

The Hereford Brand

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Our Slogan—"More People—More Farms"

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OLNEY COMING STRONG FOR TOMORROW'S FOUR-DISTRICT GAME

WHITEFACES WIN BI-DISTRICT TITLE IN SPECTACULAR FIGHT AT LAMESA LAST SATURDAY

It was a wonderfully determined football team that Lamesa put on the field last Saturday against the Whitefaces, but they failed to score when opportunity knocked, and Hereford won the bi-district title by a 6 to 0 count. The Tornados were good—mighty good—and they were a clean, hard-playing squad. They went into the game to win and they were putting in their best ticks over every inch of the field. They outplayed the Whitefaces by several pounds average.

The Hereford eleven played its usual snappy game, every man giving to the team the best he had in him. If any player seemed to star it was just because he was in that place at the particular time. From one end of the line to the other, every player did his job well. Much could be written about the individual work of each. Gregory, Higgins, Stone, Seed, Mitchell, Orr, Gilliland or Bowen—and about the precision and accuracy of the line as a unit. The story of the game tells the name of the back field players over and over and apparently they were doing most of the work, but it was only that line being in front of them

The Starting Line-Up.

Hereford	Position	Lamesa
Gregory	le	Lockhart
Higgins	lt	Sprayberry
Stone	lg	Allen
Seed	e	Salser
Mitchell	rg	Austin
Orr	rt	Borden
Gilliland	re	Wiggins
Clemin	q	Riley
Russell	th	Hill
Gilbert	tb	Banta
Jewell	tb	Moore

Referee, Davis, A. & M.; Umpire, Higginbotham, A. & M.; head linesman, Freedland, Vanderbilt.

Substitutions, Lamesa, Marr for Riley, Trendway for Moore, Riley for Marr, Moore for Trendway, Carroll for Wiggins, Trendway for Hill, Marr for Riley, Matthews for Austin; Hereford, Bowen for Gilliland.

First down, Hereford 11, Lamesa 2.

that make their good work possible. And while that phase is being discussed, too much credit cannot be given to one Hereford player who has been playing a great game all year, that is Gilbert, left half back. Hardly ever carrying the ball, but in nearly every play that is made. His interference running back and forth or leading the way to gains time after time. His work is hard and isn't much in the way of being spectacular; isn't noticed at all by the average fan, but he does it consistently and well.

Clemin and Jewell showed up most in the playing Saturday, but Russell gave a mighty good account of himself. There are several players of the opposition who weaken the other team. Banta of the Lamesa backfield and their left tackle, Sprayberry, were decidedly their outstanding players. All of Lamesa's ball towers were dangerous—each one was hard to stop, and likely to get away at any time. But none could do it.

The greatest apparent advantage the Whitefaces possessed was in speed and in shifting their style of offense. This versatility showed its value more and more as the game progressed. Hereford made but one substitution, Bowen going in for Gilliland, while Lamesa repeatedly sent in relief players. At the finish the Whitefaces appeared the fresher of the two teams as they were sweeping the ball up the field until losing it on a fumble just before the last play.

First Quarter.

Hereford kicked off, and Lamesa returned in their 45 yard line. They failed to gain on the first play, then made 3 at center and on the third play Banta broke through for 10 and a first down. Lamesa then drew a 5 yard off-side penalty, were held for no gain, then made 10 around right end and Banta hit center for 5, and their second first down. They failed to make the necessary 10 yards in the next four tries and Hereford took possession of the ball on their own 22 yard line.

Car Skids, Turns Over; No One Seriously Injured

Miss Ben Hopkins, driving the L. F. Borden car and accompanied by her niece, Miss Frances Borden, came near having a fatal accident last Tuesday morning when they were traveling west on Fifth. At the intersection of Main and Fifth, a Southwestern Bell Telephone truck, headed south on Main Street crashed with the Borden car, turning it half way around and it finally came to rest on its side, headed east. The other car was only slightly damaged. Miss Borden was cut about the face and Miss Hopkins was bruised.

Glee Club to Stage Cantata, "The World's Redeemer"

The high school glee club, under direction of Miss Lucille Hicks, will present a Christmas cantata, "The World's Redeemer," at the First Baptist church auditorium Sunday evening, December 22. The program is to be given at the time of the regular church hour, beginning at 7:30 p. m.

On the first play Russell kicked left end for 13 yards and a first down, and on the next play went around right end for 19 and another first down; Clemin made 5 at left tackle; Jewell smacked left guard for 1; Clemin was held for no gain, and on the fourth down punted out of bounds on Lamesa's 5 yard line. Clemin had his toe working right Saturday and consequently found the Lamesa side line behind their 30 yard line when he was obliged to punt.

Hill of Lamesa made 3, and Moore tacked inches of making a first down when he went through left guard. Banta was thrown back 4 yards when he was run out of bounds trying to go around right end; Lamesa punted on the fourth down and Clemin brought it back to his 52 yard line.

Jewell went through center with a lateral pass from Clemin for 7; Gregory took a similar play for 4; Jewell smacked center for 1, and came right back to the same place for 5 more; Russell tore around left end for 6; Clemin slipped right tackle for 2; Jewell made 1 at center and with 1 to go on fourth down Jewell went thru center again for the down. Clemin's pass to Russell went for a loss of 3, only to come back on the next play to go around left end for a first down, lacking but inches, and as usual Jewell did the necessary on the next play, planting the ball on Lamesa's 6 yard line. On the first smack Jewell was held for no gain; a pass failed, then Jewell made 5 at center and carried it over on the next play. Clemin missed goal on a place kick and the score was 6 to 0. At that time it looked like Hereford was good for several more touchdowns as that one was kicked off pretty smoothly. As it turned out, that was the only score of the game, and a terribly nerve-racking 45 minutes of fiercely contested football was to follow.

Banta returned Hereford's kick-off from his 10 to his 25 yard line; a delayed line buck made a yard; Banta was held for no gain and then made 1 at right tackle; Allen of Lamesa punted to Hereford's 21 yard line as the quarter ended. Score 6-0.

Second Quarter.

A pass failed, a right end run gained nothing, another pass failed and the Whitefaces were set back 5; Clemin punted on the fourth down to Lamesa's 45 yard line.

On an attempted pass Seed broke through and threw Banta for a

Continued on Page Two

Three Deaf Smith Schools Granted Aid by State

R. J. Clark, state rural school supervisor, was here last week inspecting three rural schools which had made application for state aid, so that it would be possible for them to continue their school terms for the full nine months.

Each of the three schools, Summerfield, Westway and Messenger, were granted aid and were also classified as Standard schools by Mr. Clark.

Local Red Cross Drive Goes Over, Says Mr. Humble

The Red Cross membership drive is over and according to C. W. Humble, president, it was the best drive since the war, netting something over 500. A majority of the executive committee are in favor of employing a county health nurse, either for the entire year or a few months during the school year.

A meeting of the executive committee will be held soon when plans will be laid for the coming year.

For several years there has been an increasing demand for public health nursing services from localities—either small towns or the sparsely settled counties—having so little wealth, either public or private, that the total sum of money available for public health nursing from all sources—Red Cross memberships, contributions, fees and taxes—is obviously insufficient to maintain a continuous paid service. To meet this need a scheme of itinerant public health nursing has been devised and is offered by the National Organization to Chapters in such communities. It is in no way meant to supplant a full time service in communities able to maintain one.

What Health Nursing Is.

Under this scheme the Chapter employs a public health nurse annually for such a period as it can afford, usually not less than three nor more than six months out of each year. The National Organization engages a nurse by the year and arranges to divide her service between two or more Chapters who wish to employ her for a few months out of the year.

The Chapters through a committee of Chapter people, with the help of other agencies underlines a program of health activities, working under the nurse's guidance in person during the period of her employment, and under the guidance of correspondence and field service from the National Organization for the remainder of the year. The nurse, during her stay with the Chapter, is mainly occupied in working with the committee in organizing these health activities under the leadership of the Chapter and in developing and utilizing the potential health forces of the community to aid in their accomplishment.

The nurse will do as much actual public health nursing as possible during her stay, but only along lines leading to activities which need not cease upon her departure.

(Opp. on page 7, second Sec.)

Mrs. E. H. Womack left Wednesday for Coleman to be with her sister, Mrs. Carter Diebrell, who is seriously ill.

Rumors Say that Hereford To Get a New Elevator

Rumors are now afloat that Hereford is to have a new farmers' elevator. In fact the land has been purchased on which the elevator is to be built, just west of the Santa Fe freight house on the north side of the tract.

J. L. Brooks and R. N. Edwards of White Deer, Texas, were here Wednesday closing up the land trade and stated that a meeting had been called for Thursday, December 16, at the court house in the county court room at 2:00 p. m. The purpose of the meeting is to form a Farmers Elevator Association and a general invitation has been extended to the farmers of this vicinity.

SPECIAL IN FROM OLNEY TOMORROW

The Olney fans are coming on a special train, due to arrive at 1:30 Friday, according to word received direct from there today. There will be 150 or more on the train. Many cars are driving through from Olney.

The Olney team will reach Hereford by bus about 2:00 o'clock this afternoon. They will have a light work-out today and probably another tomorrow morning. The weight of the eleven men starting for Olney is 1730 pounds and the weight of the Hereford probable starting line is 1700 pounds.

The game is called for 3:00 p. m., and will start on time. Admission is \$1.00 for adults and 50 cents for students.

President J. A. Hill of W. T. S. T. C. offered the college stadium for the game, but owing to an agreement that the game must not be played on a neutral field, it will be on the Hereford athletic field. Some of the bleacher seats of the college may be borrowed to give better accommodations to the spectators.

The game will not be broadcast, but the Western Union may send it play by play to Dallas.

The World's Meanest Thief Shows in Brand New Role

There is always a new kind of mean sort of person showing up, but the ones who took the American Legion Christmas trees from the flag sockets in front of a few of the Hereford business houses this week, takes the cake.

Just why a person wants to steal a Christmas tree is hard to figure out. It is still to be hoped the stunt was just a joke, and was not done with a serious intention.

Returned Medical Missionary to Tell of African Conditions

Dr. Lockett, a returned medical missionary from Nigeria, Africa, will lecture at the First Baptist church auditorium tomorrow evening at 7:30. Dr. Lockett has a wonderful message for those who hear him as he speaks from his long experience among the "native" negroes of the dark continent, and of his treating their bodily as well as spiritual ills. Dr. Lockett appears here through courtesy of the Baptist State Missionary Union.

Hear Ye!

The destruction by fire of the Swaggerty home northeast of town Sunday evening no doubt called to the minds of several an editorial printed some months ago on promiscuous parking. Dow Mercer, fire chief, avers that no company on earth could have laid a hose to the fire because the streets were packed full of cars for such a distance from the house the fire truck could not get through. Within four minutes from receiving the call the truck was on its way, but it was an hour before a hose could have been laid. A tremendous loss of life would have resulted had the fire truck plowed its way through the crowd who wanted to see a fire, regardless of the saving of a home.

The fire department did not have a chance, and it won't the next time unless people come to their senses. It's great sport to try to get to a fire before the fire fighters get there, but it's hard on the fellow who is losing his home.

Mr. Mercer says not to try to fight fires with buckets before calling the fire department. Such is a very foolish thing to do—the fire department is there to be used, it has trained fighters who know their business. Call them first and then fight fire yourselves all you want to—but call the department first.

This Little Classified Did the Work; Try One Yourself

C. C. Burns inserted a two-bit classified ad in the Brand last week, advertising for a lost Shrine Feas of Indian Shrine, lost somewhere between Amarillo and Dittm. A few days later W. R. Harrison, 13 miles northwest of town, found the Feas and returned it to the Brand office. Now Mr. Burns says "It pays to advertise."

Town All Dressed Up for Santa's Coming

The business section of Hereford is gradually taking on a holiday atmosphere as the Christmas season approaches. Some of the stores are bedecked in full colors and present a pleasing picture as the prospective shopper enters. As the time for Old Nick comes near the festive red, green and white decorations will be more and more in evidence.

Gift suggestions run riot over town. Nearly every place of business has put forward its best array of suitable presents of every description—for young or old, boy or girl, husband or wife. Hereford undoubtedly has for its trade territory this year the best offering of Christmas merchandise ever assembled here and the season is young yet.

Some have put colored lights on the evergreen trees the American Legion boys got the business people to set in their flag sockets, and several residences over town have lighted up their fronts with trees decorated with colored globes. By the time Christmas Eve gets here Hereford is going to be one of the prettiest decorated cities in the Panhandle—but it's time to get busy now!

Joe Swaggerty Heavy Loser In Sunday's Fire

The Jess Swaggerty residence in East Hereford burned to the ground last Sunday night, the alarm being sounded about 8:00 o'clock. Chief Dow Mercer, with his fire fighters, responded to the call and made a quick run to the Swaggerty place, but were too late to be of any assistance. The alarm coming too late.

The cause of the fire, Mr. Swaggerty said, was from a defective fuse. Only a few pieces of furniture and some household goods were saved, according to Mr. Swaggerty.

Basketball Due to Step to Front in Local Schools

The first basketball game of the season to be reported ready for play will be the inter-class challenge issued by Hereford high school seniors and accepted by the juniors. The battle for class supremacy will be played at 4:00 p. m., Tuesday of next week, December 17, in the high school gymnasium. It is expected the other classes will eventually be drawn into the contest for later games.

New Laundry Made Initial Run Monday

The new Hereford laundry began operations early Monday morning, with nearly a full crew on hand. Some of the machinery is still new and it will be several days before the plant is in its best working order, according to Mr. Canfield, manager.

The report that all the employees would be imported is not true, Mr. Canfield said. All help has been employed here with the exception of a few experienced laundrymen that could not be found locally. The new laundry represents an outlay of about \$20,000 and Hereford folks are to be congratulated in landing such a first class institution.

Visitors will be welcomed, Mr. Canfield said, to make a thorough inspection of the new plant.

GREAT CROWD WILL WITNESS BATTLE FOR FOUR-DISTRICT HONORS ON LOCAL GRIDIRON

If Hereford football tracks led toward Lamesa last week, everything in Northwest Texas is pointing toward Hereford tomorrow, when the Olney high school eleven, champions of Districts three and four, come up to contest the title of the Whitefaces to the championship of Districts one, two, three and four. It is going to be one tremendous battle. Never before has a game of such importance been played here, and it is doubted if a high school game has ever attracted as much attention in the whole Panhandle.

Thrills? Yah, Let Barnett-Easley Et Al Tell You

"Talk about your thrills! We had 'em!" Ralph Barnett said, "when we, Oscar Easley, our pilot, Clyde Renfro and I, in Renfro's Eagle Rock plane, flew to Lamesa last Saturday to witness the Hereford-Lamesa football game. We never had such an experience," Messrs. Barnett and Easley, said the thrill of traveling more than 100 miles an hour, with not a mud hole in sight, with only pure ozone with just enough of a norther in it to make it an ideal trip. Mr. Barnett says that Pilot Renfro hit Lamesa like a sharpshooter hits a bullseye. Mr. Easley said: "Of course we used Conoco oil and gas and that's why we made such a perfect fly."

And Another Car In Ditch, Bright Lights Get Blame

Charles Newell, F. T. Minton and Lawrence Kemp broke into the automobile turn-over society last Friday night when they were traveling toward Hereford. They met a car with extremely bright lights and in trying to keep well on their side of the road, ran into a deep bar-pit and turned their car over several times, but it happened that the boys came out of the accident with only a few light scratches, but the car was badly wrecked.

Holiday Season Opens in Rural Schools Next Week

Rural schools will close for the holiday season on Friday, December 20, according to County Superintendent Earl W. Wilson, and most of them will take up again on Monday, December 30, while the city schools take another week's vacation.

Several Cases Disposed Of In County Court

Judge Wilson presiding over the County Court this week, had a busy time and disposed of the following:

Tri-Art Printing Co. vs J. M. Henderson, judgment for plaintiff.

Archie Tyler vs W. B. Fallwell, judgment for plaintiff.

R. E. Edwards vs Glenn Rutter, judgment for defendant.

Knight-Campbell Music Co. vs Maggie Hopper, judgment for plaintiff.

Sprolls-Crosin & Co. vs L. A. Ricketts, judgment for plaintiff.

A. Allison vs J. H. Copeland, judgment for plaintiff.

Criminal Docket.

State vs R. L. Lloyd, judgment for plaintiff.

State vs Lois Grummett, judgment for plaintiff.

State vs J. O. Lytle, judgment for plaintiff.

State vs M. H. Meade, judgment for plaintiff.

County court will continue until Saturday, December 21, according to Judge Wilson.

CORSICANA MAYOR HERE

N. F. Garrett, ex-mayor of Corsicana and owner of a large farm 16 miles due west of town on Harrison highway, is marketing his grain crop by shipping his own grain and heads to the Fort Worth market. Mr. Garrett has about 800 acres under cultivation and made a good wheat crop last summer on his Deaf Smith county farm.

The Hereford Whitefaces have not been defeated in two years, winning the district title last year and this, and last Saturday blew up the Lamesa Tornados claim to the championship of districts one and two. Olney won their district title last year and this and defeated Jackboro last Friday for the title to districts three and four. So tomorrow the two will meet here at 3:00 p. m. to fight it out.

This is the only game in the whole Panhandle tomorrow, as all other teams have been defeated and put out of their respective races. It is expected that hundreds of folks will be here from over the Panhandle and all points between Hereford and Olney. It is conservative to say that there will be thousands out to see the game as it has been given wide-spread publicity and inquiries from all directions indicate a big attendance.

Superintendent Dillehay announced Monday that parking rules at the football field tomorrow will be strictly observed. All cars will be parked on the practice grounds south of the playing field, except those for people physically unable to be out in the open. People desiring such privilege to park inside must obtain a permit from the superintendent's office before tomorrow noon, and show the permit as they enter the grounds.

A side light on tomorrow's title game is that C. H. Dillehay was also superintendent of the Olney schools at one time and he is much concerned over the outcome when the two champions meet.

Burning Trash Pile Calls Boys to Rutherford Here

A burning pile of lumber called the fire department out Wednesday afternoon about 3:30. The fire was discovered in time to the adjoining buildings and fence were only scorched. The department made a quick get-away at the sound of the alarm and put the fire out in double quick time on arrival.

Chief Mercer said this is the first time the boys ever disobeyed orders, a very grave offense. It happened this way: A cat was badly burned during the fire, being trapped in some way and the chief ordered the boys to kill the animal—they all refused so it was up to him to dispatch the poor kitty.

The Man With Bright Lights Puts Another Car In Ditch

William, of Ponca City, and J. W. Montford, of Alva, Oklahoma, brothers, turned over their model A Ford last Sunday about dusk. The accident happened about 3 miles east of town on the highway. Blinding lights of an approaching car, Mr. Montford said, was the cause of the accident. When he started to go around a truck going in his direction. The fast approaching car with bright lights was the cause of the upset. Both men were badly bruised about the head and body but both were able to return to their homes Monday night.

Oklahomans Continue Trek To Panhandle Country

C. L. and Floyd Davis, brothers, and both of Sayre, Oklahoma, each purchased a farm near Hereford recently. C. L. Davis bought the 480 acre J. J. Perkins farm three and a half miles north on 25-Mile Avenue, and Floyd Davis purchased the W. F. Karr half section about eight miles north on 25-Mile Avenue. The Davis brothers will start to improve their farms after the first of the year.

The Hereford Brand

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HEREFORD, DEAF SMITH
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R. E. KESSIE,
Editor and Manager

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:
Zone 1, per year - - - \$2.00
Zone 1, six months - - - \$1.00
Outside Zone 1, per year - \$2.50
Outside Zone 1, six months - \$1.50
Outside Zone 1, three months \$1.00

ALL SUBSCRIPTIONS STRICTLY
CASH IN ADVANCE.

FARM NOTES

E. G. Shelby, living near the Messenger community, 25 miles west of Hereford, is feeding 200 steers on ground kafir bundles and cottonseed meal. The steers have been on feed 80 days and show splendid gains. Mr. Shelby intends to feed the steers three or four months longer.

Mr. Shelby thinks Texas beef should be fed Texas grain and the profits that have been going to farmers in the Middle-West should be kept at home. "With the vast herds of fine Herefords on ranches in this county, and thousands of acres of hogaria, milo maize, kafir and cane being harvested in the county, we can easily establish this as a recognized beef-feeding center," he said.

He will market approximately 100 acres of kafir through these steers and expects to get a much larger return than by selling his grain at market price. The steers are two year olds and consume 30 pounds of the ground kafir bundles and 2 pounds cottonseed meal per day. Additional return will be derived from the hogs that are following the steers. One hog to two steers is the proportion Mr. Shelby thinks most profitable.

George Walden and Woody Lovelace, managers of the El Toro farm 8 miles northeast of Hereford are feeding 1800 sheep on the Chamness farm near the Joel switch. The sheep have been on feed about 4 weeks. Mr. Walden is feeding his self-feeders on a ground ration composed of kafir bundles, barley and alfalfa, mixed with cottonseed meal. The sheep were started on a very bulky ration which Mr. Walden says is very essential in order to get them accustomed to feed before starting the heavy grain ration. Now after 4 weeks the ration consists of about half roughage and half grain. As the feeding period advances he intends to increase the grain and decrease the roughage. The sheep

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THE AMARILLO NEWS
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Phone 313 After 5 p. m.
J. J. (Scotty) BUCKNER

**Change It Brought
Her Is Wonderful**

All my neighbors are talking about the wonderful change Sargon made in my health. For three years I was in such terrible condition I couldn't do my housework. Everything I ate seemed to dis-



MRS. C. F. WOOD

agree with me, I had a lot of trouble with my kidneys, and my back hurt nearly all the time. I was constantly taking medicine for inactive liver and constipation and would sometimes get so dizzy I'd have to hold to something to keep from falling. My blood seemed thin. I suffered terrible headaches and was so nervous I could hardly sleep.

"Sargon is the first and only medicine I found that gave me lasting relief. My appetite is splendid and everything agrees with me. Sargon Pills rid me of biliousness and constipation entirely. I'm no longer nervous, sleep fine, and my color is clear and healthy. I haven't one of my old troubles left and feel like a new woman. I can understand why so many praise Sargon."—Mrs. C. F. Wood, 2510 Market St., St. Worth, Rice's Drug Store, Agents.

will be kept on full feed until finished.

E. R. Biggs, owner of the El Toro farm, and Mr. Walden believe that grain sorghums fed to sheep will give a 50 per cent greater return than by selling the grain on the market.

NOTICE OF SALE OF REAL ESTATE UNDER ORDER OF SALE

THE STATE OF TEXAS
Deaf Smith County.

Whereas, by virtue of a certain order of sale issued out of the District court of Deaf Smith County, Texas, on a judgment rendered in said court on July 30th, 1929, foreclosing a vendor's lien on the Northwest Quarter of Section 24, Block K-8, Deaf Smith County, in favor of W. E. Dunlap against L. W. Hough, Goodyear Tire and Rubber Co., B. F. Goodrich Rubber Co., Panhandle Motor Co., Grain and Co., C. H. Dahl, W. F. Karr, and S. A. F. Farner to secure the payment of \$1251.04 with 8 per cent interest from July 30, 1929:

Also foreclosing the trust deed lien in favor of the defendant W. F. Karr in the sum of \$917.40 with 8 per cent interest from July 30, 1929.

Also foreclosing the trust deed lien in favor of the defendant, G. A. F. Parker in the sum of \$578.57, with 10 per cent interest from said July 30, in cause No. 1734 on the docket of said court, and to me as sheriff directed commanding me to sell and sell the above described

tract of land as under execution.

Notice is hereby given that on the first Tuesday in January, A. D. 1930, the same being the 7th day of said month, between the legal hours thereof, to-wit: ten o'clock A. M. and four o'clock P. M., at the Court House Door of Deaf Smith County, Texas, I will offer for sale and sell said land at public auction, for cash to satisfy said sums of money in the order named and costs.

J. B. MILLER,
Sheriff, Deaf Smith County, Texas.

Messrs. H. S. Marks and Henry Dick, both of Cordell, Oklahoma, were here last Friday and Saturday prospecting for a farm location in this part of the Panhandle.

J. K. Blythe and family of Friona were here last Wednesday. The Blythes were here looking for a house to live in until their new home is completed in Friona.

Let Hans & Hanna make your photos for Christmas, Hereford, 47-1fc

T. E. Seigler reached home last Monday from a business trip to Central Texas.

DR. T. M. MONTGOMERY
EYESIGHT SPECIALIST
626 Polk Street, Amarillo, Texas
—Will be in Hereford First and Third Tuesdays in each month. Eyes tested and glasses fitted.
OFFICE RAY'S JEWELRY STORE.
Telephone 188 for Appointment.

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Present either of these handsome cars, built by Buick, and you'll be making a gift that will still be giving when another Christmas comes. The new Buicks with Bodies by Fisher reveal quality leadership so outstanding that they are winning 41% of the total sales of the fifteen cars in their price class. The new Marquette, built by Buick, introduces into the low-price field a new order of swift, virile, reliable performance. Place your

order now for delivery of a Buick or Marquette on Christmas Day. The new Buicks are offered in three new series, and three new wheelbases, with 14 body types priced from \$1200 to \$2070 f. o. b. factory. The new Marquette is offered in six body types priced from \$900 to \$1000 f. o. b. factory. All available on the extremely liberal General Motors time payment plan.
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They are never TOO SMALL or TOO LARGE to be encouraged in ways of thrift. One of our deposit books with one entry made is a SENSIBLE GIFT.

The First State Bank

M SYSTEM
"Saves for the Nation"

The man with the hoe is supplying us with a big assortment of vegetables for Saturday. He has also hood down the price.

Reed's 'M' System
Specials for Friday and Saturday

SYRUP, Mary Jane, gallon	73c
SOUP, assorted	9c
PEANUTS, fresh roasted, lb	13c
CANDY, Peanut Brittle	22c
CANDY, Christmas mixed lb	15c
PEP, breakfast cereal	11c
JELLO, three for	25c
CRACKERS, 2 1-2 lb Saltins	40c
COCOANUT	10c

Fruit Cake
Is the Recipe to Try This Week With
Snowdrift
Ask for Recipe of Week Card

Arney News Items

A baby boy was born to Mr. and Mrs. Paul Lauson December second and mother and baby are doing well.

J. A. Currie and wife, Joe Currie and wife spent Thursday in Stratford with relatives.

Monroe Davis and wife gave a turkey dinner Sunday for the immediate members of the family.

Mr. and Mrs. Ed Bailey called in the Davis home Sunday.

B. Campbell and wife spent last Thursday night in the Long home at Grady, New Mexico.

The Hill and Cole places have recently been sold.

Freeman Chatfield called in the Patton home Thursday.

Mr. Grumm was here from Okon last week.

A party was given at the Burns home Thursday night.

Mrs. T. Smith and daughter are here from Childress for a few days.

Jumbo basketball boys played Arney Friday, winning 17-10.

C. Fox and wife returned from Bay, N. M. Sunday.

There was a party at the Lee Hutton home Saturday night.

A Mr. Hill has been here from Oklahoma several days.

Several attended the ball game at Hereford last Tuesday.

Floyd Fortner and wife and Lawrence Taylor were in Levelland last Thursday.

Mr. and Mrs. W. Graham have a new car.

J. E. Boyd and wife, E. Burks and wife were in Dimmitt Friday.

Miss Georgia Wilson has returned from a visit in Amarillo.

Several attended the all day service at Joel Sunday.

Some farmers have quite a bit of wheat to sow.

Pauline and Phil Boyd have been ill several days.

Daniel News

(Too Late for Use Last Week)

There was a good crowd at Sunday school Sunday, considering the bad weather.

Mrs. Dave Moore of Plainview visited Saturday in the homes of Mr. and Mrs. Joe Moore and Mr. and Mrs. Will Moore.

Mr. and Mrs. P. A. Brown visited from Friday until Sunday in the home of her mother, Mrs. Francis Burns at Vega.

Let Hanna & Hanna make your photos for Christmas, Hereford. 47-tfc

Arney News Items

are Tom Rogers, Mr. Tague and Mr. McAllister.

Mrs. Benschwanger and Simpson were in Dimmitt Saturday.

Mr. and Mrs. W. T. Sumner and son visited in the O. E. Sumner home at Amherst Sunday.

Mr. and Mrs. Bain of Alpine visited the Heeder family here and looked after their farm.

Mrs. Buddie Birdwell of Dimmitt were guests of Mrs. Sam Birdwell Saturday.

Mr. Davis of Hollis, Oklahoma, visited his son and wife last week.

Mr. and Mrs. Earl Davis.

Mr. and Mrs. Cecil Thomas, Mr. and Mrs. Coy Arms were Plainview visitors a Saturday.

Mr. and Mrs. Ernest Jones moved into their new home last week.

Joe Bunschwanger has completed a new garage at his farm.

Let Hanna & Hanna make your photos for Christmas, Hereford. 47-tfc

CANYON COW COMPLETES PRODUCTION TEST

Canyon.—Gamboge's Fox's Little Agatha 664623, a purebred Jersey cow in the herd at the W. T. S. T. C., has completed another official production test in which she yielded 482.48 pounds of butterfat and 8,218 pounds of milk in 224 days. Little Agatha was started on this test when she was six years and one month of age and with this record again qualified for the Register of Merit of the American Jersey Cattle Club. Her sire is Gamboge's Fox's King, and her dam is Gamboge's Fox's Agatha.

NOTICE—The Hereford Benefit Association No. 2 will meet in the Boone & Whitehead barber shop Monday, December 23, at 2:30 p. m., for the purpose of electing officers for the coming year. J. H. HEAD, president; W. W. BENNETT, secretary. 48-2c

Day-Fan Radios, full power utilizing nine-tube radio. Ask for demonstration. TEXAS UTILITIES CO.

J. B. Sowell started to work last week for Jones & McLean. Mr. Sowell for the past year has been with J. W. Alexander on a farm.

J. O. Newell, Dick Dixon and Cliff Estes left Monday for Amarillo where they were called for Federal Jury service.

Mr. and Mrs. D. D. Lanham and visited to Littlefield Sunday and Mrs. T. E. Jordan, old friends.

Real Estate

When you want to buy a bargain, see us.

WE HAVE SMALL ACREAGE FARMS AND RANGES—PRICED RIGHT.

HILL & RICKETTS

CLARK BUILDING

MR. PROPERTY OWNER:

Why waste your time and energy telling people what you have to sell when you can shorten up the story by telling them you are

SELLING YOUR PROPERTY AT PUBLIC AUCTION ON A CERTAIN DATE?

When the day of your auction sale arrives, all the prospective buyers will be there.

Ray Barber, Auctioneer

Superior Sales Service

Phone 241 Hereford, Texas

Flagg News

Mrs. Joe Bunschwanger entertained Wednesday night, December 4, with a farewell party in honor of Mrs. M. E. Bain who was soon to go away. A large number of friends of Mrs. Bain were present. Games were played and special music was the main feature of entertainment. All enjoyed the occasion and expressed regret to see Mr. and Mrs. Bain leave for their new home in Callahan county.

Mrs. Walker entertained the Study Club at her home Saturday afternoon when several members were present. New officers will be chosen today, December 12.

Mr. and Mrs. Kirksey were business callers in Hereford Saturday afternoon.

Among those having new cars

A Christmas Hint to Husbands

See these beautiful Frigidaires, all in rust-proof, wear-proof Porcelain-on-steel

All are strikingly beautiful. Every inch of surface is as easy to clean as chinaware. The shelves are removable, spaced to hold large quantities of food and elevated to a convenient height.

Then, to double the greater service that Frigidaires has always offered, every household model is now equipped with the famous "Cold Control," that speeds the freezing of ice cubes and desserts.

Special Christmas Terms

We are now making a special offer on all household Frigidaires bought for Christmas. Call at our display room for full details.

FRIGIDAIRE

More than a MILLION in use

B. B. PARMER, Dealer

HEREFORD, TEXAS

WHEN IT'S **ZERO** IN THE CRANKCASE

OR A **HUNDRED** IN THE SHADE . . .

You Get Protective Lubrication With Conoco Germ-Processed Paraffin Base Motor Oil

CONOCO Germ-Processed Motor Oil retains its fluidity at sub-zero temperatures. In fact, there is no practical operating condition in winter that will affect its ready lubricating flow.

The oil never leaves the bearings. In effect, a fracture-proof film—a carry-over film—is always on duty, lubricating your motor from the instant you put your foot on the starter.

Due to the Germ process and the select, premium, paraffin base crude stocks used, CONOCO Germ-Processed Motor Oil positively does not break down under the most intense cylinder wall heat.

When the temperature drops down to the sub-zero zone protect your motor by using CONOCO Germ-Processed Motor Oil. Know the satisfaction of realizing that your motor is well lubricated even before you start it.

A climb, high speed, heavy load, the temperature—none of these conditions affect the ready lubricating qualities of CONOCO Germ-Processed Motor Oil.

Drive in at the nearest station displaying the Red Triangle now, today and have your crankcase drained. Your winter driving will change from one of worry to one of pleasure and satisfaction.

This oil is different from all other oils in one outstanding respect. It actually penetrates metal surfaces.

CONOCO

CONOCO Germ Processed MOTOR OIL

35¢

Per Quart—for All Grades Except Special Heavy and Extra Heavy.

Best Purgative for Colds

Reliever the congestion, reduces complications, hastens recovery

Relieves Colds in 2 Minutes

Aspirin is a complete, "Liquid Cold Remedy" acting gently on the liver and bowels, and your druggist is authorized to refund your money while you wait at the counter if you do not feel relief coming in two minutes. All druggists carry Aspirin, the largest selling liquid cold remedy in the world. (adv.)

RICK'S DRUG STORE

Grind and Mix Your Own FEED

Grind your own, pure home grown feeds—stems, stalks, leaves, cobs, shucks and all—with a W-W Feed Grinder and they will go a third further—will produce a third more profit for you.

The W-W grinds and mixes everything from the ground up with lightning speed—separately or together. Turns alfalfa, fodder, snapped or ear corn, barley, oats, maize heads, bundle feed, etc., into valuable mixed feed at low cost.

The W-W has no burrs, gears or knives to give trouble. Powerful RIGID hammers do the work—quicker, better, cheaper.

W-W HAMMER-TYPE FEED GRINDER

Farmers everywhere have put their farms on a new profit-making basis by cutting feed costs with a W-W. You can do the same.

There is a W-W to suit every grinding need. Nine different sizes. Power or Electric equipment. Satisfaction guaranteed. All equipped with Traction, Tapered Bearings, Abrasive Lubrication and Backward Pulleys.

Come to see and see the wonderful grinder. Or let us demonstrate the W-W on your own farm with your own feed and your own power.

15 Years of Successful Service

M. D. Womble

Hereford, Texas

The W. W. Feed Grinder Co., Mgrs., Wichita, Kas.

DEMPSTER

NO. 12. BACK GEARED. AMM-OILED WINDMILL.

GUARANTEED

The Dempster No. 12 is guaranteed against defective workmanship and materials. You are assured a mill that will serve for years without constant trouble or expense. Has Traction Tapered Bearings, Full Size, Standard Cast Gears, Full Size—Type Bearings. Does not need a competent windmill and pump man will show you a sample.

S. C. McADAMS

Hereford, Texas.

Complete Line Dempster Well Supplies.

This New and Better Oil Now on Sale at

Abo Filling Station or of **O. E. Easley**

South End of Main Street Local Wholesale Representative

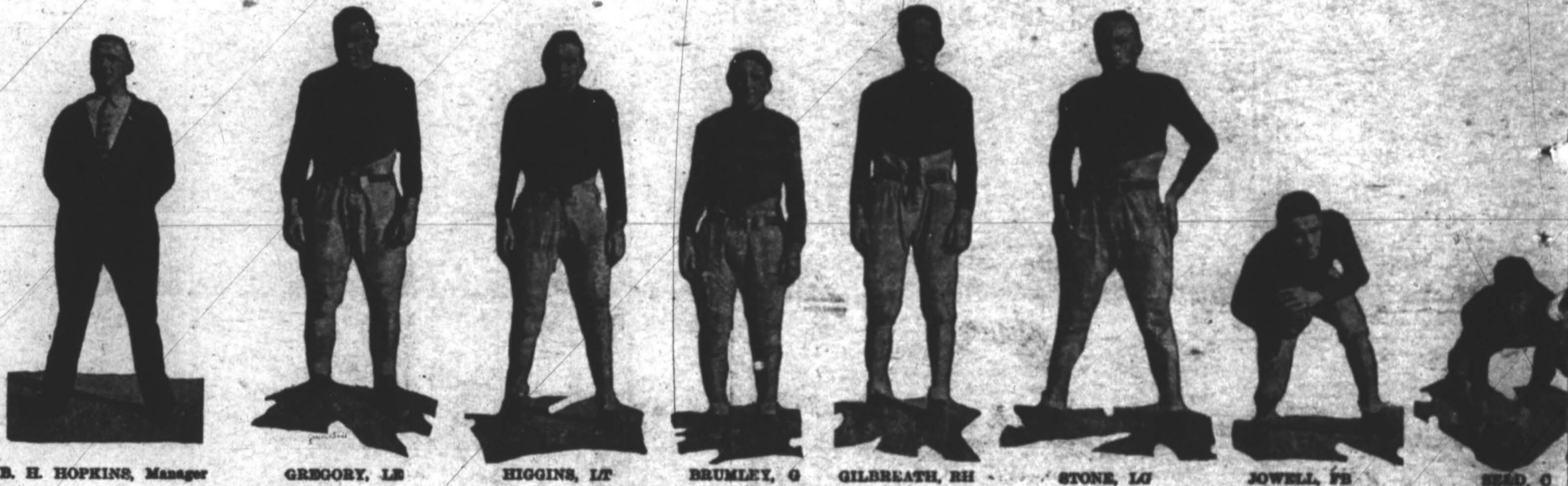
R. M. Gunn, West Way Filling Station

"Your Rep! Your Rep! You've Got It—Now Keep It; Doggone It, Don't

WHITE

Rove All C

All Photos by
Hanna & Hanna



B. H. HOPKINS, Manager

GREGORY, LB

HIGGINS, LT

BRUMLEY, C

GILBREATH, RH

STONE, LG

JOWELL, FB

SEED, C

Probable Starting Line-Ups and Weights:

HEREFORD	POSITION	OLNEY—
GREGORY, 185	LB	W. GILMORE, 170
HIGGINS, 170	LT	DEES, 190
STONE, 170	LG	PATRICK, 125
SEED, 160	C	CARTER, 137
MITCHELL, 140	RG	F. WIX, 150
ORB, 185	RT	WRIGHT, 187
BOWEN, 165	RE	B. GILMORE, 175 (C)
CLENNIN, 125	QB	GOODE, 160
RUSSELL, 155 (C)	LH	GREER, 150
GILBREATH, 150	RH	S. WIX, 160
JOWELL, 155	FB	GRAVES, 185

—Boys, you've reached the top—it's up to you now to stay there! T after your glorious victory last Friday there is nothing else to be e made a mighty record for the teams to follow who will come after y other, and this is the last one. You've done your part well—playe bring honor and respect to their good name, and we're telling you r you've got, the same as you have all this year, and it will be up to C

"Y-e-a, Team! Y-e-a, Team"

City Drug Store
"M" System Grocery
Thompson & Ireland
Fox Mercantile Co.
Corner Drug Store
D. R. Gass & Son

Snyder & West
Beavers Brothers
Western National Bank
W. H. Ray, Jeweler
First State Bank
Arthur Thompson

John Patton, Insurance
L. Baskin
Ike's Lunch Room
Hereford Dry Cleaners
Hereford Brand
Texas Meat Market
The Chocolate Shop

Welch M
First N
Omer Baker
Consumer
John McL
Hillsi
C

New Method of Marketing Eggs Brings Profit of \$100,000 Extra Money to Indiana Community

BY FRED L. PETTY
In American Poultry Journal.

Saturday is egg day in Mentone, Indiana. Every week since March, 1928, at least one carload of eggs has been shipped by the producers from Mentone to the New York market. For 15 weeks during the season of fresh production, the farmers loaded two cars each Saturday, bound for the hungry markets of the eastern seaboard. The gain to the poultry producers of that vicinity is increased returns for the first year of this direct shipping amounted to the tidy sum of \$100,000. An average gain of \$3 a case over the possible pay that could be had by the old style of selling locally or by shipping as individuals is the justification for the continuance of this unique co-operative marketing institution.

Costs Less to Ship.
This large volume of business is handled by a co-operative organization which has no corporate being, no warehouse, no office and no constitution nor by-laws. There is no capital stock and members pay no dues. In fact use of the shipping plan by a farmer makes him a member. He is free to come or go as he will, and to ship all his eggs, some of them, or none through the co-operative as he will. The organization has nothing to do with grading or inspection of the eggs shipped by any member nor with paying any shipper. Yet the business handled will run close to half a million dollars during the second year.

The Mentone Egg Producers is the title under which this group of poultry farmers carry on their unique marketing system. The Mentone community, it is said, is a notable poultry producing center. White Leghorns are much in the majority. On the farms within trading radius of this town are more good paying flocks than in any other part of the state. The community is an important factor in keeping Kosciusko County in its place as first of all Indiana counties in value of poultry and eggs produced. Flocks range from 500 or so to 2,000—sometimes more. Nearly everybody on the farms thereabouts is actively interested in the poultry business.

It costs \$1.55 to send a case of eggs from Mentone to New York by express. By freight in car lots, the shipping cost is exactly 50% cents per hundred pounds. Railroads classify cases of eggs as weighing 53 pounds each. Shippers pay to the manager of the association 53 cents a case as they deliver their consignments at the car door on Saturday. The exact saving therefore on the transportation alone is \$1 a case. On a 500 case car, \$500. Figure it for 52 weeks in the year. Add to it the enhanced price of New York markets compared with Mentone markets, and you soon see how

the \$100,000 extra money is made.

How It's Done.
Each Saturday the manager of the business, M. R. Rush, and a helper open a refrigerator car set out on the siding and the Mentone Egg Producers becomes a functioning concern. Farmers bring in their eggs, a case or a dozen cases or a truckload, packer for shipping, graded or not as they wish, consigned and addressed to any firm in New York to which they decide to sell. Mr. Rush gives the shipper a receipt for so many cases, and keeps on loading the car. Shippers come for as far as 20 miles, but mostly of course from a radius of 7 to 10 miles. At times a dozen or twenty trucks or automobiles are waiting their turn to get to the car, but for the most part loading proceeds at a comfortable rate until about four o'clock when the car is sealed and the fast freight picks it up. By Tuesday afternoon the eggs are sold in New York and by Thursday the checks are in the hands of the shippers.

The Individual Decision.
This plan leaves to the individual producer the decision as to grading his product or not, the quality of product he sends and the firm to which he sells. It is his deal all the way through and he gets his money direct. The 53 cents freight he pays is in fact more than the real freight cost in a full car, but it is all of the shipper's money the manager of the association, or other representatives ever sees. Out of it the manager takes 1 1/2 cents a case for his pay, and there remains a small sum per car to pay for incidentals and to create a surplus. The actual freight cost is 48 cents on a full car, leaving 7 cents a case for association funds and labor.

The car is consigned to a responsible trucking company in New York which undertakes to deliver the several consignments of eggs and furnish delivery receipts to the manager of the association. This trucking firm functions to some extent also as a representative of the shippers, directing delivery of eggs or holding up a consignment in case of failure or shakiness of the consignees, thereby protecting the shippers from loss in failures or in case of crookedness. The shyster egg buyer who does a rushing business for a time by bidding over the market and then does a rapid disappearing act thus meets an active antagonist when he tries to bid for a share of this weekly Indiana car of hen fruit. It costs 7 cents a case for delivery in New York. This charge is paid by the consignee and deducted from returns.

"A full car load is 720 cases of 50 dozens each," Mr. Rush, the manager, told me. "Our first car shipped contained 500 cases. In the

fall we load around 650 cases a week. In the rush season when we shipped two cars a week, we handled over 1,000 cases each Saturday. Dealers bid for our eggs. There are buyers and dealers' representatives around the community almost every month, bidding for shipments. Our shippers now pretty well know the reliable houses and last Saturday, for instance, the carload came from 22 different farmers, and the cases were consigned to 18 different firms.

No Losses Thus Far.
"Our shippers send a good product to market," stated Mr. Rush. "Most of them grade the eggs for size and color. No washing of eggs is done, or almost none. Our farmers are educated away from washing eggs. Necessary cleaning is done with steel wool. The egg producers around here largely take proper care of their product, gathering the eggs often and storing in a cool place until shipping day. We ship in refrigerator cars but never ice them. We are told by the handlers at the market that eggs shipped in iced cars sweat badly when removed and deteriorate rapidly. We have had excellent results in shipping without ice. We pack every case in straw and use straw around the outside of the car in winter. Last winter we shipped three times when the temperature stood at 8 below, but had no frozen eggs. We have but few loss and damage claims. It is part of the manager's duty to handle these and make collections. We never have lost a dollar in claims, and in fact it is seldom that a case disappears during the unloading or delivering process. No shipper has sustained a loss of any kind."

FARM SALES
Three public farm sales are scheduled for this and next week. December 12, W. H. Maynard, five miles west of Friona, will sell at public auction about a dozen Jersey cows, farm implements, household goods and some hogs and chickens. T. S. Robbs, living near the city limits of Dimmitt will sell at auction 22 head of Jersey cows, some horses and mules and a good collection of farm machinery. Lunch will be served on the ground at noon. On December 15, F. A. Rogers, one mile north of Flagg, will sell his entire farm equipment and household goods at public auction. He will offer 5 head of milk stock, a number of horses and

mules, farm equipment and all his household goods. Lunch will be served at noon by ladies of Flagg. Ray Barber of Hereford will officiate as auctioneer at all the above sales.

CARD OF THANKS

We, the Pep Squad of the Hereford High School, wish to express our appreciation to the Hereford Chamber of Commerce for free tickets given us on the special train last Saturday that went to Lamesa. Very few of us could have gone without your assistance. We wish again to thank you for giving us the opportunity to stand behind and boost our grand, winning football team.

GIRLS OF THE PEP SQUAD.

R. T. Kendrick, farmer, of Hart, was visiting old friends and trading in Hereford Wednesday.

Have a Philco balanced-unit radio delivered to your home on Christmas Eve. LEE ELECTRIC CO., phone 452. 1tc

Mr. and Mrs. Claude Miller were up from Quitaque over the weekend visiting in the home of A. C. Thompson. The Millers were former Hereford citizens and are always as glad to get back here as their old friends are to see them.

Miss Mabel Goss returned home Tuesday morning from attending the International Stock Show, exhibition at Chicago.


Will B. Anthony, Jr., and little son were down from Amarillo Sunday visiting his parents and other home folks.

Plenty of fresh B batteries. At ORR'S TAILOR SHOP. 1tc

H. C. Gram, manager of the Western Union at Clovis, was over Sunday with his family visiting in the R. E. Kessle home.

R. O. Douglas and Mrs. J. C. Cummins made a business trip to Dimmitt Tuesday of this week.

Have a Philco balanced-unit radio delivered to your home on Christmas Eve. LEE ELECTRIC CO., phone 452. 1tc



JEWELRY

JUST NEXT WEEK AND THEN—CHRISTMAS

—So you had better drop in and make that selection while selecting is good. For a small payment we will lay away the selections you care to make at this time. Remember, we handle gifts that will please the most discriminating.

F. M. Kester
JEWELER AND OPTOMETRIST
THE GRUEN DEALER
Hereford, Texas

Invest Now In a Home.....

It May Not Double In Value Overnight; Neither Will It Drop from Sight In a Couple of Hour.

Stock prices have proved the old, old story. Sky-rockets must come down.

Which brings us back to the fact that a home is something which cannot be swept away at a turn of a market. A home is a sound investment, a lasting estate, one which you can pass to your children with a worthwhile increase in value.

Building materials are at a low price level. May we show you some interesting new ideas in house planning?


ROCKWELL BROS. & COMPANY
Lumbermen
Here Since 1898.
Phone Four—The Lumber Number..

Friday - Saturday Cash Specials

We have purchased a bargain in SINCLAIR CUP GREASE and are passing it on to our patrons.

Sinclair Cup Grease, 5 lb can	49c
Pancake Flour, Aunt Jamina, large size	36c
Mince Meat, Paramount, 1 pound jar	24c
Cocoa, Hershey's, half pound	14c
Oats, White Swan, large	21c
Toilet Paper, Pamicuta, 3 for	25c
Tomatoes, Westville, medium, 3 for	25c

We have several specials that our space will not permit us to mention this time.



Fruit Cake
Is the Recipe to Try This week With
Snowdrift
Ask for Recipe of Week Card

Carl's Cash and Carry Grocery
Phone 324



RADIO SET

That Leads the Field for Reception

FADA

THE CHOICE OF THE EXPERT
Only in FADA RADIOS Will You Find
VIBRA-CONTROL

—A new principal of radio design that gives you clear, perfect reproduction without distortion, hums, crackles and roars.

—Fada Vibra-Control screen grid model 25—all electric—dynamic speaker—walnut console cabinet—

\$165 COMPLETE

W. W. BENNETT

Christmas Suggestions

Just Received

—A shipment of Beautiful Silks, also Velvet, ROBES—just the thing to make her a Christmas present. Only

\$7.50

Special lot of DRESSES ON SALE

\$9.75 Value \$5.00
\$12.75 Value \$7.50

REDUCTION ON ALL DRESSES

ALSO A REDUCTION ON ALL Winter Coats

Remember our good line of COUNTRY CLUB HOSE \$1.50 AND UP

Fashion Dress Shop

FOOTBALL

(Continued from Page One)

immense loss; Banta went thru right tackle for 8; Sprayberry took Hill's pass to Herford's 43-yard line, and Allen punted to Clennin who was down on his 17 yard line. The nose guard Clennin was wearing because of his injury in Tuesday's game bothered his terribly, in receiving punts and in throwing passes. He threw it away, and Coach McCollough went out and got this to put it back on.

Russell went around left end for 16 yards on the first play; Jowell made 2 and Clennin followed with a couple more. Sprayberry got through the line to smear an attempted pass behind the line and threw Russell for a loss of 5; Clennin punted to Banta on his 5 yard line and Gregory stopped him on his 20 yard line. That boy Banta could sure bring them back.

They failed two times to make any gain but a Herford off-side gave them 5, and they made 8 for a first down; then were held for no gain, but came back with a Hill to Borden pass that put the ball exactly on the mid-field marker and another down. A young man named Gregory got through their line and dumped them for an 8 yard loss; a pass failed and Allen punted to Clennin on his 17-yard line.

Clennin made 2 at left tackle, made 7 more through the same place and Jowell again came thru with the necessary amount to move the chain forward. Russell was thrown for a loss, but Lamesa had 12 men on the field and the ball was brought back and it was called no play. Clennin was held for no gain; Russell lost a yard; Clennin gained 2 around right tackle, but fumbled on the next play and Lamesa received the ball on Herford's 12 yard line, throwing the Herford fans into the depths of despair, nearly prostrating some with heart failure, while still others approached a state of total collapse. And look what happened next:

On the first smack Lamesa planted the ball on the 7 yard line, going through left tackle. Another play put the ball on the 1 yard line and Herford spirits dropped into abysmal despair, quite a few having to lean against things to keep their courage and faith at work. It was quite sickening to Whiteface rooters' enthusiasm. The writer and Mr. Briarly, who accompanied him, were fully persuaded that Lamesa was entitled to a first down, and it looked like they would have four tries at that yard; but the chain was not motioned forward and play was resumed. Pandemonium broke loose in the Herford camp when a string of four or five Whiteface sweaters cracked through their line, followed the ball back as

it was snapped into play, and one Mr. Banta of Lamesa was bounced high in the air to come down hard on his 8 yard line for a 5 yard loss. At this tearfully critical stage the whistle sounded, the half was over and fans who stayed at home missed the greatest celebration the football season has held for Herford this year. Ask anyone who was there and they will answer that the tension of the ordeal was awful, and left them weak-kneed when it was over. The score was still 0-0.

Third Quarter.

Lamesa kicked to Clennin on his goal line and he brought it back to the 18; Russell went through center for 3, they got through to Jowell for a loss of 3, and Clennin punted. Gregory followed it down, Hill caught it on Lamesa's 32 yard and when he tried to pass Gregory that young man chased him out of bounds with no gain at all.

They failed to gain, then made 4 at left tackle, only to let Mitchell slip through on their attempted pass and throw Banta for a loss of 3, so they punted to Clennin on his 25 and he brought it back 10 yards before they dumped him.

Clennin lost a yard but came back on the next play for 5 thru left tackle; Moore, Lamesa full back, nearly ruined himself when he dived for Clennin, but missed him and knocked the breath out of himself when he hit the ground. He is 6 feet, 2 inches tall, and weighs 192, so he naturally hits hard. Clennin went around left end for 12, and Jowell came thru with his part on the next play to add the few inches needed for a first down. Clennin got away for 20 yards, but they set the Whitefaces back 25 yards, so they started in again on their own 30. A pass; Clennin couldn't gain and he punted out of bounds on the opposite 30 yard line.

Lamesa gained 2, a pass failed; Moore lacked inches of a down, and they made it through center on the next play. They failed to gain, but Moore again went thru

the line on the next play for a first down and put the ball on Herford's 43 yard line; they gained 4, then 1, and a young man named Stone, from Herford, broke through their line to set them back 5; the referee set them back 15 more, so they punted.

Clennin took the punt and passed it to Russell who carried it to the 22; a lateral pass was fumbled on the first play and Lamesa recovered it on Herford's 23 yard line to throw the Whiteface supporters into rabidest despair.

Lamesa got in bad right at the first play and got set back to their 40; Gregory went through and set them back 1; one pass failed, but another gained 7 yards; they still had 4 to go on fourth down, so punted to the 17 yard line.

Jowell made 4 at center; Clennin made 5 1/2 at center and Jowell again did the right thing for a first down. Russell made 2 around right end, Clennin lost 4, and punted to Lamesa's 30, as the quarter ended.

Score still 0-0.

Fourth Quarter. A pass failed, they made a yard at left guard and 8 at center; then punted to Clennin who sunbathed his way back to Lamesa's 40-yard line.

A pass failed; Russell made 2 at left tackle; Bowen went in for Gilliland; Jowell made 1 at center, and Clennin punted out of bounds on Lamesa's 15 yard line. Banta just lacked inches of making a first down on the first play;

SEE

"Ruling the Roost"

Admission 25 and 35c
Thursday, December 19
H. H. S. AUDITORIUM

Apples

COME TO THE APPLE STORE
On Main Street, Across the Street from the Post Office
PER BUSHEL, \$1.45

Fresh line of Christmas nuts and other fruits.

We have a full line of Beautiful CHRISTMAS TREES

GOOD laundry work

...promptly done...



HEREFORD LAUNDRY & CLEANING CO.

Phone 298

- A call brings our courteous driver to your door for your soiled clothes.
- A few days later he returns them, sweet and clean.
- For how can dirt resist the great amount of pure water and soap we use? For real laundry satisfaction call us!
- SEVERAL SERVICES—We have three different services—one will just fit your needs—ask our driver for details.

Opening Announcement

—The Herford Laundry and Cleaning Company has been established in your midst, with the best machinery that money will buy, and we are now ready to serve the people of Herford and the surrounding country with laundry service—the best you have ever seen. We are established in your city to stay and we expect to grow with you. OUR OPENING DAY IS MONDAY, DECEMBER 16, and we welcome you to come and make a thorough inspection.

Radiator and Electrical

REPAIR WORK OUR SPECIALTY

We guarantee our work and make it stand the test.

PHONE 206

Boezman & Lindsey

REPAIR SHOP

"You've been married longer; maybe you can tell me..."



JUNE thought something terrible must have happened when Alice came to her in tears and said that she and George weren't getting along well after being married only three months.

"..... he used to be so cheerful," Alice said, dabbing at her eyes, "and now he's so..... especially at meal times....." ing after breakfast he growled a good-bye to me and....."

"How many cups of coffee did he have?" June asked, shrewdly.

"One—and he drank only half."

"What kind of coffee was it?"

"It was..... why, I really don't remember. What difference does it make?"

"All the difference in the world, my dear," June told her chum. "A husband without good coffee at breakfast is like a bear. I made the same mistake with Dan. You get White Swan Coffee for George and..... well, you just get it. You'll get the surprise of your life."

Alice got both—the coffee and the surprise.

It never takes a bridegroom any longer to begin praising his wife's coffee than it takes for her to discover White Swan. Its appetizing aroma and satisfying flavor are always welcomed as essential to the full enjoyment of every meal.

The delicious quality of White Swan is the result of many highly perfected processes; some as old and artful as the happy custom of serving coffee; others as new as science can devise.

Modern roasting ovens bring out the natural flavor of the imported coffees which are so nicely combined and balanced in achieving the full, rich quality of the White Swan blend.

After roasting, White Swan is packed in sealed tins and handled promptly. No chances are taken with the freshness of its flavor. Your dealer is within convenient shipping distance of one or more of the 22 Waples Platter Houses strategically located to insure quick distribution. Fleets of motor trucks which operate over established routes make regular deliveries to the 10,000 White Swan dealers.

By going to the very source for its product, by controlling every step of its preparation and distribution, this institution of the Southwest, with more than a half century of experience, makes sure that no finer coffee can be brought into your home for the price you are asked to pay.

Now, and whenever you need a fresh supply, White Swan Coffee is available at your grocer's freshly packed in one and three pound cans.

FREE—Expert advice and time-tested recipes

Perhaps the doughnuts never turn out light and cakey as they should. Or you may have trouble with some other dish your family likes. Write to Waples Platter Better Cooking Bureau, Waples Platter Co., Fort Worth, Texas. Expert advice and time-tested recipes sent FREE.



WHITE SWAN COFFEE

Daniel News

Mr. and Mrs. Will Moore and family went to Friona Saturday and visited in the Stice home. Miss Florence Woodruff went to Umbarger Friday afternoon. Will Moore and wife were in Hereford shopping Friday. Lemuel Shuggart has been hauling grain to Hereford and Umbarger the past week. Mrs. Slaughter went to Amarillo Saturday. Mr. and Mrs. B. D. Chain and family spent Saturday afternoon in Hereford. Messrs. and Misses L. Shuggart and Joe Thurmond and Miss Catherine Yant went to Canyon Saturday evening. A. J. Ramsey has been visiting at the home of his son, Albert, the past several days. Mrs. E. S. Wickland and son of Canyon has been visiting the Will Moore home several days. Mr. and Mrs. Garrison of Otton spent Sunday in the Moore home. Miss Katherine went to Amarillo Saturday. Albert Ramsey and wife and A. J. Ramsey visited the Will Moore home Wednesday. Miss Mary Thurmond of Amarillo visited the Joe Thurmond home one day last week. Miss Katherine Hershey visited Miss Leatrus Benson at Progressive Sunday evening. Leonard Nichols was in this community last Friday. Mrs. Corbett Crittisher called on Miss Katherine Hershey Monday afternoon. Mr. and Mrs. Lowder of Canyon was in our community Sunday. Vernon Miller and wife of Canyon spent Sunday with Mrs. Jacobs and family. Mr. and Mrs. Joe Beckman visited in the home of their son, W. E. Sunday. Roy Harris visited James and Kim Ware Sunday. Dan Higgins and wife spent Sunday in the W. C. Thomas home. Mr. and Mrs. Geo. Lacey spent Saturday and Sunday in the home of her parents, Mr. and Mrs. M. F. Baird at Wheeler. Mr. and Mrs. W. E. Bishop and daughter and Mamie Thomas spent Sunday in the Ware home. Mrs. J. M. Ware and Miss Florence Woodruff were in Amarillo Saturday. C. L. Hodges of Hereford has been helping his brother, Cecil, with his threshing. Messrs. and Misses C. P. and Walter Caldwell visited in the Cecil Hodges home Sunday. Miss Mary Ella Hershey spent one day last week with her sister, Miss Katherine. Let Hanna & Hanna make your photos for Christmas, Hereford. 47-tfc

Ford Doings

Ford school has been at work both inside and out. They have almost completed their basketball court and will soon be ready to start their team out. The pupils are also working hard to win a place on the honor roll each month. Those making all A's are placed on the honor roll and those for third month are as follows: First grade, Evelyn Benson, Mabel Rempel, Adella Benson; second grade, Glenn Simpson, Clarence Taylor; eighth grade, Thomas Simpson. Ford young folks were entertained with a party at the home of Mr. and Mrs. Howard Morel Saturday night. Games were enjoyed until a late hour when sand-

wiches were served. Everyone reported a nice time. Mr. and Mrs. J. Y. Norton and family of Mountain View, Oklahoma, moved to their new home in this vicinity Saturday. Two new pupils, Dorothy and Marjorie Norton, enrolled in school Monday. Mrs. Herman Koch visited Mrs. Hilda Benson Thursday morning. Miss Margaret Roberts ate supper with Mr. and Mrs. Howard Morel Saturday night. A. J. Sanderford ate Sunday dinner at the Mann home. Elizabeth Drummonds spent Saturday night at the J. S. Garrett home. Misses Edith and LaVerne Mann took supper in the Morel home Sunday night. Mr. and Mrs. Jim Lyles left on Thursday for their home in Cooperston, Oklahoma, after a visit here with friends. Messrs. Erman Guter and Doc Kempsey of Vega were visitors at Ford singing Sunday night. Mr. and Mrs. Henry Rempel and family returned home Monday from Oklahoma. Mildred and Nell Casey spent Saturday night at the Bob Thurmond home. Clyde Meun and J. B. Thurmond spent Saturday night and Sunday with Reg Casey. Mr. and Mrs. August Koch and Floyd Simpson ate supper at the Mann home Sunday night. Mr. and Mrs. Dewey Larson and children were in Amarillo Saturday. Miss Lorna Good of Umbarger spent Saturday night and Sunday with her sister, Miss Odessa Good.

Here and There.
The play and social at the school home Saturday night was a big success. Comments were heard from a good many about the excellent way each of the different characters handled their parts. The play will very likely be presented at Dawa in the near future.

The sock social netted about \$90. Miss Alma Andrews was the cake for the prettiest girl and Owen Stagner proved to be the nicest man and claimed the jar of pickles. Mr. and Mrs. Henry Allman, Mrs. H. M. Mobley and Mrs. J. B. Haren were Amarillo visitors last Friday. Mrs. Erks Williams and children spent the week end with her parents at Petersburg. Miss Mattie Andrews spent Saturday night and Sunday with Miss Leatrus Benson near Progressive. Mrs. W. L. Gray of Gary, Oklahoma, is visiting in the home of her daughter, Mrs. Clarence Beauford. Mrs. John Gaetz and children moved to town Saturday so as to be nearer school. Mr. and Mrs. Allman and Mr. and Mrs. Lester Sparkman spent Sunday at the Harlin home. About forty attended the demonstration put on by H. B. Hiles at the Tice home Thursday evening. Mrs. J. J. Lindsey called on Mrs. Walter Easter Sunday afternoon. Mr. and Mrs. Tom Meley are driving a new car. They spent Sunday at the H. M. Mobley home. Several of the neighbors helped John Gaetz thrash Monday. Miss Mary Jo Greer and Mrs. C. E. Tice celebrated their birthdays together last Sunday at the Tice home. The birthday cakes with lighted candles were the main attractions on the dinner table. Mr. and Mrs. Walter Tice and

children, Mr. and Mrs. C. M. Bell, Mr. and Mrs. Joe Greer and Lloyd Tice enjoyed the day together. Mr. and Mrs. Henry Allman went to Amarillo Tuesday where Mrs. Allman is to undergo an operation on her eyes. Mrs. Allman has been troubled a long time with her eyes and it is hoped that she will receive much benefit from the operation. They were accompanied by Mrs. J. B. Harlin. Owen Stagner made a trip to Dimmitt and Flag last Saturday. Home-made angel food cake from now until Christmas. "M" SYS-TEM.

"RULING THE ROOST"
Entertainment de luxe will be furnished when the Junior class presents "Ruling the Roost" Thursday evening, December 18, in the high school auditorium. The cast is working to bring a super-production in this the first high school play of the season. It is a comedy-drama in 3 acts, portraying the pathetic situation of a homeless old man who came to make his home with his son. The wife of the son refuses to permit the old man to live there because the home belongs to her and she dislikes the idea. The father comes, and imagine his friends proves to be his son, an employee in his son's household, and his niece, a bright girl who falls in love with him because of his good cheer. He proposed a plan whereby they may have his son's wife temporarily lose her money in order to re-gain happiness. Follows laughs and difficulties which are finally solved and he becomes the most beloved member of the household. The cast in order of their appearance: Helen Johnson, portrays the part of Emma Davis, who "Rules the Roost"; W. B. Wilson, Jim her husband. Georgia Cloyd, Jim's widowed sister, who resides in the Davis household.

Alberta Davis, as Della, lively daughter of Kate, Robert Bell, as Grandad, Woodrow Ireland, as Harry Gordon, Della's sweetheart, Marie Seed as Rosa Bell Swift, rich rival for Harry's affections, G. T. Higgins as Wynne Maples, an oil land salesman, Athalie Wilder, who furnishes the comedy as Millie Jane, the country baseball fan, Marvin Knox, as Red Miller, Jane's beau, Mrs. McCollum is directing this play.

Blackleg Vaccine and Hemorrhagic Septicemia always on hand at CORNER DRUG STORE.

FARM SALE

Tuesday, December 17

SALE BEGINS PROMPTLY AT 10:30 A. M.

Having sold my farm, I will sell at public auction, my entire farming equipment, livestock, chickens and miscellaneous items, located at the southwest corner of Dimmitt town section.

22—Head Dairy Cattle—22

- 1—Red Jersey milk cow, age 6, milking now, fresh in February.
 - 1—Spotted milk cow, age 6, milking now, fresh in February.
 - 1—Jersey milk cow, fresh now, giving four gallons.
 - 1—Jersey milk cow, age 5, giving 3 gallons, fresh in March.
 - 1—Jersey milk cow, age 5, fresh in March.
 - 1—Jersey milk cow, age 7, giving 2 gallons now, fresh in March.
 - 1—Jersey milk cow, age 6, giving four gallons, fresh in March.
 - 1—Jersey milk cow, age 4, fresh this month, will give five gallons.
 - 1—Jersey heifer, age three, fresh in February.
 - 5—Yearling calves.
 - 1—Jersey milk cow, age 3.
 - 1—Jersey milk cow, age 6.
 - 1—Jersey milk cow, age 5.
 - 2—Red Durham cows, age three.
 - 1—Jersey cow, age 3.
 - 1—Whiteface cow, age 6.
 - 1—Jersey cow, age 8.
- The last eight cows mentioned will all be fresh by May 1, and several of them are milking now. Anyone needing a good milk cow will find this entire offering to be an exceptionally good lot of dairy cattle.

Horses and Mules

- 1—Team mules, age 8, weight 2200 lbs.
- 1—Bay horse, age 8, weight 1200 lbs.
- 1—Bay mare, gentle for children, age 7, weight 900 lbs.

FARM MACHINERY

- 1—One-row lister.
 - 1—Two-row go-devil.
 - 1—Two-section harrow.
 - 1—One-row go-devil.
 - 1—One-row cultivator.
 - 1—Six-foot disc harrow.
 - 1—Twelve-foot grain drill.
 - A lot of good posts and wire.
 - 1—Iron-wheel bundle wagon.
 - 1—Four-wheel trailer, extra good.
- There are many small items entirely too numerous to mention.
- Harness, bridles and collars, numerous.
- Oil stove and numerous small items.
- 1—Cream separator.
 - 5—Dozen Brown and White Leghorn chickens.
- There will be some other property included in sale not mentioned on this bill.

LUNCH SERVED AT NOON.

TERMS—CASH

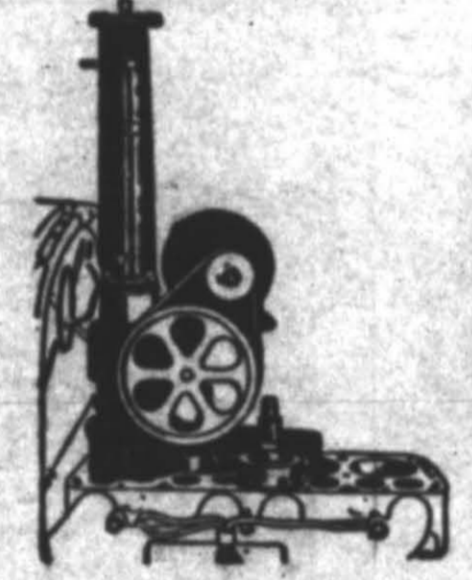
T. S. Robbs, Owner

BRUCE McLEAN, Clerk.

RAY BARBER, Hereford, Auctioneer.

STORMIZING

ADDS ROOM MILES TO THE LIFE OF YOUR MOTOR



Stormizing
the 2000-1000
the 1000-1000
the 1000-1000

ADDS QUICKER PICK-UP—MORE POWER—LESS FUEL

Let us estimate the cost of re-conditioning your car.

Beavers Brothers



Aviation Helmets FREE!

Save 10 Butter-Nut Bread Coupons!

Bring or mail 10 of the coupons which you will find wrapped with each large loaf of Butter-Nut Bread, to the Amarillo Baking Co., 801 Buchanan Street, Amarillo, Texas, before January 1, 1930, and we will give or send you an aviation helmet like the one pictured at the right, ABSOLUTELY FREE! You kids will all want one, so ask your mother to buy Butter-Nut Bread so you can start saving for your helmet!



AT YOUR GROCER'S

Good Used Battery and Electric Radios

Hereford Dry Cleaners

J. B. ORR

Phone 98

For Christmas Fruits, Nuts, Candied Fruits

Our stock is always complete, and you can't make a mistake when you come to our store. Our Holiday stock is complete, our shelves are stacked full; we are ready to serve you.

**Hereford
Wholesale
Grocery
Company**
L. W. CARLYLE

ON THE WAY TO LAMESA

It was a good-natured, merry crowd of 180 men, women and children who rode the Santa Fe special train to the football game at Lamesa Saturday. Of course some had to be late, the writer included, but by chasing hard to Canyon, the special was found setting on the track, and the trip was made all right from then on.

Everybody seemed to be having plenty of fun. The pep squad went from one end of the train to the other, giving yells and getting in practice for the game. Alex Thompson remarked that there was a mighty pretty sunrise for Canyon to have. Everybody was trying to find out how the Olney-Jacksboro game came out, as though they knew Hereford would mix it with the winners. Nothing was found out until the train reached Lamesa, and the Olney coach, A. S. Acker, was there to scout the game.

Alex Thompson pulled so many stunts it is impossible to chronicle all of them, notably ones being to shout "Ah Aboar-r-r-d!" while at Lubbock and watching the Hereford delegation scramble back on the special in jig time, and to don a string of black whiskers and green spectacles just before reaching Lamesa and go from end to end of the train announcing he was mayor of Lamesa and the town was wide-open to everybody and Hereford could have anything in Lamesa—except the football game.

There must have been over 100 cars met the train and offered to haul Whiteface fans the three blocks to town, but the band formed in line, the pep squad dropped in behind and the whole Hereford gang trailed them to the court house square. Rev. J. D. Boren, pastor of the Church of Christ,

gave a wonderful welcoming address, stressing Lamesa's pleasure in greeting the Whiteface team, and the friendly spirit manifest between the two towns. He assured Hereford he was glad of the opportunity of seeing such a delegation, hoped Lamesa would make them glad they came—and wished the best of success to both the teams and hoped the best one won. The band played, and the pep squad sang, and everybody tried to get some lunch at the same time.

During the game the band and students of each school vied with the other in friendly yells, songs and music that went a long way in making friends. The crowd was orderly, and the game was so thrilling shortly after it got started that not much attention was paid to anything else until it was over. The Lamesa people were hard losers; that team wasn't going to be licked, and to their everlasting credit it must be said they were giving the game the best they had right up to the finish, but when it was over those folks were surely good sports. Not a bit of excuses or explanations—they were just as friendly, courteous and helpful as ever. The people of Lamesa gave Hereford a real welcome and treated them royally while they were there.

Nobody seemed to feel like celebrating on the way home, most everyone was quiet and retrospective—they were not over the realization that it was a hard game, just barely won, and replete with exciting situations. Nearly all talk on the train coming home was about the game. Everyone was happy of course, but none were jubilant as might have been expected. As the train left Lamesa the crowd was well pleased to hear that tomorrow's game with Olney

would be played in Hereford. When the train rolled in home at 11:00 o'clock Saturday night, those coming back got a tremendous kick when they saw the delegation at the depot to meet them. There were several hundred who made the walk in ring out in a welcome of victory.

Something like 30 or 40 Hereford citizens drove through to the game in cars, besides those who went on the train, and Ralph Barnett and O. E. Easley got Clyde Renfro to warm up his Eagle Rock plane and fly them down to the game.

Plenty of fresh B batteries. At ORR'S TAILOR SHOP. 1tc

B. B. Farmer and Ramsey Landrum were in Friona Wednesday of this week on business.

Belts

For Combines and
Thrashing Machines
Repaired

I have my machine rigged
up especially to do heavy
sewing.

Bring In Your Belts

Jack's Shoe
Shop

\$10.00 will insure you a Philco balanced-unit radio for Christmas. LEE ELECTRIC CO., Phone 432. 1tc

Rev. M. M. Beavers and wife of Plainview and Mrs. Beavers' sister, Mrs. Tutsey Lovelady and Mr. Lovelady of California, and Zoe and Laina Beavers were dinner guests at the O. L. Rutherford farm home last Friday.

Mr. and Mrs. Ernest Payne and little son of Sadler, Texas, were in Hereford last week visiting Mrs. Payne's sister, Mrs. John Kropf and family. Mrs. Payne was formerly Miss Lillian Sawyer of this city. The Paynes expect to move to Clovis soon.

The Atwater Kent is a real balanced radio—a trial will convince you. ORR'S TAILOR SHOP 1t



Next Christmas HAVE MONEY!

Christmas will be merrier if you have a good-sized balance to your credit in our bank.

DON'T SPEND IT ALL!

Start Saving Regularly NOW

We Invite YOUR Banking Business



THE FIRST NATIONAL
BANK OF HEREFORD
—a strong bank thought-
fully managed



HEREFORD, TEXAS



CASTRO THEATRE DIMMITT, TEXAS

Sunday Matinee,
Monday - Tuesday
Nights

December 15, 16, 17

Hear and See! Thrill and
Wonder!

The Big "Medicine Man"
For the Blues

Ted Lewis

in
"Is Everybody
Happy?"

with Ann Pennington, Alice
Day

The "High-Hatted Tragedian
of Jazz," with his band of
ragtime rollickers, dispenses
glorious entertainment. Sing-
ing, dancing, comedy with a
chorus of dancing beauties!
Singing, Dancing, Talking

DON'T MISS IT!

Also All Talking Comedy

also

"THE HOOSE GO"

All talking comedy with Stan
Laurel and Oliver Hardy.



PIGGLY WIGGLY

FRIDAY & SATURDAY SPECIALS

GRAPE FRUIT, six for	25c
APPLES, fancy Delicious, small size, doz	33c
COCOANUTS, fresh, each	9c
RAISINS, four-pound package	32c
RICE KRISPIES, Kellogg's, per pkg	10c
PECANS, new crop Texas, per lb	19c
POP CORN, Jolly Time, 2 15c cans for	25c
TAMALES, Ratcliff's, two for	25c
COFFEE, White Swan, 3 lb can	\$1.62
SOAP, Big-4 Naptha laundry, 5 bars	18c

Bulk Candy and Nuts, Oranges, and all Other
Christmas Eatables



Fruit Cake

Is the Recipe to Try This Week With

Snowdrift

Any for Recipe of Week Card

Health Hints

—This is the time of the year when INFLUENZA, COLDS, GRIPPE, RHEUMATISM and other ailments are common in most families.

—Chiropractic cures them—why not PREVENT them by the same method!

CHECK UP ON YOUR VITALITY

Drs. Kibbe & Robinson Chiropractors

Buckner-Lambert Building. Phone 207
HOURS: 9:00 to 12:00 and 1:00 to 6:00.

IN A MILLION ARE HOMES this CHRISTMAS

MODEL S-14

Latest-type receiver operating directly and entirely from electric light socket. Employs four Screen-Grid tubes to assure tremendous amplification and marvelous tone. Extreme Sensitivity. Unusual Selectivity. Single-Dial Tuning Control. Super-Dynamic Speaker. All are included in this marvelous instrument. And the beautiful console is worthy of an honored place in any home.

Price, less taxes
\$129.00
Cash or easy terms

WHAT MORE appropriate gift to the family this Christmas than a Brunswick Radio? It's not only a seasonal gift, but a year 'round remembrance that entertains every day in the year.

Come in and let us play this great receiver for you. Then you'll know why the folks at home will prefer this gift above all others.

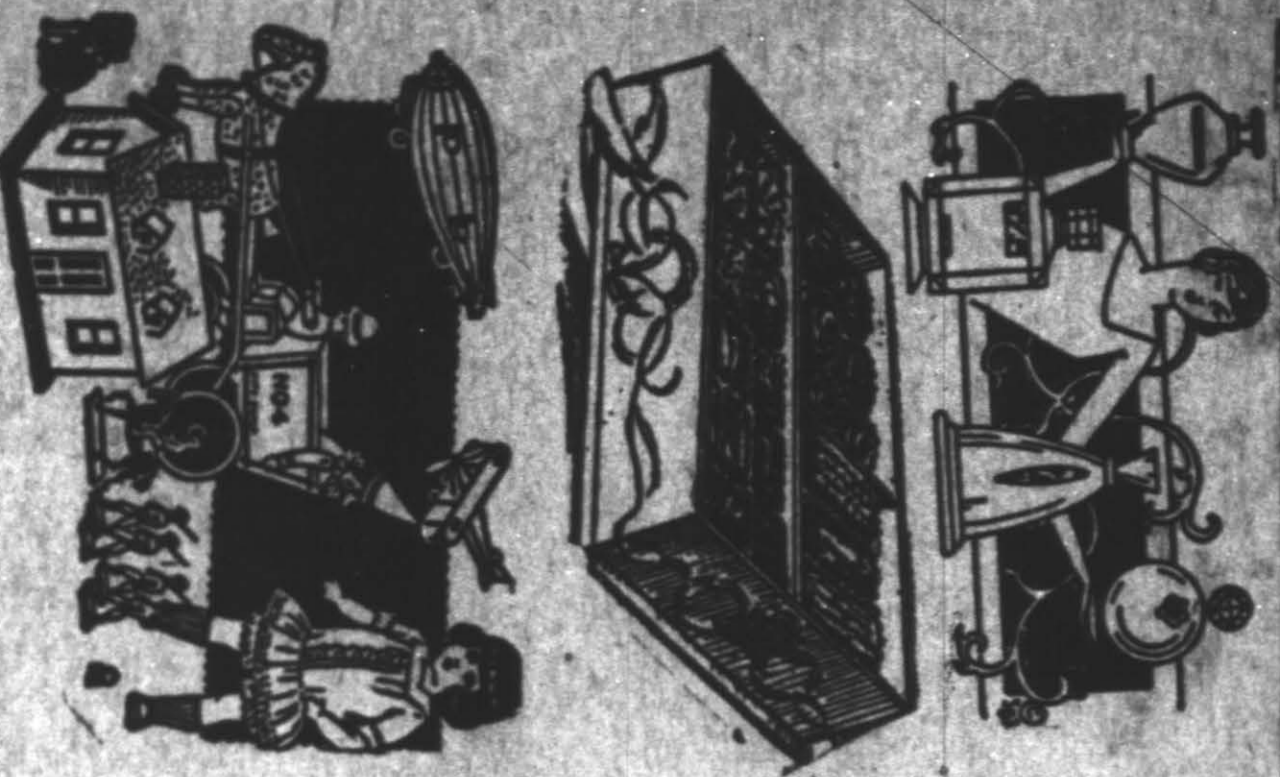
4 SCREEN-GRID TUBES

Brunswick

JONES FURNITURE CO.

PHONE 111
HEREFORD TEXAS

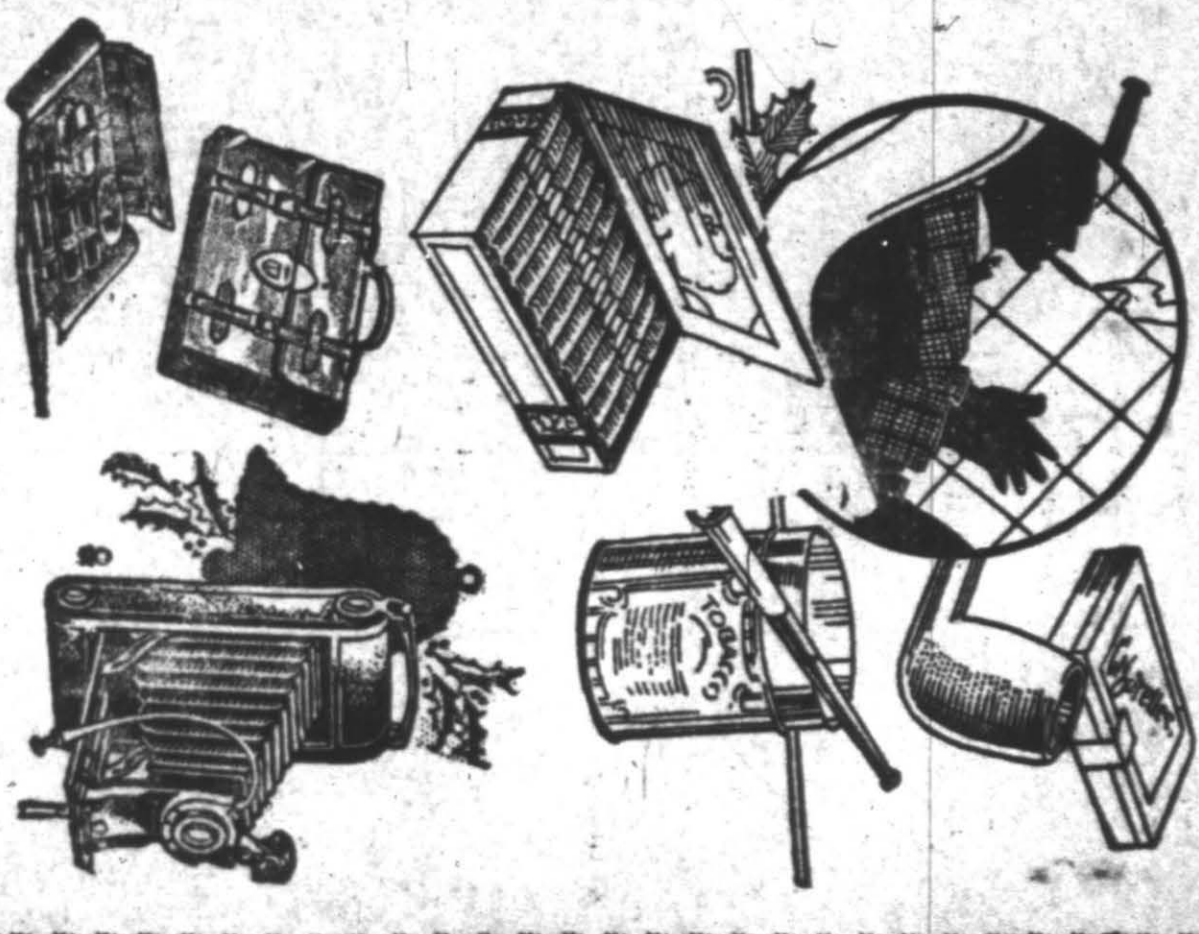
The STORE of WONDERFUL GIFTS



Gifts from all over the universe are assembled all under one roof at this store in order to make your shopping a most interesting one! Gifts for everybody, Mother, Dad, Sister, Brother and the Infant! Gifts at prices that save you money! Gifts galore may be purchased at this big, wonderful store of ours! Come in—if just to look around and inspect the many smart and novel things we are showing! You'll find it just as much a pleasure to take a tour through our labyrinth of aisles as it is to buy! Make this store your Christmas Gift Headquarters!

- | | | | |
|------------------|-----------------------|-----------------------|---------------------|
| Book, Books | Bronze, Relief Badges | Candles | Bridge Sets |
| Door Knockers | Portable Typewriters | Prize Pillows | Mirrors |
| Etching Glasses | Portable Phonographs | Radio Toys | Perfumes |
| Telephone Pads | Fountain Pens | Trinket Toys | Carving Irons |
| Over Hangers | Pen and Pencil Sets | Salt and Peppers | Whale Brooms |
| Military Brushes | Belts | Traveling Bags | Abacosts |
| Golf Sets | | Types | Mantle Sets |
| Checker Boards | | Baby's Toilet Sets | Clocks of All Kinds |
| Foot Balls | | Christmas Decorations | Games of All Kinds |
| Shower Baths | | Clear Hangers | Toys of Everything |
| Racing Gloves | | Shaving Sets | Hammocks |
| Pocket Knives | | Bedsteads | Ivory Toilet Sets |

City Drug Store



Texas Club Boys Produce Corn

At Cost of Only 34 Cents a Bushel

Outrageous situation—It costs nearly as much per acre to raise a poor yield of corn as it does a good one, and much more per bushel harvested, demonstration by Texas 4-H club boys are showing by raising the average yield from 25 to 100 bushels per acre. The cost per bushel was slightly more than 34 cents.

Canning Their Way to Health

Lambert—That eating too much of the wrong things and not enough of the right things causes most human ailments is a health public enemy eating many canned fruits.

Protect Against Wheat Smut

Amartillo—At least 65 per cent of all wheat sown this fall in Foster county was treated for smut by the copper carbonate or similar methods.

ADVERTISING

A lion met a deer. As they drank beside a pool. Said the lion, Please inform me why you're roaring like a fool.

A SHOW YOU WANT TO SEE

Richard Arlen becomes an officer in a British regiment because he is the son of a family with a tradition for military service.

per family. The canning budget as suggested by the Extension Service provides various food stuffs in the right proportion to enable a balanced diet to be supplied the family through all the winter months. It consists of 48 cans of leafy vegetables, 140 cans of other vegetables, 150 cans of fruit and 40 cans of meats for a family of five or six months.

As a Philco balanced-ratio radio will solve the gift problem for the whole family, LEEB ELECTRIC CO., Phone 452.

Exchange. Come and look at the 1930 model Awtaler Kent Radio, ORE'S TAILOR SHOP, 18-19.



LAMINEX DOORS
Mr. and Mrs. H. B. Patten moved to Over's last Tuesday.

And now he Specifies **LAMINEX**

A New Jersey architect found the Laminox door and selected it for the new residence he was constructing. The architect says, "I have used Laminox doors in my work for years and I can say that they are the best doors I have ever used. They are guaranteed to last for years and will give the most satisfactory service."



R. H. Kemp Lumber Company

Just Received—

—A shipment of the new mid-season hats for the Holiday trade. See them at our new location in the picture show building.

Heifner Hat Shop



You will find our store full of gifts for each member of the family, at the lowest prices to be found.

A Few of Our Many Values

- Ladies' All-Silk Hose, plect top, \$1.95 value \$1.65
- Ladies' All-Silk Hose, \$1.50 value \$1.25
- Ladies' Full Fashioned, all-silk hose, \$1.00 value \$.89
- Children's Shoes (not shipped) at Half Price
- Men's and Ladies' Dress Shoes, \$1.00 Or Price of Each Pair.

We have a complete line of costume jewelry, purses, silk underwear and robes for the ladies. For the men, see our suits, hats, shirts, scarfs, ties, socks and handkerchiefs.

Sprohls - Cronin & Company

A. C. Thompson Lumber

PH 56

East Third & McKinley

Ward News Notes

The Willing Workers Club met Wednesday, December 4, with Mrs. W. A. Daugherty. After a very pleasant afternoon refreshments of fruit salad, cake and hot chocolate were served by the hostesses to Meses. Bob Higgins, Bob Herbold, Chas. Vernon, Jack Hutson, Jim Lipscomb, G. M. Suggs and Kluba, and one visitor, Mrs. Archie Daugherty. The next meeting will be with Mrs. Bob Higgins on December 18.

Miss Beatrice Hutson of Amarillo spent the week-end with her parents, Mr. and Mrs. Jack Hutson.

Mr. and Mrs. Bob Herbold visited Mr. and Mrs. Chas. Vernon Sunday afternoon.

Rev. Hornbeak filled his regular appointment here Sunday, when there was a good attendance at both Sunday school and church. It was voted to have a Christmas tree Tuesday night, December 24, and the kiddies are anxiously looking forward to it.

Cladys Lewis spent Friday night and Saturday with Allene Caraway.

Mrs. Bob Higgins, Wesley Higgins, George Suggs and Miss Garrett, Miss Hughes, Mr. and Mrs. Wiley Roberson were among those who attended the football game at Lamesa Saturday.

Francis and Viola Hutson spent Sunday with Allene Caraway.

Miss Garrett and Miss Hughes spent Friday night in the home of the latter's parents Mr. and Mrs. Allen Hughes of Hereford.

Johnny B. Caraway took dinner with Freddie Robert Hutson Sunday.

W. E. Hicks and J. P. Roberson of Hereford visited the Wiley Roberson home Wednesday afternoon.

Mr. and Mrs. Jim Higgins of Hereford called in the Bob Higgins home Sunday afternoon.

Mr. and Mrs. John Hutson and son motored to Vega Sunday afternoon to visit relatives.

Rev. Mr. Hornbeak was a guest at Sunday dinner in the home of Mr. and Mrs. G. M. Suggs.

Omah Harrison spent Thursday night with Wilma Brewster.

Jack Dean spent Saturday night and Sunday with Bill McLean.

Mr. and Mrs. Charlie Vernon motored to Amarillo Sunday night. Mr. and Mrs. Bob Herbold and Bobbie Jean visited in the home of Mr. and Mrs. George Lewis Sunday night.

Mr. and Mrs. D. O. Williams and Bobbie Lee were guests at Sunday dinner in the home of Mr. and Mrs. Jack Hutson.

Mrs. Coconough and Miss Maggie Coconough of Easter community spent Wednesday with Mrs. W. E. Caraway.

W. E. Hicks, Hughes Millard and Wiley Roberson took dinner in the home of Mr. and Mrs. Arlie Dean Thursday.

Clarence Berry, B. C. Berry and Herb Reap of Levelland visited in the home of Mr. and Mrs. Wiley Roberson Saturday night and Sunday.

Mrs. Sautzman called on Mrs.

Jim Lipscomb Wednesday morning.

Mr. and Mrs. Jack Hutson and Beatrice Hutson visited in the home of Mr. and Mrs. G. M. Suggs Saturday.

Mr. and Mrs. John Hutson and family visited in the home of Mr. and Mrs. Jim Lipscomb Tuesday night.

Mr. and Mrs. Sam Streums and family are leaving the latter part of the week for Oklahoma. We regret very much to lose them from our community.

Let Hanna & Hanna make your photos for Christmas, Hereford, 47-14c

Adrian-Sims Notes

N. O. Phillips was in Adrian Friday afternoon.

Gaynes Beid of Canyon visited Thursday night with Ray Chapman.

The baby of Mr. and Mrs. Clay Phillips have been very ill.

T. J. Carter and wife of Hereford, together with some prospectors were in Simms community Sunday afternoon.

Ray Chapman and Wesley Collier went to the breaks north of Vega hunting Saturday afternoon. Elizabeth, Wilbur and C. G. Chapman were callers in the Malone home Sunday afternoon.

Mrs. Hawn and daughter, Miss Pauline, were Amarillo visitors Saturday.

Summerfield

The Home Makers Study Club met in the home of Mrs. W. E. Murdock last Tuesday afternoon with fifteen members present. The program was on the subject of Red Cross work and its benefits, which was led by Mrs. Ray Johnson. The meeting was very interesting and at the social hour the hostess served refreshments.

W. L. Suttle and children and Misses Gertrude and Ellen Alchley left for Olney one day last week to visit the coming holidays with relatives.

Mr. and Mrs. Joe Kendall and two daughters spent the week and in Lubbock with the C. E. Walser family.

Mrs. W. G. Harris and children are here for a few days on business and will return to their home in Canyon this week.

W. E. Hawkins attended the football game between Hereford and Lamesa last Saturday.

Mrs. Statts of Buffalo, Oklahoma is visiting in the home of her son, Ted Statts and family.

Miss Pauline Steele of Hereford will present her pupils in a recital at the school auditorium Friday night, December 19.

Mr. and Mrs. J. H. Murdock returned to Lubbock last Thursday after a short visit with relatives and friends here.

Mr. and Mrs. Lee Kendall spent the day last Sunday in the home of Mr. and Mrs. E. Johnson. The Kendalls live in the Hance community.

Chas. Noland spent the week-end with home folks. He is attending Texas Tech.

Jim Noland, who has had pneumonia, and Mary Lee Curry, who was operated on for appendicitis a short time ago, are rapidly recovering and are apparently out of danger.

Let Hanna & Hanna make your photos for Christmas, Hereford, 47-14c

Each week our ad will have a phone number selected at random. If your number, you are entitled to \$1.00 in merchandise. CORNER DRUG STORE. 1c

See "Ruling the Roost," admission 25c and 35c. 1c

Electrical appliances of various designs and patterns to select from. TEXAS UTILITIES COMPANY. 1c

Gray Bar Radios, everything you expect or require, tested and approved by leading electrical engineers. TEXAS UTILITIES COMPANY. 1c

R. L. Hopson of Robert, Oklahoma, who recently purchased a farm northwest of Hereford about 13 miles, will begin the first of the year to improve the place and break out a part of it for a row crop next year.

See "Ruling the Roost," December 19, H. H. S. Auditorium. 1c

J. H. Daniel reached home last Wednesday from Snyder, where he was called by the serious illness and death of his sister, Mrs. Margaret Davenport.

Figaro meat salt. WEST TEXAS FEED & SEED CO. Phone 263. 48-14c

Electrical appliances of various designs and patterns to select from. TEXAS UTILITIES COMPANY. 1c

R. E. Wade, proprietor of the Roswell Apple House, of this city left Saturday for Bovina.

See "Ruling the Roost," December 19, H. H. S. Auditorium. 1c



Whitefaces!

—We've told you before, and we're telling you again—we are proud of you. We want you to win, believe you will do it—but, win or lose—

WE'RE FOR YOU!

(ALEX) (EDGAR)
Thompson & Ireland
ABSTRACTERS

Make This a Jewelry Christmas Lifetime Precious Gifts

—the gift supreme will gladden the hearts of those who receive a Diamond Ring, Watch, Pearls and other beautiful things for Christmas! How appreciated they are—how lasting! Our complete stock awaits the selection of early Christmas shoppers! Our values have never been as great!



A New Fancy Case

A novel solid white gold case set with sapphires for added beauty. The jeweled movement is guaranteed by the manufacturers and our store.

\$25.00



Genuine Onyx

A lustrous genuine Onyx set with a perfect dazzling blue-white diamond. The mounting is solid white gold and exquisitely carved.

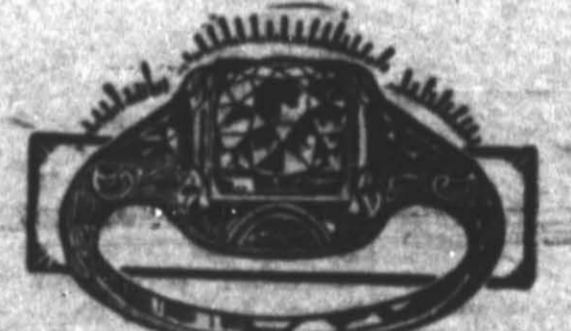
\$16.50



Men's Strap Watch

Guaranteed movement, set in solid white or green gold case. Has luminous dials and numbers. A nationally famous make.

\$19.00 to \$75.00



Three Gorgeous Gems

Here's beauty—here's distinctiveness in this handsome 3-stone diamond ring. And the mounting is daintily engraved. A value supreme.

\$200.00



17 Jewel Movement

A square, thin solid white gold engraved case with full jewel movement of the highest grade. Richly carved and a beautiful face design.

\$30.00



Pocket Watch Outfit

Fine Elgin and Waltham, in thin models, 17 jewels.

\$40.00

Diamond Wedding Ring

or green gold case. Has luminous dials and five all perfectly matched and perfectly cut, blue-white diamonds set in a gorgeously engraved orange blossom mounting—

\$35.00

W. H. RAY, JEWELER

Extra Select Quality Meats

—Pen-fattened, home-slaughtered baby beef, only the choicest animals are killed.

Fish, Oysters and all Fresh and Cured Meats are available here.

Texas Meat Market

Phone 353

Running Water on Your Farm

Easy to have it now, with **DL Water Systems**

Running water on the farm is no longer the luxury it was a few years back. Delco-Light has changed all that with the **DL Water Systems**.

Here are systems for every kind of water supply... deep or shallow wells, cisterns, springs, lakes. And the newest offering... the **DL Waterboy**... costs only \$75 f.o.b. Dayton!

With running water so easily obtainable it's a shame to be without it. Let us give you all the facts. We are the authorized Delco-Light Dealers in this locality and can offer some real help in figuring out a water system for your place. Why not get in touch with us... today?

B. B. PARMER, Dealer
HEREFORD, TEXAS

DELCO-LIGHT
ELECTRIC POWER AND LIGHT PLANTS
Also Manufacturers of **DL Electric Water Systems**
PRODUCTS OF GENERAL MOTORS
Made and Quoted by Delco-Light Company, Dayton, Ohio.

MONEY TALKS BY YOUR CASH

MAKES YOU HAPPY

It is money that pays, and pays, and pays. Whenever any thing is bought money must pay for it. But it's not what you pay, but what you get for what you pay, that makes you happy, says Your Cash.

E. B. BLACK CO.
We Are Satisfied With Small Profits

Womack's Specials FOR FRIDAY AND SATURDAY

- COFFEE, Wamba, three pounds \$1.35
- SPUDS, good, ten pounds 35c
- WALNUTS, large, fresh, pound 30c
- MINCE MEAT, old-time, two packages 25c
- TOMATOES, No. 2 can 10c
- BANANAS, golden ripe, pound 8c
- FRESH FRUITS, VEGETABLES AND EGGS

Locals

PIANO RECITAL

Miss Polly Steele will present a musical recital in Sumner school Thursday evening at 8:30, in the high school building. Miss Steele has quite a number of pupils that are taking piano and a recital promises to be a most interesting one. The public is cordially invited to be present.

The local creamery shipped out 500 pounds of butter to the large market the first of this week.

See "Ruling the Roost," administration 25c and 35c.

Gray Bar Radios, everything you expect or require, tested and approved by leading electrical engineers. TEXAS UTILITIES COMPANY.

W. F. Gillis and Mrs. Minnie Kemp left Monday morning for Lubbock and Denton. Mrs. Kemp will stop over in Lubbock to visit her sister, Mrs. Hicks, for several weeks, and Mr. Gillis will go on to Denton where he will attend to business matters. Mr. Gillis formerly lived at Denton.

Home-made angel food cake from now until Christmas. "M" SYRUP.

Buy a Christmas present for all the family at the CORNER DRUG STORE.

R. T. (Dick) Kimmons of Amarillo, was here last Monday on a business trip.

Mrs. W. F. Gabbert, George Gulm and Miss Frances Gulm were in Plainview last Saturday.

See "Ruling the Roost," December 19, H. H. E. Auditorium. 1c

Hiram Jones, who recently purchased two sections of land near the Walcott school, has started this week on his second house on his land holdings. Mr. Jones will continue to improve his land and add more improvements as they are needed.

NOTICE—The Herford Benefit Association No. 1 will meet in the Beene & Whitehead barber shop Monday, December 23, at 2:30 p. m., for the purpose of electing officers for the coming year. J. H. HEAD, president; W. W. BENNETT, secretary.

See "Ruling the Roost," administration 25c and 35c.

Gray Bar Radios, everything you expect or require, tested and approved by leading electrical engineers. TEXAS UTILITIES COMPANY.

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RED CROSS

(Continued from Page 1)

partners but may be continued or completed by the community in her absence. The training of local volunteers therefore is the most important part of her work, in order that the service may continue without interruption and that upon her return the second year the work need not be started over again but can be carried forward without loss of time and without repetition.

Conditions for Starting Service. With the understanding that this itinerant program is designed primarily for those communities that for some valid reason are not in position to support a nurse throughout the year, such a service may be purchased in communities in which:

The Chapter is interested in a permanent health program and is able and willing to carry it more than one year, with the periodic guidance of an itinerant nurse.

The Chapter has or can organize a working committee which will be responsible for the work; The territory to be covered is small enough to permit the itinerant nurse to organize and train the necessary volunteers to insure

the continuance of the work throughout the year.

The Chapter will conduct an annual roll call.

Length of Service. The usual period for which the nurse is employed locally is from three to four months (though a Chapter may engage the nurse for a longer period if it has the necessary funds). Less than 3 months is too short a time for efficient service.

Since it is necessary for the National organization to engage the worker on a yearly basis in order to be assured of the services of a thoroughly capable nurse, her assignments to Chapters must be arranged in advance to follow each other without intermission. The length and dates of any assignment are necessarily controlled by her schedule for the year, but are arranged as far as possible to suit the needs of the Chapter. The National organization will not engage an itinerant nurse until at least two Chapter assignments are scheduled.

Area to be Covered. The itinerant service is designed for a section of, rather than for, an entire county, since it is not to be expected that an itinerant program can be under taken over

a large area successfully. The service may cover a different section each year until the entire county has been covered. It is suggested that a town of not more than three or four thousand population, or a group of villages with about the same total population or a section of a county with farms and a few villages would be a wise selection.

A Red Cross Branch may inaugurate an itinerant service, always providing that this will in no way conflict with the general Chapter plan of health endeavor and that the project will be acceptable to the Chapter Executive Committee.

How Financed. The National Organization retains one or more public health nurses the year around whose services are made available to Chapters on the following basis:

The Chapter employs the worker assigned by the National Organization for a stipulated period;

The Chapter reimburses the National Organization for the salary of the worker during the period of her employment;

The Chapter meets all expenses incurred locally in the conduct of the work including when necessary office rent, stenographic or clerical

services, supplies, etc.

The National Organization does not charge the Chapter with the worker's traveling expenses to and from the Chapter Headquarters or with any share of expense incurred due to the worker's annual leave, sick leave in excess of 2 1/2 days per month or losses between periods of employment by Chapters.

The booklet entitled "Public Information Program" discusses the following subjects: Transportation

of the Nurse, Equipment Needed, Sources of Revenue, Agencies whose approval and cooperation are essential, Agencies whose interest and cooperation may be needed, Preliminary preparation, Committee responsibilities, Types of activities best suited to an itinerant service. The booklet contains 24 pages of information pertaining largely to health nursing and can be procured at this office.

New Singer Sewing Machines

AT A SPECIAL DISCOUNT OF

\$7.50 ON EACH MACHINE

Also have good used machines at a low price.

R. H. SLAUGHTER

CHRISTMAS SPECIALS

From Now Until Christmas Eve, December 24

A store brim full of the finest gifts for every member of the family, ready to serve the early shoppers with the most complete stock of Christmas things ever on display in the history of our store! 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 we urge you to shop early before the regular rush arrives!

GIFT IDEAS

MANY ARTICLES AND NOVELTIES TOO NUMEROUS TO MENTION.

<ul style="list-style-type: none"> —RADIO'S —Electric Percolators —Electric Waffle Irons —Gas Ranges —Silverware —Clinker Stands —Sandwich Trays —Table Service —Candle Sticks —Thermos Bottles and Jugs —Glass Fruit Bowls —Hand-Painted China —Bread Boards —Breakfast Sets —Military Sets —Shaving Sets —Water Sets —Vases and Pitchers 	<ul style="list-style-type: none"> —Silver Salts and Peppers —Coleman Lamps and Lanterns —Aluminum Cooking Utensils —Casserole —Pocket Knives —Watches —Trucks and Wagons —Tool Chests —Balls —Ball Gloves —Boxing Gloves —Tricycles —Coasters —Kiddle Cars —Air Rifles —Toy Axes —Street Cars
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Kerr-Anthony Hardware Company

FALL

Dresses and Coats

—at Half Price

—In our Ladies' Ready-to-Wear Department you will find a wide selection of the newest COATS and SILK and WOOL DRESSES, and you can have your choice at EXACTLY HALF PRICE! Now, this doesn't mean just a few garments at half price—but it includes OUR ENTIRE STOCK OF LADIES' COATS AND DRESSES!

Children's and Misses Fall Coats at Half Price!

Hosiery

—Ladies' Hosiery; sheer, beautiful, in all the wanted shades and sizes; newest colors—

\$1.50 Grades go at	\$1.29
\$1.75 Grades go at	\$1.45
\$1.95 Grades go at	\$1.69
\$2.25 Grades go at	\$1.90
\$2.50 Grades go at	\$2.15

Men's Clothing 25% Off

Hart Schaffner & Marx, Merit and Rose Bros. Clothing

—Beautiful patterns, highest grade materials, positively guaranteed to give you satisfaction. Nearly all have two pair of trousers. Models for young men, middle-aged men, slims, stouts and stubs—

Your Choice at 25% Discount

Shoes

—Shoes for everybody at a saving! Men's, women's, misses', boys', girls', and children's. We are going to take \$1.00 off of each pair selling for \$4.50 or over.

Extra Special!

—Heavy rayon ribbed hose for ladies or misses, in French nude colors only. Special at 39c a pair.

Christmas Gifts for Men and Boys!

<p>—Ties, in an assortment of beautiful materials and colors that will be a delight to the recipient</p> <p style="text-align: center;">35c and \$3.50</p> <p>—Handkerchiefs, initial and plain white linen, and with colored borders—</p> <p style="text-align: center;">5c to \$1.00</p> <p>—Scarfs—beautiful new patterns in large squares as well as in the long, narrow ones—</p> <p style="text-align: center;">\$1.00 to \$5.00</p>	<p>—Belts—In Christmas gift boxes, fancy buckles, a serviceable gift and long appreciated—</p> <p style="text-align: center;">\$1.00 to \$2.50</p> <p>—Fancy Silk Sox—Also silk and wool mixed, in a pleasing variety of shades and figured designs—</p> <p style="text-align: center;">\$35c to \$1.50</p> <p>—Wilson Bros. Shirts and Ties to match make a pleasing gift.</p> <p>—Short Drawers, with shirts to match; blend suits in broadcloth trunks and silk shirts.</p>
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Ladies' Silk Lingerie

Including All Mousings, Bloomers, Slips and Teds

\$5.00 Quality, Special at	\$4.39
\$4.00 Quality, Special at	\$3.45
\$3.50 Quality, Special at	\$2.90
\$2.75 Quality, Special at	\$2.39
\$3.00 Quality, Special at	\$2.69
\$2.50 Quality, Special at	\$2.15
\$2.00 Quality, Special at	\$1.69
\$1.75 Quality, Special at	\$1.45
\$1.50 Quality, Special at	\$1.19
\$1.25 Quality, Special at	\$.95
\$1.00 Quality, Special at	\$.85
65 and 75c Quality, Special at	\$.48

Silk Robes

—Ladies' Silk Lounging Robes in beautiful new patterns. A big shipment just received that you will be delighted with. Your choice at—

\$5.89

Magnolia Coke

The Wonder Fuel for Home Heating!

Coke will burn 99 1-2 per cent.

NO SMOKE
NO SOOT
NO ODOR

Give Coke a Trial!

Jones & McLean

PHONE 1

<p style="text-align: center;">FIGURED OREPES</p> <p>Silk and cotton crepes, beautiful printed designs, regular 89 and 95c quality. Special for only 69c Yard.</p>	<p style="text-align: center;">BED SPREADS</p> <p>80 x 108 Krinkle Bed Spreads, rose, blue, yellow and green. YOUR CHOICE 98c</p>	<p style="text-align: center;">SUIT CASES</p> <p>Suit Cases, Hand Bags and Hat Boxes, 20 PER CENT DISCOUNT.</p>	<p style="text-align: center;">SPORT SATINS</p> <p>40-inch Sport Satins, in most all shades, regular \$1.25 quality, special for 89c yard.</p>
<p style="text-align: center;">BLANKETS</p> <p>Extra special in all Wool Blankets, beautiful plaid patterns. These are guaranteed 100 per cent wool. YOUR CHOICE ... \$7.89</p>			

FOX MERCANTILE COMPANY

WANT Ads

Notice to Advertisers: All classified advertising ordered to run "ill forbid" must have a written order; also the order discontinuing "it" ads must be in writing. This is to avoid misunderstandings. It will enable us to give you more satisfactory service.

Notice

NOTICE—Please return the slip scraper you borrowed from D. R. GASS.

Wanted

WANTED—Young married man wants position on farm or dairy; or crop on halves, between Herford and Lubbock. A-1 references; employed till January first. ELLIS L. JACKSON, Route Four, Lone Wolf, Oklahoma. 48-2p

WANTED—By young widow, experienced house keeper and cook, light house work, in exchange for a home and small pay. Prefer childless family. Do not object to ranch life. Address Box 715, Clovis, New Mexico. 48-1p

WANTED—Quilting; also will piece quilts for customers. MRS. O. A. McLAURY, 1800 4th Avenue, Canyon, Texas. 48-1p

WANTED—100 persons to buy photos and picture frames to give for Christmas gifts. HANNA & HANNA, Photographers. 45-5c

WANTED—Several second-hand windmills, tower, piping, etc. Inquire at DIXON MOTOR CO 463p

WANTED—I will buy your maize heads and ear corn when matured and dry. BRUMLEY & SON, Herford. 39-1fc

For Rent

FOR RENT—Light house keeping room, adults only. Phone 43. 1c

FOR RENT—New one room house. Call J. E. TURNER, Phone 9. 48-1p

FOR RENT—Two nicely furnished rooms and bath. Inquire of C. F. ARTHUR, two blocks east and one block north of the high school. 48-2p

FOR RENT Modern apartments, close in. D. M. RAYZOR. 4811p

FOR RENT—After January 1, furnished rooms, one block north of high school. MRS. E. J. WILLIAMS. 48-1fc

FOR RENT—I have a few half sections of good wheat land I can lease for 5 years at \$1 per acre a year. No restrictions as to improvements. This is cheaper than owning it. No taxes or interest to pay. E. F. CONNELL. 46-3c

FOR RENT—Modern three room unfurnished apartment. Phone 102. COFFEE & COFFEE. 47-2c

FOR RENT—Office rooms in the Newell-Ashbrook building. Phone 356. J. O. NEWELL. 44-1fc

FOR RENT—A furnished bedroom, or room and board; close in; gentleman preferred. Phone 418-W. MRS. GRACE HUGHES. 481fc

Lost and Found

LOST—Friday, December 6, between Herford and Plainview, a spare Ford wire wheel and carrier, equipped with Double Eagle casing, Poleson Furniture Proof tube, tire cover and lock. Finder please communicate with R. J. Richardson, care of the Texas Co., Herford. 48-1fc

LOST—Somewhere between Amarillo and Dimmitt, Shrine Fes of India Shrine. Finder please return to Brand Office or C. C. Burns, Dimmitt, Texas. 47-2p

FOUND—Pair of round lensed shell rimmed spectacles. Describe them and pay for this advertisement at the Brand. 45-1fc

Lodge Directory

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

For Sale or Trade

FOR SALE—20 head of shotts. See GLENN GREER, Dawn, Texas. 48-2p

FOR SALE—1926 Hudson Coach at a bargain. See Scott Motor Service, Karr building, on Third and Miles Ave. 48-1fc

FOR SALE—Brand new Chevrolet Coach will take real estate trade. Phone 314, Dunlap Building. TOM CARTER. 48-1c

FOR SALE—One five acre, one ten acre and one 25 acre tract, all priced very reasonable and just outside the city limits. Phone 303. 48-1fc

FOR SALE—Barley seed, pure stug, seed shipped in this spring and planted here on sod. No weed seed. Price \$1.00 per bushel. BRUMLEY & SON. 48-1fc

FOR SALE—475 acres wheat, 7 miles of Herford. Would take sometra de. See or write B. F. MARKHAM, Tulia, Texas. 48-2p

LAND BARGAINS—5 year leases on some choice wheat land in Deaf Smith county; also some choice tracts for sale at from \$15.00 to \$40.00 per acre. Fanhandle Investment & Development Co., 221 Oliver-Bakle Bldg., Amarillo, Texas. Telephone 4842. 48-3p

FOR SALE—One pair very fine mule colts, just weaned; also 3 registered male calves, paper ready with them. E. COTTINGHAM. 48-1fc

FOR SALE—Modern five room frame house and bath; double garage; good walks and driveway. Priced to sell. D. H. ALEXANDER. 41-1fc

FOR SALE OR TRADE—10 room apartment, close in, easy terms. Phone 456. ALVIN C. THOMPSON. 47-1fc

FOR SALE—Chinchilla rabbits. See JACK WRIGHT, at West Texas Feed & Seed Co. 48-1fc

FOR SALE—My home, located at 305 East 5th Street. H. W. SHERRIEB. 46-4tp

FOR SALE—A Damascus sewing machine in good running order. See MRS. O. F. WEST at West Tailor Shop. 45-1fc

CHRISTMAS CARDS—21 beautiful cards with envelopes to match, each one different, \$2.75 value, for only one dollar, postpaid. A. S. KENYON, 606 Carolina St., Amarillo, Texas. 45-4tp

FOR SALE—New Chevrolet Six Coach, in good condition; priced low. See A. R. POSEY. 45-1fc

FOR SALE—Eight weaning pigs and a fresh Jersey cow. C. T. KIBBE. 44-1fc

FOR SALE—Two good second-hand windmills. J. E. TURNER, Phone 9. 48-1p

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

FOR SALE OR TRADE—12 acre farm, good house and barn, well, windmill and good chicken house. C. E. GATLIN. 44-1fc

FOR SALE OR TRADE—By owner, choice chicken ranch, close in, terms if desired; also choice business lots. Also ornamental fence, cheap. Address P. O. Box 473, Herford, Texas. 28-1fc

FOR SALE OR TRADE—5 room frame, close in, easy terms. Phone 456. ALVIN C. THOMPSON. 47-1fc

FOR SALE—Hegari bundles, delivered anywhere in town, four and five cents. FRED MILLARD. 41-1fc

Society

MRS. MATTHEWS HONORED WITH SHOWER

Mrs. Olen Matthews, recently Miss Lever Broadbent, was the recipient of a shower of beautiful and useful gifts in an elaborate presentation made at the home of Mrs. B. F. Guthrie Monday afternoon at 3:00 o'clock. It came as a complete surprise given Mrs. Matthews by her many friends.

The home was beautifully decorated in Christmas furnishings, with a Christmas tree loaded down with papers. Little Miss Givella Hill, dressed as Old Santa himself, presided at the tree and took off the papers. Each paper held a number which in turn was signal for a certain guest to read a verse telling where a gift for the honoree was concealed about the house. A thrilling hunt revealed many pretty and dainty presents. Refreshments of sandwiches, salad and coffee were served.

A Philco balanced-unit radio will solve the gift problem for the whole family. LEE ELECTRIC CO., Phone 452. 1fc

T. E. L. CLASS TO HAVE CHRISTMAS TREE

The T. E. L. class of the Baptist Sunday school will have a Christmas tree at the church on Thursday night, December 19. They will have a childless Children's program as all grown people taking children's parts on the program, which of course will be very amusing. Every member is requested to be present.

RUTHERFORDS SURPRISED BY FRIENDS

Mr. and Mrs. C. L. Rutherford of North Herford were delightfully surprised last Sunday when neighbors and friends arrived unannounced with baskets laden with good things to eat. The occasion of the party was to celebrate the time when the Rutherford moved into their new home just east of their former place.

The afternoon was spent in inspecting the new premises of the Rutherford farm home and a reading by Miss Mildred Rutherford. Those present were Mr. and Mrs. R. O. Douglas and family, Mr. and Mrs. Henry Williams and two sons, Mr. and Mrs. T. L. Welch and family, Mr. and Mrs. C. C. Cox and family, Mr. and Mrs. C. E. Wilson, Mr. and Mrs. E. E. Fridley and daughter, Ursula, Mr. and Mrs. C. L. Rutherford and family.

Garrett Smith is erecting a five-room residence in North Herford, having started last week. The new house is about two blocks north of the A. M. Jones home. The exterior will be of stucco finish.

The Atwater Kent is a real balanced radio—a trial will convince you. ORE'S TAILOR SHOP 1fc

W. C. Griffith, former Herford citizen now living near Brownfield, was visiting in the homes of old acquaintances here this week.

Cotton

We have plenty of Empty STALLS to store your cotton and keep it dry. Bring your cotton in DRY.

Hereford Cotton Gin

Mr. and Mrs. Henry Williamson Mrs. Fannie Smith and niece and B. O. Douglas spent Monday in Amarillo.

\$10.00 will insure you a Philco balanced-unit radio for Christmas. LEE ELECTRIC CO., Phone 452. 1fc

The Emil Bowsher residence is being repaired and remodeled this week. The house will get a coating of stucco and some minor alterations will be made in the interior.

Twenty-one cases of B batteries just received. ORE'S TAILOR SHOP. 1fc

Everything for the radio, parts of every description, aerials, insulators, tubes. ORE'S TAILOR SHOP.

O. L. Tuells returned to his home in Fort Worth after spending a few days here last week on a business mission.

Mrs. I. O. Crosthwaite was in Amarillo last Saturday.

\$10.00 will insure you a Philco balanced-unit radio for Christmas. LEE ELECTRIC CO., Phone 452. 1fc

Bob Henderson of Lockney was here on business Wednesday.



It helps them make More Milk

For body upkeep the cows' feed should consist entirely of carbohydrates. For milk production and bringing young she should be fed more protein and ash. MERIT MILK-MAKER DAIRY FEED CONTAINS ALL THESE ESSENTIAL ELEMENTS and answers every dairyman's problem, by assuring greater milk production at a lesser cost per gallon.

West Texas Feed & Seed Company
PHONE 265

CASH SPECIALS FRIDAY AND SATURDAY

Marshmallows	White Swan, 10 oz can per can	24c
OATS	White Swan, large pkg quick cooking, pkg	21c
CORN	Fancy, No. 2 can Per can	15c
RICE	White Swan, 2 lb package	19c
Pimentos	2 oz glass jar, 4 per jar	9c
JELLO	Any flavor, Three packages	25c
PECANS	Paper Shell, Georgia, per lb	51c
MATCHES	Diamond, per carton, six boxes	21c
Peanut Butter	White Swan, 1 lb tumbler, per jar	27c



Fruit Cake
Is the Recipe to Try This week With
Snowdrift
Ask for Recipe of Week Card

Bakers Cash Grocery
MONT E. BAKER,



GIFT IDEAS —for the whole family

- | | |
|--|-------------------------------------|
| Suggestions for Women and Girls | Suggestions for Men and Boys |
| —Bridge Novelties | —Silk Underwear |
| —Complete line of Perfumes and Beauty Aids | —Shirts and Shorts |
| —Coats and Dresses | —Belts and Belt Buckles |
| —Boutonniers | —Beltograms |
| —Handkerchief Cases | —Caps and Gloves |
| —Bath Towel Sets | —Suits and O'Coats |
| —Table Linens | —Bathrobes |
| —Infants Novelties | —Lounging Robes |
| —Fitted Cases | —Hats and Shoes |
| —Traveling Bags | —Mufflers |
| —Hosiery | —Slippers |
| —Mesh Bags | —Ties and Hose |
| —Fur Pieces | —Pajamas |
| —Bath Salts | —Shirts |
| —Silk Scarfs | —Traveling Bags |
| —Novelty Jewelry | —Tie and Handkerchief Sets |
| —Art Novelties | —Cigar Lighters |
| | —Garters |
| | —Suspenders |

D. R. GASS & SON

SANTA IS HERE



Come in to see our display of Christmas toys and playthings for the little folks. We have everything a youngster could think of wanting. Many of the items are practical selections that are useful in everyday life. Games of every description, sporting goods, guns, ammunition, cutlery, electrical household articles, glassware, chinaware, and a numerous collection of light household hardware that is always useful.

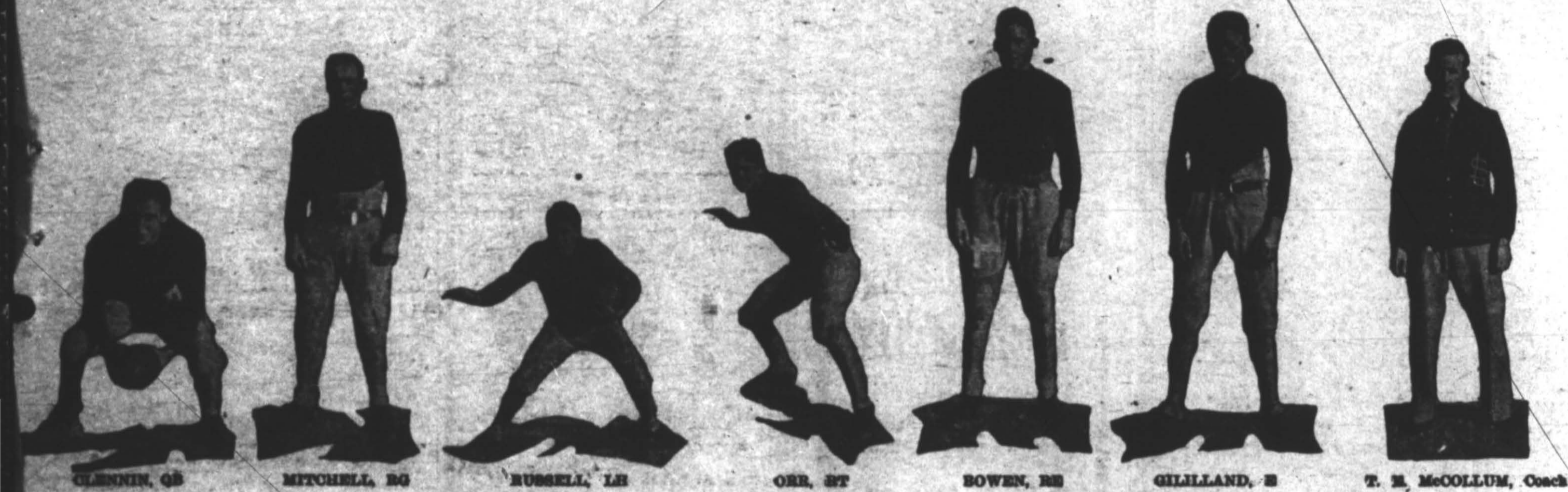
For a real gift that is greatly appreciated, we invite your attention to our gas appliances—ranges, hot water tanks or heaters. They are beautiful and more practical than anything else you can give now.

Streu Hardware

se It!"

FACES!

ver Olney!



CLANNON, QB

MITCHELL, RG

RUSSELL, LB

ORR, ST

BOWEN, RB

GILLIAND, E

T. M. McCOLLUM, Coach

All Photos by
Hanna & Hanna

... of Hereford is counting on you winning tomorrow, of course,
...d. But we're for you, anyway. You've played the game fair and
...e gone. We want you to win this game as we never wanted any
...a, hard football, represented your school and city in a way to
...e are proud of you. Go in there tomorrow and give them the best
...to look out for the consequences!

Conference Games

Hereford 44, Tulia 6
Hereford 57, Happy 0
Hereford 20, Canyon 18
Hereford 7, Borger 2
Hereford 27, Dalhart 7
Hereford 26, Perryton 7
Hereford 6, Lamesa 0

Conference Games

Olney 43, Archer City 6
Olney 45, Iowa Park 0
Olney 37, Burkburnett 0
Olney 19, Chillicothe 0
Olney 7, Megargle 7
Olney 13, Seymour 0
Olney 37, Jacksboro 7

"FIGHT! FIGHT! FIGHT!"

ery Co.
Bank
man's Cafe
Company
Insurance
chery
fe

H. L. Rice, Tires
Panhandle Lumber Co.
L. F. Borden
C. W. Jowell
N. J. Lenox
Brumley Chevrolet Co.
Great West Mill & Elev. Co.

Sprolws-Cronin & Co.
Kerr-Anthony Hardware Co.
Skelton's Variety Store
R. H. Kemp Lumber Co.
C. E. Stone & Co.
Hereford Bakery

West Texas Gas Company
Rice Drug Store
W. E. Hicks
Farmers' Creamery Association
West Texas Feed & Seed Co.
M. D. Womble, Implements

UNLOADING SALE OF HOLIDAY GOODS

Owing to the fact that we find ourselves heavily overstocked on all lines of holiday merchandise, we have decided to unload, REGARDLESS OF COST OR CONSEQUENCES. We are going to give the people of this territory the greatest feast of BARGAINS IN HOLIDAY

DAY MERCHANDISE EVER OFFERED IN THIS PART OF THE COUNTRY. Below we give you a very partial list of the many bargains we have to offer. Look them over and be convinced that this is the GREATEST VALUE GIVING EVENT HEREFORD HAS EVER SEEN.

ZEPPELIN DIRIGIBLE
One of the finest toys in our mammoth stock, 28 inches long, with lots of motors; worth \$2.50—
Sale Price, \$1.25

TOY TABLES AND CHAIRS
The kind you would expect to pay 75c for and think you got a bargain—
Sale Price, 25c

WICKER DOLL CART
A dandy cart that will please any little girl; usually sells for \$4.95—
Sale Price, \$2.75

BUFFALO BILL PISTOL SET
With a good holster, belt and EVERYTHING; automatic action—
Sale Price, 25c

FRAMED PICTURES
Size 9 by 13; the latest subjects and beautifully colored; usually sold for 98c—
Sale Price, 50c

CHILDREN'S BOOKS
We have the only complete line of children's books in the city; nothing is nicer than a good book
Sale Price, 5 to 75c

HOLLY BOXES, PAPER SEALS ETC
Our stock of these items is the most complete we have ever had and they—
All Go at Big Saving

FIREWORKS
All sorts and kinds; don't overlook this item as you know the kids can't have any fun without fireworks.

TREE LIGHTING SET
A dandy set with 8 Mazda globes, worth \$2.00 of anybody's money
Sale Price, \$1.00

LAUNDRY SET
Wash board, clothes rack, wash tub and clothes pins; regularly priced at \$1.00—
Sale Price, 50c

ELECTRIC TRAIN
Complete with track and everything; you would expect it to be much higher—
Sale Price, \$1.25

JAPANESE ANTIMONY
Beautiful pieces that are usually priced from \$1.50 to \$2.00—
Sale Price, 50c

AUTOMATIC POPGUN
A real popgun that won't get out of fix; fancy red stock and everything—
Sale Price, 25c

LADIES' HANKERCHIEFS
In fancy gift boxes; every lady appreciates a box of nice handkerchiefs—
Sale Price, 25 to 65c

PERFUME ATOMIZERS
We just want you to come in and see our beautiful display of atomizers—\$1.50 and \$2.00 values
Sale Price, \$1.00

TREE DECORATIONS
Everything to make the tree and your home beautiful for the Christmas season; the price is surprisingly low.

MAIN STREET
One of the most interesting toys in our whole mammoth stock—the regular price is \$1.50—
Sale Price, 69c

GENUINE LEATHER FOOT BALL
Full size and you would expect to pay at least \$3.00 for it—we sell now for this—
Sale Price, \$1.00

GENUINE TINKERTOY
The one you can build a thousand models with; every boy and girl knows how to handle it; usually sells for 85c—
Sale Price, 49c

GIFT SHOP
Don't overlook our Gift Shop as we have the most complete line for the grown-ups that we have ever shown.

LADIES' RAYON UNDERWEAR
Beautiful colors; sizes 12 to 18; includes teds, step-ins, etc—
Sale Price, 98c

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

25-INCH DOLL
The kind that usually sold for \$1.50 and over; has voice and everything a little girl wants in a dollie for Christmas—
Sale Price, 98c

ELECTRIC IRONS
We have sold hundreds of these irons for \$2.95, and they are worth it, but they go now at—
Sale Price, \$1.00

DOLL DRESSER
Has a dandy mirror and lots of drawers for all Dollie's clothes. Every little girl wants one and we have them on sale at—
Sale Price, \$1.00

FOOT BALL
All leather, full size, usually sold for \$1.50—
Sale Price, \$1.00

BIG BILL PISTOL
The one that shoots to the big, loud caps and makes them all stand back—
Sale Price, 19c

ALL-STEEL COASTER WAGON
Full size, roller bearing, rubber tires and disc wheels—a real \$7 value we are selling at—
Sale Price, \$4.95

SCENIC RAILWAY
A regular amusement park all in one outfit; a fine \$2.00 toy we are letting go at—
Sale Price, \$1.25

FANCY SALAD BOWLS
Nothing makes a nicer gift than a nice bowl; we have some beauties we are letting go at—
Sale Price, 35c Up

LADIES' HOUSE SHOES
Beautiful colors, all sizes, usually sold for 89c—
Sale Price, 49c

POOL TABLE
All metal toy table complete with cues and 16 balls, worth \$1.50 but now going at—
Sale Price 89c

CARPET SWEEPER
This is a beauty and is worth a dollar or more to any little girl
Sale Price, 50c

DOLL BEDS
Would make delightful gifts, and is big enough for most any baby doll; usually sold for \$1.75—
Sale Price, \$1.00

SUGAR AND CREAM SETS
Something entirely different, imported china, beautifully decorated and a real bargain—
Sale Price, 50c

STATIONERY
All in gift boxes ready to hand out to your friends; all kinds, sizes and prices, from—
Sale Price, 25c Up

RUBBER-TIRED PEDAL BIKE
Black enamelled steel frame, the best made, usually sells for about \$4.95—
Sale Price, \$2.75

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

We know that after you have scanned the above list of bargains, which is only a sample of the many thousands we have for you, you will realize that no stock, no matter how complete, can last long at these prices. So we are going to

urge you to COME IN AT ONCE and make your selections while we still have the most complete line ever shown here. We have provided lots of extra sales people, and you will be waited on promptly and courteously.

Skelton's Variety Store

Hereford, Texas.

International Sunday School Lesson

BY DR. J. E. NUNN

December 15, 1929

THE CHRISTIAN SPIRIT OF INDUSTRY
 Mat. 24:14, 15; Eph. 6:5-9; I Tim. 6:17-19.

COEN TEXT: As ye would that men should do to you, do ye also to them likewise.—Luke 6:31.

Introduction.
 The struggle between capital and labor has not yet been settled. To be sure, the working man has succeeded in obtaining a fair day's wage with more nearly a fair wage than he has had since the great industrial revolution. But factories have been built; more money and less dangerous working conditions have been realized; better homes for employees; better schools and churches; better places for recreation and entertainment have been constructed. There still exists the problem that has always existed between employer and employee.

The wisest teachings in regard to labor are found in the Bible. All labor problems, both those concerned with the individual worker and with workman as a whole, will never be settled until we are settled according to the principles of our religion.

Ancient Slavery.
 When the Bible was written, slavery was the recognized labor system in the most civilized lands. The majority of the human race probably lived and died as slaves. The times were not ripe for the abolition of the ancient slave system. For more than three thousand years; but the principles of our religion furnished the principles of our law, and in time men began to put them into practice. At the very beginning of their nation's existence, the Jews were slaves in Egypt. Near the close of their existence as a nation, they were slaves in Assyria. But every year in the present day the Jews commemorate their escape from Egyptian bondage in the great Passover feast. Christianity has taught the world the iniquity and folly of forced labor.

Egyptian Slavery.
 Our first Bible passage dealing with labor is the sad picture of enslaving of the Jews in Egypt. It is a summary of slavery that Moses gives us: "The Egyptians made the children of Israel to serve them with rigor; and they made their lives bitter with hard service, in mortar and brick, and in all manner of service in the field, all their service, wherewith they made them serve with rigor."—Ex. 1:13-14.

Pharaoh was afraid that the Israelites, if they were allowed to grow, might find out their strength and seek to emigrate; so he set to work to weaken them with hard bondage, not so that he was sure to make them the very thing that he was dreadfully trying to prevent. The way to make men glad to remain in a community is to make them at home there. The sense of justice is the strongest disciplining force. If there is a "strong class" the surest way to make them more dangerous is to treat them harshly. It was a "strong class" that made "lives bitter" for the Israelites.

There are slave conditions in every industry, though slavery has been abolished. The sweat of the child labor, the company store, under payment—these are modern substitutes for slavery and all slavery has its ex-

istence, though it may be long postponed.

The Evil of Covetousness.
 Because laborers usually possess so much less of worldly goods than their employers, a common sin among them is that of covetousness; and some kinds of labor are so poorly paid compared with other kinds that apparently involve much less toil than here also is occasion for coveting even among laborers. The Tenth Commandment explicitly forbids all coveting, whatever its object, whatever its cause, and whoever may covet it. "Take heed," said Christ, "to the rich as well as the poor—and keep yourselves from all covetousness; for a man's life consisteth not in the abundance of the things which he possesseth."—Luke 12:15.

Prompt Payment.
 If the church really wishes to increase the regard in which religion is held by the average man, let its members determine to make Christianity everywhere synonymous with the prompt payment of wages and of debt, including all bills in effect the same thing: "The wages of a hired servant shall not abide with thee all night until morning."

"In his day thou shalt give him his hire, neither shall the sun go down upon it." Many employers who are perfectly able to pay their workmen postpone the payment from sheer indolence, or from the miserly desire to hold on to their money as long as possible. This is a great injustice. Tradesmen of all kinds suffer much from the credit system. Their custom-

ers also are harmed by it, for it leads them to get more than they need or can well pay for. "For he is poor and setteth his heart upon it." Men who always have plenty of ready money do not realize the straits to which the poor are often subjected for lack of a few dollars that may be owed them.

Just Dealings.
 "The question with Amon, as contrasted with his opponents, was not 'What is the custom?' but 'What is right and just?' He charged the wealthy with cheating, robbery and oppression and called down upon them the wrath of God. He had been compelled to take small prices for his products like all other sellers in his class. He and his neighbors barely managed to keep soul and body together through their industry. But those who bought their goods and who fixed the price to be paid fared sumptuously every day and clothed themselves in purple and fine linen. The purchase of court decisions, the use of false weights and measures, and the general distastefulness of justice and this brought the poorer classes into an abject state of poverty, so that in many cases they were forced to sell themselves into slavery in order to pay their debts."—Prof. J. M. F. Smith.

"Justice, justice; was beside us everywhere when, for this reason or for that, we fail to do justice! No beneficence, benevolence, or other virtuous contribution will make good the want."—Thomas Carlyle.

Duty of Workmen.
 "With good will doing service, as unto the Lord, and not unto men." "Good will"—there could be no better motto for a labor union or an association of employers than those two words. They embody the spirit that will animate all workers and employers when industry is Christianized. "Not unto men" does not imply, of course, that workers are to have no regard for their employers and seek to please them, but their supreme loyalty is to their divine Master.

"A servant with this clause
 Makes drudgery divine;
 Who sweeps a room as for Thy laws
 Makes that and the action fine."
 —George Herbert, "The Elixir."

Duty of Employers.
 "And, ye masters, do the same thing unto them." "Do the same thing" means that "the masters were to act to their servants in the same Christian way as the servants were called to act to them—in the same spirit of consideration and good will." "The principles of these exhortations are applicable to the modern relations of capitalists and laborers, employers and employed; and have much need to be applied to them. They indicate what is borne out by the most advanced results of political economy, that there is a mutual benefit in such relations, and that if labor does much for capital, it is no less true that capital does a great deal for labor. Each benefits the other, and the relations between them should be regulated by the golden rule of mutual good will!"

Duty of the Rich.
 "Charge them that are rich in this present world." This is a reminder that worldly riches are uncertain even in this world, and

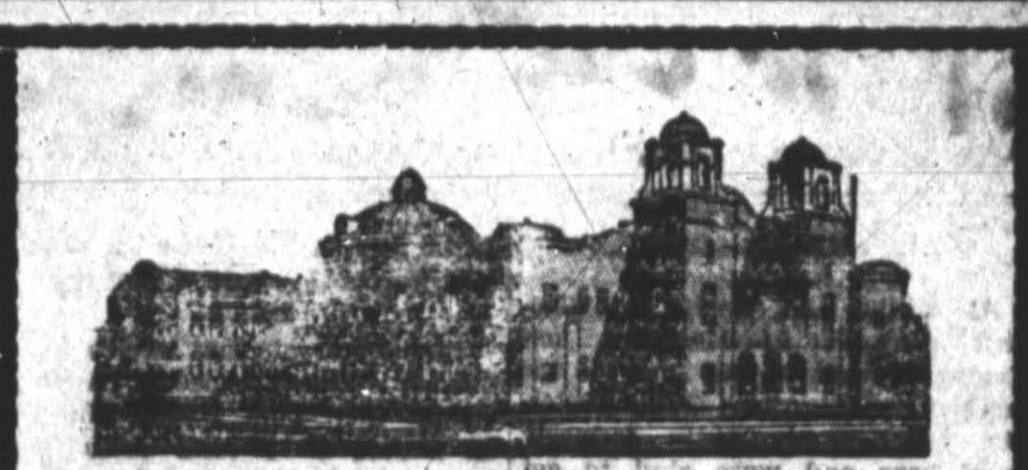
are nothing in the world to come. Paul may have been thinking of the rich man and Lazarus. "That they do good, that they be rich in good works." There is no uncertainty in this kind of riches; what we give away wisely we possess forever. "That they be ready to distribute, laying up in store for themselves a good foundation against the time to come." There is no better foundation for the future than money spent unselfishly for the good of others. Such expenditures become indeed a treasure.

Godliness is profitable for this life and for that which is to come.

ESTRAY NOTICE
 Taken up, about August 15, on old Stubb's place, about 40 miles west from the town of Hereford, in the county of Deaf Smith, the following described animal known to be estray, viz:
 One cow, red mottle faced; branded HT (H H BAR) on left

high, ear marked, cropped and under bit, the right ear and under bit the left ear.
 If not legally proven by the owner thereof within twenty days from the date hereof I will proceed to Estray the same in accordance with law.
 CHARLEY HOOVER,
 Hereford, Texas.
 Taken Up this 9th day of December, 1929.
 48-24p

Drs. Heard & Wiltshire, Dentists
 Phone 234
 Office Over Corner Drug Store



Tri-State Poultry Show
AMARILLO
 CITY AUDITORIUM
Dec. 12-13-14-15-16th
 Exhibit your birds and attend the Southwest's biggest poultry event of the year! E. C. Branch and Walter Burton will be the judges; and large cash premiums to be awarded. Write Box 1475, Amarillo, Texas, for catalog. Admission free to visitors.

Let Our Poultry Expert Help You!
 Mr. R. B. Galloway, in charge of our Poultry Extension Department, will be at the show constantly to furnish information and advise with poultry raisers. Mr. Galloway was formerly with the Missouri State Poultry Extension Department. This is your opportunity to meet and talk with him and other poultry experts.

PANHANDLE LUMBER COMPANY

DR. D. E. ROBISON
 Residence Phone 78-J
DR. R. B. WILLS
 Residence Phone 114-W
DRS. ROBISON & WILLS
 CLARK BUILDING
 Phone 322

WEST TAILOR SHOP
 MRS. O. F. WEST, Proprietor
 "Well Pressed Is Well Dressed"
 Clothes called for and delivered—Phone 335

Notice!
 HAVE OPENED A FIRST CLASS
Repair Shop
 In the Karr Building on Third and Miles. We will appreciate you giving us a trial.
 SATISFACTION GUARANTEED
Scott Motor Service

Radios
 INSPECT A
Gray Bar
 RADIO BEFORE YOU MAKE YOUR DECISION
 It is made by one of the country's foremost electrical organizations—tested and approved by leading engineers and electrical experts everywhere. The Gray-Bar is a full screen-grid machine—one of the few that uses a screen-grid detector tube. If you are interested in radio, you owe it to yourself to hear a GRAY-BAR before you make a selection.

FOR BARGAINS IN
USED CARS
 with an OK that counts
 At prices that will astound you. We are now offering our fine assortment of late model enclosed used cars. Cars that are so good they are almost new, "but why bring that up?" Come see these cars and save money—have a nice closed car to drive during the holiday season. Below are a few of our offers:
 4—1929 Chevrolet Six Coaches, wonderful bargains in these cars.
 2—1928 Chevrolet Coaches, see these cars before you buy.
 1929 Model A Ford Coupe, looks like new.
 1929 Model A Ford Tudor, a good Ford.
 1927 Dodge Sedan, a car you can't wear out.
 2—1927 Ford Coups, for quick sale at \$150.00.
 1928 Chevrolet truck, new tires, etc.
 1928 Chevrolet Sedan, small mileage, like new.

You can trade your old car in as part payment on any of these cars at a liberal allowance. You may take advantage of our low GMAC terms, which gives you the privilege of extending part of the purchase price until next wheat harvest. We are still offering a nice fat turkey FREE with each sale without a trade-in.
 Yours for Sales and Service
Brumley Chevrolet Co., Inc.
 "A Reliable Institution"
 Phone 216

WE ARE PROUD TO SHOW YOU THE
DAY-FAN
 FULL POWER UTILIZING
9 TUBE RADIO
 Supreme In Audio-Amplification
 It is beyond compare in reception, selectivity, tuning range, composite materials, matched electrical characteristics, simplicity of control—in short, the radio you will want if you want the best.
TEXAS UTILITIES COMPANY

The Whole World Is Dead!
 Hereford In Particular
 If 320 acres 8 miles north and west with all the wheat, or 240 acres 8 miles south and east with all the wheat does not sell this week. Price and terms suitable.
 SEE US QUICK!
Ralph Barnett
 PHONE 122

The Butter Market
 Has not advanced at the terminal markets to any extent in the past ten days. Such increases as have occurred do not guarantee an increase in cream prices. Our cream prices are governed by the price we get for our butter and we can not pay more for cream than these returns justify. We always pay the maximum price, guided by the principle.
Farmers Creamery Ass'n, Inc.
 Hereford Phone 3.

CAKES
 and
PASTRIES
 —Now is the period of Holiday feasts and tables groaning beneath tempting delicacies, and Bakery Goods de Luxe step into the limelight. For the Christmas dinner and social entertainments our delectable pastries, pies, cakes, cookies, rolls, and other choice creations are indispensable.
Hereford Bakery
 REYNOLDS & DUNN

MILKWAY
 Health & Happiness
 by The Handle Boss

 A BIG POUND
 A pint's a pound the world around. And a pint of milk the biggest pound of food that money can buy. Of course you'll want Prairie Dairie milk. Just ring 15.
 says The Handle Boss.
Prairie Dairie
 Milk Is Good—Good for You
 Phone 15

Christmas Time Is Gift Time!

Corner Drug Store

The Rexall Store

Day Phone 105

Night Phone 238 or 403-W

PRESCRIPTION DRUGGISTS

LET US BE YOUR HEADQUARTERS:

FORHIM—Tom Moore, Chancellor, La Fendrick, Robt. Burns, White Owl, and Wm. Penn Cigars. Chesterfield, Lucky Strike, Camel and Fatima cigarettes. Milano and Drinkless Kaywoodie Pipes. Smoking Tobacco in one-pound cans. Every package is Christmas wrapped.

We have a complete line of wrapping paper, seals, tags and tinsel. We wrap your CHRISTMAS packages FREE. Phone Number 424-J wins \$1.00 In Merchandise this week.

AL MILLER HERE

Al Miller and family of Stinnett motored to Hereford last Friday to visit in the home of his mother, and brother, John Miller. Mr. Miller and family formerly lived here and were glad to get back to Hereford to be among old friends again. Mr. Miller states that he did not need to break out of jail to get here. Accompanying them as far as Canyon was Mrs. Lester Weaver, a teacher in Stinnett and formerly a citizen of Hereford. The Millers returned home Sunday evening.

The Methodist ladies' bazaar, which was to have been held in the Star Theatre building Friday and Saturday, has been transferred to the Texas Meat Market.

You will find the radio of your choice here. ORR'S TAILOR SHOP.

J. N. Scott was in Amarillo last Tuesday on business.

STAR THEATRE

HEREFORD, TEXAS

Program

FRIDAY LAST DAY
DECEMBER 13

to see

CLARA BOW

"The Saturday Night Kid"

ALL TALKING

SATURDAY

DECEMBER 14

LAURA LAPLANTE

"Hold Your Man"

ALL TALKING

Monday and Tuesday

DECEMBER 16-17

None but the BRAVE deserve the FAIR



With the Music and Sound Effects

Wednesday-Thursday

DECEMBER 18-19

"Seven Faces"

ALL TALKING

Watch for the dates of the following Productions:

HAROLD LLOYD

"Welcome Danger"

GEORGE BANCROFT

"The Mighty"

"The Virginian"

Milk Inspector Goes to Work January 1, Not January 13

In the story in last week's Brand headed "Milk Inspector Appointed by City This Week," January 12 should have read January 1. The mistake was made in the Brand office and no blame should rest of Miss Skelton, city clerk.

The milk and health ordinances recently passed by the City Commission are primarily to protect the buying public and help to guarantee to them a safer food supply.

Particularly the milk ordinance should be of interest to every one that does not produce their own supply of milk. Since milk is one of the most universally used foods and at the same time the most easily contaminated of any, our supply must be thoroughly protected.

After January 1 every person selling milk will be required to have a permit and the product will be graded by the City Health Department. It is necessary for all producers to make application for a permit by the 27th of December if they expect to continue furnishing milk and cream for consumption inside the city limits.

A copy of the city ordinance and application blanks for permits may be obtained at the office of the city secretary by any one expecting to produce milk or cream for the local market.

License Fees Lower Than Than In Past

The new automobile tax law made last summer by the state solons and signed by the governor goes into effect January 1. The new law reads in part: "No horsepower fees will be charged, but only weight fees will be considered. There is a difference in the proration to county and state Highway Department of the fees collected. The following is a scale that will be used when you pay your automobile tax:

1,000 to 2,000 pounds	25c
2,001 to 3,500	30c
3,500 to 4,500	45c
4,500 and up	50c

The weight of any passenger car for purposes of registration shall be the weight generally accepted at its shipping weight, plus 100 pounds. For instance, a Chevrolet 1929 Sedan weighs ready for shipment 2,435 pounds, add 65 pounds and than add another 100 pounds, making in all 2,600 pounds, the rate over 2,000 pounds is 30 cents per hundred, making a tax charge of \$8.00, about half the amount paid last year. On a five-passenger 1929 Dodge sedan the weight is 3,500 pounds, including the extra added weight, which cost the owner a tax fee of \$17.25. On a Ford 1929 model T touring the owner will only need to pay \$4.48, while on the new model A Ford phaeton, 1929, the charge will be about the same as the Chevrolet.

The motor cycle tax will remain the same, \$5.00, but with an extra charge of \$3.00 for each side car.

The annual license fee for the registration of a commercial motor vehicle or truck shall be based on the gross weight and tire equipment of vehicle as follows:

Pneumatic tires:	
1000 to 3000	40c
3001 to 5000	50c
5001 to 10,000	60c
10,000 to 12,000	70c
12,001 to 14,000	80c
14,000 to 16,000	90c
16,001 to 22,000	\$1.30
22,001 to 26,000	\$1.60
26,001 and up	\$4.00

The term gross weight shall mean the actual weight of the vehicle, fully equipped with body and other equipment as certified by any official public weigher or and licensed weight inspector of the state highway department, plus its carrying capacity. Net carrying capacity of any vehicle except a bus shall be the weight of the heaviest net load to be carried on the vehicle registered, provided said net carrying capacity shall in no case be less than the manufacturer's rated carrying capacity. The net carrying capacity of a bus shall be computed by multiplying its seating capacity by 150 pounds.

Mrs. Kemp Entertains at Big Sunday Dinner

Mrs. J. H. Kemp entertained a number of relatives and others in her home Sunday, December 8, the occasion being a big turkey dinner served at the noon hour. The afternoon was spent in sight-seeing in and near Hereford and taking pictures of the guests present.

Mrs. Kemp was honored by the following guests: Mr. and Mrs. Jack Foster and sons, Dean and Gordon, Mr. and Mrs. Aubrey Klein, Umbarger; Mr. and Mrs. L. W. Klein and A. Holmes, Pamp; Mrs. Luther Gregory and daughter, Mrs. Blanche Dell, Slaton; Mr. and Mrs. John Kemp and son W. K. Adrian; Misses Eva Owenby and Neoma Weeden, Frank Owenby and Lawrence Kemp, of Hereford. All of the Kemp children were present except Iva Kemp of Meeker, Colorado. Mrs. Kemp guests as a royal entertainer, a loving mother and a true homemaker. Nearly all the guests left for their homes Sunday evening.

State Game Warden a Hereford Visitor This Week

John L. Oliver, state game warden, was here last Thursday getting acquainted with the Hereford folks, and called at the Brand office. He gave the Brand a lot of information on the fur-bearing animal laws—in fact, too much to publish in one issue of the Brand, and some information of no interest to this part of Texas.

The "Digest," described fur-bearing animals such as badgers, beaver, civet cat, fox, mink, muskrat, otter, opossum, skunk, raccoon and ring-tail cat, as the protected fur-bearing animals of this state. The open season for killing fur-bearing animals, except muskrats which may be killed only by trapping—may be taken or killed at any time of the year. It is unlawful to take the skin or pelt of any fur-bearing animal except during December and January of the above named animal. A trapper is defined as a person who traps, kills or takes fur-bearing animals or their pelts for barter or sale. The clauses on licenses, buyer, dealer, taxes, land owners and tenants, enclosed or posted land and special county laws are described in the booklet Mr. Oliver gave to the Brand and may be procured here or from him.

W. B. PHILLIPS AND WIFE SURPRISED

W. B. Phillips and wife were delightfully surprised at their home Wednesday night when a number of the members of the family and relatives ran in on him while he and his wife were shopping up town. When they arrived home, lo and behold a big fat turkey, a monster cake with ever so many candles, and a big turkey, and a general big feed was spread on the table with all the guests present. Eight plates were set at the big table while a smaller table was in readiness for the children. "Such a surprise I never had, and all entirely unexpected," Mr. Phillips said. He did not say how many candles were stuck in the cake, but we will guess there must have been more than twenty-one. The evening's surprise will long be remembered by those present.

New Baker at Hereford Bakery Is a Good One

The Hereford Bakery reports this week the acquisition of one of the best bakers in the whole Panhandle. Art Collins, recently of the Federal Bakeries chain system, and head baker for their plant at Amarillo, began working for Reynolds and Dunn of the Hereford Bakery Monday morning. Mr. Collins has been in the Federal Bakeries employ for eight years, and enjoys an enviable reputation among members of the fraternity over the Panhandle.

Come and look at the 1930 model Atwater Kent Radio. ORR'S TAILOR SHOP.

The seating capacity of the bus shall be the manufacturer's rated seating capacity exclusive of the driver's or operator's seat. Buses not rated by the manufacturer shall be determined by allowing one passenger for each sixteen inches, exclusive of the driver's seat.

Music Study Club Program

The following program was rendered at the regular bi-monthly session of the Music Study Club at the home of Mrs. Alvin Thompson:

An interesting talk by Mrs. Parker entitled Absolute and Discriptive Music, was enjoyed by the members.

Numbers illustrating the talk by Mrs. Parker were as follows: Hopak, Mourasori, by Mrs. Parker.

Lullaby, Saar, Mrs. Broadwell.

Air on the G String, Bach, Mrs. A. C. Thompson.

My Little House, Miss Swisher.

Mid-Summer, McDowell, Miss Oberthier.

Second movement from Sonata Op. 27 No. 2, Beethoven, Mrs. Mounts.

California, I Love You, Chorus.

Mrs. Mounts led the lesson from Musical History, which included the chapter on The First Musical Notations and the Modes of the Netherlands school.

The club adjourned to meet with Miss Oberthier Monday, December 16, in a Christmas program.

GEORGE BANCROFT HERE SOON IN GOOD PICTURE

A picture for the whole family that you will all enjoy equally. A story that is new to the screen and executed in true Paramount new show world fashion. Look at the cast, George Bancroft, Esther Raabson, Warner Oland, Raymond Hatton, Dorothy Revier, Morgan Farley, O. P. Heggie and so on, it reads like a season's announcement. Names that every one of your patrons knows from the silent days. Names that carry a real office value.

A week from Friday and Saturday, December 20-21.

Ah, Ha! And Hereford Gets All Cleaned Up!

Hereford is bright and smiling this week, its streets as clean as a boy's newly washed face. It surely does help a lot in the looks of a city to get that unsightly mud and trash out of its gutters and paving.

HEIFNER MILLINERY SHOP MOVES TO NEW LOCATION

Mrs. Margaret Heifner has moved her hat shop from 202 Main Street to the Star Theatre building, in the location recently vacated by the Lee Electric Co. when that firm moved to its new quarters. The large plate glass windows will give Mrs. Heifner a fine place for the display of her millinery.

RIDGEWAYS RETURN FROM HUNT IN CROCKETT COUNTY

Mr. and Mrs. Clay Ridgeway reached home last Friday morning from a pleasure hunting trip to Ozona, Texas. Mr. Ridgeway reported having killed two fine bucks on his trip. He was accompanied on his hunting trip by Bryan McDonald, a brother of Mrs. Ridgeway. They hunted in Crockett county in the Davis mountains. Mr. and Mrs. Ridgeway made the journey in their car and reported a fine outing.

MERGERS TO BENEFIT THE HOUSEWIFE

In this day and age, with automobiles, clothes and other commodities produced under the principle of mass production and distribution, it may seem that the housewife, dealing with food, the most basic of commodities, has been neglected in the movement to provide a higher standard of products at a lower unit cost.

Now this neglect has been remedied. Recognizing this situation, a manufacturer of a well known table specialty has purchased more than 40 non-competitive food products and will manufacture and distribute them nationally in the hope that the result will be better standardized goods that can be sold for less.

This plan seems logical. Food we must have and to have necessities and luxuries provided by an organization with unlimited facilities, should assure a maximum quality at a minimum price.

Statements, Letting Hands, Involvement, all Job Work, at The Brand.

Cow Testing Proves Worth

Iowa Park.—An increase of \$1.26 per day in returns on milk sales is reported by Reeves Overby, a Wichita county dairyman, who is a member of the local Milk Order Cow Testing Association. [The testing enabled him to detect and get rid of the low testing cows and by so doing the fat content of the 300 pounds of milk he sells was raised from 4.3 per cent to 4.5 per cent. This means 1.6 pounds more butter fat for sale daily, and reduced the feed bill at the same time. The association was organized in cooperation with G. C. McGowan, county agent.

NEW RADIO TRANSMITTER FOR SENDING PHOTOS

New York City.—A new radio transmitter which transmits photographs, maps, etc. has recently been perfected by Capt. Otho Fulton and will transmit over radio either radio, wireless or telephone lines. One of the features of this machine which has already been adopted in practically every country in Europe for the sending of weather charts, maps and the finger prints of criminals, is that it is small and portable. Three and one-half to four minutes is all the time required by the machine in sending a photograph, a photograph having already been sent 14,000 miles in four minutes (England to Australia). Photo shows the machine and its inventor, Capt. O. Fulton.

GREATEST THING IN LIFE

What is it? To stick around? To be useful? To do one's duty? Yes, first and foremost to those who are dependent on you—your immediate family. It is not their fault that you are related to them. Your duty to them performed, you may develop yourself as an individual. Your personality, your individuality are next in importance.

Is it not in a national sense highly important that we formulate a national philosophy founded on the efficient individual and service for the masses?

The concept of Americans by the Europeans, that we are a nation of men and women who are mere dollar chasers, is a mistaken one. We have amassed the most dollars because we have made great wealth a by-product of principle, not putting dollar-worship first.

The principle of service, better service, more service, has become the greatest thing in life with all American industrial leaders.

Men who have made millions are generally plain and common as old shoes.

SEES COLOR ERA AT HAND

The Sherwin-Williams Co., paint and varnish makers, has arranged for a big educational and publicity campaign through their local distributor, the Panhandle Lumber Co. Mr. Rumph said it was the con-

cess of opinion at his company's recent national merchandising conference at Chicago that the present great demand for bright colors would keep on growing.

"No less an authority than Dr. Julius Klein, assistant secretary of commerce, told us that in his opinion this urge for color is not a craze nor a fad, but a reflection of a new living standard," said Mr. Rumph. "Dr. Klein also told us the public wanted paints, not just for their protective value but to make things more beautiful. He referred to the color vague in typewriters, pens, kitchen, bathroom, bedroom, furniture, floors, airplanes, shoes, golf balls and a thousand and one other things, including R. V. D.'s as representing serious demand for brighter things."

PUBLIC COOPERATION IS AN ESSENTIAL

The National Bureau of Casualty and Surety Underwriters has, through its various departments, waged a ceaseless warfare against carelessness. In New York, statistics show that carelessness of pedestrians, whose vision is obscured, is a major factor contributing to traffic accidents. Fifty per cent of all accidents occur at street intersections. An analysis shows that lack of care on the part of the pedestrian is contributing toward the accident problem. In California, as a direct result of safety instruction given in the school class rooms, there was a de-

crease of 42 fatalities among school children during 1933 in the face of a large increase in vehicle registration and an increase of 1 in the total accident death toll. If the public would voluntarily cooperate with the National Bureau in the interest of saving lives and property, more good could be done immediately than will result from the passage of voluminous and restrictive of penalizing legislation.

1900 BUNDLES OF SUDAN CUT FROM FOUR ACRES

Albany.—Sudan grass has yielded and out-lasted cane in the summer drought on a demonstration of Billie Moore's in Iber county, Shackleford county. He gathered 1900 bundles of sudan from four acres in two cuttings and only 350 bundles in one cutting from an adjoining seven acre cane. The sudan looks good in another cutting but the cane offers little chance of that.

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