

The Hereford Brand

Published Every Thursday at
**HEREFORD, DEAF SMITH
 COUNTY, TEXAS**
 WUNN-WARREN PUBLISHING
 COMPANY, INC.
 PUBLISHERS
 Also Publisher of
THE PRIONA STAR
 Priona, Farmer County, Texas
 R. B. KESSLER
 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 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.

Here and There.

(Too late for use last week)
 Rev. Peters and Mr. Meeks were both at Frio Sunday morning. Rev. Peters is the new Methodist minister and will preach each third Sunday at 11 o'clock, and Mr. Meeks of Flegg will preach each fourth Sunday morning.
 Mr. and Mrs. J. B. Benson of Shamrock spent Saturday night and Sunday at the J. E. Andrews home.
 Mr. and Mrs. C. M. Bell spent Sunday at the Leo Williams home.
 Mrs. Henry Altman was able to

come home from Amarillo Sunday. Mr. Williams' mother from Floydada is visiting them this week.
 Mrs. Green and Nettie Lee Green Mrs. Harlan, Miss Able, Mrs. Beauford and Blanche spent Wednesday with Mrs. Clarence Beauford.

Misses Lillian Peters, Gladys Jones and Tiny Lee Springer spent Sunday afternoon with Miss Georgia Parkman.
 Mr. and Mrs. Peters and Mr. Meeks took Sunday dinner at the A. T. Jones home.
 Mr. and Mrs. Cecil Wilkins of Hereford dined at the Mobley home Sunday evening.

There are five new dwellings being erected near Frio school house on 25-Mile Avenue. Rumor has it that another may soon be started.
 Misses Mattie and Elsie Andrews spent the week-end with friends at Wellington.
 Mr. and Mrs. E. E. Rogers are enjoying a new radio these long evenings.
 Mr. and Mrs. G. E. Tice were greatly surprised when they returned home from town Saturday night about 8 o'clock to find a man and his wife in their kitchen eating supper. They proved to be Mr. and Mrs. Howard Hollinger of Redfield, Iowa, cousins of Mrs. Tice, and they had not seen each other in 22 years. They had been living in Colorado the past 15 years and have sold out and are now looking for a new location in a milder climate. They left Tuesday for Phoenix, Arizona and intend to stop at Hot Springs, N. M. for a day or two.

Owen Andrews, who is hauling lumber for a new home which is being erected on the south part of the Andrews place, had the misfortune Saturday to run into the high bank near the gin and badly damage his truck.
 Mrs. Green and Mr. and Mrs. J. B. Harlan spent Sunday at the Walter Easter home.
 K. F. Campbell has recently purchased the Joss land which lies

across the road east of his home. Mrs. Hazel Sparks and children spent the week-end on the farm with her father, Mr. Hackler.
 Preparations are being made for a Christmas tree at the school house Tuesday evening. A suitable program is being arranged and of course Santa will be there if all the boys and girls have been good.

Adrian-Sims Notes

A Christmas tree and program was given at Sims school house Friday afternoon, the 20th. A repetition of this program will be held Tuesday night, the 24th, with the Sims Christmas tree. Everybody is invited to attend.
 A sock social was given at the Bippus school house Saturday night.
 Norman Jacobsen was in Adrian Saturday afternoon.
 Mr. and Mrs. J. M. Chapman and children were in Hereford on Friday.
 D. N. Guthrie was an Adrian visitor Wednesday.
 Mr. and Mrs. George McLain

were Hereford visitors Friday.
 N. O. Phillips and family spent Sunday in the Canyon.
 J. E. Brown of Vega called at the J. M. Chapman farm Wednesday.

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, 1928, 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. 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, 1928.
 Also foreclosing the trust deed lien in favor of the defendant, G. A. F. Parker in the sum of \$578.27 with 20 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 to the order named and costs.
 J. B. MILLER,
 Sheriff, Deaf Smith County, Texas.

DEAF SMITH COUNTY ABSTRACT CO., Inc.
 114 West Third Street
 G. F. McCOLLOUGH, Manager
 ABSTRACTS LOANS

Merry Christmas

OUR WISH FOR CHRISTMAS
 TO YOU, OLD FRIENDS,
 IS JUST HAPPINESS
 THAT HAS NO END!

Cox & Huckert Garage

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

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

Best Wishes or a Very
Merry Christmas!
 and a Happy,
 Prosperous New Year!

Lee Electric Co.

Joyous Greetings!
 We wish to extend our Sincere
 Good Wishes for a
MERRY CHRISTMAS
 To Our Patrons and
 Fellow Merchants

West Tailor Shop

Hereford Nursery and Landscape Architects

Chinese Elms, best qualities, all sizes, from 50c to \$5.00. For Thirty-seven years growers of and dealers in choice fruits, shades, ornamentals, roses, bulbs, etc.

BEST BY TEST IN THE SOUTHWEST.
 Out of more than 300 varieties in our own grounds, and we can landscape and plant them, too.

Call At Nursery or Phone 99

L. P. Landrum
 Pomologist, Proprietor.

HEREFORD TEXAS

Easy to identify new 1930 Delco-Light
 All finished in Romany RED for your protection

For years the Delco-Light Company has been building a wonderful line of individual electric plants. And of course there have been a lot of imitations. But the new 1930 line is easy to identify. Each of the new models is finished in a rich, Romany red. A plant painted any other color is not a new Delco-Light. That's the first thing to look for. Second, insist on seeing the name plate, "Dependable Delco-Light." And finally, don't buy a plant from anyone but an authorized Delco-Light Dealer. Then you can't go wrong.


We are the authorized Delco-Light Dealers in this locality. Come in and get the facts about the new 1930 "Red Line" Delco-Lights.

B. B. PARMER, Dealer
 HEREFORD, TEXAS

Just phone or drop in a card and we'll bring Delco-Light to your home for a night demonstration.

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

**A Merry Christmas Wish to You
 A Very Happy New Year, too!**



Boazman & Lindsey

—In the Spirit of Christmas, we express our appreciation for the confidence of our patrons and to all—every good wish for a
JOYOUS HOLIDAY SEASON!

SNYDER & WEST
Phillips Filling Station

Hospital Visiting Hours
 —Please bear in mind there are certain times set for visiting patients, as follows:
 9:00 to 11:00 a. m.
 3:00 to 5:00 p. m.
 7:00 to 9:00 p. m.

Deaf Smith County Hospital

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

A MERRY CHRISTMAS and a HAPPY NEW YEAR

We wish to extend to the public at large our thanks for its patronage and to wish all a **MERRY CHRISTMAS** and a **PROSPEROUS NEW YEAR** and to extend them a warm welcome to our store in the **NEW YEAR.**




CLASSIFIED

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. GARR. 48tc

Wanted

WANT TO BUY—Half section of land near section 12, township 8, range 2 east. JOHN M. ROSE, Adrian, Texas. 508p

LAND OWNERS—Do you want to lease your unimproved land for farming purposes for five to ten years? Sections and larger tracts especially wanted. Write D. P. CARTER, Floydada, Tex. 49-2p

WANTED—I will buy your maize heads and ear corn when matured and dry. BRUMLEY & SON, Hereford. 38-tfc

For Rent

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

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

Lost and Found

STRAYED—From my home west of Bovina, October 17, one spanned black mare mules; one had drooping ears, on had blemish on one hoof. Anyone knowing of whereabouts please notify F. L. CARSON, Box 94, Bovina, Texas. 49-2p

FOUND—Four miles north on 25-Mile Avenue, two pair of gloves and six lamp flues. Owner can have same by identifying and paying for this ad. 49-tfc

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

Lodge Directory

HERFORD 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.

HERFORD 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—1926 Hudson Coach at a bargain. See Scott Motor Service, Karr building, on Third and Miles Ave. 48-tfc

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

FOR SALE—Alfalfa for sale. R. B. CALDWELL, Rt. 3. 49-3p

FOR SALE—Practically new Maytag washing machine; new White sewing machine, also good washing machine for \$25.00. MRS. J. P. McMAHON, Phone 354-W. 49-tfc

FOR SALE—Good Ranger bicycle, excellent condition. See CHARLES FERGUSON, Jr. 50-1c

FOR SALE—Have good section of land located 10 miles northwest of Hereford. Can sell for \$20.00 per acre, \$2800 cash, balance three annual payments, six per cent. Two miles from school on graded road. This is the best buy I know of. E. F. CONNELL. 49-2p

Large Eastern Piano Manufacturer has a number of pianos in storage at Amarillo and rather than ship back will sell at a sacrifice. Address Manufacturers Wholesale Department, 905 Elm Street, Dallas, Texas. 503p

FOR SALE—Three good Jersey cows, two to freshen February 15. Located about 2 1/2 miles southeast of Summerfield. FRED STRUBIN, Hereford. 49-2p

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. Panhandle Investment & Development Co., 221 Oliver-Baile Bldg., Amarillo, Texas. Telephone 4842. 48-3p

FOR SALE—About 35 head of weaned pigs, one mile north of Nursery. BEN WRIGHT. 49-2c

FOR SALE—Good rebuilt piano, best of condition. Phone 404-J. F. V. EBERLE. 49-2p

FOR SALE—My home on North Main Street, Hereford; very desirable location. If interested, write MRS. EDNA RAY, 4515 Swiss Avenue, Dallas, Texas. 49-2c

FOR SALE—Plant winter barley now. J. F. WARD has the seed. Phone 250. 49-2c

FOR SALE—Spring barley, no Johnson grass or weed seed, 12 miles south of Hereford. L. M. CARTER. 49-3p

FOR SALE—One five acre, one ten acre and one 25 acre tract, all priced very reasonable and just outside the city limits. Phone 908. 48-tfc

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

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

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

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

FOR SALE—Royal Portable Typewriters in Duotone colors. I have just one left; can deliver for Christmas. JOEL MURCHISON, agent. 50-1c

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

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, Hereford, Texas. 29-tfc

FOR SALE OR TRADE—5 room house, close in, easy terms. Phone 458. ALVIN C. THOMPSON. 47-tfc

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

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

S. C. McAdams, representing the Twin City Implement and tractor line, has now added to his line the Whippet-Knight motor cars. The name of the new car will likely be changed, Mr. McAdams says, and he expects several new cars in within the next few days.

Wishing You Happiness and Cheer today and all through the NEW YEAR! JACK'S SHOE SHOP

FOR QUICK JOB SERVICE SEE THE BRAND.

"Good Will!"

We appreciate the Good Will and Patronage you have extended to us and wish you a

JOYOUS CHRISTMAS DAY and a Happy, Prosperous New Year

HERFORD CHAMBER OF COMMERCE

Here's to everyone we know and all those others we desire to know. To one and all, our best wishes for a

MERRY CHRISTMAS

Welch Machinery Co.



You Begin NOW!

Resolve to save money. It is EASY to save; it is only the BEGINNING that seems hard. A bank account will open up opportunities undreamed of for you. It will make the coming year a Happy and Prosperous year for you and your family.

Start Saving Regularly NOW We Invite YOUR Banking Business

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

Our Creed

We believe in the goods we're selling and in our ability to succeed. We believe that honest goods can be sold by honest methods. We believe in giving value received and believe we have done so only when we give a man the full worth of his dollar in satisfaction and services. We believe in working, not waiting; in laughing, not weeping, and in the pleasure of selling our goods. We believe in today and the work we are doing; in tomorrow and the work we have to do; in the sure reward the future holds. We believe in courtesy, in generosity and in GOOD CHEER.

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



TO FRIENDS—OLD AND NEW—

A Merry Christmas A Prosperous New Year A grateful appreciation of their patronage.

Barnhart & Sherve

\$5000

Invested in a cleaning and pressing equipment where modernized machinery has been installed so that we are enabled to do the very best

CLEANING AND PRESSING

that can be done anywhere. We are really striving to be of service to you and we believe that if you will give us a trial that we can convince you that we really do first class work. We cordially invite the public to inspect our plant.

Hereford Laundry & Dry Cleaning Company



Christmas Greetings

Raise more Hogs

At this time of the year we like to think over the past year's work. No doubt each of us would like to go back and correct some mistakes we have made, at least we could do many things better than we did—but, "Why bring that up?" we all no doubt got about all we deserved. We want to thank each and every one of our patrons on this occasion who are in the hog business, for their loyal support and the confidence you have shown us. We hope that you feel satisfied with the market we have been able to maintain, and we are living in great hopes that we will be able to give you a still better market in 1930.

Wishing You One and All a Merry Christmas and a Happy New Year!

Brumley And Son

—When you hear the sound of Christmas bells, carols and other joyful sounds, accept our wishes for the best the Season affords.

J. O. Newell



Peace, good will to one and all, with all the warmth of Happy Holiday Greeting!

—With the appreciation of your patronage and friendship, we wish all—Peace, Good Will, a Merry Christmas and a Happy New Year!

Hereford Wholesale Grocery Company

L. W. CARLYLE

International Sunday School

Lesson

BY DR. J. E. NUNN

DECEMBER 29, 1923.

FELLOWSHIP THROUGH WORSHIP

Ps. 132:1-6; Heb. 10:22-25

GOLDEN TEST: He entered, as his custom was, into the synagogue on the Sabbath day.—Luke 4:16.

Introduction

"Where two or three are gathered together in my name, there am I in the midst of them."—Matt. 18:20. "Meeting together is a great means of mutual help and efficiency in any field; in science and business and politics, as a thousand societies and meetings bear witness. Not less is such assembling together needful in the church that we may infect one another with the holy contagion of spiritual life, or kindle ourselves at a common fire."—Snowden.

God is everywhere. This we teach the child and say we believe. God can be worshipped anywhere, we know. But somehow when men are allowed to follow their impulses to worship God they drift together. There is a social side to worship; it calls for a getting together. With this comes the thought of a place where God meets his worshippers, and that place becomes a holy place; God's house.—The Lesson Commentary.

Going to Church Together. "Come and let us go up to the mountain of the Lord."—Mic. 4:2. Micah, prophet of Judah who prophesied in the reign of Jotham, Ahaz and Hezekiah, was a younger contemporary of Isaiah and Hosea. The Book of Micah contained a glowing prophecy of the coming reign of the Messiah, from which these two verses are taken. They are almost identical with Isa. 2:2-4.

Micah had a vision of a mighty church-going. He saw all the peoples of all the world going to Jerusalem to worship God in his holy temple. They were all moving together, flowing to Mount Zion like a glorious river. Each member of the universal throng in his vision had one single purpose, to be taught of God's ways, so as to walk in them. That is why we go to church. We are taught of God by the songs and the prayers, the Bible reading and the sermon. It is a noble experience, this going to church. The faithful practice of it is sure to enlarge one's mental horizon, to broaden one's social life, and enrich one's communion with neighboring Christians and with his unseen brethren at the ends of the earth.

Joy is God's House. "I was glad when they said unto me, Let us go up to the house of Jehovah." "Good children are pleased to go home, and glad to hear their brothers and sisters all them thither. David's heart was in the worship of God and he was delighted when he found others inviting him to go where his desires had already gone; it helps the ardor of the most ardent to hear others inviting them to holy duty. The word was not "go," but "let us go"; hence the ear of the psalmist found a double joy in it."

Thanksgiving a Duty and Benefit. "To give thanks unto the name of Jehovah." The Pilgrims go up to Jerusalem not merely because commanded by God to do so, but because moved thereto by their own hearts. They are full of thanksgiving to Jehovah, and their attendance at the feast is for the purpose of praising him. Thus also with our own church-going. It does good, even if it is nothing but the outward observance of a religious custom, the formal recognition of a law of God; such church-going is better than none; it may lead others to go, and in time we ourselves will probably attend from a deepened motive. We have put ourselves in the way of blessing, and the blessing will come to us.

The Fellowship of Believers. "Let us draw near with a true heart in fulness of faith."—Heb. 10:22. The Spirit in the heavens is a wonderful manifestation of the supremacy of Jesus Christ,

as the Mediator of the new revelation, the Great High Priest of the New Covenant into which all believers enter. This new Covenant is infinitely better than the old. Under the Old Covenant only the priests could at any time enter the sanctuary, the temple proper, and they only the outer room, the Holy Places; only the high priest could enter the Most Holy Place, the inner room, and he only once a year, passing through the great veil, the massive curtain which shut it out. But Jesus, the Great High Priest over the house of God, has dedicated for us by his blood a new and living way into the Most Holy Place where God dwells, giving all believers boldness to enter it through the rent veil of his own flesh offered as an eternal sacrifice for our sins. When we realize this thought our church-going takes on a new and splendid significance, and the fellowship of believers becomes a new and glorious bond as we all together draw near to the Divine Majesty.

Assembling Together. "Not forsaking our own assembling together, as the custom of some is, but exhorting one another." "Love seeketh not its own; it gives itself away, and only lives to make others partakers of its happiness. And it loves the assembly of God's people, not only for what it needs and hopes to receive, but for the commun-

ion of saints, and the help it can give in helping and encouraging others."—Andrew Murray. "Any fire will soon be extinguished if the burning sticks of wood or lumps of coal are separated one from the other; only when they are kept together does the fire burn more and more brightly."

"And so much the more, as ye see the day drawing night." "The day" is of course the day of the Lord's return (Heb. 9:28), the day of days.—Marcus Dods. In view of that climax of all events which is ever drawing nearer, Christians are constantly to heed their Lord's command, "Watch; for ye know not on what day your Lord cometh."—Matt. 24:42.

The World for Christ. "Go ye into all the world."—Mark 16:15. Most appropriately and inspiringly we close our studies of "Some Good Social Teachings of the Bible" with Christ's Great Commission, which looks forward to the fellowship of all the world through the worship of the Father, Son and Holy Spirit.

This great Commission was given in Galilee, at the meeting of the disciples arranged with so much care by the Saviour. The eleven disciples were all there, having journeyed from Jerusalem, and probably this was the meeting of which Paul speaks (I Cor. 15:6), attended by about five hundred of the brethren. The Great Commission began with the assertion by Christ of boundless authority, "all authority in heaven and on earth," which had been given him by the Father. In view of this authority he bade his disciples to go forth and make disciples of all the people on earth, "baptizing them into the name of the Father and of the Son and of the Holy Spirit; teaching them to observe all things whatsoever I commanded you." And

the Commission closed with the promise, without which it would be impossible of fulfillment: "Lo, I am with you always, even unto the end of the world."

"Christ called his disciples in order that they might call other disciples. He chose nations in order that they might be messengers to other nations. He gave Christianity a home in the world in order that it might make the whole world its home. The role boundary of the religion of Jesus is the rig of the round earth."—Henry Van Dyke.

"Christ called his disciples in order that they might call other disciples. He chose nations in order that they might be messengers to other nations. He gave Christianity a home in the world in order that it might make the whole world its home. The role boundary of the religion of Jesus is the rig of the round earth."—Henry Van Dyke.

Worshipful Music. Our worship should be inspiring, and nothing contributes more to spiritual enthusiasm than the right kind of music. It is not enough that the music shall be spirited—it must be spiritual. A fast band is spirited, but it does not suggest the presence of God,

and so it is not worshipful. Neither is much of the religious "rag-time" that afflicts many of our churches and Sunday schools.

"God is a Spirit; and they that worship him must worship in spirit and truth." "The test of a service is often found in the impression which it leaves on the mind of a devout person. Coming away he should be solemnized, quickened, enlightened and refreshed. His heart should bear witness to the fine discernment of Wordsworth's lines: "I bent before thy gracious throne, And asked for peace on suppliant knee; And peace was given—nor peace alone, But faith sublimed to ecstasy."

Miss Gladys Seliger, of T. O. U., Fort Worth, arrived here Saturday morning to be with her parents and friends for the holiday season.

C. C. Conner found his six lamp chimneys and two pairs of gloves advertised in the want-ads in the Brand last week. Mr. Conner said that he never expected to find his merchandise, but the little want-ad did the trick.

Brand Want Ads Pay Good Dividends!

The members of this organization join in extending to you their best wishes for a

Delightful Christmas

and a New Year filled with Good Health and Prosperity. If we have helped any to make your Holiday more enjoyable, we are glad.

Brumley Chevrolet Co., Inc.

"A Reliable Institution" Phone 216

Greetings to All

We are extending a full measure of

CHRISTMAS JOY and Wishes for a HAPPY, PROSPEROUS NEW YEAR!

Mr. and Mrs. Omer Baker



May Christmas Be Merry AND THE New Year Bright

Slender tapers Gleaming white On this holy Christmas night, Express our thought so clear and true Peace, Good Will and Joy to You!

ORR'S TAILOR SHOP AND BEAUTY PARLOR

Wishing All of You

A Merry Christmas

and a Bright Prosperous New Year

Texas Meat Market

We say say it—we mean it—and may the new year bring to you joy and happiness and prosperity in the same bountiful measure as has been allotted us in our relation with you.

West Texas Feed & Seed Co.



A Very Merry Christmas

A Cup Filled With Joy

and brimming over with measure of health, wealth and happiness, is our Christmas wish for all of you!

Texas Utilities Company



To close our books on this year's business without thanking you for your many favors and wishing you the compliments of the Season, would be leaving some of our principal debts unpaid.

Jones Furniture Company

PHONE 111 HEREFORD, TEXAS

LETTERS TO SANTA CLAUS

Dear Santa:
I am going to Hereford school this year. Miss Rutherford is my teacher. I love her very much. Please bring me a bicycle and a teddy bear, doll carriage. Please bring me fruit, candy, nuts. With love,
VIRGINIA EAST.

Carol wants a fire truck. Marvin wants a telephone, and Marlon wants just anything you can find to bring her. We have been pretty good. Good-bye.
DONALD FAIR.

Dear Santa Claus:
I want you to bring me a airplane and a little blue bus and a humming top and a box of small dominos and lots of candy. That is all I want. Yours truly,
GEORGE TURRENTINE.

Dear Santa Claus:
I want you to bring me a set of doll dishes, I want a drawing and painting book, some story books, fountain pen. Your sincerely,
MARY TURRENTINE.
P. S.—Santa Clause, please bring me some candy.
M. T.

Dear Santa Claus:
I am going to tell you what I want. A little dump truck, a little water gun, a little artistic coloring set. This is all. Your true friend,
DANIEL TURRENTINE.

DEAR SANTA CLAUS:
Please bring me a doll, a doll house with furniture in it and a jumping rope. I have been a very good little girl and I hope you will not forget me. I would like to have a stocking full of toys. Please bring my little kittens some milk. A sweet little girl,
LOIS AGNES GILBREATH.
P. S.—Please bring my brother, Funk, an all-day sucker.

DEAR SANTA CLAUS:
I want little airplane that will peddle, a pair of cowboy boots with high heels, a circus and merry-go-round and ferris wheel, a

little violin, a little sewing machine like mother's, a Shetland pony, a little house and doll. I have a baby brother. Oh, yes, be sure and bring the Ball kids something, bring Wink something too, cause he is a good baby. With love,
BUD DOWNS.

DEAR SANTA:
I want a bicycle, gloves, candy, oranges, nuts and nigger-toes. Your little friend,
CHESTER SULLINS.

DEAR SANTA CLAUS:
Please bring me a little dog that squeaks, a doll that walks and

talks, a nice yellow story book, some nuts and candy. Please remember all other little boys and girls. I would like to have a table and two chairs large enough for me to sit in. I have been a good girl. I am 4 years old. Your little friend,
RUTH TEMPLE HASTINGS.

DEAR SANTA:
I want you to send me a air rifle and candy. Yours truly,
ALICE MARIE WEBB.

DEAR SANTA CLAUS:
I want you to send me a air rifle and candy. Yours truly,
MELVIN WEBB.

Dear Santa Claus:
I want a little motorcycle, a box of candy and a package of fire-crackers. Yours truly,
CLYDE NEEL.

DEAR SANTA:
Please bring me a table and chair and a set of dishes, please. With love,
ETHEL WEBB.



Our "Very Best" Wish Is
A Merry Christmas
and a
Happy New Year
to you!
Twin City Tractor
And
Implement Company

Relieves Colds In 2 Minutes

To cut short a cold, cough due to cold, and prevent complications, nothing gives such quick and delightful relief as Aspirinal, 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. Aspirinal 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 Aspirinal, the largest selling liquid cold remedy in the world. (adv.)

RICE'S DRUG STORE



Best wishes for a

Very Merry Christmas
and twelve happy months
to follow.

M. D. WOMBLE
IMPLEMENTS

May health, happiness and prosperity be yours this
CHRISTMAS DAY
and all the coming year!
Mr. and Mrs. R. H. Womack

Carry On!

—This is no time to be depressed with cares and burdens. Cheer up! Christmas is here and a big year just ahead!
—Eat turkey dinner with Ike and be ready for the New Year

Ike's Lunch Room



To our many patrons we wish
A MERRY CHRISTMAS
and Health and Happiness
for the coming year.

H. L. RICE



Merry Christmas To All
Our Friends

THIS IS CHRISTMAS TIME!

The warm feeling of friendship, the exchange of thoughtful gifts, the day when families and neighbors gather—when carols are sung, when his Majesty, the Turkey, centers the attention—the spirit of all this is in our greeting to you.

A. C. Thompson Lumber



"Peace on Earth,
Good Will Toward Men"
The Season's Greetings
Kerr Implement Co.

Greetings.....

With thoughts that are true to
Our Friends and Patrons, we
wish you a

MERRY CHRISTMAS
and a
HAPPY NEW YEAR!

Hereford Bakery
REYNOLDS & DUNN



What more could one say today
than a sincere wish of

MERRY CHRISTMAS
TO ALL

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

We Would Share
Our Blessings

May this natal day of the Christ
bring joy, peace and happiness
which you in turn may pass on to
others throughout the New Year!

Scott Motor Service

Society

CELEBRATE GOLDEN WEDDING.

Mr. and Mrs. Carl Gilliam, Mr. and Mrs. Clem Gilliam spent last Tuesday in Tulsa visiting in the home of Mr. and Mrs. R. W. Gilliam, parents of Carl and Clem. The occasion was the fiftieth anniversary of the elder Gilliams.

WOMBLE-THOMPSON

Miss Alice Womble and Robert Thompson were married Sunday morning, December 15, at the Methodist parsonage by Rev. J. M. Fuller. The bride is the charming daughter of Mr. and Mrs. Troy Womble, a graduate of the Hereford High school, and later a student at W. T. S. T. C. The groom is the son of Mrs. W. E. Thompson of Hereford, the family moving here several years ago from Spearman. He is an industrious young man, formerly in the employ of the Whipplet-Knight agency and now working for the City Drug Store. Their many friends unite in extending best wishes. The happy young couple will make their home in the Mrs. Megert apartments.

DOUBLE SURPRISE PARTY

A double surprise party last Sunday in the J. Gatlin home south of Hereford about two miles on 25-Mile Avenue, was in honor of Mrs. Gatlin, it being her birthday, and Mr. and Mrs. A. W. Chandler, who expect to leave Hereford soon for Bowie, Texas, where they will make their home. The day was enjoyed, a big dinner was spread and the afternoon spent in the usual social way keeping with the Sabbath. The surprise party was given by the Wither-spoon-Estes Sunday school class and about 30 were present. Expressions of deep regret were expressed by all when it was learned that the Chandlers were soon to leave Hereford. Mrs. Gatlin enjoyed a complete surprise, not even thinking that another year had slipped around.

T. E. L. CLASS HAS CHRISTMAS TREE

The T. E. L. class celebrated last Thursday with a Christmas tree and an old-time Christmas program. The ladies took children's parts and the readings were rendered by Mmes. Joe Mitchell, F. E. Bowe, Murphree, C. E. Saxton, Ed Johnson, W. L. Pickett, Mark Hanna and Mrs. Matt Gilliland and Carl Gilliland. Gifts were exchanged and all reported a delightful evening.

DUCK DINNER SERVED AT KIBBE HOME

Mr. and Mrs. R. J. Kibbe gave a dinner last Thursday evening in honor of Ed and Clarence Martin, of Iowa. A delicious dinner of wild duck and many other good things was served to Ed Martin, Persia, Iowa; Clarence Martin, Missouri Valley, Iowa; Dr. and Mrs. C. T. Kibbe, Dr. and Mrs. W. A. Robinson and Mr. and Mrs. R. J. Kibbe and son, Harry.

BIBLE CLASS ENJOY OLD-TIME TREE

Members of the Bible Class of the First Christian church of Hereford met with Mrs. Henry Wilson last Thursday afternoon to have an old-fashioned Christmas tree. There were gifts on the tree for each member present and refreshments of hot chocolate, cookies and home-made candy were served to about twenty guests.

METHODIST MATRONS MISSIONARY SOCIETY

The Methodist Matrons Missionary Society met with Mrs. E. O. Douglas in a social gathering last Wednesday. They had a beautiful Christmas tree and the house was beautifully decorated to suit the occasion. Old Santa was present and had a gift for each guest.

Several readings were given by the following: Mrs. H. E. Henley, Miss Mildred Rutherford, Mrs. Vincent Thompson and Miss Minnie Dee Smith.

Refreshments of pressed chicken, cranberries, fruit cake, tea and stuffed prunes were served to 31 guests.

MR. AND MRS. GILLIS ENTERTAIN

Mr. and Mrs. W. F. Gillis entertained the following guests at a pre-Christmas dinner last Sunday: Mmes. J. H. Kemp, A. K. Gillis, L. R. Gregory and two children of Slaton; Misses Della Weedon and Eva Owenby; Charles Burk of the Daniel district, and Frank Owenby, Mr. and Mrs. N. C. Yocelo and Mr. and Mrs. W. F. Gillis.

Mr. and Mrs. L. A. Hough returned Sunday from more than a month's trip over Southwest Texas, and report a delightful trip.

Ed Martin of Persia, Iowa, visited last week in the home of Dr. and Mrs. C. T. Kibbe. He was enroute to California.

Wayne Thurmond left the last of the week for Canadian to visit his brother and wife, Mr. and Mrs. John Thurmond over the Christmas holidays.

Clarence Martin, of Missouri Valley, Iowa, visited in the home of Mr. and Mrs. R. J. Kibbe last Thursday.

Miss Dorothy Flannery of the local teaching staff, left Friday to spend the holidays with her parents at Sherman.

Mr. and Mrs. A. M. Edwards of Kansas City, are guests of Mr. and Mrs. Claude Richerson. Mrs. Edwards and Mrs. Richerson are sisters.

GOATS

A goat is about as big as a sheep if the sheep is big enough. A female goat is called a buttermilk, a little goat is called a goatie. Goats are very useful for eating up things. A goat will eat up more things than any animal that ain't a goat. My father had a goat once. My father is an awful smart man. Everything he says is so, even if it ain't. That is all I know about goats.—A School Boy's Composition, in Epworth Herald.

WANTED—Acreage, about 5 acres, give full particulars, price and location. Call at Brand office. 50-1fc

FOR SALE—Cockerels. We must move 25 standard bred egg type White Leghorn cockerels at once. They are well grown, worth twice the money we ask, \$2.50 and \$3 each. HENDERSON FARMS, Hereford. 501tp

FOR RENT—Two light housekeeping rooms, by January 1. Phone 264. MRS. D. P. VAUGHN. 501c

FOUND—Two separate keys to Yale locks; may be car door keys; found in Baptist church auditorium. Owners may identify and redeem same by paying for this ad. 50-1fc

BENEFIT ASSOCIATION ELECTS

The election of Number 1 Hereford Benefit Association resulted in re-election of J. H. Head as president and W. W. Bennett as secretary. The election of Number 2 was not held and the old officers will hold over for another year. The election took place Monday afternoon at the office of the secretary.

Progressive News

Mr. and Mrs. Caldwell spent Thursday night with Mr. and Mrs. Webb Lee Kendall at Summerfield.

Mr. and Mrs. Webb and children expect to spend the Christmas holidays with his parents at Spur, Texas.

Mr. and Mrs. Ray Hershey, Mary Ella, Katherine, Mrs. Horace Hershey and Mrs. Howard Hershey were in Amarillo last Saturday.

Lucille Parke, who is attending school at Canyon, came home Saturday for the holidays. The Misses Samuelson left Friday

for Canyon to visit home folks. Clarence Perkins of Shenandoah, Iowa, arrived Friday for a visit with his father, F. D. Perkins. The Ladies Club met Wednesday at the home of Mrs. Higgins, with Mrs. Roy Wagner as assistant hostess. The home was decorated with Christmas colors. The children enjoyed the Christmas tree and were delighted with their presents, given them by Santa Claus. Mr. and Mrs. Ray Hershey, Mary Ella, Mr. and Mrs. Horace Hershey, of Lubbock, ate supper with Mrs. Arch Conklin Thursday evening.

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

Christmas Greetings Merry,
Full of happy cheer for you,
Hope the year is glad clear
through,
And joy in all you do.

DIXON MOTOR CO.
O. H. Dixon, Manager

Merry Christmas
and a
JOYOUS NEW YEAR

May the Holidays
Hold for you all the Joys that go
with the Christmas Season
Magnolia Filling Station



We extend to you the Greetings
of the Christmas Season with
all best wishes for the
coming New Year!
FOX MERCANTILE COMPANY

We Wish You All a
Full Measure of Happiness
and Prosperity

We believe that our appreciation of your patronage can
best be expressed by a continued effort to serve you faithfully
so we pledge ourselves.

SPROWLS-CRONIN & COMPANY

Extra!

—We have just received
a special shipment of
those extra select

MARTHA
WASHINGTON
CANDIES

—These are in Christmas
boxes, very suitable for
delightful gifts.

NUNNALLY'S
CANDIES,
TOO!

Corner
Drug
Store

CHRISTMAS GREETINGS

Cheer and Good Will
In bountiful measure
is our Best Wish to all
Our Friends and Patrons.

S. O. WILSON DAIRY

OR QUICK JOB SERVICE SEE THE BRAND.

To all our friends and customers
we wish to express our deep ap-
preciation of the patronage you
have accorded us in the past and
extend to you

GREETINGS FOR A VERY
MERRY CHRISTMAS!

Warren's Store

The Age-Old Greeting

As this busy year wears to a
close, we wish you

A MERRY CHRISTMAS

and a

Bountiful, Happy New Year.

D. R. Gass & Son

Cash Specials

CANDY, Christmas mixed, pound	15c
CANDY, Chocolate, 3 lb box	79c
JELLO, any flavor, two for	15c
WALNUTS, English, pound	25c
COFFEE, White Swan, cup and saucer, 3 lb	\$1.75
COFFEE, White Swan, with tumbler, pound	63c
TOMATOES, No. 2, three lb can	29c
MINCE MEAT, White Swan, two for	21c
MARSHMALLOWS, Lilly of the Valley, 2 for	15c
FIG BAR, two pound	25c
PINEAPPLE, crushed or sliced, can	13c

SPECIALS ALL THIS WEEK

A MERRY CHRISTMAS AND A HAPPY NEW
YEAR TO ALL

Carl's Cash and Carry Grocery
Phone 324

Ward News Notes

The Willing Workers met Wed-
nesday, December 18, with Mrs.
Jack Hutson as hostess. During
the afternoon a quilt was quilted
and an interesting Christmas pro-
gram was rendered, after which re-
freshments of hot coffee, cake and
jello were served to eight mem-
bers to two visitors. The next
meeting will be with Mrs. Bob
Higgins January 8.

Mr. and Mrs. Sam Hutson visited
in the home of Mr. and Mrs.
Jack Hutson Sunday.

Miss Harrison returned home Fri-
day from Dimmitt where she has
spent the past ten days in the
home of her sister, Mrs. Lois
Rushing.

Mr. and Mrs. John Hutson and
Mr. and Mrs. D. O. Williams were
shopping in Amarillo Saturday.

Floyd Harrison spent Friday
night with Beauford Hutson.

Miss Garrett left Friday for
her home near Graham, Texas, to
spend the holidays with home
folks.

Alta Higgins arrived Friday
from Lubbock to spend the holi-
days in the home of his parents,
Mr. and Mrs. Bob Higgins.

Miss Hughes and mother, Mrs.
Allen Hughes, Mrs. Rutherford,
Miss Beulah Lee Rutherford and
Mr. Carter of Hereford called in
the home of Mr. and Mrs. Wiley
Roberson Sunday afternoon.

Bill Coonaugh spent Friday
night with Charlie Harrison.

G. T. Higgins of Hereford is
spending the Christmas holidays
with home folks.

Mrs. Daugherty called on Mrs.
Malone Friday afternoon.

Chas. Harrison left Sunday for
Oklahoma to be gone a few days.

Mrs. Higgins and Suggs called
on Mrs. Chas. Vernon Sunday
afternoon.

Miss Brunson left Friday for
her home in Claude, Texas, to
spend Christmas with relatives.

Mr. and Mrs. Crawford visited
in the home of Mr. and Mrs. Ben-
nie Fulkerson Sunday.

High Honor Roll for December:
Robert Hutson, Hicks Roberson,
Freddie Hutson, Gladys Lewis,
Allene Caraway, Beauford Hutson,
Francis Hutson; Honor Roll, Kth-
erine Daugherty, F. W. Brunson,
Wilma Brewster, Berdine Brun-
son, Johnnie B. Caraway, Viola
Hutson, Roy Saultman, Winnie
Malone.

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

MONEY TALKS BY YOUR CASH



I am money, and money
talks louder than words.
And I am always answered
dollar for dollar when I call
for merchandise at E. B.
BLACK'S, says Your Cash.

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

Going to School to Mr. Johnson Grass

Matador.—Mr. Johnson Grass
has been teaching school in Motley
county, and one farmer at least
has profited. Last year there were
four clumps of this grass on his
farm; this year there are at least
50. An early spring flood over-
flowed the farm, bringing roots
from adjoining fields. But now
the scattered clumps of grass have
been poisoned with calcium chlo-
rate and the county agent has
been asked to lay out a drainage
system for ditching off flood wa-
ters, and terraces for the entire
farm.

"It takes a good instructor to
get over the idea of proper drain-
age, terracing and clean cultiva-
tion all in one summer," declares
M. P. Leasing, county agent.

Music as She Is Spoke.

Al: "Do you know, old chap,
that I've always had a wonderful
ear for music?"

Pal: "And how?"
Al: "Yes, at the age of two I
used to play on the Moleum."

Premature.

An Irishman lay dying when the
odor of cooking assailed his nos-
trils. Summoning his weeping
daughter to his bedside he said:

"Nora, darlint, ain't it dough-
nuts that I smell?"

"Right for ye, father," the girl
replied.

"And would ye be asking your
mither if I can have one before I
die?"

The daughter delivered the mes-
sage to mother in the kitchen and
brought back this answer:

"Mither says ye cannot have one
of they doughnuts; they're for the
wake."—The Life Actua-lizer.

Amazing, but True.

Irate Father: "I can see right
through that chorus girl's intrigue."
Lovesick Son: "I know, dad, but
they all dress that way nowadays."
—Tit-Bits.

Act Natural.

The Boss: "John, if Mr. Smith
comes into the office tell him I'm
out."

John: "Yes, sir."
The Boss: "And, John, don't be
working when he comes in or he
won't believe you."

Relatives Visiting In the Razor Home This Week

Mrs. W. M. Rayzor and son,
Kenneth, and Miss McLean of

Ferryton, and Mrs. Rayzor's dau-
ghter, Miss Marguerite, of Texas
Tech, arrived here Sunday to visit
in the home of Mr. and Mrs. D.
M. Rayzor.

Throughout the year we sell you goods
To live we must present a bill,
But have no fear as Christmas is near
And we present naught but good will.

PRAIRIE DAIRIE

A MERRY CHRISTMAS
A HAPPY NEW YEAR

We extend the compliments of the
season to friends, patrons and
business associates.

HEREFORD NEWS STAND
John P. Robinson, Manager

A VERY MERRY CHRISTMAS
TO YOU!

—the people we served during
the last year, and to our many
friends, we wish a
VERY MERRY CHRISTMAS!

Phillips Petroleum Co.

T. E. Major, Agent

On This Day of Days

—We extend to all the hope that
joys, health and happiness be the
full portion of each of you—our
friends.

Brs. Kibbe & Robinson
Chiropractors

It's the same old wish
But ever so sincere

A VERY MERRY CHRISTMAS

and a

HAPPY NEW YEAR!

Our Aim—To Help Improve The Panhandle
PANHANDLE LUMBER CO.
Quality—Service—Courtesy

QUALITY—SERVICE—COURTESY

OUR CHRISTMAS MESSAGE

—At this glorious season we are par-
ticularly cognizant of that greatest of
all assets, "Your Good Will" and that
each and every one of you may en-
joy a "MERRY CHRISTMAS" is
our sincere wish for you.

SMITH & JONES
Real Estate

May this be the
Happiest and
Merriest Christmas
You've ever had!
The sincerest wish of
LANHAM FILLING STATION

Christmas
Brings with it pleasant memories
of the days gone by as well as of
the happy hours of the present.
—May there come to you at this
Holiday time, a rich cargo of the
precious things of life—Health—
Happiness and Enduring Friend-
ship

**F. M. Kester
and Family**



In Appreciation

The season of Good Will comes
as a reminder of this busy world
that in our friends, not our ledgers,
do we find our real assets. For your
valued patronage and friendship,
we express our sincere appreciation.

**MAGNOLIA
PETROLEUM
COMPANY**
W. D. Keliehor, Agent.

LETTERS TO SANTA CLAUS

Dear Santa Claus:
We are very anxious for you to
get here, as we have been very
good children. If you will be good
enough to bring me a cowboy suit
and a black board and bring sister
a baby buggy and cabinet for
her doll we will sure thank you.
HAYDEN AND BILLIE CHAR-
LOTTE CONNELL.

Dear Santa Claus:
Well, Santa, I have been a very
good boy this year. I hope you
will not forget me. I want a tool
chest and some boots if you have
any for me. And don't forget my
little brother, Billie; bring him
some little boots and if you don't
have any to fit him bring him
something else. Please don't for-
get us. Your little friends,
JACK and BILLIE LONDON.

Dear Santa Claus:
We are little twins, little brother
and sister. Santa, we want you
to bring us some little kiddie cars
and everything else you want to
bring us. Your little friends,
J. W. and BETTIE JANE ROBIN-
SON.

Dear Santa Claus:
Well, Santa, here I am again.
I have been a good little girl. I
want you to bring me a doll buggy
and another Betty Jane doll, and
anything else you think I would
like to have. From your little
friend,
VIRGINIA COURTSINGER.

Dear Santa Claus:
I am a little girl eight years
old and I would like to have a
baking set, and a dresser. Maybe

you can leave me one of these.
Won't you, please, if I try awful
hard to be good. Good-bye, with
love,
HELEN F. STREU.

Dear Santa Claus:
We are little twin sisters seven
years old. We have not been liv-
ing here long, and we don't want
you to forget us. We has been
good little girls. Please bring us
two little dolls, some little dishes,
two little doll buggies, some suits,
fruits and candy. With kisses,
ALLIE and MAUDIE MBHARG.

Hello, Santa:
Well, Santa, it's almost time
for you to make another visit
and I don't want you to forget me.
I want you to please bring a puzzle
map, some tinker-toys, some
pencils with my name on them, a
top, a cowboy suit, candy, nuts
and fruit. I'll be looking for you.
OTHA NOLAND.

Dear Santa Claus:
Think you for all the nice things
you brought me last year and
please bring all of the little girls
and boys lots of nice things this
year. I'd like a new tricycle, new
doll, pair of skates and some can-
dy and nuts. I do hope that it
won't be very cold for you to come
this year. With lots of love,
RENA BAE BENFRO.

Dear Old Santa Claus:
Please bring me a tool box and
a big rubber ball and some nuts
and oranges.
HOWARD RILEY JONES.

Dear Santa Claus:
It is nearly Christmas, I better
be getting ready for Christmas.
Dear Santa, I want a doll with
long curls and a machine. I have
a new big brother. I want some
bedroom slippers, my baby brother
er some things too. Oh yes I want
a bed and table and chairs. Thank
you, Santa-Claus, and some candy
and nuts.
CATHERINE FULLWOOD.

Hello Santa:
I am a little boy six years old
and am in the first grade. I want
you to be sure and remember me
this year. I want a top airplane,
a set of checkers, a toy train, nuts,
fruit and candy. Don't forget my
little brother, Billy. I'll be look-
ing for you.
LAWRENCE KENDALL.

Dear Santa:
I am ten years old and in the
third grade. Please bring me a
gun, a foot ball, a wagon, a base

ball, bat and glove, and lots of
candy, nuts and fruit, and Santa,
don't forget all the other little
girls and boys. Your friend,
J. A. MCGOWEN.
Hello Santa:
I sure hope you will find me
this year. I want a doll that will
cry, a doll bed, a little rocking
chair, story book, drawing book,
fruits, nuts, candy and anything
else you want to bring, and, say
Santa, don't forget to bring some
toys for my little sister, Lora.
Love,
JUANITA MCGOWEN.

Dear Santa:
I am a little girl eight years old
and in the third grade. Santa, I
want you to please bring me a gen-
cil box, a ring, a doll, a ball, some
fruits, nuts and candy. Please re-
member my little brother and sis-
ter, too. With love,
MABEL BETHRENDG.

Dear Santa Claus:

I hope you have not forgot-
ten me when making your list
for Christmas this year. I want
you to please bring me a big
doll, a doll bed, a fountain pen,
fruits, nuts and candies. Please
remember all the boys and girls
Santa. Your friend,
CLAUDE KENDALL.

FOR RENT, FOR SALE, OAK
AT BRAND OFFICE, CHAS.

Annual Campaign Offer
THE AMARILLO NEWS-
GLORIAN
And Big
SUNDAY NEWS-GLORIAN
Daily and Sunday
\$5.00
Save \$1.00 by subscribing
NOW.
JOHN ROBERTSON NEWS-
STAND

Merry Christmas

IT IS WITH REAL PLEASURE THAT WE EXTEND OUR BEST WISHES
FOR YOUR MERRY CHRISTMAS AND HAPPY NEW YEAR.
And at the same time may we thank you for your cooperation during
the past year.
The helpful spirit which you have shown has and will continue to in-
spire us to do our best to keep your gas service good.

West Texas Gas Co.

HEADQUARTERS FOR GAS APPLIANCES



Season's Greetings—

CHRISTMAS . . . it comes again and again, and each
year with a greater meaning . . . Not in the sense of
custom only, but with a genuine appreciation of our
pleasant associations during the past year. I extend
my best wishes for an Old-Fashioned Merry Christmas
and a New Year of Happiness and Prosperity . . .

RAY BARBER

AUCTIONEER



—May the spirit of this joyous
Christmas season abide in your
heart and at your fireside thru-
out the coming year. It is our
earnest desire that the New Year
brings to all our patrons Happi-
ness and Much Prosperity.

**E. W. Harrison Elevator
Company**



**Again the Joyous
Christmastide!**

Once more Good-Will, Good-Cheer and Friend-
liness prevail at every fireside.

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

Merry Christmas

**STREU
HARDWARE CO.**

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

Hello, Everybody!

MERRY CHRISTMAS!

Hereford Insurance Agency

John McLean, Manager



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

**Kerr-Anthony
Hardware Company**

ACKNOWLEDGING A GIFT FROM THE PUBLIC...

—for the splendid volume of holiday business which you have so generously given us, we publish this expression of appreciation.
—You have done more than wish us a Merry Christmas—you have assured it with the priceless gift of your confidence.

**THANK YOU!
AND A MERRY CHRISTMAS
TO YOU**

Chick & Hagood Variety

Locals

Bob Renfro and W. M. Cogdell left Overland Saturday morning for Abilene where Mr. Cogdell will visit Mrs. Cogdell and three sons, Frank, Charles and Blake Cogdell. Charles lives at Kermit and is visiting his mother at Abilene during the holidays. Mr. Renfro is visiting his two sisters, Mmes. Olive McMinn and Alta Johnson.

NEW MILK PRICES

Owing to the added expense of installing new equipment and the construction of new buildings to conform with the new city milk ordinance No. 95, it will be necessary to advance the present price of sweet milk to the following schedule:
Wholesale, per quart 12c, pint 6½c
Retail price, delivered to customer, single quart 15c, two quarts or more, 12½c per quart; plus 7½c. S. O. WILSON DAIRY.

Student from Texas Tech who are here this week spending the holidays are Linton Wilson, Alton Miller, Charles Noland, Duane Orr, Ralph Wolfe, Miss Ruth Wolf, Albus Higgins, Mollie Ray Cronin and Oriana Savage.

Miss Dorothy Arnold, daughter of Mr. and Mrs. Roy Arnold, is spending the holidays here visiting her parents.

Rev. George C. Hutto and family of Hedley, Texas, visited in the J. E. Speagle home last Friday.

Miss Mayme Daniel of Canyon spent the week end here visiting with her friend, Miss Ina Mae Hastings.

Mrs. C. E. Smith and Mrs. W. B. McNatt of Erick, Oklahoma, were week-end guests of Mr. and Mrs. J. E. Speagle.

Mr. and Mrs. M. L. Thomas and daughter, Miss Wilma Grace, and son, Olin, of Amarillo, were guests of Mr. and Mrs. J. E. Speagle last Sunday.

Ollie Dixon made a business trip to Amarillo last Friday.

Ed Smith of Texas Tech is at home this week visiting his parents.

C. I. Beck and family of Miami, Arizona, arrived here the latter part of last week and are visiting in the Lee Oxford home, and with his brother, L. E. Beck of the Jumbo district. Mr. and Mrs. W. B. Marlow of Dimmitt, and C. S. Walker, of this city. Mr. Beck is engaged in the industrial banking business in Miami. The Becks formerly lived here about two years ago.

Miss Kathleen Hawkins who is teaching in the Berger schools, is visiting her parents, Mr. and Mrs. H. H. Hawkins.

Mr. and Mrs. E. A. Johnson will spend Christmas day with their son, J. W. and wife, in Clovis, then plan to go to El Paso to visit another son, John A. and family, for a few days, returning via Magdalena, New Mexico, for a short visit with Mrs. Johnson's twin sister.

Ebert W. Smith, editor of the Lamesa Reporter, was in Hereford over the week-end.

Miss Florence Brand of Houston is visiting her parents, Mr. and Mrs. B. Brand, during the holidays.

Roy Henderson left Tuesday for Lordsburg, New Mexico, on a business trip.

Ulysses Pierce of Texas Tech is here this week visiting his parents.

Miss Virgil Brunley of Abilene, student of Simmons University, is spending the holidays here with her parents.

John Jacobson, Jr., of Texas Tech, arrived home first of the week and is visiting his parents.

Edgar Pickett of Claude, Texas, arrived home last Friday. Mr. Pickett is teaching music in the Claude schools.

Miss Grace Ferguson of Sweetwater is spending the holiday vacation here with her parents, Mr. and Mrs. C. C. Ferguson.

Miss Jeanette Rogers, teacher in the Hereford schools, left Friday for San Jo, Texas, to visit relatives during the holidays.

Misses Ruth Conkright, Inogene Wilson and Veda Hicks all of Baylor, are home this week visiting home folks.

Miss Mary Lou Robinson of Lubbock arrived home one day the latter part of last week.

Miss Ruth Saxon of Baylor College is spending her vacation here with her parents.

Lynn Kester is home from Douglas, Arizona, to spend the holidays with his parents, Mr. and Mrs. F. M. Kester. He is bookkeeper for the Douglas Nash Automobile Co. He made the drive of 600 miles in 18 hours, coming the last 200 through snow.

Neil Kester, sophomore at the College of Industrial Arts, is spending the Christmas season with home folks, she being the daughter of Mr. and Mrs. F. M. Kester.

Miss Lillmae Smith, daughter of Mr. and Mrs. George W. Smith, and Miss Dorothy Blalock, daughter of Mrs. H. E. Sullins, are back from N. T. S. T. C. at Denton, to spend the holidays with Hereford homefolks.

Thurmon Saxon of Mertzon, Texas, is here this week visiting in the home of his parents. Mr. Saxon is teaching in the public schools in Mertzon.

Christmas Greetings

TO ALL!

It is our wish today that real happiness prevails in your hearts.

**DEAF SMITH COUNTY
ABSTRACT CO., Inc.**



That this will be the
Happiest Yuletide Season

You have ever had is
the wish of
**Texas Filling Station
N. J. Lenox**



We wish to express to you our old customers, our appreciation of your loyalty. To our new customers, our appreciation of your confidence. To you who are not our customers, the hope that we may be of service to you, and to wish you not only a Merry Christmas, but a Happy and Prosperous New Year.

Hoffman Grocery

We extend to you the
Greetings of the
CHRISTMAS SEASON
With all Best Wishes
for the Coming Year!

HILL & RICKETTS

FOR QUICK JOB SERVICE SEE THE BRAND.

A Merry Christmas To Everyone



WE MEAN IT SINCERELY
TO YOU

and everyone in the community.
We hope the present Christmas season will be, by far, the most happy one of your remembrance.

**Thompson & Ireland
Abstractors**



MAY THE
BEAUTIFUL
CHRISTMAS
SPIRIT

Of love, friendliness, Peace on Earth and Good Will Toward Men, warm and brighten your Home throughout the Years to Come!

Jones & McLean



May Naught But Happiness
and Joy Abide
In Your Hearts This
Christmastide!

Carl's Cafe



With all our heart we wish
our friends and patrons
**THE MERRIEST CHRISTMAS
IN ALL THEIR LIVES!**

The Chocolate Shop



Greetings of the
HAPPY SEASON

CHRISTMAS GREETINGS TO OUR MANY
FRIENDS AND PATRONS

—May the days of the new year unfold for you and
yours the best the days can give.

McADAMS MOTOR COMPANY



Merry Christmas

Many thanks for your
contributions to our
success of the past year

J. C. CUMMINS
Plumber

LETTERS TO SANTA CLAUS

DEAR SANTA CLAUS:
I want you to send me a BB
gun. Yours truly,
BUSTER WEBB.

DEAR SANTA CLAUS:
I am a little boy ten years old.
I want a fountain pen and a ever-
sharp to match with my initials
printed on it, J. H. If you will
please send me some candy, nuts,
and oranges. Your little friend,
HAROLD HARLIN.

Adrian, Texas.
Dear Old Santa:
I want a bicycle, car, some pea-
nuts, pecans, candy and gum. And
a little truck and an airplane that
will fly. I guess that is enough.
I forgot I want some fiddle strings
for my tin fiddle you brought last
Christmas. Your true pal,
JAS. WILBUR CHAPMAN.

Adrian, Texas.
Dearest Santa:
Please bring me some pecans,
candy, tricycle and a gun. I will
be good as I can be if you will.
From your boy friend,
C. G. CHAPMAN.

Dear Santa:
I am a little boy five years old.
Please bring me a knife and chain
a real slip-on sweater, top that
plays and a set of ten pins. Please
bring my little sister a doll and
rattle that she can pull. Please
don't forget the other little child-
ren. I will watch for you Christ-
mas night. Your friend,
JACK DALE ALLMAN.

Dear Santa Claus:
This year I want a pair of
skates. As usual I want you to
have a good time and don't let
Jack Frost nip your nose or your
toes. Yours truly,
CHILTON FOSTER.

Dear Santa Claus:
All I want for Christmas is a
cowboy suit with leather chaps
if possible, or a cowboy suit with
chaps or colored wool like this.
also spurs, candy and nuts, a bull
dog like Mrs. Buckners'.
**FRANK OWEN MARRS, or
Sonny Boy.**

Dear Santa Claus:
Will you please bring me a big
doll hair and sleepy eyes and a
pair of skates Uncle Wiggly game.
BETTY JO.

Dear Santa Claus:
Will you please bring me a
big doll hair and sleepy eyes and
a pair of jumping skates.
VOIA.

My Dear Santa Claus:
If you will please bring me a
dump truck I shall be satisfied.
Please bring Naomi a doll and
bed. Please remember every lit-
tle boy and girl in the world.
Thanking you, I am lovingly,
CALVIN E. BRUMLEY.

D. J. Williams of Poplar Grove,
Missouri, is now located in Here-
ford to stay. Mr. Williams will
engage in some kind of business
here. He recently came from
Missouri where he was managing
his father's farm.

T. L. Moore of Amarillo, district
salesman for the Ohio Cultivator
Co., was here conferring with his
representative, J. A. Wear, the
latter part of last week.

Misses Margaret and Ruby,
daughters of Mr. and Mrs. A. O.
Thompson, both of Simmons Uni-
versity at Abilene, reached home
the latter part of last week.

Miss Frances Landrum of So-
western University, is here up-
ing the holidays visiting her
parents, Mr. and Mrs. L. P. Land-
rum and friends.



**To Our
Friends
and
Patrons**

There are days for
sending merchandise
And days for sending
bills,
But this one day of all
the year
We send you just
"Good Will."

**Buchanan &
Rosson**

**The Holiday Season
Brings us the opportunity to
thank the people
who so generously favored
us with their patronage
We wish you all a
MERRY CHRISTMAS!**

**Brooks Barber
Shop**

Merry Christmas

May this be the most
joyful season ever
experienced
by you.

**Hereford Laundry
and Dry Cleaning Co.**

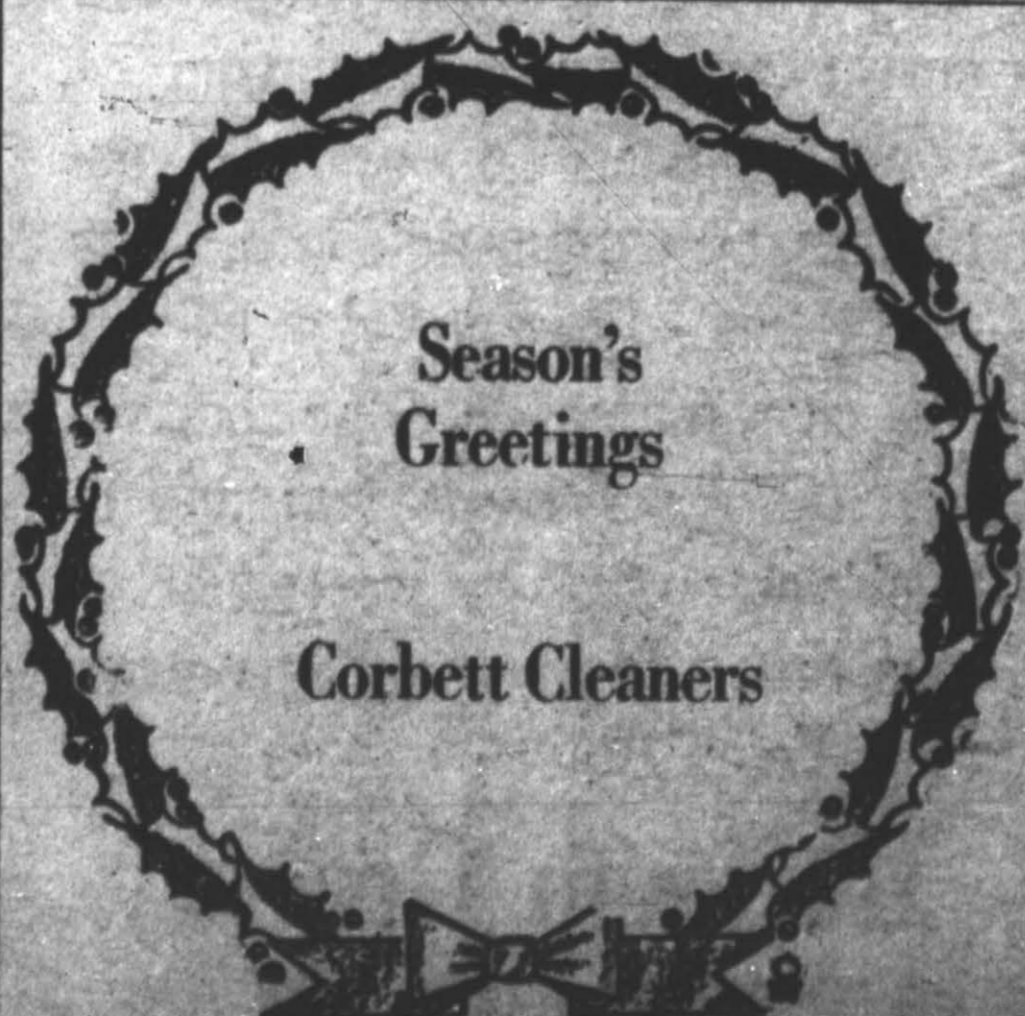
PIGGLY WIGGLY



Christmas

May the day bring you
unbounded joy and a brimful
realization of your every expectation.

This is our heartiest best wish to you
at this Yuletide.



Season's
Greetings

Corbett Cleaners

KINDEST THOUGHTS AND BEST WISHES FOR A

MERRY CHRISTMAS

and a very

HAPPY NEW YEAR

J. C. Copeland Shoe Shop

OR QUICK JOB SERVICE SEE THE BRAND.

Just an Olden Greeting,
But one most sincere
Merry Christmas to all,
And a Joyour New Year.



**Fashion Dress Shop
and
Vogele Millinery Parlor**



To our customers—
To our friends—
To all—

We extend
THE SEASON'S GREETINGS!

West Texas Feed & Seed Co.

**WATCH
THIS
SPACE**

FOR ANNOUNCEMENT OF

New Cars

WITH PRICE REDUCTION

**McAdams
Motor
Co.**

WHIPPET-KNIGHT MOTOR CARS
PHONE 176

LETTERS TO SANTA CLAUS

Dear Santa Claus:
I've been a nice little girl this year. I haven't got more than one spanking each day. Please, Santa, I want a tricycle and a big red story book with pictures. I you don't mind you can fill my socks with candy, nuts. I'll be looking for you, so you'd better come.
Your little friend,
BILLIE LOUISE DAVIS.

Dear Santa Claus:
I want a pretty doll with long curly hair. I would like to have an ironing board, a set of dishes, and a cabinet. I would like to have the ironing board most.
Good-bye, old Santa.
MILDRED.

Dear Santa Claus:
I am a little boy nearly five years old. I will be five December 22. I been a good good boy and help my mother lots. Will you please bring me a train that will run on a track, a big red wagon with a brake, candy, fruits and nuts. Your little friend,
BILLY FRANK WILSON.

Summerfield, Dec. 4, 1928.
Dear Santa Claus:
Please bring Stanley and me a K. S. gun, a piece. Thank you.
Your friends,
STANLEY and DUANE MORGAN.

Dear Santa Claus:
I am a little girl nine years old and in the fourth grade. I go to school at Progressive. I try to be good. I am in school today. I like to go to school. I like my teach-

er. Her name is Miss Lois Sampelson. I have been going to school two years. I do not want much for Christmas this year, but do want a few. I want a doll buggy, a little doll, a sewing machine and supplies. I have a little brother 3 years old and in the third grade. I want you to bring him a merry miller, a foot ball, a basket ball do not forget to bring mother and daddy and my brothers and sisters so good-bye. Your little friend,
IRA JEANE RICKETTS.

Dear Santa Claus:
I am a little boy 6 years old. I go to school and am in the third grade. I like to go to school. I like my teacher. Her name is Miss Lois Sampelson. She has been my teacher for two years. I am writing a letter so will finish it. I want a foot ball, a merry miller, and a basket ball. I want some candy, nuts, a orange, a apple and a banana. I have a little sister 3 years old and in the fourth grade

**Best Purgative for
Colds**

Relieves the congestion, reduces complications, hastens recovery.

DR. D. E. ROBISON Residence Phone 79-J
DR. E. R. WILLS Residence Phone 114-W
DRS. ROBISON & WILLS
CLARK BUILDING
Phone 202



A Merry Christmas!

This is our wish to all our friends everywhere—it is the message of the season

The message everyone has for every one else
It is our message to you

**Plains Insurance Agency
John Patton, Manager**

**MERRY
CHRISTMAS!**

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

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

—"MERRY CHRISTMAS," folks—and may the new year be just as merry—just as happy!

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

E. E. Fridley, Mgr. Ethel Fridley,
Asst. Mgr. and Bookkeeper
J. B. Davis, Mgr., Summerfield
L. J. Bennett, Mgr., Dawn

I want you to bring her a doll buggy, a little doll and a toy sewing machine and supplies, some candy, nuts, a orange, a apple and a banana. Your little friend forever,
GLENN RICKETTS.

Dear Santa Claus:
I am a little girl 5 years old. I has been good most of the time. Please bring me a pretty doll, some candy, nuts, apples and an orange. And any other thing you want to. I have a little sister 3 years old, don't forget her, and bring her the same things you bring me. Your little friend,
EVELYN SMITH.

Dear Santa Claus:
Christmas is nearly here, and we wonder how you are feeling. Surely you must be well and ready for your trip, so we would have heard before now. Dearest Santa, Wanda Jean wants a big doll and I

want a pretty doll too. Please bring us a kitchen set and some dishes and don't forget to bring us a year's subscription to "Child Life." Lovingly,
**WANDA JEAN and
VIRGINIA EARLE SMITH.**

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.



Christmas Greetings

—Unselfish giving and overflowing gratitude make this the happiest season of the year. So we take this occasion to acknowledge the good will manifested and the considerate co-operation given us by our patrons and the public during the past year.

First State Bank



**MERRY
CHRISTMAS
EVERYBODY!**

To our customers, friends, neighbors and to the community at large, we extend best wishes for the best the Season offers.

**CITY DRUG
STORE**



A MERRY CHRISTMAS to our good friends and patrons, we do so in all sincerity. We hope we have helped in some measure to make your Christmas happier.

Wishes New and Old Customers
A HAPPY NEW YEAR!
and hopes to serve you better than ever during the coming year.

Corner Drug Store

The *Rexall* Store

Day Phone 105

Night Phone 335 or 403-W

PRESCRIPTION DRUGGISTS

Locals

Mr. and Mrs. Claud Richerson will spend Christmas day in Lubbock with his brother, J. W. Richerson and family.

J. O. Gilbreath, who is attending school in A. & M., is spending the holidays here with home folks.

Dr. and Mrs. J. W. Hendricks of Plainview are visiting in the home of Gladys, Hall and Lama Heavera.

Miss Frances Ray who is attending W. T. S. T. C., is spending the holidays with her father, W. H. Ray.

Mr. and Mrs. Archie Copeland of Memphis, were guests of Mr. and Mrs. Hubert L. McEntire Friday.

J. C. McCollough is in Panhandle, Texas, this week visiting friends.

Wayne Robinson of Hot Springs, New Mexico, is here this week visiting with friends and relatives.

Mrs. G. A. Harris visited last week in the home of Mr. Harris' parents, Mr. and Mrs. W. R. Harris, of Canadian.

A 7½ pound girl was born to Mr. and Mrs. Willard Witherspoon on December 22, and has been named Bobbie Lee.

Mack Watson left last Sunday for his home in Colorado, Texas.

G. O. Chandler and family formerly of Hereford, now of Memphis, Texas, were here the first of the week visiting in the home of his parents, Mr. and Mrs. A. W. Chandler.

C. C. Rockwell of Carlsbad, New Mexico, was here Monday. Mr. Rockwell is engaged in the lumber business at Carlsbad.

Mrs. Charles Waiser and family of Lubbock arrived here the latter part of last week. Leatrus and Guy Waiser, sons of Mrs. Waiser, are students at Texas Tech.

Keith Guthrie and Howard Eberle of the University of Texas, at Austin, are here this week spending the holidays with the parents.

Miss Zella Mae Waiser of W. T. S. T. C., is at home this week.

Marlin Gilliland, son of Mr. and Mrs. J. M. Gilliland and a student of dramatic art in Horner Institute at Kansas City, is spending Christmas with home folks.

Paul Wilson is home from Texas A. & M. to spend the holidays with his parents, Mr. and Mrs. John C. Wilson.

C. L. Key spent the week-end at Canyon.

Gwynne Guthrie is home from the New Mexico A. & M. College at Las Cruces to spend the Christmas holidays here with his mother, Mrs. Grace Guthrie.

William E. Mitchell, son of Mr. and Mrs. Joe Mitchell, is home from Texas A. & M. over Christmas.

Jess, son of Mr. and Mrs. W. H. Russell, is spending the holiday season with home folks. His brother, Artia, who attends Texas University, is expected to be here also.

David Weeden of the U. S. army service and stationed at Charlotte, North Carolina, is home on furlong to spend the holidays with his parents, Mr. and Mrs. J. H. Weeden.

Oliver Ray is home from A. & M. College to be with his father, W. H. Ray, over the Christmas holidays.

Dee Mitchell, former employee of the Brand and now a student in the Oklahoma Northeast State Teachers College, is visiting his mother and other relatives and friends around Hereford during the holidays.

Judge I. R. Keiso, president of the Texas Utilities Company, with lines supplying electric power and light over the Texas Panhandle, was an appreciated Hereford visitor the last of the week.

Finis Williams of Denver, Colorado, is visiting here with his mother.

Leroy Hodges of Elk City, Oklahoma, arrived Sunday to visit until Wednesday of this week with his parents, Mr. and Mrs. Charles Hodges. Mr. Hodges is with the Armour company in Elk City.

L. B. Broadus arrived home Sunday from a business trip to Pampa.

Mrs. A. N. Berry left for her home in Joliet, Ill., last Sunday. Mrs. Berry is a daughter of Mrs. Hettie Cochell and visited here the past month.

H. T. West and wife and Mr. and Mrs. I. I. West and family left the latter part of last week for Henrietta and Shannon, Texas, where they are visiting with relatives and friends.

Miss Viola Carpenter, Elbert W. Smith and Mr. and Mrs. Hubert L. McEntire spent Sunday in Amarillo.

F. T. Bolson recently returned from a business trip to Chicago. Mr. Bolson also visited relatives and friends in Tuscola, Illinois, before returning home.

Mrs. Ross Baker of Amarillo was here last Sunday visiting her little niece, Miss Mary Lee Curry.

H. E. Seward will spend Christmas with his parents in Perico, Texas.

Henry Hastings and family will spend Christmas day with Mrs. Hastings' parents in Tulla.

John Black and children of Clarendon were here last Sunday visiting Miss Mary Lee Curry, who is ill at the local hospital. Mrs. Black has been here with Miss Curry for the past two weeks. She returned to Clarendon with her family Sunday.

Miss Lela Thomas of near Willard was in town last Saturday afternoon shopping.

Mrs. John Wherry and daughter, Miss Lorene, and son, John, of Lubbock were here Monday visiting friends and relatives. John Wherry is a student at Tech.

Miss Neva Major reached home last Monday from a visit with friends and relatives at Iowa Park, Texas.

Mr. and Mrs. Walter Dunlap and family left last Friday for Dallas to spend the holiday season in the home of his parents, Mr. and Mrs. Ell Dunlap.

Mrs. A. F. Luce and two children of Los Angeles arrived here last Thursday to spend the holidays in the home of her parents, Mr. and Mrs. J. S. Jones.

Mrs. F. E. Bowe left the latter part of last week for San Eaba, Texas, where she will visit relatives.

Mrs. Howell Harpole and small son, David, returned Sunday from Snyder, where she had been visiting home folks for several weeks.

John H. Rose, of Adrian, was trading in Hereford Saturday and reported his part of the country in fine condition. He was accompanied by Mrs. J. G. Price and her guest, Mrs. C. G. Penn of Abilene.

Alton Key and Bill Hood of California were in Hereford Saturday visiting his brother, C. L. Key.

Mrs. Arch Johnson visiting in Canyon Saturday.

Miss Louise Jacobson who is teaching at Jumbo, is in Hereford spending the holidays with her parents, Mr. and Mrs. John N. Jacobson.

J. L. Shannon returned home Thursday from the clinic at Temple.

Mr. and Mrs. L. O. Jones of Friona were in Hereford on business Monday.

Mr. and Mrs. Ray Casbolt and daughter of Roswell, N. M., arrived last week to spend Christmas with Mrs. Casbolt's parents, Mr. and Mrs. Hugh Witherspoon.

W. L. Lowther and family left Monday night to spend Christmas in Kansas.

Mr. and Mrs. B. B. Farmer were in Amarillo Friday. Mr. Farmer has just received half a car load of Deico-Light plants which he is installing this week.

Mr. and Mrs. O. L. Rutherford and family left last Thursday for Plainview and points in South Texas to visit relatives and friends.

Charles Harrison left the first of the week for a short visit with friends and relatives in Southern Oklahoma.

John Counts left Monday of this week for points in Central Oklahoma.

B. F. Connel left Sunday for Bartlett to be with Mrs. Connel who was called a week ago to the bedside of a brother, who is critically ill there.

Mrs. J. L. Jones of Fort Worth is here this week visiting in the home of her son-in-law, Jack Morrow.

George Heard of W. T. S. T. C. Canyon, is at home this week spending his vacation with his parents, Dr. and Mrs. G. W. Heard.

Mr. and Mrs. F. W. Scovell spent the week end visiting friends in Tulla.

Mr. and Mrs. Buddy Major of Iowa Park arrived Friday night to spend the week end with his parents, Mr. and Mrs. T. F. Major of South Hereford.

Mrs. E. A. Johnson, Miss La Janna Hanna and Ed Johnson, Jr., spent Sunday in Amarillo. Mrs. Johnson visiting her sister, Mrs. U. N. Oliver, and Miss Hanna and Mr. Johnson visiting Joe Kiliough, Jr.

Mr. and Mrs. L. H. Rhodes of Dalhart are spending Christmas in the J. T. Gilbreath home.

Miss Helen Sisk arrived Kansas City Saturday to visit her mother, Mrs. E. G. Sisk.

Christmas Greetings Christmas Cheer

With Happy, Prosperous Days Throughout the Year.

RALPH BARNETT

Phone 128

REAL ESTATE LOANS

THERE IS A SANTA CLAUS!

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

A MERRY CHRISTMAS and A HAPPY NEW YEAR

Bakers Cash Grocery

MONT E. BAKER,

INSURANCE

Loans--Bonds

HEREFORD INSURANCE AGENCY

JOHN McLEAN, Manager

Token of the Season

Wishing you a Christmas of Joy and a New Year of Peace, Plenty and Prosperity

J. A. Wear and Family

—We are grateful for the business you have given us during the past year ---

—And we hope this season will bring you greater health, happiness and prosperity.

R.H.Kemp Lumber Company

Merry Christmas

Let's Forget Our Cares and Sorrows—It's Christmas!

CHRISTMAS awakens fond memories and proves that there is lasting joy in providing pleasure for our loved ones, friends and fellow men.

PEACE ON EARTH—GOOD WILL TOWARD MEN!

May that sentiment ever grow stronger, and may Christmas bring to you, one and all, much happiness.

Western National Bank

There Is No Substitute for Safety

Season's Greetings!

We may not play with snowballs Or have a sleighing party, But since it's Christmas we can still Exchange a Greeting hearty!

E. B. Black Co.