

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

25TH YEAR, NO. 49

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, DEC. 24, 1925



Prosperity, and Happiness and Good Luck to One and All in the Year 1926!

15 FOOTBALL BOYS GUESTS AT LUNCHEON

Fifteen football boys, Coach J. Frank Riggs and Business Manager C. W. Humble of the Hereford High School were guests of the business men of Hereford at the regular luncheon of the local Chamber of Commerce Monday, December 21, as a tribute of the splendid work the boys did during the football season just closed.

C. W. Humble and Coach Riggs talked briefly, and thanked the local business men for the cooperation shown during the football season. Mr. Riggs said that the support of the team did as much towards winning the games as did the work of the boys. Captain Artis Russell reviewed the work of the past season, and said that it had been the best of his four years of play for Hereford High School. Artis is the only man that will be lost through graduation, and with most of the boys back, and with a number of new ones coming in, he predicts a good season next year. The local eleven won five games and lost two during the past season.

G. A. F. Parker, vice president, gave a very fitting response, in which he praised the work of the boys. He also spoke of the new \$125,000 High School which was completed last week, and said that the younger generation was expected to make better men and women, than the old folks have made. He closed his address by saying, that "When the end of the great game is played, you will not be asked, who won or lost? but how you played the game."

Arrange to Buy 1500 Bushels of Fine Cotton Seed

Five hundred bushels of high grade Burnett cotton seed will be purchased by the Hereford Chamber of Commerce and distributed at cost to farmers of Deaf Smith county, it was decided at a recent meeting. The three local banks are cooperating with the local Chamber of Commerce in financing the project.

County Agent R. O. Dunkle has been working with a committee in an effort to determine the best variety for this section, and records show that the Burnett has yielded better than any other variety over a period of years. Pure Burnett seed from Lubbock, Dumas and Memphis will be secured, according to Mr. Dunkle and farmers here will be urged to plant this variety of cotton. C. E. Gatlin, living one mile south of Hereford has turned in the best record with his Burnett cotton. Mr. Gatlin got eight bales of picked cotton from twenty five acres, and this is the smallest yield he has received since he started raising cotton several years ago.

Wondrous eyes are blinking, now, and angels gathering near a myriad downy bed. Mothers pat their babes to sleep, their tender smiles caressing cheeks of innocence. The elves are laughing as they take to rest in drops of shimmering dew, and all the world is ready for the coming day—for this Christmastide.

Gaze then old and young into the starlit night and see again the vision of the manger—feel that spirit of the Child King—Jesus—He who brought to us the everlasting heritage of Love and Peace and Hope. Out on you, you greybeards, if you do not set aside the frown and hold a hand of hearty welcome to the coming Santa Claus.

The child is King—Long live the King—for happy land when all the days shall be those of trustfulness and all the hours be those of purity of heart and tenderness of soul. The chilling blasts of warlike trumpet's call transformed to melody of God like glory to ears not yet attuned to sounds of bestial conflict.

Duplicity is dasarmed by gazing eyes of love that comprehend only that the truth is all in all. The world is in the heart, which at this yuletide season is strengthened and renewed by the spirit of the King of Kings.

Let Christmas chimes ring out, echoing from meadow lands and throughout the busy streets of great industrial centers. Let hearts refreshed take joy and gladness to those who are heavy laden. Carry to them your gifts, light the candles on their trees of hope. Let smiles of love shine upon them, and be reflected from the silvered globes that hang from many thousand shrubs of green.

This is Christmas! Children's day, the yearly echo of the Child of God, brought to us that we may thrill in the joy of service and of love of fellowman.

Christmas awake! Salute the happy morn!

ANNUAL BANQUET IS SET FOR JAN. 5

The Hereford Chamber of Commerce will hold its annual banquet Tuesday evening, January 5, in the basement of the local Methodist church, according to announcements made by President E. B. Black Monday. Every business man in Hereford, and just as many farmers as possible, will be urged to attend. More cotton, pure seed for all field crops, diversified farming, and everything that will help to develop Deaf Smith county will be boosted at the annual affair, according to Mr. Black.

County Agent R. O. Dunkle and a cotton seed committee are studying the different varieties of cotton that are being grown in this section, with a view of determining the best varieties for this county. The results of their findings will be announced at the meeting. Officials are urging all the farmers in Hereford's trade territory to attend.

COUNTY SECOND IN STATE TO FINISH MEMORIAL DRIVE

Hereford established some reputation when she went "over the top" with her quota in the sale of coins for the Stone Mountain Memorial Fund, according to a wire received Monday by Dr. Jno. W. Overton, from Austin. With 527 coins to sell, this was the second city in Texas to go over the top. The quota was raised in exactly eleven hours and twenty five minutes.

Miss Frances Oberthier, senior in the Hereford High School, established the best record here, when she sold \$300 worth of coins to the three local banks in exactly seven minutes. Miss Oberthier sold nearly two thirds of Hereford's quota.

Next School Term Will Open Up In New Hi Building

When the students of the Hereford High school return to their studies after the holidays, they will not go back to the old High School building which has been serving as an educational center for more than a decade, but will start work in the new \$125,000 High School building which was completed last week. The equipment will be moved into the new seat of learning during the holidays, according to plans, and the old building will not be used at all.

The new structure is one of the best in this section of Texas, and is said to be the best that has yet been constructed by the Parr Construction Company of Amarillo. There may be larger school buildings in the Panhandle, but there is not a better one to be found in this section," is Supt. C. H. Dillehay's comment.

To Try to Raise Bonus \$2500 For Hotel Addition

The Hereford Chamber of Commerce will raise a bonus of \$2,500 for the new twenty room addition to the Cordova Hotel which will be constructed immediately at a cost of \$25,000. It was decided at a meeting of the executive board Monday evening.

A committee started working at once on the bonus and the entire amount will be raised within the next few days, it is believed. The new addition to the Cordova Hotel will give Hereford a 32 room hotel that will do justice to a City of its size. The contract for the addition has already been let by W. M. Cogdell and actual work is expected to start soon after the first of January. The contract calls for the structure to be completed within four months time.

WE ASK YOUR INDULGENCE THIS IS CHRISTMAS TIME.

The Brand asks the indulgence of its readers for the abbreviated issue this week. The Christmas rush, the fact that Christmas Day falls on Friday, and the natural desire of the working force, to have some little time for home and personal pleasures all contribute to the decision to make this issue a brief one, as we are confident our readers will be patient with us under the circumstances.

For the same reasons our rural correspondence has been curtailed this week, but we assure our correspondents and subscribers that we will endeavor to make it up to them in renewed "pep" and enthusiasm during the New Year. We are very grateful to the good people of this community for their support and friendship in 1925, and hope to get out a better paper from week to week in 1926.

Sincerely yours,
HOLMAN & STECKMAN.



The Hereford Brand

ISSUED EVERY THURSDAY

Beth B. Holman Walter R. Steckman
Holman & Steckman
Publishers

Entered as second-class matter at the postoffice at Hereford, Texas under the act of March 3, 1879.
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PLAINS POULTRY SHOW PLANS ARE PROGRESSING

The Board of Directors of the Plains Poultry Show met in Clovis, last Saturday, December 19, called by President Carl Mueller of Portales. Plans were made for getting out the Poultry Show catalog early in January. Plans were made for raising some funds in each county interested in the Show for special prizes in addition to the American Poultry Association ribbons which are being provided. The matter of raising small funds for a Poultry Show budget from each county represented is being handled by the directors of the respective counties.

The actual expenses for building and equipment for handling the Show has been guaranteed by the Chamber of Commerce and business men of Clovis. But this budget fund was decided upon by the Board as a means of stimulating greater interest in the Show by offering cash prizes and rewarding the Plains breeders who have the prize winning birds.

Mr. R. W. Ludwick, Superintendent of the Show, is a busy man this week doing preliminary work for the Poultry Show.

From the enthusiasm being shown in the Plains Poultry Show a very successful exhibit is assured. Every one is interested in boosting poultry, and they are recognizing the poultry products as the most important cash crop of the Plains.

RUSSIAN STUDENTS TO LEARN ENGLISH LANGUAGE AT U. of T.

Austin, Texas, Dec. 21.—Plinkus Swirshitzik of Moscow, Russia, wanted to come to the University of Texas to continue his education. But the American consul in Moscow refused his request because the boy did not know the English language. An uncle of Swirshitzik, A. H. Simon of Bay City, Texas, also wanted his nephew to enroll in the University, and requested E. J. Mathews, University registrar, to do what he could about the matter. Accordingly, Mathews sent a cable gram to the consul, asking permission for the youth to come to the United States, stating that Swirshitzik could learn the English language more easily and quickly here than in Russia.

MISS MARY VALENTINE TREASURER OF PANHANDLE CLUB

Belton, Texas, Dec. 22.—Miss Mary Valentine, daughter of W. I. Valentine and Mrs. Valentine, has been elected treasurer of the Panhandle Club of Baylor College for Women, Belton. Miss Valentine is a freshman in the college this year.

The other officers of the organization are: Evelyn Jennings, Lubbock, president; Billie Christian Plemons, vice-president; Lillian Shelton, Idalon, secretary; Veon Pyle, Higgins, reporter; and Louise Shive, Big Spring, social chairman. Members of the club are: Connie Ross McWilliams, Whiteflat; Lella Renfro, Sadie Jenkins, Thresa Johnston, Grace McComnack, Hattie Patton, Matador;

Faith Sadler, Dalhart; Lona Dean, Ellen Ransom, Claude; Imogene Wood, Ora B. Wood, Wheeler; Maurine Cunningham, Snyder; Gladys Moran, Iris Gear, Vernon; Jewel Keenan, Wellington; Abbey Nell Rhoton, Lillian Shive, Big Spring; O'Bera Forrester, Wilson; Mozelle Hill, Hereford; Harriet Vanderpool, Plainview; Eula Simmons, Slaton; Mannie Abbot, McLean; Edrie Pyle, Higgins; Bessie Baldwin, Lora Self, Lemasa; Lottie Hinson, Spur; Annette Trent, Hadley; Jeanette Yingling, Seymour; Winfred Halley and Marie Jackson, Lubbock.

GOOD OFFICIALS SECURED FOR DISTRICT BASKETBALL

Canyon, Dec. 17.—S. D. Burton, the newly appointed athletic director of the Interscholastic League for District No. 1, announces that he has secured two of the best basketball officials in the Southwest for the District Basketball Tournament which will be held at Canyon, February 19 and 20. They are Jack Woodward of Plainview and Fred Dennis of Clovis, New Mexico. Woodward has played basketball with some of the leading colleges of the East and three years ago was named captain of the third All-American basketball team. He has had a great deal of experience as an official and has become very popular with followers of the cage game in this section of the country. Dennis is a graduate of the University of Kansas, where he did his stuff as a basketball tosser. He had long experience as an official and his services are very much in demand throughout the country.

In commenting on these men as officials for the tournament, Coach Burton said: "I feel that we are indeed fortunate in securing these men for the tournament. They are without question two of the best officials in the Southwest, and I only wish that

all of my college games this year could be handled by men who are as capable."

Coach Burton also announces that The College Oasis of Canyon is giving a beautiful loving cup to the winner of this tournament. This cup will be the permanent property of the winning team, and it is believed that it will stimulate interest in this district. The College Oasis is a new college shop just off the campus of the West Texas State Teachers College. It caters to the college trade and is a very popular student store. The cup will be on display at this popular store after February 1, and will be there throughout the tournament.

CARD OF THANKS

We take this way of expressing our heartfelt thanks to the members of the Parent-Teacher Association of Dawn for the beautiful flowers sent us during our illness, also for the letter full of love, sympathy, and appreciation.

—Gusta and Lois Samuelson.

OBITUARY

(From Onaga Herald, Onaga, Kan.) John Smith Roderick was born in Coshocton, county, Ohio, May 5, 1844. Later, in the year 1852, he moved with his parents to Lawrence county, Illinois. He was for many years a resident of this city. He died at the home of his son, in Hereford, Texas, December 2, 1925, aged 81 years, 6 months and 25 days.

He enlisted as a private in Company K, 61st Illinois Volunteer Infantry on December 29th, 1863, and served his country through the remainder of the war, being honorably discharged on September 8th, 1865, at Nashville, Tennessee. He was a member of the Onaga G. A. R. Post. In September, 1870, he was married

to Miss Sarah Lytle, who preceded him in death seven years ago. To this union were born eight children, five of whom are living. They are: Mrs. Allen Powelson, of Hereford, Texas; Mrs. B. D. Wilham, of Hollis, Okla.;

Mrs. Eli Lefebvre, of Onaga; Mr. J. O. Roderick, of Soldier, and Mr. J. W. Roderick, of Bedlands, Calif. Besides these children, he leaves to mourn his departure a number of grandchildren and a host of friends.

He was a christian from his youth. For many years he was a member of the Baptist church of this city, but at the time of his death was a member of the Baptist church of Holton. His life was exemplary of upright, christian living. He served his God by serving his fellow-men.

HARRISON

Thanks you for your good will and business in 1925
Here's hoping you all get rich in 1926!



End the worry of Christmas Shopping

Nothing you could discover in a month of Christmas shopping would be quite as acceptable to the whole family as a Better Buick.

If you wait until spring to buy it, you will lose the satisfaction of having it during the holidays. This is the time when it will bring the most pleasure to those you love—and to you.

Pick out their car today. Make it possible to have their Better Buick at the curb on Christmas morning, waiting to wish them a Merrier Christmas, and the happiest of New Years.

BUICK MOTOR COMPANY, FLINT, MICH.
Division of General Motors Corporation

Norton Motor Company Hereford, Texas

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

CLOSING OUT SALE

Having decided to move I will offer at public auction the following described property at my place nine miles east and one mile south of Hereford and three miles east of Wyche schoolhouse, on

Wed. Dec. 30

BEGINNING AT 11:00 A. M.

FREE LUNCH ON GROUNDS

10 Horses and Mules

- 1 team gray mules, about 15 hands high
- 1 team brown mules, smooth mouth
- 1 sorrel horse, smooth mouth, wt. 1100 lbs.
- 1 work bay mare, 10 yrs. old
- 1 black mare, 9 yrs. old, wt. 1000
- 1 old mare
- 1 buckskin mare, 8 yrs. old, colt by side

23 Head Jerseys

- 2 fresh, 4 will be fresh soon, balance of cows will be fresh by early spring.
- 7 head heifer calves
- 1 bull calf, good enough to keep, no relation to other stuff
- 1 registered, coming four-year-old, Jersey bull, papers furnished
- 1 lot of good bundled feed, kafir maize and sorghum.
- Numerous small tools, etc.

Machinery

- 1 3-disc turning plow
- 1 P & O 2-row lister, practically new
- 1 J. I. Case single row lister
- 1 12-foot John Deere header, good condition
- 2 header barges
- 1 McCormick row binder
- 1 3-section drag harrow
- 2 sled Go-Devils, with knives and discs
- 1 2-row P & O lister cultivator
- 1 6-foot tandem disc harrow
- 1 iron wheeled wagon with bundle rack
- 1 four wheel trailer
- 1 Ford car with truck body
- 1 horse power feed grinder
- 2 sets leather harness
- 2 sets chain harness
- Extra collars
- 1 set single buggy harness
- 100 Rhode Island Red hens
- Some lumber

TERMS: All sums under \$25.00 cash; all sums over \$25.00 eight months time, ten percent interest, 5% discount for cash on sums over \$25.00; all notes approved security. Nothing to be removed until terms are complied with.

J.W. DUGAN, Owner

Sale Clerked by E. C. Eubanks

COL. W. S. WILLIAMS, Auctioneer

"MERRY CHRISTMAS"

What is a Good Provider?

A good provider looks beyond comforts of today to the provisions of tomorrow. The birds and the bees; the beasts of the fields—all nature has thought of coming needs—yet man, alone, the greatest of all the living things—cultured, able, educated, and alive to Earth's demands—often fails to make provision for the years to come.

What are you doing for the future twenty years from today?

A good provider does not overlook the importance of a strong bank account. If you are not already identified with this bank, we invite your account here.

The First National Bank



The Hereford Chamber of Commerce extends its sincere greetings for a Merry Christmas and a Happy New Year to the people of Deaf Smith county and our many friends in adjoining counties in Texas and Eastern New Mexico, who are aiding in the development of this great territory. 1925 has been a great year for our organization, which was made possible only by the loyal support of the people. We anticipate greater things for 1926.

Hereford Breeders Are Looking to This County For Best Breeding Stock

(By T. D. Moss, Secty. C. of C.)

Hereford breeders from all sections are beginning to look towards Deaf Smith county for their breeding animals, according to Rat Jowell, the man who introduced Herefords into the southwest back in 1896, and the industry is looking better right now than it has since the drop came several years ago.

The last six weeks has seen some of the biggest sales of line bred Anxiety 4th Herefords of the past four years for Deaf Smith county. Four young herd bulls have been sold during that time for \$1,000 each, and a number have passed the \$500 mark. No other section of Texas has reported such high priced sales.

Below are a number of recent purchases: Jones & Dameron of Hereford purchased The Superior from T. C. Ivey for \$1,000. The Superior is by Superior Anxiety, No. 979700, and out of Donna Anna 50th No. 668304, the eight year old cow that sold in the Sweetwater Sale recently for \$650.

Ira Cochell paid T. C. Ivey \$1,000 for Superior by Superior Anxiety and out of Gentle Anna 10 No. 1094242.

D. L. McDonald paid Henry Wilkinson \$1,000 recently for Superior 3rd by Superior Anxiety, out of Miss Anita No. 1180010, by Beau President Jr. Miss Anita sold in the Sweetwater Sale in October for \$505. Superior 3rd was Grand Champion at the Deaf Smith county Hereford Show, and at the Nolan County Hereford Show, just before his purchase. He is now being conditioned for the Fat Stock Exposition at Fort Worth in March and will probably be consigned to the sale there. He sold at the age of ten months.

Beau Superior sold at the age of three weeks for \$1,000 to Chas. B. Frito of Midland. Ed East of Hereford was his former owner. Beau Superior has a family tree that reads like the pedigree of an English Duke. He was sired by Superior Diamond and is out of Donna Anna 58, No. 1012015. Rat Jowell says that it would be impossible to write a more perfect pedigree than this young aristocrat has.

Jones & Dameron of Hereford recently paid T. C. Ivey \$500 for Superior Modest by Superior Anxiety and out of Gwendoline 37th, No. 327406. Superior Modest and The Superior will both be used by Jones & Dameron as herd bulls.

Super Anxiety 3rd consigned by D. L. McDonald topped the Sweetwater Sale October 30 at \$725. Super Anxiety 3rd was sired by Super Anxiety, Mr. McDonald's herd bull, and is out of Miss Wombie, a straight line bred Anxiety 4th cow. In addition to the above sales the nine highest priced Herefords in the Sweetwater Sale were consigned by Deaf Smith county breeders. The five highest priced cows sold at an average of \$476 each, while the four best bulls brought \$473 each.

Superior Anxiety seems to have the lead in producing high priced calves

although some of the younger bulls, such as Super Anxiety, Super Diamond and others may rival him in time. Rat Jowell says that there is not another bull anywhere that has produced as many outstanding calves as has this bull. "It takes a good one to produce strong heifers, and also be the sire of outstanding bulls, but Superior Anxiety has a record of doing this." He was bred and raised by Rat Jowell. Superior Anxiety sold for \$1,500 at the age of three weeks to Jones & Dameron. He sold in the Mousel Bros. Sale in 1920 at the age of ten months for \$5,500. His dam sold as a single lot in the same sale for \$6,200, making a price of \$11,700 for this cow and her ten months old calf. As a junior yearling \$10,000 was refused for this animal. He is now in service on the T. C. Ivey place east of Hereford.

Sweaters Awarded To Fifteen Football Men of '25

Sweaters were issued to fifteen members of the Hereford High School football squad Wednesday just before the school was dismissed for the holidays. The sweaters were gold in color with a black "H" on the front and black stripes on one sleeve to indicate the number of years of service, thus carrying out the High School color scheme which is "black and gold."

Artis Russell, veteran end and captain during the past season, was the only man to receive a sweater with four stripes, and will be the only one lost through graduation. More than half of the squad were first year men and a good per cent have only played two years. Prospects are bright for a fast combination next year, as fourteen men are now planning to return.

Those receiving sweaters are: Backfield—Jess Russell, Price Barrett, Bud Witherspoon, Elmer Sharp, George Murphy; Linemen—Abb Posey, Homer Thompson, Arthur Harris, Lynn Axe, J. W. Spradley, John D. Burkett, J. L. Wilson, J. C. Gilbreath, J. T. Gilbreath and Capt. Artie Russell.

P. O. Force Handles Huge Mails Like Clock Work

The largest day's business ever done at the Hereford Postoffice was recorded Tuesday of this week, said Postmaster J. A. Wear Tuesday evening. Postoffice regulations forbid ac-

tual figures, but the total was an astonishing one for a place the size of Hereford.

The Christmas accumulation was handled swiftly and efficiently by the local force, however, and there was no delay or congestion. Mr. Wear was jubilant over the showing made by his aides and says he has the best office force in the U. S., barring none, and he greatly appreciates their capacity and intelligent assistance.

"I saw say, 'wear ye one another's burdens', 'whatsoever a man soweth that shall he also reap', 'God forbid that I should glory, save in the cross of our Lord Jesus Christ'; Ephesians, Connell.

Baggage, light hauling, Pho. 220.

Mr. and Mrs. F. G. Perkins are anticipating a joyous Christmas family reunion. Both their daughter, Miss Olive, and son, C. F., will be here for the holidays. Miss Olive is a student at the University of Chicago and the son is a resident of Shenandoah, Iowa.

Am erecting a two story building on 3rd street—lower story will have three 20x30 feet store buildings—the upper floor will be cut into offices to suit occupants. Both floors will be heated by steam. Have one store yet unrented and some offices. Parties desiring space see F. H. Oberthier.

If you are looking for Radios look at the Fresman Masterpiece five tube sets in beautiful mahogany cabinets, as low as \$39.50, at Orr's. 45-ft

USED CARS
 Ford Coupe --1924 m
 Ford Coupe --1920 m
 Ford Touring --1922 m
 Buick Six Tour. 1923 m
 Buick Six Tour. 1923 m
BABY, BEEF—Try our tender steak and roast—Hereford Produce, I. H. Spratt, Mgr.

Hereford Schools Closed Wednesday Account Holidays

The Hereford Public Schools dismissed Wednesday noon, December 23, for the Holidays and studies will not be resumed until January 4. Most of the members of the faculty departed Wednesday for their homes in other parts of Texas where they will spend Christmas.

The new High School building will be occupied when the work is resumed January 4. The formal opening of the new building will be held on that date. The seat of learning was completed last week and turned over to the school board. Equipment will be installed during the period that school is dismissed.

Double Green Stamps. —CORNER DRUG STORE.

Mrs. Frank M. Brown of Tuscon, Ariz., arrived Wednesday morning to spend the holidays with her sisters, Mrs. Buford Farmer and Mrs. Douglas Connell.

Baggage, light hauling, Pho. 220.

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If you are looking for Radios look at the Fresman Masterpiece five tube sets in beautiful mahogany cabinets, as low as \$39.50, at Orr's. 45-ft

TEN LITTLE RULES FOR CHRISTMAS

I WILL seek Christmas happiness for myself by dispensing it to others.

I WILL give for the joy of giving and not in the hope of receiving.

I WILL not dilute the milk of human kindness with the water of personal gain.

I WILL appraise a gift for the Sentiment of Christmas and not the Sentiment of Cost.

I WILL bear in mind that in A Merry Christmas the dollar sign comes at the end.

I WILL put cheer in people's hearts even if I cannot put anything in their stockings.

I WILL remember that about the only thing that has never been REDUCED is the value of a smile.

I WILL also remember that there has never been an over-production of kind words.

I WILL therefore be liberal at least with the things that don't cost anything.

AND I WILL begin today, because it will be another year before Christmas comes again.

A MERRY CHRISTMAS.

Send your cleaning and pressing to Orr's Tailor Shop and get Double Green Stamps.

TO ALL MY CUSTOMERS THAT OWE ME:

As this is the close of the year, PLEASE come around and settle your account. If you can't pay all—pay part. And if you can't pay anything, then For the Love of Mike!—come around anyhow—and give us a smile. That will help!

H. H. HAWKINS
 Golden Rule Produce Company

We Wish Our Friends a Merry, A Happy New Year, and a Prosperous and Happy 1926.

THOMPSON & IRELAND
 Abstract and Loans

A MERRY CHRISTMAS TO ALL

May Christmas Joys Attend You
 This Yuletide
 and This Year
 Be a Happy, Prosperous
 One

Streu Hardware

With Hearty Christmas Greetings
 and Every Good Wish
 for Your Happiness in the New Year

ROCKWELL BROS. LUMBER CO.

SOUTHWEST TRAIL GARAGE

Louie Olson, Proprietor

THE CITY DRUG STORE

with grateful thanks to all our patrons and friends whose generous patronage made possible our past year of unprecedented prosperity, wishes one and all a Merry, Merry Christmas and a Happy, Happy New Year.

"Her Step-Husband" 3-Act Comedy On New Year's Night

"Her Step Husband," a comedy in three acts, which will be presented by the Fellowship Class of the First Christian Church on the evening of December 31, in the new High School Auditorium, is expected to draw a large attendance. This is the second number of the Community Lyceum, the second program to be given by the Fellowship Class of the Christian Church in 1925, and the second entertainment ever staged in the new High School Auditorium. It is to be presented on New Year's Eve and was arranged so that those who were planning to attend "watch parties" could first attend the play and then be in plenty of time to help usher the Old Year out and welcome the New Year in.

Hereford's Original Jazz Orchestra composed of six or eight of Hereford's best musicians will furnish music just before the play begins. Miss Ruby Faye Bennett, Mrs. Paul Foster and Miss Dease Mae Steele will give specialties between acts. With the Original Jazz Orchestra, and with the numbers that will be presented by the three young ladies between acts, the program promises entertainment for both young and old.

Mrs. H. D. Reed is directing the play, "Her Step Husband," and these making up the cast of characters have been working diligently during the past few weeks and everything will be in smooth working order for the program on New Year's Eve.

L. Baskin Buys Cardwell Irrigated 67 Acre Farm

L. Baskin has purchased the Cardwell irrigation 67 acre farm in South Hereford. This place is located about one mile from the court house and is one of the best improved places in the county. The improvements alone, including the pumping plant, cost about \$12500.00, and the place has highway on three sides of it, with daily mail service, etc.

Mr. Baskin now has a crew of men at work cleaning the place up, painting the buildings, putting in electric lights, bath, toilet, sink in the kitchen etc. He is thinking some of improving

the three acre tracts joining the main place on the north, by placing a set of improvements on each tract and then selling them for little chicken ranches.

When this place is completely overhauled and fixed up it will be one of the most attractive little farms in the county. Mr. Baskin is out with his men and says he never dreamed there was so much traffic to and from Castro county past this place. He states that it is almost like living on Main street out there and that cars and trucks pass by every few minutes.

At one time on Tuesday he counted over twenty cars and trucks in sight at one time.

Quick Lunch Cafe Opened by Cloyds and W. W. Turner

The Quick Lunch Cafe, a new enterprise, opened for business next door to the Texas Meat Market Wednesday. The new cafe is owned by Cloyd & Son and W. W. Turner and the latter, an experienced restaurant man, will have charge.

The restaurant carries three private booths with special tables, besides a roomy lunch counter. Everything is new and attractive and Mr. Turner states he hopes to attract the best class of trade.

Famous Hereford Cow is Purchased By Dimmitt Man

Capitola A, famous old Anxiety Hereford cow, bred by Cudgell & Simpson, and one of the foundation herd Ray Barber built up here in past years, was purchased from Mrs. Barber last week by George Burch of Dimmitt. Along with Capitola A went six other Anxiety cattle, three cows, and three coming yearling heifers, all from this one old mother cow. Mrs. Barber stated that Capitola represented an original investment of \$240 and had netted her owner the total of \$8,850 in the nine years Mrs. Barber has owned her, through the sale of her offspring and what she brought herself. Her first three calves were bulls and brought \$5,000.

The cow was bought from Mousel Bros. for a Christmas present for Mrs. Barber nine years ago. Mr. Burch has the family on his place and intends to develop some real Herefords.

Whaling Big Coon Weight 20 Pounds Trapped on Creek

The whoppin' biggest coon ever snared in this part of the country was trapped on the creek last Thursday night by Elmer Patterson and D. A. Higgins. The boys brought the coon to town after dark and Friday morning exhibited him on the radiator of Elmer's car.

This fellow weighed an even twenty pounds and looked husky enough to whip any coon dog that ever wore long ears. His fur was long, and thick and lustrous, and his ringed-tail was a beauty. Surprise has been expressed by many that the Panhandle, with its comparative scarcity of big trees, should produce such huge coons, supposed to be a bottom-country product exclusively.

Tapestry and Boa Constrictor Skin From So. America

A Christmas package received from Colombia, South America, Wednesday by A. H. Elliston contained two of the most remarkable presents seen in Hereford before. One was a large hand-worked Tapestry, about six feet

by five, depicting a war-like scene in the year 1822, with calvarymen flourishing sabers. The top bears the inscription "Independencia ou Morte!" which means "Liberty or Death!"

The tapestry, of native workmanship, is a masterly thing and of rare and unusual value and beauty. It is sent to Mr. Elliston by his son, Pat D. Elliston, who is located at Catagena, Colombia. Pat also sent his father and family a Boa Constrictor's hide which is nine feet four inches in length. Mr. Elliston remarked that "I sure would hate to meet that fellow on a dark night."

Both specimens are rare curiosities in this country and Mr. Elliston is very proud of them. He has them on exhibition at the J. O. Newell store.

"Miss Cherryblossom" Delightful and Entertaining

A fine crowd anchored the High school play "Cherryblossom," held in the auditorium of the new High School building last Friday night. The play was a big hit, unusually well directed and executed, and hugely enjoyed from curtain to curtain. A goodly amount was realized from the sale of tickets to apply on the budget.

It was the first opportunity for Hereford citizens to inspect the new auditorium and the crowd was delighted with the new building and its arrangements as well as with the

Dr. Gabbert Has Rare Opportunity For Army Duties

Dr. W. F. Gabbert, holding the rank of Maj. Med. Reserve Corps, U. S. A., has just received orders from For. Sam Houston, putting him into active

service and instructing him to proceed to the school of Aviation Medicine, Mitchell Field, Long Island, N. Y., for the purpose of pursuing the Aviation Basic Course from January 5 to April 5, 1926.

However Dr. Gabbert has decided not to accept the assignment at this particular time, and has so advised the department. The course is one that he is very desirous of taking and expects to do so soon, but at this particular time business conditions here will not allow him to be away for such a length of time.

To Our Friends

With Santa Claus peepin' around the corner, and everybody thinking about everybody else, we want to pause long enough to extend to you our very best wishes for a **MERRY CHRISTMAS** and a **HAPPY NEW YEAR**.

And we would feel that something had been left undone were we to overlook this opportunity of expressing our sincere appreciation for the patronage with which you have so kindly favored us during 1925. We have striven in word and action to merit your confidence and co-operation, and with the coming of another year, we look forward in the hope of again being able to number you as a friend and customer.

We trust this Holiday season will hold for you a real share of Good Cheer and Happiness, and that the New Year may bring to you and yours all the many good things of life.

Jones & McLean

SINCLAIR
OPALINE MOTOR OIL
"Fits the Degree of Wear"

GREETINGS!

Here's to a right jolly Christmas and a prosperous New Year

ABO FILLING STATION
South Main Street
B. E. BRUMLEY, Proprietor

CLOS

The Holiday
an opp
express again
we derive
business relat
and on bei

Having decided to mov

entire organization we wish
for you and yours a
merry Christmas and a happy,
prosperous New Year.

Frank A. Gyles.

Hereford, Texas.

Christmas Greetings

The approach of the end of the year 1925 has been most successful in point of volume of business for the Golden Rule Produce Co.

Christmas is the time of rejoicing, and the renewal of family ties. Loved ones gather round the festive board. All cares are laid aside in pleasant contemplation of the day, and all it means to a thinking world.

We wish to thank each and everyone of our customers, and heartily wish for you and yours a Merry Christmas and a Happy New Year.

GOLDEN RULE
PRODUCE CO.

W. H. Hawkins, Mgr.

In this season of rejoicing; in this time of Good Will to Men; we think of you and the part you have had in our success of the year now past, and wish for you a Merry Christmas and a Happy and Prosperous New Year.

J. O. NEWELL

The Brand's Weekly Church and Religious Page

FIRST CHRISTIAN CHURCH Therman Morgan, Pastor

The White Gift Service was fine. We feel sure the Great King was well pleased with his gift. But the Christmas time is not over. Let us remember to keep the true Christmas spirit throughout the Christmas holidays.

9:45 a. m. Church School. The old year is just closing. Let us all be present and on time the last Sunday this year.

11:00 a. m. Communion and preaching services. The subject of the morning is "The Family." This is to be family day, while all the children are at home, bring them to church with you.

6:00 p. m. The three C. E. Societies. 7:00 p. m. preaching service.

May this be the happiest Christmas of your life. Best wishes for a joyful Christmas and a prosperous New Year to one and all.

FIRST PRESBYTERIAN CHURCH Jas. T. Ross, Pastor

The old year is coming to a close. Has it been a satisfactory year to you, Mr. and Mrs. Church Member, or has it not? Are you thinking now that with the beginning of the new year you will turn a new leaf; that you will make a better member of the church next year than this past year? I hope you are thinking so. However, is there any better reason for starting the new year right than for using the remainder of the old one better than we have used it thus far? Why not seek to redeem the old one with better service from here on out? If we do it we shall find it possible and easier to execute those New Year's resolutions for better church membership.

Let us answer these questions with a one hundred per cent attendance upon all services next Sunday. What say you?

Preaching services 11 a. m. and 7 p. m.; Sunday School 9:45 a. m.; Intermediate Christian Endeavor 6 p. m.

Women's Missionary Society, Wednesday, 2:30 p. m.; Prayer meeting, Wednesday 7:15 p. m.

You will find a hearty welcome to all these services. If you are a stranger in our midst, start your acquaintance at the house of God; if this be the church of your choice begin acquaintance with us next Sunday. You will find a pleasant and congenial fellowship here. If you have been long in our community but have not attended religious services we should like to have you begin with us next Sunday.

METHODIST CHURCH J. O. Haynes, Pastor

The Sacrament of the Lord's Supper will be administered next Sunday at 11:00 a. m. The whole church is urged to be present. Visitors are always welcome.

At the evening hour, 7:30, the pastor will preach a New Year's sermon. The young people are especially invited to hear this message.

We had a good day last Sunday. The Elder preached a splendid sermon at night. The White Christmas service was a great success. A handsome offering was made for the orphanage.

The Christmas tree will be at 7:30 Thursday evening. You are cordially invited to be present.

We wish you a very Merry Christmas.

THE APOSTOLIC FAITH

There will be services every Sunday afternoon at 2:30 o'clock at the courthouse in the county court room. If you want to worship God without formality come and worship with us. **THE APOSTOLIC FAITH.**

CHURCH OF CHRIST S. E. Templeton, Minister

Preaching Saturday night at 7:00 o'clock. Subject of the sermon will be, "Some Impossibilities Found in the Bible." This sermon is an opener. All Herford should hear it.

Preaching Sunday morning at 11 o'clock and Sunday night at 7 o'clock. Sunday morning sermon will be, "The Church at Ephesus." The theme

Sunday night will be, "The Day of the Lord." Do you know what "The Day of the Lord" really means? Hear this sermon and know just what it does mean.

Bible study Sunday morning at 10 o'clock. You should be at this service on time. Please be present at 10 o'clock Sunday morning and not present at 10:30 as your first appearance! Just remember we begin on time! Come to all these services, and bring a friend. A very hearty welcome awaits you. We will be looking for you.

EPWORTH LEAGUE

6:30 p. m., Sunday, Dec. 27. We will have a short Mission Study lesson.

Xmas Carols. We welcome all our young people home for Xmas. We will be so glad to have you in League next Sunday evening and have a few words from each of you about your work or the League you have been attending.

THE SUNDAY SCHOOL LESSON (By Jas. T. Ross)

Lesson Subject, Review: Athens to Rome.

Read Acts 17 to 28 Chapters.

To give a written review of a series of Sunday School lessons is to accomplish an extremely difficult task, one which the writer of this series lays no claim as having succeeded. This must be true for two reasons, the first of which is that the length of the discussion would make greater demand upon the reader's time than he might afford. The second reason follows closely upon the first, namely, that if the review is condensed too much it becomes a rather too general statement of the lesson thoughts to be a review at all. I shall make an effort at avoiding both difficulties, realizing that when the best has been done, then it will be a mere effort and to no large degree a success of reviewing the lessons.

There is perhaps no better way to approach this task than to follow the persistent idea of a wonderful personality through this article. That personality is Paul's. He is the chief human instrumentality in the presentation of the divine person of Christ Jesus. An estimate therefore of the Apostle Paul becomes indispensable to an understanding of this period of the early church.

Of this we may be certain, that if we make a fair estimate of Paul we shall have to take into account at least three things: first, the kind of world in which he lived; second, the addition which he made to the life of that world considered from the standpoint of what it might have been without him and his message; third, what is the intrinsic worth of the man and his accomplished task.

The reader is asked to pardon the violation of the order just presented in the discussion that follows. Let us consider first what we would not have had without Paul. Without him we probably would have had no invasion of Europe by the gospel during the first century of Christianity and who knows how much longer it might have been before Europe should have had any extensive knowledge of Christ. Let us, however, waive this probability and suppose that the gospel had crossed the Mediterranean Sea. Two things must have happened: either the Apostolic effort would have been confined to attempts at Christianizing the Jews in the synagogues, without any adequate means of reconciling the ancient hopes of the Jews to those of Christianity, an effort, it may be said, that without the spiritual comprehension of Paul would have been doomed to failure, or, the

slow contagion of a Christian philosophy working through the proximity of Christian congregation to heathen worship in Asia Minor might eventually have overstepped the bounds of that country and have broken away from the Jewish manner of thinking which seriously handicapped every apostle. As our Lord, save Paul, himself. Suffice it to say that the first efforts at Christianizing the Gentiles whether in Asia or Europe must have been exceedingly feeble without Paul.

Without Paul, therefore, we may easily believe that we should have had no sturdy adherents of Christianity among the Gentiles and there would have probably been no congregations at Philippi, Thessalonica, or Corinth, without, also those great Epistles which bear their names. In addition to these churches begotten of Paul's personal efforts in Europe, the virgin soil of his own preaching, are those churches of Asia Minor which had his wise oversight and which he always strengthened by his personal visits and broadened in their conceptions of the gospel through his letters, and the church at Rome which had its fidelity to Christ strengthened by the heroic example of the Apostle in Bonds for a period of at least two years. Limitations of space forbid a further discussion on this point and thus we leave it with the reader.

Before leaving, however, this aspect of the subject I shall ask the readers to open their New Testaments and see what we have left of it without Paul. Take away the epistle to the Romans and no longer hear the voice of Paul saying, "I am not ashamed of the Gospel: for it is the power of God unto salvation to every one that believeth"; "For we know that all things work together for good to them that love the Lord"; and other like precious passages. Eliminate now the two epistles to the Corinthians and the 13th and 15th chapters with their presentation of the thought of the primacy of love and the unassailable defense of the doctrine of the resurrection; likewise, the Galatians and no more hear Paul say, "bear ye one another's burdens"; "whatsoever a man soweth that shall he also reap"; "God forbid that I should glory, save in the cross of our Lord Jesus Christ"; Ephesians,

also, and that comprehensive prayer and that description of the Christian armor must go. Take away Philippians, Colossians, I and II Thessalonians, I and II Timothy, Titus, Philemon, and possibly Hebrews. What then will our New Testament consist of? Four Gospels, Acts, James, I and II Peter, three epistles of John, Jude and Revelations, and these probably not so rich in their thought without as with Paul.

Now, what was the world in which Paul lived? What the background of his wonderful accomplishments? Geographically speaking, it centered about the Mediterranean sea and from thence spread out through the barbarous tribes to the North now recognized as the progenitors of our modern civilization, Christianity excepted, and to the East across the Mesopotamian valleys and the ancient Persian territory. But Paul's immediate efforts are at the center of this geographical world. He was born at Tarsus, in the province of Cilicia, that province that could boast having once had for its ruler no less noble a person than Cicero, the great Roman, although it was a province on the Eastern coast of the Great Sea.

Politically speaking that world was a composite of three great varieties of National life, the Jewish, the Greek and the Roman. We shall not be able to know that world without seeing it with these three streams of life blending into one. In Palestine we have a fair example of the manner (Continued on Page 10)

SERVICE CAR

If you want a Taxi we have a good dependable car at your service day or night—the price is right. Day phone 216, Night phone 284.

SOUTHWEST TRAIL GARAGE,
Louie Olson.

USED CARS

- Ford Coupe ---1924 m
- Ford Coupe ---1920 m
- Ford Touring ---1922 m
- Buick Six Tour. 1923 m
- Buick Six Tour. 1923 m
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Beavers Bros.

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CLAUDE BENTON,
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45-1f

Watch the Saturday Specials!

Double Green Stamps.
—CORNER DRUG STORE.

CHAS. C. LOTT

Oil and water well drilling. We drill water wells for seventy five cents per foot. Promptness our Specialty.

BOVINA, TEXAS

Special attention to mail orders

We wish to thank our customers for their loyal business of 1925 and to send them our kindest thoughts and best wishes for Christmas and the New Year.

WARREN'S GROCERY

Like the treasure ship of olden times, full-fraught with precious things, so may Christmas and the New Year come to you laden with all that will make for your happiness and contentment.

Dunlap Hardware Company

WE WISH YOU A MERRY CHRISTMAS

A Maximum of Safety at a Minimum Cost



FARM AND RANCH LOANS
7 1/2% Interest

WALSER & BRAY

Quick Service

130 acres, improved farm, in Oklahoma, to-trade for Herford property. 47-34

Our Safety Deposit Boxes offer a Maximum of safety for your private and personal documents, and other valuable effects, at a cost so trifling as to put them within the reach of every depositor.

If your papers are valuable to you, surely they are worth the small cost that will insure them protection from loss of any kind.

Better be on the safe side by securing a Safety Deposit Box at this bank.

May your Christmas be a Merry one
and the New Year bright with
Happiness and Prosperity

SERVICE-U-LIKE

Filling Station

Read our message in this week's
Farm and Ranch

First State Bank & Trust Company

OUR DEPOSITS ARE GUARANTEED BY THE STATE BANK GUARANTY FUND OF TEXAS



May your stockings be filled to overflowing with Life's Choicest Gifts.

Baskin Abstract and Title Co.



With sincere good wishes for happiness and prosperity on Christmas, and every other day.

Hill & Ricketts Co.



The Season's Greetings to all our Customers: Old, New and Prospective.

Bowman's Cafe



Accept our Season's Greetings
In the good old fashioned way,
We wish you Joy and Happiness
On this Merry Christmas Day.

Carl's Cafe



May your Christmas be one of Joy and Happiness.

Hereford Garage Station



Wishing you a very Merry Christmas.

Mrs. Orr's Beauty Parlor



Merry Christmas be Yours,
And to this our Firm would add,
May it be the best
Of all you've ever had.

Magnolia Petroleum Co.
W. D. Keliehor, Agent.



To greet you sincerely at Christmas and wish you Happiness.

Purcell & Cox



With kindest thoughts and best wishes for a Joyous Yuletide.

Magnolia Filling Station



Wreaths are found in every window,
Candles twinkle in the night,
May your home be wreathed in laughter
And Your Yuletide days be bright.

White Face Printing Co.



We're wishing you a real Old Fashioned Christmas, the jolly happy kind.

Star Theatre
W. L. Pickett, Owner



The Season's Greetings to you and all our many friends.

City Cafe
Albert Murphy, Prop.

Christmas Greetings

19

Another Christmas. Another and approach our friends and fellowship, with expressions of the business and profession this page of greetings—the closing year and wish you Seeing it broadly, our com for the prosperity and well citizens,—so let us all be tr

The Brand's Weekly Church and Religious Page

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(Continued on Page 10)

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CHAS. C. LOTT

Oil and water well drilling. We drill water wells for seventy five cents per foot. Promptness our Specialty.

BOVINA, TEXAS

Special attention to mail orders

We wish to thank our customers for their loyal business of 1925 and to send them our kindest thoughts and best wishes for Christmas and the New Year.

WARREN'S GROCERY

USED CARS

- Ford Coupe ---1924 m
- Ford Coupe ---1920 m
- Ford Touring ---1922 m
- Buick Six Tour. 1923 m
- Buick Six Tour. 1923 m
- Buick Six ----1921 m

Beavers Bros.

Like the treasure ship of olden times, full-fraught with precious things, so may Christmas and the New Year come to you laden with all that will make for your happiness and contentment.

Dunlap Hardware Company

WE WISH YOU A MERRY CHRISTMAS

A Maximum of Safety at a Minimum Cost



FARM AND RANCH LOANS
7 1/2% Interest

WALSER & BRAY

Quick Service

130 acres, improved farm, in Oklahoma, to trade for Hereford property. 47-34

Our Safety Deposit Boxes offer a Maximum of safety for your private and personal documents, and other valuable effects, at a cost so trifling as to put them within the reach of every depositor.

If your papers are valuable to you, surely they are worth the small cost that will insure them protection from loss of any kind.

Better be on the safe side by securing a Safety Deposit Box at this bank.

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SERVICE-U-LIKE

Filling Station

Read our message in this week's
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In the good old fashioned way,
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Hereford Garage Station



Wishing you a very Merry Christmas.

Mrs. Orr's Beauty Parlor



Merry Christmas be Yours,
And to this our Firm would add,
May it be the best
Of all you've ever had.

Magnolia Petroleum Co.
W. D. Kelichor, Agent.



To greet you sincerely at Christmas and wish you Happiness.

Purcell & Cox



With kindest thoughts and best wishes for a Joyous Yuletide.

Magnolia Filling Station



Wreaths are found in every window,
Candles twinkle in the night,
May your home be wreathed in laughter
And Your Yuletide days be bright.

White Face Printing Co.



We're wishing you a real Old Fashioned Christmas, the jolly happy kind.

Star Theatre
W. L. Pickett, Owner



The Season's Greetings to you and all our many friends.

City Cafe
Albert Murphy, Prop.

Christmas Greetings

19

Another Christmas. Another and approach our friends and fellowship, with expressions the business and profession, this page of greetings—the closing year and wish you Seeing it broadly, our comp for the prosperity and well citizens,—so let us all be tr



5

portunity to forget business neighbors in a sincere spirit of reasonable good wishes. We, people of Hereford, subscribe to you for your favors during yours and happy Christmas. relationships have all been of our community and its grateful.



Our Store has been extending the Season's Greetings to the Good Citizens of Hereford for years, and now we wish You the same.

Service Garage
Agency The Texas Co.



We subscribed to this space just to send you a Message of Good Will for Christmas.

Ringer Tailor Shop



May your Christmas be laden with joy, happiness and prosperity.

Geo. A. Stambaugh
Geo. V. Stambaugh, Mgr.



The Season's best we send to you,
As Christmas Day draws near,
May Prosperity leave you everything
Is our Good Wish for this Year.

Stockman's Cafe



Merry Christmas Greetings
All in simple rhyme,
Sincere, Hearty, True and Cordial,
To last as long as time.

Orr's Tailor Shop
Phone 16



Of all good times in the year,
We're glad that Yuletide days are here,
So all our friends from everywhere,
May in its happy blessings share.

A. L. Biggs Agency
Insure in Sure Insurance Phone 50



May your Christmas be Merry and Happy.

Hereford News Stand



Heartiest Greetings to you for Christmas.

Hereford Produce
L. H. Spratt, Manager



This Firm takes this opportunity to extend you its cordial Greetings.

Garrison Bros.



May Christmas bring Joys that will last throughout the coming Year.

H. L. Rice



Accept our sincere Good Wishes for Joy, Happiness and Prosperity

Ladies Bob Shop



Dr. Jno. W. Overton
wishes a Merry Christmas and a Happy New Year to all inhabitants of Hereford
—Yea, to All Mankind

THE SUNDAY SCHOOL LESSON
(By Jas. T. Ross)

(Continued from page 3)

In which this was accomplished. For instance, Syro-Chaldaic was the colloquial language of the masses, Greek, the language of the cultured classes in which was embodied the current literature, Latin, the language of the courts. Thus existed the three languages side by side.

What was the content of those languages, we may ask. In brief they embodied the life experience of their several races. This is always true until a language has over reached its racial and primary meanings, and, even then, its foundation consists in the experience of its originating people.

In the Jewish race was a divinely prepared foundation for the superstructure of the church; in its dispersion a gemmet for the spread of the Gospel through the gentile world. The religion of that race unlike any other in that it had reached the lofty plane of an ethical faith and inspired its devotees with the idea of a future glory to be realized somewhere, some time, though long deferred, partook of the nature of the Christianity reared upon its bare foundations. At the cross roads of every empire and great commercial movement was situated the race through whose religious conceptions was destined to be sifted the conceptions of the remainder of the contemporary world. If we recall that the glory of Greece was a past glory, that even the golden age of Rome was past history, it is not at all difficult to understand the role of a people in the drama of world history whose golden age lay in the future. Just such people were the Jews, however much they tried to resist the movement which drifted them on towards that golden age.

Two great characteristics are outstanding in the experience of the second variety of national life, namely, the Greek. These were a deep culture and a disposition to communicate it to the world through the medium of restless seafarers, whose white sails were to be seen on all seas of the civilized world. Out of these two characteristics rise the meaning of that race to the subject before us. Breathing in the atmosphere of the spirit their language had expanded until it was capable of expressing the wonderful idealism of Christianity. That race also had pioneered in the realm of geography and had paved the way for certain and rapid transit, which bequeathed the means of the conquest of Grecian ideas throughout the world and made it no less true that Greece had conquered Rome than that Rome had conquered Greece.

Rome as is well known was the political master of the world. Within its dominion it held together in one social mass, through powerful governmental organization and administration, the many incoherent provinces of the

world, thus furnishing a strong framework for these masses intended to be prevailed by the gospel. As in the case of Greece also with Rome the old religion that belonged to this race was outworn, deserted, and powerless. Added to this fact is that of the tyranny and cruel despotism of Rome throughout its imperial domain. This latter fact prepared the way for a consoler, thus, unconsciously, the wrath of man was made to praise God, when Christianity, a religion of consolation made its way through the vast empire to hungry hearts.

Into the life of the Apostle Paul, whose father had attained Roman citizenship though of the stock of Benjamin and a strict Pharisee, in the city where Greek culture predominated, there flowed the best of these three streams of life. Thus we can see what was the background of his life from the standpoint of the world of Paul's day. But what is the measurement of Paul in terms of his world? One word answers the question; he was a man of COSMOPOLITAN CHARACTER. Providence had arranged it so that one man in the first century should have that multiplicity of contacts and interests which would bring the gospel to every strata and stripe of human life.

We have already begun the answer of the third measurement of Paul, namely, the intrinsic worth of the man. First, we have mentioned the fact that he was cosmopolitan in character. I mention briefly a few other outstanding traits of Paul. In addition he was a learned man. He was versed in the scriptures of his race and his many contacts had brought to him an insight into the total life of his day which perhaps he shared with not another person of his age.

His life was one of integrity. How then do we reconcile his early hostility to Christianity with his sacrificial devotion to that sacred cause during the latter half of his day. The narrow-minded have in their lack of discernment been quick to call those who change their alignments in life, turncoats, traitors, heretics, vacillators, mugwumps, etc. By those whom he had served with a fervent zeal in his youth Paul was hounded from city to city. Which were right, Paul or his persecutors? Every honest reader knows the answer to that question. Every great character in this world has been one of deep convictions. That he might err in his judgment of things must be conceded; that he would hold honestly to those judgments and that he would maintain his sense of honor and consistency of character while changing his judgment and attitude towards things, is not so readily granted by the pharisaic type of mind, that can never see anything worth while beyond its ready-made and hereditary ideas of things. But notwithstanding his enemies the great Apostle Paul had one guiding

star in his conduct, namely, that, "herein do I exercise myself to have a conscience void of offense toward God and man." Integrity was the persisting trait in his life, that suffered nothing when he forsook Pharisaism for Christianity.

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He is furthermore a man of virtuous expediency. He had a fine sense of proportionate importance of things and for this reason and the further reason that he desired most earnestly to forward the cause of Christ was ever willing to sacrifice the non-essentials and less important things for those of major importance. This is an indispensable prerequisite to the largest usefulness and Paul had it in the very largest measure. Thus, no barrier of his own stubbornness ever was permitted to hinder Christ's cause.

His most characteristic trait as an Apostle was his utter-abandon for Christ. In his own words, "For me to live is Christ, and to die is gain."

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How Doctors Treat Colds and the Flu

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Get a family package, containing full directions, only 35 cents. At any drug store. (adv)

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Hereford, Texas

Phone 56

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FOX - MERCANTILE - CO.

In cordial appreciation of the only asset that money cannot buy
YOUR GOOD WILL

West Texas Feed & Seed Co.

Hereford

Dimmitt

FOR CASH ONLY

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We beg to advise our customers that this basis is the only way in which we can continue business.

We thank you for business received by us during the past and solicit your continued patronage.

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5

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Our Store has been ex-
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DIMMITT NEWS

December 22, 1925.
 Mrs. John Burgess and children of Happy are spending the week with relatives in Dimmitt.
 Jay Hatsings and Ray Sheffy made a business trip to Tulla Monday evening.
 Tom May, W. A. Bell and A. M. Brownfield of Brownfield were visiting in the home of Mr. and Mrs. E. B. Wright last week.
 John Henry and Elizabeth O'Neal are on the sick list this week. Mr. O'Neal came home from Amarillo Monday night.
 C. H. Buttolph and Carlos Reynolds made a business trip to Hereford last Wednesday.
 Messrs Womble and Cook of Hereford were in Dimmitt last Friday evening in the interest of the Texas Company.
 Mrs. W. J. Slover of Lubbock is visiting her parents, Mr. and Mrs. J. E. Turner, and other relatives this week.
 Mrs. J. M. Gollehon left last Friday for Bowie on an extended visit with her sister.
 Grandpa Hunt passed away Monday morning after a long illness. The arrangements made for the funeral have not been learned at this time.
 Mr. and Mrs. E. B. Wright and family motored to Lubbock last Sunday, returning Monday. Mr. Wright's mother, Mrs. J. M. Wright, accompanied them home. They plan to spend Christmas at Bowie.
 Miss Mildred Woodlee arrived Sunday evening to spend the holidays with home folks. She is attending T. C. U. at Ft. Worth.
 Mrs. E. B. Wright was hostess to the Dimmitt Ladies Aid last Thursday afternoon. Mrs. J. W. Bell was leader and a very interesting Christmas lesson was studied, after which a short business session was held. Mrs. E. B. Wright was elected reporter. Delicious refreshments were served to twelve members.
 Mrs. J. C. Knox has returned to her home in Slaton, after a visit with her daughter, Mrs. Sid Sheffy.

FORD

December 21.
 There was no Sunday School Sunday, the snow and high wind kept us all at home.
 Everyone's getting ready for Christmas. There will be a tree and program at the school house Thursday night.
 Our Christmas dinner Friday, will be at Harold Smith's. These community dinners are a treat to all who attend them.
 Mr. and Mrs. Floyd Walton from

Ward ate Sunday dinner with her parents, Mr. and Mrs. R. H. Parker.
 Mr. and Mrs. John Lenox and Mr. and Mrs. DeWitt were Amarillo shoppers Thursday.
 Mr. and Mrs. Hardie Benson and Mrs. Parks spent Sunday with Mr. and Mrs. H. L. Hight.
 Bob Orr spent Saturday night in Hereford.
 Master Lee Bassett spent two days last week with his aunt, Mrs. John Whitsett.
 Miss Peggy Rambo spent Sunday night in Amarillo.
 Mr. and Mrs. Willard Doom left Friday for Springdale, Ark., where they will spend the winter.
 Mrs. Andy Thomas has been real sick the past two weeks.
 Mr. and Mrs. Hardie Benson, Mr. and Mrs. Floyd Benson and Mrs. Fielding Johnson were shoppers in Hereford Monday.
 Mr. and Mrs. Harold Smith were Amarillo visitors one day last week.
 Misses Veda and Ruby Parker are spending this week with their sister, Mrs. Floyd Walton, at Ward.
 Joe Bassett has been threshing the past week.
 Mrs. Jack Hutson has been suffering with a sore hand, caused by running a needle into her hand while washing.
 About 200 turkeys have been sold from this community the past two months.

PROGRESSIVE

Program for Progressive Singing for Sunday night, December 27, 1925.
 Opening song—Mrs. Lewis.
 Song—Mr. C. C. Bowman.
 Children's song—arranged by Mrs. Bowman.
 Quartet—arranged by Mr. Hershey.
 Song—selected by Mrs. Ratcliffe.
 Vocal duet—Mrs. Bowman and Mrs. Lewis.
 Reading—Marie Meharg.
 Song—led by Marguerite Bowman.
 Quartet—arranged by Mildred Ricketts.
 Song—by the Park family.
 Reading—Margaret Ricketts.
 Song—Marguerite Russell.
 Closing song—Mrs. Lewis.
 Benediction—Mr. Cockrell.
 Miss Berta Walker of Canyon has spent part of the Christmas holidays visiting Miss Velma Caldwell and other friends in the Progressive community.
 Miss Gladys Vance entertained a few of her friends with a party last Saturday evening, where they enjoyed themselves splendidly. At a late hour cocoa and cookies were served.
 C. P. Caldwell and family were visitors in the home of Mr. and Mrs. Ray Hershey last Thursday, listening to the radio.
 C. C. Bowman was seen dressed like

a farmer and out working on his farm one day last week.

Want Ads

FOR SALE
 FOR SALE—Bundle Sorghum, see 48-1f FRED MILLARD.
 FOR SALE or TRADE—Modern 5-room bungalow, stuccoed, 3 lots. Will take good car on deal. 48-1f FRED MILLARD.
 FOR SALE—A Howard piano, good condition and cheap. See Miss Grace Langer in South Hereford. 48-2t-pd
 FOR SALE—Ten acres, well improved at north edge of Hereford, priced at a bargain. Owner, 48-1f-4tpd Mrs. Noah F. Rogers.
 FOR SALE—Have vacant house with 20 acres land, edge of town. Good terms, 1 to 5 years. See 28-2t D. R. GRIMES.
 FOR SALE—Good Jersey milk cows, fresh soon; also 1923 model Ford touring car, first class shape. See J. M. BRUMLEY, 47-3t-pd 3 mi. East on Highway
 FOR SALE—320 acres smooth land in Western part of Deaf Smith \$25.00 per acre, easy terms. Might take some trade. You can deal with T. F. Crawford, Dimmitt, Texas. Court-sies to agents. 48-3t-pd
 MAPS—Deaf Smith county maps for sale, 50c each. Thompson & Ireland.
 FOR SALE—Good shot gun for sale, inquire at Streu's hardware store. pd
 FOR SALE—New five room house, modern in every respect, built in features and Textoned throughout. 46-3t Inquire Panhandle Lbr. Co.

LOST AND FOUND

LOST—From my Nash car, silver vanity case, fender leave at Brand office and get reward. 49-1t A. H. ELLISTON.
 LOST—Yellow cow with stripes around neck. J. TIEFEL 48-2t-pd
WANTED
 WANTED—By young lady, position in Cafe, store or private home. Inquire 402 West Second St. Hereford, Texas. 49-1tpd-tf.
 WANTED—To rent the east 160 acres of my farm for spring wheat or oats, two miles south east of Hereford, on the old Sowers farm.—S. O. WILSON, Harrold, Texas. 49-3t

Can make loan where title is perfect, no red tape. See me for bargains in land or city property. A. A. OTT. 46-1f
 Young Man: You furnish the girl—we furnish the home. E. B. BLACK CO.

THANKS!
 for your Good Will and Patronage during 1925!
 Good Luck and Prosperity to you in 1926!
TEXASMEAT MARKET
 CLOYD & SON, Props.

We are grateful for your Good Will in 1925, and hope to keep it in 1926.
Beaver Bros.
 With kind remembrance and all good wishes for a Happy Christmas and a Bright New Year.
 L. W. CARLYLE

THE HEREFORD LYCEUM
 Presents THE FELLOWSHIP CLASS in a 3-Act Farce Comedy
“Her Step-Husband”
 NEW HIGH SCHOOL AUDITORIUM, NEW YEAR'S EVE,
 DECEMBER 31, AT 7:30 O'CLOCK

CAST OF CHARACTERS
 Harvey P. Marshall, Mary's Permanent Husband T. D. Moss
 Dr. Gerald W. Nyles (Jerry) Mary's Husband pro tem..... A. A. Foster
 Limpy Lannigan, an ex-Convict..... J. C. Ricketts
 Officer Shea, an Affable Cop..... Mrs. A. A. Foster
 Mary Marshall, an Incurable Romanticist..... Mrs. T. D. Moss
 Sylvia Allen, Mrs. Marshall's Friend..... Mrs. H. D. Reed
 Miss Emily Paislee (Aunt Emma)..... LaMoine Shaw
 Florence Ainslee, Mary's Cousin..... Mrs. Thurman Morgan
 Stella, the Maid.....

TIME—The Present

SYNOPSIS OF ACTS
 ACT 1. The dining room of Harvey Marshall's bungalow at about seven p. m.
 ACT 2. Scene 1, same as Act 1, 2 hours later. Scene 2, same as Act 1 but 2 hours later than Scene 1.
 ACT 3. Same as Act 1, but 10 minutes later than Scene 2 of previous act.

Single Admission 75c and 50c

General Farm SALE
 at my place nineteen miles south of Hereford on 25-Mile Avenue, 5 miles west of Dimmitt, and one mile north of O - T Highway;
 Beginning Promptly **Mon. Dec. 28**
 At 10:30 A. M.
 LUNCH SERVED ON GROUNDS

<p>13 Head Horses and Mules 1 gray mare, smooth mouth 1 gray mare, 11 years old, good one 1 brown mare, 7 years old 1 bay mare, 5 years old. 1 bay horse, 9 years old 1 mare mule, 14 years old, wt. 1250 1 horse mule, 14 yrs. old, wt. 1200 1 mare mule, 9 years old, wt. 1000 1 mare mule, 8 years old, wt. 1100 1 mare mule, coming 2 yrs. old 2 mule colts</p>	<p>Harness 1 set leather tugs 1 set belt tugs 1 light leather tug 1 chain tug Collars and Bridles</p> <p>Hogs 5 brood sows 1 male hog, 1 year old 40 shoats and pigs</p>
<p>Implements 1 12-hole Emerson wheat drill 1 12-foot header, binder attached 1 1-row McCormick binder 1 2-row P & O Go-Devil 1 1-row Emerson Go-Devil 1 1-row disc harrow 1 1-row cultivator, disc attached 1 1-row Emerson lister 1 Oliver triple disc plow 1 John Deere Gang plow 1 gang sod plow 1 garden turning plow 1 Stover 2-horse engine 1 small grinder 1 Rumley 12-20 tractor 1 7-foot tandem Blacksmith tools and other things too numerous to mention.</p>	<p>Household Goods 2 dining tables 6 dining chairs 1 small rocker 2 Morris chairs 1 new Netzw Sewing machine 1 bedstead and springs 1 Wilson Hot Blast heater 1 Advance Windsor coal range 1 4-burner Perfection Oil heater 1 kitchen cabinet 9x12 Congoleum rug, with border 1 Queen incubator, 220 eggs, new 1 Old Trusty incubator, 150 eggs Steam Laundry Queen Washing Machine CANNED FRUITS: Apples, peaches, pears, plums, cherries, wonderberries, tomatoes, corn, pickles, etc.</p> <p>LEGHORN HENS.</p>

TERMS: All sums under \$25.00 cash; on all sums over \$25.00 six months time, without interest, bankable notes; 6 per cent off for cash on sums over \$25.00; nothing to be removed until terms are complied with.

J. T. SMITH, Owner
 COL. W. S. WILLIAMS, Auctioneer Sale Clerked by BRUCE McLEAN



(Continued from Last Week)

Jack suggested that we had thought of driving to the nearest railway station, some thirty miles distant, for the ceremony. We understood that a minister was located there and that the young man who ran the poolroom was intrusted with the duty of issuing marriage licenses. He carried a small stock of tobacco as an auxiliary to his pool business and a small stock of jewelry as an auxiliary to his tobacco business and a small stock of wedding licenses as an auxiliary to his jewelry business.

"It would take you two days to make that trip with old Buck and Bright," Spooft protested. "Perhaps more; they're soft with being stall-fed and may quit altogether on the road, and you may not find a convenient armful of hay with which to fix them. Fancy leaving to send word, 'Wedding postponed on account of the indisposition of Buck and Bright!' No, you must leave all these things to me. You boys are too busy with—much more important business—to be worried about details."

Spooft made his plans joyously. If he was not happy at heart over the fact that Jean was to marry me no one could have read it in his face. He would have a minister, he would have licenses, he would have wedding rings—leave it all to him.

A week later he came puffing across the crusted prairie, in broad-soled Canadian fairs.

"Admire my scows," he commanded, as he hove them into view. "Twain schooners of the deep—"

"Traveling in ballast," Jack interrupted.

"Nay, laden with good tidings. Ah, there she breaks out a line of signals," and Spooft started to wig-wag a message which none of us could decipher. "I fear thee, Ancient Mariner," said Jean, "but what are you driving at?"

"Just this, that the contract is let to one John Locke, minister, the lowest, and, in fact, the only bidder. He will be aided and abetted by an individual called Reddy, for reasons which will be obvious when you see him. Reddy, like Jake, appears to harbor no surname, although no doubt for official purposes he signs something to the marriage license. They will be out by mid-afternoon Christmas day, and the ceremony will take place in the main drawing room of my country residence on section Two. Carriages at four-thirty. You see, I lost no time in going to town—"

"You to town, with those bullocks of yours!" Jack exclaimed. "And you libeled Buck and Bright by suggesting—"

"I went to town, but not behind my bullocks. There are some things I will not do, even for so great a friendship as I bear for thee. I had a driver and a spanking team of mules."

"Mules? Whose?"

"Our American friend, Burke, lent his team and himself for the occasion. The fact is he had misgivings about lending the team without himself, so he came along. He was afraid I would not treat the mules diplomatically. Nothing, I assure you, was, or is, further from my intention. But, my word, such language! Driving bullocks is only a beginner's course, compared with the demands made upon a mule-team. . . . Burke rose very greatly in my estimation."

So we left the details in Spooft's hands, glad enough to be rid of responsibility for them. There was much to do, and Jack and I found ourselves banished to Twenty-two while the girls made use of the shanty on Fourteen for operations concerning which we were permitted to have nothing but curiosity. Their wedding splendor

must, we know, be assigned with such skill as Marjorie and Jean possessed from the best of the clothing they had brought with them from the East. Love may laugh at locksmiths, but it has to bow to dollars and cents—when the trousseau is under consideration. Money, as Marjorie once remarked, may be bad for the heart, but it's good for the appearance. But there was no money to be had for this occasion, and Marjorie and Jean cut their cloth accordingly, literally as well as figuratively.

Also, the news had to be broken to those at home. Each of us wrote a letter, although, to save postage, we enclosed them all in one envelope. There had been little correspondence since we came to the homesteads, mainly because we were as yet thirty miles from a post office, and letters might lie for a month without a chance of delivery. But this was something to be written about.

I recall that there was moonlight just then, and night on the prairie was a base of ivory cupped with an intangible bowl of blue. Always there was the nip of frost in the air, but it was a nip that was not unpleasant, and by no means did it succeed in confining us within doors. During these bright nights Jean and I took long, never-to-be-forgotten walks across the snow-piled, moon-swept plains. I could feel her firm little figure swaying with mine in our strong stride across the wind-packed snow, while our shadows—our shadow, I should say—fell in grotesque caricature by our side. There were moments when we were very, very close to the infinity which bounded us on every hand, and the wonder of that great, white, silent ocean would surge into our hearts and mingle with the wonder of our love. A quarter of a mile from the shanties and we were as isolated from all living things as if we had been let down in the midst of the Polar sea, or drawn by some mighty spirit into the farthest void of space. Even the boisterous wind paid attention enough to blur our footprints out behind us and so complete that sense of infinity of isolation. We were so tremendously alone that it seemed the world was full of ourselves and God.

But a gaunt phantom of doubt and uncertainty stalked us even on those moonlit walks.

CHAPTER XI

That gaunt phantom of doubt gradually closed in upon me. I resolved to fight it, but its very intangibility baffled my efforts to throw it off. When I struck, it was not there. When I

gripped it, my fingers closed on space. When I challenged Jean's whole-heartedness she burst into tears and asked what proof she could give that she had not given. And it was because she burst into tears that the phantom stalked me all the closer. Had she laughed and called me a silly boy I would have believed her.

Nothing came of it, however, and the days wore on until one forenoon we saw Spooft's tall figure looming up across the snow-waste that lay between Fourteen and Two.

We made him welcome, but he would not sit down. "Sorry, but I can't stay," he explained. "Jake is in a bit of a mess. Just came over to Two to tell me about it. It seems the cogitation set on his base burner—you know the big coal stove Jake puts on so many airs about—bless me if I knew what a cogitation nut is; rummy old same, don't you think?—but at any rate it



That Gaunt Phantom of Doubt Closed in Upon Me.

has come loose so Jake posted over to borrow a left-hand monkey wrench with which to tighten it. It seems he can't get at it with an ordinary monkey wrench; must have a left-hand one. I hadn't such a thing about the place, and of course I told him so.

"Danged unfortunate," says Jake—omitted the adjective, ladies—and he stuck out his chin and managed it in a way that showed he was worried more than he admitted.

"It will be all right, won't it?" said I, trying to buck him up, and really knowing nothing about it.

"Well, it may be, and it may not be," said he. "If we're lucky nothing will come of it."

"And in case you're unlucky? I queried.

"Then the bottom will fall out of the stove and the shack will burn down—maybe before I get back. We can't leave it without a fire in this weather, you know."

"So seeing that old Jake was in a bit of a mess I volunteered to come over and borrow the necessary tools from you. It took quite a weight off his mind, I assure you."

(To Be Continued.)

Baggage, light hauling. Pho. 220.

JOEL

There was no Sunday School Sunday owing to the high wind and snow at that time of day. We were glad the snow did not last long.

Mrs. Minnie Walker has been sick with tonsillitis but is better at this writing.

Cyrus Galley came from College Station where he is attending school, to spend the holidays. He came through with Harold Jackson and Vernor Curtis, also students there. The drive Sunday was anything but pleasant facing that cold wind, but they were all going home and that kept them in good spirits.

The program will be Thursday night. It looks now as if old Santa would have to come in his sleigh.

School closes for the holidays Wednesday.

Ralph Barnett for General Insurance. Phone 273.

No. 1296

SHERIFF'S SALE

STATE OF TEXAS, County of Deaf Smith.

By virtue of a Pluries Order of Sale issued out of the Honorable District Court of Deaf Smith County, on the 15th day of December, 1925, by the Clerk thereof, in the case of Josephus C. Skinner, Mary E. Idlewine, Floyd O. Scudder, Mary Ruth Scudder, Clarence B. Skinner, Charles Skinner, Emma King, Robert E. Skinner and William B. Skinner, vs. Lara Webb, Walter E. Skinner and Walter St. Clair, No. 1206, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the First Tuesday in February A. D. 1926, it being the 2nd day of said month, before the Court House door of said Deaf Smith county, in the City of Hereford, the following described property, to-wit:

All of the NE 1/4 of Section 28, Township 2 North of Range No. 4 East, of a Capitol Syndicate Subdivision, as shown by the plat thereof of record in the deed records of Deaf Smith county, Texas, in Book 19 at pages 23-31, containing 160 acres of land.

Levied upon as the property of Josephus C. Skinner, Mary E. Idlewine, Floyd O. Scudder, Mary Ruth Scudder, Clarence B. Skinner, Charles Skinner, Emma King, Robert E. Skinner and William B. Skinner, Lara Webb, Walter E. Skinner and Walter St. Clair, to satisfy a judgment of partition in favor of said plaintiffs and defendants and for costs of said suit.

Given under my hand, this 15th day of December, 1925.

CLAUD BENTON, Sheriff.

By W. A. Miller, Deputy. 48-3t

MERRY CHRISTMAS AND A HAPPY NEW YEAR

As the old year closes we are happy when we look back and see how many of our people we have served. They have made this season joyful for us, and we have relieved their minds from care by providing dependable indemnity.

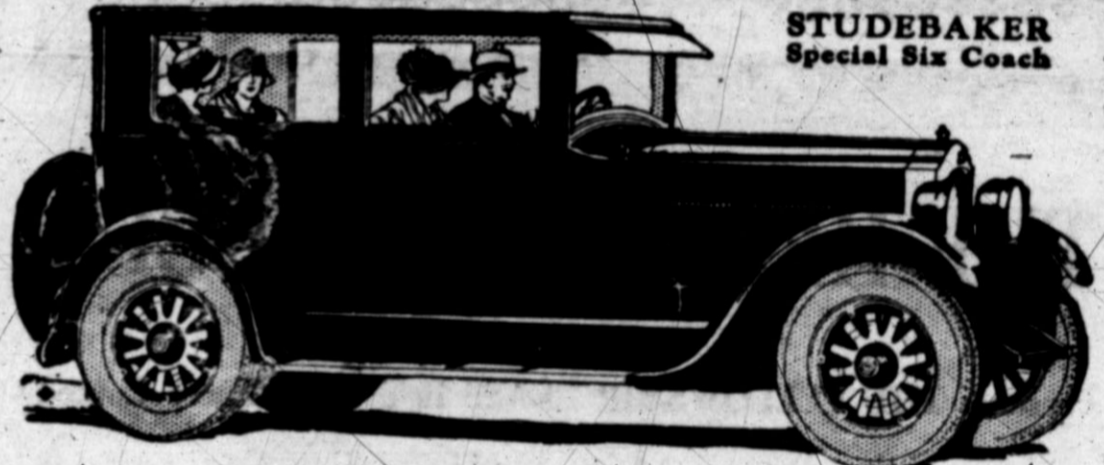
We are content in the knowledge of having performed our service to the best of our ability, and we extend to all the compliments of the season.

RALPH BARNETT, Manager

Phone 273 Hereford Insurance Agency

To you who have helped in our business success the past year; to you who have given us the most priceless thing, your Good Will; to you we say "May your Christmas time be Happy, and all the New Year be Bright."

D. R. GASS & SON



Why the One-Profit* Coach Excels

—it is engineered and built complete by one organization—Studebaker. It is a perfectly co-ordinated, harmonious unit. This means better performance, greater comfort and increased mileage at an accepted coach price

AN AUTOMOBILE, like any other highly specialized machine, runs more smoothly—lasts longer—gives greater satisfaction—when its thousands of elements are carefully co-ordinated into one harmonious unit.

Obviously, a better car can be produced when all vital parts are designed, engineered and manufactured by one organization.

The Studebaker car is built on this "one-profit" principle. Not only all the engines, but also all the bodies, and all the axles, gear sets, differentials, springs, clutches, steering gears, gray iron castings and drop forgings are manufactured in Studebaker plants. This is not true of any other automobile in the fine car field.

The Studebaker, therefore, being built as a unit—functions as a unit—with all of the advantages of unit over assembled construction.

*By a "one-profit" car we mean a motor car that, in its vital parts, is manufactured by one organization—thus cutting out the extra profits and overheads which arise when vital parts are bought from others. There are only two cars that can be thus classified, because—of all the makes of passenger cars built in the United States, only 2 make all their own motors, bodies, clutches, springs, axles, gear sets, differentials, steering gear, gray iron castings and drop forgings: One of these 2 is Studebaker and the other is Ford.

clock, automatic windshield cleaner; rear view mirror, door pockets, rear window curtains, ash receiver, trunk rack, ornamental pull-cord, cowl ventilator, stop light, dome light; tire carrier locked by the same key that locks door, and the splendid coincidental lock to ignition and steering wheel. Lights are operated from a switch on the steering wheel which is left free for this convenience by the elimination of the spark lever. In all Studebakers the spark is automatically controlled by the speed of the motor.

In its insistence upon comfort, this car is typically Studebaker. There is comfort in the extra heavy cushions—in the big springs—in the full balloon tires for which steering gear, fenders, etc., have been specially designed—in the ease with which passengers may enter or leave the rear of the car—in the extra large windows and windshield.

You can buy all this style, comfort and performance at the price because this is the only "one-profit" coach on the market today.

Buy now—no "yearly models"

You may buy this Coach today—or on any day of the year—with the assurance that there will be no "annual announcement" to make it artificially a "last year's model."

For Studebaker has discontinued the custom of presenting a new line of cars every year. Instead, Studebakers will be kept up to date all of the time. Therefore you can buy this Coach in safety NOW.

Many of the superiorities of this Coach are invisible—and therefore all the more important. But here are some you can easily see and check against competing cars: gasoline gauge on the dash, 8-day

DOWN PAYMENT \$350.00 and per month for 12 months \$99.00

G. W. Brumley, Hereford, Texas

THIS IS A STUDEBAKER YEAR

Merry Christmas Folks

We desire to express our thanks for the many courtesies extended to us during the eight brief months we have been doing business in Hereford and to hope for many years of service to you.

Texas Utilities Co.

POWER LIGHT ICE

ADIOS 1925

WELCOME 1926

THANKS FRIENDS

We hope you continue to eat with us as of yore!

Edwards Cafe



CAMERON, N. M.

Merry Christmas to everyone. Mrs. Oia Tillman and Mr. and Mrs. Frank Young were shopping at Clovis Saturday.

Sam Stapp and family of Melrose were week end visitors of the Henry Stovall family, and were in quest of a Christmas tree in the brakes.

Mr. Mott of Clovis is carrying the Star mail from Clovis to Cameron now.

A jolly crowd attended a pie supper at the Boney school house Thursday night.

Mr. and Mrs. Hill are staying at the Arthur Price home while Mr. Hill is working for Mr. Price.

F. A. Harrell spent Saturday night with the J. R. Burnett family.

Odis and Charley Tillman and their families were shopping in Clovis Friday.

Harp and Pershall of the firm of Ross Brothers Horse and Mule Co. of Ft. Worth are shipping out two car loads of mules this week which they have bought in this and near surrounding communities.

The entire families of Messrs. Burnett, Leach, Spurlock, Hopper and Seals met at the home of J. A. Patterson Friday night and spent the evening.

G. H. King was delayed with his thrashing last week when he broke the crank shaft, but is at work again this week.

Miss Della Bolding and Miss Rosa Young were doing Christmas shopping at Clovis Saturday.

Ella Isler delivered a Lee's order last week.

Mrs. Torbett has been spending a couple of weeks with her daughter, Mrs. Carrie Price, who is quite sick.

Some of those who sold mules to the Ross Brothers Co. from here were J. D. Cameron, J. R. Burnett, L. M. Boney, Clyde Isler and F. A. Harrell. Some sold from ten to twenty head each. They were shipped at Glenrio.

Tommie Reed bought the Burnett and Johnston thrashing machine outfit last week.

A. A. Dethrage and Paul Mote made a business trip to Portales last week. Mr. and Mrs. J. Z. Isler spent Monday night with the A. C. Johnston family.

A short time ago Halla Leach got some soldering acid in one of his

eyes which gave him severe pain and threatened to destroy his sight but has healed now.

Mrs. Maud Johnston is quite sick this week. Her mother Mrs. Powell and Mrs. M. A. Johnston are staying with her.

Carroll Trapp had a little misfortune last week when his team accidentally broke the windshield in a truck at the thrasher which cost him nine dollars to replace.

J. R. Burnett and family and A. C. Johnston and family were Sunday visitors of Mr. and Mrs. J. Z. Isler.

Mr. and Mrs. A. A. Dethrage were at Clovis the last of the week.

Mr. and Mrs. J. D. Cameron and Mrs. A. W. Cameron went to Clovis Monday to do Christmas shopping.

Jeff Moore delivered a mule at Glenrio Saturday for Ross Brothers.

J. D. Cameron and family took Sunday dinner with J. D.'s parents, Mr. and Mrs. A. W. Cameron.

The Dunn Brothers machine is thrashing for Wood Simms this week.

Frank Young is helping Silas McCathern stack his feed.

Edith Mote spent Tuesday and Wednesday with Winnie Dethrage.

Mr. and Mrs. Halla Leach made a trip to Hall county, Texas, to get Mrs. Leach's mother, Mrs. Young, and children, who have been picking cotton there. Mr. Knox Duncan and family came home with them from Hall county to make a visit with relatives here.

If the weather don't make a sudden change we will not have any snow for Santa to drive his sleigh over.

NORTH EAST CORNER (Fairview-Union Schools)

Again we are having some real winter weather but it is lots of satisfaction to know there was not much snow. Now we know there are people who think we should have snow to make a beautiful Christmas but our idea is different to that.

The Sunday school crowd at Palo Duro last Sunday was very short in attendance as there were only twenty present but when we take the weather into consideration we feel like they were very faithful in coming out.

Some of our people attended the play at Wildorado on Friday night. The title of the play was "Light

House Man" and every one said it was an excellent play and well rendered. The proceeds amounted to about \$25.00 which will be used to purchase books for the library.

W. J. McClain, who has been in bed for three weeks, is getting better all the time, but is not able to be up yet but has gotten to where his appetite would tackle anything down to hay and we feel like he is doing fine.

Clay Fuqua made himself a Christmas present of a new Ford roadster which was delivered last Saturday evening.

H. J. Oglesby and family went to Amarillo Saturday to see Santa Claus. Cecil, Sadie, Mayme and Jim Allred went to Hereford last Saturday to do a little Christmas shopping.

Rev. A. M. Dowell lost control of his car one day last week and ran into a ditch but the occupants were not hurt to amount to anything, but the car was badly damaged. Now don't blame Henry Ford for it wasn't a Lizzie at all. We wonder why Bro. Dowell was celebrating Christmas so early.

FRIO-EASTER ITEMS

As Christmas draws near everyone gets the Christmas spirit. Plans are being made for a tree at Easter school on Wednesday night, the 23rd, and at Frio on Thursday, the 24th.

Mrs. Lella Bailey and sons, Donald and Ernest, of Washburn, will spend the holidays with her parents, Mr. and Mrs. R. L. Sullenger.

Misses Della Stagner, Nannie Fields and Eddie Lee Allen returned home Friday night for a two weeks vacation with home folks. These young ladies are attending W. T. S. T. C.

Miss Lottie Stagner, who is teaching near Canadian, is expected home on Thursday morning.

Mrs. Taylor Goldsmith and children visited with her mother, Mrs. Fields, Friday.

Mrs. Allen visited the Rance school Friday afternoon; later she and Miss Vay motored to Hereford to meet the girls returning from school.

Mr. and Mrs. Clayton Woolery visited Saturday night and Sunday with Mr. and Mrs. W. J. Sullivan.

Mr. and Mrs. Percy Estes visited Friday with their parents, Mr. and Mrs. John Estes at Hereford.

Mr. and Mrs. Gleaves Owen and family of West Way visited Sunday in the Stagner home.

Mr. and Mrs. Tom Sanders, Mr. and Mrs. H. Sullenger and Mr. and Mrs. Rube Sullenger were guests in the R. L. Sullenger home Sunday.

Miss Anna Sims spent the week-end in Amarillo visiting friends and doing Christmas shopping.

Mrs. Bob Knox visited one day last week with Mrs. Greer.

Mrs. J. B. Harlin and children visited Saturday night and Sunday with her sister, Mrs. Jack Roberson of Hereford.

Mrs. Allman and Mrs. Walter Easter visited Thursday with Mrs. Lomas and Mrs. Dixon of Hereford.

Mrs. W. B. Green was shopping in Hereford Wednesday.

Mr. and Mrs. Walter Easter and children visited Sunday evening in the Percy Estes home.

Mr. and Mrs. E. V. Sullivan and son, Jack, Mr. and Mrs. E. V. Sullivan and little son, Mr. and Mrs. Leo Williams were dinner guests in the Frye home Sunday.

Mr. and Mrs. Will Dixon have purchased a new Dodge roadster. Mr. and Mrs. Dixon are planning a motor trip the first of the year.

Mrs. Henry Allman and Leo Williams received word Thursday that their father's home at Frijolada was destroyed last Tuesday. This is the second time the Williams home has been destroyed by fire.

Mr. and Mrs. Jess Laughlin visited Thursday night in the Sullenger home. Mr. and Mrs. Laughlin are now at home on the old Laughlin place two miles south of Summerfield.

The teachers at the Easter school was auctioned last Wednesday, going to the highest bidder. Mr. Estes bought it for the sum of \$110.00 and feels that he got a bargain.

Mr. Branham of Palo Pinto county has purchased the Sullenger home,

known as the "Alex Lowrey place". Mr. Ramsey and family will be on the place the coming year. Mr. Ramsey is also from Palo Pinto county.

Mr. Sullenger has purchased the quarter section just north of the Easter school house and will take possession the first of the year.

Mr. Smith, who has recently moved here from Oklahoma is improving his place just south of the Easter school house.

Mrs. Frank Easter visited the school Friday afternoon and assisted in practicing the children for the Christ-

mas program.

Mr. and Mrs. E. V. Sullivan visited Friday in W. J. Sullivan's home.

Mrs. H. Allman and Mrs. Leo Williams visited with Mrs. Jim Bagwell of the Bethel community Friday.

Mrs. Sullenger and Zelma and Maurine visited with Mrs. Hol Sullenger at Big Square Friday afternoon.

100 sheets of 16 pound typewriter paper, 8 1/2 x 11, in a neat folder, for only 25c. —Brand Publishing Co.



Quality determines whether the price is economical

The Coach \$695

- Touring - \$525
- Roadster - 525
- Coupe - 675
- Sedan - 775
- Commercial Chassis - 425
- Express - 550
- Truck Chassis - 550

ALL PRICES F. O. B. LINT, MICHIGAN

Highest quality materials and construction alone give you fine car performance over a long period at low cost for upkeep.

Only the most modern body design and a finish of permanent lustre can keep your car looking well for years.

And that's what you get in a Chevrolet! Quality design, quality construction, quality appearance...and many quality features the equal of which you cannot find in any other car at Chevrolet's price.

You get Duco finish in smart colors. You get Fisher bodies on all closed models. You get smart, modern, snappy good looks plus the power, permanence, and dependability that make Chevrolet meet your highest ideals of economy.

Come in—let us show you why half a million Chevrolets were bought this year.

Brumley - Chevrolet Co.

Hereford, Texas

G. W. Brumley

QUALITY AT LOW COST

Announcing Our New
FARMALL TRACTOR

By All Day Demonstrations

At Dimmitt Dec. 28

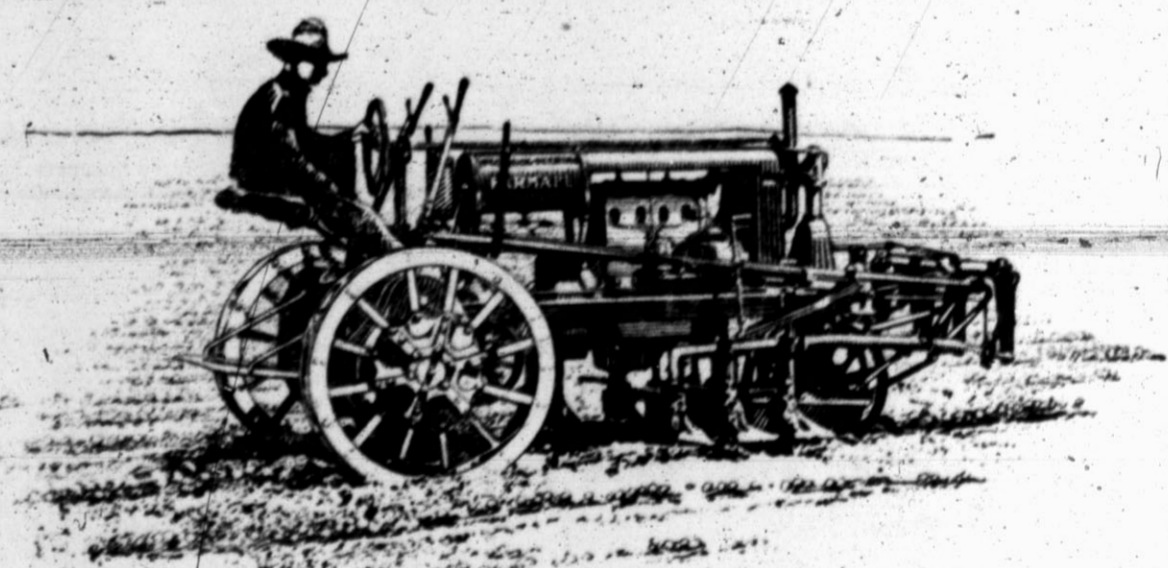
At Hereford Dec. 29-30

The Hereford Demonstrations will be held on the Cardwell Irrigated Farm, in South Hereford.

Dimmitt Demonstration one half mile east of Courthouse.

The Texas Farmall Tractor

is practical power for planting and cultivating corn and cotton. If interested in reducing cost of labor and expense on row crops it will do you good to see this tractor.



R. B. R. Implement Company

HEREFORD

DIMMITT

TOWN & COUNTY

Personalographs

Geo. F. Garrison made a business trip to Amarillo Tuesday.

Mrs. E. J. Habermacher left Sunday for a visit in Houston with her daughter, Mrs. E. G. Watkins.

D. F. Ashbrook returned Tuesday from Spickard, Mo., where he has been for the past two or three weeks.

Tire chains 1-4 off, while we got 'em. SERVICE GARAGE.

Misses Ina and Lura Gregg were in Amarillo a few days the last of the week shopping.

Gwynne Guthrie returned home Saturday evening to spend the holidays with his parents, Mr. and Mrs. B. F. Guthrie. He has been teaching in the New Mexico state college at Las Cruces.

An assortment of mid-season and early spring hats has just arrived. Come in and look. East 3rd street. MRS. J. N. HEIFNER.

Mr. and Mrs. Ollie Fox, returned this week from San Angelo, Texas, to make their home here.

Just received a swell line of Mid-Winter and early Spring hats in Metallic and all the latest shades. VOGLE MILLINERY PARLOR.

Miss Grace Ferguson, daughter of Mr. and Mrs. C. C. Ferguson, who has been teaching this winter in the High School at Crosbyton, Texas, is expected home Thursday evening for the holidays.

A. F. Johnson arrived Sunday from Winfield, Kans., to spend the holidays with relatives, Mr. and Mrs. G. F. Garrison.

Lots of Bargains at our place yet—29 4-40 Balloon tires are going for \$14.50; 21 5-25 Balloon tires are going for \$23.55. All other sizes in accordance.—SERVICE GARAGE.

Misses Frances Wilson and Eva Skelton, who have been teaching at Farwell, are home for the holidays with relatives.

Judge and Mrs. Dewey Lawrence and baby, of Paris, Texas, arrived overland Monday evening to spend Christmas with Mrs. Lawrence's parents, Mr. and Mrs. F. H. Oberthier, sr.

Mrs. Ray Sheffy of Dimmitt was in Hereford Tuesday shopping.

Dr. Hess's Poultry Tonics and remedies keep your chickens healthy. JONES & McLEAN.

Mr. and Mrs. Edgar Ramey of Dimmitt were in Hereford Tuesday on business.

Five tube Radio set with loud speaker built in, for only \$90.00 at Orr's. 45-1f

Mrs. R. L. Wilson was in Amarillo Monday Christmas shopping, returning by Canyon, bringing her sisters, Miss Winnie Faulkner and Miss Elizabeth, home with her for a few days visit.

Purina Hen Chow (scratch grain), while it lasts, only \$3.00 per hundred. JONES & McLEAN.

Miss Opal Morgan, sister of Rev. Thurman Morgan, who has been in Hereford attending high school this winter, left this week for Temple, Texas, to spend the holidays with her parents.

Teachers leaving for the holidays are:

Misses Audrey and Jeanette Rogers, to St. Joe, Texas.
Miss Mae Morrison to Lubbock.
Miss Mafalda Tanna to Dallas.
J. R. Riggs to Kansas.
Miss Clara Mae Glenn to Dallas.
Miss Gladys Kilgore to Chillicothe.
Mr. Humble to Albuquerque, N. M.

Little Classified Ads in the Brand are big winners. Invest "two bits" and prove it for yourself.

College Students Are Coming Home For the Holidays

Our home town is just buzzing with college students home for the holidays and many social events are being planned for them. Among those who have reached home are:

Geo. Beams Jr., son of Mr. and Mrs. Geo. Beams; Harold Jackson, son of Mr. and Mrs. H. L. Jackson; Vernon Curtis, son of Mr. and Mrs. O. O. Curtis, and Berl Witherspoon, son of Mr. and Mrs. Vern Witherspoon, who are from A. & M.

Raymond Hawkins, son of Mr. and Mrs. H. H. Hawkins, of Oklahoma A. & M., and his sister, Miss Katherine, who has been attending Kid-Key.

Miss Inez Clark, daughter of Mr. and Mrs. J. J. Clark, of C. I. A., and her brother, Hollace Clark, who has

been attending Texas Military Academy at Terrell, Texas.

Miss Mildred Cross, is visiting her aunt, Mrs. T. N. Heifner. She has been attending Missouri Valley College at Marshall, Mo. Miss Cross is a senior this year and is a member of the Glee Club which will start on a tour immediately after the holidays.

Misses Elouise Pitman, Agnes Elliston, Lucille Glibbreath, Ethel Rice, Beulah Lee Rutherford, and Emma Jean Donald are home from the W. T. S. T. C. at Canyon.

Geo. Parker, son of Mr. and Mrs. G. A. F. Parker, who has been attending the New Mexico Military Institute at Roswell, arrived the first of the week.

Miss Eula Lee Burch, who has been attending school at Plainview, is home to spend the holidays with her mother.

Miss Mary Valentine, daughter of Mr. and Mrs. W. I. Valentine is home from Baylor at Belton.

Eugene LeGrand, son of Dr. and Mrs. G. F. LeGrand is home from Tech College at Lubbock.

Miss Moselle Hill, daughter of O. G. Hill, arrived the first of the week from Baylor at Belton.

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See the new radio sets at Orr's. 1f.

Baggage, light hauling. Pho. 287

Ashbrook & Williams Land Co.

Improved cotton and wheat farms for sale. Large tract of non-residence land in Hereford territory.

List your farms with us, as we are getting some inquiries for small improved tracts.

Office, First National Bank building.


FOR THE REST OF THE YEAR

Flour, either soft or hard wheat,-----	\$2.45
Graham Flour, 12 lbs. -----	65c
Graham Flour, 6 lbs. -----	35c
Meal, 25 lbs. -----	85c
Meal, 10 lbs. -----	38c
Meal, 5 lbs. -----	23c

Reductions Made on Groceries. See Our Prices

Geo. A. Stambaugh
Geo. V. Stambaugh, Mgr.

U.S. Priority



We Wish You a Very Merry Christmas

Western National Bank
Bank
of Hereford

STAR THEATRE

Friday and Saturday Dec. 25 and 26
RIDERS OF THE PURPLE SAGE
with TOM MIX

Monday Night, Dec. 28
THE DENIAL

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JAMES OLIVER CUEWOOD'S
THE ANCIENT HIGHWAY

Time of Shows
Saturday Matinee 2:00 p. m.
Night shows 6:30 - 8:00

To Our Friends

That the Spirit of Christmas may glow warm in your hearts; that your gifts, proffered and received, may be touched with the glamour of true affection; that you may find in all the days of 1926 the achievements that make life worth while, and the friendships and loyalties that make it precious; and that you may have withal a Very Merry Christmas and a New Year of Prosperity and Happiness

—such is the wish of

The Corner Drug Store

To Our Friends:

As we approach the close of the year 1925 we are reminded of the many acts of kindness you have shown us in our business, and we keenly feel our indebtedness to you for your liberal patronage during the past year.

When we cast our lot in Hereford almost twenty five years ago we determined at that time to make a citizen of this community and shoulder our share of the responsibility as such. The task has been a pleasant one. We promise you now that we will join hands with you at all times in promoting the general interests of our town and country.

May we not also take occasion to add that we sincerely hope the past year has been an exceptionally successful one for you, and at the same time express an earnest wish that you and your loved ones enjoy an extremely Happy Christmas, and that the New Year will exceed in joy, health, happiness and prosperity any that has gone before. Sincerely,

E. B. Black Co.

Not because it is an honored custom, but because of the sincerity of our appreciation, we take this opportunity to thank you for the part you have played in our business prosperity during the past twelve months, and we wish you a good old Merry Christmas and a Happy New Year.

PANHANDLE LUMBER CO.
Phone 65



CAMERON, N. M.

Merry Christmas to everyone. Ola Tillman and Mr and Mrs Frank Young were shopping at Clovis Saturday.

Sam Stapp and family of Melrose were week end visitors of the Henry Lovall family, and were in quest of Christmas tree in the brakes.

Mr Mott of Clovis is carrying the bar mail from Clovis to Cameron now.

A jolly crowd attended a pie supper at the Boney school house Thursday night.

Mr and Mrs Hill are staying at the Arthur Price home while Mr Hill is working for Mr. Price.

F. A. Harrell spent Saturday night with the J. R. Burnett family.

Odus and Charley Tillman and their families were shopping in Clovis Friday.

Harp and Pershall of the firm of Ross Brothers Horse and Mule Co. of Ft. Worth are shipping out two car loads of mules this week which they have bought in this and near surrounding communities.

The entire families of Messrs Burnett, Leach, Spurlock, Hopper and Seals met at the home of J. A. Patterson Friday night and spent the evening.

G. H. King was delayed with his threshing last week when he broke the crank shaft, but is at work again this week.

Miss Della Bolding and Miss Rosa Young were doing Christmas shopping at Clovis Saturday.

Ella Isler delivered a Lee's order last week.

Mrs. Torbett has been spending a couple of weeks with her daughter, Mrs. Carrie Price, who is quite sick.

Some of those who sold mules to the Ross Brothers Co. from here were J. D. Cameron, J. R. Burnett, L. M. Boney, Clyde Isler and F. A. Harrell. Some sold from ten to twenty head each. They were shipped at Glenrio.

Tommie Reed bought the Burnett and Johnston threshing machine outfit last week.

A. A. Dethrage and Paul Mote made a business trip to Portales last week. Mr and Mrs J. Z. Isler spent Monday night with the A. C. Johnston family.

A short time ago Halla Leach got some soldering acid in one of his

eyes which gave him severe pain and threatened to destroy his sight but has healed now.

Mrs Maud Johnston is quite sick this week. Her mother Mrs Powell and Mrs M. A. Johnston are staying with her.

Carroll Trapp had a little misfortune last week when his team accidentally broke the windshield in a truck at the thresher which cost him nine dollars to replace.

J. R. Burnett and family and A. C. Johnston and family were Sunday visitors of Mr and Mrs J. Z. Isler.

Mr and Mrs A. A. Dethrage were at Clovis the last of the week.

Mr and Mrs J. D. Cameron and Mrs A. W. Cameron went to Clovis Monday to do Christmas shopping.

Jeff Moore delivered a mule at Glenrio Saturday for Ross Brothers. J. D. Cameron and family took Sunday dinner with J. D's parents, Mr. and Mrs. A. W. Cameron.

The Dunn Brothers machine is threshing for Wood Simms this week.

Frank Young is helping Silas McCathern stack his feed.

Edith Mote spent Tuesday and Wednesday with Winnie Dethrage.

Mr and Mrs Halla Leach made a trip to Hall county, Texas, to get Mrs. Leach's mother, Mrs. Young, and children, who have been picking cotton there. Mr. Knox Dubean and family came home with them from Hall county to make a visit with relatives here.

If the weather don't make a sudden change we will not have any snow for Santa to drive his sleigh over.

NORTH EAST CORNER (Fairview-Union Schools)

Again we are having some real winter weather but it is lots of satisfaction to know there was not much snow. Now we know there are people who think we should have snow to make a beautiful Christmas but our idea is different to that.

The Sunday school crowd at Palo Duro last Sunday was very short in attendance as there were only twenty present but when we take the weather into consideration we feel like they were very faithful in coming out.

Some of our people attended the play at Wildorado on Friday night. The title of the play was "Light

House Man" and every one said it was an excellent play and well rendered. The proceeds amounted to about \$25.00 which will be used to purchase books for the library.

W. J. McClain, who has been in bed for three weeks, is getting better all the time, but is not able to be up yet but has gotten to where his appetite would tackle anything down to hay and we feel like he is doing fine.

Clay Fuqua made himself a Christmas present of a new Ford roadster which was delivered last Saturday evening.

H. J. Oatesby and family went to Amarillo Saturday to see Santa Claus. Cecil, Sadie, Mayme and Jim Alfred went to Hereford last Saturday to do a little Christmas shopping.

Rev. A. M. Dowell lost control of his car one day last week and ran into a ditch but the occupants were not hurt to amount to anything, but the car was badly damaged. Now don't blame Henry Ford for it wasn't a Lizzie at all. We wonder why Bro. Dowell was celebrating Christmas so early.

FRIO-EASTER ITEMS

As Christmas draws near everyone gets the Christmas spirit. Plans are being made for a tree at Easter school on Wednesday night, the 23rd, and at Frio on Thursday, the 24th.

Mrs. Lella Bailey and sons, Donald and Ernest, of Washburn, will spend the holidays with her parents, Mr. and Mrs. R. L. Sullenger.

Misses Della Stagner, Nannie Fields and Eddie Lee Allen returned home Friday night for a two weeks vacation with home folks. These young ladies are attending W. T. S. T. C.

Miss Lottie Stagner, who is teaching near Canadian, is expected home on Thursday morning.

Mrs. Taylor Goldsmith and children visited with her mother, Mrs. Fields, Friday.

Mrs. Allen visited the Rance school Friday afternoon; later she and Miss Vay motored to Hereford to meet the girls returning from school.

Mr. and Mrs. Clayton Woolery visited Saturday night and Sunday with Mr. and Mrs. W. J. Sullivan.

Mr and Mrs Percy Estes visited Friday with their parents, Mr and Mrs John Estes at Hereford.

Mr and Mrs Gleaves Owen and family of West Way visited Sunday in the Stagner home.

Mr and Mrs Tom Sanders, Mr and Mrs H Sullenger and Mr and Mrs Rube Sullenger were guests in the R. L. Sullenger home Sunday.

Miss Anna Sims spent the week-end in Amarillo visiting friends and doing Christmas shopping.

Mrs. Bob Knox visited one day last week with Mrs. Greer.

Mrs. J. B. Harlin and children visited Saturday night and Sunday with her sister, Mrs. Jack Roberson of Hereford.

Mrs. Ailman and Mrs. Walter Easter visited Thursday with Mrs. Lomas and Mrs. Dixon of Hereford.

Mrs. W. B. Green was shopping in Hereford Wednesday.

Mr and Mrs. Walter Easter and children visited Sunday evening in the Percy Estes home.

Mr and Mrs Henry Allman and son, Jack, Mr and Mrs E. V. Sullivan and little son, Mr and Mrs Leo Williams were dinner guests in the Frye home Sunday.

Mr and Mrs Will Dixon have purchased a new Dodge roadster. Mr and Mrs. Dixon are planning a motor trip the first of the year.

Mrs. Henry Allman and Leo Williams received word Thursday that their father's home at Floydada was destroyed last Tuesday. This is the second time the Williams home has been destroyed by fire.

Mr and Mrs Jess Laughlin visited Thursday night in the Sullenger home Mr and Mrs Laughlin are now at home on the old Laughlin place two miles south of Summerfield.

The teacherage at the Easter school was auctioned last Wednesday, going to the highest bidder. Mr. Estes bought it for the sum of \$110.00 and feels that he got a bargain.

Mr. Branham of Palo Pinto county has purchased the Sullenger home.

FRANK BARBER
Southwestern Life Insurance Co.
Representative
Life Insurance and Loan Loans
Hereford, Texas

MARLIN HOT WELLS
WHERE LIFE GIVING WATERS FLOW.

Come to Marlin, the year-round health resort, for rheumatism, neuritis, stomach trouble and all chronic diseases. Modern up-to-date hotels, clinics and bath houses. Golfing and dancing. Ask your neighbor who has been here or write.

THE MARLIN CHAMBER OF COMMERCE
MARLIN, TEXAS

known as the "Alex Lowrey place". Mr. Ramsey and family will be on the place the coming year. Mr. Ramsey is also from Palo Pinto county.

Mr. Sullenger has purchased the quarter section just north of the Easter school house and will take possession the first of the year.

Mr. Smith, who has recently moved here from Oklahoma is improving his place just south of the Easter school house.

Mrs. Frank Easter visited the school Friday afternoon and assisted in practicing the children for the Christmas program.

Mr and Mrs E. V. Sullivan visited Friday in W. J. Sullivan's home.

Mrs. H. Allman and Mrs. J. M. Williams visited with Mrs. J. M. Williams of the Bethel community Sunday.

Mrs. Sullenger and Zelma and Maurine visited with Mrs. Hol Sullenger at Big Square Friday afternoon.

100 sheets of 16 pound letter paper, 8 1/2 x 11, in a neat folder, for only 25c. —Brand Publishing Co.

Quality determines whether the price is economical

Highest quality materials and construction alone give you fine car performance over a long period at low cost for upkeep.

Only the most modern body design and a finish of permanent lustre can keep your car looking like new years.

And that's what you get in a Chevrolet! design, quality construction, quality appearance — and many quality features the equal of which you cannot find in any other car at Chevrolet's price.

You get Duco finish in smart colors. You get bodies on all closed models. You get smart, snappy good looks plus the power, permanence, dependability that make Chevrolet meet your highest ideals of economy.

Come in — let us show you why half a million Chevrolets were bought this year.

The Coach \$695

Touring - \$525
Roadster - 525
Coupe - 675
Sedan - 775
Commercial Chassis - 425
Express - 550
Truck Chassis

ALL PRICES F. O. B. LINT, MICHIGAN

Brumley - Chevrolet Co.
Hereford, Texas
G. W. Brumley

QUALITY AT LOW COST

Announcing Our New

FARMALL TRACTOR

By All Day Demonstrations

At Dimmitt Dec. 28 At Hereford Dec. 29-30

The Hereford Demonstrations will be held on the Cardwell Irrigated Farm, in South Hereford.

Dimmitt Demonstration one half mile east of Courthouse.

The Texas Farmall Tractor

is practical power for planting and cultivating corn and cotton. If interested in reducing cost of labor and expense on row crops it will do you good to see this tractor.

R. B. R. Implement Company
HEREFORD — DIMMITT

TOWN & COUNTY

Personalographs

Geo. F. Garrison made a business trip to Amarillo Tuesday.

Mrs. E. J. Habermacher left Sunday for a visit in Houston with her daughter, Mrs. E. G. Watkins.

D. F. Ashbrook returned Tuesday from Spickard, Mo., where he has been for the past two or three weeks.

Tire chains 1-4 off, while we got 'em. SERVICE GARAGE.

Misses Ina and Lura Gregy were in Amarillo a few days the last of the week shopping.

Gwynne Guthrie returned home Saturday evening to spend the holidays with his parents, Mr. and Mrs. B. F. Guthrie. He has been teaching in the New Mexico state college at Las Cruces.

An assortment of mid-season and early spring hats has just arrived. Come in and look. East 3rd street. MRS. J. N. HEIFNER.

Mr. and Mrs. Ollie Fox, returned this week from San Angelo, Texas, to make their home here.

Just received a swell line of Mid-Winter and early Spring hats in Metallic and all the latest shades. VOGELE MILLINERY PARLOR.

Miss Grace Ferguson, daughter of Mr. and Mrs. C. C. Ferguson, who has been teaching this winter in the High School at Crosbyton, Texas, is expected home Thursday evening for the holidays.

A. F. Johnson arrived Sunday from Winfield, Kans., to spend the holidays with relatives, Mr. and Mrs. G. P. Garrison.

Lots of Bargains at our place yet—20 4-40 Balloon tires are going for \$14.50; 21 5-25 Balloon tires are going for \$23.55. All other sizes in accordance.—SERVICE GARAGE.

Misses Frances Wilson and Eva Skelton, who have been teaching at Farwell, are home for the holidays with relatives.

Judge and Mrs. Dewey Lawrence and baby, of Paris, Texas, arrived overland Monday evening to spend Christmas with Mrs. Lawrence's parents, Mr. and Mrs. F. H. Oberthier, sr.

Mrs. Ray Sheffy of Dimmitt was in Hereford Tuesday shopping.

Dr. Hess's Poultry Tonics and remedies keep your chickens healthy. JONES & McLEAN.

Mr. and Mrs. Edgar Ramey of Dimmitt were in Hereford Tuesday on business.

Five tube Radio set with loud speaker built in, for only \$60.00 at Orr's. 45-1f

Mrs. R. L. Wilson was in Amarillo Monday Christmas shopping, returning by Canyon, bringing her sisters, Miss Winnie Faulkner and Miss Elizabeth, home with her for a few days visit.

Purina Hen Chow (scratch grain), while it lasts, only \$3.00 per hundred. JONES & McLEAN.

Miss Opal Morgan, sister of Rev. Thurman Morgan, who has been in Hereford attending high school this winter, left this week for Temple, Texas, to spend the holidays with her parents.

Teachers leaving for the holidays are:

- Misses Audrey and Jeanette Rogers, to St. Joe, Texas.
- Miss Mae Morrison to Lubbock.
- Miss Mafalda Isaacs to Dallas.
- J. R. Riggs to Kansas.
- Miss Clara Mae Glenn to Dallas.
- Miss Gladys Kilgore to Chillicothe.
- Mr. Humble to Albuquerque, N. M.

Little Classified Ads in the Brand are big winners. Invest "two bits" and prove it for yourself.

College Students Are Coming Home For the Holidays

Our home town is just buzzing with college students home for the holidays and many social events are being planned for them. Among those who have reached home are:

Geo. Beams Jr., son of Mr. and Mrs. Geo. Beams; Harold Jackson, son of Mr. and Mrs. H. L. Jackson; Vernon Curtis, son of Mr. and Mrs. O. O. Curtis, and Berl Witherspoon, son of Mr. and Mrs. Vern Witherspoon, who are from A. & M.

Raymond Hawkins, son of Mr. and Mrs. H. H. Hawkins, of Oklahoma A. & M., and his sister, Miss Kathleen, who has been attending Kid-Key.

Miss Inez Clark, daughter of Mr. and Mrs. J. J. Clark, of C. I. A., and her brother, Hollance Clark, who has

been attending Texas Military Academy at Terrell, Texas.

Miss Mildred Cross, is visiting her aunt, Mrs. T. N. Heifner. She has been attending Missouri Valley College at Marshall, Mo. Miss Cross is a senior this year and is a member of the Glee Club which will start on a tour immediately after the holidays.

Misses Louise Pitman, Agnes Eliston, Lucille Gilbreath, Ethel Rice, Beulah Lee Rutherford, and Emma Jean Donald are home from the W. T. S. T. C. at Canyon.

Geo. Parker, son of Mr. and Mrs. G. A. F. Parker, who has been attending the New Mexico Military Institute at Roswell, arrived the first of the week.

Miss Eula Lee Burch, who has been attending school at Plainview, is home to spend the holidays with her mother.

Miss Mary Valentine, daughter of Mr. and Mrs. W. I. Valentine is home from Baylor at Belton.

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