

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

26th Year—Number 46.

Hereford, Deaf Smith County, Texas, Thursday, December 2, 1926.

Seth B. Holman, Publisher

## TRAFFIC OFFICER WILL WATCH YOU

The growing traffic problem in Hereford, especially since the new highway has been completed, has caused the City Commissioners to take action late, and they have taken the matter in earnest and endeavor to make Hereford streets safe alike for motorists and pedestrians.

Alph Rutherford has been employed by the Commission as a traffic officer for the City of Hereford, whose duties will consist of seeing that the traffic laws of the city are observed by every driver.

Nearly everybody favors safe driving," said Mayor Irwin Tuesday, "and most people are careful and considerate. But there is a small element that is not. They are a little reckless and careless. The rapidly increasing number of automobiles here is causing many new problems, and it is better to be careful than sorry afterwards. Mr. Rutherford has been instructed to take in handling the people, I am sure he will do so. It is proposed to be "hard boiled" about this matter. Offenders against the traffic regulations will be notified first and reasoned with, but if they persist in such offenses it will be necessary to enforce the law."

## California Oil Men Here On Business

R. Goodale, junior member of the firm of Burgess & Goodale, Angeles, Calif., large oil lease holders on the Pacific Coast, was in Hereford Tuesday on business connected with the oil development of Deaf Smith county.

Goodale conferred with Judge P. Slaton and others here regarding a possible development of the Collier ranch in Deaf Smith county, and adjacent property.

## T. C. of C. Man Is Visitor Tuesday

Assistant Manager Bennett of the Texas Chamber of Commerce, Amarillo, arrived Monday and conferred with local business men concerning Hereford's financial obligation to its organization.

Tuesday morning the Chamber of Commerce officials finished their business in hand with Mr. Bennett who left before noon for Amarillo, where he was scheduled to attend the organization at that time in raising Friona's membership.

## Oberthier To Lubbock Convention

H. Oberthier, Jr., local Texas Chamber manager, left overnight for Lubbock, where he will attend a district convention of managers and officials of the Chamber.

The gathering was scheduled for social as well as business purposes. Mr. Oberthier said.

## PATRONS OF HERE-FORD POST OFFICE

We are instructed by the Postal Department to urge the patrons to mail their Christmas packages early, to secure prompt delivery, and to address them plainly, giving street number when possible to insure prompt delivery. Packages to be insured should be well wrapped and addressed with ink.

On any day after the 15th of December, the post office will be open until 11:30 p.m. on your packages on your packages.

If you desire your packages to reach your friends in good time, mail them before Christmas. The congestion then is great and many packages will not reach their destination after Christmas, perhaps in bad condition.

We urge you to co-operate with us by securely wrapping, plainly addressing and mailing your packages early.

J. A. WEAR, Postmaster.

## Donald Oil Co. Hits Pay Dirt; To Go Deeper

The Donald Oil Company No. 1 well, in Hutchinson county, Texas, owned largely by Hereford people, went into the pay horizon last Friday, and, according to those in charge, encountered about ten to thirty-three feet of oil bearing formation which, when shot, should make a nice well.

The pay was picked up at 3017 feet. A little water was encountered at around 3050 feet, but not in quantity to be alarming.

Directors of the company decided to drill the hole 100 or more feet deeper in search of heavier production and in the event same is not found the well will be plugged back and shot in the upper pay.

Estimates on the well as it now stands place the production when shot at from 50 to 500 barrels.

There is very optimistic feeling over the outcome, since the company has proved 100 acres of oil land where the No. 1 has been drilled. The company also owns other acreage which is in line for quick development and is being rapidly proven on near-by acreage.

A large party of local stock holders visited the well Sunday and examined the situation.

## Highway Department Hears Of Accidents

Following a series of accidents last week on the highway east of Hereford, wherein a number of cars were more or less damaged in collisions with the grader left on the road at night, L. Baskin, State Highway Engineer at Amarillo, of these events, enclosing affidavits from himself and John Moseley in one instance and from A. T. Dunagan, of Santa Anna, Calif., in another, that damages would be expected in each of these cases for negligence and damages caused these two cars. Under date of November 20, Mr. Ryder replied to Mr. Baskin, thanking him for his letter and stating that he was investigating the matter. Mr. Ryder added: "I assure you that the parties responsible will not be guilty of similar carelessness again."

County Judge Wilson stated on Tuesday that some people seemed to think that it was the county's fault, but that this was incorrect. Judge Wilson says the grader belonged to the state highway department and that the county had absolutely nothing whatever to do with the matter.

## Texas Co.'s New Filling Station Opens

The new Texas Company Filling Station on West Third Street, is about completed and will be occupied by Local Manager M. D. Womble next Monday, according to announcement made in this paper.

The newest addition to Hereford's business district is a thing of beauty in its line. There is nothing in West Texas which surpasses it in attractiveness, convenience and general utility. Every brick in the wall has been carefully picked and matched, every bit of the construction work has been exactly as it should be and put there to stay. The decoration and painting of the building has been very thoughtfully worked out.

Mr. Womble is as tickled with his new home as a kid with a stick of striped candy. He ought to be. It's a credit to the Texas people and to Hereford. Mr. Womble extends an invitation to the general public to come and inspect the new addition—it will be worth the trip.

## Three Farmers Make Whole Milk Money

Three other examples of the value of the whole milk market now being offered dairy farmers of this section are cited this week by H. H. Hawkins of the Golden Rule Produce, as follows:

W. V. Hatley, who lives twelve miles west of town, received a check Saturday for \$11.01, one day's milking. This brought his total for that one week up to \$68.13.

S. O. Wilson's check for the week amounted to exactly \$30.00. D. W. Hawkins received \$22.00.

A farmer who is not afraid of work can be independent of fluctuations in market prices for grain and cotton if he will stick to the dairy cow, the hen, turkeys and hogs.

## WILKINSON SALE SETS NEW MARKS

Henry Wilkinson's huge Anxiety 4th Hereford cattle sale, held at the sales pavilion last Wednesday, set a new high mark the country over for individual sales over the last five-year period. The result is bound to stimulate the Hereford industry in many ways. The gratifying result is a tribute to the class of the cattle offered, the fine work of Col. Fred Reppert, Ray Barber and other ring assistants, and the general managing work of Rat Jowell, who handled the cattle for the sale and ramrodded the matter from start to finish.

The crowd consisted mostly of discriminating buyers, here for the business, and the scene in the pavilion was intensely interesting. The famous Hereford auctioneer handled the sale with rifle-shot precision and directness.

An outstanding feature of this sale is the fact that every animal purchased will remain in Texas, showing a keen appreciation of local blood by Texas breeders.

A final check of the sale shows that the fifty-nine head sold for a total of \$27,180, or an average of \$460 each. D. L. McDonald of Hereford bought the top of the auction sale when he paid \$1225 for Blanchard Queen, a two-year-old heifer that was consigned by C. O. Kelsner. Mr. McDonald also bought the top of the calf sale, paying \$600 for Miss Dominette 2nd, a six-month-old calf. J. R. Stegall of Sudan, Texas, bought the second highest priced Hereford for which he paid \$1200, Miss Springvale 3rd. The top bull, Diamond A, was purchased by Hardwick Bros., of Clovis, New Mexico, for \$1100.

Below is a list of the Herefords sold, with the price of each, the buyer and the price paid:

## Bond Issue Is Considered By Business Club

The proposed road bond issue was thoroughly discussed Monday at the Chamber of Commerce luncheon at the Hereford Hotel. As President Black pointed out, it will take a lot of discussion to iron out the many angles in such a large project. There are many and varied opinions concerning details of the proposition. It will take prolonged discussion to mold the campaign into a united drive for a bigger, better Deaf Smith county.

L. Baskin, E. S. Ireland, G. W. Brunley, L. W. Carlyle, E. W. Harrison and others discussed different phases of the proposed issue. It was agreed that the steering committee must reduce the entire proposition to writing and set it forth in black and white so that the people may thoroughly understand all the details. This will be done as soon as possible.

Chairman Black commented on the fine results obtained by Henry Wilkinson's registered cattle sale of the week before and congratulated Mr. Wilkinson on its outcome.

Secretary Moss said the Poultry Show was all ready with the exception of the birds, which would begin to arrive Tuesday and Wednesday. Mr. Moss also read a communication from the Plateau Singing Convention asking if Hereford desired to bid for the next convention. This association covers a tremendous scope of this part of the Panhandle and Eastern New Mexico, and is a huge affair. After some debate the question was referred to the Executive Committee for final decision. The convention would cost the city a maximum of \$300.

## Chas. Bennett New Marshal For Hereford

Anderson Witherspoon, for many years city marshal, fire marshal and waterworks superintendent for the City of Hereford, tendered his resignation on the first of the month and has been succeeded by Charlie Bennett.

Mr. Witherspoon retired to devote his time to private affairs. Mr. Bennett is too well known here to need introduction. He has had experience in well work and kindred lines that should fit him admirably for taking care of the water works and mechanical department of the city government.

Judge and Mrs. L. C. Penry and daughter, Miss Dorothy, spent Friday in Ploverville attending the big railroad celebration.

Mr. B. S. Arnold and son, William Bernard, of Amarillo, spent Thanksgiving holidays with Mrs. Charles Donald and family.

## Harry Seed Departs For Pacific Coast

Harry Seed, who has been with G. P. Garrison, and Tom Allen, of Dimmitt, left Monday the 22nd, both for Stockton, California, to spend four months in the Western Harvester Company factory to learn from first hand experience everything about the Holt Combine, which is made in the Western Harvester Co. factory. At the completion of the four months course the men will assist Mr. Garrison as salesmen and general all-around combine men for the coming season.

## Siliman Evans News Writer, Visits Hereford

Siliman Evans, widely known staff correspondent for the Star-Telegram, paid Hereford a flying visit Tuesday morning in search of data from which he proposes to write a diversification story for Hereford and this immediate section. Detailed information was secured from the Chamber of Commerce and others and Mr. Evans' article will be read with interest by his local patrons when it appears.

Mr. Evans is perhaps the best known staff man in the state. For many years he has represented his paper at the legislative councils at Austin, in Washington, and in political and industrial special work. He started on the Fort Worth papers when the editor of the Brand was sporting editor of the old Record, and a most gratifying "fan club" over old times and old friends resulted from Mr. Evans' short visit here Tuesday.

## CHICKENS TO RULE ROOST THIS WEEK

Entries for the Plains Circuit Poultry Show, December 2-3-4, were pouring in Wednesday and Thursday. Indications were that there would be several hundred splendid birds on display by Friday morning. Four New Mexico counties, members of the association, were all responding splendidly to the demands of the occasion and the Texas end of the exhibition will have to hustle to meet the competition from the sister State.

Superintendent Vogele, Secretary Moss, County Agent Dunkle, Henry Williamson, and others were garbed in overalls Thursday morning, receiving and placing chickens. It's a big job to do this well, as the proper handling and housing of the birds goes a long way toward putting over the show right. Local breeders were being notified by the committee Thursday to hurry in their birds.

## Collier Sells Tract of Land In This County

A land trade of large proportions was being closed up here this week, involving what is known as the Collier Ranch, in Blocks K-11, D and K-6 in the northwest part of Deaf Smith county. By the terms of this sale, J. P. Collier sold large tracts of this land to A. E. Hofus and Mrs. Daisy Adams, a widow, both of Dallas, Texas, for a consideration of \$78,965.00. This is the second transfer of land between Mr. Collier and Adams & Hofus, the first transaction occurring over a year ago.

Just what plans, if any, the new purchasers have for this property have not been ascertained here.

## Canyon Took Fierce Battle. Score, 10 to 0

In a bitter battle last Friday afternoon on the local high school gridiron Hereford High lost her chance at the district championship to Canyon High, 10 to 0. The local boys played their usual hard, aggressive, fighting game from start to finish, but were simply outplayed by a team with a bigger punch. Since their last game here Canyon had developed a mass play, with only the center left on the line of scrimmage, that proved a consistent ground gainer. Hereford never was able to stop it. The momentum gained by the runner behind this mass of men enabled him to make a few yards practically every time, and this play was the deciding factor in the game.

Canyon kicked a field goal in the second quarter, giving her a lead of three points. A long pass, in the fourth quarter, followed by two plunges scored a touchdown, and goal was kicked.

Hereford also carried the ball across the Canyon goal line in the second quarter, but the play was not allowed as the ball had ground before the runner rolled over the line.

There was a tremendous crowd and a large delegation from Canyon. Both elevens fought grimly and fiercely. The Hereford boys gave everything they had and the tackling on both sides was ferocious. Big Thompson in the line played a whale of a game, as did Wilson at left end. Murphy was a star in the back field until injured in the last quarter and Captain Russell played his usual dash line game.

The game was refereed by Coach Oscar Eckhart of the Buffaloes and umpired by Athletic Director Burton of the Normal.

Canyon will now play Clarendon for the "B" championship of this district.

The football season this year has been a successful one as a whole and has developed more "pep" and enthusiasm in the school than ever before. The team has responded splendidly to Coach Riggs' efforts.

Next year practically all the boys will graduate, only two or three veterans remaining. Mr. Riggs will face a monumental task in rebuilding, but fortunately has some of the most promising material in his second stringers of this year that have come up together. In Squad, Longbottom, Guthrie, Miller and others. Mr. Riggs has a great bunch of recruits to help Murphy, Eberle, Gilbreath and one or two other veterans. The fans are looking forward to another peppy, scrappy eleven for 1927.

## Rev. J. T. Ross Is Given Big Surprise

Rev. Jas. T. Ross was given a happy surprise on Monday evening by members and friends of the Presbyterian church when they gathered to help him celebrate his birthday.

Rev. Ross attended the musical at the high school and during his absence these friends gathered. A complete surprise was given him, when, on entering his home, he found so many awaiting his return. After an exchange of greetings, Mr. Lee opened the doors of the dining room and in a few well chosen words presented Rev. Ross with the many lovely gifts brought by the guests. As John L. Rev. Ross' small son, expressed it, "It looked like a grocery store." There was everything good to eat from a sack of flour, sugar and coffee, to fresh fruits and live chickens (one gift, a silver mounted baking dish, presented by four business men, not members of the church, showed the esteem in which Rev. Ross is held by those not members of his church.

Light refreshments were served by the ladies of the church and at a late hour, as each guest departed, they wished Mr. Ross would have many more such happy birthdays.

"From one standpoint it was a great surprise; that is the uniqueness of it all. From another, it was not; this church's generosity and thoughtfulness are its outstanding characteristics. Anyone might therefore have expected such a thing to happen." Rev. Jas. T. Ross.

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## SECOND SIX WEEKS ROLL OF HONOR

**High Honor Roll.**  
Seniors, Ella Broadwell, Juniors, Howard Eberle, Edgar Ireland, Molly Ray Cronin, Lorene Wherry.

**Honor Roll.**  
Seniors, Lorene Atchley, Bettie Carter, J. C. Gilbreath, Louisa Jacobson, Ida Mae Enoz, Edgar Pickett, Alberta Stevenson, Homer Thompson.

Juniors, Glenn Webber, Mary Clayton, Augustine Gregory, Kathaleta Hawkins, Lois Hill, Lucille Jackson, Oriens Savage, Almado Witherspoon, Vera Woods.

Sophomores, Frank Cogdell, Chas. Ferguson, John Jacobson, Vera Hamilton, Bill Mitchell, Duane Orr, Clyde Shepard, Ralph Wolfe, Mae Millard, Frances Ray, Imogene Wilson, Ruth Wolfe.

Freshmen, Kathleen Cronin, Hazel Dunn, Mary Inez Hough, Mary Broadwell, Gerald Wherry, Alva Mae Norton.

## Rev. Davidson Gets "Pounding" Friday

The Rev. A. B. Davidson, new Methodist pastor, was officially welcomed Friday night at the church with a special program and a big "pounding." A large crowd enjoyed the occasion. Mrs. D. W. Hawkins presided and delivered the welcoming address. Rev. Davidson made a happy response.

G. A. F. Parker gave the welcome from the Wesley Brotherhood and a history of the church, naming each pastor. D. F. Ashbrook spoke of the general church work, and Mrs. J. F. Ward spoke in behalf of the Missionary Society. Miss Kilgore sang, accompanied by Mrs. Elizabeth Biermeier. Light refreshments were served by the ladies of the church, after which a generous "pounding" was bestowed upon the new pastor.

## City Paving Program Is Now Completed

Work on the paving program for the City of Hereford was practically finished Wednesday afternoon, only about two hours more being required to finish the brick laying opposite the passenger depot. This completes the program for this time and Hereford is now sporting a stretch of paving that is the envy of every town in the Plains country and one that is immensely pleasing to all local citizens.

While long delayed in completion, the type of paving put down by the Jordan Construction Company is high class in every particular and should be permanent for many years to come.

## STORK SPECIALS.

Born to Mr. and Mrs. G. P. Owens, November 20, boy, Clarence Bagwell, Dawn, November 22, a girl.

J. L. Hoffman, November 28, a boy.

J. A. Laughlin, Summerfield, November 28, a girl.

Carl Luke, November 28, a girl.

C. H. Smith, November 30, a girl.

B. K. Grierson, November 30, a boy.

Carl Jennings, November 26, a boy.

Mr. and Mrs. L. E. Gordon and children of Tulsa, spent the weekend with Mrs. Gordon's sister, Mrs. Homer Fox. Mrs. Fox went home with them, returning to Hereford Wednesday.



**The Hereford Brand**  
ISSUED EVERY THURSDAY.

WILL H. MAYES,  
Publisher

Entered as second-class matter at the postoffice at Hereford, Texas, under the act of March 3, 1879.

First number of the paper issued Feb. 25, 1921, as the Hereford Reporter (weekly); first number of the Brand (weekly) issued March 21, 1922; first number of the Brand (semi-weekly) issued May 3, 1923; Weekly Brand re-established July 5, 1924.

Subscription, One Year - \$2.00  
Six Months - \$1.25  
Three Months - \$0.75  
All Subscriptions Strictly in Advance.

**Texas & Texans**

By WILL H. MAYES

**Texas Railroad Construction.**

With the continuation of the present liberal policy of the Interstate Commerce Commission toward railroads in Texas, there will be more railroad construction in this state in the next year than in the past ten years. The agricultural and oil development, especially require more railroad extension in order that ready markets may be obtained for the products. The roads are anxious to take care of the traffic and are financially able to make all the needed extensions. They are clamoring, in fact, to build where returns will justify extensions, and are even willing in some cases to build ahead of development, so confident are they of the future growth of the state. Already there are many extensions and building plans in contemplation in the Panhandle and Plains sections and in the Rio Grande Valley, where much immigration is being attracted.

**The Texas Turkey Crop.**

From Brady the announcement is made that 227 cars of turkeys will be shipped this season from the "Brady territory," whatever that may include. Ten years ago five cars would have been regarded as a big business. A car of turkeys brings approximately \$10,000. The farmers are paid this season an average of 27 cents a pound. Get out your pencil and figure what the 227 cars will bring to the "Brady territory." That isn't all. Brady is not specializing in turkeys alone, but is leading in the production of chickens and eggs. Where chickens and eggs are largely produced the dairy business inevitably follows. What of the future of that section, even though no cotton is grown? If the present policy is pursued Brady will never regret having gone into the turkey and chicken business on a large scale.

**Colorado Valley Pecans.**

In Lampasas I learned that the pecan growers in what is known as the Bend section of the Colorado river valley in Lampasas and San Saba counties have contracted to sell 750,000 pounds of ordinary native pecans to pecan cracking establishments at San Antonio and

Tyler for 12 1/4 cents a pound. This is really a low price for pecans this season as the government reports only 71 per cent of a full crop as against 89 per cent in 1919, when Texas had its large pecan crop. The pecans sold were natives from "wild" trees, some of the fancy paper shell pecans from budded trees selling for 75 cents and \$1.00 a pound. It is easy to see that with the business well organized for systematic marketing pecan growing in Texas will become a great industry. The business is not likely to be overdone. The crop this year is estimated at 12,000,000 pounds in the United States or about one-tenth of a pound for each person.

**Texas Grain Sorghums.**

Referring again to government reports, it is estimated that Texas will produce this year nearly 50,000,000 bushels of grain sorghums, which include milo maize, kafir corn, fetterita and the like. This is approximately 49 per cent of the sorghum crop grown in the United States. While the Texas crop is large, the prices are unsatisfactory. The farmers who have livestock to feed and most good farmers have, are feeding the sorghum crops on the farm instead of marketing it, and it is going far toward relieving the financial distress due to the large cotton crop.

**Bank Failures and Country Loans.**

Two banks in Travis county, one in Austin and the other in Manor, have recently closed, giving as their reason that they were carrying too many farm loans which the farmers could not meet. These banks had loans out to farmers last year and the cotton crop in the county being a total failure, the loans had to be extended. This year the farms were planted almost altogether in cotton and a large crop was made, but the price was so low that the farmers were in almost as bad shape as when no crop was produced. The result of the farm failure was that these banks and their customers all suffering heavy losses together. When farming is unprofitable in any community every other business suffers in proportion. Bankers and merchants

**BRING US YOUR PRODUCE!**

Highest Market Prices Paid for POULTRY AND EGGS.  
Our BABY BEEF cuts in the market department of our store are famous in Hereford.  
Our GROCERY SERVICE is UNEXCELLED.  
WE DELIVER. PHONE US AT NO. 116.

**HEREFORD PRODUCE**

JACK SPRATT, Manager.

are as vitally interested in and affected by diversification as are the farmers themselves.

**Water Conservation Popular.**

A newly organized water conservation district at Brownwood recently voted to expend about \$40,000, if necessary, as the initial step in plans for a huge water conservation project by which Brownwood will secure an ample water supply for all time and some 30,000 or more acres of land may be irrigated if that is deemed advisable. The money that has been voted is for the work necessary to determine just what should be done and what will be the cost of doing it. It is probable that the project in contemplation will cost from one to two million dollars. The vote for the organization of the district and the survey expenditure was 1,505, while only 51 votes were cast against it, and it is predicted that the ration for the bonds will be about the same. It all shows that Texans are beginning to get anxious to use the water that has been going to waste heretofore.

**Pleasure in Business.**

At the West Texas Press Association meeting at Colorado, Fred B. Robinson of the Waco Times-Herald, said that his motto is "Pleasure Before Business," and he advised his colleagues to adopt it as theirs. A better motto is "Pleasure in Business," and the newspaper man ought to be able to find it there or get out and make room for others who regard it as the greatest game in the world. In fact pleasure should be found in whatever business one is engaged. There are so many things at which a person can make a living that he should select that occupation in which he can find the greatest joy. There is little excuse in following

a profession or vocation that can not be made a pleasure.

**Pushed Motorists.**

About once in six months officers in most Texas counties go out on the byways and make a raid on motorists parked by the roadside, valiantly breaking up the "petting parties." If they would spend more time after the motorists who are violating the law by speeding, running without lights or without tail lights, they would render the country a far better service. The roadside may not be the nicest place for love-making or "petting," but people have made love from the days of Adam and Eve, and will continue to do so, and that, too, without violating any law.

**Northeast Corner**

(Received too late for use in last week's paper.)

Judge Wilson of Hereford visited the Fairview school Thursday afternoon.

A B. Y. P. U. social was the entertainment in the home of J. C. Allred and wife Friday night of the past week, when a large number of folks were present and all enjoyed a nice time.

J. T. McClain and wife spent last Sunday in the Jim LeGrand home. Mildred Moore spent one night last week with Veda Norman.

Joe Dowell spent Sunday afternoon with Kim and Claude Ware. Mr. and Mrs. Williams of Hereford were in our community on day last week.

Aubrey and Erlene Daniel of Hereford recently visited relatives in this community.

M. L. Hammer and family are being visited at this time by relatives. A number of the B. Y. P. U. folks

visited Sunday in the home of Mr. and Mrs. A. E. Norman.

Miss Clara Hammer visited last week end in the home of J. C. Allred and family.

Lawrence Womble visited one evening last week in the home of Elmer Womble and wife.

Boyd Gillispie of Truscott, Texas, arrived in our community Wednesday of the past week to spend a few days with relatives.

Mrs. Gillispie will be remembered as Miss Annie McClain. They returned to their home Saturday.

Mrs. Gentry Rowsey of Amarillo spent last Thursday evening in the W. B. Bowen home. Mrs. Rowsey was principal of the Fairview school last year.

Marvin McBroom spent part of the past week in the home of J. N. Thomas and wife.

Some thirteen relatives and good friends gathered in the W. B. McClain home last Sunday.

Mrs. J. E. Thomas spent part of the past week with relatives in Hereford.

John Davis and family made a trip to Amarillo one day last week. E. T. Allred and wife are the proud parents of a baby girl.

J. P. Walker and son, Ernest, made a business trip to Bushland last Saturday.



**Christmas Cards**

—a beautiful line, low in price, but high in quality

We will imprint your name on each card at a small additional cost

SEE THE DISPLAY TODAY

THE HEREFORD BRAND

Miss Birdie Lee spent Sunday in the home of John Davis and family.

Miss Dovie McBroom spent last week end in the home of J. T. McClain and wife.

McCamey—A forty ton cold storage plant is to be erected here. The plant will be installed by G. B. Frasier of the Frasier Ice and Fuel Company.

Quick Job Service at The Brand.

Dr. D. E. Turrentine  
Dentist  
Over J. O. Nowell Store.

**How Is Your Car Running These Cold Mornings??**  
If It Don't Perform Just Right, Let Our Shop Tune'er up!  
TRY OUR GAS AND OIL.  
KELLY TIRES  
South West Trail Garage  
Bonnie Brumley, Manager.

**Accuracy and Promptness In Abstract Work**  
IS YOUR ASSURANCE WHEN YOU DEAL WITH US  
And don't forget, we are making 5% and 6% loans on farms and ranches for all legitimate purposes  
Thompson & Ireland

**Ray Barber**  
Pure Bred Live Stock and Farm Sales  
**AUCTIONEER**  
SUPERIOR SALES SERVICE  
My knowledge of Values Enables Me to Render Efficient Service.  
PHONE 241  
—or—  
Leave Your Sale Dates With Hereford Brand.  
Hereford, Texas.

**NOT ORIGINAL**  
We do not claim credit for originating the slogan "Dodge Brothers Dealers Sell Good Used Cars." But we do claim to be doing our part to impress the world with its truthfulness.  
BEAVERS BROS.  
PHONE 383. HEREFORD, TEXAS.  
A USED CAR IS ONLY AS DEPENDABLE AS THE DEALER WHO SELLS IT

**A TROUBLE FINDER**  
If Your Electrical Equipment Gives You Trouble  
WE HAVE THE REMEDY!  
You Should See Our WIEDENHOFF TEST STAND!  
It puts its finger on Electrical Troubles!  
Come In for a Demonstration.  
**ELECTRIC SERVICE STATION**  
VERN WITHERSPOON, Manager

**Great will be the FALL!**  
M'SYSTEM  
— is still after high-prices and will bring him down with a BANG —  
Saturday

**Offerings for Saturday, Dec. 4**

Pink Salmon	16c
Coffee Maxwell House 3 pounds	\$1.48
SOAP 6 bars P. & G.—6 bar limit Not sold alone	23c
K.C. Baking Powder 25c size	19c
Gallon Peaches	59c
Cocoanut Dunham's and Dromedary 1-4 lb. 1-2 lb.	10c 18c
Hominy No. 2 Limit 6	10c

**Fruit Cakes, all sizes, now till Christmas**  
PHONE ORDERS GIVEN PROMPT ATTENTION

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM.

**No Engine Fumes in Buick closed cars**

In the 1927 Buick, the new Vacuum Ventilator pulls engine fumes and gases from the crankcase and ejects them outside the car.

This vital new Buick improvement does away with noxious odors. It adds greater luxury and pleasure to enclosed car operation.

The Vacuum Ventilator serves another very important purpose. It prevents crankcase vapors from condensing and diluting the oil. Owners of 1927 Buicks are advised to drain their crankcase oil only 4 times during the year.

For luxury, and for economy, own a Buick.  
BUICK MOTOR COMPANY, FLINT, MICH.  
Division of General Motors Corporation

**THE GREATEST BUICK EVER BUILT**

Norton Motor Company  
Hereford, Texas



### Ford Doings

people of this community Mr. and Mrs. Fred Brunson surprise birthday dinner Sunday. Their birthdays came on the day, but neither had any idea were to be given a dinner. Fifty came and brought well baskets. The birthday cake made by Mrs. J. L. Hight, a angel food and was covered with candles numbering the of their ages. Mr. and Mrs. on live on the J. E. Hill. They moved to the Ford unity about eight years ago Claude, where they had lived ber of years. and Mrs. T. E. Major came Saturday after being away weeks. They have been at lo where Mr. Major has been medical care, and we are o say he is better now and s to be well soon. and Mrs. George Benson r. and Mrs. John Whitsett o Amarillo Tuesday to min- h the Shriners and remained r the dance Tuesday night. and Mrs. Dewey Larson Saturday in Amarillo with oter, Mrs. L. E. Kennedy. Ruby Moreman is spending eek with her parents. Mr. rs. Howard Morel. Miss an has made her home in d the past seven months. Olive Davis went to Canyon ay to visit with friends over iving.

Doris, of Summerfield, and ville Lenox of Hereford alitors in the John Lenox unday. and Mrs. Barney McCaskey d to an accident Saturday when returning home from o. They ran over some arbed wire and it wound the rear axle and damaged adly they had to wait for get home. A. K. Webster ong and towed them home. way to his home Mr. Web- into some wire and dam- car the same way. It was the night and Mr. Webster walk eight miles to reach

and Mrs. Jess Ford spent ay in Amarillo. Benson is sick in bed nuenza or something very

and Mrs. A. K. Webster Amarillo Friday and Sat- isting home folks. John Whitsett visited her Mr. and Mrs. Tom Bar- Amarillo from Tuesday till

and Mrs. Tom Major spent iving in Clarendon with ena. Mr. and Mrs. A. C.

umber are busy threshing k, among them being R. R. Andy Thomas and Howard

gh wind Thanksgiving day wn several out buildings agged cotton and feed

NO. 4766. OF SHERIFF'S SALE NDER EXECUTION. e of Texas, f Deaf Smith. s, by virtue of an ex- eued out of the District Potter County, Texas, on nt rendered in said court h day of April, 1926, in 4766, on the docket of styled International Har- of America, Corporation. va. Will W. Smith and

W. H. Hicks, defendants, sued jointly and severally in favor of the said International Harvester Co. of America, a Corporation and against said Will W. Smith and W. H. Hicks, jointly and severally, I did on the 20th day of October, A. D. 1926, at 11 o'clock a. m., levy upon the following described tract or parcel of land situated in the County of Deaf Smith, State of Texas, as the property of the defendant, Will W. Smith, to-wit: All the right, title and interest of Will W. Smith, in and to Section No. 37 in Block K-4 Deaf Smith County, Texas, containing 640 acres more or less; and on the 7th day of December, 1926, being the first Tuesday of said month, between the hours of 10 o'clock A. M. and 4 o'clock P. M., on said day, at the Court House door of said County in Hereford, I will offer for sale, and sell at public auction, for cash, all the right, title and interest of the said Will W. Smith, in and to said property to satisfy said judgment dated at Hereford, Texas, this 10th day of November, 1926.

CLAUDE BENTON, Sheriff of Deaf Smith County, 43-4 Texas.

Quick Job Service at The Brand.



A Few Continental Suggestions

- |                |             |
|----------------|-------------|
| FOR "HER"      | FOR "HIM"   |
| Lavaler        | Cuff Links  |
| Brooch         | Scarf Pin   |
| Bracelet       | Ring        |
| Ring           | Watch Chain |
| Beauty Pins    | Collar Pins |
| Neck Chain     | Charm       |
| Birthingstones | Emblems     |
| Beads          | Belt Buckle |

Continental Dependable Jewelry  
Saturday Only  
\$2.25 Roller Skates  
\$1.75  
Daniel's VARIETY STORE

# FURNITURE BARGAINS

Prices Reduced One - Third

Last Call



## Handsome Three Piece Living Room Suite \$165.00

Luxurious three piece Living Room Suite. Finely constructed. Consisting of large divan, comfortable armchair, and a wing chair. Mahogany finished. Reversible spring cushions. Upholstered in Jacquard velours, in many different designs and colors. A real bargain at \$165.00.

Our furniture sale is now in full swing—with an unrestricted choice of our entire stock. Suites, brokensuites, separate pieces—all practically reduced. All up to E. B. Black Co. standard of quality, workmanship and style. Types and prices to suit every purchaser. Extraordinary values. See our full lines.

## Imported Designs and Domestic RUGS

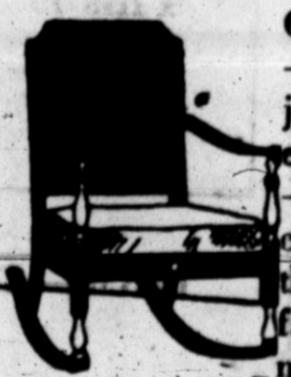
Hundreds of exceedingly good looking rugs—all from our regular stocks. Whether you seek a small mat, or a huge size, this is your opportunity to secure it at a great saving. All the rugs are perfect—there are models for all types of homes, all types of personalities, and all types of incomes. A large selection!

- |                            |         |
|----------------------------|---------|
| \$75.00 Wilton Rug for     | \$57.50 |
| \$75.00 Axminster Rug for  | \$58.75 |
| \$60.00 Axminster Rugs for | \$35.00 |

ALL OTHERS IN LIKE PROPORTION!



## ODD CHAIRS



Give an odd chair—here and there—just a little different than the others—just a little more comfortable—one that will become a favorite. We have many fine chairs of beautiful design and wood. Plain or upholstered.

\$3.95-\$9.95

## Smoking Stands



If you have a smoker in your family or if they drop in occasionally, the smoking stand is in constant demand. Beautiful, graceful, and handy and useful. A number of fine stands of different and unusual shapes.

\$3.75 up

## THE LASTING GIFT OF HAPPINESS.....

The home should come first in the hearts of all the family—and what could be more thoughtful—what could add more comfort, more beauty, more joy to the home than fine furniture? Especially the occasional pieces that are so inexpensive, yet so greatly loved by all. Our store has stocked up especially for Christmas with a host of gift pieces. Make your selection now and a small deposit will hold it—to be delivered when you say.

WITH THE BEST OF GOOD WISHES

The Big Store With The Little Price

# E. B. BLACK CO.

HEREFORD TEXAS

OUR ANNUAL

## December Sale

Begins Friday, December 3rd AND WILL CONTINUE UNTIL FRIDAY, DECEMBER 24th

We will call this our White Tag Sale, and it will be the greatest bargain sale for the entire year. We have one of the largest Furniture stocks of the entire Panhandle. We buy in full car loads—direct from the factories, hence we buy our goods much cheaper than the average dealer and can sell at a much lower price, for we are satisfied with small profits.

We will call this our White Tag Gift Sale. Every person entering our store during the three weeks of this mammoth sale will be given a present that will be surprising. SEE OUR WINDOWS FOR DETAILS!

**HANDSOME BEDROOM FURNITURE**  
We have over one hundred new, up-to-date Bedroom Suites, with all the new finishes—many of these priced very low for the big December Sale.  
\$175.00 Five piece suite for \$123.75  
\$125.00 five piece suite for \$79.75  
Scores of others in like proportion—you must see them to appreciate them.

**METAL BEDS, STEEL SPRINGS, AND MATTRESSES**  
\$35.00 Simmons poster bed for \$19.75  
\$15.00 Steel Simmons springs for \$9.75  
\$45.00 Sealy mattress for \$29.75  
All others in like proportion.

**BUY A WHITE SEWING MACHINE!**  
—for your wife a Christmas Gift. Terms to suit you.

WE SELL THE FAMOUS VICTROLAS and VICTOR RECORDS.

**DININGROOM FURNITURE**  
We have an immense stock of splendid diningroom furniture and can please the most exacting—  
\$200.00 Fine Suite for \$145.00  
\$150.00 Good Suite for \$115.00  
\$125.00 Good Suite for \$87.50  
Many Others!

Every article in our store will have a plain white tag on it—plainly marked. A child can buy from us as cheaply as you. Everyone in a radius of fifty miles is expected to visit our store—it will be the talk of the day.

Our motto in business is "Prompt, Efficient and Dependable Service to Our Trade." We plan at all times to do a large volume of business on a small margin of profit.

We were never better prepared to serve the public than we are at present. Our new building gives us fifty per cent more floor space than formerly, enabling us to display our goods to better advantage.

**APPRECIATION**  
This big White Tag Sale, which is the biggest thing Hereford has ever had in the way of a sale, will be our expression of appreciation for your liberal patronage during the year. Should you fail to visit our store during this event you will loose.

**BLANKET SPECIAL**  
We have a large, well selected stock of Blankets and Comforts that will be closed out during the three weeks sale. It will be a big surprise to you when you look these goods over. They will be sold at almost half price.

## TURKEYS



### Turkeys Wanted

We are expecting good prices for you. For the Xmas markets be here and get our prices before you lose your birds.

Hereford Produce  
L. H. Spratt, Manager



### Joel Cleanings

Threshing has begun in this neighborhood. Lester Galley moved his threshing to Guy Smith's and began work Wednesday. All seem to be in a rush to get it over with, so let us hope there will be no trouble this year.

J. C. Womble of Hereford has been visiting his daughter, Mrs. W. T. Smith a few days. He visited with Guy Smith Wednesday night.

Mrs. B. B. Easter of Dimmitt is visiting her daughter, Mrs. Walter London and family.

Fleet Calloway ate Thanksgiving dinner with Green and Loy Smith. E. Dora Smith and Charles Calloway spent Thursday with Mr. and Mrs. Guy Smith.

Mrs. Wilson is visiting her sister, Mrs. Lovelady this week.

School at Askren was dismissed Wednesday afternoon until Monday morning and the pupils were glad to get the holidays.

Mr. and Mrs. Guy Smith and family visited W. T. Womble Friday evening and later all drove into Hereford.

Mr. and Mrs. W. T. Smith attended a concert rendered by the girls' glee club and Miss Kilgore's and Miss O'Keefe's private pupils Wednesday night.

Walter London spent Thursday morning at the W. T. Smith home on business.

W. T. Smith and Charles Calloway drove to B. F. Stice, Lester Galley and Carl Williams places Thursday.

Mr. and Mrs. Carl Williams visited Mr. and Mrs. Guy Smith Wednesday evening.

Mr. Bassett of this community had a five room, modern, stuccoed house built. His place is north of the El Toro farm. It is not only convenient for the family, but improves the appearance of the farm.

Lester Galley went to Hereford Friday morning for some lumber to rebuild a wagon frame, destroyed by the wind Thursday.

Mrs. Walker and Cecil, E. Dora Smith, Charles Calloway and Guy Smith and family went to Dawn Thursday night to a Thanksgiving supper and program.

Mrs. Walker and Cecil were in Hereford Wednesday.

Several of this community have been sick with colds. Some have

been very ill. Misses Gertrude and Lily London were taken to a doctor Saturday.

Arthur Grimes and wife of Amarillo visited Mrs. W. T. Smith Friday afternoon.

Ed Botts was in Hereford one day last week.

W. T. Smith and Charles Calloway went to Amarillo Friday.

Lester Galley is loading a car of wheat at Joel and several are helping him.

Mrs. Guy Smith and children visited Mrs. Walter London Saturday afternoon.

W. T. Smith completed a new granary Saturday.

Charles Calloway visited his home Saturday evening.

W. A. Calloway and family were in Hereford Saturday.

D. F. Ashbrook was at his farm Saturday afternoon inspecting a new granary.

Word has been received from C. P. Galley who arrived safely in Iowa.

W. T. Smith was in Hereford Monday evening.

Rev. Ross of Hereford will preach

at Askren school house December 5th. Everyone come to Sunday school and remain for preaching.

Askren has decided to discontinue singing until next spring when the weather will be warmer.

There was a good crowd at Sunday school Sunday including several visitors.

Guy Smith and family took dinner at the W. T. Smith home Sunday.

Mr. and Mrs. Ed Botts and family attended church in Hereford Sunday.

#### "THE UNKNOWN SOLDIER"

"The Unknown Soldier" was the only war picture named among the ten leading classics of the screen for 1926 by Russell J. Birdwell, nationally known newspaperman and Hollywood representative of more than 700 daily newspapers in all sections of the United States.

"A lasting monument to the spirit of America's soldier dead," The West Texas Chamber of Commerce.

Unknown Soldier is easily one of the outstanding of the forthcoming releases," Birdwell wrote early in 1926, after perusing scores of leading productions.

"The Unknown Soldier," which will be shown at the Star Theatre next Wednesday and Thursday, was created by Renaud Hoffman, and released by Producers' Distributing Corporation. Chas. Emmett Mack appears in the title role, with Marguerite De La Motte opposite him as the dramatic war bride. Other featured players include Ethel Wales, Henry B. Walthall, Claire MacDowell, Syd Crossley, George Cooper and Jess Devorska.

Stamford—Word has been received here at the headquarters office that numerous organizations and individuals throughout West Texas are endorsing the cotton acreage reduction program set forth by the special cotton committee of the West Texas Chamber of Commerce.

### WILSON BROTHERS' HABERDASHERY



To Your Taste!

QUIET restraint or masculine vigor—both are expressed in our newest neckwear—from Wilson Brothers.

You may prefer the expertly blended shades of more sombre colors . . . or the gay, sparkling patterns that spell youth and dash may be more to your taste.

New patterns and colors for Fall at

50c to \$1.50

FOX Mercantile Co.

CHARLES E. DOUGLAS DIRECTOR

## "The UNKNOWN SOLDIER"

A RENAUD HOFFMAN PICTORIZATION

with CHARLES EMMETT MACK, MARGUERITE DE LA MOTTE & HENRY B. WALTHALL

ADAPTATION BY JAMES J. TYNER

BASED UPON THE STORY SUGGESTED BY ROBERT BARRON

DIRECTED & PRODUCED BY RENAUD HOFFMAN



TO SAVE CIVILIZATION

And prevent future wars, he fought, bled and—behind the fighting line a devoted girl awaited his coming—a thrilling story of love and war, of the hope, faith, and sublime devotion—A wonderful picture.

STAR THEATRE

Wednesday and Thursday, December 8-9

Admission, 15c-35c Time, 7:00-8:45

## HOG Sale



SATURDAY DEC. 4

—AT— JONES & McLEAN'S FEED YARD

Sale begins promptly at 3:00 p. m.

I will sell at public auction a lot of very select Duroc Jersey and Poland China bred sows and gilts. These sows are pure bred, but not registered.

It will be to the interest of every farmer to attend this Sale.

It Pays to Raise Hogs

J. L. FUQUA Owner

COL. RAY BARBER Auctioneer

This Is the Hereford

## GIFT SHOP

—Something appropriate for every member of the family, and for all your friends. Come in and browse around awhile. We have just lots of interesting things. For instance:

### FOR THE BABIES

Toilet Sets  
Vanity Sets

Mesh Bags  
Fancy Combs

Dolls, Bye-Loo Baby  
Baby Sets

### For Women and Girls

Silk Rayon Bed  
Spreads  
Tapestry Table Run-  
ners  
Towel Sets  
Doll Pin Cushions  
Silk Jersey Slips  
Silk Blouses

Crepe de Chine  
Gowns  
Bath Robes  
House Shoes, felt, kid  
and satin  
Vanity Sets  
Garter Sets  
Handkerchiefs

Fancy Powder Puffs  
Shoe Trees  
Silk Hose  
Hat Boxes  
Traveling Bags  
Wardrobe Trunks  
Silk and Wool Scarfs  
Blankets

### FOR MEN

Belts  
Sweaters  
Shirts  
Handkerchiefs  
Lumber Jacks  
Leather Coats

Hats  
Caps  
Silk Mufflers  
Gladstone Bags  
Supporter Sets  
Purses

Silk Lounging Robes  
Bath Robes  
Silk Sox  
Ties  
Kid and Felt House  
Shoes

## J. O. NEWELL

WE GIVE 2% GREEN STAMPS.

# Complete Garage Service

## IN OUR NEW LOCATION

As the first step in the work of moving our entire business to our new location in the Renfro Building, on West Third Street, we have taken over the regular Garage Service department of this building, formerly operated by the Hereford Garage, and are now serving our friends and patrons with up-to-the minute—

### Storage Gas Oils Vulcanizing Accessories Everything

that enters into the necessity and comfort of motor car drivers. There is competent help in charge of this department—we want to give you SERVICE. We need your good will and patronage—TRY US OUT!

The removal of this big stock necessitates its reduction, and we are therefore offering some remarkable savings in Tires, Used Cars and Tractors. For instance:

## Tires

30 x 3 1/2 Pathfinder	\$ 7.25
30 x 3 1/2 A. W. T. Cord	\$ 7.62
29 x 4.40 Pathfinder Balloon	\$ 8.30
29 x 4.40 Grooved A. W. T.	\$10.61
30 x 5 A. W. T. Cord	\$26.23

All other tires and tubes in stock reduced accordingly.

This is a chance you will seldom duplicate to supply yourselves with auto necessities at such prices

TERMS—Cash, except in the case of Used Cars and Tractors, on which attractive terms will be made.

## Used Cars

Three 1926 Model Ford Coupes.  
Four 1925 Model Ford Coupes.  
One 1923 Model Ford Coupe.  
One 1926 Model Touring.  
One Essex Touring.

A good assortment of older models, touring and roadsters.

Three good used Fordsons—a guarantee goes with each one.

## The Hereford Motor Co

Hereford

FORDS—LINCOLNS—FORDSONS



### Wyche Notes

Mr. and Mrs. Conklin, Mrs. Barlow and Miss Miles of Hereford, were visitors in Sunday school today.

A new arrival came to the J. Hoffman home Sunday—a ten and boy.

Miss Mildred Taylor spent the Thanksgiving days in Amarillo. Hazel and Ione McKinney visited in the Euton home Sunday.

Mr. and Mrs. Noia Euton visited the Bradley home Sunday.

Mrs. Jack Lawson and children spent Sunday in the G. W. Smith home.

J. Kuper and son, John Luff and wife, Miss Anna Hoffman and Shad were visitors in the Ask community Sunday.

John Lueb and Miss Mamie Hoffman are newly weds in our community. They were married at the Catholic church at Hereford.

S. L. J. Lueb prepared dinner for them and there was a large number of friends and relatives present.

W. D. McKinnay and family made flying trip to Fort Worth this week.

Montie Cook called in the E. M. Cox home Thursday afternoon.

E. M. Cox helped C. C. Cook fix windmill Friday, which was damaged in Thursday's wind.

Eldon Ballinger and wife and Joe Thompson spent Saturday at the E. M. Cox home.

Ervin Elliston took dinner in the C. Cook home Sunday.

The program at the school house Wednesday was greatly enjoyed by the school children.

C. C. Cook and family called in the Nell home Sunday evening.

Good attendance at Sunday school and we want to see more next Sunday at three o'clock.

E. M. Cox and family visited relatives at Hereford Sunday.

C. C. Cook called in the Nola home Sunday afternoon.

### Cameron, N. M.

Mr. McClaine of Clovis pebbled the Albert Leach home last week.

The school gave a very interesting Thanksgiving program Wednesday night in connection with the prayer meeting.

Luther Merrideth of Roswell, who last week with his sister, Mrs. Maude Stovall, while he was working in this part of the county.

Rev. Nethercutt preached at the beatland school house Sunday.

Mr. and Mrs. Hutchison are now

away visiting in Texas. They are visiting at one place where Mrs. Hutchison has not been in over fifty years.

Scott Sisemore, Mark Sisemore, wives and four grandchildren, of Watts, Okla., have recently moved here and are stopping with Mr. and Mrs. Hughes until they find a location.

J. R. Burnett and wife enjoyed the movies at Clovis Saturday night.

Mrs. F. B. Scott spent Wednesday with Mrs. J. O. Wood.

Chas. Mills and wife have a new Victrola.

Albert McDaniel and L. D. Brook of Bushland, Texas, spent Thanksgiving night with Mr. and Mrs. F. B. Scott.

School began Monday morning after having Thursday and Friday holidays.

Chas. Mills and wife spent last Thanksgiving and the week end with Mrs. Mill's parents, Mr. and Mrs. W. E. Mills, of Ranchvale. As it was the first time in Mr. Mills' life that his birthday came on Thanksgiving, they celebrated it with a birthday and Thanksgiving dinner and family reunion combined. Eight of the nine children were present. It was his sixtieth birthday.

Rev. and Mrs. Forbes came over from Hollene, where they are conducting a meeting, and attended our prayer meeting Wednesday night and spent the night with Mr. and Mrs. G. H. King.

The little son of Mr. and Mrs. Ray Mitchell who has been very low of typhoid the past two weeks, died Saturday and was buried Sunday in the Mitchell cemetery. Our deepest sympathy goes out to the bereaved.

Several of the neighbors have been going to the Henry Stovall home to hear radio program the past week.

J. C. Wood, Mr. Hughes, Jim Hopper, Lee Spurlock, Buster Seals, F. B. Scott and J. R. Burnett were among the many Clovis visitors the past week.

### Boy Scout Monthly Court of Honor

Attention is hereby called to the fact that on Monday evening, December 6th, at 7:30, there will be held at the county court room at the court house, the monthly meeting of the Court of Honor of the Hereford Council, Boy Scouts of America. One vacancy is to be filled in the membership of the court. At present, in addition to the undersigned, the membership consists of Rev. Messrs. T. Morgan,

W. R. Hill and Messrs. G. A. F. Parker, N. E. Gass, E. S. Ireland, A. W. Gregg and Ralph Barnett.

Several awards of merits and ranks are to be made. While the area rule allows five merit badges per court of honor meeting, and this has been construed to allow five merits for each thirty day period, the court will probably inquire in case of more than five awards why the candidate was not present at former meetings of the court for his awards.

A new troop has been added to the council since our last meeting. Troop No. 4, consisting of boys from Black and Summerfield has been organized. On November 23, the organization was perfected. On November 24, five candidates passed their tenderfoot tests. Can you beat that? The real explanation rests in the fact that the boys were eager to become Scouts and that they had competent leadership. Major Bruton, himself formerly a first class Scout in rank, being the scoutmaster of this new troop. At the monthly court of Honor, these boys having passed tenderfoot, will be eligible to investiture of the badge by the Court of Honor and will upon their appearance for that purpose be so invested.

All Court of Honor members, all Scoutmasters, all troop committeemen and all scouts are urged to be present at this sitting of the court. All parents and all others interested are invited.

JAS. T. ROSS,  
Chairman, Court of Honor;  
RALPH BARNETT,  
Secretary, Court of Honor.

Kerrville—An inspection tour of various poultry plants in the Hunt vicinity around Kerrville, Camp Verde, Center Point, Comfort and smaller communities in the lower part of the county has been started here as the initial step of the recently consolidated egg circles of this district to stimulate poultry raising in the Upper Guadalupe Valley. The tours will combine instructive visiting with lectures by poultry specialists at each point visited.

W. S. WILLIAMS  
AUCTIONEER  
Newell Building  
Hereford, Texas  
PHONES  
Office 7 Residence 136  
Leave Dates at Brand Office.

DR. G. W. HEARD  
Dentist  
Special X-Ray Equipment  
Over Corner Drug Store

SWITCH PROPERTY  
If oil is developed in this territory, all the material and rig companies will want locations on track. We have two long strips adjoining the railroad. Buy now for a safe speculation. All former prices are hereby withdrawn.  
C. L. WHITEHEAD  
Muleshoe, Texas

WE wish to announce that for Christmas we've cards that are different, and new; The finest we've seen, and we're thinking That this will be your verdict too. With sentiments new That will "say it for you" In exactly your personal, favorite way; And designs that with beauty will brighten the day.

LET US SHOW YOU SAMPLES  
THE HEREFORD BRAND



Atwater - Kent  
**RADIOS**

Fine Six and Seven Tube Sets. We Have Everything for the Radio Fan.  
Come and Look the New Sets Over.

**South West Trail Garage**  
BONNIE BRUMLEY, Manager.

**DISPERSION FARM SALE**

AT MY PLACE, FOUR MILES SOUTH AND FOUR MILES EAST OF HEREFORD, FOURTEEN MILES NORTH OF DIMMITT.  
**TUESDAY, DEC. 7**  
BEGINNING AT 10:30 A. M. SHARP.

Horses and Mules	Hogs
1—Team bay horse mules, age 6, 16 hands.	2—Big boned type Poland China sows, with pigs.
1—Team bay horse mules, age 7, 15½ hands.	4—Shoes, wt. about 125 lbs.
1—Black horse mule, age 4, 15½ hands.	4—Shotes, weight 150 lbs.
1—Grey mule, age 5, 15½ hands.	
1—Bay mare mule, coming 3, 15 hands.	
1—Bay horse mule, coming 3, 15 hands.	
2—Mule colts, age 5 months.	
1—Bay horse, age 8, 16 hands.	
1—Bay mare, age 7, 15½ hds.	
1—Team black mares, age 9, 16 hands.	
1—Paint saddle pony.	
1—Black filly, age 4.	
1—Black horse, coming 3.	
1—Black filly, coming 3.	
2—Black horse mules, age 7.	
1—Bay horse mule, age 8.	
1—Black horse mule, age 5.	
2—Blue horse mules, ages 7 and 9.	
Jersey Cows	Implements.
1—Jersey milk cow, age 4, giving milk.	1—International combine, in good running condition.
1—Jersey milk cow, age 3, giving milk.	1—1925 model Ford coupe.
1—Jersey milk cow, age 3, fresh soon.	1—Weber grain wagon.
1—Jersey milk cow, age 4, giving milk.	1—Two row P. & O. lister.
2—Heifer calves.	2—1-row John Deere listers.
1—Jersey milk cow, age 7, giving milk.	2—Go-devils, with knives.
	3—1-row disc go-devils.
	1—Double disc plow.
	1—Disc harrow.
	1—Drag harrow.
	1—New P. & O. go-devil.
	1—Single row cultivator.
	1—Two-row cultivator.
	1—Two-row P. & O. planter.
	1—Tandem disc harrow.
	1—One-row binder.
	1—International Farmall tractor, nearly new.
	1—Good farm wagon.
	Harness.
	3—Sets of good harness, collars and bridles.
	14—Sets of leather and chain harness.
	5—Sets of good leather lines.
	15—Good leather collars.
	16—Bridles.
	1—Four burner oil stove.

And Many Very Useful Articles Too Numerous to Mention. A Greater Part of This Machinery Is Practically All New.

TERMS—All sums of \$25.00 and under, cash; on sums over \$25.00, eight months' note, bankable security, ten per cent interest; five per cent discount for cash on sums over \$25.00.

LUNCH CAN BE OBTAINED ON THE GROUND

# Saturday, Dec. 4th, Will Be DOLLAR-\$-DAY

Your Dollar will certainly have done its duty when you have bought any of these articles—some of which will make nice Christmas Gifts:

\$1.50 Norida single loose Powder Vanities ----- \$1.00	\$1.25 Ecu Embroidered Scarf ---- \$1.00
\$1.00 Norida Bath Powder and 25c Norida Talcum Powder ---- \$1.00	Five 23c, 22x46 Turkish Towels -- \$1.00
\$1.25 Coty's Face Powder and 50c Coty's Lip Stick ----- \$1.00	Eight yards Hope Muslin, quantity unlimited ----- \$1.00
Any Eight of the Juliette 15c line of toilet Articles ----- \$1.00	Girl's Silk and Wool Ankle Warmers \$1.00
Three 35c boxes Stationery ----- \$1.00	Any Winter Felt or Velour Hat ----- \$1.00
\$1.19 Baby Sweater, white with pink or blue trim ----- \$1.00	\$1.19 Men's Fleeced Union Suits -- \$1.00
\$1.50 Women's Rayon Jersey, Garter knee, bloomers ----- \$1.00	\$1.25 and \$1.50 Men's Broadcloth Shirts ----- \$1.00
\$1.19 Dutch neck, elbow sleeve, knee length Union Suit ----- \$1.00	\$1.29 men's dark cotton flannel shirt \$1.00
\$1.19 Women's Outing Gowns ----- \$1.00	\$1.19 Men's leather palm and finger tip Gauntlet Gloves ----- \$1.00
\$1.10 Women's Suede Bed Room slippers ----- \$1.00	\$1.25 Men's fleece lined buck Glove \$1.00
	Two pair flesh and oxford 65c, all-wool sox ----- \$1.00
	\$1.19 and \$1.48 Men's and Boys' Caps ----- \$1.00

Balloons for the Children, Free, Saturday Afternoon

SPROWLS, CRONIN & CO



**CLASSIFIED**

**Wanted**

MEALS will be served at the Corbetta Hotel, family style. First class cooking and good service. We will appreciate your business. T. J. SPARKE. 46-1tp

WANTED—Sod plowing; this is my specialty. LEON LAWSON, Happy, Texas. 46-2t

WANTED—Roomers and boarders. Phone 138. 46-1f

WANTED—Man on a farm who wants to work. F. D. PERKINS, Phone 1019F32. 461tp

WANTED—Plowing and ditching with McCormick-Deering tractor. See or write LYNN O. POWELLSON, Hereford, Texas. 28-2f

**Lost and Found**

STRAYED—To my place on 25-Mile Avenue, north Hereford, on the C. E. Wilson farm, one Jersey cow, two Jersey yearling bulls, and one black white face bull. Owner can have them by paying for this ad and feed bill. J. B. PHILLIPS. 46-1f

**For Rent**

FOR RENT—Furnished light housekeeping rooms for couple. MRS. M. E. DANIEL. 46-1f

FOR RENT—Two rooms, nicely furnished. MRS. O. M. SHORE, Phone 8. 46-3f

**For Sale**

BRED SOWS—Gits, pigs, shoats, for sale, and registered Duroc boar. See W. W. AVEN, six miles north-west of town. 46-1tp

FOR SALE—Improved twenty-acre tract, three fourths mile from Central school building. Suitable for raising poultry. BERRY ORR, Hereford, Texas. 46-3tp

NEW five room and bath; low price and easy terms. See L. BASKIN, Owner. 46-1f

FOR SALE—Six room residence with acreage, at bargain price. For particulars see A. A. OTT REALTY COMPANY. 46-1f

FOR SALE—Suburban acreage—Beautiful 5 acre tract in South Hereford, overlooking the Golf Course, very desirable for small truck and chicken farm. Priced right. RAY BARBER, Owner. 46-1f

MAPS—Deaf Smith county maps for sale, 50c each. THOMPSON & IRELAND.

FOR SALE—One 12-20 Cletrac tractor, almost like new, never used since completely overhauled. \$300 cash gets it. W. L. BRANSON, Box 431. 42-2f

FOR SALE—Six-hole, Never Fall range, first class condition. H. J. WEDEL, Phone 9001-F2. 45-2tp

FOR SALE—Several choice lots. Inquire at PANHANDLE LUMBER COMPANY. 40-1f

FOR SALE—Essex Coach, 1926 model. See F. H. OBERTHIER, JR. 38-1f

CHICKS FOR SALE—Pure bred White Leghorn baby chicks \$12.00 per hundred; Brown Leghorns \$14.00; Barred Plymouth Rocks, Rhode Island Reds and White Cocks, \$15.00; Black Minorcas \$10.00. Postage prepaid. Live delivery guaranteed. ACME FARMS, Southville, Texas. 38-10f

REGISTERED SPRING DUROC boars for sale, prices right. H. C. ROFFEY, Canyon, Texas. 38-1f

I am now in the market for good, dry, well matured maize and kafir, either in the head or threshed; also Red Top cane seed and sudan grass seed. See me at Garrison's Hardware Store. P. W. PRICE. 44-1f

FOR SALE—Desirable—residence lots, close in, by owner. Address BOX 323, Hereford, Texas. 37-1f

Wheeler—An order has been passed granting a franchise to the Panhandle Power and Light Company for erection of a high line to pass through Wheeler County. It is thought that the line will pass through Mobeetle and into Wheeler.

**MABEL'S**

Beauty Shop

WHY FORTY IS "THE DANGEROUS AGE"

—A well preserved woman of forty is like some full-open exotic flower—she is poised, graceful and charming, for her contact with the world has made her thus.

—The beauty of forty calls for a clear, smooth skin; hair that is well cared for, and lovely, youthful hands.

**Wilkinson Sale Sets New Marks**

(Continued from Page One.)

Miss Alicia, by Beau Randolph, purchased by J. R. Stegall, of Sudan, for \$460; Miss Valentine, by Dominier, purchased by Colbert & Obrien of Hereford, for \$410; Annie Domino, by Bright Dominier, purchased by Hines & O'Brien, of Hereford, for \$300; Daisy 30th by Bright Stanway Jr., purchased by J. C. Sanders, of Hereford, for \$325; Gossamer 21st, by Beau Foveril, purchased by W. I. Valentine, of Hereford, for \$275; Genevieve, by Domino, purchased by E. R. Ivey, of Hereford, for \$335; Belle Blanchard, by Beau Blanchard 96th of Ozona, for \$325; Mabelle 48th, by Bright Stanway Jr., purchased by W. I. Valentine, of Hereford, for \$310; Miss Marietta, by Beau Randolph 2nd, purchased by Robert Sanders, of Hereford, for \$325; Lady B. Domino 1st, by Beau Blanchard, purchased by J. C. Sanders, of Hereford, for \$500; Miss President, by Beau Capitan, purchased by J. R. Stegall, of Sudan, for \$400; Miss Genevieve, by Donald Stanway, purchased by Joe Davidson, of Ozona, Texas, for \$340; Blanchard Queen, by Beau Blanchard 133rd, purchased by D. L. McDonald, of Hereford, for \$1225; Anita Mischief, by Superior Anxiety, purchased by J. C. Sanders, of Hereford, for \$240; Gentle Annie 15th, by Superior Anxiety, purchased by Joe Davidson, of Ozona, for \$315; Coreline 12th, by Superior Anxiety, purchased by Ira Cocheil, of Hereford, for \$460; Dorothy, by Superior Anxiety, purchased by E. R. Ivey, of Hereford, for \$250; Miss Stella, by Donald Stanway, purchased by B. F. Talley, of Miami, Texas, for \$355; Miss Domino 2nd, by Superior Anxiety, purchased by J. R. Stegall, of Sudan, for \$300; Rosetta Mischief, by Superior Anxiety, purchased by Ira Cocheil, of Hereford, for \$300; Gentle Annie 16th, by Superior Diamond, purchased by J. P. Osborne, of Miami, for \$205; Coreline 13th, by Superior Diamond, purchased by Texas Tech College at Lubbock, for \$280; Miss Alicia 2nd, by Superior Diamond, purchased by J. P. Osborne, of Miami, for \$265; Lady Rose, by Superior Diamond, purchased by J. C. Sanders, of Hereford, for \$110; Miss Donna, by Superior Anxiety, purchased by C. C. Sanders, of Big Lake for \$210; Miss Marietta 2nd, by Bright Stanway, purchased by H. A. Talley, of Miami, for \$220; Mabelle 49th, by Junior Stanway, purchased by E. R. Ivey, of Hereford, for \$200; Dandy Stanway, by Junior Stanway, purchased by C. C. Sanders, of Big Lake, for \$400; Gentle Annie 8th, by Superior Diamond, purchased by Robt. Sanders, of Hereford, for \$180; Gossamer 22nd, by Rex Stanway, purchased by E. R. Ivey, of Hereford, for \$205; Miss Pauline 3rd, by Superior Diamond, purchased by C. O. Kiser, of Canyon, for \$360; Beau Diamond 4th,

**Dawn News Notes.**

Dawn Community Club met on Thursday, November 25. Following is the report given by the president, Mrs. A. T. Frye: "Thanksgiving was celebrated with a six o'clock turkey dinner at the school building. Each lady contributed one dish to the dinner and five large turkeys graced the tables. There were 125 present to participate in the feast. After dinner a program arranged by Mrs. Glenn Greer and Miss Lois Samuelson, was presented and was truly in keeping with Thanksgiving. The days of John Alden and Priscilla were beautifully portrayed. All present proclaimed this meeting a glorious success and were especially grateful for the effort put forth by Miss Samuelson and Mrs. Greer."

Mrs. Julia and John Jordan and sister of Canyon attended the Thanksgiving program here.

Mrs. Robertson visited in the J. D. Miller home Sunday.

S. F. Bengel and family called on H. H. Miller and wife Sunday.

W. T. Mayfield made a business trip to Hereford Saturday.

Miss Ethel Harris spent Thanksgiving with her parents, Mr. and Mrs. W. L. Harris.

L. A. Smith and daughter Lois were in Hereford Saturday.

Glenn Greer and family spent Sunday in the Ira Cocheil home near Hereford.

Misses Ethel Mae Morris and Margaret Bengel also Arlene Morris accompanied Mrs. A. L. Frye to Hereford Saturday.

Miss Eileen Cocheil spent the week end with her cousins, Gladys and Mignon Greer.

Mrs. L. A. Smith called on Mrs. George C. Smith Monday.

Miss Anna Marie Straub visited Miss Margaret Bengel Sunday night.

J. O. Miller and wife made a business trip to Hereford Saturday.

P. H. Barnes and wife visited Clarence Bagwell and wife Sunday.

Mrs. M. H. Bagwell also called in the Bagwell home.

W. L. Harris and wife visited their daughter, Mrs. E. E. Doak at Frio one day last week.

S. F. Bengel and family were callers in the W. L. Harris home one day recently.

Willie Beard of Amarillo spent Thanksgiving with his parents, Mr. and Mrs. W. Beard.

Mrs. Ira Cocheil and children spent Friday evening in the Glenn Greer home.

Anna Marie and Raymond Straub took Sunday dinner with the Schneider family at Hereford.

Louis Schneider and Antone Hollman spent Sunday morning at the Straub home.

J. N. Straub and family visited with Carl Lukie and family Sunday.

S. F. Bengel and family called on H. H. Miller and wife Sunday.

W. T. Mayfield made a business trip to Hereford Saturday.

Miss Ethel Harris spent Thanksgiving with her parents, Mr. and Mrs. W. L. Harris.

Thanksgiving dinner in the Greer home.

Mrs. Catherine Erdman and daughter, Mrs. J. N. Straub made a trip to Canyon Friday.

Misses Gusta and Lois Samuelson enjoyed Thanksgiving dinner with Mr. and Mrs. H. H. Miller.

Misses Gusta and Lois Samuelson spent the holidays at home.

Statements, Letter Heads, Envelopes, all Job Work, at The Press.

Methodist Church

A. B. DAVIDSON, Pastor.

Sunday school at 9:45, E. B. Black, superintendent.

Epworth Leagues at 6:30.

Preaching by pastor at 11, "The Way the Father Sent Jesus, is the subject. At night our presiding elder, Rev. W. M. Pearch of Amarillo, will preach. He is our new presiding elder and be sure and come to hear him and give him a

full house and big welcome. Fearns served the First Church Abilene, the past five years. Haymes, my predecessor, is successor at the First Church. He will want to hear Rev. Pearch day night. He will hold our quarterly conference Monday and all officials and members of the church are invited.

Remember the mid-week meeting Wednesday night, 7:15 are cordially invited to all the vicars.

Remember the mid-week meeting Wednesday night, 7:15 are cordially invited to all the vicars.

**Close Out Sale Prices**

Ladies and Misses Coats and Dresses

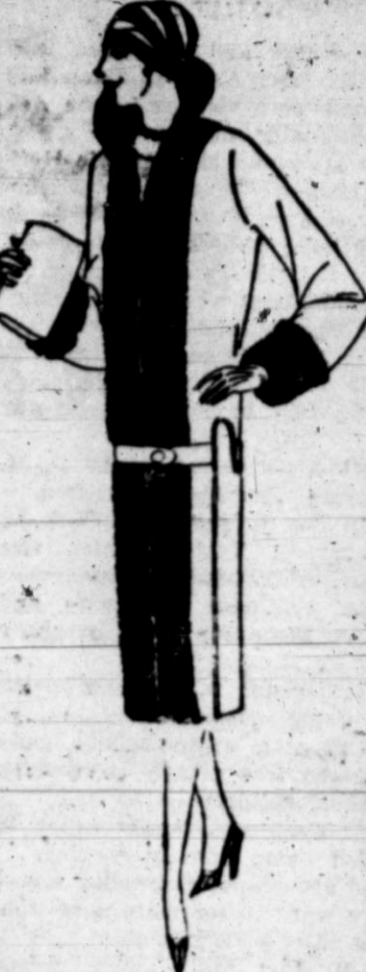
Ladies' ... \$9.75  
\$20.00 for \$16.75  
\$25.00 for \$19.75  
\$45.00 for \$34.75

**COATS**

Children's \$5.00  
Children's \$5.75  
Children's \$6.00

**DRESSES**

\$12.50 Dresses for ..... \$ 9.75  
\$16.75 Dresses for ..... \$12.50  
\$20.00 Dresses for ..... \$16.50  
\$25.00 Dresses for ..... \$19.75  
\$30.00 Dresses for ..... \$24.75



SLIPPERS AND SHOES BABIES'

\$1.50 Shoes, \$1.25  
\$2.00 Shoes, \$1.65  
\$2.50 Shoes, \$2.15



**LADIES'**

\$3.50 Shoes, \$2.95  
\$5.00 Shoes, \$4.25  
\$6.50 Shoes, \$5.50  
\$7.50 Shoes, \$6.50  
\$8.50 Shoes, \$7.25

**D. R. Gass & Son, = Hereford**

**New Low Prices on**

GOODRICH CASINGS

—Lowest Prices Ever Recorded On Tires that Are Considered the BEST!

**Service-U-Like**

Filling Station  
GLENN SNYDER, Prop.

**ONLY 19 DAYS Out of EACH 365**



—Does Nature give you good refrigeration in your kitchen! On the other 346 days in the year the food you eat is threatened every minute with mold, decay and disease, detrimental to the health and wasteful because much of it cannot be used.

A Temperature Between 32 and 50 Degrees Is Necessary to properly preserve food. An ordinary ice-box rarely fulfills this requirement. When filled with ice it may do so the first day—afterwards the temperature of the ice chamber rises rapidly. Moisture also follows this rise and the food MOLDS.

**FRIGIDAIRE** —maintains this even temperature at all times, eliminates moisture, provides ice for table and kitchen use in handy size cubes, gives perfect refrigeration at all hours, every day in the year—or 365 against 19 days!

**GIVE HER A FRIGIDAIRE FOR CHRISTMAS!** —She needs it in the WINTER TIME just as badly as she does in August. Deterioration goes on in ALL months of the year where temperatures fluctuate.

**THINK IT OVER—STUDY THE FACTS—COMBINE FRUGAL HORSE SENSE WITH CHRISTMAS GIFT NECESSITY,** and present her with a present that will remind every member of the family of the joyous season long after the Yuletide is a mere memory.

**KEEPS FOOD COLDER—BETTER—LONGER!**

**Feed Grinding**

—We grind milo and kafir for 5c per hundred, where taken away at once.

Grain left for grinding or out of storage, 10c per hundred.

**HARRISON**



### Decorations

- gold and silver tinsel
- tree decorations
- Christmas candies
- candle holders
- Christmas bells
- Christmas snow
- Christmas twine
- Christmas ribbon
- holly paper
- crepe paper
- Christmas boxes
- paper decorations for the home
- holly wreaths
- Christmas cards
- Christmas seals
- colored roping
- doll's parrots
- Monly's dogs, etc.
- tinsel
- ornaments
- wreaths

## GIFTS for ALL THE FAMILY

- FOR SISTER**
  - story books
  - compacts
  - manicure sets
  - box stationery
  - Tinker Toys
  - blocks
  - candy
  - puzzle maps
  - face powders
  - basket balls
  - vanity sets
- FOR MOTHER**
  - Testaments
  - card games
  - hodaks
  - perfume sets
  - atomisers
  - candle sticks
  - crumb sets
  - candy boxes
  - vases
  - nut sets
  - mirrors
- FOR BROTHER**
  - box candy
  - bread boards
  - combs
  - Thermos bottles
  - purses
  - vanity sets
  - tissue paper
  - Bibles
  - stationery
  - watches
  - books
- FOR FATHER**
  - building blocks
  - balls
  - marbles
  - foot balls
  - Toy Fords
  - harmonicas
  - checker boards
  - dominoes
  - toy pistols
  - games
  - tops
  - flash lights
  - watches
  - alarm clocks
  - razors
  - shaving stands
  - smoking stands
  - cigar cans
  - cigar humidors
  - tie racks
  - box cigars
  - fountain pens
  - fountain pen and pencil

Phone 300 City Drug Store, Hereford, Texas We Deliver

### Hubert Quartette Has Pleasing Bill

In spite of only a half-filled auditorium, the Schubert Quartet gave a program Monday night, ranging from operatic numbers and Schubert's masterpieces down to the simple spirituals, with such grace and artistry as to bring a repeated stormy applause and pres from an appreciative and ardently satisfied audience.

Without the usual preliminaries gradually working up to a climax, the artists found favor at once with their audience by opening their program with such simple and masterful numbers as the quartette from Lullu; some of Schubert's most celebrated numbers and the Hungarian Rhapsodie by Liszt, given as piano duet by Mr. Skinner and Mr. Skinner. The audience sat spellbound during the rendition of this number. Both sets had unusual mastery at the piano. It is not saying too much to say that Mr. Skinner in particular to say that his almost faultless technique and careful interpretation are proof that his soul bears the stamp of a genius. And though the audience begged for encores through his work he responded with a bow.

The last half of the program was later, including a burlesque on the opera Rigoletta by Liszt and ending with a beautiful quartet ar-

### West-Way Items

Each member was an able performer and met with the approval of all. The violinist portrayed a keen individuality and her numbers were rich with tonal quality and color.

Before the program Mrs. A. O. Thompson offered an apology to the audience in behalf of the Music Study Club for the inferior play "To the Ladies." The play was far from the high standard of entertainment that had been guaranteed the Club and because it proved so disappointing and also because Hereford responded so generously, the Club feels the people are entitled to an extra program of first class rating, free, and they are bringing the Amarillo College of Music Faculty here for the benefit of the entire public. The Music Club is happy to do this and makes this announcement for the benefit of the many who were not present Monday night and urges every citizen to attend the free number. All holding reserve seat tickets will be entitled to use them that night. The date will be given later.

### BAZAAR.

Mrs. Woody will have her hand-painted and embroidered novelties on display at Sprowls-Cronin store, beginning Thursday, December 2, and lasting through Saturday, December 4.

### West-Way Items

If it's Sox you need, come to West Way December 10th, to our Sox social. Every lady is to bring a pair of men's Sox. One Sox is to be sold at auction and the other is to be filled with eats of some kind. Each man must eat lunch with the lady holding the mate to the Sox he bought in order to get the whole pair of Sox. A good two act comedy will be given with plenty of music. Come and be with us.

Mr. and Mrs. John Davis moved to Happy this week. We regret to lose them.

Mr. and Mrs. Franklin returned home Sunday after spending Thanksgiving with Mrs. Franklin's parents at Hedley.

Mr. and Mrs. Leo Price have moved to our community from Bellevue, New Mexico.

Winters—As one of the three major planks adopted by the Winters Chamber of Commerce for the year, the organization has decided to devote every effort to assist the West Texas Chamber of Commerce put over their re-affirmed program of diversification and "living at home" for West Texas farmers.

Statements, Letter Heads, Envelopes, all Job Work, at The Brand.

GOSH!—BUT WE SURE HAVE BEEN SELLING FURNITURE!

They Like That Christmas Sale Price We Are Offering!

Business Is Good—But We Have Lots of Bargains Left for YOU!

**ANTHONY'S**  
Furniture Store

## NO-NOX

—Eliminates carbon, starts easier, and runs smoother. A trial will convince you.

—General Repairing is done by us and our work is guaranteed.

Beavers Brothers  
Phone 383.

## THE PAVING HELPED

—It sure made a difference in our convenience, comfort and sales!— folks can roll up to our front door so easy now that they just can't help themselves!

—They are doing it, too. Have you tried out our new pavement?

R. H. KEMP LUMBER COMPANY

### THE SPIRIT OF SERVICE.

SERVICE is a great word. Great in its simplicity. Constant and careless use has somewhat clouded its true meaning.

SERVICE—with the Hereford Insurance Agency means the capacity and desire to assist our clients and friends. It means that we are able and willing to join our resources and experience with our friends—for mutual benefit.

Behind each Hereford Insurance Policy stands the Master Policy—GOOD FAITH.

Phone 273. Ralph Barnett, Manager.

## Let Us Build You a Home

WE HAVE JUST MADE ARRANGEMENTS WITH THE Home Building & Savings Association

of Dallas, whereby we can make LOANS FOR HOME BUILDING

at low interest rates and on monthly payment terms. This company also has a separate Savings Department, paying interest on savings deposited with them.

SEE US FOR DETAILS—IT WILL PAY YOU.

The PLAINS INSURANCE AGENCY  
JOHN PATTON, Manager.

## Christmas Gift!

Why Not Make It Some TUDOR OR COMMUNITY PLATE SILVERWARE?

A Few Pieces of PYREX WARE?

Or Some of Our New Cut Glass TABLE GLASS WARE?

It's all new stuff—dainty, latest designs, carefully selected—and we believe you will appreciate it when you see it.



## Xmas Turkeys

Bring Them to Us—We Pay the TOP PRICE!

PHONE 265.

The Hottest Number In Hereford.  
We Buy Cream, Eggs, Poultry—Everything in



Wear and Appearance are characteristics of these Fancy Hose

MEN away from home doubly appreciate hose that offer good, durable wear and yet are decidedly good appearing. You will find that these hose from Wilson Brothers, both of foreign and domestic makes, combine just these qualities. The patterns in a variety of effects will satisfy the most exacting of tastes.

50c 75c \$1.00

THE COOP



## CHURCH ANNOUNCEMENTS

### First Christian Church

THURMAN MORGAN, Pastor.

Next Sunday is Women's Day. The morning hour will be given to their program. This is an annual day. The program will be extra fine this time. Everyone is invited and especially all women come and bring your friends.

At the evening service the minister will begin a series of sermons on the "Reasonableness of Christianity." The first one is "Why I Believe in God." You are earnestly invited to hear these messages.

The Sunday school showed improvement last Sunday. The superintendent, J. C. Ricketts, announced the Christmas program committee. Next Sunday he will have more to say about these programs.

Sunday evening at six o'clock we are going to organize two Christian Endeavors. First there will be the intermediates and then the organization of the Seniors. All the young people and the intermediate boys and girls are urged to be present. Will the parents please help in this great work.

### First Presbyterian Church

JAS. T. ROSS, Pastor.

Do you know the story of the "Ninety and Nine"? Well, there is another story about it now. Ask Mr. Lee about it. And, speaking of the ninety and nine and Mr. Lee, people, let's have a Sunday school attendance equal to the total enrollment on next Sunday.

Regular preaching services at 11 a. m. and 7 p. m. At the evening hour the Senior Endeavor will have charge of the music. In the afternoon at 3, Mr. Arch Conkka will preach at Dawn and the pastor at Askren.

The Endeavors meet as follows: Juniors at 3, Seniors and Intermediates at 6. Next Sunday evening will witness the reorganization of Senior Endeavor work in our church. Let every member of the congregation within the appropriate ages be present for this new step in our church life.

Women's Missionary Society Wednesday at 2:30. All other inter-Sunday activities are absorbed in the Church Nite which meets each Wednesday evening at the church from 7 to 8:30.

"He that receiveth seed into the good ground is he that heareth the word, and understandeth it; which also beareth fruit, and bringeth forth, some an hundredfold, some sixty, some thirty." Will you be one of the hearers next Sunday? You are welcome.

### The Sunday School Lesson.

BY JAS. T. ROSS,  
Pastor First Presbyterian Church,  
SUNDAY, DECEMBER 5, 1926.

Subject: Ruth and Naomi.  
Scripture Lesson: Ruth 1:14-22.  
Golden Text: "Entreat me not to leave thee, or to return from following after thee; for whither thou goest, I will go; and where thou lodgest, I will lodge; thy people shall be my people, and thy God my God."—Ruth 1:16.

The sound of trumpets had ceased. Columns of warriors have receded into the background. The rugged age of the Judges finds a jewel set into its ugly background. From the clash of masculine power, from the sickening odor of flowing human blood, from merciless rapine, murder and invading plunder, we pass in the story of Ruth and Naomi into the realm of domestic life and sisterly love.

Which is the greater power, warfare or love? Which has left the more enduring things to humanity, the rugged prowess of militant Judges or the simple, sacrificial love of Ruth? The Book of Ruth is the answer.

Bethlehem. The local settings of the story is Bethlehem, quiet little Bethlehem on its high ridge overlooking the Judean wilderness. It was not much known, amidst the stir of the eager martial life of the Hebrews, and yet it was one of those quiet little villages in which notable things come to pass. It was the birthplace of David the great poet and second king of Israel. There in the dark of night, the village and hills heavily garrisoned by the forces of Saul, while David was a fugitive from the jealous Saul, the men of David risk their lives to bring to their

will and peace to men. Although blessed by these events it was nevertheless not exempted from that constantly recurring scourge of the hill region. One evening a father, mother and two little boys sit at the supper table. The loaf has vanished to crumbs, the oil is low, the fields have wasted away under the parching drouth sun of the summer. Autumn is approaching, winter will come and starvation will stalk through the door and lay big hands upon wife and little sons.

The next morning a man, a woman and two little boys are seen descending the rugged easterly slopes that overlook Moab. They will go away and seek sustenance until the drouth is spent and then return to their own country. Those of us who have seen the covered wagons pass east and then west through our own West Texas villages after a few months or years, know the story of this journey eastward from Bethlehem.

At length Elimelech, Naomi, Mahlon and Chilion arrive in Moab. The drouth continues in Bethlehem. Moreover, by the time the drouth is over Mahlon and Chilion have grown up and married Moabitish women and care but little about reviving the hard and trying experiences back in Bethlehem when prosperity and kinship by marriage have bound them to the new country.

But death, that ugly intruder, who reaps in prosperity and famine, comes upon the scene. Elimelech, Mahlon and Chilion succumb and leave a widowed mother and two widowed daughters-in-law. Sorrow has a great power for driving us back to our former devotions. So the soul of Naomi pines for Bethlehem. She calls her daughters to her and relieves them of any further duty towards her and then takes leave of them to go to her people. One of the daughters-in-law elects to remain with her own people. The others choose to accompany her mother-in-law to Bethlehem. This other is Ruth of whom we shall hear much later.

Ruth, the Outlander. We are thus introduced to Ruth, the Moabitish. Here begins one of the Bible's most beautiful stories. When Naomi, homesick for her native Bethlehem, was entreating her daughters-in-law to return to their mothers and remarry among their kinsmen it was Ruth who refused to kiss her good-bye, and who, turning to her, said those words over which thousands of young people since have, under the mellow moons, pledged their troth one to another: "Entreat me not to leave thee, or to return from following after thee; for whither

thou goest, I will go; and where thou lodgest, I will lodge; thy people shall be my people, and thy God my God; Where thou diest, will I die, and there will I be buried; the Lord do so to me, and more also, if I ought but death part thee and me."

United for life and death. That is the story of Ruth's union to her husband and husband's family. Ruth was a poor subject for the divorce courts. Her loyalty for her husband outlasted the husband's life. She loved his people and she came to love everything that his people loved. The mother-in-law joke found no harbor in her heart. She loved her mother-in-law and her mother-in-law loved her. Together they came to Bethlehem and there the industrious young Ruth was found cleaning in the fields to support Naomi, the aged mother.

United for life and death. So came Ruth to identify herself with the Hebrews. She brought all her loyalties with her when she came to Israel. She is the ideal immigrant. America would need no very great concern over the immigrant if they came like Ruth, leaving all their former loyalties behind. There is always a place in any country of the world for people like Ruth, the Moabitish.

Ruth became the mother of kings. She is the kind of character which breeds regality. Here is her line of posterity: "Obed, her son, begat Jesse, and Jesse begat David. . . . Jacob begat Joseph the husband of Mary, of whom was born Jesus, who is called Christ." Ruth 4:21-22; Matthew 1:16. In Ruth the Hebrew race attained its highest glory and blessings to humanity. The foreigner! Yes, the hated foreigner! And yet, he may contain in his character the salvation of the race.

Boaz, the Insider. If Ruth represented in her character the ideal immigrant, then Boaz represented in character the ideal citizen in his relation to the immigrant. When the foreigner comes to identify himself with us in loyalty to our great country,

what shall be the answer of the good citizen?

First, generosity. As Ruth gleaned the fields of Boaz, Boaz said to her: "The Lord recompense thy work, and a full reward be given thee of the Lord God of Israel, under whose wings thou art come to trust." Then he gave unto her the privilege of sharing the harvest with him and even instructed the laborers that they should by purpose let the wisps of grain fall from their heads when Ruth gleaned after them.

Second, assimilation to citizenship. Boaz was one of the prominent men of his community. Whom the hired workmen in his fields called the "Moabitish damsel," he soon called his wife. He was one of those broad-gauged citizens to whom worth of character stood higher than caste and blood. America is the world's melting pot. We should admit to these shores none with whom we are unwilling to have our blood mingled in the coming generations. We are a type of people in the making. The talk in some quarters today is about who is the full-fledged American. My friends, the one hundred per cent American has not yet arrived. He will arrive in due time, and in his veins will flow the blood of the world. More important than his blood-constituent, however, is the kind of spirit that blood will have. We are now in the business of making that spirit as truly as in the process of amalgamation. What kind of American shall he be?

### Toy Hospital To Open Next Week

The primary department of the Methodist church will send a

L. C. PENRY  
LAWYER  
First State Bank & Trust Co. Building.  
Office Phone 3, Home 190

### We Recommend B-K Germ Killer for Colds, Croup and Canker

No handling of birds—Quick—Dependable  
SATISFACTION GUARANTEED OR MONEY BACK  
The new easy way. Just feed B-K in the drinking water; also shut birds in house and spray air of house full of B-K vapor.  
Kills the Germs. Cleans out the whole respiratory tract and heals the diseased tissues.

Ask for valuable Free Bulletins on breeding and care of Live Stock and Poultry.

Jones & McLean, Hereford, Texas



# 1926 Again Chevrolet's Greatest Year

In 1925 Chevrolet astonished the automotive world by attaining an annual production never before reached by any manufacturer of gearshift automobiles. Yet, so spectacular has been the increase in demand for Chevrolet cars, that a new and even more brilliant record is the climax for 1926.

Thus, for two years in succession, Chevrolet has broken all its previous records and has set a new mark in automotive history. This splendid achievement results from a steadfast adherence to the fundamental Chevrolet policy of building a car of the finest possible quality to sell at a low price.

That the vast majority of buyers now demand a car of this type—and that Chevrolet has been successful in building such a car—possessing the highest degree of smooth performance, smart appearance, and economical operation—is proved by Chevrolet's success during the year now drawing to a close. Come in and see this record-breaking car.

Small down payment and convenient terms. Ask about our 6% Purchase Certificate Plan.  
Touring or Roadster \$510, Coupe or Coach \$645, Sedan \$735, Landau \$765, V-Ton Truck \$375 (Chassis only), 1-Ton Truck \$495 (Chassis only). All prices f.o.b. Flint, Mich.

**Brumley Chevrolet Co.**  
Hereford, Texas

Christmas box to the Orphans Home at Waco. Each child in this department is requested to bring any toy that they have to give, or books.

A top-hospital will take care of these gifts that need repainting or repairing in any way. Old toys that can be made like new are what we are asking for. There may be someone outside this department who would be happy to

contribute to this Christmas box. Just anything to make the hearts of little children glad on this great occasion. Mrs. Easley will superintend this hospital—call her if you cannot send your donations and she will gladly call for them. Let's make this a jolly, happy Christmas for the little children who have no fathers and mothers to plan for them. "It is more blessed to give than to receive."

Statements, Letter Heads, envelopes, all Job Work, at Brand.

FRANK J. FORD  
LAWYER  
Office Temporarily With  
J. B. Elliston.



# DIAMONDS

—There is nothing more suitable for a Christmas Present than a Diamond—something that will wear for generations and not grow old or be the worse for wear; a present that can be given with the assurance that it will be worth more tomorrow than it is today.

WHETHER IT IS A GIFT OCCASION, OR FOR THE ENGAGEMENT, THE DIAMOND IS IN A CLASS BY ITSELF

—We have recently bought a large assortment of Diamonds direct from the diamond cutters at prices far below the market. These Diamonds are set in the very latest style mountings, in single stones and dinner rings, and they are now ready to show our customers.

—You can't afford to overlook this opportunity to buy right, if you need a Diamond for a Christmas Present or for an engagement ring, or even for the graduation next spring.

WE HAVE MANY OTHER ARTICLES THAT WILL MAKE NICE CHRISTMAS PRESENTS. OUR STOCK WAS NEVER MORE COMPLETE

—Pick out your Presents now while our assortment is at its best. A small deposit will hold any diamond or other article till Christmas or later.

We are going to offer everything in our entire diamond stock at very attractive prices from now until Saturday, Dec. 11th

—Get yours now while you can get what you want and have it laid aside.

—All orders for engraving and special order work should be placed early, so we will have time to do good work.

**Hereford Jewelry Store**  
W. H. RAY, Manager

## Sound Banking Experience



—Years of sound banking experience has placed this institution in position to handle satisfactorily the financial affairs of this community.

—The officers of this bank will be glad to talk over with you any matters of importance, calling for prompt, personal and competent attention.



## Dimmitt, Castro County News

Dimmitt, Nov. 30.—Some fifteen cars went in a parade following which a barbeque was enjoyed.

After meeting the south bound cars, the Dimmitt cars joined in a parade following which a barbeque was enjoyed.

Members of all sections represented. Castro county had the strongest delegation, population considered, with Vernon and Brisco county a close second. Much interest was shown in Plainview entertained in a royal manner.

Dimmitt is deeply grateful to Warden Hardware Co. for the hospitality of their store, which was a meeting place for us during the week.

Hart and other Castro committees were well represented. B. D. Woodlee and family and Noel Gallehon were dinner guests in the Estes Noble home Sunday.

J. R. Gallehon and family and Misses Yelma Burnam and Ola Brashers, of Canyon spent Sunday and Monday in Dimmitt.

Mrs. N. J. Lovelace of San Angelo is visiting in the home of Mr. and Mrs. Tom Tate.

Mrs. Mathews and granddaughter Marilyn Miller of Wichita Falls visited with the latter's father, Dr. Mayes Miller, during the Thanksgiving holidays.

J. C. Montgomery of Lamesa was in Dimmitt during the past week. Mr. and Mrs. Ray E. Sheffey spent Thanksgiving with relatives in Canyon.

Mr. and Mrs. W. D. Durce motored to Tulla Saturday. Miss Myrtle Jackson, who is now teaching at Farwell, spent Thanksgiving with her sister, Mrs. Dow Durce.

Jewel Tate spent the week end at home. Mr. and Mrs. E. F. Harman spent Thanksgiving in the parental J. R. Hastings home. Miss Gladys Hastings returned home with them.

Mr. and Mrs. Bill Burnam and family and Miss Amy Gregory spent Thanksgiving in the home of Mr. and Mrs. J. R. Gollehon in Canyon.

Jay Hastings motored to Hereford last Tuesday afternoon. W. E. Hay of Plainview was a prospector in Dimmitt last week.

Russom Mallory of Mabank, Texas, and John Sewell of Farney, Texas, were in Dimmitt the first of the week.

Mr. and Mrs. H. H. Wright have moved to New Mexico. Mr. and Mrs. W. D. Durce gave their little daughter, Catherine, a dinner last Sunday, celebrating her seventh birthday.

When Mrs. L. P. White learned definitely at 10 o'clock Saturday morning that Mrs. Phobe K. Warner, of Claude, was to be her guest for the day, she showed her interest in her friends by asking as many as could possibly be reached by telephone to come into her home for an informal reception honoring this nationally known and loved lecturer, writer and educator.

Only a few of the guests had had the pleasure of hearing Mrs. Warner on former occasions but all had read her articles and were delighted because of this opportunity to know her. She completely captivated her audience with her quiet style, charming personality, sincerity and interest in the problems that confront women the world over and in Dimmitt especially.

At the beginning of her talk she asked what would be the greatest interest to those present and several suggested the topic last discussed at the P. T. A., "Entertaining Dimmitt's Young People." Mrs. Warner then discussed the value of a community social center where the young people may gather for an afternoon or evening's entertainment of good books, good magazines and music and games.

She declared that we as parents are generally responsible for the necessity of juvenile courts, reform schools and prisons, because of a lack of confidence and sympathy with the boys and girls and urged the parents keep growing with their children. She complimented Mrs. W. A. Wright for the interest she had manifested in local girls by organizing them into the Campfire girls and expressed a sincere wish that some one would take up the scout work for boys.

Many other good things were said and plans are now being made to have her return at an early date for a lecture to everybody in Castro county, announcement of which will be made later. After the lecture Mrs. White served refreshments to a large number.

A Serious Handicap—Audrey Cockrell.

A Thanksgiving Song—The Little Folks.

Reading—Miss Brumley, Piano Solo—Ida May Knox. Pantomime—Mary Ella Hershey, Leola Counts, Etyle Jacobs.

Music—Hereford String Band. Benediction.

Miss Hastings entertained some Hereford friends with a week end party at her home in Canyon last week. Among the guests were Misses Gladys Vasce, Gladys McMahan, Audrey and Yelma Carroll.

Miss Marguerite Russell spent last week with home folks. W. C. Russell motored to Amarillo last Tuesday on business. Elmer Sharp returned home from Vernon last week and is able to go to school again, we are glad to report.

Come to our singing next Sunday evening—we need you. Sunday school was good last Sunday and everyone is showing lots of interest. There were fifty members present.

Bob Flanagan spent Sunday night and Monday at home.

Messrs. and Mmes. J. H. Stephenson and Wm. F. Miller of Happy were in Dimmitt last Saturday.

Sam Allen has been on the sick list the past week.

Mr. and Mrs. J. C. Tate and daughters spent the week end in Amarillo.

Mr. and Mrs. H. E. Rantz and son spent Thanksgiving in Abernathy.

Duck Boswell, who is employed at T. W. Malone's, visited in Stonewall county during the week end.

J. A. Savage and family of Lockney spent Sunday in the parental W. B. Kimbell home.

Mr. and Mrs. Henry Stalcup, Miss Ella Thomas and Mr. and Mrs. Bill Webb motored to Tulla Sunday.

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## Progressive News

There was a large crowd present at our Thanksgiving celebration. Folks from far and near were on hand. A delightful supper was spread at about 7 o'clock and the house was then entertained with a program given by the school teachers and children, which was as follows:

- Song, America—Audience.
- Parody—School children.
- Prayer—Mr. Ricketts.
- "What Thanksgiving Means"—Miss Hastings.
- Reading—Winona Blagg.
- "Why We Are Thankful"—Horace and Harvey Blagg, Edgar Russell, Lyon McKensie and Odessa Cockrell.
- Grandma's Glasses—Della McKinsey.
- How We Kill a Turkey—Arley Counts.



### Advance Display MAXINE... A New Color from Lucile, Paris

AGAIN and again, in the creations of Lucile, world famed Parisian couturiere, occurs this exotic shade, Maxine! Again and again, where women of taste and discrimination are selecting shoes in the prevailing tan, beige and brown, Maxine is the hosiery shade chosen for accompaniment. Wherever a beige or deep flesh shade is correct, Maxine is worn with just a bit more chic than any other color.

Do try it in one of the smart Holeproof styles—they are all, you know, created to conform to the Famous Five Fold Fashion Standard. And only in Holeproof Hosiery can you secure Lucile created colors like Maxine.

\$1.00 \$2.00

Holeproof Hosiery

STAMBAUGH'S STORE

## Attention Hog Men!

I have moved to town. My telephone number is 445. I will be at my hog pens to receive hogs on Fridays only. Hogs are scarce—I can't afford to stay at the pens every day. If you must bring them in through the week, phone me.

If you have some good corn to sell, see me. Phone me at hog pens, No. 9024-F2.

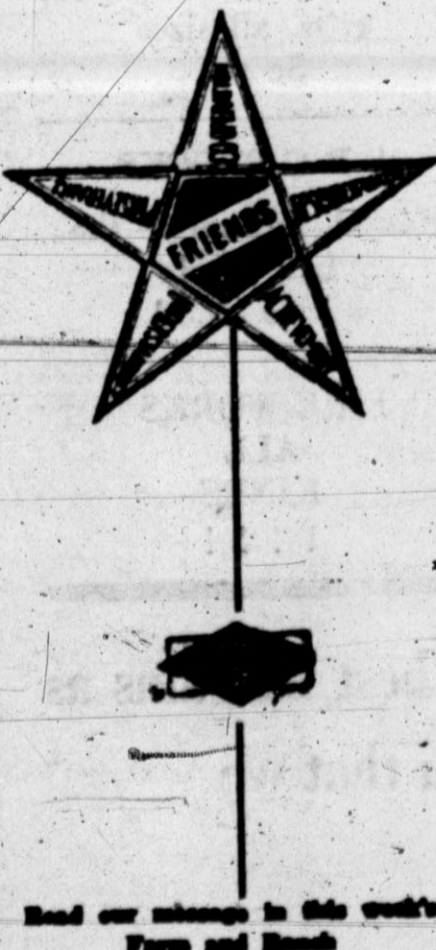
G. W. BRUMLEY

## She'll Appreciate It

Perhaps she never says how much she would appreciate having a checking account—but every woman does.

Every year many men see how practical, sensible and honorable it is for HER to have a checking account in her own name—to pay the house bills or to take along shopping.

Pay her a tribute this year—deposit a gift in the bank, then place the check books on the tree. Her smile of happiness will be compound interest.



Read our message in this week's News and Branch

First State Bank & Trust Company

## Cotton Seed Cake & Meal

CAN YOU AFFORD NOT TO FEED CAKE AT THE PRESENT PRICES?

If you buy CAR LOTS or TON LOTS, or just by the sack, we are always in position to save you money.

We always have a complete stock of:

- NUT SIZED CAKE
- PEA SIZED CAKE
- COLD PRESSED CAKE
- COTTON SEED HULLS
- MEAL AND HULLS MIXED

If there was any better Coal Mined in Colorado we would be selling it—try the next load from us and your fuel troubles will be over.

WE WANT TO BUY YOUR PRODUCE—CREAM, EGGS, POULTRY AND TURKEYS.

### SATURDAY SPECIALS

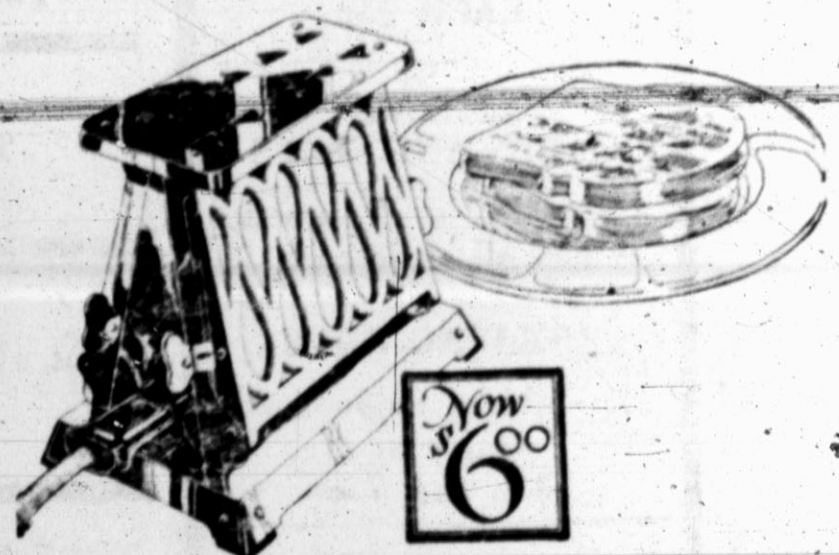
Meat Scraps	\$5.25
Bran	\$1.35

## Jones & McLean

"If It's Anything in Food We Have It"

# NOTE THIS!

A Nationally Advertised  
Westinghouse  
Turnover TOASTER



TIPS ON TOAST  
Toast that is toast has a crust that is "crustified," designed to a thin, crisp, but concealing a center of moist, tender goodness.

What delicious does the dainty eater often fancy when every other food is scorned? Toast.

What is equally acceptable at breakfast, luncheon, or when well made to finish a dinner? Toast.

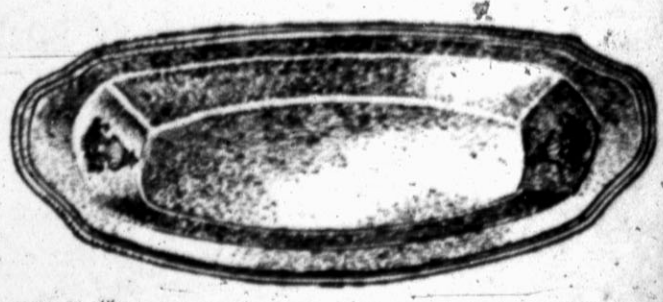
What is correct for the baby's menu as for the dyspeptic's dietary? Toast.

What more inviting can you serve in a pinch when a friend drops in unexpectedly than delicious toast.

Toast is as home in simplicity or simplicity. It is susceptible of elaborate treatment or plain treatment. The only treatment it rebels against is mistreatment in the making. It should, of course, be made on a Westinghouse Turnover Toaster.

And during this Special Sale you will receive FREE, one of these beautiful hammered silver-plated bread trays

Of Exquisite Design—Convenient and useful for toast and many other things. An adornment to any home.



Phone us your order today while our supply lasts

This is indeed a wonderful value—Electricity is your lowest priced servant.

Texas Utilities Company



# Toy Town SALE



We were greatly surprised at the wonderful response to our Christmas Sale, which begun last Saturday. Hundreds have been in and availed themselves of the wonderful bargains we are offering during this sale. With the Holidays only three weeks off, this Sale will enable many people to buy a great deal nicer gifts for considerably less money than if they wait until the last few days to do their shopping.

**LOOK OVER THIS LIST AND START YOUR SHOPPING NOW!**

<p><b>BIG "MAMA" DOLL</b> 18½ inches tall \$1.50</p> <p><b>POCKET KNIVES</b> Good grade, will please any one 50c</p> <p><b>BABY PLATE</b> Nicely decorated, won't turn over 50c</p> <p><b>ALL-METAL DRUMS</b> Large size, lots of noise 75c</p> <p><b>GAMES</b> Everybody likes new games, we have them all! 10c up</p> <p><b>"BOTTLETOT" DOLLS</b> The newest line in the business. Madam Kendien, the original Mama Doll.</p>	<p><b>Dandy BANJO UKULELE</b> A real instrument that makes real music, \$1.25</p> <p><b>Electric LIGHTING SETS</b> Makes your tree beautiful as well as safe \$1.00</p> <p><b>TOY TELEPHONES</b> All the kiddies want our phone EACH 15c</p> <p><b>Christmas CARDS AND SEALS</b> A complete stock, practically all at 5c each</p> <p><b>MOLDING CLAY</b> All children enjoy molding clay 35c and 75c</p> <p><b>KODAK BOOKS</b> Always are acceptable Gifts 35c up</p>	<p><b>BASEBALL AND BAT</b> In a gift box, just what the boy wants \$1.00</p> <p><b>OLYMPIC "ALL-STEEL" COASTER WAGONS</b> The Biggest Value in Town on Wagons! EACH, \$5.95</p> <p><b>"BY-LO BABY DOLL"</b> <i>The Genuine</i> Ten Inches Tall ..... \$3.19 Twelve Inches Tall ..... \$4.59</p> <p><b>"TINKERTOYS"</b> The same as are usually sold for 85c SPECIAL, 59c</p> <p><b>TRICYCLES</b> Front wheel fourteen inches, real wheels nine inches. Compare with any price, anywhere. \$2.67</p> <p><b>TREE ADORNMENTS</b> Flowers—a line that will please the most factidious</p>	<p><b>RONSON MACHINE GUN</b>, shoots fast and furious, needs no reloading \$1.00</p> <p><b>"BY-LO BABY DOLL"</b> <i>The Genuine</i> Ten Inches Tall ..... \$3.19 Twelve Inches Tall ..... \$4.59</p> <p><b>TRICYCLES</b> Front wheel fourteen inches, real wheels nine inches. Compare with any price, anywhere. \$2.67</p> <p><b>BOX STATIONERY</b> Most complete line we have ever shown 35c to \$3.00</p>	<p><b>WICKER DOLL CART</b> Full size, in three colors, a big bargain at \$3.25</p> <p><b>HOLY BIBLES</b> Complete Bible, on good paper and large print \$1.00 and \$1.75</p> <p><b>TEA SETS</b> Bright colored metal eleven pieces 25c</p> <p><b>MEN'S BELTS</b> All sizes, best leathers big value at 50c</p> <p><b>GILBERT TOOL SET</b> Complete set, Good tools Set \$2.50</p> <p><b>BOUDOIR CAPS</b> All silk, lace and ribbon trimmed Each 75c</p>	<p><b>National CAP PISTOL</b> A real assortment, 15c Extra Caps, 5c</p> <p><b>PERFUME SETS</b> In beautiful boxes, will please those who are hard to please, 35c</p> <p><b>RED CHAIRS</b> Rocker and straight Regular \$1.50 each Each \$1.00</p> <p><b>CHRISTMAS BOXES</b> You need boxes for your gifts, all sizes 5c up</p> <p><b>A B C BLOCKS</b> Round columns—the best kind 25c to \$1.50</p> <p><b>FIRE WORKS ALL KINDS</b> !!!!</p>
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This list is just a mere sample of the thousands of good bargains we have to offer. Early shoppers get the best bargains as well as the best selections. We will appreciate an early call and are very sure we can convince you that we can save you money on every purchase.

**Skelton's Variety Store**  
HEREFORD, TEXAS



**ere and There.**

Sunday school is improving and the members are back. Last Sunday we had seventeen with us. It was over at 10:45 in- of 3:00 o'clock, so everybody over the change.

Leo Williams visited the home last Tuesday. Grace Jamison, Frio teacher to Panhandle to spend evening with home folks.

Mr. Allman and Sullivan spent in the Knox home. Mrs. Estess and family were here Dimmitt and spent Thanksgiving at their farm.

Miss Kitty Cleo Harlin visited Nannie Joe and G. P. last week. Florence Hunter was on check list last week.

Knox and wife took Thanksgiving supper with Veri Sullivan. Mrs. Bell and Williams were of Mrs. Robert Holmes on Sunday of last week.

Lee Francis and wife spent day eight and Sunday in the Springer home. Mrs. Francis sister of Mrs. Springer.

Mack Dixon and children Mother Mosley, Friday. Helen Estes visited Miss Lee Green Sunday night.

Mr. Bell and wife visited Mrs. who is soon leaving for in Hereford Sunday. Andrews of Weatherford was in the J. B. Harlin home on Sunday night. He bought a load of mules and will finish his as soon as possible.

John Good received the sad of the death of her brother week. Mrs. Hogan spent part of week with their daughter, Hunter, and family.

Miss of Miss Jamison enjoyed Thanksgiving treat and party at school house Wednesday afternoon when a jolly time was had by youngsters in playing games, which all enjoyed fruit and

Mr. Allman and Joe Greer and took Sunday dinner with Williams and wife. The dinner almost a feast. After Sunday Mr. Mobley and wife took with the Williams family.

Mr. Bell and family visited in Lindsey home Friday night. Lance and family took dinner with C. H. Carl and family on Saturday.

and Mrs. Allman visited the home Sunday night. Independent thresher from Hereford were at the Fred Springer home last week.

Springer and daughter visited Lester Sparkman home Wednesday and spent Thursday night Albert Springer home.

families of Walter Easter, Dixon, Sullivan, Knox, Mrs. W. B. Green and Miss Lee Green gathered at the Harlin home last Thursday enjoyed a good time together. Grandma Goodman has been ill week, but was improved by her sisters and brothers.

The Goodman and families are enjoying a reunion and Grandma is doing excellently. An excellent dinner was enjoyed at Veri Sullivan home Sunday after Easter. Box Knox, H. M. and families.

the last several years the boys of Mr. and Mrs. Guy have met at their home for Thanksgiving dinner. This year the was had on Sunday, all the laden baskets of good to eat. All wore their best

attire and this lasted until the dinner. All remained for. Those present were the rs. Boyds, Finchers, Upton, sales, Tices, Gatlin, Lewis Fred Schultz and Will of Amarillo.

Neoma Kincaid is happy the fact she has a new pony to school. Mrs. Estess, Bob Knox and family took Sunday supper at the Sullivan home.

Mack Dixon and family visited the Hastings family in Dimmitt Sunday. Families of Albert Springer, Jones and Lester Sprakman were the red-tail in Hereford Sunday night.

West-Way Items. arrived too late for use in last week's paper.) School has been progressing very at West Way. School was closed for Thanksgiving and people enjoyed the day, each in their own way.

and Mrs. Franklin spent Thanksgiving with her parents at Hereford, Texas. and Mrs. Glenn Owen are proud parents of a fine baby B. R. born Saturday, November 10. Both mother and baby are nicely.

Sunday school is held at West Way each Sunday. Rev. Hill delivered a splendid sermon for us Sunday. The road grader is putting out in fine shape. Mrs. Estess is back in school after an absence of two weeks on account of an injured arm. He was hurt in a football game. We had to have him back. Gladys Bryant spent last

Thursday with her parents Mr. and Mrs. Homer Bryant. Lige Ellison and wife, of Crosbyton, are visiting in the Hartman Gray home.

Several of the pupils have been absent from school on account of having to stay home to help work in the fields, and we hope they may soon return.

A community party was given at the school house Friday night, November 18th, instead of the usual literary program. The business session was held first and a short program was picked up in the crowd. Following the program a railroad spelling match was held for the grown ups, while the children were rushed to the primary room where they played various games. At a late hour lunch was served and everybody had a wonderful time and many new acquaintances were formed.

Mrs. Whitehead and two daughters of Hereford were visitors in the Hartman home Sunday. S. G. Moore and family spent Thanksgiving in Canyon with Miss Agnes Moore. A son, Gordon, planned to meet them there and a regular family reunion was held.

Miss Nola May Weems spent the week end with Oleta Hartman. A sox social will be held at the school house on the night of December tenth, when a good program will be given and everybody is urged to come. More details will be given later.

Arney News Items Mrs. John Hammons and baby Grace Eugenia, motored to Happy, Texas, last Tuesday to transact business. J. E. Boyd was a business caller in the home of Mr. and Mrs. Morton last Tuesday.

Will Graham of Quitaque, Texas, has recently secured pasturage for his cattle from several of the Arney citizens and moved a herd of cattle here Friday. Due to cold weather, we have not recently been permitted to have our regular Sunday night singings, but hope to have a large crowd the coming Sunday.

Church and Sunday school Sunday night—be there. Mr. Nicholson was out last Sunday looking after his farm. Lee Edmondson and family of Amarillo spent Saturday and Sunday here with her parents, Mr. and Mrs. Charles Cox.

Frio-Easter Items Mr. Hogan of Hereford spent Monday and Tuesday with Mr. and Mrs. K. Hunter. Mrs. Henry Allman and Mrs. E. V. Sullivan helped Mrs. Bob Knox cook for the thresher crew last week.

Mrs. Harry Lomas and Mrs. Walter Easter of Hereford, and Mrs. W. B. Green spent Friday with Mrs. J. B. Harlin. Mrs. R. L. and Miss Nettie Lee Green called in the afternoon. Everett Doak called on Clayton Woolery Monday.

Mr. and Mrs. Allen and Mr. Frank Corn motored to Canyon on Monday. Misses Eddie Lee Allen and Frankie Mae Corn returned to school Monday after spending the week end with home folks.

Mrs. Henry Allman, Mrs. E. V. Sullivan and Mrs. Bob Knox spent Wednesday afternoon with Mrs. J. B. Harlin. Mrs. W. J. Sullivan spent Tuesday with Mrs. Clayton Woolery.

Eyes Examined by the most modern methods. GLASSES ground in our own shop to meet your special requirements. Special equipment for testing children's eyes.

WHEN IT COMES TO GLASSES come to us. We will guarantee your first class, high grade work at reasonable prices. This is our 15th year in Amarillo. You know where to find us, always.

HYDEN'S Exclusive Registered Optometrists. 7th & Polk St., Amarillo, Tex.

Rockwell Bros. & Co. LUMBERMEN Phone 4 SATISFACTION MUST BE YOURS

Dr. Mellenthin SPECIALIST In Internal Medicine for the past Fifteen Years. DOES NOT OPERATE. Will be at AMARILLO HOTEL Tuesday and Wednesday, December 7 and 8. Office Hours: 10 a. m. to 4 p. m. TWO DAYS ONLY. No Charge for Consultation

Dr. Mellenthin is a regular graduate in medicine and surgery and is licensed by the State of Texas. He does not operate for chronic appendicitis, gall stones, ulcers of stomach, tonsils or adenoids.

He has to his credit wonderful results in diseases of the stomach, liver, bowels, blood, skin, nerves, heart, kidney, bladder, bed wetting, catarrh, weak lungs, rheumatism, sciatia, leg ulcers and rectal ailments.

Below are the names of a few of his satisfied customers in Texas: Mrs. O. J. Finley, De Kalb, stomach trouble. Mrs. Fred Mabe, Cleburne, high blood pressure.

Mrs. C. A. Jones, Ranger, catarrhal condition. Mrs. Hugo Steinmeyer, Tynan, gall bladder. Mrs. J. F. Roberts, Durant, Oklahoma, liver trouble.

Mrs. Myrtle LeFlore, Clarksville, gall bladder. Mrs. R. H. McQueen, Quinlan, female trouble. Remember above date, that consultation on this trip will be free and that his treatment is different. Married women must be accompanied by their husbands. Address: 211 Bradbury Bldg., Los Angeles, California. 44-37p

Mr. and Mrs. Bob Doak of Canyon, Mr. and Mrs. Emmett Brookshire of Silverton and Mr. and Mrs. Ira Woolery spent Thanksgiving with Mr. and Mrs. H. C. Doak. Henry Allman and family spent Thanksgiving with Jim Bagwell and family of Bethel.

C. W. Hays of Grinnel, Iowa, called on Clayton Woolery and wife Friday. Mr. Hays is looking after property and visiting his friends here. Everett Doak and wife spent part of the week at Dawn helping Mr. Harris thresh.

Mr. Estes and family of Dimmitt spent the holidays at their farm in the Frio community gathering their crops. Mrs. Bagwell spent Friday with Mrs. Henry Allman. R. E. Brookshire and Clayton Woolery and wives spent Friday night in the Ira Woolery home.

E. V. Sullivan and wife called on W. J. Sullivan and wife Saturday night. R. L. Sullenger and family spent Sunday with the Jess Laughlin family at Summerfield. Mr. and Mrs. Woolery spent Saturday night in the home of W. J. Sullivan and wife. Orville Van Horn spent Sunday with Fred and Pat Stagner.

Mr. Johnson and wife of Summerfield spent Sunday with the Carl Frye family. Mr. Mobley and family spent Sunday in the E. V. Sullivan home. Mmes. Ira Woolery and Clayton Woolery spent Saturday morning in the home of Mrs. H. C. Doak. The Carter thresher is busy at the Sanders farm this week. Henry Allman is threshing for Mr. Mobley this week. There was a good attendance at

Master Sunday school Sunday morning and a very good attendance at Frio in the afternoon and we hope they continue to improve. The Frio and Easter school dismissed for Thanksgiving. Whiteface—Construction work on a two story brick and tile hotel has started here. Eleven rooms up stairs will accommodate the hotel trade and the down stairs will be equipped for a store building.

**DR. J. W. HENDRIX**

CHIROPRACTIC MASSAGEUR

Residence Phone 22 Second Floor Lambert-Buckner Building. FREE CONSULTATION AND ANALYSIS.

**6% FARM & RANCH LOANS 6%**

Loans made on amortization plan for 33 years at 6% interest, with option to pay loan in full or in part on any interest paying date after 5 years.

Prompt Inspections and Quick Service.

**San Antonio Joint Stock Land Bank**

Local Agent, D. F. ASHERBROOK, Hereford, Texas

FOR QUICK JOB SERVICE SEE THE BRAND.

**SINCLAIR OILS**

**SINCLAIR OPALINE MOTOR OIL**  
"Fits the Degree of Wear"

**Sinclair Ford Special**

**Sinclair Opaline Medium**

**Sinclair Opaline Heavy**

**Sinclair Tractor Oil** **Sinclair Rubeline**  
For Bessemer Engines

**There is a Sinclair Oil For Every Type of Engine and Motor. Look For This Sign:**

We Deliver Anywhere In the Country!



For Gas, Kerosene and Oil, see Clarence Conklin, or Phone 113.

**Abo Filling Station**

LOUIE OLSEN, Manager



# Local Happenings

A. O. Thompson spent the past week in Waco, attending the Grand Lodge of the Masonic Order.

A home talent play, "The Pirce of Liars," will be given at the high school auditorium Friday, December 10, for benefit of Central School.

Mr. and Mrs. Homer Wilkinson, of Amarillo, spent the week end with Mrs. Mary Wilkinson, Mr. Wilkinson's mother.

Miss Dorothy Perry, who is teaching school in Dimmitt, spent the Thanksgiving holidays with her parents, Judge and Mrs. L. C. Perry.

See us for The Dallas News—Daily and Sunday, \$5.95; Daily (without Sunday), \$5.50. Fort Worth Star-Telegram, Daily and Sunday, \$7.45; Daily except Sunday, Bargain Days Rate, \$5.95. HEREFORD NEWS STAND, 43-44

Marcel, 50c; hair cut, 40c. Phone 82 for appointment. MRS. FRANK MORRIS, 45-21

WANTED—A few boarders, also some quilting or comforts to tack. MRS. C. B. CARLTON, in North Hereford on Kibbe property. 46-11p

Miss Margaret Thompson, who is attending school in Abilene, spent the week end with her parents.

Miss Loma Woodburn of Dimmitt, spent the Thanksgiving holidays with Miss Leah Clark.

Hot Sale—Lard buckets and 50-pound lard cans. BOWMAN'S CAFE, 45-21

Miss Mildred Carlton, of Plainview, arrived Saturday for a visit with her cousin, Mrs. A. O. Thompson.

Mrs. Delphia Cox, who is now making her home in Panhandle, is visiting with her son, Wallace, and Mrs. Cox this week.

Mr. and Mrs. R. D. Martin and daughter, Elizabeth Ann, of Hongton, spent the week end with Mrs. L. E. Askren. Mrs. Martin and daughter will remain here until after the holidays. Mr. Martin will stay in Amarillo.

Edwin Ramey, genial Castro county agriculturist and business man, was in Hereford Tuesday on business.

The ladies of the Presbyterian church will hold a bazaar Friday and Saturday, December third and fourth, at Black's Furniture Store.

Mr. and Mrs. W. J. Smith and children and Mrs. Leslie Smith attended the railroad celebration in Plainview last Friday. Mr. Smith played with the Canyon band.

See us for The Dallas News—Daily and Sunday, \$5.95; Daily (without Sunday), \$5.50. Fort Worth Star-Telegram, Daily and Sunday, \$7.45; Daily except Sunday, Bargain Days Rate, \$5.95. HEREFORD NEWS STAND, 43-44

Miss Pearl Hubbard returned last Friday from Whitesboro, Texas, where she had been visiting her mother for a week.

Mr. and Mrs. D. C. Laird and sons, of Plainview, spent Thanksgiving with Mr. and Mrs. Horace Baird and family.

Mrs. Cleve Tate of Dimmitt, was shopping in Hereford Monday.

Mr. C. L. Burch and two children, of Happy, spent Monday in town shopping and attending to business.

Knoss Cards and Tags, CORNER DRUG STORE, 46-41

J. Frank Potts of Abilene, was here Monday looking after business.

DRESSMAKING—Smocks make ideal Xmas gifts. Specially priced for two weeks only, \$1.00 each. Phone 82. MRS. J. A. SPEER, 46-21

E. C. Subanks left last night for a business trip to Eastland.

Miss Eula Lee Burch, who is attending Wayland College in Plainview, spent the Thanksgiving holidays at home.

We are as busy as a one-armed paper hanger with the litch, but can still handle a little more work. RICE.

Special sale of Eveready flashlight, with large size batteries, \$1.25 at RICE'S.

Frank Kendall of Santa Fe, N. M. is here visiting his wife and baby. Mrs. Kendall has been here for some time with her mother, Mrs. C. D. Snow.

Just received another fresh shipment of dry cell radio "A" and "B" batteries at RICE'S.

Mrs. Roscoe Gass of Lockney spent the week end in the home of Mr. and Mrs. D. R. Gass.

Mr. Newcomer, when in need of fire work just ask for RICE. Any one will direct you.

Mrs. Pie Montgomery and Mrs. Caldwell of Dimmitt, were shopping here Tuesday.

Eveready flash lights make ideal Christmas presents. RICE sells them.

For rent—Nicely furnished front bed room. MRS. GRACE HUGHES, 46-21

Mr. and Mrs. T. D. Moss and baby, Mrs. Gertrude Brotherton and N. C. Vogele spent Tuesday in Clevis taking in the Poultry Show. NEW five room and bath; low price and easy terms. See L. BASKIN, Owner. 46-11

# Society

Mr. and Mrs. R. H. Womach gave a beautifully appointed dinner on Sunday, November 28th, in honor of the twenty-first birthday of their son, Oscar. A delicious four course dinner was served.

Mr. and Mrs. Hicks Daniel and two children of Amarillo, came down to enjoy the dinner. Mrs. Daniel is a sister of Oscar.

A surprise wedding to their many friends occurred on Monday evening at eight o'clock at the Baptist parsonage on West Third Street, when Mr. Lee Lambert was quietly married to Mrs. Orle Renfro. Rev. W. R. Hill said the

marriage ceremony. Not even the preacher knew who the bride was to be until they arrived at the home. There were no guests present. CONTRIBUTED.

A Fada Radio should be in your home. They give satisfaction. CORNER DRUG STORE, 46-21

Quick Job Service at The Brand.

Quick Job Service at The Brand.

MRS. J. H. PITMAN

CUT FLOWERS OR PLANTS

PHONE 157.

## READY FOR CHRISTMAS

—WITH THE MOST DELICIOUS LINE OF HOLIDAY MEATS YOU EVER BOUGHT IN HEREFORD—fresh, fat, tender, steaks and roasts and special cuts, carefully selected cut, handled and iced for our trade.

We want to help you make your Holiday meals better than ever this year—and we are preparing especially for that very thing.

TRY US JUST ONCE—YOU WILL COME BACK!

### The Texas Meat Market

We Deliver CLOYD & ROBINSON, Proprietors PHONE 363

Special sale of Eveready flashlight, with large size batteries, \$1.25 at RICE'S.

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## COCKERELS

### S. C. White Leghorns and S. C. Reds

As good as in the Southwest. Pure D. W. Young, egg, exhibition strain. Get yours now while they are cheaper.

\$2.50, \$4.00, \$5.00, \$7.50, \$10.00.

F. O. B. Groom, Texas. Booking orders for 1927 chicks. Get FREE literature.

### J. M. Henderson & SON

GROOM, TEXAS.

## STEAR THEATRE

FRIDAY NIGHT AND SATURDAY MATINEE

DECEMBER 14

Back Jones

—In—

"A Man Four Square"

SATURDAY (NIGHT ONLY)

DECEMBER 14

Jack Hoxie

—In—

"Don Dare-Devil"

MONDAY AND TUESDAY

DECEMBER 6-7

LON CHANEY

—In—

"The Road to Mandalay"

WEDNESDAY AND THURSDAY

DECEMBER 8-9

"The Unknown Soldier"

—with—

Charles Emmett Mack, Marguerite De La Motte and Henry B. Walthall

FRIDAY AND SATURDAY

DECEMBER 10-11

Harold Bell Wright's

"The Winning of Barbara Worth"

—with—

Ronald Coleman and Vilma Banky

Coming Soon:

SANDY, THE LOST WORLD, JESSE JAMES UNDER THE BLACK FLAG, FIG LEAVES

## Direct From The Orient

—With all the artistry of the old world—Gift that in every way fulfill the artistic requirements of the prevailing popular taste; gifts that are original, attractive and durable—no fadish, yet strikingly beautiful in conception, ornamentation and finish.

Also a beautiful line of ladies' purses; hand-tooled and with laced edges; manicure sets, toilet sets, ivory sets in many different designs and colors.

When on the hunt for Santa Clause you really believe you can find him here in a most surprising way.

## Corner Drug Store

SEE OUR DISPLAY ADD ON PAGE THREE.

### E. B. BLACK COMPANY

## Texas Filling Station

Will be Open for Business

# Monday, Dec. 6

—We extend an invitation to everybody to come and inspect our new place, whether you need anything or not. We want you to look it over, for we think we have as nice and up-to-date place as can be found in West Texas. And with the equipment we have we are prepared to give the very best of service.

—OUR BUSINESS IS GOING TO BE CONDUCTED ON STRICTLY CASH BASIS, and we hope that our old customers who have certainly been loyal to us, will not take exceptions to our cash business methods, but we are going to give the best service in our power, and we cannot do this and do a charge business.

YOUR BUSINESS WILL CERTAINLY BE APPRECIATED!

## Texas Filling Station

M. D. WOMBLE, Manager.

### ART CHRISTMAS SHOP.

Mrs. Laura Gregg Beyer's art gift shop will be opened early in December at the City Drug Store. The new fire-side baskets, plaques and various polyerome articles are a few features of the display which will include also dainty boudoir novelties, hand painted handkerchiefs and other numbers quite correct for Christmas gifts. Opening date announced later.

### PRESBYTERIAN SENIOR C. E.

December 5, 6 o'clock, Consecration meeting:

Topic: Character, how to form it, what effects it?

Leader: Ruth Haberer.

Song service.

Prayer.

Leader's talk.

Character and Determination—Audrey Carroll.

Live for the Highest—Mrs. Arch Conklin.

The Hands of the Clock—Mr. Hudson.

The Character of Others—Ina Mae Hastings.

Business.


Offering.

Benediction.

Mr. and Mrs. T. D. Moss and baby, Mrs. Gertrude Brotherton and N. C. Vogele spent Tuesday in Clevis taking in the Poultry Show. NEW five room and bath; low price and easy terms. See L. BASKIN, Owner. 46-11

We give you credit for having good cents

W.B. Shifty



## Uncle Sam's Backbone

—The Federal Reserve System has been called the "backbone of commerce;" it isn't far from the truth.

—It is the most steadily comforting thing of its kind the world has ever known.

—Its success depends upon the loyalty of its members. Your patronage helps assure such loyalty and, therefore, assists you, the bank and the system.

## Western National Bank

"There is No Substitute For Safety"

## Texas Filling Station

M. D. WOMBLE, Manager.

## Turkey Time Is Again Here

We pay highest market price. Be sure to see us before you sell.

### SATURDAY SPECIALS

Apples for this week carry one price only, or \$1.50 per bushel.

Spuds are still \$4.00 per hundred

### WHY PAY MORE?

We pay cash for Cream, Eggs, Poultry and Hides.

Nigger Head Coal—the Best Labeled Lump.

FEEDS AND SALT OF ALL KINDS.

## GOLDEN RULE

### PRODUCE COMPANY

Phone 103. We Deliver

## If Meats Get the Best of You—

That Is Your Fault!

—for you can get the BEST of Meats at



## The Palace

Meat Market

—Freshly butchered, home quality meats are our specialty, but we also carry a full line of cured meats—every ounce guaranteed absolutely pure. Prices most reasonable in town.

WE ALSO SELL IN QUANTITIES AT WHOLESALE PRICES.

### CROSTHWAIT & SANDERS, Props.

Phone 293.

## We Are Thankful to You All

—For a splendid business in 1926 and for the spirit of optimism and go-forwardness manifested here by all loyal Hereford boosters. Let's keep the ball rolling into 1927 and keep new homes and business houses going up!

—We want to have the opportunity to figure your next lumber bill, whether it is large or small. We have the stock, the prices, and the equipment to make you happy that you traded with us.

—COME AND SEE US—

## Panhandle Lbr. Co.

PHONE 65