

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

27th Year—Number 49.

Hereford, Deaf Smith County, Texas, Thursday, December 22, 1927.

Seth B. Holman, Publisher.

A MODERN HOTEL WITHIN YEAR IS AIM OF HEREFORD C. OF C.

ENGINEERS NOW AT WORK ON GAS PIPING PROBLEMS FOR INSTALLATION IN SPRING

Mayor Confers With West Texas Company Officials On Arrangements. Should Be at Work Here Not Later Than May 1, With Gas Ready for Use in Fall. Irrigation Possibilities Seen in Cheaper Fuel.

If all arrangements now going forward are carried out, work will start early in the spring on the new natural gas line in Hereford. This was the information received the latter part of last week by Mayor E. S. Ireland, when he made a trip to confer with officials of the West Texas Gas Company at Amarillo.

According to Mayor Ireland, already three engineers are at work laying out plans for the line and determining the size of pipe to be used in bringing the gas to Hereford. The distance which the gas must be transported is the determining factor in deciding on the size of pipe to use.

Following the granting of the franchise here by the city commission on Monday, September 5, farmers of this region have been enthusiastic over the prospect of gas as a new fuel for the operation of their irrigation pumps. Natural gas is said to be the cheapest fuel and the most economical for such use and with it the possibilities of shallow water development in this section are said to be unlimited.

The new low rates which will go into effect in Hereford are understood to be the same as those recently granted to such towns as Canyon, Tulla, Lubbock, Lockney, Floydada and Slaton. In the event that the rate is ever lowered in any of those cities, a similar reduction will immediately go into effect here.

Prepare for Installation.

"Already," Mayor Ireland said, "many people of this city are figuring on piping their homes for the new fuel. While there yet remains a comparatively long time in which to make arrangements for such piping, it would be well for people to have it done as soon as possible in order that engineers and workmen will not be delayed awaiting such arrangements when they reach Hereford with their lines."

Stores Closed Monday.

With the exception of two stores, merchants in Hereford have decided to close their places of business for the holiday Monday, December 26. It was made known today following a survey made this week. Only two more days to do your Christmas shopping!

Two Men Assert They Chased Lynx

Has anybody seen my Kitty? If you haven't happened to see a lynx cat around lately, don't be surprised if you do see one at any time now. This is the sage advice of C. C. Slaughter, who reports having chased a young lynx from his place north of town into a stack of baled hay on the O. L. Rutherford farm, adjoining his. Mr. Slaughter said he judged the lynx to be quite young and to weigh about fifteen or twenty pounds.

After he had cornered the cat in the hay, Mr. Slaughter says he went back to the house to get Clay Angelo, who, he says, will confirm his story. Mr. Slaughter chased the lynx, Mr. Angelo saw the lynx, so it looks as if there must have been a lynx, after all!

Cummins Buys Agency From F. H. Oberthier

One of the most important business changes of recent weeks was completed this week when F. H. Oberthier sold to J. C. Cummins his Frigidair and Delco-Light agency for Hereford. All of the stock and fixtures of the agency were moved to the new location Tuesday.

Mr. Cummins has recently moved into the new Kirby & Doughty building at the corner of Third and Main Streets, with Hereford's most modern plumbing establishment. "We are anxious for the people of this city to know about this change," Mr. Cummins said, "in order that they may not receive the impression that there is no longer a Frigidair agent in town. In our new building, with the complete line of equipment, we expect to be able to deliver the same high standard of service and satisfaction as Mr. Oberthier has been delivering for several years."

Farm Sale Dates

What will probably be the last farm sale of the year will be that to be conducted by Col. W. S. Williams at the E. L. Blacet farm located ten miles northeast of Hereford, three miles north and one-fourth mile east of Joel Switch, or one and a half miles west of Asher school house, on Tuesday, December 27. The sale begins at 10:30 and lunch will be served by Carl Jennings of Hereford. As the Blacet family is leaving this country for California, practically all their stock of farm and household goods is being offered in the sale.

In order to make room for new stock, C. P. Cozart, proprietor of the new variety store located in the old post office building, will hold a big mercantile auction sale Thursday, Friday and Saturday, December 22, 23 and 24. The sale will be cried by Col. Ray Barber and will be held both afternoon and evening on all three days. Sale begins at two o'clock each afternoon and at seven each evening.

Announcement was made this week of the auction sale of the 100 acre farm belonging to W. F. Riddell of Kidder, Mo., which will be held on January 10. This farm is located one mile north and one-half mile east of the Hereford Nursery. This place is said to be clear of indebtedness and it is understood that very liberal terms will be offered. Information may be obtained from Col. Barber, Watch for the big ad.

None Hurt in Explosion at St. Anthony's School

Too much fire in the furnace was thought to have been responsible for an explosion of the boiler which occurred about ten o'clock Monday morning at St. Anthony's school house. Four sections of the boiler were cracked so badly that repairs had to be ordered from the factory. No one was injured in the explosion. It is understood that the school may be dismissed while the repairs are being made. This is said to be one of the largest furnaces of its kind in Hereford.

GAS IN EXPLOSION

Fire Department Called to Extinguish Blaze After Explosion at Buick Service Station Last Thursday. Cause Is Unknown.

Answering the first alarm in several weeks, the Hereford fire department was called upon about 2:30 last Thursday afternoon to extinguish a blaze at the Buick Service Station following an explosion of gasoline vapor which occurred while one of the storage tanks was being filled. Origin of the explosion was undetermined. According to Oscar Easley, manager of the Marland agency here, the damage totalled between \$75 and \$100. Part of the sidewalk near the pump was blown up, a big plate glass window was cracked and several gallons of gasoline were ruined by chemicals used to extinguish the blaze. The entire loss was covered by insurance, it is understood.

SUGGS AT MEETING.

G. W. Suggs returned last Thursday from Waco where he had been representing the Hereford Masonic Lodge at the annual meeting of the Grand Lodge. Mr. Suggs was the only representative from the local lodge.

Choral Group Appears Soon In Big Concert

Appearing in their first concert of the winter season, the Hereford Men's Choral Club will present a program of sacred music at 7:30 o'clock Friday night, December 30, at the First Methodist church.

According to Director I. H. Spratt, the club has been at work for some time preparing this concert and it will far surpass anything yet attempted by the organization. Twenty-six men will take part in the program Friday night, he said.

R. T. NUNN INJURED.

Possible loss of a foot is said to be threatening R. T. Nunn as the result of injuries received Monday morning. It was learned today, Mr. Nunn was cleaning up the yard at his place about eight miles northwest of Hereford when he dropped a large barrel on his left foot, mashing it severely.

J. L. Stewart, of near Vega, was here visiting friends Monday

CHURCHES IN A BIG JOINT CELEBRATION

All Denominations In Big Union Christmas Service Here Next Sunday At Methodist Church.

Announcing that they have prepared a program to recall anything of its kind ever presented here, directors of the Music Study Club and Men's Choral Club have invited members of all churches in Hereford to attend the union services to be held Sunday night, December 25, at the First Methodist church.

According to Miss Mattie Swisher of Canyon, a member of the Music Study Club and formerly of Hereford, the program will consist of selected Christmas music and pageantry. Carols of every nation, the dramatization of the Christmas story and a grand adoration pageant are the features of the service.

The Music Study Club, which is sponsoring the program, has been working for some time on these selections, most of which were presented last week at the regular meeting of that organization. Special lighting and scenic effects have been arranged; it was announced, also.

Everyone in Hereford is invited to attend the services. There will be no sermon, the program to consist entirely of musical selections.

School Bond Issue Up At Black Election Today

Fate of a proposed new school house at Black will be decided today when voters of that place vote on a \$30,000 bond issue for the purpose of constructing such a school building.

If authorized in the election today, the new school house will be of brick, two stories high and will contain six recitation rooms and an auditorium.

Mrs. Rusha Smith, who has been here as nurse for Mrs. C. C. Acker for the past several weeks, left Tuesday night for Portales, New Mexico, where she will remain during the holidays with her mother.

ELI DUNLAP LEAVES

Head of Firm of Dunlap & Son Leaves This Week to Make His Home Permanently in Dallas. Lived in Hereford Many Years.

With the departure Monday night of Eli Dunlap for his home in Dallas, Texas, Hereford lost one of her pioneer merchants, the owner of one of the leading business houses of this city. Mr. Dunlap expects to make his home in Dallas permanently, he announced.

"I have been in Hereford for more than twenty-three years," Mr. Dunlap said on leaving, "and I shall always have a warm place in my heart for this city and for its people. I number among my friends most of the people of Hereford and it is with the deepest regret that I am forced to leave." Mr. Dunlap's health is responsible for his change to a warmer climate.

Walter Dunlap, junior partner in the firm of Dunlap & Son, has taken over his father's interest in the business and will conduct it alone from now on.

Mrs. Jo Elliston will leave Saturday for Plainview to spend Christmas day with her parents, Mr. and Mrs. D. C. Laird.

Football Squad Gets Sweaters for Past Year

Fourteen members of the all-star 1927 Hereford high school football team were awarded sweaters at the exercises held at chapel Tuesday morning. Sweaters this year were purchased by the Chamber of Commerce, one of whose members, W. E. Dameron, made the presentation speech.

The 1927 season, Mr. Dameron pointed out, was by far the most successful that the Hereford school has had for several years. Not only did the team go through with but two defeats, but they earned the reputation throughout the Panhandle as one of the cleanest groups on the gridirons of this section.

The following members of the team were awarded sweaters: Three-year men, Captain Murphy, Burkett; two-year men, Eberle; one-year men, Childre, Counts, Miller, Gregory, Longbottom, Russell, Glennin, Jim Gilliland, Marlin Gilliland, Higgins and Jowell. Members of the squad have gone together to purchase a sweater for mascot Jack Gilliland.

ORGANIZATION ANNOUNCES IT WILL HEAD THE MOVEMENT FOR FIRST CLASS HOSTELRY

W. E. Dameron Named Chairman of Committee On Arrangements. Constructive Program for Following Year Outlined, Including Advertising of This Region and Development of Present Resources.

That Hereford will see at least the beginning of work on a new modern hotel by the end of 1928 or the abandonment for good of such a project was resolved by members of the Chamber of Commerce in their regular luncheon meeting Monday.

Citing instance after instance to show that with sufficient hotel accommodations Hereford could get and hold some of the tourist traffic as well as that which passes through here regularly, bound for good hotels in other cities, W. E. Dameron, newly appointed chairman of the hotel committee, discussed the possibilities of an up-to-date hotel; here, and said that he was firm in his belief that Hereford needs a real hotel and should see at least the beginning of one started here before another year had passed.

Big Constructive Program. "The Hereford Chamber of Commerce has before it," Mr. Dameron said, "one of the biggest constructive programs which it has ever faced. Heading this program is the need of providing adequate hotel accommodations."

Pointing out that the local organization had not yet been asked to contribute a cent for the Big Panhandle-Plains development program now being carried out in this section of the country, President T. E. Seliger talked over some of the things which the organization at Amarillo has done.

Radio broadcasting programs featuring the advertising of this region are being put on every Monday, Wednesday and Friday at 6:30 a. m., Mr. Seliger said. The burden of this expense is borne by the railroads operating out of Amarillo.

Local Advertising. That Hereford needs some local advertising, pointing out the advantages of Hereford and Deaf Smith county, was stated by Mayor E. S. Ireland, who recommended the publication of booklets to be placed in business and public places for distribution to tourists and others going through here. The club voted to put this matter up to the executive board, which group will probably take some action to have the bulletins printed soon.

Banquet Discussed. A. G. Thompson was appointed chairman of the committee on entertainment and programs, and given free reign over the annual Chamber of Commerce banquet to hold some time in January. He will select his committee in the near future and announce further arrangements at a later date.

Because of the holiday next Monday, December 26, it was decided not to have a meeting of the organization on that date. The next regular meeting will be Monday, January 2, at the Stockman's cafe.

John Robinson Marriage Announced for Friday

Mr. and Mrs. Cartwright of Dimmitt announce the marriage of their daughter, Miss Edith, to John P. Robinson, son of Mr. and Mrs. Jno. Robinson of Hereford, which will take place Friday evening at Plainview.

Both these young people are well acquainted in Hereford and this section of the country. Mr. Robinson has lived in Hereford all his life. He is now proprietor of the Hereford News Stand, located in the Beene & Shaw barber shop.

After a short visit with friends in Plainview, Mr. and Mrs. Robinson will make their home in Hereford.

Hereford School Kept On Association's List

What is regarded as a signal honor by the Hereford high school was the report received this week that that institution has been retained without comment on the list of accredited schools in the Southern Association of Colleges and Secondary Schools.

According to Superintendent Dillehay, the Association contains a larger proportion of schools from the State of Texas than from any other state. A great percentage of these Texas schools are located in the Panhandle. Hereford was admitted to the Association last year.

Mrs. Perkins Learns Of Death of Sister

Mrs. L. P. Perkins, of ten miles southeast of Hereford, received word this week of the death of her sister, Miss Marjorie Porter, which occurred at Weatherford last Saturday morning. Miss Porter had been confined to her bed with diphtheria for some time.

Miss Porter, who was fifteen years old, lived here for several years as a little girl and had many friends in this community.

Mr. and Mrs. E. H. Norton and son and Mrs. Mary Palmer left Thursday for Dallas to spend the holidays with Mr. and Mrs. Walter Palmer. Mrs. Belle Hodge accompanied them as far as Wichita Falls where she will spend the holidays with her son.

TO PATRONS OF THE HEREFORD POST OFFICE

Owing to Christmas coming on Sunday, and Monday being our regular legal holiday, we will open the window Sunday morning and will be open until 11:00 o'clock to deliver packages and general delivery mail. We will not transact any other business. Monday the window will be opened for a short time only during the morning.

The mail will go out on Route A as usual Monday morning, except that Mr. Lee may get off a little earlier and drive a little faster that he may be able to get back in time to take dinner with his family.

J. A. WEAR, Postmaster.

SMALL SCALE IRRIGATION SUCCESS



The above is a reproduction of the irrigation pump now in use on the C. L. Rutherford farm near Hereford. Mr. Rutherford recently installed this pump to serve the smallest tract of ground now under irrigation here, but says he finds that it pays to irrigate even on a small scale, and is enthusiastic about the operation of the new pump.

No one was injured in the explosion. It is understood that the school may be dismissed while the repairs are being made. This is said to be one of the largest furnaces of its kind in Hereford.

any, of Portales, New Mexico, a branch of the main office located at Roswell. It is of the type known as a four-inch American Centrifugal, and delivers approximately 500 to 600 gallons per minute. Power for its operation is furnished by a 25-horse power twin cylinder Iowa engine.

According to the manufacturers, an installation of this kind, including well, pit, engine and pump costs about \$1000. It will take care of at least forty acres, which is said to be as much as any one man should try to attend alone.

The Hereford Brand

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SETH B. HOLMAN
 Publisher
 Also Publisher of
THE PRIONA STAR, PRIONA, TEXAS.
ALBERT W. SMITH.....Local Editor
VAN E. CURTIS.....Foreman
W. C. NIX.....Operator-Machinist
BOB MITCHELL.....Floorman

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Sunday dinner in the Chapman home.
 The McCaskey ranch branded cattle recently.
 Riek Guthrie was in Crosbyton and Plainview on business the latter part of last week.

The Adrian basketball team played Bushland Friday, the score being 7 to 9 in favor of Bushland. Dawson Blasingame was on the streets of Vega Saturday.
 O. W. Busby, of Amarillo, formerly of this community, died Sunday at the age of 22 years. We extend our sympathy to the family.

Miss Madge Tammis was shopping in Amarillo Saturday.
 Boodel Klein was in Vega Saturday.
 Mr. and Mrs. Pete Hutchinson were Vega visitors Saturday.
 Mr. and Mrs. Reik Guthrie were in Adrian Monday.
 J. M. Chapman and daughter, Elizabeth were in Vega shopping Saturday.

and the Owens shoe shop were the two heaviest losers, while the Priddy building, an adjoining structure, and the Candy Kitchen sustained damage amounting to a total of approximately \$800.

According to a report in the Roosevelt County Herald, published at Portales, poor fire fighting facilities nearly caused a much greater damage, as the fire truck and old equipment was in poor shape to fight the flames. Other buildings in the block are said to owe their preservation solely to the hard work of the fire department.

Money Order Swindler Reported at Tucumcari

A warning against one or more clever swindlers who have been making large hauls throughout this section of West Texas and Eastern New Mexico was issued last week by Roy H. Smith, post master at Tucumcari, New Mexico. According to Mr. Smith, the man's scheme is to purchase money orders of either two or four dollars and raise the figures two to twenty and four to forty.

That there may be more than one man working the same game was stated by Mr. Smith, who said that his office has already received two descriptions, which may or may not be of the same individual. Any information leading to the arrest of this man or men should be reported to Tucumcari at once.

Lubbocks Gets Anxious For New Post Office

Leading all other cities in the United States which applied for new post offices on the grounds of growth in population and total amount of business for such an office, the citizens of Lubbock are watching this session to see what

action will be taken upon their petition for a new office there.

The federal building program for that district is said to include a \$105,000 post office for Lubbock. As this program is to cover a period of five years, and as Lubbock is badly in need of new accommodations, her people are beginning to wonder how much longer they will have to wait.

This is a story of the Wild and Woolly West. It concerns the sheriff of Tin Spout, who dispersed an angry mob with a few well-chosen words.

"Yes," said the sheriff, relating the story, "I managed to quieten 'em down all right. When the boys swarmed round the jail I stepped out with a couple of guns in my hands an' spoke sorter soothin' to 'em."

"What did you say?"
 "I just reminded 'em that my brother was runnin' the only undertaker's in the town, an' everybody that knowed me knowed I was a strong family man who'd do anything in reason to boost the business of a relative."

Laying hens should be fed a ration of scratch grains, mash, meat feed, green feed, mineral feed, grit and drink. The scratch mixture should always be supplemented with a mash. A good scratch mixture can be made of two parts of weight of corn and one of wheat and one of oats.

The Bore—I feel thoroughly wound up tonight.
 Hostess—How strange! And yet you don't seem to go.

Buyer—Does this flannel shrink?
 Clerk—Not so much as I would from telling you it didn't, if I did.

Arney News Items

(Too late for last week.)
 Messrs. Brasher and Burks were in Nazareth Wednesday.
 Ross Campbell was in Canyon one day last week.
 Mrs. Brady has returned to her home in Oklahoma after a visit in the Boyd home here.
 Mr. Gillmore has been ill several days but is better now.
 Jim Graham was in Hereford Monday.
 Ross Campbell and wife were guests in the Wigginton home on Sunday.

Considerable building is going on in this community.
 A light shower fell here Saturday night.
 Messrs. Webb and Boyd were in Amarillo Saturday.
 Messrs. Hutson, Campbell, Tipton, Webb and Ferguson were in Nazareth Friday.
 Raymond and Lucille Hagge went to Happy Saturday.
 Mr. and Mrs. Ray Cole were in Amarillo Saturday.
 Miss Beulah Cox spent the week end with Mrs. Ray Cole.
 Mr. and Mrs. Joe Fox spent last Thursday in the Ray Cole home.
 Ed Kincaid and wife have moved to Tulla.
 Mrs. Chas. Hagge and daughters visited the Hutson home Monday.
 Many windmills have fallen victims to the recent high winds.
 Mr. Tipton called in the Hayes home Tuesday.
 Miss Opal Hutson has returned from a visit in Amarillo.
 Miss Oleta Wilson visited Mrs. Green Tuesday night.
 Mr. Harman has a new well and one is being put down for Mr. Nicholson.
 Little Pauline Boyd spent Tuesday with Lela Campbell.

Adrian Sims Notes

(Too late for last week.)
 We have been having some very cold weather.
 Misses Maude and Jessie Malone were in Hereford Friday.
 A. A. Kirkpatrick of Vega ate

Easter Items

In spite of the cold weather Sunday there was an attendance of 30 at Sunday school. Rev. Nangle of Dimmitt preached at 3 o'clock.
 Mr. and Mrs. E. M. Allen had for dinner guests Sunday Mr. and Mrs. W. Fields and family, Pat and Earl Stagner and Wayne Terrell.
 Mr. and Mrs. Bob Axe of Jumbo, Mr. and Mrs. Geo. Chambliss, the Misses Hughes and Boyd were dinner guests in the R. L. Sullenger home Sunday.
 Frankie Mae Corn and Eddie Lee Allen spent the week end in the home of Mr. and Mrs. Sam Hunter at Jumbo.
 Bill and Maurine Sullenger visited Saturday night in the George Chambliss home.
 Mrs. W. J. Sullivan was confined to her bed several days last week.
 Mr. and Mrs. Fred Walton, accompanied by Miss Nannie Fields were shopping in Plainview last Saturday.
 Wade Parks and father of Dimmitt called in the Frye home Sunday morning.
 Britain and Hazel Chambliss spent the week end in the home of Mr. and Mrs. R. L. Sullenger.
 Frank Easter of Dimmitt visited the Smith home one day last week.
 Louise Ann Frye visited Sunday with Jennie Terrell.
 Frank Corn and family visited the Will Sawyer home east of Hereford Sunday.
 Mmes. Goldsmith and Walton visited their mother, Mrs. Fields, Thursday afternoon.

Fire Wrecks Interior of Two Portales Shops

Totally wrecking the interior of two business buildings on Main street, fire of unknown origin last week resulted in nearly \$8,000 dollars worth of damage in Portales, New Mexico. The City Bakery



Santa Smiles Through These Tires
 Perhaps Santa smiles when he passes out a pair of Federal Tires for Christmas, because he knows what a world of satisfactory service he is giving to the recipient. Act on Santa's good judgement—give FEDERAL TIRES.

ABO FILLING STATION
 WE GIVE GOLD BOND SAVING STAMPS

THE SEASON'S GREETINGS—
 We're proud of the work this shop turns out and proud of the clientele which we have established and are pleasing here in Hereford. We hope that this will be the very merriest Christmas you have ever had, and that you will continue to let us do your cleaning and pressing work in all seasons as well as during the holidays.
WEST TAILOR SHOP

"MERRY, MERRY CHRISTMAS!"
 So say all of us to all of you Folks.
ANTHONY FURNITURE COMPANY

A Merry Xmas TO ALL OUR FRIENDS
 —and—
A PROSPEROUS AND JOYOUS NEW YEAR!

We Wish for You
 A Bountiful Share of All the Happiness the Season Affords.
Thanks
 To you for 1927 business—may we serve you in 1928?
R. B. R. Implement Company

It's true that all men are born free and equal—but most of them marry!
 Thanks to you and all the folks with you for the kind consideration and true friendship extended to us throughout the year.
 Our sincere wish is that Christmas finds you all well, happy and prosperous.
REED'S M SYSTEM STORE

MERRY CHRISTMAS AND HAPPY NEW YEAR!
 Having been in Hereford for some time now, and having had such an important part as ours has been in the building up of this city, we feel that we are in a position to extend the season's greetings with the assurance that the coming year will be filled with even greater promise for this great country.
KEMP LUMBER CO.
 Good Service

ALL OVER
 Only a few days now and the Christmas shopping will be over. We bought unusually heavy in many lines, particularly in watches and diamonds, and other fine merchandise that we do not want to carry over during the dull season, and from now till Saturday night, December 24th, we are going to make prices that defy competition.
 Nothing is restricted or reserved during these few days of price-slashing.
 We are going to give **BIG DISCOUNTS** on every line represented in our store from the alarm clock to the finest diamond
 Every article in our store is suitable for the gift occasion, and you can find the article you want at the lowest possible price.
 Now is the time to buy a fine gold watch or a diamond ring. Get all the silverware you need while you can buy it cheap.
 We have the biggest and best assorted stock we have ever had in watches, diamonds, silverware, china, glassware, gold jewelry, pearl necklaces, leather bill folds, leather novelties, ladies' purses, mesh bags, and so many other things that we can't list them.
 Remember, every article we have in stock will go at a big reduction in price. From 20% to one-half off.
Hereford Jewelry Store
 W. H. RAY, Manager Hereford, Texas
 Will be at the Store Christmas Day

CHURCH ANNOUNCEMENTS

First Baptist Church.
V. M. CLOYD, Pastor.

The finest church edifice in the hand is the aim of the First Baptist Church of Hereford. It was announced this week by the V. M. Cloyd, pastor of that church.

Already, Rev. Cloyd says, the ground has been donated and plans have been submitted to different architects who will bid the building. The new church will be located at the corner of 12th and Main Streets, facing south on Fifth Street.

Most of the proposed structure will be between \$65,000 and \$75,000. Rev. Cloyd said, March 11 is the date set for the inauguration of the building campaign to raise funds for the construction of the church.

First Christian Church
REV. THURMAN MORGAN, Pastor.

The Sunday school will have a Christmas tree next Friday night. Let all members bring their gifts and bring your presence and bring your presence to church at 11 o'clock. This is Christmas morning, let no one fail to attend services.

Christian Endeavor, 8:45. Community service will be held at the Methodist church at 7:15. Music Club will give a Christmas program.

Next Sunday is the birthday of our Lord. It is Christmas day. Surely this is a day when our churches should be filled. Who in this Christian community of ours, where we observe Christmas can refuse to worship Christ on this His birthday. Come, bring the family and the friends and worship with us. We are here and will give you a hearty welcome.

EVANGELICAL LUTHERAN CHURCH.

WM. F. HALAMA, Pastor. Christmas morning service, 11:00. Sermon theme, "Jesus the Savior Come." Luke 2:1-14. Christmas night children's service at 7:00. Services at court house, county court house. Holy Christ, when as a child camest on earth to be our Savior of our fallen race, thy name was found for thee. Thy palace sheltered thee, thy royal robes were Thine jeweled crown adorned Thy brow. Prince and King divine. Let us all come and worship at the shepherds and Mary of Bethlehem's manger, bring our hearts and offering them to our Savior. A cordial welcome is extended to all to worship with us at both services.

CHRISTIAN ENDEAVOR PROGRAM.

Topic, What Does Christmas mean? Leader, Clifford Kester. Song No. 248. Scripture reading, John 3:16, 18, 2:3-11. Christmas Carols, Nos. 13, 34, and 2. Song No. 20. The place of Christmas myths the celebration of a Christian festival, Rev. Megert. What Christmas may mean to a nation, Mrs. Mae Smith. Effects of trying to change our Christmas customs, J. T. Gibbren. Making the most of Christmas, Mrs. M. D. Fincher. Benediction.

First Methodist Church
B. BOWEN, Pastor.

Remember the Christmas tree program at the church Friday evening at 7 o'clock. The following is a paragraph from a letter to the pastor and superintendent from the Sunday school:

Extending to you and yours our very best wishes for a Merry Christmas and a Happy, Successful and Prosperous New Year.

PLAINS INSURANCE AGENCY

board: "We are glad to recognize your school as Standard for the year 1927. Your application properly filled out and approved by your State Sunday School Secretary has been received and it is correct. We rejoice with you in your accomplishment in attaining the Standard of Excellence this year."

Remember the men's Bible class meets at 9:30 and not 9:45 as does the main school.

Next Sunday: Sunday school at 9:45, Christmas sermon at 10:45. Training service at 6:00.

A community program at the Methodist church at 7:15 Sunday evening. We are all invited to this service and the program is worthy, let us all go.

Prayer service Wednesday evening at seven o'clock. Let us have fifty or more in this important service.

STATEMENT FROM THE CHARITY COMMITTEE

At a meeting of the City Charity Committee on last Monday, the Secretary was authorized to make the following statement:

"Thanks to the generosity of the people of Hereford, we are beginning the new year with more adequate funds than on last year. We find that there is now in the treasury of the Charities the amount of \$300.44. It will be remembered by those present that about \$250 of this amount was pledged at the Community Thanksgiving service. Some few donations have come in since which have helped to create the total now in the treasury."

"A new idea this year is the poster furnished to each subscriber to the fund. These are in the form of gum stickers and read as follows: 'No begging here, we subscribe to the City Charity Fund. See Committee.' The posters are available now at the office of Thompson & Ireland, and may be had by calling on Mr. Thompson. Only subscribers are entitled to the posters."

"We believe that the handling of the matter in this manner will be both convenient and economical to our business firms, and we feel certain that we can more wisely dispense charity than if the solicitor for help goes from door to door."

"The committee desires to express its very deep gratitude to that large number of citizens who have made contributions to the fund, and sincerely hope that we shall have the opportunity of doing a creditable piece of charity work because of the fullest co-operation of the community in 1928."

Ford Doings

Rev. V. M. Cloyd of Hereford was here Sunday afternoon and delivered a splendid sermon on "The Rich Fool."

There will likely be Sunday school and church Sunday afternoon.

Arrangements are complete for the community tree and program at the school house Saturday night, the 24th. A generous box of good things to eat will be on the tree for each child. Everyone having the interest of the children at heart be sure and come.

A community dinner will be had at the Howard Morel home Monday, the 26th.

School was dismissed Wednesday until the 2nd.

Mr. and Mrs. A. K. Webster and son spent Monday and Tuesday in Amarillo with Mr. and Mrs. G. W. Gambrell.

Mr. and Mrs. Dewey Larson shopped in Amarillo Monday.

Misses Ola Ware and Sadie Allred, Cecil Allred, Robert Dyer and B. E. Dyer and Mrs. Merle Wood went to Amarillo Saturday night and broadcasted a musical program.

Mrs. W. W. Small and son Jesse spent Sunday in Claude with relatives.

Mr. and Mrs. Mai Stewart made a trip to Amarillo Tuesday.

Mr. and Mrs. Edgar Sowell of Dimmitt visited her mother, Mrs. Howard Morel Thursday.

Mr. and Mrs. A. K. Webster left Saturday for Temple where they were called by the illness of an aunt.

Pat Murphy and family of Vega were at Ford Sunday afternoon.

Dr. and Mrs. W. G. Fly shopped in Amarillo Saturday.

Jess Ford made a business trip to Hereford Wednesday.

Messrs. and Mmes. Sherman Garrett and John Whitsett went to Amarillo Friday to attend the funeral of J. R. T. Bassett. Mr. Bassett was a relative of both families.

Here and There.

Mr. and Mrs. Luther Boyd spent

Sunday with Mother and George Mosely.

Messrs. and Mmes. Leo Williams and Henry Allman were shopping in Amarillo Saturday.

Mr. Cornelius has been ill this week. His son and family are spending a few days with him.

Mr. and Mrs. Arthur Rogers spent Sunday at the Rogers home. Frank and Lynn Axe and Mr. Husted were Sunday callers at the Kincaid home.

J. W. Wherry and family are spending the holidays with his parents in Oklahoma.

Mrs. Jay Sanders visited Mrs. John Gaetz Thursday.

Alfred Grant and wife spent Sunday at the Berry home. Mrs. Henry Allman returned from Floydada Wednesday. L. Cornelius of Paris is spending

the holidays with his father. T. L. Sparkman and family, W. A. Springer and family and Mrs. G. F. Springer and daughter spent Sunday in the Earl Springer home.

J. J. Lindsay and family spent Friday evening at the Tice home. Mr. and Mrs. Earl Lance have been in Hereford the past week.

Mrs. M. D. Fincher spent Thursday with Mrs. Guy Ham.

Joe Andrews and wife called at the Cornelius home Sunday.

Rev. Naugle failed to come to Frio Sunday. Singing was well attended at night. Most of the children who have been good are expecting to meet Santa Claus at the school house Saturday night.

To Our Friends

Sweet is the joy of Christmas
Deep is the breath of prayer;
Glad is the heart of friendship,
And love is everywhere.

Rockwell Bros & Co.

To our newly made friends and to those whom we hope we may soon call friend, we wish a Merry Christmas and Happy New Year.

F. M. KESTER

Jeweler and Optometrist.

To My Many Friends and Customers:

I wish to express my sincere appreciation for your patronage and the pleasant relationship that has existed between us during 1927.

I wish you the compliments of the season and trust the New Year brings you the most of Happiness and Prosperity.

MRS SAM HUTSON.



Thanking you for the patronage which you have so kindly tendered us during the past year, and hoping that our relations in the future will always be as pleasant, we take this opportunity to extend to all of our friends and patrons the most cordial good wishes for a Merry Christmas and a Happy New Year.

MONT E. BAKER

GROCERIES

We Buy Eggs

SEASONS GREETINGS



Not many of us achieve our objectives—life is full of disappointments and compromises—but if it can be said of us when our race is run that "We did our best from day to day," we may well be content.

Christmas, with its joy, good will and its religious significance to countless millions, lends us to a New Year with a fresh challenge to achievement and further opportunity for the highest type of public service through the great business in which we are engaged.

We sincerely trust that our many hundreds of friends and clients throughout the Hereford territory may have a very Merry Christmas and a New Year full of happiness and contentment.

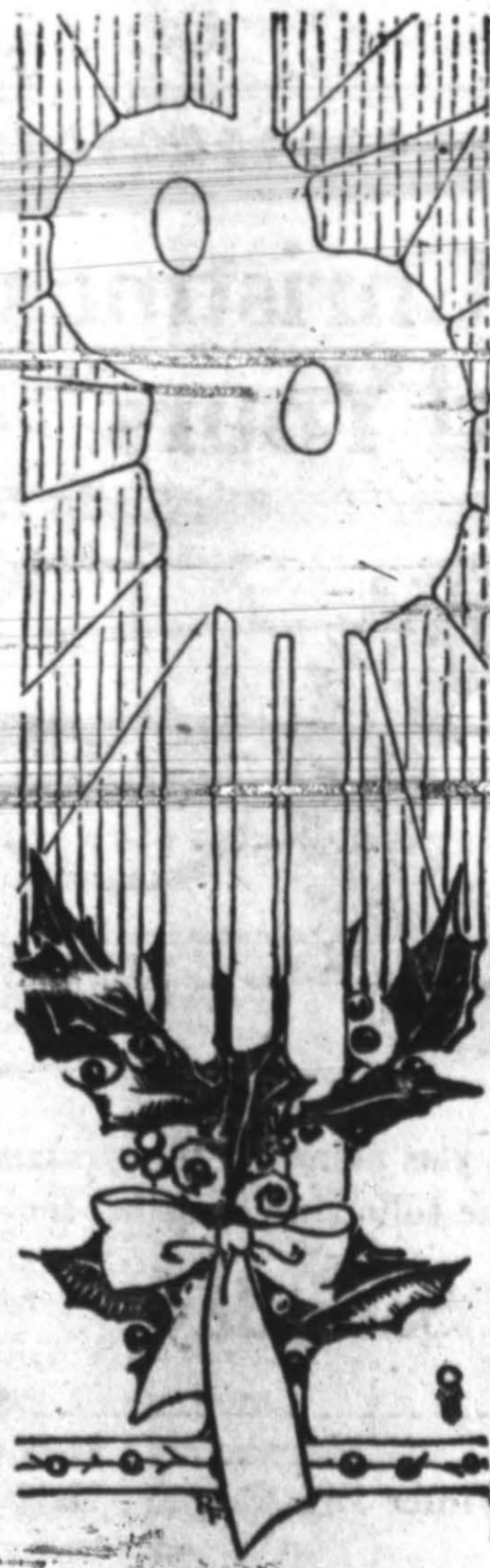
RALPH BARNETT, Manager
HEREFORD INSURANCE AGENCY.



THE CHRISTMAS SPIRIT IS MORE THAN
A spirit of giving. It is more than an exchange of material things. It is a matter of spiritual values, a sort of glorified combination of the realization that "the gift without the giver is bare," the resolution to "do unto others as you would have them do unto you," and the desire for "peace on earth, good will to men."

When we have planned for the gifts that we are to give to members of our families and to our friends, we must not forget that there is another which should receive a gift from us. It is our community. Our gift to our community should be one of good citizenship, by having an active interest in the affairs of government, by aiding the board of education and the teachers to maintain the highest possible standards of education, by actively supporting our churches, by centering all of our trading activities here, by taking pride in the appearance of our homes, our yards and our streets, by being an active proponent of any movement which will tend to make our city a better place in which to live—in short, by building up the City of Hereford in every possible way.

And when we have given this to our community, let us not forget the gift as soon as the holiday season is over. Instead, let us carry over the Christmas spirit into every day of the year, so that each succeeding Christmas shall be a happier one for all of us.



G. W. BRUMLEY, Dealer in Hogs

FRIGIDAIRE and DELCO-LIGHT OWNERS

NOTICE

I have taken over the agency for the Delco-Light and Frigidaire in Hereford, and am now prepared to offer you the best of service. See me for all of your installations and service.

For First Class Plumbing Work and Supplies,

—Call—

J. C. Cummins

In Kirby Building. East Third Street.

"Our Aim is To Help Improve the Panhandle"

PANHANDLE LUMBER COMPANY

"Our Aim is To Help Improve the Panhandle"

Here's wishing you a joyous Yuletide and Happiness and Prosperity unbounded during the coming year

Dimmitt Castro County News

DIMITT, Dec. 20.—J. A. Maynard was in Tulla Tuesday.

J. J. Hastings and Miss Emma Mae Minor were quietly married Sunday at the home of Rev. W. F. Jennings, pastor of the First Christian church of Lubbock. Mrs. Hastings is the daughter of Mrs. Alle Minor of Lubbock and was a teacher in the Dimmitt school last year. She has been attending Tech College this year. Mr. Hastings is assistant cashier of the First State Bank of Dimmitt and was in the drug business before accepting the position in the bank. Their many friends extend best wishes to the young couple.

Mr. and Mrs. E. B. Wright entertained a number of friends Friday and Saturday evenings at their home eight miles north of town.

Mrs. J. D. Duree Sr., who has been ill is greatly improved.

Floyd Reynolds went to Lubbock Thursday after Rankin who is spending the holidays at home.

Bay Cowser is spending the holidays at home.

Dimmitt orchestra will render their first anniversary program on January 2.

The Junior B. Y. P. U. will give a special program Sunday night.

Mr. and Mrs. B. D. Woodlee had a large number of friends at dinner guests Sunday.

Dimmitt's annual Christmas tree will be at the auditorium Saturday evening. The program begins at seven o'clock.

Floyd Reynolds made a business trip to Hereford Saturday.

Mr. and Mrs. W. G. Baxter entertained the school faculty and board of directors with a six o'clock dinner last Wednesday.

Progressive News

Rev. Morgan of Hereford delivered a sermon here Sunday following Sunday school. The men's chorus of Hereford came out, giving a very good program. They are cordially invited to return.

This community is planning a Christmas tree Saturday evening.

Horace Hershey returned home from Lubbock to spend the holidays here.

Jess Caldwell came in from Brownfield last week to spend the holidays.

Mrs. Samuelson, mother of the Misses Samuelson, teachers of our school, is on the sick list. We hope for an early recovery.

The singing class plans to have a pie supper Friday evening, December 30. The public is cordially invited.

Singing program:
Opening song, Mrs. Lewis.
Song, Orien Russell.
Song, Mrs. Cecil Hodges.
Song, Mr. Reeves.
Quartet, arr Mrs. Bowmans.
Reading, Katherine Hershey.
Quartet, arr Elmer Patterson.
Song, Mr. Garrett.
Quartet, arr Mr. Ramsey.
Song, Mary Ella Hershey.

Closing song, J. C. Gregory.
Benediction, Mr. Hershey.
Mrs. Bippus of Canyon is spending a few days with Mrs. Samuelson while she is sick.

Joel Gleanings

Askren will have a Christmas tree Saturday evening, beginning at 7:30. Santa will be there to see the little tots.

Gifts

Make your Christmas Gift a Gift That Lasts. Everything new and in the very latest modes. And the price is RIGHT!

F.M. KESTER

Hereford's New Jeweler

Mrs. Guy Smith of Hereford Walter London and Mrs. Easter. Ed Betts and family visited the Bennett Sawyer home Saturday evening.

Messrs. and Mrs. John Renfro and Guy Smith and children and Miss Anderson spent Sunday in the W. T. Smith home.

Teachers have sent invitations to their Christmas tree at the school house Thursday and have an excellent program prepared.

Mr. Stice and family and Grandma Stice leave Friday to spend the holidays in Clarendon.

Lester Galley and family and Mrs. Walter Galley took Sunday dinner in the Greer home.

John Renfro and daughter, W. T. Smith and wife were Amarillo shoppers Monday.

Glenn Lloyd and Wilma Smith and Miss Anderson of Hereford attended Askren Sunday school.

Mmes. Ray Bowers and Joe Green called at the Smith home Friday.

Mrs. Lester Galley visited at the London home Tuesday.

Chas. Greer has returned from S. M. U., Dallas, to spend the holidays with home folks.

Flagg News.

Mrs. Floyd McGee will entertain the Ladies Aid at her home Thursday afternoon, December 22. Let all the members attend.

Sid Sheffey and family were guests of Mr. and Mrs. Monroe Bains Sunday afternoon.

Rev. Coe of Plainview will not be here for his regular appointment next Sunday.

Rev. Roberts of Runningwater will fill the pulpit here the first

Sunday. Mrs. Esther Horton, Mrs. McGee, Mrs. W. T. Summer were Christmas shoppers in Dimmitt Monday afternoon.

Mr. and Mrs. Cecil Thomas left Monday for Jean, Texas, where they will spend the Christmas holidays visiting their parents.

Mr. Reeves of Childress was in Flagg on business last week.

Mr. and Mrs. Cass Arms and son left Monday to spend Christmas with her sister, Mrs. Duckworth at Jacksboro.

Mr. and Mrs. Cryer will spend Christmas with relatives in Childress.

Mr. and Mrs. Monroe Bains will leave Friday for Abilene and Odessa to spend the holidays.

Mrs. Walker will have relatives from Altus, Oklahoma, for Christmas.

Several of our community are planning to attend the Christmas tree at Cleo.

Northeast Corner

A number of friends gathered in

the F. H. Wood home Saturday night to hear the radio.

O. G. Smith and family spent Sunday in the J. T. McClain home.

Mrs. Coy Phillips and daughter, returned home Thursday from a four weeks visit in East Texas.

Miss Boyse Pearl Hammer who has been attending school in Amarillo spent last week with home folks here.

A number of young folks spent Sunday in the Truitt McClain home.

Owing to cold weather Sunday several families could not crank their cars to attend Sunday school.

H. J. Oglesby and family made a trip to Amarillo Friday.

Miss Berdie Lee is at home after spending several weeks with relatives near Lockney.

Miss Merle Walker of Amarillo spent Sunday with her parents, Mr. and Mrs. J. P. Walker.

L. C. Moore and wife were in Amarillo Saturday.

Lawrence Womble and wife spent Sunday in the Coy Phillips home.

W. A. Daniels spent Saturday in Hereford.

A good crowd attended Wildorado church Sunday morning.

Mr. and Mrs. Merle Wood were

in Amarillo Saturday. Jop Doyell spent Friday night with Ernest Walker.

New York police arrested 2,000 motorists in one week for violating over-time parking law and the jam in traffic court on trial day was so great a new court house is to be built immediately which is another lesson in financing a proposition.



With full appreciation of the many courtesies shown throughout the past year, we extend our best wishes for a Merry Christmas and a Happy New Year!

THE STAR THEATRE.

Thanks to you and all the folks with you for the kind consideration and true friendship extended to us throughout the year. Our sincere wish is that Christmas finds you all well, happy and prosperous.

JONES & McLEAN.

Merchandise Auction Sale

THURSDAY, FRIDAY, SATURDAY
December 22, 23, 24

Afternoon 2:00

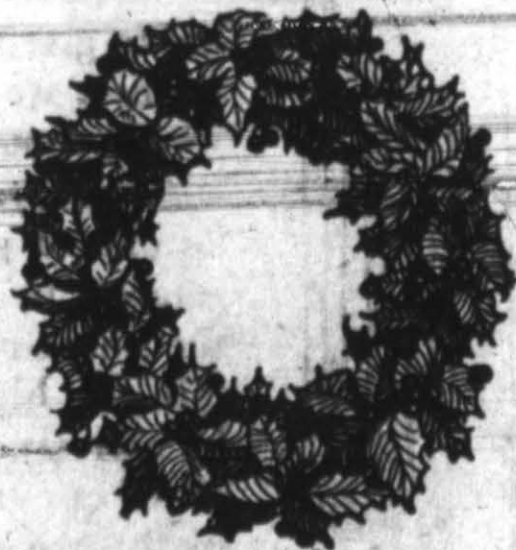
Night 7:30

Going at your own price—our complete line of Hardware and Variety Merchandise. This is a real high-class offering. Don't miss this big sale. Much of this stock will make very suitable Christmas Gifts.

C. P. Cockrell

Old Postoffice Building. Ray Barber, Auctioneer.

"A Merry Christmas to You and Yours"



Our aim has always been to save you money. In pursuance of this policy, we will offer the following bargains for

Friday and Saturday

Every Ladies Winter Hat \$1.00
Every Ladies Winter Coat Half Price
Ladies', Misses' and Children's Winter Dresses Half Price

Sprows-Cronin & Co.

CLOSING OUT SALE

At the E. L. Blacet farm, 10 miles northeast of Hereford, 3 miles north and one-fourth mile east of Joel Switch, one and one-half miles west of Askren school house.

TUES., DEC. 27

BEGINNING AT 10:30 A. M. LUNCH WILL BE SERVED BY CARL JENNINGS.

HORSES	HOGS
1—Brown team, smooth mouth, weight 2400 pounds.	1—Brood sow.
1—Black team, smooth mouth, weight 2400 pounds.	5—Shoats, weight about 100 pounds each.
1—Gray team, 9 years old, weight 2200 pounds.	CATTLE
1—Bay mare, 8 years old, weight 1000 pounds.	28—Head pure bred, high grade Herefords. Young stock coming three years old.
1—Brown mare, age 5, weight 1100 pounds.	2—Jerseys, one now fresh, other fresh soon.
HARNESS	1—Pure bred Hereford bull; good one.
1½—Sets leather harness.	FEED
1—Set buggy harness.	40—Tons bundle feed.
5—Collars.	3000—Bundles good grain.
6—Bridles.	Some threshed grain and seed on hand.
2—Sets lines.	HOUSEHOLD GOODS.
1—Good saddle, nearly new, boys size.	1—Oak bed room suite.
FARM MACHINERY.	1—Couch.
1—McCormick row binder.	1—Heating stove.
1—Deering broadcast binder.	1—Good Cornish organ, suitable for church, school or home.
1—Van Brunt wheat drill.	1—Dining room table.
1—John Deere disc gang plow.	1—Kitchen sink.
1—John Deere 2-row go-devil.	1—DeLaval No. 12 cream separator, in good condition.
1—John Deere 12-disc harrow.	Many small articles too numerous to mention.
1—Three-section drag harrow.	
1—Road scraper.	
2—Wagons, one with box, one with rack.	1—Ford coupe, 1922 model, in good running condition.

TERMS—Cattle, hogs and feed, cash; also all sums under \$25.00. Over \$25.00, 8 months credit will be given with approved security note bearing interest at rate of 8 per cent. A 5 per cent discount will be given for cash on sums of \$25.00 and over on all articles except cattle, hogs and feed. No property will be removed until terms are complied with.

E. L. BLACET, Owner

E. E. RAMSEY, Clerk.

COL. W. S. WILLIAMS, Auctioneer

THE SUNDAY SCHOOL LESSON

SUNDAY, DECEMBER 25.

Scripture Text: Luke 2:8-20.
Subject: The Saviour's Birth.
Golden Text: "And thou shalt call his name Jesus; for he shall save his people from their sins."
—Matt. 1:21.

The City of the Seven Hills passed from conquest to peace. The heavy doors of the Temple of Janus are closed for the first time in many years in token of the universal peace, for as Rome goes, so goes the world. When Rome is at peace the entire world is at peace beneath her scepter.

Military achievement gives way to civic achievement. As military effort has been projected on a world wide scale, so now civic effort shall likewise lay the world under contribution. The hand that brandished the sword wields now the pen. It scrawls across the page and leaves a trail across the world. "All the world shall be taxed. Given under the Land and seal of His Imperial Excellency, Caesar Augustus."

Very soon the census takers are calling at the doors of homes in remote provinces from Rome, enrolling the families for the great tax levy. But in Palestine the census taker makes no calls at the houses. Instead he registers the families at a central station. In each city and village a population gathers from Syria on the north of Mesopotamia and Persia on the east, from Northern Africa, from the Peloponnese and Rome on the west, each family to its ancestral city. For although the Jews have been deported to other lands, they cling to the sacred soil and think of it as home.

The highways of Judea are thronged by returning pilgrims. The ancient fires of patriotism whose embers have smoldered through five centuries, flare up at the sight of every familiar scene. The companies of people break into singing:

"By the rivers of Babylon, There we sat down, yea, we wept. When we remembered Zion. Upon the willows in the midst thereof, We hanged up our harps, For there they that had led us captive required of us mirth, saying: 'Sing us one of the songs of Zion.'"

"How shall we sing Jehovah's song, In a foreign land? If I forget thee, Oh Jerusalem, Let my right hand forget her skill, Let my tongue cleave to the roof of my mouth, If I remember thee not, If I prefer not Jerusalem Above my chief joy."

To the well at Bethlehem came a wayfaring man and woman from Nazareth. They drink from the well and water their humble beast of burden upon whose back has ridden the woman the whole day long. The sun's rays dart here and there over silver-fringed mountain tops. Night is approaching. Into the village go this peasant-like man and woman, although their peasantry is apparent only; for through their veins courses the blood of kings. Earlier arrivals have engaged all available room in the inn. They must seek shelter elsewhere. Along the dark and dusty streets they trudge, along until they come to an ox stall. Here is an empty manger for a bed. So Joseph and Mary, crowded out of the inn, find lodging in the stall. That night a child is born.

The Vigils of the Night. The stars steal silently overhead while villagers and sojourners sleep in quiet slumbers, but out under the stars the sheep huddle in the fields, while shepherds keep vigil.

Seated on the stones or reclining against them with the aba or blanket coat beneath them the shepherds converse into the small hours of the night. To the west, one by one, the stars disappear over ragged profiles of mountains. Ribbon-like, the silvery constellations stretch across the sky. It is midnight and the light breaks evenly from west to east. Then the west grows darker and the east lighter as the night tapers toward the day. With a precision born of experience the observant shepherd eye tells the hour of night by the stars. So the morning is coming. Up from the horizon rises the morning star. But overhead shines another star. The shepherds see it for the first time this year. It is making its quicentennial visit to the firmament at this time, but with a new meaning, for the Magi have seen it in the east and are following it west night after night.

The Heralds of the Morning. So the morning stars tell of the approach of day. While shepherds keep vigil in the field and long for the morning, angels keep vigil in heaven and long for humanity's spiritual day. And just as the stars herald the morning, just so heaven sends its heralds of the morning to the shepherd vigils.

Suddenly the sky brightens and throughout the fields it is clear as day. Winged beings speed thru the air. One outstrips the others and finding the shepherds amazed and afraid, cheers them with the

prelude to the angelic message in song. "Fear not, for behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born in the city of David a Saviour which is Christ the Lord."

Then music began to break upon the ears of the vigils and they heard for the first time among men the "Gloria in Excelsis." A multitude of the heavenly host had come to rejoice with men over that most meaningful event of the ages, fraught with glory to God, peace on earth and good will to men.

They vanished the light, the stars shone again in the sky and the celestial song was hushed on the morning hour. But while the stars shone above them, the shepherds came and stood over the manger at Bethlehem and verified the strange story of the angels.

The next day as they wandered up and down the vales the shepherds piped a new melody. And then from cliff-sides echoed the refrain, "Glory to God in the highest!" One by one they came to register at the seat of the census, one by one they told their strange and beautiful story concerning the child to all listeners.

It is a long time now since that glory shone in the fields of Bethlehem and the angel music filled the air. Over nineteen hundred years have passed. The tax-gatherers no more come from Rome to Bethlehem to enumerate its inhabitants and neither pen nor sword in the "City of the Seven Hills" can trail a decree across the world. The storms of the centuries have swept through the vales of Bethlehem and out over the world.

But the music of the angels still chimes in the hearts of men and the sweet cadences of that first Christmas carol are ever re-awakened today in the hearts of those who came to worship Christ the Lord, and today where earnest souls keep vigil over the humble tasks of life, even now the glory of the Lord comes and shines round about with a heavenly resplendence until the commonplaces of life become sanctuaries of the heavenly presence.

Here and There.

(Too late for last week.) Santa Claus will soon be here and the farmers in general wish he will bring rain.

Messrs. and Mmes. Dick Dixon and Harry Loomas spent Sunday in the Green home.

J. J. Lindsay made a trip to Roswell last week.

John Hacker and family spent Sunday in the Berry home.

Mr. Applegate and family leave this week for Paducah to make their home.

Several from Frio attended the John Hacker sale Friday.

Mr. and Mrs. Earl Lance spent Monday at the Carl home.

W. E. Upton and family moved to the farm they bought. Mr. Miles moved to the Upton place.

Will Worley and wife were in Amarillo last week.

The Hardy family were supper guests in the Berry home and both families were in Dimmitt later.

Mrs. R. T. Green and children spent Sunday with her mother at Dimmitt.

Jack Sanders and family were dinner guests in the Hunter home Sunday.

Guy Ham and family called on Mother Mosely Sunday.

Mrs. G. F. Springer and Miss Tiny Lee and Gladys Jones spent Sunday at the Springs home.

Mrs. Robert Holmes spent last week with her mother, Mrs. Bell.

Mr. and Mrs. Fred Gibson called at the Henry Behrens home Sunday.

R. T. Green and party returned

For colds, grip and flu take



Relieves the congestion, prevents complications, and hastens recovery.

Stop That Itching.

Use Blue Star Soap to cleanse the affected parts, then apply Blue Star Remedy. It penetrates the skin, kills out the germs, stops the itching at once, and restores most cases to a healthy condition. Eczema, Tetter or Cracked Hands, Poison Oak, Ringworm, Sores, Blistered Feet, Sunburn, Old Eruptions—all of these have yielded to its wonderful healing power. 60c and \$1.00 a Jar; Soap 25c.

City Drug Store

The Whittington Clinic

H. D. Whittington, M. D.
Diagnosis, Surgery, Consultation.
J. R. Lammson, M. D.
Infant Feeding and Diseases of Children.
J. W. Hendrick, M. D.
Internal Medicine, Diseases of Women, Obstetrics.
608-4-5 Oliver Baskie Building AMARILLO.

It Happens Every Week.

"The time will come," shouted the speaker, "when women will get men's wages!"
"Yes," said the little man in the corner, "next Friday night."

Loafing, Fishing.

"Which of the parables do you like best?" said the minister to a boy in the Sunday school.
"I like the one where somebody loafs and fishes," was the unexpected answer.

5% LAND LOANS

Correct Abstracts

THOMPSON & IRELAND

Hereford, Texas

THE CHRISTMAS SEASON

May it be one of happiness unbounded for you and yours, and may you be here to enjoy many, many more of them in Hereford.

Now is the time to begin planning for your Christmas expenditures next year.

THE FIRST NATIONAL BANK



FOUR-WHEEL BRAKES

FOR

AMERICA'S FASTEST FOUR

DODGE BROTHERS ADD NEW EQUIPMENT AT NO INCREASE IN PRICE

Four-wheel brakes of the latest and most efficient Steeldraulic type now insure deceleration equal to the amazing acceleration of America's Fastest Four! Swift, time-saving travel is now made still safer by increased braking efficiency.

Step on the brake pedal and feel the positive, cushioned braking, absolutely uniform on all four wheels.

At \$875 for the Sedan, f. o. b. Detroit, this famous Four with complete factory equipment,

swiftest, sturdiest, low-cost transportation money can buy.

The car is roomy—yet compact.

Turns in a 38-foot street—parks in 17½ feet of curb space—yet provides ample room and exceptional comfort for five adults.

Spring length 85% of wheelbase—the longest in its price class.

Mile-a-minute performance!

25 miles to the gallon at 25 miles per hour!

A brilliant performer by every standard—a sturdy car from end to end.

A Four of striking beauty—smartly finished—tastefully appointed—luxuriously upholstered—fully designed.

A car you can drive for years because in every detail it is built the good Dodge way—carefully and accurately—of materials that pass Dodge Brothers high and critical standards.

Six months in public service, this Four has already won as proud a name for itself as any product ever built by Dodge Brothers.

After stern trial, it has been accepted as a value—a genuine and trustworthy value. And now with four-wheel brakes at no extra cost, you can buy it knowing that money has no greater buying power in the field of transportation.

BEAVERS BROTHERS

Hereford, Texas.

DODGE BROTHERS, INC.



Christmas comes but once a year, but our best wishes to everyone in Hereford and this vicinity continue every day of every year. We do appreciate your business. Merry Christmas.

WEST TEXAS FEED AND SEED CO.

Magazines W. FRANK BALL

When you want to subscribe for a magazine, patronize your hometown agent. Just Telephone 147.



We Are Deeply Grateful!

For the patronage and good will of our many friends during the past year.

We hope that the bonds of friendship will be even stronger during 1928.

HOFFMAN'S GROCERY

Phone 115. We Deliver.



It's Never Too Late

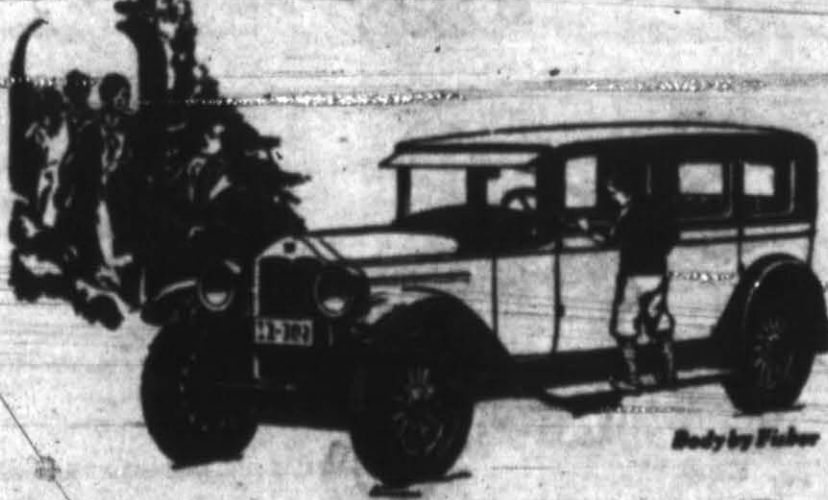
To wish to our customers, as well as to every other citizen of Hereford, a Merry Christmas and a Happy and Prosperous New Year.

Yours for Quality and Service,

Willard Battery Station

VERN WITHERSPOON, Proprietor

a BUICK for Christmas



Make this Christmas last for thousands of miles

There's a way to make this Christmas a long-remembered day for your family. Surprise them on Christmas morning with a wonderful new Buick for 1928.

Nothing you could choose would give them greater happiness.

The Merrill G. H. A. C. time payment plan is available if desired.

Norton Motor Company
Hereford, Texas

When better automobiles are built, Buick will build them

HOLIDAY GREETINGS

Among our assets we like to count the only one that money cannot buy—your good will. And so, at this holiday season we extend to you, not as a customer, but as a friend, the best of wishes for a Merry Christmas and a Happy New Year.

HEREFORD WHOLESALE GROCERY — L. W. CARLYLE

CLASSIFIED

For Sale or Trade

FOR SALE OR TRADE—\$3,000 equity in 320 acres land; all smooth; ideal location; close to school and highway. Box 135, Hereford, Texas. 49-17c

FOR SALE OR TRADE—Twenty acres in cultivation; close in. Also have bundle maize, kafir and sorghum for sale. **FRED MIL-LARD.** 38-17

For Sale

FOR SALE—Cedar chest and violin. **MRS. D. N. COX.** 49-17c

FOR SALE—\$125 Columbia phonograph and records for sale cheap. **PHONE 38.** 49-17c

FOR SALE—A few choice full-blood White Wyandotte cockerels. **FLORENCE BOARDMAN.** 49-17c

FOR SALE—One Jersey cow and calf. **W. O. MILES, Phone 9001.** 49-17c

PIGS FOR SALE—Weight about 60 pounds each; good pigs. **HUBERT RIGGINS, 511 West First Street.** 49-17c

FOR SALE—Turkeys weighing from 7 to 11 pounds, at 25c per pound. **W. O. MILES, Phone 9001F12.** 49-17c

FOR SALE—Crop payments quarter or half section in Township 58S this county; will erect house or furnish material to proper parties. Write **H. C. LIVINGOOD.** 49-17c

FOR SALE—12-foot Eclipse windmill, tower, pipe, cylinder and sucker-rod. Price \$25. **E. W. HARRISON.** 49-17c

FOUR CLOSE-IN FARM BAR-GAINS—No. 1—N. E. 1-4 Sec. 76-3, 3 1-2 miles N. of Hereford, faces on 25-Mile Avenue, No. 2—Schaefer place, 8 miles W. of Hereford, 1 mile S. of Westway, No. 3—W. 1-2 Sec. 36-K-3, located 4 miles N. E. of Hereford, No. 4—W. 1-2 Sec. 43-K-3, located 2 1-2 miles N. E., 170 acres in wheat. Small cash payment down, with ten years to pay, at 6 per cent interest. See **J. BASKIN** for particulars. 47-37c

I have several good city lots advantageously located near both the Central and high schools. Will sell for remarkably low prices. **J. W. MURCHISON.** 47-37c

FOR QUICK SALE—Two or four 32x600 good used balloon tires and tubes. Phone 86. **A. H. or J. R. ELLISTON.** 46-17c

FOR SALE—Big-boned bronze turkeys; Underwood strain; toms \$9.00, hens \$6.00. **J. M. Bemauser, Hereford, Texas.** 46-47

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

Lost and Found

STRAYED—One Jersey steer, bought at the J. D. Thompson sale. One black hog, weight 180 pounds. **Write for information: C. C. SLAUGHTER.** 49-27c

FOUND—Sum of money near the **Bank** Store. Call at Brand of-see and pay for this ad. 49-17c
LOST—Brown hand bag, containing purse and card with name of owner. **MRS. EMI BOWSER.** 49-17c

LOST—Brown leather pocket book containing bill of sale for light Studebaker sedan, transferred by Mr. Abbott at Houston, and a number of other papers. **D. R. GASS.** 49-17c

STRAYED AWAY—One bay mare mule, blocky; weight about 850 pounds, age about 9 years. **T. H. HINES.** 49-27c

For Rent

FOR RENT—Having sold to J. C. Cummins my stock of goods and the DeLoe-Light and Frigidaire business, my store building is for rent, for immediate possession. **F. H. OBERTHIER.** 49-17c

FOR RENT—Light housekeeping rooms. Phone 43 or see **MRS. J. W. ALEXANDER.** 48-17c

Wanted

WANTED—A farm on shares or will furnish myself. Call at the Sprowls-Cronin Store. **L. P. PERKINS.** 49-17c

FREE—Only a few people here have come in to get their free 100-Watt lamp which we are giving as a Christmas gift. Come in today. It's absolutely free, with our best wishes. **TEXAS UTILITIES COMPANY.** 49-17c

NOTICE

The Commissioners' Court of Deaf Smith County, Texas, will receive bids on one or more dual blade power road maintainers on January 9th, 1928. The Court reserves the right to reject any and all bids.

EARL W. WILSON, 46-4
County Judge.

NOTICE OF SALE OF REAL ESTATE UNDER EXECUTION.

THE STATE OF TEXAS, COUNTY OF DEAF SMITH. **JOSEPH SHWARTS VS. A. D. GLAVA ET AL, NUMBER 68515-E**

WHEREAS, by virtue of an execution issued out of the 101st District Court of Dallas County, Texas, on a judgment rendered in said court on the 10th day of June, A. D. 1927, in favor of the said Joseph Shwartz and against A. D. Glava and Millie Glava, Number 68515-E on the docket of said court, I did on the 5th day of December A. D. 1927 at 10 o'clock A. M. levy upon the following described tracts and parcels of land in Deaf Smith County, Texas, and belonging to the said A. D. Glava and Millie Glava, to-wit: All of Section Thirty-nine (39) and the East half of Thirty-eight (38) in Block K-7, Deaf Smith County, Texas, containing approximately 974 acres of land, located about 17 miles north and 7 miles west of Hereford, Texas. And on the 3rd day of January A. D. 1928, it being the 1st Tuesday in said month, between the hours of 10:00 o'clock A. M. and 4:00 o'clock P. M., on said date, at the court house door of Hereford, Deaf Smith County, Texas, I will offer for sale and sell at public auction, for cash, all of the right, title, interest of the said A. D. Glava and Millie Glava in and to said property.

Dated at Hereford, Texas, this 6th day of December A. D. 1927. **CLAUDE BENTON, Sheriff** of Deaf Smith County, Texas. 47-37c

NOTICE

Unless cash or note by January 1st, I cannot be expected to carry several hundred dollars worth of vaccine to save you. Plenty of work but little cash will ruin me. Have I worked to your interest? **DR. F. E. BOWE.** 49-27c



Hereford, Texas, Dec. 20, 1927.

Dear Old Santa:
I am a little boy six years old. I try to be a good boy, too. Will you please bring me a pop-gun, a little croquet set, a dump truck, kid gloves, house shoes and a sweater. Bring little sister a doll, a little rocker and a little white kitten with real fur. Your little friend,
JOE GORDON ONSTEAD.

Hereford, Texas, Dec. 17, 1927.

Dear Santa Claus: I am a little girl eight years old. I am writing you for these presents. I would like to have an ironing board and little iron, a table at which my doll can sit and a doll house with furniture, and please bring candy, fruits and nuts. Please do not forget my little brotzer who is just eight months old. What have you for boys of his size? Your friend,
BILLIE JOSEPHINE ROBERTS.

Hereford, Texas, Dec. 17, 1927.

Dear Santa Claus: I want you to bring me a tool box and a box of stationery. I want you to please bring Mary Ruth, a stove and cabinet and doll furniture. I want you to please bring Grace a sleepy doll and doll buggy. I want you to please bring Horace a box of big firecrackers. I want you to please bring Phil a knife. I want you to please bring Mrs. Wigington a dress and set of dishes. Your friend, **JO ROBINSON.**

Baptist Group Forms Society for Dramatics

Nearly twenty young people of the Baptist church met at the church Monday night to organize the J. O. B. club, an organization which has for its purpose the presentation of plays and other forms of entertainment.

The club is divided into two groups, each of which will work as a separate unit in the entertainment work. Officers who were elected include: Dee Mitchell, president; Aubrey Daniels, vice president; and Mary Campbell, secretary; Alton Miller, treasurer. Raymond Tribble and Deward Thompson were chosen as group captains.

According to the president, two plays have been ordered, one of which will be selected by the club for presentation about the first of February.

Friends Here Learn of Mrs. Martin's Death

Word was received this week by Hereford friends of the death of Mrs. J. L. Martin, 605 East Fourth Street, Amarillo, which occurred at 1:25 p. m., Sunday, December 18. Mrs. Martin formerly lived in Hereford for a number of years, and had many friends in this city. Mr. Martin was operator at the Santa Fe depot here for five years. Funeral services were held at 3:00 p. m., Tuesday from the Griggs Funeral Parlors, Amarillo.

Great Tribute To Pioneer Is Paid by Friend

Few deaths that have come to Hereford have occasioned such wide-spread sorrow as did that of Mrs. J. E. Ferguson, whose accidental death December 14, in Hollywood, Calif., was reported last week. One of Hereford's best known and best loved women, the news of her sudden passing touched the entire community with a very real sense of personal loss.

Mrs. Ferguson's life was closely identified with the early history of Hereford and Deaf Smith county. With her husband, Judge J. E. Ferguson, she came to the Panhandle in 1891. They filed on land thirteen miles north of Hereford, later moving to a ranch five miles south of town. About 1904 they moved to Amarillo but came to Hereford within a few years and purchased the home where they lived until their departure for California a few months ago.

Those who knew her during the early days of pioneer struggle know best her worth to the widely-scattered homes where poverty, sickness or other misfortune so often occasioned the need for her kindly, capable ministrations, and because of a deep human sympathy that brought her close to all classes of people, she was able to give much more than material aid. Her more than twenty years in Hereford were years of quiet, gracious giving of herself, of the strength of a noble character and beautiful ideals of home and social life. The Bay View Club of which she was a charter member and always a leader in its activities, made her an honorary member when circumstances made active membership no longer possible.

Mrs. Ferguson was a woman of outstanding nobleness and of unusual charm of personality. There was about her and about her home that intangible something that revealed the inherent qualities of the gentlewoman. She read widely and her brilliant mind was a literary treasure house. Broad-minded, cultured to a marked degree, and a very queen in graciousness and dignity of bearing, she was yet so kindly and cordial, so genuine and unaffected as to endear herself to everyone. In her an intense appreciation of beauty found expression in art and her exquisite work is a beautiful memo-

rial to her character as well as to her genius and skill.

Two foster children, Oliver and Julia Lambirth, of Elida, New Mexico, were reared in the Ferguson home and both reflect its refined Christian atmosphere.

Mrs. Ferguson was a member of the First Christian church of Hereford and one of its ablest workers from its earliest history. Her religion was characterized by breadth of vision and charity towards the opinions of others.

Her maiden name was Nannie Tannehill. She was born, grew to womanhood and was married near Sedalia, Mo. Besides her husband and the two foster children, she is survived by three sisters and two brothers, Mrs. William Boyce, of Amarillo; Misses Maude and Betty and Messrs. L. B. and Chas. Tannehill, all of Hollywood, Calif.

Funeral services were held in Hollywood Monday, December 19, and interment was made in Woodland Cemetery. The hearts of many Hereford friends go out in sympathy to the relatives and especially to the invalid husband to whom she gave the last years of her life in complete devotion.



Wishing You a

MERRY CHRISTMAS and a HAPPY NEW YEAR!

Texas Meat Market

PHONE 333—WE DELIVER

BOYS DRIVE THROUGH

A party of nine boys, students at Texas A. & M. College, drove through, leaving College Station Friday and arriving here Sunday.

They included Paul Wilson, John L. Wilson, J. C. Glibreath, Gordon Witherspoon, Berl Witherspoon, Geo. Beams, Jess Russell, Harold Jackson and Cyrus Galley.

Merry Christmas

A HAPPY NEW YEAR!

R & F GROCERY

The Palace Market

WE DELIVER

PHONE 293

AUCTIONEER

W. S. WILLIAMS

Office, Newell and Ashbrook Building
Phone, Office 7, Residence 136.

SEE ME OR THE HEREFORD BRAND FOR YOUR SALE DATES.

I pay the advertising on all sales that total \$1,000 or over and charge no more.

Pickwick Service

THE REVISED SCHEDULE

There has just been a revision in the schedule of Pickwick Stages operating through Hereford. The newly announced schedule is as follows:

East Bound	West Bound
9:25 a. m.	9:45 a. m.
1:45 p. m.	4:25 p. m.
10:35 p. m.	8:55 p. m.

Local Agent, Corner Drug Store, Hereford, Texas.
Phone 105 for Information.

PIGGLY WIGGLY



"Help Yourselves, Folks"

Pass through the Turnstile, pick up a basket and HELP YOURSELF from the LARGEST STOCKS AND FINEST ASSORTMENTS of GROCERIES, MEATS, FRUITS and VEGETABLES PIGGLY WIGGLY has ever offered. Meats, Cranberries and every need for a joyous Christmas dinner—many things not obtainable elsewhere. All arranged for convenient selection. Pick and choose to suit yourself. Buy only what you need and save money at PIGGLY WIGGLY, where your grocery dollar goes farther every day.

SCOUTING THE SHOPS

It gives us great pleasure, ladies and gentlemen, to welcome this column back to The Brand. Through a combination of unavoidable circumstances (now there's a pretty phrase for you) we have been unable to be with you for the past few weeks. Here's hoping that it won't happen again.

Having got so far behind, we've almost forgotten where we left off, but really, it doesn't matter in the least now, for with all the assortments of lovely gift goods which Hereford merchants are showing it's mighty easy to find something to admire and pass on to you.

For instance, there's the new Chocolate Shop—"Hereford's Quality Confectionery." As the garbageman's daughter says, "I know a swell dump when I see it." This nifty little establishment has everything and merits your patronage, if for no other reason than the delicious "cabbage tamales" which they serve. One of these culinary masterpieces is a luncheon in itself.

The Hereford Brand is one institution which isn't anxious to resume operations. Members of the force have only had three during the past two months.

Speaking of operations, every boy in Hereford, regardless of age, has been watching the operation of a little electric train in the window of the Streu Hardware Co. lately. Bet a lot of dads are urging sonny to ask Santa for a little electric train this Christmas.

Now that you are busy with a last minute Christmas shopping rush, it is more necessary than ever that your watch keep perfect time. Let Kester repair and clean it for you. And, by the way, have you seen the perfectly gorgeous display of gift jewelry they're showing now?

Only two more days for Christmas shopping now, so it's absolutely necessary that you crowd everything you possibly can into these last two days. If you're in a hurry, and still can't think of anything to give, why not step in to Skelton's Variety and look around. The kiddies will be delighted at the toy display, which is absolutely the largest in town.

We noticed that Miss Blanche Bass was in charge of arrangements and Dr. Paul W. Horn made the principal address at the opening recently of a new school at Harmony, Texas. That sounds like a melodious combination.

Mrs. Vogele has moved over to a new location in the Rayzor building. You should see the new assortment of spring hats which she is now featuring.

"Shaw to Operate Broom Factory," headlines the Roosevelt County, New Mexico, Herald. Maybe so, but we still contend that what this country needs is more people to operate the brooms.

Is your search for an inexpensive, though really nice gift? Then why not look at the lovely gift selections featured in the big holiday display at Clark's Drug Store? All of the advantages of the larger metropolitan shops, but priced where we can all afford them.

Hear the new Orthophonic Victrola, the Christmas present de luxe for the entire family. In such a wide selection of models and range of prices that every home can afford one. Ac E. B. Black's of course.

Use the Brand's classified columns. Here's a little after Christmas suggestion: For Sale—Eight pairs purple socks with green horizontal stripes; also four feminine-selected neckties. Will sell at cost or trade for a good nickel cigar. "Anxious."

If you believe in taking advan-

tage of your opportunities, don't miss the big holiday sale now going on at Fox Mercantile. Every item of apparel in the house at slashing reductions of from one-fifth to one-third of regular price.

See, whiz, folks! Another big midnight matinee! Mr. Pickett has decided to have another of the big "witching hour" picture parties at his Star Theatre. Judging from the success of the last two, this one should be a knock-out. Friday night, December 23 is the date and a "Hero for a Night" with Glenn Tyron and Patsy Ruth Miller, is the snappy comedy attraction.

You're welcome!

Something neat in new spring hats will be found on display at Sprowls-Cronin's this week. This is only a hint, but if you're real wise you'll not pass it up.

Thursday, January 26, is the date set for the annual banquet of the Hereford Chamber of Commerce. Get out your other shirt and come, if you want to have a good time, says A. O. Thompson, head of the committee on arrangements.

Speaking of sales, until you've been down to see what Mr. Ray is offering at the Hereford Jewelry Store, you ain't seen nothing yet! Some grammar, but, believe us, some bargains, too.

The lady who came in yesterday and asked to have a 15c article charged, reminds us of the Scotchman who gave his kid a penny and told him not to spend it all in the same place.

At the same time, and notwithstanding, you're overlooking a mighty fine bet if you fail to look in on Walter Dunlap's fine assortment of Christmas goods. It's always been a puzzle to us why so many people forget to include a hardware store on their shopping lists when there are so many wonderful bargains to be found there.

A stranger was asking the price of an article at a local store the other day, and when told how much it would cost he exclaimed: "Gosh, no wonder they call it 'Takes-Us'!"

In order that you won't miss the above little witticism, we'll mention the word "Texas" real quick and ask you if you have been over to get your free Christmas present at the Texas Utilities Company? They're giving away, absolutely free, to every patron in Hereford one 100-watt lamp. Mr. Oberstler guarantees that there are "no strings whatever" on this generous offer, and we guarantee that there are no flies whatever on the new lamps. Go get it.

Well, this little spasm seems to be about over. "Olive oil," as they say in Sweden.

Banks Given Note Numbers In Kidnap Case

That the search for the kidnaper of 12-year-old Marian Parker of Los Angeles, California, is assuming nation-wide proportions was shown here by the receipt of a letter sent to all banks in Texas by the Texas Bankers' Association. It contains a copy of the telegram sent out by the First National Trust and Savings Bank of Los Angeles. The letter follows:

"The following is a complete description of fifteen hundred dollars gold notes of twenty-dollar denomination: never shown and kidnapper of the daughter of our assistant cashier, Perry M. Parker: Serial K-68016001 to 75 inclusive. Please rush information to all banks, trust companies and affiliated organizations immediately with request that they notify police, tellers, oil stations, stores, etc., to watch for above notes. Will pay liberal reward based on im-

Buster Keaton In Comedy At Star Theatre

Axiom 1973A: To procure real college atmosphere for a college picture, go to college.

Buster Keaton carried out this idea in creating his second United Artists comedy, "College," current film at the Star theatre. The Keaton unit of the Joseph M. Schenck organization visited practically all educational institutions in Southern California to film scenes in the feature built around the lighter side of college life.

Campuses and athletic fields, especially were utilized. The frozen-faced comedy star portrays a small town youth who, when he gets to college develops a mania for every variety of sport. The story involves him in ludicrous situations in his roles of baseball and basketball playing, track "star" and oarsman.

Snitz Edwards, one of the screen's best known laugh fells, is a member of Keaton's supporting cast which includes Ann Cornwall, Grant Withers, Harold Goodwin, and many other noted players. Jas. W. Horne directed the United Artists feature and Carl Harbaugh and Bryan Foy were chief comedy constructionists.

portance of information received. Have any information wired us immediately, collect. First National Trust and Savings Bank, Los Angeles."

It is especially urged that garages and filling stations take note of this letter, as there is a great chance that the notes will be presented at such places.

Try a Want Ad in THE BRAND

JOSEPH M. SCHENCK presents
BUSTER KEATON
in
College

UNITED ARTISTS PICTURE

You'll laugh—
Hal Hal Hal
You'll roar—
Ho! Ho! Ho!
You'll cheer—
Rah! Rah! Rah!

An evening's course at "College" and you'll graduate with a perpetual SMILE.

The Happiest of All Keaton Comedies
Star Theatre
Friday - Saturday
December 23-24

Petition For Paralysis Fund Is Circulated

The subscription fund for the treatment of little Ada Teas, daughter of Mr. and Mrs. J. W. Teas, who is now at Amarillo undergoing examination preparatory to treatment at an Oklahoma City hospital, was given added impetus this week by a petition circulated by G. B. Warren, local grocery merchant.

This work is undertaken here under the auspices of the Hereford chapter of the Red Cross. Monday morning, after forty minutes of work, Mr. Warren submitted the following list of names of persons who had contributed sums totalling more than twenty-six dollars for the treatment of the little girl. A list of contributors with amounts which they gave follows:

Happy Higgins	\$2.50
G. B. Warren	3.00
C. L. Goad	.10
Jack Baker	.10
R. L. Mitchell	.25
Frank Perkins	.50
Jim Johnson	.35
Jim Burton	1.50
Hoffman's Grocery	.25
Mr. Bradley	.25

Walter Dunlap	.25
Louis Olson	.25
A. R. Rogers	.10
Mr. Clarence	.50
Ruth McBride	.20
Jim Edwards	.10
Geo. Suggs	.10
C. L. Hodges	.10
Roy Kincaid	1.00
Mr. Carl	.10
Mr. Dandy	1.00
Fred Millard	.50
Mr. and Mrs. Womack	.25
Jim Carroll	1.00
A Friend	.50
W. W. Bennett	1.00
Albert Murphy	.05
Jack Reed	.10
John Robinson	.50
Hertland Craway	.50
Reavers Bros.	1.00
P. H. Davis	1.00
A. Galbraith	.50
Beene & Shaw	1.00
Ray Johnston	.50
A Friend	.00
Clark's Drug Store	.25
J. H. Fuqua	.25
Fox Mercantile	1.50
J. Keese	.10

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

Corner Drug Store	.50
Olin Fuqua	.50
Leland Broadus	.25
Geo. McMahon	.25
City Drug Store	1.00
TOTAL	\$26.10

STORK SPECIAL
Born to Mr. and Mrs. George L. Grand, December 15, a girl.
Statements, Letter Heads, Envelopes, all Job Work, at The Brand.

TWO ARABIAN KNIGHTS
WM. BOYD MARY ASTOR
LOUIS VOLKHEIM
UNITED ARTISTS PICTURE
STAR THEATRE
Thursday and Friday, Dec. 29-30

Out Of Darkness
Comes the Ship of Opportunity and Success. We hope and trust that it will dock at your port many, many times during the New Year. Watch for the New Chevrolet—out January 1. Typical of the progress and advancement of the age is this outstanding new car—a fitting usher for the 1928 season.

BRUMLEY CHEVROLET COMPANY
(INCORPORATED)
B. E. BRUMLEY, Manager.

Auction
Please let me know what dates you prefer. My winter and spring dates are filling up fast. The splendid results obtained in recent sales of live stock and farm equipment have convinced the farmer and stockman to sell at auction. The well known method in which you can convert your property into ready cash in a day and receive full value.

My knowledge of values will enable me to render an efficient service which means dollars and cents to you the day of your auction sale.

My best references are the many satisfied customers that I have sold for a graduate of the Reppert Auction School, of Decatur, Indiana.

YOURS FOR A REAL SALE,

Ray Barber
Phone 241 Auctioneer Hereford, Tex.

SUPERIOR SALES SERVICE

To Our Friends

We extend the season's best wishes and thank you each and every one for your most liberal patronage during the past year. May our friendly relations continue throughout the years!

THIS WEEK'S SPECIALS

Peaches, gallon can 38c
Lard, sixteen pounds \$2.45
Pork and Beans, No. 2 cans, 3 for 25c

DR. J. W. HENDRIX
CHIROPRACTIC MASSEUR
Residence Phone 92 Hereford, Texas
Second Floor Lambert-Buckner Building.
FREE CONSULTATION AND ANALYSIS.

DR. T. M. MONTGOMERY
Associated With Hyden's.
620 Polk Street Amarillo, Texas.
—Will be in Hereford First and Third Tuesdays in each month. Eyes tested and glasses fitted. Office Ray's Jewelry Store.

HERE'S YOUR CHRISTMAS PRESENT

TEN PER CENT OFF ON ALL CASH SALES OF

BRUNSWICK

TIRES AND TUBES

To get this discount and to prove to us that advertisements are read, you must tell us that you saw this ad in The Brand.

H. L. Rice

Warren's CASH GROCERY



Hereford, Texas, Dec. 11, 1927.
Mr. Santa Claus, North Pole:
Dear Santa Claus:
It has come time for another Christmas, has it not? I would like a few little things which are the following: the game of Spot, a postoffice game, the toyland railway game, a paint book, some water and oil paints and I would like the story book of Robin Hood, some nuts, candy and apples and what is all. I may not deserve it, but I hope I will. I hope you don't freeze your toes and ears. I am nine years old. I live eleven miles northwest of Hereford, Texas.
Your friend,
EMMA KATHERINE DOUGHERTY.

Summerfield, Tex., Dec. 11, '27.
Dear Santa Claus:
I am wanting for Christmas a pair of gloves, a pair of bedroom slippers, a vanity case and a fountain pen, candies and nuts. Please don't forget my two brothers, Olin and J. D. Your friend,
EVA GREESON.

Summerfield, Tex., Dec. 13, 1927.
Dear Santa:
I would like a watch and a fountain pen and candies and nuts and don't forget my little brother, J. D., and bring him some toys, too.
Your friend,
OLIN GREESON.

Hereford, Texas, Dec. 10, 1927.
Dear Santa Claus:
Please bring me a telephone. Bring me a doll, a pair of house slippers. Yours truly,
MABY BELL BOTTS.

Hereford, Texas, Dec. 10, 1927.
Dear Santa:
Please bring me a doll, a box of stationery, a fish, a fish caster, a pair of house slippers, a game of Old Maid cards, a game of Doctor Quack cards. We are going to leave the back door open so you can come to the door and won't have to come down the chimney. Please tell me how old you are. I am 10 years old. Your truly,
GRACE BOTTS.

Summerfield, Tex., Dec. 12, '27.
Dear Santa:
Please bring me a little car, a rabbit, a ball and a big red apple. It'll be good. Your little boy,
ERNEST RAY HAWKINS.

Summerfield, Tex., Dec. 12, '27.
Dear Santa Claus:
I am 9 years old. Santa Claus, I want a pair of house slippers and a big ball and some skates and a big box of candy and study desk and a pencil box and a box of stationery and a few sweaters. Santa, don't forget the other little girls and boys. Santa, I want you to come every year. Your truly,
BEATRICE LAWRENCE.

Hereford, Texas, Dec. 12, 1927.
Dear Santa Claus:
I noticed your kind letter in the Hereford Brand. I am a little girl 7 years old. Will you please bring me a doll, a set of little dishes, some nuts and candy. I have two little brothers, Reese is 3 years old and wants a little car,

bring. Be sure and come to see all the little boys and girls. Please don't forget my little new cousins J. W. and Betty Robinson, and Ross Henry London. I am a good boy. Your little friend,
JACK LONDON.

Vega, Texas.
Dear Santa Claus: I am a little boy seven years old. I go to school and I am in the second grade. It is only 15 days until Christmas. I hope you get my letter in time. I have tried to be a good boy. I would like to have you bring me a few things. I would like to have a Christmas tree, an erector toy, a gun and other things. Hoping to see you Christmas, I am,
BERNARD NEWBURG.

Hereford, Texas, Dec. 7, 1927.
Dear Santa Claus:
Please bring me a foot ball, airplane, a toy train and fill my stocking full of candy, apples, nuts and oranges. Bring my little sister a doll, some blocks, a toy truck and candy. Santa, we don't expect everything. We want other little children to have present, too.
CHARLES SPRADLEY.

December 16, 1927.
Dear Santa:
I would like for you to bring me a mama dolls with golden hair, some candy, nuts and anything else you want to bring me.
Your friend,
ELIZABETH ADEKISSON.

Summerfield, Tex., Dec. 14, 1927.
Dear Old Santa Claus:
Just thought I'd write to you early and tell you what I want for Christmas. Please bring me a little doll, sewing machine and a little doll trunk. Would also love to have a little car. You will have to leave these things at my grandmother's as I will be with her Christmas. I have been a good girl, Santa, and I want you to remember every other little girl and boy. I will close with much love to you from,
NORMA LEE MOSELY.

Hereford, Texas, Dec. 15, 1927.
Dear Santa Claus:
Are you coming to see me this year? I hope so. I am a little boy seven years old and am in the first grade. I want you to bring me a tool box, a big ball, apples, nuts, oranges and lots of fruits. Be sure to come and see me. So good-bye. Your friend,
WILLIAM BOWMAN.

Hereford, Texas, Dec. 14, 1927.
Dear Santa Claus:
I hope you think I have been a

good little girl and will bring us something for Christmas. I want twin dolls and a bed for them. Warren wants a knife and chain and wagon. Of course we want lots of nuts and candy. Don't forget mama and daddy. Lots of love,
ANNA JO and WARREN OWEN.

Hereford, Texas, Dec. 7, 1927.
Dear Santa Claus:
I am in the second grade. I have a good teacher. I will be glad when Christmas comes. I want a pair of rabbits and a truck and candy and lots of nuts.
Lots of love,
JACK OWEN.

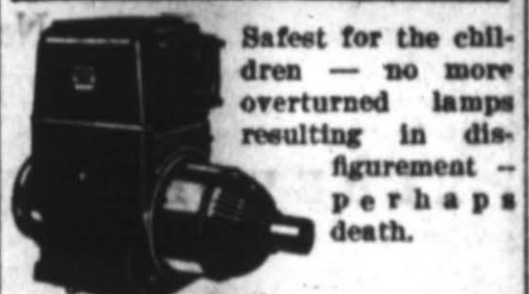
Hereford, Texas, Dec. 12, 1927.
Dear Santa Claus:
I am a little girl five years old and my mother says I have been a real nice girl this year. Please bring me a sleepy doll, a doll buggy and a set of dishes. I love you.
BOBBIE ELAINE TURNER.

Hereford, Texas, Nov. 24, 1927.
Dear Santa: What have you been doing since last Christmas? I sure did like the things you brought me. I would like for you to bring me a doll, a bed, a buggy and one of those prize stockings that you put in the catalog and some fruit and candy, too, and I believe that is all. Your friend,
LORAIN MASSIE.

Hereford, Texas, Nov. 24, 1927.
Dear Santa: I want to thank you for the things you brought me last Christmas and I want you to bring me a football, a little car, a little sandy andy that is in the catalog, and a flying airplane, please, and I do believe that is all besides some fruits and candy.
Your friend,
CLINTON MASSIE.

Dear Santa: How are you. I am all right and I want some Christmas toys for Christmas. Billy

FAIRBANKS MORSE
Home Light Plant



Safest for the children — no more overturned lamps resulting in disfigurement — perhaps death.
DUNLAP & SON
HERFORD, TEXAS

and Frances want some to and so do all of us. I want some house slippers because when I get up of mornings my feet get cold and I have been wanting some for a long time. I guess I had better close my letter. Lots of love,
BETTY JEAN BALL.

Hereford, Texas, Dec. 14, 1927.
Dear Santa Claus: How are you? I guess it has been snowing there. It snowed a little today. I will tell you what I want for Christmas. I want a scooter, wheelbarrow, wagon. I am a boy six years old. My brother is nine years old.

We go to school. We want a dump truck wagon, scooter, car and anything else you can spare. Don't forget to go to other boys' and girls' houses. Yours very truly,
E. H. JR. and OLYDE POSEY.
Brand Want Ads Get Results.

Wishing YOU

—The Merriest of Christmases, and the most Happy Holiday Season which it has ever been your pleasure to enjoy. And hoping, also that the ensuing year will bring you an even greater measure of happiness, prosperity and joy.....

The First State Bank
Hereford, Texas

IT IS OUR PLEASURE—

To represent in Hereford the motor car we are safe in saying is pleasing more people than any other car in its class. Our large staff of competent mechanics and efficient salesmen join in wishing the people of Hereford a

MERRY CHRISTMAS.

WHIPPET-KNIGHT MOTOR CO.

"Peace on Earth Good Will Toward Men"

Angels sang this refrain centuries ago, near the little town of Bethlehem. Today it comes echoing through the years, carried to the corners of the Earth by the voices of men.

In that chorus is the voice of this Servant of the People, reaffirming on the Eve of Christmas its heartfelt wish of peace, good will for those it has served. In the house of this Servant a candle it lit and a Carol is sung: Faith in Mankind is high; gratitude is deep for those we serve and call our friends.

And there is great joy among us; the joy that springs from an opportunity to serve, and the joy of knowing that in our hearts we have striven to serve well. It is a joy shared by each officer and employee of this organization.

Today this Company wishes to publicly acknowledge the debt it owes to its hundreds of faithful employees, whose earnest labors during the year have made such service to you possible.

Now it is the Eve of CHRISTMAS, and around the fire-place tonight there sit tens of thousands in the South Plains of Texas. From the star-lit Plains there comes ringing through the centuries again that Sweetest of Refrains. Its charm lifts the voices of the world to rejoicing.

Tonight the management catches up the strain, a lineman, somewhere in the night, carries it on. Above the drum of the power-house it is heard. It is the voice of 200 employees of this company singing from their hearts:

"Peace on Earth Good Will Toward Men"

Texas Utilities Co.

This Car

has been carefully checked and reconditioned where necessary

- ✓ Motor
- ✓ Radiator
- ✓ Rear Axle
- ✓ Transmission
- ✓ Starting
- ✓ Lighting
- ✓ Tires
- ✓ Battery
- ✓ Upholstery
- ✓ Top
- ✓ Fenders
- ✓ Finish

OK by

CHEVROLET USED CARS

"with an OK that counts"

Courteous Attention and Highest Dollar-for-Dollar Value

Patrons of our used car department get the same courteous attention and the same high dollar-for-dollar value as our new car customers. Used car sales constitute a vital part of our business—consequently, our used car department is conducted on the same

high business plane as our new car division. Look for our red "O. K." tag when you buy a used car. It is your proof that the car has been thoroughly reconditioned by expert mechanics, using genuine parts for replacement—your guarantee of superior VALUE!

Brumley Chevrolet Co., Inc.
Hereford, Texas

QUALITY AT LOW COST

BLACKSHEEP!

By Meredith Nicholson

Illustrations by Harry Jay Lee



COPYRIGHT CHARLES SCRIBNER'S SONS—RELEASED THROUGH PUBLISHERS AUTOCASTER SERVICE

(Continued from Last Week.)

"Unless we missed a turn somewhere, that's Perky. A punctual chap; this is the exact time and place for our meeting and he should bear tidings of interest in our affairs."

The man, who was dressed like a farm laborer responded carelessly to the Governor's greeting and swung himself to a seat beside him on the abutment.

"What news of the lamb in the pasture?" the Governor inquired.

"The little lamb is not happy. The father is expected tonight. I've got orders to chop wood while he's on the reservation."

"The son is not wise to the metal trick and you drop into the back-ground?"

"The true word has been spoken, brother."

"A broken arm, so the old man has it, and repairs have been made in a hospital at Portland by the eastern sea."

"Is there work in the fields for willing hands? Shall we find welcome as laborers keen for the harvest?" asked the Governor.

"The slave driver weeps for lack of work and the pay is high. You will be welcome. When the sun makes its shortest shadow tomorrow you will sign papers for the voyage."

"Do I understand," Archie asked at length, "that tomorrow we're going to find jobs on Eliphalet's plantation and kidnap his granddaughter?"

"Much as I hate to anticipate, Archie, it's not only little Edith we're going to kidnap! We're going to steal the old man, too!"

CHAPTER VII.

"I never saw a tramp yet that was worth his breakfast," snarled Grubbs the foreman of Eliphalet Congdon's farm. "There's some old hats in the barn; shed them pes' y' got on yer heads and try 'em look like honest men, anyhow."

After supper, Perky strolled away in one direction; the Governor in another, and Archie, left to his own devices, fumed at this desertion.

An hour later, wandering idly about the premises, he stumbled into the Governor.

"Mooning? Perky and I have been smoking our pipes off yonder in the woods. He says old Eliphalet is more and more delighted with his work. The more he's delighted the better the sport for us."

"I don't see where the sport comes in," said Archie tentily. He resented his exclusion from the conference with Perky and said so.

"My dear boy, suspense is good for the soul; I'm merely cultivating in you the joy of surprise. The discipline of waiting will sharpen your wits, which is important, as I mean to honor you with considerable responsibility and leave you here while I depart, which will be tonight as dewy eve spreads her sparkling robe."

"Leave me here! My God, man, I'm not going to be stranded in this wilderness!"

"Patience, little brother, and not quite so vociferous! This much I will impart: tomorrow morning Perky will whisper to Eliphalet that the Government is wise to the gold piece trick and that they are watched. Perky will throw a scare into the old man's mind and he'll advise him to beat it and the old chap will throw his arms around Perky's neck and beg for protection. And Perky, with a reputation for never deserting a pal, will seize him firmly by the hand and away they'll

go. Next I take the little girl into my care and start for the camp. You, Archie, will remain here to watch Mr. Putney Congdon. The part I'm assigning to you flatters your intelligence. You are to watch Putney Congdon and follow him when he leaves."

"Cut that rubbish and listen to me," said Archie, his voice quivering with anger, "you think I'm going to follow him? What if he stays all summer?"

"He won't," the Governor answered. "He's going to follow that child of his if it leads him to kingdom come! If you want to see your Isabel again follow Putney Congdon. You will of course be a model of discretion, but—"

"Do you mean to say you'll tell him where you're taking his child?"

"I shall not of course spoil the joy of the kidnapping by taking Putney into my confidence, but after the child's well out of the way I shall send him a wire telling him where his daughter may be found—a gentle hint, but sufficient to tease his curiosity."

"You'll wire him where you're headed for when you haven't told me?"

"I'll just whisper the address in your ear and you'll do well to remember it. Heart o' Dreams Camp, Haddleton, Michigan; post office, Calderville. Good-bye and God bless you!"

But the Governor's blessings failed to dispel the gloom that settled upon Archie as he crept through the shed where the laborers were housed and found his cot.

The morning opened auspiciously with a raking from Grubbs, who, finding that the Governor had decamped, most ungenerously held Archie responsible for his departure.

"Look here," he asked suddenly, "d'ye know anything about horses?"

"Oh, I've always been around horses," said Archie. "Guess I can handle 'em all right."

"Well, go to the barn and clean up the pony, and clap on a boy's saddle you'll find there and there's a sorrel mare in the last stall on the left you can take. The old man's granddaughter wants to ride. I gotta waste a horse right now so a grown man can play with a kid! Guess all them Congdon's got something wrong with 'em! The old man's skipped this morning without sayin' whether he'll ever be back again—not only that, but he's took a scrub I was usin' as handy man on the place."

Archie set off stolidly for the barn. His appointment as groom for the daughter of Putney Congdon was only another ironic turn of fate. The child came running into the barn led followed by the woman who had been a party to her abduction and danced joyously toward the pony. The woman, after watching for a moment or two, was satisfied that the groom was a master horseman and sat down on the grass by the gate to wait and read.

Archie, to his anxiety to save the child from mishap, had given little attention to the traffic on the road until he awoke to the fact that the same touring car he had passed twice within a short period—and it flashed upon him in a moment that this was either the Governor's New York chauffeur or someone who bore a striking resemblance to him. The woman's attention was wholly relaxed and she scarcely glanced up as he passed her. There could be no better opportunity for the seizure as the laborers were widely distributed

over the farm.

The gray-clad chauffeur passed again, this time in a more powerful car. He made no sign but Archie caught a glimpse of the Governor busily talking with a strange man. Convinced now that the Governor's plans were culminating and that the car was making their circuits of the farm to enable the occupants to get their bearings, Archie awaited anxiously the next appearance of the machine. When at the end of a quarter of an hour it shot into view Archie was at the farthest point from the gate indicated by the woman as the range of Edith's exercise.

"That girth needs pulling up a little; let's dismount here," said Archie, drawing up under a tree at the roadside. The woman was deeply preoccupied with her book and apparently oblivious to the traffic on the road. Archie pretended to be having trouble with

the saddle as he filled in the time necessary for the car to reach him. It passed the gate more rapidly than on previous occasions, but slowed down at once and a familiar voice said:

"Edith—Miss Edith Congdon," said the Governor, smiling, "your mother wants you very much, and I've come to take you to her. If you will jump into the car you will see her very soon. We must be in a hurry or that woman will catch you. You needn't have a fear in the world. Will you trust me?"

The child hesitated a moment—then glancing at the approaching woman with a look of fear, jumped nimbly into the machine.

At the same moment Edith jumped into the Governor's car, two men sprang out of the second car and rushed at Archie. One of them flung a carriage robe over his head and twisted it around his throat, then gathered him up, head and heels and tossed him over the fence. The two cars were enveloped in a cloud of dust when Archie, tearing the blanket from his head, rose to confront the screaming woman. She berated him roughly for his stupidity while he attempted to explain.

"I had better run to the house and telephone to the Tiffin police," he suggested.

To his infinite surprise she declared in alarm that this must not be done; she would go herself and tell the child's father what had occurred and let him deal with the matter.

"Don't talk about this—do you understand? You're not to say a word about it. I'll fix the fore-

man; all you've got to do is to keep your mouth shut."

Three days in the harvest field brought Archie to a new respect for his daily bread. He found joy in the discovery that he had strength to throw into the scale against man's necessities. He was taking a holiday from life itself, and he was content to bide his time until the vacation ended. He was passing through an ordeal and if he emerged alive he would be a wiser and better man.

Gossip from the farm house reached him at the back door and he was alert for any sign that Putney Congdon meditated leaving Eliphalet had not returned—this he got direct from Grubbs, who poured out confidences freely as they smoked together after twilight supper.

"I get it through the kitchen that the old man's son is goin' to clear out tonight. Orders was sent to have a machine ready to take him to town at eleven o'clock. Telegram phoned out this evenin' made 'em jump out o' bed they say and he's off for somewhere tonight."

Archie cautiously changed the subject, but he was already planning his departure. The Governor had bidden him follow Congdon and here were his marching orders. The only thing that reconciled him to the unattractive task was the assurance that Congdon

would set out at once for Heart O' Dreams Camp, where Isabel Grubbs and started for town, presumably was now established.

At the first opportunity he would set out at once for Heart O' Dreams Camp, where Isabel Grubbs and started for town, presumably was now established. (Continued Next Week)

Here's Hoping

That you may enjoy your Christmas festivities to the utmost and that you will have a happy and prosperous 1928.

RENFRO BROS.
Hudson-Essex Dealers

SEASON'S GREETINGS

Friends in business are as precious
As friends in social life.
With the dawn of a bright New Year
We feel a deep gratitude to
Our friends for their loyalty.
May we continue to serve you
In a sincere spirit of co-operation
And mutual helpfulness.

STREU HARDWARE COMPANY.

ENJOY
CHRISTMAS.
With the thought that your fires are in first-class shape and are not likely to cause a disastrous fire. Our inspection service is free, with the season's best greetings.

HEREFORD SHEET
METAL WORKS

We
Sincerely
Hope

That when this season has passed, you can truly say that it has been the best of its kind you have ever known

—We are glad to join every progressive merchant in Hereford in wishing you a

MERRY CHRISTMAS AND
HAPPY NEW YEAR!

Brooks
Barber
Shop

City Loans

Payable Monthly; Lowest Interest rate; quick service. Inspection and titles passed by our office. Let us take up your present indebtedness and make it mature to suit your income and ability to pay.
RALPH BARNETT,
Manager.

REAL ESTATE

CITY—FARM—RANCHES
Real Estate Loans. Priced to Sell
HILL & RICKETTS
Phone 358

ROCKWELL BROS. & COMPANY

LUMBERMEN

Phone 4

SATISFACTION MUST BE
YOURS

"The House of Useful Gifts"

Extends to you its very best wishes for a happy holiday season and wishes to take this opportunity to thank you for your patronage in 1927, hoping to be able to serve you even better during the coming year.

Just two more days in which to do your Christmas shopping. Have you examined our complete line of gift goods? Something for every member of the family.

D. R. GASS & SON

YOUR HARDWARE STORE

Takes great pride in being able to thank you for one of the most successful years during our long stay in Hereford. May our success and yours continue and may we all enjoy the best Christmas season we have ever known here.

DUNLAP & SON, HARDWARE



TURKEY

And all the "trimmings" on our big special Christmas dinner, Saturday, December 24.

—bring the family to

IKE'S LUNCH ROOM
320 Main Street



May the utmost of Yuletide joy be yours, and may the bonds of friendship keep us ever close together.

GOLDEN RULE PRODUCE COMPANY



May nothing mar your pleasure during this, the most beautiful season of the year.

Merry Christmas to One and All,

Is Our Wish!

**FOX
MERCANTILE
COMPANY**

Our chest of silver will be awarded promptly at 4:00 p. m., Saturday, December 24.



Wishing You

THE SEASON'S GREETINGS
and assuring you of our appreciation of your good will and patronage.

BUICK SERVICE STATION

SEASON'S GREETINGS TO ALL

The good will of our patrons and friends is one of our most valuable assets. The spirit of the season brings to us renewed appreciation of old associates and of the value of new friends. May your Christmas be a happy one and success attend your New Year, is the cordial wish of

Phone 300

THE CITY DRUG STORE

Hereford, Texas

Gwynne Guthrie, instructor in the New Mexico A. & M. College, at Las Cruces, arrived here Sunday to spend the holidays with his parents, Mr. and Mrs. B. F. Guthrie.

Oliver Ray came in Sunday from A. & M. College to spend the vacation period with his father, W. H. Ray.

To make room for the new spring stock, I am making a big reduction on all winter hats. It will pay you to come and look them over. **VOGELE MILLINERY PARLOR.**

STAR THEATRE
HEREFORD, TEXAS

MIDNIGHT MATINEE
FRIDAY, DEC. 23
"A HERO FOR A NIGHT"
with
Gleam Tryon and Patsy Ruth Miller. (Be sure and see this picture. A Real Bag of Laughs for everybody.)

Friday and Saturday
DECEMBER 23-24
BUSTER KEATON
in
"College"

Monday and Tuesday
DECEMBER 26-27
"Valley of the Giants"
with
MILTON SILLS AND DORIS KENYON.

WEDNESDAY EVENING ONLY
DECEMBER 28
(One Day Only)
LION CHANEY
in

"London After Midnight"
(This is one of Chaney's best pictures. Don't miss it!)

THURSDAY AND FRIDAY
DECEMBER 29-30
"Two Arabian Knights"
with
WILLIAM BOYD AND MARY ASTOR AND YOUSIE WOLHEIM.

Saturday Afternoon and Night
DECEMBER 31
ZANE GREY'S
"Forlorn River"
with
JACK HOLT AND RAYMOND HATTON.

Time of Shows:
Evening Shows 6:45-8:25
Saturday Matinee 2:30-3:30

Buy her a spring hat for a Christmas present. Nothing will be more appreciated. **VOGELE MILLINERY PARLOR.**

A. C. (Sheeny) Hale, proprietor of Hale's barber shop, will leave Saturday for Waxahachie to spend Christmas with his family.

Miss Frances Oberthier arrived Sunday to visit her parents, Mr. and Mrs. F. H. Oberthier, during the Christmas vacation.

Dr. and Mrs. F. E. Bove leave tomorrow for Goldthwaite, Texas, on a holiday and business trip and expect to return about next Wednesday.

Take advantage of the recent price reduction on all Atwater-Kent Radios. **ORR'S TAILOR SHOP.**

Mr. and Mrs. J. G. Weir entertained at their home last Saturday and Sunday with a house party. Those present were Mr. and Mrs. J. C. Wilkinson and daughter, Mr. and Mrs. M. S. Weir and children, Mr. and Mrs. Carl Maurer, all of Friona; Mr. and Mrs. A. F. Sutton and daughter, Mr. and Mrs. Harry Shereb, of Hereford; Mr. and Mrs. J. J. Bouliware, of Amarillo.

I am now located in the Rayzor building, next to E. B. Black furniture store. **MRS. N. C. VOGELE.**

Miss Annie Fitzhugh Parker will arrive this week-end from Orlando, Florida, to spend the holidays in Hereford.

Out of 6,000 convicts in New York state prisons, 3,000 are said to be idle and there, at least, the unemployment situation seems to be serious.

Miss Margaret Heifner left Monday for Mexico, Mo., where she will spend the holiday season with her niece, Mrs. E. U. Johnson. She will also make business trips to Kansas City and St. Louis.

E. F. Connell left Wednesday night for Thorndale, Milan county, where he will attend a reunion of his family being held at the home of his sister, Mrs. F. J. Clement. This will be the first time the family has had a reunion for the past thirty-five years.

All those knowing themselves indebted to me please call and settle. **VOGELE MILLINERY PARLOR.**

Radios make the best Christmas gift you could give. And Atwater-Kent makes the best radios. **ORR'S TAILOR SHOP.**

Miss Dorothy Penry will arrive Friday or Saturday from the University of Texas to spend the holiday vacation with her parents, Judge and Mrs. L. C. Penry.

Judge and Mrs. Earl Wilson and family will leave Sunday to spend the holidays in Sweetwater with Mrs. Wilson's parents, Mr. and Mrs. Leroy Johnson.

William Parker arrived Sunday from New Mexico Military Institute at Roswell to spend the holidays with his parents, Mr. and Mrs. G. A. F. Parker.

Misses Mary McDonald and Emma Jean McDonald, students in the University at Austin, will arrive home Friday for the holidays.

Pat D. Elliston, of Columbia, S. A., who has been visiting his parents, Mr. and Mrs. A. H. Elliston, for several weeks left Thursday for California, from which place he will sail about the first of the year.

J. C. Smith of Indianapolis, Ind., arrived Monday morning to visit here with his sister-in-law, Mrs. N. C. Vogele. He left Tuesday night.

The Christmas edition of the Selsamograph, a publication of the Clarendon Municipal College and high school students has just been released from press. The president of the senior class of Hereford high school will receive a copy soon after the holidays with compliments of the College Press Club. The second semester begins the 18th of January. Many new students are expected to enroll in Clarendon College from the 2nd to the 18th.

"Llano Estacado," an authentic story of the far famed Staked Plains of Texas, is to be published early next spring under the direction of Dr. John C. Granberry and Cecil Horne of Texas Technological College. Tech faculty members have been asked to contribute much of the material.

The following subjects relative to the South Plains will be treated in the book: history, agriculture, livestock, dairying, poultry, horticulture, engineering, cotton mills, economic life, home economics, architecture, literature, music, printing, chemistry, athletics and recreation, education, and several other topics. Each subject will be treated by an expert and the entire book will be authentic and authoritative.

We now have all models of the Atwater-Kent radios and also some cabinet sets. **ORR'S TAILOR SHOP.**

Brand Want Ads Get Results.

W. C. Oxford returned Sunday night from the sanitarium at Temple, Texas, where he had been sent to have his right arm examined. Mr. Oxford's arm was fractured on October 10th, and is now rapidly improving. The doctors at Temple expressed their satisfaction with the work done on Mr. Oxford's arm by his physician here, and said that within a few months he should have the full use of the injured member.

Artis Russell arrived Friday night to spend the holidays here. He is a student at Texas Tech.

Ira Foster arrived Monday to spend the vacation with his family here. He is a student at Texas Tech, Lubbock.

Mr. and Mrs. Roy Jackson and children left Wednesday for San Angelo to spend the holidays.

MISS BROADWELL IMPROVES.

The condition of Miss Ella Broadwell who has been confined to her home for the past six weeks with scarlet fever is reported as much improved and she is convalescing rapidly. Miss Broadwell is a student at Canyon, and was brought to her home here when she became ill. She expects to be able to be out after the first of the year.

Horace Hershey who is attending Texas Tech at Lubbock, arrived Saturday to spend the holidays with his parents, Mr. and Mrs. Ray Hershey.

Society Is Entertained at Mrs. Eubank's Home

Carrying out the spirit of Christmas in decorations, refreshments and favors, Mrs. E. C. Eubank charmingly entertained members of the Young Matrons Missionary Society at her home on East Third Street Tuesday afternoon. "A straight way toward tomorrow" was the lesson subject, which was presented by Mrs. W. J. Smith, assisted by Meses. Dixon, Lomas, Sutton, Dowell and Jennings.

The club announces that it will not meet Tuesday on account of the holidays. Their next regular meeting will be held Tuesday, January 3, at the home of Mrs. Lomas.

During my absence through the holidays, Mrs. Russell Daniel will have charge of my shop. While I am gone I shall visit the Kansas City and St. Louis markets, buying a large stock of millinery which I shall be glad to show my customers in the near future. **MRS. MARGARET HEIFNER.**

FREE—Only a few people here have come in to get their free 100-Watt lamp which we are giving as a Christmas gift. Come in today. It's absolutely free, with our best wishes. **TEXAS UTILITIES COMPANY.** 49-11c

Just a few more days in which to buy that Atwater-Kent radio for a Christmas gift. **ORR'S TAILOR SHOP.**

Walcott Teacher Hears of Death of Relative

In a long distance telephone call received Tuesday morning, Miss Mattie Priddy, teacher of the Walcott school, fourteen miles northwest of Hereford, was informed of the death of her sister, who was killed in a car wreck near Bellview, New Mexico, their home. A brother, who was driving the car, was also seriously injured.

Miss Priddy left here Tuesday for Bellview for the funeral services.

WHEAT MEN HERE.

Ferd Keller, Jr., of Electra, chairman of the sales board of the Texas Wheat Growers Association; L. R. Connor, Perryton, a member of the executive board of that organization, and C. A. Mangum, editor of the Texas Wheat Grower, were in Hereford on business Friday afternoon. They were accompanied by Judge L. Gough, of Amarillo, a former Hereford resident.

Otto Samuelson of Amarillo spent the week-end here visiting friends.

Couple from Progressive Married Here Thursday

In an impressive although quiet ceremony, two well known young people of this region were married last Thursday afternoon at 4:30 at the home of Rev. Thoman Morgan. They were Miss Velma Caldwell and C. W. Hodges.

Both of these young people have lived in and near Hereford for many years and are widely acquainted. Both are of the Progressive community, although Mr. Hodges has lived in Hereford for the past few years. Mr. and Mrs. Hodges will make their home at Progressive, and will be at home to friends there after this week.

Just received a swell line of California pattern hats. **VOGELE MILLINERY PARLOR.**

FLOWERS

Out Flowers or Pot Plants See or Phone **MRS. J. H. PITMAN** Phone 157

Strambaugh Dry Goods Co.
HEREFORD TEXAS

Merry Christmas and Happy New Year! **U.S. Priddy**

MERRY XMAS

MAY YOUR CHRISTMAS BE AS MERRY AS IT SHOULD BE!

We could not hope you more; and if you have used correct principles as to income, outgo and saving during the year we know your Christmas will be merry.

If that has not been the case, then let's resolve now to co-operate for our mutual happiness next Christmas.

To all and each we extend our hearty wishes for a bountiful Santa Claus!

Western National Bank
"There is No Substitute for Safety"

This Christmas GIVE Good Gifts

GIFTS WHICH EXCITE ADMIRATION AND EAGERNESS FOR POSSESSION.

GIFTS UNITING ECONOMY, SERVICE AND DISTINCTION.

GIFTS WITH ALL THE ARTISTRY OF THE OLD WORLD AND ALL THE FASHION RIGHTNESS OF THE NEW.

The quality and beauty of Corner Drug Store gift goods have become traditional, and so, as a gift to others, or as a gift to yourself, they are the essence of good taste and lasting satisfaction

CHRISTMAS SPIRIT WITH RIGHT-NOW SERVICE!

The Corner Drug Store

ATWATER KENT RADIO

MODEL B RADIO SPEAKER **MODEL 35 RECEIVER**

NOW!
new low prices for **Atwater Kent Radio**

Have you heard the news? Atwater Kent has started the world by lowering his prices 20 per cent for 1928, effective NOW. Tremendous demand and scientific mass production did it. See the result in this store. The ease of buying these famous, dependable One Dial Receivers and Radio Speakers is amazing. Ask us about it TODAY.

ORR'S TAILOR SHOP, Hereford, Texas

Greetings

You will always find the latch-string hanging out at

BLACK'S

A hearty good wish for a Merry Christmas — a Prosperous New Year, and a sincere expression of appreciation for your patronage—past, present and future.

E. B. BLACK CO.