

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

39th YEAR—NUMBER 48.

HEREFORD, DEAF SMITH COUNTY, FRIDAY, DECEMBER 13, 1929.

FIVE CENTS PER COPY.

Both Teams Ready; May The Best One Win!

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 Hereford eleven played its usual snappy game, every man striving to be the best he had in him. If any player seemed to star it was just because he was at that place at the particular time.

Table with columns: Player Name, Position, Team. Lists players like Gregory, Higgins, Stone, Allen, Seed, Mitchell, etc.

Substitutions, Lamesa, Marr for Riley, Trendway for Moore, Riley for Marr, Moore for Trendway, Carroll for Wiggins, etc.

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 Gilbreath, left half back.

Hereford kicked off, and Lamesa returned to their 45 yard line. They failed to gain on the first play, then made 5 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 they 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 23 yard line.

Three Deaf Smith Schools Granted Aid by State

S. 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.

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.

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.

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 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.

Mrs. R. 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.

SPECIAL IN FROM OLNEY

The Olney fans are coming on a special train, due to arrive at 1:30 Friday, according to word received direct from there today.

The Olney team reached Hereford by bus about 2:00 o'clock yesterday afternoon. They had a light workout yesterday, and another this morning.

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.

There is always a new kind of mess 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.

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."

No Wonder They Are Tough

Some wonder why the Hereford high school football teams have been so good for the past two years. A little delving into records will show that this year's Whitefaces, at least, have earned every thing that they have accomplished.

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 Fez of Indian Shrine, lost somewhere between Amarillo and Dimmitt.

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.

Some have put colored lights on the evergreen trees the American Legion bore 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.

Jess 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.

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.

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.

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 today, 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.

Shoots Self Instead of Rabbit

Fred Arnold of the Wyche community accidentally wounded himself with a gun Tuesday, according to reports reaching the Brand today. He was hauling feed and had the gun along to shoot rabbits, and the uneven footing caused him to slip.

Mayor E. S. Ireland is down in Crockett county deer hunting in the Davis Mountains. According to word received by Acting Mayor J. O. Newell, he expects to have a good hunt as game appeared plentiful.

STORK SPECIALS

Born to Mr. and Mrs. Nowell Andrews, December 5, a daughter.

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 others will 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.

CORSICANA MAYOR HERE

N. F. Garrett, ex-mayor of Corsicana, and owner of a large farm 16 miles due west of town on Harvison highway, is marketing his grain crop by shipping his own grain and heads to the Fort Worth market.

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 Tornadoes 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.

This is the only game in the whole Panhandle today 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.

Superintendent Dillehey 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.

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 so that 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.

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 5 miles east of town on the highway.

Oklahomans Continue Trek To Panhandle Country

C. L. and Floyd Davis, brothers, and both of Bayre, Oklahoma, each purchased a farm near Hereford recently. C. L. Davis bought the 450 acre J. J. Perkins farm three and a half miles north on 25-Mile Avenue, and Floyd Davis purchased the W. F. Kerr half section about eight miles north on 25-Mile Avenue.



**The Hereford Brand**  
Published Every Thursday at  
HEREFORD, DEAF SMITH  
COUNTY, TEXAS

WUNN-WARRREN PUBLISHING  
COMPANY, INC.  
PUBLISHERS  
Also Publisher of  
THE PRIONA STAR  
Priona, Farmer County, Texas

B. E. KESSIE,  
Editor and Manager

TELEPHONE 30

**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 cor-  
rected upon due notice of same be-  
ing 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:**  
Home 1, per year - - - \$2.00  
Home 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**

B. 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 30 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 hogs, mlo 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 de-  
rived from the hogs that are fol-  
lowing the steers. One hog to two  
steers is the proportion Mr. Shel-  
by thinks most profitable.

George Walden and Woody Love-  
lace, managers of the El Toro  
farm 8 miles northeast of Here-  
ford 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 in 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 es-  
sential in order to get them ac-  
customed 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

Annual Bargain Offer  
THE AMARILLO NEWS  
And Big  
SUNDAY NEWS-GLOBE  
Daily and Sunday  
\$5.00  
Save \$3.00 by subscribing  
NOW.  
JOHN ROBINSON NEWS  
STAND

Try  
PHILLIPS' "66"  
GAS  
This cold weather it  
makes the car start easy.  
WEST & SNYDER

ANY KIND OF WORK  
Done in wood.  
REPAIR OR NEW  
WORK  
See Me at My Home  
In North Hereford.  
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 con-  
dition 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 seem-  
ed thin. I suffered terrible head-  
aches and was so nervous I could  
hardly sleep.

"Sargon is the first and only  
medicine I found that gave me last-  
ing relief. My appetite is splen-  
did 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 be-  
lieve 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 ES-  
TATE UNDER ORDER OF SALE**

THE STATE OF TEXAS  
Deaf Smith County.

Whereas, by virtue of a certain  
order of sale issued out of the Dis-  
trict court of Deaf Smith Coun-  
ty, Texas, on a judgment render-  
ed in said court on July 30th,  
1929, foreclosing a vendor's lien  
on the Northwest Quarter of Sec-  
tion 24, Block K-8, Deaf Smith  
County, in favor of W. E. Dunlap  
against L. W. Hough, Goodyear  
Tire and Rubber Co., B. F. Good-  
rich Rubber Co., Panhandle Motor  
Co., Crain and Co., C. H. Carl, W.  
F. Karr, and G. A. F. Parker to  
secure the payment of \$1251.04  
with 8 per cent interest from July  
30, 1929;

Also foreclosing the trust deed  
lien on the above described land  
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 \$278.37,  
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  
seize 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 sat-  
isfy said sums of money in the  
order named and costs.

J. B. MILLER,  
Sheriff, Deaf Smith County, Tex-  
as.

Messrs. H. B. Marks and Henry  
Dick, both of Cordell, Oklahoma,  
were here last Friday and Satur-  
day prospecting for a farm loca-  
tion in this part of the Panhandle.

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

Let Hanna & Hanna make your  
photos for Christmas, Hereford,  
47-48c

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

Ben Lutimer and family of Oka,  
North Dakota, arrived here recent-  
ly and have leased a section of  
land about five miles southeast of  
Friona. The Lutimers are moving  
on to a raw section, but will be-  
gin to improve it at once. Messrs.  
L. F. Besser of this city and Lut-  
imer are old friends.

**BENTLEY'S CIGAR & NEWS STAND**  
CIGARS AND TOBACCO—ALL MAGAZINES AND NEWSPAPERS  
WEST THIRD STREET

FOR QUICK JOB SERVICE SEE THE BRAND.



GIVE THEM ALL

**SAVINGS  
ACCOUNTS**

They are never TOO SMALL or TOO LARGE to be en-  
couraged in ways of thrift. One of our deposit books with  
one entry made is a SENSIBLE GIFT.

**The First State Bank**

**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.

**5% LAND LOANS**

Correct Abstracts

**THOMPSON & IRELAND**

Hereford, Texas

**W**hat to give?  
It's as simple as

A  
B  
C

Make this

A  
B  
C

**uick-Marquette  
Christmas**

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 leader-  
ship so outstanding that they are win-  
ning 41% of the total sales of the fifteen  
cars in their price class. The new Mar-  
quette, built by Buick, introduces into  
the low-price field a new order of swift,  
vigile, 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 \$800 to \$1000 f. o. b. factory. All available  
on the extremely liberal General Motors time  
payment plan.

BUICK MOTOR COMPANY, FLINT, MICHIGAN  
Divisions of General Motors Corporation  
Canadian Exports, McLaughlin-Buick, Oshawa, Ont.  
BUILDERS OF BUICK AND MARQUETTE MOTOR CARS

**BUICK MARQUETTE**

**Norton Motor Company**

Buick and Marquette Sales and Service

Hereford, Texas

WHEN BETTER AUTOMOBILES ARE BUILT... BUICK WILL BUILD THEM

**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 hooed down the prices.

**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	16 Pound ..... 10c 14 Pound ..... 12c 1 Pound ..... 20c



**Fruit Cake**

Is the Recipe to Try This Week With

**Snowdrift**

Any for Recipe of Week Card



**Arney News Items**

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

J. A. Garris and wife, Joe Curie 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 Basley called in the Davis home Sunday.

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

The Hill and Cole places have recently been sold.

Freemont Chatfield called in the Patton home Thursday.

Mr. Grumm was here from Onyon last week.

A party was given at the Burks home Thursday night.

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

Jumbo basketball boys played Arney Friday, winning 17-12.

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

There was a party at the Leo Hinson 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, M. 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.

**Flagg News**

Mrs. Joe Dunswanger entertained Wednesday night, December 4, with a farewell party in honor of Mrs. M. E. Bala who was soon to go away. A large number of friends of Mrs. Bala 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. Bala 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

**Best Purgative for Colds**



Relieve the congestion, reduces complications, hastens recovery!

**Relieves Colds In 2 Minutes**


Get out ahead of a cold, cough due to cold and prevent complications, nothing gives such quick and beneficial relief as Aspirin, a new scientific, "Liquid Cold Remedy" that clears the head; relieves congestion in the nose and throat; checks the excessive flow of mucus; banishes dull headaches and that chilly, achy feeling.

Aspirin in a complete, "Liquid 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.)

RICE'S DRUG STORE

**DEMPSTER**

NO. 12 BACK GRABBER  
ANN'S OFFICIAL 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. The windmill is made of the finest material and is guaranteed to give you a complete and satisfactory service.

S. C. McADAMS  
Hereford, Texas  
Complete Line Dempster Windmill Supplies.

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

Mina, Benschwanger and Shupson 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 Alesine visited the Reader 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 Saturday.

Mr. and Mrs. Ernest Jones moved into their new home last week. Joe Benschwanger has completed a new garage at his farm.

Let Hanna & Hanna make your photos for Christmas, Hereford, 47-48

**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.

**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 china. 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

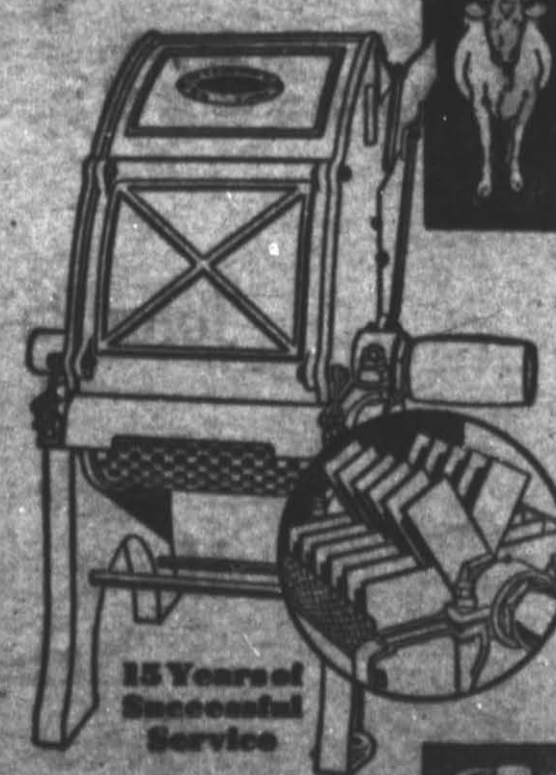
**B. B. PARMER, Dealer**  
HEREFORD, - TEXAS

**Grind and Mix Your Own FEED**

Grind your own, pure home grown feeds—stems, stalks, leaves, cobs, chucks 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 bars, gears or knives to give trouble. Fearful **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, sizes or power equipment. All equipped with Treaded Tapered Bearings, Automatic Lubrication and Shocked Pulley.

Check to see and see the wonderful grinders. Or let us demonstrate the W-W on your own farm with your own feed and you'll see for yourself.

15 Years Successful Service

**M. D. Womble**  
Hereford, Texas  
The W. W. Feed Grinder Co., Mfrs., Wichita, Kan.

Little Olan Laquey was very ill last week but is much improved at this time.

Mr. and Mrs. Will Moore spent Friday with Mr. and Mrs. Joe Moore and killed hogs.

Mrs. Joe Thurmond, Miss Catherine Yant and Mrs. Lemuel Shuggard were in Hereford on Wednesday.

Mrs. W. Z. Bishop and daughter Thelma visited in the Ware home last Sunday.

Mr. and Mrs. Will Moore were in Hereford Wednesday.

W. Z. Bishop has been in the White Deer country for a few days on business.

Mr. and Mrs. W. C. Thomas were in Hereford Saturday.

Mrs. W. Z. Bishop and Thelma visited in the Thomas home Friday.

Mr. and Mrs. Gus Laquey were in Amarillo Saturday.

Mr. and Mrs. Edgar Gossett and Mrs. Jacobs were in Hereford Saturday.

Mr. and Mrs. Yearl Iverson and daughter, Nina Belle, F. S. Gray and Ben, Ruth and Laura Mae Slaughter took dinner with Mrs. Slaughter Thanksgiving Day.

Mr. and Mrs. Lemuel Shuggard went to Umparger Thursday morning.

Mr. and Mrs. Low McCaskey of Borger visited in the home of Mr. and Mrs. Joe Thurmond Sunday.

Let Hanna & Hanna make your photos for Christmas, Hereford, 47-48

**CANYON COW COMPLETES PRODUCTION TEST**

Canyon—Gamboge's Fox's Little Agatha 694823, 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 6,216 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.

Mrs. Jack Lester and little son, Jack, Jr., returned to Amarillo Saturday after a week's visit with her parents, Mr. and Mrs. W. B. Dameron. Miss Bertha Dameron accompanied Mrs. Lester to Amarillo and will visit there for several weeks.

**NOTICE**—The Hereford Benefit Association No. 2 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. 48-2c

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

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

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.

Mr. and Mrs. D. D. Lanham en-tored to Littlefield Sunday and visited in the home of Mr. and Mrs. T. B. Jordan, old friends.

**Real Estate**

When you want to buy a bargain, see us.

**WE HAVE SMALL ACREAGE FARMS AND RANCHES—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

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.

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.

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

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

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.

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.

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.

**CONOCO**  
Germ-Processed MOTOR OIL

**35¢**  
Per Quart—for All Grades Except Special Heavy and Extra Heavy.

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**

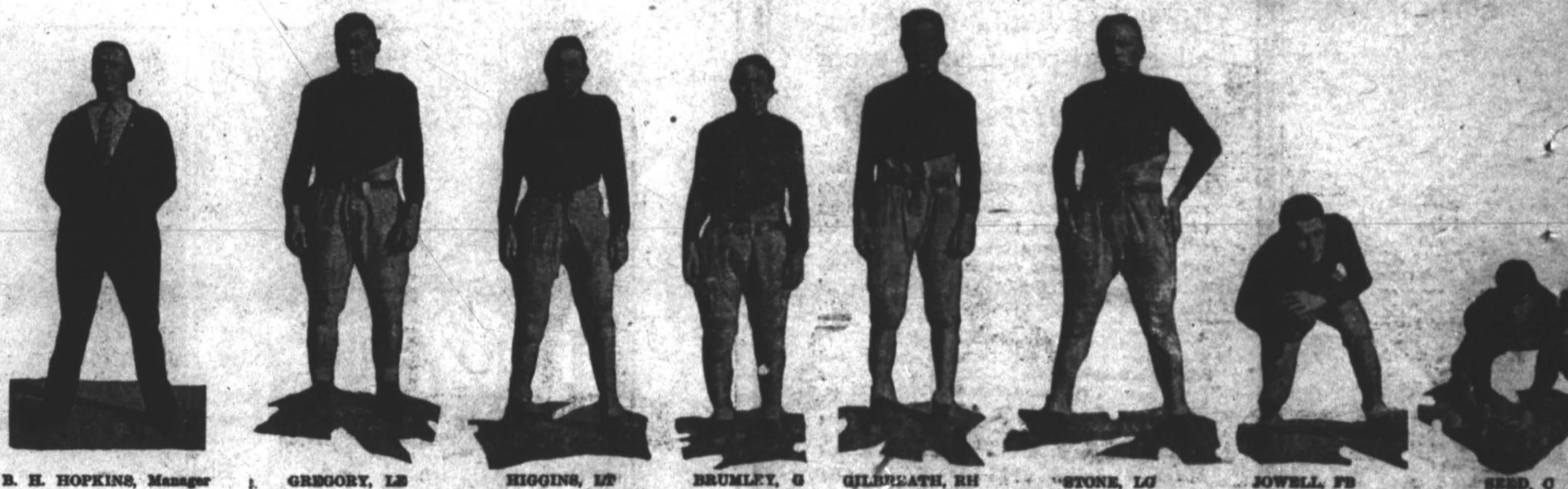


"Your Rep! Your Rep! You've Got It--Now Keep It; Doggone It, Don't

# WHITE

**Rove All C**

All Photos by  
Hanna & Hanna



B. H. HOPKINS, Manager    GREGORY, LB    HIGGINS, LT    BRUMLEY, G    GILBREATH, RH    STONE, LG    JOWELL, FB    SEED, O

**Probable Starting Line-Ups and Weights:**

HEREFORD	POSITION	OLNEY-	WEIGHT
GREGORY, 165	LB	W. GILMORE, 170	
HIGGINS, 170	LT	DEES, 190	
STONE, 170	LG	PATRICK, 125	
SEED, 160	C	CARTER, 187	
MITCHELL, 140	RG	F. WILK, 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. WILK, 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 ex 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—played bring honor and respect to their good name, and we're telling you n you've got, the same as you have all this year, and it will be up to

**"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

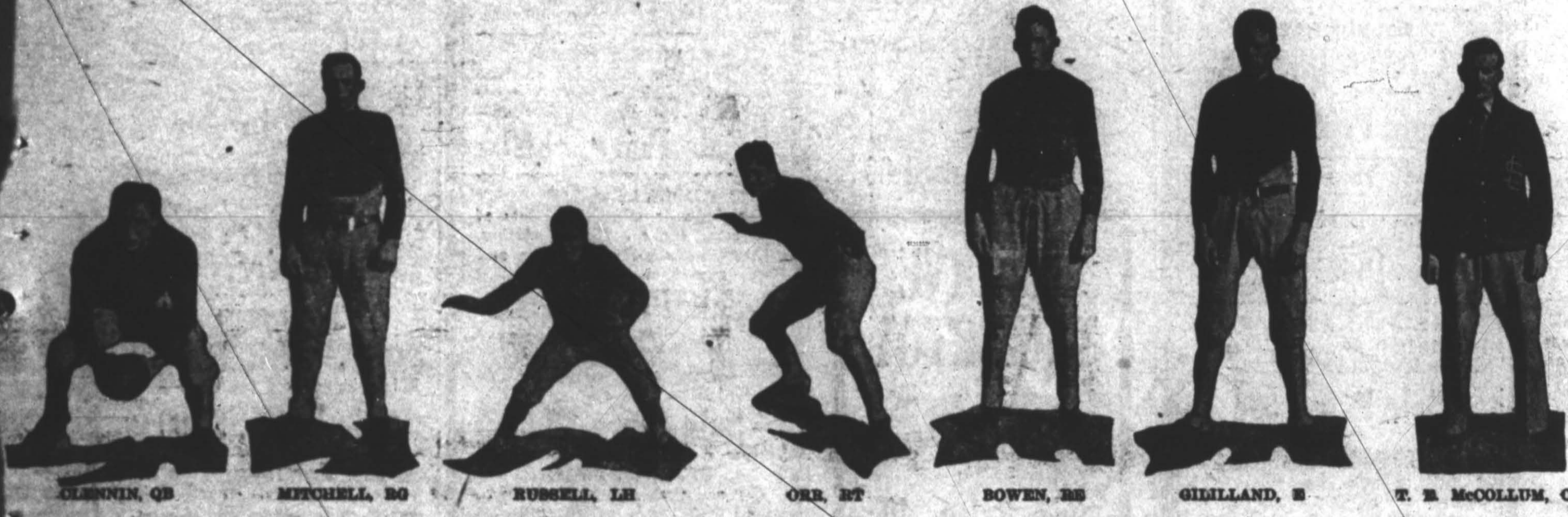
Welch M  
First Na  
Omer Baker,  
Consumers  
John McL  
Hillsig  
Ca



se It!"

# FACES!

## ver Olney!



CLANNIN, QB      MITCHELL, BG      RUSSELL, LH      ORR, RT      BOWEN, BE      GILLIAND, B      T. B. McCOLLUM, Coach

All Photos by Hanna & Hanna

own of Hereford is counting on you winning tomorrow, of course, ed. But we're for you, anyway. You've played the game fair and re gone. We want you to win this game as we never wanted any an, hard football, represented your school and city in a way to we 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.  
d Bank  
ckman's Cafe  
Company  
Insurance  
chery  
le

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

Sprol's-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 HERFORD 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, clean, all sizes, bloomers, teddy, 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 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 CAR**  
Black enamelled steel frame, the kind that 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

December 14, 1929

THE CHRISTIAN SCRIPTURE LESSON  
MATTHEW 23: 1-12

2414, 15; Mark, 6: 5-9; Luke, 11: 13-17

As ye would that men should do to you, do ye also so to them likewise.—Luk 6: 31.

Between the religious people and the laborer, the working man, the Christian should be a blessing. He should be a blessing to the laborer as the laborer is to the Christian. The Christian should be a blessing to the laborer as the laborer is to the Christian. The Christian should be a blessing to the laborer as the laborer is to the Christian.

He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world.

He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world.

He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world.

He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world.

He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world.

He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world.

He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world. He who is a blessing to the laborer is a blessing to the world.

## The Whole World Is Dead!

### Hereford In Particular

Ralph Barnett  
PHONE 122

## The Butter Market

Has not advanced at the terminal markets to any extent in the past ten days. Bulk increases as have cream prices are governed by the price we get for our butter and we can not pay more for cream than these receipts justify. We always pay the maximum price, guided by the principle.

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



**MILKMAID BRAND**  
BIG POUND  
A girl's point the world around. And a part of milk is the biggest part of food value that money can buy. Omelette, you'll want Milkmaid Brand milk. Just like it.  
Milkmaid Brand



**CAKES**  
*and*  
**PASTRIES**  
Here is the perfect of Holiday treats and tables, promoting business and making Christmas a happy time. We have the finest of goods to take you into the New Year. The Christmas dinner and party entertainments are the perfect pastries, cakes, cookies, etc. with our specialties. Write for our catalogue.  
**Hereford Bakery**  
RAYMONDS & DUMIN

**Duty of the Rich.**  
"And ye masters, do the same thing unto them." The same thing means give. The masters give to the servants in the same spirit of cooperation and good will. The servants are to be obedient to the Lord and to the masters as the Lord is obedient to the Father. The servants are to be obedient to the Lord and to the masters as the Lord is obedient to the Father. The servants are to be obedient to the Lord and to the masters as the Lord is obedient to the Father.

**DR. D. E. ROBINSON**  
Residence Phone 783J  
**DRS. ROBINSON & WILLS**  
CLARK BUILDING  
Phone 282

**WEST TAILOR SHOP**  
MRS. O. F. WEST, Proprietor  
"Well Pressed Is Well Dressed"  
Clothes called for and delivered—Phone 885

**DR. E. B. WILLS**  
Residence Phone 114-W

**ESTRAY NOTICE**  
Taken up, about August 25, an old Steub'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 mottled faced; branded HT (H H HAH) on left rump.

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

**USED CARS**  
with an *OK* that counts

**FOR BARBARS IN**

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 Coach, 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 Coupes, 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

help, set marked, engaged and need to hurry the case to under the right ear and un-  
CHARTLEY HOOVER, Herford, Texas, Take up or thereof within twenty days this 9th day of December, 1929, from the date hereof I will pro- 48-24p

**DRS. HEARD & WILSHIRE, Dentists**  
Phone 224  
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 475, 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**

**Gray Bar Radios**  
INSPECT A

**Gray Bar**

RADIO BEFORE YOU MAKE YOUR DECISION

It is made by one of the country's foremost electrical organizations 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.

**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**



# Christmas Time Is Gift Time!

**LET US BE YOUR HEADQUARTERS:**

**FOR HIM**—Tom Moore, Chancellor, La Fendrick, Bobt. 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.

## Corner Drug Store

*The Rexall Store*

Day Phone 105 Night Phone 236 or 408-W

**PRESCRIPTION DRUGGISTS**

**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 12

to see  
**CLARA BOW**  
in  
**"The Saturday Night Kid"**  
ALL TALKING

SATURDAY  
DECEMBER 14

**LAURA LAPLANTE**  
in  
**"Hold Your Man"**  
ALL TALKING

Monday and Tuesday  
DECEMBER 16-17

None but the BRAVE  
deserve the FAIR

**4 FEATHERS**

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**  
in  
**"Welcome Danger"**

**GEORGE BANCROFT**  
in  
**"The Mighty"**  
and  
**"The Virginian"**

### Milk Inspector Goes to Work January 1, Not January 12

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 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	28c
2,001 to 3,500	36c
3,500 to 4,500	48c
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 100 pounds and then add another 100 pounds, making in all 2,600 pounds, the rate over 2,000 pounds is 80 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 car weighs 3,000 pounds, including the extra added weight, the cost the owner a tax fee of \$17.28. 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 6000	40c
6001 to 8000	50c
8001 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	\$1.20
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, Pamps; Mrs. Luther Gregory and daughter, Miss 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 Ira Kemp of Meeker, Colorado. Mrs. Kemp guests as a royal entertainer, a 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, he and behold a big fat turkey, a monster cake with over 50 candles adorning the top and a goose. The turkey was placed 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, Mourorid, 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 Ralston, Warner Oland, Raymond Hutton, 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.

### Ab, 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.

### HEIPNER MILLINERY SHOP MOVES TO NEW LOCATION

Mrs. Margaret Heipner 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. Heipner a fine place for the display of her millinery.

### RIDGEWAYS RETURN FROM HUNT IN CROCKETTE COUNTY

Mr. and Mrs. Clay Ridgeway reached home last Friday morning after a successful and hunting trip to Crockett county. 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.

### Cow Testing Proves Worth

Iowa Park.—An increase of \$1.20 per day in returns on milk sales is reported by Heeves 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 4.8 per cent. This means 1.8 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. McDowan, 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 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

E. L. Rumph, representative of the National Bureau of Casualty and Surety Underwriters, has arranged for a big educational and publicity campaign through their local distributor, the Panhandle Lumber Co. Mr. Rumph said it was the con-

crease of 43 fatalities among the school children during 1929 in the face of a large increase in school registration and an increase of 9 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 or restrictive of penalizing legislation.

### 1930 BUNDLES OF SUDAN CUT FROG FOUR ACRES

Albany.—Sudan grass has not 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 sugar from four acres in two cuttings and only 350 bundles in one cutting from an adjoining seven acres in cane. The Sudan looks good for another cutting but the cane offers little chance of that.

### 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-



## They Call Us "Elgins" We Work Every Second

Every employee of this bank is told in no unmistakable language to "put his job FIRST or he won't LAST."

This strong bank was founded on character and built on service.

## Western National Bank

"There Is No Substitute for Safety"

# CHRISTMAS FURNITURE SELLING

From now till the 24th day of December, you can buy Furniture and House Furnishings, as well as Novelties, at a most satisfactory price. Come to us for your gifts at these special prices:

- |                      |                         |                      |
|----------------------|-------------------------|----------------------|
| Dining Room Suites   | Victor Talking Machines | Special Chairs       |
| Living Room Suites   | Gas Ranges and Heaters  | Fine Wicker Rockers  |
| Bed Room Suites      | Beautiful Mirrors       | General Electric     |
| Breakfast Suites     | Asmirator and Wilton    | Life-Time Guaranteed |
| Junior Dining Suites | Velvet Rugs             | Mattresses           |
| Piano Benches        | Sewing Machines         | Odd Dressers         |
| Pianos               | General Electric        | Flour Lamps          |
| Bedies               | Refrigerators           | Parlor Tables        |

Our store is brimming over full of good merchandise, and everything goes for the next two weeks at Special low prices.

# E. B. BLACK COMPANY

"We Are Satisfied With Small Profits."