

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

VOLUME 28—NUMBER 48.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, DECEMBER 13, 1928.

SETH B. HOLMAN, Publisher.

## LOCAL CREAMERY PLAN NOW APPEARS TO BE A SETTLED FACT

### Year's Activities Will Be Recited at Friday Night's C. of C. Banquet

#### CREAMERY PLANS ARE NEAR COMPLETION; PLAN BUILDING AND FINANCING NOW BEGUN

Enthusiastic Meeting Is Held at Court House; Officers Are Named and Operation Plan Presented by N. O. Bendickson, of Iowa, Is Adopted. Plant to Have Capacity of 600,000 Pounds Butterfat Per Annum, and \$16,000 Will Be Cost.

The Deaf Smith County Co-operative Creamery is fast becoming a reality. A plant with a maximum capacity of 600,000 pounds of butter per annum is the goal set by the mass meeting Monday night at the court house, which was attended by a good crowd of the county's leading dairy farmers and the business interests of Hereford.

Planning to organize a cooperative creamery of possibly the only one of its kind in Texas, the crowd decidedly favored the plan offered by N. O. Bendickson, manager of the Traer Co-operative Creamery of Traer, Iowa. The plan which is called the "revolving plan," is used extensively by the great dairy states of Iowa and Minnesota, and has proven very successful there, according to Mr. Bendickson. He was brought here by the Hereford Chamber of Commerce for the purpose of putting in operation the policies used in those states where dairy production is one of the chief industries.

No stock is sold under the revolving plan, the deductions are made from butter fat sold to the creamery, which is owned by all who sell cream, to liquidate certificates of indebtedness. Dividends are not paid, surpluses accumulated being paid back in the price received by the producers for their butter fat.

According to information disseminated by Mr. Bendickson, Iowa farmers were paid the past year a price of approximately ten cents per pound more for butter fat than is received in the average Texas community.

Based on a production from 2000

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#### Canyon Pays Losers Debt Handsomely

It will be remembered that Canyon and Hereford entered into an agreement last spring that they would hold a City Beautiful contest and the loser was to banquet the winner. Hereford noosed Canyon out by so small a margin that there was little to choose between them. Still, under the agreement, Hereford was entitled to a "free feed."

Tuesday night the Canyon Chamber of Commerce gave their annual banquet and among others from out of town were the following from Hereford: Mayor E. B. Holland, C. H. Dyer, T. E. Seigler, J. B. Black, Judge and Mrs. John S. Stinson, J. E. Hill, W. R. Arnold, C. A. F. Parker, Mr. and Mrs. C. Ricketts, A. A. and H. Foster, R. O. Dunkle, L. W. Styke, N. O. Bendickson, A. Z. Cronin, J. T. Cronin and Mrs. J. P. Hman.

This group included city officials, county contest committeemen and committeewomen, and other interested citizens.

An impromptu program was given. Mrs. Stinson and others spoke briefly. Canyon orators declared themselves delighted with the results of the contest and hoped another year would show a different result.

Henry Ansley, the irrepressible

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#### Geo. Beams Jr. Is Honored at A & M College

George Beams, Jr., son of Mr. and Mrs. George Beams of Hereford and a brilliant engineering student at the A. & M. College of Texas, has received a distinguished and unusual honor, according to advices received by The Brand from the College authorities Wednesday.

The American Institute of Electrical Engineering, scientific body of renown and distinction, will hold its annual convention at Dallas May 3-4-5, 1929, and George has been chosen to represent the College in a scientific address before this distinguished body of engineers, all of them of national and international renown. The subject the young man will discuss will be "Positive Directions in Electrical and Magnetic Circuits."

The announcement from the College states:

"To be able to deliver a talk on such a technical subject, one must understand clearly the theory of electrical and magnetic circuits, as the convention will be composed of electrical 'wizards' from every state in the Union. Since Beams has been a distinguished student for three years at this institution and in all probability will be distinguished again this year, it is not difficult to see why such an honor has been bestowed upon him."

George was a distinguished student all the way through high school here and has continued to be outstanding at the great state institution every year he has been there. George is reflecting tremendous credit upon his family, his community and himself, and all Hereford is proud of him and his enviable standing at the College of his choice.

Dee Mitchell has returned from school at Siloam Springs, Ark.

#### Corner Drug Store Sold by John McLean

Rex Tynes and LeGrand Brothers Purchase One of Best Stands in Entire City. Mr. Tynes Will Be In Charge.

An important shift in the drug store situation in Hereford occurred Tuesday night when John McLean, proprietor of the Corner Drug Store, sold the business outright to Rex Tynes and George and Louie LeGrand, all of the City Drug Store. It is understood that Mr. Tynes has acquired a partnership interest in the Corner Drug and will manage it. He took active charge Wednesday morning.

Mr. Tynes has been pharmacist in Hereford in various business alignments for many years and his many friends here are happy in his opportunity to develop and establish himself in a business of his own. The LeGrand boys, with Mr. Tynes' help, have developed the City Drug Store in a wonderful way since they purchased it several years ago from George E. Burns.

Years ago John McLean and Roy Stocking bought the Corner Drug Store from T. M. Coulson and together ran the business for a long time. Then Mr. McLean bought out his partner and has since conducted the store alone. He has not yet announced his plans for the future.

The Corner Drug Store location is conceded to be one of the best in the city and under Mr. Tynes' direction, promises to be one of the best and most lucrative ventures ever undertaken in the city. Improvements in the building and fixtures will doubtless be made in the immediate future.

Mrs. Jennie Thompson is visiting in Gainesville, Texas.

#### Mill Man Hurt; Sneeze Shakes Bones Loose

G. T. Hale, new owner of the Community Mills, suffered painful injuries last Saturday, which included setting his collar bone twice and confinement in the hospital for several days. At present he is at his home resting comfortably.

Mr. Hale was loading a wagon, with a young boy as driver. The team bolted and Hale jumped out and came to the rescue of the boy without thought to himself. The team knocked him down and the wagon ran across the collar bone, breaking it in two places.

The bones were set at the hospital and he was put in a brace. A little later he sneezed and the bones had to be reset, being jarred loose from their new position by the force of the sneeze convulsion.

#### Hanna & Hanna Made Photo Football Champion Eleven

In last week's issue, The Brand carried a photo of the Hereford High champion football eleven. This photograph should have been credited to the local studio of Hanna & Hanna. But in the hurry of press day the credit line was unintentionally left off.

We offer our apology to Mr. Hanna. He not only turned out a first class job in taking that picture, but quit his shop in the midst of a busy Christmas rush in order to make the picture and then develop it in time to catch the train for the engraver. Hereford High has no more ardent supporter or admirer than Mr. Hanna, and in the making of this picture he "did his bit." The Brand believes in giving credit where it is due and is sorry this credit line was overlooked last week.

### Classical Exhibition of Football Seen Here Last Friday as Hereford Tramples Memphis to Win Championship of District One by 13 to 7

A weary and battered cluster of gridiron champions put their arms about each others shoulders last Friday afternoon after sixty minutes of desperate combat, and gave the traditional yell for their beaten opponents, the Memphis Cyclones. As the cluster separated the individual members of the eleven were caught up and smothered in the swirl of shouting, enthusiastic students and spectators who swarmed across the ropes in a general stampede to reach the boys who had brought Hereford High its first gridiron championship. That milling crowd of football-mad enthusiasts included scores who had never before witnessed a football game, but who were caught in the swell of contagious pride and awe in the performance of a team that would not be beaten. Hereford has slowly awakened all season to the fact that the eleven of 1928 was somehow different from all other football teams of the past. Friday the business men of the city demonstrated their admiration by closing up for this last and critical game of the season and attending in a body. Since the game, the sole topic of conversation on the streets and in the homes of Hereford has been the game little outfit in black and gold that

fought through a hard and rocky schedule without a defeat and finally nailed the goalkicker of victory to the goal posts on Shirley field.

#### A Bitter Battle.

The game was a classic. Memphis sent a heavy, fast, aggressive team to battle for the district honors. On dope they should have won. They had more weight, were ably coached, their interference was the best seen here in years, and their will to win was magnificent. They came on a special train and their parade was behind the famous Gold Medal Band of Memphis, arrayed in glittering uniforms.

Perhaps psychology had something to do with it. It usually does in football games. The Hereford boys had dedicated this game to their coach and to George Jewell, one of the back field spark plugs, who was crippled. George cried and begged to be allowed to play. In the last huddle before the game began George took his customary place and when he came out to the sidelines tears were running down his face. The team that took the field was quiet, silent and grim. From the first whistle to the last they remained quiet, silent and grim, and they fought fiercely for every inch of

ground with cool, deadly purpose.

Every man did his part and the smooth co-ordination of the teamwork spelled victory. Memphis showed a wonderful passer in Captain May and his long and accurate heaves kept the spectators' hearts in their mouths for all of the game. Had the Hereford backfield's pass defense not been of such rare calibre it would have been just too bad. Only once, however, did this defense lapse to any degree, and that was when Memphis scored her lone touchdown. At all other times Russell, Sandy Jewell, Mitchell and Glennin, ably aided by Cogdell and Longbottom on ends, broke up the passes with monotonous regularity.

Hard and effective tackling had a large share in the result. All of the Hereford boys hit them hard, but in this department the startling work of diminutive Bill Mitchell stood out amazingly. With his 125 pounds pitted against a backfield that outweighed him many pounds, the little back flung himself through the Memphis interference like a bullet and brought his men down with scythe-like swiftness. His tackling was hard, but clean. Bill's tackling will be

(Continued On Page Seven)

#### UNDERWOOD WILL DELIVER PRINCIPAL ADDRESS FRIDAY NIGHT AT C. OF C. BANQUET

Panhandle Builder Is Secured for Occasion. Many Out-of-Town People Expected for Meeting that Will Recount Accomplishments of Local Organization the Past Year and Present Plans for Making a Greater Hereford in 1929.

#### CLYDE SHARPE, FORMER STUDENT, IS DEAD FROM HURTS IN SCHOOL GAME

Clyde Sharp, former Hereford High student, but recently of Vernon High, died about 7:30 o'clock Wednesday night, according to advices received here by friends.

The boy was injured in the Amarillo football game between Amarillo and Vernon and since that time has lingered between life and death. He leaves a host of friends here who are deeply grieved at his untimely death.

#### Mothers of Football Squad Tender Members Banquet

Honoring the victorious football squad of 1928, the newly organized Mothers Club of the athletic department of the Hereford high school held a banquet at the home of Mrs. Homer Fox Wednesday night at 8:00 o'clock. Superintendent Dillehay presided as toastmaster and short talks were made by school officers and teachers, Secretary Arnold of the Chamber of Commerce, and various members of the team.

A beautifully decorated table and an overwhelmingly appetizing dinner, not to mention the fine spirit of comradeship and loyalty for the school, left everyone in a mellow mood. The program followed out read like this:

- C. H. Dillehay, toastmaster.  
The Game—  
Keith Guthrie  
The Team—  
Dr. Joe Hendrix.  
Response—  
Babe Russell, Captain  
The Coach—  
Bill Mitchell  
Response—  
Coach Tom McCollum  
After Dinner Talks—  
One thing I have learned from playing football—  
The value of community support—  
W. R. Arnold  
The value of a good Pep Squad—  
Rayford Ricketts  
What the school means to the team: Elbert Bowen  
What the team means to the school: Miss Velma Read  
Aspiration of a good band: Her-

man Drake  
Why I like football: Newt Gilliland  
Football a physical asset: Dr. W. F. Gabbert  
Sportsmanship of the home team: Claude Longbottom  
Sportsmanship of opposing teams: Lewis Sherman  
The second team, why we need them: Ralph Glennin  
Response: Deward Roberson  
Character training in football practice: Business Manager Humble  
What we owe to Dr. Gabbert: Bernard Seed  
Dr. Hendrix, the unobserved helper: George Jewell  
Looking forward to next year: Coach McCollum  
The school authorities: George Heard

#### Handley Received Mounted Three-Point Buck as Gift

A handsome, three-point buck deer now presides over the Park Room at the Hereford Motor Company. The mounted animal, looking exceedingly life-like, was received by E. B. Handley Wednesday from an old friend at Breckenridge, Texas, H. D. Fairlier.

R. A. Underwood, prominent banker of Plainview, a member of the Federal Reserve Board, Regent of Texas Technological College, and one of the prime factors in the development of West Texas and the South Plains, will address the gathering.

Advance sale of tickets presages a heavy attendance, and many tickets will be secured at the door, as numbers will wait until that time.

The Chamber of Commerce annual banquet will set four hundred plates Friday night at the First Christian church. An interesting program has been arranged and some of the best speakers of the state will be present, according to members of the program committee. Delegations are also expected from many nearby towns and cities. Many acceptances already have been received. The Amarillo Jobbers and Manufacturers Association have been asked to send a delegation, as well as the Amarillo Board of City Development.

Advices received from Canyon, Tulla, Clovis, Tucumcari, Friona, and other towns indicate that these places will be represented by delegations, and local attendance is expected to be the largest ever attending the annual affair.

Activities of the organization during the past year will be briefly discussed by President Seigler and a program for next year's work outlined. Dr. J. W. Hunt of Abilene; Frank Kell, Wichita Falls;

(Continued On Page Six.)

#### Home Study Is Discussed By Dillehay

The majority of parents of children in the first seven and one-half grades of the Hereford schools seem to be satisfied with the arrangements as to the amount of home study required in these grades. This information was collected by means of a questionnaire sent to parents in those grades. The study was suggested by the fact that we have complaints from some parents about too much home study, while others complain that too little has been required. School authorities decided to make a complete survey of the situation in the grade school.

Such a study is not very scientific as answers were based on the opinions of a large number of people who did not have the same qualifications for expressing an opinion on the subject as some keep in much closer touch with study habits than others do. The answers are valuable only as an indication of a tendency or an approximate statement of the condition of affairs.

A total of 489 questionnaires were sent out and 359 were returned in time to be counted in the totals. This fine response indicated a wholesale interest on the part of parents. The amount of time reported as being spent in careful home study varied from none to

(Continued On Page Six.)

# THE HEREFORD BRAND

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HEREFORD, DEAF SMITH COUNTY, TEXAS.

W. B. HOLMAN Editor and Publisher  
 Also Publisher of  
 THE FRIONA STAR, FRIONA, FARMER COUNTY, TEXAS.  
 SETH B. HOLMAN Associate Editor

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### 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.

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Outside Zone One, six months	\$1.50
Outside Zone One, three months	\$1.00

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

## Texas & Texans

By WILL H. MAYES

### Chambers of Commerce.

Most of the Texas Chambers of Commerce are now reorganizing for the next year's work and raising funds to carry on activities another year. Business should be liberal with these organizations. They are doing a great work for the state and their respective localities. In fact they have been more largely responsible for the co-operative upbuilding of Texas and advancement of local communities than any other single agency. In nearly every case where there is a dead or inactive chamber of commerce the town is also dead or inactive. It is hard to find an exception to this rule. The numerous civic clubs are great factors in keeping interests alive in worth while efforts, but they can't accomplish much without equally active chambers of commerce as clearing houses for their efforts.

### State Office Building.

The Texas Board of Control has recommended that the legislature make an appropriation for repairing the state capitol and erecting an office building to relieve its crowded condition. The Texas capitol is a magnificent structure of splendid architectural proportions, as viewed from the outside, but as shabby inside as many of the old county court houses that are being torn down to make room for buildings adapted to our present day standards. It is much overcrowded. Texas legislators should not be niggardly in appropriating money to restore its interior to something like what was intended by the State when it was built. The proposed office building should be so conveniently located as to practically amount to an annex to the capitol and should be an equally dignified structure—a credit to Texas now and in the future.

### Building Ahead.

A fault that has heretofore been all too common with most Texans is that of failing to look ahead. We work and build too much for the present, content to let the future take care of itself. It has been a trouble with our road building. In the construction of many of our roads, future needs have not been sufficiently considered. We have been too poor to build as we should have done without incurring future debts that we have hesitated to place on those who will use the roads. Texas is discovering its mistake and is doing better with its road construction. Most of those now being built will



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of endeavor is certain to bring satisfactory average results.

### About the Centennial.

At the risk of appearing to be over anxious to see the Texas Centennial movement well on its way to success, I am going to say again—the suggestion coming from the last paragraph—that if Texas is to have a Centennial anniversary of a kind to be a credit to the state, the less than eight years intervening between now and 1936 will give little enough time to prepare for it. There is now an inactive Centennial committee, appointed several years ago some of the members of which are only awaiting a call to action. A Centennial anniversary commensurate with Texas' greatness must be a matter of long and tedious building on the part of an active organization.

### Texas Wild Flowers.

The art department of Southern Methodist University is making a collection of wild flowers of the state for the garden of the university campus. Every effort to acquaint Texans with the trees, flow-

ers and shrubs of the state deserve help and encouragement. But in addition to these divided efforts the state should make ample provision for building up and support of a great botanical garden on the site chosen in Austin and on which a beginning has been made. There can not be a great love for a state unless its people are brought to know it. Nature has done great things in Texas and the people should have every opportunity to acquaint themselves with nature's handwork in the state.

### Texas Literature Survey.

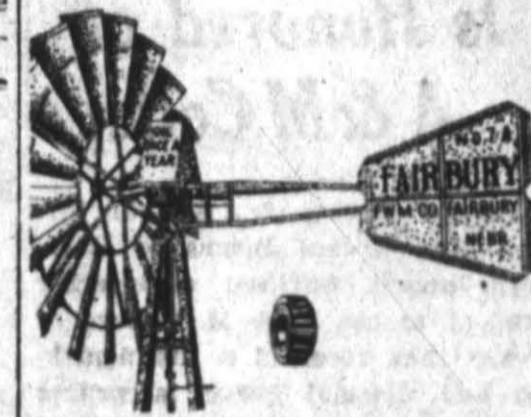
Dr. L. W. Paynes, Jr., of the University of Texas has written a little book of less than a hundred pages entitled a "Survey of Texas Literature" that is especially convenient and useful for such study clubs as are interested in the literature of the state. A glance through it shows that Texas has greater literary appreciation than is generally supposed and more literature pertaining to the state than most of us know. The author admits that his work is far from complete because of the compass of the pub-

lication, but it gives much of the history of the state's literature. It is to be hoped that from this beginning Dr. Payne may continue his work with enlarged editions from time to time until all the best of Texas literature of the past and present may be included in his survey. His splendid work fits in well with the general movement to bring Texans to know Texas.

### Easy Money.

Mike: "This is a great country, Pat."  
 Pat: "And how's that?"  
 Mike: "Sure, th' paper sez yea can buy a folve-dollar money order for three cents."

## FAIRBURY OIL MILL



Four complete Timken Roller Bearings

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### WESLEY STORE

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### DEAR FRIENDS:

I heard a good story last night. A fellow was standing at the curb waiting for somebody. His pants hadn't been pressed for 3 or 4 months and they bagged awfully at the knees. An Irishman watched him for quite a little while and then went up to him and says, "Well, why don't you jump?" The point I'm trying to make is this: Would you be safe from such a question if you stood on the curb- ing? This popular cleaning and pressing establishment here eliminates the bag from the knee and puts a nice crease down the center. When your pants begin to look as if you were about to jump, it's time you were calling Number 16.

*Ben J. J...*

Orr's Tailor Shop  
 "That Better Service"

### Drudgery for Women Eliminated in the New

## Easy Washer

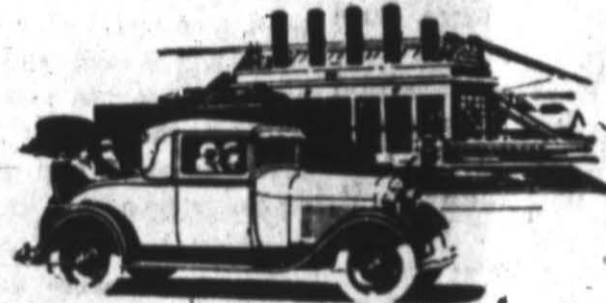
—A Big Wash in the Morning—the Life of the Party at night!

No wringing to do. Water is lifted and emptied for you. Washes and damp-dries at the same time. No broken buttons. Less sewing. No deep wrinkles. Easier ironing. Dries woollens without stretching. Safe operator or children can't get hurt. Special gas heater keeps water hot. Reservoir oiling system saves all fuss. Automatic switch protects fuses. Washes as thoroughly and gently as human hands. New type double wall tub—dent-proof, heat-insulating, with white Duco exterior that is beautiful and easy to keep clean.

THE EASY WASHER is the greatest labor saving device invented to date—Let Us Demonstrate It to You.

## J. C. Cummins

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YOUR automobile is something like a miniature city. There is an electric light and power system, a water system, a fuel system.

In the new Ford, you will find each of these systems of the latest design and best materials. Every part has been made to serve you faithfully and well at a minimum of trouble and expense.

Take, for example, the generator—one of the most important parts of the electrical system which supplies the current for lighting and for engine ignition.

In the new Ford, the generator is of the power-house type and is distinctive in many features. It has been specially designed to prevent most forms of trouble. Oiling is necessary only once a year. About the only thing you need do is to have the charging rate changed as the seasons change.

Closely allied to the electrical system is the ignition system. It, too, is of new mechanical design in the new Ford. There is but one high tension cable and that connects the coil with the distributor. Even cables from the distributor to the spark plugs have been eliminated. Special care has also

been taken to make the distributor water-proof, thus preventing short circuits from rain, etc.

The entire electrical and ignition systems of the new Ford are so simple in design and so carefully made that they will give you surprisingly little trouble. Yet that doesn't mean they should be neglected. Certain little attentions are needed from time to time.

The storage battery should be given water and the connections kept clean. The generator charging rate should be changed as indicated. Spark plugs should be cleaned at regular intervals. Distributor points should also be kept clean and the distributor cap given a light film of vaseline every 2000 miles.

These are just little things, but they mean a great deal to your car. You can have them looked after at very small cost by the Ford dealer when you take the car in for oiling and greasing.

A thorough checking-up at regular intervals will lengthen the life of your car and give you many thousands of miles of carefree, economical motoring.

### FORD MOTOR COMPANY

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For Breakfast, Lunch, Dinner or Supper

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And Electric Percolators, 8-Cup Size, for \$4.25

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Are you a member of the Thrifty Crowd that is SAVING at the "M" SYSTEM. The advantage of being an "M" SYSTEM customer is that you have a positive guarantee that you are getting the most for your money.

SPECIALS FOR FRIDAY AND SATURDAY

Baking Powder, Calumet	1 lb	\$ .25
	2 lb	\$ .57
	5 lb	\$ .99
	10 lb	\$ 1.48
Tomatoes, 2 1-2 lb can ..... 13c		
Beans, Kidney, 2 lb can ..... 13c		
Pecans, pound ..... 24c		
Walnuts, pound ..... 34c		
Lettuce, head ..... 7c		
Grape Jelly, glass ..... 27c		
Soap		
	10 Bars, Light House Naptha	37c
Cookies, mixed assorted, lb ..... 31c		

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## High School Glee Club

DECEMBER THIRTEENTH  
NINETEEN HUNDRED TWENTY-EIGHT  
EIGHT O'CLOCK P. M.

### PROGRAM

Love Came Calling ..... Zamecnik  
GIRL'S GLEE CLUB  
Rolling Down to Rio ..... German  
BOYS' GLEE CLUB  
Moon Dream Shore ..... Lockhart  
GIRLS' GLEE CLUB  
Piano Solo—  
GEORGE HEARD  
(a) Rita ..... Underhill  
Solo, RUBY THOMPSON  
(b) Carmena ..... Wilson  
Piano Solo, VERA HAMILTON  
Sword of Ferrara ..... Bullard  
BOYS' GLEE CLUB  
Director ..... Clarje Baker  
Pianist for Girls ..... Vera Hamilton  
Pianist for Boys ..... George Heard  
ADMISSION FREE—EVERYBODY INVITED

ford Saturday.

Mr. and Mrs. Andy Thomas attended church at Ward Sunday morning.

Mr. and Mrs. Bob Orr, Mrs. W. W. Small and Jess Small shopped in Hereford Friday.

Mr. and Mrs. Mel Stewart and daughters, Mrs. W. G. Fly and little son were dinner guests last Sunday of Mr. and Mrs. Hershel Climer.

Fred Brunson was in Friopa last Friday.

The little son of Mr. and Mrs. Frazier has been very sick for several days.

Wayne Dyer is threshing at the Harold Wilson farm and Lynn Powelson is threshing for Floyd Benson.

Hardy Benson had the misfortune Monday morning while working with a combine of getting the ends of three fingers of his left hand cut off.

## Here and There.

Several threshers are operating in this community and the farmers would welcome some good weather so they can finish up the farm work.

Mr. and Mrs. John Gaetz spent Sunday afternoon with Mr. and Mrs. Roy Smith.

Awen Andrews and sisters, Miss Mattie and Miss Elsie spent Saturday night and Sunday visiting relatives at Clovis.

Mr. and Mrs. W. E. Upton were Sunday guests in the Mack Dixon home.

Miss Ivy Ragsdale spent Monday with her sister, Mrs. Robert Boyd.

Mr. and Mrs. Beauford Parmec of Plainview spent Saturday night with Mr. and Mrs. Dick Dixon.

Mr. and Mrs. Bob Axe spent Sunday at the parental Sullenger home.

Mrs. Hall Beavers and children of Hereford spent Sunday at the M. D. Fincher home.

The regular forty-two party was held at the George Mosely home Friday night.

Mrs. Brooks spent Sunday afternoon with Mrs. J. J. Lindsay.

Mr. and Mrs. C. M. Bell and children were Clovis visitors last Sunday.

Mr. and Mrs. Erks Williams spent Sunday with the Bagwells at Bethel community.

A good crowd was in attendance at Sunday school Sunday and as it was Mrs. Nettie Green's birthday they all went home with her for dinner. She started to get the potatoes peeled but each one had brought a lunch box and soon had a sumptuous dinner spread.

Mrs. Green received a handkerchief shower, besides several other nice gifts. There were about sixty-five present.

It has been decided to have a Christmas tree for the children on Christmas Eve night.

Work is progressing nicely on the new school house.

There was a full house at singing Sunday night.

Mr. and Mrs. E. E. Rogers spent Sunday at the Jim Gatlin home.

## Ford Doings

Rev. Jas. T. Ross and Rev. Hornbeak of Hereford were here Sunday afternoon and Rev. Hornbeak delivered a good sermon on "Religion."

Rev. V. M. Cloyd of Hereford will preach here next Sunday afternoon. Overly one come early so we can get through with Sunday school and church services at a reasonable time.

There has been sixty-eight present at Sunday school each Sunday for the past two weeks.

A large crowd attended the program and supper at the school house Friday night. The program was given by both Ford and McCas-

key communities. Musicians from Vega gave some excellent music. The sale of the boxes brought in \$51.00. Howard Morel was the auctioneer.

Mr. and Mrs. J. L. High made a business trip to Amarillo Thursday.

Mr. and Mrs. Edgar Sowell, Mrs. Howard Morel and Mr. and Mrs. Barney McCaskey spent Sunday at the McCaskey ranch at San Jon, New Mexico.

Miss Marjorie Bell spent the week end with friends in Amarillo.

Mr. and Mrs. Bob Higgins of Ward attended Sunday school and church services here last Sunday afternoon.

Miss Olive Davis went to Here-

## THE WEST TEXAS STATE TEACHERS COLLEGE CANYON, TEXAS

J. A. HILL, President

Winter Term Opens January 2, 1929

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(This advertisement paid for by Canyon Chamber of Commerce)

## Your Building Plans

Making the home attractive and a joy in which to live can often be done at a small cost by taking advantage of the plan books which we furnish to our patrons free. Many homes in Deaf Smith county could be made show places simply by adding little touches here and there of trellis, fence, window boxes, pergola or side gate. We specialize in all building materials, mill work and first grade lumber only.

## KEMP LUMBER CO.

FAIRBANKS-MORSE PRODUCTS

"Every Line a Leader"

WE SELL THE BEST COAL MINED

TRY OUR

# ALAMO LUMP

COLORADO'S BEST COAL!

TURKEY SEASON IS OPEN  
FOR CHRISTMAS NOW!

We Buy Produce.

## West Texas Feed & Seed Co.

Phone 265

THE HOME OF MERIT FEEDS

## 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

FAR MORE THAN "AN AGENT"

Our years of experience and service reach far beyond that of "an agent."

Our efforts in the field of service and insurance is definite and dependable, as well as an important factor in the building of Hereford and vicinity.

The Dependability of our experience and service to our many clients is universal and that service and dependability covers a period of some thirty years, and therefore will continue over many years to come, both to our assureds and those who have built homes through our efforts, or suffered loss by "FIRE."

RALPH BARNETT, Manager

Hereford Insurance Agency

Phone 273

INSURANCE LOANS

HOLIDAY

## Tire Sale

December 10 to January 1

U. S. ROYAL TIRE		HEAVY DUTY TIRES	
29 x 4.40	\$ 8.00	29 x 4.40	\$10.75
30 x 4.50	\$ 9.00	30 x 4.50	\$11.50
28 x 4.75	\$ 9.75	28 x 4.75	\$13.00
29 x 4.75	\$10.25	29 x 4.75	\$13.25
29 x 5.00	\$11.00	29 x 5.00	\$13.75
28 x 5.25	\$12.00	28 x 5.25	\$14.75
30 x 5.25	\$13.00	30 x 5.25	\$15.00
31 x 5.25	\$13.25	31 x 5.25	\$16.00
29 x 5.50	\$13.75	29 x 5.50	\$16.50
31 x 6.00	\$15.25	31 x 6.00	\$17.75
32 x 6.00	\$16.00	32 x 6.00	\$18.50
33 x 6.00	\$16.75	32 x 6.00	\$19.50

ALL OTHER TIRES PRICED ACCORDINGLY

## Beavers Bros.

PHONE 383

—Remember we carry a full line of  
U. S. Tires and Good Gulf Gas and Oils  
Dodge Brothers Cars—Graham Brothers Trucks

## NOTICE

Notice is hereby given that the annual meeting of the Hereford Benefit Association, No. 2, will be held at my office in the Beene & Shaw Barber Shop, December 21, 1928, at 3:30 p. m. for the purpose of electing officers for the ensuing year and for the transaction of any other business that may properly come before said meeting.

W. W. BENNETT,  
Secretary.

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

STAR THEATRE  
Monday-Tuesday  
DECEMBER 17-18

Admission, 20c and 50c



Warriors of the sky seeking new worlds of wonder. Charging thru the blue in steeds of silk and steel. While love waits to crown the hero.

FOR QUICK JOB SERVICE SEE THE BRAND



The appetite "knows" what one ought to eat. Sweets are a NECESSITY for growing children. That's why they crave them.

We take care to keep none but the purest candies. We wouldn't poison little children for the sake of making a few cents more profit on a pound of candy.

Buy your Christmas groceries from us and KNOW that you have the PUREST POSSIBLE.

—SPECIALS—

WATCH OUR WINDOWS FOR SPECIALS  
FRIDAY AND SATURDAY

Williams Grocery Company  
Phone 128 We Deliver

## Our Bank Is YOUR SHIELD Against Loss!

We guard you against loss by our careful handling of your funds—we are always eager to give you our best advice on any financial problems you may have to face.

Obeys the new command of business—"PAY BY CHECK!"

Nothing equals the check in convenience and safety. When you pay a bill by check, your cancelled check is an automatic receipt guarding you against the possibility of double payment.

OPEN A CHECKING ACCOUNT TODAY!

Our business is built on a foundation of courteous, efficient service.

## The First State Bank

Hereford, Texas

## SAVE Gold Bond Stamps

THEY ARE REDEEMABLE FOR VALUABLE AND USEFUL  
PREMIUMS

—TAKE YOUR TRADE—

TO THE STORES LISTED BELOW—THEY GIVE GOLD BOND  
SAVING STAMPS AND HELP YOU TO FILL YOUR BOOK QUICKLY.

Stambaugh Dry Goods Company  
Abo Filling Station  
West Tailor Shop  
City Drug Store  
Dawn Grocery  
Groceria

VISIT OUR DISPLAY OF PREMIUMS AT

Stambaugh Dry Goods Company

# SOME OF 'EM DOUBTED IT!

We mean that CASH SALE of ours now going on—but after they paid us a visit—whew!—how the goods did move! It's a genuine CASH SALE, folks, and the greatest savings opportunity you ever had. We suggest you come around NOW, before the stock is picked over!

## FOX MERCANTILE CO.

### Annual Hereford Sale to Attract Many Stockmen

Better cattle—and more of them than last year is the slogan of the Hereford breeders at Hereford. Nearly twice the number sold last year, with a two days sale instead of one day and a "Cowhand" smoker in between is the program for the second annual combination auction sale scheduled for January 30 and 31. With a keen desire and good hard, honest effort

to supply outstanding individuals with royal pedigree to the breeders who attend this sale, the Hereford breeders are looking forward to a highly successful sale. The Hereford country has long been noted for its fine Anxiety 4th Herefords and the breeders interested are determined nothing but the choicest individuals will be offered. Anxiety 4th blood lines from the original Gudgell & Simpson families will feature the sale for Anxiety 4th blood dominates all herds from which the cattle are

consigned. So breeders who like Gudgell & Simpson breeding and are interested in real Hereford cattle will be able to find what they are looking for at this sale. The C. O. Kelsor Estate has entered a string of exceptionally fine young cattle, featuring the get of Prince Paladin 895764. D. L. McDonald has consigned fifteen Super Anxieties which will be up to the usual standard of this herd. Ed East is selling the offspring of his famous family of Donna Annas. Ira Coehell's consignment consists of Super Anxiety-Beau Blanchard breeding. T. C. Ivey is consigning a bunch of real ones of Timberline Superior Diamond breeding. Geo. Burch has agreed to put in ten head of straight bred ones. Hues & O'Brien offer a consignment of Beau Stanways—Beau Stanway was the last calf dropped by that grand old matron of the breed, Lady Stanway—9th. The L. R. Bradley estate, one of the real successes in the Hereford business, sells a string of good ones of Domino breeding through Diamond, Chas. Mapes offers a number from Superior Mischief bulls, and Leo Wolfe will sell a few of his best bred sired by Don R of Beau Randolph breeding.

The determination of this organization of breeders to step up their annual sale to where it will be looked upon as a criterion of Hereford values ought to insure a sale of unquestioned value to the breed. These breeders have worked and managed consistently for the production of better Anxiety 4th Herefords and their offsprings both at public auction and private treaty have invariably been appreciated by the Hereford Fraternity of the Southwest.

**Experimental Theatre Late Venture at State University**  
AUSTIN.—Organized to serve as a workshop in which original and experimental plays might be given, the Experimental Theatre, a new group sponsored by the Curtain Club, dramatic organization at the University of Texas, will make its first bow on December 11 and 12 when it produces the "Prodigal Father" by James H. Parke of Dickenson, instructor in English

and a University graduate. Parke will be remembered among Little Theatre enthusiasts as the author of "His Inheritance," a one-act play which was presented by the University Curtain Club at the 1926 Dallas Little Theatre tournament, won the prize for the best original one-act play. "The Prodigal Father" is his third long play but it is the first to be presented in Austin and will mark the production of Austin's first original three-act comedy.

The cast includes Virginia Barnell, Austin; Douglass Dashiell, Austin; Eloise Miller, Austin; Jan. Matthias, Marshall, and Fred Meredith, Terrell.

**NOTICE**  
Notice is hereby given that the annual meeting of the Hereford Benefit Association, No. 1, will be held at my office in the Beene & Shaw Barber Shop, December 21, 1928, at 2:30 p. m. for the purpose of electing officers for the ensuing year and for the transaction of any other business that may properly come before said meeting.

**CARD OF THANKS.**  
We take this means of thanking the friends, relatives, nurses and doctors who so willingly and untriflingly helped us out during the recent illness and death of our husband, father and brother. We sincerely appreciate the floral offerings and we treasure each word of sympathy. May God's blessings rest with you and spare you from the sorrow that has just been ours.

Mrs. W. T. Smith and E. Dora.  
Mr. and Mrs. Guy Smith and Family.  
Mr. and Mrs. John Renfro and Rena Rae.  
Corene S. Kelly.  
J. S. Smith.  
D. W. Smith.

### True to Location.

Does your son Jose ever come back to visit you since he got in the movies at Hollywood? "Every summer," answered old Grandma Tuttle, proudly, "every summer of the three years he's been gone." "And did he bring his wife with him?" "Each time," she answered. "And they were three as purty girls as you ever laid your eyes on."—Life.

Yes, Verily.  
Little Mabel's hair was curly; Little Freddy woke up early; While Mabel slept, Fred just for fun, Pulled every hair out, one by one.

### STAR THEATRE

Monday-Tuesday  
DECEMBER 17-18

Admission, 20c and 50c



The thrilling, dramatic, romantic story of "Wings," lifting eyes to the hills and beyond, to the skies.

### FOR QUICK JOB SERVICE SEE THE BRAND.

Are You One of the **Wandering Males?**

GOING UP AND DOWN THE STREET  
AIMLESSLY TRYING TO FIND  
ONE PERFECT PRESENT

Come in and take a load off your mind. By looking through our line of CHRISTMAS PRESENTS, too numerous to mention here—such as Kodaks, Toilet Sets, Fountain Pens.

**City Drug Store**

**Castro Theatre**  
Dimmitt, Texas

SUNDAY MATINEE FROM 1:00 TO 6:00 P. M.  
AND MONDAY NIGHT

RICHARD BARTHELMESS IN  
"THE NOOSE"

WATCH FOR THE DATE OF "WINGS"  
COMING SOON

**MEET OLD SANTA CLAUS**  
SATURDAY AFTERNOON AT OLSON'S VARIETY STORE

—He will arrive in Hereford at noon and will be at his headquarters at Olson's all afternoon.  
—Come in and meet him and tell him what you want him to bring you on Xmas.  
—Look over our stock of toys of all kinds and Christmas decorations.

**OLSON'S VARIETY STORE**

**Steady as the Mail!**

Your personal call is always appreciated, but when you run into an emergency, transact your banking business with us BY MAIL.

Write us your story, make your inclosure and give it to Uncle Sam, headed our way.

We'll do the rest!

**The First National Bank**  
OF HEREFORD

MEMBER FEDERAL RESERVE SYSTEM

**Cash Specials for Friday, Saturday and Monday—TRADES DAY**

10 lb Sugar	\$ .65
(With \$2.00 Order)	
3 lb Wapco Coffee	\$1.51
Gallon Italian Prunes	\$ .51
Gallon Blackberries	\$ .61
Gallon Peaches	\$ .51
Gallon Apricots	\$ .61
Gallon Red Pitted Cherries	\$1.21
8 lbs Compound	\$1.21
4 lb package Raisins	\$ .31
48 lbs Tulia Flour	\$1.61

We Give Stamps—Trades Day Coupons or China Ware

**Hoffman Grocery**

We DELIVER PHONE 115

**PUBLIC SALE**

I will sell at public auction the following live stock and farm equipment, located one mile north of Hereford on 25-Mile Avenue and 3-4 mile west, on **Thursday, December 20**  
Sale Commences Promptly at 1:30 p. m.

**23-Head Dairy Cattle-23**

3—Jersey cows, Age 7.	4—Jersey yearling heifers.
2—Jersey cows, age 6.	4—Calves.
2—Jersey cows, age 4.	2—Jersey bulls, Schultz stock.
2—Jersey cows, age 2.	Some of these cows are milking now, balance to be fresh soon.
3—Jersey heifers, with calves.	

**Farm Machinery**

1—P. & O. go-devil.	2—Sows with pigs six weeks old.
1—John Deere planter.	1—Big bone Poland China boar.
2—John Deere sulky plows.	
1—Oliver two-disc plow.	
1—Emerson three-disc plow.	

**Hogs**

THERE WILL BE OTHER PROPERTY CONSIGNED TO THIS SALE THAT IS NOT LISTED ON THIS BILL.

TERMS—All sums of \$25.00 and under, cash; sums over \$25.00, a note drawing 10 per cent interest, with approved security, due in six months from date of sale; five per cent discount for cash on sums over \$25.00.

**L. F. BEZNER, Owner**  
MILES ROBERSON, Clerk. RAY BARBER, Auctioneer.

**Dimmitt News**

Dimmitt, Texas, December 8. The W. M. U. held their regular social and business meeting in the home of Mrs. Duree Monday afternoon. Several items of business were attended to and reports of committees were heard. Delicious refreshments were served to seventeen members.

Mr. and Mrs. W. T. Gollehon were called to Post this week on account of the death of Mr. Gollehon's aunt.

Mr. Blythe of Olton was in Dimmitt Wednesday looking out a location for a lumber yard.

Messrs. Wright, Gollehon and Brooks were Hereford visitors on Tuesday.

Rev. and Mrs. Gilbert have secured rooms with Mrs. Gill and are now at home to their many friends.

Mr. and Mrs. W. G. Baxter have gone to Brownwood for a visit of several weeks.

Mr. and Mrs. Gunter were Dimmitt visitors Sunday. Mrs. Gunter was formerly Miss Velma Burnham.

Five new residences are now under construction. Mr. Maples is building a rent house east of his residence; J. H. Flanagan is putting up a duplex on the corner north of the Carlos Reynolds home; B. D. Woodlee a duplex south of the Flanagan place, and Harry Routhwell a residence in the south part of town, and Mr. Witt, an eight-room duplex just north of Mrs. Breasher's residence.

Mr. and Mrs. B. D. Woodlee had the following guests for dinner last Sunday: Messrs. and Mrs. B. A. Fuller, E. B. Wright, Edwin Ramey, J. H. Flanagan, Harold Hunter, Gilbert, Mrs. Carson, Gill and Breashers and Pat Hardy.

Mrs. Gilbert is helping out in the post office during the holiday season.

The Ladies Aid met at the home of Mrs. I. B. Brooks Thursday afternoon. This was the regular time for the election of officers, but owing to the fact that a number of members could not be present it was postponed until the next meeting which will be with Mrs.

Breashers. A box was packed for the Orphans Home at Amarillo. Refreshments were served.

The Priscilla Art Club met at the home of Mr. and Mrs. Leo Womach Wednesday afternoon. After the regular business was attended to bridge was enjoyed. A delicious salad course was served to Messrs. Easter, Tate, Gregory, Allen, Barnett, Webb, Norwood, Hastings, Duree, Woodlee, White, Stalcup, Rantz, Maples, Maynard and McLean, and Mrs. Hunter and Ramey as guests.

Mr. and Mrs. Edwin were shopping in Amarillo Thursday.

A number of Dimmitt citizens attended the football game at Hereford Friday.

Mrs. O. B. Trimble returned from a weeks visit with her parents at Mobeetle. Her little sister, Juanita returned with her to spend several weeks.

Mr. and Mrs. Bruce McLean and Mrs. C. E. McLean were Amarillo visitors Thursday.

Mr. and Mrs. B. D. Woodlee entertained Tuesday evening with a 6 o'clock dinner. Those enjoying the occasion were Messrs. and Mrs. Barnett, Ramey, White, Dean, Crier, Roberts, Wilson, Boren, Wright, Sheffy, Maynard and Brooks. The evening was spent in playing forty-two.

Mr. and Mrs. Bill Webb motored to Tulla Thursday to visit his parents, Mr. and Mrs. George Webb.

Mr. and Mrs. Rantz were Hereford visitors Monday.

Mrs. Oscar Hyatt of Kansas is visiting in the home of her sister, Mrs. Dow Duree.

Mrs. E. B. Wright and L. P. White entertained Friday evening with a six o'clock dinner. Those

enjoying the occasion were Messrs. and Mrs. Bain, Woodlee, Ramey, Brooks, Maples, Ramey and Dewey Wright. Forty-two was enjoyed during the evening.

Miss Ola Kimbel is on the sick list this week.

We regret to report the death of the two-weeks-old infant of Mr. and Mrs. Percy Shepard. The community extends sympathy to these parents.

The result of the election Thursday was: Max Brownlee, mayor; G. A. Barnett, Bruce McLean, Joe Hastings, Workman and O. B. Trimble, aldermen.

The new Methodist pastor, Rev. Bright, arrived and preached his first sermon Sunday.

**HISTORIC DOCUMENTS.**

AUSTIN.—Covering the years of 1797-1864, copies of the 13,000 documents of historic interest in the archives of the city of Matamoros, Mexico, were recently secured for the Garcia collection of the University of Texas, by C. E. Castaneda, Latin-American librarian.

Among the most important papers were an early history of the Lower Rio Grande Valley, a document of the Texas Revolution and material relating to the Mexican and Civil Wars. Many rare old manuscripts and newspapers were also copied, not only as a supplement, but also to add curious and interesting details to existing chronicles.

**Naturally.**

Question: "Give me the names of your parents."

Applicant: "Papa and Mama."—Catalina Islander.

**CITATION BY PUBLICATION.**

THE STATE OF TEXAS, In the District Court, Deaf Smith County, February Term, A. D. 1929.

To the Sheriff or any Constable of Potter County, Greeting:

You are hereby commanded, That by making publication of this Citation in some newspaper published in the County of Deaf Smith, four (4) weeks previous to the return day hereof, you summon: Richard Thompson, Gunder Thompson, Martin Thompson, Clara Holland, Toller Holland, Julia Opdahl, Christ Opdahl, Lester Larson, Maggie Larson, Pearl Larson, Mable Larson, Arthur Larson, Ole Larson, Anna Larson, Leonard Larson and Nellie Larson, as defendants, said suit being numbered 1698, the nature of which demand is as follows, to-wit:

Plaintiffs allege they and defendants are the joint owners in fee simple of the NW 1/4 of Section 19, Township 3 N., Range 1, East, Capitol Syndicate Subdivision, of Deaf Smith County, Texas, common source of title being in Tarald Thompson nee Dalva, who died intestate about the year 1913 seized and possessed of said lands; that said Tarald Thompson left surviving him one sister now unmarried, Martha K Dalva, who is entitled to one-half of said lands, and another sister, Ingleborg Dalva Thompson, the mother of the plaintiffs, and all of the defendants except the Larson children and Lars Larson, said Larson children and Lars Larson being entitled to the share of Elizabeth Larson, another sister of plaintiffs' who died intestate December 23, 1925.

Plaintiffs allege the land to be of the reasonable value of \$1200.00 and pray that it be partitioned as

land. Toller Holland, Julie Opdahl, Christ Opdahl, Lester Larson, Maggie Larson, Pearl Larson, Mable Larson, Arthur Larson, Ole Larson, Anna Larson, Leonard Larson and Nellie Larson, as defendants, said suit being numbered 1698, the nature of which demand is as follows, to-wit:

Plaintiffs allege they and defendants are the joint owners in fee simple of the NW 1/4 of Section 19, Township 3 N., Range 1, East, Capitol Syndicate Subdivision, of Deaf Smith County, Texas, common source of title being in Tarald Thompson nee Dalva, who died intestate about the year 1913 seized and possessed of said lands; that said Tarald Thompson left surviving him one sister now unmarried, Martha K Dalva, who is entitled to one-half of said lands, and another sister, Ingleborg Dalva Thompson, the mother of the plaintiffs, and all of the defendants except the Larson children and Lars Larson, said Larson children and Lars Larson being entitled to the share of Elizabeth Larson, another sister of plaintiffs' who died intestate December 23, 1925.

Plaintiffs allege the land to be of the reasonable value of \$1200.00 and pray that it be partitioned as

provided by law, and if it appears that it cannot be divided to the best interest of the owners thereof, that a receiver be appointed to sell same and distribute the proceeds according to law.

Herein fail not, but have you then and there before said Court this Writ, with your return thereon, showing how you have executed the same.

WITNESS L. H. Foster, Clerk of the District Court of Deaf Smith County, Texas

Given under my hand and seal of said Court in Hereford, Texas, this 2nd day of November A. D. 1928.

(SEAL) L. H. FOSTER, Clerk District Court, Deaf Smith County, Texas.

By Evelyn Jackson, Deputy.

**BUICK SERVICE STATION**

E. L. Mathies Phone 392.

Car Washing a Specialty.

Marland Gas and Oils Cooper Armored Tires

Storage, Greasing, Tow-In Service

*For Economical Transportation*

**CHEVROLET**

**New Features of -**

**The Outstanding Chevrolet**

**of Chevrolet History**

*- a Six in the price range of the four!*

Everywhere The Outstanding Chevrolet is being hailed as a spectacular achievement in advanced design, because it embodies the greatest array of improvements ever offered on any automobile of comparable price.

Here, for example, is a marvelous new six-cylinder, valve-in-head engine whose design represents over four years of development and testing on the part of Chevrolet and General Motors engineers. It has numerous advancements typified by a non-detonating, high-compression cylinder head—gasoline pump with filter, and automatic rocker arm lubrication. It provides performance the like of which was never before available in the low-price field—marvelous smoothness, tremendous reserve power and sensationally swift acceleration—all with an economy averaging better than 20 miles to the gallon of gasoline!

Here are new and improved four-wheel brakes surpassed for silence in operation, positive action and ease of adjustability!

Here are marvelous new Fisher bodies introducing a new order of beauty, smartness and luxury.

And here, also, are other features by the score—each an impressive example of automotive progress—each contributing to outstanding performance, operation, life, ease of control and economical ownership!

We cordially invite you to visit our showroom and secure complete and detailed information regarding this great new car, which will be ready for delivery beginning January 1st.

**Advance Showings**

The Outstanding Chevrolet of Chevrolet History is being displayed in a series of advance showings, the last of which are in the cities listed below:

San Francisco, Dec. 8-13, Civic Auditorium, Larkin Hall...  
Cincinnati, Dec. 8-14, Hotel Sinton...  
St. Louis, Dec. 8-14, Arcadia Ballroom, 3515 Olive Street...  
Atlanta, Dec. 18-22, Auditorium—Armory...  
Dallas, Dec. 18-22, Adolphus Hotel, Junior Ballroom...  
Portland, Ore., Dec. 18-22, Public Auditorium.

The Roadster.....	\$525	The Convertible Landau.....	\$725
The Phaeton.....	\$525	Sedan Delivery.....	\$595
The Coach.....	\$595	Light Delivery.....	\$400
The Coupe.....	\$595	1 1/2 Ton Chassis.....	\$545
The Sedan.....	\$675	1 1/2 Ton Chassis With Cab.....	\$650
The Sport Cabriolet.....	\$695		

All prices f. o. b. Flint, Mich.

**Other Outstanding Features of Advanced Design and Equipment**

**MOTOR**

New six-cylinder motor, valve-in-head type, fully enclosed. New automatic lubrication of rocker arm mechanism. New fabric camshaft gear. New heavier crankshaft statically and dynamically balanced. New hot-spot manifold. New AC gasoline pump with filter, replacing vacuum tank. New type AC air cleaner.

**COOLING SYSTEM**

New type thermostat cooling system control. New electric water temperature indicator on dash.

**ELECTRICAL EQUIPMENT**

New two-beam headlamps with foot button control. New prismatic headlamp lenses. New theft-proof Electrolock. New semi-automatic spark control.

**CHASSIS**

New self-adjusting, single plate dry disc clutch. New smooth 3-speed transmission. New solid shaft type steering column. New flat type, slender rim steering wheel. New and more complete Alameda chassis lubrication.

**PUBLIC AUCTION SALE**

**Wednesday, Dec. 19**

SALE BEGINS PROMPTLY AT 10:30 A. M.

I will sell at Public Auction the following livestock and farm equipment at my farm located two miles north of Flagg, Texas, or three miles west and six miles south of Dimmitt.

<b>HORSES</b>	<b>MILK COWS</b>
1—Black mare, age 7, wt 1050 pounds.	1—Red cow, age 6, gives 4 gallons milk.
1—Bay horse, smooth mouth, wt. 1000 pounds.	1—Jersey cow, age 3, gives 3 gallons milk.
1—Blue colt, coming three years old, weight 1100 pounds.	1—Jersey cow, age 3, gives 3 gallons milk, fresh soon.
1—Blue colt.	1—Jersey cow, age 4, gives 2 1/2 gallons milk.
1—Bay mare, age 6.	1—Jersey cow, age 6, gives 3 gallons milk.
1—Blue horse, coming three years old.	1—Pure bred Jersey bull, age 2 years.
2—Black mares, age 7 and 8, weight 2400 pounds.	1—Hereford yearling heifer.
<b>HOGS</b>	1—Jersey yearling heifer.
4—Fat hogs, weight about 225 pounds each.	1—Fawn-colored Jersey cow, age 5, giving four gallons milk.
<b>FARM MACHINERY</b>	1—Fawn-colored Jersey cow, age 4, giving 2 1-2 gallons milk.
1—Emerson two-row lister.	1—Brindle Jersey cow, age 3, giving 2 1-2 gallons milk.
1—Two-section drag harrow.	1—Jersey cow, age 5, giving 5 gallons milk.
2—One-row go-devils.	1—Heifer, age 2, giving 3 gallons milk.
1—One-row cultivator.	<b>CHICKENS</b>
1—Hay frame.	A nice bunch of White Leghorn hens.
1—P. & O. one-row lister.	<b>MISCELLANEOUS</b>
1—One-row Oliver cultivator, new.	Double trees, single trees, four and eight horse eveners and many other articles too numerous to mention.
1—Iron-wheel wagon.	<b>A LOT OF GOOD CORN.</b>
1—Wide-tire wagon.	
1—Reischke row header, practically new.	
1—Butcher knife wagon.	
Several sets of harness, bridles, collars, etc.	
1—Good stock saddle.	

**FREE LUNCH AT NOON. PIE AND CAKE SERVED BY LADIES AID SOCIETY OF FLAGG.**

**TERMS**—Please make arrangements with your banker, as I am selling for cash.

**E. WEVER, Owner**

BRUCE McLEAN, Clerk  
COL. RAY BARBER, Auctioneer, Hereford, Texas.

**Brumley-Chevrolet Co., Inc.**

Hereford, Texas

**QUALITY AT LOW COST**

(Come in today for complete information!)

Come to our store for specials Friday, Saturday and Monday—Trades Day. We have only the best grades of Groceries, Fresh Fruits and Vegetables—every thing to help you have good meals during the Holidays. We have such a big assortment of Christmas Candies, and it's all so good. We have it in the bulk, in packages, and in fancy boxes. Lots of fruits, nuts, and cakes. Better see about that Christmas Tree while we have them.

**HEREFORD WHOLESALE GROCERY COMPANY**

L. W. CARLYLE

**W. T. Smith, Thirty-Year Resident, Died Last Week**

William T. Smith, affectionately known as "Red" Smith by every inhabitant of this community for the past thirty years, passed away at his home seven miles east of Hereford last Saturday, December 8. His death followed several weeks after an emergency operation, from the effects of which he never fully recovered.

Funeral services were held at the Baptist church Monday at 2:30 p. m., conducted by the Rev. V. M. Cloyd, assisted by Rev. Jas. T. Ross. The body was laid to

rest in Hereford Cemetery with the following pall bearers: Lee Lambert, Cecil Walker, Art Grimes, Sam Hutson, H. G. Conkwright and Lester Galley.

Mr. Smith was fifty-five years of age. He came to this county from Carroll county, Tennessee, thirty years ago. At that time his home and those of Troy Womble, R. H. Norton and Mr. Moreman were the only dwellings west of Main Street. For the first seven years here he ran a dray line, then contracted and did carpenter work for several years. For five years he conducted a service car line in the city, after which

he went on his farm east of town and established a reputation as a successful grower of farm crops adaptable to this locality.

He is survived by his wife, Mrs. Easter Smith, four children and two brothers. The children are Guy N. Smith, Mrs. John Renfro, Mrs. Corene Kelly, and Miss E. Dora Smith. The brothers are J. S. and D. W. Smith, both of Huntingdon, Tennessee. J. S. Smith was here for the last rites.

**JOSEPH ERNEST HEINE.**

Joseph Ernest Heine, eight-year-old son of Mr. and Mrs. E. A. Heine, died early Monday, December 10, from heart failure following a spell of sickness. The little boy was laid to rest in Hereford Cemetery in the afternoon of that day after services were conducted at the grave by the Rev. E. B. Bowen of the first Methodist church.

E. A. Heine is an employee of the Hereford Motor Company.

News of the recent promotion in railroad circles of a Hereford boy will be received with pleasure by his many friends here.

W. J. Bunch, son of D. F. (Daddy) Bunch of Hereford, is now Roadmaster of the new Fort Worth & Denver system from Estelline to Dimmitt, including the Lubbock branch, a total trackage of 202 miles. Mr. Bunch assumed his new duties something like one month ago. Previous to that time he had been with the Denver as track inspector and in other capacities and earlier in his career he had been in the employ of the Santa Fe.

**CANYON PAYS**

(Continued from Page One)  
Amarillo News representative, pulled the best one of the evening at the expense of the Hereford secretary, W. R. Arnold. Recently Mr. Arnold has garbed himself in new raiment, including a double-breasted vest and spats to match. When Mr. Ansley rose to speak Tuesday night he remarked dryly that when he first came to this country they had to run him down and rope him in order to get his boots off; next, after years of education, he finally learned to take his pajamas with him on out-of-town trips. "But," remarked the tall humorist, grins, "if they ever catch me with a vest on like Roy Arnold is arrayed in tonight—then I hope they will take me out behind the barn and shoot me!"

**CREAMERY**

(Continued from Page One)  
cows in Deaf Smith county and

the Hereford trade territory, with a potential production of 600,000 pounds of butter fat, this difference in price on Deaf Smith production will amount to around \$60,000.

Approximately \$16,000 will be invested in machinery and buildings for the new creamery, a modern creamery building to be erected at Third and Sampson streets. Directors elected from among the leading dairymen and farmers of Deaf Smith county are A. B. Schultz, S. O. Wilson, J. L. Lookingbill, Lester Galley, George Lewis, Mrs. D. E. Turrouline and Fred Pittner.

By-laws and constitution committee includes Jim Lipscomb, Jno. Olsen and N. O. Bendickson. Work on construction will probably begin early in 1929.

**UNDERWOOD WILL SPEAK**

(Continued from Page One)

J. W. Horn, Lubbock, and several other notables are among those listed as possibilities as main speakers of the evening. Osh Lee director of public speaking of the University of Oklahoma, as well as Joseph Leopold, southern division manager, United States Chamber of Commerce, have also been communicated with. Orville Burlington, Wichita Falls, one of the Republican leaders of the state, has signified his intention of attending. Professor Geo. P. Grout, dairy expert of Panhandle, will also appear on the program, as well as a number of local artists. Music will be furnished by the Hereford orchestra and every preparation is being made to entertain the large crowd expected.

Three hundred seventy-five tickets were distributed to the five committees at a committee luncheon Monday and indications are that all available tickets will soon be sold.

**TOO MUCH STUDY?**

(Continued from Page One.)

Five hours, with the average for the room ranging from thirty minutes to two hours. Some parents who reported an amount of home study that was considered excessive by others showed their belief in it by asking for more home study. The child in the grades who has to study from three to five hours to get up his home assignments when the average for his room is thirty minutes is either too far advanced for his preparation or else he does not do careful studying during the time that he is trying to study. Such a practice is sure to develop care-

less study habits. Only one section in the entire group averaged more than one and one-half hours per school day in careful home study, and in practically every section there were those who did not do any studying at home.

Eighty-three parents thought that more home study should be required, while twenty-five thought too much was being required at the time. Three hundred twenty-three did not think too much was required and two hundred forty-seven said no more was needed.

In answer to the question as to their preference for more study or a longer school day, forty-one preferred the longer school day. One hundred twenty-two did not. The teachers seem to be making their home work assignments clear, according to the opinion of parents, as 313 expressed themselves as of the opinion that children understood the assignments, and only twenty-three thought the children did not usually understand them.

School authorities hope that the questionnaires will stimulate more care on the part of parents, teachers and children in looking after this important part of school work. Doubtless in many cases the child is spending too much time in home study without getting results that would justify such an expenditure of time. In other cases children are gradually getting behind with their school work because of their

failure to do home work. We realize that some children will have to do but little home work, but the average child in the upper ele-

mentary grades will have to do some work at home to do sufficient school work.

C. H. DILLEHAY.

**NOTICE—REDUCED PRICES**

AT

**Shores' Ready-to-Wear**

All Mid-Season Hats ..... ONE-THIRD OFF

ALL OTHER HATS AT A BIG REDUCTION

A SPECIAL LINE OF \$1.00 HATS.

House Dresses, each ..... \$1.50

A nice line of Silk Dresses, from ..... \$6.95 up

**SPECIAL HOLIDAY FARES**

**Go Home For Christmas**

via



Tickets on sale December 20th to 25th, inclusive, also December 29th, 30th and 31st, and January 1st, 1929. Final return limit January 7th, 1929. Between all points in Texas and to destinations in Louisiana.

For rates, routes, reservations, etc., see

**J. E. Beyer, Agent**

HEREFORD, TEXAS

Or Write

**T. B. Gallaher**

General Passenger Agent, Amarillo, Texas.

**WE HAVE IN STOCK A Willard Battery**

FOR ANY MAKE OF CAR!

—Come in and let us prove to you that the

**WILLARD IS THE BEST BATTERY ON THE MARKET!**

—Our service station is always ready to serve you.

**WILLARD SERVICE STATION**

PHONE 284

**CHRISTMAS**

Is the time to give that present that will increase in value through the years. A fine Watch, Diamond, or beautiful Set Ring is always appreciated. We have many other appropriate gifts that we would be glad to show you. We are always glad to have you come and see us.

MEMBERS OF THE GRUEN GUILD

**F. M. KESTER**

Jeweler and Optometrist Hereford, Texas

**Christmas Will Soon Be Here AND OLD SANTA HAS**

—jumped right down our chimney into our store, bearing so many toys that it's surprising how he got through! What jolly things he brought with him. He's coming in a special mechanical train that you can get at this store along with many other souvenirs of his official visit. Here are just a few things from Santa's bag:

Indestructible steel dump trucks, aerial trucks, Buddy's tool chest, Sonny wagons, real small autos, fire engines, structural steel toys, erectors, and complete Electrical "American Flyer" trains, with engines, baggage cars, coaches, etc. complete.

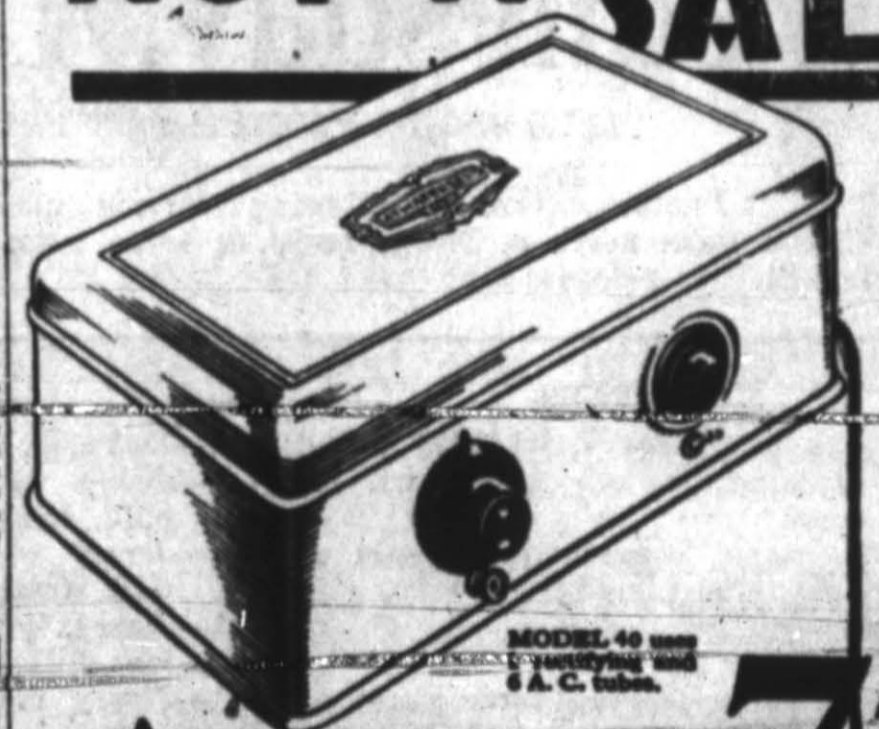
**WHY WAIT UNTIL THE ELEVENTH HOUR, WHEN YOU CAN'T FIND WHAT YOU WANT!**

We are stocked to the attic with everything under the sun that puts the "Gift" in Christmas Gifts. For Instance:

- Hand-Painted China Ware
- Faviland China
- Cut Glass
- English Ware
- Hall's China Tea Pots
- Pyrex Ware
- Aluminum Ware
- Electric Toasters
- Electric Waffle Irons
- Electric Table Lamps
- Ladies' Leather Purses
- Leather Bill Folds
- And Everything for the Kiddies in the Toy Line

**STREU HARDWARE CO.**

**NOT A SALE!**



**ATWATER KENT RADIO**

**\$77** without tubes

for a 1929 electric set puts so-called bargains to shame



Radio speaker in three sizes—now \$20.

WE wouldn't handle questionable goods. That's why we sell Atwater Kent Radio. And with the new Atwater Kent Radio and the new low prices—low because of the tremendous demand—you needn't wait for a sale to get a really good 1929 electric set at a reasonable price. You can't get more out of any radio. Come in today and let us prove it to you. And show you how we make it even easier to own with our

Convenient terms

ORR'S TAILOR SHOP Hereford, Texas.



**Christmas Comes But Once A Year**

Make the family happy by giving odd pieces of furniture—some pieces that will give that comfortable, homey look to the house.

—A few suggestions are: Cedar Chests in all sizes, Smokers and Humidors, Telephone Stands and Chairs, Floor Lamps, Radio Benches, Foot Stools, Rugs and Mirrors.

WE HAVE GAS STOVES AND RANGES!

**Anthony Furniture Store**

**ATHLETIC COUNCIL**

(Continued from Page One)

As the High School Band, led and directed by Ralph Smith. At every game this year the band was on hand at all times, leading the peppy rooters and eliciting admiring comments from spectators, both at home and at other points, with the excellence of their performance. The personnel of the Band includes, Cornets, Woodrow Ireland, Paul Barnett, Ray McIntyre, T. B. Seliger; clarinets, Duane Orr, Adine Hastings, Andrew Lee Habnacher, Homer Henslee, Jr., Berry Orr, Jacobson, Paul Coneway; trombones, George Heard, Andrew Pat Jones, W. B. Wilson, Clay Hughes; bass, Wright Ireland, Duard Roberson; drums, Jack Russell, Newt Gilliland; cymbals, Earle Marie Foster; alto horns, David Harrison, Alton Miller; baritone, Woodrow Gilbreath; flute

Laverne Posey; oboe, Keith Guthrie; saxophone, J. A. Tapp, Ralph Hastings, Reavis Kerr.

**Thanks Merchants.**  
The following expression of appreciation of the fine support given the Band this year has been handed the Brand for publication:

"To Hereford Merchants:  
"The High School Band wishes to thank the merchants who donated the tickets to carry the band to the Memphis game, and hope the Band did its part in letting the people of Memphis know that we have a high school band in Hereford that we are not ashamed of."  
"Thanking you again for this kind. We are, yours,  
"HEREFORD HIGH SCHOOL BAND.  
"THE PEP SQUAD."  
The Pep Squad.

Hereford High's Pep Squad has been famous for years for its loyalty and enthusiasm, but this

year it seemed to be peppier and more enthusiastic than ever. Led by Miss LaJauna Hanna, a bubbling fountain of pep, the girls have had a big share in the most successful season in the history of high school football. Members of the squad, led by Miss Hanna, were: Imogene Wilson, Vondell Brooks, Lyndell Brooks, Ardelle Foster, Billy Hill, Zelma Ruth Shore, Florence Shore, Emma Jackson, Mary Broadwell, Dorothy Arnold, La Verne Baker, Bobby Baker, Frances Landrum, Nannie Mae Renfro, Marie Wamble, Marie Seed, Vida Hicks, Leatrus Waiser, Ruby Wade, Mae Millard, Dorothea Blaylock, Lily Mae Smith, Jewel Laney.

**Miss Polly Steele Sang Over Radio Wednesday Night**

Miss Polly Steele, who is studying music at S. M. U., Dallas, was scheduled to sing over radio station WFAA at the Baker Hotel Wednesday night between seven-thirty and eight o'clock. But the condition of the atmosphere at that hour made reception from that station so bad that local friends, so far as could be learned, were unable to hear her.

**FOOTBALL**

(Continued from Page One)

a tradition at Hereford High for years to come.  
Captain Babe Russell played his customary swift, hard, effective game. Time and again he broke around end or through the line for long gains. In the second half he intercepted a Memphis pass on his own twenty-nine yard line and ran sixty-five yards through a broken field to Memphis' six yard line.  
Then while the crowd held its collective breath, Bill Mitchell

shot over the line on his face for the touchdown that broke the heart of the Memphis eleven and turned the tide of battle against them. Following the score, Quarterback Ralph Clennin shot a beautiful pass diagonally across the line to Captain Russell, standing behind the Memphis goal posts, and the score stood, Hereford 7, Memphis 0.

Sandy Jowell, substituting for his cousin, George, turned in a steady game. Sandy, with little experience, and thrust into the breach in a ticklish situation, rose to the occasion. In the last quarter, especially, he ripped the Memphis line to tatters in a series of line plunges that promises a real halfback for 1929.

Ralph Clennin, quarterback and field general, handled the safety job coolly and intelligently, carrying the ball himself many times for yards. His steady punting throughout the battle kept the Memphis eleven away from the goal and rendered most of their long gains ineffective.

The line held like bulldogs. They were subjected to a terrific battering attack all the way but took it unflinchingly while they gave as good as they received. Big Gregory broke through repeatedly to down runners. Seed and Ricketts and Drake were skinned and battered before the Memphis roller but fought it out grimly. Drake injured his shoulder and finally gave way to Sherman. Heard and Gregory were invincible at tackles and gains made through them were negligible.

The Memphis score came soon after the third quarter began. After the kickoff they started a line-crushing drive right down the field that put them in position for a long heave, May to Jameson, across the line. Goal was kicked

and the score tied. Shortly afterwards a Memphis fumble gave Hereford her second chance for a touchdown and it was promptly taken. A high pass from center caused the Memphis back to fumble and drop the ball close to his goal line. Sandy Jowell lunged across. An attempted pass for point after touchdown failed to connect and the score stood, Hereford 13, Memphis 7.

The last quarter was a nightmare. Memphis resorted to a desperate aerial game in an effort to tie it up, and the spectators' hair stood on end as one dangerous pass after another filled the air. But it was unavailing. The game ended

in an amusing way. There was two seconds left to play and the time keeper held up his hand to indicate this. Both teams and the spectators alike took this to mean that the game was over and all swarmed out onto the gridiron. The field had to be cleared for the last play, a long pass that was grounded and ended Memphis' last hope of victory.

**A Great Team.**

The 1928 eleven will be enshrined in the hearts and memories of every student and fan in Hereford for all time. Light, fast and aggressive, they have responded to the able coaching of Tom McCollum as a unit, not as individ-

uals, and therein lies the secret of their success. Stiff opposition only seemed to make them fight the harder and all through the season their victories were won after it seemed they were beaten.

Here's the list of boys who won that pennant last Friday:  
Frank Cogdell, left end.  
Gregory, left tackle.  
Drake and Sherman, left guard.  
Seed, center.  
Ricketts, right guard.  
Heard, right tackle.  
Longbottom, right end.  
Clennin, quarterback.  
Russell, left half.  
Mitchell, right half.  
Sandy Jowell, fullback.

**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**

**WE APPRECIATE**

The goodwill and patronage you have given us this past year.

We have tried to serve you acceptably, and hope that you will not forget us in 1929.

If we can serve you in the preparation of your Holiday meals, remember that we have the merchandise and the will to please you.

**WARREN'S Cash Grocery**

**CASH SPECIALS**

Friday, Saturday and Monday—  
Trades Day

Mother's Oats	Chinaware, Per Package	33c
JAM	Del Monte, 3 lb, any flavor	61c
Pickles	Full Gallon	65c
Apples	Gallon Can	45c
Coffee	Mozan, a high grade, cup and saucer, three pounds	\$1.51
Oranges	Nice Size Per dozen	22c
Cocoanut	Fresh, nice large ones	10c

**MONT E. BAKER GROCERIES**

We Give S. and H. Green Stamps  
DON'T FORGET WE BUY EGGS

**PIGGLY WIGGLY**

SPECIALS FRIDAY & SATURDAY

Oranges NICE SIZE, PER DOZEN 24c

Pecans NEW CROP, PER POUND 19c

Preserves Pure Fruit and Sugar 2 Pound Jar, Any Flavor 50c

Raisins FOUR POUND PACKAGE 31c

Cocoanuts FRESH, EACH 10c

Marshmallows EIGHT OUNCE PACKAGE, two for 25c

O'Cedar Oil 60c SIZE FOR 41c

PEANUT BUTTER FIVE POUND PAIL 90c

**HOLEPROOF HOSIERY**

PARIS-INSPIRED GIFT SHADES  
CREATED BY LUCILLE FAMOUS PARISIAN COUTOURIERE AND REPRODUCED EXCLUSIVELY IN HOLEPROOF HOSIERY



WRAPPED IN ATTRACTIVE CHRISTMAS BOXES  
HOLEPROOF IS SURE OF A WELCOME ANYWHERE

\$2.95

\$1.95

\$3.75

—No. 2500, loveliest quality Chiffon Hose. Sheer silk of sparkling clarity to purple picot edge top.

—No. 4000, Fine Gauge, full-fashioned, picot top, chiffon with narrow spliced heel.

—No. 3056, silk from top to toe, medium weight, Service Hose, with chic ankle—

—No. 2600, the Aristocrat of full-fashioned chiffon hose, with lace clock. A beautiful stocking, exquisitely French.

Two Pairs \$5.50

Two Pairs \$3.65

Two Pairs \$6.95

**Strambough Dry Goods Co.**  
HEREFORD TEXAS





## CLASSIFIED ADS

### For Rent

FOR RENT—Modern residence. See FRED OBERTHIER. 48-1tc

FOR RENT—Two light housekeeping rooms. MRS. W. B. PHILLIPS, 510 Lee Avenue, or Telephone 333. 48-1tc

FOR RENT—Two unfurnished rooms, three blocks west of Central school, on West Fifth Street. MRS. W. WEBBER. 48-1tp

FOR RENT—Two furnished apartments, gas heat, garage; also 5 acres of land. MRS. E. J. WILLIAMS. 48-1tp

FOR RENT—Housekeeping rooms, equipped with gas and hot water. Adults only. Phone 43. 47-1tc

STAR THEATRE  
Monday-Tuesday  
DECEMBER 17-18  
Admission, 25c and 50c



Warriors of the sky seeking new worlds of wonder. Charging thru the blue in steeds of silk and steel. While love waits to crown the hero.

### For Sale or Trade

FOR SALE OR TRADE, Chevrolet coupe. FRED OBERTHIER. 48-1tc

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

FOR SALE—Hilgeria bundles, good grain. Also want to do trucking for the public. Phone 303. FRED MILLARD. 48-1tc

FOR SALE—Four extra good registered Duroc gilts; also registered Duroc boar age 2 1/2 years, for sale or exchange. MRS. D. E. TURTENTINE. 48-1tc

FOR SALE—1926 Ford touring; four new tires. PHONE 102. 48-1p

FOR SALE—A good Beatrice cream separator; only used a short time. N. C. VOGELE. 48-2tc

FOR SALE—Two Jersey heifer calves from bull circle males; suitable for boys and girls club projects. See County Agent. N. C. VOGELE. 48-1tc

FOR SALE OR TRADE—Modern house on pavement; five rooms and bath. FRED OBERTHIER. 48-1tc

FOR SALE—Or trade, 3-room studio home, completely modern; one block north of Central school, on the Avenue. Highly adaptable for rooming house. JOWELL MURCHISON. 40-1tc

FOR SALE—Two Poland China sows and some bundle sorghum at Progressive. JIM BLAGG. 48-1p

FOR SALE—Nearly new No. 12 De Laval cream separator. H. P. SINDT, phone 13. 48-1tp

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

FOR SALE—Modern home, choice residence lots, good terms. Inquire at the Panhandle Lumber Company, Hereford. 14-1tc

### Wanted

WANTED—Plowing sod or old ground or job with 15-30 tractor. R. B. CALDWELL, Route A, Hereford, Texas. 48-4tp

WANTED—Cattle to winter. Plenty of feed and fields to graze; well watered and protection. Location, 19 miles north Hereford on 25-Mile Avenue. Write A. K. WEBSTER, 2217 Polk St., Amarillo. 48-2tp

WANTED—To buy a good team of young matched mules. TEXAS UTILITIES CO. 47-2tc

### Lost and Found

LOST—A bay horse mule, 15 1/2 hands high, about 8 years old. Reward \$5.00. Notify J. T. Swagerty, on former L. R. Brady place. 47-4tp

### Lodge Directory

HEREFORD LODGE  
No. 476, I. O. O. F.  
meets Monday 8:00 p. m.  
Visiting Brothers welcome.  
Sam Hutson, NG. L. H. Foster, Sec.

### First Presbyterian Church

JAB. T. ROSS, Pastor

Morning worship, 10:50. Preaching in the afternoon at Jumbo at three o'clock. At the evening hour a Christmas cantata will be presented by the choir. Special music at the morning hour. Sunday school will convene at 9:45 a. m.

During the coming week: Westminster Guild Tuesday, 3:30 p. m. Woman's Missionary Society, Wednesday, 2:30 p. m. Choir rehearsal, Thursday, 7:00 p. m.

"But we all, with open face beholding as in a glass the glory of the Lord, are changed into the same image from glory to glory, even as by the Spirit of the Lord."

### First Methodist Church

H. B. BOWEN, Pastor.

Sunday school at 9:45 a. m., N. M. Bartley, superintendent. A graded school with classes for all ages.

Morning worship at 11:00, evening worship at 7:00. The Epworth League meets at 6:00 p. m. The Missionary Societies meet on Wednesday afternoon of each week. Mid-week service at 7:00 p. m.

### Progressive News

Miss Mary Hatchett and Adam Flowers were united in marriage Saturday evening, December 8, at the Baptist parsonage in Hereford by the Rev. Cloyd. They will live

on Mr. Flowers' place near Summerfield. Mrs. T. E. Baker called on Mrs. Willie Sawyer Friday evening. Mrs. Bowman spent Thursday afternoon with Mrs. Cockrell. Mr. Webb and family motored to Amarillo Sunday to visit Mrs. Webb's sister.

Mr. and Mrs. Higgins and children and Mrs. Baker and children spent Sunday evening in the Hershey home.

George Brumley too Della McKinzie to Amarillo Monday to consult a specialist. Della will stay there several days with her sister, Beulah.

Annie Jacobs stayed Saturday night with Winona Blagg. Mrs. Reeves called Monday af-

ternoon on Mrs. Sawyer. Ethel Webb spent Sunday night with Glennis Cockrell. Lucile Parks visited Sunday afternoon with Mary Ella Hershey.

Messrs. Bray and Miles called in the Blagg home Sunday afternoon. Mr. Kimmons of Amarillo spent last Thursday night with Mr. Cockrell.

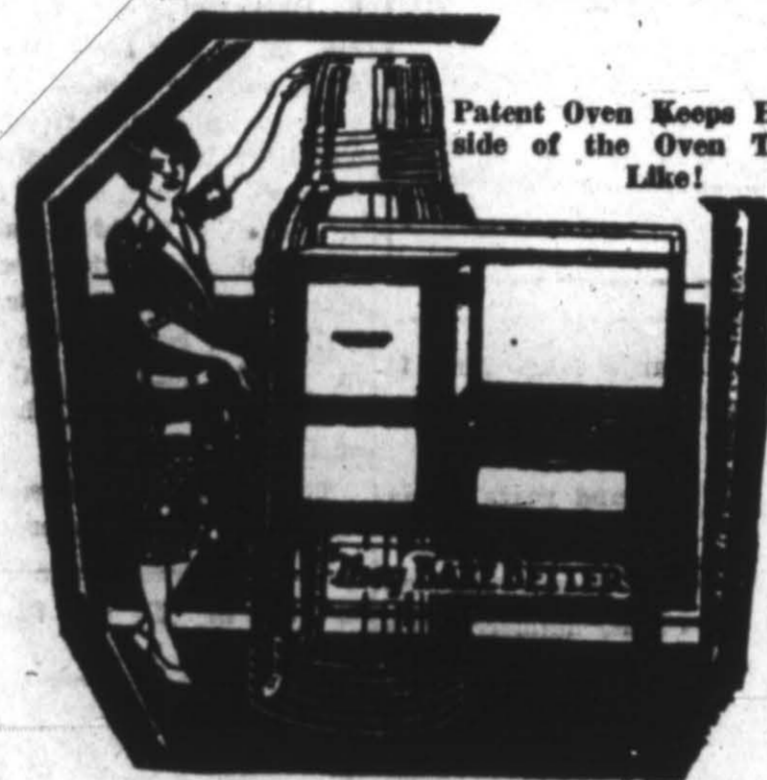
Last Friday evening the young people of the community gave an excellent program at the school house. For the evening the young people became ladies and gentlemen of color. The Gregory quartet made the big hit of the evening, although each number was very entertaining.

Jim Blagg and family spent Sunday in the McKinzie home. Singing program: Opening song: Mr. Ramsey. Song: Mr. Reeves. Song: Mrs. Lewis. Song: Orin Russell. Quartet: arr Mr. Blagg. Song: Elmer Patterson. Song: Walter Galley. Quartet: arr Mrs. Ramsey. Song: Mr. Garrett. Reading: Lois Samuelson. Junior song: Winona Blagg. Song: Fred Caldwell. Special music: Bowman family. Song: J. C. Gregory. Quartet: arr Mrs. Flowers. Closing song: Gladys Lewis. Benediction. Mr. Reeves.

## BUY A Detroit Jewell Gas Range

"THEY BAKE BETTER"

ON EASY TERMS



Patent Oven Keeps Heat Inside of the Oven Thermos-Like!

Porcelain Enamel—

INSIDE AND OUT!

PATENT OVEN BOTTLES UP THE HEAT.

OVEN HEAT CONTROL.

OVEN HAS 5 SIDE AIR CIRCULATING AIR CHAMBER ALL AROUND! CUTS DOWN GAS BILLS! NO WASTE: A L L THE HEAT HELD ON THE INSIDE!

—DETROIT JEWELL RANGES represent the culmination of sixty-four years of stove building experience! Greatest improvements known to the science are built into them—POWER—ECONOMY—BEAUTY.

COME IN AND SEE ITS IMPROVED FEATURES!

## J. C. CUMMINS

## QUALITY Womack's Specials SERVICE

FRIDAY, SATURDAY AND MONDAY—TRADES DAY

CHOCOLATES  
IN XMAS  
BOXES  
MIXED XMAS  
CANDIES

Gingham Girl Flour for fancy baking, 48 pounds ..... \$2.00  
Ruta, New crop, mixed or straight, per pound ..... \$ .35  
Mince Meat, None Better, two packages ..... \$ .25  
Syrup, for cake and candy making, pints and quarts, 20c and ..... \$ .25  
Jello, for salad and dessert, three packages ..... \$ .25

CIGARS IN  
XMAS BOXES  
CIGARETTES  
IN  
CARTONS

FRESH COUNTRY BUTTER AND EGGS



## CHRISTMAS BARGAINS



# Christmas Gift Suggestions

## That We Are Offering At Special Prices

Fair-Sized Turkish Towels, each 10c, or per dozen \$1.00

Fancy Handbags, made of Russian Vischa, set with brilliants, in blue, gray, green, lavender and rose, regular \$3.99 values for ..... \$3.69

Ladies' Kid Gloves, \$2.95 to \$3.45 values, at ..... \$2.00

Ladies' Kid Gloves, \$3.95 to \$4.45 values, at ..... \$2.50

\$1.75 Phoenix Hose, Chiffon, Service and Semi-Chiffon weight at ..... \$1.29

All Winter Dresses, \$10.95 values at ..... \$6.95

All Winter Dresses, \$16.95 values at ..... \$10.95

All Winter Coats, 10.95 values at ..... \$ 8.45

All Winter Coats, \$16.95 values at ..... \$12.70

All Winter Coats, \$27.50 values at ..... \$21.45

All Winter Coats, \$40.00 values at ..... \$30.00

All Winter Coats, \$65.00 values at ..... \$49.00

—Three-Pound Gray Cotton Blankets, 66 x 88 inches, the best double blanket on the market for anywhere near the price, at ..... \$1.79

—Five Pound, Part Wool, extra large size, 72 x 84 inch Blankets, per pair ..... \$3.95

—Four and One-half Pound, Part Wool, 66 x 80 inch, Double Blankets at ..... \$2.95

—Men's Heavy Corduroy Pants, in best quality, \$3.50 and \$4.00 kinds, at ..... \$2.50

—Men's Good, Heavy Moleskin Pants at ..... \$1.89

Men's Big Smith Blue Denim Overalls, one of the best on the market—they are extra full cut and made of pre-shrunk material, at ..... \$1.29

—Men's Heavy Ribbed Union Suits at ..... 89c

—A big assortment of hats, at, each ..... \$1.00

—We have a big variety of Gift Pillows, Scarfs, Toilet Sets, Fine Cushions, Sachets, Ties, Scarfs, Fancy Sox, Stationery, Costume Jewelry and the prettiest Handkerchiefs ever shown—all at popular prices—

Reductions on all Handbags, except Justin Hand-Tooled Leather Ones.

29c to \$1.19

# SPROWLS-CRONIN & COMPANY



## Program For Cantata

at  
THE FIRST PRESBYTERIAN CHURCH  
SEVEN P. M.

SUNDAY, DECEMBER SIXTEENTH

MISS CLARIE BAKER ..... Choir Director  
MISS RUTH HABERER ..... Pianist

Prelude, The Bright and Morning Star ..... Ira B Wilson  
Bethlehem's Star ..... Wilson

CHOIR

Scripture Reading ..... REV. JAS. T. ROSS  
Our Lord Immanuel ..... Wilson

CHOIR

Solo, Cantique de Noel .....  
MISS BAKER

Silent Night ..... Gruber  
CHOIR AND ECHO CHOIR

SELECTIONS FROM WILSON

Praise and Glory ..... CHOIR and GIRLS' CHORUS  
The Prophecy ..... MISS ESTES and GIRLS' CHORUS  
Bethlehem ..... CHOIR and GIRLS' CHORUS

CAROLS BY CHOIR AND CONGREGATION

It Came Upon the Midnight Clear.  
Oh Come All Ye Faithful  
OFFERTORY: O SANCTISSIMA  
Joy to the World.  
Benediction  
Postlude, Christmas Fantasia ..... Mueller.

pulp and plant fibre, but a much finer appearing fabric.

"This is real farm relief. If money is merely loaned to take a million bales of cotton off the market it must come back on at a later date to again depress the price. But when a new use is found for even a hundred thousand bales, it is taken permanently off the market, which necessarily enhances the price of cotton.

"The South has within her borders and at her own threshold," said Mr. Jones, "the raw material for building a wonderful prosperity. She has the climate and the power and her people have the determination to translate these resources into her own development. She is building her own plants and with the strength and sinew of her own fibre, in the loom of her own genius and with the industry of her own hands she is weaving the garment of her future glory."

### Dairy Show at Plainview Now Being Planned

County Agent R. O. Dunkle, O. L. Rutherford and N. O. Bendickson, of Traer, Iowa, creamery expert now here, motored to Plainview Tuesday to attend the Panhandle-Plains Dairy Association directors' meeting. Mr. Rutherford is a director in this organization. The object of the meeting is to discuss the coming dairy show, which will be held the first week in April, 1929. Catalogues will be mailed out about the twentieth of December.

The Hereford delegation also inspected the co-operative dairy

plant now under construction at Plainview. The plant will cost \$45,000 and will be modern in all respects.

Last year the Dairy Association showed 300 dairy cows, with the calves from them, and the herd bulls. They expect a large increase in the number of exhibits this year. Frank Eaton of Lubbock is president of the association. Information concerning the show may be obtained by addressing Maury Hopkins, secretary of the Plainview Chamber of Commerce.

### No Place to Go.

An Irishman, who was an eligible bachelor, visited a widow in his district every evening and had tea with her. A friend suggested that he should marry the lady.

"I have often thought about it," he said, "but where should I spend my evenings then?"

A Want Ad in 'The Brand' is a sure, steady worker—try it out.

STAR THEATRE  
Monday-Tuesday  
DECEMBER 17-18

Admission, 20c and 50c



The thrilling, dramatic, romantic story of "Wings," lifting eyes to the hills and beyond, to the skies.

### THE NEW KINGDOM OF COTTON

The New Kingdom of Cotton, as described in speech of Congressman Marvin Jones in the House of Representatives, December 6:

Raw cotton being fed into long rows of machines and coming out a product that looks, feels and wears like silk was described as one of the materials of modern industrial chemistry by Congressman Marvin Jones of Texas, in the House today.

The House listened with much interest to Mr. Jones' description of the great plant at Elizabeton, Tennessee, where this work is now being done.

For several years Mr. Jones has been interested in finding new uses for cotton and is author of the law which authorizes personal investigation of new uses by the departments of Commerce and Agriculture.

"The process of silk making is attributed to a Chinese Empress in the year 2640 B. C.," said Mr. Jones. "The silk worm eats the mulberry leaves, spins a cocoon which contains a silk thread sev-

eral hundred yards long. This is unwound by hand and woven into cloth.

"For three thousand years China guarded the precious secret. Tradition has it that the eggs of worm and the seeds of the mulberry tree were carried out of China in a hollow bamboo cane. But the west could not rival the cheap labor of the Orient and for years China and Japan have been selling the United States more than \$400,000,000 worth of silk annually.

"A noted chemist after years of toil has discovered a process similar to that used in the making of the original silk thread.

"The plant where this new product is being made represents an investment of \$20,000,000 and is run night and day, employing 2500 people.

"It uses cotton lint, breaks down the structure, mixes it with chemicals, forces it through the long processing machines from which it emerges in long silken strands from which a cloth is woven that requires an expert to distinguish from silk. It is not rayon, which is made from wood



We Are  
Beauty  
Specialists

Our treatments are modern, scientific and skillful. Hair bobbing, shampooing, marcel and finger waving, facials (Our operator can tell you just the kind you need.) In fact, any service you may require is done in the most efficient, most effective manner.

The Modern Beauty Shop

Phone 95

MRS. SAM HUTSON, Proprietor.

# Used Car Clean Up SALE

Only a Few Days to Buy One of Those  
CLOSE-OUT CAR BARGAINS!

1—Buick Touring ..... \$50.00 1—Ford Touring ..... \$40.00  
1—Chevrolet Touring ..... \$67.00 2—Ford Roadsters, each ..... \$35.00

—If you need a car don't fail to come to see us. We have other cars not listed—all worth four times the advertised price.

WE LIKE TO TRADE!

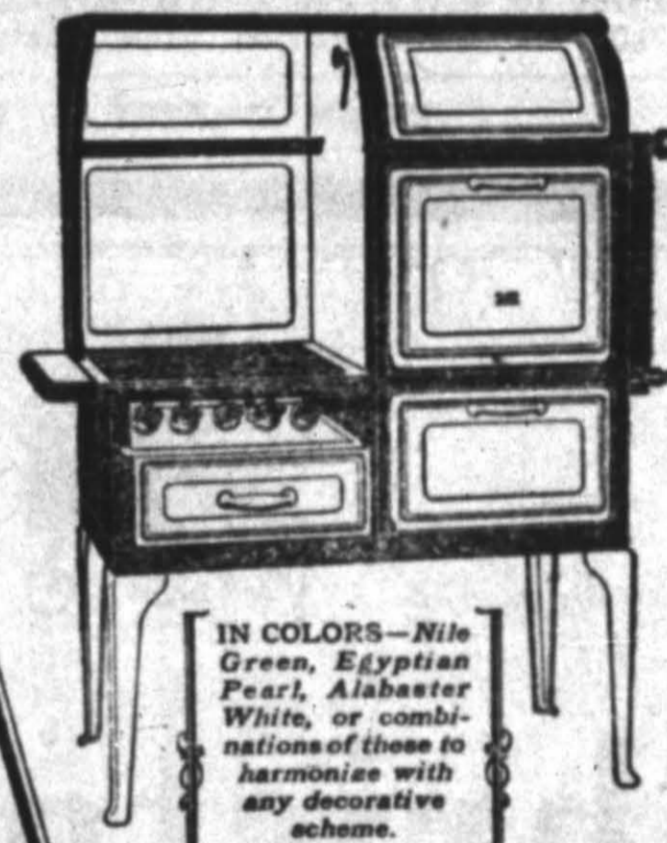
Watch for the New Chevrolet Six!

DISPLAY DATE, DECEMBER 29, 1928.

Brumley Chevrolet Co., INC.  
Service With a Smile. Phone 216



THE FAVORED GIFT  
for nearly fifty years



IN COLORS—Nile Green, Egyptian Pearl, Alabaster White, or combinations of these to harmonize with any decorative scheme.

Unless the Gas Range has a RED WHEEL it is NOT a LORAIN



CLARK JEWEL RED WHEEL Gas Ranges

MR. HUSBAND:

This is a gift that your wife will appreciate. The Clark-Jewell Range is used in over 1400 schools for domestic science.

A turkey for Xmas with each range purchased—and you can use the spaced payment plan—10 per cent down and six months to pay—

Your entire Xmas dinner on a new gas range and you cook with the economical fuel.

Buy your wife this range for her-present and see her cook a whole meal at one time.

Leisure hours means that this is a wonderful gift.

Come in and select her's today—a size for every kitchen and a color for every taste.

"If It Uses Gas—We Have It"

West Texas Gas Co.

PHONE 410

At Absolute  
COST

IN ORDER TO CLEAR OUT OUR BIG STOCK OF ALL  
LADIES AND MISSES

Coats and  
Dresses

WE ARE OFFERING EVERY GARMENT IN THE HOUSE AT ITS  
ABSOLUTE COST TO US!

... Nothing reserved—it's a genuine offer you cannot afford to miss! Wonderful values in Dresses and Coats—new sleeve effects, pleats, bows, uneven hems, swathed hips—all the new style trends. Of Satin, Canton Crepe, Flat Crepe, Georgettes and Fine Jerseys. Rich shades, browns and lovely new wine shades, blues, green, navy and black.

WE HONESTLY BELIEVE THIS TO BE THE GREATEST PRE-CHRISTMAS BARGAIN OFFER YOU WILL HAVE THIS YEAR!

D. R. GASS & SON



# Sunday School Lesson

International Sunday School Lesson  
Lesson for December 16

## PAUL AND HIS FRIENDS

Philemon 8:21

REV. SAMUEL D. PRICE, D. D.

All of Philemon should be read and it will not take long for these is only one chapter to this epistle. It is one of the four letters written by Paul during the first imprisonment at Rome. It was probably dispatched at the same time as Ephesians and Tychicus was one of the messengers (Eph. 6:21-23; Col. 4:7-9).

Paul as a world citizen had many friends. Twenty-two persons are here named in ten verses and there are 71 named by him in the Acts and his epistles. One was Philemon of Colosse who had probably found the truth in Jesus Christ when Paul was working in Ephesus and vicinity during a two year mission.

Onesimus was a slave who ran away from Philemon and finally reached the great city of Rome. He may have learned of Paul and sought audience with him "in his own hired house," for all had access to him. Or it may be that learning of Paul whom he had served when visiting his master in Colosse, he came to hear without being seen and Paul remembered him at first glance for his kindly attention in the past. The whole story is soon told. Paul gave him all the attention possible and makes clear the truth of salvation as it is in Christ, showing that a man can have the utmost spiritual freedom through serving as a slave. For, is not Paul bound to a soldier and a slave of Jesus Christ? And yet his soul is free indeed and he is carrying on a very extensive ministry.

The only manly thing is for Onesimus to return to Philemon. There

is the added problem, for evidently some goods were stolen at the time. Then Paul, having urged him to make the right decision, plan the most favorable approach possible by writing a letter in friendship to his former host and continued well wisher. Read again how Paul plays upon the personal and asks that Onesimus be received in his place. The stolen goods are mentioned and Paul, though needing every coin, oers to make good in behalf of the slave. Since acquittal is evidently close at hand the Apostle says that he hopes to follow the letter soon and requests that a bed be made ready for him. In all this, we have a fine expression of the Brotherhood of Man through Jesus Christ, the Elder Brother. When all follow these principles of adjustment of difficulties the "joy of the Lord" (verse 20) will indeed be shed abroad. There never can be another world war when mankind follows this Pauline spirit.

Naturally we wonder what happened when Onesimus reached Colosse. If Philemon was surprised when he saw his direct approach, the matter was explained as Paul's letter was read. Appeal had been made to the master's Christianity and it was announced that the slave had also become a believer. Surely the last was not used that night and trust was never abused in the future.

No. 969,696

Sandy had been courting the fair Jean for two years. One evening after Sandy had been silent for some twenty minutes, Jean murmured:

"A penny for your thoughts, Sandy."

"Well," replied Sandy with sudden boldness, "I was thinkin' I'd like tae kiss ye, lassie."

Jean blushed happily as this operation took place, but Sandy once again fell silent.

"An' what are ye thinkin' noo?" asked the girl hopefully "Aither?"

"No, lassie, it's mair serious this time. I was just wonderin' when ye were goin' tae pay me that penny for ma thochts."—London Answers.

## Arney News Items

Two days were given for vacation, Thanksgiving and Friday. Messrs. and Mrs. Claude Fox and Ross Campbell and Miss Georgia Wilson were in Amarillo Friday.

Mrs. Ott and son of near Hereford and Miss Athlee, Tipton and grandfather, Mr. Edwards, of Plainview spent Thanksgiving at the Emmett Tipton home.

Messrs. Ernest and Frank Munson who have been working for Mr. Requa and Mr. Webb, left for their home in Oklahoma last Friday.

Mr. and Mrs. Ed Bailey spent Thursday with her parents at Canyon. Duck and geese hunters have been having lots of sport the last few days.

Mr. Webb is building a new granary and has installed a feed grinder.

Mrs. J. P. Hutson who has been visiting her daughter, Mrs. Marshall Brooks, for some time has returned home.

A program is being planned by teachers and pupils for Christmas.

Weathers conditions have been ideal the past week and the wheat is looking better.

Arthur Lee Edmondson of Amarillo, who recently suffered a broken arm, is getting along well. He and a brother are visiting their grandparents, Mr. and Mrs. Chas. Cox for a few weeks.

Miss Athlee Tipton of Plainview spent the week end here with her parents, Mr. and Mrs. Emmett Tipton.

Mrs. Lee Edmondson has returned to her home in Amarillo after a visit with her parents, Mr. and Mrs. Chas. Cox.

Mrs. Marquis Burks spent Saturday afternoon with Mrs. Hutson.

Marion Davis and family spent Sunday with his mother, Mrs. J. E. Davis at Joel.

Messrs. Hayes and Tipton have their combines at work for Chas. Cox.

Mrs. C. E. Burks and daughters were in Happy Thursday.

F. B. Haynes of Plainview called in the Ross Campbell home last Thursday.

Miss Georgia Wilson spent the week end with her sister, Mrs. Douglas Lynch at Amarillo.

Miss Opal Hutson spent the week end with home folks.

Lots of feed was blown down during the bad weather, and many fields are being headed now.

Quite a number of our citizens were in Happy Monday.

Our mail carrier came Monday of last week, the first time in one week. Bad roads delayed him.

## The Big Reason

IS, WE POSITIVELY GUARANTEE AGAINST MECHANICAL DEFECTS THE

## Franklin Automatic Gas Water Heater

The heater does not have any coils—therefore eliminating the hazard of becoming corroded from lime or other minerals so often found in water.

The patent gas burner and heating element will reduce your gas bill 25 to 50 per cent.

Requires no adjustment regardless of pressure or quality of gas.

Graduating type—eliminating levers, springs and balls to get out of order which causes plumbers' repair bills.

Just light it and forget it—it takes care of itself.

## Jones Furniture Company

PHONE 111

## Headquarters for Good Meats

We have the choicest cuts of home-killed meats to offer you, and the best of cured meats.

FRESH OYSTERS

## Texas Meat Market

# HOLIDAY SUGGESTIONS

## Our First Suggestion is that You Do Your Christmas Shopping Early

—There are good reasons for this suggestion. The stocks of merchandise bought for the holiday season are more complete now than they will be later, and the one who buys early will naturally get the benefit of a full assortment. Those who are busy usually put the Christmas problem off till the very last. Now, this doesn't pay. If all of our customers waited till the last minute, we could not give them the attention and service they deserve. Why not shop now? It is to your interest and ours; and it is to our interest to serve your interests in the matter of holiday selections in the best possible way.

## ANOTHER SUGGESTION

—Is that you do your Christmas shopping at our store. Our stock is more complete this year than ever before. We have taken special pains in the selection of our stock, so that the requirements of every gift buyer might be met in the best possible way. We have GIFTS THAT WILL LAST, and gifts for every occasion. It will be to your interest to shop here before you buy, both on account of the advantage of selection and price. Come in now and look through our stock. We will be glad to show you around whether you buy or not. For the convenience of our customers, and especially those who can not shop conveniently during the day, we will keep our store open AFTER SUPPER from December 8 till Christmas.

## We Do Special Order Work

—Diamond mounting and engraving right here in our own shop, and all orders for engraving and diamond setting should be placed as early as possible in order to give us time to do first-class work. This is another important suggestion. Come in now and make your selections and leave your orders for engraving and special work. This will give us time to get your orders out in good shape and give you the best possible service and satisfaction, and this is what we want to do. A small deposit will hold any article in our stock till Christmas.

HERE ARE A FEW SUGGESTIONS. LOOK THESE OVER. IT MIGHT HELP YOU TO START RIGHT, AND THEN YOU WILL STAY RIGHT, IF YOU SHOP AT OUR STORE:

### For Ladies

- Diamond Rings
- Dinner Rings
- Wrist Watches
- Bar Pins
- Novelty Neck Pieces
- Pearls
- Manicure Sets
- Toilet Sets
- Leather Purses
- Leather Vanities

- Vases
- Atomizers
- Novelties in China
- Powder Boxes
- Fancy Bracelets
- Silver and Gold Vanities
- Serving Sets
- Fancy Lamps
- Writing Sets

### For Gentlemen

- Pocket Watches
- Wrist Watches
- Chains
- Charms
- Bill Folds
- Key Cases
- Cigarette Cases
- Cigar Lighters
- Emblem Pins
- Emblem Charms

- Scarf Pins
- Cuff Links
- Belt Sets
- Emblem Rings
- Signet Rings
- Stone Rings
- Ash Trays
- Smoking Sets
- Military Brushes

Come In Now and Let Us Show You Around—You Are Welcome!

# Hereford Jewelry Store

W. H. RAY, Manager

## QUALITY MILK COMPANY

GIVES A-1 SERVICE IN

Raw Sweet Milk, Sweet Cream, Sweet Cream Butter and Butter Milk.

CALL ORDERS NOW. PHONE 15

Of all gifts,  
a new motor car  
.. of all cars a  
new Buick .. the  
fullest measure  
of Christmas  
cheer you could  
possibly give to  
your family ..

The Silver Anniversary

# BUICK

With Masterpiece Bodies by Fisher

NORTON MOTOR COMPANY  
HEREFORD, TEXAS

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

**LOCAL HAPPENINGS**

**I buy my Drugs at CLARK'S.**  
**NOTICE.**  
The Catholic Girls Club will have a Christmas Bazaar on December 15 at Hoffman's Grocery Store. Everybody come and select their Christmas gifts.

Mrs. Lucy W. Alexander of Memphis, Texas, spent Friday here with her father, J. P. Wood and family. Mrs. Alexander took advantage of the football special that day to visit her old home.

**FREE AT CITY DRUG STORE.**  
Samples of Three Flower Face Powder.

Among those who went to Amarillo Monday evening to hear Marion Talley sing were Messrs. and Mrs. A. O. Thompson, A. C. Hale, Chas. Williams, Ray Conway, and Mrs. J. E. Beyer, Harold Hicks, Oscar Easley, C. T. Guseman, G. A. F. Parker, C. H. Dyar, Virginia Elliston, Alvin Thompson and Miss Estes.

**Gingham Girl Flour - WOM-ACK'S.**

Mr. and Mrs. P. L. Beyer and family of Amarillo spent last week-end with Mr. Beyer's parents, Mr. and Mrs. J. E. Beyer.

**SPECIAL-LOOK!**  
17-Burner Ranger Heaters -- \$7.50  
20-Burner Ranger Heaters -- \$8.50  
23-Burner Ranger Heaters -- \$9.50  
JONES FURNITURE COMPANY

**STAR THEATRE**  
Friday Night Only  
DECEMBER 14



Colleen Moore  
in  
"OH KAY"

**Curtain Repair Work**

"We have a new machine in the house for sewing iron-glass in auto curtains, etc. Bring us your curtain repair work, satisfaction guaranteed.

**Nests Foot Oil**  
—for greasing harness, boots, and all leather work, plenty on hand at reasonable prices.

**The Famous Kifel-Flash Plic-Rench**

—the handiest tool on the market for auto repair and farm machinery work. Every farmer should have one of these handy, efficient wrenches, combining any number of uses in one tool.

**Don't Forget—We Repair Shoes!**

**Copeland's Shoe Shop**

Evenings 7:00-9:45  
Saturday Matinee 2:00-3:30

**NOTICE.**  
Miss Mattie Swisher and a group of College Glee Club members will give a Christmas cantata at the Methodist church Monday night, December 17, at 8:00 o'clock, to which everybody is invited.

**Quick Service—that's us. AT RICE'S.**

Miss Maurine Hughes of Lubbock, left Wednesday for her home after a visit with Miss Frances Wilson.

The ladies of the Presbyterian Church will have an Apron and Bake Sale on Saturday, December 15, at the "M" System Store.

**I buy my Drugs at CLARK'S.**  
Mrs. Henry S. Gooch of Amarillo, spent the week-end here with Mr. and Mrs. Seth B. Holman.

Marcelling, 50c. Phone 82. MRS. FRANK MARRS. 48-ltc

Mmes. W. I. Valentine, Roy Thompson and Burl Mathews spent Tuesday in Amarillo.

Closing out Siberling tires at cost to make our store one hundred per cent Brunswick. AT RICE'S.

Mrs. R. F. Barnes left for her home in Arlington, Texas, Sunday after an extended visit here with her daughter, Mrs. Barnard Hicks.

**SPECIAL-LOOK!**  
17-Burner Ranger Heaters -- \$7.50  
20-Burner Ranger Heaters -- \$8.50  
23-Burner Ranger Heaters -- \$9.50  
JONES FURNITURE COMPANY

Mmes. R. L. Loyd and E. B. Handley motored to Amarillo last Thursday.

Bring us your produce—we pay top prices and appreciate your business. WEST TEXAS FEED & SEED COMPANY.

Mmes. Oscar Easley, C. T. Guseman and Miss Eva Skelton spent Wednesday in Amarillo.

The ladies of the Presbyterian Church will have an Apron and Bake Sale on Saturday, December 15, at the "M" System Store.

**I buy my Drugs at CLARK'S.**

**STAR THEATRE**  
HEREFORD, TEXAS

**FRIDAY ONLY**  
DECEMBER 14  
COLLEEN MOORE  
in  
"OH KAY"

**Saturday Matinee and Night**  
DECEMBER 15  
GLENN TRYON  
in  
"THE GATE CRASHER"

**Monday and Tuesday**  
DECEMBER 17-18  
"WINGS"  
with  
CLARA BOW AND CHARLES ROGERS

**Wednesday - Thursday**  
DECEMBER 19-20  
"SPIES"  
with  
SPECIAL CAST

**Friday Night Only**  
DECEMBER 21  
BILLIE DOVE  
in  
"ADORATION"

**Saturday Afternoon and Night**  
DECEMBER 22  
HOOT GIBSON  
in  
"RIDIN' FOR FAME"

Watch for Date On  
"UNCLE TOM'S CABIN"

**TIME OF SHOWS:**  
Evenings 7:00-9:45  
Saturday Matinee 2:00-3:30

Mrs. W. F. Gabbert returned home Monday night after a several weeks visit with friends in Rosebud, Cameron and Temple, Texas.

**Gingham Girl Flour - WOM-ACK'S.**

Oscar Easley returned home on Monday night from Chillicothe, Texas, where he went to attend the funeral of his grandmother.

Just received one of the largest shipments of tires ever received in Hereford, and nearly as many are coming direct from the factory. Of course they are Brunswicks for RICE'S.

Misses Eva Skelton, Eloise Pittman and Mrs. Virginia Elliston spent the week-end in Amarillo with Miss Mary McDonald.

Large shipments, for cash, is what makes possible our low prices on Brunswicks. AT RICE'S.

Dr. Evelyn Power of Amarillo spent the week end with her grand parents, Mr. and Mrs. D. H. Gass and family.

Christmas turkey market now open—let us make you a bid. WEST TEXAS FEED & SEED COMPANY.

Mrs. Earl Bennett of Amarillo was here over the week-end with her parents, Mr. and Mrs. D. R. Gass and family.

If you need a new car or truck Jack, look at those new ones just received at RICE'S.

**SPECIAL-LOOK!**  
17-Burner Ranger Heaters -- \$7.50  
20-Burner Ranger Heaters -- \$8.50  
23-Burner Ranger Heaters -- \$9.50  
JONES FURNITURE COMPANY

Mr. and Mrs. N. E. McIntyre and daughter and Miss Roberta Hutchinson of Canyon spent Sunday here in the home of Mr. and Mrs. D. R. Gass.

**FREE at CITY DRUG STORE.**  
your favorite calendar and weather charts for 1929.

Mrs. S. F. Bosson is reported as being very sick and has been taken to the Deaf Smith County Hospital.

**NOTICE.**  
Having purchased the H. & M. stock of groceries, we are arranging to add to this stock and open a new place of business opposite the post office. We expect to be ready by Wednesday, December 19, and will have our formal opening on the following Saturday. Watch for our ad in next week's Brand. We believe in the City of Hereford as well as its surrounding coun-

**MARCELLING**  
MRS. J. H. MILLER  
YOUR WORK APPRECIATED  
Second House North of Presbyterian Church.  
PHONE 84

**THE GROCETERIA**  
SPECIALS FOR FRIDAY, SATURDAY AND MONDAY—TRADES DAY

Apples, gallon	48c
Coffee, White Swan, three pounds	\$1.85
Pineapple, flat Del Monte	14c
Raisins, two pounds	19c
Raisins, four pounds	34c
Walnuts, Diamonds, per pound	36c

Get One of Our Shopping Baskets FREE.  
Watch Our Windows for Christmas Goodies.  
**WE GIVE GOLD BOND STAMPS.**  
We Deliver. Phone 31.

**SINCLAIR OILS**  
Don't Guess About Lubrication!

—A guess in motor lubrication is always a hazard. The thing to do is to make sure. Why not drive around in your car—let us demonstrate how wear affects economical lubrication. Then let us recommend exactly the Sinclair Opaline Motor Oil you should be using to give your motor its proper lubrication.

**FEDERAL TIRES AND TUBES**  
**Abo Filling Station**  
We Give Gold Bond Stamps.

**Use Sheetrock to Keep the Cold Air Out**  
AND THE WARM AIR IN—THE AIR-TIGHT PLASTER

Use ORIENTAL STUCCO material in any quantity and shade you desire for the outside. This is stucco time—they are all doing it.

SHERWIN-WILLIAMS PAINTS for both exterior and interior finish.

**PANHANDLE LUMBER COMPANY**

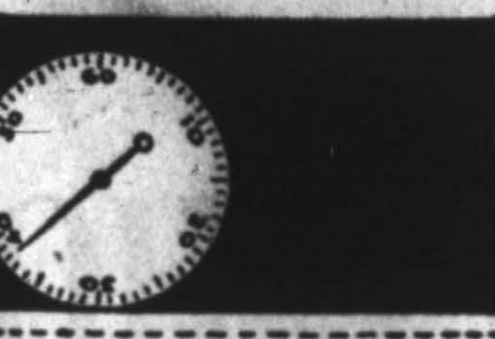
**Too Late to Classify**  
FOR SALE—No. 3 Primrose cream separator, \$45.00. CARL'S CASH AND CARRY. 4844tc

WANTED—Washing or general housework. East Fourth Street and Schley Avenue. MRS. S. L. CALLOWAY. 48-ltp

FOR SALE—Two good coal range stoves. E. H. NORTON. 48-2tc

try. We believe our town and country are second to none in climate in returns and in our quality of citizenship. We believe our city and county are on the dawn of a new and greater day. We are willing to back our judgment along this line and want to have a hand in bringing this to pass.  
C. H. CARL.

**CREAM WANTED**  
We pay transportation charges. We are the only creamery company publishing an open and above board honest market value for your cream that is based on market value for butter. This is to your advantage and protection. Don't sell your cream for less. Write us for shipping tags.  
Reference: Richardson County Bank.  
**FALLS CITY CREAMERY CO.**  
Falls City, Neb.



**MEMO TO: Last Minute Shoppers**  
SUBJECT: Gifts

Everyone likes candy... we suggest King's as the kind sure to please

Consult King's Selection Chart before you buy

**CLARK'S DRUG STORE**  
The King's Dealer  
By special appointment

**Hot Waffles and Coffee**  
FOR BREAKFAST  
Dog-gone!—You Can't Beat 'em!  
**THE SUNRISE CAFE**  
SAM HUTSON, Proprietor  
"THERE'S A PLATE ON FOR YOU"

**YOUTH AND LOVE AND THRILLS!**

**WINGS**  
A Paramount Picture

Lure of new heights. Impetuosity of youth. Pulsing love. Thrilling risks. All that is great and beautiful and strong and tender. An epic picture. Thrilled Broadway for more than a year.

**THE STAR THEATRE**  
MONDAY AND TUESDAY  
DECEMBER 17-18  
ADMISSION 20c-50c

**SANTA DOESN'T PASS UP THE HOME WHERE DAD HAS A BANK ACCOUNT**

**U.B. Prifty**

**You Must Save**

There seems to be no road to success other than SAVING.  
—We must toil according to our lights, live comfortably but sensibly—and SAVE!  
The surest coach and prompter to Real Saving is a Bank Account.  
Herein your money will draw interest. Let us help you get that SAVING HABIT!

**Western National Bank**  
"There Is No Substitute for Safety"

**Holiday Specials**

FERNERY, \$5.00 VALUE, FOR	\$2.95
Call quick and get one	
Cedar Chest, \$20.00 value, for	\$ 18.50
Cedar Chest, \$12.50 value, for	9.75
Bedroom Suite, \$125.00 value, for	95.00
Livingroom Suite, \$175.00 value, for	135.00
Waffle Iron, Hotpoint, \$15.00 value, for	10.00
Waffle Iron, Hotpoint, \$20.00 value, for	15.00

See our Hotpoint Toasters, Irons and Percolators. These are the best and cheapest.  
A nice Gas Range or Gas Heater would make a splendid Christmas present—all at special prices.  
See our good assortment of Pictures, Mirrors, Lamps, Smoking Sets, Work Boxes, etc.—All are the correct things.  
If it is a suite of furniture or some odd piece, we have it. We can help you solve your problems for your Holiday shopping. The heaviest stock in our history awaits your inspection.

**IF YOU FAIL TO BUY FROM US WE BOTH LOSE!**

**E. B. Black Co.**  
We Are Satisfied With Small Profits