

THE HEREFORD BRAND

Published Every Thursday at

HEREFORD, DEAF-SMITH COUNTY, TEXAS.

SETH B. HOLMAN Editor and Publisher
 Also Publisher of
THE FRIONA STAR, FRIONA, PARMER COUNTY, TEXAS.
DESA, SETH B. HOLMAN Associate Editor
TELEPHONE 30

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NOTICE TO THE PUBLIC.

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

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ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.



International Sunday School Lesson For December 23

PAUL'S LAST MESSAGE.

— II Timothy, 4:1-8; 16-18

THE BIRTH OF JESUS' Luke 2:8-20

REV. SAMUEL D. PRICE, D. D.

If the entire time is given to the Christmas lesson the closing subject in the Life of Paul should be considered in connection with the Review next Sunday.

After about two years Paul was released from the first Roman imprisonment. It may have been because the accusers in Jerusalem, knowing what a poor case they would have in the Emperor's court, decided not to appear against the man they had already heckled for two years during his confinement in Caesarea. From I Timothy and Titus, which were written during the free time, and from traditions that are well established, it appears that Paul did considerable journeying, going as far east as Spain and westward to Asia Minor again. Then came the second arrest, probably in the region of Macedonia. On reaching Rome the prisoner was placed in the Mamertine prison. The traveler is shown a reputed cell close to the Forum. It is underground, dark and cold.

Tradition says that Paul went home as the sword of the executioner severed the head somewhere on the Ostian Bay, about three miles outside of Rome.

Heaven and earth are closely related. It was, with shepherds were caring for their flocks just outside of Bethlehem that the most glorious song of all time had its first rendition for their benefit. The revelation was given by an angel who bade them "fear not," and supported the command by announcing that the night of waiting for the promised Messiah was over. The first-born son was born in Bethlehem. Instead of a Deliverer who would come forth in fullness of strength they would find a Babe, who was the Christ Child. Meanwhile the fields were radiant with a Shekinah glory. Then the heavenly choir burst forth into the "Gloria in Excelsis." They begin by praising "God in the highest," which is always the right way of approaching the Throne. The Pronouncement

DISASTER!

—The Christmas season is here, all its eager anticipation and happiness for the Yuletide—there is no hint of trouble to be found anywhere—THEN Death, Accident, Disaster! strikes swiftly. Are you prepared for it? Is your Fire, Health, Life, Accident or Protective policies in Shape? Are your loved ones guarded against swift trouble to yourself?—Will you figure it out with us?

PLAINS INSURANCE AGENCY
 John Patton - - Manager
 Hereford, Texas.

was a declaration of "peace on earth, good will to men." Though He was King of Kings, He came to establish peace, first between man and the Father, and then between all mankind.

Wisely the shepherds, as by common agreement, said, "Let us go to Bethlehem and see this thing that has come to pass." There they found Him, cradled in a manger. Who, though Very God, had in the incarnation been born of the Virgin. The shepherds became the first evangelists and went forth to tell this good news. We too must listen to learn, come and see, and then tell the world of the Gift of God and the love of Jesus. May Christmas be merry, indeed, for you in Christ!

Summerfield

A light snow fell in this part of the country Sunday. Rev. Brownlow filled his regular appointment here Sunday morning, but because of bad weather there were no services Sunday night.

Miss Ellen Atchley arrived home Friday night from Seelyville, Tennessee, where she had been the

PLENTY OF
6% Money
 FOR FARM LOANS

See Me
FRANK BARBER
 Representative Southwestern Life Insurance Co.
 Hereford, Texas

past two months visiting relatives. A cousin, George DeLozier, accompanied here home for an extended visit.

Mr. and Mrs. Joe Kendall went to Amarillo last Thursday.

Mr. and Mrs. Ray Johnson have gone to South Texas to spend the holidays with relatives.

Mr. and Mrs. W. J. McMillan left for their home in Abilene Saturday after a week's visit here with relatives.

Misses Marie McHarg and Annie Lance who are in school at Canyon spent the week end here with home folks.

H. N. Malone of Amarillo was here a few days last week on business.

Mr. and Mrs. W. L. Suttle and children, Mr. and Mrs. Ted Statts, Mr. and Mrs. W. E. Hawkins went to Amarillo last Thursday.

Mr. and Mrs. J. C. Lance of Hereford spent Saturday night and Sunday with their daughter, Mrs. Joe Kendall.

Mrs. C. R. Walser and daughter, Miss Leatrus went to Amarillo Saturday.

Those who took dinner in the W. E. Hawkins home Sunday were Mr. and Mrs. Bill Knox, Hereford; Miss Ellen Atchley, George DeLozier and Mr. and Mrs. Ted Statts.

S. C. Estes arrived here about a week ago from Vernon, Texas, and purchased the old Glenn Snyder irrigated farm, east of Hereford, where they will make their future home. Mr. Estes says he will remodel the house and put in generally new improvements on the farm.

Seems As Though.

"Does my practicing make you nervous?" asked the man who was learning to play the saxophone. "It did when I first heard the neighbors discussing it," replied the man next door, "but I'm getting so now that I don't care what happens to you."

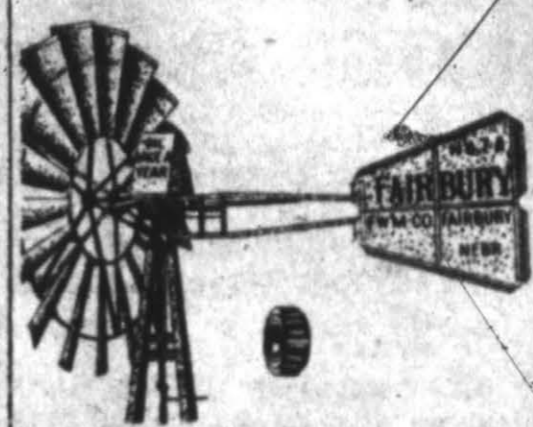
NOTICE OF SALE UNDER DEED OF TRUST.

TO ALL WHOM IT MAY CONCERN: Whereas, E. C. Murphy did on the 20th day of October, 1924, execute a certain Deed of Trust whereby he conveyed to the Trustee therein in trust, all of his undivided interest in lots 10, 11 and 12 in block 67, of the Town of Hereford, Deaf Smith County, Texas, recorded in book 27, page 435 Deaf Smith County Deed Records, to secure the payment of a note for \$250.00 of even date, with 10 per cent interest from date, due one year after date, and ten per cent attorneys' fees, payable to M. D. Steele, or order; and whereas, it is provided in said Deed of Trust that in case of default in the payment of said note when due, said Deed of Trust should be foreclosed and said real estate sold at public auction to pay said note, interest thereon and all costs and collection fees, after public notice according to law; and whereas, default has been made in the payment of said note and the interest thereon and the whole thereof with interest according to its tenor is now past due and unpaid; and, whereas, the beneficiary in said instrument has requested the undersigned

trustee to proceed to foreclose said deed of trust and sell the said real estate at public auction to pay said note and interest: Now therefore, notice is hereby given that I, the undersigned substitute Trustee will sell at public auction, to the highest bidder for cash in hand, at the South front door of the Court House, at 1 o'clock p. m., in the City of Hereford, County and State aforesaid, on Tuesday the 5th day of February, 1929, all of the above described real estate to satisfy said note, interest and expenses of sale.

Dated at Hereford this 5th day of December 1928.
 W. H. DOUGHTON,
 Substitute Trustee.

FAIRBURY OIL MILL



Four complete Timken Roller Bearings

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

OIL ONCE A YEAR

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

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

WESLEY STORE

Nine miles north of Hereford on 25-Mile Avenue
 Phone 9000F21

DR. J. W. HENDRIX

CHIROPRACTIC MASSEUR
 Residence Phone 46-J. Hereford, Texas
 Second Floor Lambert-Buckner Building
 FREE CONSULTATION AND ANALYSIS

REAL ESTATE CITY-FARM-RANCHES

Real Estate Loans Priced to Sell

Hill & Ricketts

Phone 358

5% LAND LOANS

Correct Abstracts

THOMPSON & IRELAND

Hereford, Texas

MERRY CHRISTMAS

With the holiday season at hand it is a pleasure for us to wish our friends and patrons a Merry Christmas and a Bright and Prosperous New Year. At this time we take the liberty of reminding you of the lasting happiness that can be secured by making a permanent connection with an institution like THE FIRST STATE BANK.

—We have ample resources to assist you in your enterprises during the coming year, and we also offer experienced financial assistance to help you in the use of your money. We will consider it a pleasure to help you at any time, and you will always find this service to be thoughtful and sincere.

The First State Bank

Hereford, Texas

DEAR FRIENDS:

December 20, 1928.

Don't the Hereford stores look beautiful? If anybody is planning on buying me a present this Christmas I want them to know that I'm partial to blue neckties and I don't wear suspenders. Send all your gifts to Ben Zee, advertising manager, care Orr's Tailor Shop. Young ladies desiring my photograph will have to wait until next year. It is now too late to do your Christmas shopping early, but you can still have your clothes nicely cleaned and pressed for the coming, holiday season. Just Phone 16.

Ben Zee

Orr's Tailor Shop
 "That Better Service"
 Phone 16

Drudgery for Women Eliminated in the New

Easy Washer

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

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

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

J. C. Cummins

M SYSTEM

"Saves for the Nation"

QUALITY FOODS—THE WISE AND THRIFTY housewife stocks her pantry with the choice foods that laden our shelves—at prices that are constantly lower. Outstanding values can always be found at the "M" SYSTEM STORE.

SPECIALS FOR FRIDAY, SATURDAY AND MONDAY

CANDY, Xmas Mixed, lb . . . 16c	JELLO, Three for 25c
CANDY, Assorted, lb 25c	PECANS, lb 17c

ORANGES, large size 48c

WALNUTS, lb 33c	PUMPKIN, 2 1/2 can 15c
POPCORN, Jolly Time, can 12c	MINCE MEAT 15c

GOODIE SPREAD 27c
 1000 ISLAND
 MAYONNAISE

COCOANUT, 1/4 lb in tin . . 16c LETTUCE 06c

APPLES, Starke's Delicious, large . . 45c

PUDDING FIG 35c
 PLUM 35c

COUNTRY CURED HAMS, per pound 26c

COCOANUTS, fresh 13c

WE DELIVER PHONE 249

Home Owned With Chain Store Advantages

LETTERS TO SANTA CLAUS

McAllen, Texas.
Dear Santa Claus:
I have to write to tell you that we moved from Hereford. We are living in McAllen now. You have to send my presents here. I want a covered wagon, little automobile and gun can hunt. We have lots of Whites here. I'll like most any that you will send me. Please forget my sister, Naomi. She has a beautiful doll. Don't get anyone this year. We all love you.
VIN EDGAR BRUMLEY.

Santa Claus:
Teacher, Miss Lovelace, whom I love dearly, said you were the way. Will you please send me a fire truck. I would also like a pair of cowboy boots like the ones I surely like nuts, Santa, if Baxter doesn't get home by Christmas just pack his things on the train. I'm counting the days till you come. I love you.
WALTER LONDON, JR.

Old Santa:
I have little twin sisters living on the farm. We set the table for mother. Please bring me ever you have for girls three years old. I hope you get to see the little boy and girl in the neighborhood.
Y and GERTRUDE LONDON
Springlake, Texas

Santa:
I am twelve years old and wish you would please bring me a doll box of stationery and a stock of candy, oranges and apples. I have been very good this year. I am in the sixth grade. We are going to have a Christmas tree and want you to come and bring names at school and a girl's name. Please don't forget me. Your friend,
RUBY RUDD.
Springlake, Texas.

Santa:
I wish you would please bring me a wagon and little train, and a set of nuts and oranges and a set of candy and all kinds of things. I am four years old. I have been very good. Please bring things to me. Your friend,
ROBERT RUDD.

Santa Claus:
I would like to have a big bed that goes to sleep and has curly hair, one each, and a

Hereford, December 12.
Dear Santa Claus:
I want a doll and a doll buggy. I want a Tinkertoy set. I want a wash, set and a set of dishes.
MILDRED, Your Little Friend.
And please remember the children that do not have mothers and fathers.

Dear Santa:
Please bring me some water colors and steel spelling slates.
M. L. SIMPSON, JR.

Dear Santa:
Please bring me some inch round corner cubes and musical birds and doll. From
BILLY SIMPSON.

Dear Santa:
Please bring me a Spanish dance doll and toy cutter, vinyl drawer and doll toilet set, large aluminum set. From
VIRGINIA RUTH SIMPSON.

Dear Santa:
Fifteen inch doll, two dresses, two hats, kitchen cabinet and dishes, toy folding ironing board. From
ZULA MARARET SIMPSON.

Good Old Santa:
How are you? I do hope you don't get the flu. I can't hardly wait for you to come with your toys. I would like a doll carriage and lots of other things. Santa,

I have a tiny little brother. Please don't forget him, he likes bright, pretty things; also remember all my little friends. Much love for you.
MARY JO GREER.

Dear Santa Claus:
We are three little children who like you very much. Our names are Billie, C. J. and Earl Jr. Lance. Billie Louise want a little table and chairs, a little stove like Mattie Louise Lawborn's, a set of little dishes to set on the table and a little doll in a peanut hull. C. J. is most too small to tell what he wants, but we think he would like a little rocking chair, a little dog, a rubber ball and; I want a stopper gun and a board to shoot, a big dump truck, a knife to put in the pocket on my boots and some story books. Now, Santa, do not forget us and don't forget all the other little boys and girls. Remember that all little girls and boys like candy and apples. Please bring Betty Joe and Geraldine lots of toys. Thanking you for the presents last year. We are,
C. J., BILLIE LOUISE and EARL JR. LANCE.

Dear Santa Claus:
Please bring me a refrigerator with ice in it, a doll with cap on and a sweet dress, knives and forks and complete set of dishes. Please do not forget to bring lots of nuts, candy and chewing gum and nuts.

Do not forget the other little boys and girls. I have tried so hard to be a good little girl and will try harder all the time. Your girl,
ELLA PAULINE DIXON.

Dear Santa:
I've minded mother and daddy good and played with my playmates without fussing, so want you to bring me lots of things. Will have a Christmas tree ready for what ever you bring me and my stocking will be hanging on the chair near it. I want a dresser, cabinet, new doll, gas stove and lots of pecans, oranges and candy. Be good to all other little boys and girls, too. If you'll do this I will see that you have a lot of good pep squad boys and girls. Send me chewing gum, too, as grandpa won't be here to give it to me. Hurry, please. Lots and lots of love,
RENA RAE RENFRO.

Hello, Jolly St. Nick:
I am still living in Hereford so remember me with a doll, doll buggy, candy, nuts and fruit and I will thank you awfully,
MARGARET JULIA MORRISON

HEREFORD PLUMBING CO.
H. H. MARSHALL, Proprietor
(Location: Old Laundry Building, West Third Street)
PLUMBING, HEATING, GAS FITTING AND APPLIANCES
Efficient Work and Satisfaction Guaranteed.
Agent for
FRANKLIN AUTOMATIC WATER HEATER
"The Best for Less Money"

GET YOUR 1929 ELECTRIC ATWATER KENT RADIO
here—Today—for only
DON'T DELAY \$77
—BE SURE!
Hear all the features of the air on America's most popular radio. Just plug in, and enjoy radio reception that is clear, powerful and dependable. Come today before our supply is exhausted—and get your Model 40 for this Saturday!

(without tubes)
Model 40 A. C. set. Powerful, seven-tube, broadcast. Uses 6 A. C. tubes and 1 rectifying tube. Low tubes, \$77.
Radio speaks in three tones, each \$20.

Convenient payments
COMPLETE SET, INCLUDING SPEAKER, TUBES, ETC.
\$117.00
ACCESSORIES
—Ball Aerials, Batteries, Tubes—anything you need in the line of accessories for your present radio, we have it.

Orr's Tailor Shop
Phone 16

December 20, 1928.

DEAR FRIENDS:

I am authorized by Orr's Tailor Shop to express to its friends in Hereford its sincere appreciation of the patronage given it during the past year and to wish for everyone in this community a very happy Christmas and a prosperous New Year.

That sounds pretty formal may be, but I can assure you that the boss and all his other associates mean every word of it.

And that includes "Yours Truly"

Ben J. Orr

Orr's Tailor Shop
"That Better Service"
Phone 16

SPEND YOUR SUNDAYS IN AMARILLO

You Have Heard the **VITAPHONE**
Now Hear the Marvelous **Movietone All Actors Talk 110 Piece Orchestra** of the **Roxy Theatre**
Furnishes the Music **Madge Bellamy**
The Panhandle's Own Star In

MOTHER KNOWS BEST

And **Three Extra Good Vitaphone Vaudeville Acts**

MISSION THEATRE AMARILLO
One Week Starting Dec. 24

Rockers and High-Chairs

LITTLE RED ROCKERS FOR THE KIDDIES—and also the regular size rockers for the grown-ups for Christmas gift. Most anything you need in the furniture line in new and used furnishings. Do you need gas, oil or coal stove? If you do, see me first and can save you money.

Jones Furniture Co.

It's Here!

—and it is your fault if you don't get it. We carry general line of Dry Goods, Boots and Shoes—attractive bargains for Christmas gifts.

GROCERIES

We handle a complete line of groceries. We sell them low considering the high grade of stock we carry.

ONLY ONE SPECIAL THIS WEEK—

FREE—One Cake Pan with the purchase of a one-pound can of Calumet Baking Powder.

CORDIAL GREETINGS FOR CHRISTMAS AND BEST WISHES FOR THE NEW YEAR!

WARREN'S Cash Grocery

OLD SANTA SAYS:

—That it takes a lot of things to make a real Christmas dinner—besides the turkey. Many details must be considered in planning the rest of the meal. Let us help you with these plans. We have the best of fresh and canned fruits and vegetables, candy and nuts—in fact, everything to make your dinner a real FEAST!

SPECIALS FOR FRIDAY, SATURDAY AND MONDAY:

Cherries	Red Pitted, Sour, No. 2 Can	25c
Salmon	Best Pink Per Can	20c
Hominy	Good with our country sausage, can	9c
English Walnuts	New Crop Pound	30c
Mixed Nuts	New Crop, 3 pounds for	\$1.00

WE STILL HAVE PLENTY OF DOLLS!

Womack's Cash Grocery

MERRY CHRISTMAS TO EVERYBODY

AND DON'T FORGET TO VISIT THE CORNER DRUG STORE AND SEE OUR

NEW CHRISTMAS GOODS

Our store, under new management, extends hearty Christmas Greetings to our friends and customers and a most cordial invitation for you to visit our store and see the many beautiful and useful gift suggestions we have to show you.

A new stock of holiday goods has been ordered for the season's trade which makes our stock very complete.

A WELCOME AWAITS YOU!

Corner Drug Store
R. A. TYNES, Manager.

Progressive News

Mr. and Mrs. Mack Beach called in the Cockrell home Tuesday evening.

Mr. and Mrs. Luke McBrayer stayed Saturday night with her parents, Mr. and Mrs. Ricketts.

Mr. and Mrs. Ramsey were dinner guests Sunday of Mr. and Mrs. Gentry of Hereford.

Thursday ladies of this community spent the day with Mrs. Jim Blagg and helped her quilt. A covered dish lunch was served at noon. The ladies gave a shower to Irma, small daughter of Mrs. Blagg. The following ladies were present: Mmes Ricketts, Hershey, Russell, Caldwell, Parks, Ratcliff, Russell, Miles, Boyd, Bray, and Lucille Parks and Olive Perkins.

Progressive Sunday school will give a program Christmas Eve and will have a tree, and Santa Claus expects to arrive in time to treat all the children.

Mrs. Ira Ricketts helped serve lunch at the Curtis Sale last Thursday.

The Progressive Canning Club sold their house last week and yet have the canner and sealer for sale.

Jim Ricketts helped his grandfather Ricketts thresh last Tuesday.

Mmes. Jacobs and Baker spent Friday afternoon with Mrs. Blagg.

The community was sorry to learn of the death of Clyde Sharp. His parents—formerly lived in the Progressive community and were active in community life and in the Sunday school. Clyde was injured while playing football at Amarillo. He was very popular with his class mates at Vernon and his former friends in Hereford. School was dismissed at Vernon the afternoon of his funeral. He was buried in the cemetery at Vernon. His parents, brothers and sisters have the sympathy of Progressive community.

CARD OF THANKS.

To all our many friends and neighbors, we want to extend our heartfelt thanks and gratitude for the many ways in which they have shown their sympathy in our recent illness and bereavement.
Ernest A. Heine and Family.

GOOD PORK CURING METHOD DESCRIBED.

A brine method of curing pork that is coming into general use in Texas because it makes a deliciously flavored meat and is practical is described by E. R. Eudaly, swine specialist of the A. & M. College extension service. "To make brine enough for 100 pounds of meat use ten gallons of water, twenty pounds of salt, five pounds sugar and five ounces saltpeter. Bring water to boil then add the salt and stir until dissolved. Add

sugar and saltpeter and again stir until dissolved. Allow to cool before using.

"Cut meat up as soon as dressed and rub it with good salt. Leave spread out and salted over night to lose the animal heat and then pack in a clean barrel with hams and shoulders at bottom and bacon at top. Pour on enough brine to cover meat. Leave the bacon in brine for three weeks and hams and shoulders five weeks.

"Brine will some times spoil, due to an unclean barrel or adverse weather conditions, so the brine should be examined once a week. If there are gas bubbles on surface of brine it is probably spoiling. Dip up a cup of it and pour back into the barrel. If it poursropy or like syrup it is spoiling and the meat should be taken out and washed in hot water. Empty and scald barrel and repack meat in fresh brine made the day before so as to be cool.

"After removing the meat at the end of the curing process it should be hung up to drip and then smoked with smoke from any of the hardwoods or corn cobs. Most people prefer a three day smoke. The next step, wrapping, is important if the meat is to keep good during the whole year. Wrap first in paper (newspapers will do) and then in ducking, sewing on with close stitches to prevent bugs and skippers getting into the meat. Sew on a string and hang up in a cool dry place. It may mold in hot weather, but that doesn't hurt."

Details as to other curing processes and a method whereby one man can kill, clean and cut up two 300-pound hogs in a half day by himself are told by Mr. Eudaly in C-60, "Killing and Curing Pork," for free distribution by the Extension Service, College Station, Texas.

A Happy and Joyous Christmas!

TO ALL OUR CUSTOMERS AND FRIENDS

—And may the New Year be bright and prosperous

for all.

The Magnolia Filling Station

Carl's Cash and Carry Grocery

We are ready to serve the people of Hereford and the surrounding country in their grocery needs. We will still operate the Produce business and will always strive to furnish the best market possible. Our aim is to run a live and let-live business, and for a starter, we are putting on two special deals for the purpose of interesting the public. For each \$10.00 worth of groceries purchased

We Will Give You, Absolutely Free, a Good FOUNTAIN PEN!
THIS PEN WILL BE GIVEN FOR TEN DAYS ONLY, BEGINNING DECEMBER 22

We will also give coupons for each 25c purchase of merchandise. The coupons will draw the celebrated Penn Chinaware, three sets of which are now on display in our show windows. Coupons will be given away for the next ninety days and at the expiration of that time the three sets of China will be given to the three persons doing the most business with us. The above specials are on in order that we may get better acquainted and not for the purpose of inflating prices.

We Will Have Our Formal Opening On Saturday, December 22, and On that Day We Will Serve Wamba Coffee and Iten's Cakes Free. Yours For Future Business,

CARL'S CASH & CARRY GROCERY

CHRISTMAS GREETINGS



We Wish Each and Every One of You a Merry Xmas

AND TO HELP YOU SOLVE THE QUESTION OF WHAT TO GIVE TO SOME ONE ELSE TO MAKE THEM HAVE A MERRY CHRISTMAS, WE OFFER:

Suggestions for the Men

- | | | | | |
|---------------|----------------|---------------|-----------|------------|
| Hats and Caps | Shirts | Gloves | Ties | Pajamas |
| Overcoats | Sweaters | Hose | Scarfs | Bath Robes |
| Suits | Lumber Jackets | Handkerchiefs | Underwear | Shoes |

Suggestions for the Ladies

- | | | | | |
|---|----------------------------------|---------------------------------------|---|--|
| Coats
(We have them greatly reduced) | Winter Dresses
(Also Reduced) | Spring Dresses
(New, fresh, crisp) | Hats
(At big reductions, some at \$1.00) | Bath Rags |
| Hand Bags
(Some greatly Reduced) | Quilted Silk Robes | Silk Underwear | Bath Rugs | Beautiful Blankets
(Priced less than wholesale) |
| Gloves | Handkerchiefs | Hose | Sweaters | Fancy Pillows |
| All Sots of Novelties | Luggage | Lunch Sets | Tapestry Scarfs | Fancy Towels |

For colds, grip and flu take



Relieves the congestion, prevents complications, and hastens recovery.

STAR THEATRE

Friday Night Only
December 21



Billie Dove
in
"ADORATION"

Sprolws-Cronin & Company

THE LAST OF THE DUANES

by *Zane Grey*

"Wal, I got it this way. Mebbe the straight an' mebbe it ain't. Some years ago Benson made a trip over the river to buy mescal an' other drinks. He'll sneak over there once in a while. An' as I get it he run across a gang of greasers with some gringo prisoners.

"I don't know, but I reckon there

was some barterin', perhaps murderin'. Anyway, Benson fetched the girl back. She was more dead than alive. But it turned out she was only starved an' scared to death. She hadn't been harmed.

"I reckon she was then about fourteen years old. Benson's idea he said was to use her in his den, sellin' drinks an' the like. But I

never went much on Jackrabbit's words. Bland seen the kid right off an' took her—bought her from Benson.

"You can gamble Bland didn't do that from notions of chivalry. I ain't gainsayin', however, but that Jennie was better off with Kate Bland. She's been hard on Jennie but she's kept Bland an' the other men from treatin' the kid shameful. Late Jennie has grown into an all-fired pretty girl, an' Kate is powerful jealous of her. I can see trouble brewin' over there in Bland's cabin.

"That's why I wish you'd come over with me. Bland's hardly ever home. His wife's invited you. Shore if she gets sweet on you as she has on—wal, that'd complicate matters. But you'd get to see Jennie, an' mebbe you could help her.

"Mind, I ain't hntin' nothin'. I as just wantin' to put her in your way. You're a man an' can think for yourself. I had a baby girl once, an' if she'd lived she'd be as big as Jennie now, an', by gosh, I wouldn't want her in Bland's camp."

"I'll go, Euchre. Take me over," replied Duane.

Euchre knocked upon the side of the door.

"Is that you, Euchre?" asked a girl's voice, low, hesitatingly.

"Yes, it's me, Jennie. Where's Mrs. Bland?" answered Euchre.

"She went over to Deger's. There is somebody sick," replied the girl.

Euchre turned and whispered something about luck. The snap of the outlaw's eyes was added significance to Duane.

"Jennie, come out or let us come in. Here's the young man I was telling you about," Euchre said.

"Oh—I can't! I look so—so—"

"Never mind how you look," interrupted the outlaw in a whisper. "It ain't no time to care for that. Here's young Duane. Jennie, he's no rustler, no thief. He's different. Come out, Jennie, an' mebbe he'll—"

Euchre did not complete his sentence. He had spoken low with his glance shifting from side to side.

Euchre went away through the cottonwoods.

"I'm glad to meet you, Miss Jennie," said Duane. Euchre did not mention your last name. He asked me to come over to—"

Duane's attempt at pleasantry halted short when Jennie lifted her lashes to look at him. Some kind of shock went through him. Her gray eyes were beautiful but it had not been beauty that cut short his speech. He seemed to see a tragic struggle between home and doubt that shone in her piercing gaze. She kept looking and Duane could not break the silence. It was no ordinary moment.

"What did you come here for?" she asked at length.

"To see you," replied Duane, glad to speak.

"Why?"

"Well, Euchre thought he wanted me to talk to you, to cheer you up a bit," replied Duane, somewhat lamely.

The earnest eyes—embarrassed him.

"Euchre's good. He's the only person in this awful place who's been good to me. But he's afraid of Bland. He said you were different. Who are you?"

Duane told her.

"You're not a robber or rustler or murderer or some bad man come here to hide?"

"No, I'm not," replied Duane trying to smile.

"Then why are you here?"

"I'm on the dodge. You know what that means. I got in a shooting scrape at home and had to run off. When it blows over I hope to go back."

"But you can't be honest here."

"Yes—I can."

"You fought Bosomer the other day?"

"In self defense. I crippled him."

"Oh, I know what these outlaws are. Yes, you're different. She kept the strained gaze upon him, but hope was kindling and

the hard lines of her youthful face were softening.

Something sweet and warm stirred deep in Duane as he realized the unfortunate girl was experiencing a birth of trust in him.

"Maybe you're the man to save me—to take me away before it's too late!"

Duane's spirit leaped.

"Maybe I am," he replied instantly.

She seemed to check a blind impulse to run into his arms. Her cheeks flamed, her lips quivered, her bosom swelled under her ragged dress. Then the glow began to fade; doubt once more assailed her.

"It can't be—you're only—after me, too—just like Bland—like all of them."

Duane's long arms went out and his hands clasped her shoulders. He shook her.

"Look at me—straight in the eye. There are decent men. Have you not a father—a brother?"

"They are dead—killed by raiders. We lived in Dimmitt county. I was carried away," Jennie replied hurriedly.

She put up an appealing hand to him.

"Forgive me, I believe—I know you're good. It was only—I live so much in fear—I'm half crazy—I've almost forgotten what good men are like. Mr. Duane, you'll help me?"

(To be continued—next week.)

NOTICE

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

W. W. BENNETT,
Secretary.

The Most Appropriate Christmas Present You Can Give!

A. T. E. L. Cook Book

—Crammed from cover to cover with interesting and appetizing Recipes of interest to any housewife.

Price, Only 75c

On Sale At
Vogele Millinery Parlor
Hanna & Hanna Studio

Or Phone
MRS. DR. BOWE
Phone 389

or
MRS. J. S. ORR
No. 161

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

QUALITY MILK COMPANY
GIVES A-1 SERVICE IN
Raw Sweet Milk, Sweet Cream,
Sweet Cream Butter and
Butter Milk.
CALL ORDERS NOW. PHONE 15

NOTICE!

—It is time to test your auto lights. You must have your light test receipt before you can buy your car license, so please come early and avoid the rush. We can do better work now than if you wait until the last minute.

WILLARD SERVICE STATION
PHONE 284

WE EXTEND
Cordial Christmas Greetings
TO OUR FRIENDS AND CUSTOMERS

—Come in and let us make you beautiful for the holidays with a fresh shampoo and a marcel or finger wave, a facial and a manicleure. Then you will be ready for the season's festivities.

The Modern Beauty Shop
Phone 95
MRS. SAM HUTSON, Proprietor.

K C
ANTI-FREEZE FOR THE AUTO RADIATOR
ONLY
\$1.00
PER GALLON
Guaranteed Not to Damage Your Radiator
Abo Filling Station
Phone 113

Merry Christmas To Everybody

At this time it is a pleasure for us to extend the SEASON'S GREETINGS to our friends and customers, wishing them a very Merry Christmas and a Prosperous New Year, and as we do so we wish to thank each of you for the splendid business given us during the past year.

Fox Mercantile Company

Give Something Electrical

She Will Appreciate Gifts That Lighten Her Tasks!

We have a large stock of electrical appliances that are intended for use in the home, that would be greatly appreciated by any woman as a Christmas gift.

Our electric percolators, irons, vacuum cleaners, fans, heaters, etc., are the best on the market and our prices are lower than those obtaining elsewhere.

Give something electrical this year!

Texas Utilities Company

Throw Nothing Away

—We can make that old suit look like new—why throw it away?

—You can not go wrong when you let us do your cleaning and pressing.

—This is Christmas time, bring us your suit and dresses and look your best during the Holiday Season.

West Tailor Shop

BUY A
Detroit Jewell Gas Range
"THEY BAKE BETTER"
ON EASY TERMS



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

Porcelain Enamel—
INSIDE AND OUT!

—PATENT OVEN BOT-TLES UP THE HEAT.

—OVEN HEAT CONTROL.

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

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

COME IN AND SEE ITS IMPROVED FEATURES!

J. C. CUMMINS

You can find your wants at THE POPULAR STORE for a suitable and useful Christmas present. With best wishes for just a good, old-fashioned Merry Christmas and Happiness throughout the New Year.

THE POPULAR STORE

C. C. BANQUET.

(Continued from Page One)

add hundreds of home owners, not speculators, to Deaf Smith county," said President Selgier in his report. Welding of rural and town interests, organization of a county-wide co-operative creamery, conducting a county-wide dairy census, securing better markets for the great feed crop produced, activities toward getting state designated highways, efforts to secure extension of the Denver & South Plains railway from Dimmitt to Hereford, expending more than \$300,000 in public improvement including fifteen blocks of brick paving; a \$30,000 city hall, a \$65,000 Baptist church building, installation of natural gas, shipment of more than \$1,000,000 worth of beef cattle, and the largest shipments in the world of registered Hereford cattle, were some of the things contained in the president's report.

1929 Program.

Putting-over a county-wide road building program, which will provide for the pavement of Highway No. 33 through the county; secure state designation of a north and south highway from Plainview to Thanning, via Deaf Smith county; build lateral roads through undeveloped sections of the county to serve rural districts, is one of the big objects of accomplishments stressed by President Selgier.

Other things to be undertaken include:

Building a modern \$100,000 hotel.

Erection of a cannery to handle stock grown in the irrigated belt of the county.

A "home building" campaign for erection of 200 residences in Hereford.

Consumption of plans for the extension of the Denver & South Plains railway into Hereford.

These and other things were outlined by Mr. Selgier and he plead for the continued support which the organization has received during the past year.

Other Speakers.

Prof. Geo. P. Grant, recognized as one of the leading authorities on dairy cattle breeders, spoke on "Dairy Potentialities of the Panhandle," stressing the importance of higher production rather than increased herds. Prof. Grant, a leading exponent of the Guernsey dairy cattle, has imported some of the leading animals of that county and other counties of the upper Plains, has made great progress.

"Developing An Empire" was the subject discussed by R. A. Underwood, prominent banker of Plainview, and one of the leading factors in the development of the Panhandle-Plains of Texas for the past decade or more.

"It is not single handedly that individuals or communities achieve, but collectively," said Mr. Underwood. "Supplying natural gas to practically every part of the Panhandle is one of the greatest industrial achievements of years. Now we must provide highways, real highways, for this day of speed that is demanded, as an avenue of approach to thousands who are to come to us."

Delegations from neighboring towns and cities were guests of the organization, including those from Amarillo, which sent a large delegation from the Manufacturers and Jobbers Association; Canyon, Plainview, Vega, and rural communities.

Others who spoke included Dr. O. H. Lloyd, pioneer of Oldham county; D. A. Shirley, registrar W. T. S. T. C. Canyon; Grover B. Hill, Amarillo; Henry Ansley, manager agriculture department of Amarillo News-Globe.

Miss Claire Baker, accompanied by Mrs. J. M. Stanford, rendered several vocal numbers which were graciously received.

Ladies of the First Christian church served the banquet, which was pronounced as one of the finest

In the matter of food and service ever had in this city. The banquet was held in the basement of the First Christian church.

Directors and officers of the Chamber of Commerce for the ensuing year are: T. E. Selgier, president; J. T. Cronin, A. H. Streu, L. Baskin, L. W. Carlyle, directors. W. R. Arnold, secretary-manager.

CREAMERY

(Continued from Page One)

These officers were elected from the recently appointed board of directors, which includes in addition to the above, George Lewis, Fred Pittner, J. L. Look- ever shown in this section.

Finance committee appointed by the president at this meeting include County Agent Dunkle, A. B. Schultz and J. H. Olson.

One feature of the organization will be leaving selection of a name for the products, which is to be decided in a prize contest. That the products which will be shipped out all over the United States will be a constant advertisement for Deaf Smith county and Hereford was brought out, and selection of a name typical for both the product and country will be selected. A cash prize will be offered for the one suggesting the name which is accepted, and the rules of this contest will be worked out by Roy Arnold, secretary-manager of the Chamber of Commerce.

Actual work is to begin soon after the holidays, according to the directors, and assurances already received from cream producers of the county and vicinity indicate the creamery will be able to operate to a good capacity from the beginning.

In all probability the building will be located on the Schultz lots at the corner of Third Street and Sampson Avenue, south of the court house square.

Organization of this industry is the result of several months work by the dairy committee and Chamber of Commerce and follows sending S. Q. Wilson on the Fort Worth & Denver special which toured the Southern states last summer. A. B. Schultz, a pioneer dairyman of the county, has also been a leading factor in the organization and will be one of the largest financial backers of the venture.

Deaf Smith Poultry Raisers In Winning Class at Amarillo

For the second time Deaf Smith county poultry breeders captured first place and first money in the Tri-State Poultry Show held at Amarillo last week. The Deaf Smith breeders won on scoring points and number of birds entered. Carson county won second place, Armstrong county took third.

The largest exhibitor from this county was the Henderson Farm in South Hereford. Mr. Henderson entering twenty-eight classy birds and two bronze turkeys. Their winnings were as follows:

Single Comb Reds: fourth pullet; second old pen, sixth hen; White Rocks: first cock, 1 cockerel, 1 first hen, first pullet, first old pen; White Orpingtons: First, second, third and fourth pullet.

Charles Ferguson, Jr., with nine entries of S. C. Reds won the following prizes: First and fifth cockerel, third young pen, sixth pullet. Mr. Ferguson has a fine strain of Reds and won a major share of the prizes in the Rhode Island class at the Amarillo Tri-State Fair last fall.

James Cloyd, a school boy, is just starting a flock of dark Barred Rocks and won third cockerel, second and third pullet.

C. R. Boyd Appointed as City Marshall of Hereford

C. R. Boyd, formerly night watchman, has been chosen as City Marshall and assumed his new duties last week. Mr. Bodkin is acting temporarily as night watchman.

CHARITY

(Continued from Page One.)

nection with teachers in the public schools who are in position to give them valuable information as to those who are in need of sufficient clothes with which to stand the wintry weather. The committee informs that this plan of cooperation with the school teachers will be followed to a great extent during the coming winter months.

Next week, between Christmas Day and New Years, the Associated Charity drive for funds for the next years work will be put on by five teams of two men each. It is planned to have breakfast at one of the cafes where this committee will immediately start out on their work. E. B. Black and Roy Arnold will have charge of the committees and little trouble is anticipated in raising the sum needed for the work.

"We want to call attention of the public to the very efficient manner in which the pastors have handled the charity cases during the past year," said a member of this committee. "The merchants and business men of this town have been saved hundreds of dollars by the committee. In many instances it was found that transient cases were not worthy and they have been sent on their way without allowing them to solicit home merchants. We ask that you give in a small way once only for all charity cases and we feel sure that you will recognize the importance of this work."

According to those in position to know, Hereford has less charity work and charity cases in its midst than any town of its size in the state. According to the pastors, a system of work and program will be mapped out shortly after the first of the year in order that this work may be handled at a minimum of expense.

"Hereford and her citizenship is to be congratulated upon the manner in which their charity is handled, and where other towns are having hard times to put over their drives and numerous cases of suffering is reported, it is a thing that is unheard of in our city."

Montana Man Will Farm Land in Deaf Smith County

A. A. Ellwart and son, of Rapelje, Montana, arrived here the first of the week and have shipped in a car of household goods. Mr. Ellwart has purchased a section and a quarter of land north of Hereford and will improve it. He has been a successful wheat farmer in Montana for a number of years. His family expected to follow him here a little later on.

Cattleman Praises Progress Made by Baby Beef Club

Grover B. Hill of Amarillo, one of the leading cattlemen of Amarillo and president of the Texas Cattle Raisers Association, was in Hereford the past week and, in company with County Agent Dunkle, visited the various club boys of Deaf Smith County who are feeding baby beaver.

Mr. Hill was loud in his praise of the manner in which this baby beef club is handled in Deaf Smith county and states that: in his opinion, these boys will make a great showing at the cattlemen's convention at Amarillo early in 1929.

Mr. Hill also spoke briefly at the Chamber of Commerce luncheon and insisted that in the big dairy cow program that the beef cattle be not overlooked, informing his listeners that the range or beef cattle were the animals that had pioneered the development of this section. "You would hardly think of quitting the wife who had made you a living for years," stated Mr. Hill, "and that is just what you would be doing if you laid down on the beef cattle of Deaf Smith county."

George L. Muse, local banker and a pioneer in the cattle industry in this section, said, after listening to the praise of the dairy cow at the banquet Friday night: "I would have indeed been glad to have heard someone pay tribute to the kind of cow that has really made it possible for Hereford and Deaf Smith county to be what they are today. It has not always been are today. She has not always been a whiteface, oftentimes being long-horned and spotted, but she braved the chilly atmosphere of the snows and blizzards of the Panhandle, while her owner was in Amarillo enjoying the festivities of the occasion and that's the animal that put Hereford and Deaf Smith county where they are today. I hope I never live to see the day when the range cow has become extinct."

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

Armour's Cream Station
Bring your cream to Armour's, where you get Honest Weight, Finest Cream and Quickest Service.

BILL KNOX
Across the Street from Dunal's Hardware.

G. W. Brumley Sends Four Ideal Christmas Presents

G. W. Brumley has the right idea—from the Brand's standpoint. Mr. Brumley is practical as well as patriotic. He subscribed this week for four out-of-town friends, sending The Brand as a Christmas present. "If all the business men would do that," remarked Mr. Brumley, "it would help advertise this country and would also help solve the annual puzzle of what to give for Christmas!"

The Brand is grateful for the suggestion and most strongly endorses Mr. Brumley's idea.

Light Snow Over This Section Heads Cold Weather

Snow, estimated locally to be about two inches, but ranging all the way from five inches down to a mere trace in some localities, fell over the Panhandle last Sunday. It was a cold, shivery Sabbath and Monday morning the ground was white and crisp. Berger reported five inches, with a gradual decrease in the amount reported the farther west it went.

It has been cold since Sunday all over the country. The nights have been marked with hard freezes, while it has not been what one would call balmy weather during the daytime. Warmer weather seems to be the prediction for the immediate future.

EVERETTS TO DALLAS.

Mr. and Mrs. E. C. Everett and

small son left Tuesday morning for Dallas where Mr. Everett will attend to business. From there they will go to Hamilton county where they will spend Christmas.

They were accompanied by Mrs. J. E. Mullinix, of New Mexico, mother of Mrs. Everett, who had been visiting in the Everett home the past week.



There is Nothing that Quite Takes the Place of the Old Familiar Greeting

Merry Christmas

All our success is due to good folks like you, and words alone do not express our sincerity in thanking you for your part.

Real friends mean a great deal, especially at this season of the year, and in a friendly way we want to acknowledge your helpful patronage which we greatly appreciate.

Hoffman Grocery

We DELIVER

PHONE 115

PIGGLY WIGGLY

SPECIALS FRIDAY & SATURDAY

Dates F. F. O. G. Brand, Ten Ounce Package 18c

Grape Fruit Marsh Seedless Six for 35c

Toys With each purchase of two pounds or more of Candy we will give you a toy Free

Jello All Flavors Three for 25c

Pineapple Sliced No. 2 Can 21c

Fig Pudding H. J. Heinz Per Can 32c

Fruit Cakes Sunshine Brand Per Pound 70c

We Heartily Wish You a Merry Christmas and a Bright New Year

In behalf of our entire organization, we extend to you, whose friendship and patronage have added to our success

Cordial Greetings of the Season

Together with sincere wishes for your Happiness and Prosperity in the coming year.

KEMP LUMBER COMPANY

J. L. SHARMAN, Local Manager
F. L. AUSTIN, Vice President

A MERRY CHRISTMAS TO ALL!—May Old Santa come to see each of you and bring you what you most desire. And don't forget to tell him that we have the nicest and largest assortment of Candies, Nuts and Fruits in town.

HEREFORD WHOLESALE GROCERY COMPANY

L. W. CARLYLE

LETTERS TO SANTA CLAUS

Summerfield, December 13.
Dear Santa:
As it is about time for you to be coming again, I thought I would write and tell you what I want. I wish you would please bring me a ring, pair of beads, tricycle, candy, nuts and fruit. And, say, please don't forget mother, dad and my brothers. With love,
CLYDINE KENDALL.

Dear Santa Claus:
I have been a very nice boy. Will you please bring me a Sandy-Andy, air gun and bugle, and if you have an extra knife and watch please leave it too. Also plenty of candy. Your little friend,
JACK DALE ALLMAN.

Dear Old Santa:
I am three years old and I'd like you to bring me a doll, rock-

ing chair, candy, fruit and nuts.
MADONNA LA NELLE MORRISON.

Dear Santa Claus:
I am so anxious for you to come to see me Christmas I can hardly wait. I am six years old. Santa, I want a tool chest, a printing outfit and a box of paints. I would like some nuts, candy, an orange and apple in my stocking. Please remember the little poor children. Yes I forgot I want a football too. I hope this is not too much for one little boy. Love from
MORRIS EASLEY.

Summerfield, December 14.
Dear Santa:
Please bring me a fountain pen, a bicycle, a watch, a knife, some candy, fruits and nuts. Yours truly,
J. P. THORNTON.

Dear Santa:
I am a little girl seven years old and I go to school. Please bring me a doll buggy, some fruits, nuts and candy. I will leave a lunch on the table. Your little friend,
ELIZABETH ADKISSON.

Dear Santa Claus:
Please bring us a foot ball, a pedal bike, a toy tractor and some fire crackers and sparklers. Please put them on the Christmas tree for us. Your little friends,
RAY and CLYDE NEEL.

Dear Santa Claus:
Please bring me a little table and chairs, some dishes, knives, forks and spoons, also bring me some fruit, nuts and candy. I have been good to help mother. Your little friend,
EVA MAE LENOX.

Dear Santa Claus:
I've been a good boy and helped my mother. Please bring me a tricycle, a little hammer and saw, a little airplane, a little oil truck like daddy's, and a little violin. Bring little brother a little kiddle-ear and little train. Bring little sister a little dolly and a little dog. I'll hang my stocking behind the stove. Your little boy,
WAYNE EVERETT PHILLIPS.

which that organization sponsored for local merchants. Announcement will be made in the near future as to just what disposition will be made of future trades days.

MRS. ROSA PICKETT
Mrs. Rosa Pickett, aged 71, of Newport, Texas, died Thursday morning about two o'clock and will be buried at Newport Friday. Mrs. Pickett was the mother of W. L. Pickett, proprietor of the Star Theatre at Hereford. She leaves four sons and one daughter.

Lloyd Bowsler Proves Self As Practical Corn Grower
Lloyd Bowsler, son of Mr. and Mrs. H. C. Bowsler, has accomplished some wonderful results as a high school vocational student under the direction of Prof. C. W. Humble. This season Lloyd planted twenty acres of Indian corn, resulting in a yield of a fraction over forty-five bushels per acre. The young man has been picking and sowing his seed corn for several years and now has a variety that yields very heavily, and at an early date.

Hillside Hatchery Now Under Management of Ray Coneway
Ray Coneway is now sole owner of the Hillside Hatchery, just across the creek south of the bridge on Main Street, having purchased the interest of Jones & McLean in the enterprise. Mr. Coneway expects to start up his big Smith Hatcher during the latter part of January, and meanwhile is engaged in remodeling the entire plant and getting ready for the spring business. The house is being stuccoed, the incubator rooms are being remodeled, and he is installing what is known as a "wet bulb hygrometer" to regulate the moisture in the hatchery. Mr. Coneway promises to have the most up-to-date hatchery in the Panhandle when all these improvements are completed.

A. H. Streu plans to leave Saturday for Keweenaw, Wisconsin, where he will spend the holidays with his mother and other relatives.

Residents of Des Moines, Iowa, left yesterday for their home after a two weeks visit with Mrs. McKirgan's sister, Mrs. John Haberer and family of this city. They were enroute from Sawtelle, California, where they had been visiting. The McKirgans were deeply impressed with the possibilities of the Texas Panhandle and intimated an intention of eventually locating in this section.

It is with grateful feeling we send to our friends and patrons this message of thanks for the past Favors, and wish you a

Merry Christmas and a Bright, Happy New Year!

Harrison Elevator

Dear Santa Claus:
I am afraid you will forget me, so I am writing you a letter. I want a set of doll dishes and a doll bed and a doll and lots of oranges and apples and candy. Your friend,
MARY TURRENTINE.

Mr. Santa Claus:
North Pole.
Dear Santa:
Will you please bring me a cowboy suit and a coaster wagon for Christmas. Your friend,
BOBBY WOOD.

TURKEY AND ALL THE TRIMMINS

FOR OUR SPECIAL CHRISTMAS DINNER TUESDAY, DECEMBER 25

—Bring the family. We wish each and every one a Merry Christmas and Happy New Year.

THE SUNRISE CAFE
SAM HUTSON, Proprietor

Greetings of the Season

—The pleasure of wishing you Cheery Christmas Greetings and a Prosperous New Year is ours. May our friendly business relations continue unbroken through the coming year.

SERVICE-U-LIKE
W. W. ROBERTS

Wishing You Season's Greetings!

—and assuring you of our keen appreciation of your good will and patronage.

H. M. BISHOP
Studebaker-Erskine Sales and Service

A Merry, Merry Christmas!

SO SAY US TO ALL OF YOU!
AND BEST WISHES FOR THE NEW YEAR

The Texas Meat Market
THE PLACE TO BUY GOOD MEAT.

Mrs. S. P. Rosson Improving Following Recent Operation
The many local friends of Mrs. S. P. Rosson will be delighted to hear that she is rallying splendidly from a second operation which was performed last Saturday. Her father, Mr. Bond, of Portales, New Mexico, returned to his home Tuesday, after he was assured that the crisis had been passed. Mr. Rosson's mother is here with him during his wife's illness.

Hereford Schools Retain High Rating; Third Year
Superintendent Dilchay of the Hereford public schools is advised that for the third consecutive year the Hereford schools have been accredited as members of the Southern Association of Colleges and Secondary Schools. The high standard of scholarship maintained here makes this affiliation possible, and local school officials are very much pleased over the announcement.

A JOYOUS CHRISTMAS

We wish to thank our friends and customers for the liberal business given to us during the past year and we wish for each of you a very Merry Christmas and a Joyous and Happy New Year.

Hereford Jewelry Store
W. H. RAY

Imported

JONCAIRE AND BEN HUR PERFUMES AND POWDER

—Make a handsome and useful Christmas Gift. Beautiful Stationery—Candy in Fancy Boxes.

INSPECT MY SELECTIONS BEFORE YOU
MAKE YOUR CHRISTMAS PURCHASES

Chocolate Shop

Merry Xmas!

It is with real pleasure that we extend our best wishes for your Merry Christmas and Happy New Year.

And at the same time may we thank you for your cooperation during the past year.

The helpful spirit which you have shown has, and will continue to inspire us to do our best to keep your gas service good.

West Texas Gas Co.
HEADQUARTERS FOR GAS APPLIANCES

J. P. Parker, Ralls, Texas, To Put In Theatre Here
J. P. Parker, picture show owner and operator of Ralls, Texas, has purchased a lot and a half from the Western National Bank just north of the bank building on Main Street. Mr. Parker stated while here that he is contemplating the erection of a building with a thirty-five foot frontage and 140 feet deep and that construction would start as soon as he had details worked out with contractors.

Trades Day Furnishes Xmas Money for Several People
Santa Claus was liberal and made glad the hearts of twelve persons at the Trades Day celebration which took place at the corner of Fourth and Main Streets Monday afternoon. A large crowd was present and they were urged by Santa who distributed the gifts, to make the hearts of their neighbors glad at this time of year. Officials of the Chamber of Commerce express satisfaction over the manner in which Trades Days have been conducted during the past four months and believe it has been a strong factor in encouraging the trade-at-home movement.

Our Toyland Is Joyland

—We have just the toys you will want for Christmas... Also TREE DECORATIONS.

Santa Claus will return to our store on Saturday afternoon at 2:30. Children, be there to meet him Bring Mother and Dad!

Pre-Inventory Sacrifice Sale On All Coats, Hats and Dresses, to Begin Friday, December 21. COME BY AND BUY!

Olson's Variety Store
Headquarters for Santa Claus

Cordial Greetings of the Season!

—We have found that friendship in business counts for much and we are grateful for yours. We desire to convey the Season's Best Wishes for a Merry Christmas and a Happy New Year!

R. B. R. Implement Co.
S. P. Rosson J. D. Buchanan Edgar Ramey

UNLOADING SALE

Due to the fact that we find ourselves heavily overloaded on many lines of Holiday Goods, we have decided to unload our surplus, regardless of the regular selling price, or our net cost. We must have money to pay for this immense stock of goods, and the only way we know of to raise it is to offer you merchandise at prices that we know cannot be duplicated in Texas. Scan the list of reductions below and you will be convinced that this is a REAL SALE at the RIGHT TIME!

Spiral Railway

—The BEST \$5.00 TOY in the house. Lots of track and everything—

Sale Price, \$3.95

Ladies' Felt House Shoes

—All sizes and colors. A value that you would be satisfied to get at \$1.00—

Sale Price, 49c

Perfume In Fancy Bottles

—An item that you usually pay 35c for and think you have done well—

Sale Price, 15c

Imported China Cups and Saucers

—Six of the most beautiful patterns we have ever shown. We have sold thousands of sets of these for \$3.00—

Sale Price, \$1.59 Set

Men's Pocket Knives

—A dandy assortment of knives that any hardware store will charge you \$1.25 for. Fancy handles, good metal—

Sale Price, 65c

Schoenhuts Player Piano

—A real player that plays several tunes. A regular \$6.00 item—

Sale Price, \$2.98

Girls' Comb, Brush and Mirror Set

—This is a beautiful Ivory set in several different colors. A dandy set that will please any girl under fifteen. \$2.00 value—

Sale Price, 69c

Unbreakable Doll

—with voice and nice dress. Will please any little girl. A big 75c Value—

Sale Price, 49c

Portable Phonograph

—A beautiful machine, with a dandy tone. An ideal gift for anyone who appreciates good things—

Sale Price, \$16.48

Stationery In Fancy Boxes

—The kind that is often sold for 35c and 50c per box. A nice Gift for anyone—

Sale Price, 15c

Rambler Coaster Wagon

—Full size, all-steel wagon. Sold by the mail order houses at about \$7.50—

Sale Price, \$4.95

Iridescent Glass Bowls

—The kind you usually pay 75c for. Makes a beautiful present for any lady. Get one at

Sale Price, 35c

Waste Paper Baskets

—Finished with nice, wide silk ribbon. A regular 75c value—

Sale Price, 29c

Women's Garter and Handkerchief Set

—When you see this set you will expect to pay \$1.50 for it, but—here it is—

Sale Price, 50c

Giant Grab Bucket

—One of the most substantial \$2.00 toys we have. We have a lot of them at—

Sale Price, \$1.00

Rubber Balls

—A bright-colored ball, covered with a lot of pictures, etc. We have three gross of these 15c balls—

Sale Price, 5c

Imported China Salad Bowl

—Beautiful patterns, the kind we sell for

Sale Price, 59c

Wicker Doll Cart

—This is one of the biggest sellers in the entire stock. Worth about \$5.00 of anybody's money—

Sale Price, \$2.95

Electric Tree Light Sets

—To make Christmas complete you must have a tree. We will sell you a dandy eight-light set for—

Sale Price, \$1.00

Holland Grown Bulbs

—We have a lot of these genuine Holland bulbs. With each \$5.00 purchase we will give one-half dozen free—

Ask for Them!

Child's Laundry Set

—Consists of wash board, tub and clothes drier. Usually sold for 89c—

Sale Price, 50c

All-Steel Wagon

—Disc wheels, steel body. Just the wagon for the little tots. Worth \$1.25—

Sale Price, 89c

Baby Doll

—Has a long, white dress. Is always sold for at least 85c. We just have too many of them—

Sale Price, 49c

Tinker Toy

—The same thing that you pay 85c for any place else. The genuine, old reliable—

Sale Price, 49c

Framed Pictures

—Beautiful subjects. The kind that adds something to any home. We know these will please you. \$2.00 value—

Sale Price, \$1.29

Electric Percolator

—A real electric percolator at the price you usually pay for an ordinary percolator. Some stores get \$2.50 for these—

Sale Price, \$1.00

Tree Decoration Assortment

—Anything you will need to decorate your tree, including tinsel ornaments, etc. \$2.00 value—

Sale Price, \$1.00

Towel Sets

—Fancy colored, in a beautiful gift box. Consists of two towels and a wash cloth. Worth \$1.35—

Sale Price, \$1.00

NOW, Folks, all we ask is that you come in and look over this magnificent stock. As you probably know, this stock was bought in The Ben Franklin League, the

largest chain system in the world, thereby enabling us to have hundreds of items in our stock that cannot be found in the ordinary Store that buys through jobbers.

SKELTON'S VARIETY STORE

Hereford, Texas.

CLASSIFIED ADS

For Sale or Trade

FOR SALE—Ivers and Pond piano in the best of condition. F. J. EBERLE. 49-11p

GOOD RESIDENCE for sale, corner West Sixth and Lee Avenue. Phone 205-J. 49-11p

160 ACRES—150 in cultivation, improved, one and one-half miles of Shallowater, near Lubbock; to exchange for one-half section near Hereford, improved. J. J. CARROLL, Shallowater, Tex. 49-21p

TRADE—Will buy or trade for a bunch of first class Jersey cows. Box 224, Hereford. 49-31d

FOR SALE—150 S. C. White/Leg-horn hens and pullets; from Tanager, O. A. C. strains. Phone 9005-F. LEE CONKLIN. 49-21p

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

FOR SALE—Beautiful raw section on motor route, 21 miles N. W. Will sell cheap and on easy 6 per cent terms in order to settle estate. See L. BASKIN. 49-31c

FOR SALE—Fine 200 acre farm only four miles out; cheap and easy, 6 per cent terms, in order to settle estate. See L. BASKIN. 49-31c

FOR SALE—Higeria bundles, good grain. Also want to do trucking for the public. Phone 303. FRED MILLARD. 44-1fc

FOR SALE—Four extra good registered Duroc gilts; also registered Duroc boar age 2½ years, for sale or exchange. MRS. D. E. TURRENTINE. 45-1fc

FOR SALE—Or trade, 9-room stucco home, completely modern; one block north of Central school, on the Avenue. Highly adaptable for rooming house. JOWELL MURCHISON. 40-1fc

FOR SALE—A good Beatrice cream separator; only used a short time. N. C. VOGELE. 48-21c

FOR SALE—Two Jersey heifer calves from bull circle males; suitable for boys and girls club projects. See County Agent, N. C. VOGELE. 48-41c

FOR SALE—No. 3 Primrose cream separator. \$45.00. CARL'S CASH AND CARRY. 48-41c

FOR SALE—Two good coal-range stoves. E. H. NORTON. 48-21c

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

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

For Rent

FOR RENT—One apartment for light house keeping and one sleeping room; first door east of Presbyterian church Phone 333-J. MRS. ROSA SPEER. 49-11p

FOR RENT—Residence and apartment. F. H. OBERTHIER, Sr. 49-11p

FOR RENT—Two furnished apartments, gas heat, garage; also 5 acres of land. MRS. E. J. WILLIAMS. 49-11p

Wanted

WANTED—Some used barbed-wire and posts. OWEN NEEL. 49-21p

WANTED—A good housekeeper; no objection to one child. Address Box 71, Texico, New Mexico. 49-11p

WANTED—To buy a good team of young matched mules. TEXAS UTILITIES CO. 47-21c

WANTED—Plowing sod or old ground or job with 15-30 tractor. R. B. CALDWELL, Route A, Hereford, Texas. 48-41p

WANTED—Cattle to winter. Plenty of feed and fields to graze; well watered and protection. Location, 19 miles north Hereford on 25-Mile Avenue. Write A. K. WEBSTER, 2217 Polk St., Amarillo. 48-21p

Lost and Found

LOST—A brown leather purse, with \$1.40 in change, \$8.35 in green stamps, and other small articles. MRS. J. C. GYLES. 49-11p

LOST—A light tan kid glove for the right hand. Finder leave at post office or Brand office. 49-11p

LOST—A bay horse mule, 13½ hands high, about 8 years old. Reward \$5.00. Notify J. T. Swagerty, on former L. R. Bradley place. 47-41p

Lodge Directory

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

First Presbyterian Church

JAS. T. ROSS, Pastor

The pulpit of this church will be supplied by Rev. J. A. Hornbeak at both worship hours next Sunday. Sermon subjects will be as follows: 10:50 a. m., "The Babe of Bethlehem," 7:00 p. m., "The Glory Light."

Sunday school 9:45 a. m., Christian Endeavors, 6:15 p. m. Announcements will be made for the Guild and W. M. S. on Sunday. White Christmas will be observed

GREETINGS

In the insurance business that all-embracing term, "Good Will" is our agency's main asset—one of the definitions of which is "A desire for the well being of others."

In wishing our friends and policy holders a MERRY CHRISTMAS and SUCCESSFUL NEW YEAR, we want them to feel the wish is born of an earnest desire to do everything in our power to make our friends and all those connected with anyway with our office both HAPPY and PROSPEROUS!

RALPH BARNETT, MANAGER

Hereford Insurance Agency

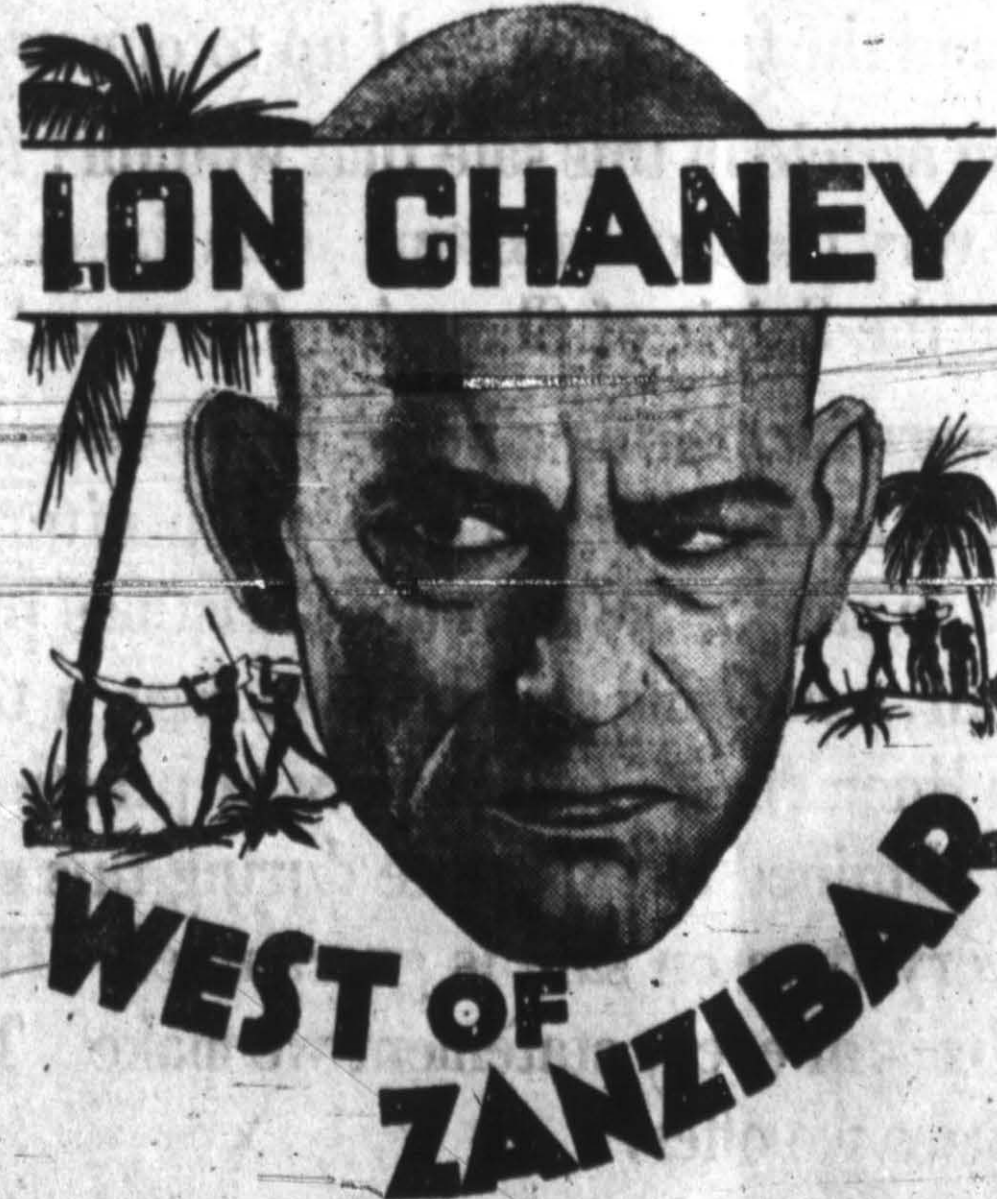
PHONE 273

INSURANCE LOANS

THE STAR THEATRE

Wednesday and Thursday

DECEMBER 26-27



There's only one Chaney, and here he is at his best!

Never has a Chaney picture failed to come up to high expectations.

Always something brand new, surprising, startling!

He takes you now to darkest Africa—leads you through its jungle mysteries—grips you and moves you by as fine a story of adventure and love as the screen has ever offered!

with

LIONEL BARRYMORE—MARY NOLAN

with an offering on Sunday evening and Christmas tree exercises on Monday evening.

Pastor and congregation join in welcoming you to the enjoyment of the two special messages by the Rev. Mr. Hornbeak next Sunday.

SURPRISE WEDDING.

Sam D. Steele and Miss Frances Wilson gave their friends here quite a surprise when it was learned that they were married in Dallas on Sunday, December 16.

The news was received in a wire to the bride's family Sunday night. No details were learned.

The bride's sister, Mrs. Claude Morris, and Mr. Morris, of Vega, motored to Dallas last Friday and were accompanied by Miss Frances and her younger sister, Miss Imogene; and the groom's sister, Miss Dessie Mae Steele. The groom's mother and sister, Miss Polly, were in Dallas.

Mrs. Steele is the attractive daughter of Mr. and Mrs. John L. Wilson of this city. She has grown to womanhood here, is a graduate of the high school and later attended W. T. S. T. C. at Canyon. She has been teaching for several years.

Mr. Steele is the only son of Mr. and Mrs. M. L. Steele of Hereford. He has for several years been with the First State Bank, but recently resigned to become associated with his father in the cattle business.

It is understood that he and his bride will make their home on

one of his father's ranches, either in Bailey county or in New Mexico.

CARD OF THANKS.

Mr. and Mrs. O. L. Sharp and family of Vernon, Texas, wish to express to their Hereford friends their appreciation of the interest and kindness shown them during the illness and death of their son, Clyde; also for the beautiful flowers sent for his funeral.

NEW MEAT LOAF

Mix 2 lbs hamburger steak, 2 slices golden brown, 1 pint can tomatoes, ½ onion, chopped, 2½ teaspoons salt, ¼ teaspoon pepper, 10 tablespoons quick cooking tapioca. Bake in bread pan in moderate oven 45 minutes. The tapioca takes the place of eggs and bread crumbs as a binder and avoids the 'brady' taste.

OUR CREED

We believe in the goods we're selling, and in our ability to succeed. We believe that honest goods can be sold by honest methods. We believe in giving value received, and we believe we have done so only when we give a man the full worth of his dollar in satisfaction and services. We believe in working, not waiting; in laughing, not weeping, and in the pleasure of selling our goods. We believe in today and the work we are doing; in tomorrow and the work we have to do, and in the sure reward the future holds. We believe in courtesy, in generosity and in good cheer.

Rockwell Bros. & Company
Lumbermen



WISHING YOU THE FULLEST MEASURE OF HAPPINESS ON CHRISTMAS DAY AND A VERY HAPPY NEW YEAR—

Strambaugh Dry Goods Co.
HEREFORD TEXAS

Christmas Greetings

TO ALL OUR FRIENDS AND CUSTOMERS:

At this time of the year we like to think back over the past year and speculate in our minds whether it has meant a success or failure.

For me it has meant success in different ways. I have made some money and I have tried, and believe I have succeeded, in making Hereford the best hog market on the Plains.

I want to thank each and every one for their loyal support and patronage.

WISHING ONE AND ALL A MERRY CHRISTMAS AND A HAPPY AND PROSPEROUS 1929!

G. W. BRUMLEY
HOG BUYER

A Gift of Real Service

AND A SOURCE OF SATISFACTION FOR YEARS TO COME—

'A GRUEN WATCH'

—A diamond ring that will increase in value as the years go by. And many other things that will gladden the heart of the recipient such as Emblem Rings or Pins, Beautiful Set Rings, Mesh Bags and Pearls. The store that is always glad for you to come in and look around, whether you buy or not.

F. M. KESTER

Jeweler and Optometrist

Hereford, Texas

BARGAINS GALORE

We are not advertising our specials this week, but we have them just the same, and they will be a delightful surprise for you. Each special will be advertised in the store Friday and Saturday.

We have everything in the grocery line for your Christmas dinner—and all fresh, too.

NUTS, CANDIES, FRUITS, VEGETABLES, ETC., ARE HERE WAITING FOR YOU!

Merry Christmas and a Happy New Year!

MONT E. BAKER
GROCERIES

We Give S. and H. Green Stamps

DON'T FORGET—WE BUY EGGS

DEATH CLAIMS CLYDE SHARP AFTER LONG ILLNESS

The many friends of Mr. and Mrs. O. L. Sharp, former residents, will be interested in the following, clipped from the Vernon Record of December 13:

Clyde Sharp is dead.

The end came last night at 10:30 o'clock, following a courageous effort to win over illness of pneumonia and blood complications, which followed a slight injury sustained in a football game at Amarillo, November 12.

A senior of Vernon High School, Clyde was one of the most popular of the younger set of this city. On the football field he demonstrated the value of clean living and clean sportsmanship. He loved the sport and wanted to be in every game.

The indomitable spirit, which was obvious in his performance on the gridiron was characteristic of his fight for life. His body punished by numerous operations, and with his strength waning, Clyde possessed a will power which would not give up when death seemed imminent several days ago.

The entire city, in which he has innumerable friends, deplores his death. During his illness at a local hospital, hundreds of inquirers sought information as to his condition.

Practically all student activities at Vernon High school were disrupted when the seriousness of Clydes condition became apparent. The corridor of the hospital was filled each afternoon at the close of school with students hopeful of encouraging news.

Classes at Vernon High school will be suspended this afternoon for the funeral services, and the students will attend the services in a body.

Funeral services are scheduled to be held this afternoon at 3:00 o'clock at the First Methodist church of which Clyde was a member, with Rev. G. A. Bickley officiating. Interment will be made in East View Cemetery.

Active pall bearers will be Robert Petty, Robert Cox, Vernon Manis, Kelly Parker, John Coffee, E. M. Crawford and Tom McCrary, most of whom are members of the Sunday school class which Clyde attended regularly at the Methodist church. Honorary pall bearers will be members of T. J. McGill's Sunday school class of the Methodist church.

Clyde was a son of Mr. and Mrs. O. L. Sharp, who lives four miles east of Vernon. Others who survive are two sisters, Lois, 14, and Zelma, 12, and four brothers, Elmer, Claid and Marvin, all of this city, and Fonzie Sharp, of Post City.

Clyde was born in Wilbarger county July 23, 1909, and he lived ten years in Hereford, returning here with his family about a year ago.

DID YOU KNOW—that if you are using small rugs for floor covering, they should never be "scattered" about the floor in angling positions, but should be laid so that lines follow the lines of your room?

DID YOU KNOW—that it is a grave mistake in decoration to angle pieces of furniture across the corners of the room? Many who are untrained in decoration feel this catercornered placement of davenport, secretary, upright piano or library table breaks the formality of a room and gives it a homey effect. The truth is, it but creates confusion.

As a usual rule, all large, bulky pieces should go straight against the wall. Chairs, which one naturally angles to bring them in companionable relation with each other in conversation—and small tables near easy chairs—can logically depart from the perfectly straight ways if the dominant masses of furniture provide straight backgrounds for them.

A NOVEL AND DELICIOUS SALAD
1/4 cup finely chopped nut meats,

1/4 cup chopped celery, 1 tablespoon crystallized ginger, cut fine, 1 cup cut assorted fruits. Pour 1/2 cup boiling water over a package of lemon-flavored gelatin, when dissolved and almost cool add 1 1/2 cups ginger ale; when mixture begins to thicken stir in fruit and mold.

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

WE HAVE A NICE CHRISTMAS PRESENT FOR EACH OF OUR CUSTOMERS! Call at Our Office and Get Yours! MERRY CHRISTMAS TO ALL! TEXAS UTILITIES COMPANY

CREAM WANTED
50c
We pay transportation charges. We wish every one a Merry Christmas and a Happy, Prosperous New Year and extend to all our patrons, our thanks and appreciation of the cream shipments they have made us and hope we will merit your continued business. Reference: Richardson County Bank. FALLS CITY CREAMERY CO. Falls City, Nebr.

HAS THE LUBRICANT IN YOUR TRANSMISSION BEEN CHANGED? USE OUR NEW

STOP!

ALEMITE
Gear-Flushing Service

Beavers Bros.

Transmission and Differential Oil should be changed every 5,000 miles at least.

Wishing You the Happiest Christmas

AND THE MERRIEST CHRISTMAS YOU HAVE EVER HAD, AND ASSURING YOU OF OUR APPRECIATION OF YOUR GOOD WILL AND FRIENDSHIP!

J. O. NEWELL



Framed in our hearts is the memory of the loyalty, patronage and favors you have extended us throughout the past year and desiring to keep the jewel of friendship bright with appreciation, we are grateful for the opportunity that the Yuletide period offers to express our gratitude and to extend to you and yours—

A Great Big Thank You

As a mark of this appreciation, we have reserved for you a souvenir with the hope that it may please you to the extent of becoming a daily reminder of our gratitude.

Wishing for you and yours the season's best, we are, Sincerely,

Brumley-Chevrolet Co., Inc.
E. C. EVERETT, Manager.

Having Decided to Quit the Furniture Business, I am Offering My Entire Stock of Furniture at Close-Out Prices



Price Smashing Christmas Sale of Our Entire Stock of Furniture

—Here's your opportunity to make some wonderful furniture gifts at a modest expenditure.

—Our special Christmas sale of high grade furniture is the biggest event of its kind ever held. Every item is offered at rock-bottom prices, and the furniture is all up to our usual standard of merit.

—Not an article in this sale that wouldn't make a much-appreciated gift. Every piece of furniture is a winner! Every price-mark a victory for the Spirit of Shopping Economy!

—If you are furnishing a home, or just need an odd piece, you will be interested in this Special Sale of Furniture that includes everything we have in stock. Solve your Christmas problem! You can give an easy chair, a smoking stand, a bookcase, a telephone stand, a serving table, a linen chest—and variety of practical, attractive objects that may be obtained at this store during this sale at price-smashing values—every item on sale is guaranteed. The reputation of this store stands back of every statement we make. Take advantage of the opportunities we offer!

Anthony Furniture Store

Arney News Items

A total of one inch of rain fell over this vicinity in two days last week and will be of great help to wheat. All row crops are not harvested and many of the farmers would appreciate some fair weather.

McArthur Matthews of Jumbo was here Monday.

Several of our people attended the Flowers sale south of Dimmitt Monday, the 17th.

Mr. Bratcher and family spent last week end visiting relatives at Quitaque.

Mrs. J. E. Boyd and daughter visited Mrs. Lillard Webb Sunday.

Our school continues to increase, another new pupil starting last Monday. Teachers and pupils are working on a Christmas program which everybody will attend.

Mr. Fergus made a trip to Meadows, Texas, one day last week.

Emmett Tipton has been busy repairing his windmill.

Floyd Fortner, E. R. Robison,

J. E. Boyd, Grady Bailey and Geo. Ward were in Happy Wednesday. Due to damp weather last week threshing has been delayed.

Rabbit and duck hunters are having lots of sport.

George Ward called in the Webb home Wednesday.

Emmett Tipton is wiring his home for electric lights and having a light plant installed.

Mr. and Mrs. Ross Campbell were in Hereford Wednesday.

J. L. Hammond and D. W. Williams were callers in the J. E. Boyd home Thursday.

Messrs. Jones, Williams, Mur-sar and Webb were in Dimmitt Friday.

Thomas Boyd is driving a new car.

Mr. and Mrs. G. A. Wilson are owners of a new car.

Lillard Webb and family expect to leave for Oklahoma to spend the holidays with relatives.

Chas. Cox and daughter, Miss Beulah, visited the Emmett Tipton home Tuesday.

Mr. and Mrs. G. A. Wilson and son spent Tuesday visiting in the J. L. Hammond home.

Mr. and Mrs. Ross Campbell, Emmett Tipton, Lillard Webb, T. Boyd and Mr. Bratcher were in Happy Monday.

Bennie Fortner will spend Christmas with relatives and friends at Crowell.

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

Mr. and Mrs. Lee Hutson visited his mother, Mrs. J. P. Hutson.

NOTICE

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

W. W. BENNETT,
Secretary.

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

Plaintiffs allege the land to be of the reasonable value of \$1200.00 and pray that it be partitioned as provided by law, and if it appears that it cannot be divided to the best interest of the owners thereof, that a receiver be appointed to sell same and distribute the proceeds according to law.

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

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

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

(SEAL) L. H. FOSTER,
Clerk District Court, Deaf Smith County, Texas.
By Evelyn Jackson, Deputy.

SEE
"STEP ON IT STAN"
BENEFIT OF JUMBO P. T. A.
FRIDAY, DECEMBER 21, 8:00 P. M.
JUMBO SCHOOL

Warmest Greetings
—AND THE GOOD OLD WISH
A HAPPY CHRISTMAS
and a
BRIGHT NEW YEAR
W. E. Dunlap
HARDWARE
Phone 256

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

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

You are hereby commanded, That by making publication of this Citation in some newspaper published in the County of Deaf Smith, four (4) weeks previous to the return day hereof, you summon: Richard Thompson, Gunder Thompson, Martin Thompson, Clara Holland, Tolef Holland, Julia Opdahl, Christ Opdahl, Lester Larson, Maggie Larson, Pearl Larson, Mable Larson, Arthur Larson, Ole Larson, Anna Larson, Leonard Larson and Nellie Larson, whose residences are unknown, to be and appear before the District Court to be holden in and for the County of Deaf Smith, at the Court House thereof, in the City of Hereford, on the first Monday in February A. D. 1929, the same being the 4th day of said month, then and there to answer a petition of Bertha Thompson and Thomas J. Seaboe, as plaintiffs, filed in said Court on the 2 day of November A. D. 1928, against Richard Thompson, Gunder Thompson, Martin Thompson, Clara Holland, Tolef Holland, Julie Opdahl, Christ Opdahl, Lester Larson, Maggie Larson, Pearl Larson, Mable Larson, Arthur Larson, Ole Larson, Anna Larson, Leonard Larson and Nellie Larson, as defendants, said suit being numbered 1698, the nature of which demand is as follows, to-wit:

Plaintiffs allege they and de-

DR. T. M. MONTGOMERY
EYESIGHT SPECIALIST
628 Polk Street Amarillo, Texas
—Will be in Hereford First and Third Tuesdays in each month. Eyes tested and glasses fitted.
OFFICE RAY'S JEWELRY STORE.

CHRISTMAS GREETINGS TO ALL
OUR FRIENDS AND CUSTOMERS!
BUICK SERVICE STATION
E. L. Mathies Phone 392.
Car Washing a Specialty.
Marland Gas and Oils Cooper Armored Tires
Storage, Greasing, Tow-In Service

Let's Forget the Worries!

THE YULETIDE SEASON IS AGAIN WITH US—
MAY WE BE PERMITTED TO LAY ASIDE THE CARES AND JOYS OF ACTIVE BUSINESS LIFE, LONG ENOUGH TO WISH YOU AND YOURS ALL THAT IS GOOD, AND HAPPY, AND JOYOUS IN THIS THE MOST HAPPY SEASON OF THE YEAR! MAY YOUR HOLIDAY ACTIVITIES BE FILLED WITH ALL THAT GOES TO MAKE LIFE WORTH THE LIVING.

The First National Bank
OF HEREFORD

MEMBER FEDERAL RESERVE SYSTEM

THE WEST TEXAS STATE TEACHERS COLLEGE
CANYON, TEXAS
J. A. HILL, President
Winter Term Opens January 2, 1929
Correspondence Courses Available at All Times.
Write
D. A. SHIRLEY, Registrar
for Full Information
(This advertisement paid for by Canyon Chamber of Commerce)

For that big, fine Christmas dinner you must have FINE GROCERIES. If you've never traded with us buy your Christmas groceries from us. Then you will ever afterward be a regular customer. Our groceries are PURE. Buy them; try them; and you will come again for them.

MERRY CHRISTMAS GROCERIES

—SPECIALS—
WATCH OUR WINDOWS FOR SPECIALS
FRIDAY AND SATURDAY

Williams Grocery Company
Phone 128 We Deliver

Merry Christmas

May it ring in mirth and laughter,
May it hold bright smiles and cheer,
May you always be more happy,
For a Christmas in each year.

We Buy Produce.

West Texas Feed & Seed Co.
Phone 265
THE HOME OF MERIT FEEDS

Curtain Repair Work

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

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

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

Don't Forget—We Repair Shoes!

Copeland's Shoe Shop

For health and happiness . . . for sheer delight on Christmas Day and a thousand days to come . . .

The Silver Anniversary BUICK
With Masterpiece Bodies By Fisher

NORTON MOTOR COMPANY,
HEREFORD, TEXAS

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

PURINA

30 Per Cent
PROTEIN CONTENT

—CHICKEN CHOWDER enables the feeder to use home grown grain mixed in with this balanced ration.

—Mix 100 pounds ground grain with 100 pounds thirty per cent Chowder and you have a perfectly balanced ration.

Just Received a Carload of Fresh Purina Feeds.

WE BUY CREAM
JUST PHONE NO. 1

Jones & McLean

Christmas Will Soon Be Here AND OLD SANTA HAS

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

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

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

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

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

A MERRY CHRISTMAS TO ALL
STREU HARDWARE CO.



Christmas Greetings To All--

The Spirit of Santa Claus prevails in our store—Catch this spirit and make others happy!

A FEW GIFT SUGGESTIONS—Perfumes, Toilet Sets, Everything for Milady's Toilet Table; Sewing Cabinets, Smoking Sets, Attractive Toys of all kinds; books for children and grown-ups; Stationery, Fountain Pens and Pencils; Candies of all kinds, including the famous Whitman's, Hoffman's

and Pangburn's—put up in Christmas boxes; all brands of Cigars and Cigarettes—these, too, are in holiday boxes. Visit our store and see our display—**YOU WILL BE GLAD YOU CAME!**

The City Drug Store

LOCAL HAPPENINGS

I buy my Drugs at CLARK'S.

C. H. Dixon, representing the Coy-Dixon Motor Company, of this city motored to Oklahoma City Sunday to attend a factory meeting of the Pontiac-Oakland company, returning home Wednesday.

Use Figaro—It salts, sugar cures and smoke-flavors all in one operation. WEST TEXAS SEED & SEED CO.

B. Baer of Tucuman, New Mexico, is here this week in charge of his son's store.

Gingham Girl Flour — WOM-ACK'S.

Ray Conaway and family motored to Amarillo last Sunday to attend the Tri-State Poultry Show.

Mr. and Mrs. Gaston Baer left Saturday night for Wichita Kansas.

FREE
We will give you a Fada radio free. All we ask you to do is to pay us the wholesale price for the batteries and speakers. Don't miss this bargain. ORR'S TAILOR SHOP.

STAR THEATRE

HEREFORD, TEXAS

Friday Night Only
DECEMBER 21

BILLIE DOVE
in
"ADORATION"

Saturday Afternoon and Night
DECEMBER 22

HOOT GIBSON
in
"RIDIN' FOR FAME"

Monday Only
DECEMBER 24

"VARSITY"
with
CHARLES (Buddy) ROGERS and MARY BRIAN

Tuesday Only
DECEMBER 25

LAURA LAPLANTE
in
"HOME JAMES"

Wednesday - Thursday
DECEMBER 26-27

LON CHANEY
in
"WEST OF ZANZIBAR"

FRIDAY ONLY
DECEMBER 28

HEGINALD DENNY
in
"THE NIGHT BIRD"

Saturday Matinee and Night
DECEMBER 29

RIN TIN TIN
in
"JAWS OF STEEL"

Midnight Matinee New Year's

BEBE DANIELS
in
"THE FIFTY-FIFTY GIRL"

TIME OF SHOWS:
Evenings 7:00-9:45
Saturday Matinee 2:00-5:30

El Dunlap returned to his home in Dallas Wednesday.

Just received a swell line of Metallic hats in both large and small head sizes, \$3.50 and up. VOGEL'S MILLINERY PARLOR.

Burt Daniel and Louie May of Amarillo were transacting business here last Tuesday.

Give HIM a Brunswick tire or two and see if he refuses them. RICE SELLS THEM.

T. D. Moss of Fort Worth is here this week visiting old friends and transacting business. Mr. Moss is in the insurance business.

FREE
We will give you a Fada radio free. All we ask you to do is to pay us the wholesale price for the batteries and speakers. Don't miss this bargain. ORR'S TAILOR SHOP.

I buy my Drugs at CLARK'S.
F. L. Austin and Walter Harrison, of Roswell, New Mexico, were here Wednesday. These gentlemen are officials of the Kemp Lumber Company and came on business connected with their local yards.

All felt and velvet hats at a big discount. It will pay you to see them. VOGEL'S MILLINERY PARLOR.

Mrs. W. E. Hicks returned last week from a several weeks visit with her mother in Henrietta, Texas.

Forget you ever had a smoke-house and use Figaro Salt. WEST TEXAS SEED & SEED CO.

Mrs. Jennie Thompson returned last week from a visit with friends and relatives in Dallas and Gainesville.

See our nice supply of electric goods for our Christmas trade. TEXAS UTILITIES COMPANY.

Misses Gladys and Lucille Hicks and Ruth Conkright are expected home Saturday for the Christmas. Miss Gladys is teaching at Mart, Texas, and Misses Lucille and Ruth are students at Baylor College, Waco.

We have anything you need for your radio set, such as batteries, tubes, aerials, all accessories. ORR'S TAILOR SHOP, Phone 16.

Messrs. G. A. F. Parker and E. C. Everett attended the district meeting of the Chevrolet Company held in Amarillo last Monday.

Eventually, why not now? Your neighbor has already begun to use RICE'S INSTANT TIRE SERVICE.

M. A. Crockett, of Sanger, Texas, is looking over his investments in this community. Mr. Crockett owns twenty acres just northwest of the town section.

We have anything you need for your radio set, such as batteries, tubes, aerials, all accessories. ORR'S TAILOR SHOP, Phone 16.

Mrs. Bill Graham and daughter of Dimmitt were here Tuesday shopping.

Misses Miley Emerson and Kate Hamilton of Dimmitt were here last Saturday on a shopping tour.

Marcelling 50 cents. MRS. J. H. MILLER, Phone 84.

Friends of Mr. and Mrs. Jack Mounts will be interested in the news of the arrival of a little son, Jack Eugene, on December 3 at their home in Dallas.

Get a ball aerial to pep-up your radio for Christmas time. ORR'S TAILOR SHOP, Phone 16.

FREE
We will give you a Fada radio free. All we ask you to do is to pay us the wholesale price for the batteries and speakers. Don't miss this bargain. ORR'S TAILOR SHOP.

Miss Gladys Seigler, who has been attending T. C. U. in Fort Worth, arrived home the past week to spend several weeks with her parents, Mr. and Mrs. T. E. Seigler.

I buy my Drugs at CLARK'S.

Millions of dollars are spent advertising tires. Who pays it? The tire user, of course. That's why we can sell Brunwicks for less. AT RICE'S.

Miss Airy Fay Womack spent last week end in Amarillo with relatives.

Mrs. Virginia Elliston spent last week end in Borger with Miss Kathleen Hawkins.

Gingham Girl Flour — WOM-ACK'S.

Mrs. Dow Mercer arrived home Saturday night from a visit in Amarillo with Mr. and Mrs. P. W. Price.

Buy HIM a car jack or a tire gauge for Christmas. RICE sells them.

William Parker, student at New Mexico Military Institute, Roswell, New Mexico, arrived home Saturday night to spend the holidays with his parents, Mr. and Mrs. G. A. F. Parker.

See our nice supply of electric goods for our Christmas trade. TEXAS UTILITIES COMPANY.

Mrs. Lan Shore and daughter, Miss Florence, spent Sunday in Amarillo.

Get her a Metallic hat for Xmas—this will please her. VOGEL'S MILLINERY PARLOR.

J. L. Matthews of Hartley, Texas, visited in Hereford Monday with his sister, Mrs. W. R. Arnold. Mr. Matthews was formerly a resident of Deaf Smith county a number of years ago.

Get a ball aerial to pep-up your radio for Christmas time. ORR'S TAILOR SHOP, Phone 16.

Mr. and Mrs. B. S. Arnold of Amarillo were visiting Hereford friends Tuesday.

See our nice supply of electric goods for our Christmas trade. TEXAS UTILITIES COMPANY.

Mr. and Mrs. Chas. Donald expect to leave Friday to spend the Christmas holidays with Mrs. Donald's parents at Fort Worth. Their daughter, Miss Emma Jenne, will join her parents there.

We will be glad to give you the same guarantee that others offer

If you will pay us the price they ask. Brunwicks at RICE'S.

Mrs. J. D. Raymond of Panhandle returned home Sunday after a few days visit with her parents, Mr. and Mrs. W. E. Hicks. Both Mr. and Mrs. Raymond are expected back for the holidays.

FREE
We will give you a Fada radio free. All we ask you to do is to pay us the wholesale price for the batteries and speakers. Don't miss this bargain. ORR'S TAILOR SHOP.

No Chamber of Commerce Luncheon Next Monday

Advices are received from the Chamber of Commerce offices that there will be no Monday luncheon next Monday, which falls on Christmas Eve. Secretary Arnold states that it is not the desire of the officials of the Chamber of Commerce to try to hold these luncheons on holidays and on times when many Hereford citizens will be visiting elsewhere. No luncheon was held the past Monday. It following so closely on the heels of the annual affair which was held last Friday night.

Office Talk Domesticated.

Of course when you write letters you write just as you talk. But you know that there are a lot of fellows—whose names we aren't going to mention—who make use of the darndest collection of words and phrases! Being entire-

ly innocent yourself, you'll be able to sit back with a clear conscience and read this dialogue that has been going the rounds of some of the trade publications lately. In which the standard letter writer's jargon is shifted to a domestic setting:

His Wife: "Did you have a hard day at the office, dear?"

Mr. Yourstruly: "In reply to your query of even date as to my day at the office, regret to say that business matters were pressing, and I am very tired."

His Wife: "You poor dear! Well, come on now, dinner is ready."

Mr. Yourstruly: "In re your statement concerning immediate preparations to serve dinner, beg to advise that it will be five minutes before I can act on this, owing to the fact that I have just lighted a cigar. Regretting my inability to comply promptly with your request, and trusting that the delay will not seriously inconvenience you—"

His Wife: "Lay down that cigar and come to dinner at once. It's getting cold."

Mr. Yourstruly: "Your complaint regarding delay in attending to your recent order has been called to my personal attention, and I beg to assure you same will receive immediate handling. Feeling sure you will be pleased, and—"

His Wife: "Thank heavens! Won't you have some potatoes, dear?"

Mr. Yourstruly: "Your suggestion in re potatoes strikes us as very good. However will take this up with our appetite at once and

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

U.B. Prifty



Your Christmas

MAY ALL THE JOY AND HAPPINESS OF THE WORLD BE YOURS FOR THIS DAY AND SEASON.

Western National Bank

"There Is No Substitute for Safety"

Careful Buyers Know—

That in the long run they pay the price of good lumber whether they get it or not. Our lumber is nationally known for its dependability and is trade-marked for your ready identification of maximum construction value.

—To safeguard your investment we recommend and sell our trademarked lumber and other nationally-known building materials.

PANHANDLE LUMBER COMPANY

Too Late to Classify

FOR RENT—Two room furnished apartment on B Street. Inquire at WEST TEXAS GAS CO. 40-14

FOR RENT—Three unfurnished rooms. J. I. FUNDERBURG, On block north of Central School, 11

A Want Ad in The Brand is sure, steady worker—try it

Radnab is building an ornamental white way along the streets of the business section. It will have thirty-four standards mounted on sidewalks with wiring underground when completed and replaces the old system of seventeen standards located in the center of the street.



Gift Candy "H. Q."

(Headquarters)

Of all the places in town to buy Gift Candies for Christmas, this store is the best.

Here's why
We feature King's Chocolates, the tastiest, most delicious, most acceptable candy that master craftsmen can produce. Only the purest ingredients are used, only the most experienced workers are employed, and only the best stores are appointed King's dealers! Every King's package is in holiday dress.

For the convenience of men...
We have installed in our store the new Selection Chart that takes the guesswork out of candy buying. Consult it before you buy, and your gift is sure to please. Ask for your FREE copy of the Selection Chart of Kings.



CLARK DRUG STORE

The King's Dealer—by Special Appointment

Holiday Specials

FERNERY, \$5.00 VALUE, FOR \$2.95
Call quick and get one

Cedar Chest, \$20.00 value, for	\$ 16.50
Cedar Chest, \$12.50 value for	\$ 9.75
Bedroom Suite, \$125.00 value, for	\$ 95.00
Livingroom Suite, \$175.00 value for	\$135.00
Waffle Iron, Hotpoint, \$15.00 value, for	\$ 10.00
Waffle Iron, Hotpoint, \$20.00 value, for	\$ 15.00

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

IF YOU FAIL TO BUY FROM US WE BOTH LOSE!
E. B. Black Co.
We Are Satisfied With Small Profits