

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

Year—Number 50.

Hereford, Deaf Smith County, Texas, Thursday, December 30, 1926.

Seth B. Holman, Publisher

## INTERFAT MEASURE OF PROSPERITY

Small band of the faithful gathered around the luncheon board at Lockman's Cafe at the weekly meeting of the Chamber of Commerce. Secretary Moss and many regulars were out of town for the holidays and the attendance was not up to standard, but the meeting was worth and enjoyed by those who were present. "Turkey hash has to do with the size of this town," explained G. A. F. Parsonsmann, the absence of a secretary regular program. Chairman turned the affair into a table discussion of the New 1927, leading off himself with the spirit. Mr. Parker related the present situation financially and drew a laugh with his bit of the difference between banking conditions from 1926 a year ago, and 1926 business. "In those old days," said Mr. Parker, "a man would come into town and ask for a loan. 'How do you want?' we would inquire. 'How much have you got?' would reply. In other words, we asked all the money we had," said Mr. Parker. "When we loan of that kind it nearly us up," he continued, "and we actually made a collection and a celebration. Now-a-days this is all changed. There are many more loans than former times they are practically all ones. And the beautiful of it is that while we are getting all these loans we also a batch of collections every In other words, the banking here shows a much healthier condition, credit is sounder, people are using the banks, the state of the local finances is a splendid outlook for the future. I am very optimistic about it, myself."

Austin of the Kemp Lumber company, of Roswell, New Mexico, offered a new yard stick to measure the local condition. "Measure it in fat," advised the visitor. He of the value of the dairy industry to any section and presented in attractive of a prosperous agricultural unit surrounding Hereford future if these activities encouraged and developed. F. Ashbrook advocated the of more paving next year cleaning up and beautification of the streets, alleys, and yards. Short talks for the good order were made by H. H. Ins, Russell Daniel, A. O. Spoon and others.

Monday the lunch will be at the Cordova Hotel and a program will be prepared.

## Circle Is Prospect Here For Dairy Men

Gradual development of the industry in this section is going in a growing conviction. A part of cow owners that a Circle should be organized for the betterment of the industry as a whole. County Agent Dunkle has been working on project for some time. Next day Mr. Dunkle will head a of local dairymen who will Lubbock and investigate the and actual results of the Circle now in operation at point. Besides Mr. Dunkle, the will consist of S. O. Wilson, Schulz, Berry Orr, Dr. D. E. Stine, J. L. Park and Mr. McGill, of Summerfield.

A general way the Bull Circle results through the increased production of the cows used by farmers in crossing them with bred sires. Systematic cross-breeds results in a better grade of cows and increased yields.

Proposed circle is attracting earnest consideration of local cow owners and it now assured that a Circle will out of the agitation.

## Farm Sale Dates

Pioneer W. S. Williams announces a general farm sale to be held on Tuesday, January 11, on G. Reynolds ranch, fourteen miles southeast of Hereford. The sale will consist of the usual

Logan, New Mexico, December 26, 1926.

- I know two men,
- Who live on the Plains—
- For very good reasons
- I'll call not call their names.

- They came down to Rance,
- To have some fun,
- They brought no dogs
- But had very fine guns.

- They got in their cars
- And looked all around;
- And rabbits and quails
- In plenty they found.

- Then they succeeded
- In getting what they needed
- And left the rest
- For another fine test.

- Their marksmanship fine
- And their ways pleasant, kind
- And when they went home
- They left friends behind.

- The old folks there will
- Simply confess two
- Finer men Hereford
- Does not possess.

GRANDMA.

## Broadwell Laundry Now In New Home

Mrs. H. L. Broadwell arrived home the latter part of last week from Electra, Texas, where she has been visiting her husband and two sons. Mrs. Broadwell made the statement that Mr. Broadwell was fast completing his new brick laundry building in Electra and that it would be about twice the size of the building he is now in, and that considerable new machinery will be added to the plant.

## Edgar L. Sowell and Miss Moreman Marry

Edgar Lee Sowell and Miss Ruby Moreman were quietly married last Thursday, December 23rd, by the Rev. Jas. T. Ross of the Presbyterian church, who performed the ceremony in his study. Both these young people are well known in this community and have many friends who wish them every happiness. The bride is a daughter of Mrs. Howard Morel. The groom is at present feeding out a bunch of cattle for J. W. Alexander. They will make their home in Hereford.

## Feeding Oranges to Poultry New Idea

Feeding oranges to laying hens and growing stock is an innovation in the poultry industry, but that is the feed we are recommending this year in the new Superior feeds, said Mr. Wilson, of the West Texas Seed and Feed Co. Dehydrated orange peel and pulp is one of the new ingredients of the Superior feeds.

Mr. Hawkins, of the Golden Rule Produce Co., said, "We are going to handle a new brand of poultry feed without the dried buttermilk and that a substitute will be used in the form of cod liver oil and meal."

The Purina is sticking close to their old formula for poultry feeds this coming year and only a few minor changes will be made in the make-up. Mr. McLean said "We are looking forward to a bigger year's sales than ever before."

## WATCH SERVICES AT THE FIRST CHRISTIAN CHURCH

The churches of Hereford are to hold a watch night service at the Christian church on Friday night, December 31. The service will begin at 10:30 p. m., and will be characterized by variety suited to the occasion. At various points on the program the pastors will speak a short message each to the assembled audience. Rev. W. R. Hill will speak on the subject, "The Sunday School as a Community Factor." Rev. Thurmond Morgan will speak on "The Importance of Church Attendance." Rev. J. T. Ross will speak on the subject of "The Church and Its Significance to the Community." Rev. A. B. Davidson will conclude the service with a consecration message.

## DIMMITT TO GET DENVER RAILROAD

A contract was signed at Dimmitt Wednesday for the construction of a railroad from Plainview to Dimmitt, a distance of 35 miles. The road is to be completed within twenty-six months.

The contract was signed by 25 leading citizens of Dimmitt and Judge W. D. McCoy of Fort Worth, special representative of the Fort Worth & South Plains railroad. The line will run through one of the most fertile agricultural sections on the Plains and is the realization of a dream of Dimmitt for many years.

## Hereford High Football Had Fine Record

The Hereford high school eleven had a most successful year in football in the season just closed. The locals won five out of the ten that were scheduled and one of the others was rained out. One of the games lost went to the Golden Standstoms of Amarillo, a Class A team. Most of the strongest eleven in this section were played by the White Face crew.

A number of the locals will be lost by graduation, but Coach Riggs says that he will have some good materials in the second string to pick from, and he anticipates little trouble in getting together a team that will be formidable next season. Keith Guthrie, Claude Longbottom, Jack Miller, Babe Russell, Bill Mitchell and Jim Gilliland were used in a number of games this season and showed that they will be able to step into the shoes of any member who graduates.

Here is a list of the ones who made letters, and the number of years they have played: John L. Wilson, left end, three years; Jno. D. Burkett, left tackle, two years; Cyril Lane, left guard, one year; Howard Eberle, center, one year; J. Walter Spradley, right guard, two years; Homer Thompson, right tackle, three years; J. C. Gilbreath, right end, two years; Gordon Witherspoon, quarter back, two years; Price Barrett, right half, three years; Jess Russell, left half, four years; George Murphy, full back, two years; A. Harris, substitute, two years; J. T. Gilbreath, substitute, two years, and Elmer Sharp, full back, three years. Sharp was a star in the backfield, but was hurt in the first game of the season and did not get to play another game.

Here is a list of the games played by Hereford high school, with the scores:

- September 24, Hereford 44, Tulla 0, at Tulla.
- October 1, Hereford 7, Clovis 0, at Hereford.
- October 8, Hereford 6, Canyon 19, at Canyon.
- October 15, Hereford 13, Amarillo 42, at Amarillo.
- October 22, Hereford 22, Texico-Farwell 6, at Hereford.
- October 29, Hereford 13, Tucumcari 0, at Hereford.
- November 5, Hereford-Tulla, no game, Tulla, rained out.
- November 12, Hereford 13, Canyon 6, at Hereford.
- November 19, Hereford 6, Clovis 31, at Clovis.
- November 26, Hereford 0, Canyon 10, at Hereford.

## Banks Will Close At 3:00 P. M. In Future

The three banks of Hereford are announcing in this issue that after January 1 they will pull the shades at 3:00 o'clock each week day and lock the doors at 4:00 o'clock. This is being done, it is explained, because the clerks simply have to have more time in

## More Snow With Snappy Temperature Prevails

It turned out to be a "White Christmas" after all. The unexpected happened and another good snow fell during the night Thursday, and Friday the ground was covered. It was cold, too, and the air has been keen ever since. There are streaks of this last snow still remaining in shady places, and the remark is frequently heard that the weather never stayed on the ground longer than common.

## Rev. Ross' Relative Loses Left Hand

Rev. Jas. T. Ross and family departed hurriedly Tuesday morning for Plainview where they were called by the news of an accident to J. W. Adamson, of Tonkawa, Oklahoma, brother-in-law of Mrs. Ross. Mr. Adamson had been spending the holidays with relatives and friends in Plainview, and the message to Rev. Ross said he had accidentally shot off his left hand while hunting.

## Auto Licenses Must Be Paid by January 1

County officials are taking every precaution to warn owners of automobiles that 1927 licenses must be on all cars January 1, or a penalty of twenty-five per cent will be assessed. Constable Richards has a notice to this effect in this issue, and a big sign on the street intersection at Third and Main makes the fact plain. The sheriff's office expects a big run of licenses this week.

## Boyd-Luck

Ray Boyd and Miss Eldora Luck were married late last Thursday afternoon at the Presbyterian Manse, Rev. Jas. T. Ross performing the ceremony. It is understood that these young people reside in the Summerfield community.

This was the second wedding within one hour of each other performed by Rev. Ross Thursday. The other ceremony was that of E. W. Sowell and Miss Ruby Moreland.

Mr. and Mrs. Wes Anthony and little daughter, Helen, took Christmas dinner in the home of Mrs. Anthony's mother, Mrs. Rosa McLean, at Dimmitt.

Mr. and Mrs. R. E. Brazil and baby, of Porter, New Mexico, arrived here last Saturday morning. Mrs. Brazil left later for James, Texas, where she is visiting in the home of her parents.

Arch Connor, cattleman of Wichita, Kansas, was here last week attending to business matters.

Rochester, Minn., 113 Fourth St., S. E.

Dear Hereford Brand:

Do you know where I am and why? I have been in the Mayo Clinic ten days. The clinic is a wonderfully efficient scientific institution for locating pain. But it would be impossible for me to give a proper impression of the clinic. I am just writing to give you my impression of:

- BOARDING HOUSE SPUDS.
- Potatoes baked,
- Potatoes stude,
- Potatoes with the jacket on,
- Potatoes nude,
- Potatoes raw,
- Potatoes fried,
- Potatoes salt bottled,
- Potatoes dried.

- Potatoes a la salad
- With other things galore,
- We have them every way,
- Then have some more.

LILY ADDIE GOLD.  
(Mrs. John F. Gold)

## Second Daughter Born To Clifford Acker

If the Western National Bank statements should be late this month there's a legitimate reason. Her name is Katherine Jane Acker and she arrived at the Deaf Smith county hospital Monday afternoon. Little Mary Ann Acker, two years old, will soon have a playmate, and Cashier Acker of the Western National Bank can settle down to such ordinary things as getting out monthly statements. Both Mrs. Acker and the new baby are reported to be getting along splendidly.

## Golden Rule Opens House at Bovina

H. H. Hawkins, owner of the Golden Rule Produce Company, informed The Brand that his company will open a branch produce house in Bovina, something similar to the one here, on January 1, with Hubert White as manager. Mr. White is an experienced produce man and is getting his new plant in shape for business. The new house will carry a complete line of poultry and dairy feeds, and the famous Dr. Le Geare's poultry remedies.

## High School Orchestra Renders Fine Concert

The high school orchestra concert was staged Tuesday night of this week at the high school auditorium, with Ralph Smith as director. Those who heard the concert speak highly of the excellent grade of music rendered throughout the entire program. A collection was taken, near the close of the performance, the proceeds to be spent for a large string bass. The orchestra is making a decided hit with music lovers of Hereford. The ensemble was a great improvement over last year.

## 'HILL BILLIE NO. ONE,' C. H. BARRETT'S OIL TEST, SPURRED IN WEDNESDAY

## Horrible Tragedy Discovered Near Farwell

All Farmer county has been shocked this week by the discovery of a horrible tragedy in their midst.

Confessions obtained from Hassell implicate him in a total of thirteen murders, it is said. The eight children slain were his own brother's children, Hassell having married his brother's wife. Judge Tatum is now in Farwell and it is expected that he will announce the calling together of the grand jury in special session to handle the case.

## "The Mascot," a Play, Here On January 6th

The next number of the Hereford Entertainment Course, a play entitled "The Mascot," will be presented to the public in the high school auditorium on Thursday night, January 6. The play will be presented by the Davies Opera Company and is divided into three acts.

Act I. The action of this opera is laid in Lombino, Italy, during the 15th century. Rocco, a farmer having lost all his crops and is almost penniless, sends his brother a pitiful letter, which is delivered by Pippo, a shepherd. The rich brother decides to give Rocco his mascot, Bettina, who is his God of all good fortune, riches and happiness. Pippo, who escorted Bettina to Rocco, falls in love with her and makes Rocco very angry; but upon reading his brother's letter telling that if the mascot marries her she will become a plain servant girl, Lorenzo G.V.H. happens by on a hunting trip and hearing of the mascot decides to kidnap her for himself as he is almost poverty stricken, and to appease Rocco makes him a Lord of the Royal Palace.

Act II. Bettina, the mascot, is now Countess of Padua. Marriage preparations are being made for Princess Flametta, daughter of Lorenzo G.V.H. to Frederic, Prince of Pisa. Lorenzo wishes to marry Bettina, but Pippo, who has disguised himself as a dancer, appears and they decide to run away. However, they are captured and condemned to death. Princess Flametta then swears her love for Pippo and they are saved. Bettina then decides to marry Lorenzo. They are about to be married when Pippo and Bettina escape. Many comic situations arise in this act.

Act III. Bettina and Pippo join Frederic, Prince of Pisa, who are at war with Lorenzo. After suffering many defeats Lorenzo and Flametta flee. Pippo, having the mascot at his side at all times, has been doing great deeds and for his bravery is made a captain. He then makes known their identity and are married and everything ends very happily.

### Cast of Characters.

Bettina, the Mascot	Soprano
Pippo, a Shepherd	Baritone
Flametta, daughter of Lorenzo.	Alto
Lorenzo XVII, Prince of Lombino	Comedy
Federic, Prince of Pisa	Tenor
Rocco, a Farmer	Basso
Page of the King	Soprano

Following "The Mascot," another number will be added to the Entertainment Course, furnished by the faculty of the Amarillo College of Music. This concert will be free to the public. The exact date will be announced a little later.

"Hill Billie No. 1," C. H. Barrett's oil test on his ranch north of Hereford, held its christening party at 3:00 p. m. Wednesday, attended by the owner of the property and his family, officials and crew of the Red Hill Petroleum Co., and a good crowd of intensely interested friends and well wishers from Hereford, Vega and other places.

To Mrs. Barrett was given the honor of launching the new ship by the dropping of the ceremonial plug. The plug was dropped by the Honorable Judge W. H. Russell and a short preliminary talk after which Judge L. C. Peary delivered the oration of the day, handling the subject of local oil prospects in a masterly and understandable way.

Taken all in all the occasion was a happy augury for the future, and offers an historical starting point for all development in Deaf Smith county.

The ceremony also marked the turning over of all business transactions connected with the well from Mr. Barrett to the Red Hill Petroleum Co., who have the contract for the well. In turn they have contracted with R. E. Sweeney of Amarillo to dig the well. Mr. Sweeney's crew handled the spudding in party Wednesday and will handle the job from here out. There is much work to be done yet in the way of completing water lines, digging the slush pit, etc., but this will be pushed as rapidly as possible. Additional machinery will arrive soon.

Vern Dumas, of California, who is head of the Red Hill Petroleum Co., is drilling several other tests in the Panhandle. Among others he is drilling the Puckett well in Armstrong county. This well is now down around 4200 feet and Mr. Dumas has agreed to go beyond the contract limit and drill it deeper. George Wilson, member of Mr. Dumas' sales department, was in Hereford Wednesday and was conferring with Mr. Barrett concerning details.

## Raymond Purcell Made Fine Showing With His Calf

An idea of what vocational agriculture means to earnest and hard-working young boys can be gleaned from the story of one of Prof. Humble's pupils the past year. Raymond Purcell, 14 years old, is the boy. He is a sophomore in the Hereford high school.

Raymond's project, consisted of the raising and development of a pure bred Hereford bull calf. An accurate record of all work, expense, etc., was kept and shows the following interesting facts:

- Raymond put in 179 hours in the care of the calf. After the sale of the animal the figures showed he realized \$1.13 per hour for his labor. For feeds he used corn, cotton seed meal, bran, oats and roughage. The cost of the calf and this feed amounted to \$197.11.
- The calf was conditioned carefully and shown at the County Fair. He was then entered in the Henry Wilkinson Sale and brought \$401.00, leaving Raymond a profit of \$203.89 for the entire job.
- The boy handled the calf throughout the project himself and acquired a lot of pride and satisfaction in doing a good job. He mixed his own rations, under the direction of Prof. Humble, made his own rope halter for the calf, and undoubtedly picked up valuable information and satisfaction in well doing out of the project that will mean much more to him in the future than the actual cash profit he made on the calf.

Mr. and Mrs. Virgil Bradley and Miss Zula Wood, of Abilene, Texas, motored to Hereford the latter part of last week to visit in the home of Mr. and Mrs. J. P. Wood. Mrs. Bradley was formerly Miss Johnnie Wood.

Spence Jowell, of Midland, Texas, purchased a car load of Hereford bull calves from Jones and Dameron. Mr. Jones said the cattle were delivered on Wednesday

## ON THE STROKE OF TWELVE



19 27

### The Hereford Brand

Published by **WALTER B. HOLMAN, Publisher**. Registered as second-class matter at the postoffice at Hereford, Texas, under the act of March 3, 1879.

First number of the paper issued Feb. 25, 1925, as the Hereford Reporter (weekly); first number of the Brand (weekly) issued March 21, 1926; first number of the Brand (semi-weekly) issued May 3, 1927; Weekly Brand re-established July 9, 1924.

Subscription, Zone 1, per year - \$5.00  
Outside Zone 1, per year - \$5.50  
Six Months - \$3.00  
Three Months - \$1.50  
All subscriptions strictly in advance.

### CHURCH ANNOUNCEMENTS

### The Sunday School Lesson

By **REV. A. B. DAVIDSON, Pastor Methodist Church.**  
Subject

#### THE CHRISTIAN - A FOLLOWER OF JESUS

Lesson text, Mark 1:1-17, and First John 1:1-10.  
Simon Andrew and Matthew were busy men and were attending to their own business, when Jesus called them. They were called from ordinary duties to extraordinary duties. Ex. 3:1-4, 5 now is the duties. Ex. 1, 1:4-5; 1 Kings 19, 19:21 Math. 9, 9. The disciples were called to be "fishers of men." Peter caught more men at a single haul than he did fish (Acts 2:4-11). Anyone who follows Jesus is a fisher of men, and anyone who does not follow him is not a fisher of men, nor is he a Christian.  
The command was "forsake all." They obeyed. It payed big dividends. This is the condition for a revival. Arise and follow Jesus and fish for men.

**Follow Jesus and Call Sinners.**  
Jesus called Matthew, a Jew, who was tax collector for Rome. He belonged to the class despised by the Jews. Matthew was a very busy man when called. Busy men are the best officials and most efficient workers in the church to day. Nothing else costs so much as to follow Christ. Nothing else pays so well. There was no hesitation on Matthew's part. He was very prompt and obedient. Delay in God's service will paralyze the work of the church.

#### Following Jesus in Daily Life.

Following Jesus in daily life is the supreme test of our discipline. I John 2:6. What does it mean to follow Jesus? Go where Jesus is; go where His name is proclaimed; go where He is worshipped. Christ said, "Come and see," "Come unto me," "Learn of me," "Deny yourself." To be a follower of Christ or to be a Christian means a certain personal relationship to him. It is the union of your soul with Christ, as the branch is in the vine. This implies belief and personal trust. Means to be loyally, devotedly, attached to Christ. Regain there with a complete surrender of heart and life to Christ and doctrines and creeds will fall into their proper places. Why become a Christian? It is right. Because you need Christ's help in the stress and strain of daily experience. You will not be here long. Get all you can, and do all the good you can in the short time you are here. You will be somewhere else a long time after you leave this world.

The lesson teaches plainly that on becoming a follower of Jesus our supreme business is to be "fishers of men." "Take men alive" for the Kingdom of God. There are two methods of fishing, one by the net, catching fish in large masses, by the line, catching them one by one. The same thing is true as to methods of winning and saving souls.

**The Fisherman Attracts the Fish.**  
He cannot drive them. Why not make our church services so attractive that sinners will be attracted to the church? Men are not drawn to the church by a sour-faced, dead, formal service. Attraction is the word. The fishermen keeps out of sight. Guy Pearce, the famous London preacher once said "There are two rules for fishing-keep yourself out of sight; keep yourself out of sight; advertise Christ, and not self. To be a good fisherman, one needs to learn his business. It takes study, prayer and tact.

Use every means, and the best means. The preaching services, the prayer meetings, young folks meetings, Sunday school, missionary societies, public services, personal conversations, private interviews, and individual invitations. Give no one a chance to say, "No man cared for my soul."

Go, at the command of Jesus. Go in the power of love. "Launch out into the deep." "Don't stand around on your cold dignity and wait for them to come to Christ. Go after them. Seek them out. This was Christ's method. There is no better method. Compel them-by persuasion and love-to come in. Let's make 1927 a soul winning year. What do you say? Let's pray and work for a soul-saving revival in all our churches.

#### Methodist Church

**A. B. DAVIDSON, Pastor.**

Sunday school, 9:45, E. B. Black, superintendent. Classes for all. If you are not already enrolled somewhere else, come next Sunday and begin the new year by taking up the study of God's word.

Junior church at 11. Preaching at 11 a. m. and 7:15 p. m., by the pastor. Morning theme, "Our Greatest Problems for the New Year." Night subject, "Resolutions." Special music by the choir. Miss Kilgore, director. Mrs. Parker, pianist.

Epworth League at 6:30. All the young people are urged to be present at the League and preaching services.

Every person should go to church next Sunday and make the right start for the new year. Give your soul a chance.

All are cordially invited.

#### First Presbyterian Church

**JAS. T. ROSS, Pastor.**

The first worship hour of the congregation for the new year will be the communion service next Sunday morning at 11 o'clock. At the evening hour the pastor's subject will be "The Model Prayer." In the afternoon at 3 there will be preaching by the pastor at Pastor's school house and at the same hour Rev. Arch Conklin is to preach at 7:30. Rev. Joseph Bossett will preach at 11 a. m. at Black and at Asken at 3 o'clock.

Sunday school at 9:45. Endeavors at 4, except Juniors, who will meet in connection with Church-Nite. Women's Missionary Society will gather in social meeting on Wednesday at 2:30 and the Church-Nite will be observed from 7 to 8:30 on Wednesday evening.

As we turn the leaf for a new year let us turn the leaf upon a new life also. The passing of the old year is a solemn reminder of the passing of life's opportunities; the beginning of the new, a reminder of a present and a future perhaps with enlarging opportuni-

ties. Let us begin the new year together at the house of worship. You, whoever you may be, who need the help of the church are invited to every service.

#### First Christian Church

**THURMAN MORGAN, Pastor.**

On next Sunday we will have our Annual Dinner. Everybody knows what this means. Come and bring your baskets well filled. On the first Sunday in the new year we have an all day service, with preaching, singing, good eats and a good time for all. This has been a custom for many years. Come early, get here in time for Sunday school.

Christmas with all its joys is gone, the New Year is at hand. What place in our lives will the church have in the coming year? Let one of our New Year resolutions be loyalty to the church.

Here at this church on Friday night will be held the Watch Night Service. A good program has been arranged, which begins at 10:30 p. m. This is a community service and everyone is invited.

9:45, Sunday school.  
3:00 Board meeting.  
6:00, Three Christian Endeavor Societies.  
7:30, Praying.  
11:00 Communion and preaching service.  
12:00, Lunch.

#### Wyche Notes

A Christmas program was given at Wyche Wednesday night and was enjoyed by everyone present. We believe those who were not present missed a good program.

The fun for the kiddies came Friday night when Santa Claus visited Wyche at the Christmas tree. Santa sent a messenger boy ahead of him with a letter telling us he was on his way and the kiddies began to wiggle and shout for they knew Santa was coming very soon with his reindeer through the snow. When he came into the school house he said a word to

each child, giving them each a big apple and an orange. When the presents from the tree had been given to each and every one all adjourned to our homes with happy faces and hoping Santa would visit again that night.

Theodore Young is spending his Christmas vacation in Oklahoma.

R. J. Jackson and family left Thursday for Carter, Okla., where they will spend Christmas.

H. D. Blythe and family are spending Christmas week at Portales, New Mexico.

Mr. and Mrs. Penrod, of Canyon, visited Mr. and Mrs. J. B. Alkman and daughter Sunday.

Miss Jewel Applegate spent part of last week with Miss Montie Cook.

Lucille Dendy is spending a few days this week with Lois Sanders. Miss Mildred Taylor is spending the week at Canyon.

F. W. Curtis and family took dinner with H. Y. Schutte and family Sunday.

H. Y. Schutte and family, Ed Schutte, of Wildorado, Lee Ott and family, Mrs. Griffin Kemp, Mr. and Mrs. C. J. Paddock took dinner Christmas day with Mr. and Mrs. F. W. Curtis.

#### COURT OF HONOR MEET

On Monday evening, Jan. 11, at the hour of 7 p. m., will be the monthly meeting of the Court of Honor of the local Co. Boy Scouts of America. Of rank and merit will be investiture will be conducted. ranks and badges, and can for the Eagle Badge who filled the requirements will be ed for their badges at the meeting which will be at the county court house.

#### Impossible Task.

The Boss-Robert, I hope you try to save half of what you earn. Office Boy-I don't get that much sir.



### NEW YEAR'S GREETINGS!

To the people of Hereford and vicinity. We assure you that we appreciate your patronage through the past year and promise you many, many bargains the following year, 1927.

### Daniel's Variety Store

#### Auto Repairing

I am doing Auto Repairing at Bauhart's Shop, specializing in Radiator and Springs.  
**GEORGE MCCONNELL**  
Phone 31

#### Registered Double Standard Polled Herefords

In the drought stricken section of Western Kansas, an old man without help has a herd of very choice registered double standard Polled Hereford cattle of about fifty head, formed by careful breeding, by purchase and by selecting from a much larger herd of best bloodlines. What grass there is is snowed under and there is very little rough feed to be had. It is very risky to attempt to winter them where they are. I will sell the entire herd with the accumulated benefits of 15 years advertising and successful management. Present herd bull Polled Harmon 28th, preceded by Marvelmaster, by Maive, Pride 2nd, preceded by Polled Sensation #456-333469. No very old cows in the herd, many young heifers and a full crop of calves on the way. A fortune to the man who is able to buy and winter this herd. Prompt action necessary.  
ADDRESS  
**G. H. LOWREY**  
TRIBUNE, KANSAS.

### FEDERAL FARM LOANS

-at-  
**FIVE (5%) PER CENT**  
MEANS A REAL SAVING TO THE BORROWER.

Funds on hand at all times for prompt closing of loans. Come in and let us explain our plan of all loans. Come in and let us explain.

### THOMPSON & IRELAND

Abstract and Loan Service Unexcelled.

### 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**

We are thankful for our success in 1926. We feel it is but a reflection of your good will and patronage, and it gives us great pleasure to extend to you our hearty wish for a HAPPY NEW YEAR.

### Service-U-Like

Filling Station  
**GLENN SNYDER, Prop.**

If our sincere hopes for 1927 are fulfilled, this is going to be the very best year you have ever had. Because we are wishing for you all the good things of life, and hoping that all the happiness and prosperity conceivable will be yours.

### First State Bank & Trust Company

### Start the NEW YEAR RIGHT!

Offerings for Saturday, Jan 1

Babbitt Lye	Limit 6	10c
P. and G. Soap	Limit 6	23c
MATCHES	Per Carton	29c
K.C. Baking Powder	25c size	19c
No. 2 Van Camp's	Pork and Beans Limit 6, 3 for	25c
No. 2 <sup>1</sup> / <sub>2</sub> Van Camp's	Hominy Limit 6	12c

**Progressive News**

Late for Last Week.)  
Morgan, pastor of the church in Hereford, delivered a sermon here Sunday. Garnett and wife entertained young folks with a party Saturday evening, when they enjoyed themselves very well till a late hour, when sandwiches and cocoa were served.

Mr. and Mrs. Brit Boyd spent last Sunday evening with Arthur Ratcliffe and wife.  
Miss Mary Ratcliffe visited with friends in Hereford last week.  
The Russell family motored to Amarillo Saturday.  
Bad weather has delayed traveling in this community for some time.  
Ed Henson, nephew of C. P. Caldwell, of Eldorado, Okla., is visiting in the Caldwell home this week.

**This Week's News.**  
Progressive had their Christmas tree Friday evening when everyone had a good time and a program was rendered, which consisted of songs, readings, and a dramatization of the story of the birth of Christ. Santa Claus also played his part well, rushing in and greeting the children, stating he had so many places to visit and assured them he was leaving them lots of good things on the tree and departed. The tree afforded plenty of nice gifts for most everybody.  
There was not a large crowd present at Sunday school Sunday evening, but had some good singing.

Program for singing, Sunday, January 2:  
Opening song—Howard Hershey.  
Song—Lois Counts.  
Duet—Katherine and Mary Ella Hershey.  
Song—Mrs. Lewis.  
Quartet—arr Jeff Roberson.  
Quartet—arr Orien Russell.  
Song—Toose Monaghan.  
Double quartet—arr Mr. Garrett.  
Solo—Mary Ratcliffe.  
Reading—Miss Hastings.  
Song—Travis Counts.  
Male Quartet—arr Mr. Reeves.  
Closing Song—Miss Brumley.  
Benediction—Mr. Hershey.  
O. L. Sharp and family went to Vernon last Thursday to spend the holidays with relatives.  
Ed Henson, nephew of Mr. Caldwell, left for Quanah Thursday.  
Horace Hershey, of Lubbock, is spending the holidays with home folks.

A good crowd attended Sunday school Sunday afternoon and Rev. Brause, pastor of the Church of Christ in Hereford, preached to us following Sunday school.  
Cyrus Galley, who is attending school at College Station; Walter Galley, Newton, Kansas; Horace Galley, Lubb, and Mr. and Mrs. Arch Conklin, Hereford, took their Christmas dinner with Mr. and Mrs. Roy Hershey. We understand that Walter Galley rode from Newton to Hereford on a motorcycle and rather expect he experienced a breezy ride.  
C. P. Caldwell and family moved to their new home on Progressive Avenue last Monday.  
Bob Allison and wife have bought the home built by Mr. Carr on 25-Mile Avenue; about 11 miles from Hereford.  
Toose Monaghan left last Wednesday for Childress to spend the holidays with relatives.  
Britt Boyd and wife motored to Portales, New Mexico, last Friday afternoon where they enjoyed some of the holidays with relatives until Monday.

J. C. Lance of Hereford, Mr. and Mrs. Joe Kendall, Mr. and Mrs. McLarg and family spent Christmas day in the C. R. Waiser home.  
Mr. and Mrs. Ky Lawrence and daughter, Beatrice, spent Christmas day in the Henry Kendall home.  
A large number of relatives enjoyed the day Sunday in the B. C. Roberson home.  
The young people of this community—Mr. and Mrs. Ky Lawrence and Mr. and Mrs. Obe Roberson enjoyed a social in the Gerald Morgan home Wednesday evening.  
Those who spent the day in the B. A. Atchley home Sunday were Mr. and Mrs. D. R. Atchley and family, Mr. Denison Hill, of Vega, W. J. Southern and Mr. and Mrs. Walter Hawkins.  
Joe Kendall and family, Ky Lawrence and daughter, Henry Kendall and family spent Sunday in the Lee Kendall home.  
Morris Andrew of Cherokee, Oklahoma, who has been working in this community, returned to his home last Tuesday night.  
The W. M. U. will meet Thursday of this week with Mrs. Ky Lawrence.  
Mr. and Mrs. Crow and son of Tulsa spent the holidays with Mrs. Crow's parents, Mr. and Mrs. J. L. Lookingbill.  
Mr. and Mrs. B. K. Grotocan and family left Wednesday for Oklahoma City, Okla., where they will spend the holidays with his parents.  
Statements, Letter Heads, Envelopes, all Job Work, at The Brand.

**CARD OF THANKS.**  
We want to take this means expressing our grateful thanks as appreciation to all those who in any way entered into our sorrow by sending flowers, a cotillion and helpfulness in the care of our husband and father. all the love and sympathy.  
Mrs. T. M. Palmer.  
Mrs. Della Gibson.  
Mr. and Mrs. Walter Palmer.  
Mr. and Mrs. Ezra Noe.



**WESTERN NATIONAL BANK**

May the gods of joy, happiness, success and sunshine come to you with the dawn of the New Year, and remain throughout 1927.  
May our business dealing be as pleasant in the future as they have been in the past.

**WESTERN NATIONAL BANK**

**Dr. D. E. Turrentine**  
Dentist  
Over J. O. Nowell Store.



**JUST A YEAR AGO WE STARTED IN THE CAFE BUSINESS.**  
As the old year dies and the new one is born, we feel a deep gratitude for the happiness and success of 1926, which our friends made possible. We wish you all the compliments of the season, and hope 1927 will bring you much Happiness and Success.  
**BOWMAN'S CAFE**  
PHONE 80.

**Summerfield**

Everybody had a big Christmas and Old Santa was really present at the tree which was held at the school house. The snow fall and the zero weather was rather disagreeable but a good time was reported by all.  
Elton Johnson and Bernard Roberson, who are in school at W. T. S. T. C., are spending the holidays here with home folks.  
Mr. and Mrs. J. C. Lance, of Hereford, were present at the Christmas tree and spent the night in the Joe Kendall home.  
Ky Lawrence and wife radiated with Mr. and Mrs. Walter Hawkins Christmas night.  
W. J. Southern, Walter Hawkins and the Misses Atchley spent Christmas day near Vega in the D. R. Atchley home.  
Mr. and Mrs. S. L. Wilson and daughter, Zella Mae, Mr. and Mrs.

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

**A Prize Winner.**

hear that you won four prizes at school. Is that true?  
Yes.  
What were they for?  
Well, one was for excellence of memory, but I forget what the others were for.

**Why Rufus Was Always Late.**

This is the fourth time you've been late, Rufus, a man to his negro chauffeur.  
Yes, sah, replied Rufus, oversleep myself, sah.  
Where's that clock I gave in my room, sah.  
Don't you wind it up?  
Oh! yes, yes, I winds it, sah.  
And do you set the alarm?  
Ev'ry night, sah, I sets alarm, sah.  
But you don't hear the alarm the morning, Rufus?  
No, sah. Dere's the trouble, sah. Yer see de thing goes off while I am asleep, sah.

**Hopes.**

And when are they to be married?  
Never, I'm afraid.  
Why?  
Well, she won't marry him until he pays his debts and he can't pay his debts until she marries him.

Mr. and Mrs. Lloyd Lookingbill and daughter spent Sunday in the J. L. Lookingbill home.  
Jack McBroome spent Christmas in Canyon.



We are wishing for you a year of prosperity and good health, and all the joys these things bring. May it bring to you achievement, in hopes fulfilled and wishes realized, and be replete with happiness.

**Electric Service Station**  
Phone 284. Vern Witherspoon, Manager

**CITY LOANS**  
Payable monthly; lowest interest rate; Quick Service, Inspection and Titles passed by our office.  
Let us take up your present indebtedness and make it mature to suit your income and ability to pay.  
RALPH BARNETT, Manager.

**OUR INSURANCE BUSINESS**  
Some misguided people feel that because our business has grown large and great, we might ignore the finer things in our business and rely for further success upon the great impetus of the business.  
We want no success that does not come from conscientious and wholehearted endeavor to render a service needed by our clients.  
We are not only prepared to insure your every need without quibbling, but are specialists in service every day in the year.  
RALPH BARNETT, Manager  
HEREFORD INSURANCE AGENCY  
273—PHONE 359

**Take no chances with your Home Butchered MEAT!**  
Old Hickory SMOKED SALT  
Of course you will cure your meat this season with Smoked Salt. It will save shrinkage, labor, fire risk and worry. It will give you better flavor and perfect cure. But be sure to get the original and genuine.

**Old Hickory SMOKED SALT**  
The only meat salt that is as good for table use as for curing meat. Smell it. Taste it. You can tell it at once from salt that has been mixed with pyrogenous acid or other dangerous chemicals.  
We have it. Packed in ten pound drums and guaranteed genuine.

**Saturday Specials**  
Shorts ..... \$1.70  
Bran ..... \$1.35

**Jones & McLean**  
L. C. PENRY  
LAWYER  
First State Bank & Trust Co. Building.  
Office Phone 3, Home 199

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

**City Drug Store**  
Drugs and School Supplies  
Hereford, Texas

**DEAR FRIENDS:**  
The year 1926 will soon be history—just around the corner waits 1927, with its wonderful opportunities, and New Year resolutions. We sincerely hope you have had a pleasant and prosperous year and that the year 1927 will be even better.  
We want to pause now and look back over the past and see what success or failures we have made. From the standpoint of Volume we have succeeded well. But there is more in business than Dollars and Cents. However, we are happy to say we believe our nice increase in volume also indicates an increase in that priceless asset—FRIENDSHIP AND GOOD WILL. We wish we could convey with every package our gratitude toward you, our customers.  
We have striven hard to please, and to keep a complete stock of Drugs and Drug Sundries, in order to give you Service. We are proud of the way our customers have treated us in the past. And we pledge our best efforts to do even better in the future. If we have in any way displeased you, we hope you will dismiss it from your memory and make the following New Year's Resolution: "THE CITY DRUG STORE'S INTENTIONS ARE GOOD, AND I AM GOING TO OVERLOOK ANY MISTAKES THEY HAVE MADE IN THE PAST AND GIVE THEM MORE OF MY BUSINESS IN NINETEEN TWENTY-SEVEN."

We take this opportunity to thank you for the patronage you have given us in the past and hope that we may merit a continuation of the same and to wish you a very HAPPY NEW YEAR.  
**CITY DRUG STORE.**

**OUR NEW YEAR RESOLUTION—**  
Is to serve YOU and this town and this community, to the wholehearted extent of our ability.  
**TEXAS UTILITIES COMPANY.**

### Dimmitt, Castro County News

Dimmitt, December 28.—Mr. and Mrs. Dew Durre and Mr. and Mrs. Webb visited in the home of their parents in Tulla.

Mr. and Mrs. L. P. White and family spent Christmas with relatives and friends in Claude.

Mr. P. Crawford is spending with his daughter near Happy.

Mrs. M. A. Ferguson spent Christmas with her daughters, Mesas. J. B. Nelson and J. B. Rubin at Mt. Cuba, Texas.

Howard Morris spent Christmas with his parents at Happy.

Jewel Tate spent Christmas with some folks.

Miss Ola Branshars who is attending W. T. S. T. C., spent the holidays at home.

Mr. and Mrs. J. C. Tate entertained following at a turkey dinner Sunday: Mesas. and Mesas. and family, C. J. Mapes and family, W. A. Tate, Bill Bur-

as and family, Carlos Reynolds and family, Carlos Reynolds and family, Mrs. John Burgess and daughters, of Happy, Miss Myrtle Baker and Mr. Clarence Tate, of Mississippi.

The following enjoyed a Christmas dinner at the home of their mother, Mrs. C. E. McLean, on the 25th: Mesas. and Mesas. Bruce McLean and family, Wes Anthony and daughter, of Hereford, Clarence Dixon and family, of Texico, and distant relatives of Mr. and Mrs. Joe Elliott and family.

Mr. and Mrs. E. B. Wright entertained with a dinner party on the evening of, December 22 at their home north of town. The tables were laid for twelve couples and a delicious dinner was served after which jolly games of forty-two were played until a late hour, with high score won by Clem Maples and L. P. White winning the red whistle. Those enjoying the occasion were Mesas. and

### Arney News Items

Happy seemed to be the center of attraction last Friday as so many from Arney were there shopping and transacting other business. Mesas. Marion and Earl Davis, J. E. Morris, Q. E. Gage, John Hammeron, Lacy Boyd, Mar- que Burks and Mrs. L. G. Hutson and daughter, Opel, and Mr. and Mrs. Charlie Hagge and daughter, Margaret were there.

Mr. Massey, of Hereford, was here last week.

Miss Ora Boyd spent last Tuesday in the home of Mr. and Mrs. Ross Campbell.

Charlie Cox and wife went to Tulla Monday.

Mrs. T. E. Wilson and daughters spent Sunday afternoon in the Marshall Morton home.

Miss Opel Hutson spent Tuesday night with her grandmother, Mrs. J. P. Hutson.

Mrs. Waitie and daughter and two grandsons went to Happy on Monday.

Mmes. L. P. White and family, L. B. Brooks and daughter, Bruce McLean, C. G. Maples, Harold Hunter, C. J. Mapes, Edgar Ham- mey, J. A. Maynard, B. D. Wood- lee, Carlos Reynolds; Mmes. E. B. Boren and Beasie R. Gill and sons, and Mr. Dewey Wright.

Mr. and Mrs. G. A. Barnett, as- sisted by Mrs. Henry Stalcup, en- tertained with seven tables of forty-two on the evening of Decem- ber 23rd, the following friends: Mesas. and Mesas. C. J. Mapes, Edgar Ramey, C. G. Maples, Ray Sheffy, E. B. Wright, J. A. May- nard, Henry Stalcup, Bill Webb, W. D. and Dow Duree, Bruce Mc- Lean, L. P. White, I. B. Brooks, Mrs. B. D. Woodlee and Miss Ella Thomas. Delicious refreshments were served.

School will reopen Monday morn- ing at the usual hour. Every pup- il is urged to begin the new term on time so that the work may be taken up where it was left off and a great deal of work may be done.

We have been having some very cold weather lately.

Ray Cole and wife spent Sunday in the home of her parents, Mr. and Mrs. Chas. Cox.

Claud Fox and Floyd Fortner were in Canyon Thursday.

T. E. Gage went to Otton Wed- nesday of last week.

Marshall Morton and wife call- ed to the bedside of their niece, Mrs. Winnie Sams, near Umbarger Tuesday. It is expected she will recover shortly.

John Hannon is busy improving a new place recently bought. The Baptist Volunteer Band of

**Just Curious.**  
Willie—What is a "rasky" Teacher—Why do you ask?  
Willie—Well, my book says Mr. Edison was an inventor of the first rank.

**Cheap Campaigns.**  
Candidate—The opposi- tions me of buying votes a lie—I never bought a v- life!  
Unsympathetic Crowd— wad! Piker! Cheapkate!

Plainview was here Saturday night and Sunday and entertained us and we were delighted to have them.

**Quick Job Service at 21**



### Ready to help you get More Eggs at Lower Cost!

POULTRY raisers say our service is worth talking about, and you can bet we are mighty glad of that. But, what pleases us most is that our customers who are feeding Purina Poultry Chows are making more money from their flocks. These customers stay with us and the growing number of new customers is proof that Purina Chows get results. We can help you get more eggs from your hens. When we sell you Purina Poultry Chows we will give you egg record cards free to check up. Then in your own figures you will have positive evidence that you are getting your money's worth and then some by feeding Purina Poultry Chows. We are ready right now to help you get more eggs at a lower feed cost.



### JONES & M'LEAN

Phone No. 1 Hereford, Texas

## Milton Sills

# MEN OF STEEL

## DORIS KENYON

**STAR THEATRE**

Friday and Saturday  
December 31, January 1

**FOX COMEDY**

Admission, Evenings... 15c-40c  
Admission, Matinee... 10c-30c  
Time: 7:00-8:45

The year coming to a close has been a very good one to us and we thank you for the number of times you thought of us during the past year. With this pleasing thought in mind, we want to convey to you and yours the wish of a very Happy and Prosperous New Year and hope we may have the pleasure of being of still greater service to you in the year 1927.

### STREU HARDWARE COMPANY

—Home of Service and Quality—

### SPROWLS CRONIN & CO'S. AFTER CHRISTMAS SPECIALS

It is a well-known fact that the Americans play harder when they play, and work harder when they work than any other people. Considering this, we believe that it is fitting, after the holidays, to call attention to our work clothes.

No more of this!

Have you ever worn truly uncomfortable overalls? Ever had the suspenders to become unbuttoned and fall loose over the shoulders. My, how uncomfortable!

In the BIG SMITH overalls this is eliminated. There is a shield in the suspenders which allows equal pull even though one of the suspenders should come loose. There's no seesawing either, and the shield fits snugly below the shoulder blades.

## BIG SMITH Overalls

Lots of Wear in Every Pair

This is but one feature of these garments made for men of all sizes and all ages—and for boys, too. These overalls contain more cloth than others; they are larger at the seat and in the legs—you can put them on over your clothes and shoes. Note the Smith Shield in the suspenders. That means comfort for it fits snugly and prevents that seesawing and slipping over the shoulders. The pockets hold. Even the buttons on the bib are reinforced with shoe leather, and all points of wear and strain are strengthened.

**GUARANTEED GARMENTS**  
Get Your Size Now at—  
**\$1.69**

**WE ALSO HAVE—**

Union-All or Play-Suits for the children, 98c to \$1.95

**WE OFFER FOR FRIDAY AND SATURDAY ONLY—**

Regular 12 1-2c Outing, 27-inch	10c
Regular 15c Outing, 36-inch	12 1-2c
Regular 8 1-2c Gingham, 24-inch	5c
Regular 6c unbleached LL canvass, 36 inch	5c
Regular 10c unbleached LL Muslin, 36inch	8 1-3c

### Try it Today

The difference between good and almost good Radio is like the difference between a watch that keeps time and a watch that merely runs.

Only the best Radio instruments will bring you complete enjoyment of the excellent programs now on the air.

## ATWATER KENT RADIO

Model 30 Receiver with ONE Dial

ORR'S TAILOR SHOP Hereford, Texas

## TEN YEARS IN THE HOG GAME

About ten years ago I started buying in Hereford, and, with the support and operation of the hog raisers, have built fairly good hog market at Hereford for a and all kinds of hogs, for which I want thank you, my friends, the hog raisers.

If you had not had confidence in me I believed that I was giving you a square deal it would have never been possible for me accomplish what I have, and for which I am very pleased and thankful.

I have tried hard to give you a square deal at all times and want to make you a better market in the future, if possible.

Hoping everybody had a Merry Christmas, and wishing you a Happy and Prosperous New Year, I am,

Very truly,

## G. W. BRUMLEY

### HERE'S HOPING YOU ALL HAVE A BIGGER, BETTER, BUSIER YEAR IN 1927 THAN IN '26.

# Kemp Lumber Co.

We hope your New Year will be a happy one, and that Health, Happiness, Prosperity and Wealth will be yours throughout the coming year!

## J. O. Newell

**CLASSIFIED**

**Wanted**

Age 16, wants housekeeping. References. MISS HARRIS, Box 80, Summerfield, Texas. 50-1tp

ged lady, unincumbered, experience, wishes housekeeping. Write MRS. HARRELL, Summerfield, Texas. 50-1p

ED—Girl for housework of a who lives at home. Good PHONE 212. 50-3t

ED—Plowing in large tracts, the largest and best equipment to be found. Write or L. C. RILEY, Tulla, Texas. 49-4tp

ED—Boys to cut maize during the holidays. ROY, at Sulphur Park. 48-1p

**For Rent**

RENT—Small house. Phone 50-1t

RENT—Seven room house, on pavement. Kindling for sale. D MILLARD. 47-1t

**For Sale**

SALE—A pair good Jersey fresh. Six months time. If also some horses. G. W. RILEY. 50-1t

SALE—Three lots on 25-Mile P. near paving, adjoining my place. See F. H. Oberthier, E. INNEY. 48-1t

buy, close in, corner lot; buy next lot to it; just off cent. See L. BASKIN, own, phone 138. 48-1t

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

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

MAPS—Deaf Smith county maps for sale, 80c each. THOMPSON & IRELAND.

FOR SALE—Suburban acreage—Beautiful 5 acre tract in South Hereford, overlooking the Golf Course, very desirable for small truck and chicken farm. Priced right. RAY BARBER, Owner. 49-1t

\$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

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

**COCKERELS**

S. C. White Leghorns and S. C. Reds

As good as in the Southwest. Furr D. W. Young, egg, exhibition strain. Get yours now while they are cheaper.

\$2.50, \$4.00, \$5.00, \$7.50, \$10.00. F. O. R. Groom, Texas. Booking orders for 1927 chicks. Get FREE Literature.

J. M. Henderson & Son GROOM, TEXAS.

**Ford Doings**

The tree and program Friday night were all one could expect in the way of entertainment and pleasure. The children received so many toys, together with good things to eat. Santa was on time with a good word to all. Harold Wilson and Russel Schafer went after a tree and helped place it in the school house, where, with other help, it was decorated and the house also came in for its share of decorations. A large crowd filled the house and all seemed to be in a holiday mood.

The dinner Christmas day at the home of Mr. and Mrs. D. R. Atchley was enjoyed by a large crowd present, and needless to say the tables were laden with the usual things one cooks for Christmas. A large number of young folks helped make the day merry. Those present besides the ones who live in this community were Mr. Southern, W. E. Hawkins, Misses Lorene and Maybelle Atchley, of Summerfield, and Mr. and Mrs. J. E. Hill, of Hereford. Mr. and Mrs. Atchley have only lived here about one year, coming to this place from

LOST—Pair ladies' gloves, light tan color; lost between Odd Fellows hall and Star Theatre. Return to Brand office. MRS. C. J. PADDOCK. 50-1tp

Would you trade for city or farm property in Eastern Texas, Colorado, Kansas, Oklahoma or Arkansas? If so, call on or write us at once. We have a lot of trades to offer you. Give full description first letter. DOUGHTON LAND CO., Citizens Bank Building, Clovis, New Mexico. 50-2t

**Lamar county**

Miss Ruby Moreman and Mr. Edgar Sowell were married at Hereford Thursday, by Rev. Ross. This wedding came as a surprise to most of us. Miss Moreman is a daughter of Mrs. Howard Morel and has lived her entire life in this county, attending school at Hereford a number of years. Mr. Sowell is also well known to a host of people in and near Hereford. Mr. and Mrs. Sowell will make their home in Hereford, and we wish this charming couple joy, happiness and prosperity in their wedded life.

Several came to Sunday school Sunday in spite of the unusually cold weather. We urge every member to be present next Sunday as new officers and teachers are to be elected for the year.

A new year's dinner will be given at the home of Mr. and Mrs. Dewey Larson, Sunday, January second.

Denson Hill of Claude was here over the week end visiting home folks.

Mr. and Mrs. George Benson and Mr. and Mrs. Floyd Benson spent Saturday and Sunday in Clarendon with relatives.

Santa Claus left a new radio in the Barney McCaskey home Friday night.

Mr. and Mrs. Jim Whitsett ate Christmas dinner with Mr. and Mrs. Arlin Dean.

T. E. Major spent Sunday night in Hereford with J. E. Hill. A number tuned in Saturday night on their radios for Amarillo and were able to hear music made by folks we know. Wayne and

Robert Dyer, who live here, are members of the "Tumble Weed" band at Vega, which organization played old-time favorites from 7:30 to 9:00 o'clock.

Mr. and Mrs. Floyd Walton and Frank Parker of West Way spent Saturday and Sunday with their parents, Mr. and Mrs. R. H. Parker.

Mr. and Mrs. Dewey Larson were visitors in Amarillo Thursday and Friday.

Fred Benson and family went to Claude Saturday to eat Christmas dinner with his parents who live there.

Robert Dyer who is attending school at Commerce, is home for the holidays.

Mr. and Mrs. Cooke, of Oklahoma City, spent the week end with Mr. and Mrs. Bob Orr. Mrs.

Cooke is a sister of Mr. Orr. Mrs. Harold Smith and others who are at Canyon for the year, are now at home for holidays.

Mr. and Mrs. Cooke, of Oklahoma City, spent the week end with Mr. and Mrs. Bob Orr. Mrs.

**FUNDER** Foot for a co-claim all the lands in the mouth in TEXAS. ARE NOW AT HOME FOR HOLIDAYS.

**FRUIT AND VEGETABLE STORE** NUTS AND CANDIES

**SPECIAL SATURDAY:** CIGARETTES AND PRINCE ALBERT

**TWO FOR** SECOND DOOR EAST OF THE FIRST NATIONAL BANK

**NOTICE TO THE PUBLIC.**

Beginning January 1st, 1927, all the banks in Hereford will close at 3 o'clock p. m. At 4 o'clock p. m., all doors will be locked and no one admitted. This is made necessary because the business has become so heavy that the bookkeepers need the time to balance the books. We can best serve the public by not overworking our bookkeepers.

FIRST STATE BANK AND TRUST CO.  
FIRST NATIONAL BANK.  
WESTERN NATIONAL BANK.

**GROCERY SALE**  
**For Cash Only**

Beginning Saturday, January 1st, 1927, and continuing two weeks, including Saturday, January 15th, we will make the following prices that mean a real saving to you:

- Two Pounds Hill Brother's Coffee ..... \$1.10
- One Pound Hill Brothers' Coffee ..... 55c

A Useful Novelty Will Be Given To the Heads of Families Attending This Sale.

48 lb Sack Great West Flour \$2.25	2 1-2 lb Gold Plumie Coffee \$1.35
48 lb Sack Amaryllis Flour \$2.35	Mexican beans, 12 lbs ..... \$1.00
24 lb Sack Great West Flour \$1.15	12 lbs Pink Beans ..... \$1.00
24 lb Sack Amaryllis Flour \$1.20	12 lb Navy Beans ..... \$1.00
25 lb sack meal ..... 65c	1 lb Walnuts ..... 35c
10 lb sack meal ..... 35c	6 lb Box Crackers ..... 85c
5 lb sack meal ..... 20c	3 lb Bucket Compound ..... \$1.25
13 lb Sugar ..... \$1.00	4 lb Bucket Compound ..... 65c
25 lb bag sugar ..... \$1.85	9 lb Bucket Crisco ..... \$1.85
100 lb bag Sugar ..... \$7.25	6 lb Bucket Crisco ..... \$1.25
25 lb Spuds ..... \$1.00	3 lb Bucket Crisco ..... 65c
100 lb Spuds ..... \$3.75	No. 2 1-2 can Table Peaches ..... 25c
3 lb can Maxwell House Coffee ..... \$1.50	No. 2 1-2 can Table Apricots 30c
2 lb can Schilling's coffee \$1.10	No. 2 1-2 can Table Pineapple 30c
Gal. can Brer Rabbit Syrup ..... 75c	No. 2 can Table Pineapple ..... 25c
Gal. can King Komas syrup ..... 85c	No. 1 can Table Pineapple ..... 15c
Gal. can Red Karo syrup ..... 55c	No. 2 1-2 can Kraut ..... 15c
Gal. can Blue Karo syrup ..... 50c	No. 2 can Kraut ..... 10c
Gal. can Mary Jane syrup ..... 60c	No. 2 1-2 can Hominy ..... 12 1-2c
Gal. can Pancake syrup ..... 60c	No. 2 1-2 can Spinach ..... 20c
Gal. can Peaches ..... 60c	No. 2 can Spinach ..... 15c
Gal. can Pears ..... 65c	No. 2 can Standard Peas ..... 12 1-2c
Gal. can Blackberries ..... 70c	No. 2 can Standard Corn ..... 12 1-2c
Gal. can Loganberries ..... 75c	No. 2 can White Swan Corn 15c
25 bars P. & G. Soap ..... \$1.00	No. 2 can Justice Corn ..... 15c
4 Bars Palm Olive Soap ..... 25c	No. 2 1-2 can Tomatoes ..... 12 1-2c
4 bars Creme Oil Soap ..... 25c	No. 2 can Tomatoes ..... 10c
6 bars Olive Oil Soap ..... 25c	1 pkg. Post Toasties ..... 15c
6 bars Scotch Tone Soap ..... 25c	1 pkg. Kellogg Corn Flakes ..... 15c
2 pkgs. Shredded Wheat ..... 30c	1 can Pink Salmon, tall ..... 17 1-2c
2 pkgs. Post Bran ..... 25c	1 can Milk, baby size ..... 5c
4 pkgs. Macaroni or Spaghetti 25c	12 lb Rice ..... \$1.00
3 lb White Swan Coffee ..... \$1.90	
3 lb Blue Gold Coffee ..... \$1.50	

NOTHING CHARGED AT THESE PRICES.

**Closing Out FARM SALE**

OF L. N. SMITH

On the W. T. McCurdy Farm, Three Miles Due West of Summerfield.

**Thursday, January 6, 1927**

BEGINNING AT 10:30.

LUNCH WILL BE SERVED BY THE LADIES OF W. M. U. SUMMERFIELD CHURCH.

The reason for selling: I have not rented a farm for the coming year; I am also leaving this part of the country, therefore I will offer the following:

**LIVE STOCK**

- 1—Black Percheron stallion, age 3, weight 1350.
- 1—Black half Percheron mare, age 3, wt. 1200.
- 1—Black mare, 3 years old, wt. 1000.
- 1—Brown mare, age 8, weight 1100.
- 1—Bay saddle and work horse, age 9, weight 900.
- 1—Roan horse, age 7, wt. 1250.
- 1—Gray horse, age 8, weight 900.
- 1—Iron-gray horse, age 6, wt. 1000.
- 2—Span good work mules, well broke, wt. 900 to 1000.

**FARM IMPLEMENTS**

- 1—Two row P. & O. Lister.
- 1—Two-row John Deere disc-go-devil.
- 1—Three-section drag harrow, brand new.
- 2—Single row slide go-devils, with knives and discs.
- 1—John Deere single row sweep cultivator.
- 1—Low wheel wagon with header barge.
- 1—High wheel wagon with grain box.
- 3—Sets good leather harness.
- 4—Sets chain harness.
- 10—Good leather collars.
- Bridles, saddles.
- 150—Feet good garden hose, stay and log chains, one man crosscut saw, small farm tools and many useful articles too numerous to mention.

**HOUSEHOLD GOODS**

- 5—Bedsteads and springs.
- 1—Folding bed.
- 2—Kitchen cabinets.
- 1—Dining table.
- 6—Dining chairs.
- 1—Rocker.
- 1—High chair.
- 1—Cook stove.
- 1—Heater.
- 1—Dresser.
- 1—Chifferobe.
- 1—Clock.
- Dishes.
- 1—De Laval cream separator, No. 15.
- 1—25-gallon wash pot and furnace.
- 2—Water barrels.
- 1—Milk box.
- 1—Oil barrel.
- 1—Gasoline barrel.
- Good lineoleum enough for one large room.

**JERSEY COWS**

- 1—Jersey cow, age 4, fresh soon.
- 1—Jersey heifer, age 2, fresh soon.
- 1—Jersey cow, age 7.
- 1—Half Jersey cow, age 2, milking.
- 1—Jersey heifer yearling.
- 1—Meat hog, weight about 450 pounds.

NOTE—Considerable live stock and implements will be sold not listed.

TERMS—Sums of \$25.00 and under, cash; on sums over \$25.00, eight months' time will be given, approved security, ten per cent interest. Five per cent discount for cash on sums over \$25.00.

**WILLIAMS BROS.**  
Hereford, Texas

**L. N. Smith, Owner**

Sale Clerks by E. C. EUBANKS.

Auctioneer COL. W. S. WILLIAMS.

**News Notes.**

(Too Late for Last Week.)  
 Students have been on school on account of weather, but attendance is good.  
 The honor roll for the month of school: High School—Laverge Sherbit, Mary Beizer, Mignon Green, Margaret Bone, Leona Faye.  
 School closed the 23rd for the holidays and will reopen on January 3rd.  
 Miss Ursula Beizer returned to school Thursday after an absence of three weeks.  
 Mrs. W. T. Mayfield returned Monday from Plainview where she had been called on account of the illness of her mother, who is reported much improved.  
 Mrs. L. A. Smith who has been in the Herford Hospital for some time is improving and her many friends will be glad to know she will soon be able to come home. Mrs. Smith has had an attack of pneumonia.  
 The last meeting of the literary society was a great success. New officers were elected. Mr. Wes Bradley was chosen president, H. H. Miller, vice president, Olyve Chambers, secretary and Joe Sherbit, assistant secretary. A delightful program was rendered, including songs, debates, readings and music.  
 Mr. and Mrs. H. H. Miller and children visited relatives in Canyon Sunday.  
 Mr. and Mrs. A. T. Frye and daughter, Leona, were in Herford Monday.

**Northeast Corner**

Though the weather was very agreeable last Sunday, the people were able to have all services at Palo Duro church.  
 Mr. and Mrs. W. J. McClain were visited Sunday by a number of relatives of this community.  
 Joe Dowell returned to his work in this community after spending a few days in his home at Herford.  
 L. C. Moore and wife made a business trip to Amarillo one day last week.  
 Joyce Moore spent Sunday with Vada Norman.  
 A Christmas tree was the entertainment Christmas Eve at Palo Duro church and was very beautiful and well attended. Old Santa seemed to remember everyone here and all enjoyed the Christmas holidays very much.  
 Elbert Brisco, of Amhurst, left our community last week for his home after spending a few days here with relatives.  
 T. M. McBroom and wife were visited Sunday by relatives and friends.  
 A number of friends gathered in the L. C. Moore home last Sunday to spend the day.  
 Coy Phillips and family spent part of the past week in Herford with relatives.  
 Miss Mabel Curtisinger, of near Herford, spent one day last week in this community with Mr. and Mrs. Toy Price and family.  
 Grandpa Womble returned to his home in Herford Saturday after spending a few weeks in this community with relatives.  
 Mr. and Mrs. Frank Daniel and daughter, Loraine, and Mrs. J. L. Alford left their homes in this community last week for Chillicothe where they will visit with relatives.  
 A number of relatives and good friends gathered in the home of W. R. McClain to spend Christmas Day.  
 Mr. and Mrs. Ben Oze and family left their home here last week for Fort Worth where they visited relatives.  
 Mrs. Elmer Womble returned to her home here last week from Silvertown.  
 J. M. Ware and family spent Christmas Day in the Ashley home in the Ford community.  
 H. J. Oglesby made a business trip to Amarillo one day last week.  
 Mr. and Mrs. Renison were visited Christmas Day by relatives.  
 Mr. and Mrs. Jennie Jenkins arrived in this community one day last week from Paducah to spend a few weeks with relatives here.  
 Mr. and Mrs. R. L. Campbell and children are away on a trip. We hope their trip will be a big success.  
 Milton Stenson is now working for Mr. West.

**Flagg News.**

(Too Late for Last Week.)  
 Mrs. Horace Ballow and children are visiting in Amarillo this week.  
 Mrs. Fletcher Ramsey went to Herford Saturday.  
 Mr. and Mrs. Chas. Koeninger of Huxley, Texas, are visiting Mr. and Mrs. Neert Arms.  
 Jack Redwine has completed his new residence here and will soon be ready to move in.  
 Arch Johnson made a business trip to Amarillo Saturday.  
 Mrs. Sam Birdwell and Mrs. ...

Mrs. Ernest Jones was a guest of Mrs. W. T. Summers Sunday afternoon.  
 Elmer Dixon, of Cleo, attended singing and church at Flagg last Sunday night.  
 A special invitation is extended all surrounding communities to attend our singings each Sunday evening.  
 The Misses Freeman of Big Square community attended singing here Sunday night.

**Joel Cleanings**

(Too Late for Last Week.)  
 A number of our farmers finished loading a car of wheat Saturday.  
 Guy Smith and family were in Herford Saturday.  
 W. T. Smith was in Herford Saturday.  
 Mrs. W. T. Smith visited Mrs. Walter Lunday Tuesday evening.  
 Mrs. B. B. Easter spent Thursday morning with Mrs. Smith, and left for her home at Dimmitt in the afternoon.  
 W. T. Smith and wife spent Monday with their daughter, Mrs. W. H. Kelly, at Herford.  
 W. T. and Guy Smith were in Herford on business Tuesday.  
 Mrs. Leath Galley and children were in Herford Friday.  
 W. A. Calloway and family were Herford visitors Saturday.  
 W. T. Smith has had several men at working stacking feed at the place to which he will move soon.  
 Wick Calloway was in Herford Monday.  
 We had a nice crowd at Sunday school and hope they will be there each Sunday.  
 Rev. Bosarth of Canyon gave us a nice talk Sunday on the Christmas Sunday school lesson.  
 J. B. Renfro and wife were in this neighborhood Sunday.  
 Boyd London and wife visited

Walter London and wife Sunday.  
 C. A. Galley came in from A. & M. Sunday for the holidays.  
 W. R. Kelly and wife and E. M. Kelly visited the W. T. Smith home Sunday evening.

**Cameron, N. M.**

Ray Johnston and Vernon Cogdill were Sunday guests of Chilton Leach and Willie McCary.  
 Allene Hendrix went home with Mr. and Mrs. Jess Leach Sunday to spend the night.  
 Dallas Johnston and family took dinner with Grover Cogdill and family Saturday.  
 Misses Vera Cogdill, Gladys Johnston and Ella Davis were Sunday dinner guests of Golda Leach and Mary McCary.  
 W. M. Hubble and family took Christmas dinner with Albert Leach Saturday.  
 Jim Hendrix and family of Clovis spend Christmas with relatives here.  
 Sunday dinner guests of Albert Leach and family were Mr. and Mrs. Jess Leach, Mr. and Mrs. Jim Hendrix and Ike Hives and family.  
 Rev. Forbes preached at New Hope Saturday evening and Sunday morning.  
 Mrs. Hubble was shopping in Grady Thursday.  
 Mr. and Mrs. Cameron spent Christmas with their daughter, Mrs. Conway, at San Jon.  
 Jim Cameron reported hearing some interesting Christmas programs over the radio.  
 Virgil Dunn and family, A. A. Dethrage and family, Mr. and Mrs. Locknane, Arnold Bunch and family took Christmas dinner Saturday with Mrs. Susie Dunn.  
 The mail carrier had such heavy mail last week he had to put on a trailer.  
 W. A. Bowen spent Friday night

with A. A. Dethrage.  
 The program at New Hope was well rendered Friday night. They had a pretty tree and Santa Claus was present.  
 Archie Brown sustained serious injuries when he was thrown from a motorcycle Friday.  
 Virgil Redley narrowly escaped serious burns Thursday afternoon at Bellview when he was playing Santa Claus. His clothes caught fire from candles on the Christmas tree.  
 A. A. Dethrage and family, Virgil Dunn and family spent Monday night with Mrs. Susie Dunn.  
 Mrs. Duck carried the mail last week for Jim Cameron while he was gone to Hot Springs, New Mexico.  
 R. A. Lows bought a dressed hog from J. P. Dunn Monday.  
 Miss Sallie Patterson spent Monday and Tuesday night with Mrs. Ella Burnett.

Mrs. Edmondson has been real sick the past week.  
 Mr. Stogall's little baby has been sick with pneumonia.  
 The Christmas tree at Wheatland Thursday night was well attended and a good program was rendered and Santa Claus was present. Everyone enjoyed a very merry time.  
 Mrs. Josie Crecellus is spending the holidays with relatives here.  
 A. A. Dethrage and Mr. Bowen were shopping in Clovis Thursday. A fine snow fell here Thursday night.  
 Jim Cameron and wife were shopping in Clovis Thursday.  
 I. P. Dunn killed hogs Monday, a number of neighbors helping.  
 Jim Cameron and wife returned from Hot Springs Monday.  
 Virgil Dunn, Mr. Bowen, Mr. Woods and son helped A. A. Dethrage work on his mill Wednesday.  
 Grover Cogdill and family were in town Wednesday.  
 J. R. Burnett killed hogs Monday.  
 Miss Jewel Cogdill spent Wednesday with Yola Johnston.  
 Mrs. Jess Burnett came in Friday and is spending a few days here.

Virgil Filliam and family spent Christmas day with C. Cogdill.  
 A. A. Dethrage and Mr. Bowen motored to Clovis Monday.  
 F. B. Scott and family are spending the holidays with relatives in Amarillo.

**Lumber, Timbers, Shingles**  
 ALL BUILDING MATERIALS  
 Direct from mills and factories to builders anywhere. White Pine, Yellow Pine, Fir, Cypress, Cedar, Hardwoods, straight cars, house bills or smaller shipments, by train or truck.  
 Instruments will bring you complete enjoyment of the excellent programs now on the air.  
 AMARILLO  
 1500 W. 9th St. Phone 4290

Statements Letter Heads developed all Job Work, at Brand.



To our old friends, to our cherished new friends, and those whose friendship we are striving to win, we wish a  
**HAPPY NEW YEAR**  
 and hope we will be permitted to serve you indefinitely.

**CARLYLE GROCERY**

**HAPPY NEW YEAR**

We hail with joy the coming of the New Year, and are wishing for you the happiest and most prosperous year you have ever had. We thank you for your generous patronage, and confidence and hope your loyal support will continue for many years to come.

**HERFORD PRODUCE COMPANY**  
 I. H. SPRATT.

**365 NEW DAYS**  
 what will you do with them?

At every turn, friends wish you a Prosperous New Year.

They are hoping that money will be plentiful for you; that your investments and your crops bear rich returns. They are hoping that every turn of your hand will better your material circumstances. Why?

Because they know your happiness—your health—your comfort and pleasure; and that of all those near you, is vitally dependent upon money.

We, too, wish you a Prosperous New Year and to make it so, let us:

Give you free investment advice.  
 Loan you money.  
 Pay you interest on Savings.

**FIRST NATIONAL BANK**

**Announcing—**

**Beautiful CHEVROLET**

*in Chevrolet History*

**TRULY** the most beautiful Chevrolet in Chevrolet history! Truly an achievement which must immediately change all existing ideas as to what the buyer of a low priced car has a right to expect for his money!

Here is the irresistible appeal of unbroken, flowing body lines—of modish new Duco colors, fashionably striped—of notable smartness—of that flawless silhouette regularly associated with the costliest of custom-built creations.

Here are score after score of advancements in design, literally too numerous to list completely—but typified by one-piece full-crown fenders, bullet-type lamps, coincidental steering and ignition lock and large 17-inch steering wheel.

Here is definite assurance of longer life, more satisfactory operation and even greater economy—for all models are equipped with a new AC oil filter and an improved AC air cleaner!

Such features as these are usually found only on cars costing up into the thousands. They are marks of distinction on the world's finest automobiles. Yet these are now offered on The Most Beautiful Chevrolet because the spectacular growth of Chevrolet popularity has sent Chevrolet production to tremendous volume—and only the economies of tremendous volume plus inspired engineering make possible the manufacture of so fine a car to sell at Chevrolet prices.

We urge you to come in for a personal inspection. And we ask you to come, not in the customary casual mood—but actually anticipating the revelation you would expect when the world's largest builder of gearshift automobiles announces a completely new line of cars whose truly great value is based on irresistible beauty

**and a host of improvements including:**

New AC Air Cleaner	New Tire Carrier
New AC Oil Filter	New Bullet-Type Head Lamps
New Coincidental Lock	New Windshield On Open Models
Combination Ignition and Steering Lock	
New Duco Colors	New Heavy One-piece Full-crown Fenders
New Gasoline Gauge	New Hardware
New Radiator	New Running Boards
New Bodies by Fisher	New Brake and Clutch Pedal Closure
New Remote Control Door Handles	

**—with these Amazing Price Reduction**

The <b>\$595</b> COACH FORMER PRICE \$645	The <b>\$625</b> COUPE FORMER PRICE \$645	The <b>\$695</b> SEDAN FORMER PRICE \$735	The <b>\$745</b> LANDAU FORMER PRICE \$765
The <b>\$525</b> Touring Car	The <b>\$525</b> Roadster	The Sport <b>\$715</b> Cabriolet	1-Ton Truck Chassis Only <b>\$495</b> 1/2-Ton Truck Chassis Only <b>\$395</b>

Price includes balloon tires and steel disc wheels. Former price \$535 with balloon tires only.

Price includes balloon tires and steel disc wheels. Former price \$535 with balloon tires only.

Entirely new model with rumble Seat.

Balloon tires now standard on all models. All prices f. o. b. Flint Mich., effective January 1st, 1927.

**Brumley Chevrolet Company**  
 QUALITY AT LOW COST

**Texas & Texans**

By WILL H. MAYES

**Beautiful Old Year.**

Year 1926 has been good to some other farm products been disappointing, the loss of low prices has been made up by the abundance of her crops. Most farmers had that it does not pay to depend on one crop, and, as a consequence, they have marketed more corn, butter, milk, eggs, fruits and garden products than ever before for most of which prices have been satisfactory. The year has brought wonderful oil development, in many parts of the state. Manufacturing industries have prospered. The cities and large towns had remarkable growth. Labor found steady employment at high prices. There have been no disasters. With it all there are evidences of educational and moral advancement, despite the prevalence of crime. The people are aroused to a need of stricter enforcement to check the activities of the criminal element and are awoken as never before to the advantages of thorough enforcement of all the latent resources of the state. Indeed, 1926 has been a great year for Texas, for which we all give thanks.

**Oil Production Increases.**

An address at Mexia recently by Smith, one of the Texas Railroad Commissioners, gave figures showing the splendid increase in production in the State. In thirty-six counties oil wells are being put out their liquid wealth, and as many more development are being put forward. Gas is being produced in quantities sufficient to supply fuel for the entire state, and pipe lines could be built to carry it. The Santa Fe railroad

**DR. G. W. HEARD**  
Dentist

Special X-Ray Equipment  
Over-Corner Drug 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.  
Polk St., Amarillo, Tex.

**RS. J. H. PITMAN**  
FLOWERS OR PLANTS  
PHONE 157.

alone is handling approximately 150,000 barrels of oil a day, and other roads and pipe lines are busily carrying oil to the great redoubts and on to the markets of the world. The wealth that oil and gas are bringing to Texas is almost incalculable, and producers say that oil development is only fairly commencing. Geologists also assure us that Texas is even richer in potash than in oil.

**Building a Health Resort.**

Mineral Wells is not satisfied to let outside capital come in, build million-dollar hotels and bear all the expense of making the town a convention city and health resort. The city has voted an \$80,000 bond issue for a city hall and auditorium. The auditorium will seat and properly accommodate 5,000 people in convention. Conventions are greatly beneficial in giving publicity to health resort. They draw crowds that become impressed favorably and want to go back some time for recreation and health. Mineral Wells is getting ready to make the necessary favorable impression. It

already has good streets, fine highways and natural scenery of a kind to attract the pleasure-seeker. There are some other Texas resort towns that should send delegations to Mineral Wells to study the methods of that town.

**Making Way for Progress.**

One of the laws of progress is that old methods must give way for the new even in business and fortunes have to be sacrificed. Old houses are torn away that the bigger buildings may take their place. Progress is both a great builder and a heartless destroyer. San Antonio is having to widen and straighten many of its streets. In time it may even have to divert its beautiful river from the center of the business district. The latest order has been for its ancient town to desist from his established business. This unique character, oddly dressed and mounted on a small pony queerly appareled, has for a long time gone through the streets megaphoning advertisements to the casual passers. San Antonio wants it known that at

least the city has grown out of the "town crier" stage of development, and that business must use other methods when it wishes to be heard. Most progressive cities dispensed with town criers a century or more ago, but San Antonio has rather prided itself that it has not been like other cities.

**Burnet Granite In New York.**

Burnet county pink granite is being used in the Edison building in New York. The contract calls for about \$1,000,000 worth of the granite which is being cut for the buildings at the mines with im-

mense saws that enable the men to turn out ten times the amount of finished granite cut by the old methods. The granite company has other large contracts to fill, and the industry promises to bring much employment and wealth to that section of Texas.

**Cotton Relief Plan.**

The Texas cotton growers fail to see any prospect of much relief from the present cotton situation, through the so-called "relief plan" proposed by the United States Congress. The plan provides that four Federal crop reports on cotton a

year instead of the eleven now being made. So long as the country is actually producing more cotton than is needed, it makes little difference, except to cotton speculators, whether that fact is made known eleven times a year or only four times.

**Didn't Hit Texas Citrus Fruits.**

The big December freeze did no injury to the citrus fruits crop in the Rio Grande Valley, and unless the weather gets much colder wonderful crops of fruits and winter vegetables will be produced. Railroad and water shipping facilities

are being increased, and there is every prospect that the South Texas fruit growers and market gardeners will prosper in 1927 as never before.

A movement is on foot for a cooperative effort to reclaim all the immense acreage of lands in the Trinity river valley from its head in North Texas to its mouth in Southeast Texas. There is no richer country in the world than this fertile valley and with united effort it can be made to add millions to the wealth of Texas.

**CARUSO**  
—was the greatest singer!  
—We don't claim to be great singers, but we can put a wonderful TUNE in your motors.  
—We will move into our new building, across the street from the Court House, soon after January 1st.  
**BEAMS & MARRS**  
Phone 23.

**NINETEEN TWENTY SEVEN**  
  
We are wishing you a Happy New Year. May it bring you no adversity and great prosperity. May every one of the 365 days be richer and fuller than the one before.  
**Anthony's Furniture Store**  
Phone 169.

**Good Luck to You In 1927**

We hope you prosper and enjoy all the blessings possible during the coming year.

And we hope to serve you better than ever before in the next twelve months!

**Fox Mercantile Co.**

**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

# LOCAL HAPPENINGS

L. Owen went to Amarillo Wednesday on a business trip.

Charles Ingraham and Vega were here Monday attending to business.

Mr. and Mrs. L. Gough, of Amarillo, were here Wednesday.

Paul Ansley, of Amarillo, was here last week visiting friends.

A. A. Witherspoon made a business trip to Amarillo Tuesday.

E. B. Rothwell, of Dimmitt, transacted business in this city Monday.

E. H. Womack and daughter, Miss Alry Fay, spent Sunday in Amarillo visiting relatives.

Mrs. H. H. Gull, of Canyon, visited over Christmas day in the home of her brother, A. M. Jones.

F. C. Hamilton of Clovis, Santa Fe official, was here on business Tuesday and Wednesday.

O. W. Bowers, formerly with the C. O. Lee Hardware Co., was in Hereford last Tuesday.

J. B. Scott, representing the Texas Utilities Co. of Plainview, was here the latter part of last week.

Jake Smith, of Kansas City, a cattle inspector, was here the latter part of last week.

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

J. E. Hill, representing the Panhandle Lumber Co., of Amarillo, was here on business Tuesday.

Mr. and Mrs. J. A. Hutchins, of Cordell, Okla., were in Hereford the first of the week.

D. L. McDonald was here Thursday attending to business and visiting his family.

Mrs. D. O. Stallings and daughter, Miss Fray, of Clarendon, came in Sunday night for a visit with Mrs. Stallings' mother, Mrs. F. H. Brittan and sister, Mrs. Jim Mauk.

Miss Beda Williams went to Amarillo Wednesday to visit her sister, Mrs. C. B. Kinkade.

Mr. and Mrs. Clyde Wright and family of Silverton spent Christmas holidays in Hereford visiting in the A. W. Gregg home.

Walter Axtell, of Amarillo, was visiting his brother and family this week. D. G. Axtell, of Castro county.

C. E. Berkmeier, of Amarillo, spent Christmas day and Sunday visiting his wife and E. B. Black and family.

J. A. Porter and family, of Guyton, Okla., were in Hereford the latter part of last week enroute to Southern California.

A. A. Wright, of Springfield, Mo., was in Hereford last week inspecting his land holdings thirteen miles northeast of Hereford.

John F. McGovern, of Amarillo, an oil prospector, was here Wednesday for the Hill Billy spending.

Harold Bruner, of Los Angeles, is here spending the holidays with his parents, Mr. and Mrs. R. K. Bruner.

Misses Dorothy Penry and Mary Christine Bruner are spending this week-end in Plainview and Floydada.

Mr. and Mrs. W. H. Neilson, of Spearman, spent Christmas with Mrs. Neilson's parents, Mr. and Mrs. J. O. Jenkins.

Van Bruner of Amarillo, Rex Heeves and Kinney Lane, of Clarendon, spent Christmas with Mr. and Mrs. R. K. Bruner.

Mr. and Mrs. Homer Fox spent Christmas in Tulla with Mrs. Fox's relatives.

Rev. V. M. Cloyd, of Ft. Worth, will preach at the Baptist church next Sunday.

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

Messrs. Jack Wright and John L. Wilson, Jr., are visiting with relatives and friends this week in and around Fort Worth.

County Agent R. O. Dunkle and Mrs. Dunkle returned Tuesday from Lubbock where they spent the Christmas holidays with friends.

Miss Virginia Brooks, of Oklahoma City, and Miss Katherine Brooks, of Amarillo, visited their mother, Mrs. G. H. Brooks, during the holidays.

W. A. Stewart, of Amarillo, was here since last Sunday visiting in the home of his nephew, L. F. Boyd. Mr. Stewart returned home Wednesday afternoon.

Messrs. J. E. Robinson and M. D. Rhodes transacted business in Hereford Wednesday and Thursday. Mr. Robinson is in the grocery business in Canyon.

Mr. and Mrs. Wes Anthony entertained the following at a six o'clock dinner at their new home in North Hereford: Mr. and Mrs. R. O. Dunkle, Mr. and Mrs. S. L. Sharman and Mr. and Mrs. N. C. Vogtle.

Mr. and Mrs. C. H. Churchill were in Hereford Sunday enroute home to Summerfield from Amarillo. They spent Christmas in the home of their daughter and family, Mr. and Mrs. Jim Florey.

The following were visitors in the home of Mr. and Mrs. W. B. Anthony: Mr. and Mrs. Roscoe Davidson and family, of Clovis; Mrs. Grady Stegall, of Amarillo; Mr. and Mrs. Virgil Beyer, of Amarillo; Robert Anthony, of Clovis; Mr. and Mrs. Jamie Duncan, of Hale Center, Texas.

F. L. Austin and Walter Harris, of Roswell, New Mexico, officials of the Kemp Lumber Company, were business visitors here the first of the week, going over conditions with local Manager Sharman. They attended the weekly luncheon of the Chamber of Commerce Monday.

**FOR SALE.**  
One living room suite, one dining room table, one buffet, sewing machine, one Columbia Graphophone and forty records, one large Cole hot blast heater—all in good condition. Inquire at the VOGELE MILLINERY PARLOR.

**Work That Will Stand Up!**  
—and bear close inspection.  
Phone 15  
**Hereford Sheet Metal Works**  
J. P. McMAHAN  
Across the Street from the Texas Utilities Company, Old Christian Church Building.

J. W. Edwards made a business trip to Amarillo Tuesday evening.

Miss Lydia Ash went to Canyon Tuesday to visit her father and brother.

Mrs. Lucy Skains, of Memphis, Texas, was here over Christmas visiting her parents.

The Texas Filling Station is specializing on complete lubrication of cars. 50-11

Miss Lois Maddux spent Christmas with her parents at Balla, Texas.

E. J. Miller, of Johnstown, Colo., was here the first of the week visiting in the home of friends, Mr. and Mrs. R. M. Duan.

Does the old chariot need greasing? The Texas Filling Station can do the trick. Try us once, we bet you will like the job. 5-11

Mrs. George Thorp and little son left Tuesday for their home in White Deer, Texas. Mrs. Thorp is a sister of Mrs. Alje Martin.

Special on spuds and apples for this week: Spuds \$3.50 per 100 pounds; Apples \$2.00 per box. GOLDEN RULE PRODUCE COMPANY. 50

J. P. McMahon and family reached home Monday from Lubbock where they were visiting with relatives over Christmas.

Special on spuds and apples for this week: Spuds \$3.50 per 100 pounds; Apples \$2.00 per box. GOLDEN RULE PRODUCE COMPANY. 50

Mr. and Mrs. Milton Anthony and daughter, Miss Irene, of Long Beach, California, arrived here last week and are visiting in the home of Mr. Anthony's parents, Mr. and Mrs. W. B. Anthony.

Miss Gladys Buchanan spent

Raymond Hawkins returned home from Abilene, Texas, where he spent Christmas week in the home of Rev. and Mrs. J. O. Haynes and Mr. and Mrs. J. J. Hinds, of Tye, Texas.

Has your differential and transmission ever been cleaned out? We have the equipment to do it with. Costs nothing but for the grease to refill. 50-11

**NOTICE!**  
All automobile owners take notice—after January 1st all cars run on public highways without 1927 license will be fined accordingly. Respectfully,  
C. S. RICHARDS, Constable.

**Frio-Easter Items**  
Mrs. Bob Knox spent Monday in the home of Mrs. Harlin. Chas. Bell and wife called in the Everett Doak home Monday afternoon.

Mr. and Mrs. V. C. Woolery spent Tuesday night in the home of Mr. and Mrs. E. V. Sullivan.

Mr. and Mrs. Henry Allman and Mr. and Mrs. E. V. Sullivan spent Tuesday with Mr. and Mrs. Bob Knox.

Mr. and Mrs. Bob Knox, Mr. and Mrs. E. V. Sullivan and Mr. and Mrs. Clayton Woolery called at the Henry Allman home Tuesday night.

Messrs. Ray Kincaid, Bob Knox and M. B. Mobley attended the wrestling match at Amarillo last Thursday night.

Henry Allman and wife and Mrs. M. B. Mobley left Wednesday for Floydada to spend Christmas.

Mrs. Bob Knox spent Christmas with relatives at Eldorado, Oklahoma.

Miss Lottie Stagner spent last week with relatives at Pauls Valley, Oklahoma.

Miss Gladys Buchanan spent

Christmas with relatives in Amarillo.

Miss Grace Jamison spent last week with relatives at Paabandie.

Mr. and Mrs. Sam Hunter and Mr. and Mrs. Tim Hunter spent Wednesday afternoon in the home of Mr. and Mrs. Allen.

Misses Frankie Mae Corn and Della Stagner and Mr. Owen Stagner who are attending W. T. S. C. at Canyon spent the holidays with home folks.

Misses Louise Ann and Caroline Frye spent Thursday afternoon in the home of Mrs. E. V. Sullivan.

Mr. and Mrs. V. S. Holliman and Mr. Glenn Van Horn of Hollis, Okla., spent the holidays with Mrs. Holliman's parents, Mr. and Mrs. W. J. Sullivan.

Messrs. Sparkman, Albert Springer and wife and Mrs. G. F. Springer and daughter of Hereford spent Christmas day with Mr. and Mrs. A. T. Jones.

Earl Springer and wife spent Christmas day with Mr. and Mrs. Fulkerson.

Mr. and Mrs. Bray of Hereford, Mr. and Mrs. Goldsmith and Mr. and Mrs. Fred Walton spent the

Holliman's parents, Mr. and Mrs. W. J. Sullivan.

Mr. and Mrs. Leo Williams spent Christmas day with Mr. and Mrs. Bagwell at Bethel.

V. S. Holliman, E. V. Sullivan, Clayton Woolery and wives and Glenn Van Horn spent Christmas day with the W. J. Sullivan family.

Messrs. Sparkman, Albert Springer and wife and Mrs. G. F. Springer and daughter of Hereford spent Christmas day with Mr. and Mrs. A. T. Jones.

Earl Springer and wife spent Christmas day with Mr. and Mrs. Fulkerson.

Mr. and Mrs. Bray of Hereford, Mr. and Mrs. Goldsmith and Mr. and Mrs. Fred Walton spent the

day Christmas in the home of Mrs. M. W. Fields.

Mr. and Mrs. Holliman Saturday night in the home of Mrs. E. V. Sullivan.

Mr. and Mrs. Sparkman, Mrs. Clayton Woolery, Mr. Mrs. Holliman, W. J. Sullivan, Glenn and Osville Van Horn Sunday in the home of Mr. Mrs. E. V. Sullivan.

Mrs. H. C. Doak, Mrs. Doak and Mrs. W. J. S. spent Wednesday with Mrs. Woolery.

Sunday school was not yet attended Sunday.

E. V. and W. J. Sullivan, Holliman and wives and Glenn and Osville Van Horn spent Monday the Clayton Woolery home.

## STAR THEATRE

MID-NITE MATINEE  
FRIDAY, DECEMBER 31.  
Reginald Denny

"Where Was I?"

FRIDAY AND SATURDAY  
DECEMBER 31 and  
JANUARY 1  
MILTON SILLS

"Men of Steel"

MONDAY AND TUESDAY  
JANUARY 3-4  
COLLEEN MOORE

"We Moderns"

WEDNESDAY AND THURSDAY  
JANUARY 5-6  
"Her Man O'War"

with  
Jetta Goudal and William Boyd

FRIDAY AND SATURDAY  
JANUARY 7-8  
HAROLD LLOYD

"The Freshman"

COMING—Three Bad Men, Tom Mix in No Man's Gold; Lon Chaney in Phantom of the Opera.



—To 1927—the year that is coming—a health! May your New Year be merry—and bring to you unbounded prosperity. May it be bright and bring hopes of a rosy future, and be in truth—A Happy New Year.

### D.R. Gass & Son

## I'm Out to Sell More Chevrolets!

BY OSCAR EASLEY

I'd like to no exactly why they call me "dub," but still they do! & yet, somehow I'm getting by—perhaps its just their point of view. they tho't I'd started sumphing new when I sold cars on winter days—at that, I peddled quite a few—I peddled cars because it pays!

I've got my wife to satisfy; with her, excuses are taboo. we need the Jack, & so I try ta make my prospects carry thru. I live by selling Chevrolets—live by selling Chevrolets—while salloroom bounds just loaf & stew. I peddled cars because it pays.

I leave the salloroom high & dry when bitter days tern noses blue. its easier to see a gl wibe winter's locked him up for you. I'll never join the salloroom crew that sings the praise of Chevrolets. I'd rather seek an interview—I peddled cars because it pays.

I've got my wife to satisfy; with her, excuses are taboo. we need the Jack, & so I try ta make my prospects carry thru. I live by selling Chevrolets—live by selling Chevrolets—while salloroom bounds just loaf & stew. I peddled cars because it pays.

—and a happy and Prosperous New Year

## BRUMLEY CHEVROLET CO.

## WHY NOT BUILD

A House of Your own?  
Ask for our attractive offer.  
Low Interest Rates.

THE PLAINS INSURANCE AGENCY

## HERE'S A NEW YEAR WISH—

Hereford built more Homes in 1926 than in any previous year in her history. We hope this is but a starter and than in 1927 we can double the 1926 figures! And that YOU get one of the new homes—and allow us to furnish the materials that go into it!

A HAPPY 1927 TO YOU!

## Panhandle Lbr. Co.

PHONE 65

# A HEARTY NEW YEAR'S WISH!

WITH A HAND CLASP TRUE—JUST AS THO WE WERE MEETING AND REALLY GREETING YOU!

## CORNER DRUG STORE

# SEEDS

THE CANE SEED MARKET IS OPEN. SUDAN IS UP EVERY DAY. BE SURE TO GET OUR PRICES BEFORE SELLING.

## ALAMO LUMP

THE CLEANEST, HARDEST COAL THAT COMES FROM COLORADO!

## West Texas Feed & Seed Co.

Phone 265. "Hottest Number in Hereford"