

The Hereford Brand

SIXTEEN PAGES

FIRST SECTION

Published Every Thursday

Our Slogan—"More People—More Farms"

VOLUME 28—NUMBER 47.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, DECEMBER 6, 1928.

SETH B. HOLMAN, Publisher.

ANNUAL CHAMBER OF COMMERCE BANQUET SET FOR DECEMBER 14

Iowa Creamery Expert Comes Here to Aid Local Dairy Enthusiasts

COUNTY BANQUET PLANS COMPLETED

Various Committees Named to Handle Every Detail; Neighbors Will Be Invited to Attend and Help On Problems.

"Not only a Hereford Chamber of Commerce banquet, but a Deaf Smith county banquet as well," said President Selger, in speaking of the annual banquet which will be held Friday, December 14. "We believe we have convinced practically everybody that we are working for the interests of the county and we want our neighbors and their wives to attend this good will banquet and help us plan for the biggest year we have ever had."

Covers will be laid for an attendance of four hundred. Five committees have been appointed and tickets given to them for distribution. The names of the ticket committees follow: Team number one, A. O. Thompson, S. O. Wilson; team two, John Olson, C. H. Dyer; team three, Harold Hicks, A. H. Stren; team four, J. E. Hill; Herman Schultz; team five, A. A. Foster, J. T. Cronin.

Although a complete canvas will be made by these gentlemen, everyone is urged to see them and get tickets before the supply is exhausted, making this a Deaf Smith county affair rather than just the town of Hereford was definitely decided upon by directors of the organization and it is to be the first of many steps to bind more closely the interests of rural communities and Hereford during the next twelve months.

It is the universal belief of the directors and membership of the Chamber of Commerce that opportunity for improvement and development in the town and county has never been as great as at this time and many rural problems as well as town problems will be included in the program for the ensuing year.

A very attractive program is being planned.

Letters to Old Santa Claus Are Now In Season

The annual visit of Santa Claus is just around the corner—less than one month off. "Already the kiddies are beginning to get nervous and fidgety and eager. The Brand has already received one letter, addressed to Santa Claus, care of The Hereford Brand. Others are arriving by every mail.

The letters to Santa Claus will be published in The Brand on Thursday, December 20, in ample time for Santa Claus to read them all and prepare his answers. Letters must be in The Brand office by Monday, December 17, in order to insure publication.

Sam Hutson Purchases the Sunrise Cafe from Bennett

Sam Hutson, well known young business man, has purchased the Sunrise Cafe from Charlie Bennett and is now in active charge. Mr. Hutson promises fine service and fine food to his friends and customers.

HEREFORD HIGH'S FIGHTING WHITEFACE ELEVEN, SEASON OF '28



Top Row: Coach McCollum, L. Drake, L. Sherman, G. Higgins, F. Cogdell, R. Seed, O. Newell, H. Drake, C. Heard, J. Gilliland, Mascot; C. W. Humble, business manager. Middle Row: E. Bowen, R. Hicketts, T. E. Selger, H. Brumby, C. Longbottom, N. Gilliland, B. Sisk, D. Robertson. Bottom Row: W. Ireland, G. Mitchell, G. Jowell, Bill Mitchell, Babe Russell, R. Glenn, W. Gilbreath, "Sandy" Jowell.

COTTON IS BEGINNING TO COME IN FAST; EXPECT ACREAGE INCREASE IN '29

E. E. Ireland, manager of the Hereford Cotton Gin, reports considerable cotton now coming in. Eight bales have been stored this week for ginning Friday and Saturday, the regular ginning days at this plant.

Mr. Ireland reports that his brother-in-law, J. H. Whitaker, and family of Newport, Texas, will arrive about January 1 to make their home here. Mr. Whitaker is a cotton raiser of long and successful experience.

J. T. Gatlin, south two miles on 25-Mile Avenue, has fourteen acres in cotton this year from which he has already picked and ginned four bales on the first trip through the field. He expects to get several more bales. The first four bales weighed 2020 pounds at eighteen cents, or a total of \$365.22, and in addition the seed sold for \$17.00 per bale, making in all about \$482.22.

Mr. Ireland is urging the farmers to plant cotton next year and is expecting quite an increase in acreage in 1929.

Star Theatre To Undergo Transformation At Once

Manager W. L. Pickett of the Star Theatre, this week began a general overhauling of the building and, when completed, the Star will be one of the finest in appearance, comfort and convenience that can be found in towns of this size anywhere.

Mr. Pickett, who is progressive in his ideas, and whose class of offerings here has set a standard, is remodeling his entrance completely. From the sidewalk back about ten feet and in the center of the lobby there will be an octagonal ticket office, making the exit and entrance on both sides of the ticket windows. The main auditorium will be redecorated and a little later reseat with the latest model opera chairs.

The front will be finished in Textone and celled overhead. The entrance has been pushed back several feet into the main auditorium, making the lobby considerably deeper and larger. The Star Theatre will be a real show place, in two different meanings, when all this work is finished.

Telephone Expert Works Local Board Over Entirely

C. E. Hurt, Amarillo automatic plant expert, was here Wednesday morning working over the local switch board. Mr. Hurt said that A. F. Powers, of Tulla, was transferred here the first of the week to become plant man for the local system, exchanging places with E. E. Ball, who takes Mr. Powers' place at Tulla.

Officials Who Will Handle Game Friday Are Named

School authorities Wednesday announced the following list of officials for the championship football game to be played here Friday:

Referee—Fullingim, of Amarillo. Umpire, Lockhart, W. T. S. T. Canyon.

Head Linesman, Webb, Canyon High.

ELLISTON BUILDING SOLD; FOUNDATIONS FOR NEW BRICK TO BE STARTED

A. H. Elliston, who recently announced the coming erection of a new Main Street brick building on the lot just north of Ray's Jewelry Store, said Wednesday that foundation work will begin as soon as the old building is removed and he expects this part of the work to be finished by January 1. The building when completed, will be occupied by the C. E. Stone Chain Store Dry Goods Company.

The old Elliston building has been purchased by Hancock & Pittman, formerly of Vernon, and will be wrecked. The new building is expected to be up and erect a dwelling house.

Miss Ethel Rice of Lockney spent Thanksgiving here with her parents. Mr. and Mrs. Rice accompanied Miss Ethel to Lockney Sunday.

Landrum Sells Carload of Trees Owing to Good Season

The local nurseryman, L. P. Landrum, last week shipped a carload of shade and ornamental trees to points in Oklahoma, New Mexico and Texas. The shipments were in separate lots, but the total quantity reached carload proportions.

The unusually good season this year has created a heavy demand for trees and shrubs, Mr. Landrum said.

Mrs. Heifner to Move to Stambaugh's First of Year

Mrs. T. N. Heifner, proprietress of the Heifner Millinery shop, in this issue of The Brand the fact that on January 1 she will give up her present location and will move to the balcony at Stambaugh's Dry Goods Store. It is understood that Johnnie Orr's Hereford Dry Cleaners establishment will occupy the premises now housing Mrs. Heifner's Millinery shop.

Bendickson, Co-Operative Creamery Expert, Here to Assist In Organization of Hereford Plant; Expresses Satisfaction With Situation

"Some mistakes you should avoid," might aptly be given the subject discussed at the Chamber of Commerce luncheon Monday by N. O. Bendickson, manager and buttermaker of the Traer Co-operative Creamery, of Traer, Iowa. The organization which Mr. Bendickson represents is making this year approximately three quarters of a million pounds of butter for which there has never been a market lacking, according to Mr. Bendickson. Traer dairymen have received an average price of 53 cents per pound for their butterfat, he said. Mr. Bendickson's talk was well received by the more than seventy who were present of which many were dairy farmers of this community.

President Selger stated, in introducing Mr. Bendickson, that Mr. Bendickson was not here to promote a creamery or to sell anything, but that he had been invited here to discuss the practical side of the creamery business, in which he had been engaged for more than twenty-five years. The creamery committee of the Chamber of Commerce had asked Mr. Bendickson to come and advise with them as to the kind of plant to erect and install, as well as to give information on how the co-operative creameries of Iowa are handled.

A meeting was held by this committee immediately after the luncheon at the Chamber of Commerce office at which more than a dozen of the leading dairy farmers attended. Plans were discussed for organization of a creamery here, and another committee meeting was held Tuesday night when it was decided to call a mass meeting for Monday night, December 10, at the district court room in the court house.

All Invited to Mass Meeting.

Every farmer in Deaf Smith county is urged to attend this meeting as well as the business interests of the city. Complete plans will be laid before them as to plans or organization, operation and financing.

"We are not trying to put on a big financial campaign for the purpose of selling stock in a creamery or an industry for Hereford," said Secretary Arnold. "We are going to put a creamery here for the benefit of the dairy farmers of the surrounding territory. Figures paid by the creamery at Traer to the dairy farmers averaged more than 10 cents per pound over that where creameries are not established and that alone on a year's run will put an institution in Hereford for the benefit of Deaf Smith county farmers for years to come, and be a big factor in the development of this great section."

MEMPHIS ELEVEN TRAVELING ON SPECIAL, HERE FRIDAY TO SETTLE DISTRICT TITLE

WhiteFace Eleven Battered and Bruised, But Grimly Determined To Give All They Have; Jowell Only Man Who May Be Out of Lineup Because of Injuries; Winner Friday May Play Post, Champion of the District Lying South of District One.

FINISH ARRANGEMENTS TO MEET MEMPHIS SPECIAL IN FITTING MANNER

"We are arranging for a special train to run to Hereford on Friday. I certainly trust that the Memphis delegation will be of the same high type as the Hereford delegation that visited Memphis last Thursday. Everyone speaks well of all the people and of the fine playing of the team."

The above is a quotation from a letter from Secretary George A. Sager of the Memphis Chamber of Commerce to Secretary Arnold. Mr. Sager did not state in his letter that Paul James and his Gold Medal band, recognized as one of the best in the South would be present, but Mr. James did make the statement to Director Ralph Smith last week at Memphis. The Gold Medal band boasts of having \$5,000 invested in uniforms alone and it would be a great sight and treat to music lovers to hear this band lead the parade which Memphis citizens will stage on arrival about 12:30. City Manager Finch has stated that the paved streets will be cleaned to a nicety seldom seen and Chief Dow Mercer has agreed to lead the parade of the Memphis delegation with the Hereford fire apparatus.

Secretary Arnold asks that all citizens who will take members of the Memphis delegation to the ball park in their cars to report to the Chamber of Commerce so that he may get a line on how many cars will be used. Those who went to Memphis last Thursday will recall that anyone wearing a Hereford badge was solicited time and again to ride to the game with Memphis citizens who placed cars at the disposal of the visitors. Stickers bearing the sign, "Memphis Car, Step In" will be placed on all local cars and visitors will be taken to the grounds shortly before the game.

That this will be the last appearance of the local football team as well as the Memphis team is practically certain and lovers of the game can ill afford to miss what promises to be one of the most thrilling contests ever staged in the Panhandle. With the title of champions of a large district within their grasp each team promises to put forth efforts that will cause previous games to pale into insignificance. Indications from near by towns are that delegations from these places will attend the game which is of unusual interest because of the tie game played last Thursday at Memphis.

Mrs. Chas. Williams is entertaining as her guest her mother, Mrs. Fred Hunkler, of Sewanee, Tennessee. Mrs. Williams recently joined her mother in a visit to a brother in Ardmore, Oklahoma, and returning home brought her mother with her.

Sam Steele left the first of the week for Glen Rose where he expects to spend several weeks. Mr. Steele has been very ill with influenza and hopes to regain his strength at this health resort.

The Memphis Cyclone and the Hereford Whiteface elevens will face each other for the second time in nine days next Friday in an effort to settle the question of which eleven is boss of the Class B outfits in District One, Interscholastic League. The game will start at 3:00 p. m.

Following the desperate struggle at Memphis Thanksgiving Day, which ended in a 6 to 6 tie, there was a question as to whether the game would be played over or would be decided on points established in the first contest. It seems that no official score of the game was kept at Memphis, although the Hereford scorer kept his record as usual. Then the question of whether or not the winner of District One would play Post, winner of the lower Panhandle district, was also unsettled.

After several long distance conversations between officials of the two schools it was decided to play off the tie at Hereford on Friday of this week and decide the District championship. It is not compulsory to play the game with Post, as Class B races end with each district championship. But it is entirely possible that the winner of the game on December 7 may arrange a post-season game with the Garza county champions.

Superintendent Dillehay, Business Manager Humble and Coach McCollum are busy making final arrangements for the game Friday. Memphis announces that they will run a special train for the event, with 150 or 200 rosters to back their eleven in the crucial contest.

(Continued on page 1, section 2)

Postmaster Asks Patrons to Aid In Coming Rush

With the rush of Christmas mailing right at hand, Postmaster Donner and his assistants are beginning to worry about the annual struggle to receive packages in proper order for mailing so that quick, efficient service may be given.

Here's a new postal regulation: Address your package on ONE side only. Heretofore, it has been a custom to write the address on two sides of the package; but that is "out" now and Uncle Sam says to write or print the address plainly on ONE side only.

Here's another suggestion: Don't use decorated Christmas paper in which to wrap your parcels—this paper, as a rule, is flimsy, tears easily and causes much trouble in the postoffice. It may result in delay in delivery, or possible loss in the mails. Use tough, durable paper, well wrapped and securely tied, then if you must decorate, put on some Christmas cheer outside the heavy wrappings and away from the address.

Carefulness in selecting the tough paper, in carefully tying the packages, and in plainly writing or printing the address to which the parcel goes, together with your return address plainly written in one corner, will result in safety, quicker handling, less work and worry to postal clerks, and added satisfaction to yourself and the receiver of the gift.

(Continued On Last Page)

THE HEREFORD BRAND

Published Every Thursday at

HEREFORD, DEAF SMITH COUNTY, TEXAS.

SETH B. HOLMAN Editor and Publisher

Also Publisher of

THE FRIONA STAR, FRIONA, PARMER COUNTY, TEXAS.

MRS. SETH B. HOLMAN Associate Editor

TELEPHONE 30

First number of the paper issued February 23, 1891, as the Hereford Reporter (weekly); first number of The Brand (weekly), issued March 21, 1902; first number of The Brand (semi-weekly), issued May 3, 1921; Weekly Brand re-established July 2, 1924.

NOTICE TO THE PUBLIC.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office on North Main Street.

Entered as second-class matter at the post office at Hereford, Texas, under the Act of March 3, 1879.

SUBSCRIPTION PRICES

Subscription, Zone 1, per year	\$2.00
Zone One, Six Months	\$1.00
Outside Zone One, per year	\$2.50
Outside Zone One, six months	\$1.50
Outside Zone One, three months	\$1.00

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

Dimmitt News

The program given by the Canyon College representatives was very good. On account of other entertainments the crowd was not what we would have liked to have had. The proceeds went to the truck fund.

Mr. and Mrs. J. H. Flanagan, Mrs. Chas. Burns, Mrs. B. D. Woodlee and son, Brooks, were in Amarillo Wednesday.

Messrs. and Mmes. Edgar Ramsey, Edwin Ramey, Mrs. Etta Breashears and daughter, Sarah, spent Thanksgiving day with relatives in Plainview.

Messrs. and Mmes. C. A. Crier and I. B. Brooks and daughter, were guests in the home of Mr. and Mrs. Chas. Dent Sunday.

Mr. and Mrs. G. A. Barnett and daughter spent the week end with relatives in Lubbock.

The Priscilla Art Club entertained their husbands with a chicken dinner Tuesday. Three new members were partly initiated this time as they had to serve the dinner and give toasts, readings and piano solos. The following enjoyed the affair: Messrs. and Mmes. Hastings, Parker, White, Maples, Barnett, Woodlee, Duree, Trimble, Norwood, Gregory, McLean, Boren, Easter, Rantz, Womack; Mmes. Stalcup, Wilson, Workman, Tate, Crain and Duree.

Rev. and Mrs. Naugle and daughter are moving to Westbrook where the conference assigned them. We are sorry to lose them from our community for they have made a host of friends while here.

Bob Flanagan and Brooks Woodlee attended the Thanksgiving football game at Canyon and report a wonderful time.

Miss Allie May Willis spent the week end with her sister, Mrs. Lee, at Hereford.

Bill Webb is on the sick list this week.

Miss Dorothy Maples entertained the sixth grade with a party Wednesday evening in honor of Katherine Naugle who is leaving for her new home in Westbrook. A delightful evening was spent in games of various kinds. Refreshments of lemonade, cookies and popcorn balls were served.

Mr. and Mrs. Baxter were in Lubbock this week for Mrs. Baxter to receive medical treatment.

Members of the B. Y. P. U. had a social Saturday evening at the school auditorium. Games were played and refreshments served.

Mmes. Barnett, Gregory, Woodlee and Miss Jean Barnett were shopping in Hereford Thursday.

The budget plan was adopted by the Baptists Sunday and it is believed will prove successful in financing the church.

Mmes. Wright and Sheffy entertained with a six o'clock dinner Thursday and Friday evenings. Bridge was enjoyed on the first night and 42 the second night. Mrs. I. B. Brooks and daughter spent the week-end in Lockney. Miss Helen Estes entertained the Seniors in the home of her parents with a chicken dinner on Thursday of last week.

Mr. and Mrs. Wes Anthony and daughter visited in the home of Mrs. Anthony's mother, Mrs. C. E. McLean, last week. Charlie McLean and Andrew Murphy, Misses Josephine Cowser and Velma Green motored to Canyon Thursday and enjoyed the football game.

Mr. and Mrs. Jones visited the football game. B. A. Fuller home this week end. Mmes. Jones and Fuller are sisters. Mr. and Mrs. R. B. Boren and son were Lubbock visitors last week.

Adrian Sims Notes

We are having beautiful, cold, clear weather for which we are thankful.

Mr. and Mrs. Lige Ellison and son, Glenn, of Crosbyton arrived Thursday, returning home Saturday.

Mr. and Mrs. Tom Cook went to

Borger Friday. Mr. and Mrs. Pete Hutchinson were Hereford shoppers Saturday afternoon.

The George McLain family ate Thanksgiving dinner in the John Rector home.

Mr. and Mrs. Josh Renfro and daughter, Frances, of Ardmore, Oklahoma, spent the week end in the Ida G. Malone home.

Rev. Ross and family, Mrs. Godwin, Misses Louise and Gladys Hopper and Mr. George Bittle were dinner guests in the J. M. Chapman home on Thanksgiving Day.

Mr. and Mrs. Jim McCaskey left Wednesday for North Texas points to spend Thanksgiving with relatives.

Our teachers, Mrs. J. R. Copeland and Miss Anna Copeland, spent Thanksgiving with home folks.

J. M. Chapman and son Ray were Amarillo visitors last Wednesday. Monroe Chapman and family of Dalhart are visiting relatives here now.

Ward News Notes

Mr. and Mrs. Bob Allison spent Sunday in the Caraway home.

Bob Higgins and family and Mr. Suggs and family took Sunday din-

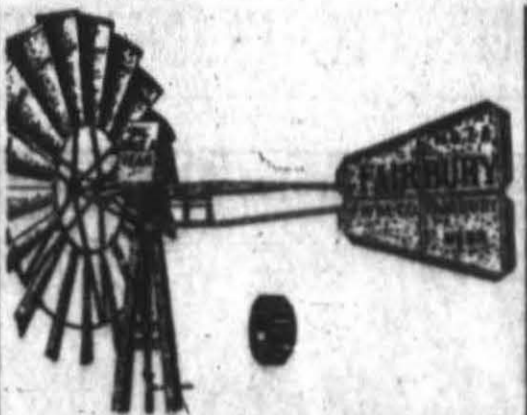
ner with Jim Lipcomb and wife. The Willing Workers club did not meet Wednesday because the roads were too muddy. The club will meet Wednesday now now no met December 5 with Mrs. Daugherty.

Mr. and Mrs. Jack Hutson entertained all their children Sunday night with a supper and various games were played. Their daughter and her husband were also present, leaving Monday for their home at Shreveport, La.

Mr. Lizenbe had the misfortune of getting his finger cut off in a sausage grinder.

The Thanksgiving program last Tuesday night was well attended. The Willing Workers quilt was sold for \$15.00. Mrs. Wylie Robinson held the turkey number. The popcorn, pies and cakes brought \$9.50.

FAIRBURY OIL MILL



Four complete Truken Roller Bearings

Starts 88 per cent lighter than habbit or cast bearing mills.

OIL ONCE A YEAR

—Runs lighter, pumps more water at less cost than any other mill. Direct stroke as well as geared.

A complete line of pipe, suckerrod, casings, etc.

WESLEY STORE

Nine miles north of Hereford on 25-Mile Avenue

Phone 9000F21

The program put on by the teachers was good as ever seen here.

Our new samples of CHRISTMAS CARDS are here. They are

beautiful and we will be glad to show them. Do not buy until you have seen them. AT THE BRAND

Try a Want Ad in THE BRAND.

DEAR FRIENDS:

December 6, 1928.

Have you ever gone through the plant here? I'll bet lots of people in Hereford don't know whether Orr's Tailor Shop has a real equipment or just a pressing board. We would be glad to show you thru.

If you have a curiosity to see how modern cleaning, dyeing and pressing is done, just come in. You will find it interesting.

Don't ask for me because I'm not supposed to show myself when company comes.

Bonjour

Orr's Tailor Shop
"That Better Service"

All the joy of Christmas . . . all the thrill of the New Year in The Silver Anniversary

BUICK

With Masterpiece Bodies by Fisher

NORTON MOTOR COMPANY, HEREFORD, TEXAS

When Better Automobiles Are Built . . . Buick Will Build Them

PLENTY OF 6% Money FOR FARM LOANS See Me FRANK BARBER Representative Southwestern Life Insurance Co. Hereford, Texas



The Substantial Fellow

The lad who opens each pay envelope and takes out a stipulated amount to be added to his savings is the one who, in a little while, will have the cash to buy a home—go into business or take advantage of one of the many opportunities that cross his path.

A regular saver builds confidence in himself—that's the big thing.

Our service will please you—save with us.

The First State Bank

Hereford, Texas

Marion Talley Sensational Young American Soprano



Amarillo Auditorium Monday, December 10, 8:15

Popular Prices Balcony \$1.00, \$1.50, \$2.00 Parquet \$2.50 and \$3.00

Tickets Now at Amarillo College of Music 1104 Polk Phone 2-3048 Mail Orders to Emil F. Myers

M SYSTEM

"Saves for the Nation"

Folks--

Join in the fun at the "M" SYSTEM. Something doing ALL THE TIME! Come and give our prices the once over, and you will join the crowd.

SPECIALS FOR FRIDAY AND SATURDAY

Peanut Butter	12 Ounces	25c
	15 Ounces	29c
	5 Pounds	90c
MATCHES, Carton		
20c		
CANDY, Assorted, pound		
25c		
Mustard, "Heinze" 8 ounces		
14c		
Pineapple		
	No. 2 Sliced	20c
	No. 2 Crushed	18c
EGGS, Fresh, dozen		
53c		
WE DELIVER		PHONE 249
Home Owned With		Chain Store Advantages

"THE LADIES AID"

MUSICAL FARCE

To Be Given By

THE
Music Study Club

Friday, December 7, 8:00 o'clock p. m.

Characters

Mrs. P. Hydrogen	Mrs. Ray Coneway
Mrs. Howe D. Dugh	Mrs. Homer Fox
Miss Huntaman	Miss Estes
Mrs. Stout	Mrs. Hal Hawkins
Mrs. Featherbrain	Mrs. A. O. Thompson
Mrs. Snappy	Mrs. Harold Hicks
Mrs. Tombstone	Miss Beyer
Miss Scrawny	Mrs. Mountz
Mrs. Ruffles	Mrs. Dillehay
Mrs. Everpest	Mrs. Hale
Pineapple	Miss Stanford
Miss Dippy	Miss Baker
Polly	Mrs. Ramey

AND CHORUS

IN HONOR OF "FOOTBALL DAY" IN HEREFORD

Baked Chicken Dinner

WITH ALL THE FIXIN'S!

NEXT FRIDAY, 12:00 NOON, DECEMBER 7

Surround one of the Special Football Lunches Friday and then go out and root for Hereford!

IKE'S LUNCH ROOM

Cigars for Xmas

EL PRODUCTO, OSMUNDO-TRAVIS CLUB CREMO

—Put up in attractive boxes for Christmas Presents! Bargain days are here

DAILY AND SUNDAY FORT WORTH STAR-TELEGRAM, \$7.45. DAILY ONLY, \$5.95.

AMARILLO DAILY NEWS AND SUNDAY NEWS-GLOBE, \$5.00.

Hereford News Stand

Christmas Groceries

—Our store is headquarters for all the good things that you will need for the Christmas baking of pies, cakes, puddings, candies.

—We have all kinds of fresh fruits and vegetables and our shelves are full of the best brands of canned goods.

—See us for the Christmas candies. We have a large assortment.

—We will have specials on display in our store Friday and Saturday.

MONT E. BAKER GROCERIES

We Give S. and H. Green Stamps

DON'T FORGET—WE BUY EGGS

CLASSIFIED ADS

For Sale or Trade

FOR SALE—Second hand lumber, suitable for wind breaks and kindling. See J. P. WOOD, South Hereford, Phone 246. 47-1tc

FOR SALE—Four burner Perfection oil range, \$5.00. A. B. LONDON. 47-1tc

TO TRADE—A lot in Beverly Gardens, Amarillo, for a lot in Hereford. Apply at Brand Office. 47-1tc

FOR SALE—Good Majestic range cook stove, with hot water tank. Also good heating stove. E. B. POSEY. 47-2tc

FOR SALE—Hogs, six gilts to farrow in January; good stock, priced to sell. Also twenty head pigs at \$5.00 head. MRS. H. S. ARNOLD.

FOR SALE—Higeria bundles, good grain. Also want to do trucking for the public. Phone 303. FRED MILLARD. 44-ttc

FOR SALE—Four extra good registered Duroc gilts; also registered Duroc boar age 2½ years, for sale or exchange. MRS. D. E. TULLENTINE. 45-ttc

FOR SALE—Team of big mules, 16 hands high, 4 years old. TEXAS UTILITIES COMPANY. 45-ttc

FOR SALE—Bronze turkey toms, at \$8.00 each. MRS. W. M. COCA-NAUGHER, 16 miles south of Hereford, 7 miles northwest of Dimmitt. 76-2tc

FOR SALE—Round Oak heater, with oil burner, barrels and pipe, \$16.00. GEO. V. STAMBAUGH. 46-2tc

FOR SALE—White Leghorn Pullets—Helfers. 275 S. C. White Leghorn pullets, O. A. C. Tanager strains; bargain. Also three two-year old heifers, giving milk. For particulars, see or phone LEE CONKLIN. 46-2tc

FOR SALE—A good used Underwood typewriter; A-1 condition. See HAROLD HICKS. 46-2tc

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

FOR SALE—Or trade, 9-room stone home, completely modern; one block north of Central school, on the Avenue. Highly adaptable for rooming house. JOWELL MURCHISON. 46-ttc

FOR SALE—Modern home, choice residence lots, good terms. Inquire at the Panhandle Lumber Company, Hereford. 14-ttc

Wanted

WANTED—Girl for general housework. S. P. ROSSON. 46-ttc

STAR THEATRE HEREFORD, TEXAS

Monday and Tuesday
DECEMBER 17-18



Watch the skies!

WINGS

Permit Me To Suggest

—That you book your Auction Sale at your earliest convenience in order to secure the date you prefer to sell on. I am booking sales over a large territory for this season. The splendid results obtained in recent sales of livestock, farm equipment and real estate has convinced the property owners to sell at auction, the well-known method by which you can convert your property into ready cash in a day and receive full value. My knowledge of values enables me to render an efficient service which means dollars and cents to you the day of your auction Sale. The many satisfied people I have sold for are my best references.

YOURS FOR A REAL SALE.

Ray Barber, Auctioneer

SUPERIOR SALES SERVICE

PHONE 241

HEREFORD, TEXAS

Numerous Dinner Parties Held Thanksgiving Day

Several small and delightfully informal dinner parties marked the Thanksgiving holidays in Hereford. A great many went to Memphis to see the Whitefaces play and most of those who stayed at home enjoyed the day with relatives and friends.

Mr. and Mrs. Edgar Johnson had as their guests for the day their sons, J. W. Johnson and wife of Clovis, and John A. Johnson, wife and son, and Edgar, Jr.

Mr. and Mrs. C. A. Skelton had as their dinner guests Mr. and Mrs. Ray Barber and baby, Mr. and Mrs. Oscar Easley and Miss Eva Skelton.

Mr. and Mrs. Chas. Williams entertained as dinner guests Mrs. Williams' mother, Mrs. Fred Hunziker, of Sewanee, Tennessee, and a group of local friends.

Mr. and Mrs. C. C. Acker had as their guests on Sunday following Thanksgiving Mr. and Mrs. W. O. Fox and Mr. and Mrs. H. K. Fox.

SURPRISE LUNCHEON.

Mrs. H. L. Broadwell made a charming hostess Tuesday when she invited members of the Music Study club to a surprise luncheon, honoring Miss Mattie Swisher of Canyon.

This lovely home was attractively decorated with chrysanthemums in the rich autumn shades.

A delicious four course luncheon was served and later coffee was served in the living room.

The affair was a delightful get-together meeting of this worthwhile club.

Those enjoying Mrs. Broadwell's hospitality were Meses. Ray/Coneway, G. A. F. Parker, J. E. Beyer, Homer Fox, C. H. Dyer, A. O. Thompson, C. J. Mountz, H. H. Hawkins, the honoree, Miss Swisher, and the hostess.

MRS. W. M. ERDMAN.

Mrs. W. M. Erdman, age 70, died early last Saturday morning and funeral services were held at Umlinger Tuesday. She is survived by her husband and twelve children.

Six sons acted as pall bearers and all attended the last rites except one son who is ill. Mrs. Henry Hellman and Mrs. A. J. Snyder of Hereford are daughters of Mr. and Mrs. Erdman. The Hellman and Snyder families all attended the funeral.

THANKSGIVING DINNER.

Mrs. Maggie Wolf entertained her children and some friends with a Thanksgiving dinner on Thursday, November 29. Out-of-town guests were Herbert Wills, of Skellytown, Texas, Mr. and Mrs. Paul Clewell, Mrs. Fannie McDonald, Mr. and Mrs. J. C. Mitenell and children, of Clovis, New Mexico, Mr. and Mrs. W. C. Thomas and children, Mrs. Oscar Julian and baby and Miss Elaine Wolf.

Mrs. Wolf had the pleasure of having all her children with her with the exception of her son, Dee Mitchell, who is in school in Arkansas and was unable to attend.

SINGLETERRY-SOWELL.

Mr. Pearl Singleterry and Miss Rebecca Sowell were married at the home of Rev. J. W. Boultinghouse Saturday morning, December 1, at 6:00 o'clock. Rev. Boultinghouse officiating. Mrs. Boultinghouse and George Muse were witnesses.

Immediately after the wedding the young couple left for Christ, New Mexico, where they were to visit a sister of the groom, from whence they were to return to Texico to visit his parents, returning to Hereford the first of the week and plan to make their home here.

Fellowship Class Enjoyed Dinner at Smith Home

The Fellowship Class of the First Christian church enjoyed a dinner at the home of Mr. and Mrs. C. B. Smith last Sunday at noon. Thirty-five were present, almost the entire class. The ladies remained after the luncheon and spent the afternoon with Mrs. Smith in social intercourse.

"A Perfect Day" Subject of Discussion At Banquet

Members of the Senior Class of Hereford High school were honored by the Mothers' Senior Club at a four-course dinner served at the home of Mrs. Ruby Shirley Gil. One long table was used and decorated in the Senior colors of purple and gold. Violets and yellow flowers were utilized in the decorative scheme.

Principal Hudson presided as toastmaster and the theme of the talks made hinged upon the unique subject of "A Perfect Day." Superintendent Dillehay discussed the forecast of a Perfect Day, and the things that can happen in so short a space of time. Charles Ferguson spoke solemnly on the subject of a Musical Monopoly (Hereford High's band). Miss Dorothea Blaylock described con-



THE STAR THEATRE

Wednesday and Thursday, Dec. 12-13

Wanted!

ONE HUNDRED TONS OF GOOD, BRIGHT MAIZE

HEADS AT \$17.00 PER TON OR KAFIR

HEADS AT \$16.00 PER TON.

G. W. Brumley

Cash Specials for Friday and Saturday

Star Skinned Hams, lb 26c

Compound, 8 pounds \$1.18

Karo, red label, gallon 75c

Karo, blue label, gallon 65c

Broom, a good one 48c

Flour, Tulia's Best, 48 lbs .. \$1.75

These Prices Are Cash and Will Not Be Charged.

Hoffman Grocery

We DELIVER

PHONE 115

Everything for the Whole Family

HATS, CAPS, SHOES, BOOTS, RUBBERS, OVER-SHOES—EVERYTHING IN THE DRY GOODS LINE THAT WILL MAKE A SUITABLE, SUBSTANTIAL XMAS GIFT!

Groceries

PRICED RIGHT-DOWN WHERE THE REST OF THEM SELL.

YOU CAN'T MAKE A MISTAKE WHEN YOU TRADE HERE!

WARREN'S Cash Grocery

Honor Rolls For Schools Announced

High Honor Roll.
 Eleventh grade: Olliean Arnold, Bill Mitchell.
 Tenth grade: Mary Broadwell, Kathleen Cronin.
 Ninth Grade: Henard East, Robert Bell, Alberta Davis.
 Eighth grade: Lucia Borden, Dorothy Fullwood.
 Seventh grade: Patricia Wederbrook.
 Fifth grade: Barbara Buckner.

Honor Roll.
 Eleventh grade: Frank Cogdell, Augustine Gregory, Alton Miller, Esell Patterson, Lillamae Smith, Leatrus Walker, Ruth Wolfe.
 Tenth grade: Hazel Dunn, David Harrison, Andrew Pat Jones, Chas. Rice.
 Ninth grade: Mary Lee Cloer, Marvin Knox, Ray McIntire, Opal McMahon, George Mitchell, Mary Elizabeth Ross, Marie Seed.
 Eighth grade: Mary McCord,

Gladys Stone, Margaret Taylor, J. W. Witherspoon, La Verna Wombie, Vejma Woods, Elva Brumley, Pauline Fincher, Mildred Fullwood, Imogene Higgins, James Cloyd, George Gaede.
 Seventh grade: Paul Coneway, Billy Ross Phillips, Peggie Mitchell, Emma Robertson, Mary Elizabeth Stanford, Margaret Tankersley, Bonnie Jean Smith.
 Sixth grade: C. J. Borden, Mary Kate Brotherton, Nancy Conkright, Sallie Gilbreath, Mary Posey, Ruth Rice, Dorothy Sawyers.
 Fifth grade: Jean Morgan, Elizabeth Spradley, Ruby Casebeer, Henry Jewell, Christine Fincher, Bill McLean, J. T. Carroll, L. W. Carlyle, L. B. Russell, Etta Brumley, Avis Matthews, Blanche Poff, Lucretia Wilson.
 Fourth grade: George Conkita, Palmer Norton, Irene Grimes, Louise Sanders, Albuquerque Walker, Viva Wederbrook, Gaytha Wilson, Benny Murray, Herbert Boardman, Elmo Hicks, George Triefel, Geneva Sue Benton, Xezvus Cockerman, Neltha Kincaid, Pauline Matthews, Deane Robertson, Catherine Skelton, Wilda Wilson, Alva Vernon, Joe Edgar Buckner.

Local Notes

Charles Galbraith, instructor in chemistry at Texas Tech, visited relatives and friends here over Thanksgiving.
 H. A. Lattimore, district agent for the Star-Telegram out of Fort Worth, spent Friday with John R. Robinson of the Hereford News Stand.
 Miss Adaline White of Amarillo spent the week-end visiting her uncle, H. E. Henslee.
 Mr. and Mrs. John E. Robinson spent Thanksgiving in Canyon with friends.
 Miss Kathleen Hawkins of Borger spent the Thanksgiving holidays with her parents, Mr. and Mrs. H. H. Hawkins.

CARD OF THANKS.

We desire to express our sincere thanks and heartfelt gratitude to the many friends of Hereford and Progressive who so nobly came to our assistance when we lost our home and all we had by fire. We shall always remember you with gratitude and love.

S. E. ENGLISH.
 CORA ENGLISH.

Bernard Hellman of Alton, Ia., arrived Monday to visit his parents, Mr. and Mrs. H. Hellman.

ENDEAVOR PROGRAM.

First Presbyterian Church.
 Topic: Honest, Are We Honest?
 Leader: Adine Hastings.
 Song No. 14.
 Prayer.
 Song: No. 115.
 Scripture: Matt. 6:1-8.
 Solo: Miss Estes.
 Leader's Talk.
 What will honesty do for Christian life? Vena Mae Welch.
 What can we do to become more honest? Reavis Kerr.
 How does honesty apply to the Golden Rule? Chas. Ferguson.
 Business.
 Mizpah Benediction.

W. G. Worth and wife of Elk City, Oklahoma, spent last week-end here with his sisters, Mmes. A. H. Streu and H. E. Henslee. They were accompanied by Mrs. Chas. Kaspinos and daughter, also of Elk City.

AUCTION SALES.

Col. Ray Barber, auctioneer.
 December 11, Fred Curtis, owner; four miles south of Hereford and two miles east of Hereford-Dimmitt highway; 10:30 a. m.; twenty head Jersey cows, heifers, bulls, horses, mules, farm machinery.
 December 12, A. J. Baker, owner; two miles west of Dimmitt on highway, 11:00 a. m.; milk cows, chickens, horses and mules, farm machinery, harness, hogs.
 December 13, A. C. Massey, owner; nine miles north of Wesley's store, on 25-Mile Avenue, and one mile west and one mile north; 1:30 p. m.; horses, Jersey milk cows, farm machinery, hogs, 150 acres feed.
 December 14, A. N. Livingston, owner, one mile east and two miles south of Flagg, Texas; 10:00 a. m.; horses and mules, machinery, harness, milk cows, chickens, and household goods.
 December 19, E. Wever, owner, two miles north of Flagg, Texas, or three miles west and six miles south of Dimmitt; 10:30 a. m.; horses, hogs, farm machinery, milk cows, chickens, some good corn, miscellaneous.

Exactly.
 Mike—"Phwat are ye lookin' for?"
 Mrs. Mike—"Nothing."
 Mike—"Then ye'll find it in the jug where the whiskey was."

Not Anxious.
 Visitor—"Are you anxious for your term to expire?"
 Convict—"No; I'm in for life."

BANQUET

(Continued from Page One)
 ing arranged by the program committee which consists of C. H. Dyar, J. C. Ricketts, E. S. Ireland and Secretary Arnold. A tentative acceptance to be the main speaker of the evening has been received from Frank Kell, one of the nation's biggest builders, and conceded to be a great power in the building up of Texas and the Southwest. Mr. Kell had been solicited to appear at the banquet which was to

reference to activities of the organization. Another feature of the program will be two minute responses from citizens of various rural communities in the county as well as from representatives of nearby towns invited to attend. Tulla, Clovis, Amarillo and Canyon have signified their intention of having representatives here, and attendance will eclipse past years. A. O. Thompson, chairman of the ticket sellers states that not one citizen of town or community will be overlooked. "This is your affair as well as the committee's" said Mr. Thompson, "and we want your undivided support to make the attendance at this banquet what it should be."
 In event of Mr. Kell's failure to appear, the main speaker of the evening will likely be J. W. Hunt, president of McMurray College, Abilene. Dr. Hunt is a native of West Texas and has a peculiar style of speech and oratory that never fails to hold a West Texas crowd. He is much sought after as a banquet speaker. Prof. Geo. P. Grout, Panhandle, will also appear on the program, speaking along dairy development in the Panhandle. Dr. Grout is an interesting speaker and is recognized as a leading authority on dairy cows. Other numbers on the program will include musical numbers, vocal solos and selections by a male quartet.
 "All together for Hereford and Deaf Smith" is inscribed on each of the banquet tickets and every member of the Chamber of Commerce and every citizen of the town is striving to make those who attend the banquet feel that this is to be literally true with

reference to activities of the organization. Another feature of the program will be two minute responses from citizens of various rural communities in the county as well as from representatives of nearby towns invited to attend. Tulla, Clovis, Amarillo and Canyon have signified their intention of having representatives here, and attendance will eclipse past years. A. O. Thompson, chairman of the ticket sellers states that not one citizen of town or community will be overlooked. "This is your affair as well as the committee's" said Mr. Thompson, "and we want your undivided support to make the attendance at this banquet what it should be."

THE GROCETERIA

Specials for Friday and Saturday.

RAISINS, two pounds	19c
RAISINS, four pounds	34c
FLOUR, Belle of Vernon, 48 pounds	\$1.89
BLACKBERRIES, gallon	63c
HAMS, Skinned, per pound	29 1/2c
SYRUP, Cane Crush, half gallon	48c

Get one of those shopping baskets FREE Watch our windows for Christmas Goodies.

WE GIVE GOLD BOND STAMPS.

We Deliver. Phone 31.

Announcement To The Public:

I have purchased THE SUNRISE CAFE from Mr. Charlie Bennett. The business will be conducted at the same location and under the same name. I will endeavor to always give the very best possible food and service to the public and will appreciate having my friends and customers call on me at any time. I am sure Mr. Bennett's friends and customers have been pleased with the quality of service he has given them, and that they wish him the best of everything, as I do, in whatever he may undertake in the future.

Eat Hot Waffles for Breakfast at

The Sunrise Cafe

SAM HUTSON, Proprietor.

"THERE'S A PLATE ON FOR YOU"

OUR OBSERVATION

—Based on wide experience, extending over a long period of time, convinces us that building in Hereford has been of a higher class than generally prevails in this state. We are proud of the part we have had in Hereford construction in the past thirty years.

ROCKWELL BROS. & COMPANY

Lumbermen—Phone 4



LISTEN KIDDIES!

We have just had a message from Dear Old Santa himself, saying that he is leaving his home for his trip to see you children. Our store is headquarters for him. Watch for our ad, which will tell you the date of his arrival. And come in and select the toys you want him to bring on Christmas eve night. We have just the toys that will please you and things for Mother, Dad and the rest of the family, too!
 Be sure to watch for the date of Santa's arrival.

OLSON'S VARIETY STORE

Headquarters for Santa Claus.

STAR THEATRE

Hereford, Texas

Wednesday-Thursday
 December 12-13



WHITE SHADOWS IN THE SOUTH SEAS

with MONTE BLUE
 UNIQUE!
 ROMANTIC!
 STIRRING!
 Filmed in the South Seas, two years to make!



GREER'S

Pre-Inventory Sale

ALL DURING DECEMBER THIS SALE OFFERS MERCHANDISE IN EVERY DEPARTMENT AT GREATLY REDUCED PRICES!

Shopping here will mean many dollars saved. Thrifty shoppers will find hundreds of unequalled values in every department.

VISIT THIS STORE AND SHAKE IN THE SAVINGS!

GREER'S Department Store

FOURTH AND POLK STREETS

AMARILLO, TEXAS

PIGGLY WIGGLY

SPECIALS FRIDAY & SATURDAY

String Beans Medium Size, Two Cans for 25c

Grape Fruit Large Size 7c

Peaches Per Gallon 52c

Hershey's Cocoa Half Pound 15c One Pound 29c

Cakes Fig Bar Fresh, Two Pounds for 25c

Folger's Coffee One lb 53c Two lb \$1.05

FOLGER'S COFFEE DEMONSTRATION SATURDAY ONLY. YOU ARE INVITED.



OPENING OF TOYLAND

The GATES OF TOYLAND have swung WIDE OPEN, and all the children may enter. What treasures there are in this marvellous, topsy-turvy land where sorrow is unknown! Fascinating toys may be obtained here, toys for both boys and girls, at the lowest prices in town. These toys will bring happy smiles to the faces of children. We invite you to come with your children to see our remarkable display of enchanting toys. We have mechanical trains, dolls, jumping jacks, construction sets, games, puzzles, tricks, toy kitchen sets, blocks, toy animals—in fact, everything!

Doll Carriage

—Large size, wicker seat, regular \$5.00 value. Every little girl must have one—

Special, \$2.95



Schoenhut's Auto Builder

—You can build five different styles of automobiles. A real educational toy—

Special, \$1.45



Akana Tootsietoys

—The new building toy that is sure to please both girls and boys—

50c



Novelty China Items

—We have just unpacked a large shipment that came direct from Japan that we believe is the most attractive line we ever saw.

Ladies' Felt House Shoes

—Beautiful colors, fancy trims, all sizes—

Special, 65c Pair



Photograph Albums

—Latest styles and colors, make a beautiful gift—

25c to \$2.00



Gift Shop Specials

**Come to the Gift Shop
and SAVE Money**

GIFTS! GIFTS!

—A profusion of wonderful novel gifts, at the very lowest prices possible. For real economy and wisdom in your Christmas shopping, come to this store.



Foot Balls

—All leather and a dandy. Usually sold for \$1.50—

Special, \$1.00

Lindy Plane

—Made of aluminum—just like the plane Lindburgh flew. Get one of these for—

35c

Sugar and Creamer Sets

—In genuine lustre China. This is one of our biggest values—

Set, 50c

Boxed Stationery

—We are showing the most complete line in the city. The low prices will be another big surprise. Per box

15c to \$1.50

Tricycles

—Large, sturdy, all steel, rubber tires—

Special, \$3.75

Big Pickwick Bus

—Twenty-five inches long. An item that will please any boy—

Special, \$1.95

13-Inch Unbreakable Doll

—With crying voice. Some stores get \$1.00 for this doll

Special, 50c



All Steel Coaster Wagons

—This is a big, strong, roller-bearing, steel wagon that is usually sold for \$7.50—

Special at \$4.95



Christmas Decorations

—This line is too big to try to describe. Come in and look at the most complete line you have ever seen.

Iron Toys

—Trucks, autos, tractors, airplanes of every description

15c and 35c



Games

—The largest stock of games for both children and grown-ups that has ever been shown here—

10c to 75c



Serving Trays

— beautiful item that is sure to please any lady. \$2.00 value—

Special, \$1.00



**Remember Your Friends On
Christmas Day!**

WITH AN ATTRACTIVE CARD!

—We have high-grade Christmas cards that bear beautiful sentiments for your relatives and friends. —These attractive cards are for sale at very reasonable prices. They are infinite in variety—many of them altogether unusual. —Send a card—even if you are also sending a gift. The sentiments on these cards will strike a responsive chord in the hearts of their recipients.



Skelton's Variety Store

Hereford, Texas.



MONEY RAISING SALE

FROM SATURDAY, DECEMBER 8, UNTIL TUESDAY, JANUARY 1, 1929, everything in this Big Store, with the one exception of Jno. B. Stetson Hats, which carry a restricted price, from shoe laces to the most expensive Dresses, Coats and Suits in the house will be sold

AT ABSOLUTE COST!

NOTHING RESERVED—The tail goes with the Hide! . **ANYTHING** and **EVERYTHING** in this Store will be offered at exactly what it cost us to put it in the house! Everything will be marked at **COST** figures, and you get it for **THAT**—not a cent more!

We must clean out our Big Stock, and we are offering it to you at the most opportune time of year for YOU. Christmas Gifts Galore, for every member of the family, can now be bought here at **ABSOLUTE COST!**

THIS IS THE GREATEST MONEY-SAVING EVENT EVER OFFERED THE PEOPLE OF THIS COMMUNITY! IT IS AN OPPORTUNITY YOU WILL NEVER HAVE AGAIN! With the tremendous saving offered you in this Great Money-Raising Sale you cannot afford to longer delay the purchase of all your Clothing Needs, all your Home-Furnishing Needs, all Your Christmas Needs!

REMEMBER—From this Date Until January 1, 1929, Only, Everything In This House Goes At Absolute Cost!

Fox Mercantile Co.

Hereford, Texas

