

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

30th YEAR—NUMBER 49.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, DECEMBER 18, 1930.

FIVE CENTS PER COPY.

Bandit Taken Here Monday by E. Hales

When Colquitt Davis, hunted and captured by officers of three states on charges of robbery and murder, was nabbed and brought to county jail Monday afternoon by Emmett Hales, city traffic officer and deputy sheriff, it was not his first visit to Hereford, subsequent information reveals.

According to Davis' own story, he was in a jail cell in a Brand report less than an hour after his capture, he was through here a few weeks ago enroute to the home of Mr. Wise, some 40 miles or more to the northwest, where he was to be the car for two step-daughters of Mr. Wise to visit their mother.

Davis was also recognized by T. Cronin, local merchant, last Monday as having attempted to

Reward to Hales.
A reward of \$500 offered by the governor of Oklahoma for the apprehension of Davis as one of the principals in the slaying at Wirt was given to Mr. Hales as capturer of the fugitive.

The governor of Oklahoma is believed to have released Davis before a warrant for his arrest was issued. Hales as soon as affidavit of capture was in his hands. The governor also stated that he understood citizens of Ardmore were offering several hundred dollars to supplement the state reward which would go to Mr. Hales.

A check at the Sproles-Cronin store, but he did not know then the boy was wanted by officers. This was the day following a battle in Wirt, Oklahoma, which it is alleged D. I. Davis, another, killed Con Kelsey, an Ardmore officer.

Mail Carrier Frightened.
Wes A. Leckitt, mail carrier of Hereford to Dimmitt and Lake, was rather positive that he had barely escaped in a two weeks ago with the boys. When leaving the office here with his load, Mr. Leckitt noted two suspicious-looking boys, and at a lonely spot he saw the same two boys parked by a mail box, a from any house. Although he called for the box, Mr. Leckitt did not get any mail until afternoon on his return journey. When the pictures of the Davis bandits came out in the Daily News, the carrier recognized the resemblance and feels he narrowly missed some handling.

Hales Makes Capture.
Davis was caught by Hales shortly after noon Monday in the dump grounds, two and a half miles east of town. No chance was made, although Hales had two pistols, both taken from the slain officer at Wirt. Davis was taken to the jail to be the Indian who was seen to be traveling with Colquitt Davis near Dawn. It was the supposition that Colquitt Davis was seriously wounded.

Schools Close Friday for Two Weeks Holiday.
Public schools of Hereford will close Friday afternoon for a two-week holiday, according to Superintendent C. H. Dillehay. The holiday will be a 10-day vacation. The extra week holiday will be made up by extending school another week in

Requests Made By Post Office Apropos to Mail

The Hereford post office has a request to make of local citizens who expect to be out of town during the holidays. Those who intend to make a holiday visit are asked to notify the post office or carrier so that packages will not have to be carried out to the house and then back, because there is no one to receive them.

It is suggested by E. L. Donner, postmaster, that arrangements be made with neighbors to take care of all mail and prevent accumulation beyond capacity of the receptacles at the residence.

And another thing: wrap mail packages securely and start them on their way early. Early mailing not only gives more assurance of delivery and delivery on time, but it shows a kindly consideration to a sorely overworked postal force.

Firemen Meet Outlaws Again In Grid Match

Another big football charity game is coming up, this time at Vega with the same antagonists opposing each other that fought on Whiteface field to a no-decision. The Hereford Firemen will meet the Vega Outlaws Friday afternoon at three o'clock at Vega.

Following the practice the firemen had here Tuesday afternoon in suppressing the fire at the bull barn, their local admirers are predicting a victory over the Outlaws, and especially since an outlaw reached the end of his rope at the hands of a Hereford officer the first of the week. All these signs point to the Volunteers as conquerors. It is claimed.

J. C. PARKER BOUGHT TULIA PICTURE SHOW

J. C. Parker left Tuesday for Tulia where he took charge of the motion picture theatre which he has just purchased. Mr. Parker is a well-known theatre man of Hereford, having owned the Star here until a few months ago, when he sold the show to W. L. Pickett.

SNOW AND BLIZZARD IN HEREFORD 19 YEARS AGO TODAY

Nineteen years ago today, December 18, 1911, a cold wave from the northeast blew steadily and brought a 9-inch snow, following a slow rain of 12 hours. This was the heaviest snowfall recorded since 1903, when 20 inches fell, accompanied by a severe blizzard that caused a heavy loss to stockmen. Even antelope perished in 1903. Other snow readings in 1911 were eight inches at Canyon, 10 inches at Clovis and 12 at Bovina.

MAYBOLD POULTRY SHOW IN DOWNTOWN BUILDING

The poultry show which will be staged in Hereford January 16 and 17, under direction of B. H. Hopkins, will be held in the downtown building if a vacant house can be obtained. Coops have been ordered and will be here in ample time.

All breeds of chickens and turkeys will be admitted in the show, and cash prizes given for first and second places. The members of the Future Farmers have promised to enter at least 300 birds. Entries will be accepted January 15 up to noon of January 16, says Mr. Hopkins.

Christmas Decoration Contest

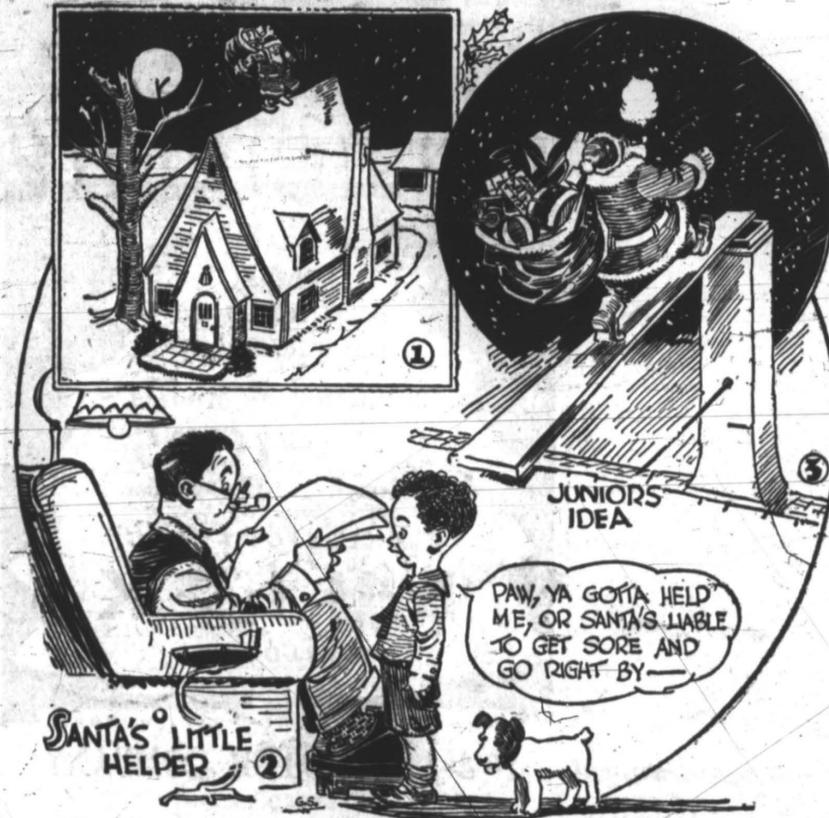
Enroll in the Hereford Christmas Decorating and Home Lighting Contest:

Name

Street Address

Not eligible for prize unless you make applications through this form or by notifying C. R. Bentley, secretary Lions club.

THE GREAT-AMERICAN HOME



Route 3 Patrons Get Daily Mail Service Tuesday

Coming in the form of a holiday greeting, patrons on rural route three began receiving their mail daily Tuesday with C. O. Lee as carrier. Change was made from three times a week. The route extends to the southeast through Wyche and Jumbo communities, and is the first rural daily mail service provided for out of the Hereford post office.

A certain number of mail pieces must be delivered to the rural boxes on a route within a specified time before the patrons are entitled to full time service. The other routes will go into the daily class when the volume of mail reaches the required amount.

Milk Retailers Inspected and Given Grade A

Sanitary requirements, as applied to food and drugs, are being met very satisfactorily by all local stores and agencies, according to J. S. Brown, of the state board of health, who inspected the firms here December 13 and 14. He was assisted by L. S. Keen, city sanitation officer.

In the bacterial tests of milk products, the following retail dealers received Grade A classification: Prairie Dairy, S. O. Wilson, H. I. Oltrop, O. L. Rutherford, Fred Pittner, Mrs. F. J. Eberie, Carl Spratt and D. W. Hawkins.

Coneways Have Accident

Wednesday night of last week while returning from the poultry show at Slaton, both Mr. and Mrs. E. P. Coneway sustained injuries when their motor car went into a bar pit. They were rather severely bruised and shaken up but not seriously hurt.

Club Women Finish \$30,000 Paving Program On B and 11th

With the opening of the new pavement in the north part of Hereford, a \$30,000 street improvement program was finished by the contractors, Farmer & Company. The new paving begins at North Main on B street, runs north to about half a block from the city limits, and extends east on 11th street to within a half block of the high school campus.

Prospects are good for a good paving program next spring, according to Mr. Farmer, who said that some had already signed up and there were many other property owners who were inclined to have their streets hard-surfaced.

Hereford ranks high in miles of streets paved. Mr. Farmer continued, headed by only one other West Texas town in the same population class, and that is Paducah.

Hereford Will Welcome Santa Gaily Adorned

When Santa Claus comes to Hereford Christmas Eve night to remember the young folks everywhere as young then—or even if he should resort to television and take a peek this way tonight, he would find a decorative setting in the business section that would be pleasing and perhaps cause him to be extremely liberal in distribution of gifts in this community.

Main and Third streets have been strung with streamers of colored lights by the city commission; the courthouse has been given an outward fringe in various colored lighting, and scores of merchants have added their decorations to those previously mentioned. The green Christmas trees of cedar, pine, fir or plon adorned the sidewalks make an inviting aisle for the holiday shopper.

Particular mention of the following displays is impelled by their effectiveness: Texas Company, Western Tire Co., West Texas Feed & Seed, Brumley Chevrolet, Club Cafe, Kester's Jewelry, Hereford Wholesale Grocery, Rice Tire Shop, Carl's Grocery, Blythe Bros., Orr's Tailor Shop, Helpy Seltz, the Popular Store, Deaf Smith county hospital.

Hillside Farm Big Winner at Regional Show

The first annual Panhandle-Palms poultry show, held last week in Slaton, established several high records for poultry shows in the Southwest. More than 5,000 people passed through the show rooms and exactly 900 fowls were on exhibition.

Birds were entered from 30 towns and 20 different counties included in the region. The Hillside Hatchery and Breeding Farm of Hereford was one of the big winners with the following places: White Barred Rocks, all the prizes, including first cock, first cockerel, first and second pullet; first, second and third hen. B. I. Reds: third cockerel and third young pen. Dark Barred Plymouth Rocks: fifth cockerel. Anconas: complete sweep, first old pen, first cock, first hen. White Leghorns: Third and fifth hens.

R. J. Naylor, Hereford, received on his Golden Laced Wyandottes: second old pen, first, second pullets, first hen, first cock, second cockerel.

Ray Coneway was elected on the board of directors for 1931, for a second term.

Reports Buick Sedan Missing from 4th Street

The Buick sedan of Roy Thompson was reported missing Saturday night when Mr. Thompson returned from the picture show to drive home. The car was parked on West Fourth street near the new telephone building while he attended the first showing at the theatre. Later in the night the Buick was reported seen in the lake west of town, but no further clue has been found.

Rural Carrier Examination to Be Given Soon

An examination will be held in Hereford some time after December 29 by the U. S. civil service commission to select a qualified rural route carrier on Route 4, which covers a distance of 62 miles to the northwest. Trips are made over the routes three times a week, on Tuesday, Thursday and Friday.

This examination will be open only to citizens who are actually domiciled in the territory of the post office where the vacancy exists and who have actually lived here for the past six months. Receipt of applications will close December 29. Application blanks may be obtained from E. L. Donner, postmaster. When those seeking the appointment assemble for the examination they must furnish a photograph of themselves taken within two years.

The vacancy on No. 3 has been caused by the resignation of C. O. Lee who went in as daily carrier on No. 4 last Tuesday.

ICE CUT IN TIERRA BLANCA CREEK TO BAPTIZE 3 PEOPLE

Another unusual occurrence of 19 years ago was the baptizing of a man and boy by the Hereford Baptist pastor in Tierra Blanca creek when a three-inch ice crust had to be broken out for a space for the candidates. The Christian minister also baptized a young man in the same icy waters. These ministers told a reporter for the Brand they had never known people to have been made sick from winter immersions.

Prizes Posted In Christmas Home Decoration Contest; to Close Entries Next Saturday

It is believed, that are really the ones which make up the true Christmas spirit.

It is hoped by the committee in charge that all decorations will have been completed with the opening of Christmas week at least, and be not dismantled until the week is over.

Rules Are Simple.

All entries must be made on or before three o'clock December 20, and may be filed by filling out the application blank below and sending it to C. R. Bentley, secretary of the Lions club, or phoning your name to him, No. 38.

The judging will take place on or before the night of December 28, when winners will be announced.

All contestants must reside within two miles of the intersection of Main and Third streets. The more distant residents are excluded only for convenience of the judges who will be volunteers from some other city and they cannot be asked to do too much traveling in inspection.

There will be only one group and district, residential. In judging, only decorations and lighting visible from the exterior will be considered.

Score Card.

Artistic arrangement 50
Street visibility 25
Appropriateness of lighting 12½
Appropriateness of decorations 12½
By appropriateness in means close conformity with Christmas spirit.

Tuesday Fire Does Damage to Pavilion

A fire that raged for several minutes in the county sales pavilion late Tuesday afternoon wrought rather heavy damage to the building, and a large tractor, a Monarch 75, belonging to the road department of the county, was considerably impaired to an unestimated extent. According to unofficial sources, the entire east wing, 75 feet in length, may be a total loss. The building was fully covered by insurance, it is said.

The fire alarm was turned in at 5:10 o'clock, and the fire department, under Dow Mercer, fire chief, had several streams of water pouring into the blaze within a few minutes. The flames were shooting through the top of the building, both sides of the roof in flames, and the interior of the wing filled with smoke when the department attacked the fire. The volunteers were prompt and efficient and soon had the conflagration under control, preventing any extensive spread and saving practically all the contents of the shed.

There were stored in the building several tractors and trucks of John Deere and Hart-Parr make and the county had two tractors. Fred Smith and a crew of workers were doing a repair job on the Monarch when the fire started and they turned in the alarm. Origin of the blaze was explained as resulting from a live-wire igniting a container of gasoline which had been drained from the tractor. An electric socket was in use for a light, and the globe either broke or the wire became short-circuited, setting off instantaneously a big flame that spread rapidly.

Other than to the Monarch tractor little damage seems to have been done to the machinery, with exception of smoke and water loss.

The equipment of the Presbyterian church was stored in the west part of the pavilion and was undamaged. This equipment, consisting of chairs, benches, kitchen outfit and other articles, is stored there during construction of the new church house.

Jimmie Easley Mashes Finger.

Little Jimmie Easley, son of Mr. and Mrs. O. E. Easley, had his finger severely mashed Tuesday afternoon when it was caught in a door. A doctor dressed the injury and the small fellow is doing fine.

The Hereford Brand

Published Every Thursday at
HEREFORD, DEAF SMITH
COUNTY, TEXAS

WUNN-WARREN PUBLISHING
COMPANY, INC.
PUBLISHERS

R. E. KESSIE,
Editor and Manager

TELEPHONE 30—AT NIGHT 496

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

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

SUBSCRIPTION PRICES:
Zones 1 and 2, per year \$2.00
Zones 1 and 2, six months \$1.00
Outside Zone 2, per year \$2.50
Outside Zone 2, six months \$1.50
Outside Zone 2, four months \$1.00

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.



Caught In The
Corral
&
Put Through The
Chute

In one of the letters to Santa Claus appearing in the Brand the little writer was just getting wound up to list everything a child wants, when he stopped because he remembered Old Santa was poor this year, as he put it.

It is perhaps true that Santa will not be able to deliver as bountiful gifts as in former years of plenty, but we feel he will not have to skip any of the homes in Deaf Smith county, or anywhere else. In talking with a little girl about Santa coming to all the different towns she knew, all on the same night, we thought to confound her by asking how he is able to visit every home and every city so far apart within just a few hours.

Was there any mental hurdle for her? Not a bit of it. Her answer was prompt and apt: "Oh, but he has to!" That is a kind of faith heard about but seldom met with. There are miserable and wretched conditions in the land—fortunately not so bad in our section—and perhaps Santa Claus would not be called to some of these homes but that he "has to" go there if eager children await him. There will be physical hunger and lack of warmth to see that some gifts are left because the "visitation" means so much to the little ones who have abundant faith.

That aged editorial in the New York Sun in which the writer poured out from a youthful heart an imperishable argument that there is a real

19 Years Ago In Hereford

(From Files of The Brand, December 15, 1911.)

Little Leta Brazill, daughter of Mr. and Mrs. Robert Brazill, had met with a serious accident when a torpedo exploded in her mouth. She was biting the explosive. It broke her chin bone and burned her mouth and lacerated her tongue.

The Star theatre had moved from the Bogard building (now occupied by Willard Battery) to the Fuqua building on the west side of Main street (popular Store location).

District Judge D. B. Hill had paroled two young men of Hereford who had been convicted of crime. It was the first extension of mercy in the county as provided for under a new law.

Official statements of the three Hereford banks were published, showing \$326,903 in deposits and \$816,000 total resources.

Kelley Gray had shipped in 2200 head of sheep for the Joss ranch northwest of town.

Preparations were under way for the Travelling Art Exhibit to run several days, in which the high school classes had parts. Among the freshmen were Ralph Smith, Lois Fuqua, Elzina Mounts; sophomores, Mary Bourn, Mae Murchison, Oma Landrum, Louise Oberthier; juniors, Clara Lambert, Bessie Nance, Mabel Gass, Jane Gregg, Cotta Sisk and Billie Wilson; seniors, Calla Lambert, Mary and Inez Dunlap, Floy Jenkins and Ethel Fuqua.

Buck Green and J. W. Beatty, prominent farmers of Castro county, had visited in Hereford.

John C. Kramer of Kelso had been buying supplies in Hereford. He had 2500 head of sheep.

John A. Staples, former schoolmate of G. A. F. Parker, had come down from New York to visit with his old-time friend.

Chas. Woodburn had been a delegate to the Masonic grand lodge at Waco, visiting his sister, Miss Meda, who was in school at Waxahatchie.

T. Aubrey Cox had written Santa Claus for a rocking-horse and promised to be a better boy.

The Mother's club had met with Mrs. Vanderburgh, Mrs. Ezra Norton favored the club with a song.

Baptizing was held in the creek near the bridge, in which ceremony two men and a boy were immersed in icy water.

Sheriff R. W. Baird had returned from Sherman.

Mrs. E. F. Connell was at Bartlett on account of the illness of her father.

C. A. Skelton, manager of Kemp Lumber company, made a trip to Texico.

Born to Mr. and Mrs. Walker Hubbard a girl.

Rev. T. G. Nance had filled an appointment at Claude.

Rev. W. M. Baker, Presbyterian minister, had visited in Lawton.

E. Carter, who had been on the Plains for 25 years, had visited the Brand office.

Chas. Cogdell, who had been attending A. & M. College, was home

Santa Claus comes back to mind at this time to every newspaper man, and it is reproduced yearly in thousands of papers. There is a Santa Claus because there has to be one. Voltaire said if there was no God, man would invent one because he cannot do without a supreme being. Few homes will there be on Christmas morning that do not show evidence of Santa having come in the night. As long as children get happiness from it, as long as grown-ups give themselves with their gifts, Santa Claus will have little trouble traveling over the world in a single night, for he will have so many helpers—helpers who "have to" serve, for they can no more refuse than can they keep from breathing.



The **YELLOW PENCIL** with the **RED BAND**

EAGLE PENCIL CO.

EAGLE MIKADO

Real Estate Loans

Pay the debt on your home easily and save interest by adopting our Monthly Payment Plan.

\$12.50 Per Month (Or More)

Includes Interest and Principal for each \$1,000 borrowed.

Loans renewed or refinanced. Funds supplied to finance the purchase, remodeling or building of a home.

IMMEDIATE INSPECTION—PROMPT CLOSING

RALPH BARNETT

Phone 122

for the holidays, coming home early as two fires had forced suspension of school.

J. F. Baker of Spring Lake had brought some cotton to Hereford.

Weather had been very cold, much snow and mist. Lowest temperature registered was 16 degrees.

Daniel News

BY MRS. JOE THURMOND

Rev. E. H. Harper of Hereford preached an interesting sermon Sunday afternoon, several from Palo Duro-Fairview community attending.

Mr. and Mrs. O. L. Shugart and daughter, Elma, spent the week-end with Mr. and Mrs. Joe Thurmond.

A. D. Moore of Plainview visited his brothers, Joe and W. E., here first of the week.

Floyd Tomlinson shipped cattle this week.

Mr. and Mrs. W. R. Moore have a new radio.

Some young people from Vega and Ford visited the Misses Jacobs Saturday night.

Mrs. Floyd Tomlinson and little daughter were in Amarillo Thursday of last week.

Mrs. Joe Moore spent Wednesday with Mrs. W. R. Moore.

Several from here heard Dr. J. Frank Norris speak in Canyon Friday.

Mr. and Mrs. W. R. Moore attended the play at Fairview Friday night.

Miss Etyle Jacobs spent the week-end at home.

Miss Mary Thurman of Amarillo spent Saturday night in the home of her brother, Joe Thurmond.

Girls of the Daniel school have begun a cooking class and have been serving hot cocoa to all the pupils at noon.

There will be a Christmas tree at Daniel Friday night, December 19. The teachers chose this date as the most convenient. This will enable all to attend the tree here before going on their vacations. A Christmas program will be given by the pupils.

H. R. Patterson and son, Elm reached home last Thursday night from Corsicana where they were called by the death of Mr. Patterson's father, W. N. Patterson.

Mr. and Mrs. D. H. Alexander were in Amarillo last Friday on a business trip.

J. A. Guyer and son, Will and J. W. Ford of Friona were here last Thursday on a business trip.

THE WHEEL OF PROGRESS
Is Turned Day and Night by **ELECTRICITY**

In this modern age, when the wheels of Progress turn on and on through the darkest hours of the night, never halting or slowing with the setting sun, the wonderful power of ELECTRICITY plays a bigger part than ever. Since the day electricity was harnessed by man, it has played a most important part in turning the wheels of progress, but today, Electricity contributes more to the progression of the world than any other power.

TEXAS UTILITIES COMPANY

Make this a **BUICK EIGHT CHRISTMAS**

20 Luxurious Models
Priced from **\$1025**
—to \$2035, f. o. b. Flint, Michigan

THE EIGHT AS **BUICK** BUILDS IT

PRODUCT OF GENERAL MOTORS
NORTON MOTOR COMPANY
HEREFORD, TEXAS

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM



Bring the Children!
This Is Santa's Headquarters

Boys! Girls! Santa has been here to leave thousands of appropriate gifts for every member of the family. Come and see for yourself what an assortment is here. An entire store full of the dandiest toys, dolls and playthings you ever dreamed of. Bring mother and dad along—they will have as much fun seeing what Santa left here for Christmas gifts, as you have in showing them around.

Our stock of acceptable and appropriate gifts for grown-ups has never been more complete. Imagine a place where every conceivable utility gift made of leather, glass, silver, wood or iron awaits your inspection. It isn't possible to begin to name all of them, and you could not remember them if we did.

We have never shown such an elaborate selection, we have exhausted every resource to supply things distinctive and different, yet everything is useful, worth-while all the year around.

There is an atmosphere of Christmas and Santa Claus about our store that we have never reached before, and we want you to see for yourself what really has been brought to Streu's to please you and help you select suitable gifts for your family.

Streu Hardware Company



M SYSTEM

THESE SPECIALS GOOD TILL THE 25th—CHRISTMAS DAY.

CELERY, large, full bleached	12¢
LETTUCE, large, firm heads	8¢
DATES, Dromedary	19¢
RAISINS	15 ounces 10¢
	2 lbs 18¢
	4 lbs 31¢
RICE, 2-lb package, Comet	18¢
APPLES	Winesaps, large, dozen 35¢
	Starka, Delicious large, dozen 35¢
ORANGES, large, dozen	36¢
	1 lb 44¢
COFFEE, Schillings	2 lb 84¢
	4 lb \$1.65

EXTRA SPECIAL ON BOX ORANGES AND APPLES FOR SCHOOL

WE DELIVER PHONE 249

View-Palo
ro Items
JOHN BOLING
 Mrs. Aubred Daniel of ... attended church at Palo ... and visited with ...
 Mrs. Clarence McBroom ... trip to Panhandle ...
 Robinson, C. M. and Lester ... visited the Dick Allred ...
 at Fairview was cut ... as there was only ... there, the others having ... Amarillo for the Santa ...
 appreciated the large num- ... people who came out from ... to see our play at the ... house Friday night, also ... from Wildorado and Daniel.

Mrs. Ben Osce and children of Amarillo attended church at Palo Duro Sunday.
 Rev. J. M. Jones took dinner in the Cecil Allred home Sunday.
 Mrs. Corbet Oretstinger visited the Wildorado school Friday.
 Revs. Harper and Daniel were Palo Duro visitors for church services Sunday.
 A large number of people from this community enjoyed the Santa Claus parade last Thursday.
Wants Paper Continued.
 A communication has been received from Mrs. S. J. Williams, 510 Naples street, Corpus Christi, renewing her subscription to the Brand. Mrs. Williams moved with her husband from Hereford to Corpus Christi last June. Mrs. Williams acknowledges appreciation for the sympathetic spirit shown by her former neighbors and friends in her bereavement over Mr. Williams' death, which occurred November 17.

High School Glee Club to Give Its Annual Christmas Cantata at Baptist Church Next Sunday

"On to Bethlehem", a Christmas cantata, will be presented by the high school glee club, composed of 45 members, at the First Baptist church Sunday evening December 21, at 7:30 o'clock, directed by Miss Lucille Hicks. Ruth Marie Mounts will be accompanist. This is an annual affair, and for the program Sunday the girls have been working on the parts for about six weeks. Those who have special parts are Marie Seed, Zelma Ruth Shore, Maurine Spradley, Lois Sowell, Ardelle Foster, Mary Ellen Parker, Emma Roberson, Laverne Womble, Betty Ruth Pickett and Betty Bruce Jones. The last two named are freshmen. The following program will be presented:

Processional
 Scripture Reading Rev. V. M. Cloyd
 Sing and Be Joyful Glee Club
 Awaiting the Redeemer Lois Sowell
 Thou Shalt Call His Name Jesus Betty Ruth Pickett and Glee Club
 The Promised Day Is Here ... Maurine Spradley and Mary Ellen Parker
 The Watch In the Field ... Zelma Ruth Shore and Glee Club
 On to Bethlehem Marie Seed and Glee Club
 Heavenly Baby, Sleep ... Emma Roberson, Ardelle Foster and Glee Club
 O Wondrous Love Laverne Womble
 Mine Eyes Have Seen Betty Bruce Jones
 Jesus Shall Reign Glee Club
 Benediction

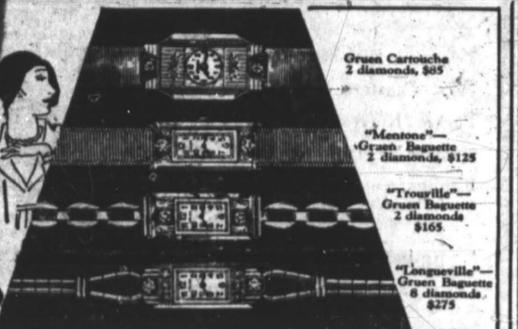
Home Demonstration News

MISS EMMA GUNTER, C.H.D.A.
 From 87 food preservation cards handed in from eight clubs the following data has been compiled:

Food	Qt.	Cans	Value
Fruit	2771		\$1,375.50
Veg., leaf	1261		315.25
Veg., starch	812		203.00
Veg., others	1950		487.50
Tomatoes	2029		507.25
Veg., dried	473		59.12
Meats, canned	892		446.20
Pickles	3206		1,603.25
Jelly, etc.	1652		600.80
Total	15,046		\$5,657.87
Meat, lbs.	10,525		\$1,578.75
Grand total value			\$7,236.62

Twelve women have basements to store food, 27 eaters and seven pantries in kitchens; 41 have no storage place. The average value of canned goods for each woman is \$83.27.

BANKERS AND EXTENSION AGENTS SHOW SENTIMENT
 While the session of bankers and county agents of district one in Amarillo last week was made up of business and practical men, it turned out to be one of intimate sentiment when numerous reports were received from both county and home demonstration agents on what was being done to help the farmer and family to better things. The following was taken from the Amarillo News: G. A. F. Parker (president of the Western National Bank, Hereford), with a mist before his eyes, said that for 42 years he had fought battles for farmers of his community and intended to keep it up 42 years more. "It's a wonderful country, this Panhandle," he said, "and I grow a little sentimental when I look back and see the vast changes that have occurred in recent years."
 Sam Hoffman, deputy sheriff of Texico was in Hereford Tuesday morning on business.



Treasured above all else ... a diamond-set GRUEN
 You can make your gift to HER the most treasured of all—if you select a Gruen Diamond-Set Wristlet. Thus you combine the charm of a jeweled ornament and the daily, hourly usefulness of a fine time-piece.
 Truly a remembrance that will pleasantly recall this happy Christmas day—for many years.
 Our Gruen Guild Watches, Diamond-Set, reflect the newest notes of fashion and are all moderately priced, quality of watch and purity of settings considered, beginning at \$65. Be sure to see the new Gruen Baguettes.
Elgin and Hamilton Watches
Virgin Diamonds
Blue Bonnet Rings
 Registered Optometrist Watch Repairing
 A small payment will hold until Christmas
F. M. KESTER & SON
 The Quality Store.

Westway Items

MRS. PINK GILLILLAND
 Westway community club met Friday with Mrs. Ira Cochell. Fifteen members answered roll call with What I am planning for Christmas. After an interesting program on Christmas giving the ladies enjoyed a Christmas exchange of gifts.
 Mr. and Mrs. J. H. Landers and family spent Sunday with S. B. Campbell and family.
 G. P. Owen and family visited Sunday in the J. B. Harlin home at Frio.
 Mrs. P. H. Gilliland attended general meeting of Baptist W. M. U. at Summerfield Friday.
 Several attended the singing convention at Vega Sunday.
 Mr. and Mrs. Williams of Littlefield visited in the Roe home Sunday.
 Our basketball boys and girls played a double game at Summerfield Friday. They lost but challenged the teams of Summerfield to win again.
 Mr. Urnie and Charles Eritt and Frank Corn were in Amarillo last Thursday.
 Mr. and Mrs. Jay of Summerfield were guests in the home of Mr. and Mrs. P. M. Houser Sunday.
 Mr. and Mrs. W. J. Gilliland of Hereford visited Sunday in the home of Mr. and Mrs. P. H. Gilliland.
 Mrs. Bess Turrentine and Mr. and Mrs. Gordon Ridgeway attended a birthday banquet honoring their grandfather Ridgeway at Wildorado Friday.

Holiday Week at Theatre to be Delightful

A good schedule of pictures for the holidays has been lined up by the Star theatre management. Today and tomorrow, Thursday and Friday, George Bancroft in "Derelect" will be seen and heard. This is a real action drama of rousing thrills. The star and story fit together like ships fit the sea.
 "Let Us Be Gay" with Norma Shearer, will be here Saturday matinee and night. Playing opposite the feminine part is Rod La Rocque, popular silent leading man man who has risen to new honors in the talkies. This is claimed to Hereford, Tulla, Happy and Summerfield.
 Mrs. W. L. Hutley and daughter Geraldine, and Buena Walker were in Amarillo last Thursday.
 Mr. and Mrs. J. B. Davis visited friends at Olton recently.
 Red Pounds of Cloudford, N. M., visited here recently.
 Mrs. J. D. Story has moved to Hereford to keep house for Dean while he attends school there.
 Mrs. C. H. Churchill has returned from a visit with her daughter, Mrs. Jim Florey, of Amarillo.
 Mr. and Mrs. Ott Behrends spent last week end with Kress relatives.
 Mr. and Mrs. Lee Curry and daughters spent the week end with relatives in Amarillo.
 Mrs. McGlaun of Tulla visited her daughter, Mrs. Vernon Hammon here last Friday.
 Mmes. Lewis Jay and Upton were in Amarillo Thursday.
 Mr. Rateliff of Roy, N. M., was visiting his daughter, Mrs. Adam Flowers, here Tuesday night.
 Mrs. A. J. Blakemore and daughter spent last week in Amarillo with relatives and friends.
 Mr. and Mrs. J. B. Davis and children were week end visitors with Amarillo friends.
 Mr. and Mrs. Ray Johnson and daughter left Monday for Palestine to visit her parents.
 Messrs. and Mmes. B. C. Roberson and Bernard Roberson spent Monday in Amarillo.

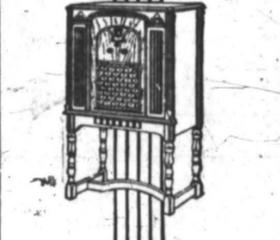
Summerfield

BY MRS. L. JOHNSON
 The W. M. U. associational quarterly meeting was held here Friday. The principal speaker was Rev. Cheek of Hubbard, Okla., a returned missionary from China. A very fine talk by Mrs. Ed Connell of Hereford was also received. A love gift was presented to the retiring president, Mrs. M. T. Shaw, one also to the retiring secretary, Mrs. W. E. Hicks. There were about 80 present and five churches represented, namely Frio,

be a smart performance.
 A side-splitting, uproarious farce-comedy is "Only Saps Work", coming to the Star Monday and Tuesday. It is not all comedy, for there is just the proper balance of a boy and girl romance, interwoven with a plot of mystery.
 Wednesday and Thursday there will be matinees each day and America's leading child actor, Jackie Coogan, and child actress, Mitzel Green, are seen together in "Tom Sawyer". Mark Twain's famous book of the adventures of Tom and Huck.



7 years ahead



Model 80—\$142.50, less Radiotrons

NEW Radiola Super-Heterodyne

Today we offer you the new Radiola which has been perfected after seven years of intense research by the greatest staff of radio engineers ever assembled.

Come in today for a private demonstration. You'll be thrilled by its performance, and amazed at its sensationally low price of \$142.50, less Radiotrons.



Radiola Super-Heterodyne 80—screen-grid, nine tuned circuits, electro-dynamic speaker, no A. C. hum. Also hear De Luxe model, with tone color control, and New Radiola Combination Phonograph with Home Recording feature. Nominal down payment—balance on convenient terms—liberal allowance for your present set.

RICE DRUG STORE

HELP YOURSELF

SPECIALS FOR FRIDAY AND SATURDAY

- | | | |
|-----------------------------------|--------|-----|
| ORANGES doz. | Small | 23¢ |
| | Medium | 37¢ |
| | Large | 48¢ |
| CRACKERS, two-pound box | | 29¢ |
| CHEESE, cream, pound | | 28¢ |
| SUGAR, ten pounds | | 59¢ |
| PEANUT BUTTER, quart jar | | 34¢ |
| LAUNDRY SOAP, ten bars | | 38¢ |
| OXYDOL, large | | 22¢ |
| PORK AND BEANS, three cans | | 25¢ |
| TOMATOES, No. 2 | | 10¢ |



Womack's Cash Grocery
 A huge basket brought hotfoot from Womack's and just laden down with good things to eat! Our prices will add to the Christmas cheer, and our fresh, delicious grocery specials will lend an incomparable flavor to the Yuletide feast.
WOMACK'S Specials for Friday and Saturday:
 coffee, Golden Light, 2 lbs sugar free with each
 Three-pound can \$1.50
 potatoes, No. 1 Idaho russett, 10 pounds 25¢
 macaroni or Spaghetti, four for 25¢
 trines, nice and large, per pound 10¢
 fresh vegetables, fruits, nuts, fruit cakes, Christmas candy. Standard grade merchandise at Standard Prices. We are located conveniently, less than a block from Hereford's busiest corner, 115 West Third street.
Womack's Cash Grocery
 We Deliver. Phone 87

COWS MOO FOR Merit MILK MAKER DAIRY FEED

It helps them make More Milk

Try a Sack

Milk Maker
 and see the difference.

West Texas Feed & Seed Co.
 PHONE 265

Gifts FOR SERVICE

Practical Gifts

FOR THE WHOLE FAMILY AT A

Great Saving

- Silk Scarfs, \$1.00 to \$4.00
- Ties of all kinds, 33c to \$1.50
- Silk Sox, three pairs for \$1.00
- Athletic shorts and pants, 50c to \$1.25
- Pajamas, \$1.00 to \$5.00
- Dress Gloves, 50c to \$3.95
- Belt Sets, \$1.00 to \$3.50
- Handkerchiefs, 50c to \$1.25 (three in a box)
- Stetson Hats and Caps, \$3.00 to \$16.50

Sweaters, lounging jackets, dress shirts, house slippers, suits, overcoats, top coat, blankets of all kinds, ladies' hose and handkerchiefs, house shoes, and a large stock of useful gifts for the family.

FREE GIFTS FOR THE CHILDREN—ASK FOR THEM!

The Popular Store

Progressive News
BY MISS OLIVE PERKINS

Progressive, Dec. 15.—Mr. and Mrs. Roy Wagner entertained at dinner Sunday Mr. and Mrs. Wagner, Hereford; John Stork and family, Hereford, and Joe Birkenfeld and family, Nazareth.

Mmes. Jake Tiefert and Henry Wedel and Miss Clara Wedel called on Mrs. Orin Russell and Mrs. Walter Russell Friday afternoon.

Mr. and Mrs. Arch Dougherty and daughter are spending a few days with her parents, Mr. and Mrs. Ira Ricketts.

Augustine Gregory, J. C. Weldon and Millard Gregory were dinner guests in the Park home Sunday.

Mr. and Mrs. Jess Caldwell visited her mother and sister in Canyon Sunday.

Mr. and Mrs. Clyde Russell called in the Hershey home Saturday afternoon.

The contest at the singing school is to end next Sunday night.

There will be a Christmas tree at the school house Christmas eve with a short program. Old Santa will be there with a treat for all the children.

Mr. and Mrs. Cecil Hodges and children visited in the Caldwell home Sunday.

Mrs. Russell and Mrs. John Rector, Jr., called on Mrs. Hershey and Mrs. Jim Ricketts Wednesday.

Mr. and Mrs. Charles Green are the parents of a baby girl who was born Thursday night. This is their third child. Mrs. Smith of Westway is helping care for her daughter, Mrs. Green.

Born to Mr. and Mrs. Elwyn Hutcheson Sunday night, a son.

Misses Lois and Lucille Park called on Mrs. Walter Caldwell Wednesday.

Mrs. Jackson of Hereford called on Mrs. Green Friday.

Fred Bush of Amarillo visited Tom Baker last week. They were old friends when they lived in Denton county.

Ray, Catherine and Mr. and Mrs. Horace Hershey were in Amarillo Saturday.

Mmes. W. C. Russell and John Rector, Jr., called on Mrs. Caldwell Wednesday afternoon.

Mrs. Baker and mother, Mrs. McBrayer, spent Thursday afternoon

in the Hershey home.

Mr. and Mrs. Bowman, Virginia and Charles called on Mr. Perkins and Miss Olive Sunday afternoon.

Misses Lois and Lucille Park and Leatrus Benson were in Amarillo Friday.

Mr. and Mrs. Luke McBrayer and daughter called on Mrs. Baker last Sunday.

Mr. and Mrs. Jess Caldwell called on their parents Sunday evening.

The literary society will meet Friday night.

Misses Lois and Lucille Park helped Leatrus Benson cook for the thrasher crew Monday.

Mr. and Mrs. W. A. Ricketts spent Sunday afternoon with Mr. and Mrs. Ira Ricketts.

Mrs. Wagner called on Mrs. Orin Russell Tuesday.

Mr. and Mrs. Ricketts and family and Mr. and Mrs. Arch Dougherty of Grady, N. M., visited in the Hershey home Sunday evening.

Mmes. Neel and Edwards called on Mrs. Jim Ricketts, Thursday.

Mmes. Ira Ricketts and Arch Dougherty spent Monday with Mrs. Luke McBrayer.

Messes. and Mmes. W. C. Russell, Ed Botts and Ira Ricketts and Mrs. Vick gave a reception at the Russell home Saturday night in honor of Mr. and Mrs. Clyde Russell and Mr. and Mrs. Clarence Botts. The evening was spent playing games and socially. Refreshments of cocoa and cake were served to about 75 guests from Progressive and Frio communities.

Progressive, December 11.—Mrs. Evelyn Hutcheson visited Mrs. Neel Tuesday.

Mr. and Mrs. Ernest Henry and children spent Saturday with her parents, Mr. and Mrs. Jim Park.

Progressive Women's Club will meet with Mrs. Ed Botts December 17, instead of meeting with Mrs. Blakemore.

Mr. and Mrs. Ira Ricketts and children went to Silverton Saturday where they visited relatives.

Mr. and Mrs. Jess Caldwell ate Sunday supper in the Gregory home.

Miss Olive Perkins called on Mrs. Tico in Hereford Wednesday.

Mmes. Higgins and Caldwell and Miss Eunice Caldwell called on Mrs. Orin Russell and son Thursday afternoon.

Mr. and Mrs. C. P. Caldwell, Mr. and Mrs. Luke McBrayer and daughter, Mr. and Mrs. Malcolm Cassels, Mr. and Mrs. Arch Conklin and children, Mrs. Conklin and Mr. and Mrs. Blakemore called in the Hershey home Sunday.

Mmes. Baker and Neel called on Mrs. Lois Russell Friday.

Mr. and Mrs. C. P. Caldwell and Eunice were dinner guests of Mr. and Mrs. Jess Caldwell Sunday.

There will be a sock social at Progressive school house Friday night, December 12. The public is cordially invited. A short program will be given and proceeds will be used to buy more playground equipment.

Miss Olive Perkins called on Mrs. Orin Russell Sunday.

Wyche Items
MRS. L. P. PERKINS

There will be a Christmas tree Thursday night at the school house. Santa will be there.

Mr. and Mrs. Ward called in the Thiele home Friday night.

Mrs. Thiele helped Mrs. Ott can keep Thursday.

Mrs. Bernhart sister of Mrs. Ott is visiting in Amarillo.

Paula May Edwards visited her grandparents, Mr. and Mrs. R. A. Edwards, Sunday.

C. V. Burgess and family visited relatives at Summerfield Sunday.

Billie Landry visited Buster, Bradly Saturday night and Sunday.

R. E. Edwards and family visited home folks Sunday.

School has been taking advantage of the library and it is proving a great help to pupils and teachers.

School attendance was 88 per cent last month, the highest of this year.

Each child must make an average each day on every subject for a month to be on the honor roll.

Misses Priddy and Smith visited the latter's sister, Mary Smith, who is in training at a sanitarium in Lubbock.

Mrs. H. Earl Smith called on Mrs. Perkins Friday morning.

Community club met with Mrs. Cook Tuesday when a Christmas party was had and gifts exchanged. Miss Gunter made a talk on gifts and package wrapping. The club held the apron sale Saturday, selling all but four aprons.

Mrs. J. A. Young was called to Sayre, Okla., by the illness of her son, Ethridge.

Anna Hoffman visited Friday night at the Kuper home at Westway.

The Hoffman family were in Amarillo to see the Christmas pageant.

Berry Orr is able to be about after several days illness.

Mr. and Mrs. Thiele called in the Perkins home Friday evening.

Mr. and Mrs. Ewton went to Amarillo one day last week.

Anna Marie Kuper visited in the Hoffman home Friday night.

Mrs. R. W. Elliott and children were in Amarillo last week.

Mr. and Mrs. Wes Bradley were in Amarillo Thursday.

Misses Priddy and Smith visited Miss Priddy's sister, Mrs. Ray, at Amarillo over the week-end.

There will be one week of vacation Christmas, beginning December 18.

Mr. and Mrs. H. Earl Smith were in Dimmitt Sunday.

Miss Smith will spend Christmas at Artesia, N. M., Miss Priddy at Bellvue.

Mrs. Perkins visited Mrs. N. G. Elliston Monday.

Woodrow Carmichael visited E. W. Borton Sunday.

Flagg News
By MRS. W. T. SUMMER

Congratulations are in order to Strather Walker of this community and Miss Bobbie O'Brien of Altus, Okla., who were married at the home of the bride's parents last Saturday.

Rev. Coe, Plainview, will fill his pulpit here Saturday night and Sunday morning and night.

Mr. Boyd of Plainview visited in the McGee home Sunday.

The home demonstration club met at the Sid Shefey home last Thursday in an all day meat canning, when roast, chili, steak and

meat loaf were canned. The day and occasion were enjoyed by all.

Mr. and Mrs. Joe Deusswager and children were dinner guests of Mrs. H. Ballaw Sunday.

Sid Shefey and family were Sunday guests in the Dodson home.

Mr. and Mrs. Floyd visited Mr. and Mrs. White Sunday.

C. J. Johnson, Lynal Floyd and Junior Ballaw spent Saturday with Arthel Summer.

Mrs. Cryer and children were guests of Mrs. N. A. Arms Sunday.

Mrs. Ballaw spent Friday afternoon with Mrs. W. T. Summer.

P. T. A. will render a Christmas program at the school house the 19th. All are welcome.

Arney News Items
By MRS. F. W. FORTNER

Mr. and Mrs. M. Davis live at the former Ed Balley home, the Balleys going to Canyon.

Several from here are attending the revival at Happy.

Mrs. Arney played Nazareth, Friday, winning 25 to 5.

Lots of Arney people went to Amarillo Thursday to see Santa.

There will be a Christmas program at the school house.

Messes. and Mmes. Lee Hutson, Marion Davis and families, Mr. Pitman, Henry Dixon and Mr. and Mrs. Ross Campbell were in Tulla Monday.

Several have been attending the Norris revival in Amarillo.

Mr. Lindley preached at Arney Sunday night.

Lawrence Taylor is visiting in Levelland, Dallas and Houston.

Mr. and Mrs. Ray Reed visited her parents, Mr. and Mrs. E. Tibbon, Saturday.

Miss Juanita Hutson and Misses Park of Canyon spent the week-end with home folks.

Mr. Norman is helping in the store at Arney.

Dawn Items
By MISS LOVIE MAYFIELD

Miss Ruby Harris spent last Sunday evening with Miss Lois Anderson.

H. E. Miller and family called in the W. L. Harris home last Sunday.

Glenn Greer and family visited the Ed East home Sunday.

Mr. and Mrs. W. F. Mayfield and son, Tom, visited in Hale Center a few days last week.

Harold Posey visited the Mayfield home Sunday.

Misses Lovie and Lorena Mayfield spent Sunday in the A. J. Morris home.

Miss Eagle, geography teacher of W. T. S. T. C., entertained a large crowd at the school house Monday evening with an educational film picture show of Mexico, the Panama Canal and Philippine Islands.

C. W. Crossin and family of Canyon visited in the A. J. Morris home Saturday evening.

Mrs. W. F. Mayfield visited the W. J. Stewart home Friday.

H. E. Miller and Lois Anderson visited in the A. J. Morris home Saturday evening.

Buster Greer visited the Mayfield home Saturday.

Misses Maxine Barnes and Myrtle McGowan called in the Mayfield home Saturday.

C. L. Goad and family entertained a large crowd at their home last Saturday evening.

Miss Myrtle McGowan spent last week in the P. H. Barnes home.

Miss Modine Barnes spent last week end in the H. H. Miller home.

Mrs. and Mrs. W. F. Mayfield visited the H. H. Miller home Saturday evening.

P. T. A. met last Friday evening and the crowd was well entertained with the play, "How the Grow," played by a number of mothers of this community.

Card of Thanks.

We wish to express our love and gratitude to all who Thanksgiving day a pleasant joy to us—also a foretaste Christmas cheer by the M. do sent to us. We do appreciate the thoughtfulness of our friends.

We have listened to many religious programs we other would have been denied.

Mr. and Mrs. J. B. Phillips



Smokes
FOR CHRISTMAS

Cigars, Cigarettes and Smoking Tobacco

THE GIFT THAT IS SURE TO PLEASE HIM!

A good assortment to select from in pipes, cigar and cigarette holders at special holiday prices.

Theatre News
Stand

Next to Star Theatre.

Santa Fe

LOW ROUND TRIP FARES

Account
CHRISTMAS AND NEW YEAR HOLIDAYS
1930-1931

From Stations in Texas

To Long Beach, Los Angeles, San Diego, San Francisco and Santa Barbara, Calif., and to all points in Arizona. On sale December 16, 17, 18, 19, 20, 21, 22, and 26, 1930. Return limit January 15, 1931.

To all stations in Arkansas, Colorado, Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, North Dakota, Oklahoma, South Dakota, Wisconsin and Wyoming and to certain destinations in Idaho, Illinois, Indiana, Kentucky, Manitoba, Michigan, Mississippi, New Mexico, Tennessee and Utah. On sale December 19, 20, 21, 22, 23 and 24, 1930, return limit January 6, 1931.

To all points in Texas and Louisiana. On sale December 18, 19, 20, 21, 22, 23, 24, 25, 30, 31, 1930, and January 1, 1931. Return limit January 7, 1931. Also on sale December 24. Return limit December 26, 1930, and on sale December 31. Return limit January 2, 1931. For further information, rates, routes, reservations, etc. Call

J. E. BEYER, Agent, Hereford, Texas

Or Write
T. B. GALLAHER, General Passenger Agent, Amarillo, Texas

Furniture

We Buy, Sell or Exchange

NEW AND USED FURNITURE

You Are Invited to Call.

Burns Furniture Co.

Phone 111. 110 South Main St.

GIFT HOSIERY

Munsingwear
Nationally
Advertised Brands
to Select From!

You never have to worry about duplication of gifts when you give hosiery—for no woman ever has too many pairs! We advise you about the new colors and heel styles—and whether you select service or chiffon weights you can be sure they will give perfect satisfaction.

SELECT HER GIFT HOSIERY

Whether one, two or three pairs all of our silk hosiery comes in all the wanted new seasonal shades. Prices \$75 from \$1.00 to \$2.50 the pair, depending on the quality.

Fox Mercantile Company

Toys For the Children

Tricycles, Bicycles, Footballs, Coasters, Watches, Pocket Knives, and a Number of Toys for the Kiddies.

USEFUL THINGS FOR THE OLDER FOLKS AND FOR THE HOME

Percolators, Urns, China and Glassware, Aluminum ware, Roasters, Alarm Clocks, Silverware, Electric Toasters, Electric Irons—EVERYTHING FOR THE KITCHEN.

Kerr-Anthony Hardware Co.
Phone 169

PUBLIC FARM SALES

Monday
December 22
AT 1:30 P. M.

I will sell at public auction my entire farm equipment and livestock. Location, one and one-half miles west on Harrison Highway, then one mile north, then one mile west and a half mile north on the O. J. Bee farm, about four miles northwest of Hereford.

FARM MACHINERY

- 1—Iron-wheel wagon with rack.
- 1—Grain wagon and bed.
- 1—P. & O. one-row lister.
- 1—Four-horse Osborn disc harrow.
- 1—Two-row Emerson lister-cultivator.
- 1—One-row cultivator.
- 1—Two-section drag harrow.
- 1—One-row sled with knives.
- Double trees, single trees, sweeps, etc.
- 5—Sets of harness.
- 1—No. 12 DeLaval cream separator.
- 1—Good sewing machine.

LIVE STOCK, HORSES AND COWS

- 1—Horse, coming six years.
- 4—Mares, smooth mouth.
- 2—Jersey cows, seven years old.
- 1—Three-quarters Jersey cow, four years old.
- 1—Three-quarters Jersey cow, 3 years old.
- 1—Jersey cow, 2 years old.
- 1—Jersey heifer, springer.
- 3—Jersey heifers.
- 2—Jersey steer calves.
- 1—Good two-year-old Jersey bull.
- 1—Brood sow.
- 9—Shoats.
- 6—Shoats, weight about 110 pounds.

CHICKENS AND CHICKEN COOPS

- 7—or 8 dozen Rhode Island hens, high bred, good on lots of good friers.
- 3—Thoroughbred R. I. Red roosters.

Miscellaneous articles, such as forks, shovels, large trough, galvanized iron hog trough, and many things you need around the home too numerous to mention. Many other things of all descriptions not listed will be offered.

BUNDLE FEED.
2800—Bundles of Hegari, some grain.

TERMS: CASH.

J. E. COCKRELL, Owner
Miles Roberson, Clerk. Ray Barber, Auctioneer.

International Sunday School Lesson

BY DR. J. E. NUNN

December 21, 1930.

TIMOTHY

Influence of Home Training
1 Timothy 1:1-6; 2:14-18.

Introduction.

We have the choice today of a Christmas lesson on the birth of Christ, or "Timothy: The Influence of Home Training". Most teachers will probably desire to pursue our regular series of lessons through today, using Timothy and his home training as an admirable illustration of our lesson subject. Where could we go for a finer interpretation of home influence at this Christmas season in the lovely home at Lystra where Eunice and Lois made an atmosphere so helpful to young Timothy? If at this Christmas season our fathers and mothers may come anew to recognize the privilege of creating the right home influence for their children, will be a Christmas well pleased to our blessed Lord.

Timothy and Paul.

Timothy worked with Paul longer than any other person. Paul loved him. He called him his "true child of the faith"—of one mind with himself, and doing the work of the Lord even as he did. The more we learn of Timothy, the more the better we will understand a great teacher and friend, Paul. And this second letter of Paul to Timothy is the last of the Apostle's writings. It is his farewell message, not only to the younger preacher, but to Christians of all ages. It was written during his imprisonment in Rome. He is near the end. Every sentence seems to breathe the yearning soul of the great man. Often throughout this letter we come upon the phrase "the life which is in Christ Jesus", which is the very key to Paul's great heart. "The life which is in Christ Jesus" is the promise of the life of Christ; the life is the end, and Christ is the way.

Timothy's Home.

Reminding Timothy of the blessing of the godly home in which he had been nurtured, Paul admonishes Timothy to stir up the gift of God—literally to stir into flame the endowment of power which God had given him.

Timothy's Bible Training.

Paul was eager not only that Timothy should quicken to a flame the power of the Holy Spirit imparted to him, but also that the young preacher should bear in mind all the sacred wisdom which had come to him from the Scriptures. "And that from a babe thou hast known the sacred writings." That is, the Old Testament, since no part of the New Testament was written when Timothy was a young child. It was a requirement of the rabbis that a child should begin to learn the law by heart when five years old. "Which are able to make thee wise unto salvation through faith which is in Christ Jesus." Paul's words are a warning that Bible reading alone is not enough; it must be accompanied by faith in Jesus Christ,

beginning of this message to remind Timothy of his blessed estate. Four times in four verses he calls his remembrance back to his good home and the noble example of his mother and grandmother. The secret of the strength of Timothy was the religious tendencies of Eunice and Lois. You can explain the average good man by the fact that he had a good mother. Let us be reminded in this lesson of our debt of gratitude to our fathers and mothers.

Family Religion.

Is it not clear that the instance of the religious tendency, and the sacred influences which nourish it, are the formative data of our character? Are they not often the determining factors in human experience? Heredity plays as large a part in religion as it does in any department of human life, and in Scotland there are few men who cannot trace their religious dispositions to some ancestral source. When James' Anthony Froude went through Carlyle's letters he found one endorsed with a trembling hand, "My last letter to my mother." And here is an extract that has become familiar to us: "I am now grown old and have had various things to do and suffer for so many years; but there is nothing I ever had to be so thankful for as the mother I had. May God reward you, my dearest mother; I never can. Think, too, of the tribute Wesley paid to his remarkable mother. It is possible that he never wrote a tenderer passage than that which contains these words: 'Her understanding was as good as her heart; it is from her that I have inherited that alertness of mind and quickness of apprehension without which it would have been impossible for me to have undertaken half of what I have performed.' While it is true that a man must be more than the product of the traits of his ancestors, it is nevertheless true that the fibre of his manhood is the bequest of a pure and Christian parentage. It was so with Timothy. He had inherited the religious tendency from Eunice, and through her influence he remained true to it. It was the secret of his strength.

Source of Christian Efficiency. The home the source of Christian efficiency. This is the outstanding lesson of Timothy's career. "The groundwork of his character was fidelity to the Word of God. He had learned the Scriptures in his old home at Lystra. The best Christian is a Bible Christian and the best minister is one who not only believes in the inspiration of the Scriptures, but can rightly adjust them to the needs of those who hear him."—David James Burrell.

Timothy's home training in the Bible made him an ideal friend. "In the whole range of the world's literature and history there are few friendships which can be compared to that of Paul and Timothy."—Carl Herman Dudley. Fidelity to the dear ones at home means fidelity to friends abroad, and faithfulness to God implies faithfulness to man also. Paul knew that he could depend on Timothy because Lois and Eunice could depend on him. "Whatever the husbands and the fathers in our households may do, let all wives and mothers live a life like the lives of Lois and Eunice, and they will have their reward."—Alexander Whyte.

Mrs. Alton Fraser accompanied her kindergarten class to Amarillo where the children enjoyed the great holiday pageant.

whose Holy Spirit will guide us into all truth. Without this faith, though we may admire the literary qualities of the Bible, and practice its moral precepts, it will have no power over our souls to save us from sin.

"Let not Moses nor any prophet speak to me; but speak thou rather, O Lord God, who are the inspirer and enlightener of all the prophets; for thou alone without them canst perfectly instruct me, but they without thee will avail nothing. They may indeed sound forth words, but they do not add to them the Spirit. The show the way, but thou givest strength to walk in it."—Thos. A. Kempis.

The Bible, The Impregnable Book. "No other book has ever provoked such fierce opposition as the Bible. If fires and acids could have destroyed it, it would have been lost and forgotten long ago. The ancient cities of the world were lit with bonfires of Bibles; yet the Book survives without the smell of fire upon it. The corrosive acids of unfair criticism have been poured upon it from time immemorial; but they have not destroyed a single page of it. The Book is its own greatest miracle. It stands, to use the words of Gladstone, as 'the impregnable rock.' He was thinking of Gibraltar, which guards the Gates of Hercules, where the storms of the Atlantic and Mediterranean meet in a mighty grapple. Its foot is strewn with wreckage of ships that have defied it; but Gibraltar stands. In like manner the Bible survives its foes. Surely the people is grass, the flower fadeth, but the word of our God shall stand forever."—David James Burrell.

Source of Christian Efficiency. The home the source of Christian efficiency. This is the outstanding lesson of Timothy's career. "The groundwork of his character was fidelity to the Word

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FOR JOB WORK, TRY THE BRAND

Getting Up Nights

If Getting Up Nights, Backache, frequent day calls, Leg Pains, Nervousness, or Burning, due to functional Bladder Irritation, in acid conditions, makes you feel tired, depressed and discouraged, try the Cystex Test. Works fast, starts circulating thru the system in 15 minutes. Praised by thousands for rapid and positive action. Don't give up. Try Cystex (pronounced Ciss-tex) today, under the Iron-Clad Guarantee. Must quickly allay these conditions, improve restful sleep and energy, or money back. Only 50c at

CORNER DRUG STORE

Butter In Class by Itself

Butter is in a class by itself. It is one of the most easily digestible fats and undoubtedly, when considering the oils and fats dietetically, it is the best source of Vitamin A.

Be Sure and Ask for Cream O' Plains Butter at Your Grocer

Farmers Creamery Ass'n, Inc.
Hereford Phone 3.

50,000 housewives can't be wrong!



Tested--Tested--Tested--in 50,000 homes--for every baking purpose--by all sorts of recipes! 50,000 housewives have found that they get best baking results with this superior flour. What a tremendous testimonial for dependable quality.



At Your Grocer's

Walcott School

Walcott, Dec. 12.—Our school has a new flag pole, made and put up by Henry Mason, one of the school boys, with others assisting him in the work. Mrs. Arvel Jones spent a day recently with Mrs. Lawson Hicks, who underwent an operation for the removal of her tonsils. Mrs. Bridges of Amarillo was in this community recently. Our school has received its membership pins and posters showing it to be duly registered with the American Junior Red Cross. Felix Kuykendall escaped injury when a truck in which he was hauling feed overturned into the

ditch, stripping the entire truck bed from the frame. Rufus Locke and wife have returned from a visit with relatives at Post. Noel Jones and family have returned from Oklahoma. Misses Camp and Hoskinson attended the meeting of W. T. S. T. C. ex-students at Hereford Saturday. Mr. and Mrs. George Walker have moved to the Jones house across from school. Rev. Harper preached to a fair-sized crowd Sunday. Singing was led by Mr. Garrett. This was his first trip out here. Calvin Martin visited with S. H. Hicks Sunday. Thomas Martin spent Sunday with Henry Mason.

Ella Mae Martin was a visitor in the home of Mrs. Arvel Jones one day recently. The Martins and Jones visited together Sunday afternoon. The Garrett family visited with relatives in Hereford Sunday. Mr. and Mrs. Will Gentry spent Monday with the Culpepper family. Mr. and Mrs. W. A. Gentry have been in Lella Lake looking after business interests there. Mrs. G. A. Frye of Amarillo, who has been here visiting her parents, Mr. and Mrs. A. Stone, was accompanied home by them for a holiday visit.

FOR JOB WORK, TRY THE BRAND.

Pinched for money!



Many a financial hard knot can be cut by having GOOD CREDIT

Everyone gets that way some time. And then it is GOOD to have abundant credit. But only the person who has the reputation of being "prompt pay" commands the trust of those with whom he does business. Dilatory payment today does not begot confidence.

First State Bank

CHRISTMAS GIFTS

PRACTICAL AND ATTRACTIVE

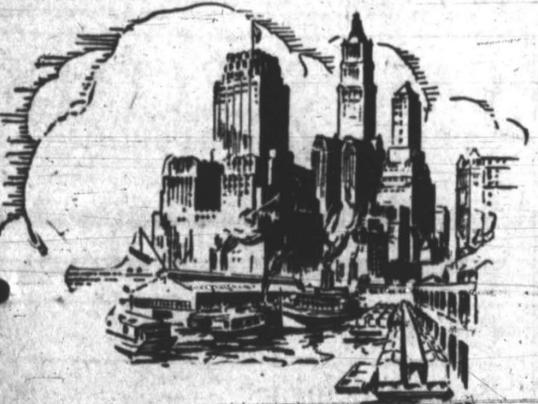


Our Store is brim-full of the finest Christmas Gifts for every member of the family, ready to serve the Christmas Shoppers with the most complete stock of Christmas things in the history of our company.

You'll revel in the multitude of new things to give—clever—fascinating—to please Mother, Dad, Sister, Brother, Baby and all your women and gentlemen friends. We're ready for you and you are going to be pleased with the wonderful selection we offer you.

Sprouls-Cronin & Co.

HEREFORD



Think Big Things Have Money

THE Woolworth Building in New York was built from the profits on five and ten cent sales. Nickels and dimes "thrown away" keep many men and women "broke" and in DEBT. START SAVING REGULARLY NOW We Welcome YOUR Banking Business

THE FIRST NATIONAL BANK OF HEREFORD—a strong bank thoughtfully managed



STORE of WONDERFUL GIFTS

JUST A FEW DAYS UNTIL CHRISTMAS

All over our store are a THOUSAND AND ONE THINGS that will make IDEAL CHRISTMAS GIFTS. Our immense stock takes every one into consideration—from the largest to the smallest—father, mother, son or daughter, husband, wife, sweetheart or friend. THE TIME IS GETTING SHORT—IT WON'T BE LONG NOW. Come in and make your selection WHILE THERE IS A WIDE CHOICE OF GIFTS!

- | | | | |
|-------------------|---------------------|---------------------|-------------------------------|
| Table Pads | Men's Toilet Sets | Cigars | Perfumes |
| Dresser Sets | Ladies' Toilet Sets | Cigar Cases | Cutex Sets |
| Military Brushes | Candles | Cigarette Cases | Manicure Sets |
| Shadow Lamps | Bridge Table Covers | Cigarette Holders | Electric Egg Bolders |
| Electric Heaters | Bread Boards | Cigar Lighters | Tinker Toys |
| Shaving Sets | Vacuum Bottles | Humidores | Fish Aquariums |
| Foot Stools | Chinaware | Pipe Sets | Waste Paper Baskets |
| Pocket Knives | Radio Benches | Scooters | Radio Ornaments |
| Strap Watches | Clocks | Week-end Cases | Book Ends |
| Pocket Watches | Flash Lights | Stationery | Door Stops |
| Watch Straps | Bibles | Diaries | Salt and Pepper Shakers |
| Watch Chains | Games | Photo Albums | Electric Popcorn Poppers |
| Tooth Brush Sets | Toys | Address Books | Drinkless Kaywoodie Pipes |
| Smoker Sets | Playing Cards | Bed Lamps | Demuth Milano Pipes |
| Smoking Stands | Bridge Sets | Cuckoo Clocks | Christmas Tree Decorations |
| Incense Burners | Harmonicas | Brunswick Portables | Christmas Wrapping Paper |
| Ash Trays | Whitman's Candles | Christmas Wreaths | Fountain Pens and Pencil Sets |
| Perfume Atomizers | Pangburn's Candles | Compacts | |

CITY DRUG STORE

Phone 300

We Give *S.N.* Stamps

Friona Men Died Suddenly of Motor Fumes

Friona, Texas, December 17.—Carbon monoxide poisoning from the exhaust of a truck which had backed up to the door of a kitchen while moving furniture claimed the lives of Tom T. Hunt, 43, and Carl Pierce, 25, Monday morning.

Mr. Hunt who made his home near Clovis, and who was a close friend of J. H. Blowett who lives about five miles south of here and with whom he was staying at the time of the tragedy, leaves a host of friends but no known relatives.

Carl Pierce had lived in the Friona vicinity for about two years and leaves a widow and a five-months-old baby. He was a son-in-law of Mr. Blowett and a brother-in-law of Mrs. Frank Sysvestek.

Monday morning the two men came into town to help M. H. Sylvester move from his home across the street from the gin. They could not get the truck started and Mrs. Sylvester took another car and pulled the truck around until the motor started. The men then backed the machine up to the door of the kitchen for convenience in loading and owing to the fact that the engine was sizzling up, let it run for a period of about 40 minutes while they were working on it and making some minor adjustments. The kitchen door was open and the exhaust gas from the car poured into that room. The men then cut off the motor and went into the deadly gas-filled kitchen closing the door behind them. They cut off the natural gas and disconnected the cook-

stove which they started to put into the truck before being overcome. Tom Hunt fell from the rear of the truck through the kitchen door onto the floor and Carl Pierce fell to the floor of the truck overcome by the deadly gas. Carbon monoxide is very deadly and has no odor, therefore the men did not realize that while in the kitchen they were breathing the deadly fumes. Dr. McElroy was immediately called to the scene and administered restoratives but without results. The men never regained consciousness and died within a very few minutes.

For some time it was believed that the men were victims of the natural gas used in cooking and heating the house but this is not true. Mrs. Sylvester says that they went out and cut off the gas before disconnecting the stove. Carl had worked for one time for the gas company and knew how to do this work and how to handle gas.

M. H. Sylvester was one of the first to arrive at the scene of the tragedy and says there was no odor of gas present. Frank Sylvester examined the line and says the gas was cut off at the meter. J. J. Curry, manager of the gas company, went to the scene and examined the meter and the valve and says that the meter was not running and that the valve was cut off.

Funeral services were held at the Methodist church Tuesday afternoon at 3 o'clock. Rev. DeWitt VanPelt presiding and interment was in the Friona cemetery under auspices of the E. B. Black Company of Hereford.

Scores of Young Folk Appeared In Variety

The miscellaneous program or school variety presented at the high school auditorium Friday night is being acclaimed a great event by the big crowd that came out to see the Central school children perform. It was elaborate in scope and well presented, over 200 young pupils taking part.

The proceeds were also satisfactory and are now being used on Central school equipment. A geographical reference set has been purchased and other desirable additions will be made as result of the liberal patronage of the public, which received in return a high class entertainment.

LIONS ENJOY SONGS AND READINGS AT LUNCHEON

A good program was had at the Lions club Wednesday noon at the Hereford Hotel, with John McLean in charge. Mrs. Homer Fox, with two songs, and Mrs. James Witherspoon, with a dialectic monologue, "Half Hour on the Beach", favored the assembly in their delightful renditions.

President C. C. Acker announced there would be no meeting Christmas week and that the next luncheon would be held December 31.

H. D. Handley of Lubbock, member of the Lions club of his home town, was present as guest of Mr. McLean, and he spoke briefly of what the club might do here if the members so wished to take the lead.

BAPTIST LADIES ARE HOLDING WEEK OF PRAYER

The ladies of the First Baptist church are holding this week the Little Moon week of prayer. The prayer sessions begin at three o'clock in the afternoons.

Ward News Notes

BY MRS. WILEY ROBERSON

The teachers will give pupils a program and Christmas tree Friday afternoon.

Mrs. Ossyell of Sweetwater, Oklahoma, spent Thursday night with Mrs. Boyer.

Messrs. and Mmes. Bob Higgins, Wiley Roberson, George Lewis, Misses Hughes and Garrett, Gladys Lewis and Bob Allison attended a pie supper at Dean Friday night.

Mr. and Mrs. Jim Lipscomb visited the Malone home Friday night.

D. O. Williams and family, Mr. Lady and family and Winnie Ma-

rie Malone were in Amarillo last Thursday.

Mr. and Mrs. R. A. Kelly of Westway went with Rev. and Mrs. O. E. Boyer to Amarillo Monday.

Messrs. and Mmes. Bob Higgins, Jim Lipscomb, G. M. Suggs, Jack Hutson and Wesley Higgins and George Lewis were in Canyon Friday afternoon.

Mrs. Arlie Dean visited Mrs. B. Fulkerson Thursday afternoon.

Rev. and Mrs. Boyer and family and Mr. and Mrs. Jim Harrison and daughter were dinner guests in the W. R. Harrison home Sunday.

Mr. Saltzman and family spent Saturday in the Cox home at Hereford.

Mrs. John Hutson visited Mrs. Jim Lipscomb Friday.

Rev. Harper took dinner in the O. E. Boyer home Friday.

Ward Community club Christmas tree and program next Wednesday night, December 24. Be here, kiddies, for Santa will see you.

Mrs. George Rogers and children are visiting relatives in Rush Springs, Oklahoma.

Sunday school elected David Boyer superintendent, Miss Maye Harrison secretary, Mrs. Bob Higgins song leader, Mrs. Wiley Roberson, pianist, Mrs. Jack Hutson teacher card class, Jim Lipscomb



PORTABLE TYPEWRITERS



Light, sturdy, compact.

Get the Boy or the Girl "The Ideal Gift"

Better their grades, make their school work easier, let them learn to "typewrite" and they will thank you when they are grown, for it is a valuable knowledge.

They can learn easily by themselves without tutoring.

For an Underwood or a Remington Portable Typewriter in alluring colors and put up in holly packages, see me while my supply lasts.

Jowell Murchison At the Court House



Christmas Special OLD TIME FRUIT CAKE with FRUIT AND FLAVOR

that can only be remembered of yester-year!

- 1 lb fruit cake 50¢
- 2 lb fruit cake \$1.00
- 4 lb fruit cake \$2.00
- 5 lb fruit cake \$2.50

CHRISTMAS DINNER

will not be complete without a Fruit Cake. Buy now from your grocery or your bakery. All holiday special orders will be appreciated and given prompt attention.

Hereford Bakery The Home of Good Things to Eat. Phone 166

Children of St. Anthony's to Give Play

The school children of St Anthony's will give a play next Tuesday night at the Catholic school, beginning at 8 o'clock, according to an announcement. "Prince of Peace" is the title of the stage production.

Also there will start a mission or revival at the Catholic church here on January 4, to run for one week. Everybody is invited to attend these services.

REV. ROSS BUILDS NEW CHURCH AT HOBBS, N. M.

Rev. Jas. T. Ross, who was Presbyterian pastor at Hereford about two years ago, is finishing up a new Presbyterian church at Hobbs, an old town of New Mexico, according to news received from John Duncan and W. A. Carroll, who have returned from stuccoing and plastering the building.

Rev. Ross went from Hereford to Eastland and then moved to Hobbs, where he is now the pastor.

acre places in South Hereford, proving a great success. Under 35 pounds pressure is piled to the two houses and ages. The plant is housed in underground concrete room 8 feet which does away with danger of freezing. The cost of plant installed, including the crete room was only \$250.

Notice

Hereford Benefit No. 2 meet Tuesday, December at 3:00 p. m. at the secretar office in the Beene and Wh head barber shop for the p pose of electing officers 1931.

W. H. Ray, President. W. W. Bennett, Secretary

Electric Pump Is Automatic, Proves Success

The automatic electric pump installed during the past few days for L. Baskin for the purpose of furnishing water for his two five-

CASH SPECIALS FRIDAY AND SATURDAY

SUGAR	Brown three pounds	20c
PREMIER	Saled dressing, large 32c, medium size	24c
Cake Flour	Regular size, Swan Down	31c
Powdered Sugar	Three packages	26c
COCOA	Hershey's, 1 lb 29c 1/2 lb 14c	16c
COFFEE	Morning Joy, large can cup and saucer	\$1.28
Cranberries	Two quarts	35c
CRACKERS	Merchant, two pounds Salad Wafers	28c
Pineapple	Large also No. 2 1/2 sliced or crushed	26c
CELERY	Extra large Jumbo	15c
Dill Pickles	Libby's, quart size	23c

Bakers Cash Grocery MONT E. BAKER, Proprietor.



Exquisite Grooming

That daintiness, that subtle charm, 'tis a woman's dearest asset and worth preserving.

Waving, Manicures Bobbing, Facials and Shampoos

Located in the Beene & Whitehead Barber Shop

Rosebud Beauty Parlor Phone 501

Want Ads

Wanted

STOCKMAN: I must live, so must you. With cash to live on and balance in notes, we will ride these hard times down if it takes all summer. Will you help me out now. Dr. F. E. Bove. 49-3p

WELL BUTCHER hogs for the public. Reasonable charge; see I. V. Flowers, South Hereford. 48-2p

WANTED: House work by the hour or week. Phone 268. Miss Annie Harris. 49-1p

WANTED: Saddle, I will pay cash for a good used saddle that is reasonably priced. B. H. Kirby, Box 217, Hereford, Texas. 48-2p

WANTED: Plowing of any kind. Prices reasonable, work guaranteed. Practically new equipment. C. P. McCollough or B. B. Farmer, phone 436. 49-1fc

STOP at the Moore Hotel near the shopping district, or at the Verdun Hotel near the Santa Fe depot, when in Amarillo doing your Christmas shopping. 48-3c

FOR RENT: Two apartments in Duplex, furnished or unfurnished, modern. Phone 148. J. M. Gilliland. 45-1fc

FOR RENT: Two office rooms over Corner Drug Store. W. B. DAMERON. 49-1p

FOR RENT: Three room apartment, unfurnished, bath, garage. F. L. Lucas. 47-1fc

FOR RENT: Furnished apartment with outside entrance, also garage. Mrs. J. P. McMahon, Phone 354-W. 49-1fc

FOR RENT: Improved 5 acre place, electric lights, gas, running water. Also daily mail delivery. L. Baskin. 48-3c

FOR RENT: Furnished apartment, gas and water paid; continuous hot water. Mrs. Barnard, 312 East Sixth street. 49-1p

SPLENDID three room apartment, either furnished or unfurnished. Inquire 517 East Eleventh, or phone 194. 37-1fc

Lost and Found

FOUND: On North 25-Mile Avenue, a black leather spectacle case. Owner call at Brand office. 49-2th

FOUND: Fourteen keys on one ring. Call at Brand office. 1-4h

For Sale or Trade

Home grown Irish potatoes for sale. No. 1, \$1.80 per 100; No. 2, 1 cent per pound. At Twin City Implement Co., south of city hall. Guaranteed to cook good. Joe Ballinger. 49-1p

FOR SALE: A few fat turkeys, dressed or on foot. Phone Mrs. A. B. Schulz, Phone 281. 49-1p

Yes, we have good hegar! bundle feed with plenty of grain. Will deliver. G. L. Woods, Phone 9026-F2. 47-4p

Use home-made flour from home-grown wheat. Forty-eight pound cloth sack, \$1.30. Bran, 100 lbs. \$1.40. Community Mills, across the Santa Fe. 49-1fc

FOR SALE: Beautify your home by planting evergreens, shrubs and shade-trees. Phone 250. J. F. Ward. 45-1fc

FOR SALE: New Detroit Jewell circulating gas heater, parlor size. See or phone Ray Barber, 241. 49-1c

FOR SALE: Watkins products Ask for my special. Geo. W. Smith, phone 9025-F2. 44-4fc

FOR SALE: Good used battery set radios, priced very reasonable. Orr's Tailor Shop. 49-2p

FOR SALE: One good coal heater, one good Barlet oil heater, both like new. A. H. Elliston. 47-1c

FOR SALE: Bunch of nice turkeys; also nice fresh milk cow and good hegar! bundles. O. E. Sherman. 49-2c

FOR SALE: Beautiful new modern stucco home, one block west of 25. Mile Avenue; little money will handle. See G. B. McElroy. 49-1p

FOR TRADE: 5 room house and 100 acres to trade for half section. See J. E. Gray, Dunlap building. 42-2p

FOR SALE: Plant your evergreens, shrubs and shade trees now. Phone 250, J. F. Ward. 45-1fc

FOR SALE—Or exchange, choice city lots at remarkable bargains. JOWELL MURCHISON. 18-1fc

FOR SALE: Ten room modern apartment. Five room modern bungalow, easy terms. Phone 456. A. C. THOMPSON. 35-1fc

FOR SALE: Have a fine assortment of fruit trees and grape vines at right prices. Phone 250, J. F. Ward. 45-1fc

FOR SALE: Have 5 barred rock cockerels of the famous Parks egg laying strain of Altoona, Pa. Well developed and priced right. Phone 9020-F12. H. Earl Smith. 48-2p

FOR SALE or trade a battery radio. Phone 48. 48-1c

FOR SALE—\$7,800 for improved 140 acres only 8 miles from Hereford, 120 acres in crop goes with sale, 6 per cent terms. \$2,800 for fine 80 all in cultivation. Bargain price on section, all in cultivation and well located. \$3,500 for improved 20 acre place edge of town, gas available, 6 per cent terms. L. BASKIN, phone 138. 23-1fc

\$30 per acre for 320 located 28 miles northwest, near railway, 1 mile to school, 240 in crop goes with sale; also lease on other half section. \$30 per acre for improved quarter on creek, 120 in crop goes with sale; also lease on other quarter nearby, 10 miles to elevator. \$2750 for well improved 5 acre place, gas, electric lights and daily mail service. \$350 for block of ten lots, natural gas available. \$2750 for 8 room modern house with two big lots, east front. \$200 for fine east front building log, gas and electric service. Easy 6 per cent terms. L. BASKIN, owner. 23-1fc

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

Lodge Directory

HEREFORD LODGE No. 476, I. O. O. F. meets Monday 8:00 p. m. Visiting Brothers welcome.

HERMAN STEWART, N. G. L. H. Foster, Secretary.

HEREFORD POST NO. 192 AMERICAN LEGION Meets at 8:00 p. m., first and third Thursday night in County Court Room. 45

Card of Thanks.

Expressing our thanks to our friends for their kindness, sympathy and aid during the sickness and death of my beloved husband is more than mere words can express. In my heart we know and feel; words cannot convey my appreciation and thankfulness. And especially am I thankful for the beautiful floral offerings.

MRS. TED THOMAS.

ROSEBUD BEAUTY PARLOR OPENED BY MRS. PHILLIPS

The Rosebud Beauty Parlor was opened in the Beene & Whitehead barber shop Saturday by Mrs. M. W. Phillips, who is specializing in all beauty shop work. Mrs. Phillips formerly had a shop in the Beene-Lambert building. She has been away from Hereford since May, but returned November 1 to prepare for reopening a beautiful parlor.

Mrs. J. C. Parker and Mrs. Alton-Fraser were Amarillo visitors Thursday of last week.

Club Yearbook to Be Ready at Council Meet

The county home demonstration council meets at 2:30 Saturday in the club room at the court house. Every council member is urged to be present as this is the time to get the 1931 year book and also the last meeting of the year. The following program will be given:

Song—Jingle Bells.
Roll call: A gift that I have gotten pleasure from.
Christmas story, Why the bells rang: Mrs. J. W. Berry.
Song—Silent Night.
Talk: Miss Gunter.
An exchange of Christmas recipes and helpful household suggestions will be held. Refreshments will be served after the program.

Returns December 29.
Miss Gunter met her last club Tuesday at Dawn, as she is preparing her annual report both statistical and narrative before leaving for the holidays. She will be back in her office December 29, and if anyone wishes her early work done in January it would be wise to drop in the week after Christmas and sign up.

Christmas Cake Recipe.
As many have asked for an inexpensive Christmas cake the following recipe is recommended by Miss Gunter for Pork Cake:

One pound leaf fat ground fine, 3 cups hot water poured over fat and let stand until cool, 5 cups brown sugar; 1 lb raisins or 1/2 raisins and 1/2 nuts; 6 cups flour, 2 tsp soda sifted in flour, 1 tsp nutmeg, 1 tsp cinnamon, 1 tsp cloves. Mix in order given and bake in square layers. Ice with a powdered sugar icing. This cake is better if baked a while before Christmas.

O. W. Wharton and family of Tucuman were here Saturday looking after a wheat crop located about 20 miles west of Hereford.

A set of new radio tubes or batteries would make a fine gift for someone. RICE sells them. 1c

FOR JOB WORK, TRY THE BRAND

BUSINESS MEN TO SEND GREETINGS TO CITIZENSHIP

The Brand will be issued sufficiently early next week to be distributed to subscribers by Christmas day. Most of the business and professional men have prepared their copy or are planning to take space in the next issue of the Brand to express appreciation to the buying public and extend holiday greetings to everybody.

Readers are pleased to be accorded this courtesy and fine gesture of friendship with the establishments with which they have dealt the past twelve months. Your newspaper is equipped to assist the advertiser in preparing appropriate Christmas expressions of good will.

Call of Church Is Accepted by Boultinghouse

A call for another year was extended to Rev. J. W. Boultinghouse by the congregation of the First Christian church in a business session Sunday morning, and acceptance was made by the pastor.

During Rev. Boultinghouse's ministerial tenure in Hereford he has been instrumental in strengthening the church, promoting spiritual affairs, identifying himself with civic movements, and building up quite a reputation for himself as a preacher in delivery of unusual thoughtful sermons and messages from the pulpit. Retention

CREAM WANTED—25c
Your track, we pay the transportation. Butter market weak but our price is still market value. Prices quoted subject to Market CHANGE. For the past ten days our price has averaged 8c over and above regular station prices. You can't afford to take less for your cream. Ship us. We guarantee to satisfy.

FALLS CITY CREAMERY CO.
Falls City, Nebr.

PRESBYTERIAN YOUNG PEOPLE HAD PARTY

The young people of the Presbyterian church entertained with a Christmas party Tuesday night of this week at the home of Mrs. Charles Donald. The Donald home was beautifully decorated in Christmas colors and a Christmas tree laden with exchange gifts for each one present. A dainty luncheon was served, consisting of date loaf and tea, to 20 guests. Favors were candy Christmas trees.

"Purposes of the program," said Rev. Boultinghouse, "will be to present the needs of the old people and orphans home of our brotherhood. And the offering which is made will be sent to our homes in Dallas."

MUSICAL PROGRAM AT BAPTIST CHURCH SUNDAY MORNING

A feature of the services at the Baptist church Sunday morning at the preaching hour will be a special Christmas musical program in charge of Earl Robinson, choir director. It will consist of numbers by the choir and special numbers by individuals, such as solos, duets and quartets.

Notice

Hereford Benefit No. 1 will meet next Tuesday, December 23, at 2:30 p. m. at the secretary's office in the Beene and Whitehead barber shop for the purpose of electing officers for 1931.

J. H. Head, President.
W. W. Bennett, Secretary.

QUALITY YOU CAN SEE AND TASTE



—Only choice animals, pen-fattened, scientifically butchered, chilled and cut up for market, are offered for sale. Make it a point to get the best—it can be had.

Best Steak, lb. . 25c

All other meat priced accordingly. Fresh stock of cakes, crackers, cookies, bread. Fresh pure pork country sausage, per pound 20c. Visit our clean, sanitary market.

Texas Meat Market

PIGGLY WIGGLY All Over the World

SPECIALS FRIDAY and SATURDAY

ORANGES . . . 18c
Medium size, per dozen

CELERY . . . 10c
Nice and well bleached

PECANS . . . 42c
Shelled, 8-ounce carton

PINEAPPLE . . . 14c
No. 1 crushed 12 1/2c, No. 1 sliced

GRAPES . . . 25c
Red Emperor, 3-pounds

CANDY . . . 17c
1 lb pkg, sugar stick

COCOANUTS . . . 9c
Fresh, each

COFFEE . . . 42c
Folgers, 2 lb can 83c, 1 lb can

DATES . . . 19c
Dromedary, package

PUMPKIN . . . 25c
Van Camp's, 2 1/2 size, 2 cans

TYPING AND SHORTHAND TAUGHT

ENROLL NOW—CLASSES START JANUARY 1

Call or Phone for Information.

MRS. B. F. EGGER

BUSINESS MEN'S ASSOCIATION, Inc.

Office Over Newell's Store.

Phone 449

SANTA CLAUS

Will be in our store all afternoon Saturday, Monday, Tuesday and Wednesday.

BRING THE CHILDREN!
GIVE SANTA YOUR LETTER!

Chick-Hagood Variety



FRIDAY and SATURDAY SPECIALS

ORANGES, dozen . . . 18c
APPLES, Winesap, dozen . . . 22c
COFFEE, White Swan, 2 lb can . . . 91c
CRANBERRIES, quart . . . 19c
CANDY, Christmas mixture, lb . . . 15c
FLOUR, Pillsbury's Best, 48 lbs . . . \$1.48
BEANS, Fresh, green, pound . . . 12 1/2c
PUMPKIN, 2 1/2 lb cans, 2 for . . . 25c
BREAKFAST FOOD, 1 Corn Flakes, 1 All- Bran, 1 Rice Krispies and glass measuring cup, all for 37c
JELLO, any flavor, two for . . . 15c

Remember, We Give Silverware Coupons.

Carl's Cash and Grocery

Phone 324

Women of 12 Baptist Churches Held Quarterly Meet Friday at Summerfield; Heard Cheek

Regular quarterly meeting was held at Summerfield last Friday by the Tierra Blanca Associational W. M. U., presided over by Mrs. Arthur Manjeot of Hereford, president. There were program numbers for both morning and afternoon by women of the district, and in the afternoon an address was delivered by M. O. Cheek, a missionary returned from China. A lunch was served to delegates and visitors.

Following is the full program:

Prayer
 Song—"Joy to the World"
 Greetings Mrs. J. B. Harlan, Frisco
 Response Mrs. George Abbott, Dimmitt
 Recognition of Visitors
 Devotional—That the world may know that Tierra Blanca women unitedly do their part.
 Prayer—That we may consecrate our lives anew Mrs. J. H. Steelman, Bovina
 Special Music Arranged By Happy W. M. U.
 "Woman as She Was in Ancient Days" Mrs. R. W. Carlton, Tulia
 "Woman as a Nation Builder" Mrs. W. E. Kirkpatrick, Dimmitt
 "Woman As a Soul Winner" Mrs. Ed F. Connell, Hereford
 Reading Mrs. Pink Gilliland, Hereford
 Prayer
 Announcements
 Adjournment

LUNCH
1:30 P. M.

Song and Praise Service
 Roll Call—Answer with name of woman who has meant much in life.
 Special Number—Mrs. Dave Taylor, Tulia, and Mrs. A. C. Thompson, Hereford
 Devotional—"That the World May Know in Results, of Lettie Moon Offering" Mrs. E. J. Sherman, Union Hill
 Address M. O. Cheek, Hubbard
 Prayer—"That Our Lettie Moon Offering May Be a Worthy Offering" Mrs. M. J. Shaw, Tulia
 Plan of Work Given by Officers
 Announcements
 Reading of Minutes
 Benediction

Black

BLACK SEVENTH GRADE ENGLISH CLASS

Blacks, Dec. 12—Mr. and Mrs. A. B. Hinds and family, Mr. and Mrs. Jesse Hinds and family spent Sunday with the Harley Nallor family of Frisco.
 Mr. and Mrs. N. L. Bennett of Borger spent Sunday with Mr. and Mrs. Ray Bennett.
 Miss Dovie McKinney has gone to Borger to spend several days.
 LeRoy and Martha Bell Price spent Sunday with Albert, Peggy and Merle Russ.
 Manuel Hawks and Ralph Price spent Sunday in the Barnett home.
 Mr. and Mrs. F. E. McMurry and family spent Sunday in the Alexander home at Lakeview.
 J. D. Price and family have moved to Fannin county.
 Dave Galloway and family have moved into the house vacated by J. D. Price.
 The pie supper was attended by many Friday night. The proceeds went to the P. T. A. G. E. McCrate was auctioneer.
 A fine program was rendered at

the Christian Endeavor service which was sponsored by Mrs. T. J. Hawks.
 Mr. and Mrs. J. L. Scarborough and two children of Portales, N. M., visited in the home of Mr. and Mrs. J. J. Crawford Saturday night and Sunday.
 Mr. and Mrs. C. R. Russ and family spent Sunday afternoon with Mr. and Mrs. J. J. Crawford.
 Miss Adaline Mann and Mr. Clayburn Carr have announced their marriage. They will likely make their home at Summerfield.
 The boys and girls basketball teams of Black went to Summerfield Friday afternoon to play basketball. Summerfield girls won over Black 25 to 17 and the boys 15 to 11. We are hoping to return the game soon.
 Mr. and Mrs. J. T. McKinney visited in the Bennett home Sunday.
 Miss Faye Russ spent Sunday with Misses Margot, Ethel and Maxine McLean.
 The pie supper last Friday night was a success. Everyone bought pies and seemed to enjoy eating them. The net proceeds amounted to \$18.95, which is to be spent as

AMARILLO BAND HOUSE

Headquarters for Band Instruments
BUY-SELL-TRADE

Make This a Musical Christmas
MARTIN HANDCRAFT BAND INSTRUMENTS
Also Bargains in
JEWELRY-WATCHES-DIAMONDS

E. L. SMITH

109 E. 5th Ave. Amarillo Phone 9017

Anybody can do
a good job with
this marvelous
paint . . .



You can take old furniture that was varnished to the attic, and change it into bright, sparkling, new things for every room! And you can do it all yourself. It goes on any surface, painted or unpainted, from rough wood to glass. It flows on easily and smoothly. And it dries in from three to four hours—dries into a surface as tough as varnish. Come in and let us show you the attractive effects you can get!

Our Aim—To Help Improve the Panhandle
PANHANDLE LUMBER CO.



PLAY INSTRUCTION FOR SCHOOLS SET IN NEW YEAR

The meeting which was to have been held at Dawn school house last Friday night for the purpose of showing the new pictures recently purchased by the county library was postponed until after the holidays, according to Miss Lillie Hostetler. After the new year trips are planned for the other rural districts.

Good Business Coming Back, Says Brumley

Chevrolet will build and sell a million cars in 1931, according to George W. Brumley, Chevrolet dealer, on his return from Amarillo, where with many other dealers in this area he attended the tenth of 50 winter dealer meetings conducted from coast to coast by the Chevrolet Motor Co. On this basis, Mr. Brumley declared Chevrolet sales in this section would be more than 25 per cent greater than in 1930.

Mr. Brumley's statement was based on studies of current conditions and surveys of the future made by the Chevrolet Motor Company and announced at the Amarillo Zone meeting by K. M. Chase, sales manager of the company, who directed the meeting.

"The studies and surveys show that business is improving and 1931 promises to be one of the best years we ever had," Mr. Brumley said. "Business is coming back, slowly but inevitably. Money is plentiful at cheap rates. Savings deposits are ahead of last year. Inventories in all lines are at rock bottom and mills, factories and wholesalers report orders in increasing volume.

"Our used car stocks are at bottom. In the first ten months this year our organization sold 1,100,000 used cars, an all-time record. Our new stock are equally low. Our 1931 models are larger and the finest and cheapest in Chevrolet history. They are coming out nearly two months in advance of the customary time."

The P. T. A. sees fit. We offer our sincere thanks to G. E. McCrate for the excellent service he performed as auctioneer.

LETTERS TO SANTA

Hereford, December 2, 1930.
 Dear Santa: Please bring me a tricycle, a blackboard and a big box of chalk.
 CAROLYN GIESER.

Hereford, December 2, 1930.
 Dear Santa: I want a tricycle and a doll with bloomers and a dress. I want Betty Jean to have a bicycle and a pair of skates. You can bring me a dress and hat, some bloomers and shoes and socks. I'm only four years old, but I can spell fifteen words. I can't write my name.
 BARBARA HIGGINS.

Hereford, December 2, 1930.
 Dear Santa: I want a little bicycle, a wagon, an airplane with a motor and a little car. I would like a dump truck. If you have a rocky horse bring him and a real shetland pony. I won't ask for anything else 'cause I know you are poor this year. Don't forget the apples, candy, nuts, oranges.

TO THE STOCKHOLDERS OF THE PECOS AND NORTHERN TEXAS RAILWAY COMPANY:
 You are hereby notified that the Board of Directors have called a meeting of the stockholders to be held in the City of Amarillo, County of Potter, State of Texas, at the principal office of the Company on the 10th day of February, 1931, between the hours of 10 o'clock A. M. and 4 o'clock P. M., to consider and act upon a proposition to authorize the execution by the Company of a mortgage or deed of trust to be called "general mortgage" or by such other name as may be determined, on all of its railroad properties now owned or hereafter acquired, to secure bonds to be hereafter issued in series, so much of such bonds as may be necessary to be used from time to time in paying or exchange for the bonds and other indebtedness of the Company, other bonds to be issued to be used for the acquisition, construction or extension of railroads, additions and betterments to such railroads and properties now or hereafter owned, and for other lawful corporate purposes, each series of bonds to be issued to mature at such time and provide for the payment of such lawful rate of interest, to be tax free or not tax free, to be convertible or not convertible into shares of capital stock as may be determined by the Board of Directors, and to contain such other terms and conditions as may be determined or prescribed by said Board, and such mortgage to contain such terms and conditions as may be prescribed or authorized by the stockholders at said meeting.
 J. N. FREEMAN,
 Secretary.

and I'd want a clock and toolbox and a play house.

BUDDY DOWNS.
 P. S.—I will be in Durant with Mama Downs and will have the Christmas tree all decorated.

Hereford, December 2, 1930.
 Dear Santa: I want a little tricycle and a little house, a dolly and doll buggy. I would like a rocky horse. Lots of love,
 MARGARET OLSON.

Hereford, December 2, 1930.
 Dear Santa: Please bring me a black bird, our cat ate the yellow one. I would like a doll head for my dolly. You forgot my white muff last year, so please bring it this year. I want some dimes and a quik for my doll. This is all I want this year, but please hurry.
 PAULINE DIXON.

Hereford, December 2, 1930.
 Dear Santa: I want you to bring me a little dolly with long black curls. Please bring Helen and Katherine a little doll, too. I don't have any doll clothes except a coat. If you have any extra ones I would like them. We don't need anything else. Hurry and come to see us. Lots of love,
 MARY ANN ACKER.

P. S.—I don't have any dishes or spoons, either.

Book Reviews

The Deaf Smith county library has recently received some valuable reading lists prepared by recognized authorities. Among these are the following:

A shelf of books for a one-room school; 500 books for the senior high school library; 60 educational books of 1929; 100 plays for outdoor theaters; 50 goods books published for boys; boy scouts of America; Will Durant's 100 best books; aids to laughter; men who have succeeded; novels too good to miss; the parent's book shelf; books for tired eyes.

Graded list of books for children; children's books for general reading; plays for children, a selected list; books on aviation; helps for club program makers; child study.

Pamphlets: design in industry; child and the book; habit training for children; training the child to buy; on buying and using print; practical suggestions for the business man, and workshops for assembling business facts.

"A true lover of good books may build jails but is seldom an occupant," says W. H. Howe. "Books,

good books, are the silent teachers that help us to unfettered light without lash or anger. Friends indeed they are, always ready, never asleep, giving their best without jeer or sneer.

"Their precious riches are withheld only in proportion to our diligence to make use of their pages.

"The truth and wisdom of past ages are therein preserved for humanity. Every home should have its 'bookish' corner. Every public library shines as a citadel of strength, a haven sacred for all, a

powerful dynamo for the Eternal Truth needed today; and for the bigger days yet to come."

The following have made gifts of books and periodicals to the library since the last published list, according to Miss Lillie Hostetler, county librarian:

Magazine: Miss Barber, Broadwell, Chick, Chas. Donald, Chas. Murray, J. P. Slaton, J. E. Springer, Mr. and Mrs. N. C. Voggie, Miss Olive Perkins, Mr. Goodloe, Marion Knox, Sank Ramey, J. J. Buckner and Mrs. Arlie Dean.

Books: Mrs. Earl Kennison, Mrs. W. M. Rigler, Mrs. Shores, Earl Oldham, Mr. Williams, and Earl W. Wilson.

DR. D. K. ROBISON
Residence Phone 500

DR. R. E. ADAMS
Residence Phone 369-J

Doctors Robison and Adams

PHYSICIANS AND SURGEONS

Office Phone 282
Office In Clark Building Over Rice Drug Store
Hereford, Texas



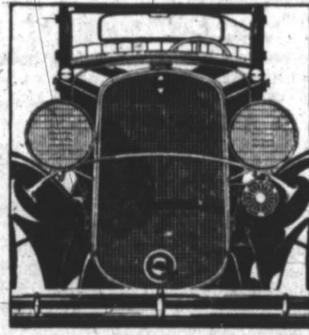
THE GREAT AMERICAN VALUE

Fine-car distinction and quality
in the new Chevrolet Six

Again, Chevrolet and General Motors have utilized their combined resources to establish a new and higher standard of value for the American motor car.

A new six-cylinder Chevrolet is now on display, offering fine-car distinction and quality certain to appeal to every discriminating buyer. For the new Chevrolet represents a type of economical transportation that America has long anticipated—a low-priced six styled with such striking talent and good taste, so smartly beautiful and complete in its perfection of detail, so advanced and refined mechanically that you will immediately recognize it as the Great American Value.

This great value is the outcome of four basic Chevrolet advantages: (1) The savings of volume production in nineteen great modern plants. (2) The economies which result when raw



Front view of the new Chevrolet Sport Coupe

materials are purchased in vast quantities. (3) The benefits of continuous research in General Motors laboratories and on the General Motors Proving Ground. And (4) the close association with the Fisher Body Corporation who, this year, have surpassed all their previous achievements in coachcraft by developing bodies of outstanding quality, refinement and value.

These basic advantages have made it possible to build a finer car at lower cost. They have enabled Chevrolet to offer important improvements throughout the new Chevrolet Six—to give it a longer wheelbase—greater roominess and comfort—strikingly smarter style—impressive new luxury—more thoroughly satisfactory performance—greater dependability—and to pass on these savings of efficient manufacturing to the Chevrolet buyer in the form of low prices!

AT NEW LOW PRICES

Read over these new low prices. Know how very little it costs to own the Bigger and Better Chevrolet Six. Come in today and give this new automobile a thorough inspection. Study the many refinements and new appointments introduced in the distinctive

bodies by Fisher. Ride in the car. Drive it! A few minutes' experience will convince you that the new Chevrolet Six is a new and finer type of economical transportation—a quality automobile that you will surely want to own. The Great American Value!

The Phaeton.....	\$510	The Coach.....	\$545	Sport Coupe with rumble seat	\$575
The Roadster.....	\$475	Standard Coupe.....	\$535	Standard Sedan.....	\$635
Sport Roadster with rumble seat.	\$495	Standard Five-Window Coupe..	\$545	Special Sedan.....	\$650

SPECIAL EQUIPMENT EXTRA

Chevrolet Trucks from \$555 to \$695
All prices f. o. b. Flint, Michigan



IT'S WISE TO CHOOSE A SIX

Brumley Chevrolet Co., Inc.

Hereford, Texas.

SPECIAL FOR FRIDAY AND SATURDAY

ORANGES, Nice size, dozen	32c	PINEAPPLE, No. 2 can, crushed or sliced	24c
Candy, mixed, good stuff, 2 lbs	35c	COCOANUTS, fresh, each	10c
PRESERVES, Libby's, 4 lb, 6 oz tins	78c	BUTTER, Cream O' Plains	35c
POTATOES, 12 pounds	28c	RAISINS, 2 lb package	22c
SOAP, Fairy toilet, 5 cakes	23c	PEAS, sifted, No. 2 can	15c

Our
Specials
Are
CASH
To
All

Hereford Wholesale Grocery Company

L. W. CARLYLE
PHONE 164

Social and Society

Friendship Class Gave Xmas Party

The Friendship class of the Methodist church entertained with a Christmas party Monday night at the church. The attendance contest had ended and losers were hosts to the winners.

The church was decorated in holiday colors, and a large Christmas tree was set up for exchanging of presents. Every one marched by the tree and received a gift. If the receiver was not satisfied he was given opportunity of exchanging with his partner.

All sorts of games were played, contests presented, and an auction held. Hot chocolate and cake were served to 50 people.

Special Program Sunday.
The Friendship class was recently organized with Mrs. C. C. Bowman as teacher. A contest was held to get new members and interest the young people.

Next Sunday Miss Martha Duncan will read the scripture, and there will be a Christmas lesson by Mrs. Bowman. Miss Gladys Selgier will read "Song of the Road." Everybody is welcome to visit the class or join.

JUNIOR BAYVIEW MEETS WITH MRS. PAUL CERTAIN

The Junior Bayview club is meeting Thursday evening with Mrs. Paul Certain as hostess in a study of E. Barrington's "The Glorious Apollo." The yearbook lists the following program numbers: Author's life and place in literature, Ina Mae Hastings; How does he hold to historical truths, Carl Estes; Characters of Byron and Lady Anne, Gladys Selgier.

The club will have no further meetings until January 8.

Eating Quail.

Many tables of Hereford and Deaf Smith county homes have been decorated with fried quail since the opening of the season, December 1. The blue quail is not plentiful in this territory but hunters have been able to locate coveys here and there. The open season closes January 16.

"What's this thing called 'love'?"
It's the tenth word in a telegram."

Give Christmas Party to Brand Personnel

The entire personnel of the Hereford Brand and families were royally entertained Saturday evening by Mr. and Mrs. R. E. Kessie in their home on Lawton Avenue with a Christmas party.

The home was beautifully decorated with ropes of Christmas symbols draped from corners of the rooms to the chandelier in the center where a big bell was suspended, and likewise from the dining room archway.

Games of progressive forty-two were played until a late hour and then an advertising contest introduced. On the walls were illustrated advertising clippings, with the name of the product removed. As usual the ladies proved to have been closer readers and followers of advertising than the men. Following the mental stimulation presents were delivered that Santa Claus had left on the cheerful Christmas tree which centered the dining table, consolations going to the masculine attendants for their poor score in the contest. George Connell was given a whistling pacifier; W. C. Nix, a hammer with whistling attachment; Hubert McEntire, a jumping-jack; J. A. Neill, a whistling mastodon pencil; Ira Connell, a grinding organ, and N. C. Vogele, a horn.

Refreshments of pressed chicken, sandwiches, frozen salad, plum pudding with whipped cream, and coffee were served by Misses Elizabeth Spradley and Ruth Kessie to Messrs. and Misses, Hubert McEntire, Ira Connell and daughter, Betty; W. C. Nix and children, Billie and Virginia; N. C. Vogele, J. A. Neill and daughter, Nancy; R. E. Kessie and George Connell.

Presbyterians Give Special Program Monday

An appropriate Christmas program will be given by the Presbyterian church in the district court room next Monday, December 22, at 7:30 o'clock. Rev. E. P. Gleaser will give a Christmas story. Responsive reading will be taken.

B. Y. P. U. Will Expound Christmas

A special Christmas program will be held Sunday, December 21, by the young married people's B. Y. P. U., designed to emphasize the Christianity of Christmas. Special music will be provided, and young people are invited to hear the following program, led by Mrs. Everett Payne:

Scripture reading: Introduction by leader. Making Christmas Christian: Ted Matthews. What Christmas should be: (a) Time to glorify God, Mrs. Gordon Duncan; (b) Time of joy, Edgar Sowell; (c) Time of peace, Mrs. Ted Matthews; (d) Time of worship, Mrs. Aubry Daniel; (e) Time of giving, Mrs. Edgar Sowell; (f) Time of witnessing, Gordon Duncan.

Xmas Cantata at Methodist Church, 21st

"His Natal Day," a Christmas Cantata by Edward W. Norman, will be given at the Methodist church here Sunday evening, December 21, under direction of Mrs. Ardelle George, with Mrs. Jesse Stanford at the piano. There will also be several Christmas carols. The following numbers will be rendered:

Ring, Bells of Christmas, Chorus.
Prepare Ye the Way, bass solo.
Rev. E. P. Gleaser and chorus.
Hark! What Mean Those Holy Voices? Ladies' chorus.
He Shall Be Great, Chorus.
Softly the Light Is Fallen: Soprano solo, Mrs. R. P. Coneway and chorus.
We Come to Worship Him, tenor solo: J. E. Beyer and men's chorus.
O Little Town of Bethlehem: Chorus.
Sleep, Holy Child, duet: Mrs. R. en from Mankind's First Christmas Candle. Other numbers are: a song by primary class; talking tableaux; recitation by Beatrice Buchanan.

Home Makers Entertainers for Husbands

An enjoyable evening was spent at the First Baptist church Thursday evening when the Home Makers class entertained their husbands with a banquet, served in three courses, consisting of fruit cocktail, baked turkey with all the trimmings, topped with pumpkin pie and whipped cream.

An interesting program of music, songs, readings and jokes, including class prophecy of 1930, was rendered.

The banquet table was arranged in shape of an "H" and decorated attractively in class colors of green and white. The ladies displayed their ability on how they thought their husbands should be entertained, and each husband expressed complete pleasure. There were about 60 people who partook of the wonderful feast.

P. Coneway, soprano, and Mrs. Alvin C. Thompson, alto.
Thou Didst Leave Thy Throne, mezzo soprano solo: Mrs. A. C. Hales.

Hear the Joy Bells Ring: Chorus.
My Soul Doth Magnify the Lord: Finale.



Christmas Dinner!

Turkey with Dressing and all the usual trimmings.

NOON
and
EVENING

CLUB CAFE

Phone 498

19 Graduates of High School Met at Austin

It was revealed that Hereford high school has 19 graduates enrolled in two of the largest higher institutions of learning in Texas when a get-together meeting was

held in Austin on Thanksgiving. This group of former students were the guests of Mrs. W. M. Cogdell who resides at Austin during the regular school year.

Eight of the students were from A. & M. College and the others were from the University of Texas. There were 20 young people from Hereford present, as follows:

Homer Thompson, D. L. Bell, Paul Wilson, Paul Barnett, Woodrow Glibreath, Newton Gilliland,

Andrew Jones, Ralph Clennin, A. Eberle, Artia, Jess and Babe Russell, Frank Cogdell, T. E. Selgier, Jr., David Harrison, Edgar Ireland, Keith Guthrie, Miss Emma Jackson and Miss Gladys Selgier.

Beneath the spreading chestnut tree

The smith works like the deuce.

For now he's selling gasoline,
Hot dogs and orange juice.

Gifts for Everybody!

In this amazing array of Christmas Gifts we have to show you, will be found offerings from every corner of the globe. Here you will see the unusual things, the gifts that bring glad surprise at their novelty, attractiveness and out-of-the-ordinary appearance. Make your gifts distinguished this year, and get away from the usual run of Christmas presents. A casual survey of our store will soon reveal that beautiful, worth-while holiday remembrances need not be high priced, yet will be so different from the ordinary. Appreciated presents are the unusual ones. Come in and let us show you.

Rice Drug Store

Right Over Old Floors



Beautiful Oak Floors, the pride of every home, are possible for every one. A new house is not necessary, oak floors may easily be laid right over old, worn-out ones, and will add a touch of beauty to the appearance of the home that is possible in no other way.

And the cost is very little more than for ordinary floors. Ask for particulars.

**R. H. Kemp Lumber
Company**

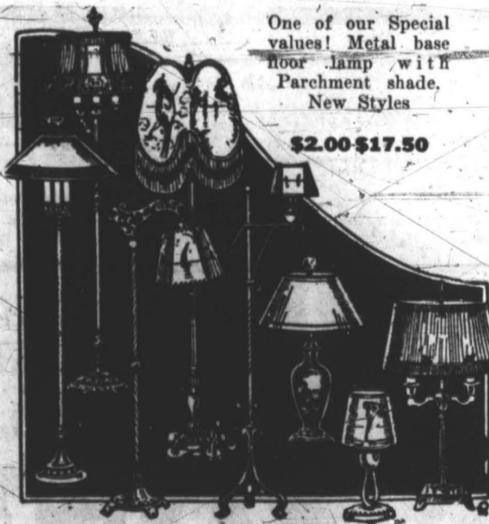
LAMPS for Christmas

Lamps make truly wonderful presents, bringing cheer for many years, at a very small cost.

Floor Lamps—\$5.00

One of our Special values! Metal base floor lamp with parchment shade. New Styles

\$2.00-\$17.50



Special Out Prices on Furniture and Floor Coverings.

E. B. BLACK CO.
The Big Store With The Little Price



Try a Sack of
24% COW CHOW



Tests have proven that 24 per cent COW CHOW in official tests all over the United States and Canada where fifty five commercial rations as well as hand mixed feeds were included, show that Cow Chow made 2.45 pounds more milk per cow per day; 34 pounds more milk per pound of feed; six cents extra profit per cow per day.



McLean & Pitman

PHONE 1

THE WHITEFACE ROUNDUP

NEWS OF HEREFORD HIGH SCHOOL



The Whiteface Roundup

Pauline Smart, Editor-in-Chief

The Staff:
Della Weeden, Woodrow Ireland, Wilma Jo Jones, Peggy Mitchell, Mary Kate Brotherton, Reaford West, Clyde McMahon, Violet Marra, Maurine Spradley, Glenn Curry, Opal McMahon, Alberta Davis, Theda Lou Wilson.

NOTICE

Since school will turn out for two weeks vacation, the Whiteface staff will also take a two weeks vacation. So there will be no issue of the Whiteface Round-Up paper until Christmas holidays are over.

EDITOR-IN-CHIEF

Personal

The following students accompanied the band to Amarillo Thursday to see Santa Claus: Gladys Jones, Marie Seed, Virginia Barnett, Violet Marra, Elaine Newell, Marguerite Fuller, Reaford West, Irvin Welch, Billie Valentine, Milton Orr, Tom Robison and Bill Shore.

Eileen Coehell and Lois Clayton motored to Dawn Friday at noon.

Betty Ruth Pickett motored to Amarillo Saturday.

Mildred Pennington accompanied Misses Crawford and Westbrook to Amarillo Friday when Miss Pennington entered the declamation contest at the special tournament.

Among those who motored to Amarillo to shop Saturday were Lois Clayton, Elaine Newell and Misses Rigler and Veazey.

Misses Crawford and Westbrook were week end visitors in Amarillo. Miss Crawford attended the speech tournament and Miss Westbrook attended the home economics conference.

Mildred Pennington, Rogers Orr, Dorothy Smith and Clarence Strange motored to Friona Sunday.

A Want Ad in The Brand is a sure, steady worker—try it out

Speech Tournament a Success.

The speech tournament at Amarillo Friday and Saturday was well attended. Fifteen schools were represented from the Panhandle. Quannah had the largest number of delegates. Those schools represented were Floydada, Hereford, Dimmitt, Headley, Wheeler, Tulla, Pampa, Quannah, Childress, Canyon, Olton, Amarillo Senior High, Amarillo Junior High, Amarillo Central High and Tucumcari, N. M. The tournament consisted of literary events such as debates, declamations, orations, extemporaneous speaking, dramatic readings and plays. Quannah won in more events than any other school represented. They won in boys and girls declamation and in boys extemporaneous speaking.

Amarillo proved a very gracious hostess to the visiting delegates. Transportation and places to stay over the night were furnished the visitors. At six o'clock Friday evening the Amarillo high schools entertained the visitors with a lovely banquet. The delegates were introduced by their sponsor and several speeches were given by members of the speech department of the Amarillo senior high school. The dean of women, Miss Taylor, was toastmistress for the evening.

Amarillo is to be commended for encouraging literary events in the Panhandle by sponsoring this fine tournament. This shows that the best schools of today are realizing the need of more literary interest in their schools. All who attended the tournament received a new inspiration to work for the district meet at Canyon next spring.

Miss Smart Hostess to Foods Class

Miss Smart was hostess at a dinner given in the home economics room Thursday evening at 7:30 o'clock, December 11. The motive of this dinner was to give the home economics girls practice. The room was decorated in Christmas colors and the table had a small Christmas tree in the center. The tree was covered with snow and small red streamers from it marked the places.

Dinner was served to the following members: Gladys Jones, Pauline Fincher, Mary Elizabeth Stanford, Nora Alice Daniels, Wilma Jo Jones, Glenn Curry and the hostess, Miss Smart.

Freshman Party.

The Freshman class was entertained Saturday night by a party, given in the high school gymnasium, December 13th. The boys of the class wore overalls and the girls wore aprons. The party started at 7:30 and each member brought a small gift, not to exceed 15 cents.

Some of the games were relay races. The class was divided into couples and the races were run to determine the best. Before refreshments were served numbers

Cockrell Will Have Auction; Takes New Job

Mr. Cockrell has been appointed janitor at the court house and will assume the duties there January 1, and desires to dispose of his equipment and stock before beginning his new work. He is succeeding W. B. Phillips, who has been elected commissioner from precinct two.

A farm sale is announced by J. E. Cockrell at his place one and one-half miles west of Hereford on Harrison Highway, and one-half mile north, for December 22, at 1:30 o'clock. Mr. Cockrell is selling at auction all his equip-

CHRISTIANS MET TUESDAY IN ONE-DAY CONVENTION

A one-day convention of the Christian churches of the Pan-

ment and livestock, through Col. Ray Barber, auctioneer.

Mr. Cockrell has been appointed janitor at the court house and will assume the duties there January 1, and desires to dispose of his equipment and stock before beginning his new work. He is succeeding W. B. Phillips, who has been elected commissioner from precinct two.

CHRISTIANS MET TUESDAY IN ONE-DAY CONVENTION

A one-day convention of the Christian churches of the Pan-

handle was held in Amarillo Tuesday at the First Christian church.

Delegates were served a complimentary luncheon by the women's council and a banquet was set at the West Amarillo church at 6:30 o'clock in the evening.

These one-day conventions were held throughout the United States as a part of the world missionary program.

Rev. J. W. Boullinghouse, Mr. and Mrs. C. H. Dyar and others of the Hereford church attended the meet.

TRY A WANT AD IN THE BRAND.

HOLIDAY SALE

Realizing that conditions are not as good as they have been in some former years, and finding ourselves heavily overstocked on Holiday Merchandise, we have decided to make prices on all this merchandise that will clean our shelves by next Wednesday night. The list of prices quoted below is just merely to give you some idea of the many thousands of great values to be found in this big stock.

ALL-STEEL COASTER WAGON
Full size, \$6.50 value, sale price **\$4.45**

CLIMBING TRACTORS
Has the rubber tread, will go over almost any obstruction, \$1.50 value, sale price **98c**

TOY WHEELBARROW
29 inches long, steel body, well made, a big value, sale price **50c**

AIRPLANE SETS
Build your own plane, an interesting educational toy, sale price **\$1.00**

PEDAL BIKE
Rubber tires and pedals, \$2.50 value, sale price **\$1.29**

BEAUTIFUL PICTURES
Twelve different subjects, 12 by 16 inches, regular \$1.00 value, sale price **69c**

TEDDY BEARS
In baskets, carts and kiddycars, \$1.50 values, sale price .. **95c**

CHINA WALL POCKETS
Beautiful luster china, regular 50c value, sale price **25c**

HEAVY TRICYCLES
One-inch rubber tires, well-made all over, \$6.50 values, sale prices **\$4.75**

CHINA SALAD BOWLS
Beautiful china salads, sale price, 50c and **59c**

FELT HOUSE SHOES
Many colors and all sizes, regular 75c values, sale price .. **50c**

CARPET SWEEPER
This is a beauty and will give any little girl a dollar's worth of fun, sale price **29c**

TOY DRUMS
All metal, with two sticks for each drum, 50c values, sale price **35c**

JAPANESE ANTIMONY
Beautifully embossed cigarette boxes, ash trays and photo frames, silver plated, sale price **50c**

TOY DRESSER
Has a good mirror and lots of drawers for dolly's clothes, \$1.75 values, sale price .. **\$1.00**

BOX STATIONERY
Every kind and color, in beautiful gift boxes, sale prices from 25c to **\$1.00**

CHILDREN'S BOOKS
All the latest and most popular kinds, something that will please any little boy or girl, up from **5c**

MEN'S NECKTIES
In gift boxes, all the latest colors and styles, prices, 50, 75c and **\$1.00**

GAMES
We have so many kinds of games that it is impossible to list them, but they are all priced low.

GIFT SHOP
Don't overlook this department as we have a very complete line of novelties that are sure to please.

Genuine Tinkertoy
Always Sold for 75c to 85c
Extra Special 49c

LADIES' RAYON UNDERWEAR
All the colors and styles in bloomers, vests, step-ins and gowns, sale price, 65c to .. **98c**

HOLLY BOXES
All sizes to fit any kind of a gift, from 5c to **25c**

LEATHER FOOTBALL
Genuine cowhide, the best value in town, sale price .. **\$1.00**

LADIES' HANDKERCHIEFS
These are nice handkerchiefs in a gift box, big value for .. **25c**

SHAVING STAND
Nice enamel stand, has a dandy mirror, \$1.00 value, sale price **50c**

ALUMINUM SET
16 pieces, a dandy set with napkins and everything, worth \$1.85, sale price **\$1.00**

DOLLS
20-inch Mama doll, has nice dress, \$1.75 value, sale price **\$1.00**

POP GUNS
The automatic kind, shoots a cork and is harmless, regular 35c value, sale price .. **25c**

TOOL SETS
In a nice suitcase, has lots of tools, \$1.50 value, sale price **\$1.00**

RED CHAIRS
Both straight and rocking chairs, regular sizes, sale price, 98c to **\$1.25**

ONEY ISLAND
A real toy carnival all in one toy, will please any little boy or girl, sale price **\$1.00**

PERFUME SETS
One box of powder and two bottles of perfume in gift box, sale price **25c**

STEEL WORKER
Construction toy, can build bridges, buildings and lots of other things, sale price **\$1.00**

HUNDREDS OF GIFTS
You will be sure to find here something appropriate for everybody you wish.

TREE DECORATIONS
Everything to make the tree and home beautiful for the Christmas season. The cost is very small.

GRAF ZEPPELIN
One of the finest toys in our mammoth stock, \$1.75 value, sale price **\$1.00**

GREETING CARDS
We have a very complete line of greeting cards and you are sure to save money here.

FIREWORKS
Every kind and size. We bought our stock 20 per cent under the market and will sell accordingly.

The BEST TASTE IN GIFTS

CHRISTMAS

"Merry Christmas"
—the old, old wish grows gayer with the years—brighter with use.
It never rings more heartily true than atop a box of Nunnally's, the candy that has helped make Christmas merry for generations, the candy that, like the wish it brings, is ever fresh and ever welcome. For Christmas giving, there are special packages bedecked with holly. A beautiful present, as well as being "The Best Taste in Gifts."

Nunnally's
THE CANDY OF THE SOUTH
Guaranteed Absolutely Fresh
Any Nunnally Store or Agent will guarantee safe delivery by parcels post

CORNER DRUG STORE

Come to this great sale, bring all the little folks. We know they will enjoy all the pretty and interesting things, and you will appreciate the extremely low prices on every article. We will be looking for you. Don't miss this opportunity to save!

SKELTON'S VARIETY STORE

Hereford, Texas

Courthouse News

Jackie Coogan, Jack Oakie On Star's Schedule

"Tom Sawyer" is, and perhaps will remain, the talk of the talkie age for some time to come. It is the best salesman the talkie industry ever had. It is at the Star Wednesday and Thursday of this week and matinee will be presented both days. Jackie Coogan has a star role.

What is reported to be Joan Crawford's most pretentious talking picture to date will be seen at the Star Friday when "Our Blushing Brides", an extremely modern drama, is presented. There is also an imposing supporting cast.

On Friday Lois Moran and J. Harold Murray in "Gender Suspicion" are scheduled.

—There are more laughs in an Oakie grin than the whole hyens family could muster in a lifetime. There are more laughs in Jack Oakie's "Sea Legs" than in any Oakie picture to date. It is a swell, sea-swell capped with wisecracks. Coming Monday and Tuesday of next week at the local theatre.

And the old year will fade out and the new one dawn with the showing of "Way Out West", a western drama with William Haines, December 31 and January 1. The setting is in the days when bandits swept on unwary coach trains in the wide-open spaces. There are Indians and cowboys to make up the atmosphere.

Letters to Santa Claus

Dear Santa Claus. Will you please bring me a little dump truck that I can haul dirt in, and bring us a portable and nuts and candy. Your little friend,
CLYDE NEEL.

Dear Santa: Please bring me a pretty doll with hair and sleepy eyes, dishes of all kinds, roller skates, candy, nuts and fruit. If you don't have the skates for Christmas, maybe I can get them for my birthday. You may bring me a sewing basket, too. Don't forget all the other little children. Your little friend,
RUTH TEMPLE HASTINGS.

CITATION BY PUBLICATION

STATE OF TEXAS. To the Sheriff or any Constable of Deaf Smith County, Greeting:

You are hereby commanded to summon V. A. Thompson by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your County, if there be a newspaper published therein, but if not, then in the nearest County where a newspaper is published, to appear at the next regular term of the Honorable District Court of Deaf Smith County, Texas, on the First Monday in February A. D. 1931, the same being the 2nd day of February A. D. 1931, then and there to answer a petition filed in said Court on the 19th of December A. D. 1930, in a suit, numbered on the docket of said Court as No. 1855, wherein Louise Wright Thompson is Plaintiff, and V. A. Thompson is Defendant, and said

petition alleging: That the Plaintiff, Louise Thompson has resided in the State of Texas for a period of twelve months prior to the exhibiting of the petition and for six months next preceding the filing of the suit, and the residence of the defendant is unknown to plaintiff. That on or about the 4th day of October, 1928 plaintiff and defendant were lawfully married and continued to live together as husband and wife until on or about the 13th of July, 1930, at which time Plaintiff was forced and compelled to abandon defendant on account of cruel and harsh treatment and improper conduct toward plaintiff by defendant. That Plaintiff was always kind and affectionate toward defendant, and that said marriage relation still exist. That their further living together as husband and wife is insupportable. That one child, Vincent, Alphonse Thompson, Jr., was born to said Marriage Union, said child being a boy child 10 years of age, and alleging her ability to give said child the pro-

per care, maintenance and education. Plaintiff prays for a divorce, and for the care, custody and education of said child and for cost of suit expended by reason of having filed said cause of action.

Herein fails not, and have you before said Court, at its aforesaid next regular term, this writ with your return thereon, showing how you have executed the same. Given under my hand and the seal of said Court at office in Hereford, Texas, this 19th day of December A. D. 1930.
(REAL) L. H. FOSTER, Clerk, District Court, Deaf Smith County.

DR. D. K. ROBISON Residence Phone 500
DR. R. E. ADAMS Residence Phone 369-J
Doctors Robison and Adams
PHYSICIANS AND SURGEONS
Office Phone 282
Office in Clark Building Over Rice Drug Store
Hereford, Texas

Brand Want Ads Pay Good Dividends!



We extend cordial greetings of the SEASON, together with sincere wishes for an abundance of happiness and prosperity in the coming year, '31.

Whatever success is ours is due in reality to the cooperation of our many patrons and friends and in the coming years we hope to merit their trust and confidence in an even greater degree.

Our regular Friday and Saturday SPECIALS as usual. Our aim in these specials is to try and make substantial savings for our patrons.

YOURS TO PLEASE,

Carl's Cash Grocery



GENERAL MOTORS RADIO CORPORATION

ANNOUNCES
THE APPOINTMENT OF
BLYTHE BROTHERS
HEREFORD, TEXAS

AS A
GENERAL MOTORS RADIO DEALER
FOR
HEREFORD
AND SURROUNDING TERRITORY

YOU ARE CORDIALLY INVITED TO A SPECIAL PRESENTATION OF THE NEW GENERAL MOTORS RADIO NOW IN PROGRESS AT THE SHOWROOM AT THE ABOVE ADDRESS COME IN TO SEE THE FINE, HANDSOME PERIOD CABINETS AND HAVE A DEMONSTRATION OF RADIO'S NEWEST DEVELOPMENT . . . THE VISUAL TONE SELECTOR A FEATURE OF EVERY MODEL

STANDARD OF QUALITY

When Santa Looks Down ~



WHEN Santa visions from above a Panhandle-Plains fireside of sparkling Christmas lights, laughing children, contented parents . . . all snug in a modern, comfortable home . . . his face must wreath in smiles!

We know. For our greatest satisfaction, as we enter our twenty-fifth year, is in the part we have played to encourage the building of attractive, liveable homes.

May your Christmas be merry, and 1931 a year of progress for you and yours!

Our Aim - To Help Improve the Panhandle
PANHANDLE LUMBER CO.
Courtesy - Quality - Service

Merry Christmas and Happy New Year

We want to tell all our friends and customers how much we appreciate the way they have treated us this year, and extend to them the very best wishes for 1931.

May the New Year hold for each of you all that you hope and wish for, and may we all learn to know and appreciate the many good things in store for the other by cultivating our mutual interests.

STREU HARDWARE COMPANY



GREETINGS

All Joy to You

On Christmas and through the Coming Year!

Thanks to all for your Patronage.

White Face Domino Parlor

ROY KINCAID, Proprietor

Walter Perkins Died Saturday from Paralysis

Death unexpectedly claimed Walter Perkins, son of P. G. Perkins of the Wyche community, Saturday afternoon at 4:30 o'clock. Mr. Perkins, who was 47 years old, passed away from paralysis while asleep. Funeral services were held in Hereford Monday afternoon at the E. B. Black funeral chapel, with Rev. V. M. Cloyd in charge. Interment was made in West Park cemetery. The song service was in charge of Mrs. Carl Mountz, Mrs. W. E. Hicks and Miss Lucille Hicks.

Deceased was born in 1884 and had resided in the Hereford territory with the family for the past 17 years. At the time of his death he was with his father on the Wyche place.

Surviving are his father, P. G. Perkins; two brothers, L. P. and

P. G., Jr., all of Deaf Smith county; three sisters, Mrs. J. E. Sandlerin, Oklahoma City; Mrs. Carl Griffith, Salmon, Idaho; and Mrs. Perry, San Benito, Texas.

Westway Items

MRS. PINK GILLILLAND

The program given by the school children at P. T. A. Friday, played to an overcrowded house and was much enjoyed by all.

The teachers left Saturday for the holidays. Prof. and Mrs. S. J. Lovell went to Robert Lee, Texas; Miss Ruth Hanna to Kemp; and Miss Frances Brown to Wellington.

Mr. and Mrs. Grady Wilson and family were Sunday guests in the home of Mr. and Mrs. Walker Nicks of Hereford.

Mr. and Mrs. S. C. Hartman, Mr. and Mrs. N. C. Sikes, Mr. and Mrs. Merriman and Mr. and Mrs. Westbrook were dinner guests in the home of Mr. and Mrs. C. W. Ewitt Sunday, the dinner being in honor of Mr. and Mrs. Westbrook who are moving to Canyon.

Mrs. Otis Bulls of Wichita Falls

and Miss Ivy Ragsdale of Hereford visited Miss Bessie Gunn Saturday evening.

Mr. and Mrs. R. A. Kelly spent Sunday with Mr. and Mrs. Boyer at Ward.

Misses Estell and Pauline Wilson and Miss Stella Mae Gore, Messrs. Roscoe and Willie Landers and Pat Roe visited in the Gunn home Sunday.

Children In Variety Are Listed

First Grade Rhythm Band.

Tambourines: Frank A. Gyles, Jr., Donald Ray Chick, Francis Duff Ball; Triangles: Nettie Pauline Spradley, Daniel Russell, Dorcas Dean Westbrook; Cymbals: Doris Elaine Dillehay, J. C. Mitchell; Bells: Icy Worley, Vicy Worley; Clogs: Helen Anthony, J. D. Curtsinger, Margaret Higgins, Corine Hamilton, Ruth Merriman, Theresa Smith, Irene Nicks, Riley Jones; Sticks: Leonard Burleson, Ralph Benge, Vivian Olson, June Dameron, Earl Roberson, Jr., Henry Ford Burkett, Leo Harper, Lella Thurman, Melvin Burton, Calvin Brunley, Clifton Neil Cox, Billy Roy Winterrowd, Maurine West, H. A. Robinson, James Green.

Story Book Plays.

Prologue: Yvonne Miller; Spirit of Story Books, Marthanelle Ewton; Robinson Crusoe, Donald Guseman; Sara Crewe, Bobby Turner; Hans Brinker, L. A. Ricketts; Rebecca of Sunnybrook Farm, Helen Ann Snyder; Hwathra, Frank O. Marrs; Peter Rabbit, Leon Matthews; Tom Sawyer, Bee Alexander; Huck Finn, Bartley Dowell; Little Lord Fauntleroy, Edith Jackson; Alice in Wonderland, Nell Flanagan; Mad Hatter, S. C. McAdams; March Hare, Earl Lance; Robin Hood, George McLean; Jim, Delphus Fellars; Peter Pan, Bill Montgomery; Cinderella, Jimmie Joe Johnson; Red Riding Hood, Ruth Cockrham; Bluebeard, Charles Spradley; Goldlocks, Virginia Moseley.

The Doll Shop.

Store Keeper, Jasper Vaughn; Mother, Bernice Billings; Little Girl, Vivian Olson; Fairy, Billie Davis; Dancing Doll, Lella Jane Lewis; Sailor Boy, Elmer Mathies; Rag Doll, Mary Nicks; Jack and Jill, F. L. Lucas and Helen Anthony; Bo-Peep, Lella Thurmond;

Baby Doll, Vida Wright; Cowboy Doll, Frank A. Gyles; Indian Brave and Squaw, Riley Jones and Ruby Price; Talking Doll, Nettie Pauline Spradley; Walking Doll, Virginia Lee Sparks; Bride and Groom, June Dameron and Glenn Smith; Tin Soldier, Calvin Brunley; Boy Blue, Earl Roberson; Jack Horner, O. G. Hill; Clown, Harold L. Billings; Negro Doll, Bobbie Davis; Japanese Doll, Clifton Cox; Dutch Doll, Daniel Russell; French Doll, Matilda Williams; Jack-in-the-Box; J. D. Van Tuglen; Spanish Dancer, Wanda Jean France; Eskimo Doll, Horace L. Altman; Little Red Riding Hood, Doris Elaine Dillehay.

Central School Band.

Cornets: Floyd Ross, Elizabeth Rick, Karl Wilson Shirley, Glenn Smith, Dorothy Major, Bobbie Burton, Dean Dunlap, Buster Brown, Bartone: Donald Henslee, Chas. Bell.

Bass: Ernest Schelbagen.

Trombone: Hanley Miller, Leo Rogers.

Saxophone: Clyde Posey, Minnie Dee Smith, Helen Frances Streu.

Alto: Jack Thomas.

A Courtesy Play.

Chairman: Chilton Foster

Scene 1: Courtesy at Home. Mother, Nedra Clayton; Father, Charles Bell; Grandmother, Lena Ivey; Louise, the daughter, Elsie May Wilkins; Don, the son, Robert Green; Bobby, a small son, Billy Bob Jackson; Maid, Barbara Jane Brotherton.

Scene 2: Courtesy in School. Teacher, Willie Karr; school children, Juanita Welch, Vernon Van Bibber, Ivon Blythe, Evelyn Lovelady, Kent McIntosh, Earl Oldham, Harvey Nunn, Jimmy Edwards, Mary Lou Hamilton, Irene Stewart, Thama Cawthon, J. C. Burton.

Scene 3: Courtesy at the Picture Show. Courteous Children: Mary Lou Hamilton, Willie Karr, Harvey Nunn, Vernon Van Bibber, Ivon Blythe, Kent McIntosh, Thama Cawthon, Ray Nunn. Discourteous Children: Lenard Blalston, Earl Oldham, Anna Lee Frye, Juanita Mundell.

Scene 4—A Courtesy Acrostic—Juanita Ray, Virginia Newell, Mildred Rutherford, Hertha Baer, Wanda Jessie Reed, Mary Jane Morgan, Dorothy Thompson, Faye

Crosthwaite.

Scene 5—Colonial Minnet—Gentlemen: Viola Bery Phillips, Mary Lee Alexander, Virginia Carlyle, Virginia Earle Reed; Ladies: Beverly Alexander, Billie Jo Roberts, Katherine Lovely, Druville Merriman.

On Christmas Eve.

(An Operetta)

Characters: Paul and Barbara (two little waifs), Karl Wilson Shirley and Bettye Jeane Ball; Fairy Godmother, Dorothy Jean Majors; Old Shut-Eye, Winston Speegle; Christmas Angel, Billy Joe Roberts; Nursemaid, Viola Bery Phillips; Children of the Nursery, Billy McAdams, Joe Blythe, Jean Foster, Orville Hill, Clifford Estes, Dorothy Mae Alexander, Donald Henslee; Grandmother, Helen Rae Ham; Grandchildren, Ernest Schelbagen, C. V. McCord, Billie Nix, Mildred Curtsinger, Nellie Jo Shreve, Douglas Beene, W. F. Thurman, Wayne Alexander; Boys and Girls, Nina Tynes, Virginia Lee Hussey, Erna Triefel, Dorothy Vernon, Eva Maude Merriman, Billy Beene, George Weeden, Billy Culwell, James Smith, Oscar Billings; Mummies, Billy Smith, Donald Brotherton.

Charles Bell, Clyde Posey, Bill Jimmie Ashlock, C. L. Benge; N. Stanford; Shepherds, Louis Hager, Vivity Group; Imogene Roberson, James Brown, Roy Taylor, B. C. Frank Gentry; Shepherds and Ashlock; Kings, Roy Swaggerty, Kings.



MERRY CHRISTMAS
AND A HAPPY NEW YEAR!

May the Holidays hold for you all the joys that go with
THE CHRISTMAS SEASON

Farmers Creamery Ass'n, Inc.
Hereford Phone 3.



CHRISTMAS GREETINGS!

Cheer and Good Will
In bountiful measure
Is our Best Wishes
To all our patrons, friends.

Phillips Petroleum Company
T. E. MAJOR, Agent.



For A Merry Christmas Have Money

This institution, its officers and employees wish all our friends and neighbors a Very Merry Christmas.

START SAVING REGULARLY NOW
We Welcome YOUR Banking Business

THE FIRST NATIONAL BANK OF HEREFORD
a strong bank thoughtfully managed

HEREFORD, TEXAS

MEMBER FEDERAL RESERVE SYSTEM



MERRY CHRISTMAS and a HAPPY NEW YEAR!

H. L. Rice
INSTANT TIRE SERVICE



We wish to express to you, our old friends and customers, our appreciation of loyalty. To our new customers, our appreciation of your confidence, the hope that we may be of service to you, and to wish you not only a MERRY CHRISTMAS, but a HAPPY AND PROSPEROUS NEW YEAR.

HELPYSELEY
H. A. HOFFMAN, Proprietor.



Christmas Dinner!

Turkey with Dressing and all the usual trimmings.

NOON and EVENING

CLUB CAFE
Phone 498



We Extend to You and Yours

The Season's Greetings

Corbett & Company
MEMBER
National Association of Dryers and Cleaners



All Our Folks Are Wishing All You Folks

A Merry, Merry Christmas and a Happy New Year

We want you to know we have appreciated the friendly consideration we have received from everyone during 1930, and to add our best wishes for the New Year to those each of you are sending forth and receiving at this time.

May the New Year hold much that will be of real benefit to each and all of us and to our community at large.

Papec Feed Grinders

We have the agency for the famous Papec feed grinder and are ready to take care of your wants if you have a need for a grinder for any kind of farm crops.

Nearly every farmer or rancher knows of the work of the Papec grinder, and knows it has no superior for chopping grain, bundle stuff, ear corn, etc. That grinding adds much to the food value of the grain and bundles, and that stock eat it better and keep in better condition at less expense when fed ground or chopped feeds.

Buchanan & Rosson



AGAIN THE JOYOUS CHRISTMASTIDE!

Once More Good-Will, Good Cheer and Friendliness Prevail at Every Fireside!

We gladly extend to you the warmest holiday greetings and express our appreciation of that invaluable asset—your good will. In the spirit of the Season this store brings to you our best wishes for a good, old-fashioned MERRY CHRISTMAS.

**Hereford
Wholesale
Grocery
Company**

L. W. CARLYLE
PHONE 164



Is There a Santa Claus?

One September day in 1897, a queer letter came to the editorial desk of the old New York Sun. It was a simple query from a little girl who quite obviously had experienced the chill of disillusionment in her faith in Santa Claus, and wished the matter settled finally, positively.

The letter was turned over to Francis Pharcellus Church to answer. "And Church," says a contemporary, "bristled and pooh-poohed . . . but he took the letter and turned with an air of resignation back to his desk." He did not know that, thirty years hence, his name would be remembered only for the reply he dashed off.

Church, we learn, was born in Rochester, New York, on February 22, 1850. He was graduated with

honors from Columbia College in 1870. His study of law was soon discontinued, however, for he realized his life could be fulfilled only in writing. So he wrote. He died April 11, 1906, and the following day readers of The Sun were informed that the reply to Virginia O'Hanlon's letter which they had grown to love was from his pen.

Perhaps no newspaper article has been reprinted so many times as has this classic of sentiment. Fathers and mothers the world over have come to look for it every Christmas season, and boys and girls, who now listen to it, will doubtless some day be reading it aloud to their children. It is a part of the literature of the race.

Here it is, just as it unostentatiously appeared in The Sun, Sep-

tember 21, 1897:
"We take pleasure in answering at once and thus prominently the communication below, expressing at the same time our great gratification that its faithful author is numbered among the friends of The Sun:

Dear Editor—I am 8 years old. Some of my little friends say there is no Santa Claus.

Papa says, 'If you see it in The Sun it's so.' Please tell me the truth, is there a Santa Claus?

VIRGINIA O'HANLON.
"Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing

Grass Is Basic Crop, Balances Farming System

Grass, it is said by the best farmers, is the basic farm crop. Without it farming degenerates into a sort of hand-to-mouth proposition, a crop-to-crop affair that lacks continuous stability that pasture-loving livestock bring. Whether the result of permanent change of heart or only the natural effect of a combined drought and poor crop year, the Texas farmer has eventually plunged deeply into pasture development this fall. This plunge to pasture, widely noted by county agents, is a safe venture and out of the records of thousands of pasture demonstrations now under way should come a mass of convincing evidence that is hoped may balance the farming system of many a one-crop farmer.

Pasture is pasture, whether in field or garden, and the women folk continue their work of supplying green stuff to humans from gardens which has multiplied on Texas farms because of demonstrations in their value by home club women and girls.

can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

"Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no child-like faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

"Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas eve to catch Santa Claus, but even if they did not

see Santa Claus coming down, would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the won-

ders there are unseen and unseeable in the world.

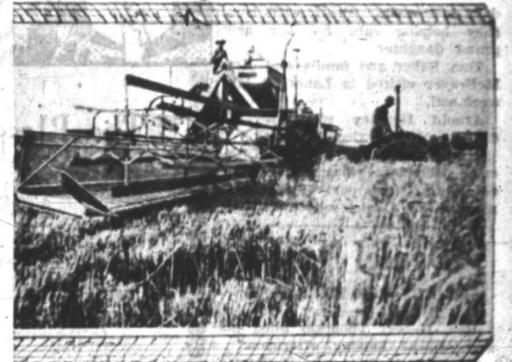
"You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that cur-

tain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding.

"No Santa Claus! Thank God he lives, and he lives forever! A thousand years from now, Virginia, nay, ten times ten thousand years from now, he will continue to make glad the heart of childhood."

**May the Spirit of Christmas
hover 'round your home
Now and Always**

**John McLean, Manager
Hereford Insurance Agency**



MAY CHRISTMAS BRING YOU EVERY JOY

AND MAY THE COMING YEAR

BE FILLED WITH HAPPINESS!

M. D. WOMBLE Implements

MERRY CHRISTMAS!

—It is indeed a privilege to be able to wish Christmas Happiness to the largest family of customers in our history.

—Our wish for you all is full stockings and glad hearts—homes full of the "MERRY CHRISTMAS" spirit, loved ones gathered around the fireside for a happy time, cares forgotten, joys remembered.

—"MERRY CHRISTMAS." Folks—and may the new year be just as merry—just as happy!"

**Great West Mill and
Elevator Company**
Hereford, Texas

E. E. Fridley, Manager, Hereford
Jno. B. Davis, Manager, Summerfield

**A MERRY LOAN
CHRISTMAS
TO EVERYONE**

WE JIMPSON & IRELAND
ABSTRACTERS
Hereford Texas

**. THOMPSON
DEPENDABLE LUMBER**

Indley & Third

Phone 456



WISHING YOU A JOYFUL SEASON

THERE IS A SANTA CLAUS!

—At least we think so. Thanks to you, our patrons, for making him a reality. And we wish you all

**A MERRY
CHRISTMAS
and
A HAPPY NEW YEAR!**

Bakers Cash Grocery
MONT E. BAKER, Proprietor

Progressive News
BY MISS OLIVE PERKINS

Mrs. John Rector, Jr. who has been visiting her parents, Mr. and Mrs. W. C. Russell, for the past few months left Tuesday for her home in Detroit, Michigan.

Misses Madge and Agnes Childree of Fort Sumner, N. M., are spending their Christmas visiting their parents here.

Mr. and Mrs. Horace Hershey and son are spending the holidays with relatives at Abilene.

Millard Gregory visited Sunday in the Blakemoor home.

Progressive woman's club met last Wednesday with Mrs. Blakemoor. The next meeting will be with Mrs. Ed Botts the first Wednesday in January.

Mr. and Mrs. Jim Park and daughters took Sunday dinner with Dr. and Mrs. Boice at Hereford.

Walter and Grace Botts, students at Berger, are spending the holidays with their parents.

Mr. and Mrs. Arch Dougherty and daughter are visiting their parents for several weeks.

Augustine Gregory visited the school Thursday afternoon.

Mr. and Mrs. Jess Caldwell are visiting her mother, Mrs. Samuelson, in Canyon.

Ed McBrayer, of Lakeview, is spending Christmas with his sister, Mrs. Tom Baker.

Mr. and Mrs. Jeff Roberson visited in the Caldwell home Sunday.

Miss Lola Park is visiting her sister, Miss Edah, in Hereford.

Wilma Mae Baker spent Sunday afternoon with Eunice Caldwell.

Mr. and Mrs. Ira Ricketts attended a Christmas party at the court house Friday night, given for the court house employes.

Mr. and Mrs. Luke McBrayer visited Mr. and Mrs. Elwyn Hutcheson Sunday.

The contest at singing did not close Sunday night because the leaders were not able to be present.

Mr. and Mrs. Claude Ricketts visited Mr. and Mrs. Jim Ricketts Sunday afternoon.

Mr. Boyd, Progressive teacher, is spending Christmas at Perrin.

Mrs. Ray Hershey spent several days last week with Howard Hershey helping care for her new grand daughter.

Tom Baker and family and Mrs. McBrayer visited in Lakeview last week end.

Arnold Hershey spent several days in New Mexico last week.

Miss Lucille Park visited Katherine Hershey Friday and attended the Christmas party Friday evening at the Daniel school.

Fairview Palo Duro Items
By MRS. JOHN BOLING

Eunice and Linden McClain of Amarillo visited the C. O. Phillips home Sunday.

Mr. and Mrs. Price visited the H. G. Olesby home Thursday.

The school children enjoyed Christmas and Friday a program was given and which was very entertaining.

Mr. and Mrs. Will Grubbs, who have been visiting at Hereford, returned home Saturday.

John and family here Saturday to spend the holidays with relatives in Bridgeport, Fort Worth and Dallas.

Mrs. Juan Barnett, of Sunday for a visit with her daughter at Dallas.

Rev. J. M. Jones visited in the Olesby home Thursday.

R. I. Campbell and family visited in Amarillo Friday and Saturday.

Mrs. Dan Higgins and W. C. visited in the Phillips home Friday afternoon.

Eugene Olesby of Amarillo is spending the holidays with his family in Hereford.

Mrs. C. G. and family Olesby, who have been visiting at Hereford, returned home Saturday and Sunday with the sister, Mrs. E. W. Womble.

Wyehe Items
MRS. L. P. PERKINS

The Christmas tree was a success. Everybody got a gift of candy, fruit and nuts from Santa.

Misses Priddy and Smith left for their homes Saturday to spend the holidays.

Many hogs have been killed in this vicinity the past few days.

Mr. Burgess and family visited relatives at Summerfield Sunday.

Messrs. Thiele and Head called in the Perkins home Sunday.

Messrs. and Mmes. Ted Young and L. P. Perkins spent Friday in the J. A. Young home.

Martha Nell Ewton is here for the holidays.

Noah Ewton visited in the Perkins home Sunday.

Edward Perkins visited his grand father Friday night.

Mrs. Perkins called on Mrs. Burgess Thursday morning.

Arney News Items
BY MRS. F. W. FORTNER

Snow fell here Saturday night and it continues cold.

Many have butchered hogs the past few days.

Arney young folks attended a party Saturday night at the Hubert Elliston home near Hereford, others went to the Joel Christmas tree.

Jim Harper and sons of Wellington visited friends here last week.

The many friends of J. B. Greenfield regret to hear of his death.

Mr. and Mrs. Freemont Chatfield are spending the holidays in Ford county with relatives.

Mrs. Norman is in Los Angeles visiting her daughter for a month.

Freemont Chatfield was in Hereford Tuesday and bought a new car.

Mr. and Mrs. Ira Ott and his mother of near Hereford visited Juanita Hutson, Thomas and O. Mr. and Mrs. E. Tipton Sunday.

Letters to Santa Claus

Dear Santa: Bring me a little doll with yellow clothes, also a little cedar chest and some clothes for my little doll, Gloria.
NANCY NEILL.

Dear Santa: I want a doll, a pair of house slippers, a sewing set and some candy, fruit and nuts. Please don't forget my little brother. He is a good little boy, lots of love. Your friend,
BOBBIE TURNER.

Dear Santa: Will you please bring me a watch, a cap gun, some fruit and some nuts. Your little friend,
OTTO.

Backache Leg Pains

Gettin' Up Nights Backache, Headache, Stomach Trouble, Nervousness, Fatigue, Loss of Energy, Indigestion, Constipation, Acid Condition, and other ailments that distress you, can be relieved by Dr. Williams' Pink Pills for Pale People. This is the only medicine that builds up the blood and restores the vitality of the system. It is a powerful tonic and a sure cure for all the above ailments. It is a natural and safe medicine, and is sold everywhere.

CORNER DRUG STORE



The Season's Greetings of the Best and all the rest!

Kerr-Anthony Hardware Co.
Phone 169

FOR A MERRIE CHRISTMAS and a HAPPY NEW YEAR



R. H. Kemp Lumber Company

The Blessings of Prosperity

ATTEND OUR FRIENDS!

This is our earnest and pious wish for the 1931 Yuletide!

CARL'S CAFE

Daniel News
BY MRS. JOE THURMOND

Rev. Hubert Thomson filed his appointment Sunday afternoon.

Daniel school has a Christmas tree Friday night and Santa was kind to all.

Joe and Tom Golden of Plainview visited their sister, Mrs. F. Tomlinson first of the week.

Mr. and Mrs. W. R. Moore went to Amarillo Tuesday to hear Dr. Truitt and Dr. Brooks.

Miss Mary Thurmond of Amarillo spent Thursday with Mr. and Mrs. Joe Thurmond.

Thelma Chain spent Friday night with Pauline and Ruth Moore.

Mr. and Mrs. Boyd Pepper returned home Saturday after sev.

WE'RE WISHING YOU A Merry Christmas AND Happy New Year



HAYDEN ATCHISON, Hereford Manager

Though Cal is new in business in Hereford, he feels that through his large acquaintanceship in the Panhandle, he has a big circle of friends here. To these, and to his many friends and customers everywhere, he and his organization wish to extend the SEASON'S GREETINGS!

Cal Farley
Tire Shop

PHONE 68

ACROSS FROM CITY HALL

For A Merry Christmas Have More Money

This institution, its officers and employees wish all our friends and neighbors a Very Merry Christmas.

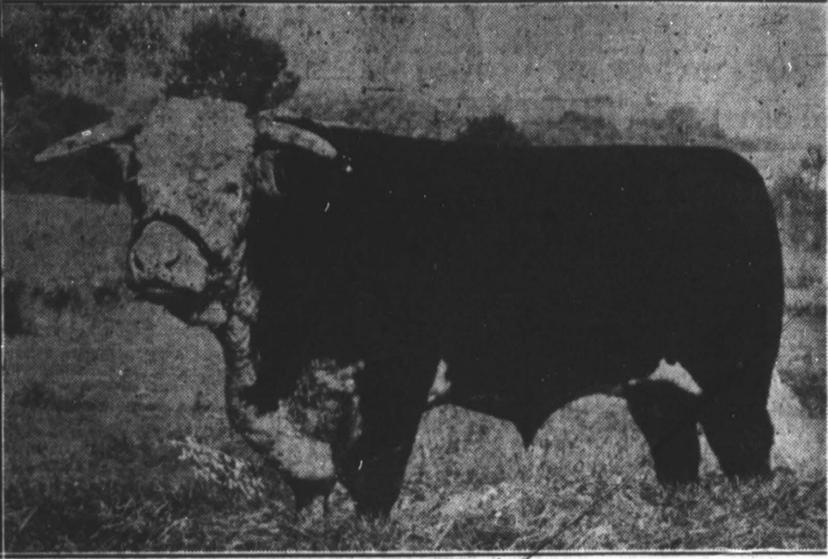
START SAVING REGULARLY NOW We Welcome YOUR Banking Business

THE FIRST NATIONAL BANK OF HEREFORD
—a strong bank thoughtfully managed—
HEREFORD, TEXAS





Valuable Hereford Bull Is Dead



6 SUPER ANXIETY

The D. L. McDonald farm, north Hereford, sustained a heavy loss when Super Anxiety, eight years old and herd bull, died re-

cently from pneumonia. This animal was valued into the multi-thousands, and was one of the best Hereford sires in the Southwest breeding circles. His sons

and daughters are scattered over a wide area, and the McDonald farm still has good blood from him with which to continue breeding operations.

Northwest News

By MRS. M. L. STRADER

Northwest, Dec. 12.—J. G. Fortenberry has been thrashing the past few days.

Mr. Taylor was in Amarillo last Tuesday.

Mr. and Mrs. William George and son have been visiting their sister, Mrs. Strader, and returned to their Oklahoma home Friday.

Mr. and Mrs. F. D. Ferguson and mother left Friday for Runnels county to spend a week with relatives.

Miss Blanche Davis of Hollene spent the week end in the J. E. Morrison home.

Z. J. Steen was a Hereford visitor Saturday.

C. S. Perrin called in the J. G. Fortenberry home Sunday.

Wm. George, Leslie and Leonard Strader were in Amarillo Wednesday.

Mr. and Mrs. Kirby have enjoyed a visit from their daughter the past week.

Mr. and Mrs. B. M. Wright and daughters were Hereford visitors Saturday.

Leslie Strader left Sunday for his home at Fargo, Oklahoma.

Mr. and Mrs. Ted Bippus and

mother were visitors in the Geo. Bippus home Sunday.

Mr. and Mrs. Z. J. Steen made a business trip to Hereford Monday.

Leonard and Leslie Strader called in the H. O. Dorris home at Clovis Friday.

The play, "Beads on a String," given at Bippus Friday night by school children was well attended. The play was arranged by Misses Catherine and Margaret Steen. Proceeds will be used for benefit of the school.

Misses B. M. Wright, E. Reese and M. L. Strader were in Hereford Tuesday on business.

Forty-one attended Sunday school Sunday. Let's all be there next Sunday promptly at 2:30 and bring some one with us.

Misses Catherine and Margaret Strum were Plainview visitors Saturday and Sunday.

Mrs. Melvin Walberg spent last week with her father and sister.

Winter Sport to Be Topped by Tournament

The big winter attraction of this section will be the basketball tournament for district one, held at Canyon in the Buffalo gymnasium February 20 and 21. There will be 16 teams from 22 counties participating.

Winner of this district will meet the winner of district two, which ties to the south in what is known as the South Plains, and the bi-district champions will enter the

Bill Stevens has moved back to Oklahoma for the winter.

Sorry to say, but Mrs. Raymond Wells is on the sick list this week.

state meet at Austin, staged in alternate years under auspices of the University of Texas.

District one has been represented at Austin in recent years, Tulsa in 1925 and Canyon in 1927.

The February tournament will be played by representatives from the Panhandle, composed of Deaf Smith, Castro, Parmer, Swisher, Briscoe, Armstrong, Randall, Oldham, Donley, Gray, Carson, Potter, Hartley, Moore, Hutchinson, Roberts, Hemphill, Dallam, Sherman, Hansford, Ochiltree and Lipscomb.

Hereford high school intends to be in the meet and will put up a real struggle to cop the title.

Mrs. J. A. Miller and little son were in Amarillo Thursday to witness the arrival of Santa Claus into the Panhandle.

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

Procurement of Road to the West Is Aim

Friena, Texas, December 13.—The Friena chamber of commerce met Thursday night of last week at 8:30 in the office of M. A. Crum in regular session for the purpose of electing officers and appointing committees for the en-

coming year. Officers elected were J. A. Blackwell, president; L. E. Bayerfeld, vice president; John White, secretary and treasurer. J. A. Landrum was re-elected a director.

Committee to function for the coming year are:

City dumping ground: Mr. Landrum, chairman; Mr. Curry and Mr. Reeves.

Civic pride: Mrs. R. H. Kinsley, chairman; Mmes. R. F. Lillard, C. A. Gulnn, J. L. Shaffer and Claude Schlenker.

Music and entertainment: O. F. Lange, chairman; Clyde Goodwine, Mmes. D. W. Hanson and T. J. Crawford.

Membership: J. J. Horton, chairman; O. M. Donaldson, F. W. Reeves, R. F. Flett and Ed White.

Emergency fund: O. F. Lange, chairman; Howard Morris, J. A. Guyer.

Publicity: John White, chairman; M. A. Crum and E. V. Rushing.

Street and road: M. A. Crum, chairman; Ester Noble and Floyd Reeves.

The chamber of commerce holds its regular meetings on the first Thursday evening of each month and the members of that body are urged to attend as it is of the utmost importance for everyone to be there. A few can do many things, but if all will take an interest and come out we can do still more for our town.

At this meeting it was decided to make every effort to obtain a road from Friena west to the New Mexico state line. The inhabitants of that part of the county are anxious that such road be designated

and built and at their request the chamber of commerce has decided to help them achieve their wish.

HEREFORD YOUNG FOLKS WENT TO SEE OLD SANTA

Amarillo was host to a large per cent of the children population within a wide area last Thursday when Santa Claus came to town and drove down the streets in a sleigh drawn by ten real reindeer. Scores of people from Hereford attended the Christmas pageant, carrying the young folks to receive the thrill of their lives.

The Hereford municipal band, under direction of Ralph Smith, came second in the parade lineup, and in the contest placed seventh.



Be nonchalant

... pick up a telephone. If you've forgotten someone's birthday till the very day, an out-of-town telephone call makes a thoughtful, welcome remembrance. The cost is trifling.



THERE'S

Christmas Cheer

IN ITS GLOWING WARMTH

—Here's a cheery gift for the entire family! The stimulating warmth of the radiant Gas Heater sends forth many of the health-giving qualities of the sun's rays. Light it, and you transform a cool room into a delightful, colorful nook.

—Times without number (in winter and spring especially) you will need plenty of heat throughout your home. Be prepared for these cold spells with a sufficient number of space heaters to heat your home properly.

—There is a wide variety of colors and designs to choose from and models priced for every purse on display at our showroom. Stop in!

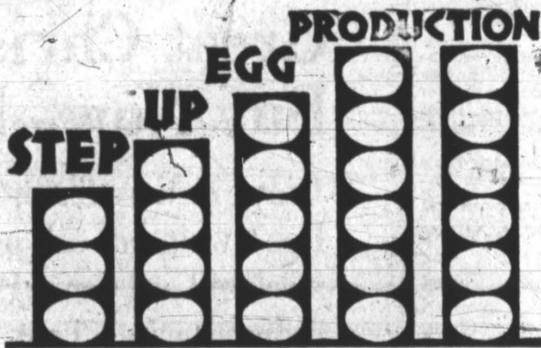
"Modernize With Gas"
West Texas Gas Co.

Texas Meat Market

Headquarters for the finest in

Fresh and Cured Meats

—Only choice animals, pen-fattened, scientifically butchered, chilled and cut up for market, are offered for sale. Make it a point to get the best—it can be had.



FRESH CAR

Nutrina Rationized

ALL-MASH EGG PELLETS

JUST IN, AND THE

FIRST CAR LOAD OF NUTRINA PELLETS

EVER SHIPPED TO TEXAS!

PRICE IN 500 POUND LOTS, Per 100 \$2.75
OYSTER SHELL, per 100 pounds \$1.00

DOMINO LUMP COAL ON TRACK

Thursday, Friday and Saturday, price per ton on car \$10.00

Our Feed Grinder Is Working Fine. Get Your Bundles and Grain Ground Here!

FARMERS ELEVATOR CO.

PHONE 468

LISTEN!

—Listings Bring Results, when placed with us!

FOR SALE OR EXCHANGE—TRY US!

Dunlap & Cox

PHONE 128

Room 10 Dunlap Bldg.

SHOE SHOP

Repair anything in leather Shoes, Harness, Saddles, Canvas on Combines.

Jack's Shoe Shop North Main Street

L. A. RAY

PLUMBING

Phone 142-J

LANHAM'S FILLING STATION

Phillips Gas and Oils. Phone 206 when you run out of gas or have a punctured tire on the road.

Nunn Transfer

HAULING OF ALL KINDS

Day phone 65, Night 420-J

GREAT WEST NURSERY

One and a Half Miles north-west. General Nursery stock. H. E. SULLINS & SON. Phone 334-J

MATTRESS RENOVATING

Furniture Repair Work, Saw Sharpening, Crating and Packing, Car or Furniture Upholstery.

RUSSELL DANIEL Phone 206

Fix-It Shop

All kinds of Furniture Repaired.

J. J. BUCKNER Phone 313

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Every Day Service	DR. J. W. HICKS Upstairs In Buckner Lambert Building Office Phone 400 Residence Phone 217
TRUCKING TO AMARILLO Dawn and Umbarger.	DR. G. F. LeGRAND Office Upstairs Buckner-Lambert Bldg. First Door South Star Theatre Office Phone 400 Residence 244
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Dr. B. M. Wiltshire, Dentist

Over Sprawls-Cronin & Company
Room 3, Buckner-Lambert Building.
Residence Phone 272 Office Phone 470

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X-RAY AND PATHO-NEUROMETER TECHNIC
CABINET BATH AND DEEP THERAPY RAYS
FOR APPOINTMENTS PHONE 207, RESIDENCE 464
LADY ATTENDANT
W. A. Robinson, D. C, Ph. C.

DR. T. M. MONTGOMERY

EYESIGHT SPECIALIST
626 Polk Street, Amarillo, Texas
—Will be in Hereford First and Third Thursdays in each month. Eyes tested and glasses fitted.
OFFICE RAY'S JEWELRY STORE.
Telephone 188 for Appointment.

WEST TAILOR SHOP

MRS. O. F. WEST, Proprietor
"Well Pressed Is Well Dressed"
Clothes called for and delivered—Phone 385

DEAF SMITH COUNTY ABSTRACT CO., Inc.

Office in the Court House.
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ABSTRACTS LOANS

A FEDERAL FARM LOAN

Is the Best Loan Contract On Real Estate

1. Lower rate of interest.
2. Liberal pre-payment privileges.
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A. O. THOMPSON, Secretary-Treasurer.
Our Abstracts Correctly Reflect the Records.
THOMPSON & IRELAND
ABSTRACTERS Hereford Texas

A. C. THOMPSON

DEPENDABLE LUMBER

McKindley & Third Phone 456



Absolutely Free!

\$1.00 Worth of Merchandise FREE with a \$2.00 Purchase of CHRISTMAS MERCHANDISE, December 15th to 25th. This is the place to buy your CHRISTMAS MERCHANDISE. Large stock to select from, plenty of courteous clerks to wait on you. Buy now and avoid the rush!

Corner Drug Store

Phone 105

Locals

Mrs. Mattie Vanderburg is on the sick list for the past week.

Some good used battery radio sets, ideal for country folks. Orr's Tailor Shop. 49-2p

Mr. and Mrs. V. T. Downs and children and Mrs. Downs' sister, Miss Zula Nail, are leaving Friday morning of this week for Fort Worth to spend the holidays with relatives and friends. Miss Nail later will go to her home in Seminole, Oklahoma.

Artistic wood-work novelties, cut-out designs of furniture for little folks. Phone 313, Fix-It Shop or see Delma Rayzor. 49-1c

H. E. Fritz of the First State Bank was a visitor in Amarillo Tuesday.

Mrs. Oscar Easley and son, Jimmie, Misses Eva Skelton and Floyd Wilson were in Amarillo last Thursday to see Old Santa.

Frank Burleson of Texico spent a few hours here Tuesday.

Used battery radio sets at a price you can afford. Orr's Tailor Shop. 49-2p

Artistic wood work novelties, cut-out designs of furniture for little folks. Phone 313, Fix-It Shop or see Delma Rayzor. 49-1c

W. H. Ray was in Amarillo last Monday on a business mission.

Mrs. B. L. Branson is visiting in the home of her son in Amarillo this week.

Practical, serviceable Christmas gifts, chairs, tables, etc. Make anything you want. See stock on display at Star Theatre News Stand, Fix-It Shop. 49-1c

Mrs. Patricia Allen left Monday for Lubbock where she has been transferred to the C. E. Stone store there. Mrs. Allen has been here about a year.

Practical, serviceable Christmas gifts, chairs, tables, etc. Make anything you want. See stock on display at Star Theatre News Stand, Fix-It Shop. 49-1c

Auctioneer Ben Glickman returned to his home in Amarillo Monday after conducting the W. H. Ray sale for the past week.

S. E. Fisher and family left Tuesday for their home in Wichita Falls after a few days visit here in the home of her mother, Mrs. A. W. Gillis and family.

Miss Mattie Lou Harrison of Friona spent the week end here with her mother and brother.

Miss Virginia Stovall of Vega was here over the last week end visiting her parents, Mr. and Mrs. W. M. Stovall.

Take advantage of RICE'S Holiday Sale on Brunswick tires. 1c

H. B. Webb left this week to spend the holidays in South Gate, California. He will not return home until after January 8.

Miss Nell Hall left last Tuesday for Amarillo on a business mission. She will be absent from town about one week.

What would be a nicer present for him than a jack, pump, tire tester, tire chains, or a full set of Brunswick tires? RICE sells them. 1c

Miss Hanna Wilson of Amarillo was a visitor here this week in the home of relatives, Mrs. Paul Foster and family.

Mrs. Buck Green was a visitor in Amarillo last Thursday.

Special low prices on the complete Brunswick line to last until January 1, at RICE'S. 1c

James W. Rockwell of Houston, was here last Thursday and Friday checking up and inspecting the Rockwell Brothers Lumber Company yards.

Reward—Dead or Alive!

For my little dog, "Teddy". Left home last Saturday evening. Black body, tan head and legs, long hair, weight about 15 pounds. Had a collar and tag with his name and my name and address. Even if found dead I would appreciate news of him. H. L. RICE.

Bandit Taken

(Continued from Page One)

about 30 steps of Davis, drew a bead on him and ordered him to drop his gun.

"He dropped the gun and raised both hands. I had him turn around and I removed another gun from him. He had some brass knuckles and \$7.00 in money. He pleaded for his life and I told him I would not harm him."

Davis later stated that he started to shoot it out with Mr. Hales while the latter was getting thru the fence, but did not want to kill a man.

Davis Talks

In the jail here Davis talked freely, seemed pleased to have questions asked, and told of his efforts to elude officers. He spoke of the clash with officers at Wirt where a deputy sheriff was killed and his own brother shot through both arms, the bullets ranging from the hands to the shoulders. He escaped there by leaping into the officer's car and speeding down a wide street with roaring horn and fully open motor, he said.

"Everybody gave me a clear right-of-way," he explained with a smile.

"I drove into Canyon Saturday night while the west bound Santa Fe train was there and missed catching it by about 10 feet as it pulled out. I ran after it but was too late," Davis volunteered.

When informed that his abandoned car, which had been stolen, was not found until Sunday morning, he smiled again and said: "I would have been long gone if I could have made that train, for I would have had a good start. I intended to beat back through Wyoming and then into Canada."

Hid in Vacant House

He said he slept in a box car Sunday night at Dawn, and hid in the old Slaughter house near the dump grounds Monday morning. He was amused when informed that the old house was the place where a man had killed himself.

"I decided to give up because I was cold and needed food," Davis continued, "and I left the vacant house and was then arrested."

He denied that there was an Indian with him at Canyon. The Indian, Packey, had left them at Wichita, Kansas, he said, where his brother was killed in a fight Friday night with officers while he was at a doctor's office for treatment of wounds received at Wirt.

Sheriff John B. Miller fed the prisoner and allowed him to take a bath while awaiting arrival of Amarillo officers who took Davis to the Potter county jail late in the afternoon.

In the Potter county jail Davis is said to have confessed to hav-

ing a part in the robbery of the M. System and Piggy Wiggly stores in Amarillo, but denied any connection with the murder of H. A. McCarrick, Amarillo grocery man.

It is also claimed that the bandits were in and out of Deaf Smith county before and after the grocery store robberies, hiding on a ranch in this county.

C. R. CONEWAY RECEIVES AWARD IN ARCHITECTURE

C. R. Conaway, whose home is in Friona and who is a nephew of Ray Conaway of Hereford, is returning Sunday from Texas A. & M. College school of architecture, to spend the holidays and announcement has been made of his receiving special mention by the Beaux-Arts Institute of New York on his design, "A Drawbridge in Medieval Times."

C. R. is one of the sixteen students of architecture at A. & M. who received honors in the recent competitions conducted by the design institute. It is considered a high honor to be awarded by the Beaux-Arts as all entries are judged by the highest standards and are compared with designs submitted from other universities and colleges of America.

CHIROPRACTIC MEET IS HELD HERE SUNDAY

W. A. Robinson, local chiropractor, was host to the district meeting of the Chiropractic Association of the Panhandle district in his office last Sunday. A good attendance was recorded and an interesting session held. The next meeting will be held with Dr. Hendrix in Tulsa.

Miss Chapman Awarded Medal by Chicagoan

Miss Elizabeth Chapman, prominent club girl of the Sims community and who is a student at Baylor, Belton, has been awarded a gold medal by Wilson & Company, packers of Chicago, according to a letter just received from the president, Thos. E. Wilson.

"It is with genuine satisfaction that I learn of your most recent achievement—the winning of the 4-H livestock championship of your county," wrote Mr. Wilson. "Because of this achievement you are entitled to the gold medal which I offered this year to recognize suitably just such successes as yours. The medal has gone forward to your state club leader and will be delivered to you very shortly."

"I congratulate you on your success. With such a splendid beginning to your credit, it will not be surprising to some day find your name enrolled alongside those of famous breeders and feeders of the livestock industry."

PAUL ODOR AND MARK HANNA DEPICT AMARILLO

Paul I. Odor, who compiled the data for the pictorial edition of the Brand last July, has apparently achieved his masterpiece, working in conjunction with Mark Hanna, Hereford photographer, in the 48-page rotogravure magazine, a pictorial presentation of Amarillo, just issued from the press.

Amarillo as it appears to the eye, its homes, business firms, industries, and pleasure resorts, have

been brought to the public through photography and the rotogravure art, an array of views which speak of Amarillo as no other method can.

HOT TAMALES

Yes, We Have Them

Short Orders

The Best Chili in town. Sandwiches, good coffee, tobaccos of all kinds. Candy.

EAT CHRISTMAS DINNER WITH US!

50c

Luke's Lunch

Located in the A. H. Elliston Building on East Third Street.

STAR THEATRE

HEREFORD, TEXAS

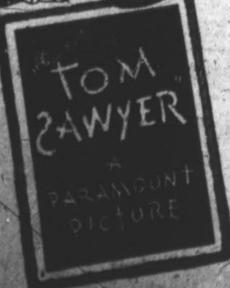
TODAY and Tomorrow Thursday and Friday DECEMBER 18-19



A ship story told of love, jealousy, hatred and fear; with fogs, storms, wrecks and rescues.

GEORGE BANCROFT in "Derelict"

Christmas Day and the day before Wednesday and Thursday Matinee Both Days DECEMBER 24-25



TOM SAWYER

Saturday Only Matinee and Night DECEMBER 20

Norma Shearer in "Let Us Be Gay"

A fascinating comedy of everyday society life as the story books tell it. Guaranteed to be highly entertaining and full of wholesome fun.

Monday and Tuesday DECEMBER 22-23 Strictly Comedy.



ONLY SAPS WORK Leon Errol Richard Arlen Mary Brian Stuart Erwin



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If safety is the principal consideration, you will find our bank meets the most rigid test.

If Strength is to be the requisite you have here the answer to your every need.

If the SOLID FOUNDATION of the greatest financial institution in the world is to be the deciding factor, you will chose our bank as it is a member of The Federal Reserve System.

Western National Bank "There is No Substitute for Safety"

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with an OK that counts

Great Christmas Offer Buy Now—Big Savings!

Only Six More Shopping Days Till Christmas! Don't wait, but call now and look over our stock of Used Cars. Every used car going at a reduced price. Look over the list below and pick out the car you want and ask for a demonstration. All cars in first class condition and ready to go.

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| 1930 Model Chevrolet Sedan | 1929 Model Ford Sedan. |
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| 1929 Model Ford Tudor. | 1926 Model Chevrolet Coupe. |
| 1928 Model Ford Coupe | 1930 Model Chevrolet Truck. |
| 1929 Model Ford Coupe. | 1929 Model Ford Truck. |
| 1930 Model Chevrolet Roadster. | 1928 Model Ford Truck. |
| 1928 Model Ford Roadster. | 1924 Model Buick Sedan. |
| 1928 Model Dodge Coupe. | 1928 Model Whippett Coupe. |

We believe we have the best buys in town on almost any type of car you may want, the price is always at rock bottom and what we mean is: We are selling them right.

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