

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

30th YEAR—NUMBER 51.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, JANUARY 1, 1931.

FIVE CENTS PER COPY.

First Prize Won by Mrs. Rutherford

It was no easy task to select first prize winner in the Lions club home decoration and lighting contest conducted during the holidays, but the judges made their tour Saturday night with score pads and announced that Mrs. Hattie Rutherford, on Tenth street, just west of the high school, had earned the \$10. Mrs. Alex O. Thompson, Eleventh street, the second prize of \$7.50, and the county hospital, in charge of Mrs. Hal Bruner, third prize of \$5.

Others given special mention were Mrs. J. P. Slaton, 25-Mile avenue; Mrs. M. L. Steele, East Third; Mrs. J. P. Conaway, East Third; Mrs. Geo. S. McConnell, Schley; Mrs. A. A. Foster, Ross, and Mrs. H. L. Broadwell, West Third.

There were more homes decorated and the displays were more beautiful than ever before. Many of the homes were not entered in the contest and, as formal application had to be made so that the judges would be sure not to miss any, only homes filed with the club were scored.

Four prizes were considered in filling out the score card: artistic arrangement, street visibility, appropriateness of decorations and lighting, 12 1/2 each. The winning homes received 85 points.

INTEREST IN ABSTRACT OFFICE SOLD BY IRELAND

Purchase of the half interest of E. S. Ireland in the Thompson & Ireland abstract company by Alex O. Thompson, is announced. The deal was made the first of December and became effective at once but was not given out. Mr. Thompson will continue the abstract business in its offices in the court house.

County Staff Takes Oath of Office Today

Inauguration of county officials for another two years will quietly take place at the court house this morning, each taking the oath and filing required bond. Commissioners court will be in session and the induction into office and formal "red tape" will be simple affairs.

Several new faces will be seen in the official family. Mrs. Bessie Smith goes in as treasurer, succeeding J. H. Head; John A. Coffee replaces W. E. Dameron as county attorney; the latter was not a candidate for re-election; Mack Beach becomes assessor, and J. C. Carroll takes oath of constable.

New commissioners court comprises C. J. Baddock, W. B. Phillips, J. T. Quinn and W. M. Stewart. J. E. Cockrell has been appointed court house janitor, in place of W. B. Phillips who was promoted by the electorate as commissioner from precinct 2.

Will Hold 4th Annual Sale at Hereford Jan 28

The fourth annual sale of registered Anklely 4th Herefords will be held this year on January 28 in the sales pavilion at Hereford. This sale has become nationally known and attracts discriminating buyers from every section of the South and Middle West, for some of the choicest blood of breeder stock is put up.

There will be about 50 head of the fine Anklely 4th stuff raised in Deaf Smith, Castro, Farmer, Scharhan and Randall counties of Texas. The sale is being extensively advertised.

A 14-months old heifer, Donna, owned by D. L. McDonnell, topped the sale last year by making a world's record by bringing \$2200, paid by D. F. Urchel of Spring City, Kansas. Other buyers want to buy in Sonoma, Shreve, Midland and to other distant points.

Entire Section Covered In 3-Inch Snowfall

Remnants of a three-inch snow which covered the entire Hereford territory last Saturday were still on the ground Wednesday, soaking the wheat land as the warmer weather brought on a thaw.

The snowfall which reached from the south to Frio the previous week had not melted when the Saturday's fall arrived, and the section from the north line of Castro county to Amberst has a double layer, spilling up a foot or more deep along the roads.

The recent wet weather is furnishing the timely moisture to the growing grain and will stimulate the growth for winter pasturing.

For several days this week pedestrian travel has been hazardous in the city, and several accidents have been reported but no fatalities.

As an incident to the frozen white-surfaced earth, the young folks have been getting an unusual enjoyment from sled riding, hitching the sleds to the rear of motor cars.

Bank Failure Unknown Here, I. C. C. Is Told

Financial condition and financial facilities that reflect present circumstances and future possibilities were made known to the representative of the Interstate Commerce Commission in written testimony that gave the following data on local banks:

There are three banks in Hereford, the First National, Western National and First State.

The condition and business of said banks in the aggregate is shown by their statements in response to the government's call for a statement on October 6th, 1929, was as follows:

Cash resources \$1,828,569.69

Deposits, Oct. 4, '29 \$1,505,056.34

The condition of business of said banks in the aggregate as shown by their statements in response to the government's call for a statement September 24, 1930, was as follows:

Cash resources \$1,307,358.98

Deposits \$ 970,424.40

There has never been a bank failure in Hereford. The decrease in the business of the banks for 1930 compared with that of 1929 as shown above is because of the partial drought and general bad conditions during the year 1930.

U. S. Business Bad; Hereford In White Spot

Trade and industry found little to cheer about during November, with an unusually short business month, unfavorable weather and in several sections bank failures, according to the Nation's Business for January, but its map of business conditions continues to place the entire Texas Panhandle within the "white spot," the mark for good.

The Panhandle is not only the largest territory within the range of good conditions, but there are just eight other white spots, four of them barely large enough to designate.

Taking the nation as a whole, the general level of prices by index numbers is the lowest in 15 years. Wholesale prices have dropped during the year, but there is a good deal of agreement that final costs, or retail prices, have not come down in proportion to wholesale quotations.

In view of the over-production of practically everything consumed, it is suggested that "sell more" rather than "buy more" be used as a slogan in 1931. This would tend to put the burden of business stimulation upon the distributors of goods instead of the consumers as heretofore. Nation's Business hints that this could be done by narrowing the profit margin or cutting the retail prices to such a degree that the temptation to buy would be irresistible.

Miss Ines Hough was home last week from Canyon where she is a student in W. T. S. T. C.

Right on Time for the New Year!



Here's a clock that has its hands full. Though they say Time and Tide wait for no man, this generous timepiece, sounding off the dying minutes of 1930, seems to have a second or two for the Miss who is seen here just in the nick of time.

New Water Rate to Go Into Effect

An entirely new water rate and basis of calculating charges which will react favorably to the small consumer, especially, and effect quite a saving within a year's time to the users of minimum allowed, has been voted by the city commission effective January 20.

While the five per cent discount will be eliminated and a penalty attached for non-payment on or before the 10th of the following month, the curtailment is more than offset by reducing the minimum charge to \$1.50. This reduction is made possible by scaling down the minimum quantity figured in meter reading from 3,000 to 2,000 gallons. All over 2,000 gallons up to 5,000, inclusive, will be charged for at a rate of 25 cents a thousand. Under the new plan a consumer of 3,000 gallons will have to pay \$1.75, whereas he paid \$1.90, provided the five per cent discount were taken advantage of.

It may be readily seen that the very small consumer will save 40 cents a month, and the next highest, the 3,000-gallon class, will be 15 cents better off than previously.

The following table shows the complete schedule on the new basis:

First 2,000 gallons \$1.50
Next 3,000, per M 25c
Next 5,000, per M 13c
Next 10,000, per M 11c
Over 30,000, per M 9c

The total valuation of the city water works and sewer system in Hereford is \$181,000. The city has installed 605 meters, and the annual gross business amounts to \$16,812.44.

W. F. BALL ANNOUNCES LOCAL RENT CAR SERVICE

Beginning today W. F. Ball announces the operation of a "drive-it-yourself" car service for Hereford, with headquarters at the Brumley Chevrolet garage. This is the only rent car service in the city, and Mr. Ball, as enterprising as ever in promotion of the business affairs for this territory, has seen where Hereford is in need of this kind of automobile accommodation.

Miss Ruth Elliston left Monday for Denver to visit her sister.

Cockrell Sale Full of Snappy Auction Bids

The farm sale held December 22 by Col. Ray Barber, auctioneer, for J. E. Cockrell, four miles northwest of Hereford, was a success from every standpoint. The bidding was spirited and there was a demand for everything offered, said Mr. Barber, and the sale was entirely satisfactory to Mr. Cockrell, who was disposing of his farming equipment in order to take a job with the county.

A big crowd was in attendance in spite of the fact that the sale had been announced as cash, and some trepidation might have been felt by the auctioneer; but when the farm machinery went on the block the bidding started off with a snap and each article was wanted by several. The livestock, consisting of horses, mares, Jersey cows, brood sow and shoats were bought up with the same readiness.

Even the seven or eight dozen chickens went for cash without hesitation. It was a real old-time sale with articles offered that more than one wanted and both buyer and seller came away pleased with results.

Mr. Barber stated after the sale, in explaining with what vim the auction went over, that such farm equipment had come into such demand this winter, probably due for one thing to the few sales held. He said he had received lately many inquiries for horses, mules, hogs, farm machinery and other farm equipment and livestock.

Church Council Wants Clothes To Give Needy

The ladies of the missionary council of the Pentecostal church will appreciate any clothing that the public may care to donate, according to J. A. Thomas, pastor of the church. Whatever clothes received will be given to people in this city who are in need.

Those who have clothing of any nature to go to this worthy cause are requested to phone Rev. Thomas at 232, and a call will be made for the articles in due time.

Mrs. W. H. Rayzor of Perryton visited here last week in the home of her children, D. M. Rayzor and Ed Connell. Mrs. Louie Hill is a daughter of Mr. and Mrs. Ed Connell.

Petitioners Ask Payment Tax be Split

BY L. BASKIN
In circulating the three petitions for split tax payments, one to the board of county commissioners, one to the independent school trustees, the other to the city commission, only two were found who were unwilling to sign.

One other notable fact was the expression among the tax payers of a determination to submit the matter to a vote, and that in the very near future, in case the relief asked for is not granted.

One other matter that will be insisted on is information giving the exact distribution of the ten per cent penalty that is added in case of non-payment of taxes by January 31st. This penalty has been assessed and collected for years and in the aggregate amounts to thousands of dollars. In addition to the 10 per cent penalty, six per cent interest is charged from and after February 1st, and in addition to this redemption, advertising and other costs are added.

Pinchy times are causing tax payers to pay more attention to these matters and from now on they are going to insist on knowing all about it. The States of New Mexico, Oklahoma and Kansas all have the split tax payment system, as well as many of the other states; so a movement is being talked of calling for the organizing of tax payers league to look into all these matters and to see to it that a law is passed in the Texas legislature permitting the payment of taxes twice each year. All who give it any thought at all will conclude that it is not fair under the present system, and it is believed that, if submitted to a vote, more than 90 per cent of the people will vote for the change.

Sweetwater, Dec. 27.—An amendment to the city charter fixing payment of city taxes in two equal installments yearly carried here 135 to 14. The change will permit property owners to pay their taxes in two installments without penalty or interest.

Mr. and Mrs. Louie Hill and Bill Hill and family of Pampa were here over Christmas visiting in the homes of Messrs. and Mmes. Ira and Ed Connell. Mrs. Louie Hill is a daughter of Mr. and Mrs. Ed Connell.

Shower Grows for Winner In Stork's Race

The first white youngster born in Deaf Smith county in 1931 will have a good start in life, if the shower party arranged by W. D. Kelleher keeps on mounting. Last week there were more than thirty firms offering some valuable article to the newcomer, and this week several gifts have been added to the list.

Later donors announced include Carl's cash store, sack flour; Womack's cash store, dozen oranges; Rountree plumbing, white tumbler and holder; Hereford Bakery, baby set; Hereford Brand, paper one year; Prairie Dairy, something appropriate.

On another page of this issue is a large advertisement in which some of the reception committee are extending a hearty welcome to the girl or boy who is officially pronounced the county's first white born.

When the question is settled by the judges, the dad will have to hire a truck and start on the rounds for there is a load awaiting the winner of the Stork's race.

Firemen Take Outlaws Into Camp, 12 to 0

Not to be outdone by other sections staging holiday football games, such as the West against the East and the South opposed to the North, the Firemen lured the Vega Outlaws to Whiteface field Christmas day and gave them a good beating, 12 to 0, before a large bunch of rooting fans.

The Volunteers sprang a surprise on the visitors by putting an all-star backfield in the role of touchdown agents. With some of the boys back from college the Firemen had a formidable ball-carrying aggregation, composed of Ralph Clennin, Babe Russell, Bud Witherspoon, George Jewell and Bill Mitchell, with Bernard Seed, another star, at center.

The following started the game: Bud Witherspoon, rb; Onias Carroll, re; Ralph Clennin, lb; Babe Russell, f; Bill Mitchell, q; Jake Gregory, e; Herbert Sindt, lg; George Connell, rt; Earl Wood, lt; Earl Phillips, rg; Bernard Seed, e. Substitutes: Roger Corbett, Geo. Jewell, Claude Longbottom.

Gate receipts went into the volunteers fund of the local fire department.

Luncheons to Be Resumed by Commerce Body

The first luncheon of the chamber of commerce and the first meeting of the general membership since November 10 will be held Monday noon at the Hereford Hotel, announces Mrs. C. R. Bentley, secretary.

There have been no luncheons during the past two months due to the new railroad being the principal business and committees being able to arrange for fact-finding for the hearing. Also the pre-holidays were crowded ones for the merchants and the president thought best to postpone the bi-weekly meetings until the first of the year.

There will be some interesting sidelights on the Texas & Pacific Northern rail hearings, given in talks by Hereford and Deaf Smith county people who took part in the proceedings. John P. Slaton, president of the body, requests that a full membership attend this first meeting of the new year.

YEAR'S BASEBALL CARD ENDED BY YOUNG TEAMS

Just to have the edge on Palm Beach or California's climes, Fox Mercantile's Midgets and the American Legion's Giants crossed baseball bats last Friday and went through a seven-inning game. The Midgets warmed up earlier and downed their opponents by a score of 10 to 3. The summer pastime was played under some balmy weather which prevailed just preceding the snow and near-blizzard which swept into Hereford the following day.

Big Rabbit Hunt Starts Out Friday

Friday will be an unlucky day for rabbits in this vicinity, as about 100 hunters have already signed up to be ready at the appointed time for the drive, and the game secured will be shipped by truck to the Salvation Army in Amarillo for proper distribution among the families that are in need of meat.

Charlie Boyd and Bob Wilson are the two captains who will draw for their recruits Friday morning at nine o'clock when the crowd assembles at Vern Witherspoon's garage. A spirited contest will be on, and when the sportsmen return at five o'clock rabbits will be counted and the losers will see that the winners have a supper.

Everybody is invited to join the party. Rabbits are thick in the county and invitations have been extended by landowners for the drive to be made in their direction.

No rifles will be allowed and members are requested to bring shotguns only. For this special expedition Streu and Kerr-Anthony Hardware are making reduced prices on shells.

WHALEY SUCCEEDS LEE CASON AS STONE MANAGER

H. K. Whaley of Memphis has arrived to take charge of the C. E. Stone Company, succeeding Lee Cason who has been local manager for the past year. Mr. Whaley has been with the company for four years, being transferred here from a managership at Memphis.

Miss Dean Covley of Hollis, Oklahoma, is due here January 1 to take charge of the ready-to-wear department. She is also a former employee of C. E. Stone.

Hard Times Are Explained to Luncheon Club

Times are hard because we are living in hard times, diagnosed Alex Thompson at the Wednesday luncheon of the Lions club at the Hereford Hotel, and with equal simplicity he described the present conditions as a repression instead of a depression.

"Lincoln emancipated the Negro, Ford freed the horse, and Hoover liberated the working man," was Mr. Thompson's Democratic shot at the administration in its efforts to cope with the situation.

The farmer must be made prosperous before the country can be improved economically, said the speaker seriously, and his method for bringing that about was thru 20-cent cotton and \$1 wheat. Such a price can be maintained, continued Mr. Thompson, only through government subsidy, by buying up the surplus and burning it or giving it to needy citizens in other countries where want prevails.

J. A. Miller had charge of the program and was responsible for the musical treat furnished by Mrs. Alex O. Thompson and Miss Ruby Thompson who sang several pleasing numbers, accompanied on the piano by Miss Dessie Mae Steele.

Santa Fe Team To Be Engaged by Town Cagers

A quintet of crack basketball tossers known as the town team of Hereford, will meet the Santa Fe Apprentices next Saturday night in the latter's new gym at Amarillo.

The local team is composed of: First- Singleberry, Mark Benedick, Bert Brown, Ray Singleberry of Amarillo, and Glenn Singleberry of Clarito.

Miles Hurt In Fall

Another victim of the slippery streets is E. Miles, carpenter, who slipped and fell on the ice Sunday morning, dislocating an ankle. No bones were broken, as at first feared, and Mr. Miles is recovering nicely.

The Hereford Brand

Published Every Thursday at
HEREFORD, DEAF SMITH
COUNTY, TEXAS

NUNN-WARREN PUBLISHING
COMPANY, INC.
PUBLISHERS

R. E. KESSIE,
Editor and Manager

TELEPHONE 30—AT NIGHT 496

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 such being given to the editor personally at the office on North Main Street.

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

SUBSCRIPTION PRICES:
Zones 1 and 2, per year \$2.00
Zones 1 and 2, six months \$1.00
Outside Zone 2, per year \$2.50
Outside Zone 2, six months \$1.50
Outside Zone 2, four months \$1.00



Caught In The
Corral & Chute
Put Through The

All the fine talk about civic pride will never make a town so long as the life blood of the community—the cold cash—is spent elsewhere. The doctrine of buying at home is not advanced solely in the interest of individual merchants. It is advocated because every citizen of a town is to a certain extent dependent upon every other citizen for his prosperity. Unless the man or woman spends his money where he makes it he is a home-town gravedigger.

Business men are sometimes as greatly at fault as any one else. If the shoe man sends away for his tires, and the automobile man goes off for his furniture, and the furniture man buys his clothing in another city, and so on, how can they expect to build local prosperity?

Some folks say the small town is dead or doomed to die. If this be true, it is because people in these towns are willing to let them die. There is just as much in the small town to keep it alive, in its own way, as there is in larger places. Heading the procession of live wires should be the local newspaper. For 30 years, or since 1900, the Brand has been in Hereford trying to function with a vision, no doubt, through the lean and fat moons, and will continue to do so when Hereford has emerged into the city class. Hereford's destiny will be more securely hitched to an elevating star when the Texas & Pacific Northern blows its first whistle inbound from the south.

But there must be others besides the newspaper with a vision. We take it for granted that the Brand of 19 years ago was a faithful chronicler of what was doing at that time. Six months the "19 Years Ago" column has been running in this paper, and the files do not reveal that a single business house or dwelling was built in Hereford during that period. In fact, there is a dearth of constructive events related for the latter part of 1911. The town had too few people who were doing anything that would reach into the future. Even cooperative efforts had approached the vanishing point.

Fortunately such a condition does not exist today. Big things have been done by individuals and by organizations. The files for 1930 will show, perhaps, over 100 residences built and several major business structures. We have more people who are leaving "footprints on the sands of time" than were here a score of years ago. With forward-looking men in the saddle, all can be right with our community for 1931.

ALL RIGHT, SON! LEAD THE WAY.



Nineteen Years Ago In Hereford

From the Files of the Brand, December 29, 1911.

It was stated that December, 1911, would be remembered as the coldest months for the Panhandle. On the 26th the mercury had gone down to 12 degrees below zero, and snow was still on the ground. Old-timers stated that the temperature went to 18 below zero in 1898.

Lynch school was reported by Mrs. Dexter Fincher as having a Christmas assembly there on December 24.

The Santa Fe had discarded all green flags on account of the cost, and would use green and red lanterns instead.

The city fathers had passed a curfew law, prohibiting persons under 16 years of age from loitering on the streets from 7:30 p. m. in the winter and 8:30 p. m. in the summer.

Mr. and Mrs. Kimbrough had moved to Dimmitt where they had bought the telephone exchange and Hereford-Dimmitt toll line.

R. B. Burrow, who was to succeed J. F. Barker as manager of the Hereford lumber yard, was killed by a train in Amarillo.

A carload of broomcorn had been shipped from Nazareth for a price of \$80 a ton.

Summitt was a community in the middle of Castro county, and its claim was distinction of being the highest point on the Plains, 3865 feet.

The Brand had guaranteed its readers that a year's subscription would save each family enough to buy a suit of clothes. A farmer 20 miles from Hereford tried it out and saved \$1.50 on one bill. He came to the Brand office and told of the occurrence. (It will be just as true for 1931.)

D. R. Gass and family had enjoyed an oyster treat, the bivalves coming as a present from Schloss Bros., near Chesapeake Bay.

Mr. and Mrs. W. F. West had come back to Hereford to live. Mr. West had been superintendent of the new court house.

A select group of young people had enjoyed a party at Willowwood, the home of Mr. and Mrs. A. W. Gregg.

Miss Mary Burns, daughter of Mrs. C. G. Burns, had married Jas. M. Chapman, Presbyterian minister officiating. The couple moved to a ranch 30 miles north of Hereford.

Miss Beryl and Clyde Fuqua of Amarillo visited their sister, Mrs. E. B. Posey.

Mr. N. E. McEntire of Canyon was the guest of her parents, Mr. and Mrs. D. R. Gass.

Mrs. N. M. Patton had entertained with a special dinner.

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

Fred Baird, a student at Canyon Normal, had returned to visit home folks.

Capt. Wright, who had been in Quitaque with relatives, returned to Hereford for the holidays.

CITATION BY PUBLICATION

STATE OF TEXAS.
To the Sheriff or any Constable of Deaf Smith County, Greeting: You are hereby commanded to summon V. A. Thompson by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your County, if there be a newspaper published therein, but if not, then in the nearest County where a newspaper is published, to appear at the next

regular term of the Honorable District Court of Deaf Smith County, to be held at the Court House thereof, in Hereford, Deaf Smith County, Texas, on the First Monday in February A. D. 1931, the same being the 2nd day of February A. D. 1931, then and there to answer a petition filed in said Court on the 19th of December A. D. 1930, in a suit, numbered on the docket of said Court as No. 1855, wherein Louise Wright Thompson is Plaintiff, and V. A. Thompson is Defendant, and said petition alleging:

That the Plaintiff, Louise Thompson has resided in the State of Texas for a period of twelve months prior to the exhibiting of the petition and for six months next preceding the filing of the suit, and the residence of the defendant is unknown to plaintiff. That on or about the 4th day of October, 1918, plaintiff and defendant were lawfully married and continued to live together as husband and wife until on or about the 13th of July, 1930, at which time Plaintiff was forced and compelled to abandon defendant

on account of cruel and harsh treatment and improper conduct toward plaintiff by defendant. That Plaintiff was always kind and affectionate toward defendant, and that said marriage relation still exist. That their further living together as husband and wife insupportable. That one child, Vincent Alphonse Thompson, Jr., was born to said Marriage Union, said child being a boy child 10 years of age, and alleging her ability to give said child the proper care, maintenance and education. Plaintiff prays for a divorce, and for the care, custody and education of said child and for cost of suit expended by reason of having filed said cause of action.

Herein fail not, and have you before said Court, at its aforesaid next regular term, this writ with your return thereon, showing how you have executed the same.

Given under my hand and the Seal of said Court at office in Hereford, Texas, this the 19th day of December A. D. 1930.
(SEAL) L. H. FOSTER,
Clerk, District Court, Deaf Smith County.

Guests at the L. J. Kuper home 19 miles west of town on Christmas day were Mr. and Mrs. H. A. Hoffman and family, Lawrence and Anthony Hellman and Miss Lottel Benge.

POULTRY IN COUNTY IS IN GOOD SHAPE FOR SHOW

While several business houses on Main street are in view, none has been selected as location for the poultry show which will be staged here January 16 and 17. Poultry is in fine shape this time of the year for show purposes, and the large number of entries in prospect will afford some keen competition.

Visit In Las Cruces.

Mrs. Grace F. Guthrie and son, Paul, who has been home to spend Christmas, drove Friday to Las Cruces to spend the week end with their son and brother, G. L. Guthrie, at the New Mexico A. & M. College. Paul left Wednesday

for his home in Chicago where he is senior member of the accounting firm of Guthrie, Marie and Montambo.

Bladder Weakness

If Getting Up Nights, Backache, frequent day calls, Leg Pains, Nervousness, or Burning, due to functional Bladder Irritation, in such conditions, makes you feel tired, depressed and discouraged, try the Cystex Test. Works fast, starts circulating thru thousands for rapid and positive action. Don't give up. Try Cystex (pronounced Ciss-tex, today, under the Iron-Clad Guarantee. Must quickly allay these conditions, improve restful sleep and energy or money back. Only 69c at

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M SYSTEM
Miss Lucy and H. D. Reed
Owners and Operators
Bargains for Friday and Saturday

SYRUP, pure ribbon cane	Half Gallon	45c
	One Gallon	85c
TOMATOES, No. 2 can		10c
JELLY, half gallon		49c
CURRENTS		15c
CRACKERS, three pounds soda		37c
MACARONI or SPAGHETTI, three for		24c
CHEESE, full cream		30c
SLICED BACON		38c

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Dawn Items

MISS LOVIE MAYFIELD.
Misses Maxine and Modine Barnes and Lois Harris visited in the Mayfield home Saturday.
Miss Lois Harris spent the week end in the Barnes home.
Misses Ethel, Vera, Jewel and Bernice Harris spent Christmas with home folks.
Miss Ielene Cochell of Hereford spent part of last week in the Glenn Greer home.
Mrs. W. F. Mayfield and children visited the Irwin home Thursday.
Rufus Mayfield and Clifford Steward spent Thursday with J. C. Southard.
J. C. Southard and Clifford Steward took supper in the Mayfield home Thursday.
Miss Jeet McGowan, Amarillo student, spent the holidays with home folks.
Mr. and Mrs. Warren Huff, Oklahoma, are here visiting her parents, Mr. and Mrs. W. S. Christian.
Miss Inez Brown went to her home in Parker county Saturday. She has been visiting her sister, Mrs. A. J. Morris, the past few weeks.
The Misses Harris entertained the young folks with a party Tuesday evening, supper being served at a late hour.
Prof. and Mrs. Morris and family spent last week in Parker county with relatives.
John McGowan spent last week in Demas.
Mr. and Mrs. H. E. Miller entertained with a party in their home Friday evening. Cocoa and cake were served at a late hour.
Miss Jewel Harris visited school last Monday morning.
Grady Silver spent Thursday evening and Friday in Amarillo.
W. J. Stewart called in the Mayfield home Friday.
Misses B. H. Stowers and W. H. Petty, Garden City, Kansas, spent last week end with Mrs. Ray Bowers and family.
B. Sawyer, Theima and Dorothy spent last week in Oklahoma and South Texas.
Elna Reynolds, Amarillo spent last week with his cousin, T. H. Weathered.
Henry Goldston and family of Hereford visited the W. H. Bagg, all home one day last week.
Miss Syble Smith spent last week end with Miss Leota Smith of Daniel.
Otto Smith called in the L. A. Smith home last week.
Norma Miller of Oklahoma is here for a visit with his brothers, H. H. and H. E. Smith.
Mrs. Grace Hughes Dyer moved this week to her home on 25-Mile avenue. She has rented her home at 510 Miles avenue to Dr. D. K. Robinson.

Big Stock Show Opens in Denver January 17

Denver, Dec. 31.—In the vast stadium patterned after the coliseum, a modern day version of a Roman holiday will be a thrilling daily feature of the Silver Jubilee program of the National Western Stock show January 17 to 24.
The National Western is a climax of stock in the United States, coming as it does at the finish of the "great shows of the year," it gathers the cream of the country's best.
Veteran observers predict that the records broken last year in carlot purchases, both in numbers and prices, will go by the board this January, due to increased interest and the larger number including the feeder buyers who are coming. Reduced rates on the railroads will be in effect, as usual.

Scherer Items

By MRS. B. F. FULKERSON

Mr. and Mrs. Arlie Dean spent Christmas day in Amarillo with Mrs. Hart, Mrs. Dean's mother.
Messrs. and Mmes. B. R. and B. F. Fulkerson at Christmas dinner in the Earl Springer home, Frio. Mrs. Springer is a daughter of Mrs. B. F. Fulkerson.
Mr. and Mrs. Clifford Hubbard of Lockney spent Christmas with Mr. and Mrs. W. H. Hubbard. Mr. and Mrs. Hollis Hubbard returned home with them. Mr. and Mrs. Lee Crawford were also dinner guests.
Mrs. H. A. McCoy, Moberly, Mo., spent last week with her mother, Mrs. B. Miller.
Messrs. and Mmes. B. R. Fulkerson and Earl Springer attended the Hereford picture show last Thursday night.
Mrs. Truman and children of Waco spent the week end with her sister, Mrs. Lee Crawford.
Bernice Luck of Hereford visited Mr. and Mrs. B. R. Fulkerson over the week end.
Neighbors surprised Mrs. Lee Crawford with a party Saturday night. There was a good crowd in spite of bad weather and all reported a fine time.
Mr. and Mrs. W. H. Hubbard ate Sunday dinner in the Strickland home.
Sunday school was organized at Dean Sunday and all are urged to attend and help make it a success.
Miss Ivy Ragdale, Bonnie Morgan, Mrs. Odice Bulla, Clyde Smithers and Jason Luck spent Saturday night with Mr. and Mrs. B. F. Fulkerson.
Jack Hubbard and E. J. Duncan went to Pampa to haul lumber.
Miss Marie Ellwart returned home Friday. She has been nursing in Hereford.

Ward News Notes

BY MRS. WILEY ROBERSON

The Christmas tree and program Wednesday night were greatly enjoyed by all.
Because of snow there was no Sunday school Sunday morning.
Mr. and Mrs. Lee Hutson and sons, Mrs. Joe Hutson and family and Mrs. Mayo all of Borger spent the holidays with relatives here.
Mr. and Mrs. W. P. Caraway and family took Christmas dinner in the Ernest Selger home.
Mr. and Mrs. John McKinzie and family of Lubbock and Miss Bulah McKinzie of Amarillo spent Christmas here with home folks.
Miss Garrett returned Sunday from her home near Graham to resume school work Monday.
Mr. and Mrs. Wylie Roberson and sons took Christmas dinner in the J. P. Roberson home.
Mrs. Selger's parents, Mr. and Mrs. Morris, of Missouri, are here visiting the family.
Floyd Harrison spent Thursday with Hugh Harper.
Messrs. and Mmes. Randall Matthews and Tom Vaughn and family and Evelyn Van Swearingen, Mrs. Shultz and Clarence spent Thursday evening in the home of Mr. and Mrs. George Lewis.
Omah Harrison visited the Jimmie Harrison home last week end.
Arlie Dean and family took dinner in the home of Mrs. Dean's mother, Mrs. Hart, Christmas day.
Messrs. and Mmes. Ernest and John Comer, Clovis, visited relatives here last week.
Mr. and Mrs. Geo. Lewis and Gladys spent Sunday with Mrs. Schulz in Hereford.
Mr. and Mrs. W. P. Caraway spent Saturday night and Sunday in Amarillo.
Mr. and Mrs. Geo. Lewis and Gladys were in Amarillo Tuesday.
Messrs. and Mmes. John and Ernest Comer, Bob Higgins, Jim Lipscomb and G. M. Suggs enjoyed turkey dinner in the Jim Higgins home at Hereford Thursday evening.
O. J. Lady and family spent the Christmas holidays in Swisher county with relatives.
Messrs. and Mmes. Lynn Powelson and Jimmie Harrison and their families spent Christmas in the parental Harrison home.
Mrs. Mayo was bruised Friday morning when she fell down the steps in the basement of the Webb home in Hereford where Mr. and Mrs. Bill Hutson are living at this time. Her sons were called from Borger and she returned home with them Sunday.
Messrs. and Mmes. Lee Hutson, Sam Hutson, Littlefield, Sonny Ledbetter, James Gardner, Bill Hutson, Dennis, D. O. Williams, John Hutson, Mmes. Mayo and Joe Hutson were dinner guests in the Jack Hutson home Christmas day.
Viola, Ruth and Frances Hutson spent Friday with Allene Caraway.
Gladys Lewis spent the week end with Sue Vaughn.
Mr. and Mrs. Fred Shultz of Amarillo spent Christmas in the Geo. Lewis home.

CITATION BY PUBLICATION

THE STATE OF TEXAS,
To the Sheriff or any Constable of Deaf Smith County—Greeting:
You are hereby commanded to summon J. M. Seltz, the unknown heirs and legal representatives of J. M. Seltz, deceased; H. R. Gudger, and the unknown heirs and legal representatives of H. R. Gudger, deceased, by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your County, if there be a newspaper published therein, but if not, then in any newspaper published in the 60th Judicial District; but if there be no newspaper published in said Judicial District, then in a newspaper published in the nearest District to said 60th Judicial District, to appear at the next regular term of the District Court of Deaf Smith County, Texas, to be holden at the Court House thereof, in the city of Hereford, on the 1st Monday in February A. D. 1931, the same being the 2nd day of February A. D. 1931, then and there to answer a petition filed in said Court on the 30th day of December A. D. 1930, in a suit, numbered on the docket of said Court No. 1862, wherein H. A. Gudger is Plaintiff, and J. M. Seltz, the unknown heirs and legal representatives of J. M. Seltz, deceased; H. R. Gudger, and the unknown heirs and legal representatives of H. R. Gudger, deceased, are Defendants, and said petition alleging in substance that: by deed dated January 8, 1926, plaintiff conveyed to defendant, J. M. Seltz, all of the following described land: "160 acres of land out of Capitol League No. 380 and more particularly described as being all SE¼ (southeast quarter) of Section No. 24 Township No. 5, North of Range No. 3 East of the 'Capitol Syndicate Subdivision' as shown by plat of such subdivision of record in the Deed Records of Deaf Smith County, Texas, Vol. 15, pages 60-65, these lands situated in Deaf Smith County." And as part payment therefor said de-

pendant, J. M. Seltz, executed and delivered to the plaintiff payable to his order, 10 notes for \$144.00 each, all dated January 8, 1926, and due on or before 1, 2, 3, 4, 5, 6, 7, 8, 9, and 10 years from date, respectively. Each bearing interest from date until paid at the rate of 6 per cent per annum, interest payable annually, and each providing that failure to pay it or any installment of interest thereon when due should mature all of said notes at the option of the holder and that plaintiff is the holder of said notes.
That a Vendor's Lien was expressly reserved and retained in said notes as well as in said Deed of Conveyance, and it was expressly provided in said Deed that said lien was so reserved and retained on said lands to secure the payment of said notes and that said Deed would on the full and final payment of said notes become absolute.
That no part of the said notes maturing on or before 1, 2, 3, 4, 5 years from their date, respectively, and no part of the annual interest on each of the notes that matured on January 8, 1927, 1928, 1929, and 1930 has been paid and on account of said defaults and each of them the Plaintiff has declared all of said 10 notes due and payable and has elected to rescind said sale by reason of the default in making said payments of said notes and said interest.
That the plaintiff acquired his title to said lands through a Deed of Conveyance from William Gudger, dated October 29, 1924, and that the said William Gudger acquired his title to said land by Deed from William W. Ryan, dated August 31, 1906, and that both of said deeds are of record in the Deed Records of Deaf Smith County, Texas.
That at the time the said Ryan deeded said lands to the said William Gudger the said William Gudger was a married man, but that although the deed from the said Ryan to the said William Gudger did not so recite, the said lands were by the said William Gudger purchased and acquired as his separate property and was paid for with his separate means and funds.
That the said William Gudger's said wife died after his said purchase of said lands from the said Ryan and before the same were so conveyed to plaintiff and left surviving her only two children, plaintiff and defendant, H. R. Gudger and left no descendants of a deceased child or children.
That the failure of said Deed, from said Ryan to said William Gudger, to recite that the said land was conveyed to the said William Gudger as his separate property creates and causes an apparent ownership of said land to belong to the community of the said William Gudger and his said deceased wife and creates and casts a cloud on plaintiff's title thereto.
The defendants and each of them are hereby given notice that the plaintiff has on this date filed in this cause certified copies of said deed from the said William W. Ryan to the said William Gudger and from the said William Gudger to the plaintiff, and they are further given notice to produce the said original deed from the said William W. Ryan to the said William Gudger and the said deed from the said William Gudger to plaintiff or the said certified copies will be offered on the trial of this case and the defendants are further notified to produce on the trial of this case the said 10 notes executed by the said defendant Seltz to the plaintiff or secondary evidence will be offered in proof thereof.
Plaintiff prays that the defendants and each of them be cited to appear and answer this petition and on final hearing hereof plaintiff have his judgment against the defendants, J. M. Seltz, the unknown heirs and legal representatives of J. M. Seltz, deceased; H. R. Gudger, and the unknown heirs and legal representatives of H. R. Gudger, deceased, and that he have judgment against the defendant H. R. Gudger and the unknown heirs and legal representatives of H. R. Gudger, deceased, cancelling, annulling and removing any and all claims, whether real or apparent, of the said H. R. Gudger, and the unknown heirs and legal representatives of H. R. Gudger, deceased, or either of them, as clouds on plaintiff's title to said land; and for rescission of said sale of said land to said defendant, J. M. Seltz and title and possession thereof against each and all of said defendants, for cost of suit and for such other and further relief both special and general as plaintiff may show himself entitled to either in law or in equity.
Herein fail not, but have before said Court, at its aforesaid next regular term, this writ with your return thereon, showing how you have executed the same.
Given under my hand and the Seal of said Court, at office in Hereford, Texas, this, the 30th day of December A. D. 1930.
(Seal) L. H. FOSTER,
Clerk, District Court, Deaf Smith County. 514c

Mission Starts Next Sunday at St. Anthony's

A mission, or series of sermons, will begin next Sunday at St. Anthony's church, conducted by the missionary Fathers of the congregation of Holy Cross, Austin. The special meeting will run for one week. The sermons will be delivered by Rev. Bernard Mulloy, C. H. C.
The regular mission service will consist of an early and late mass every morning, followed by a short instruction period. The evening program will be instruction, rosary, sermon and benediction of the most blessed sacrament.
The special services are the Stations of the Cross each afternoon during the week, from Monday to Friday, inclusive. Mission services for the children in the grades will be held Monday, Tuesday and Wednesday. Confessions will begin Tuesday after the Stations of the Cross.
Hours for all services will be announced by the missionaries on the opening day.
The sermons will deal with importance of salvation, sin as the obstacle, the great truths of eternity, religious exercises as the holy

mass, public prayer, rosary and the benediction.
The objection of the mission is to increase the faith of the good and enable them to persevere; to arouse the lukewarm to a life of fervor; to reclaim the strayed.
It is not enough to go to confession and communion at a mission, says the Catholic church. Many persons do not get the grace to persevere but fall away and become even worse than before because they neglect some of the mission sermons suitable to their needs.
Both Catholic and non-Catholic are urged to attend and bring others, to whom a cordial welcome is extended. Father Salvatore is in charge of St. Anthony's of Hereford.

"Dough Boys," Comedy of War, Coming to Star

"Way Out West," a western drama, of course, makes its last appearance at the Star theatre tonight, January 1, with William Haines in the star role. The plot is set back in the days of stage coaches, hard-riding bandits and Indians. There are no dull moments in the sweep of the story. With the flood of war pictures

that suddenly developed in Hollywood studios has come something new in its view of the late conflagration. Buster Keaton is the innovator, having recently completed a war comedy, "Dough Boys" in which war is depicted on a big scale as the "Big Parade". It is a comical story of a millionaire's son and his ludicrous adventures trying to be a soldier.
Dough Boys will open at the Star next Monday for a two-day run. Buster joined the army thru a mishap, had plenty of grief in a training camp, was sent overseas and got lost in No Man's Land. To be entertained fully, see and hear the story at the Star Monday and Tuesday.

Mr. and Mrs. O. E. Sherman and family, Mr. and Mrs. Henry Sherman and Mr. and Mrs. Everett Sherman of Union Hill visited Mr. and Mrs. Oscar Bass at Tulla last Sunday.

Mr. and Mrs. John Haberer entertained with a big turkey dinner Christmas. They had as guests Messrs. and Mrs. A. L. and Roy Haberer, and Fred Wolber and Mrs. Shuford of Dimmitt.

Mr. and Mrs. Everett Sherman and baby spent Thursday and Friday in the home of Mr. and Mrs. O. E. Sherman. Mr. Sherman is superintendent of the Union Hill school.

New Year Resolutions

ON THE FIRST DAY of the YEAR 1931 why not "RESOLVE" to pay all bills "PROMPTLY", thereby establishing a GOOD CREDIT, your greatest ASSET?

Those of the undersigned members of the BUSINESS MEN'S ASSOCIATION—who extend credit are going to demand a "PROMPT" payment of ACCOUNTS:

- | | | |
|---------------------------|---------------------------|--------------------------|
| First National Bank | Phillips Petroleum Co. | Carlyle Grocery Co. |
| First State Bank | Willard Battery Co. | Welch Machinery Co. |
| Western National Bank | Streu Hardware Co. | Hereford Motor Co. |
| Buehmann-Rosson | Sprolows-Cronin & Co. | Hereford Brand |
| Mont E. Baker | A. C. Thompson Lumber Co. | Bythe Bros. |
| Brumley Chevrolet Co. | The Texas Co. | Texas Filling Station |
| City Drug Store | R. J. Richardson, Agent. | Wesley Store, Mrs. James |
| R. H. Kemp Lumber Co. | Magnolia Petroleum Co. | D. E. Gass & Son |
| Orr's Tailor Shop | W. D. Kelleher, Agent. | West Tailor Shop |
| Magnolia Filling Station | Gulf Refining Co. | Corbett & Co. |
| Rice Drug Store | Dow Mercier, Agent. | S. C. McAdams |
| Rockwell Bros. Lumber Co. | Continental Oil Co. | C. A. Skelton |
| Panhandle Lumber Co. | O. E. Easley, Agent | Farmers Elevator Co. |
| J. O. Newell | Cal Farley Tire Shop | Whiteface Printing Co. |
| | M. D. Womble | T. & P. Coal & Oil Co. |



January Clearance

Fur trimmed and plain coats that you can still wear for a few months of 1931 as well as for seasons to come. Sizes 14 to 46.

All Other Winter Coats at HALF PRICE
This is your chance to buy an extra good coat for a small amount of money.

One rack Coats, regular prices \$10.95 to \$45.00. Newest colors and styles, your choice **\$8.95**

One lot of Dress Shoes, Choice, pair **\$1.95**

No old stock. Every shoe is of the newest style and leather.

Sprolows-Cronin & Co.

PIGGLY WIGGLY

All Over the World

SPECIALS FRIDAY and SATURDAY

- | | |
|-----------------------------------|--------|
| ORANGES ... | 28c |
| Medium size, dozen | |
| PEACHES ... | 17c |
| No. 2½ size, Hillsdale, per can | |
| TOMATOES ... | 25c |
| No. 2 size, three cans | |
| COFFEE ... | 43c |
| Schillings, 2 lb, 84¢, 1 lb | |
| JELLO ... | 22c |
| All flavors, three for | |
| CRISCO ... | \$1.23 |
| Six lb bucket, 1 mixing bowl free | |
| CORN ... | 28c |
| Pioneer, three for | |
| IVORY SOAP ... | 10c |
| Flakes, small size | |
| PANCAKE FLOUR ... | 25c |
| Little Crow, two for | |
| SALAD DRESSING ... | 28c |
| El Food, 8-oz bottle | |

FOR RENT, FOR SALE CARDS AT BRAND OFFICE, CHEAP.

Happy NEW YEAR

Sing, O Chimes
of Butter
Times



To those loyal friends
and patrons who have
meant ALL to us, we
offer a toast — lasting
good fortune, happiness
and prosperity. To you
and yours!

Farmer's
Creamery
Association

RING OUT, BELLS! Sound
your note of new cheer for
the New Year. As your
clear tone cuts across the
frosty midnight air, good

wishes follow quickly like
a soft echo. And here on
this page are some of those
good wishes, expressed by
your neighbors and friends.



To our good friends and patrons we
wish the Happiest of New Years with
all the phrase implies—abundant pros-
perity, buoyant health and unmarred
happiness. The blessings of Providence
be on your home!

Alston - Ross Lumber
Hereford's Independent Yard.



Give the Li'l Boy—
A Big Hand!

Let us all welcome the New Year as
a symbol of new hope, new prosperity,
new happiness, to all of us—Cheerio!

Texas Meat Market

The Sands Are Running
Out ...

As 1930 drops away into limbo, we greet 1931
as a harbinger of hope, of prosperity
and joy. To you wish the
happiest New Year!



E. B. BLACK COMPANY



For a Happy and Prosperous 1931

May the ensuing twelve months bring you your heart's de-
sires—health, wealth and happiness for you and yours.

Orr's Beauty and Tailor Shop

The Dawn of a
Fairer Day ...



New Year's Day, 1931, is destined to
inaugurate a new era—an era of pros-
perity, of joyous harmony throughout
the land. May you, O friend, share
bountifully in its blessings!

West Texas Feed &
Seed Company

PHONE 265

A Message to All of Our Friends



DEAR FOLKS: New Year's is here and we wish you all the success, happi-
ness and prosperity in the world—Joy be unto you
and Yours forever!

A. O. Thompson Abstract Company

DING!
DING!



WELCOME, 1931!

Welcome, little year, with your hopes of great-
er happiness, richer prosperity, higher suc-
cess. To many of us you are the dawn of a
fairer era, following upon dark times of want
and worry. But 1930 with its cares is dead;
in its place reigns 1931, prophetic of future
well-being. All Hail!

McLEAN & PITMAN

PHONE 1



International Sunday School

Lesson

BY DR. J. E. NUNN

January 4, 1931.

THE BIRTH OF JOHN THE BAPTIST

Luke 1:8-17, 80.

Golden Text: Thou shalt go before the face of the Lord to make ready his ways—Luke 1:76.

Introduction.

Luke, author of the third Gospel, was a Greek physician who attended Paul on important voyages, strengthening the apostle's feeble body, and as a comrade evangelist aiding him in his gospel labors. In Philm. 24 Paul calls him a fellow worker. I Col. 4:14 the apostle mentions him as the beloved physician. In Paul's last writing, 2 Tim. 4:10, 11 the apostle who was soon to become a martyr tells of the defection of Domas and adds that Luke alone was with him to lessen by his active friendship the gloomy horrors of his Roman imprisonment. In Luke's other Book, the Acts of the Apostles, are long and important passages where the pronoun "we" is used, indicating that Luke was with Paul during the events recorded. It is probable that Luke was with Paul during the apostle's imprisonment of two years in Caesarea, and spent his time very largely in gathering the facts about Christ which he incorporated in the third Gospel.

John the Baptist.

John the Baptist was the great forerunner of Christ, whose coming was clearly announced at the very close of the Old Testament, and who served therefore as the connecting link between the old dispensation and the new, between Jews and Christians, between Messianic prophecy and its fulfillment. The time of John's birth was about half a year before the birth of Christ, probably in June B. C. 5, our Lord being born in December of the same year. This was in the reign of Herod the Great, almost at its close.

The father of John was a priest named Zacharias. He belonged to

the course of Abijah, the 8th of the 24 divisions of priests, each division serving for a week in the temple.

The mother of John was Elizabeth. She also was of priestly descent. Both parents were deeply and practically religious.

What We Owe Our Parents.

"It was of special significance that in this home both parents were godly. The mother had not to weep because the boy's father was thwarting her teachings by his example, nor the father to sigh that the mother's unsanctified nature as hardening his son. Happy is he or she who has such a father and mother, and whose childhood is nurtured in such a home. Out of such homes have come the men who have been the reformative and regenerative forces of the world."—James Stalker.

John's Birth Foretold.

"There is no biography in the New Testament more romantic and picturesque than that of John the Baptist. There is a glamour or poetic weirdness, mystery, pathos, all in one, upon which the artists of many ages have loved to dwell."—Charles S. Robinson. And this mysterious charm begins even before the birth of Christ's herald.

"And there appeared unto him an angel of the Lord." Some have objected to the number of angels introduced by Luke into his Gospel, but if this Jesus was really the Son of God, come to earth out of a heaven full of angels, what more natural than that some of them should have attended him, and even preceded his advent? "But the angel said unto him, Fear not, Zacharias." These are the first spoken words of Luke's Gospel. How often were they on the lips of our Lord! He came to banish fear—fear of penalty, fear of death, fear of God, and to substitute confidence, love and joy.

"Because thy supplication is heard." "The whole structure of the passage implies that Zacharias had been specially praying for what he obtained; and it helps us to see what prayer really is, when we observe that in answering the prayer of Zacharias God is fulfilling his purpose of grace toward his whole people. Mercies are doubly sweet that are answers to prayers."—Prof. Thomas M. Lindsay. "Thou shalt call his name John." The name is especially appropriate, signifying "Jehovah is gracious."

John's Mission Foretold.

"And he shall go before his face." As a herald precedes a king on his royal progress to make sure that there are no impediments in the road and that all men are ready to welcome him, so John was to prepare the way for Jesus Christ. "In the spirit and power of Elijah." This also was prophesied by Malachi 4:5. John and Elijah were kindred spirits, both dwelling in solitude, both stern, both defiant of royal might, both splendidly insisting on righteousness, both feared by the wicked.

"To make ready for the Lord a people prepared for him." "In short, he shall be the herald, running before the royal chariot, proclaiming the coming One and preparing his way, then leaving his own little footprints to disappear, thrown up in the chariot dust of Him who was greater and mightier than he."—Rev. Henry Dutton, D. D.

Zacharias asked for a sign by which he might be assured that the blessed promise was true. The angel granted to Zacharias a sign. This sign was at once a rebuke and a blessing. It rebuked the unbelief of the aged priest, yet it strengthened his faith. He was smitten with dumbness which was to continue until the promise of the angel had been realized.

Mary and Elizabeth.

"The evangelist now shifts the narrative to a point of time six months later and to the humble and despised village of Nazareth in Galilee, where the same great archangel Gabriel announced to Mary, betrothed to Joseph the village carpenter, that while still a virgin she was to become the mother of Jesus, the world's Redeemer. Amazed and perplexed, it was natural for Mary to seek her kinswoman Elizabeth, who also, as the angel had told her, was to become a mother under strange circumstances. This meeting of the two holy women in the hill country of Judah is beautifully described, and Luke here records for us the first of the hymns which grace his Gospel, Mary's song of the Magnificat, the name "magnifies" being the first word in the Latin translation. "My soul doth magnify the Lord."—Luke 1:46. The second hymn, the Benedictus, similarly named, was the utterance of Zacharias after the birth of John and when on the eighth day after birth the babe was circumcised and received his name, John, Luke 1:68.

John in the Desert.

"The desert was Israel's near neighbor. Southwest from here it stretched for a thousand miles. Half the Judean territory is wilderness and the other half is only kept back from the desert by sheer force of industry."—Rev. John Kelman, D. D. From the hill country of Judea, the rocky backbone of the land where John's parents had their home, all the way eastward to the Dead Sea was a tumbled mass of barren rock, steep cliffs, isolated crags, frightful ravines, and thousands of caves. His clothing was of coarse camel's hair and his food was dried locusts and the wild honey stored by the desert bees in cave or hollow tree. Thus his needs being of the fewest and most easily satisfied, he had virtually all his time for thought and for communion with God. "Till the day of his showing unto Israel." The day when his long seclusion came to an end and his public ministry began, the immediate occasion being doubtless the knowledge of acts of injustice at which John felt obliged to protest. The smouldering fire burst into a blaze which drew to it throngs from Jericho and Jerusalem and all Palestine.

TO THE STOCKHOLDERS OF THE PECOS AND NORTHERN TEXAS RAILWAY COMPANY:

You are hereby notified that the Board of Directors have called a meeting of the stockholders to be held in the City of Amarillo, County of Potter, State of Texas, at the principal office of the Company on the 10th day of February, 1931, between the hours of 10 o'clock A. M. and 4 o'clock P. M., to consider and act upon a proposition to authorize the execution by the Company of a mortgage or deed of trust to be called "general mortgage" or by such other name as may be determined, on all of its railroad properties now owned or hereafter acquired, to secure bonds to be hereafter issued in series, so much of such bonds as may be necessary to be used from time to time in paying or exchange for the bonds and other indebtedness of the Company, other

bonds to be issued to be used for the acquisition, construction or extension of railroads, additions and betterments to such railroads and properties now or hereafter owned, and for other lawful corporate purposes, each series of bonds to be issued to mature at

such time and provide for the payment of such lawful rate of interest to be tax free or not tax free, to be convertible or not convertible into shares of capital stock as may be determined by the Board of Directors, and to contain such other terms and con-

ditions as may be determined, prescribed, by said Board, mortgage to contain such conditions as may be prescribed or authorized by the holders at said meeting. J. N. FREEMAN, Secretary.

she owed

a letter for weeks. Picked up the telephone. In less than a minute she was there. Cost amazingly little.



Have Money

For a Happy New Year

OUT of all the money you earned last year, how much have you in the bank TODAY? Stop and think! Will next New Year's day find you in the same condition? Resolve to open a bank account... increase your balance and HAVE MONEY at the end of this year.

START SAVING REGULARLY NOW

We Welcome YOUR Banking Business.

THE FIRST NATIONAL BANK OF HEREFORD
—a strong bank thoughtfully managed—

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1931 completes a quarter of a century in the Panhandle



Our Aim - To Help Improve the Panhandle
PANHANDLE LUMBER CO.
Courtesy - Quality - Service

THEY HAVE NO SUBSTITUTE



May These
Three Choice Blessings
Be Yours—

**Health
Happiness
Prosperity**
And Even More

And we promise you here and now that we are going to do all within our power to add to your happiness and satisfaction during the coming year.

Texas Utilities Company

BUSINESS AND PROFESSIONAL DIRECTORY

PHILLIPS '66'
and Ethyl gas, Mobiloil, Greasing, Tire Repairing, Etc. Phone 69 when in tire trouble
W. J. SMITH, Phillips Station No. 1, on East Third

GREAT WEST NURSERY
One and a Half Miles north-west, General Nursery stock.
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FOR SALE OR EXCHANGE—TRY US!

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All kinds of Furniture Repaired.
J. J. BUCKNER
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Upstairs in Buckner Lambert Building
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SHOE SHOP
Repair anything in leather Shoes, Harness, Saddles, Canvas on Combines.
Jack's Shoe Shop
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DR. G. W. HEARD
DENTIST
Over Corner Drug Store
Office Phone 234
Residence Phone 276

DR. G. F. LeGRAND
Office Upstairs
Buckner-Lambert Bldg.
First Door South Star Theatre
Office Phone 400
Residence 244

L. A. RAY
PLUMBING
Phone 142-J

Dr. B. M. Wiltshire, Dentist
Over Sprows-Cronin & Company
Room 3, Buckner-Lambert Building.
Residence Phone 272 Office Phone 470

LANHAM'S FILLING STATION
Phillips Gas and Oils.
Phone 206 when you run out of gas or have a punctured tire on the road.

WEST TAILOR SHOP
MRS. O. F. WEST, Proprietor
"Well Pressed Is Well Dressed"
Clothes called for and delivered—Phone 885

Every Day Service
TRUCKING TO AMARILLO
Dawn and Umbarger.

DEAF SMITH COUNTY ABSTRACT CO., Inc.
Office In the Court House
C. P. McCOLLOUGH, Manager
ABSTRACTS LOANS

HAWKINS-FOSTER LINE
Phone Orders to
Amarillo 8968
Hereford 309

A FEDERAL FARM LOAN
Is the Best Loan Contract On Real Estate

1. Lower rate of interest.
2. Liberal pre-payment privileges.
3. Easy to get large tracts segregated into smaller loans.
4. Easy to obtain a release of part of the security.
5. Reasonable loan values approved.

A. O. THOMPSON, Secretary-Treasurer.
Our Abstracts Correctly Reflect the Records.

THOMPSON & IRELAND
ABSTRACTERS
Hereford Texas

INSURANCE
Loans--Bonds
HEREFORD INSURANCE AGENCY
JOHN McLEAN, Manager

Hereford Merchants



a White Child in

Deaf Smith County

-In-

1931



Send the name, address, doctor's report and birth certificate of all babies born after midnight, December 31, 1930, to the Baby Page Editor, not later than Monday, January 5th.



One 24-Pound
SACK PILLSBURY'S
BEST FLOUR

Carl's Cash and
Carry Grocery



Hereford Insurance

NEST
EGG
\$1.00



We Will Give
FOUR CANS
EAGLE BRAND MILK

Lem Carlyle

We Give a
BABY DRESS



Rockwell Bros. Lumber Co.



We Give a BASSINETT
NEW YEAR'S GREETING

Magnolia Petroleum Co.
W. D. KELIEHOR, Agent



We Will Give
A BABY PLATE

Streu Hardware Co.

We Give a
\$5.00 TIME
CERTIFICATE

First
National
Bank



WE GIVE

ONE

DOZEN ORANGES



Womack's Cash Grocery



We Give a
BABY BLANKET

Fox Mercantile Co.



We Give Something
Appropriate for the FIRST BORN

Prairie Dairie



We Will Give
A BABY SET

Rice Drug Store



STORK NURSER

COMPLETE

Corner Drug Store



We Give a
\$5.00 TIME CERTIFICATE

First State Bank



We Give a
WATER GLASS and CHROMIUM HOLDER

Rountree Plumbing



We Will Give
THE BRAND One Year to the Parents

Hereford Brand



COME ON, FIRST 1931 BABY!
and Get Your \$1,000 Life Insurance (Old
Line) Policy In Princess.

Ralph Barnett



We Give a
BABY SET

Hereford Bakery



We Give a
BABY SET

City Drug Store



We Give a
PAIR OF HOSE

Plains Insurance Agency

Social and Society

Mrs. Ward Hostess to Her Class

Mrs. J. F. Ward entertained her Sunday school class of girls in her lovely new home last Sunday with a delicious turkey dinner. The girls brought a covered dish with them and spread the food together. The afternoon was spent in enjoying the music furnished by the girls. Each wrote a short letter to Virginia Blackwell, the little orphan girl in the Methodist orphan's home, whom the class is clothing.

The class elected their new officers for the coming year. Opal McMahon, president; Virginia Cox, vice president; Maurine Spradley, secretary, and Francis Landrum, treasurer.

A golden evergreen was given by the class to the church as a memorial.

Present were Misses Vondel and Lyndell Brooks, Maurine Spradley, Pauline Smart, Francis Landrum, Opal McMahon, Virginia Cox, Louise Jacobsen, Ursalee Fridley, Thelma McMinn, Sarah Agnes Bryant, Allene Cox, Merie Barber, and Messrs. Sandy Jewell and Roy Ward, Mr. and Mrs. Ward, and Miss La Juana Hanna who has just joined the class.

T. E. Major and family, H. M. and G. F. Benson and families and L. C. Parker and family spent Christmas day in the home of Mr. and Mrs. F. C. Benson north of Herford.

FOR JOB WORK, TRY THE BRAND

MISS ALBERTA DAVIS WAS HOSTESS TO EPWORTH LEAGUE

A social was given by the Epworth League at the Methodist church Tuesday night in honor of their old members who had been away to college or elsewhere.

Games and contests of all descriptions were played throughout the evening and the hostess, Miss Alberta Davis, tried out the leaguers' skill at guessing riddles. Previously a short program and business session was held.

Refreshments of popcorn balls, apples and candy were served to about thirty people.

Out-of-town guests included Miss Sarah Agnes Bryant, Louise Jacobsen, Messrs. Charles Greer, and David Harrison.

W. C. T. U. Meets.

The W. C. T. U. will meet Tuesday afternoon, January 6, at 3:00 o'clock in the home of Mrs. John Haberer in the first session of the year, and an interesting program is promised. All members are requested to be present.

FRIDLEYS AND BENNETTS ENTERTAIN RELATIVES

Mr. and Mrs. E. E. Fridley and Mr. and Mrs. L. J. Bennett had as their guests Christmas Mr. and Mrs. L. F. Meeker, Mr. and Mrs. A. A. Bennett and son, Kenneth, and Mrs. Q. E. Edwards and daughter, Alice, and son, Donald.

Mr. and Mrs. Meeker are Mrs. Fridley's parents and Mrs. Bennett is her sister. A. A. and L. J. Bennett are brothers. Mrs. Edwards is a daughter of L. J. Bennett.

48 Guests Entertained In 42 Party

One of the greatest post-Christmas events for Herford was the progressive forty-two entertainment given Tuesday evening by Mr. and Mrs. J. M. Gilliland. Twelve tables were arranged and the games of snappy competition went on with much enjoyment until a late hour when refreshments of hot chocolate and cookies were served to 48 people.

On the guest list were Messrs. and Meses. A. G. Bell, J. E. Beyer, H. G. Congwright, A. A. Foster, Burl France, R. E. Kessie, H. D. Reed, Arthur Thompson, J. A. Neill, Rex Tynes, M. D. Womble, Carl Mount, Frank Eberle, Jim Clark, J. H. Pitman, W. H. Rusell, Artie Daniel, Alex O. Thompson, J. S. Orr, R. Satterwhite, Jno. Patton, Carl Wilson, Reed Williams, Mrs. Bess Turrentine and Miss Jannie Estes.

LUFKIN PEOPLE GUESTS OF MRS. FERGUSON

Mr. and Mrs. Sam H. Reid, Jr., of Lufkin spent Christmas in the home of her parents here, Mr. and Mrs. C. D. Ferguson, returning home Saturday morning. Mrs. Reid is the former Miss Grace Ferguson. Mr. Reid is a lumber company manager.

ALL PALMER CHILDREN HOME FOR HOLIDAYS

All the family of Mrs. Mary Palmer were here for the holidays, enjoying a four-day stay, Christmas dinner and tree. The children were Mr. and Mrs. Walter Palmer and daughter, Abilene; Mr. and Mrs. Joe L. Baker, Wichita Falls; Mr. and Mrs. Ezra Norton and son, Herford.

Book Reviews

Review of "Roadside Meetings" by Hamlin Garland; by Mrs. F. Z. Roloson.

"Personal experience and firsthand knowledge of people and events are always of special interest. Those who have been fortunate enough to know something of the delightful and entertaining style of the writings of Hamlin Garland in his former books will welcome the latest product of his pen, "Roadside Meetings."

The author in the foreword says that "he takes up the purely literary side of his experiences during the past 45 years, presenting a series of literary and artistic portraits of the men and women who represented and vitalized literature and art during this period."

Young Hamlin Garland, fresh from the plains of South Dakota, arrived in Boston in the early 80's with high ambition to become a writer. After months of hard work and real deprivation he reviewed a novel by William Dean Howells for the Boston Transcript, met Mr. Howells, was encouraged to write stories of Western life which he knew, and so gradually became a part of the life he longed for.

In this fascinating story of his early struggles he tells of the inspiration he received from Edwin Booth; of hearing George W. Cable and Mark Twain on the lecture platform together; of a talk with Walt Whitman in Camden; of dining with Rudyard Kipling in New York in company with James Whitcomb Riley; of visiting Joaquin Miller, the poet of the Sierras on his California fruit farm; of going calling with John Burroughs; of seeing Henry George nominated for Mayor of New York; of making a night tour of the lower east side with Police Commissioner Theodore Roosevelt, etc.

But "Roadside Meetings" is more than a volume of entertaining reminiscences. It is a literary and cultural history of the period written from real personal experiences and knowledge. Most of the artists, authors and public men and women were known to the author and many of them were his personal friends.

So if you want to spend a delightful hour with interesting, alert and devoted intellectuals, you should read Hamlin Garland's "Roadside Meetings" of the literary nomad.

Humpteen Club Met With Miss Broadwell

Miss Ella Broadwell entertained the members of the Humpteen Club at her home Saturday night. This club is composed of some of the girls who graduated in the class of 1927 from the Herford high school.

It was very interesting to recall the wonderful times together and note what the last three years have brought forth. Some of the girls are in the business world, some school teachers, music teachers, and the majority are housewives.

The club is composed of Misses Louise Jacobsen, Ella Broadwell, Flossie Bowman, Bette Carter, Beth Millard; Meses. Nellie Reynolds, Annabel Kropff, Lillian Payne, Ida Mae Fly, Zelma Smith, Ruth Sherman.

BRYANTS HAVE CHILDREN HOME FOR HOLIDAYS

Rev. and Mrs. Orion Carter and small son, Weldon, of Dallas, were in Herford Christmas visiting in the home of her parents, Mr. and Mrs. D. H. Bryant. Miss Sarah Agnes Bryant, another daughter, left Tuesday for Claude to join the Carters who visited friends in Borger over the week-end. The party has returned to Dallas to resume studies in S. M. U.

ADVERTISING AGENCY OF PANHANDLE CHANGES NAME

At a meeting Saturday in Amarillo, directors voted to change the name of the Panhandle Plains, Inc., to the Panhandle of Texas. This is an organization which has for its sole object advertising of this section in other states and in other parts of Texas.

E. B. Black of Herford is one of the directors and he was present at the session which discussed the change of name. No announcement was given out on the reason for removal of Plains from the title, but it is presumed that most of the financial support was being received from the Panhandle and that henceforth the South Plains region will not be included in the organization's activities.

BUYERS WANT ARTICLES OF UNIFORM QUALITY

Articles that are of uniform quality, give dependable service, become known as first class merchandise and are recognized by the buyer as a sort of standard. Cal Farley, at Third and Miles, is local dealer for one of these recognized products, the Goodrich Silvertown automobile tires.

By actual road tests throughout the United States, according to Mr. Farley, Goodrich tires have proved their road-worthiness. A road fleet, equipped with tires taken from regular stock, traveled more than 30,000 miles, conquering all kinds of road hazards.

Uniformity of product was shown in the almost equal stamina of these tires. Service was indicated by the usual wearing qualities and dependability was proved by the absence of tire failure.

These outstanding achievements are representative of the records being amassed by Goodrich tire users everywhere. Mr. Farley says, who recognize the Silvertown as standard.

Mr. and Mrs. C. E. Bentley spent Christmas day in McLean, where they visited her parents, Mr. and Mrs. N. A. Greer.

Figures Extra Gas Tax Will Pay for Park

Those who did not attend the recent Palo Duro Park association meeting at Memphis will be interested in knowing some of the things that took place, says Judge C. F. Kerr, delegate from Deaf Smith county.

The association is a group of men of the Panhandle formed to interest the legislature in designating a part of the scenic Palo Duro canyon as a park. It is one of the great show places of Texas but is little known. It is privately owned and inaccessible to a great extent for lack of roads.

The next legislature will be asked to pass some general park bill and the following financial plan is merely suggested but not submitted, as proposed in a letter from D. E. Colp, head of the park board: "Recent designation of the new transcontinental highway No. 60 will be of special benefit to the Palo Duro park and will be a direct cause of tourists leaving thousands of dollars each year in this section."

"It will cause tourists to an average of about \$3 each, additional cash for actual living expenses, and about \$1.50 for a car for gasoline alone to visit the canyon. The four-cent gas tax the state would be about \$36,000 annually, estimated.

"Remember, this is the gas used in touring the park only. If the gas tax brings to the state \$36,000 what will hotels, cafes, grocery stores, drug store, and other gain?" "We could buy and improve Palo Duro park within ten years with one-fourth the net profit from this source alone."

A prediction that the park will bring more than a million dollars annually extra to this section was made by Mr. Colp, saying nothing of the benefits to all the people in Texas on any highway leading to the Palo Duro canyon.

Deaf Smith county was assessed \$100 to help defray expenses of getting the section made into a park, and the amount has been paid in full.

Go to Hot Springs.

Frank and Joe Huckert left on Thursday for Hot Springs, New Mexico, where Joe will take treatment for rheumatism for about a month. Frank will return in a few days.

CREAM WANTED—23c

We pay transportation. This price is based on today's market; if market should advance we pay accordingly. We are not scalpers or middlemen. By shipping your cream to us you are dealing with the manufacturers who churn your cream into good butter for our own distributive outlet. That's the reason we can pay you all it is worth. Scalpers or middlemen get commission and you pay the bill. FALLS CITY CREAMERY CO. Falls City, Nebr.

On a Visit to White House



Here are the three children of Herbert Hoover II pictured as they arrived in Washington, D. C., to spend the Christmas holidays at the White House with their grandparents, President and Mrs. Hoover. They are Herbert Hoover III, left, now nearly 4, Peggy Anne, 5, right, and baby Joan, shown in the arms of a nurse.

MAKE MONEY
ON OLD FURNITURE
SELL VIA THE WANT ADS

WANT Ads

All classified advertisements must be paid in advance unless arrangements are made in person to care for the payment of them. Classified ads received through the mail will not be published unless accompanied by the cost of insertion.

Wanted

STOCKMAN: I must live, so must you. With cash to live on and balance in notes, we will ride these hard times down if it takes all summer. Will you help me out now. Dr. F. E. Bowe. 49-3p

WANTED: Plowing of any kind. Prices reasonable, work guaranteed. Practically new equipment. C. P. McCollough or B. B. Farmer, phone 430. 49-tfc

For Sale or Trade

Use home-made flour from home-ground wheat. Forty-eight pound cloth sack, \$1.30. Bran, 100 lbs. \$1.40. Community Mills, across the Santa Fe. 49-tfc

FOR SALE—Beautify your home by planting evergreens, shrubs and shade trees. Phone 250. J. F. Ward. 45-tfc

For Rent

SHEEP FOR LEASE: Due to a shortage of pasture I will place several bands of sheep ranging from 50 to 100 each, with farmers or stockmen, for a period of several years, who have grass and feed. Will furnish the ewes bred to drop lambs in the spring and give half the wool clip and lamb crop. Farmer must have proper facilities and furnish reference as to ability and responsibility. Address E. L. Shelton, Room 10, Nunn Building, Amarillo, Texas, stating references and give full particulars as to range and feed in first letter.

FOR RENT: Furnished apartment with outside entrance, also garage. Mrs. J. P. McMahon, Phone 354-W. 49-tfc

SPLENDID three room apartment, either furnished or unfurnished. Inquire 517 East Eleventh, or phone 194. 37-tfc

FOR RENT: Furnished apartment, gas and water paid, continuous hot water. Mrs. Barnard, 312 East Sixth Street. 51-1p

FOR RENT: Four room house with garage, close in. See Frank Gyles at Piggy Wiggy. 51-tfc

Lost and Found

LOST: A child's leather purse, containing about \$4.00. Finder please return to Claude Benton or the Brand office. 50-2c

FOUND: A hip rubber boot with red heel and sole; found about 5 miles west of town. Owner call at Brand office and get your other boot. 51-2d

LOST: A leather hand bag containing a hunting bag, gun shells, cigar box. Between 4th street and L. W. Carlyle's residence, last Friday morning. Return to Earl Bennett. 51-1p

LOST: A leather purse containing some change, a small photograph and door key. E. A. Comer. Notify Jim Higgins or Brand office. 51-1p

FOR SALE: One good coal heater, one good Barler oil heater, both like new. A. H. Elliston. 47-c

FOR SALE: Plant your evergreens, shrubs and shade trees now. Phone 250, J. F. Ward. 45-tfc

FOR SALE: Have a fine assortment of fruit trees and grape vines at right prices. Phone 250, J. F. Ward. 45-tfc

FOR SALE—\$7,800 for improved 140 acres only 3 miles from Herford, 120 acres in crop goes with sale, 6 per cent terms. \$2,800 for fine 80 all in cultivation. B. gain price on section, all in cultivation and well located. \$3,500 for improved 20 acre place edge of town, gas available, 6 per cent terms. L. BASKIN, phone 138. 23-tfc

\$30 per acre for 320 located 22 miles northwest, near railway, 1 mile to school, 240 in crop goes with sale; also lease on other half section. \$30 per acre for improved quarter on creek, 120 in crop goes with sale; also lease on other quarter nearby, 10 miles to elevator. \$2750 for well improved 5 acre place, gas, electric lights and daily mail service. \$350 for block of ten lots, natural gas available. \$2750 for 8 room modern house with two big lots, east front. \$200 for fine east front building lot, gas and electric service. Easy, 6 per cent terms. L. BASKIN, owner. 23-tfc

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

FOR SALE or TRADE

Use home-made flour from home-ground wheat. Forty-eight pound cloth sack, \$1.30. Bran, 100 lbs. \$1.40. Community Mills, across the Santa Fe. 49-tfc

FOR SALE—Beautify your home by planting evergreens, shrubs and shade trees. Phone 250. J. F. Ward. 45-tfc

FOR SALE: Watkins products. Ask for my special. Geo. W. Smith, phone 9025-F2. 44-tfc

BATTERY Set Radio in good condition, to trade for bundle feed or milk cow. C. O. Lee. 51-2p

SIX ROOM house on pavement, close in, easy terms. See A. C. Thompson, phone 456. 51-tfc

FOR SALE or trade: Model T Ford truck, 2-wheel trailer; electric washing machine; 16-gauge Browning automatic shotgun. Telephone 179-R. 120 Catalpa. 51-2p

FIVE ROOM new house on pavement, close in, easy terms. See A. C. Thompson, phone 456. 51-tfc

GOOD Oklahoma land for sale, or will trade for West Texas land or business in Herford. J. M. Bullard, Box 232, Duncan, Okla. 51-3p

FOR TRADE: A California duplex located in Alhambra, Calif., for Herford property. A. H. Elliston. 51-tfc

FOR SALE: A good Jersey milk cow and two good Jersey heifer calves. Call at Brand office. 51-tfd

FOR SALE—Hegar bundle feed at \$10 per ton. J. W. Marnell, 5 miles north of town. 51-2p

FOR SALE: Six room house, modern, with basement, easy terms. See Clem Schumacher or A. C. Thompson, phone 456. 51-tfc

FOR SALE: A good three row lister at a bargain, purchased this year. Earl Springer. 51-1p

FOR SALE: New Detroit Jewell circulating gas heater, parlor size. See or phone Ray Barber, 241. 51-1c

Lodge Directory

HERFORD LODGE No. 476, I. O. O. F., meets Monday 8:00 p. m. Visiting Brothers welcome HERMAN STEWART, N. G. L. H. Foster, Secretary.

HERFORD POST NO. 192 AMERICAN LEGION Meets at 8:00 p. m., first and third Thursday night in County Court Room. 45

Notice

FLOWERS MEAT MARKET and LUNCH, now in their new location at 113 Main Street. Call and see us. 50-2p

TAKEN UP: One stray hog, black and white spotted gilt, weight about 75 pounds. Owner may have same by proving ownership and paying for feed and this ad. Ernest Seigler. 51-1p

FOR RENT: FOR SALE CARDS AT BRAND OFFICE CHEAP.



With Best Wishes---

Let's get the Texas & Pacific Northern for Hereford in 1931!

A. C. Thompson Lumber



WOMEN'S PAGE



FORMER HEREFORD GIRL GETS AWARD ON REVIEW

The high achievement of winning third place in a national contest conducted by the American Boy magazine was won by Miss Mozelle Groner of Plainview, daughter of Mrs. Jessie L. Groner, and only grand daughter of Mr. and Mrs. J. H. Head, according to a message received here. Mozelle entered a review of "All Quiet on the Western Front", and has been awarded \$60 worth of the best literature in print. The magazine reported over 2000 entries from over the nation.

Mozelle is 16 years old and is a senior in the Plainview high school. She was born in Hereford and reared here until about three years ago.

Mr. and Mrs. J. D. Neill of Van Horn were here over Christmas, leaving last Saturday morning for their home. Mr. and Mrs. Neill visited in the home of her parents, Mr. and Mrs. O. G. Hill.

Few Friends Entertained by McEntires

In an exquisitely arranged setting, Mr. and Mrs. Hubert McEntire had a Christmas party for a few friends Friday evening and five games of bridge were enjoyed at two tables. A Santa Claus and lighted "Merry Christmas" on the lawn welcomed the guests, and a glittering Christmas tree, banked with colorfully wrapped packages, stood at the door to greet them upon their entrance into the cozy reception room.

The interior house decorations were unique in animal statuary. Little red elephants marked the table numbers and the tallies were Santa Clauses.

After serving by the hostess of plates of chicken salad, bread and butter sandwiches molded into

MISS BOWMAN WINS PRAISE OF STATE CRITIC

Miss Flossie Bowman arrived Monday morning from Vernon, where she has a class in Music. She will spend the holidays with her parents, Mr. and Mrs. C. C. Bowman.

Miss Bowman played on the Fine Arts program at Fort Worth this month, and she was highly commended by Prof. Whitlock, an outstanding musical critic of Texas. She played "Egeria" by Kroeger and "Dance Creole" by Chaminade. It is also of interest to know that Miss Bowman has been a student of Kroeger in St. Louis.

spades, hearts, diamonds and clubs, pickles and olives, fruit cake with whipped cream, and coffee, the host turned to the tree and removed the favors of bagged candies, fruits and nuts for each guest, and gave a choice prize to the high-scoring couple, Dr. and Mrs. Wiltshire.

Forty Guests Entertained In Lance Home

Forty was the count of guests for a big Christmas dinner at the J. C. Lance home Christmas day. Those present were: Mr. and Mrs. S. L. Walser and daughter, Miss Zella Mae; C. J. Crump of Oklahoma City; Mr. and Mrs. Charles Walser and children, Guy D. C., Hollis and Leatrus; Mr. and Mrs. Joe Kendall and children, Betty Jo and Geraldine; Mr. and Mrs. Earl Lance and children, Earl, Jr., Billie Louise, C. J. and Paul Eugene; Mr. and Mrs. Ky Lawrence and daughter, Beatrice; Mr. and Mrs. Henry Kendall and children, Billie, Ernest, Lawrence and Clyde; Mr. and Mrs. Lee Randall, Mr. and Mrs. Edgar Moseley and children, Edgar and Virginia; Mr. and Mrs. C. H. Carl, Mr. and Mrs. Madden, Mr. and Mrs. Frank Carl and little daughter, Bettie Gene.

Miss Powelson Wedded to A. N. McWright

Miss Norma, daughter of Mr. and Mrs. Allen Powelson, and A. N. McWright of Hereford were united in marriage Tuesday, December 23, in Amarillo.

Miss Powelson graduated from Hereford high school with the class of 1926 and spent two years each in W. T. S. T. C. and Amarillo business college. Mr. McWright is shop foreman with the local R. B. R. company and has been here for the past three or four years with this company. Mr. and Mrs. McWright spent their honeymoon at Carlsbad and the Cavern in New Mexico, and at El Paso.

The following attended the wedding from here: Mr. and Mrs. Allen Powelson, Mr. and Mrs. J. W. Mobley, Mr. and Mrs. Finis Owen and Mr. and Mrs. B. F. Stewart, Amarillo. The bride and groom will make their home here.

Gaston Baet and family spent Christmas day in Amarillo.

Family Reunion Is Held by R. L. Elliston

The children of Mr. and Mrs. R. L. Elliston surprised them with a family reunion for Christmas dinner at their home on 25-Mile avenue. Six sons, six daughters, 14 grand children, four daughters-in-law and three sons-in-law were present. The Christmas spirit was carried out in the house and table decorations.

A five-course dinner was served to the following: Mr. and Mrs. R. L. Elliston, Mr. and Mrs. C. D. Elliston, Mildred, Margaret and Melvin Elliston, Lubbock; Mr. and Mrs. H. E. Sullins, Dorthes, Pauline and Chester Sullins; Mr. and Mrs. R. W. Elliston, Myrtle Ellen, Imogene and Bernice Elliston; Mr. and Mrs. N. G. Elliston, Robert, Owen and Nella Gregory; Mr. and Mrs. L. D. Lee and Martha Louise Lee, Glen Rio; Mr. and Mrs. J. W. Flynn, Wichita Falls; Mr. and Mrs. H. B. Elliston, Helen Francis and Minnie Opal Elliston; Ervin and Victor Elliston, Tucumcari;

CHRISTMAS DINNER SET FOR GUESTS BY MRS. JIM HIGGINS

The following took Christmas dinner in the Jim Higgins home on 25-Mile Avenue: E. A. Comer and daughter, Louise, Clovis; Mr. and Mrs. John Comer and children, Ethel, of Simmons University, Edmund, of W. T. S. T. C., and Wanda, of Clovis; Mr. and Mrs. Bob Higgins and children, Wesley, Altus and G. T.; Mr. and Mrs. G. M. Suggs and son, George; Mr. and Mrs. Jim Lipscomb.

The following day the same party was entertained with a turkey dinner on the Suggs ranch north of Hereford.

NINE O'CLOCK BREAKFAST GIVEN IN EUBANKS HOME

G. A. F. Parker and family and Mrs. C. D. Rice of Austin, a sister of Mrs. Parker, and Miss Julia Tarver of Austin were guests at a nine o'clock breakfast in the home of Mr. and Mrs. E. C. Eubanks.

Vera Lee, Oleta and Alta Mae Elliston.



All Our Folks Are Wishing All You Folks

The Season's Greetings

We want you to know we have appreciated the friendly consideration we have received from everyone during 1930, and to add our best wishes for the New Year to those each of you are sending forth and receiving at this time.

May the New Year hold much that will be of real benefit to each and all of us and to our community at large.

Papee Feed Grinders

We have the agency for the famous Papee feed grinder and are ready to take care of your wants if you have a need for a grinder for any kind of farm crops.

Nearly every farmer or rancher knows of the work of the Papee grinder, and knows it has no superior for chopping grain, bundle stuff, ear corn, etc. That grinding adds much to the food value of the grain and bundles, and that stock eat it better and keep in better condition at less expense when fed ground or chopped feeds.

Buchanan & Rosson

MRS. MEGERT ENTERTAINED WITH CHRISTMAS TREE AND TURKEY DINNER

Mrs. W. M. Megert entertained with a Christmas tree and turkey dinner on Christmas day, the following being present: Mr. and Mrs. Rayford Ricketts, Mr. and Mrs. David Weeden, Miss Eddie Smith of Canyon, Mr. and Mrs. Hubert McEntire, Miss Orleans Savage, Travis Hill. All the guests received presents.

IRA FOSTER WEDS, MISS FAYE CULWELL AT AMARILLO, DECEMBER 13

Marriage of Ira Foster, brother of Mrs. O. G. Hill, and Miss Faye Culwell of Amarillo on Saturday, December 13, is announced. Mr. Foster is well known here, having graduated from the local high school. He is at present connected with the Randall Drug Co. No. 3 in Amarillo.

The bride is bookkeeper and clerk for City Drug Co. No. 1. The couple are residing in Amarillo.

MR. AND MRS. N. C. VOGELE WERE HOSTS

The following were guests for Christmas dinner at the home of Mr. and Mrs. N. C. Vogele: Mr. and Mrs. Lester Weaver and daughters, Lonie Beth and Mary, of Canyon; Mr. and Mrs. W. F. Gillis, Mrs. A. W. Gillis, R. Bullard and Charles Burke.

Miss Ethel Rice of Pampa visited home folks over the holidays last week.

MARK EVERY GRAVE



Only the advice of a dependable memorial craftsman can aid you in selecting a family memorial. For 24 years we have offered just such service, and during that time we have designed, built and erected most of the best memorials in the Panhandle.

Write or phone at our expense and our representative will call on you. Our valuable illustrated folder, "How to Select a Memorial," sent free upon request.

OSGOOD MONUMENT CO.

24 YEARS IN AMARILLO
800 Taylor St. Phone 2-0614
Amarillo, Texas



The Goodrich Cavalier

... a new high quality, low price tire that simply can't be beat.

The Cavalier, with its thick, tough tread, patterned after the famous Goodrich Silvertown... with its stretch matched cord fabric, its water curing, meets and beats competition everywhere.

Come in and examine this tire for yourself. Never before has your tire dollar bought so much.

Cavalier Prices

30 x 3 1/2	\$4 ⁷⁵
29 x 4.40	\$5 ⁴⁰
30 x 4.50	\$6 ¹⁵
30 x 5.25	\$9 ⁰⁵
32 x 6.00	\$11 ⁴⁰
33 x 6.00	\$11 ⁷⁵



Cal Farley Tire Shop

HAYDEN ATCHISON, Hereford Manager

Free Road Service—Phone 68

Greetings



We Extend Best Wishes For 1931

and Hope the New Year will bring You Health, Happiness and Contentment

Hereford Wholesale Grocery Company

L. W. CARLYLE
PHONE 164

Thinks Enough of Advertising In Newspapers to Appropriate Over Million Dollars for 1931

Ponca City, Okla., Dec. 30.—Striking testimony to the effectiveness of well directed advertising in American newspapers has been given by another American industrial leader here.

D. J. Moran, president of the Continental Oil Company, one of the nation's major petroleum producing, refining and marketing units, announced that the management of the company has just approved an advertising budget for 1931 running into seven figures.

The appropriation, which will be largely spent in newspapers, equals the largest previous advertising budget in the company's 56 year history—that of 1930, when the company used space in more than 1200 newspapers. In addition to farm papers and national radio network advertising. This year 1544 newspapers will carry Continental advertising.

The management of the Continental company believes that advertising is a vitally necessary third arm of business, designed for use continuously, in good times and bad," said Mr. Moran.

People Will Still Ride.

"We believe that during 1931 people will be born, and die, work and play, marry and make homes, eat, sleep, ride in their motor cars—in fact, do all of the things that people normally do in the United States. If they do, they will need certain products and commodities. As far as we are concerned, the Continental company expects to tell them of the merits of its products through advertising, and thereby create the desire to use our products. The executives of this company know that our advertising will accomplish this result, and that is why advertising is with us an indispensable business function, instead of a gambling game to be indulged in when times are good, and abandoned when they are not so good."

Out-of-town guests of Mr. and Mrs. A. H. Elliston and family were Mr. and Mrs. J. B. Elliston and children, Agnes Alleith, Tom and Francis, and Miss Esther Downing of Canyon; Frank Glenn Elliott of Dallas; Leaton Branson of Amarillo, and Miss Viola Carpenter, of this city.

FOR JOB WORK, TRY THE BRAND.

Progressive News

BY MISS OLIVE PERKINS

Katherine Hershey spent Friday with Lucille and Lois Park.

Rev. Thompson of Wildorado preached at Progressive Sunday afternoon.

Mr. and Mrs. Ira Ricketts, Ira Jeanne and Glenn visited Mr. and Mrs. W. A. Ricketts of Hereford Friday night.

Mr. and Mrs. Arch Dougherty and daughter, La Nelle, spent Christmas eve with his parents near Grady, New Mexico.

Eunice Caldwell visited Virginia and Elizabeth Bowman Saturday. Mmes. Higgins and Parks and Ruth Park spent Tuesday with Mrs. Caldwell and Eunice.

The home of Mr. and Mrs. Ira Ricketts was a gathering place for their children Christmas day. Guests were Mr. and Mrs. Arch Dougherty and daughter, La Nelle, Mr. and Mrs. Luke McBrayer and daughter, Betty Jean; Mr. and Mrs. Jim Ricketts and son, James Ardis, and Mr. and Mrs. Clyde Russell.

Misses Lois and Lucille Park ate Christmas dinner with the Gregory family.

Mr. and Mrs. C. P. Caldwell visited in the Lee Kandall home at Summerfield Saturday.

Mr. and Mrs. Ed Childree had as their guests for the Christmas holidays—their daughters, Mrs. P. E. Mahew, of Hamlin, Misses Agnes and Madge Childree, of Fort Sumner, New Mexico, and Miss Edith Childree of Amarillo. Mrs. Wash and cousin of Canyon were guests in the home over the holidays.

Mr. and Mrs. Blakemore and children played forty-two in the Hershey home Thursday evening.

C. L. Hodge spent Saturday night with Pete and Fred Caldwell.

Mr. and Mrs. Horace Hershey and son, Sammy Ray, returned from Abilene Sunday where they spent the holiday season visiting relatives of Mrs. Hershey.

Mr. Perkins and Miss Olive spent Christmas day with Mr. and Mrs. Bowman and children.

Misses Madge and Agnes Childree and Jim Ed Childree motored

to Hamlin Sunday with their sister, Mrs. Mahew. They will spend a few days visiting before returning home.

Mr. and Mrs. Ray Hershey, Arnold and Katherine visited Mr. and Mrs. Howard Hershey Christmas day.

Mr. and Mrs. J. E. Henry and children of Hereford attended the Christmas exercises Christmas eve. They were guests of her parents, Mr. and Mrs. Jim Park the following day.

Mr. and Mrs. Vick entertained Mr. and Mrs. Owen Neel and children, Mr. and Mrs. Clarence Betts at Christmas dinner Thursday.

Mr. and Mrs. C. P. Caldwell had as dinner guests Christmas day Mr. and Mrs. Walter Caldwell and son and Mr. and Mrs. Cecil Hodges and daughter. Mr. and Mrs. Jeff Roberson and son spent the afternoon in their home.

Jess Caldwell and Otto Samuelson have opened a garage and repair shop in Canyon.

Mrs. Neel entertained her parents and brothers Friday.

Mr. and Mrs. Jess Caldwell visited his parents Sunday evening.

Katherine and Arnold Hershey spent Tuesday evening with the Blakemores.

Jess Caldwell's side won in the singing contest and the losers entertained the winners New Year's eve at the school house.

Mr. and Mrs. Blakemore had as guests Christmas eve Mr. and Mrs. Blakemore of Summerfield, and Mr. and Mrs. Mills and children of Amarillo. Christmas day they attended a family dinner at the Blakemore home at Summerfield.

A large crowd attended the Christmas exercises at the school house Wednesday evening. An excellent program was given by the pupils of the school, after which Santa Claus appeared and talked and shook hands with all the children. Present and treats were given to the audience from a beautifully decorated tree.

Measure Being Drawn to Speed Road Building

Washington.—State highway officials are moving with all possible speed toward opening the way for greatly enlarged forces in highway construction, not only as a means of providing more employment for labor, but as an economic factor in the permanent expansion of the country's highway transportation facilities.

The plan of advancing Federal funds to those states which are not in a position to meet their share of increased Federal aid appropriation at this time, will reach Congress soon after it convenes. Already several members of Congress are drawing up measures to meet the situation, and owing to the urgency as an unemployment relief measure, little if any delay is expected in legislative consideration, and especially so since President Hoover's emergency committee for unemployment is square behind highway officials in their plan for an expanded federal and state road building program.

"At no time in our country's history," says H. H. Blood of Utah, president of the American Association of State Highway Officials, "have we had such an opportunity to spend public money so wisely and so well. More roads are needed for one thing, and unemployed men need work. The basic principles of the federal highway legislation under which road construction is being advanced have been demonstrated over a long period, experience has proven the Federal aid plan to be an effective and sound method of cooperation between federal government and the several states."

Accompanying William Parker from Austin was his aunt, Mrs. S. D. Rice, and Miss Julia Tarver. Miss Tarver will be remembered here as the first Bible teacher in the Hereford town.

A. H. Streu, L. W. Carlyle, H. G. Alexander, Frank Giles and Earl Bennett were on a quail hunt near Rio Glen, New Mexico, Friday. Mr. Bennett reported bagging 45 birds for the party and reported quail plentiful where they hunted.

Ford Doings

BY MISS EDITH MANN

Last week was a busy time in this community and one that will not be soon forgotten.

A large crowd attended the Christmas program given by the school children last Wednesday night. Everyone reported an enjoyable time. The tree was loaded with gifts which were appreciated by those receiving them.

Dinner guests at the H. L. Morel home Thursday were Mr. and Mrs. B. McCaskey and family of San Jon, N. M.; Mr. and Mrs. Harris, Hereford; Mr. and Mrs. J. S. Garrett and family.

W. M. Stewart and family had as dinner guests Thursday Mrs. Nellie Hickey and Miss Vernie E. Fye of Amarillo. Mr. and Mrs. H. G. Green and daughter, Hazel Eloise of Vega, Mr. and Mrs. H. Climer.

There were 76 present at Ford Sunday and it was a day for electing officers for the year, and resulted: W. M. Stewart, superintendent; H. W. Wilson, assistant; John Rempel, secretary-treasurer; Mrs. W. M. Schwartz, pianist; T. R. Langley, song leader; J. E. Hill, Bible teacher; Mrs. W. M. Schwartz, intermediate, Junior and card class teachers are to be selected.

Messrs. and Mmes. E. H. Simpson and family, Albert Buller and family, E. F. Reeves and family, H. M. Benson and family, W. C. Voth and family, D. B. Mann and

family, H. Koch and family, J. E. Hill, J. Y. Norton, T. R. Langley and family, Harold Wilson, O. D. Frazier and family, John Rempel and family, John Schwartz and Mmes. M. J. Parks, Cora Langley, Messrs. Miles Langley, Deward Roberson, Chas. Simpson and Miss Leona Rempel were dinner guests in the W. M. Schwartz home last Thursday.

Mrs. R. E. Dyer and son and Miss Ruth Wood took dinner in the W. M. Schwartz home Friday. Mr. and Mrs. Arlie Dehn and Mary Louise and Mr. and Mrs. W. M. Schwartz called in the Stewart home Friday afternoon.

Mr. and Mrs. J. D. Jenkins returned Sunday from a week's visit in Chillicothe.

The children started to school again Monday in a cheerful spirit and expect to make good the rest of the term. Two new students, James Reeves and Chester Norton, enrolled Monday.

F. W. Brunson, Sr., spent last week end in Claude with relatives. Mr. and Mrs. H. L. Morel and Mr. and Mrs. J. S. Garrett and family visited at Progressive Sunday night.

Mr. F. W. Brunson and children spent Thursday in the J. L. Hight home.

Mrs. Bob Wilson went to Amarillo Friday to meet her sister, Miss Amie Faulkner, of New York City. They both arrived here Saturday morning. This is the first visit of Miss Faulkner with her sister in eleven years.

McLEAN GETS CUT ON GAS, ELECTRIC RATES

McLean, Dec. 27.—Material reduction in gas and electricity rates have been effected for McLean consumers. The announcement was made by Calhoun & Thompson, attorneys for the city in the matter of securing rate adjustments. The rates for both gas and electricity were reduced by agreement.

Mr. and Mrs. John Patton and son, Billie, and Mrs. N. M. Patten motored to Canadian for Christmas day visiting in the home of Mrs. Patton's daughter, Mrs. W. J. Todd, and family. Mrs. N. M. Patton remained with her daughter until last Sunday.

Rev. and Mrs. J. A. Thomas and Luther Thomas were Christmas dinner guests in the home of Mr. and Mrs. Jack Hagar.

25 PER CENT DISCOUNT

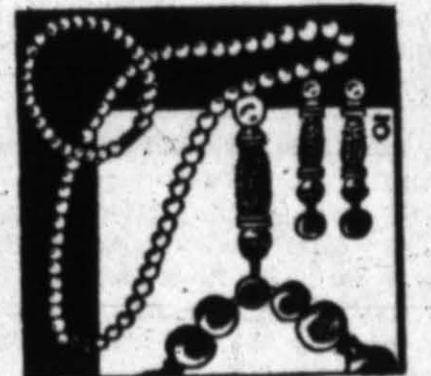
ON ALL

Perfection Oil Cook Stoves

NOW IN STOCK

Kerr-Anthony Hardware Co.

Phone 169



Closing Out All BEADS

\$1.50 to \$1.95 Values, your choice \$1.00

Down Come Prices!

January Clearance Sale Fur Trimmed Coats



—With beautiful trico broadcloth; coats that were priced from \$49.50 to \$59.50, now at—

\$25.00

—Coats formerly priced from \$69.50 to \$79.50 must now go at—

\$45.00

Silk Dresses

—Every silk dress in the house going at a drastic reduction; good materials, new styles, sizes from 13 to 50. Dresses formerly priced \$16.75 to \$19.75 going at the remarkable price of—

\$10.00

With every \$10.00 dress purchase, a pair of \$1.50 full fashioned silk hose will be given FREE.

—One rack of Dresses, bought to sell at \$12.75 to \$15.00 going at

\$5.00

Make your selections early, new styles and good quality.

Regular \$1.50 Hose at **\$1.00**

Millinery

—Big sale on all millinery. Come in and get the best hat in the store for only—

\$5.00

\$5.00 to \$6.50 Hats going at **\$1.50** and **\$2.00** Another good line of Hats at **\$1.00** each.

Velvet Hats, **\$1—\$1.50—\$2**



NEW YEAR GREETINGS

To Our Friends and Customers.....

In grateful appreciation of your good-will, we wish you all the joys of the Season. We enter the New Year with a determination to excel our past efforts to please you, whose friendly business has helped make ours successful.

R. H. Kemp Lumber Company

Fashion Dress Shoppe - - - - Vogele Millinery Parlor



We Certainly Had a Wonderful Time In 1930

Corner Drug Store

The Rexall Store

NOW WE MAKE OUR NEW YEAR'S RESOLUTION:

"We sincerely hope we can become better acquainted with you. Can be of better and more service to you, and assure each person that it is a pleasure to have you trade with us."

(Agents for Star-Telegram)

Day Phone 165

Night Phone 238 or 473-J

"We Fill Any Doctor's Prescription."

The Best In Drug Store Goods—The Best In Drug Service

Locals

A. Alliston of Vernon is here this week transacting business.

Miss Oriena Savage returned to Abilene Wednesday where she is attending Simmons University.

Miss Emma Gunter has returned from Plainview where she visited relatives during the holidays.

Miss Avis Thompson returned Monday from spending Christmas with home folks at Tulla.

Miss Margaret Thompson left this week for Abernathy where she is teaching.

B. F. Chick and family took Christmas dinner with Mr. and Mrs. Harry Blythe.

R. H. Galer of Bellview, N. M., was here last Tuesday on a business trip.

Jack Miller of Stinnett visited in the home of his grandmother, Mrs. B. M. Miller, recently.

Thomas Hagood of Happy, one of the partners in the Chick-Hagood Variety store, was a business visitor here Monday.

Mr. and Mrs. Joe Landrum and little daughter, Pattie, spent the holidays in Venice, Ohio, with her parents.

Mr. and Mrs. Fred Welch were in Friona for Christmas dinner in the home of his brother and family, Ford Welch.

Mr. and Mrs. Rankin Reynolds and son, Robert Wayne, spent the week-end here, coming down from Amarillo, where Mr. Reynolds is employed by Sears-Roebuck & Company. They also attended a high school reunion while in Hereford.

Two sisters of Mrs. Fred Welch are visiting here over the holidays. Miss Jenna Osborn of Spur, and Mrs. L. M. Ballard and son.

Mr. and Mrs. C. S. Jones and family spent Christmas day in Floydada with J. J. Day, father of Mrs. Jones.

Charles E. Jones left last Saturday for Morilton, Arkansas, where he is attending Harding Christian College.

Rev. Harold Hicks and family returned to Fort. Worth Monday after spending the holidays in Hereford with relatives.

Mr. and Mrs. L. H. Davis of Amarillo spent Christmas day in Hereford with her sister, Mrs. Effa Rutherford.

John H. Olson and family returned from a holiday trip to Waco where they visited in the home of his brother.

A. W. Gregg is in Hutchinson, Kansas, this week visiting in the home of his daughter, Mrs. J. E. Beyer, jr.

Mrs. Chas. Bennett who has been a patient in the county hospital for the past week, is at home now and reported improving.

Mr. and Mrs. B. R. Anderson of Borger were here over the Christmas holidays visiting in the home of her parents, Mr. and Mrs. W. A. Ricketts.

Miss Ruby Thompson returned Wednesday afternoon to Abilene to resume her studies in Simmons University, after having spent the holidays here with her parents, Mr. and Mrs. Alex O. Thompson.

J. O. Turner and son, B. F., of Amarillo were here over Christmas visiting with Mr. and Mrs. Ira Connell. Mrs. Connell is a daughter of Mr. Turner.

Miss Helen Lee of Tulsa visited in the home of Mrs. C. F. Gallagher and Mrs. Edith Hughes Monday and Tuesday. Miss Lee will be remembered as a teacher in Hereford a few years ago.

Maurice Kellehor of New Rochell, a suburb of New York City, arrived here the first of last week to spend the Christmas holidays with his parents, Mr. and Mrs. W. D. Kellehor.

Mr. and Mrs. J. H. Wilson and daughter, Floyd, entertained the following guests on Christmas day: Mr. and Mrs. Sy Booser of Amarillo, Mr. and Mrs. Wallace Cox, Mr. and Mrs. Bob Wilson.

Marlin Gilliland arrived home last week to spend the holidays here with his parents, Mr. and Mrs. J. M. Gilliland. He is a student in Horner Institute, Kansas City.

Christmas dinner guests in the home of Mr. and Mrs. R. H. Womack in North Hereford were Mr. and Mrs. M. Slemmons of Castro county, and Rev. E. P. Gieser and family.

Rev. and Mrs. E. B. Bowen of Wellington were guests in the home of Mr. and Mrs. C. B. Williams and Mr. and Mrs. Alvin Thompson and others the past week-end.

Mrs. Ruse E. Adams and daughter, Elsie, of Waco are spending a few days with Dr. Ruse E. Adams. They will move to Hereford some time this month and occupy the Chas. Donald home.

Mr. and Mrs. C. T. Guseman returned home Sunday night from a visit with his parents in Coldwater, Kansas. Mrs. Guseman and baby had been visiting her mother in Winchester, Kentucky, and Mr. Guseman met her in Kansas City.

Dr. and Mrs. K. R. Durham of Taboka were here over Christmas visiting in the home of his brother, Gordon Durham and family. Dr. Durham is a dentist and will be remembered here as the one who displayed a number of miniature mechanical tools during the Deaf Smith county fair.

Mr. and Mrs. Jowell Murchison spent Christmas with her people in Dallas. "Pete" came home Monday, but Mrs. Murchison remained for a few days longer and will return with Mr. and Mrs. Tom Carter, who also spent part of the holidays there.

Kills 7-Foot Eagle.

On Christmas Eve George DeLozier of Summerfield had the good luck of killing a large eagle which measured seven feet and two inches. The eagle was roosting on a windmill about four miles west of Summerfield when Mr. DeLozier quietly approached the tower and shot the bird.

On the preceding Saturday D. C. Walsler reported killing a five-foot eagle eight miles northwest of Summerfield.

Opens District Office.

George Miller and family, formerly of Dallas, have moved to Hereford. He is district agent for Bankers Guaranty Life Insurance company and will make the district headquarters here. Mrs. Miller is a daughter of Mrs. R. G. Sisk and a sister of Mrs. W. F. Ball, Mrs. Wirt Phillips and Mrs. Phil Radovich.

Falls On Ice, Injured.

Mrs. Maggie Woolf received serious injury Saturday night when she slipped on the ice-covered walk near Mother's Park, while coming to town with her daughter, Elaine. Her back was wrenched and wrist sprained in the fall but she was able to walk after being assisted to her feet.

FORMER LOCAL CITIZEN PAYS \$125,000 DIVIDENDS

A former Hereford citizen, W. O'Brien, now president of an Amarillo bank and head of two oil companies, has opened up the new year with a happy surprise for his oil stockholders by announcing a cash dividend of \$125,000. One company is paying a 50 per cent dividend and the other 25 per cent.

Mr. O'Brien lived in this city something over ten years ago.

P. T. A. Meets Tuesday.

The next regular meeting of the Parent-Teacher Association will be held at Central school Tuesday, January 6. The subject of the study course will be taken up. Mrs. J. M. Crane, district president, and Mrs. T. J. Page, third vice president, both of Claude, will be here to conduct a workers' conference at two o'clock. The regular meeting will follow at 3:00 o'clock. Both sessions are open to all P. T. A. members.

Arney News Items

BY MRS. F. W. FORTNER

Thomas and Ollie Boyd visited relatives in Borger last week. B. L. Fortner and family returned with them for a visit. Several attended the basketball

Series Sermons Begins Sunday at M. E. Church

Beginning at 11 o'clock Sunday morning at the Methodist church, Rev. J. M. Fuller, pastor, announces a series of sermons on the greatest need of the church for this day. Subject for both morning and evening hour is "The devil in the church."

"If you have burdens, sorrows and disappointments in life we will have a message for you," says Rev. Fuller. "If you are un-saved or backslidden in heart and life, come. Perhaps during these hard times many feel as if they cannot come to church; you need not dress up to come. You have a very warm welcome to all these services."

"This is a time when all of us need God and the church. If you are a stranger in our midst, come and enjoy the services with us, also permitting us to get acquainted with you that we may be a mutual blessing."

"We wish for everybody in our community a happy and prosperous New Year."

Sunday school at 9:45. It would be a correct beginning of the new year by being in one of the classes Sunday. Preaching at 11 a. m. and 7:15 p. m. Leagues begin at 6:15.

game in Dimmitt Monday night.

Mr. and Mrs. Plez Crane of Childress spent the holidays here with her parents, Mr. and Mrs. Boyd.

Our Christmas program and tree

draw a big crowd.

Mr. and Mrs. Roy Reed and L. Edmonds, Plainview, spent Christmas in the Tipton home.

Mr. and Mrs. C. E. Burks entertained the young folks Thursday night.

Mr. and Mrs. John Burnham and sons spent Christmas in the Waggy home south of Dimmitt. The Burks family entertained a number of friends at Christmas dinner.

Ben and Flossie Fortner and Mr. and Mrs. R. Campbell were in Hereford Friday.

Mr. and Mrs. G. A. Wilson spent Christmas with their daughter, Mrs. D. Lynch, in Amarillo.

Mrs. Lee Edmondson and children are here from Amarillo, visiting her parents, Mr. and Mrs. O. Cox.

Mr. and Mrs. Hall, Miss Mabel Crane and Mrs. L. Boyd returned home Saturday.

FORMER CITIZEN CAN'T O WITHOUT THE BRAND

"I find we just can't do without the Brand. Hope by another year to live nearer and get the paper cheaper," writes A. W. Chandler, of Stoneburg, a former citizen here, in renewing his subscription. "The paper is a very welcome visitor," he adds.

As Announced Last Week My "Drive It Yourself" Service Car

—Is now at your command and rearin' to go. When you want to make a "date" for this car just give me a ring at 216 or 430. My terms are way below what you have to pay for such service elsewhere. Car is in best of running condition—new tires—puncture-proof tubes.

Yours for Service,

W. F. Ball

STAR THEATRE

HEREFORD, TEXAS

Last Times Today!

NEW YEAR'S

January 1, 1931

A picture chock full of entertainment that is sure to please.

A William Haynes Comedy

"Way Out West"

Friday Only

JANUARY 2

Norma Shearer

in

"Let Us Be Gay"

A fascinating comedy of everyday society life as the story books tell it. Guaranteed to be highly entertaining and full of wholesome fun.

Saturday Only

Matinee and Night JANUARY 3

WALLY WALES

in

"Trails of Danger"

A Western picture of real action that you will like.

Monday

and

Tuesday

JANUARY 5-6

BUSTER KEATON

Plays in a picture you've read and heard about and many of your friends have seen. Make this one of the occasions when everything else is layed aside, and come to see one of the funniest of all funny ones. Many folks tell you a war is nothing funny, but Buster Keaton shows you it is a riot in

"Dough Boys"

Wednesday

and

Thursday

of Next Week JANUARY 7-8

The Great Character Actor WALTER HUSTON

in

"Virtuous Sin"



10 RULES

For a Successful and Happy Life

1. Work and Earn
2. Make a Budget
3. Record Expenditures
4. Have a Bank Account
5. Own Life Insurance
6. Own Your Home
7. Make a Will
8. Invest in Safe Securities
9. Pay Bills Promptly
10. Share With Others

Western National Bank

Are You Seeking a Real Buy In a Used Car?

—It is a matter of record in the history of automobile merchandising that every good used car sold has been a REAL buy in all that the phrase means. In no other commodity does a little use so reduce the price.

—But the car must have intrinsic value—must be a really good investment. Whether it is or not depends heavily upon where you buy it. That priceless element of real value is always present in every car sold here. Convince yourself by looking over some of these:

1930 Chevrolet Sport Sedan—

This car has deluxe trunk and very small mileage; runs perfect. The price on this car was \$920.00. It can be bought today at a saving of around \$300. Don't overlook this car if you want to get the best at the lowest price.

1929 Model Chevrolet Coach—

Here is a real chance to get far more than your money's worth. If you want a car that runs like new and looks like new and can be bought around \$400, see this one.

—The above are only a few of our many real values. We have plenty of good used trucks in both Fords and Chevrolets. If you are in the market for anything in our line we can take care of you and offer the most liberal and convenient terms. Visit our USED CAR department and see the display of cars. It will be a pleasure to show you and no obligation on your part.

Yours For Sales and Service

Brumley Chevrolet Co.

Incorporated

"A Reliable Institution"

Phone 216.