

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

26th Year—Number 48.

Hereford, Deaf Smith County, Texas, Thursday, December 16, 1926.

Seth B. Holman, Publisher

## WATCH NIGHT PARTIES, CHRISTMAS TREES, CAROLS, HOLIDAY FEATURES

Community Christmas activities this year appear at this distance being rather light. The Community Choir of previous years, noted in the main by Miss Swisher, will be missed.

"Watch Night" service at the Christian church New Year's Eve will be the main feature of this year's schedule. The new Methodist pastor, Rev. A. B. Davidson, in charge of this event, which will be at 10:30 p. m. All the people of Hereford are cordially invited and urged to attend this service. The program will close at 10 o'clock. All the young people of the community who are attending the evening in Watch Night parties are invited to assemble at the Christian church for closing service. There will be fifteen minutes each, by different pastors. Live topics will be discussed, subjects in which Christian people are interested.

The Christmas Sunday school will have a Christmas entertainment on Christmas Eve in the auditorium of the church. In the afternoon primary department, under the direction of Mrs. McLean, and the others, will give a Christmas entertainment, with Christmas tree, Santa Claus, at three o'clock the little folks. They are making an offering for the Methodist church at Waco. The older folks will make an offering for the church at the night service.

The usual Christmas tree celebration will be held at the Presbyterian church on the night of December 24. Presents for the tree will be hung on the tree at a suitable program provided. The Endeavorers of this community are planning special feasts, chief of which will be the singing of Christmas carols at different places over town.

### Little Shipments For Week Given

Little shipments out of Hereford on November 30th are reported as follows: L. A. Womack and J. E. Witt, seven cars to Kansas City; Noah Ewens, one car cows and bullocks to Kansas City; O. B. Williams, one feeder calves to Cleo, Ind.; J. H. Bubb, Parnell, Kas., shipper one car feeder calves to Parnell; G. W. Bramley, one car fat to Flagstaff, Ariz., and one car Fort Worth; J. L. Fuqua, one steers to Wichita, Kansas; J. Alexander, two cars steers to Kansas; E. F. Norton, of Nash, Texas, shipped eight cars to Quannah. These cows were sent from Guseman & Parcell, Freedom, Okla., and were the final Conkright stuff, sold by G. Conkright about a year ago.

### Homer Wilkinson Very Ill In Amarillo

Much concern has been expressed by the many local friends of Mrs. Homer Wilkinson, of Amarillo, over her condition, following her operation in an Amarillo hospital last week. Latest reports at the bedside are, that while Wilkinson's condition is satisfactory to her physician, she is in a very serious condition and her relatives and close friends are anxiously awaiting the verdict and reaction from the doctor.

### All Blaze Occurs In Catholic Church

A small blaze was discovered at Catholic church about 12:30 a. m. last Sunday. Rev. Father at the time he went back into church on an errand and discovered the fire. Only slight damage was done by smoke and the fire was caused by candles which became ignited way unknown.

### J. F. Ward Entertained Friends

Mrs. J. F. Ward entertained a number of friends and relatives of her father, W. P. McMinis, Thursday at the Ward home in South Hereford. The occasion was the 51st anniversary. The day was being by telling old war stories, played in over the radio, and, of course, a big dinner.

## Monday Luncheon Features Noted Speaker

J. Z. George, industrial expert of Amarillo, and P. C. Bennett, county agent of Potter county, will be the principal speakers at the Hereford Chamber of Commerce luncheon next Monday at the Hereford Hotel. A number of prominent farmers of Deaf Smith county will be guests of honor at the luncheon, as Mr. George will discuss problems that will be of vital interest to farmers of this section. Messrs. George and Bennett are outlining a five year agricultural program for Potter county.

## Leland Lee Opens Radio Shop Here

Leland C. Lee, son of Mr. and Mrs. C. O. Lee, who has been working at the electrical business in Abilene, Texas, for several months, has returned to Hereford and gone into the radio and electrical business for himself. He is making headquarters at The Corner Drug Store and is selling and servicing Fada and Crosley radios as announced in his big advertisement in this paper. He is also doing general repair work on radios and also general electrical installation and repair work.

## Ralph Wolfe To Report on Chicago Trip Monday

Ralph Wolfe, club boy, who recently returned from his trip to the International Livestock Show at Chicago, wearing a ten-gallon hat which was a part of the regalia of the Texas delegation at Chicago, will make a report of his trip at the Hereford Chamber of Commerce luncheon next Monday. His trip to Chicago was given by the Santa Fe railroad for the outstanding record made in club work. County Agent R. O. Dungle is planning for Ralph to make a tour of Deaf Smith county so that other club members will have a chance to hear of the trip and the methods Young Wolfe used in producing his prize-winning Anxiety 4th Hereford calf.

## Cigars On Ray Barber; It's Seven-Pound Girl!

Colonel Ray Barber, hustling auctioneer, was very easy to get along with Thursday morning. In fact his friends had to get along with him. It's a girl—a big, fine, seven-pound girl at that—born Wednesday afternoon. Her name is Margaret Louise and Ray says she's a beauty. Mother and baby are both progressing nicely and all is well in the Barber household.

## Funderburg's Store In New Quarters

J. I. Funderburg, who has been conducting a fruit and vegetable business in the old R. B. R. Implement location on Main Street, has moved his stock to the office in the rear of the First National Bank, formerly occupied by M. D. Womble. Mr. Funderburg has fixed himself up nicely and solicits the patronage of the Hereford people generally.

W. L. Wells and family left Monday for their home in Revere, Mo. The Wells family have been visiting the past week in the homes of friends. Mr. and Mrs. A. R. Engles and Oscar Dorothy in East Hereford.

Mr. and Mrs. Buri France and children reached home overland Tuesday night from Dallas and Cleburne, Texas, at which places they were visiting with relatives and friends.

Bob Flanagan and Noel Gallen of Dimmitt spent the week end with their parents, returning to Goshon Monday afternoon. Messrs. Gallen and Flanagan are students at W. T. S. T. C.

## Deaf Smith Won High Honors At Amarillo Show

Deaf Smith county carried away the prize for the best poultry exhibit at the Tri-State poultry show which was held at Amarillo last week. Deaf Smith scored thirty-five points more than Hall county, the winner of last year. This placed the Hereford country among the first in the Panhandle in poultry.

Sixteen local breeders exhibited birds at the Amarillo show, and helped to bring home the bacon. Here are the exhibitors and their winnings from this county: Golden Rule Hatchery, White Leghorns, fifth cock and seventh hen; Mrs. Bob Bailey, Jersey Black Giants, first cockerel, 1-2-3 pullet; Dr. W. F. Gabbert, Black Minorcas, third cock, 4-5-6 hen; Mrs. W. F. Gabbert, second cock, Jersey Black Giants; Moss & Vogel, White Leghorns, 5-6 hen; R. L. Bailey, Light Brahmas, 1-2-3-4 pullet, 1-2-3 hen, first cockerel and first cock; R. O. Dunkle, Light Barred Rocks, fifth cockerel; Hazel Moss, R. C. R. I. White, 1-2-3-4 hen; Mrs. C. E. Head, Buff Orpingtons, 1-2-3-4 pullet and first cockerel; A. C. Barnhart, White Minorcas, 1-2-3-4 pullet and first cockerel; B. F. Fulkerson, geese, first gander and first goose; Brown Leghorns, Wanda-Purcell, 1-2-4 pullet; Raymond Purcell, second cockerel, third pullet, and John Purcell, 1-2-3-4 cockerel.

## Hereford High Gets New Rank Among Schools

The Hereford high school has just been admitted to the Southern Association of Colleges and Secondary Schools, according to information received by Superintendent C. H. Dillehay. This is the highest rating that a high school of this section may obtain, and Mr. Dillehay says that this is one of the greatest steps in advancement that the local school has made in years.

The requirements for admittance into the Southern Association of Colleges and Secondary Schools is based on equipment, the library, number of degrees held by members of the local faculty, and the report made by the State Department of Education. Mr. Dillehay says that the state report did a lot toward the classification of the school.

Ninety per cent of the faculty members of the Hereford school have degrees, and eighty per cent of these degrees were approved by the Association. The requirement was for seventy-five per cent of the faculty members to have the approved degrees.

## Will Improve Farm West of Hereford

M. L. Powell is making preparations to improve his 320 acre farm east of Hereford about three miles. Some time ago Mr. Powell traded in his twenty acre farm in north-west Hereford for the half section known as the E. Carter land. Mr. Powell has considerable creek pasture land and will keep a number of good Jersey cows and other stock along with his fine Rhode Island chickens. Mr. Powell's land adjoins the Berry Orr Finance Interest Farm which will be improved the coming year.

## WORLD'S GREATEST THRILL IS IN MOVIE

Blood-thirsty human despots such as Nero were gentle lambs compared to Tyrannosaurus Rex, which is the scientist's way of saying King of the Tyrant Reptiles. Tyrannosaurus Rex is one of the prehistoric dinosaur species which First National and Watterson R. Rothacker bring to life in "The Lost World," to be shown at the Star Theatre next Monday and Tuesday.

Paleontologists say he was the most fearsome meat-eater of all animal em. Bigger than eight or nine elephants, more powerful than twenty-five, he spread terror among other species of dinosaur when he started out to get a meal. He required a ton of meat a day to keep from barely starving.

O. Scott Tatman and wife left Wednesday for Electra, Texas, at which place they will visit in the home of their daughter, Mrs. Phillip Broadwell. Mr. and Mrs. Tatman will visit in Electra over the holidays.

## Turkey Sales Furnish Cash For Christmas

Turkey raising in this vicinity is fast becoming one of the important industries, and farm women are receiving huge checks from local merchants that aid mightily in solving the living expense problem for another year.

Three women of this community received a total of \$1,248.55 for their turkey crops, each averaging over \$400 each. A number of different ones were paid above \$300 for their turkeys. Here are the names of those receiving the largest checks: Miss Carrie Smith, Friona, received \$461.44 from the Golden Rule Produce; Mrs. Nannie Roberts, of the Jumbo community, received a check from the West Texas Feed and Seed Co. for \$445.00 for her turkeys and says that she has nearly 100 left, and Mrs. B. G. Shelby, Friona, received \$441.21 from E. N. Stratt for the turkeys she sold.

The Golden Rule bought over \$15,000 worth of turkeys during the season. The West Texas Feed and Seed Co. paid farmers of this vicinity over \$10,000 since December 3 for turkeys. Figures from other farms were not obtained, but it is estimated that each did a record business.

The turkey business was the largest that has ever been reported in the Hereford country and it is doubtful if farmers of this section ever received higher prices for their stuff. The price was thirty-five cents a part of the time and most all the turkeys sold well above thirty cents.

Many of the farm ladies are increasing their breeding flock for next year and a record crop is expected here in 1927.

## Fire Destroys Home And Furnishings

The house in West Hereford belonging to W. T. Smith and occupied by French Thurmond was almost totally destroyed by fire Tuesday afternoon. The blaze presumably originated from a defective fuse. The fire department made heroic efforts to save the structure and succeeded in stamping out the fire before the house was totally burned. Mr. Thurmond saved his piano and a small portion of his furniture, but his loss was heavy. It is understood that neither Mr. Smith nor Mr. Thurmond carried insurance.

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Postmaster J. A. Wear desires to notify his patrons that the office will close at 12:00 o'clock sharp Christmas day, and will not be open again until Monday morning.  
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## OLD RANCH HEN, BUNCH OF BONES AND FEATHERS, HAS BEEN THROWN INTO DISCARD

There is quite a contrast between the poultry industry of today and that of fifteen years ago in Deaf Smith county. Not only in the number of fowls raised, but also in the quality, and the prices of breeding stock, the eggs and chickens that sell on the local market.

At the recent Plains Circuit Poultry Show which was held in Hereford, R. O. Dunkle paid \$25 for a Barred Rock cockerel; E. H. Elliston paid \$20 for a S. C. R. I. Red; Mr. Fridley purchased another of the same breed for \$12.50 and Seth B. Holman paid \$10 for a White Cornish. A large number of birds sold at \$5 each. One old timer remarked that he wouldn't give as much for a whole flock as some of the breeders were paying for a single bird.

Supr. N. C. Vogel gives out the following information on the poultry industry here fifteen years ago: "At that time we could buy a fat hen at a local store for fifty cents; we got our pick of turkey gobblers for Thanksgiving for seventy-five cents each, and fryers were never more than a quarter each. There was very little poultry raised here in those days and eggs were shipped here from neighboring states to supply the local trade."

During 1926 local produce men will pay farmers of the Hereford country over \$100,000 for eggs alone and about the same amount for

## Fairview Dedicates Fine New School House

Last Friday night Fairview dedicated their new magnificent school house with a fitting ceremony. Rev. W. R. Hill delivered the chief address and Judge Earl W. Wilson acted as master of ceremonies. Superintendent, Miss Zula Nimmo and assistant, Miss Zoe Beavers, reported a large attendance. The Hereford high school orchestra furnished music during the program.

## G. A. F. Parker Is Present At Meeting

G. A. F. Parker was in Amarillo and Clarendon last week attending a sub-committee meeting of the Northwest Texas Methodist Conference. Mr. Parker said he met with the committee three days, the first day in Amarillo. The next day the committee was in session in Clarendon and on the following day again in Amarillo. Mr. Parker said that he had nothing to give out, only that he was royally entertained with banquets and that a meeting of the entire Conference committee, consisting of twenty-five would meet some time in January.

## Field Executive of Boy Scouts Here

C. L. Malone, field executive of the Panhandle Council of Boy Scouts, was here Tuesday conferring with local scout officials. Mr. Malone called a meeting of the scout executives and the Father and Son Banquet and Scout Week was discussed. No dates were set for either event.

Scout Commissioner Ralph Barnett has announced to the scouts that he will take a number of them to Canyon early Saturday morning for first tests, class merit badge, and life saving tests in the W. T. S. T. C. list where Mr. Malone will assist the scouts and give them instruction.

## Hawkins Offers Cash To Turkey Raisers

H. H. Hawkins, of the Golden Rule Produce Co., is making liberal cash offers to the turkey raisers in this section of the Panhandle and Eastern New Mexico. Mr. Hawkins proposed to pay \$50.00 in cash to the person who brings in the biggest load, in pounds, of turkeys to the Golden Rule Produce Co. next fall and winter.

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BORN TO MR. AND MRS. CHAS. HART, FRIONA, DECEMBER 11, A GIRL.  
RAY BARBER, DECEMBER 15, A GIRL.  
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## WINTRY WEATHER, SLEET AND SNOW HELPS WHEAT AND "PEPS" BUSINESS

### Highway Boosters, Abo Route, Are After Business

A number of business men of Hereford attended the booster meeting of the Abo Highway at Clovis last Monday and all report a very enthusiastic meeting. Delegates were present from many of the towns along the route from Socorro, New Mexico, to Tulsa, Oklahoma.

Plans were discussed and adopted at the meeting for a national publicity campaign, and every effort will be made to turn tourists from all sections of the country over the Abo route. Hereafter the highway will be known as the Abo Grand Canyon Highway, as most of the delegates thought the addition of "Grand Canyon" would give the route greater publicity.

Every effort will be made during the next few weeks to get the highway from Amarillo through Canyon, Hereford, Clovis, Vaughn and Socorro designated a national highway.

Following are those who attended the meeting from Hereford: E. B. Black, E. W. Harrison, D. F. Ashbrook, Rev. Jas. T. Ross, L. Baskin, Rex Tynes, A. H. Streu, George Dent, A. O. Thompson, E. C. Eubanks, W. H. Williams and T. D. Moss.

### "Fun Festival" For High School Gym

A "Fun Festival" has been announced for the high school gym Thursday night. Dodgers have been printed describing a program which includes a basketball game between the Faculty and Seniors, boxing, wrestling, stunts of all kinds and just lots of fun all the way through. The admission will be only ten and twenty cents and there will be \$10.00 worth of "good time" received for this small sum.

### Co Eds Working Way Through College

AUSTIN, Texas, Dec. 13.—Although it is often considered much easier for boys to earn the expenses of a college education, some 380 co-eds of the University of Texas are earning all or part of their expenses. About 200 of this number are entirely self-supporting. Positions, or jobs, as some of them must be called, which these girls hold range from keeping babies while the parents go to the movies to doing secretarial work either on the campus or down town.

Perhaps the work which employs the most girls is that of acting as student assistant in some course or department of the University. In the science courses this entails taking charge of laboratory sections and grading papers, while in other departments the work is not so well defined. Another type of employment for girls is that of clerical work, as to instance, assisting some professor in the University, the secretary to some University professor, or in some state department at the capital. Practically every University department or bureau uses student help in some way.

A fairly large number of girls do house work and serve in dining rooms at the various girls' dormitories and boarding houses. In several of the dormitories there are "candy" and notions stands, following the "Help yourself" idea, run by girls who live there. In each of the large halls there are girls who operate the telephone switchboard and work in the office, and in the package room.

As for occasional jobs, there may be included acting as part-time companions for elderly persons, working at the downtown telephone exchange and clerking in downtown stores, for there have been a few University girls who have done all these things. And, added to the list must be the task of coaching students in courses in which they are failing.

Miss Floy Wilson is employed by the Hereford Insurance Company as a general office assistant.

As though the Weather Man had determined to enter into the spirit of the movement and to add his bit to the festive season's activities, real winter weather enveloped the entire country the past week and Christmas shoppers waded through ice and snow and shivered inside heavy winter apparel through the ice blasts. The cold wave covered the entire country from Canada to San Antonio, the eastern states reporting below-zero temperatures in many instances. Some suffering followed in colder states but in the Texas Panhandle no considerable inconvenience was noted.

Several inches of timely snow came with the disturbance which will be of real value to wheat farmers. Thursday the sun was shining brightly, temperatures were about back to normal, and apparently the "spell" had passed for the time.

Merchants experienced a rush on heavy footwear and winter apparel, and the Christmas trade was greatly exhilarated by the sudden change in temperature. The streets were slippery and many skidding and slipping accidents of a minor nature resulted.

However, unless the Weather Man again swings his pointer northward, it now looks like a clear, crisp, bright Christmas week.

## Summerfield Is Host to Crowd Saturday Night

The community meeting last Saturday night at Summerfield was enjoyed by quite a number at the school house. County Agent Dunkle succeeded in getting quite a large representation from Hereford, including the band. Mrs. Phoebe K. Warner, of Claude, Texas, addressed the meeting in her usual pleasing and instructive manner. The band rendered their usual fine music during the program.

## Dimmitt Men Here Boosting Railroad

Messrs. W. G. Baxter and Mark Cowart, of Dimmitt, were in Hereford one day last week, having just returned from a business trip to Fort Worth, where they were conferring with Burlington Railroad officials. Mr. Baxter stated that the officials were ready to make a new survey through Castro county, near the old one, and that possible construction work on the grade would begin in the early part of 1927.

## Mrs. A. B. Davidson Due Here Wednesday

Mrs. A. B. Davidson, wife of Rev. Davidson, and son-in-law, R. F. Harrison, wife and three sons, will arrive here, overland, next Wednesday or Thursday. Mr. Harrison is a teacher in the administration department of the University of Texas.

## Amarillo Couple Married Here December 15

Dewey Morris and Miss Elizabeth Spiegel, both of Amarillo, were united in marriage by Rev. A. B. Davidson at the parsonage Wednesday afternoon, December 15.

E. Hooks, district manager of the Bell Telephone Company, Amarillo, and J. C. Amann, of Dallas, traveling auditor for the company, were in Hereford Tuesday checking up the local situation.

Mr. and Mrs. R. H. Womack received a birth announcement of Ima Jean, daughter of Mr. and Mrs. Sloan Walker, of Memphis, Texas, December 11. Mrs. Baker was formerly Miss Mae Womack, daughter of R. H. Womack.

J. H. Hopkins and son, Roy, of Booneville, Arkansas, arrived here Tuesday to visit in the home of his two daughters, Mrs. L. F. Borden and Miss Bess Hopkins. Mr. Hopkins is also a brother of Mrs. J. T. Wilkinson.

J. S. Green, of Portales, New Mexico, was here Tuesday attending to business matters.



**Wyche Notes**

W. D. McKinney and son, Dan, returned from Ellis county Sunday.  
 C. C. Cook and wife were callers in the W. D. McKinney home Sunday evening.  
 Mr. and Mrs. R. R. Jackson made a flying trip to Happy Sunday.  
 Miss Mildred Taylor spent the week end in Canyon.  
 Mr. and Mrs. Rogers and family visited in the R. W. Elliston home Sunday.

R. L. Elliston's daughters visited in his home Friday night.  
 Warren Hough, Ervin Elliston and Alta Mae Elliston were visitors in the R. W. Elliston home Sunday.  
 The Christmas program will be held at the school house Wednesday night, December 22nd, and the Christmas tree Saturday night, December 25th.  
 C. C. Cook called in the E. M. Cox home Wednesday afternoon.  
 L. J. Kuper and family were visitors at the school Friday.  
 Miss Ethel Decker was a visitor in the Wyche school and in the

C. C. Cook home Friday.  
 Warren Hough was a visitor in the Nolla Elliston home Wednesday.  
 Mrs. Nolla Elliston visited our school Wednesday afternoon.  
 John Decker and son, Virgie, visited in this community last week.  
 Walter Kuper was thrown from a bicycle the first of the week and hurt his arm, but it is not thought to be serious.  
 Montie Cook and Jess Lindsey were visitors in the John Decker home Sunday.

We had a large crowd at Sunday school and church Sunday, when all enjoyed Brother Rice's sermon. We hope we can have as good a crowd next Sunday.  
 Mrs. W. D. McKinney returned home Friday from Waxahatchie, at which place she had been visiting her daughters.  
 C. C. Cook and wife called in the R. L. Elliston home Sunday afternoon.  
 Bill Lindsey and wife are visiting in the W. D. McKinney home.  
 C. C. Cook called in the J. L. Hoffman and L. J. Kuper homes Sunday morning.

# SINCLAIR OILS

**SINCLAIR  
 OPALINE MOTOR OIL**  
*Fits the Degree of Wear*

Sinclair Ford Special      Sinclair Opaline Medium

Sinclair Opaline Heavy

Sinclair Tractor Oil      Sinclair Rubeline For Bessemer Engines

**There is a Sinclair Oil For Every Type of Engine and Motor Look For This Sign:**

We Deliver Anywhere In the Country!



For Gas, Kerosene and Oil, see Clarence Conklin, or Phone 113.

## Abo Filling Station

LOUIE OLSEN, Manager

# Your Christmas Pantry And The "M" Store

Are Almost Inseparable---  
 Holiday Dainties & Staples  
 at featherweight prices

Why Pay More?

- Dromedary Lemon Peel 17c  
 Orange Peel 17c  
 Citron Peel 21c
- Xmas Candy mixed, per lb. 22c  
 Large quantities less
- Fruit Cakes 1 pound 75c  
 2 pound \$1.50
- Season Greetings 2 lb box Chocolate Candy ready wrapped to mail 79c
- Cinnamon Drops lb. 31c
- Swans Down Cake Flour 38c
- GRAPE JUICE 1-2 gal. \$1.09
- Oleomargarine Tropical nut 37c
- K.C. Baking Powder 25c size 19c
- Lemons dozen 19c
- Oranges No. 176s per dozen 58c
- APPLES Large size per dozen 43c
- PECANS per pound 27c
- English Walnuts No. 1 Diamonds per pounds 38c
- Cocoanut Dunham's and Dromedary 1-4 lb. 10c  
 1-2 lb. 18c
- Cherries Red pitted per gallon \$1.04
- Pink Salmon 16c

TELEPHONE 249

PHONE ORDERS GIVEN PROMPT ATTENTION



# OUR BIG HOLIDAY SALE

In shaping our Holiday Stock this year, we bought liberally in all lines that our customers might have a good assortment to select from. In several lines we went unusually **STRONG** in order to get the very lowest prices from quantity buying, and our regular prices are lower than you will find usually in other stores on the same class of merchandise. In checking over, we find that we are overstocked in several lines, particularly in **Diamonds and Ladies' Wrist Watches**.

## We Must Reduce These Lines

We have decided that the best way is to cut prices to the very bottom. In order to help move the lines where we are overstocked, we are going to give big discounts on every line of merchandise in our store, except a few contract articles.

### Diamonds

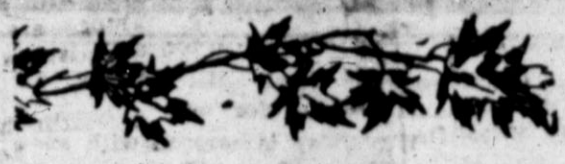
Last week we put on a special on Diamonds that moved a lot of this merchandise, and in order to give our diamond customers a further opportunity to buy diamonds cheap, we are going to place on sale Lot. No. 2. This consists of about 72 diamonds in the latest style rings, in single stones, and fancy dinner rings. We also have a good assortment of the latest styles in Diamond Bar Pins. These diamonds range in price from about \$200 down. We also carry a bunch of loose stones in larger sizes, and can make some good prices if you want a larger stone. Our prices here will average about one-third off regular price:

\$200.00 Diamond Rings, Sale Price	....	\$135.00
\$175.00 Diamond Rings, Sale Price	....	\$120.00
\$150.00 Diamond Rings, Sale Price	....	\$100.00
\$125.00 Diamond Rings, Sale Price	....	\$ 85.00
\$100.00 Diamond Rings, Sale Price	....	\$ 65.00
\$ 75.00 Diamond Rings, Sale Price	....	\$ 50.00
\$ 50.00 Diamond Rings, Sale Price	....	\$ 33.00
\$ 40.00 Diamond Rings, Sale Price	....	\$ 27.50
\$ 30.00 Diamond Rings, Sale Price	....	\$ 20.00

You can get a nice, good-looking ring from this lot at from 25.00 TO \$50.00.

### SILVERWARE

Every homekeeper likes nice Silverware, and if any one of our lines stand out strong it is our Silverware line. We have a big line of fancy holloware and flatware in the standard lines, and our prices during this sale will be of interest to you. We have a splendid line of Knives, Forks, Spoons, and so forth, in Sterling Silver, and we are in a position to make attractive prices.



### LADIES' WRIST WATCHES

Here we have an unusual assortment of brand new watches in the latest style cases, and the prices below will convince you that this is a real watch bargain sale. Every one of these watches guaranteed a time keeper. About 100 watches will go in this sale.

\$50.00 Wrist Watches, Sale Price	.....	\$37.50
\$35.00 Wrist Watches, Sale Price	.....	\$27.50
\$25.00 Wrist Watches, Sale Price	.....	\$18.50
\$20.00 Wrist Watches, Sale Price	.....	\$12.85

This is a line of watches we have sold for years, and is one of the very best lines on the market today. Don't overlook this opportunity to buy a wrist watch right. They make nice Christmas presents.



### Bar Pins

This line will average about 1-3 off. Nice, blue white, snappy stones in the latest mountings.

\$170.00 Bar Pins, Sale Price	.....	\$115.00
\$150.00 Bar Pins, Sale Price	.....	\$100.00
\$130.00 Bar Pins, Sale Price	.....	\$ 90.00
\$105.00 Bar Pins, Sale Price	.....	\$ 70.00
\$ 90.00 Bar Pins, Sale Price	.....	\$ 60.00
\$ 80.00 Bar Pins, Sale Price	.....	\$ 55.00
\$ 60.00 Bar Pins, Sale Price	.....	\$ 40.00
\$ 40.00 Bar Pins, Sale Price	.....	\$ 26.00
\$ 30.00 Bar Pins, Sale Price	.....	\$ 20.00
\$ 20.00 Bar Pins, Sale Price	.....	\$ 13.50

### China and Glassware

Our stock here represents the best assortment we have ever had. Dinner sets in China, Tea, Utility and Novelty sets in both China and Glass, with a large assortment of single pieces will be found here, and at prices that will startle both the natives and the new comers:

\$60.00 Dinner Sets, Sale Price	.....	\$40.00
\$40.00 Dinner Sets, Sale Price	.....	\$26.00
\$30.00 Dinner Sets, Sale Price	.....	\$22.50
\$20.00 Dinner Sets, Sale Price	.....	\$15.00

Here we have lots of Gifts that will last (till you break 'em). Many of our customers find it profitable to look this line over in selecting inexpensive individual gifts.

### Leather Goods, Jewelry and Novelties

This line includes Purses, Bill Folds, Cigarette Cases, Rings, Cuff Links, and various articles of Jewelry, Toilet Sets, Manicure Sets, Shaving Sets, Vanities, Mesh Bags, Pearls and miscellaneous articles that make splendid gifts —this line will average about one-fourth off.

Don't wait till the last minute to make your selections. "Now is the accepted time," saith the writer of this ad. He is about out of ink, otherwise he would write more at length. However, he will be sticking around to tell you in person the things he couldn't write, when you come in. Everything in our entire stock will be cut in price, except a few contract articles, mentioned above. This Sale will begin Friday, December 17th and continue until January 1st.

W. H. RAY, Manager **Hereford Jewelry Store** HEREFORD, TEXAS



# TOY TOWN SALE

Where the Biggest Values and the Best Gifts Are!

Compare our line and our prices with any thing in West Texas. Our house is crowded to capacity every afternoon and if it is at all convenient, we will appreciate your shopping in the forenoon, but if this is impossible, we will endeavor to give you the very best service possible. **We will be open every night from now till Christmas!**

## Skelton's Variety Store

### The Hereford Brand

ISSUED EVERY THURSDAY.

SETH B. HOLMAN, Publisher.

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

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All Subscriptions Strictly In Advance.

### Northeast Corner

Miss Ola Ware spent one night last week with W. T. Womble and family.

A number of relatives gathered in the W. T. McClain family Sunday.

H. J. Oglesby and wife are the

proud parents of a new baby boy. Misses Zoe Beavers and Zella Nimmo spent last week in the W. T. Womble home.

W. J. McClain and wife shopped in Amarillo Saturday.

Miss Leanda Bowen spent the week end at home, returning to Canyon Sunday.

Ted White and wife were at Turkey most of the past week visiting. Mrs. White was formerly a pupil of the Fairview school—Miss Myrtle Hammer.

Elmer Womble and wife were in Amarillo Saturday.

J. J. Boling and wife shopped in Amarillo one day last week.

A number gathered at Fairview Friday night to dedicate the school building when people from several communities were present. A program was rendered as follows:

Music—Hereford high school orchestra.  
Prayer—Rev. A. M. Dowell.  
America—Congregation.  
America, the Beautiful—Fairview school.

Lincoln's Gettysburg Address—Ola Ware.

Short Talks, What the new school house means to me—Jim Allred, Lela May Oglesby, Ina Thomas.

How I can help to keep the school house attractive—Oren Mc-

Clain, Ernest Walker, Kim Ware.  
Reading—Clara Hammer.  
Piano Solo—Sadie Allred.  
(Music arr by Ralph Smith, of Hereford)

Short play, "The Two Aunts"—Fairview school.

Address—Rev. Hill, Hereford.  
Music—Hereford High School Orchestra.

Benediction—W. J. McClain.  
We were glad to have visitors from other communities.

Miss Loraine Daniel spent one night last week with Elizabeth Ozes.

Several young people spent Sunday in the home of J. T. McClain and wife.

Lela May and Cecil Oglesby spent one night recently with Leda and R. D. Smith.

Oren McClain spent one night recently in the Allred home.  
Joe Pope and family visited relatives in this community Sunday.

### West-Way Items

The sox social at West Way was a grand success. The house hardly held the crowd which attended. Everybody enjoyed the play and about \$70 were realized from the affair. We appreciate everything that was done to help us and es-

pecially thank Mr. Barber for auctioneering for us.

West Way is covered with snow at this writing. Things are beginning to take on a Christmas appearance.

As Mr. and Mrs. Franklin have had to give up their little house they have moved to town and are living with Mrs. O. O. Norton.

We had a splendid attendance at Sunday school Sunday. Bro. Brents preached a fine sermon and it was enjoyed by all. A large number of people were out from Hereford and we appreciate their presence.

The cold weather is making it hard on the school children. There are lots of them able to attend by going on the trucks who could not go otherwise.

Our Christmas tree will be held Friday night, the 24th. Santa will be here so everybody come and meet him. The following program will be given:

Welcome—Roy Nunn and Myria Hartman.

Up on the House Top, song—Primary Pupils.

Away in a Manger, Solo—Nola Mae Weems.

Is Santa Claus a Married Man?

Reading—Dorothy Lynn Aven.

Cradle Hymn—Four little girls.  
An Old Ma'nas Lament, Reading—William Rice.

Christmas, Scarf Drill.  
Silver Star—Quartet.  
The Other Wise Men, a story—Miss Bryant.

Jolly Jingles, Franklin, Anna

The Nativity—Misses Nola Mae Hill, Tootsie Thur

Wilson were guests.  
Oleta Hartman lead

Quick Job Service

## Week-End SPECIALS

---AT---

### Sprolws-Cron & COMPANY

#### MEN'S SUITS

Only fifteen of our regular \$45.00 ion Q Suits left. These are made tra fine fabrics and with super-ex workmanship, and for Friday and day are only

\$27.95

#### LADIES' DRESSES

—Just the opportunity for which ladies have been waiting, will be pr ed Friday and Saturday. We have ed our Winter Dresses into three and will put them on sale for the end—

The Prices for Group 1 wen \$5.95 to \$6.95—Sale Price

\$4.75

The Prices for Group 2 Wen \$13.75 to \$19.75—Sale Price

\$11.75

The Prices for Group 3 Wen \$23.75 to \$34.45—Sale Price

\$18.75

#### SILK UNDERWEAR

Our Rayon and Silk Underwear sp are too numerous to mention, bu are displayed in our window and them is better than reading about

#### SHOES

So many failed to hear or read abo Shoe Sale last week that again, and Saturday, we will give a pair with each pair of shoes sold. Be get yours.

—Have you filled your radiator with alcohol yet?

—Good prices on casings!

—We specialize on greasing cars. Can fill your crank case with nearly any kind of oil.

### Service-U-Like

Filling Station  
GLENN SNYDER, Prop.

The Weather Man Furnishes Plenty of Cold Weather—We Furnish Plenty of Good Coal to Keep You Warm!



—Next week we will have 200 boxes of nice CHRISTMAS APPLES at \$2.00 per box. A special price will be made to churches and schools wanting bulk apples for Christmas Trees.

We are still selling Spuds at \$4.00.

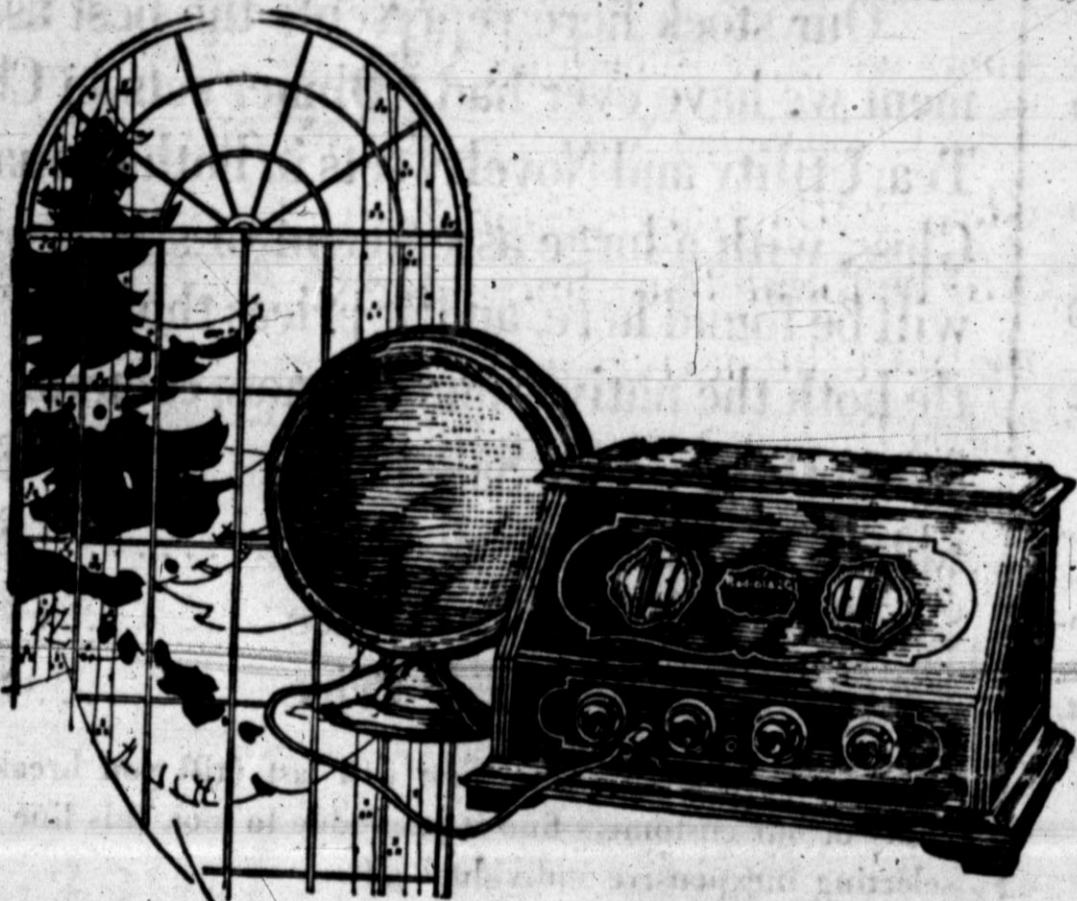
Dealers in Bran, Meal, Shorts, Salt, Laying Mash and All Kinds of Feeds.

### GOLDEN RULE

PRODUCE COMPANY

Phone 108.

We Deliver



## give a Radiola 20 for Christmas

Christmas suggests a Radiola—and if you are interested in results at a low price, we suggest Radiola 20. Radiola 20, because it packs into one small radio set more quality of workmanship and performance than is to be found in any other five-tube set at any price. It has a power tube for volume—single control for simplicity—with verniers for accurate tuning of distant stations. And it does get distance.

Radiola 20 is the one Christmas gift obtainable at a low price that will be sure to please anyone. And it will be a permanent gift, for a Radiola never grows old. In fact it will become a greater treasure as broadcasting grows and the great artists and singers turn more and more to radio. You must come in and hear Radiola 20 to appreciate its remarkable value.

### Clark's Drug Store

Hereford, Texas



### Arney News Items

(Too Late for Last Week.)  
Mr. Marshall Morton motored to Amarillo last Tuesday on business. We have a very interesting and lively school this year, with Mr. and Mrs. Huff as teachers. They took two days, Thursday and Friday, off for Thanksgiving in order that some of the pupils might visit their friends and relatives at a distance and could not return until Monday, while others attended big turkey dinners closer home. As they were allotted only Thanksgiving day, they had school last Saturday to make up the lost day. These are busy days in school as some of the pupils are trying to take two grades; some the eighth and ninth, while others are endeavoring to complete the ninth and tenth. Next year we shall certainly miss them as they plan to attend school in Amarillo, Canyon and other places. So very little time has been given to programs of any sort for any occasion.

The holidays will soon be here, which will be gladly welcomed by each and every one, and after they are over we hope to see each one in this place, and perhaps we will see a few new pupils. Thomas Boyd motored to Happy Thursday with a truck load of grain.

Miss Jewel Wilson who has been visiting her aunt and uncle near Dallas for the past few months returned to her home a few days ago. We are glad to have Miss Wilson back with us again, for she has certainly been greatly missed by

We are glad to report that Mrs. Henry Scowin, who has been real sick for the past few days with influenza, is rapidly recovering and is able to be up and around once more.

Mr. and Mrs. Floyd W. Fortner motored to Hereford last Wednesday on business. We have been having some bad weather the last few days; Thursday was terrific—it rained, sleeted, hailed and snowed off and on all day, but as it has been predicted we will have some very bad

weather in December, we had just as well smile, even though bad weather is disagreeable. The moisture is fine on wheat, a large acreage of which has been planted in this section.

Mrs. Era Kincaid and two children spent last Thursday with Mrs. Henry Scowin.

Mr. and Mrs. Charlie Cox spent Sunday in the home of their daughter, Mrs. Ray Cole.

Henry Scowin and family will move to the Sturdenrod place. Mr. and Mrs. Goodman and family will move to the place now occupied by Mr. Scowin, whom we shall regret to lose.

John Hendrix and wife moved into their new home lately.

Miss Edna Banks, who is attending Wayland College, spent Thanksgiving at home.

Several Arney citizens attended the farm auction sale of Mr. Overall Wednesday.

Miss Beaulah Cox visited her sister in Amarillo Saturday and Sunday.

#### NOTICE.

The Hereford Benefit Association No. 1 will meet in my office in Beene & Shaw's Barber Shop, December 23, 1926, at 2 p. m., to elect officers for the ensuing year and attend to any other business that may come before it.

J. H. HEAD, President.  
W. W. BENNETT, Sec.

#### NOTICE.

The Hereford Benefit Association

**FUNDERBURG**  
FRUIT AND VEGETABLE STORE.  
NUTS AND CANDY  
SPECIAL SATURDAY:  
CIGARETTES AND PRINCE ALBERT  
TWO FOR 25c  
SECOND DOOR EAST OF THE FIRST NATIONAL BANK.

tion No. 2 will meet in my office in Beene & Shaw's Barber Shop, December 23, 1926, at 3 p. m., to elect officers for the ensuing year and attend to any other business that may come before the meeting.

J. H. HEAD, President.  
W. W. BENNETT, Sec.

The value of Exchange seats shows that it is better to buy and sell things that to make them. You know how cotton growers feel just now. In some places cotton isn't worth picking.

Yesterday in New York a seat on the Cotton Exchange sold for \$2,000 more than the last previous sale. Whether cotton stock sells high or low, the intelligent broker makes his profit.

#### SHERIFF'S SALE.

STATE OF TEXAS, COUNTY OF DEAF SMITH.

By Virtue of an order of sale issued out of the Honorable District Court of Deaf Smith County, on the 6th day of December, 1926, by the Clerk thereof, in the case of Maggie Wulf et al versus John F. Scheildorf and Anna Scheildorf, No. 1504, and to me, as Sheriff, directed, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the first Tuesday in January, A. D. 1927, it being the 4th day of said month, before the Court House door of said Deaf Smith County, in the City of Hereford, the following described property, to-wit:

The West Half of the North East Quarter of Section No. 88, Block K-3 in Deaf Smith County, Texas, containing 80 acres, levied on by me on the 6th day of December, 1926, at 4 o'clock P. M.

as the property of John F. Scheildorf and Anna Scheildorf, to satisfy a judgment amounting to \$1,000.00 in favor of Maggie Wulf, and cost of suit.

Given under my hand, this 6th day of December, 1926.

CLAUDE BENTON, Sheriff.

47-3t

STATE OF TEXAS, COUNTY OF DEAF SMITH.

By virtue of an Order of Sale issued out of the Honorable District Court of Deaf Smith County on the 6th day of December 1926, by the Clerk thereof, in the case of J. A. Wear versus Frank Dunaway and Arch Johnson, case No. 792 (1366 1/2) and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in January, A. D. 1927, it being the 4th day of said month, before the Court House door of said Deaf Smith County in the City of Hereford, the following described property, to-wit:

The N. E. 1/4 of Block 18 (18) Mabry Addition and the Addition to the town of Hereford, Texas, in Deaf Smith County.

Levied on by me on the 7th day of December, at 4:00 o'clock P. M. as the property of Frank Dunaway and Arch Johnson, to satisfy a judgment amounting to \$821.70 in favor of J. A. Wear and cost of suit.

Given under my hand, this 7th day of December, 1926.

CLAUDE BENTON, Sheriff.

47-3t

STATE OF TEXAS, COUNTY OF DEAF SMITH.

By virtue of an Order of Sale issued out of the Honorable Dis-

trict Court of Deaf Smith County on the 4th day of December, 1926, by the Clerk thereof, in the case of C. L. Davis versus C. H. Carl, No. 1000 and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in January A. D. 1927, it being the 4th day of said month, before the Court House door of said Deaf Smith County, in the City of Hereford, the following described property, to-wit:

Section No. 10, in Block M-7, containing 657.1 acres of land, in Deaf Smith County, Texas.

Levied on by me on the 6th day of December at 4:00 o'clock P. M. as the property of C. H. Carl, to satisfy a judgment amounting to \$5,485.94 in favor of C. L. Davis, and cost of suit.

Given under my hand, this 6th day of December, 1926.

C. BENTON, Sheriff.

47-3t

FOR QUICK JOB SERVICE SEE THE BRAND.

**6% FARM & RANCH LOANS 6%**  
Loans made on amortization plan for 33 years at 6% interest, with option to pay loan in full or in part on any interest paying date after 5 years.  
Prompt Inspections and Quick Service.  
**San Antonio Joint Stock Land Bank**  
Local Agent, D. F. ASHBROOK, Hereford, Texas

Special Christmas  
**Turkey Dinner**  
WITH ALL THE GOOD THINGS THAT GO WITH IT!  
**Carl Jennings Cafe**  
—on Third Street

For Your Selection  
We are replenishing our lines of  
**HATS, SUITS AND OVERCOATS**  
with more pretty colors, for the men and boys.  
**THE POPULAR STORE**

TIME IS THE THING OF which life is made. Too late, oft-times, we come to a realization of this truth. Three hundred and sixty-five days of golden promise now stretch away before you, and that you may find a new measure of prosperity, health and happiness is our wish for you.

HEREFORD INSURANCE AGENCY  
Ralph Barnett, Manager.  
Phone 273-350-150

**We Recommend B-K Germ Killer for Colds, Roup and Canker**  
No handling of birds—Quick—Dependable  
SATISFACTION GUARANTEED OR MONEY BACK  
The new easy way. Just feed B-K in the drinking water; also shut birds in house and spray air of house full of B-K vapor.  
Kills the Germs. Cleans out the whole respiratory tract and heals the diseased tissues.  
Ask for valuable Free Bulletins on breeding and care of Live Stock and Poultry.

Jones & McLean, Hereford, Texas

**X-M-A-S**  
Buy your friends something for their car—Tires, Tubes, Gas Coupon Book, Motor Meters—in fact, we have everything for their cars.  
—Try our shop. We also have a Duco Paint Shop.

**South West Trail Garage**  
Bonnie Brumley, Manager.

**Fine Spruce Christmas Trees**  
Any size you desire—from the smallest, for decorating the table and dining room, up to the largest church Christmas Tree.  
IN AN YQUANTITIES WANTED.  
—We have made arrangements to supply this community with trees, and we want your trade. Let us know your wants as early as possible and we will have just exactly what you want.

**Hereford Produce**  
I. H. Spratt, Manager

**Why Not Build**  
A HOUSE OF YOUR OWN?  
Ask for Our Attractive Offer.  
LOW INTEREST RATES.

The PLAINS INSURANCE AGENCY  
JOHN PATTON, Manager.

**Westinghouse MAZDA LAMPS**

See the latest discovery in Mazda Lamps for home lighting at

**Texas Utilities Co.**  
Power Light Ice

Pay Cash for Your Furniture and  
**Get It Cheaper**  
—We have decided to sell Furniture on a cash basis only—and thereby SAVE IN SELLING PRICE TO YOU.  
—“The proof of the pudding is in the eating.” Just sample our new PRICES and you will get the shock of your life.

**ANTHONY'S**  
Furniture Store

**Eyes Examined**  
by the most modern methods.  
GLASSES ground in our own shop to meet your special requirements. Special equipment for testing children's Eyes.  
WHEN IT COMES TO GLASSES come to us. We will guarantee your first class, high grade work at reasonable prices. This is our 15th year in Amarillo. You know where to find us, always.

**HYDEN'S**  
Exclusive Registered Optometrists.  
7th & Polk St. Amarillo, Tex.

For Economical Transportation  
**CHEVROLET**  
**40,000 have bought CHEVROLET the Certificate Way**  
Use this plan to pay cash for your next car and effect a decided saving.  
The widespread favor now enjoyed by the Chevrolet Purchase Certificate Plan is partly due to its fundamental soundness, safety and thrift and partly to the fact that the buyer earns 6%, instead of paying interest, and receives additional attractive credits on all service and accessories purchased from his Chevrolet dealer.  
Come in! Let us show you why so many thousands have used this famous and widely popular plan in buying the world's finest low-priced car.

Touring or Roadster \$510, Coupe or Coach \$645, Sedan \$735, Landau \$765, 1-Ton Truck (Chassis Only) \$493, 1/2-Ton Truck (Chassis Only) \$375. All prices f. o. b. Flint, Mich.

**BRUMLEY CHEVROLET CO.**  
Hereford, Texas  
**QUALITY AT LOW COST**



**CLASSIFIED**

**Wanted**  
 THE GOOD DEMOCRAT who borrowed my new spading fork from the west side of Mrs. Stambaugh's home will please return same, as I need it. C. RYUNTON. 47-1

WANTED - To rent farm, 100 acres or less; not too far out. J. N. MESSENGER. 48-21p

WANTED - Library table. Apply at BRAND OFFICE. 48-11

WANTED - Sod plowing; this is my specialty. LEON LAWSON, Happy, Texas. 46-3t

WANTED - Plowing and Glazing with McCormick-Deering tractor. See or write LYNN O. POWELLSON, Hereford, Texas. 28-1t

**Lost and Found**

STRAYED - Black Angora cat, about grown; large eyes; name "Bituminous." Any information regarding the cat and its whereabouts will be appreciated. MRS. R. H. WOMACK. 48-11p

LOST, STRAYED, STOLEN or borrowed, from Slaughter pasture just east of Hereford, one fawn colored Jersey cow, three years old, branded L on right side. \$5.00 cash, or \$8.00 worth of choice nursery stock will be given for information leading to her recovery and return to HERFORD NURSERY. 48-6p

LOST - A book of S. & H. Green Trading Stamps. Finder please return to Brand Office. MRS. W. O. DENDY. 48-11p

STRAYED - To my place on 25-Mile Avenue, north Hereford, on the C. E. Wilson farm, one Jersey cow, two Jersey yearling bulls, and one black white face bull. Owner can have them by paying for this ad and feed bill. J. B. PHILLIPS. 46-1t

STRAYED - From my place eight miles north on 25-Mile Avenue, a Jersey heifer, about two years old. See W. F. KARR. 17-21p

STRAYED OR STOLEN - Horse mule and mare mule, four years old, black, no blemishes, wearing halters; left my lot 8 miles south of Friona, December 2. Notify OSCAR POPE, Friona, Texas. Reward. 47-3t

**For Rent**

FOR RENT - Two furnished rooms for light housekeeping. MRS. EDNA RAY. 48-11

ROOMS AND BOARD - TELEPHONE 444. 48-21

FOR RENT - Seven room house, on the pavement. Kindling for sale. FRED MILLARD. 47-1t

**For Sale**

FOR SALE - Poland China Boar, \$35.00. A. K. WEBSTER, nineteen miles north 25-Mile Avenue. 48-1p

FOR SALE - Three lots on 25-Mile Avenue, near paving, adjoining my old place. See F. H. Oberthier, E. W. KINNEY. 48-1t

FOR EMBROIDERY WORK see MRS. J. B. McCORD. 48-21

\$150.00 buy, close in, corner lot; \$125.00 buys next lot to it; just off pavement. See L. BASKIN, owner. Phone 138. 48-1t

FOR SALE - Fifty White Leghorn hens, all molted out and ready to lay, \$1.25 each. A. C. BARNHART. 48-21p

FOR SALE - One Sampson wind mill, tower, pipes, barrel, etc. All in good order. MRS. ROSIE SPEER, Phone 82. 48-11

\$2,500.00 buys new modern five-room bungalow; large garage; east front, big lot, easy terms. See L. BASKIN, Owner. 48-1t

FOR SALE - Improved twenty-acre tract, three fourths mile from Central school building. Suitable for raising poultry. BERRY ORR, Hereford, Texas. 46-31p

FOR SALE - About 200 pure-bred R. C. R. I. Red hens and pullets. Will sell all or part, price \$1.00 each, if all taken. Phone 9025F2. GEO. W. SMITH. 48-11

NEW five room and bath; low price and easy terms. See L. BASKIN, Owner. 46-1t

MAPS - Deaf Smith county maps for sale, 50c each. THOMPSON & BRELAND.

**FOR SALE - Suburban acreage**

Beautiful 5 acre tract in South Hereford, overlooking the Golf Course, very desirable for small tract and chicken farm. Priced right. RAY BARBER, Owner. 40-1t

\$3,500.00 buys - new, modern, five room house, large garage and five acres land. Easy terms and possession. See L. BASKIN, Owner Phone 138. 48-1t

FOR SALE - One 12-20 Cletrac tractor, almost like new, never used since completely overhauled. \$300 cash gets it. W. L. BRANSON, Box 431. 42-1t

FOR SALE - Several choice lots. Inquire at PANHANDLE LUMBER COMPANY. 40-1t

CHICKS FOR SALE - Pure bred White Leghorn baby chicks \$12.00 per hundred; Brown Leghorns, Anconas and Buff Leghorns \$14.00; Barred Plymouth Rocks, Rhode Island Reds and White Cocks, \$15.00; Black Minorcas \$16.00. Postage prepaid. Live delivery guaranteed. AOME FARMS, Smithville, Texas. 38-10t

REGISTERED SPRING DUROC boars for sale, prices right. H. C. ROFFEY, Canyon, Texas. 38-1t

FOR SALE - Desirable residence lots, close in, by owner. Address BOX 323, Hereford, Texas. 37-1t

**Harmless.**

New Drug Clerk - What is in this bottle?  
 Druggist - Save that, we use it when we can't read the prescriptions.

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

**YOUR BIRTHDAY**

Is It This Week?  
 DECEMBER 12-15.

If your birthday is this week you have a strong, clear and well-balanced mind. You are forceful and determined and have a great amount of self reliance, much shrewd tact and abilities of the highest quality.

You are ambitious and energetic, and quick to adapt yourself to any surroundings. You are versatile and have much talent in many directions.

You are generous and sympathetic, charitable and tolerant in your judgment of human weaknesses. You have the faculty of making and keeping friends, to whom you are always loyal and faithful.

You are a brilliant conversationalist, an excellent mimic and very witty. You have a quick, but not vengeful temper.

Men born during these dates become salesmen, merchants, manufacturers, general business executives, lawyers and judges. Women born during these dates become teachers, musicians, secretaries, saleswomen and nurses.

Beethoven, composer, was born December 17.

Whittier, poet, was born December 17.

**Dr. Frank Crane Says**

**HOME COOKING IS IMPORTANT**

"If your wife can't cook," says a restaurant sign, "don't divorce her. Eat here and keep her for a pet."

Wives who can't cook have been the object of a fusillade of criticism of late.

Both the evils of drunkenness and divorce are said to have been tracked back to inefficient kitchens.

A learned English medical man declares, "If all young women were taught to cook properly there would be much less drunkenness in the world."

On divorce, a woman's club speaker says, "Delicate women, who buy meals out instead of cooking them themselves, are the cause of the increase in divorces."

One of the most rapid changes taking place today is in the way we eat.

In the past ten years the restaurants have more than doubled in the City of New York. They now serve six million meals every day.

Royal S. Copeland, former Health Commissioner of New York, predicts that in a very few decades one will be eating home-cooked food.

At any rate the trend is definitely away from the old-fashioned home prepared meals, and eating food cooked outside will more and more become the custom.

Before holding up hands in hor-

ror let us consider the possibilities. In itself there is little to bewail. If the food is well cooked, scientifically prepared, carefully inspected, and fresh, as far as the stomach is concerned, each fares the change will not be for the worse, and in some cases decidedly for the better.

Quick Job Service at The Brand

**NOTICE!!**

You will need your auto light certificate before you can register for your 1927 license. See us and get your receipt before January 1.

**COME NOW, AND AVOID THE RUSH!**

**ELECTRIC SERVICE STATION**

Phone 284

**SEE US FOR YOUR REPAIR JOB!**

**SATISFACTION GUARANTEED**

We also carry a selected line of parts and accessories and a full line of OILS AND GAS.

Your business earnestly solicited and appreciated.

**Beavers Brothers**

Phone 383.

**Stambaugh's Store**  
 HERFORD, TEXAS  
**THE STORE FOR SAFE BUYING**

**Holeproof Hosiery**

No gift will be more sincerely welcome than "Holeproof" Hosiery—superior in wearing qualities, beautifully lustrous, and trimmed. In all the newest styles and colors. Priced at \$1.00 to \$2.00 (Hosiery packed in Holiday Boxes for the asking)

**LADIES' HANDKERCHIEFS**  
 —in boxes  
 —Here is a large assortment of dainty handkerchiefs that would make lovely and practical Holiday Gifts—ready boxed in fancy boxes.  
 \$1.00 Up

**NIGHT GOWNS**  
 —Hand-made Philippine Night Gowns, in various colors. Hand drawn work and hand embroidered.  
 \$1.50 Up

RIBBON COVERED SLIPPER TREES IN COLORED GIFT BOX, WITH GREETING CARD 75c

MEN'S GARTER AND HANDKERCHIEF SETS IN VARIOUS COLOR COMBINATIONS IN HOLIDAY BOXES 75c

**From now until Christmas we will give DOUBLE GOLD BOND Stamps**

**We Redeem Gold Bond Stamps**

**SHIRTS**  
 —for Christmas, give him an **Arrow Shirt**

—We have them—in broadcloths and finest percales and madras, as well as other new materials.

**Priced at \$1.95 to \$5.00**

**Men's Gift Box Handkerchiefs**  
 —Fine linen handkerchiefs, bordered, checked or with gay motifs. In all white and colors. Packed three in a holiday box.  
**\$1.00 to \$2.00**

Several names on your list can be given socks. Luxurious silk ones, silk lisle or the fancy colored wool for the younger man. We have them in all wanted colors and sizes. In Xmas boxes. Priced at—  
**50c to \$1.50**  
 Pair.

**Holeproof Hosiery**

**Scarfs**

—He can use a scarf! If for protection or for fashion, or both—see ours! Wool ones in various colors for only—  
**\$3.00**

**Grayco**

Every man wears a tie! You can't go wrong when you select one from our handsome stock. Finest materials—richly colored or Plain. Bow ties, four-in-hand for young or old—  
**\$1.00 to \$2.50**

**NOTICE!**

**CAR OWNERS!**

Owing to increasing expense and rents and in order to put our charges on the same basis with similar service elsewhere, we have decided to adopt the following

**SCALE OF PRICES FOR STORAGE**  
 BEGINNING JANUARY 1, 1927.

<b>BY THE MONTH</b>	
For Cars	\$ 7.50
For Trucks	\$10.00
Day Storage	\$ 5.00
<b>BY THE WEEK</b>	
For Cars	\$ 2.50
For Trucks	\$ 3.00
<b>NIGHT STORAGE</b>	
For Cars	\$ .50
For Trucks	\$ .75
<b>DAY STORAGE</b>	
For Cars	\$ .25
For Trucks	\$ .50

Beavers Bros. Garage. Hereford Garage  
 Brumley Chevrolet Co. Norton Motor Company



# The Girl in the Mirror

Elizabeth Jordan

© by The Century Company, Inc. WNU Service

Continued from Last Week.

Whether dared he sum up the case against Doris, though he could not for a moment banish from his mind the picture of her as she had fled with her back to him and his assailants. Why had she stood so? Because she was indifferent to any fate that befell him? Or because she was numbed by her own misery? Crowding forward with her questions was a sick fear for her alone in that sinister house with four thugs and an old hag whose sole human quality seemed to be a sardonic sense of humor exercised at his, Laurie's expense. What might happen to her? What might be happening even now? And that assurance had he that even he again succeeded in entering the house, a very remote possibility he could accomplish anything against Shaw and his companions? If only he had waited and sought Rodney with him! Together he felt, the two of them could meet and overcome a regiment of men like Shaw and his secretary.

A wild impulse came to him to strike Burke with him in his second effort, but an appraising look at the seditious individual checked it. He was convinced that Burke would either fight nor keep his mouth shut. Owing to his promise to Doris, police help, of course, was out of the question. No, he must go it alone. But this time there would be no semi-ignominious departure. He would either bring Doris away, or he would remain here with her. And if Shaw wanted trouble, he'd get it, and it would be the real thing.

That afternoon, on his first visit to the Odors, his new instinct of caution had made him leave behind in the little revolver he had bought. He knew his own hot temperament too well to risk carrying a gun and he had an arrogant faith in his own physical strength which, as a rule, had been justified. Now, however, he retrieved the weapon, and with a sudden tightening of the muscles dropped it into his overcoat pocket.

When he was dressed he went out to look over his car. Burke, who was evidently fascinated by a slender racer, rose from an admiring inspection of the engine as the owner approached.

"She's ready any minute now," he reported. "She's had gas, oil and air, and I've put on the chains. I thought you'd want 'em, in this grip."

Laurie nodded and glanced out

of the window. The storm had developed into a blizzard. His optimism, somewhat numbed in the past hour, reasserted itself to suggest that nature was helping him to meet the odds against him in the old house down the road. He glanced at his watch. It was not yet quite five, but certainly there was darkness enough for his purpose. He could safely take the car into the side wood road near The Odors, and leave it there among the trees until he needed it. He handed Burke his final offering, the size of which wholly dispelled that philosopher's pessimistic forebodings. Jumping into his car, he backed it out into the storm.

"Hey, there! What about these clo'es?" demanded Burke, indicating with a thumb the abandoned heap of garments in the office.

"Eat 'em," briefly advised the occupant of the disappearing car. Burke shook his head. Garage men are used to hectic human types and strange happenings, but this particular type and incident were new to Burke. He was also interested in the discovery that the young fellow wasn't going to New York, now that his joke was played. He was going straight up the road, in the wrong direction, and driving like the devil. Well, anyway, Burke had made a tidy bit on that joke, whatever it was. Gazing affectionately at the latest crisp bill, he thought of his wife and the seventh, and nobly decided to forgive them both.

Laurie, his hot head cooled by the storm that beat against him, raced through the gathering darkness. He had the road to himself. In weather like this no one was abroad who could stay at home. He turned off into the country road, already deep in snow drifts, and swept on through the little wood whose leafless birches now looked unfamiliar, even spectral, in the increasing gloom. Save for the soft purr of his engine, his progress made no sound. He drove as far as he dared, then stopped the car off the road, in a clear space among the trees, and continued his way on foot. He must leave the car there, and take the chance of having it discovered. In the storm and darkness that chance seemed

very remote.

He plunged on toward the house, knee-deep now, in the drifts that swept across the narrow road. Soon the building was visible in its corner setting, and as he stared at its dim outlines his heart leaped. In the right-hand corner, on the second floor, a light showed faintly through drawn shades. The sight filled him with an overwhelming relief. Until he saw it, he had not realized how great his inner panic had been. He stopped, drew a deep breath, and stood staring up at it.

Continued Next Week

## THIS WEEK

By ARTHUR BRISBANE

We are not "aggressively anti-Asiatic," but we notice that India in five thousand years has done nothing but turn from slavery under the rajahs to slavery under Britain and rajahs combined. We on the other hand, have done several things, steamboat, flying machine, automobile, telephone, phonograph, radio, in much less than five thousand years.

We don't believe that Asia and America would go in harness any better than a yak and a submarine.

Auto and any kind of radiators repaired  
We do general and new repair work on sheet metal.  
HEREFORD SHEET METAL WORKS  
Phone 15.

## Getting Awfully Close!



Soon be time to hang up your stockings and lick your lips over what's going on in the kitchen!

And when you get ready for that Family Gathering, and the good "eats" that's bound to follow, don't forget that we have the stuff you want in the way of

### Christmas Meats of Any Kind!

Oysters, Pickles, Smoked and Cured Table Delicacies, Milk, Cream—most anything—a dandy good cook needs to turn out a dandy good meal.

### The Texas Meat Market

We Deliver CLOYD & ROBINSON, Proprietors PHONE 353

### COCKERELS

C. White Leghorns and S. C. Reds

good as in the Southwest. Pure W. Young, egg, exhibition strain Get yours now while they are cheaper. \$4.00, \$5.00, \$7.50, \$10.00. F. O. B. Groom, Texas. Looking orders for 1927 chicks. Get FREE Literature.

M. Henderson & Son GROOM, TEXAS.

Nevertheless, we like Asia, all but the rajahs, caste, suttee and child marriage—and Britain is attending to them.

Are you inclined to empathy? It's the new word of psychologists, and explain stories of witnesses, describing in detail what they never

saw. That new word may play a part in the Hall-Mills murder case. First we think about a thing with sympathy. Then we get mixed, in-

ject ourselves into the affair, in our imaginations, and soon are ready to swear, with perfect sincerity, that we saw what we never saw.

# Fox Mercantile Company

## SPECIALS

In Ready-to-Wear

FROM NOW UNTIL CHRISTMAS EVE!



## 25 New Spring Dresses

Just received, in all the new shades for Spring, such as

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|--------------|--------------|
| MOTHER GOOSE | MONKEY SKIN  |
| FRENCH BIEGE | GRECIAN ROSE |
| MEADOW PINK  |              |



Also the new blue shades, such as HYDRANGEA AND MAYFAIR

These models are all featured in Crepe-Back Satins and Flat Crepes.

EXTRA SPECIAL, FOR THIS WEEK ONLY

Only **\$13.95**

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One dozen Wool Jersey Dresses, in Tan, Blue and Red, sizes 16 to 42, Your choice for

**\$4.95**



# NEWELL'S STORE

For Practical and Appreciative Christmas Gifts

## For Women and Girls

- |                        |                                  |                      |
|------------------------|----------------------------------|----------------------|
| Silk Rayon Bed Spreads | Crepe de Chine Gowns             | Fancy Powder Puffs   |
| Tapestry Table Runners | Bath Robes                       | Shoe Trees           |
| Towel Sets             | House Shoes, felt, kid and satin | Silk Hose            |
| Doll Pin Cushions      | Vanity Sets                      | Hat Boxes            |
| Silk Jersey Slips      | Garter Sets                      | Traveling Bags       |
| Silk Blouses           | Handkerchiefs                    | Wardrobe Trunks      |
|                        |                                  | Silk and Wool Scarfs |
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## Mallory Hats

Established 1823

Snappy New Styles

BIG STOCK OF THIS FAMOUS STANDARD BRAND HAT IN ALL SIZES, FROM WHICH TO CHOOSE.

## FOR MEN

- |               |                |                          |
|---------------|----------------|--------------------------|
| Belts         | Hats           | Silk Lounging Robes      |
| Sweaters      | Caps           | Bath Robes               |
| Shirts        | Silk Mufflers  | Silk Sox                 |
| Handkerchiefs | Gladstone Bags | Ties                     |
| Lumber Jacks  | Supporter Sets | Kid and Felt House Shoes |
| Leather Coats | Purses         |                          |

## FOR THE BABIES

- |             |             |                    |
|-------------|-------------|--------------------|
| Toilet Sets | Knit Suits  | Bye-Loo Baby Dolls |
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We Give S. & H. Green Trading Stamps—Ask for Them.

# J. O. NEWELL

HEREFORD

TEXAS

Agents for Freidman-Shelby Shoes.



## The Sunday School Lesson

BY JAS. T. ROSS,  
Pastor First Presbyterian Church.  
SUNDAY, DECEMBER 19.

Subject: The Saviour's Birth.  
Scripture Text: Luke 2:8-20.  
Golden Text: "Behold, I bring you good tidings of great joy which shall be to all people."—Luke 2:1.

The City of the Seven Hills passed from conquest to peace. The heavy doors of the Temple of Janus are closed for the first time in many years in token of the universal peace, for as Rome goes, so goes the world. When Rome is at peace the entire world is at peace beneath her scepter. Military achievement gives way to civic achievement. As military effort has been projected on a world wide scale, so now civic effort shall likewise lay the world under contribution. The hand that brandished the sword, wields now the pen. It scrawls across the page and leaves a trail across the world. "All the world shall be taxed. Given under the hand and seal of His Imperial Excellency, Caesar Augustus."

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

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

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

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

To the well at Bethlehem came a wayfaring man and woman from Nazareth. They drink from the well and water their humble beast of burden upon whose back has ridden the woman the whole day long. The sun's rays dart here and there over silver-fringed mountain tops.

Night is approaching. Into the village go this peasant-like man and woman, although their peasantry is apparent only; for through their veins courses the blood of kings. Earlier arrivals have engaged all available room in the inn. They must seek shelter elsewhere. Along the dark and dusty streets they trudge along until they come to an ox stall. Here is an empty manger for a bed. So, Joseph and Mary, crowded out of the inn, find lodging in the stall. That night a child is born.

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

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

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

Suddenly the sky brightens and throughout the fields it is clear as day. Winged beings speed through the air. One outstrips the others and finding the shepherds amazed and afraid, cheers them with the prelude to the angelic message in song. "Fear not, for behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born in the city of David, a Saviour which is Christ the Lord."

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

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

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

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

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

First Presbyterian Church  
JAS. T. ROSS, Pastor.  
"The Song of the Angels" will be the theme of the morning message

First Christian Church  
THURMAN MORGAN, Pastor.  
Last Sunday was a fine day. We had four good services. At the morning hour of worship Mrs. Rosie Speer, mother of Mrs. Frank Marrs, placed her membership with us. Three Christian Endeavor societies were organized at 6:00 o'clock. There were a total of forty-four in three societies. The Seniors, Intermediates and Juniors are now prepared for a great work. We will have our White Gift Service next Sunday evening. The Christmas spirit is one of giving. The children in our orphan homes

are looking to us for their happiness at this Christmas time. Every member of the church and the Sunday school is expected to bring their gift to this service. Sunday school at 9:45. The Young Peoples Choir is improving each Sunday. The subject at the 11 o'clock service is "The Expectant Heart." Senior, Intermediate and Junior Endeavors at 6 o'clock. You are welcome.

The White Gift Service at 7 p. m. Come and bring your gift to the King.

PROGRAM.  
Program for Epworth League for Sunday, December 19, at 6:15:  
The Christmas Spirit; getting at and Spreading it.  
Musical Prelude—Louise Jacobsen.  
Prayer by pastor, closed by the Lord's Prayer.

Scripture—Luke 2:8 and Luke 2:15.  
The Christmas Spirit—Leader.  
Christmas Hymns—League Choir, numbers 266 and 267.  
A Fifteen Minute Play, "The Christmas Idea"—Five Girls.  
Business.  
Benediction.

PROGRAM.  
Y. P. M. S. for Wednesday, December 22, 4:00 o'clock:  
Studies in the Major Prophets.  
Leader—Ursalee Fridley.  
Songs—Nos. 189 and 196.  
The Lord's Prayer.  
Studying Daniel, the Man.  
1. His Rank—Kathleeta Hawkins.  
2. His History—Mae Millard.  
3. Times in Which He Lived—Leader.  
4. Asking of Question—Ella Broadwell.  
Roll Call—Minutes.

Business.  
Benediction.

A Serviceable and I expensive  
XMAS PRESENT—  
Is an imported  
ENGLISH BROAD-CLOTH SHIRT,  
with and without collars, at \$1.90 up.  
THE POPULAR STORE.

WHY WE ADVERTISE

—This bank advertises its service and safety, just for the same reason that a merchant advertises his wares, because service and safety is what we have to sell.

—And you may be sure that back of every published promise is tangible assistance and every service within our power.

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Read our messages appearing in Farm and Bank

More Value than the Price Suggests

In the year, just drawing to a close the price of Dodge Brothers Motor Cars was materially lowered.

Yet during this period more important improvements were incorporated than in any year in Dodge Brothers history. Advances were made in engineering and body designs. The cars possess a greater degree of smoothness, silence and ease. They are more comfortable, more beautiful.

Current prices — made possible, of course, by constantly mounting sales — are therefore not an obvious measure of value. Prices, in fact, have never told the full story of Dodge Brothers dependability and basic worth.

But now, more than ever before, there is far more value than the price suggests.

Touring Car	\$ 930
Coupe, Special	\$1070
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Beavers Bros.  
Hereford, Texas

We Also Sell Dependable Used Cars

DODGE BROTHERS MOTOR CARS

Attention Hog Men!

—I have moved to town. My telephone number is 445. I will be at my hog pens to receive hogs on Fridays only. Hogs are scarce—I can't afford to stay at the pens every day. If you must bring them in through the week, phone me.

If you have some good corn to sell, see me. Phone me at hog pens, No. 9024-F2.

G. W. BRUMLEY

Sudan Seed

—We are not grain buyers, but will have to admit that we are red hot for seeds.

Alamo Lump

The cleanest, hardest coal that comes from Colorado.

Phone 265

"Hottest number in Hereford"  
West Texas Feed & Seed Co.

Ray Barber  
Pure Bred Live Stock and Farm Sales  
AUCTIONEER  
SUPERIOR SALES SERVICE  
My knowledge of Values Enables Me to Render Efficient Service.  
PHONE 241  
—or—  
Leave Your Sale Dates With Hereford Brand.  
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Switch Property  
If oil is developed in this territory, all the material and rig companies will want locations on track. We have two long strips adjoining the railroad. Buy now for a safe speculation. All former prices are hereby withdrawn.  
C. L. WHITEHEAD  
Muleshoe, Texas

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COL. W. S. WILLIAMS  
HEREFORD, TEXAS  
Office in Newell Building, Rooms 5-6 Phone 136  
Service and Satisfaction is My Slogan.  
Leave dates and information at The Brand office, Hereford, or Ft.ona Star office.



# REGULAR WOOLWORTH STUFF

We have such a bewildering array of Christmas Gifts--such a profusion from which to select, at any price you want, in nearly any line you desire, that they are calling us "HEREFORD'S WOOLWORTH" **WE HAVE IT! COME AND GET IT! AVOID THE LAST MINUTE RUSH!**  
**Phone 300 City Drug Store, Hereford, Texas WE DELIVER**

## Cameron, N. M.

Several have been to the breaks quail hunting.  
 The snows and rains of the past week put a fine season in the ground.  
 One of the school trucks failed to get home Wednesday night on account of bad roads.  
 T. B. Scott and family were shopping in Clovis Tuesday.  
 G. H. King is digging a cistern close to the house in order to put a water system in his home.  
 There is a number of cases of chickenpox in the community.  
 Several cars have gone to the breaks for Christmas trees.  
 Mr. and Mrs. Chas. L. Mills spent the week end with his parents at Ranchvale.  
 On account of the bad weather Brothers Forbes and Roberts closed the meeting. Bro. and Sister Forbes were called away on account of the illness of their grand child, and Bro. and Sister Roberts left for Bethany, Okla.  
 Little Ralph Burnett spent from Tuesday until Thursday in the hospital at Clovis, where doctors discovered it necessary to operate and reset his arm which was broken the second time a few days ago.  
 Threshers were delayed several days on account of the bad weather.  
 Mr. and Mrs. Virge Dunn came home last week after several weeks visit with relatives in San Antonio, Dallas and Upshur county.  
 Mr. and Mrs. Ode Tillman and Mr. and Mrs. Chas. Tillman are planning to make a visit to relatives in Upshur county soon.  
 Miss Vera Cogdill was a guest of Aletha Lowe Sunday.  
 Miss Lola Allen of Melrose spent last week with Mrs. Henry Stovall.  
 J. W. Seals, Miss Millie Markam and Jim Hopper and wife expect to leave the first of the week for a shot visit in Arkansas.  
 Mr. and Mrs. Jim Patterson, Mr. and Mrs. F. B. Scott, Mr. Moss, Mr. Herrold and Earl were Sunday afternoon callers at the J. R. Burnett home.  
 Horace and Arvin Wood are the proud possessors of a new bicycle.  
 We were visited by another good snow Monday.

## What's Doing In West Texas

Quanah—The Hardeman County Poultry Show, to be held December 21-22-23, is getting good publicity through the efforts of C. G. Wiley, secretary of the local Chamber of Commerce. Each week he mails our circulars interestingly illustrated through drawings made by himself. The work is prepared on a plain mimeograph.  
 Sierra Blanca—E. H. Whitehead, publicity manager, and B. M. Whit-age, exhibit manager of the West Texas Chamber of Commerce, were here this week on the first round of a service tour which is to cover towns in the Big Bend country. Whitehead will get materials for feature stories to be published in West Texas Today, magazine of the West Texas organization. The towns included are El Paso, Alpine, Marfa, Del Rio, Fredericksburg and Mason.

## NOTICE

There will be a display of **LADIES' READY-TO-WEAR** samples of yard materials, Silk Underwear and Toilet Articles at Mrs. L. N. Hefner's Millinery Parlors on Fridays and Saturdays. Call 252-J on other days for appointments.

MRR. EDNA RAY

Plainview—A new addition to the Missouri Hotel here to cost \$5,200 has been planned by its proprietor, to consist of ten rooms of brick and tile construction. The improvement program will make the Missouri a first rate structure, fire-proof throughout.

Fort Stockton—Business men of the town have co-operated with the commissioners court in securing improvement of a stretch of road here, leading from the old White-Baker headquarters ranch gate through the ranch to the Yates oil well. The road connects with the Old Spanish Trail.

Stamford—The Christmas issue of West Texas Today, official organ of the West Texas Chamber of Commerce, will be devoted very largely to chambers of commerce affiliated with the organization. Resumes of work during 1926 and plans for 1927 will feature the number.

Tulla—A booster club whose membership is composed of country correspondents of the local paper was organized here recently and it is thought to be the first organization of its kind in the state. Perfection of the club and complete election of officers will be made December 20.

Clarendon—Repairs have recently been made on the bridge here at the head of Kearney Street, new strips being laid on the floor of the structure.

Midland—To the West Texas Chamber of Commerce goes the credit of Midland's recent attain-

ment in securing an ice plant, according to Paul T. Vickers, secretary of the Chamber of Commerce. For two years, Vickers and the Midland organization waged a campaign to get an ice factory for their town. Several weeks ago, aid of the West Texas Chamber of Commerce was solicited and when contract was signed in November with the Morgan Utilities Inc., its representatives said his company was attracted to Midland by publicity released through the West Texas Chamber of Commerce.

### He Has Reason.

I understand your husband can't meet his creditors?  
 Neighbor—Well, I don't think he cares to, from what he says.

### Out of the Question.

Doctor—And how is Mr. Mulaaky this morning? Did he follow my instructions about dieting?  
 Indade no! He says he'll never starve himself to death for the sake o' livin' a few years longer?

### Obliging.

Father entered unexpectedly and found the music master kissing his daughter.  
 I say! Is this what I pay you for?

No, sir! I do this free of all charge!

### Lost or Strayed.

I see where the bank is looking

for a chashier.  
 I thought they hired one last week.  
 That's the one they're looking for.

I wonder which would drop from exhaustion first if a real estate agent and a motor car salesman tried to make a sale to each other?

Miss Floy Jenkins left Monday for Oklahoma City where she will probably spend the winter.

### SENIOR CHRISTIAN ENDEAVOR

The Senior Christian Endeavor, First Christian church, was organized last Sunday evening at 6

o'clock. There were twenty present and officers were elected as follows: President, Leland Broadus; vice-president, Alleth Elliston; secretary, Margaret Ricketts; treasurer, Thomas Elliston. This society will meet every Sunday at 6 p. m. in the Endeavor room at the church. Every one is urged to come and bring a friend.

ALLETH ELLISTON.  
 Program for Sunday, December 6, at 6:00 p. m.

Subject: How can we express Christmas Spirit?

Leader: Nina Crawford.  
 Song, Joy to the World, No. 34.  
 Scripture Lesson, Luke 2:1-20.

Prayer—Bro. Morgan.  
 Debate, Can we express Christmas spirit by teaching is a Santa Claus? Affirmative, J. C. breath.

Scripture Reading, 2 Cor. 9.  
 Harry Kibbe.  
 What can our society do to express the Christmas spirit?—Cawthorn.

What is the work of the church at Christmas Time?—Violetta penter.

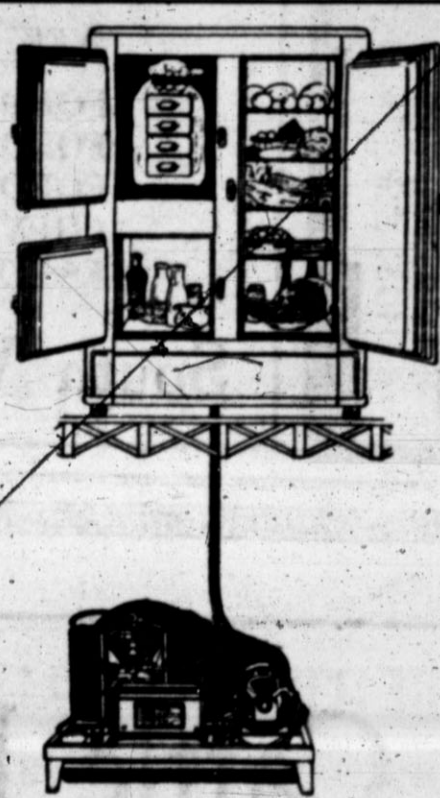
What does Christmas mean to the world?—Mildred Ricketts.  
 Song, O Little Town of Bethlehem.  
 Business.



## Christmas Specials

ALMONDS, per pound ..... 27 1/2 c  
 ORANGES, per dozen ..... 40 c  
 CANDY, per pound ..... 17 c

WE BUY EGGS WE DELIVER  
 We Give Gold Bond Stamps  
**The GROCETERIA**  
 Across from Star Theatre. Phone 21



IT'S SUMMER IN THE KITCHEN THE YEAR ROUND

—On the coldest winter day, indoor temperatures are too high for safe food preservation. Nor are outdoor temperatures safe—even if you can utilize them—the coldest days are too cold, and the milder days are too warm. With FRIGIDAIRE electric Refrigeration in your home you will be independent of weather and seasons, just as you will be free from the uncertainty and annoyance of outside ice supply. Day and night, and day after day, your foods will be kept at low, even temperatures—fresh, pure and wholesome, retaining all their original flavor. But be sure that your Electric Refrigerator is a FRIGIDAIRE—product of General Motors. For genuine FRIGIDAIRE of greater food space, more ice, finer finish, quieter operation, greater economy and dependability than any other Electric Refrigerator.

FRIGIDAIRE FOR CHRISTMAS!

—You can have immediate delivery of any FRIGIDAIRE—you can easily have FRIGIDAIRE in your home on Christmas day. Give us your order NOW.

## KINNEY & OBERTHIER

Dealers in FRIGIDAIRE, DELCO LIGHT, House Wiring Materials, Supplies, Washing Machines, Irons Etc.  
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## Radio Installations!!

And Repairing, Electrical Wiring and Repairing. All Work Guaranteed.

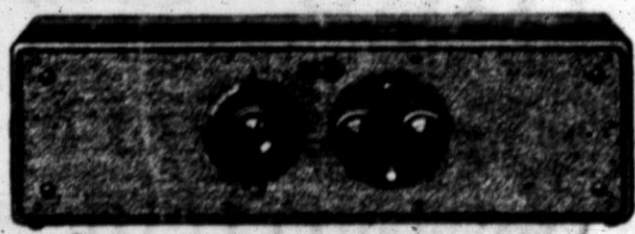
## Fada and Crosley Radio Sets

Sold and Serviced—terms If Desired.

Leave Orders or Sets to Be Repaired at The Corner Drug Store

LELAND C. LEE, Phone 18

## Atwater Kent Radios



## Letting You in on the Secret...

How is it that Atwater Kent One Dial Receiving Sets can bring in all broadcasting stations within range without the use of additional adjustments?

The Answer Is: CARE IN MANUFACTURE.

Almost any radio engineer can make a true One Dial set in the laboratory. But to keep the costs down by manufacturing in quantity—that is a different story.

The Atwater Kent factory, with its 159 tests, its painstaking workers, its automatic machines turning out parts accurate to one five-thousandth of an inch, has learned how to make a multitude of things with the same care that is bestowed on one.

And this—the secret of many a renowned product—is the secret of the success of Atwater Kent One Dial control.

Orr's Tailor Shop, Phone 16



**Flag News.**

Everyone is very busy making the Christmas tree. It was decorated at Sunday school to have a community Christmas tree. Friday evening, December 24, is the day. Plans were made for a program.

The following committee was appointed for decorating tree: Mrs. Ernest Jones, Mrs. Ervin Fulmer, Mrs. Tarpley.

The entire community is urged to attend and make our tree a success.

Mr. Steele of Amherst was a busy caller in Flagg Saturday.

Mr. and Mrs. White and Miss La Kimble of Diammitt were the guests of Mrs. Mae Grey Sunday.

Mrs. Ernest Jones spent this week end with Mrs. Sam Jones of Spring Lake community.

Mr. and Mrs. Oran Bain or Almine, Texas, are visiting Mr. and Mrs. Monroe Bain.

Arch Johnson visited in Canyon and Amarillo Saturday and Sunday.

O. E. Sumner of Amherst and Mrs. L. T. Smith of Earth spent Saturday and Sunday with their father, J. B. Sumner, who has been sick for some time. He is somewhat better at this writing.

Cotton picking has been delayed the past week on account of the bad weather.

Mr. Dickson and family moved to Earth last Friday.

Messrs. Chas. Walker, Joe Allen, Lester, Fulmer, Grey, Ramsey spent Thursday on a hunting trip and report having caught some ducks and two geese.

We had a good snow Monday.

Rev. Ross a very agreeable person to know.

Ford is to have a community Christmas tree at the school house Friday evening, December 24. All the children who live near here will have a package of goodies on the tree, so all be sure to come. Some of the young men are going after the tree and we will be fixed for Santa Claus. The children are sure he will come, in fact, Adella and Evelyn Benson heard him talking down the chimney one day last week and others have heard him over the radio.

The men folks of this community met a few days ago at the T. E. Major home, at the suggestion of A. K. Webster, which of course met with the approval of all, and stacked Mr. Major's feed, which was still shocked in the field. Mr. Major has been sick for nine or more weeks and is not yet able to work.

Joe Garrett entertained his classmates and Sunday school teacher Sunday with an excellent dinner at the home of his parents, Mr. and Mrs. Sherman Garrett. Those present beside home folks were Misses Ruby and Keeda Parker, Vialo Thomas and Price Parker, Alton Atchley, Marvin Thomas, Mr. and Mrs. Fielding Johnson and children.

Miss Ruby Moreman gave the young folks a delightful party on Thursday night at the home of her parents, Mr. and Mrs. Howard Morel. Forty-two was played also some candy was made, peanuts parched and corn popped. Needless to say, everyone went home full and happy.

Mr. and Mrs. Arch Conklin and sons of Hereford were Ford visitors Sunday afternoon.

Mrs. Fred Brunson and children and Miss Olive Davis spent Saturday night and Sunday with Mr. and Mrs. J. L. Hight.

Bob Orr and family spent Friday night with Jim Ware and family of Fairview.

Howard Morel and wife attended the dedication of the new school building at Palview Friday night.

Miss Wilona Lynn, teacher of the McCaskey school, was a visitor over the week end with Miss Ruby Moreman.

**Progressive News**

Sunday school met at the usual hour Sunday afternoon with a good crowd present. The question of Progressive's having a Christmas tree was discussed and the community decided to have their Christmas program and tree on Friday evening, December 24. The program to be arranged by the

school teachers and Misses Mildred Ricketts and Velma Caldwell were put on a committee to help get up the program and with decorating the tree.

Among visitors at singing Sunday were Messrs. and Mmes. C. P. Carraway, Reeves, of Ward community and we invite them back. Our singing will be directed by Toose Monaghan next Sunday.

Program for singing next Sunday as follows:

Opening song—Fred Caldwell.  
Song—Ole Russell.  
Song—Luke McBreyer.  
Quartet—arr Toose Monaghan.  
Song—Mary Ella Hershey.  
Quartet—arr Jess Caldwell.  
Song—Clyde Russel.  
Song—Mrs. Garrett.  
Quartet—arr Ben Roundtree.  
Song—Jess Robertson.  
Song—Miss Hastings.  
Quartet—arr Mrs. Lewis.  
Song—Leola Counts.  
Song—Miss Brumley.  
Closing song—Mr. Reeves.

Benediction.

**PRESBYTERIAN I. C. B.**

Presbyterian Manse, 6:30.  
Leader, Harold Broadwell.  
Subject, How can we express the Christmas Spirit.  
Song Service.  
Scripture Lesson, Luke 2:1-20, Gal. 6:9, 2 Cor. 8:9, 9:6-15.  
Expressing the Spirit of Christmas—Mary Elizabeth Ross.  
What principles should govern our Christmas giving?—Mary Broadwell.  
Topic for general discussion, How can we express the Christmas Spirit.

\*\*\*\*\*

**FRANK J. FORD**  
LAWYER  
Office Temporarily With  
J. B. Elliston.

\*\*\*\*\*

In our every day lives.  
Sentences prayers.  
Song.

**Baptist Church**  
W. R. HILL, Pastor.  
Sunday school at 9:45. A. O. all these services.

Thompson, superintendent.  
Morning and evening preaching at 10:45 and 7:15.  
Young Peoples' Unions at 6:15.  
Preaching service at West Way at 3:30.  
Cordial invitations extended to all.

**Ford Doings**

Attendance at Sunday school was sixty, which is near the normal attendance. Cold weather made us miss December 2nd, and we were more than glad to meet at the usual hour Sunday.

Rev. Mr. Ross, pastor of the Presbyterian church at Hereford, spoke at four o'clock. This was his first sermon at Ford and we hope it is not his last, as we find

\*\*\*\*\*

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

\*\*\*\*\*

Auto and any kind of radiators repaired  
We do general and new repair work on sheet metal.  
**HEREFORD SHEET METAL WORKS**  
Phone 15.

If you are looking for **REAL GIFTS** come see us. We have them for the whole family.  
**THE POPULAR STORE**



**AT CHRISTMAS TIME**

and every day in the year all the family enjoy improvements to the home such as Oak Floors, French Doors, A new Front Door, A Breakfast Nook or A Fire Place.

**KEMP LBR. CO.**

**YES, I WANT SOME OF THAT 'RED DEVIL' COAL**

**YOU MEAN DEE-AHV-O-LO!**

**More Heat**

**Less Cost**

**CONSUMER** **DEALER**

—If you buy good coal it is more of an investment than an expense. As coal is a necessity, why not buy it for the best that is in it?

—**DIABOLO COALS** cost less to use because they are clean, hot, long burning. They are literally an investment in health, comfort and economy. They insure more heat at less cost.

**Diavolo Coals**  
---Positively Last Longer!

**WE HAVE THEM FOR IMMEDIATE DELIVERY. PLACE YOUR ORDER NOW.**

**Saturday Specials**

Bran	\$1.35
Cow Chow	\$2.50

**Jones & McLean**  
Phone 1 Hereford



**THANKS**

We take this method of thanking our friends, customers and the public for their support and business given us through the year 1926, and hope to have a continuance of same through 1927.

Come to our place for your Xmas wants—our stock is very complete. We are also headquarters for Candies, as usual, as we carry the largest and most complete variety in town. Our prices range from 15c per pound up.

Again thanking you one and all, and wishing you a prosperous 1927,

We are respectfully,  
**WILLIAMS BROTHERS**



**Used Cars**

**ALL — IN GOOD CONDITION —**

From now until January 1 we will have some **GOOD BARGAINS!**

**NEW PAINT—GOOD TIRES**

**FORD COUPES**  
**FORD TOURINGS**  
**FORD ROADSTERS**  
**CHEVROLET TOURINGS**  
**ESSEX COACH**

**South West Trail Garage**

**Christmas Gift!**

Why Not Make It Some **TUDOR OR COMMUNITY PLATE SILVERWARE?**

A Few Pieces of **PYREX WARE?**

Or Some of Our New Cut Glass **TABLE GLASS WARE?**

It's all new stuff—dainty, latest designs, carefully selected—and we believe you will appreciate it when you see it.

**STREU HARDWARE**



**Cattle Loans**

We are in the market at all times for a few well secured cattle loans.

Yours for Service

**First State Bank & Trust Company**



**Dimmitt, Castro County News**

FT. Texas, December 15. Gollehon of Canyon spent the first of last week. Several weeks ago a yearling knocked Mr. Norwood down and misplaced his knee, but he is able to use crutches and get around now. We are very glad to have these good people back with us. The following were present at the regular meeting of the Dimmitt Ladies' Aid, which met with Mrs. R. B. Boren last Thursday afternoon: Mmes. B. D. Woodlee, W. G. Baxter, Harold Hunter, W. T. Gollehon, Tom Tate, N. J. Lovelace, Roy McElroy, Bill Webb, J. R. Miller, J. A. Maynard and her mother, Mrs. I. B. Brooks.

**Here and There.**

The rains and high winds have been very disagreeable for the farmers who have been threshing. Some expect to start threshing on Monday if the weather permits. George Mosley and mother spent Friday at the Mack Dixon home helping butcher. Edward Bell and Price Stagner drove up to Canyon Thursday and visited Owen Stagner who is in school there. R. T. Green and family enjoyed radio with Mr. and Mrs. Allman Monday night. Mrs. Leo Williams left Sunday for Floydad to be with her father who has been ill for several weeks. Mrs. J. B. Harlin and Kitty Cleo visited Tuesday with Mrs. Greer.

Mr. and Mrs. Yoakum spent Sunday in the E. E. Rogers home. Mr. and Mrs. Ham attended the social at Summerfield Saturday night. Mother Mosley enjoyed having her son, Edgar, and family spend Sunday with her. Mrs. Knok spent Friday with Mrs. Harlin while Messrs. Knox and Harlin made a business trip to Amarillo. C. E. Tice helped Mr. Kincade butcher hogs Saturday. Messrs. Springer and Sparkman built a garage for Mrs. C. P. Springer in Hereford and helped her move there. Jim Dudley and wife of Bovina, spent Sunday in the Roy Kincade home. Messrs. Lenox and Neal and wives visited the Vick home Sunday. A meeting is being held at Frio for several night by Bros. Fuller and Fullips, they having just closed a meeting at Easter. Percy Estes and sons came out Saturday, taking dinner in the Joe Greer home. Mmes. Tice and Greer spent Friday at the J. J. Lindsey home. Bros. Fuller and Fullips are being entertained in the various homes in our community. Mrs. Bell spent Tuesday with Mrs. Berry. Mrs. Harry Jackson called on Mrs. Roy Kincade Friday.

Clifford Boyd of Detroit, Mich. came in Saturday to spend the holidays with his uncle, L. F. Boyd. Robert Holmes and wife spent Tuesday night in the Bell home. Frio singing has been rained out two Sunday nights, but good singing was had Sunday night before church. Mrs. H. J. Roberson and children attended Sunday school and church at Frio Sunday and spent the day at the Harlin home. Mmes. Tiefert, Jowell and Greer visited Grandma Tice, Wednesday.

**DR. G. W. HEARD**  
Dentist  
Special X-Ray Equipment  
Over Corner Drug Store

Mrs. Chas. Bell was in Hereford Thursday with Mrs. Brand. J. J. Lindsey, Leo Williams and Chas. Bell and families and Bros. Fuller and Fullips visited in the Henry Allman home Saturday evening. H. T. Greer has purchased a new tractor. Mitchell Fincher returned from Nocona, Texas, Monday. A Christmas program is being arranged and plans for a tree at Frio are in the making for Christmas Eve night.

Mr. Berry is buying hogs which he will feed on chtag grain. Miss Lottie Stagner spent the week end with home folks. Mr. Harlin rented the Monday place near Summerfield and will move there about the first. Owing to bad weather and busy times it has been decide to postpone the play being gotten up until after Christmas.

Quick Job Service at The Brand.

DR. J. W. HENDRIX  
CHIROPRACTIC MASSEUR  
Residence Phone 62  
Second Floor Lambert-Buckner Building.  
FREE CONSULTATION AND ANALYSIS.

**Rockwell Bros. & Co.**

LUMBERMEN

Phone 4

SATISFACTION MUST BE YOURS

**Accuracy and Promptness In Abstract Work**

IS YOUR ASSURANCE WHEN YOU DEAL WITH US

And don't forget, we are making 5 and 6% loans on farms and ranches for all legitimate purposes

**Thompson & Ireland**

**AN HONEST DEAL**

There is basis for real pride in the fact that customers seldom ask us to guarantee our Used Cars. It indicates that our efforts to build up public confidence were well directed. Our reputation is ample assurance of honest deals and honest values.

BEAVERS BROS.  
PHONE 383. HEREFORD, TEXAS.

A USED CAR IS ONLY AS DEPENDABLE AS THE DEALER WHO SELLS IT

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM



The Ransom of a Prince Could Buy No More Princely Gift

Give golden moments and hours of restful, easeful transportation, this Christmas. Give princely luxury and beauty. Give a Buick!

The ransom of a prince could buy no gift more certain to win the heart of every member of the family.

The Greatest **BUICK** Ever Built

Norton Motor Company  
Hereford, Texas

West Texas State Teachers College  
CANYON, TEXAS  
winter quarter opens Jan. 3, 1927. Students may enter this date.  
college offers four years work above high school and meets standard B. A. and B. S. degrees.  
high school department of excellent opportunities to students who do not have high schools near home.  
100 ex-students and a record of sixteen years' service are evidence of the standing of this college.  
Information address  
PRESIDENT J. A. HILL  
Canyon, Texas.

**BRING US YOUR PRODUCE!**

Best Market Prices Paid for POULTRY AND EGGS.  
BABY BEEF cuts in the meat department of our store are famous in Hereford.  
GROCERY SERVICE is UNEXCELLED.  
WE DELIVER.  
PHONE US AT NO. 116.  
**HEREFORD PRODUCE**  
W. C. SPRATT, Manager.

D. E. Turrentine

Dentist

Over J. O. Newall Store.

**Holiday Specials**



Practical Christmas Gifts for every member of the family--and for all your friends--at **big savings** from regular prices

**SPLENDID JEWELRY GIFTS**

—Watches from the shops of the most famous makers in the world.

ELGIN—SOUTH BEND—HAMPDEN

These watches are guaranteed by makers and by us.

Diamond Rings, Lavallieres, Brooches, Etc.

**MEN'S AND BOYS' SUITS**

—Twenty per cent discount from regular prices, which range for men from \$15.00 to \$45.00, and for boys from \$5.00 to \$20.00.

**SWEATERS**

—For ladies, men and children—twenty per cent discount from regular prices.

—Don't forget to ask for your tickets on our Purchase Premiums.

**D. R. Gass & Son, - Hereford**

**Ladies and Misses**  
**Coats and Dresses**

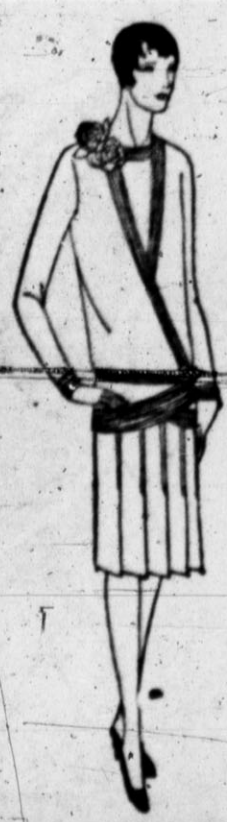
Ladies' \$9.75  
\$20.00 for \$16.75  
\$25.00 for \$19.75  
\$45.00 for \$34.75

**COATS**

Children's \$5.00  
Children's \$5.75  
Children's \$6.00

**DRESSES**

\$12.50 Dresses for \$ 9.75  
\$16.75 Dresses for \$12.50  
\$20.00 Dresses for \$16.50  
\$25.00 Dresses for \$19.75  
\$30.00 Dresses for \$24.75



**SLIPPERS AND SHOES**

**BABIES'**  
\$1.50 Shoes, \$1.25  
\$2.00 Shoes, \$1.65  
\$2.50 Shoes, \$2.15



**LADIES'**

\$3.50 Shoes, \$2.95  
\$5.00 Shoes, \$4.25  
\$6.50 Shoes, \$5.50  
\$7.50 Shoes, \$6.50  
\$8.50 Shoes, \$7.25



# The Spirit of Christmas

Pervades this establishment, and we are sincerely hopeful that the same feeling exists among all our good friends and customers throughout this community.

—Here's thanks for the splendid business you have given us, for the pleasure of your acquaintance and neighborliness, for the cordial relations that have always existed between this company and the fine folks of the Hereford community

A HAPPY 1927 TO YOU!

## Panhandle Lbr. Co.

PHONE 65

Mrs. J. T. Wilkinson, who has been ill for several weeks, is improving and her many friends hope that she will be able to be out again in a few days.

### STAR THEATRE

**FRIDAY NIGHT AND SATURDAY MATINEE**  
DECEMBER 17-18  
"Marriage License"  
—with—  
Alma Rubens

**SATURDAY NIGHT**  
DECEMBER 18  
HOOT GIBSON  
—in—  
"Spook Ranch"

**MONDAY AND TUESDAY**  
DECEMBER 20-21  
"The Lost World"  
—with—  
Bessie Love, Lewis Stone, Wallace Beery and Lloyd Hughes.

**Wednesday Only**  
DECEMBER 22  
Jesse James, "Under the Black Flag"  
(Road Show)

**Thursday Only**  
DECEMBER 23  
Jack London's  
"The Sea Wolf"

**Friday**  
DECEMBER 24  
Reginald Denny  
—in—  
"California Straight Ahead"

**Saturday Night**  
DECEMBER 25  
"The Cohens and Kellys"  
—with—  
George Sidney and Charles Murray

**COMING:**  
"Fig Leaves, Men of Steel and Mid-Night Matinee" December 31.

For quick Tire Service, take it to RICE.

A few flashlights left at the special price of \$1.25 at RICE'S.

A quality tire at a popular price—that's a Brunswick. RICE sells them.

Dr. D. E. Turrentine, who has been on the sick list, is now on duty at his office. Dr. Turrentine had a tussle with the grip.

See the new Atwater Kent Radio at ORR'S TAILOR SHOP, Phone 16.

Just received a swell line of California Pattern Hats. VOGEL MILINERY PARLOR.

We test every radio tube and battery we sell. RICE.

Messrs. Fred Peterson and Eugene Folsbey, of Deepwater, Mo., were in Hereford Tuesday transacting business.

L. O. Evans, of Twin Falls, Idaho was here last Sunday and Monday attending to business matters.

#### HORSE AND MULE SALE.

I will sell at public auction, at the Jones & McLean wagon yard, Saturday, December 18, at 2 p. m., the following: Some large, heavy draft mares and some good young horses. Also four head of work mules. Attend this sale if you are interested in good work stock.  
COL. W. S. WILLIAMS, Auctioneer.

Not the largest tire stock in town, but the freshest and at popular prices. At RICE'S.

NEW five room and bath; low price and easy terms. See L. BASKIN, Owner. 46-47

We have Christmas trees, all sizes. Come early and get your choice. HEREFORD PRODUCE COMPANY, I. H. Spratt, Mgr.

You will like the Metallic and Silk Hats at \$5.00 to \$8.50. VOGEL MILINERY PARLOR.

R. H. Buckholz of Norborne, Mo., was in Hereford the latter part of last week.

#### CARD OF THANKS.

Even though the burning of our house was a complete loss to us, it is very comforting to know we still have friends in time of need. We want to thank every one who helped two to save it, especially the fire boys. Should the chance ever come our way we hope we can return part of your kindness.  
W. T. (Red) SMITH AND FAMILY.

A. W. Chandler and son, G. O. Chandler and wife motored to Montague, Texas, last week, returning home Monday night. The Chandlers were on a business trip.

R. B. Boren of Dimmitt was in this city the latter part of last week.

Tubes, batteries, battery chargers, speakers—anything you need in the Radio line. ORR'S TAILOR SHOP, Phone 16.

Dainty Bondair Pillows at MRS. LAURA GREGG BEYER'S ART SHOP, Saturday, December 18th, City Drug Store.

See us for The Dallas News—Daily and Sunday, \$6.95; Daily (without Sunday), \$5.50. Fort Worth Star-Telegram, Daily and Sunday, \$7.45; Daily except Sunday, Bargain Days Rate, \$5.95. HEREFORD NEWS STAND, 42-44

Otho Beebe went to Amarillo Monday on a business trip.

WEED PHOTOGRAPHS are growing in demand for Christmas presents.

Tire Prices are lowest at RICE'S.

John Cunningham left Monday for Dallas on a business trip.

Mr. and Mrs. Jack Lester of Amarillo, spent the week end in Hereford visiting with relatives and friends.

We have Christmas trees, all sizes. Come early and get your choice. HEREFORD PRODUCE COMPANY, I. H. Spratt, Mgr.

W. G. Slagle reached home Monday from Hot Springs, New Mexico.

See us for The Dallas News—Daily and Sunday, \$6.95; Daily (without Sunday), \$5.50. Fort Worth Star-Telegram, Daily and Sunday, \$7.45; Daily except Sunday, Bargain Days Rate, \$5.95. HEREFORD NEWS STAND, 42-44

Messrs. W. D. Kelleher and Frank Lambert made a business trip to Amarillo the latter part of last week.

WEED PHOTOGRAPHS are growing in demand for Christmas presents.

WEED PHOTOGRAPHS are growing in demand for Christmas presents.

HAND-MADE GIFTS at MRS. J. L. RAMSEY'S, Phone 309. 47-37

Try a Brunswick Tire next time. A quality tire for less at RICE'S.

Mr. and Mrs. V. Franklin, of Stuart, Mo., were in Hereford the latter part of last week.

T. R. Dowell, of Hanibal, Mo., was in this city the latter part of last week.

Bill Burnam of Dimmitt, transacted business in Hereford Wednesday afternoon.

See the new Atwater Kent Radio at ORR'S TAILOR SHOP, Phone 16.

WEED PHOTOGRAPHS are growing in demand for Christmas presents.

Tubes, batteries, battery chargers, speakers—anything you need in the Radio line. ORR'S TAILOR SHOP, Phone 16.

Y-u-m! Y-u-m!—A Real Turkey Dinner an' all the trimmings, too. At the DIXIE LUNCH ROOM next Sunday.

Wrap yourself around that TURKEY DINNER at THE DIXIE LUNCH ROOM next Sunday. It'll tickle your tummy!

That's going to be a Red Hot Turkey Dinner at THE DIXIE LUNCH ROOM next Sunday—all the appetizers and teasers go with it, too!

Judge Kerr, of Dimmitt, was in Hereford Wednesday afternoon.

Bring the folks with you next Sunday and eat the BEST Turkey Dinner you ever got outside of. At THE DIXIE LUNCH ROOM.

Xmas Cards and Tags CORNER DRUG STORE. 46-41

Mr. and Mrs. J. H. Garner and daughter, and Mr. and Mrs. A. H. West, of Clovis, were here the latter part of last week.

M. F. Todd, representing the American Automobile Association, was in Hereford on business Tuesday.

Mrs. Ray Conway and son, Paul, are leaving Friday of this week for Pasadena, Calif., where Mrs. Conway will visit her father, Geo. Hiz, for a few weeks.

Misses Seigler, Ray, Walsler and McDonald, students at W. T. S. T. C., Canyon, spent the week end in Hereford.

Mrs. Omer Baker and daughter Miss LaVern, arrived home from Amarillo Tuesday night.

ported the company in food shops. Guard company. Capt. Moore re- looking over the local National army, was in Hereford Wednesday. Capt. Floyd Moore of the U. S.

"In as much as ye do the least of these, my brethren, do it unto me." We are the White Gift Service at Christian church Sunday December 19, to have our gift by sending them in time the orphans may have Christmas.

Quick Job Service at Th

MRS. J. H. PITM

CUT FLOWERS ON PL

PHONE 157.

# LISTENING IN

A Fine Lot of Folks Tuned It at CDS Last Week and All Reported Our Gift Program to Be of the Best.

WORTHINESS was the test applied to everything when we made our selections.

LOW PRICES—By getting in the market early, we had the pick of a that's new for Christmas giving, this enabled us to price our merchandise at very reasonable prices compared with the high quality of the many selections we have to choose from.

OUR HOLIDAY SPIRIT and our complete service policy will make your visit to our store a real Christmas Joy.

## CORNER DRUG STORE

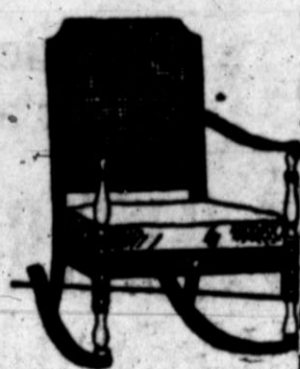
# Furniture for Christmas

—The finest gift—the gift that carries with it a world of sentiment—is the gift for the home!

—Select any one of our separate pieces—or suites—and you may be sure of a life-time of satisfaction with your purchase.

—Each piece of furniture is full of beauty—grace and charm. Give the gift of furniture this Christmas—make your selection now—to be delivered when you want it.

#### ODD CHAIRS



\$3.95-\$9.95

Give an odd chair—here and there—just a little different than the others—just a little more comfortable—one that will become a favorite. We have many fine chairs of beautiful design and wood. Plain or upholstered.

#### Smoking Stands



\$3.75 up

If you have a smoker in your family or if they drop in occasionally, the smoking stand is in constant demand. Beautiful, graceful and handy and useful. A number of fine stands of different and unusual shapes.

### THE LASTING GIFT OF HAPPINESS.....

The home should come first in the hearts of all the family—and what could be more thoughtful—what could add more comfort, more beauty, more joy to the home than fine furniture? Especially the occasional pieces that are so inexpensive, yet so greatly loved by all. Our store has stocked up especially for Christmas with a host of gift pieces. Make your selection now and a small deposit will hold it to be delivered when you say.



Art Lamps Stand and Shade \$11.75

—Let these lamps be representative of the value giving Xmas offerings in our store. They have beautiful polychrome bases, of various styles and shapes, with silk shades, lined and pleated. Complete with adjustable light sockets and cords.

—Many other lamps—table and stand shapes—with handsome silk or parchment shades.

Our Christmas White Ta

## Gift Sale

is gaining momentum each day. Come visit us each day.

E. B. Black Company

We Are Satisfied With Small Profits

## The Greatest Romantic Adventure Ever Filmed

A great dark shadow hopped out into the moonlight, springing along like a kangaroo on powerful hind legs, right into the London street—a great dinosaur with rows of enormous teeth, a gleaming fringe of claws and huge projecting eyes. I stood like a man paralyzed. It was at my heels. I felt I was lost.—From Ed Malone's Diary.

—With BESSIE LOVE LEWIS STONE WALLACE BEERY LLOYD HUGHES



# The LOST WORLD

Sir Arthur Conan Doyle's stupendous story

STAR THEATRE

Monday-Tuesday, December 20-21.

The rolling dollar gathers no interest

U.B. Philby



### SPEEDING UP COLLECTIONS!

—The Federal Reserve System through its clearing facilities speeds the collection of items to the utmost, thus saving patrons of member banks millions annually.

—every banking facility at your service.

## Western National Bank

"There Is No Substitute For Safety"