extra boys are asked to report to Ralph Smith for band boys and James Wilson for Cowhands, as soon as convenient, and for girls to report to A. O. Thompson. It is planned to assemble at the court house and leave from there about 1:30.

Tax Leagues In Opposition To Amendment

We desire to urge that careful consideration be given the Centennial amendment to be voted on in the coming November election, which gives unlimited power to the legislature to appropriate funds from the state taxes to defray expenses incurred in a fitting celebration of the event.

The spirit is to be commended, but with a danger of the taxes being raised above the present amount by four million dollars (16 per cent of the present entire state tax), and in view of the present plight of taxpayers all over Texas, it appears to be folly to consider such an additional expenditure of the state's funds.

We urge every taxpayer to help defeat this amendment, and there by assist the people and the state in a sensible manner.

City of Hereford Taxpayers League, by J. H. HEAD, President, Hereford Independent School District Taxpayers League, by J. E. HILL, president, Deaf Smith County Taxpayers League, by F. E. GIVAN, President.

WEST TEXAS AND-SUL ROSS PLAY IN TITLE GAME

The "Last Down" is the name given the program-magazine for the home-coming game at Canyon Saturday, November 5, when the West Texas Buffaloes, coached by "Sad Sam" Burton and his assistants, C. J. Crump and "Bull Dog" Jones, will be pitted against the Sul Ross Lobos, coached by B. ...

The Buffs in 1922 and later a student of Pop Warner of Stanford, and his assistant Coach Duncan in the last T. I. A. A. game to be played in Canyon. The T. I. A. A. will be abandoned at the close of this football season.

Mrs. E. O. McDaniel Laid To Rest Here Sunday Afternoon

Mrs. E. O. McDaniel, age 72, passed away ... morning, October 29, at the home of her daughter, Mrs. H. D. Culpepper, northwest of Hereford, after an illness of four months. Mrs. McDaniel had made her home with her daughter for the past four years, moving here from Bells, Texas.

Funeral services were held Sunday afternoon at 3:00 o'clock at the home of H. D. Culpepper, Rev. H. Earl Smith, pastor of the Church of Christ, conducting the services. Burial was in West Park Cemetery.

The deceased is survived by two daughters, Mrs. H. D. Culpepper, and Mrs. B. C. Vineyard of Sherman; one son, C. O. McDaniel of New York, who was unable to be present; two grand daughters and one grand son.

Miss Thalia Parker, home economics teacher in Hereford high school, attended the district meeting of home economics teachers in Amarillo last Friday.

George Lewis, who owned and operated a confectionery here 32 years ago, was in town from his home in Plainview Tuesday for the first time in ten years. He is a traveling salesman and will make Hereford at regular intervals in the future.

PROGRESSIVE 4-H CLUB MEMBERS VISIT BRAND THURSDAY AFTERNOON

County Agent R. O. Dunkle and a group of 4-H boys and girls of Progressive community were visitors in the Brand office Thursday afternoon of last week to get acquainted and "see the wheels go around." They found the paper in the process of being printed and had an interesting time learning some of the details.

Members of the party were Ira Jeane and Glenn Ricketts, Edgar Russell, Ray Neal, Newell and Howard Higgins and Roy Botts. In company with Mr. Dunkle they had been visiting each other's pig club projects and stopped in to say "Howdy" to the Brand while passing through town.

One of the interesting things evidenced to the editor by their visit was the specimen of corn-borer, a destructive pest they had found in one of the fields they had visited and were taking home for closer study of its habits, eradication, etc. Thus do the youth of the land study and plan for their adult problems in a practical way.

Miss Rosella Veasey, who taught here last year, arrived Thursday of last week to spend several days with Mr. and Mrs. Paul Foster, Mrs. Foster driving to Lubbock to meet her.

The Hereford Brand
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Editor and Manager



TELEPHONE 30—AT NIGHT 406

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

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Outside Zone 2, six months — \$1.50
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Corral & Chute
Put Through The

The Brand is sorry it could not print in the paper this week the ballot for next Tuesday's election as it usually does when the work is done here, but the county commissioners saved twenty dollars by having the ballots printed out of the county for less than the job could be set in type and printed.

Citizens will have to wait until they go to vote before they see the ballot. Of course, the Brand would set up the whole page of type and run it free as a matter of instruction to our people, but if our county representatives choose to keep all the recompense from the paper, even if the law says it must be printed, under the pretext of saving the county money while it is being spent liberally without competitive bids for other work, the Brands feels, under the circumstances, it cannot shoulder the entire expense.

After specifying the size and conditions of the ballots for next Tuesday, the court intentionally changed up the work so it would suit the convenience of another printer out of town who had set the form differently than the state said it should be done, yet offered to print the ballots for less money, the court saved the money.

How much money the citizens have saved by refusing to have the delinquent tax lists published, even when the law says it should be done, is questionable. Had the names of some of our citizens been published for refusing to pay their taxes it is highly probable they would have paid them long ago. As long as their names do not appear in public under those conditions they smugly keep in the background, protected by the whim of the court, and the public in general does not know who they are.

The citizens of Texas are faced with a true dilemma in voting for a governor Tuesday. The pledge of their Democratic primary ballot said they should support the nominee of the party. They had to vote to have any say in the choice of their local officers, and because they did vote the pledge says they must vote for a governor that surely is not the choice of the Texas people.

Evidence of illegal voting were presented before every court with jurisdiction in the state, and without even considering the merit of the situation, without even attempting to establish the guilt or innocence of the parties involved, the legislature, supreme court, Democratic state committee and a district court promptly side-stepped the issue, ignored consideration of the conditions, declared Mrs. Ferguson the nominee, and want to stick the pledge of the Democratic primary down the throats of the voters.

The Ferguson themselves voted the Democratic party and the pledge years ago when occasion suited them, and ridiculed the idea of anyone following its dictates when conscience prompted otherwise.

Texas knows the Ferguson's bitter past experience, and their record is available on the state's books. The change to which they have been subjected for the past six years cannot be taken as sweetening their dispositions in the

A LONG TIME AGO IN HEREFORD

(From Hereford Reporter, November 8, 1901.)

Large numbers of cattle were being shipped to Panhandle points for winter pasturage because of a crop failure and consequent feed shortage in Kansas.

The completed census showed the United States to have a population of 78,120,000, an increase since 1890 of 13,120,000.

According to Editor Vanderburgh, "there is no use to worry about the surplus in the treasury—Congress will soon convene."

Complaint was made of the prevailing scarcity of carpenters—there being more jobs than work men.

Leonard Ricketts was a new pupil in the Hereford school.

least, and should they be elected Tuesday, Texas will be in the throes of internal strife for at least two years. The legislature has already given evidence, as have the courts of the state, that they will serve the Ferguson's. It is up to the people to make their statement Tuesday at the election. If Texas rose in a revolt that shook national traditions four years ago, how much more cause has the commonwealth to crush the Ferguson's Tuesday? Only the people with their ballots can change the situation.

Some say they are disgusted and will not vote; others say they will vote for Sterling or Armstrong; if they feel a desire to vote against Ferguson, the way to make it count is to vote for one who will have a chance to defeat them. Bullington, Republican, has the endorsement of Democrats organized to defeat the Ferguson's, who advise voting a straight Democratic ticket except for governor, scratching out Mrs. Ferguson's name in the Democratic column, and leaving only Bullington's unmarked in the Republican column of candidates.

The Brand cannot urge too strongly that its readers trade with Brand advertisers. Only their support can keep the paper in existence. The news items of the paper are obtained at an enormous expense for which the Brand cannot hope to be paid. If citizens really appreciate the news service the paper gives them, their support of the advertisers whose paid patronage is the financial resource of the Brand must be given in unmistakable ways.

Beginning next week the Brand expects to leave off news matter that it considers of vital importance to the community, and as time goes on, unless conditions change, other features will be omitted until nothing but paid matter and a few casual items will make up the paper.

Such a situation is not right, and the Brand regrets it exceedingly, but is powerless to help itself unless its readers make their wants felt by those whose patronage is necessary. Merchants are now paying nearly double the necessary price for direct mail advertising that contributes nothing to the welfare of the community, has no expense for news items and matters for public attention, and assumes no responsibility for anything except private, selfish purposes.

The observance of Halloween Monday night by the youth of Hereford deserves the highest commendation. The citizenship is to rest upon them. Less destruction and wanton abuse of property was practiced than has been done for many years.

Halloween is a time for fun, pranks and practical joking, but sometimes a lack of consideration for the property of others, or vicious mindedness on the part of a few leaders result in tremendous hardships being inflicted upon people who cannot afford to lose. Outside of a few heavy implements moved out on the street paving, little "devilment" was done in Hereford, yet the youngsters were out most of the evening to riot over town in a carnival of fun and

How Modern Women Lose Pounds of Fat Swiftly—Safely

Gain Physical Vigor—Youthfulness With Clear Skin and Vivacious Eyes that Sparkle With Glorious Health.

Here's the recipe that banishes fat and brings into blossom all the natural attractiveness that every woman possesses.

Every morning take one-half teaspoonful of Kruschen Salts in a glass of hot water before breakfast—cut down on pastry and fatty meats—go light on potatoes, butter, cream and sugar—in 4 weeks get on the scales and note how many pounds of fat have vanished.

Get a bottle of Kruschen Salts—the cost is trifling and it lasts 4 weeks. If even this first bottle doesn't convince you this is the easiest, safest and surest way to lose fat—if you don't feel a superlative improvement in health—so gloriously energetic—vigorously alive—your money gladly returned.

But be sure for your health's sake that you ask for and get Kruschen Salts. Get them at City Drug Store or any drugstore in the world.

G. B. Jowell, A. J. Lipcomb, L. Gough and Mr. Avis were in Fort Worth as delegates in an attempt to procure the proposed state experiment station for Hereford.

Misses Laura and Empress Jewell had entered school in Fort Worth.

(From the Hereford Brand, November 10, 1911.)

It was election time in the United States, and reports showed the Democrats gaining in various states, including Kentucky and New Mexico. The Socialists were reported to be leading in a number of the larger cities.

Editor Harris of the Friona Sentinel had been in Hereford and reported conditions in and around Friona highly satisfactory.

merry-making that gave an outlet to their exuberant spirits and turned the thoughts of their elders to reminiscences of their own childhood days.

The Hi-Y and Cowhand boys' organizations are especially to be commended for their services in helping look after property interests over the city that evening.

Progressive News

BY OLIVE PERKINS

Miss Lucille Hughes, teacher at Ward, visited Miss Lillith Boyd last Sunday.

Literary will meet Friday night at eight o'clock.

Mr. and Mrs. A. J. Blakemore and Forbes Blakemore of Summerfield, and Mrs. Guy Easley of Crowell spent Sunday with J. E. Blakemore and family. J. E. returned with his father to help combine this week.

Mrs. Lester Galley and Miller of Dawn gave a cheese demonstration at the home of Mrs. Ray Hershey last Thursday, with 18 ladies present. A covered dish luncheon was served at noon.

Mrs. Ray Hershey and Jim Ricketts visited Mrs. Arch Conklin at Hereford Monday.

Jim Ricketts left the first of the week to go after their cows which they had on pasture in the west part of the county.

Glady and Margaret Benson of Frion spent Tuesday night with their aunt, Leatrice Benson.

Mrs. Haskell Benson returned last week from a visit with home folks and other relatives at Wichita Falls.

Miss Boyd and Lawrence Boyd report the following pupils on the honor roll: "George Sue Baker, Jimmie Blakemore, Norma Lee Edwards, Wilma Higgins, Clyde Neel,

Hereford had just shipped the first carload of sugar beets ever billed from any town in Texas. Fourteen cars were scheduled to be shipped the following week. D. L. McDonald had charge of the sugar beet venture, and expressed himself as pleased with the experiment.

Lawrence Johnson, merchant and farmer at Summerfield, had been in Hereford on business.

Hereford football team had defeated Amarillo high school 8-0. Amarillo presented Hereford two points when her own man caught the ball and ran across his goal line.

The Brand was in receipt of a card from Mr. and Mrs. James M. Gilliland, of Pecos, which said: "Newton Barnard Gilliland, born November 3, 1911."

Rowland Robinson, Noel Higgins, Ruth Park, Howard Higgins, Forrest Marnell, Ray Neel, Ira Jean Ricketts, Forbes Blakemore and Glenn Ricketts.

Mr. and Mrs. Horace Hershey returned Monday from Dallas, Abilene and other places. At Dallas Mr. Hershey had charge of the Dear Smith county booth.

The young people and several of the older ones enjoyed a charivari party, with Mr. and Mrs. Paul Cavender as victims, last Wednesday night at the home of her parents, Mr. and Mrs. Jim Park. Mrs. Tom Baker furnished the refreshments of cake and cocoa.

Over 40 guests enjoyed a delightful Halloween party Monday night at the home of Miss Eunice Caldwell. Guests came in masked costume. Miss Lillith Boyd and Lawrence Boyd won the prizes for being the best lady and man in masked costume. The home was gay with Halloween decorations. The guests were entertained by playing Halloween games and tricks. Mrs. Jeff Roberson was the center of attraction, with her fortune telling booth. Dressed as a witch, she told fortunes by having the victims throw at dolls. Refreshments of popcorn balls and candy were served.

The school children enjoyed a Halloween program and party at the school house Monday afternoon. A drilled called the "Spook Sisters" was especially interesting. After the program the children went to Miss Boyd's room, which was attractively decorated and played games. Miss Boyd and Lawrence Boyd, teachers, served popcorn, home-made candy and gingerbread cookies in the shapes of men and witches. Miss Neel and Blakemore were visitors.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP

WE WANT YOUR TURKEYS
Highest cash prices paid that the market will afford.
SEE OR PHONE US.
Each time you have any for sale.
PHONE 448.
Hereford Poultry & Egg Company
We want your cream, eggs, hides and your other poultry also.

Are You Living In The DARK AGES?

If your living room is dark and gloomy you're still comparatively benighted. There's nothing like light to brighten your surroundings. Take stock frankly—are your rooms hospitable or forbidding? Would you like a splash of warm light there, enliven, beautify your home? You owe it to your family, to your guests. Every arm chair should have a reading lamp beside it to prevent eye strain. Proper light for the card table is absolutely necessary. Perhaps a newer, more modern central fixture would help solve your problem—or more suitably placed wall brackets.

Decide upon the type of lighting your room needs—then visit your dealer's display of smart new lamps and fixtures. You'll find just the improvements your home requires—at extremely reasonable prices. The change in your rooms will surprise you.

Texas Utilities Company

Easter Items

BY MISS LOUISE FRYE

Mr. and Mrs. Tom Vaughn of Hereford visited Sunday in the Jack Sanders home.

Mrs. Betty Coconanagher and daughter visited Mrs. Mack Beach in Hereford one day last week.

Mr. and Mrs. Tom Walton spent the week end in the Fields home at Portales, New Mexico.

Misses Annie Mae and Kathleen Jameson arrived Saturday from Amarillo to spend the winter with their parents, who recently moved to the Braley place. The Misses Jameson are well known over the radio as they have played for several years over the Amarillo stations.

Mr. and Mrs. Lynn Axe of Jumbo called in the Smith home Sunday.

Mr. and Mrs. George Chambliss and family visited Sunday in the Bob Axe home at Jumbo.

Those who attended singing Sunday afternoon were given a wonderful treat when Miss Viola Ramsey of Flagg gave several numbers on her accordion. This community purchased two dozen new song books from Miss Ramsey and we hope to soon be able to sing some of the new songs. Everyone is invited to come each Sunday afternoon at 8:00 o'clock.

Mrs. Walton's Sunday school class enjoyed a party at the Geo. Chambliss home Friday evening.

Saturday evening Miss Emerald Smith entertained her Sunday school class and other guests with a Halloween party at the school house.

Mrs. W. B. Wiltshire, who has been visiting her daughter in Fort Worth the past several weeks returned home Saturday.

Black

BY MRS. J. J. CHAWFORD

Henry McLean has been unable to get about much since mashing his toe off in a binder one day last week.

Geraldine Hinds was ill and unable to take her part in the opera Saturday evening. Mary Esther McMurry played the part and the crowd present enjoyed the program. The next literary program will be Friday evening, November 11.

The young people attended a Halloween carnival at Friona Friday evening.

Will Price snapped 20 acres of cotton and got almost four bales, with half of it to map yet. He estimates a half-bale yield, which is the best cotton year here.

Mrs. Gafford, who has been visiting her daughter, Mrs. N. A. Smith, left Sunday for her home in Coleman.

Manuel Hawks and family spent the week end in Hereford with Mrs. Hawk's aunt, Mrs. Hughes.

Grandpa and Grandma Hinds spent the week end with relatives at Fort Sumner, New Mexico. The ladies club will meet Thursday with Mrs. Geo. Wily.

Mr. and Mrs. D. W. Ray have moved to Lubbock where he has secured employment.

J. J. Crawford and family spent Sunday in the E. B. Waltham home at Lakeview.

Robert Buster of Hereford returned Monday to his work on the Scheibagen farm.

H. E. Nallon of Snyder, Oklahoma, spent Saturday night with the Orr-Hinds family.

Misses Lucille Hays and Lois Preeley attended the freshman party at Friona Saturday night.

FOR JOB WORK, TRY THE BRAND

Priced To Reduce Our Paint Stock. **Lowe's Bros. Paints** Gallon — \$2.50 1/2 Gal. — \$1.25 Quarts — 70¢ R. H. Kemp Lumber Co. Pints — 40¢

Public Auction SALE
Hogs and Dairy Cattle

I will sell at public auction 120 head of pure-bred Duroc hogs and 14 head of dairy cattle, at my farm located 16 miles north on Twenty-Five Mile Avenue, and three miles east.

WEDNESDAY, NOV. 9th
SALE BEGINS PROMPTLY AT 1:30 P. M.

Hogs

11—Pure bred Duroc sows, practically all will farrow by sale day.
1—Pure-bred Hampshire boar.
105—Head of Duroc feeders, average weight about 100 lbs. This select offering of Duroc Jersey hogs are all descendants from one pure-bred sow that has proved very valuable on my farm. She has always been a prolific breeder. Her outstanding qualities are transmitted throughout the entire herd.

A GOOD BROOD SOW IS A SAFE INVESTMENT AND INSURES A STEADY INCOME.

Dairy Cattle

1—Black cow, age 7, fresh soon.
1—Black cow, age 6, fresh in November.
1—Black cow, age 5, fresh in November.
1—Black cow, age 5, fresh now.
1—Jersey cow, age 4, fresh in December.
1—Jersey cow, age 3, fresh in January.
1—Brown Jersey, age 6, fresh in December.
1—Jersey, age 3, fresh in January.
1—Mottled-faced cow, age 3, fresh in January.
1—Black cow, aged 5, fresh in December.
3—Three-year-old Jersey steers.
1—Extra good, three-year-old Jersey bull.

The above mentioned Jersey cattle are exceptionally good, every one in need of a good milk cow will find this a good, clean offering from which to select. The first nine head are being consigned by Ira Ricketts.

TERMS ARE CASH unless other arrangements for credit are made with the owners prior to date of sale.

Ireland - Beavers Motor Co.
PHONE 383
Tune in Goodyear, Wed., 8 p. m.

LYNN POWELSON, Owner
CLIFF ESTES, Clerk. COL. RAY BARBER, Auctioneer.

A National Landslide for Goodyears!

1932 Tire Ticket
X GOODYEAR for National Leadership

FOR PASSENGER CARS

Goodyear Airwheel
Goodyear Dunlop
Goodyear Stan-All-Weather for most motoring

Tire Users vote the GOODYEAR ticket straight—again in 1932

By a plurality of MILLIONS, the car owners of America have elected Goodyear their FIRST-choice tire! Every year since 1916 Goodyear Tires have carried the country in steadily increasing popularity.

Why buy any second-choice tire when a GOODYEAR—the first choice—costs no more?

Ireland - Beavers Motor Co.
PHONE 383
Tune in Goodyear, Wed., 8 p. m.

Reed's Grocery
SPECIALS FOR FRIDAY AND SATURDAY
We Give Away \$5.00 Cash Every Saturday at 5:00 P. M.

SUGAR Powdered, 3 pags for	25c	GRAPE JUICE Quarts, 35¢, pints	18c
SUGAR Brown, 5 lbs for	29c	PEACHES No. 2 1/2 cans, in syrup	13c
LETTUCE Nice firm heads	6c	BREAD Buttered, Hereford's new loaf	8c
COCOA Hershey's, 1 lb 21¢, 1/2 lb	12c	LYE Rabbitt, can	12c
POPCORN Jolly Time, 2 cans	25c	RICE Per pound	3c
COOKIES 3 packages for	10c	COOKIES Assorted, pound	19c
CHIPS Large size package	19c		

We Are In Our New Location, First Door North of Corner Drug Store.

Summerfield News

BY MRS. GUY WALSER

The W. M. S. met Thursday of last week at the church. The program was about "Christ and the Cross." There were three members and one visitor present. The next meeting will be on Thursday, November 10, at the church.

Mrs. Mae Abbott of Bovina visited Mrs. Huntley Sunday.

Oscar Jay returned last week from Wichita Falls where he has been visiting relatives.

Bill Edmonson left last week for Plainview where he will stay this winter.

The Rance P. T. A. met Friday at the school house and elected the following officers: Mrs. Andrew Behrends, president; Mrs. W. E. Murdock, vice president; Mrs. Earl Rocky, secretary-treasurer.

Messrs. and Mmes. Joe Griffin and Bill Griffin of Parkview, New Mexico, visited their sister, Mrs. Dave Stewart and family last Monday.

Mr. and Mrs. Ernest Bagwell of Bethel, Mr. and Mrs. O. G. Hill of Hereford were guests of Mr. and Mrs. Ray Johnson Sunday.

Lewis Jay and Charlie Noland were in Dimmitt Monday.

Miss Dorothy Fullwood of Hereford spent the week end with her sister, Mrs. D. C. Walser.

Mrs. Walter Hawkins and children of Hereford visited her parents, Mr. and Mrs. B. A. Atchley, Thursday.

Mr. and Mrs. W. A. Burros of Amarillo and Mrs. F. A. Barnes of Hereford were guests of Mr. and Mrs. Ben Davis Thursday.

Mr. and Mrs. Andrew Bakmore and Forbes, and Mrs. Guy Busby and daughter were guests of Mr. and Mrs. Emmett Blakmore of Progressive Sunday.

Miss Beatrice Lawrence attended the sophomore party at Hereford Friday night.

Mr. and Mrs. Ben Davis entertained the intermediate B. Y. P. U. with a Halloween party Friday night. Halloween games were played and at a late hour refreshments were served to 25.

Mr. and Mrs. H. G. Blakmore of Kream are visiting their son, Andrew and H. G., Jr., and families.

Mr. and Mrs. Walter Huntley and Geraldine visited friends and relatives in Amarillo during the week end.

Mrs. B. C. Roberson was a guest of Mrs. George Garrison in Hereford last Wednesday.

James Smith returned last week to his home in Galesville after a visit with his sister, Mrs. Ray Johnson.

Mrs. Cal Brown of Canyon visited her parents, Mr. and Mrs. J. E. Robinson, Monday.

Mr. and Mrs. Clayburn Carr and son were guests of Mr. and Mrs. Jake Mahler of Lakeview Sunday.

Mr. and Mrs. George Behrends of Dimmitt spent Sunday in the H. G. Andrew, Jr., home.

The young people's Sunday school class enjoyed a treasure hunt in a Halloween form at the school house Saturday night. Games were played and other things pertaining to Halloween enjoyed. At a late hour refreshments were served to 20 guests.

Mr. and Mrs. Wilburn Edmonson and son motored to Plainview Monday afternoon. Mrs. Edmonson remained there with relatives, Mr. Edmonson returning home Tuesday.

Everybody should come to B. Y. P. U. and enjoy the good programs. The B. A. U. entertained with a program Sunday night and also had several special numbers, including a quartet by Mr. and Mrs. Edmonson, Maud Noland and Herbert Atchley, a piano solo by Misses Joyce Davis and Mary Lee Curry, and a duet by Gertrude and Herbert Atchley. Everybody come next Sunday night and be there at 7:15.

Miss Leatrus Walser, teacher at Rance, with the help of the pupils and ladies of the community entertained with a Halloween social Friday night. Games were played and at a late hour refreshments were served to 45.

Mr. and Mrs. B. C. Roberson, Mr. and Mrs. B. E. Roberson and Wendell were visitors in Amarillo last Friday.

Messrs. and Mmes. S. L. Walser and J. C. Lance of Hereford were guests in the C. B. Walser home Tuesday.

Westway Items

BY WILMA NELL SIKES

Mr. and Mrs. P. H. Gilliland spent Saturday night and Sunday in Hereford with Mr. and Mrs. A. L. Manjeot.

Mmes. Joe Landers and J. E. Holland met with Mrs. N. P. Sikes Thursday and made 15 pounds of cheese.

Sue Vaughn visited in Amarillo over the week end.

The community enjoyed a social gathering at the school house Friday night. Several visitors from Hereford helped to make up the large crowd present.

Mrs. Ross and son, Floyd, of Hereford visited Mrs. A. C. Pierce Sunday evening.

Olenee, Edwin and Robert Holland, Oleta and Jiggs Hartman, Claudel and Will Nell Sikes attended a Halloween party at the home of Mr. and Mrs. Elmer Patterson in Hereford Saturday night.

Mrs. T. L. Vaughn and mother-in-law, Mrs. Vaughn, of Hereford attended the funeral of Mrs. Culpepper's mother Sunday.

Both the boys and girls basketball teams played Summerfield Friday, Westway girls winning 17-06, and Summerfield boys winning 5-12.

D. B. Grimes and C. F. Grimes and wife spent Monday in Hereford.

Lily May Sikes spent the week end at home.

Want Ads

For Sale or Trade

FOR SALE: 40 acres of broadcast cane now in the bundle ready to shock. A. H. Elliston, 41-2c

FOR SALE: Nice weaning pigs, M. E. Moore, one mile north on 25-Mile Avenue. 1p

FOR SALE: Buff Orpington chickens, very best stock. Ralph Smith. 42-2p

RABBOS: For sale or trade, new and used sets at bargain prices; good electric sets, also some good battery sets. See me at once. W. F. Orr, at Orr's Tailor Shop. 1p

FOR SALE: A Dandy well improved 100 acre farm, only two miles from Hereford, all in cultivation and in wheat, at a real bargain. Some terms; might consider some cash trade if worth the money, possession now. Troy Womble, 36-tfc

SEED WHEAT FOR SALE, both Black Hull and Improved Turkey Red. Price reasonable. Troy Womble. 36-tfc

FOR TRADE: Electric Atwater Kent radio to trade for calves. W. B. Anthony. 42-2th

Wanted

WANTED: One to ten good milk cows to feed and care for during the winter for their milk. T. M. Bradley, four miles east of Hereford. 1p

Lodge Directory

HEREFORD LODGE
No. 476, I. O. O. F.
Meets Monday, 8:30 p. m.
Visiting Brothers welcome
TROY WOMBLE, N. G.
L. E. Foster, Secretary.

Cure Your Own Meat

WRIGHT'S CONDENSED SMOKE—
Pint 65¢, quart **\$1.25**
WRIGHT'S SMOKE SALT—
10 pounds **\$1.25**

A limited supply of the booklet,
"MEAT PRODUCTION ON THE FARM"

GUARD AGAINST A COLD—
Tynes' Cold Capsules **35¢**
Tynes' Cough Syrup **50¢**
Mi 31 Solution, pint **70¢**

FORT WORTH STAR-TELEGRAM
1 Year, 7 days a week **\$5.69**

Corner Drug Store

The Best In Drug Store Goods
The Best In Drug Store Service.



HAVE A Safety Deposit Box

A SAFETY Deposit Box is the place to keep your valuable papers or jewelry.

Fire might destroy them... thieves might take them... or they may be lost through carelessness.

For safe keeping rent a Safety Deposit Box. We have them.

START SAVING REGULARLY NOW

We Welcome YOUR Banking Business

THINK! THE FIRST NATIONAL OF BANK HEREFORD THINK!
HAVE MONEY! A Strong Bank Thoughtfully Managed HAVE MONEY!



stay in the theatre alone during its screening and will give her two dollars if she does not scream during the entire picture.

"The Phantom of Crestwood" is the feature picture for Sunday afternoon matinee and Monday and Tuesday. It has been given over the radio during the past several months in the form of a contest with prizes awarded those who could guess the ending. The complete story is given next week in the picture. It is a mystery murder plot.

Next Wednesday Jack Holt comes back after a several weeks absence, this time is a presentation of "This Sporting Age", a polo story.

Ward News Notes

BY MRS. W. P. CARAWAY

Wiley Roberson and family visited relatives in Amherst Sunday.

Bob Higgins and son made a trip to New Mexico last week.

W. W. Powell who has recently moved from New Mexico to near Hereford, spent Saturday night in the Caraway home.

Mrs. Ernest Selgner has returned home from a visit with her sons in Kansas.

Wiley Roberson and Arlie Dean

were in New Mexico on business last Friday.

Cap Conaughter spent Saturday night with Hartland Carway.

Mrs. J. R. Lipscomb has been appointed chairman of the Welfare Committee of Ward community.

D. O. Williams and family of Running Water are visiting in the Jack Hutson home.

Ward Sunday school expects to have a Sunday school rally day November 6.

Miss Garrett's pupils entertained several patrons and Miss Hughes' room Friday with a short play. All present enjoyed the occasion.

The Halloween party was well attended at the school house Monday night.

Mmes. Montgomery and Suggs visited Mrs. J. R. Lipscomb Wednesday and they made the day profitable by helping her quilt.

Jessie Thompson of Sims visited the Caraways Sunday.

Frances Hutson spent the week end with her parents, Mr. and Mrs. John Hutson.

Mr. and Mrs. George Rogers and children visited in White Deer Sunday.

Jim Higgins and family of Hereford visited relatives in this community Sunday afternoon.

Mrs. Bill Hutson and family of Ford visited here last week.

TRY A WANT AD IN THE BRAND

Brand Want Ads Pay Good Dividends!

Women Voters Will Support These Savings At Our Store Friday and Saturday—

CHERRIES Red 10¢ Pitted No. 2 Can	Tomatoes Red Ripe No. 2 Can	
COFFEE Break O' Morn, lb pkg 21c	MACARONI SPAGHETTI, 3 pkgs 10c	PEAS White Swan Luncheon, No. 2 can 16c
PRUNES Medium Size, 2 lbs 11c	Wheat Krispies Kellogg's newest cereal, pkg 9c	SALMON Fancy Alaskan Red, tall can 17c
RICE Bulk, 5 lbs 16c	CATSUP High quality, large size bottle 10c	WHITE KING Granulated soap, large size pkg 37c
OATS Scotch, large pkg 14c	SALT Morton's plain or iodized, pkg 8c	CAKE FLOUR Gold Medal, large pkg 19c

WESSON OIL Pint Can 19c

SOAP Camay, bar 5c	LIMA BEANS 2-lb pkg 15c	CIGARETTES All standard brands, 2 pkgs 33c
SUGAR Brown or powdered, 2 pkgs 15c	Marshmallows Angelus, 1 lb box 17c	POPCORN Jolly Time, can 10c
LUX FLAKES Small size 10c	Brown Sugar 3 lbs, Old-Fashion 19c	Pineapple, Libby's Sliced or crushed, 2 flat cans 15c

RAISINS 4-lb Package 25c	ONIONS No. 1, Spanish Sweet, lb 2c	MILK Borden's Tall Can 5c Small size, 3c
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SOUP Campbell's tomato, 4 cans 23c	GRAPES Tokay's, lb 6 1/2c	BEANS Cut green, 2 No. 2 cans 19c
TAMALES Rattlesnake's, 2 cans for 25c	LETTUCE Large Crisp heads 6c	HOMINY Medium can 5c
Old Dutch Cleanser Two cans 13c	BANANAS Nice size, dozen 19c	CORN MEAL 30-lb bag 28c

Steak Loin, Round, T-Bone, lb **12 1/2c**
Shoulder, lb **8c**

HAMS Center cuts, lb 22¢, half or whole, lb 11 1/2c	Sliced Bacon Pinkney's Special, lb 15c	SHORTENING Lard or compound, lb 8c
ROAST Pork or beef, lb 9 1/2c	BACON, Dry Salt Nice and lean, good to fry, lb 9 1/2c	HOT TAMALES Oh, Boy! They are good, 2 doz 35c

FURR FOOD STORE

FREE DELIVERY WE BUY YOUR EGGS AND PRODUCE PHONE 74

Whirlwind of Bargains!

Lowest Prices - Get Items Wanted Now - Goods You Need

Gossard Corsets

Gossard Corsets and Brassiers

20%

Discount



Sale of TURKISH TOWELS

Extra Heavy Turkish Towels, plain white, Size 20 x 40, Sale Price—

10c

Mens' Gloves



Men's Work Gloves, split horsehide, in both gauntlets and wrist-glove, a real buy—

45c

SPECIAL



Curtain Voiles, 40-inch printed
Curtain Voiles, yard

7½c

Ladies'...



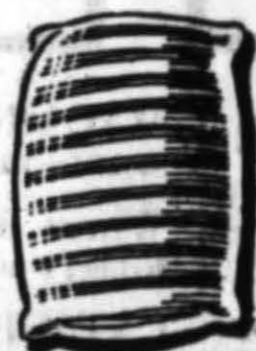
18 x 36 Towels



Extra heavy double thread Turkish Towels, pastel colors, a big size, with long absorbent terry, price

14c

SPECIAL Feather Ticking



8-Ounce Feather Ticking, guaranteed to hold feathers, Yard—

15c

Men's...



Cotton Bats



Pure bleached China Cotton, 72x90, 2½ pounds, very soft and fluffy, will make up into a warm comfort or quilt, 59c value, sale price

49c

BIGGEST MERCHANDISE SALE

Bed Spreads



81 x 105 Colonial designs, very popular and serviceable, attractive patterns. Price

\$1.39

Munsingwear Bloomers



Ladies' Munsingwear Bloomers. We have sold this bloomer for several years for 79c—during this sale you can buy it for only—

45c

LADIES' BRASSIERES



Brassieres, popular bandeau styles, priced especially low for this event. Think of the saving—

19c

Sacques and Bootees

Bootees for babies, in pretty pastel colors.—

10c

Sacques from 89c up

Krinkle Bed Spreads



Krinkle Bed Spreads, colors Blue, Green and Rose, sizes 80 x 105, Special

59c

Boy's Suits

Boys' All-Wool Jersey Knit Suits, sizes 3 to 6 years—

89c



Ladies' Dresses

Ladies' vat-dyed dresses, new winter styles and patterns, long sleeves, an unusual assortment of fine quality dresses in variety of choice patterns and colors. Choice—

49c



Great Values For Everyone FOX Merc

Buy For Huge SAVINGS!

SAVE TO 50% - CHECK ITEMS YOU Want - New VALUES

Hose

Rayon Silk Hose, first with re-inforced heel and toe, active and serviceable, in all, 50c values for—

29c



Men's Union Suits

Popular weight, well made high-grade cotton, just the right weight for fall. Ankle-length, and long sleeves, close-fitting ribbed cuffs and ankles. No, or before priced so low. Suit—

48c

Men's Work SHOES

Outing bal Work Shoes, full composition soles—

\$1.19



Men's Work Shoes

Brown embossed, Retan Blucher, extra heavy double soles, nailed and sewed—a real bargain—

\$1.89

Men's Pants

Men's Gray Striped Moleskin Pants

98c



Men's Extra heavy gray-striped Moleskin Pants. This pant we have sold for \$4.00 the pair, now you can buy it for

\$1.48

Socks

Good weight, first quality, popular heather colors, a typical savings, pair—

15c



Sweaters

Men's Coat-Style Sweater, colors brown and gray heather—

89c

Men's Work Shoes
Brown embossed, Retan Blucher, extra heavy double soles, nailed and sewed—a real bargain—

Boys' Shirts



Boys' Big Friend, blue, fine yarn chambray, in gray and blue, sizes 12 to 14½, coat style, two pockets buttoned down. Your choice—

35c

FANCY 25c SOCKS

Men's Rayon Silk Socks, in variety of new fall colors. Choice, pair—

19c



MEN'S DRESS TIES

Beautiful assortment latest stripes and figured patterns, assorted genuine silk and rayon, fully cut and well made. Select yours early. Each—

19c



Men's Suede Jackets



Men's Suede Jackets, a real buy

for only—

\$4.48

Boys' Sweaters



Boys' Extra Heavy Coat-Style sweaters, large roll collar, pure wool, sizes 28 to 34. This is a real bargain at—

89c

Men's Bootee Socks

Men's Heavy, All-Wool Bootee Socks, colored tops, for only, Pair—

23c

Men's DRESS SHIRTS

Men's Dress Shirts, fancy and plain broadcloths, sizes 14 to 17, worth much more than this price. Stock up now, each—

48c



Sheeplined COATS

Men's 36-Inch Double-Breasted, sheep-lined coats, with heavy wool collars, four pockets, all-around belt and knit wristlets in sleeves. Price only—

\$3.99



Double Blankets



Double Blankets in beautiful plaid, size 70 x 80. This is not 25c per yard—cheap blankets. Extra fine quality, one of the best blankets we have ever sold for such a low price. You will have to see these to appreciate their value. Fair—

98c

Ladies' Munsingwear Hose



Ladies' Munsingwear Hosiery, in all the new fall shades, in both the chiffon and service weight—

65c

cantile Co. Bring the Entire Family Here!

SOCIETY

NEWS FROM OUR BOYS AND GIRLS IN COLLEGE

Now is about the time when all college students begin to think about home and home folk. Thanksgiving time means a lot to the boy or girl away from home. Some of them will be able to be at home for a short time; others will wish they could have just one hour at home. Some will be proud to come home with their grades; some will be willing to talk of topics of conversation up. What ever they feel, we at home will be glad to see them.

As we have said before, we are proud of our young people who have gone to school from Hereford, for their success and accomplishments are our gratification.

Carl Spratt, who is attending W. T. S. T. C. his first year, has been admitted to the college band.

Mr. and Mrs. Raymond Cone are enjoying their work in the University of Texas. They are almost too busy to think about anything but their work.

George Heard is studying chemical engineering at the University of Wisconsin at Madison. He has a part-time job and expects to finish there next year. He is too far away to come home for the holidays, but we think of him, anyhow.

Jess Carter entered his second year in the law school of Texas University this year. He likes his work.

Misses Florence and Zelma Ruth Shore, who are in school at Amarillo, were here Monday visiting friends and relatives.

Mrs. W. F. Gabbert visited Amarillo friends last Thursday.

SOCIAL CALENDAR

Meetings of the Week.

Thursday.
Junior Bay View, with Eva Skelton, 7:00.

Monday.
I. O. O. F., 8:00 o'clock.
Second Grade Mothers, Central school, 3:30 o'clock.

Tuesday.
Pioneer Study Club with Mrs. J. E. Beyer, 3:00.
Ace-High Club with Edgar Ireland, 8:00.
Intermediate G. A., 4:00 o'clock.
O. E. S. Masonic Hall, regular hour.

Wednesday.
Missionary Society, at Methodist church, 2:30 o'clock.
W. M. U., Dorcas Circle with Mrs. John Schwartz, 2:00. Lottie Moon Circle, Baptist church, 3:00.
Mary Martha Circle, with Mrs. Frank Lambert, 2:30.
Circle, Baptist church.
Ladies' Aid, Christian Church, three o'clock.
Auxiliary at Presbyterian church, 2:30.
Church Night, First Christian church, 7:00 o'clock.

Thursday.
Busy Bee Club with Mrs. Allen Hughes, 2:30.
Bay View Club, at Court House, 3:00 o'clock.

Mrs. Dorothy H. Ross transacted business in Amarillo Thursday.

MRS. HAROLD CLOSE ENTERTAINS

Monday afternoon the home of Mrs. Harold Close was the scene of a delightful party when she entertained a number of friends at bridge. The rooms in which the games were played were decorated with jack-o-lanterns and other Halloween decorations. Orange tapers gave a festive air.

At the end of the afternoon delicious Halloween salad course was served to Misses. Jas. Black, Chas. Donald, Geo. Garrison, D. K. Robinson, Oscar Eastley, J. C. McCracken, R. M. Wiltshire, T. L. Morgan, Roger Corbett, J. C. Parker, J. W. Robinson, Voline Downs, J. M. Posey, W. F. Gabbert, C. A. Skelton, Jess Stanford, Gaston Baer, Bernard Hicks, J. J. Clark, O. G. Hill, Bill Davis, John Olson, Alton Fraser, Dave McCurdy, H. E. Fritz, E. B. Thomason, N. E. Milburne, and Miss Willie Allen.

WYCHE CLUB MEETS WITH MRS. JESS LINDSEY

Wyche community club met on Tuesday, October 25, with Mrs. Jess Lindsey. Miss Ayers, county health nurse, met with us and awarded the First Aid Certificate.

The next meeting will be on November 8th, and will be held at the home of Mrs. Leo Wolfe. The president of the club wants every member to be there for this meeting, on time, and with their part of the program prepared. New officers will be elected at this meeting, so don't forget to come.

ENTERTAIN HUSBANDS

Members of the Crescent Scientia club entertained their husbands last Thursday night at the home of Mr. and Mrs. Herman Stuart with a forty-two and bridge party. Fall flowers formed lovely decorations for the entertaining rooms. Talleys and refreshments carried out the Halloween scheme. Present to enjoy the games were Messrs. and Mrs. Jack Wright, Henry Williamson, Ralph Sears, Charles Sowell, R. E. McCollough, Buren Sowell, Troy Moore and Mrs. Pegri Singletary.

LA AFFLIATUS ESTUDIO

The La Affliatus Estudio club met in regular session Tuesday afternoon at the home of Mrs. J. R. Lipscomb. The subject for the afternoon's study was "The South Views Her Heroes."

Each member answered roll call with a distinguished act of some Southern man or woman. Reports were given on the following topics: The International Tennessee; A Shrine of a Southern Hero, and Founder and Work of the Red Cross. After the program a parliamentary drill was conducted by the club parliamentarian, Mrs. Wiley Roberson.

HALLOWEEN PARTY AT M. E. CHURCH

The Friendship class of the Methodist Sunday school entertained in the basement of the church Monday evening with a Halloween party. Black and orange crepe paper and black cats and witches formed the background for the many games which were engaged in during the evening. Everyone came in costume and prizes were given for guessing the identity of the greatest number of people.

Pumpkin pie and hot chocolate were served to about 25 guests at the end of the evening.

MRS. DAVIS ENTERTAINS

Tables covered in black and yellow pumpkins as table markers greeted the guests last Thursday when Mrs. Bill Davis entertained at bridge, honoring her mother and sister who are visiting her.

Several rounds of games were played, after which delicious refreshments were served to Misses. A. C. Hales, Harold Close, J. M. Posey, Alton Fraser, J. M. Black, Jess Stanford, Travis Dameron, B. H. Hopkins, Gaston Baer, John Whitsett, J. C. Parker, R. M. Wiltshire, Paul Russell, G. H. Coursey and Miss Willie Allen. High scores went to Mrs. Hopkins and Mrs. Wiltshire.

MRS. JOHN SLATON

Mrs. E. B. Black was the charming hostess last Friday, when she entertained with a covered dish luncheon honoring Mrs. John Slaton on her birthday. A sumptuous meal was spread at the home of Mrs. Black at high noon, at which were seated Misses. John Slaton, T. M. Parmer, B. F. Guthrie, Allan Bell, H. H. Hawkins, I. H. Spratt, A. C. Thompson, E. W. Harrison, Ray Conaway, G. A. F. Parker, Hattie Rutherford, G. W. Heard, J. E. Beyer, J. B. Jones, Jess Stanford, J. B. Hammer, Jim Black, Bill Black, Misses Mattie and Martha Duncan.

MR. AND MRS. BEYER ENTERTAIN WITH FORTY-TWO

Mr. and Mrs. J. E. Beyer entertained a few friends last Thursday evening with a forty-two party at their home on McKinley Avenue. After the session of games enjoyed, seasonal refreshments of pumpkin pie topped with whipped cream, and hot coffee were served to Messrs. and Mrs. John McLean, R. E. Kessle, Misses Jess Stanford, A. C. Thompson, J. B. Hammer, C. H. Dillehay, H. H. Hawkins, J. B. Jones and Miss Ruth Kessle.

W. I. Gamewell of Canyon was here attending justice court Wednesday of last week.

LOCALS

S. F. Salamy was in Hereford on business last week.

Mrs. Ernest May visited friends in Amarillo one day last week.

Mrs. M. A. Springer spent last Thursday in Amarillo with friends.

H. K. Webster was here from Amarillo Wednesday on business.

Bob Morton of Spearman spent Tuesday in the J. F. Ward home.

Mrs. J. E. Speegle spent Monday with relatives in Lubbock.

N. M. Bartley visited friends in Portales, New Mexico, last Sunday.

Miss Gene Campbell spent Saturday with friends in Amarillo.

Joe Howard was in Clovis on business last week end.

O. J. Mapes of Dimmitt was in Hereford last Friday on business.

James Wilson attended the football game between Amarillo and Pampa last Saturday.

Mr. and Mrs. S. E. Fisher and children arrived Saturday from their home in Wichita Falls to visit Mrs. Fisher's mother, Mrs. A. K. Gillis.

MR. AND MRS. JOHN SCHWARTZ HONORED ON GOLDEN WEDDING DAY

Last Sunday morning after church services, the deacons of the Baptist church and their wives surprised Mr. and Mrs. John Schwartz with a covered dish luncheon, honoring them on their Golden Wedding anniversary.

The bounteous lunch, which included a wedding cake sent by their daughter at Ford, was served buffet style. It was followed by a mock wedding in which Alex Thompson officiated as the preacher, Mrs. J. E. Speegle as the blushing bride, and Earl Wilson the nervous groom. Mrs. J. P. Roberson was the ring bearer and Mrs. J. M. Messenger and J. D. Curtisinger were flower girls. Mrs. A. O. Thompson and Mrs. J. M. Gilliland were train bearers.

Those who attended this happy occasion were Messrs. and Mrs. V. M. Cloyd, W. B. Phillips, G. W. Brumley, H. G. Cookwright, J. S. Orr, J. E. Speegle, A. Frisbie, J. M. Gilliland, J. M. Messenger, Earl W. Wilson, J. P. Roberson, J. H. Head, A. O. Thompson, Jack Roberson; Messrs. J. D. Curtisinger, W. A. Roberson; Messrs. J. H. Nix, C. Runton and Misses Imogene and Mollie Jo Roberson.

CLIFFORD ESTES HAS BIRTHDAY PARTY

Last Friday afternoon a group of children were guests of Clifford Estes at a party on his tenth birthday. The afternoon was delightfully spent in playing games in the yard.

After a hilarious afternoon, refreshments of ice cream and cake were served to the guests. The cake was lighted with ten birthday candles and filled with souvenirs.

The boys and girls present were George McLean, Jo Ed Burleson, Karl Wilson Shirley, Billy Ed Bell, Troy Cashway, Norma Jean Foster, Orville Hill, Martha Nell Euton, Wanda Jean Reed, Mary Beth Hicks and Helen Streu.

BUSY BEE CLUB ENTERTAINED BY MRS. GOLDEN

The Busy Bee club met last Thursday afternoon at the home of Mrs. J. E. Golden and pieced on a wedding ring quilt for the hostess. At the end of the afternoon's work the hostess served a delicious refreshment course consisting of hot rolls, sausage, pickles, cake and hot chocolate.

Those present were Misses. Garrett Smith, W. A. Long, Allen Hughes, J. M. Huntzinger, John Kropp, O. L. Rutherford, H. D. Blythe; Misses Allene Hughes, Marjorie Golden, Mildred Rutherford, Glenn Cockrell, Ivon and Louise Blythe.

TURKEYS



It won't be long now. We want to buy your turkeys. Get in touch with us before you sell.

WEST TEXAS FEED AND SEED CO.

Phone 265

Mrs. E. B. Robinson left Thursday for a short visit with her sons at Plainview.

Miss Gladys Beavers of Canyon spent the week end in Hereford with her sister, Miss Zoe Beavers.

Mrs. R. A. Walls and son were business visitors in Amarillo Wednesday of last week.

Mrs. Matt Gilliland spent Monday in Canyon with Mrs. Ralph Barnett.

Esther Mae Smith of Sudan was a guest of Mr. and Mrs. N. C. Vogele Sunday.

Mrs. J. W. Robinson visited friends in Lubbock last Friday and Saturday.

Mrs. Urlin Streu and baby spent the week end in Memphis with her mother.

A. H. Streu and L. W. Carlyle made a business trip to Fort Worth over the past week end.

S. F. Salamy was in Hereford from Amarillo Tuesday on business.

Miss Blanche McDonald of Amarillo spent the week end here with Miss Gwendolyn Spradley.

Mr. and Mrs. S. L. Waiser spent Thursday and Friday in Amarillo with his sister.

Miss Mary Scott of Borger visited Mrs. Dave McCurdy over the week end.

Ed Ervin and T. E. Seigler, Jr., are visiting the former's grandmother in Wichita Falls.

Mr. and Mrs. J. A. Neill of Clovis spent the week end in Hereford with relatives.

Jas. W. Witherspoon was in Farwell and Clovis on business Saturday.

W. C. Schaeffer and T. J. Welch of Bellview, N. M., spent Saturday in Hereford.

Nelson Pierce, wife and daughter were here from Bellview, New Mexico, Tuesday.

C. W. Burkley of Amarillo was in Hereford the latter part of last week transacting business.

Mrs. A. M. Strate of Friona was in Hereford last Friday visiting Mr. and Mrs. Cliff Hicks.

Miss Catherine Kirby of Adrian visited friends in Hereford the first of this week.

John Tolls of Tulla visited his father-in-law, J. I. Penrod, last Thursday.

Mrs. Johnnie Foster of Clovis visited her parents, Mr. and Mrs. R. P. Brazil here last week.

C. W. Carder of Amarillo was a business visitor in Hereford last Thursday.

P. W. Price, former resident of Hereford was here last Thursday visiting old friends.

Mr. and Mrs. Frank Given were in Amarillo last Thursday on business.

Mrs. Cal Gilliland and daughter, Mrs. J. W. Witherspoon, visited in Amarillo last Thursday.

Mr. and Mrs. J. S. Mearor visited friends in Hereford last Wednesday.

Burl Elliston of Canyon spent last Thursday here with his parents, Mr. and Mrs. A. H. Elliston.

CARL'S CASH & CARRY GROCERY

SPECIALS FRIDAY AND SATURDAY

SALAD DRESSING W. P., pint jar	16c
PEACHES In syrup, 3 no 2 1/2 cans	25c
SORGHUM East Texas, Gallon	44c
MUSTARD Prepared, quart jar	15c
PEAS Glen Valley, No. 2 can	10c
WALNUTS New Crop, 2 lbs	31c
PRUNES Dried, 2 pound package	12c
MEAL 5-pound bag	12c
COFFEE W. P., 1 lb	21c
PEANUTS Salted, pound package	12c
PEANUT BUTTER Quart jar	24c

WE WANT YOUR POULTRY and PRODUCE

7 Reasons Why It Pays To Use WRIGHT'S SMOKE SALT SUGAR CURE

1. Easier to use, one operation makes a complete cure.
2. Cheaper, no money invested in a smoke house.
3. No danger of smoke house fires.
4. Simplicity of operation insures uniform results.
5. No shrinkage. Save the one hog in five that was wasted the old way.
6. Healthy, meat is kept from contamination, resulting in a clean, sweet, wholesome product.
7. Better flavor, the best meat you ever tasted—meat that will stay good and hold its weight.

McLEAN & PITMAN

Bakers Cash Grocery

MONT E. BAKER

Specials for Friday and Saturday

Cocoanut, bulk, fancy, 1/2 lb	21c
SOUP, assorted, 3 cans	24c
POPCORN, Japanese Hulled, lb	5c
Coffee Schilling's	1 lb -- 32c 2 lbs -- 61c 4 lbs \$1.21
ONIONS, No. 1, per lb	2c
COCOA, Hershey's, lb can	17c
JELLO Assorted Flavors	17c 3 pkgs
SOAP FLAKES, Big-4, pkg	29c
SALMON, fancy pink, large can	9c
BACON Breakfast, Sliced, lb	13c
PEAS, Early June, No. 2 size, 2 cans	21c
PINEAPPLE, crushed, gallon can	43c
SALT BACON, not too fat, lb	9c

Specials For Friday, Saturday and Monday

NOVEMBER FOURTH, FIFTH AND SEVENTH

Men's Broadcloth SHIRTS

Big Variety of New Patterns.

48c




Men's outing bal work shoes, Compo soles, pair	98c
Men's winter weight union suits, long sleeve and leg	48c
Men's wool boot sox, the pair	19c
Ladies' and Misses' two-tone sport Oxfords, all sizes, pair	98c
Childs' gunmetal, stitch-down shoes, pair	89c

Just received a new lot in the new shades

\$1 48

Men's Dress HATS

Just received a new lot in the new shades

\$1 48

Sprouls-Cronin & Co.

HEREFORD, TEXAS.

Here and There

BY MRS. C. E. TICE

Last Saturday evening about 75 people of the community gathered at the school house to enjoy the usual Halloween party. The rooms were tastily decorated with black cats, witches, etc. The hostesses, Misses Koma and Ruby, had arranged a number of games in which almost everyone took part. A passerby was heard to remark the next day that "It must have been a halloween success, judging from the noise they made." About 10:30, popcorn balls were passed around and the guests departed hoping that these popular teachers would give another social in the near future.

H. K. Campbell, Mrs. Ace Campbell and Mrs. Melvin Mitchell spent Friday in Canyon.

Mr. and Mrs. W. S. Dixon spent Thursday evening with the H. M. Mobley family.

Rhea Robbins of Canyon spent several days here last week sowing his land to wheat.

The Mack Dixon family has moved to the McMan place north of where they have been living.

Mr. and Mrs. Jody Benson of Happy were shopping in Hereford

Saturday and visiting with home folks.

Mr. and Mrs. W. A. Springer, Mrs. M. Springer and Mrs. Edward Roberson spent Thursday in Amarillo, Mrs. Roberson remaining until Sunday.

Mrs. J. B. Harlin returned last Thursday night from Chickasha, Oklahoma, where she has been spending several days with her parents, Mr. and Mrs. Owens.

Mr. and Mrs. Ralph Smith spent one evening last week with Mr. and Mrs. Britt Boyd.

Mr. and Mrs. Frank Barber and children of Hereford attended the social at the school house Saturday night.

Mrs. Alvis Frazier who has been spending the past ten days with her sister, Mrs. W. L. Tice, went to Dawn Sunday to spend some time with her father while Mr. Frazier is away working.

Rev. Brewer of Friona will preach at Frion Sunday morning, and Rev. Bost of Dimmitt will give a program there at 3:00 p. m. so the community has decided to bring filled baskets and spread dinner at noon.

Mr. and Mrs. Otho Buchanan of Borger spent Sunday with the Springer families at the home of J. E. Springer.

Messes. and Mmes. J. B. Harlin, Henry Allman, H. M. Mobley and Owen Andrews were dinner guests Sunday of Mr. and Mrs. Sparkman.

Mr. and Mrs. Britt Boyd received the sad news of the death of Mr. Boyd's step-mother who passed away late Sunday evening. Mr. and Mrs. Boyd and Mrs. Roy Rogers went to Dimmitt Monday to attend the funeral.

The W. W. Club and the Emergent clubs met with Mrs. C. E. Tice last Wednesday, and Miss Martin gave the cheese demonstration, and made the work so plain that most of the ladies feel confident they can now make and serve American cheese to their families. One lady made some the same week and several plan to make cheese this week. There were 26 ladies present, and 13 of them were guests. A covered dish luncheon was served at noon. Visiting ladies were Mmes. Britt Boyd, W. E. Upton, E. H. Weathered, Guy Ham, Alvis Frazier, W. L. Tice, Geo. Smith, Ival Rudd, Gatlin, Conklin, West, Bell and Cogdell. The next meeting will be November 9, with Mrs. M. A. Springer, at which time officers will be elected for the coming year. A friendship quilt was pledged for Mrs. Tice and a lovely quilt was quilted for Mrs. Gatlin. The club was glad to have so many guests as it goes to show the ladies are anxious to learn new things from the demonstrator.

Mr. and Mrs. Claude Dixon and Mr. and Mrs. Frank Barber of Hereford spent Sunday with Mr. and Mrs. Mack Dixon.

Virgil Green of Austin is spending the week with his sister, Mrs. Paul Williams.

John Gaetz returned Wednesday from a business trip to Denver.

RADIOS for sale or trade, new and used sets at bargain prices; good electric sets, also some good battery sets. See me at once, W. F. Orr, at Orr's Tailor Shop, 1p.

FOR SALE: Harvard Classics, Dr. Elliott's famous five-foot shelf of books that cover the range of learning through all ages. The books are new and valued at \$178.00. Will sell for \$65.00. Dr. E. E. Robinson. 1c

Fairview-Palo Duro Items

BY MRS. JOHN BOLING

There were eight women present for the club meeting in the home of Mrs. John Boling last Thursday. A number of the ladies have made cheese and others plan to make it. The next meeting will be with Mrs. R. L. Campbell.

Mr. and Mrs. Cecil Allred visited relatives at Plainview last week.

Mrs. T. M. McBroom of Canyon is visiting relatives here.

Mr. and Mrs. R. A. Campbell of Amarillo spent the week end with their son, R. L. Campbell and family.

Mmes. O. J. Grabbe and E. W. Womble were in Hereford on business Saturday.

W. O. Comingoer has been helping H. J. Oglesby stack feed the past week.

Mr. and Mrs. Cecil Allred spent Thursday with Ernest Allred and family.

Everyone enjoyed the party at the school house Friday night. We were glad to have a number of visitors from Wildorado.

Rev. J. M. Jones of Amarillo who has been pastor at Palo Duro the past six years, resigned his pastorate here Sunday. It is with regret that we see Brother Jones leave us. He has been a great power in building up this church to its present capacity of six classes in Sunday school work and a study service in the evening. He is a consecrated minister of God's Word and we pray heaven's richest blessing upon him and his family. We hope that some time in the future we may have the joy of working with Bro. Jones again.

Relatives from Oklahoma are visiting in the Toy Price home.

Methodist Church.

Sunday school at 9:45 a. m. Preaching at 11, by Presiding Elder L. N. Lipscomb. This will be a great service, do not fail to be present. The 7:15 service will be the last for the present conference year. Let every member be on hand. Special music for both hours.

Young people will gather for their worship at 6:15 p. m.

The last quarterly conference will follow the morning service. Let every report be ready. Annual conference convenes in the Polk Street Methodist church, Amarillo, on November 10.

Do not let anything keep you from church next Sunday. A cordial invitation to all.

Card of Thanks.

As we shall ever cherish the memory of our departed loved one, so shall we always remember the kindnesses of our many friends, also the beautiful floral offerings, which mean so much to us in our dark hours.

Mr. and Mrs. T. A. Cox, Mr. and Mrs. W. C. Cox, Mr. and Mrs. H. T. Cox, Mr. and Mrs. J. C. Cox, Mr. and Mrs. Ed Cox, Mr. and Mrs. J. R. Jowell, Mrs. Cal Walker and Cecil.

First Christian Church.

"A Neglected Sacrament" will be the subject of the pastor's morning message. There will be no evening service due to the meeting in progress at the Baptist church. It is hoped that every member of the church will be present for the church school period, beginning promptly at 9:45, and for the morning service at 11:00 o'clock.

Dean News

BY MRS. H. L. HARRELL

Mr. and Mrs. Clem Friend entertained a number of friends Sunday afternoon, among whom were Mr. and Mrs. Ted Irlbeck from Umbarger; T. F. Bohannon, Iris Bohannon, T. C. Bates, R. E. Caldwell, M. E. McCollister, M. B. Stone, H. L. Harrell, Homer Powell; Misses May McCaskey, Ivy Ragdale and Roberta Harrell; J. D. Harrell, Cecil Harris and Buster McCollister. A four o'clock luncheon was served consisting of cake and coffee. A good time was reported by all.

Henry Skypola is working for Donelson.

E. J. Duncan has finished drilling wheat and returned to Pampa Sunday.

The Dean club met Thursday with Mrs. Bennie Fulkerson, and Miss Martin gave a demonstration in cheese making.

Mr. and Mrs. Lee Crawford visited in this community Friday. Misses Maude and Jessie Malone took dinner with Mrs. H. L. Harrell Wednesday.

Mrs. Arlie Dean and son, Jack, spent the week end in Amarillo with relatives.

Mr. and Mrs. Jim Boyd visited in Umbarger Sunday.

Allen Plummer spent Friday night and Saturday with J. D. Harrell.

Alleen Caraway and Roberta Blagg attended the party in the Blagg home near Hereford Saturday night.

Mary Louise Dean spent the week end with Miss Raley at Vega.

Ford Doings

BY LA VERNE MANN

There was good attendance at Sunday school Sunday. Visitors were Mr. and Mrs. Fly and son, Walker of Amarillo, Mr. and Mrs. J. S. Garrett, Joe and Nancy Ann, Mr. and Mrs. Ben Rountree, Miss Augustine, Weldon and Jake Gregory, all of Progressive, Progressive folks sang several special songs. We urge them to come again.

Rev. Godwin did not preach here last Sunday.

Mr. and Mrs. Johnny Friesen have a new son, born Tuesday night, October 18.

Mr. and Mrs. Beryl Davis and son, who have been here the past week cutting feed, left Saturday for their home near Roosevelt, Oklahoma.

Mrs. J. D. Jenkins of Hereford was a visitor at Ford Sunday.

J. W. Leavell of near Vega visited in the D. B. Mann home Saturday.

Wilson Gyles of Hereford visited in the E. H. Simpson home Sunday morning.

Mr. and Mrs. J. G. Simpson spent the week end with relatives at Muleshoe.

Mr. and Mrs. A. K. Webster and children, Dr. and Mrs. Miller of Amarillo were at Ford Sunday. Dr. Fly spoke to the young folks Sunday.

The social and Halloween program Friday evening was well attended. Several Halloween games were played. After the short program which followed the games the ladies served refreshments.

Misses Arville and Zeda Hudson of Oklahoma City spent the latter part of the week in the Thwaitt home.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

The weather has been fair and farmers are busy sowing wheat and harvesting row crops.

Sunday school at Sims each Sunday morning at 10:30, with Tom Bohannon leading. We are now studying Matthew, and lots of light is being thrown on these lessons from time to time. Everyone has a welcome at Sims. We have singing each Sunday night, with lots of interest and good attendance. Come, join us.

Messes. and Mmes. Lige Ellison and Whistle Frazier were guests in the Herman Gray home at Westway over the week end.

The following pupils were on the Sims school honor roll. High school, John Allen Morris, Stella Lee Fortenberry, Lois Phillips. In the grammar grades, James Lytle, Wilbur Chapman, Clyde Phillips, attended by

Elizabeth Chapman, Mildred and Alice Lytle, Olaf Bohannon, Paul Lyons and Wilbur Chapman were in Hereford Saturday.

Mr. and Mrs. Tom Bohannon have gone to Miami to visit her father, Dr. Powell, who is very ill.

Mr. and Mrs. Claude Bogle and son and Mr. and Mrs. Glenn Heltzer and daughter were in Clovis and Portales, New Mexico, Saturday.

Mr. and Mrs. T. E. Siegler left Monday. Mr. Siegler for Fort Worth, and Mrs. Siegler to visit her mother in Post Oak.

Mr. and Mrs. D. O. Williams of Abernathy were in Hereford last week visiting friends and relatives.

Miss Lula Martin was in Lubbock Friday to see the football game between Texas-Tech and Notre Dame. Miss Martin is a former Tech student.

Carroll Laird of Plainview visited friends in Hereford Monday. He lived here about ten years ago and will be remembered as "one of the Laird twins".

Alton Fraser, John Pittman, Cliff Acker and H. B. Frits went to Lubbock last Friday to witness the football game between Tech and Notre Dame.

STAR THEATRE

Hereford, Texas

TODAY - TOMORROW

Thursday and Friday

NOVEMBER 3 and 4

CLARK GABLE and

JEAN HARLOW in

"RED DUST"

SATURDAY ONLY

Matinee and Night

NOVEMBER 5

TIM McCOY playing in

"TWO-FISTED LAW"

and Eighth Chapter of

"The Last Frontier"

ADMISSION 10c

A prize of \$2.00 will be given any woman who sits alone through the screening of "PHANTOM OF CRESTWOOD" at midnight, without screaming.

Sunday Matinees and

Monday and Tuesday

NOVEMBER 6-7-8

RICARDO CORTEZ and KAREN MORLEY lead in

"THE PHANTOM OF CRESTWOOD"

Radio Mystery Murder

WEDNESDAY ONLY

NOVEMBER 9

JACK HOLT plays in

"THIS SPORTING AGE"

10c Admission

Too Late to Classify

FOR SALE: Harvard Classics, Dr. Elliott's famous five-foot shelf of books that cover the range of learning through all ages. The books are new and valued at \$178.00. Will sell for \$65.00. Dr. E. E. Robinson. 1c

Great DINING ROOM BARGAINS FOR THANKSGIVING

For the next three weeks we will offer you at our store the greatest values in good up-to-date dining room furniture it has ever been our pleasure to sell.

New oblong extension table and six upholstered chairs, a real \$65.00 value. Thanksgiving price, \$37.50



A dinette set, buffet, table and four chairs, leather seats or velvet, a \$95.00 value, for Thanksgiving, \$47.50

Buffet extension table and six upholstered chairs, an exceptional value for only \$49.75

We have some most wonderful values in used bed room suites that we are offering for \$45.00, \$35.00 and \$25.00.

You should see the splendid line of living room suites on display in our store. A used suite for only \$22.50, and other new ones for \$39.75, \$45.00, \$65.00 and up.

E. B. BLACK COMPANY

We Are Satisfied With Small Profits

PIGGY WIGGLY SPECIALS



FRIDAY - SATURDAY

SCHILLING'S COFFEE
1 lb. 32c 2 lbs. 62c
Demonstration of All Schilling's Products SATURDAY

CELERY Well Bleached, Nice, Large Bunch	9c	BROWN SUGAR Bulk, 3 pounds	19c
SWEET POTATOES 10 pounds Portales Yams	10c	LYE Rabbit, per can	9c
LETTUCE Nice, firm heads	5c	COCOANUT Bulk, long thread, pound	19c
ONIONS Valencias, sweet, pound	2c	OATS Large package, Gold Medal	13c
WALNUTS No. 1, new crop, soft shell, lb	18c	ORANGES	15c
SOAP 10c Value, Five Bars	23c	COCOA Hershey's, B 16c, 1/2 pound	9c
MEAL 20-pound sack	18c	PEANUT BUTTER Quart jar	23c
SALT 25-pound sack	32c	PRUNES Gallon size	29c
CRACKERS Two-pound pkg., Brown's Snowflakes	15c	BLACKBERRIES Gallon can	38c
RAISINS Four-Pound Package	25c	BEANS Pintos, 5-pound package	15c
STRING BEANS No. 2 cans, 3 for	25c	RICE Full Head, Five lbs for	19c
PANCAKE FLOUR Washburn's, package	7c	POTTED MEATS Three cans for	10c
WASHING POWDER Big-4, five-pound box	29c	SHOE POLISH 15-cent can for	5c
SALMON No. 1 tall, three cans for	25c	POST TOASTIES Two packages	21c
		FIGS Cooking, Black Mission, 3 pounds	14c
		Macaroni	10c
		Or Spaghetti, 3 Packages	

MEATS

STEAK, forequarter, 3 pounds	25c
STEAK, round, loin or T-bone, pound	15c
SMOKED BACON, nice and lean, lb	12 1/2c
SAUSAGE, pure pork, 2 pounds	15c
HAMBURGER, fresh ground, 2 pounds	15c
SLICED BACON, Pinkney's, pound	16c
MINCED HAM, bologna or frankfurters, lb	12 1/2c
CHILI, fresh, home-made, pound	20c

Galley demonstrated cheese making at Progressive Thursday, with 18 present.

A Halloween party was given at the school house Friday evening for group two of the B. Y. P. U.

Try the
FRUIT AND VEGETABLE HOUSE
for
BARGAINS!
At All Times.

Wholesale - Retail

Fruit and Vegetable House.
ROSS FULLER
N. C. VOGELE