

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

27th Year—Number 48

Hereford, Deaf Smith County, Texas, Thursday, December 15, 1927

Seth B. Holman, Publisher.

DRILLERS ON OIL WELL NEAR HERE NOW DOWN SIX HUNDRED FEET

HEREFORD SENDS LARGEST DELEGATION TO ADVERTISING MEETING HELD AT AMARILLO

Co-Operation With Amarillo Group In Advertising Region Voted at Regular Chamber of Commerce Session Monday. Cold Storage Possibilities Here Also Discussed; Committee Chairmen Appointed.

Further discussion of the Amarillo Board of City Development's plan to advertise the Panhandle of Texas and its products, occupied the major portion of the time allotted to business at the regular session of the Chamber of Commerce held Monday noon at the Stockman's Cafe.

President T. E. Seigler made a report on the meeting held by the City Development group at Amarillo last Thursday which was attended by Chamber of Commerce and city officials from the entire region. The Hereford delegation, headed by Mr. Seigler, consisted of E. B. Black, J. E. Hill, Frank Givan, Seth B. Holman, E. S. Ireland, Judge Earl Wilson, H. G. Conkright and E. O. Dunkle. This was the largest delegation present.

Plan Approved. According to Mr. Seigler, only tentative arrangements were made at the meeting last Thursday. The plans presented, however, were accepted with favor by the group from this city. The Hereford delegation played no small part in the meeting, he said, and one, E. B. Black, was elected as chairman of the committee on ways and means, considered one of the most important committees appointed during the day.

That the Hereford Chamber of Commerce would co-operate to the fullest extent with the Amarillo officials in putting over this development was unanimously decided by the organization who pledged their support to the movement.

Cold Storage Discussed. Frank Givan, who had just returned from a trip through the East for the purpose of making an extensive study of the cold storage process of egg handling, made his report, discussing at some length the possibilities of such an industry for Hereford.

Mr. Givan said that he had visited several plants all of which seemed to be doing a successful business. An outlay of capital of from \$19,000 to \$200,000 is generally considered necessary for the operation of such a plant. At present, the eggs of Texas are sold upon with little favor by the Eastern markets, he pointed out, and it is up to these cold storage operators to create an Eastern market. Mr. Givan discussed the various types of eggs and their importance on the market. The "grain-fed" thin-shelled egg is most in demand throughout the country.

Dairy Show Up. E. O. Dunkle, county agent, was called upon to explain the Panhandle-Plains dairy show to be held at Tulsa this year. This show should be well attended by the people of this section.

Following Mr. Dunkle's talk, an address was made by E. Frank Bennett, an officer of the West Texas Chamber of Commerce, who discussed at some length the possibilities of development for various industries in the Hereford territory.

Committees Appointed. A new plan of organization for the Chamber of Commerce has been adopted by the board of directors, said President Seigler. This consists of the appointment of chairmen for the various committees, who will in turn appoint those members whom they wish to have served with them during the year. These chairmen are made responsible for the appointment of

Contest Closes With Meeting for All Tonight

Tonight is the big night! Thursday, December 15, marks the end of the contest to elect the favorites of Hereford high school for the Whiteface, annual publication of that school. According to the students, interest is now at fever heat, and each class is rumored to have hoarded immense amounts with which to buy last-minute votes for their respective candidates.

Every one in Hereford, students, townspeople and all are invited to be present at the big mass meeting to be held at the auditorium at 7:30 tonight. The voting will begin as soon as the meeting is called to order and the meeting will continue as long as votes for the different candidates come in. When the voting has stopped the contest will be declared finished and the winners of the different races announced.

At 2:30 yesterday afternoon the standings were as follows: Most Beautiful Girl, Ruth Conkright 657; Imogene Wilson 701; LaVerne Posey 625; Most Popular Girl, Virgil Brumley 533; LaJuana Hanna 500; Most Popular Boy, Edgar Pickett 568; Claude Longbottom 522; Most Handsome Boy, Arthur Harris 545; Keith Guthrie 524; Babe Russell 646.

Farm Sale Dates

Indications that the people of this vicinity are beginning to realize the worth of good livestock and were willing to pay the price for such stock were strengthened this week when three spans of mules sold at a sale near here for \$750, one of the highest prices on record in this region.

Friday, December 16, is the date set for the closing sale to be held at the C. H. Weber place, four miles north and one and a half miles west of Hereford. What is known as the Eberie farm livestock, farm machinery and household goods will all be offered in this sale which begins at 1:00 p. m. and which is conducted by E. E. Ramsey and Col. W. S. Williams.

Col. Ray Barber and Dick Dixon make up the live-wire team who will conduct the big farm dispersion sale to be held on Tuesday, December 20, at the Mrs. Ora Newsom farm. This is said to be the largest sale of livestock in this region for some time. This farm is located eight miles south and two miles west of Hereford, or two and a half miles southwest of Frio school house. The sale will begin at 10:30 a. m. and lunch will be served.

Following the recent destruction of her home by fire, Mrs. J. H. Kemp will hold an auction sale on Wednesday, December 21, at her farm, located five miles south and three miles west of Hereford. This will be an all day sale, lunch to be served by Carl Jennings. Col. W. S. Williams is auctioneer.

their committees as well as for the work accomplished by these committees throughout the year. Following is a list of the chairmen, with the committees which they will head: Poultry, Frank Givan; Irrigation, G. A. F. Parker; Civic Affairs, D. F. Ashbrook; Trade Extension, E. W. Harrison; Livestock and Agriculture, J. E. Hill; Finance, George Munn, and Publicity, Elbert W. Smith.

MRS. FERGUSON DIES

Former Hereford Woman Succumbs to Injuries Sustained in California Car Accident. Interment Will Likely Be Made in Amarillo.

News of a shocking nature to many people, of Hereford was received yesterday morning by Mrs. Geo. A. Stambaugh in a telegram which advised her of the sudden death yesterday morning of Mrs. J. E. Ferguson, a former resident of this city who died yesterday as the result of an accident in Hollywood, California.

According to the telegram, Mrs. Ferguson was struck while crossing a street by an automobile driven by a woman. She suffered two broken legs and internal injuries and died within a few hours.

Mrs. Ferguson had been a resident of this part of the country for more than thirty years and was widely known throughout the Panhandle. She left Hereford in September to spend the winter in California.

Although no particulars were available concerning funeral arrangements, it was thought that the body would probably be shipped to Amarillo for interment.

Poultry Show Prize Winners Announced

Winners of the awards at the Deaf Smith county poultry show held here last week, were announced this week by Superintendent N. C. Vogels. Money for the prizes may be secured upon application at the office of A. O. Thompson. A complete list of the winners follows:

J. M. Henderson—White Rocks, 1 and 2 hen; 1 and 2 cockerel; 1 young pen, 1 old pen; 1 pullet and 2 cock. White Orpingtons, 1 old pen; 1 young pen; 1 and 2 pullet; 1 and 2 cock; 1 cockerel; 1, 2, 3 hen. S. C. R. I. Reds, 1 old pen; 1 hen; 1 pullet; 1, 2, 3, 4 cock; 2 and 3 cockerel. S. C. White Leghorns, 2 old pen; 2 cock; 1 cockerel; 3 young pen; 2 pullet, 3 old hen.

Sweepstakes, parti-colored pen, solid colored pen, parti-colored cock, solid color cockerel, grand champion turkey tom, grand champion turkey hen.

C. C. Cook, no awards. Joe Bernauer, 2 young toms, 3 young tom.

O. O. Curtis, Dark Barred Rock, 3 cockerel. Billie Hawkins, no awards.

R. O. Dunkle, Dark Barred Rock, 2, 2 pullet; Light Barred Rock, 1 cock; Sweepstakes, parti-colored pullet.

Will Gentry, Golden Lace Wyandotte, 1 cock, 1 cockerel, 1, 2, 3, 4 pullet.

Victor Elliston, Club Class, S. C. Reds, 1 cockerel, 1, 2, 3, 4 pullet, open class, 4 pullet 4 ribbon. Marvin Purcell, Club Class, White Leghorn, 1, 2 cockerel, 1, 2, 3, 4 pullet.

Will Addison, Dark Barred Rocks, 2 cock, 4 cock, 2 hen, 1 young pen.

L. F. Besner, White Wyandottes, 1, 2, 3, 4 pullet, 1 cockerel. S. F. Warren, Frioona, White Wyandottes, 2 pullets, 1 young pen.

D. H. Meade, Frioona, R. I. Reds, 2 young pen.

Golden Rule Hatchery, S. C. White Leghorns, 3 young pen. Lester Galley, no awards.

Chas. Ferguson, S. C. R. I. Reds, 1 cockerel, sweepstakes, parti-colored cockerel.

Geo. J. Nash, Turkey toms, 1 young tom, 1 old tom.

Mrs. Lula Kelly, Kirkland, Texas, R. I. Whites, 1 pullet, 1 hen, 1 cockerel; Dark Barred Rocks, 1 cock, 1, 2, 4 cockerel, 1, 4 hen; 3 pullet; Light Barred Rocks, 2, 3, 4 cock, 1, 2, 3, 4 cockerel, 1, 2, 3, 4 pullet, 3 and 4 hen; Black Minorcas, 1, 2, 3 cock, 1, 2, 3, 4 cockerel, 1, 2, 3, 4 hen, 1, 2, 3, 4 pullet, 1 old pen. Sweepstakes, solid-colored cock and best display.

L. W. Duffel, S. C. Reds, 3 pullet.

Lanham & Curry, Amarillo, S. S. White Leghorns, 1 young pen, 1 and 3 cockerel, 1 and 2 hen, 2, 3, 4 cockerel, 1 and 3 pullet; Light Barred Rocks, 1 and 2 hen; sweepstakes, solid-colored hen, solid-colored pullet, parti-colored hen.

Two Glee Clubs to Present Joint Cantata Friday

Making their 1927 debut before a home audience, members of the boys and girls glee clubs will present a cantata at 7:30 Friday night at the high school auditorium. It was announced this morning by Miss Maurine Beyer, director. Both clubs are reported to be making excellent progress this season. The present enrollment in the girls' club is forty-six and in the boys twenty-five.

According to Miss Beyer, the program tomorrow night will be of interest to Hereford music lovers for several reasons, one of which is that this is the first boys glee club in Hereford high school for the past two years.

The clubs are both well balanced and are said to be handling difficult music with a surprising facility. They plan to enter the annual Music Festival to be held in Amarillo next March.

Red Cross Is Grateful for Fund Contributions

"We are mighty grateful to the people of Hereford for their excellent support in the line of contributions for the treatment of little Ada Teasa, and the Red Cross wishes to thank everyone who has contributed to this fund," said Ralph Barnett, chairman of the local Red Cross today. Last week that organization announced that it would be willing to receive contributions to help with the treatment of little Miss Teasa, who will be sent to an Oklahoma City hospital soon for treatment for infantile paralysis.

A good response followed the announcement last week, it was said, but there still remain a few dollars to be contributed before the \$200 quota will be reached. Contributions may be made at any time at Mr. Barnett's office at the Hereford Insurance Agency, or to any of the other organizations sponsoring the fund.

Local Man In Rabbit Raisers Big Association

That there is rapidly developing an extensive market for rabbits, both for meat and fur, was made known last week at a meeting of the rabbit raisers of Amarillo and surrounding territory, held at Amarillo. The meeting was held for the purpose of organizing a local chapter of the American Fur Growers Association.

At this meeting it was announced that there are more than fifty breeders of fur and meat rabbits in Amarillo and the adjacent territory and that there is a growing demand for rabbit meat in this territory.

J. Thos. Webb, pioneer Hereford rabbit breeder, was unable to attend the Amarillo meeting, but has been accepted since as a member of the organization. Mr. Webb has in his hutches located about a mile northeast of town, more than two hundred pure bred Chinchilla and Belgian hare rabbits.

Former Hereford Boy Makes Business Change

Paul Guthrie has advised his parents, Mr. and Mrs. B. F. Guthrie, of a recent change in his business relations, having taken a position this week with Montgomery Ward & Co. as auditor for a chain of 500 stores which that company is establishing in various part of the country. He will design and compile into a manual for auditors the system of adding to be used. It is thought that one of the stores will be located in Amarillo.

Mr. Guthrie is a former Hereford boy, a graduate of Hereford high school and of Northwestern University where he received his degree in 1924 in the department of business administration. Since that time he has been with Holder's of Chicago in the advisory department.

BOYS OPEN BUSINESS

Barber Brothers Launch Successful Enterprise As Vendors of Home Roasted Peanuts. Planning to Spread Out at Later Date.

School boy enterprise and a small original outlay of capital are responsible for what is perhaps Hereford's fastest growing industry. Frank Barber, Jr., age 13, and his brother, Alva, 11, have launched into the business of roasting peanuts and say that they are making a success of the venture.

Starting with only fifty pounds of the goobers, the boys had printed a number of easels and paper bags for the proper distribution of their product and within less than a week their original stock had been sold and they were ordering more peanuts.

The peanuts are roasted daily by a special process and are supplied fresh each morning to candy counters all over town. When they are able to invest a little more capital, "Barber Bros." as the young firm is known, intend to distribute their wares to adjoining towns, and possibly to include several other products besides peanuts.

Chocolate Shop Opens Here In Kirby Building

"The Chocolate Shop" is the name of the new confectionery opened this week in the Kirby & Doughty building at the corner of Third and Main Streets. With the opening of this new business house, the fifth and last section of Hereford's newest brick building block is occupied.

Phil Radovich and Robert Slisk are the operators of the Chocolate Shop, and both of these men are well known in Hereford. Mr. Radovich was formerly in the restaurant business in Arizona. He is the husband of a former Hereford girl, Miss Jessie Slisk, whose brother, Robert, is associated with Mr. Radovich in the business.

Robert Slisk is a well-known Hereford boy. He left Hereford about six years ago and has since been employed by the "B-G" chain of sandwich shops, opening shops for that company in New York, Chicago, Indianapolis and other Eastern cities.

The new confectionery is modern in every respect. According to the proprietor the present large stock will probably be increased later to make this the biggest store of its kind in this section of the Panhandle. Sandwiches and hot drinks, a complete line of fountain goods, periodicals, newspapers and drug sundries are the specialties.

Miss Leah Clark and H. L. Stewart Married

In a quiet, informal ceremony performed at the home of Rev. Thurman Morgan Monday night, Miss Leah Clark, daughter of Mr. and Mrs. J. W. Clark, and H. L. Stewart, of Hereford, were united in marriage. Members of the immediate families and a few friends were present.

Miss Clark has lived in Hereford practically all of her life and has a large circle of friends here. She is a graduate of the Hereford high school. Mr. Stewart came here about two years ago from Eldorado, Oklahoma.

Mr. and Mrs. Stewart will make their home in the Lee Biggs residence.

Cockrell's Store Moved to Main Street Building

All of the stock and fixtures of the old Daniel Variety Store, recently purchased by C. P. Cockrell, were moved this week to the Main Street location formerly occupied by the post office. Mr. Cockrell opened for business in the new location on Tuesday of this week.

Mr. Cockrell announces that he intends to purchase a new set of furnishings for his establishment and to make his stock of goods one of the most complete in the city.

OIL BOOM PROSPECTS LOOM AS FORT WORTH COMPANY DRILLS ON UMBARGER FARM

Operating Concern Said to Be One of Largest in the Business. Now Working On Eighty-Five Other Wells. Eyes of Large Oil Concerns Focused On Location, Mile and One-Half from County Line.

Working Model of Cotton Mill to Be Exhibited

Opportunity of seeing a working model of a real cotton mill will be afforded to people of Hereford for ten days, beginning Monday, December 19, it was announced today by Geo. V. Stambaugh, who will have charge of the exhibit here.

According to Mr. Stambaugh, the mill is an exact replica of the Postex Mills at Post, Texas. It shows in detail all of the steps through which the raw cotton passes, to emerge finally as the finished product.

This miniature mill has been on display throughout Texas for the past few months, and this is the first time that it has been shown in this territory. It is owned by the Postex Mills, makers of the famous Garza sheets and pillow cases, sold here by the Stambaugh Dry Goods Company.

The process as illustrated by the miniature model here takes three minutes from start to finish, Mr. Stambaugh says, and will be of educational and entertaining interest. Wherever shown, the display is said to have attracted the attention of school authorities who have recommended it to pupils for its educational value.

The eight-foot replica will be on display inside the store, Mr. Stambaugh says, beginning Monday morning.

Basketball Team Faces Success, Director States

Prospects for one of the best basketball teams to represent Hereford in recent years are bright as the team, with more than thirty men turning out for practice every afternoon, Coach J. Forrest Riggs announces that he is confident that Hereford can boast a winning team this season.

In the first game of the season played last week at Dimmitt, Hereford emerged victorious with a score of 20 to 6. The Hereford girls basketball team was defeated by the Dimmitt girls by a score nearly as large.

Three letter men are back on the squad this year, namely—Murphy, Russell and Seed. They, with Trapp, a new man, and Guthrie appear to be in line for a birth on the first team this season. As usual, Coach Riggs will not depend too much upon any one combination. Leading among the string of substitutes are Sherman, Cogdell and Eberie, and more than a score of other potential court stars.

The next game will be played with the Texico team here next Thursday night at 7:30. This is reported to be a fast, strong aggregation and should offer a good account of themselves. Only the boys' team will be brought, it is understood now, although there is a possibility that a game may be scheduled for the girls that night also.

Mrs. Lula Kelly, formerly Miss Lula Wear, arrived here Monday afternoon from her home at Dallas to be with her mother, Mrs. J. A. Wear, who has been ill for the past week. Mrs. Wear's condition was reported as gradually improving this morning.

Possibilities of developing this section of the Panhandle into an oil producing region were given an added stimulus this week by the announcement of the rapid progress being made on the Westbrook & Company Beckman No. 1 well, located two miles northwest of Umbarger. A crew is at work day and night in the steady drilling for liquid gold, and it was reported yesterday that they had reached a depth of 640 feet.

According to J. B. Elliston, one of the local sponsors of the test, this is one of the real test wells of this country, and its progress is being watched with interest by large oil companies all over Texas, many of which have already secured optional leases on the land.

J. B. Elliston of Hereford and S. H. Garrett, of Fort Worth, have been handling the local end of the proposition for more than a year, making arrangements for sinking a test well. The well was spudded in the latter part of November.

Large Operating Concern. Roy A. Westbrook & Company of Fort Worth, are the operators of this Beckman No. 1 well. This concern is considered one of the most successful in the business in Texas today. It is the same company which discovered the famous well in Winkler county.

Actual drilling on the well is being done by the firm of Geo. McCamey and G. W. Brandon.

To Complete Drilling. According to Mr. Elliston, there is no danger of failure to complete the drilling of this well as all of the necessary funds have already been deposited in the bank and will not be paid out to the drillers until the test is complete. This is a comparatively new method of financing drilling operations, and is considered as one of the most satisfactory from the standpoint of all concerned. This is not a stock company, and no one is asked to buy stock or bonds or to invest their funds in any other way.

This well is located in the northeast quarter of section 46, block B-5, in Randsville, Deaf Smith County. This is only one and three-quarter miles from the Deaf Smith county line. It may be reached by taking the road north at Dawn and turning east on the highway to Canyon. Crowds have been coming out to watch the drilling for some time, the operators state.

High School Players Give Play at Frioona

Playing before a capacity house, the high school players last Thursday night presented the three-act comedy drama, "Mammy's Lip" at Frioona. This was the second out-of-town presentation of the play, the first of which was given at Dimmitt the week before.

According to the coaches, both outside engagements, as well as the performance in Hereford Friday, November 18, were decided successes financially. Proceeds from the play were used to help defray the students' share of the purchase of a new bus for the athletic department.

BOARD ENTERTAINED.

Miss Addie Townsend, superintendent of nurses at the Deaf Smith County Hospital, was hostess Monday night at a dinner for members of the hospital board, commissioners and friends. Those present included Geo. L. Munn, E. S. Ireland, Dr. J. W. Hicks, Dr. G. F. LeGrand, Chas. Padgett, E. G. Conkright, J. T. Guilan and Judge Earl Wilson.

The Hereford Brand

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Texas & Texans

By WILL H. MAYES

Prosperity In Texas.

We are nearing the end of another year. It has been a year of prosperity in Texas. A prosperous people usually are a happy people, although the prosperous individual is not always a happy individual. Prosperity contributes to individual happiness largely according to what the individual contributes to the general good. This contribution need not necessarily be in money but oftener than otherwise is in personal service. The close of a year is a time for looking backward to see what the year has brought, to study its contribution to life. There may be exceptions to the rule, as there are to most rules, but in all probability 1927 has returned to you about what you have got into it. What have you done, what have you left undone? Have you lived largely for self or for others? Have you been of help to your community or have you stood in the way of its progress? Have you really tried to make for better living either for some of the less fortunate about you or for the people as a whole? What have you done to add to the prosperity of the year?

Measuring Prosperity.

Prosperity is an indefinable term,

but it may be generally described as a gain or advance in anything good or desirable. Too often it is measured in terms of money as though money were the only desirable thing in life. Texas is rich in wealth; the bank statements show it. Its productivity this year has been little short of marvelous. Its cities are building as never before; its lands and other resources are being developed; its waters are being utilized; its oil wells are yielding liquid gold; its fruitage from fields and gardens has been immense. These signify financial prosperity, yet the community has not gained "in anything good or desirable" that has not improved in some way the living conditions of its people. Better schools, better homes, better life in the homes, better roads, better facilities for living are the best evidences of a prosperous people. These are the real, the most valuable contributions that a prosperous year should bring. Each of us should pause to see whether we have aided in these. If not, whatever have been our gains in mere money, we have failed to use properly God's gracious gifts to us.

The Part of the Press.

No one, not even the preacher, has better opportunity for adding to the year's advance in prosperity than the newspaper worker. The press holds a favored position of leadership in all things good. Its influence properly exercised is immeasurable, or it can stand for naught. A selfish, self-seeking press is a blight to community advancement. Texas should give room only to papers willing and able to offer to carry the banner of progress in their communities. The right kind of an editor is satisfied with nothing short of his very best effort for his people. Making a close self-study, can we feel at the end of the year that we have done all that we might have done for the people about us? Perhaps so, perhaps not; the answer is for each of us to make.

Speaking of Papers.

Whatever the Times at Crockett may have been doing the rest of the year it recently issued a special edition that must have made every citizen of Houston county feel a bit good and a bit more proud of

his county. It contained 40 pages crowded with information as to what had been done and is being done in that county and town—not "booster" copy, but plain, stimulating records of worthy achievements of the year, things done to make for the better life of its people. The Times seems to be measuring up to the high standard the press of Texas should set for itself.

Up In the Air.

San Angelo with its usual disposition to get an early start, announces that two 12 story buildings are to be erected there early in the new year, one to be a bank and office building, the other a hotel. San Angelo is a Texas town of mighty strides.

San Marcos Gas.

The first forward step for 1928 toward better living in San Marcos is the contract just made for natural gas to be supplied to the town early in the year. Natural gas is a modern convenience that may be had in many Texas towns at less cost than wood or coal. It makes for luxurious comfort without the usual added cost of a luxury.

Midland's New Hotel.

Midland will have its new six-story, 150 room hotel completed by February first and will have need for every room of it to accommodate the rush of oil developers to that section of Texas. Clarence Scharbauer, the owner, who has grown from a news boy to a millionaire, says he is building the hotel as his part in making Midland the city of the Southwest Texas oil fields. He is showing an appreciative spirit toward the place where he has made his vast wealth.

Eagle Pass Water Project.

The Eagle Pass section will vote on a \$4,800,000 bond issue December 19 for an irrigation project that has been under construction at intervals for the last forty years. Practically every merchant in the town is displaying posters reading: "We are 100 per cent for irrigation." Texans are coming to realize the extreme wastefulness of wasted waters.

World's Largest Oil Field.

The Yates oil pool in Pecos county is reported to be actually pro-

ducing in excess of 25,000 barrels of oil an hour, over 600,000 barrels a day, which gives it rank as the highest of any in the history of the oil industry of the world, being more than 75,000 barrels in excess of the great Seminole field's highest production. Oil men are no longer surprised at any discovery anywhere in Texas, but take the Yates pool merely as something to be expected and that may even be surpassed by later discoveries.

While the recent meeting at Dallas to settle the differences between grower interests and those desiring use of the waters of the Colorado River for municipal and irrigation purposes did not result in a settlement, hope is held that this may soon be accomplished in a way to allow the use of all water that may be needed along the stream and at the same time leave the power company sufficient water to serve its plans. To store water that can't be used to any advantage is as wasteful as to hoard idle money.

Northeast Corner

O. G. Smith and family spent Sunday in the W. R. McClain home.

Fairview basketball team played the Vega team Friday and the score was 4-7 in favor of Fairview. The teams were well matched and the score was so close that

everyone was interested to see which one was going to win.

Mrs. Frank Daniel and Duff Meadow made a trip to Amarillo last Saturday.

Joe Dowell and Ernest Walker spent Friday night with Stanley Thomas.

Lola Mae Oglesby visited Francis Campbell Sunday.

Rev. T. M. Blacklock spent Sunday in the W. B. Bowen home.

A large number of Lounger people spent Sunday in the J. M. Ware home.

Clyde Thomas of Ford spent part of last week in the J. E.

Thomas home here.

Mr. and Mrs. J. E. Dyer and son, Robert, spent Sunday with their daughter, Mrs. Wood, and family.

Misses Doyle McBroom and Viola Thomas both of Amarillo spent Saturday night and Sunday in this community.

T. M. McBroom and family were visited Sunday afternoon by Mrs. Griggs and children.

The Wildorado basketball team played the Channing team Friday afternoon, and Wildorado beat 18 to 4.

Miss Edith Thomas spent Sat-

urday and Saturday night in the home of Mr. and Mrs. Jim LeGrand.

A number of young folks from Wildorado attended church at Fairview last Sunday night.

Miss Loraine Daniel was visited by a number of friends last Sunday afternoon.

Mr. and Mrs. R. L. Campbell and son, Byron, made a trip to Amarillo one day last week.

Sam Griggs was in Amarillo Saturday night.

Mrs. Ben Floyd and J. L. Allred visited Mayme Allred one afternoon last week.

Build With Good Lumber

FOR A MERRY CHRISTMAS

If your buildings have been built with good lumber, you will be able to enjoy a much more Merry Christmas. If some are in need of repair, fix them up before Christmas. We are always at your service.

KEMP LUMBER CO.

Good Service



Santa Says:

Help Yourself

AT THE

M Store



Hereford housewives say that Santa Claus has been to this city EVERY DAY since we opened up two years ago when "M" moved to town. Because EVERY day these big, clean, beautiful, service-giving stores have made food buying so economical that our BARGAINS seem like gifts from Santa!

And, from now until Christmas, we are making the biggest bargains of all, to help our good friends SAVE MONEY for Christmas gift buying, and to put better food on their tables for holiday feasts. Dive into Santa's "M" System bag during these next two weeks.

Our Chest of Silverware will be given away at 3:00 p. m., Saturday, December 24. Fox Mercantile will give theirs at 4:00 p. m.

Dispersion SALE

Since my house has burned down, and I am forced to quit farming, I will offer the following described property at public auction at my farm located five miles south and three miles west of Hereford; or three miles down the state highway, turn south at the John Hanlan farm and go one-half mile south.

WEDNESDAY, DECEMBER 21

Sale will begin at 10:30 a. m. sharp. Lunch will be served by Carl Jennings.

HORSES AND MULES.	MILK COWS.
1—Bay horse, 10 years old, weight 1000 pounds.	1—Jersey cow, age 3; 4 gallons.
1—Black mare, 5 years old, weight 1000 pounds.	1—Holstein cow, age 4; 6 gallons.
1—Bay horse, 6 years old, weight 1500 pounds.	1—Jersey and Guernsey, age 3; 4 gallons.
1—Brown horse mule, 4 years old, weight 950 pounds.	1—Jersey and Holstein, age 4; 5 1-2 gallons.
1—Black horse, 5 years old, weight 1300 pounds.	3—Heifer calves from above cows.
1—Black mare, 8 years old, will weigh 1300 pounds.	1—Coming three-year-old Jersey springer heifer.
1—Brown horse, 4 years old, weight 1100 pounds.	3—Coming two-year-old Jersey springer heifers.
1—Bay horse, 4 years old, weight 1200 pounds.	2—Coming one-year-old Jersey springer heifers.
All this stock gentle to work.	This is all extra good stuff from the famous Berry Orr herd.
FARM MACHINERY.	CHICKENS.
1—McCormick row binder, in good condition, used only two years.	40—Fine Rhode Island Red hens.
1—Emerson two-row lister with cotton attachment.	HARNESSES.
1—Low wheel wagon.	1—Set leather wagon harness.
1—Seven-disc harrow.	10—Sets first-class chain harness.
1—Six horse evener, brand new, never used. Cost price, \$25.	6—Good collars.
1—One-row wheat drill.	Also some lines, bridles, etc., all in first-class condition.
1—One-row John Deere lister.	40—New cedar posts.
	Some good used barbed wire, tools, post-hole diggers, and many other useful implements.

TERMS—All sums of \$25.00 and under, cash. On sums over \$25.00, six months' note with additional security, bearing eight per cent interest if paid when due; if not so paid will draw ten per cent.

MRS. J. H. KEMP, Owner
 E. E. RAMSEY, Clerk. COL. W. S. WILLIAMS, Auctioneer.

These Specials for Friday, Saturday and All Next Week

English Walnuts, lb	29c	Cod Fish Cakes	19c
Almonds, lb.	29c	(Gorton's Ready to Fry.)	
Brazil Nuts, lb	29c	Candied Pineapple, lb.	55c
Pecans, lb.	23c	Candied Cherries, lb.	50c
Xmas Mixed Candies, lb	17c	Candied Citron	25c
(Much Cheaper by the Basket.)		Candied Lemon	19c
Grape Fruit, large size	9c	Candied Orange	19c
Fruit Cakes, 1 lb. size	79c	Powdered Sugar, lb.	10c
Fruit Cakes, 2 lb. size	\$1.55	Old-Fashioned Brn. Sug. lb.	10c
Celery, large, bleached.	12 1/2c	Hominy, No. 2 cans, 3 for	25c
Oranges, sweet, juicy, doz.	25c	Karo Syrup, white, 1-2 lb	20c
El-Food Mayonnaise, 11 oz.	33c	10 lb	65c
Bananas	9c	Karo Syrup, dark 1-2 Gallon	30c
Lettuce	9c	1 Gallon	60c
Eggs, nice and fresh, doz.	39c	Instant Swans Down	23c
Pork and Beans	25c	Swans Down Cake Flour	41c
(Van Camp's, 3 Cans)		Calumet Baking Powder 1/2 lb	25c
		Calumet Baking Powder 5 lb	\$1.50
		10 lb	\$1.50
		Santa Claus Pack	15c

WE DELIVER PHONE 249 HEREFORD, TEXAS

"Our Aim is To Help Improve the Panhandle"

PANHANDLE LUMBER COMPANY

"Our Aim is To Help Improve the Panhandle"

PERMANENT SATISFACTION
QUALITY MATERIALS DEPENDABLE SERVICE COMPETENT WORKMANSHIP

THE SUNDAY SCHOOL LESSON

SUNDAY, DECEMBER 18, 1927.

REVIEW: THE EARLY PROPHETS OF ISRAEL.

During this quarter we have traversed Hebrew history of one and a half centuries. Opening the studies with Elijah in 850 B. C., we come to the conclusion of the quarter with studies in the prophecies of Isaiah at about 700 B. C.

The prophet stands out in bold outline against the dark shadows of his times. Sin is everywhere in abundance. A kingdom is tottering to its fall as the result of the disintegration which is set up by the presence of that sin in society. In the midst of the blindness which headed Israel toward destruction there were eyes that could see and mouths bold enough to utter warnings. They were the eyes of men who kept close to God and mouths that got boldness from a knowledge of the unfailing demands of God for a righteous Israel.

Each prophet with his peculiar temperament and for his own day brought his message. They were men who understood two things well. They understood best of all men what was going on about them. They saw plainly the trend of history and the dangers that these trends portrayed.

They saw best of all men that Jehovah God was not to be defeated in the end. That all the blindness and baseness of men could not withstand the accounting at the divine bar of justice. Sooner or later God would be vindicated in his purposes. Out of this clear vision of things arose the prophet's message. There was no blind groping after facts. No false optimism in the presence of great national sins was theirs. Sin was no basis for optimism. It spelt ruin and that ruin was pending over a God-forsaken people.

The centuries come and go. The prophet dies with his message unfulfilled. Has his message been an illusion? Prophet after prophet passes and Israel yet remains. Elijah, Amos, Hosea, Micah, then Isaiah, come and go and Jerusalem though often threatened, remains. What has come of the prophets' warnings?

But when the quarter closes with Isaiah's message and 150 years have passed since Elijah, the kingdom of Judah is on its last feet and the Northern kingdom has already succumbed to the attacks of invaders. The solemn lesson of the downfall of Northern Israel goes unheeded. Within a century, drifting by its blindness and stupidity Judah too will go.

The eternal years are God's. Sin in its course finally yields its fruits. Then it is found that false hopes are false and that the eternal things are only the things of righteousness. But the lesson is learned too late. The prophet was right, his message was true, the people were wrong.

But as long as God is forgiving, whose mercies endure forever, the door of hope is not closed. Sin must work its havoc, it must come to the harvest, the chosen people

must face the inevitable results of their wanderings from God. But as long as God is what he is, repentance and the ancient sacrifice, "and humble and a contrite heart" can yet avail.

So the message of the prophet does have an optimistic note. It is an optimism that builds upon the unfailing goodness of God and a repentant human heart. That note sounds out from the mouth of the prophet. These can and will be a better day when men turn back to God.

A majestic figure rises upon the horizon of human history. God shall yet be glorified in flesh. The prophet foresees this. As kings come and go and their kingdoms rot into the dust, as humanity through the dark, sin-laden centuries, fails the purposes of God, the prophet sees looming above all this wretched, wasting royalty and sin-besmirching humanity, a messiah, a sinless being.

There shall be a Saviour. Already the light of divine hope breaks in the east. What a sublime faith in God this vision bespeaks for the prophet! Just as the divine judgments had been long waiting for a sinning people, just so, even though many centuries shall pass, humanity shall have a Saviour.

In our next lesson we shall see the fulfillment of this prophetic vision. We shall see that the prophet's dream was not in vain.

Flagg News.

Sid Sheffey and family were guests in the E. Dixon home Sunday.

Mrs. Cliff Ramsey entertained a number of friends at her home on the evening of December 15. Several from Sunnyside and Spring Lake were present.

Mrs. Horace Ballow and sons who have been in Amarillo for some time, returned home Sunday. Junior took scarlet fever while there, but has recovered.

Rev. Jas. T. Ross of Hereford filled his appointment here Sunday afternoon and all present enjoyed

his sermon very much. Mrs. Sinters has been on the sick list the past week but is improving at this time.

Mrs. Chas. Walker and children visited relatives in Muleshoe last week.

Messrs. Cecil Thomas and Thad Summer made a business trip to Amherst Friday.

Mr. and Mrs. Oran Bains of Amherst were guests of Mr. and Mrs. Monroe Bains last week.

Mr. Sinters has recently installed a cream station next door east of the hotel.

Leslie Bain of Oplira, Texas, is visiting with Monron Bains this week.

West-Way Items

Old Man Winter certainly paid us a call visit last week and we wish very much he could bring us some moisture.

Mrs. Nunn spent last week with her son, Harvey, nursing a new grand daughter.

The teachers radioed at Hartman's Wednesday evening.

Mrs. Turrentine's brother, Gordon Ridgeway, has moved into our neighborhood.

We had a good crowd at Sunday school including visitors from Hereford. Visitors always welcome.

Mr. and Mrs. Pierce and son, Martin, spent the week-end in Amarillo.

Mr. and Mrs. Roy Jacobs are moving to Amarillo and we regret to lose them.

Miss Myers spent the week-end at the Hartman home.

Mrs. Whiteside and baby spent Saturdays at the Owens home.

Mrs. Hartman's uncle and aunt, from Lockney spent the week end in the Hartman home.

Mrs. Keese spent Saturday with Mrs. Owen.

Mr. Hatley has been suffering with a sore hand. He stuck a balling wire in between his fingers and is threatened with lockjaw.

Little Ed Hatley who was very sick at the last writing is much improved.

Scores of Saturday's ball games: Boys, Westway 8, Ward 28; girls, Westway 14, Ward 5.

The coming Friday Summerfield and Westway were supposed to play a double header game, but three of the Summerfield girl players were unable to come and the game has been called off.

Remember the program December 23 and the Christmas tree also. December 22 the play "Too Much of a Good Thing" by the high school students, "The Broken Picture" by the intermediate room and "Coon Creek Courtship" by Mr. and Mrs. Keese. Admission free, everybody come.

At the Young Peoples Union Sunday night there was a good crowd. Jewell Owen was appointed group captain of group two to serve in the place of Mrs. Jacobs. The program for Sunday night follows:

Topic, What does Jesus teach about service?
President in charge.
Song service.
Prayer.
Leader's talk, Jewell Owen.



Wild Geese have Flown over the Himalaya Mountains - Six and Three-quarters Miles Above Sea Level. That is high-flying, but not so difficult as it for a merchant or manufacturer who, after collecting fire insurance, has to keep his business organization alive without the vitally important help of Use and Occupancy Insurance. Avoid needless worry. Consult this agency.

FLAINS INSURANCE AGENCY
John Patton - Manager
Hereford, Texas.

Round table discussion. The Bible message, Mrs. Keese. Jesus' teaching on service. Sec. 1, 2, 3. Mrs. Owen; 4 and 5, Mrs. Pierce; 6 and 7, Raymond Pierce; 7 and 8, Edith Chandler; 10, by leader.

Everyone is cordially invited to attend both Sunday school and Y. P. U. Sunday school at 2:30 and Y. P. U. at 7:30.

From the full length photographs of some of our most successful politicians, it is a bit difficult to understand how they so easily managed to crawl out of some tight holes.

Among other things Uncle Sam needs pretty badly just now is a political ring that won't blacken his finger.

Men marry to settle down, and from then on it's a matter with them of settling up.



F.M. KESTER
FOR EYE SERVICE
Jeweler and Optometrist
Hereford, Texas.

EPWORTH LEAGUE PROGRAM.

Leader, Neva Major. Song No. 296. Prayer. Scripture, Luke 2:8-20. Dollie Behrens.

Songs 259 and 162. What does Christmas mean to me? Kathleta Hawkins.

Piano Solo, Ursula Fridley. Reading, Lucy Cleer. Her Birthday Dream, Gertrude Bowen. Duet, Mary Lee and Ruby Chas. Business. Benediction.

Brand Want Ads Got Results

SAY "Merry Christmas"



With a New Hat, Dress or Coat for "HER!"

Our entire stock of winter hats, coats and dresses on sale at great reductions. Come and price them. Also, see our silk underwear, which is still on sale.

Free balloons for the kiddies Saturday!

SPROWLS - CRONIN & CO.

PIGGLY WIGGLY

Faith and Confidence

The mainspring of every buying decision is faith. When you part with your money for something you buy, you have confidence in the house you buy from and in the goods sold.

Two million women every day by buying from PIGGLY WIGGLY evidence their faith and confidence.

This faith and confidence has been won and is retained by honest merchandising methods—quality goods, low prices, clean stores, courteous employes and full weights.

SPECIALS FOR FRIDAY AND SATURDAY

Crushed Pineapple No. 2 can 21c

Fruit Cakes 1, 2, 3-lb. sizes per pound 85c

Everlite Flour 48-pound sack \$1.70

Special for Saturday

Mixed Christmas Candles, 3 lbs. 50c

Lye, 3 cans 24c

Van Camp's Catsup per bot. 21c

We buy eggs and pay as much as the market will justify

WE DELIVER ORDERS OF \$4.00 AND OVER FREE. ON LESS THAN \$4.00 A DELIVERY CHARGE WILL BE MADE

Have You Visited

Toytown?



We want you to see the greatest Holiday line in West Texas. Everyone who has seen our line this year has pronounced it the most complete they have ever seen.

Bring in the little boys and girls and give them a real treat. If you shop with us it is not necessary to go any other place—you will find a line so complete that you can fill your entire gift list from the youngest to the oldest at prices that will save you considerable money.

Skelton's Variety Store

WE HAVE CHRISTMAS TREES.



WELCOME

CHRISTMAS SHOPPERS!

The choice of the meat course for the Christmas dinner is a most important concern. Here you will find the choicest offerings to be found anywhere. Then, too, you can count on prompt delivery.

Texas Meat Market

PHONE 88—WE DELIVER

Our Holiday Special

A four-pound jar of pure fruit preserves--Strawberry, Peach, Raspberry or Plum--Special at 95c

We Have a Complete Line of Christmas Candies, Fruits and Nuts

HEREFORD WHOLESALE GROCERY — L. W. CARLYLE

First Baptist Church.

V. M. OLOYD, Pastor.

You will want to see the large photograph of our proposed new church building. This picture will be on display at the church next Sunday.

Christmas will soon be here. Let us plan to live all during the holidays in a way that our lives shall be an honor and not a dishonor to the name of Him whose birthday we shall celebrate.

Bring your Bible to Sunday school next Sunday and stay for preaching service.

Krank B. Phillips of the W. T. S. T. C. Canyon, will speak to the Men's Bible class at the Star Theatre next Sunday morning at 9:30 o'clock. His subject will be "Religion in Europe." Mr. Phillips is just back from a trip abroad. Every man ought to hear this lecture. You are welcome--come.

Sunday school 9:45, Men's Bible class 9:30, preaching services 10:45 and 7:00, training service 6:00. Prayer service at 7:00 o'clock each Wednesday evening.

First Christian Church

REV. THURMAN MORGAN, Pastor.

The pastor will be in the pulpit Sunday morning and evening. He asks that all members be present at the Sunday services. Christmas is here and it is one of the busiest times for a Christian.

"White Gift" services will be held Sunday evening at 7 o'clock. This is a service of giving. Come, bring your gift to the orphan children. Jesus said, "It is more blessed to give than to receive."

Church school 9:45 a. m. Communion and preaching services at 11 a. m.

Christian Endeavor 6:00 p. m. White Gift service 7:00 p. m. A cordial welcome awaits you at all services.

Let us keep Christ in Christmas.

First Methodist Church

B. B. BOWEN, Pastor

Sunday school at 9:45, N. M. Bartley, superintendent. Be sure to come and bring an offering for the orphanage.

Morning and evening worship conducted by the pastor. We are trying to make all our services interesting and helpful. Epworth League meet at 6:00 p. m. Prayer meeting and choir practice Wednesday beginning at 7:00.

No matter what your station in life may be, you will be a ready winner if you go to church. Try it. Good music and a hearty welcome await you. Invite a friend.

First Presbyterian Church

JAS. T. ROSS, Pastor.

Last Sunday was a good day in this church. An increase in Sunday school attendance over the previous Sunday was shown. Let us make the coming Sunday better in this respect.

Regular preaching services 10:50 and 7:00. Intermediate and Senior Endeavor meetings at 6:15. Having for many weeks preached each Sunday afternoon at some point outside of Hereford, the pastor will devote the entire coming Sunday to the services at the church in Hereford.

With respect to the activities of the coming week full announcements will be made from the pulpit next Sunday. To each and every service of the coming Sunday, pastor and congregation join in most cordial invitation to all.

Our fullest sympathy is extended to Brother Morgan in his recent bereavement through the loss of his mother. May God's sweetest comfort be his in this hour. May the Gospel of comfort which he has ministered to others in their sorrows be his precious solace in his own great sorrow.

Ford Doings

Rev. Hester of Vega preached Sunday afternoon after the Sunday school hour and 55 were present. Ford Sunday school adopted a resolution to be sent in by Dr. W. G. Fly to Rev. Hooten, Polk Street M. E. church, Amarillo, protesting against law breaking and running motion picture shows on Sunday.

Rev. V. M. Cloyd of Hereford will preach here next Sunday afternoon.

Mr. and Mrs. A. E. Benson of Clarendon were here Sunday and will remain several days. Mr. Benson will help build the new Hardy Benson home.

Lots of turkeys were marketed from this section the past week. Miss Fannie Small is visiting her sister in Amarillo.

Messrs. and Misses, Mal Stewart and John Whitsett were among the shoppers in Hereford Saturday.

A. K. Webster made a business trip to Amarillo last Tuesday.

Denson Hill of Summerfield was a visitor here Saturday.

Mr. and Mrs. Floyd Benson and Hardy Benson went to Hereford Friday afternoon.

Claude Ware and Bob Orr spent Sunday afternoon in Vega. A light rain fell here Monday night and more would be appreciated.

Arney News Items

T. E. Gage of Hart spent Tuesday afternoon and night with friends at his father of Decatur being with him.

Miss Taylor of Canyon is visiting her sister, Mrs. Edwin Bailey. Cold weather has held sway over this section the past few days.

Mr. and Mrs. M. Burks spent the week end with relatives at Conway.

Mr. and Mrs. Ray Cole and Miss Beulah Cox were in Amarillo Friday shopping.

Jim Graham was in Hereford on business Monday.

Mr. Gillmore is here from Wheeler county visiting his parents.

A. W. Fortner and family of Crowell spent the week end with relatives and friends here.

A big crowd attended the party at the Chas. Cox home Saturday night.

J. A. Morris and children visited A. E. Morris and family at Happy Monday.

Mr. and Mrs. John Cole and son went to Floydada Sunday to visit relatives and friends.

Mrs. Brade of Oklahoma is visiting Mr. and Mrs. J. E. Boyd.

Preparations are being made for a Christmas tree and program at the school house.

Mr. and Mrs. Ed Bailey and sister attended the show at Canyon Saturday.

Mr. and Mrs. Ross Campbell have returned from Crowell.

Miss Edna Burks spent the week end with her parents, Mr. and Mrs. C. E. Burks.

Mr. and Mrs. M. Burks and Mrs. Marion Davis were in Hereford last Monday.

Messrs. Webb, Burks, Tipton, Hayes, Fritz, Hix, Gillmore and Boyd were transacting business in Happy Monday.

Miss Opal Hutson of Amarillo will spend Christmas with home folks here.

Mr. and Mrs. J. J. Lindsey and family of near Hereford spent last Saturday in the home of Mr. and Mrs. F. W. Fortner.

It would be interesting to hear those home economics experts at the University of Chicago, who recently figured out that a girl must earn \$1800 a year before she can afford chiffon hose and go to the theatre, trying to tell \$15-a-week Nellie, who types for a living, that she really shouldn't be extravagant.

Maybe there isn't any Santa Claus, but you can't convince father of that at this time of year.

Joel Cleanings

Owing to illness, Rev. Morgan was unable to preach at Askren Sunday.

There will be a program and Christmas tree on Christmas Eve night and the little tots are making great plans to see Santa.

Mr. and Mrs. W. H. London are the parents of a baby boy, born Friday and named Ross Henry.

Mr. and Mrs. Lester Galley are installing a radio in their home.

Mr. and Mrs. John Renfro spent Sunday in the W. T. Smith home.

Mrs. Easter of Dimmitt is here spending several days with her daughter, Mrs. London.

Carl Luke delivered a load of turkeys to market Friday.

Mary Jo Greer spent Friday with Mary Nell Botts.

Mrs. W. T. Smith visited in Hereford Monday.

Miss Nina Crawford of Hereford was a guest of Miss B. Dora Smith from Friday until Sunday.

Teachers of the Askren school are getting up a Christmas program to be given some time near Christmas.

Grandma Stice is staying at the London home a few weeks.

Mr. and Mrs. A. E. Chamness entertained Mr. and Mrs. W. T. Smith and Miss E. Dora Smith at six o'clock supper Friday evening. After supper several games of dominoes were enjoyed.

Mr. and Mrs. Joe Greer spent Sunday evening in the Roy Bowers home.

Walter Jr. and Baxter London visited Charles and Orville Galley Saturday.

Miss E. Dora Smith visited in Hereford Sunday night.

Mrs. Joe Greer and Mary Jo spent Tuesday with Mrs. D. H. Bryant.

A pleasant evening was spent in the Galley home Monday, the occasion being Mr. Galley's birthday. Mrs. Galley asked a few friends in for supper and when Mr. Galley returned to the house from evening chores he found the large table laden with good things to eat and a birthday cake with candles in the center. Those enjoying the occasion, besides the family, were Messrs. and Misses, Guy Smith, Joe Greer; Misses Velma and Veda Williams, Wilma Smith and Mary Jo Greer.

Whom the legal profession would free they first make mad, or at least it seems that way in these days of insanity pleas.

Brand Want Ads Get Results

Public Sale

Livestock and Farm Equipment

We have leased out our farm and will sell at public auction the entire equipment, including live stock, farm machinery, household goods, etc., at our place located eight miles south on 25-Mile Avenue and two miles west of Hereford, or two and one-half miles southwest of Frio school house.

TUE., DEC. 20

SALE BEGINS AT 10:30 A. M. LUNCH WILL BE SERVED.

DAIRY CATTLE

- 1—Fawn colored Jersey, coming 5 years old, fresh in January, a four gallon cow.
- 1—Brown Jersey, 3 1/2 gallons, fresh soon.
- 1—Fawn colored heifer, fresh in April, milking now.

HOGS

- 2—Red sows, bred.
- 1—Sow to farrow soon.
- 4—Shoats, weight 100 pounds.

CHICKENS

- 3—Dozen pure bred Buff Orpington hens and pullets.
- 3—Pure bred Buff Orpington roosters.
- 2—Dozen pure bred White Leg horn hens and pullets.
- 1—New chicken house, 6x10.
- 165—Feet six-foot mesh wire.

HOUSEHOLD GOODS

- 1—Bookcase.
 - 1—Dining room table.
 - 2—Beds, complete.
 - 1—Dresser.
 - 2—9x12 Congoleum rugs.
 - 1—New Perfection oil stove.
 - 1—Laundry stove.
- A complete set of household goods. Only a few of the items are listed above.

MISCELLANEOUS

A complete line of Rawley products consisting of extracts, spices, stock foods, toilet preparations, and many other articles usually handled by the regular Rawley salesman.

HORSES AND MULES

- 1—Team brown mules, 16 1/2 hds.
- 1—Team black mules, 15 hands.
- 1—Gray Mule, 15 1/2 hands.
- 1—Team black mules, coming 2 years old, 14 1/2 hands.
- 1—Good cow horse.
- 1—Shetland pony, gentle for children.

HARNESS

- 1—Set government leather harness, nearly new.
 - 3—Sets chain harness.
 - 8—Good hairface collars.
- Several sets of good new lines, bridles, halters and other odds and ends too numerous to mention.

FARM MACHINERY

- 1—Gain wagon.
 - 2—Wagons, with racks.
 - 1—Two-row P. & O. lister, practically new.
 - 1—Extra good one row binder.
 - 1—Two-bottom 14-inch gang breaking plow.
 - 1—Two-row disc go-devil.
 - 1—Two-row sled with knives.
 - 1—Sixteen-disc harrow.
 - 1—Riding cultivator.
 - 1—Double-rod sod plow.
 - 1—Single-rod plow.
 - 1—Wagon box header.
 - 1—Two-wheel auto trailer.
- Shop tools, forks, scoops, posthole diggers, double trees, single trees and a lot of other useful tools too numerous to mention.
- 7000—Bundles higeria, with good grain.
- 3000—Bundles red top cane.

A Magnificent Array of

CHRISTMAS

GIFT SUGGESTIONS

Here, truly, you will find the solution for all of your Christmas Gift problems. We have "just the thing" for everyone to whom you'll want to give a present this Christmas. Dad, Mother, Brother, Sister, Sweetheart, Friend—all of them were considered when we purchased this fine stock of gifts and novelties. Just a few of our hundreds of suitable gifts are listed here and you are sure to find anything else that you may desire in our all-inclusive stock.

FOR MEN

"Something I can use" is the earnest wish of every man. Each of these gifts is primarily useful and is sure to please the masculine heart.

- Fountain Pens, Waterman and Parker.
- Shaving Sets
- Cordovan Leather Billfolds
- Smoking Stands
- Wrist Watches
- Waldemar Watch Chains
- Military Sets
- Cigars
- Cigarettes
- Fancy Cigarette Holders
- Pipes
- Tobacco in humidors, tins and jars
- Bibles
- Box Stationery
- Fiction Books
- Wrist Watches
- Book Ends

FOR THE LADIES

Something which will be a complete surprise should be your chief concern in choosing HER present. Our large assortment will certainly furnish you suggestions enough that you will be certain to please, as well as surprise.

- Mesh Bags
- Cordovan Leather Bags
- Toilet Sets
- Manicure Sets
- Perfume Sets
- Perfume Atomizers
- Crystal Necklaces
- Ear Drops
- Vanities
- Perfumes, Coty's and Houbigant's
- Silverware
- China
- Candlesticks
- King's Candies
- Eastman Kodaks
- Hawk's Cut Glass
- Serving Trays
- Bracelets

The Gift Supreme

RCA Radiola

For Perfect Reception

CLARK'S DRUG STORE

NOTE—This is a very select offering of the many articles mentioned, including livestock, etc., and which will probably be one of the largest sales held in this part of the country for some time, as there will be a vast amount of additional property offered in this sale which is not listed here. Come early and bring the family.

TERMS—Please make arrangements with your bankers as I am selling everything for cash.

MRS. ORA NEWSOM & SON, Owners
DICK DIXON, Clerk. COL. RAY BARBER, Auctioneer.



Dear Santa Claus:
I am a little girl two years old. Please bring me some candy, a doll with sleepy eyes, a doll buggy, an apple, an orange and some nuts. Please hurry up, Santa Claus, because I am a good little girl. Your little girl,
SHELETA ROBINSON,
Box 576, Hereford, Texas.

Dear Santa Claus:
Hiding auto for D. F. Lambert, a gun for D. F. Lambert, not a riding truck for D. F. Lambert, Martha a doll for Martha Lambert, some blocks for Martha Lambert, a doll and a doll bed for Margaret Lambert, a set of dishes for Margaret Lambert, not a riding truck but just a little play truck. Dear Santa Claus I hope your rain coats are in good shape for trip. Your friend,
MARGARET LAMBERT.

Dear Santa Claus:
I am a little girl 7 years old and go to school and I like to go. I want you to please bring me a nice doll like the ones at the stores and some gloves, candy, nuts and fruit. Your little girl,
MARGARET MORRISON.

Hereford, Texas, Dec. 3, 1927.
Dear Old Santa Claus:
Please bring me candy and peanuts and a little ironing board and iron, a little doll, a little doll chair, a little knife and fork.
BILLIE LOUISE LANCE.

Hereford, Texas, Nov. 30, 1927.
Dear Santa Claus:
Will you please bring me a truck and pair of tennis shoes. Yours truly,
RAYMOND WITHERSPOON.

Logan, New Mexico, Nov. 25, '27.
Dear Santa Claus: I am a little girl 4 years old and live on a ranch 20 miles from town. I wish you would bring me a doll that says "mama" and goes to sleep and a buggy to put her in. I have a little brother 2-1/2 years old, he says he would like a little wagon. I have a tiny baby brother 6 months old. I also have 2 sisters and one brother going to school at my grandmothers about 100 miles from here, but they will be home Christmas so bring them something nice too. We want lots of candy and nuts too. Your little friend,
VERA LEE HOOVER,
4 Ranch, Logan, N. M., Rana Bt.

Other Santa Claus letters will be found on other pages of The Brand.

Hereford, Texas, Nov. 28, 1927.
Dear Santa Claus:
I'm a little boy three years old. Please bring me a sand crane and a little truck. I hope you don't forget our dear little twin sister, we love them so we want them to get their stockings filled to the top. I've tried to be a good boy. I hope you get to see all little boys and girls in the world. We are counting the days till you come. I love you, dear old Santa.
BAXTER LONDON.

Hereford, Texas, Nov. 28, 1927.
Dear Santa Claus:
Please Santa bring me a little car large enough for Baxter and I to drive and go see Mary Jo. If you can't get us a little car, I'd like a little freight train instead. I would be glad for you to bring me a book of Bible stories, and some nuts and fruit. Your little friend,
WALTER H. LONDON, JR.

Hereford, Texas, Nov. 29, 1927.
Dear Santa:
Please bring me a train and some caps for my gun and some new shoes and please bring Dorothy Alma some little dishes and Mary Ada a little rattle to play with.
EDWARD and DOROTHY ALMA PERKINS.

Hereford, Texas, Dec. 1, 1927.
Dear Old Santa:
Please bring me a toy Fordson tractor, a toy Ford coupe, and a toy popgun. Please bring me some candy, nuts and fruit, too. Leave my present at the Christmas tree. I am going to try to be a real good boy and help mama and daddy. Thank you for the presents you brought me last year. I am five years old now. From,
BERNARD WILDER,

Cleo, Texas, Dec. 2, 1927.
Dear Santa:
Please bring me a big mama doll and a toy cook stove, doll buggy, doll bed, wagon, dishes, and don't forget oranges and apples and nuts, candy and bananas. Your friend,
PAULINE ROGERS.

Cleo, Texas, Nov. 29, 1927.
Dear Santa:
Please bring me a big mama doll and buggy, story book, wagon and bicycle, and don't forget candy, nuts, oranges, apples and bananas. Your dear little niece,
MARJORIE ROGERS.

Hereford, Texas, Dec. 3, 1927.
Dear Santa Claus:
I am writing you to tell you what I want for Christmas. I want a foot ball and a fire truck. Best wishes to you for a Merry Christmas.
INLON FOSTER.

Hereford, Texas, Dec. 4, 1927.
Dear Santa Claus:
Please bring me a little truck, also some apples, oranges, candy and nuts, and I also kneed a pair of shoes and please Santa don't forget to bring little baby sister something.
HORACE WEBB.

Hereford, Texas, Dec. 9, 1927.
Dear Santa Claus:
I still live on the Sunnybrook farm. I try to be a good girl. I help mother with the house work and feed the puppies. Look out for the puppies when you come or they might bite you. The Christmas I want a lamp, twin dolls, washing machine, cabinet, little ironing board. I already have an iron. A little table to eat on, a dust pan, a toy horse, teddy bear and ukelele. Also I want some candy, nuts, fruit and

other good things to eat. I am five years old, and if you have anything else that you think I would like, bring it too. Thank you for the nice things you brought last Christmas. I took good care of them. Your little friend,
VIRGINIA LOUISE EAST.

Hereford, Texas, Dec. 4, 1927.
Dear Old Santa Claus:
Please bring me a tractor set, bow and arrows, truck, candy, apples, oranges, nuts. Virginia wants

a wash tub, wash board and a little clothes line, ironing board and iron and sack of toys, apples, candies and oranges. Thank you for my toys last Christmas.
CARL and VIRGINIA MOSELEY.

Hereford, Texas.
Dear Santa Claus:
Please bring me some gloves and iron and sack of toys, apples, oranges, apples. I have been a good boy and go to school every day. Your friends,
FRANCIS HARRIS.

Keeping Up With Hereford

The rapid growth and development of Hereford and this entire section of the Panhandle fills us with the desire to make this bank a real factor in the development of our community.

Hence, our aim is to render constructive banking service in keeping with the demands of a growing city.

Make this your banking headquarters for the present and for the future.

THE FIRST NATIONAL BANK



The HOLIDAY Season

Has long been famous as one of the hardest times of the year, so far as a drain on the pocketbook is concerned. You know yourself how many things there are for which you need ready cash just at this time—unexpected gifts for which you would like to reciprocate, more costly presents for those who are deserving of the best; foolish little extravagances which make life more worth living—these and countless other things make your usual Christmas spending money seem terribly inadequate.

Resolve now to have all the money you want for your holiday shopping next year. Begin today on your program of consistent saving. Let us explain our very easy plan by which you may multiply your funds for a Merry Christmas in 1928.

The First State Bank Hereford, Texas

A Cotton Mill for Hereford!!

An Interesting Educational Display at Stambaugh Dry Goods Co. of
A \$1,000,000 Cotton Mill



In Miniature
On Monday, Dec. 19th and on to December 29th

You can see on display in our store a graphic presentation of a miniature of the "Postex" cotton mills of Post, Texas, manufacturers of Garza sheets, cases and sheeting. It is indeed an interesting educational display. We invite you to visit our store to see just how cotton is made into cloth.

EDUCATIONAL — INSTRUCTIVE
SEE THIS MARVELOUS MACHINE—IT SPINS—IT WEAVES—IS COMPLETES THE CLOTH BEFORE YOUR EYES.

From one side of the exhibit emerges an automobile loaded with raw cotton, as the truck comes into view the upper part of the mill is lighted and immediately the transparency below shows the picking machine, the first process in the making of cotton cloth. A section of the wall then lowers and reveals a sample of cotton, as it comes from the machine, following this another sample illustrating the process of refining and carding. Several additional operations are shown.



GARZA SHEETING
Uniform quality Economically priced
GARZA
Sheets and Pillow Cases, light in weight, yet strong and durable.

When You Need Sheets, Sheeting or Pillow Cases, Buy

GARZA

Stambaugh Dry Goods Co.
HEREFORD TEXAS

Pickwick Service

THE REVISED SCHEDULE

There has just been a revision in the schedule of Pickwick Stages operating through Hereford. The newly announced schedule is as follows:

East Bound	West Bound
9:25 a. m.	9:45 a. m.
1:45 p. m.	4:25 p. m.
10:35 p. m.	8:55 p. m.

Local Agent, Corner Drug Store, Hereford, Texas.
Phone 105 for Information.

CLASSIFIED

For Sale or Trade

FOR SALE OR TRADE—\$3,000 equity in 320 acres land; all smooth; ideal location; close to school and highway. BOX 135, Hereford, Texas. 48-1tc

FOR SALE OR TRADE—Twenty acres in cultivation; close in. Also have bundle maize, kafir and sorghum for sale. FRED MILLARD. 88-1f

For Sale

FOR SALE—Turkeys weighing from 7 to 11 pounds, at 25c per pound. W. O. MILES, Phone 9001F12. 48-2tp

FOR SALE—200 pure bred White Leghorns at a bargain. T. D. MOSS. 48-1tp

FOR SALE—Crop payments quarter or half section in Township 2B3 this county; will erect house or furnish material to proper parties. Write H. C. LIVENGOOD. 48-4tp F13.

FOR SALE—12-foot Eclipse windmill, tower, pipe, cylinder and sucker-rod. Price \$25. E. W. HARRISON. 48-2tp

FOR SALE—Two Banded Rock cockerels, prize winning birds. Priced attractively. O. O. CUSTIS. 48-1tp

FOR SALE—Bundle sorghum and kafir, three cents per bundle at farm four miles southeast on Frio draw, at Brown place. Will deliver at stock pens or in town at five cents per bundle. E. F. CONNELL. 48-1tp

FOUR CLOSE-IN FARM BARGAINS—No. 1—N. E. 1-4 Sec. 76-K-3, 3 1-2 miles N. of Hereford, faces on 25-Mile Avenue. No. 2—Schafer place, 8 miles W. of Hereford, 1 mile S. of Westway. No. 3—W. 1-2 Sec. 36-K-3, located 4 miles N. E. of Hereford. No. 4—E. 1-2 Sec. 43-K-3, located 2 1-2 miles N. E., 170 acres in wheat. Small cash payment down, with ten years to pay, at 6 per cent interest. See L. BASKIN for particulars. 47-3tc

FOR SALE—Good kindling wood. See ARCH CONKLIN, the transporter. Phone 169 or 9014-47-2c

FOR SALE—Fresh country land. Phone 250, MRS. J. F. WARD. 48-1tc

I have several good city lots advantageously located near both the Central and high schools. Will sell for remarkably low prices. J. W. MURCHISON. 47-7tc

FOR QUICK SALE—Two or four 33x600 good used balloon tires and tubes. Phone 80. A. H. or J. B. ELLISTON. 48-1tc

FOR SALE—Big-boned bronze turkeys; Underwood strain; toms \$9.00, hens \$6.00. J. M. Bemaier, Hereford, Texas. 46-4p

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

Lost and Found

LOST—A yellow and white Collie, answers to name of "Dan." W. O. MILES, Phone 9001F12. 48-2tp

Wanted

WANTED—Unfurnished housekeeping rooms, close in. Phone 154. LES SMITH. 48-1tp

For Rent

FOR RENT—Light housekeeping rooms. Phone 43 or see MRS. J. W. ALEXANDER. 48-1f

FOR RENT—Two furnished rooms for light housekeeping. MRS. GRACE HUGHES, Phone 354. 48-1tc

FOR RENT—A good, five - room house; close to high school. R. L. ELLISTON. 48-1tp

FOR RENT—Furnished rooms for light housekeeping; one block north of high school. MRS. E. J. WILLIAMS. 48-1tp

FOR RENT—To couple, my home, furnished. MRS. T. D. MOSS. 48-1tp

NOTICE—The Hereford Benefit Association No. 1 will meet in my office, at the News Stand, Thursday, December 22, at 2:00 p. m., to elect officers for the ensuing year and to transact any other business that may come before the body. W. W. BENNETT, Secretary. 47-2tc

NOTICE—The Hereford Benefit Association No. 2 will meet in my office at the News Stand on Thursday, December 22, at 3:30 p. m. to elect officers for the ensuing year and to transact any other business that may come before the body. W. W. BENNETT, Secretary. 47-2tc

Dimmitt Castro County News

DIMMITT, Dec. 13.—J. B. Brooks returned Tuesday from a business trip to Oklahoma.

The committee for the Christmas tree is composed of: program committee, Mrs. H. F. Hunter and Mrs. C. A. Cryer; finance, Winifred Fuller, Jim Webb, Misses Zonell Brook and Norma Cowser; decorations, Mmes. W. G. Baxter, B. A. Fuller, E. R. Rutledge, Mr. and Mrs. Edwin Ramey and Harry Rothwell.

Born to Mr. and Mrs. Fred Stevens, December 7, a boy.

Rev. and Mrs. H. K. Monroe were in Dimmitt Monday enroute to Summerfield.

Miss Luella Thomas of Plainview has been visiting her aunt, Mrs. Harry Stalcup.

Rev. E. L. Naugle made a business trip to Plainview Friday.

W. D. Duree left Monday to attend the Insurance Association in San Antonio.

Mmes. Elva Baxter, Carson, Beale R. Gill and Miss Louise Watts were shopping in Amarillo Saturday.

M. T. Brigham and W. L. McCarty of Ralls were business visitors here the first of the week.

Mrs. Lula Harris who has moved here from Friona has opened up her bakery.

Mr. and Mrs. Edgar Ramey entertained with a turkey dinner one evening last week. A delightful evening was spent. Those attending were Messrs. and Mmes. Henry Stalcup, Bill Webb, W. D. and Dow Duree.

Dow Duree has installed a new radio.

Henry Stalcup and Dow Duree were in Lockney Sunday.

The Methodist Missionary Society gave an advertisers sale at the Barnett Hastings garage last Saturday. The remaining articles will be auctioned at 2:30 Saturday afternoon on the east side of the court house. Col. Ray Barber will be in charge. A number of the citizens have donated implements and other things for this sale.

A. & M. JUDGES WIN.

The A. & M. College of Texas poultry judging team, coached by D. F. Irving, of the college poultry husbandry department, won fourth place in the Mid-West Intercollegiate Poultry Judging Contest held recently at Chicago. The team was composed of the following students: F. C. Willard, Oldclings; F. V. Fitzhugh, Tolar; J.

of the right title, interest of the said A. D. Glava and Millie Glava in and to said property. Dated at Hereford, Texas, this 6th day of December A. D. 1927. CLAUDE BENTON, Sheriff of Deaf Smith County, Texas. 47-3t

SATURDAY SPECIALS

Merit Milk Maker, 100 pound sack \$2.45
Shorts, 100 pounds \$2.20
Bran, 100 pounds \$1.75

A FULL LINE OF MERIT MIXED FEEDS.
West Texas Feed & Seed Co.
E. E. HICKS, Manager
Phone 265 We Deliver

R & F GROCERY

The Palace Market

SATURDAY SPECIALS

Best quality strip bacon, per lb. 35c
Best quality sliced bacon, per lb. 38c
Dry salt bacon, per lb. 19c
Smoked bacon, 75 per cent sugar-cured, per lb. 28c
Peaches, gallon 48c
Jam, one pound jar 20c
Clothes pins, two dozen 5c
Compound, 8 lbs. (regular price) \$1.35
Shelled pecans, per lb. (regular price) - \$1.00

WE DELIVER PHONE 293

CLOSING OUT SALE

I am closing out my entire stock of goods to make room for new merchandise and will sell at cost and less. Here are a few of the big bargain items:

NAILS, per pound 3 1/2c
BOLTS, per lb. 15c
SHOTGUN SHELLS, 12 gauge, box 85c

JEWELRY AT HALF FORMER PRICE.
Everything Else at Proportional Reductions.

C. P. Cockrell
Former Post Office Building.



A Most Exceptional Display of Christmas TIES

Genuinely Christmas, these ties—Just the colors and patterns, too, that men would select for themselves. Each one in a Christmas box, ready to give. A wide assortment of bow and four-in-hands. Priced at 95c Each

Shambaugh Dry Goods Co.
HEREFORD TEXAS

For Christmas Suggestions Come to The Popular Store Gifts for the Entire Family

MEN AND BOYS
"Give a man something that he can wear, and you have a friend for life." The useful and attractive gifts will make the strongest friendships stronger.

- Suits
- Overcoats
- Sweaters
- Gloves
- Underwear
- Shoes and Oxfords
- Shirts
- Silk Socks
- Belts
- Hats and Caps
- Handkerchiefs
- Ties
- Etc., Etc.

LADIES AND MISSES
With a few of these choice gift items, you can change her, "I haven't a thing to wear" to an exclamation of delight.

- Silk hose of all kinds
- House Slippers, leather and felt
- Handkerchiefs
- Gloves
- Fancy Shoe Trees
- Garter and Handkerchief Sets
- Silk Bloomers
- Silk Gowns
- Silk Underwear, a beautiful assortment
- Blankets

Buy Useful Gifts Buy at a Saving AT The Popular Store
Santa Claus Headquarters Hereford, Texas

Free Show

"The LAY OF A HEN"

A COMEDY IN FOUR ACTS
Wednesday, Dec. 21
8:00 P. M.

AT HIGH SCHOOL AUDITORIUM, HEREFORD.
A humorous, educational play, containing a wealth of sound, practical information on successful poultry raising. Contains wit, humor and good, clean comedy.

After the play there will be given FREE A DRY MASH SELF-FEEDER.
No admission will be charged—everything free. Nothing to sell—No advertising.

PRESENT THIS COUPON AT DOOR

Name _____
Address _____
No. of Chickens _____

THIS PLAY SPONSORED BY
JONES & McLEAN
Hereford, Texas.

PANHANDLE DEVELOPMENT HEADS IMPORTANT TOPICS DISCUSSED IN CLUB MEETING

Amarillo was the scene on Dec. 8 of a conference of representatives from a number of Panhandle communities that had for its object devising of ways and means for securing immigration into the rural sections of the Panhandle. Over seventy representatives attended.

H. H. Haines, of the Amarillo Board of City Development, was named permanent chairman and J. E. Biggs was elected secretary. In opening the conference it was stated the purpose was to consider the advisability of encouraging an intensive concerted effort of immigration, no definite plan being promulgated, and that no definite plans were to be considered at this meeting, but that the time would be given to discussion of the advisability of devising some plan for encouraging immigration if that was considered advisable by the conference. Discussion was invited and was accepted by a number of delegates. An address by J. E. Hoover of Canadian, opened this discussion, and he was followed by others, among them being E. B. Black and T. E. Seigler of Hereford. At the conclusion of this discussion, Hon. Lee Satterwhite moved the appointment of a committee of one from each county to devise plans for encouraging immigration, particularly from the agricultural states of Kansas, Nebraska, Illinois, Indiana, Wisconsin, Michigan and Minnesota, to report at a later conference to be called when the committee reported its work finished. The trend of the various speeches was that the farmers in the territory to be canvassed were farmers already educated to the diversification idea, that they were farmers who have been successful, who were farming land worth \$20 to \$40 per acre and had means to buy land in the Panhandle, pay for it, improve it and cultivate it as they do the more expensive lands where they now reside; and by bringing such farmers here to encourage by example those here to greater diversification activities, supplementing the work of the A. & M. College. Feed the feed raised in the Panhandle and sell the finished product instead of shipping the feed, seemed to be the prevalent idea.

No definite action was taken as to methods of publicity, but suggestion of a composite exhibit train to visit the territory it is proposed to canvass met with favor. A publicity campaign in newspapers and by pamphlets and direct by mail advertising supplementing the exhibit train was also urged by some, while others were in favor of a campaign of five years or more. Figures indicated the present immigration has come largely from Central and East Texas, and that this immigration varied from 10 to 30 per cent purchasers of land, others being tenants of rather un-

stable tenure of location. E. B. Black of Hereford was elected chairman of the committee on ways and means. Several counties turned in names of their representatives on this committee, among them being Carson, F. H. Hill, Panhandle; Hall county, J. C. Wells, Memphis; Hale, C. G. Goodwin, Plainview; Floyd, O. P. Rutledge, Floydada; Deaf Smith, T. E. Seigler, Hereford; Swisher, Dr. J. W. Stevens, Tulia; Moore, Bob Powell, Dumas; Randall, O. W. H. Cook, Canyon; Oldham, Dr. O. H. Loyd, Vega. The afternoon session was more vigorous and enthusiastic than the morning session, and at its conclusion the delegates broke up into groups and continued the discussions, this first effort to include an extended area of the Panhandle in a comprehensive effort to secure immigration into that section. The date for the further assembling of the conference will be announced as soon as the committee has made its report.

Farm and Home Train Operated Through State

A Texas Farm and Home Demonstration Train will be operated by the Santa Fe Railway in cooperation with the Texas A. & M. College in January and February next, announces R. H. Allison, vice president and general manager, and T. B. Gallaher, general freight and passenger agent with headquarters in Amarillo.

This train will include a six weeks tour of the Santa Fe Railway line in Texas at Navasota January 10th. The first meeting in northwestern Texas will be held at Snyder February tenth and the closing meeting at Follett on February 25th. About fifty meetings will be held on the Plains. J. F. Jarrell, manager of the Agricultural Development Department, will be in general charge of the enterprise. J. D. Tinsley, General Agricultural Agent, will handle the program and details of the local meetings.

The A. & M. College will send its star men and women speakers. There will be four cars of exhibits. At all outdoor meetings an electrically controlled voice amplifier will be used. A practical and varied program has been worked out and the exhibits and lectures will bring to the attention of the farmers the results of late experiments and investigations along lines of better profits and better living on the farm. The meetings last from two to three hours.

This will be the finest and most

up-to-date demonstration train ever operated in Northwest Texas. This train will reach Hereford on Tuesday, February 21, at 9:00 a. m. and Friona at 1:30 p. m. of the same day.

COMMUNITY SALE

Col. Ray Barber has been secured to conduct the community auction sale to be held at Dimmitt next Saturday, December 17. According to present plans every farmer having any merchandise to sell may bring it to Dimmitt at that time. Proceeds from the sale will go to the Methodist church funds.

NOTICE

The Commissioners' Court of Deaf Smith County, Texas, will receive bids on one or more dual blade power road maintainers on January 9th, 1928. The Court reserves the right to reject any and all bids.

EARL W. WILSON, County Judge.

Fortune Teller—Beware of a handsome, tall blonde! Weary Willie (sadly)—Too late, I've married her.

Young Matrons Club Meets at Henslee Home

Eleven members were present at the regular meeting of the Young Matrons Missionary Society of the First Methodist church which was held Tuesday, December 13, at the home of Mrs. Henslee. The following program was presented: Opening song, Club Prayer, Mrs. Smith. Lesson, "The Social Progress in a Changing Heart," led by Mrs. Dowell, assisted by Mmes. Douglas, Henslee and Lancaster. Mrs. E. C. Eubanks will be hostess to the club at its next meeting Tuesday, December 20, at 2:00 p. m.

CLARENDON, Dec. 13.—Recently L. B. Cooper, Dean-Director of Clarendon Municipal Junior College, let it be known that a representative from the State Department of Education will visit the College soon after the holiday season for the purpose of rating the institution. The officials are confident that the school will be rated as a first class junior college. This rating would entitle those who do satisfactory college work

to receive an elementary or secondary school certificate.

"Oh, yes," she said, "we can trace our ancestors back to—well, I don't know exactly who, but we've been descending for centuries."

Marcelling 50c
Haircuts 50c

MRS. SAM HUTSON
MISS GLADYS VANCE

At Sprouts-Crooks

FOR QUICK JOB SERVICE SEE THE BRAND.



Unexcelled Luncheon Service

Hereford's newest Confectionery offers you attractive, up-to-date service. Sandwiches and hot drinks are our specialties.

You will find here also a complete line of Chase's Candies, as well as stationery, perfumes, periodicals and drug sundries.....

The Chocolate Shop



OUR CHRISTMAS SPECIALS

—Standing supreme at the head of list of gifts are gifts to wear. Such gifts, always in the best of taste, are particularly appropriate during the Holiday Season.

SWEATERS

—Men's, Boys' and Ladies' Sweaters. Most of them are the famous "Bradley" Sweaters. "Slip Into a Bradley and Out-of-Doors." Your choice, 20 PER CENT DISCOUNT.

BLANKETS

—Blankets in wool and part wool and cotton; plain colors and fancy plaids. Christmas special at 20 PER CENT DISCOUNT.

LADIES' DRESSES

—One lot of new Spring Silk Dresses in crepes only. In all the new spring colors. Christmas special price, ONLY \$9.95

MEN'S SUITS

—Hart Schaffner & Marx, Curlee and Merritt Suits—all leaders in their respective lines. Every suit guaranteed to give you absolute wearing satisfaction or you will be given a new one. —From now until December 24, your choice of Men's Suits at a 20 PER CENT DISCOUNT.

Nothing reserved, they are all included.

MEN'S OVERCOATS

—Absolutely the last word in fashion circles are these fine tailored coats; styled to please the most fastidious and priced for all of us. Going in the Christmas Special Sale at a 20 PER CENT DISCOUNT.



SHOES—SHOES—SHOES

—Men's, Boys', Ladies' and Misses' Shoes, Oxfords and Slippers. A special reduction of \$1.00 will be made on each pair from \$4.50 up.

LADIES' COATS

—Continuing our astounding sale of Ladies', Misses and Children's Coats at the amazing reduction of 33 PER CENT OFF.



VERY SPECIAL

—Luggage of all sorts, including trunks, suit cases, hand bags and hat boxes. All beautiful, sturdy luggage which will give a lifetime of satisfaction. 20 PER CENT DISCOUNT

Don't miss this extraordinary opportunity to buy quality standard merchandise at standard prices, LESS OUR CHRISTMAS GIFT TO YOU OF FROM ONE-THIRD TO ONE-FIFTH DISCOUNT.

Fox Mercantile Company

NOTE—Our Chest of Silverware will be given away at 4:00 p. m., Saturday December 24. Try to be present at that time. "M" Store will give theirs at 3:00 p. m.

She Prefers Holeproof Hosiery



\$1.95

Three Pair \$5.50

No. 3000—A highly styled, full fashioned medium weight service hose with a pure thread silk leg from top to toe. An interlining of fine yarn in the garter top and foot as well as the Ex Toe and toe guard adds to the service. Especially low-cut silk faced sole.

\$2.95

Three Pair \$8.25

No. 2500—The aristocrat of full fashioned chifons. A cobwebby stocking exquisitely French. Sheet silk of sparkling clarity to purple picot edge top. Ex Toe and toe guard for extra protection.

in shades created by Lucile...Paris, world famous stylist.....

Silken stockings are the smartest of gifts—especially when they have a French accent. She will be delighted if you give her exquisite Holeproof Hosiery. It bears the undeniable stamp of Paris—the capital of fashion.

—Wrapped in attractive French Christmas boxes, Holeproof Hosiery will make an ideal gift. We will help you select the correct shades and styles.

Strambough Dry Goods Co.
HEREFORD, TEXAS

**ATWATER
KENT
RADIO**

**1928
prices**



Moore's Radio
Speaker \$24

Moore's 30 Receiver \$65

ENORMOUS public demand made these sensational new prices possible.

Come in and see what good sound radio really is—and how easy it is to buy.

Orr's Tailor Shop
HEREFORD, TEXAS

City Loans

Payable Monthly; Lowest Interest rate; quick service, inspection and titles passed by our office.

Let us take up your present in debt and make it mature to suit your income and ability to pay
RALPH BARNETT,
Manager.

The Whittington Clinic

H. D. Whittington, M. D.
Diagnosis, Surgery, Consultation.
J. R. Lemmon, M. D.
Infant Feeding and Diseases of Children.
J. W. Hendrick, M. D.
Internal Medicine, Diseases of Women, Obstetrics.
603-4-5 Olive Bank Building
AMARILLO.

FAIRBANKS-MORSE
Home Light Plant



Brings city conveniences and modern comforts to the farm home. Pay for it as you use it.

DUNLAP & SON
HEREFORD, TEXAS

For colds, grip and flu take



Relieves the congestion, prevents complications, and hastens recovery.

Xmas Trees

Just Received a Load of Nice Cedar Trees—
FRESH FROM THE BREAKS!

PRICE 50c to \$1.00

Buy Your Christmas Trees Now At

Golden Rule Produce

Phone 108



Hereford, Texas, Dec. 4, 1927.

Dear Santa:
I am a little girl. Please bring me a little doll, candy, apples, oranges and nuts. And bring baby slater a doll. Yours truly,
ETHEL WEBB.

Hereford, Texas, Dec. 4, 1927.

Dear Santa Claus:
I am a little boy 7 years old. Please bring me a little truck and some candy, apples, oranges and nuts. Yours truly,
MELVIN WEBB.

Route One.

Dearest Santa:

I received your letter today. I am so proud of it and I am going to show it to everyone I see when Dr. Gabbert will let me outdoors, you know I have scarletina and have been in bed nine days. gee I wish I could get up but I'll have to stay here until I get well so I sure will be up when you come. Santa did you stay at the Hotel Statler in St. Louis where my auntie and uncle staid, is that where you saw them last week when you wrote me? I am getting awful tired but I am going to write all of this on the type-writer by myself, mother is telling me how to spell most of the words. Will you please bring me a pair of cowboy chaps, a toy pistol and a really live pony, not a toy one. Now I just wonder if you will have room to bring it but I suppose if you didn't you could hitch it up with your reindeers, it could keep up with them couldn't it? I don't have a place to put it but shoot I could fix a little pen for it you know what I want if for don't you? So I can ride to school. I could take Violet first then I could go on to my school. Just tie it on the front porch and I will see find it after you're gone. We will leave you a cup of hot coffee and if you want anything else look in the frigidaire and maybe mother will have something you like in there. Bring violet and mother and daddy my teachers Miss Russell and Miss Dessie mae something nice and all the other little children too. I want some nuts if you have any left please. There will be a good warm fire in the living room if you are cold, say Santa just put my pony in the hall if it is real cold outside and I will have daddy leave a tub of water at the faucet in the front yard so the little reindeers can get a nice drink. I have tried to be a nice boy and go to sunday school every sunday until I got sick. Santa, Virginia Erle said she tho't you were kin to Jesus cause you were so good just like Jesus, and I think you are too, are you? I hope you are. With just lots of love,
FRANK OWEN MARRS.

Amarillo, Texas, Nov. 30, 1927.

Mr. Santa Claus,
Care Hereford Brand,
Hereford, Texas.
Dear Santa:
We have been very good this year and tried to help our mother as much as we could. I helped my mother wash dishes and clean up the yard. Isn't that good? I think so. Oliver would like to have some new play toys and silk stockings, candy and nuts. I must say here, dear Santa, that Oliver is only one year and four months old, but I am sure that he will enjoy these things very much. I am six years old and I would like to have a pair of boots, a real hobby horse, books, gun, candy and nuts. Santa, I thank you very much for all of these things. Good bye.
OLIVER WILSON and PAUL JR. FOSTER, Hereford, Texas.

Hereford, Texas, Dec. 5, 1927.

Dear Santa:
I have been a good girl this year. Please bring me a doll bed, tricycle and a little bear. You will find my stocking where you did last year and don't forget the candy and nuts. Lots of love,
VIRGINIA McDONALD.

Hereford, Texas, Dec. 5, 1927.

Dear Santa:
I am a little boy 5 years old and I am anxious to have you come to see me Christmas. I want a great many things. I want a violin (a big one), a pop gun, a set of tools, and Santa, be sure there is a plane in it, any size. I also want some books and a tinker toy. Be sure to go to see Virginia Earle and L. A. Your little friend,
MORRIS EASLEY.

Hereford, Texas, Dec. 10, 1927.

Dearest Santa:
I am going to tell you what I want for Christmas. I live in the country and go three miles to school. I want a sweater, some pretty handkerchiefs and a fountain pen, some fruit, nuts and candy. Don't forget other little girls and boys. Be good to all of them and don't forget my little brother and sister. Bring mother and daddy a lot of pretty things too, and don't forget me. Your friend,
CATHERINE RICKETTS.

Summerfield, Dec. 3, 1927.

Dear Santa:
We are two little girls 2 and 4 years old and we live 1 1/2 miles west of Summerfield. I am sure you will remember us because you were so nice to us last year. We want a little red table and chairs and some dishes and a doll each and baby sister wants a little rocking chair like the one you gave me two years ago. Lovingly,
BETTYE JOE and GERALDINE KENDALL.

Hereford, Texas, Dec. 8, 1927.

Dear Santa Claus:
I am a little girl six years old and I go to school and am in the first grade and I have been a real good little girl all year, so will you please bring me a big mama doll that goes to sleep and has real hair and a little broom to sweep with a little doll suit case, pocket book, gloves and a wrist watch and I will hang up my stocking for you to fill up with candy, nuts and fruit on Christmas Eve, so be sure and don't forget to come to my home on West Fourth Street. Your little friend,
LORRAINE SUTTON.

Hereford, Texas, Dec. 7, 1927.

Dear Santa: Merry Christmas. Please bring me a ferris wheel and flying machine, and a football, nuts, candy and apples. Your little friend,
JAMES DOYLE DIXON.

Summerfield, Dec. 10, 1927.

Dear Santa Claus:
I guess you think I have forgotten you but I haven't though. I am glad that Christmas is most here. I will tell you what I want you to bring me. Please bring me a set of knives, spoons and forks, a ring, a doll, a box of candy and please don't forget fruit, nuts and fire crackers. And don't forget other little children. Be sure you don't forget my little baby brother, which we didn't have last Christmas. I am nine years old. I will close, by-by. Your little friend,
JOYCE DAVIS.

Hereford, Texas, Dec. 11, 1927.

Dear Old Santa:
It's almost time for you to come to see us again. I can hardly wait. If you think it isn't too much I would like for you to bring me a doll buggy, doll and set of living room furniture and please don't forget my little cousins. Have been listening to you over the radio and trying to be a good little girl like you said. Will thank you as much for these things. Lots of love to you and Mrs. Santa. Your little friend,
ILA MAE JOHNSON.

Hereford, Texas, Dec. 11, 1927.

Dear Santa Claus:
I would like for you to bring us a set of dominoes, two doll buggies, two rings, two wrist watches, a vanity case, two dolls, some candy, fruit and nuts. Please.
LONE ANNA LEE and LAVERNE FRYE.

Hereford, Texas, Dec. 12, 1927.

Dear Santa: Please bring me a doll buggy, a doll and some little dishes, some forks, a little blanket and quilt like mother's, and a little cradle for the baby. I have lots of nuts, candy and fruit. I've been a nice girl so hurry over and I'll hang up my stocking.
ELLA PAULINE DIXON.

Dear Santa Claus:

I am a boy seven years old. I want a bicycle, football, modelling clay and a \$15 fire truck.
DONALD GAETZ.

Dear Santa Claus:

I am a boy ten years old. I don't want very much this year, but I want some modelling clay.
JOSEPH HUCKERT.

Hereford, Texas, Dec. 12, 1927.

Dear Santa Claus:
I am trying so hard to be a good girl and to mind muddle and daddy, for I want you to please bring me a tricycle, a doll and doll buggy, a table like Ila's Mae's, a gun like Jack's and a ukelele like Dodo's, some candy and nuts. If I'm not asleep when you come I promise not to peep, 'cause I don't want you to throw pepper in my eyes. We will leave the fire stop out so you can get in and will leave a dish of candy on the cabinet for you. Please bring Lee, Ila Mae, Jack and all of the other

ENJOY CHRISTMAS. . . .

Get your repairing, whether it be on the heating system of your house or on your farm machinery, all complete and out of the way. For expert repairing work of all kinds, call the
HEREFORD SHEET METAL WORKS

Stop That Itching.

Use Blue Star Soap to clean the affected parts, then apply Blue Star Balm. It penetrates the skin, kills out the germ, stops the itching at once, and restores most cases to a healthy condition. Scabies, Tetter or Cracked Hands, Poison Oak, Ringworm, Sores, Blisters, Feet Sore, Old Skin Sores—all of these have yielded to its wonderful healing power. 60c and \$1.00 a Jar; Soap 25c

City Drug Store

Beautiful Gifts

We have the most complete line of Gifts that we have ever stocked. Let us help you with your gift problems. Something you'll want for every member of the family.

Anthony Furniture Store

For Immediate Delivery

WHIPPETS—any body line or paint job you might want. Don't forget you still have time to buy one for CHRISTMAS!

Also a number one Ford Touring, 1927 model, priced to sell.

Whippet-Knight Motor Company

DR. T. M. MONTGOMERY

Associated With Hyden's
620 Polk Street
Amarillo, Texas

—Will be in Hereford First and Third Tues days in each month. Eyes tested and glasses fitted. Office Ray's Jewelry Store.

It's Going Good

The vast enthusiasm with which the people of Hereford have received our gigantic Christmas Sale is very encouraging. Have YOU been in yet to examine the complete assortment of gifts of all sorts which we have stocked especially for this occasion? A visit to our store will pay you well.

Hardware **DUNLAP & SON** Hereford

Dawn, Texas, Dec. 4, 1927.

Dear Santa Claus:
How are you? I am just fine but I have got a cold. I am going to school. I am in the fourth grade, my teacher name is Miss Annie Lora Lovelace and my name is Romana Straub. I have one sister and three brothers. My sister's name is Anna Marie and my brothers' names are Albart, Herman and George. When you come around I hope their wont be any snow on the like last year and bet you nearly froze your toes off—I no I did. We are going to have a Christmas tree in the house. I would like to have a girl's dresser set and a wagon, a ironing set and a great big doll and pair of house slippers and a pair of 'kers-huff. Pleas bring me some candy, apples, oranges, nuts. That is all I want and mother would like to have a pocketbook an a pair of house slippers an a pair of gloves, and daddy would like to have a pipe, a pair of felt shoes an a box of cigars. Yours truly,
ROMANA STRAUB.

Other Santa Claus letters will be found on other pages of The Brand.

Hereford, Texas, Dec. 7, 1927.

Dear Santa: Merry Christmas. Please bring me a ferris wheel and flying machine, and a football, nuts, candy and apples. Your little friend,
JAMES DOYLE DIXON.

Summerfield, Dec. 10, 1927.

Dear Santa Claus:
I guess you think I have forgotten you but I haven't though. I am glad that Christmas is most here. I will tell you what I want you to bring me. Please bring me a set of knives, spoons and forks, a ring, a doll, a box of candy and please don't forget fruit, nuts and fire crackers. And don't forget other little children. Be sure you don't forget my little baby brother, which we didn't have last Christmas. I am nine years old. I will close, by-by. Your little friend,
JOYCE DAVIS.

Hereford, Texas, Dec. 11, 1927.

Dear Old Santa:
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ILA MAE JOHNSON.

Hereford, Texas, Dec. 11, 1927.

Dear Santa Claus:
We have been very good this year and have helped mama lots, and we are very anxious for you to come. I. M. L. wants a train with water tank and bell, a garage and racer and a steam shovel. Virginia and Margaret want a stool and buggy and cedar chest and a set of dishes. Please don't forget little Billie. He wants four tinker toys and teddy bear. We all want candy, oranges, apples and nuts. Thanking you in advance for your nice present, we will close.
M. L. VIRGINIA and MARGARET SIMPSON.

Hereford, Texas, Dec. 4, 1927.

Dear Santa Claus:
Please bring me a tractor set, a book of fairy tales, a little gun, a banjo uke, nuts, candy, oranges, apples.
EARL JUNIOR LANCE.

Hereford, Texas, Dec. 4, 1927.

Dear Santa Claus:
We have been very good this year and have helped mama lots, and we are very anxious for you to come. I. M. L. wants a train with water tank and bell, a garage and racer and a steam shovel. Virginia and Margaret want a stool and buggy and cedar chest and a set of dishes. Please don't forget little Billie. He wants four tinker toys and teddy bear. We all want candy, oranges, apples and nuts. Thanking you in advance for your nice present, we will close.
M. L. VIRGINIA and MARGARET SIMPSON.

Hereford, Texas, Dec. 11, 1927.

Dear Santa:
I have tried to be a good girl all year, and I want you to bring me a pair of pretty bed room slippers and lots of candy and oranges, nuts and toys. Don't forget my little brother, Sonny. He wants a tool chest, tinker toy and tractor. Your little friends,
KATHERINE and EDWARD FULLWOOD.

P. S.—I also want a tricycle and don't forget the orphans and send them a present.

Hereford, Texas, Dec. 10, 1927.

Dearest Santa:
I am a little boy six years old. I want you to bring me a wagon and popgun, some fruit, candy and nuts. I hope all the other little boys and girls get something, too. Your little friend,
GLENN RICKETTS.

Hereford, Texas, Dec. 12, 1927.

Dear Santa: Please bring me some dishes and twin dolls, table and a stove. Your little friend,
LURLENE DIXON.

Hereford, Texas, Dec. 12, 1927.

Dear Santa Claus: I would like for you to bring us a set of dominoes, two doll buggies, two rings, two wrist watches, a vanity case, two dolls, some candy, fruit and nuts. Please.
LONE ANNA LEE and LAVERNE FRYE.

Hereford, Texas, Dec. 12, 1927.

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I am a boy ten years old. I don't want very much this year, but I want some modelling clay.
JOSEPH HUCKERT.

Hereford, Texas, Dec. 12, 1927.

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Old Doc Bird Says:

When my shoes wear out I will be on my feet again.

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Bring us your

POULTRY, EGGS, CREAM, HIDES

We pay cash market prices.

GOLDEN RULE PRODUCE CO.

Phone 108

LIFE INSURANCE and FARM LOANS

Frank Barber

Representative SOUTHWESTERN LIFE INSURANCE CO.

BLACKSHEEP!

By Meredith Nicholson

Illustrations by Henry Jay Lee



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(Continued from Last Week.)

At the conclusion of the number, Isabel remained, to Archie's discomfort, at the farther end of the platform and when he hurried forward in the hope of detaching her from the group that surrounded her, she did not see him at all, which was wholly discouraging. A partner sought her for the next dance and as the music struck up he made bold to accost her.

"I am not to be cided," he said. "I must have at least one dance."

"My card is filled—but I am reserving a boon for you. You shall have the intermission."

He passed Ruth, returning to put herself in the path of her next partner.

"This is your punishment for coming late!" laughed the girl. "How perfectly ridiculous you two men are!"

"Suppose we talk a bit," said the Governor when they had found a bench on the lawn.

"It's nearing the end," he said solemnly. "There are other changes and chances, perhaps, but the end is in sight. The whole thing was unalterable from the beginning, it makes little difference what we do now. And it's you—it's you that have brought it all about. We are bound together by ties not of earthly making."

"You are beginning to believe at last?"

"I don't know what to believe," Archie answered slowly. "Just how much do you understand of it?"

"Precious little! Your Isabel and my Ruth are friends, quite intimate friends indeed. That's news to you, isn't it?"

"Most astonishing news."

"And now I'll prepare you a little for what I prefer you should hear from Isabel—I got it from Ruth—you're not quite finished yet with that pistol shot in the Congdon house. It seems to be echoing round the world."

"In spite of my warnings you continue to follow me!" said Isabel when they were established in the supper room.

"Age we to have another row? I don't believe I can go through with it."

"No; for rows haven't got us anywhere. And Ruth whispered to me a moment ago to be very nice to you. While the gentleman on the other side of me is occupied we might clear up matters a little."

"It's not in my theory of life to explain things; I tried explaining myself at Portsmouth and again at Bennington, but you were singularly unsympathetic. Please be generous and tell me why you were skipping all over New England, darting through trains and searching hotel registers and manifesting uneasiness when policemen appeared."

"It occurred to me after the Bennington interview that I might have been unjust, but I was in a humor to suspect everyone. When you said you'd shot Putney Congdon you frightened me to death. Of course you did nothing of the kind!"

"This is wonderful chicken salad," he said hastily. "I beg you to do it full justice. The people about us mustn't get the idea that we're discussing homicide. Now, shot Mr. Putney Congdon and in going away from the scene of my bloodshed I was guilty of other indiscretions that made me chatter like a maniac when I saw you."

"My own nerves had gone to pieces or I shouldn't have flared as I did at Portsmouth and I was even more irresponsible when I saw you in that parlor car at Bennington. And please don't think that because I am showing you so much tolerance I am wholly satisfied that you weren't trying to thwart my own criminal adventures. When we met at Portsmouth I was trying to meet poor Mrs. Congdon somewhere to help kidnap her little girl!"

"Edith—a lovely child," Archie remarked and picked up the napkin that slipped from her knees and enjoying her surprise.

"If I hadn't been warned by Ruth that you were to be trusted in this business I should begin screaming. How did you know the child's name? What do you know about the Congdons?"

"Volumes! Let my imagination play on your confession. You were trying to find Mrs. Congdon and whisk the child away to your camp when I ran into you. You missed connections with the car and thought I was trying to embarrass or frustrate you? I had troubles of my own and you couldn't have done me a greater wrong!"

"Mrs. Congdon was in a panic when I saw her."

"I don't know what to believe," Archie answered slowly. "Just how much do you understand of it?"

to avoid her husband; but it was really her father-in-law who was pursuing her. Mrs. Congdon loves her husband and from what Ruth says he's devoted to her, but the father-in-law is a malicious mischief maker! I came here to meet Ruth, who is an old friend of hers hoping she might be able to deliver the little girl to me undetected. I was to run with Edith as hard as I could for Heart O' Dreams, my girls' camp, you know, up in Michigan."

"How stupid I am! With a word you might have made unnecessary our two altercations. We have but a moment more, and I shall give you in tabloid form my adventures to date."

Of the Governor he spoke guardedly, finding that Isabel knew nothing about him beyond a shadowy impression she had derived from Ruth that he was a wanderer who had charmed her fancy. When he finished he said:

"We can't stay here, any longer I suppose; there's a young blade at the door looking for you now. Is there any way I can serve you?"

"Ruth has explained all that to Mr. Saulsbury for me. She felt sure that he would help; and, believe me, I have confidence in you."

Archie and the Governor walked back to the hotel in the best of humor. As they crossed the lobby the Governor suddenly slapped his pockets and walked up to the cigar stand. A tall man in a gray traveling cap was talking earnestly to the clerk, meanwhile spinning a twenty dollar gold piece on the show case. The Governor purchased some cigarettes and while waiting for change nodded to the stranger who absently responded and began tapping the coin with the handle of a penknife.

"Not many of those things in circulation nowadays," the Governor remarked, thrusting the cigarettes into his pocket. The stranger carefully inspected the two gentlemen in evening dress and handed the coin to the Governor.

"What d'ye think of that?" he asked.

The Governor turned the gold disk to the light and then flung it sharply on the wooden end of the counter where it rang musically. He handed it back with a smile.

"The real thing, all right! Like I had a couple of million just like it."

"It's a good thing you haven't!" the man remarked with a grin.

"It doesn't seem possible we can lose!" he said when they reached

their rooms. "There will be cross currents yet; but a strong tide has set in, bearing us on."

"That chap was Dobbs, a Government specialist in counterfeits, and that twenty-dollar piece had almost the true ring, but not quite. The man who turned it out showed me the difference only yesterday. Perky? Certainly! He said Eliphalet Congdon had taken a bagful to pass on the unwary. The old boy had changed a lot of them in New England and the Government is not ignoring the matter."

"You don't think old man Congdon has been here lately?" asked Archie.

"Only a day or two ago! I picked that up while I was buying my magazine. Congdon bought some stogies at the cigar stand and changed that twenty. We're all loaded for Eliphalet, Archie. After you told me your kidnapping story, I telegraphed to Perky for all the possible places where the old man might be. Perky has ranged the country with him and from his data we can keep tab on the old boy. Dobbs knows nothing of the kidnapping; it's the gold piece that interests him. I overheard enough to know we're on the right track. Eliphalet Congdon owns a farm in Ohio. Perky spent a month there boring out gold pieces. What we've got to do Archie, is to find the Congdon child and turn her over to your Isabel and my Ruth. A very pretty job, demanding our best attention."

"But we're not leaving here until—"

"You were about to say that we can't shake the dust of Rochester from our sandals before we've made our party calls. Alas, no! We shall not communicate with our ladies again. First we must justify their confidence in us and find the Congdon child. It's still the open road for us, Archie. Good-night and pleasant dreams!"

The new car which the Governor purchased proved to be a racer and he drove it with the speed of a king's messenger bearing fateful tidings.

"We ride for our ladies! Let the constables go hang."

At Buffalo the Governor made earnest efforts to rent a yacht, without confiding to Archie just what use he expected to make of it. No yacht being in the market, the Governor set about hiring a tug, and did in fact lease one for a month from a dredging company, paying cash and the wages of the crew in advance and reserving an

option to buy. The Arthur B. Grover was to be sent to Cleveland and held there for orders. He might want to negotiate the lakes as far as Duluth, he told the president of the company, who was surprised and chagrined when the singular Mr. Saulsbury readily accepted a figure that was intended to be prohibitive.

"We must be ready for anything," he remarked to Archie. "The signs point to a disturbance of great waters and there's nothing like being prepared."

At Cleveland Archie's last doubt as to his mentor's connection with the underworld of which he talked so entertainingly was removed. Reaching the city at midnight the car was left at a garage downtown and they arrived by a devious course at an ill-smelling boarding house. Here the Governor informed him, only the aristocracy of the preying professions were received.

Next morning Archie was dragged from the hardest bed he had ever slept in.

"No more scented soap!" cried the Governor. Here's where we get down to brass tacks and let our whiskers flourish."

"We shall leave this thriving city as farm hands eager to step softly upon the yielding clod. We go by trolley a little way, and if you have never surveyed the verdant Ohio Valley from a careening trolley car you have a joy coming to you. But don't assume that we shall ride all the way; it's afoot for us, Archie! We shall be tramps seeking honest labor, but awfully choosy about the jobs we take."

The first night they slept in a

barn, without leave, begged a breakfast and walked until Archie cried for mercy. At the end of the fourth day as they kicked their heels against the splendor of a bridge that spanned the Sandusky, watching the stars slip into their places in the soft, tender sky, the Governor's quick ear detected the step of a pedestrian approaching from the west.

Continued Next Week

Easter Items

A good crowd attended the play, "Always in Trouble," Saturday evening. This play will be presented at Jumbo next Saturday evening, December 17. Don't fail to see Lynn Axe as "Misery" and Bill Sullenger as "Tush." These two young men also put on some good vaudeville stunts. Other parts are taken by Lucyle Hughes, Eddie Lee Allen, Maurine Sullenger, Emerald Smith, Olive Stagner, Mrs. Chambless, Bill and J. B. Coonauger and Earl Sullenger.

Mr. and Mrs. Clayton Woolery visited in the W. J. Sullivan home Saturday night.

Miss Ilene Hughes of Hereford spent the week end with her sister, Miss Lucyle.

Mrs. E. M. Allen visited Mrs. Cary Frye, Friday afternoon. Misses Boyd, Hughes and Ilene Hughes were dinner guests of Mr. and Mrs. E. O. Dixon Sunday.

Tennie Terrell visited Annie Mae Smith Sunday.

Dan and Frank Allen spent the week end with their sister, Mrs. Sam Hunter at Jumbo.

Carl Frye and family and Earl Stagner ate dinner in the Chamberlains home Sunday.

Misses Brumley and Jones of Frio and Springer and Smith of Hereford attended the play Saturday night.

R. T. Green and Verle Sullivan returned from a hunting trip Sunday night.

Henry Allman remained in Floyd county for a few days visit.

Mrs. W. J. Sullivan visited Mrs. Terrell one afternoon last week.

Our next literary meeting has been postponed to Saturday night, December 31. A good program is planned and a feature will be a harmonica and Jew's harp contest. Anyone may enter.

Mrs. Walter Easter visited her mother—Mrs. W. B. Green, one day last week.

Carl Frye made a business trip to Amarillo Monday.



Santa Awaits Your Christmas Order

When you call 116 you will find Santa Claus waiting to fill your order for Christmas groceries. And what a liberal assortment of good edibles he has provided for your selection! Come in next time you're in town and let us help you plan your holiday menus.

MONT E. BAKER

GROCERIES

We Buy Eggs

SANTA SUGGESTS

That as long as you would rather give HIM something that he can use and that he will appreciate, you make him a present this Christmas of one of the new WILLARD batteries—for the car or for the radio. The best battery is the cheapest.

Willard Thread-Rubber Insulation Makes This Battery the Outstanding Leader In Its Field.

Willard Battery Station

VERN WITHERSPOON, Proprietor

DR. J. W. HENDRIX

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Second Floor Lambert-Backner Building,
FREE CONSULTATION AND ANALYSIS.

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HILL & RICKETTS

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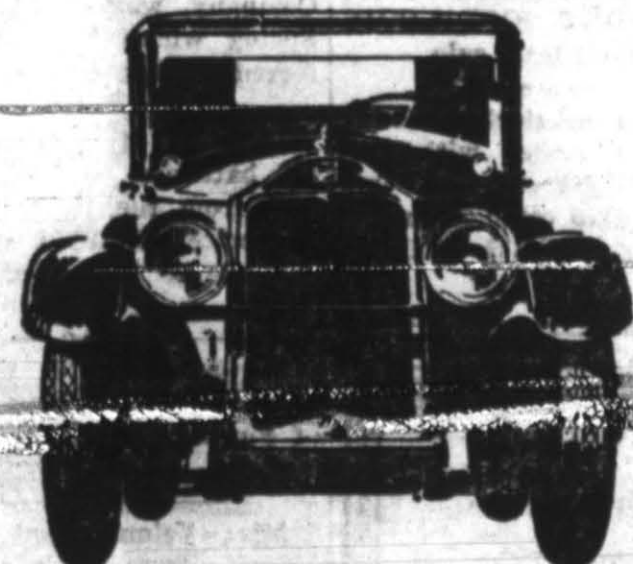
Our Christmas Gift



To each and every one of our patrons, we are going to give as a Christmas present one 100-watt lamp, wrapped in a beautiful Christmas carton.

There are no "strings" whatever attached to this gift, and we trust that you will accept your lamp and our best wishes for a merry and better-lighted holiday season. Please call at our office any time after tomorrow and receive your FREE LAMP.

Texas Utilities Co.



Make this Christmas last for thousands of miles

Buick for 1928 combines exquisite beauty with unmatched get-away, power and handling ease.

Step into our showroom today and select the model which is best suited to your family's needs. Pay on the liberal G. M. A. C. time payment plan. We'll make delivery on Christmas day—or whenever you prefer.

a Buick for Christmas

Norton Motor Company
Hereford, Texas

When better automobiles are built, Buick will build them

"Delighted"



She is sure to exclaim with delight when she finds that you have taken enough pride in your gift shopping to buy presents which are useful as well as beautiful. Utility gifts cost no more than mere "ornaments"—the only difference is that where one is forgotten in a week, the other serves as a remembrance the year around.

Here Are a Few of the Utility Gifts—

- Electric Percolators
- Electric Toasters
- Electric Waffle Irons
- Table Lamps
- Pyrex Ware
- Community Plate Silverware
- Cordovan Leather Handbags
- Half's Decorated Teapots
- Aluminum Ware Dishes
- Cui Glass
- Nut Cracker Sets
- All Sorts of Toys

Streu Hardware Co.

"Gifts of Utility Headquarters"

Our Holiday Line Is Complete for Man, Woman, Girl or Boy

—Djer-Kiss Sets
—Hudnut Sets
—Cutex Sets
—Hudnut's Perfumes
—Bath Salts
—Comb and Brush Sets

—Shaving Sets
—Military Sets
—Bob-Hair Sets
—Electric Irons
—Curling Irons
—Cigars

—Incense Burners
—Candlesticks
—Christmas Candles
—Christmas Decorations
—Christmas Greetings
—Christmas Boxes

—Christmas Seals
—Rubber Balls
—Footballs
—Harps
—Children's Books

—Bibles
—Fountain Pens
—Box Candies
—Pipes
—Tobacco

—Cigarettes
—Ash Trays
—Kodaks
—Kodak Albums
—Box Stationery

Phone 300

THE CITY DRUG STORE

Hereford, Texas

Hot Dogs Begin Complications In Comedy

A hot dog stand on the old Boston Post road starts the complications which make "Man Crazy," the amusing romance of New England, which comes to the Star Theatre here next Monday and Tuesday one of the most entertaining pictures of the year.

Dorothy Mackall and Jack Mulhall are co-featured in this picture, which was directed by John Francis Dillon and taken from

STAR THEATRE
HEREFORD, TEXAS

Friday Night Only
DECEMBER 16
"New York"
with
RICARDO CORTEZ, LOIS WILSON and ESTELLE TAYLOR.

Saturday Afternoon and Night
DECEMBER 17
"War Paint"
with
DOROTHY MACKALL AND JACK MULHALL.

Monday and Tuesday
DECEMBER 19-20
"Man Crazy"
with
DOROTHY MACKALL AND JACK MULHALL.

Wednesday and Thursday
DECEMBER 21-22
"The 13th Hour"
with
LIONEL BARRYMORE AND JACQUELINE GADSDON.

Friday and Saturday
DECEMBER 23-24
"College"
with
MILTON SILLS in "THE VALLEY OF GIANTS."
Lou Chaney in "LONDON AFTER MIDNIGHT."
Zane Grey's "FORLORN RIVER."

Time of Shows:
Evening Shows 6:45-8:25
Saturday Matinee 2:00-3:30

Grace Sartwell Mason's story in the "Saturday Evening Post," entitled "Clarissa and the Post Road." In the film, Miss Mackall is cast as the grand daughter of an aristocratic old lady of one of the fine families of New England. She horrifies her grand mother by establishing a hot dog stand on the Boston Post Road to help out a crippled boy. Then Mulhall, driving the fastest truck on the road, comes along and promptly falls in love with the pretty waitress at the establishment. And the fun begins!

According to Manager W. L. Pickett, when ever the team of Mulhall-Mackall starts out to make a comedy, one can count on them to produce a real one. In this instance they have not "fallen down on the job," and their mutual efforts go to make this as funny a picture as has been shown here for some time.

Popular Young Couple Married Last Saturday

An informal ceremony, Miss Fronia Matthews and John D. Phillip were united in marriage at St. Anthony's Catholic church at one o'clock Saturday, December 10, the Rev. Fr. Salvador officiating.

Miss Matthews is well known in Hereford and has a large circle of friends here. Mr. Phillip, of Flint, Michigan, is also well acquainted here, having lived here several years ago.

After an extended trip to Dallas, Gainesville and other Texas cities, where they will visit relatives and friends, Mr. and Mrs. Phillip will make their home in Amarillo.

Canyon Professor to Address Bible Class

"Religion in Europe" will be the topic of an address by Frank R. Phillips, of the department of agriculture at W. T. S. T. C., at the regular meeting of the Men's Bible Class of the First Baptist Church, to be held next Sunday morning at 9:30 in the Star Theatre building.

According to Rev. V. M. Cloyd, leader of the class, Mr. Phillips has just returned from an extended trip to Europe and has made an exhaustive study of conditions there. He will be speaking from recent first-hand knowledge. Members of the class and all others interested are requested to be present next Sunday.

BAKE SALE.
The Presbyterian ladies will hold a bake and apron sale Wednesday, December 21, at the Groceria. Coffee and light lunch will be served from 10:00 to 4:00.

School Opened At Wildorado On Last Sunday

WILDORADO, Texas, Dec. 12.—Dedication to the educational interests of this community of the new Pearce school house last Sunday occurred at eleven a. m. Judge B. F. Fronabarger, of Canyon, delivered a splendid address that was greatly appreciated by the people who had gathered from far and near for the ceremony. Following the ceremony one of the best basket dinners in the memory of the oldest inhabitant was served. Community visiting by the different families completed a day to be long remembered.

The new Pearce school district is composed of parts of both Deaf Smith and Randall counties and the site upon which the school is situated by L. A. Pearce. The building is of tile and is a distinct addition to the civic and scholastic achievements of this community. A very great deal of the social spirit and educational development here is due to the untiring and efficient efforts of Mrs. John Bolling, the present teacher of the Pearce school and a pioneer of intellectual development and social service in this section.

C. J. Paddock left last night to attend the clinic at the sanitarium at Temple.

Phone 332 for your Christmas tree. SKELTON'S.

—Have you noticed the big price reductions on all Atwater-Kent radios? ORR'S TAILOR SHOP.

All those knowing themselves indebted to me please call and settle. VOGELE MILLINERY PARLOR.

O. T. Byron is in Amarillo on business this week.

—Have you noticed the big price reductions on all Atwater-Kent radios? ORR'S TAILOR SHOP.

Mr. Ira Connell drove to Amarillo on business Monday.

Phone SKELTON'S and we will save you a dandy Xmas tree.

Take advantage of the wonderful bargains to be found at the STAMBAUGH DRY GOODS COMPANY'S big Christmas sale.

We have the all-electric radio. No batteries to bother with; direct from the light current. Our low price only \$175 complete, nothing else to buy. ORR'S TAILOR SHOP.

Mr. and Mrs. Frank Barber left Monday morning for an extended trip to Dallas and other Texas cities.

The largest stock of tires in town at RICE'S. All fresh stock.

Be sure to come in next week to see the miniature cotton mill in operation at STAMBAUGH'S. Interesting and instructive.

Mr. and Mrs. R. L. Horton of Cooper, Texas, are here this week visiting at the home of Mrs. M. E. Woolf.

Marcelling 50c. Phone 82 for appointment. MRS. FRANK MARRS.

W. E. Neal left this morning for Edinburg, Texas, where he will spend the winter.

Make Christmas complete with a tree. Phone SKELTON'S.

Please read our holiday ads on the back page. Our specials for this week are Mennen's Talc powder, 25c size for 17c; Listerine, \$1.20 size for 80c; Honey and Almond cream, \$1.00 size for 70c; and Pepsodent tooth paste, 50c size for 35c. Also many other real bargains. THE CITY DRUG STORE.

Rev. and Mrs. H. K. Monroe, of Lubbock, are visiting at the J. F. Ward home this week.

To make room for the new spring stock, I am making a big reduction on all winter hats. It will pay you to come and look them over. VOGELE MILLINERY PARLOR.

Husband or son would appreciate a new set of Sieberling (insured) tires for Christmas. RICE sells them.

Miss Irene Hughes spent the week-end with her sister, Miss Lucille Hughes of Easter community.

Why not get him a tire tester for Christmas? RICE sells them.

Miss Martha Duncan spent the week-end here.

Harold Spratt of Borger, arrived for a short visit with his parents, Mr. and Mrs. I. H. Spratt, last Wednesday night. Mr. Spratt who is employed by the Mariand Oil Company, was on his way to Big Spring where he has been transferred by his company.

We have the all-electric radio. No batteries to bother with; direct from the light current. Our low price only \$175 complete, nothing else to buy. ORR'S TAILOR SHOP.

Portugal, All that Wondrous Christmas Night, Mmes. Conewy, Mounts and A. C. Thompson; Violin Obligato, Mrs. Thompson.

Miss Veing Reed and C. W. Humble were week end guests at the home of Mr. and Mrs. J. D. Raymond of Higgins. Mrs. Raymond will be remembered as Miss Mary Hicks, who taught in the Hereford high school last year.

We have plenty of those nice little spruce pine Christmas trees at 50c up. SKELTON'S, Phone 332.

Mr. Joe Bodkin received a message Tuesday night advising her of the death of her nephew, Worley Bishop, of Marion, Ohio. Mr. Bishop visited here several times and had many friends in Hereford.

A. H. Elliston left Tuesday night for Temple, Texas, where he will go through the clinic at the sanitarium there. He was accompanied by his son, Pat D. Elliston.

Are your tires insured? We insure Sieberling tires for a year against all sorts of injuries, no matter how they occur. RICE sells them.

CHRISTMAS BAZAAR.

Fancy work and dressed chicken will be the featured items at a big Christmas Bazaar to be given by the ladies of St. Anthony's church at the City Bazaar on Saturday, December 17. Come and buy your Christmas gifts 40-50

Club Concert and Program Open Holidays

An open meeting of the Music Study Club was held on Monday afternoon, December 12, at the home of Mrs. Ray Conewy. The reception suite was darkened and appropriately decorated for the holiday season with mistletoe and Christmas emblems, making a lovely setting for a program of Christmas carols.

The meeting was opened with a speech of welcome to the guests by the president, Mrs. A. O. Thompson. Miss Swisher was leader for the day, and had arranged an unusual and interesting program of "Christmas Carols from Many Countries." Some of the numbers were made impressive by dramatization and pageantry.

The leader gave a talk on the season and explained some of the carols, which ranged in time from the Bohemian song of the sixth century to our American carol, "The Stars Sang Together," written in 1920 by Allen Eastman Cross, and sung to the old hymn "Aurelia." The program was opened by the guests singing "Joy to the World," the music of which has been adapted from Handel's "Messiah," and the club members answering in the antiphonal manner with "Noel, Noel."

Flags of each nation were displayed during the singing of that country's carol and a fine climax was made after the American song with the Stars and Stripes displayed when all the flags were raised during the singing of the Italian carol, "O Come All Ye Faithful," and the closing number when guests and club sang together, "Crown Him Lord of All." The Emotions were deeply stirred during the beautiful and impressive scene when the "First Noel," and English Carol, was dramatized. Mrs. Parker at the piano added much to the program.

At night the club members entertained again, inviting their husbands and friends, the same program being given with some few changes.

At the close of each program a social hour was enjoyed and a delightful refreshments of holiday character were served. About 100 guests in all were entertained. Following is the program:

Christmas Carols from Many Countries.
Leader, Miss Swisher.
Pianist, Mrs. Parker.
Joy to the World, Guests.
Noel, Noel, Response by Club.
Christmas Morn, Richard Gains, Violin, Mrs. Thompson, and Club.
Spain, Fum, Fum, Fum, Club.
Russia, Kolyada, Kolyada, Mrs. Conewy.

Portugal, All that Wondrous Christmas Night, Mmes. Conewy, Mounts and A. C. Thompson; Violin Obligato, Mrs. Thompson.
Austria, Silent Night, Club and Guests.
Sweden, O Fir Tree Dark O Fir Tree Dear, Mrs. Mounts.
Italy, When Christ was Born on Earth (Song of Bagpiper), Mmes. Conewy and Mounts.
Bohemia, Come All Ye Shepherds (VI Century), Club.
France, Angels We Have Heard on High (ancient), Club.
Violins, Mmes. Foster, Thompson.
Germany, Luther's Cradle Song, Nativity scene, Mrs. Mounts and Mrs. A. O. Thompson.

Weihnacht, Miss Swisher.
English, The First Noel, Club.
Dramatized by Mrs. Glibreath, Madonna, Mrs. Stanford, Mrs. Hicks and Mrs. Pitman, shepherds, Mrs. Dyer, Mrs. Thompson and Mrs. Beyer, Wise Men.
American, The Stars Sang Together, Cross.
O, Come All Ye Faithful (Adeste Fideles), Pageant.
Crown Him Lord of All, Club and Guests.

G. B. Warren returned Monday from a two weeks business trip to Friona, where he managed the Friona branch of his store during the illness of Mrs. Warren and his daughter, Miss Marie, who have been at that store for the past three months. Both of them are improved now, Mr. Warren reports.

and received a well made California pattern hats. VOGELE MILLINERY PARLOR.

J. C. Mitchell of Clovis visited relatives here Wednesday.

Buy her a spring hat for a Christmas present. Nothing will be more appreciated. VOGELE MILLINERY PARLOR.

Miss Pauline Steele, of W. T. S. T. C., was a week-end visitor here at the home of her mother, Mrs. M. F. Steele.

I am now located in the Rayson building, next to E. B. Black furniture store. MRS. N. C. VOGELE.

We can now sell you a six tube Atwater-Kent radio COMPLETE in every detail as low as \$95.50. ORR'S TAILOR SHOP. 40-42

Your boy or girl would appreciate a flash light for Christmas. Get them at RICE'S.

FLOWERS

Cut Flowers or Pot Plants See or Phone MRS. J. H. FITMAN Phone 187



Star Theatre, December 23rd and 24th

Don't sneer at a penny—it's the mother of a dollar

U.S. Prifty

WHEN YOU MAIL A LETTER

—There is only one chance in six hundred thousand that it will go astray. Uncle Sam is just that safe and efficient.

—Banking by mail is highly satisfactory—and think of the convenience.

Western National Bank
"There Is No Substitute for Safety"

This Christmas GIVE Good Gifts

GIFTS WHICH EXCITE ADMIRATION AND EAGERNESS FOR POSSESSION.

GIFTS UNITING ECONOMY, SERVICE AND DISTINCTION.

GIFTS WITH ALL THE ARTISTRY OF THE OLD WORLD AND ALL THE FASHION RIGHTNESS OF THE NEW.

The quality and beauty of Corner Drug Store gift goods have become traditional, and so, as a gift to others, or as a gift to yourself, they are the essence of good taste and lasting satisfaction

CHRISTMAS SPIRIT WITH RIGHT-NOW SERVICE!

The Corner Drug Store

Valuable Christmas Gifts

Make sensible Christmas gifts this year. Our big store is full of useful and valuable articles for Christmas gifts, including:

Living room furniture Good leather rockers
Dining room furniture Leather duofolds
Bed room furniture Globe-Wernicke book-cases
Desks for the home
A fine assortment rugs White sewing machines
Beautiful floor lamps
Odd parlor chairs Victor phonographs
Special parlor rockers A fine piano

All of these attractive gift items will be specially priced during the next ten days.

E. B. BLACK CO.
"We Are Satisfied With Small Profits."