

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

20th YEAR—NUMBER 49

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, DECEMBER 19, 1930.

FIVE CENTS PER COPY.

OLNEY WINS DECISION IN 7-7 SCORE TITLE GAME HERE LAST FRIDAY

CAR LOT SHIPMENTS FROM DEAF SMITH COMMON POINTS MOUNT HIGH; MORE TO COME

An article appeared in last Saturday's Amarillo News, carrying Hereford data line, stating that 380 cars of wheat were shipped out of Hereford in 1929. Here are the facts coming directly from the Santa Fe freight office:

Number of cars of wheat shipped out of Hereford, 681; number of cars shipped out of Joel, Sumnerfield and Dawn, and billed out of Hereford, 324, making a total of 1,005 cars of wheat billed out of Hereford.

Number of cars of small grain, such as maize, kafir and oats, 534, with from eight to ten cars of small grain being shipped out each day.

Number of cars of cattle, 280, against 471 last year. This loss of cattle shipments is probably due to the great increase in acreage of land recently placed under cultivation. It is hard to determine the hog shipments for the year, due to the fact that many hogs are shipped to the local stock pens and then diverted from here. G. W. Brumley handles and buys practically all the hogs in this district. Car lots of sheep for the year was only fourteen, against three last year. One hundred and thirteen carloads of automobiles were shipped to Hereford so far this year. Mr. Lucas, cashier of the local freight office said that the average per car load is four.

ATTEND ASSOCIATION OF COMMISSIONERS-JUDGES

West Texas County Judges and Commissioners' Association met in Plainview Wednesday of this week. Judge Earl W. Wilson and three of the local county commissioners attended, namely C. J. Paddock, H. G. Conkright and W. T. Womble. The association, consisting of members from the North Plains to El Paso, were guests of the Plainview Chamber of Commerce. Judge Wilson said, and the banquet in the evening was held in the Hilton Hotel and about 150 were present. Judge Wilson said they had a great meeting and much good was accomplished. The next meeting will be held in Tahoka some time early next year.

WICHITA FALLS MAN BUYS THE MEDLEY RANCH

James R. Allen of Wichita Falls has recently purchased the Medley ranch of over 6000 acres, located about 24 miles west of Hereford, and which has about 4,000 acres under cultivation and planted to wheat. Mr. Allen has also purchased what is known as the old Norman Ranch, located northwest of Hereford.

Hey, Kids, the Cop Might Get You; Go Easy!

The city marshal is this week publishing a notice calling attention to the Hereford ordinance that prohibits the setting off of fireworks within the business district or fire limits of the city. While it should not be necessary to call attention to this, it is necessary that it be observed. The many torpedoes that are being shot this year are very powerful and may easily be very destructive. It is reported that several children have been seriously injured by torpedoes here during the past few weeks. It pays big dividends to be very careful with fireworks.

FARM SALE

The public farm sale of J. O. McCullough will be held Tuesday, December 23, and will consist of his entire farming equipment and is located 2 miles west and 2 1/2 miles south of Flegg. At this sale will be offered 10 head of steers, dairy cattle, hogs and farm machinery. Ray Barber is auctioneer. Bruce McLean clerk.

'30 Captain



G. T. HIGGINS (Elected Captain, 1930.)

G. T. Higgins, left tackle of the Hereford Whiteface 1929 district and 1929 bi-district champions, was Tuesday evening at the banquet given by the mothers of the team, elected captain of the football team for 1930. It is the first time for a long period years, or perhaps ever, that a Whiteface captain played in the line. G. T. is the son of Mr. and Mrs. W. R. Higgins, and like the other members of this year's team, is a boy who grew up in Hereford. This is his second year to letter in football, he is a junior in high school and will graduate in 1931.

W. J. Wilson and family have located in Eastland at which place they will make their home.

To Issue Brand Next Tuesday

The Brand will issue on Tuesday afternoon of next week instead of Thursday. This is being done to give the merchants an opportunity to express their Christmas greetings on Christmas Eve to their patrons thru the advertising columns and to let the Brand force have advantage of Christmas Day as a holiday. Correspondents and advertisers must have their copy in at the earliest possible

much time during the first of the week for preparation of copy.

Read the Ads—You May Have Dollar Coming to You

Several citizens of Hereford are either indifferent to receiving one dollar gratis or don't know their own telephone numbers. A business firm of the city has been advertising some person's telephone number each week, asking them to come in and accept a dollar's worth of merchandise as their gift. Most of the dollars are claimed, but there are two who have not responded as yet, although one of them walked into the business establishment as the writer was discussing the situation with one of the bosses. A discreet silence prevailed to see if the dollar was claimed, but the person only wanted to shop and went on out without being aware that merchandise was waiting to be asked for.

UMBARGER MAY GET NEW POSTMASTER

The Post Office Department of the United States has announced it will hold an examination at Canyon to fill the position of postmaster at Umbarger.

DEAF SMITH DAIRYMEN ENTERED IN NEWS-GLOBE CONTEST; 9 FROM COUNTY

In the final wind-up of entries for the annual Amarillo News-Globe Master Dairy Farmers Contest, Deaf Smith county has entered nine contestants, namely: J. L. Lookingbill, W. R. Scheibagen, L. A. Smith, Lester Galley, S. O. Wilson, H. I. Gillespie, D. W. Hawkins and Fred Pittner.

One thousand dollars in cash prizes and medals will be offered by the News-Globe. Several counties where chambers of commerce organizations are located will offer additional prizes. It has not been learned whether the Hereford Chamber of Commerce will offer special prizes.

CANE SEED SHIPMENTS HEAVY PAST FEW DAYS

Weaver Brothers, Lubbock grain dealers, have a representative in Hereford this week buying and shipping cane seed. It is understood that they will ship in the neighborhood of three cars of cane seed.

New Pastor High In Praise of City In C. of C. Address

While not many members were present to enjoy the splendid roast turkey luncheon served by the Christian church ladies to the Chamber of Commerce Monday at noon, it was a spirited meeting, full of pertinent business, interesting to all, with plenty of fun to make the occasion a lively one. Something like thirty plates were served.

President T. E. Seigler was master of ceremonies, introducing Rev. J. M. Fuller, Methodist pastor, who made the principal address of the day. Mr. Fuller spoke of his appreciation of coming to Hereford and the fine spirit of co-operation he had found among all the civic, religious and educational activities of the city. He praised Hereford's beautiful modern places of worship, its fine school organization and equipment, its paved streets, modern business buildings, the many fine new homes recently built and now building—but above all, Rev. Fuller said, it was his desire to show his appreciation of the citizenship of the city whose spirit of mutual helpfulness and assistance of all progressive things had made Hereford what it is.

Mr. Seigler told in a few words of his recent trip wherein he visited the Dallas Chamber of Commerce and the branch of the United States Chamber of Commerce in Dallas. He was proud he said, to announce that both organizations offered their assistance in any way they could be of help in promoting the interests of the Plains country and Hereford's trade region.

Chairman of a committee to get the city commissioners, county commissioners, Chamber of Commerce, the churches and any other civic organization who would assist, to get Hereford streets and businesses and homes decorated for Christmas. A report of these activities are given elsewhere in the Brand.

Just before adjourning E. B. Black gave a short report of the meetings of the Panhandle-Plains, Inc. organization in Amarillo during the past week, wherein he lost the presidency of the body, it going for the next year to Dr. Stevens of Tulsa. Mr. Black has been president of the Panhandle-Plains, Inc. for the past two years, and will still serve on the board of directors. He told Monday of the great work the organization has done in sending exhibits of Panhandle products to state and regional fairs over the Mississippi Valley from Iowa to the Gulf this past year far outstripping all previous endeavors, and next year to at least double what was done this year. Tremendous results have been attained, but far more is to be expected in the future, Mr. Black said.

Mr. and Mrs. Dick Dixon and little daughter left Saturday for Dallas to spend the Christmas holidays.

LIGHTS FOR OLD SANTA NEXT WEEK

The movement started at the Chamber of Commerce meeting Monday to get Hereford decorated for the Holidays gained momentum rapidly, and indications now are that before the end of the week the city will blossom out in colors that will rival the most vivid hues of the rainbow.

The county commissioners, city commissioners, chamber of commerce, American Legion post of Hereford, the churches and various civic organizations all lent a hand, and with the Texas Utilities Company on the job to string the decorations, something like 1000 colored electric light bulbs will be strung around the court house and across Main and Third Streets.

Not to be outdone by the governing forces of the county and city, the different business firms are getting busy and adding more colored lights and Christmas decorations in front of their stores, and the outcome will be that Hereford in all its glory has never been arrayed like this before. It will be a sight worth coming many, many miles to see.

Other cities over the Panhandle have had the jump on Hereford by a few days in putting up their Christmas decorations, but there won't be any with a more elaborate or more beautiful display of Christmas lights than Hereford by the end of this week. It is probable that the lights will be used during the evenings of all of Christmas week.

Mothers of Squad Spread Banquet Tuesday Night

The annual banquet in tribute to the Hereford Whiteface football team, was given this year by the mothers of the team in the dining room of the First Baptist Church Tuesday evening at 7:30. It was a festive occasion highly enjoyed by everyone present. The program was arranged along football lines, and the bright sparkle of wit, together with various stunts made the evening pass all too soon.

Superintendent C. H. Dillehay was toastmaster and lined up the banqueters upon entering the dining room to march around the room and get a good look at the enormous football field cake which graced the center of the banquet table. The cake was a beauty—it must have been six inches high, eighteen inches wide and thirty inches long. On top of it was a miniature football field, goal posts and everything, the cake iced in white and the outline of the field and the 10-yard lines in dark chocolate with a big gold star in middle to give the school colors of black and gold. The same color scheme was used in decorating the table and its big burning candles. Each guest and partner found their places at the table by cunning little markers of gold and black footballs with their names printed thereon.

After the invocation by A. O. Thompson, Mr. Dillehay asked: "Captain Russell, are you ready to kick off?" At Babe's hesitant reply of, "I guess I am, sir," the toastmaster responded, "Then all be seated." And the fun began.

It isn't possible or fair to chronicle here all that happened during the next two hours, but it was enjoyable indeed. Beside the football boys and their girl friends there were also as guests of the occasion, Superintendent and Mrs. Dillehay, Principal and Mrs. G. M. Hudson, Coach and Mrs. T. E. McCollum, Manager and Mrs. B. H. Hopkins, Mr. and Mrs. Alex Thompson, C. W. Humble and guest, Miss Velma Reed, and Mr. and Mrs. R. E. Kessle. Each of the above men had some part or more in the entertainment, either by way of a talk or participation in some stunt, or both. Interspersed through the (Continued On Last Page)

COWMEN TO ENJOY BIG SMOKE IN CONNECTION WITH HEREFORD SALE

In connection with the big McDonald-Ivey auction sale of Herefords on January 30, a Cowhand Smoker will be one of the features of the sale. The Smoker staged last year in connection with the Hereford sale was such a success that it was agreed to stage another in the coming event.

About eighty head of pure bred practically all Anxley Fourth grade, will be sold in the January event, and a large crowd is expected from all parts of the Middlewest. Beside the McDonald-Ivey cattle to be sold, the following breeders will offer a number of top-notch Whiteface cattle: George Burch, Dimmitt; Leo Wolf, Egbert Bradley, Doyle Rose, Ed East, W. T. Womble, Jess McGowan and Ira Cochell.

Mr. McDonald was in Kansas City the latter part of last week making arrangements for the printing of the pedigree catalogs. He is expected in Hereford the latter part of this week.

Olney Pleased With Reception Given at Game

The City of Hereford possibly received more publicity from last Friday's four-district championship football game with Olney than from any other one thing during the past year. A whole train load of people from 375 miles away spent two nights and a day making the trip, and its passengers saw a region of Texas they probably could not have been made to visit by any other means. They spent over \$3000 railroad fare to do it and were glad they had come after making the trip.

While here they were loud in their praise of Hereford, this fine country, the hospitality of the people here, and all who saw the game know they went home with a tremendous respect for those hard-playing Whitefaces.

The following telegram was sent back as soon as the Olney special train got home at 5:00 o'clock Saturday morning:

"T. E. Seigler, president Chamber of Commerce, Hereford, Texas. Arrived home 5:30 this morning. All fans on special complimented splendid hospitality of Hereford citizenship, and in behalf of all, desire to express our appreciation to you personally, your organization and citizens of Hereford. Game greatest ever witnessed and although Olney won we all realize that there were two real teams on the field. M. GRUVER, Secretary Chamber of Commerce."

First Christian Program Early Sunday Evening

That its Christmas program not conflict with the time of other programs of the city, and to give an opportunity for anyone to see all the Christmas ceremonies of the churches, members of the First Christian church will present their play in their church auditorium next Sunday evening at 8:00 o'clock and play to finish the presentation of the play "Somebody Cares" in plenty of time for the audience to go to the Baptist church to hear the high school glee club, under the direction of Miss Lucille Hicks, give the cantata, "The World's Redeemer" at the time of the regular 7:30 evening hour service.

Methodist Church Christmas Program Sunday Morning

The Methodist Church will give its Christmas program at the 11:00 o'clock service hour next Sunday morning, beginning at 10:45. Prelude, "March of the Magi," from "Prince of Peace"; Hymn, "Joy to the World"; Prayer; Offertory, "Stille Nacht," arranged. Sermon, Rev. Harold Hicks, Cantata, "His Natal Day" (Norman) Choir, under direction of Adele S. George. Organist, Mrs. G. A. F. Parker. Benediction. Postlude.

FOUR TIMES IN TWENTY-YARD LINE GIVES VISITORS TITLE; NO GLORY GOES WITH TITLE

The football season closed in a blaze of glory on the Hereford high school grid-iron last Friday. Technically Hereford was defeated although the score was tied, 7 to 7. The winner was decided by the number of penetrations each team made in the other's 20 yard zone, and Olney was four times within less than 20 yards of Hereford's goal and Hereford was within Olney's 20-yard line but twice legally. Twice besides that Hereford went within Olney's 20-yard zone, but was penalized on the plays and lost those penetrations which would have also tied that part of the scoring. On first downs Hereford took 14 to Olney's 11.



He's Waiting to Get that Letter

The Brand has a great collection of letters to Santa Claus and little folks of Deaf Smith county have written that fine old fellow, and the paper has made arrangements for him to get them in plenty of time to bring the presents Tuesday night.

There are other children who will want to write St. Nick. Be sure to have all letters reach the Brand before Saturday evening of this week and watch for them in next week's paper, which will be printed Christmas Eve afternoon.

Write—tell Santa what you want and we'll see that he receives your letter.

Agricultural Council At Amarillo Well Attended

G. A. F. Parker and R. O. Dunkle attended the Agricultural Council meeting in Amarillo last Wednesday and Thursday. In the two sessions of District No. 1, comprised of 28 counties, practically every county agent, home demonstration agent and a banker from each of the 28 counties were present, Mr. Dunkle said.

Jno. R. Edmonds, district agent of the Extension Service, A. & M. presided. He briefly outlined the purpose of the meeting as being an effort to coordinate the work of the county and home demonstration agents, the banker, the chambers of commerce and the business and farm interests.

Dr. C. W. Dickey of Memphis outlined a skeleton organization, Mr. Dunkle said, for a proposed county plan of cooperation. This plan contemplates the appointment in each county of a "key" banker, the county and home demonstration agents, a representative of the county commissioners, and a representative of the chamber of commerce in the county and each club or organization interested in agricultural development.

The thing that put the lump in Hereford's throat was the fighting finish the Whitefaces made. Jowell snatched their center line for 6 yards on the last play and had but 5 to go for a touchdown and win the game when the whistle ended the struggle. Olney was licked and knew it, and the whistle saved them. It was no disgrace to lose a game like that. Olney never attempted to celebrate, but spent their time before they left praising the fighting spirit of the Whitefaces. No one was certain for hours after the game was over which team was the technical winner. The Whitefaces made but one substitution during the game, Gilliland going in for Bowen just a few minutes before the finish. It is safe to say that those who saw the game will be years in seeing another like it. The Cubs outplayed the Whitefaces at passing, they were masters at it, but in all other parts of the game the

Hereford	Position	Olney
Gregory	de	W. Gilmore
Higgins	lt	Dees
Stone	lg	Patrick
Seed	c	Carter
Mitchell	rg	F. Wix
Orr	rt	Wright
Bowen	re	B. Gilmore
Clemin	qb	Goode
Russell	th	Greer
Gilbreath	rb	S. Wix
Jowell	db	Graves

local boys had it on them. Every Hereford man played a star game and when the opportunity came his way, he rose to super endeavor to meet it. Few, if any, doubted but that the Whitefaces had the game tucked away when they scored in the middle of the last quarter, yet the Cubs made their passes click consecutively for the only time during the whole game to score within a minute after that, and Hereford came within seconds of coming nearly the whole length of the field with a minute to play and defeat them.

First Quarter. Olney kicked off and Clemin returned the ball 10 yards to be caught on his own 23; Russell (Continued on Page Ten)

Basketball To Occupy Center School Sports

With the passing of the football season last week, basketball comes over the horizon of high school sports to claim the attention of the fans of Hereford for the next few months.

The Whitefaces should have a pretty good line-up to open the season and make themselves felt as worthy opponents before they go to the final in the finals at Canyon February 21 and 22. Something like 20 men are working out for the squad now, quite a few of them are stars left over from last year's team, and should put up quite an improved game.

Scheduled games are given out as follows: January 4, Friona, here. January 10-11, Panhandle, here. January 17, Portales, here. January 18, open date. January 24, Canyon, here. January 25, Tulla, here. January 31, open date. February 1, open date. February 7, Canyon, there. February 8, Tulla, there.

The Hereford Brand

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R. R. KESSIE,
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NOTICE TO THE PUBLIC:
Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office on North Main Street, Hereford, or second-class matter at the post office at Hereford, Texas, under the act of March 3, 1879.

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School News

STUDENT FAILURES

Our high school is now in a rare situation—rare because it does not often occur here. The failure reports for the first two six-week periods were of unusual magnitude. By these conditions the faculty and many of the students have been placed in difficult circumstances, but we anticipate better reports in the future.

This circumstance is the new set of statistics on failures of students in the Hereford high school in the first six weeks period and especially of the second period, and its comparison with the first. The senior boys took 122 subjects and failed 14, that is, 11 per cent. The senior girls ranked more failures. Out of 102 subjects they failed 12, or 11.7 per cent. The Junior boys took 61 subjects, failing 14, or 23 per cent. The Junior girls took 90 subjects, and failed 14, or 15.5 per cent. The Sophomore boys took 120 subjects and failed 26, or 21.6 per cent. The Sophomore girls failed more than this. Out of 158 subjects they failed 41, or 26 per cent. The Freshmen boys, though they had the greatest number, did not total the most failures. They took 156 subjects and failed 31 or 19.9 per cent. The Freshmen girls did not have the highest number of failures for girls, either. They had 165 subjects and failed 45, or 27.3 per cent. These statistics are for the first six weeks. The second six weeks are even more disappointing. The Senior boys took 115 subjects and failed 17, or 14.8 per cent. The girls took 103 subjects and failed 10, or 9.7 per cent. The Junior boys took 65 subjects, failing 15, or 23.1 per cent. The Junior girls took 82, and failed 9, or 11 per cent. The Sophomore boys took 116, failing 36, or 31 per cent. The girls took 154 and failed 31, or 20.1 per cent. The Freshmen boys 132, failing 52, or 39.4 per cent. The Freshmen girls took 180 subjects, failing 47, or 26.1 per cent. The total for the second six weeks would be: Seniors, failed 12.4 per cent of all subjects taken. Juniors failed 16.3 per cent of all subjects taken. Sophomores failed 23.5 per cent of all subjects taken, and the Freshmen failed 29.5 per cent of all subjects taken. When this total is compared with that for the first six weeks the second period is found to be vastly worse.

Tuesday a week ago, after Mr. Kessie's interesting address, Mr. Dillehay gave expression to his feelings on the subject. He said that there was a reason for the low grades in the first six weeks, that is, a change in the period system, but he stated that the failures of the second six weeks were unaccounted for and unaccounted for. It seems that students are simply not working hard enough. We trust our next report will show a marked improvement.

A SENIOR CLASS MEETING

The Seniors of Hereford high school may prove to be one of the "poppiest" senior classes that this school has had for some time, said a certain member of the class at a class meeting recently. Several other people have the same opinion of the class because of the cooperation the class has shown. It seemed that some of the pep had died down, but when a class meeting was held on December 3, the class seemed to have more pep than ever. Each and every senior was willing to do his part toward the betterment of affairs. The most important item discussed was the popularity contest that is being staged by the entire high school. The purpose of this contest is to raise money for the high school annual, which is going to be published this year. Of course the seniors wish to get as many candidates ahead as possible. When a collection was taken, the class responded very well, and enough money was raised to put most of the candidates ahead.

By the spirit shown in different class meetings and by several other indications, I believe the senior class of 1930 will be one of the best and largest classes ever graduated from Hereford high school.

HENARD EAST.

SENIOR OF 1930 ORDER CLASS PINS

Members of the senior class of 1930 have recently ordered their senior class rings. Forty-two of

TO THE SPORTSMEN OF HEREFORD

An appreciation must be given to the sportsmanship of the business men of Hereford for the true blue support they have given the

CARD OF THANKS

The high school band wishes to take this opportunity to thank the business men of Hereford for sending the band to the Hereford-Lamesa football game. We enjoyed the trip very much and know it was only through your kind efforts that the high school band made this trip on the special train. We wish to thank you again for your time and trouble in arranging our transportation.

PAUL BARNETT.

DR. T. M. MONTGOMERY

EYESIGHT SPECIALIST
626 Polk Street, Amarillo, Texas
—Will be in Hereford First and Third Tuesdays in each month. Eyes tested and glasses fitted.
OFFICE RAY'S JEWELRY STORE
Telephone 188 for Appointment.

SPECIAL TRAIN

"Are you going to Lamesa?" "Have you bought your ticket?" "How much does a ticket cost?" These were the questions being asked at the station before the special train left on December 7. The Hereford Whiteface football team, the pep squad, the band and several boosters went on this train to play the Lamesa-Tornado team for bi-district championship of districts one and two. The special, loaded with 107 left Hereford at 6:30 and arrived in Lamesa at 12:15. After the game was over and everyone was ready the train left Lamesa at 5:45 and arrived at Hereford at 10:30 that night. The conduct on the train was splendid and, even though everyone was tired, the trip was enjoyed by everyone.

ERWIE OKER.

TEACHER HONORED BY FORMER COLLEGE

Miss Fern Carlisle teacher of history in Hereford high school, has recently been elected to graduate membership in the W. H. Bruce chapter of the N. T. S. T. C. at Denton, Texas. The W. H. Bruce chapter is a society which is affiliated with the scholarship societies of the South. Membership in these societies is given for scholarship and participation in college activities.

We are very happy to have one of the members of our faculty so honored.

MARY BROADWELL.

DR. D. K. ROBISON Residence Phone 78-J
DR. R. R. WILLS Residence Phone 114-W
DRS. ROBISON & WILLS
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PHONE 176

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TRY OUR CEAM PIES, TOO!

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MORE EGGS
means money in the bank



In MERIT EGG WASH you can buy profits by the bag at so many eggs per bag. For it furnishes to your layers the necessary egg-making materials, in properly balanced proportions to insure the maximum possible production.

West Texas Feed & Seed Company
PHONE 265

Merit Egg Wash

Whiteface team. Members of the band and the students of Hereford high school have attempted to be worthy of the support they are particularly grateful to the business men of the town for the raising of money as a guarantee for the past football games.

RALPH OLENNIN.

FOR QUICK JOB SERVICE SEE THE BRAND.

BENTLEY'S CIGAR & NEWS STAND
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Have Christmas Money



We have helped make hundreds happy, with money to spend this Christmas. You must be one of those who will celebrate next year.

Christmas savings are simply a matter of putting as little of as much away each week as you can spare. Surprising how it adds up at the end of the year.

This institution offers a complete banking service to individuals and industrial organizations.

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M SYSTEM
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Christmas Specials
FOR FRIDAY, SATURDAY, MONDAY, TUESDAY

DATES, Dromedary	19c
SUGAR, powdered, per lb	10c
COCOANUT, in 1-4 lb tin	16c
CANDY, Christmas box	Two Pounds \$.80 Three Pounds \$ 1.20
CANDY, Christmas, per lb	15c
NUTS	
Brazil Nuts, lb	25c
Walnuts No. 1, lb	25c
Pecans, lb	25c
WESSON OIL	
For Cooking	Pint 25c
or Salad	Quart 53c
MARSHMALLOWS, 1 lb	28c
FIGS, 3 lb package	46c
Pineapple	
Flat Crushed	15c
Flat Sliced	17c
No. 3 Crushed	21c
No. 2 Sliced	25c
ORANGES, large size, per dozen	55c
Apples, Stark's Delicious, large, doz	50c
FIG BARS, 2 lbs	25c
WAFERS, barrel	Vanilla, Lemon or Ginger 29c
Home-Made Angel Food Cakes, all sizes!	

LIVE STOCK NEWS

FALL PIGS EXACT
BEST MANAGEMENT

Should Run on Forage After Weaning to Get Start.

Fall pigs should be given a chance to run on forage crops for a time after weaning, says the animal husbandry department of the Ohio State University. This practice will give them a better start for the long winter months. Fall pigs demand the best of attention in feeding and handling if they are to be profitable to the grower.

During the growing and fattening periods concentrate feed to the pigs should be of high energy value with some protein supplement, or a combination of protein supplements. Corn probably is the best feed from the point of energy value, but must be balanced with high protein foods. Skim milk and buttermilk, both of them high in protein and mineral matter, are good to balance grains. Two and one-half to three pounds of milk should be fed with one pound of corn for 50-pound pigs. As the animals grow the proportion of milk may be decreased.

Wheat, fish meal, alfalfa meal or all meal should be fed where milk is not available. A combination of 50 per cent fish meal or wheat, 25 per cent alfalfa meal, and 25 per cent all meal has been successfully used with corn or other feed to start the pigs. About 25 to 30 per cent of the protein supplement should be fed in the beginning, and gradually decreased until at the finishing period only about 5 per cent is fed.

Tried Sows Found Most Profitable as Breeders

Old sows may be more profitable than gilts for next spring's crop of pigs, says E. F. Farrin of the animal husbandry department of University Farm, Minnesota.

"The spring pigs grown this year have had very scanty grain allowances, consequently most of the gilts are small and underbred," he says. "These gilts are more miniature and underdeveloped than during ordinary seasons. The litters from gilts such as these are apt to be disappointing next spring."

"On some farms there are still sows still in the prime of breeding efficiency that have not yet been fattened for market because of the scarcity of grain during the summer. These sows will yield a good profit if bred to farrow next spring, providing they take the place of the underbred gilts. The sows can be bred to farrow earlier than the gilts and accordingly into farrowing of next year's crop can be avoided."

"A yearling of two-year-old sow will farrow and raise more pigs than a gilt because she is a selected brood sow. There is always an uncertainty as to how a gilt will handle her litter, while the old sows which have been disappointing go to market. On the average from one and one-half to two pigs more per litter can be raised in weaning age from tried sows than from gilts."

Frequent Attention Is Needed by Self-Feeder

One advantage of the self-feeder is that it will probably save some labor, but the amount of labor saved depends somewhat on the size and type of the feeder. A small feeder requires frequent filling, and practically all feeders require considerable attention to see that the feed is feeding down properly. Frequent attention should be given to see that feed is not being nosed out and wasted and that, if the feeds are in separate compartments, the hogs are not eating too much of the protein feeds and not enough of the others, or vice versa.

LIVE STOCK NOTES

A shade for the hogs pays.

Cattle given free access to corn silage and alfalfa will balance their own rations.

The greatest mistake in feeding orphan lambs is in feeding too much and too often.

Pigs full-fed corn on pasture need only one-half gallon of skimmed milk per day.

Nothing will solve as many problems of the pork producer as will plenty of good pasture.

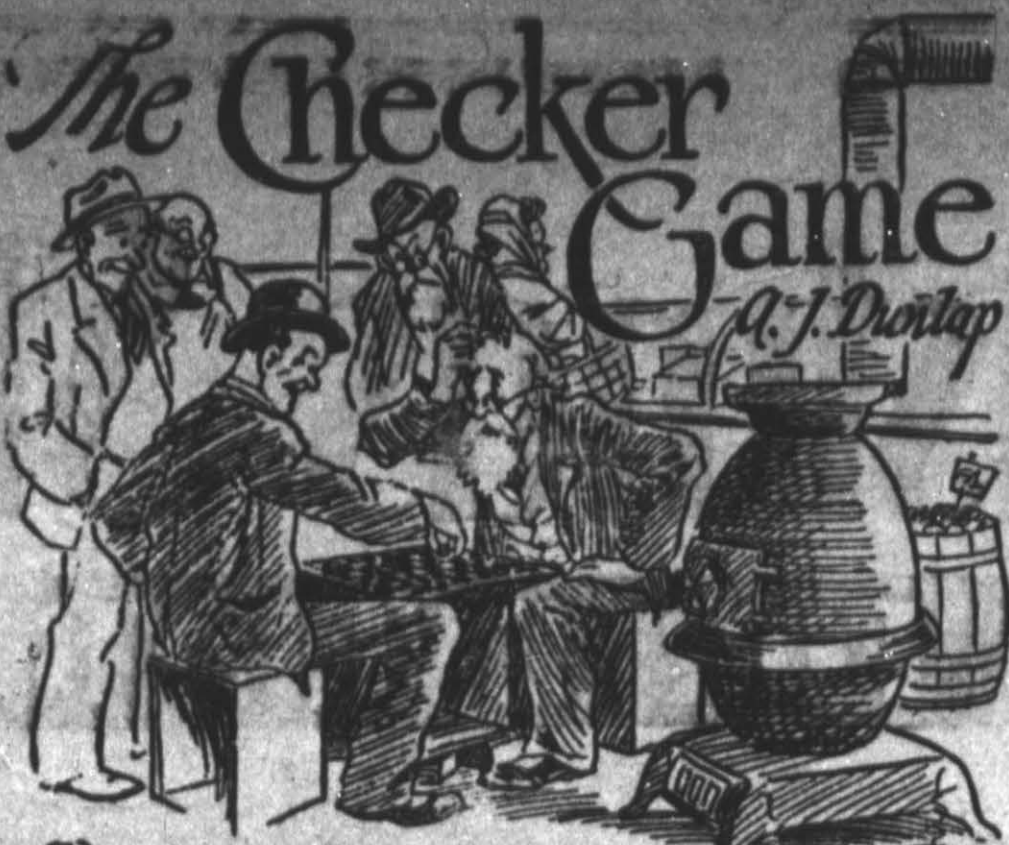
Most stockmen fail to balance their rations because they feel it necessary to feed what they have at hand.

If pasture is short or if the pigs are being fattened in the dry lot they should be given a gallon of skimmed milk per pig per day.

Feeding hogs cod liver oil in order to provide vitamins that promote quick growth has been tested and pronounced economical.

Skimmed milk is an excellent supplement to grain for growing and fattening pigs, but it is not necessary to feed pigs all the skimmed milk they will consume.

On many farms a small flock of sheep should be profitable. It does not cost a great deal in either money or labor to keep a flock of sheep, and there is a double return from them in the form of mutton and wool.



The Checker Game
A. J. Dierkop

When winter winds began to roar
And snowdrifts deepened of the door
We gathered at the General Store.
And there in neighborhood accord
The while the old stove snapped and roared
We placed the checkers on the board.
Then as the blizzard raged without
We moved the rival hosts about
In bold attack or hopeless route.
O friendly, cozy Home Town Store
I would that I could hear once more
The blizzard raging at your door.
The old stove's cheerful, crackling flame,
The old crowd's laughter and acclaim
Means lost or won a game.

Daniel News

There was a good attendance at Sunday school and singing Sunday.

Mr. and Mrs. B. O. Chain and family motored to the Amarillo lam Sunday morning.

Mr. and Mrs. Albert Ramsey and Mr. and Mrs. Chapel visited in the Will Moore home Sunday.

Mr. and Mrs. Chas. Wall are driving a new car.

Mr. and Mrs. Gus Laquey and family were in Vega Sunday afternoon.

Several from this community went to the ball game at Hereford Friday afternoon.

Mr. and Mrs. Lemuel Shuggart and Cecil Hodges were in Amarillo Tuesday.

T. J. Jacobs and Durwood Vernon went to Amarillo Wednesday night.

Mr. and Mrs. W. T. Bishop and daughter, Thelma, went to Pampa last Tuesday.

Miss Katherine Hershey visited Wednesday night in the home of

CASH SPECIALS FRIDAY AND SATURDAY

HONEY	Extracted Uvalde, Gallon tin	\$1.05
CHERRIES	Chocolate covered, they are good, 1 lb box	37c
PRESERVES	F. F. O. G. assorted, pure fruit, 1/2 gal. tins	96c
CANDY	Pure sugar or peanut butter stick, 10 pkg	19c
Apple Butter	O. R. brand, Quart cin	24c
SUGAR	1 lb package Brown	9c
Mince Meat	White Swan 9 oz package	11c
SOUP	White Swan Ass., 3 cans	25c
CHERRIES	Sour, red pitted, fine for pies, No. 2 can	27c

White Swan Coffee 57c
White Swan 1 lb.

White Swan Coffee \$1.58
White Swan 3 lb.

Christmas Cookies
Is the Recipe to Try This week With
Snowdrift
Ask for Recipe of Week Card

Bakers Cash Grocery
MONT E. BAKER.

Mr. and Mrs. Cecil Hodges, Miss Thurmond and Shuggart and Miss Katherine Yant went to Hereford Friday afternoon.

Mr. and Mrs. Lemuel Shuggart took supper with Mr. and Mrs. Chas. Wall Sunday.

Will Moore and family were in Hereford Saturday.

Joe Moore went to Olton Saturday for his wife and daughters, who have been visiting in the home of Mrs. Moore's parents, Mr. and Mrs. Garrison.

Mrs. Shuggart went to Hereford Monday afternoon.

Mr. and Mrs. Dick Norton visited last Sunday in the home of Mr. and Mrs. Cecil Hodges. Mrs. Norton is Mr. Hodges' sister.

Mr. and Mrs. B. O. Chain and family were in Hereford Saturday evening.

Ben, Ruth and Laura Mae Slaughter spent the week-end with their mother.

Several children of the community picked cotton for Will Moore Saturday.

There will be a Christmas tree at the school house Christmas Eve and everybody is invited, and all are expected to have a good time.

J. N. White of Oakland, California, has been visiting in the home of his cousin, W. C. Thomas.

We have just received a shipment of new Bosch Screen Grid Console battery sets. LEE ELECTRIC CO., Phone 452.

Mrs. Howell Parpole is visiting home folks in Snyder until after the Christmas season.

DEMPESTER
NO. 12. BACK GEARED
AIR-OPERATED WINDMILL

GUARANTEED

The Dempster No. 12 is guaranteed against defective workmanship and materials. You are assured a mill that will serve for years without constant trouble or expense. See The Lumbermen's Hardware, Paint, Oil, and Gas Store, 101 S. Orange Street, Dallas, Texas, for a complete windmill and pump line will show you a sample.

S. C. McADAMS
Hereford, Texas
Complete Line Dempster Well Supplies.

"THE VIRGINIAN"

"The Virginian" is a big treat for Star Theatre patrons. Audiences at the Star will have opportunity next week, December 25-26 to learn whether preview critics were correct when they said "The Virginian" is "The Covered Wagon" of all-talking pictures. The Owen Wister classic of pioneer days on the Western cattle ranges has all the earmarks of an epic film. The number in which it was acclaimed by previewers indicates that it will go high on the list of really greats. The film, based on the novel by the same name, which brought Owen Wister quick fame in the 80's, and which has since been termed the greatest American romance, enjoys the distinction of being the first all-outdoors play to be recorded on the audible film.

New Oakland and Pontiac
CARS WILL MAKE BEAUTIFUL AND USEFUL CHRISTMAS GIFTS

TAKE A LOOK AT OUR USED CARS! BARGAINS—EVERY ONE OF THEM!

Dixon Motor Co.

A Home Is a Good Investment
It May Not Double In Value Overnight; Neither Will It Drop from Sight In a Couple of Hours.

Stock prices have proved the old, old story. Sky-rockets must come down.

Which brings us back to the fact that a home is something which cannot be swept away at a turn of a market. A home is a sound investment, a lasting estate, one which you can pass to your children with a worthwhile increase in value.

May we show you some interesting new ideas in house planning? Our years of experience in building homes in the Panhandle is at your service.

ROCKWELL BROS. & COMPANY
Lumbermen
Here Since 1898.
Phone Four—The Lumber Number..

GIFTS

Electrical

Any article that will lessen labor and lengthen leisure will make a most acceptable gift.

An efficient ELECTRICAL item, for example!

PERCOLATOR	CURLER
\$6.75	\$1.95
WARMING PAD	WAFFLE IRON
\$5.95	\$6.25
VACUUM CLEANER	
\$60.00	

TEXAS UTILITIES CO.
PHONE 338

RADIOS OF TOP-NOTCH QUALITY AND BEAUTY IN GRAY-BAR SCREEN GRID AND DAY-FAN NINE-TUBE.

SPECIAL HOLIDAY PRICES

—A variety of gifts suitable for the selection of presents for any member of the family. Come in and see them!



—Men's suits in the season's newest styles, colors and weaves; two pair pants—\$22.50



—Leather Gladstone Bags \$12.50



—Beautiful silk bath robes that will delight any man; in attractive colors and patterns \$6.95



—Fitted traveling cases and overnight bags, in a variety of styles to please you, \$10.00



—Dainty silk underthings in beautiful tints and shades, 75c to \$5.00



—Silk hose in all the shades and fabrics you can think of; we specialize on Allen A, \$1.00 to \$3.50

D. R. Gass & Son



The Christmas Store

SOMETHING FOR EVERYBODY

All over our store are a **THOUSAND AND ONE THINGS** that will make **IDEAL CHRISTMAS GIFTS**. Our immense stock takes every one into consideration—from the largest to the smallest—father, mother, son or daughter, husband, wife, sweetheart or friend. **THE TIME IS GETTING SHORT—IT WON'T BE LONG NOW.** Come in and make your selection **WHILE THERE IS A WIDE CHOICE OF GIFTS.**

City Drug Store

Social and Society

MUSIC STUDY CLUB HAS INTERESTING MEETING

The Music Study Club met last Monday in the home of Miss Oberghier. Mrs. Dillehay led the lesson in History of Music. The musical program was rendered by Miss Steele and Mmes. Mounts and Stanford. Christmas carols were sung by the members.

The spacious home of the Oberghiers was decorated to the colorful hue, harmonizing with the holiday season. A large Christmas tree was decorated in gay colors and adorned with lights and many mysterious packages. Santa Claus was also present and many gifts were exchanged during the delightful social hour. Refreshments were served suitable to the season. Miss Swisher of Canyon, a member of the club, was present.

EPWORTH LEAGUERS ENTERTAINED

Miss Sarah Agnes Bryant, assisted by her mother, Mrs. D. H. Bryant, entertained members of the Methodist Epworth League last Thursday evening with a party.

The Bryant home was prettily decorated with Christmas colors, which gave a joyful holiday spirit to the occasion. Many games and contests were enjoyed by the young people. Miss Yeasey, a local teacher, favored the gathering with a number of piano solos and popular music, and a splendid radio program was enjoyed.

At a late hour refreshments of hot chocolate, cake and jello were served to Rev. and Mrs. J. M. Fuller and daughter, Mr. and Mrs. Jerry Behrends, Misses Yeasey, Crawford, Allene Cox, Virginia Cox, Pauline Fincher, Velma Wood, Marjorie Golden, Anna Lee Hamilton and Ursalee Fridley; Messrs. Arnold Harmon, Cawthon and Nowel Bryant and Mr. and Mrs. D. H. Bryant and daughter, Miss Sarah Agnes Bryant.

JUNIOR MUSIC STUDY CLUB HAS MEETING

The Junior Music Study Club met last Saturday with the sponsor, Mrs. H. L. Broadwell.

The lesson on Musical History, on Plural Melody and First Notation was given by Misses Ardelle Foster and Mary Broadwell. The remainder of the program consisted of a number of carols sung by the members.

Plans were made to go caroling on Christmas Eve and also for a holiday program and party on the regular meeting day, Saturday, December 28.

Miss Helen Crawford, of Frions, was a guest of the meeting. Refreshments of fruit and candy were served.

FAREWELL DINNER AT C. E. WILSON HOME

Many friends of Mr. and Mrs. C. E. Wilson gathered in their home Sunday to give them a farewell dinner, as they are moving to Amarillo soon. The ladies brought dinner along and spread together.

The afternoon was spent in visiting and a number of readings were given by Little Miss Mildred Rutherford. Those attending were Messrs. and Mmes. O. L. Rutherford, R. J. Kirby, J. E. Cockrell, J. N. Wilson, D. W. Hawkins, Geo. Robinson, L. M. Payne, A. W. Gandler and their families; Mr. and Mrs. John Kropff and Mr. Kropff's mother and brother; Mr. and Mrs. M. E. Moore and Mr. and Mrs. C. E. Wilson.

Let us bake your fruit cake for Christmas. They are delicious and cost you less. HERFORD BAKERY.

NOTICE OF SALE OF REAL ESTATE UNDER ORDER OF SALE

THE STATE OF TEXAS
Deaf Smith County.

Whereas, by virtue of a certain order of sale issued out of the District court of Deaf Smith County, Texas, on a judgment rendered

in said court on July 30th, 1929, foreclosing a vendor's lien on the Northwest Quarter of Section 24, Block K-8, Deaf Smith County, in favor of W. E. Dunlap against L. W. Hough, Goodyear Tire and Rubber Co., B. F. Goodrich Rubber Co., Panhandle Motor Co., Crain and Co., C. H. Carl, W. F. Karr, and G. A. F. Parker to secure the payment of \$1251.04 with 8 per cent interest from July 30, 1929;

Also foreclosing the trust deed lien on the above described land in favor of the defendant W. F. Karr in the sum of \$917.40 with 8 per cent interest from July 30, 1929.

Also foreclosing the trust deed lien in favor of the defendant, G. A. F. Parker in the sum of \$578.27, with 10 per cent interest from said July 30, in cause No. 1734 on the docket of said court, and to me as sheriff directed commanding me to seize and sell the above described tract of land as under execution.

Notice is hereby given that on the First Tuesday in January, A. D. 1930, the same being the 7th day of said month, between the legal hours thereof, to-wit: ten o'clock A. M. and four o'clock P. M., at the Court House Door of Deaf Smith County, Texas, I will offer for sale and sell said land

at public auction, for cash to satisfy said sums of money in the order named and costs.

J. B. MILLER,
Sheriff, Deaf Smith County, Texas.

NOTICE—The Herford Benefit Association No. 1 will meet in the Beene & Whitehead barber shop Monday, December 23, at 2:30 p. m., for the purpose of electing officers for the coming year. J. H. HEAD, president; W. W. BENNETT, secretary.

Come and look at the 1930 model Atwater Kent Radio. OHR'S TAILOR SHOP.

JAMES ROCKWELL HERE.

James Rockwell, of the Rockwell Bros. & Co. chain of lumber yards, was a business caller at the company's office in Herford over the week end, taking the usual inventory of this time of the year.

Balanced units are an exclusive PHILCO FEATURE.

Closing out everything. My entire stock must go. Price my stock before you buy. WARREN'S GROCERY.

NOTICE
The parents of children that are in Herford during holidays are requested to instruct children not to discharge any kind of fire works

in the fire limits or business district of Herford, as this is prohibited by city ordinance No. 95.
C. R. BOYD,
Marshal.

We are baking cream pies that are just like the ones mother used to make. Try them and be convinced. HERFORD BAKERY. 1c
FOR JOB WORK, TRY THE BRAND.



Gifts for Him

Give him something he can wear and he will be happy... We have hundreds of things men and boys will like because the selections are smart, serviceable and suited to their needs.

Fajamas, Sweaters, Neckties, Caps, Hose, Shirts, Gloves, Bathrobes, House Shoes, Suits, Handkerchiefs, Overcoats, Scarfs, Jackets, Shoes.

SOMETHING FOR EVERY MEMBER OF THE FAMILY HERE!

Fox Mercantile Co.



Surprise your dearest friend with a GRUEN, DIAMOND, STRING OF PEARLS or some GIFT OF JEWELRY that will be a never-ending source of joy. We have those GIFTS THAT APPEAL TO THE FINER TASTES.

F. M. Kester

JEWELER AND OPTOMETRIST

THE GRUEN DEALER

Herford

Texas

MERRY CHRISTMAS TO ALL!

International Sunday School

Lesson

BY DR. J. E. NUNN

DECEMBER 22, 1929.

THE CHILD IN A CHRISTIAN WORLD (Christmas Lesson)

Leads 1:8-20

GOLDEN TEXT: "Suffer the little children, and forbid them not, to come unto me; for to such becometh the kingdom of heaven."—Matt. 19:14.

Introduction.

Christianity is the only religion that gives the child his proper place. "Ever since that day when Jesus was born in Bethlehem, the world has had new reverence for childhood and motherhood." The spirit of Christianity has been spread by the transformation of the attitude of men toward the child, and by the growth of institutions for the promotion of his welfare. Today, more than ever before, the best thought of the world is centering on the problems of childhood.

A Secret of Greatness.

"Dr. A. J. Gordon was a wonderful man of God. On one occasion I asked one of the aged members of his church if she would tell me what in her judgment was the secret of Dr. Gordon's power. She told me the story. 'One day—it was on Sunday, I saw Dr. Gordon going towards his home from the church, when he met three children who were crying. After ascertaining the cause of their grief I saw him get down on his knees in the dirt and reach through the grating of the sidewalk and pull up a scrawny kitten. He gave it to the kiddies and went on his way rejoicing.' Friends, that is the spirit of the Kingdom of God, and it will make any man great."—Rev. W. Harry Freda.

Bringing Children to Jesus.

"That he should teach them—not simply that they should touch him. Parents of the coming generation, bring your children to Jesus! Small lives need the greater heat to fan them into flame. Seek for them nothing less than the sun bear them into the presence of Jesus. They will learn all things from him—the devotion of the field and the pity of the heart and the fervor of the mind. Caesar will not teach them such courage; Socrates will not show them such calmness; David will not inspire them with such chivalry; Moses will not inspire them with such meekness; Elijah will not imbue them with such earnestness; Daniel will not touch them with such manliness; Job will not serve them with such patience; Paul will not fire them with such love.

Bring them to Jesus."—George Matheson.

The Babe of Bethlehem.
When Augustus was Emperor of Rome and Quirinus Governor of Syria the imperial mandate ordered a census to be taken throughout the empire. The Jewish meth-

Naomi, her bereaved mother-in-law. It was here that Jesus, the father of David, lived (L. Sun. 17:12). Because it was his birthplace, Bethlehem was associated with the name of David throughout its history.

"A Saviour Christ the Lord."
Here is a triple crown of glory and blessings! "Jesus" means "Jehovah Saves"—saves from sin; saves from sorrow; saves from death; saves eternally; saves freely; saves all who will accept his salvation. "Christ" means "anointed" and is Greek; "Messiah" is Hebrew and also means "anointed." Christ was anointed by the Holy Spirit of his baptism to be Prophet, Priest and King. "Lord" signifies "Jehovah," the Infinite and Eternal Sovereign. This wonderful sentence is the herald's proclamation, announcing the greatest event in the world's history.

"The Heavenly Host."
"And suddenly there was with the angel a multitude of the heavenly host." Jehovah is the Lord God of Sabbath, that is, of this same heavenly host. Before the wondering eyes of the shepherds the sky seemed parted and drawn aside like a curtain, disclosing the vast army of angels who had gathered to attend the event which meant so much to heaven as well as earth. "Praising God." Because he "so loved the world that he gave his only begotten Son."

The First Christian Preachers.
"And when they saw it, they made known concerning the saying which was spoken to them about this child." They would tell their startling story to this person and that, in the streets of Bethlehem and the crowded inn, and they would not fail to tell it to Joseph and Mary, who would rejoice at this confirmation of the heavenly announcements that had been vouchsafed to themselves. Those shepherds were the first Christian preachers, and they moved their little audiences powerfully because they talked about Jesus Christ and because they confined themselves to their own experience. Any preacher or teacher or other

Christian worker will succeed if he follows their example.

Mary Pondered.
"But Mary kept all these sayings, pondering them in her heart." Memory and thoughtfulness combined, gradually working understanding and conviction. The others wondered, but Mary pondered. Little is told us of this marvellous and greatly blessed woman, the mother of our Lord, but that little is enough to fill us with admiration. To artist, to poet, to musician, to saint, and to seer, she has always stood for the highest, purest and best in womanhood, the ideal mother.

King of Kings.
"Stumble not at the despised scorn, rather consider the mighty oak which springs out of it, filling with spreading branches all the sky. Out of that stable has grown the civilized world. The manger was more than all thrones, the swaddling clothes more imperial than purple raiment, the babe was verily King of kings, Lord of lords. The humble birthplace witnessed the origin of the force which destroyed the religions of the old world, and of the movement which has created a new earth. It was not difficult now to believe in the divinity of the wonderful Child. How can we do anything else! Blessed are they

who trust in Him."—William L. Watkinson.

Start Afresh.
"Would it not be well if, from this Christmas-tide, we were to start afresh with new efforts to please Christ in our daily thoughts—words and deeds; to use his blessing on all that we undertake; to avoid, as a pestilence, whatever we know he would condemn; to say at every turn, 'Lord, I am thine; I give thee my heart; do thou take care of my soul, keep me from evil, make me what thou wouldest have me to be—in a word, to dedicate ourselves more conscientiously, regularly, and affectionately than ever before to him who lay in the manger and died on the cross, that he might have us as his own to all eternity.'"—Canon William Bright.

Mrs. A. K. Gillis reached home last Friday evening from a visit with relatives in Wichita Falls. Mrs. Gillis had been away about a month.

NOTICE—The Hereford Benefit Association No. 2 will meet in the Beene & Whitehead-barber shop Monday, December 23, at 8:30 p. m., for the purpose of electing officers for the coming year. W. H. Ray, president; W. W. Ben NETT, secretary.

DEAF SMITH COUNTY ABSTRACT CO., Inc.
114 West Third Street
C. F. McCOLLOUGH, Manager
ABSTRACTS LOANS

MR. PROPERTY OWNER:

Why waste your time and energy telling people what you have to sell when you can shorten up the story by telling them you are

SELLING YOUR PROPERTY AT PUBLIC AUCTION ON A CERTAIN DATE?

When the day of your auction sale arrives, all the prospective buyers will be there.

Ray Barber, Auctioneer

Superior Sales Service

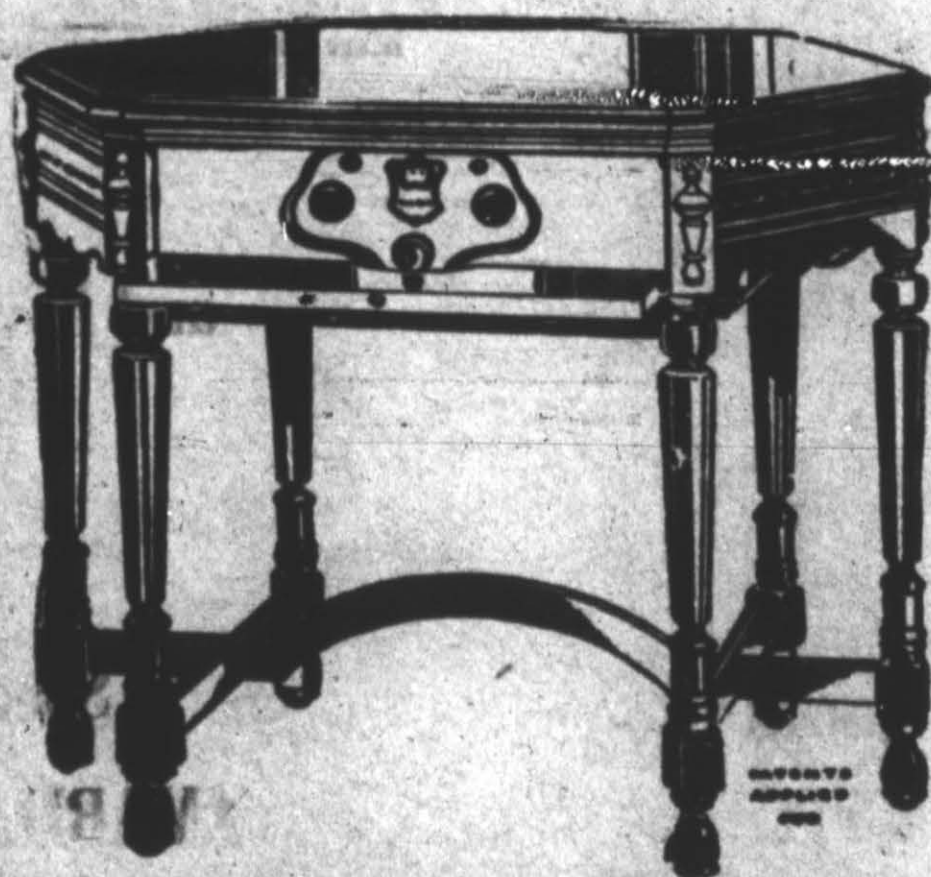
Phone 241

Hereford, Texas

Make this your Most Enjoyable Christmas



ATWATER KENT-GRID SCREEN-GRID RADIO



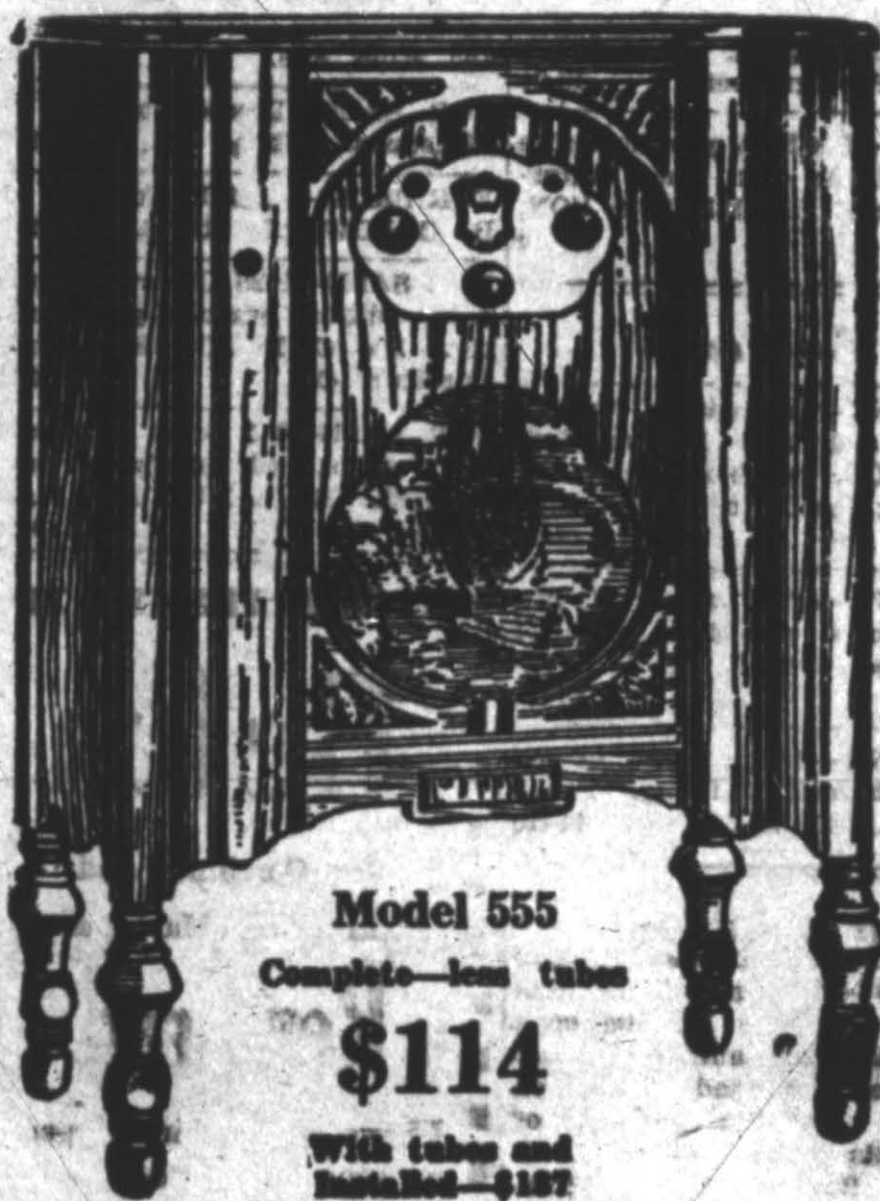
Golden Voiced Table Model, K-755

A new departure in console designs—an exceptional table with rich matched burl walnut top—handsomely decorated sides with door that, when open, reveals the radio dial board. Here you have the powerful Atwater Kent Screen-Grid Radio in a distinctive and exclusive console design.

Complete, less tubes, only

\$129

Complete with tubes... \$152



Model 555

Complete—less tubes

\$114

With tubes and installed—\$127

Terms

Your Choice of Beautiful Consoles

Complete, less tubes

\$109

AND UP

You Will Never Be Satisfied With Just Radio, After Hearing the Atwater Kent Screen-Grid!

Let Us Put One In Your Home Tonight!

Orr's Tailor Shop

Phone 16

LICENSED—BONDED PHONE 333-W

GEORGE S. McCONNELL

ELECTRICAL CONTRACTOR

20 per cent off on all light fixtures until the first of the year.

ELECTRICAL REPAIRING



"Merry Christmas"

—the old, old wish grows gay with the years—brighter with use.

It never sings more heartily true than stop a box of Nimmally's, the candy that has helped make Christmas merry for generations, the candy that, like the wish it brings, is ever fresh and ever welcome. For Christmas giving, there are special packages bedecked with holly. A beautiful present, as well as being "The Best Taste in Gifts."

Nimmally's
THE CANDY OF THE SOUTH

Guaranteed Absolutely Fresh

Any Nimmally Store or Agent will guarantee safe delivery by parcel post

Corner Drug Store

Annual Bargain Offer
THE AMARILLO NEWS
And Big
SUNDAY NEWS-GLOBE
Daily and Sunday
\$3.00
Save \$3.00 by subscribing NOW.
JOHN ROBINSON NEWS STAND

Best Purgative for Colds



Relieves the congestion, reduces complications, hastens recovery.

ANY KIND OF WORK

Done in wood.

REPAIR OR NEW WORK

See Me at My Home In North Hereford.

Phone 313 After 5 p. m.

J. J. (Scotty) BUCKNER

WANT Ads

Notice to Advertisers: All classified advertising ordered to run "All forbid" must have a written order; also the order discontinuing "it" ads must be in writing. This is to avoid misunderstanding. It will enable us to give you more satisfactory service.

Notice

NOTICE—Please return the slip scraper you borrowed from D. R. GASS. 48-1fc

Wanted

LAND OWNERS—Do you want to lease your unimproved land for farming purposes for five to ten years? Sections and larger tracts especially wanted. Write D. P. CARRER, Floydada, Texas. 49-2p

WANTED—Young married man wants position on farm or dairy; or crop on halves, between Hereford and Lubbock. A-1 references; employed till January first. ELLIS L. JACKSON, Route Four, Lone Wolf, Oklahoma. 48-2p

WANTED—100 persons to buy photos and picture frames to give for Christmas gifts. HANNA & HANNA, Photographers. 45-5c

WANTED—I will buy your maize heads and ear corn when matured and dry. BRUMLEY & SON, Hereford. 39-1fc

For Rent

FOR RENT—Two nicely furnished rooms and bath. Inquire of C. P. ARTHUR, two blocks east and one block north of the high school. 48-2p

FOR RENT—After January 1, furnished rooms, one block north of high school. MRS. E. J. WILLIAMS. 48-1fc

FOR RENT—Office rooms in the Newell-Ashbrook building. Phone 336. J. O. NEWELL. 44-1fc

Lost and Found

STRAYED—From my home west of Bovino, October 17, one span aged black mare mules; one had drooping ears, on had blemish on one hoof. Anyone knowing of whereabouts please notify F. L. CARSON, Box 94, Bovino, Texas. 49-2p

FOUND—Four miles north on 25-Mile Avenue, two pair of gloves and six lamp fuses. Owner can have same by identifying and paying for this ad. 49-1fc

FOUND—Pair of round lensed shell rimmed spectacles. Describe them and pay for this advertisement at the Brand. 45-1fc

LOST—Friday, December 6, between Hereford and Plainview, a spare Ford wire wheel and carrier, equipped with Double Eagle casing, Poison Puncture Proof tube, tire cover and lock. Finder please communicate with R. J. Richardson, care of the Texas Co., Hereford. 48-4fc

Lodge Directory

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

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

For Sale or Trade

FOR SALE—20 head of shorthorns. See GLENN GREER, Dawn, Texas. 48-2p

FOR SALE—1928 Hudson Coach at a bargain. See Scott Motor Service, Karr building, on Third and Miles Ave. 48-1fc

FOR SALE—Dressed turkeys for Christmas. Phone 291. 49-1p

FOR SALE—Alfalfa for sale. R. B. CALDWELL, Rt. 3. 49-3p

FOR SALE—1928 Chevrolet coupe, A-1 condition, practically new rubber. See C. B. JONES at Jones Furniture Co. 49-1p

FOR SALE—235 acres of hegaria stock fields, still plenty of grain in field. BILL DUNOAN, Flagg, Texas. 49-1tp

Belts

For Combines and Threshing Machines Repaired

I have my machine rigged up especially to do heavy sewing.

Bring In Your Belts

Jack's Shoe Shop

FOR SALE—Good Rebuilt piano, best of condition. Phone 404-J. F. J. EBBERLE. 49-2p

FOR SALE—My home on North Main Street, Hereford; very desirable location. If interested, write MRS. EDNA MAY, 4515 Swiss Avenue, Dallas, Texas. 49-2c

FOR SALE—Plant winter barley now. J. F. WARD has the seed. Phone 250. 49-2c

FOR SALE—Three good Jersey cows, two to freshen February 15. Located about 2 1/2 miles southeast of Summerfield. FRED STREUN, Hereford. 49-2p

FOR SALE—Spring barley, no Johnson grass or weed seed, 12 miles south of Hereford. L. M. CARTER. 49-3p

FOR SALE—One five acre, one ten acre and one 25 acre tract, all priced very reasonable and just outside the city limits. Phone 303. 49-1fc

FOR SALE—A Damascus sewing machine in good running order. See MRS. O. F. WEST at West Tailor Shop. 45-1fc

FOR SALE—Barley seed, pure stug, seed shipped in this spring and planted here on sod. No weed seed. Price \$1.00 per bushel. BRUMLEY & SON. 49-1fc

FOR SALE—475 acres wheat, 7 miles of Hereford. Would take some extra. See or write B. F. MARKHAM, Tulia, Texas. 49-2p

LAND BARGAINS—5 year leases on some choice wheat land in Deaf Smith county; also some choice tracts for sale at from \$15.00 to \$40.00 per acre. Panhandle Investment & Development Co., 221 Oliver-Eddie Bldg., Amarillo, Texas. Telephone 4942. 49-3p

FOR SALE—One pair very fine mule coils, just weaned; also 3 registered male calves, paper ready with them. E. COTTINGHAM. 49-1fc

FOR SALE—Modern five room frame house and bath; double garage; good walks and driveway. Priced to sell. D. H. ALEXANDER. 41-1fc

FOR SALE OR TRADE—10 room apartment, close in, easy terms. Phone 459. ALVIN C. THOMPSON. 47-1fc

FOR SALE—My home, located at 305 East 5th Street. H. W. SHERRICK. 46-4tp

FOR SALE—Eight weaning pigs and a fresh Jersey cow. O. T. KIRBE. 44-1fc

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

FOR SALE OR TRADE—12 acre farm, good house and barn, well, windmill and good chicken house. C. E. GATLIN. 49-1fc

FOR SALE OR TRADE—By owner, choice chicken ranch, close in, terms if desired; also choice business lots. Also ornamental fence, cheap. Address P. O. Box 473, Hereford, Texas. 29-4fc

FOR SALE OR TRADE—5 room house, close in, easy terms. Phone 459. ALVIN C. THOMPSON. 47-1fc

FOR SALE—Hegari bundles, delivered anywhere in town, four and five cents. FRED MILLARD. 41-4fc

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

ST. ANTHONY'S TO PRESENT PLAY

St. Anthony's parochial school will present a Christmas play, "The Christmas Bride," or "Felix Asterus," on the evening of Friday, December 20, at 8:00 o'clock. The play is in three acts, interspersed with singing and music. A charge of 25 cents admission will be made.

We are baking cream pies that are just like the ones mother used to make. Try them and be convinced. HERFORD BAKERY.

We have just received a shipment of new Bosch Screen Grid Console battery sets. LEB BLECTRIC CO, Phone 492.

Friends and former school officials of Olney who visited Hereford last week as guests of Superintendent and Mrs. C. H. Dillehay were Dr. and Mrs. H. C. McKinney and their twin sons, Hugh and Carlton; Mr. and Mrs. A. A. Cooper and the present Olney superintendent, B. C. Schuler, who was a boyhood school and college mate of Mr. Dillehay.

Make It A Year Round Christmas Present

for the Whole Family Give Them

The Hereford Brand

Published Every Thursday Hereford, Deaf Smith County, Texas. A NUNN-WARREN PUBLICATION

and have their grateful remembrance for a whole year!

Special Rates in Combination with: AMARILLO NEWS, FORT WORTH STAR-TELEGRAM OR DALLAS NEWS.

Your Home-Town Paper Is the Voice of Your Community!

Friday - Saturday Cash Specials

- CORN FLAKES, White Swan, two for 21c
- APPLE BUTTER, quart barrel-shape jar 27c
- BLACKBERRIES, No. 2, two for 25c
- TOMATOES, No. 2, two for 21c
- SOUP, Rex brand, two for 17c
- SALMON, Concho brand, two for 35c
- PUMICUTA Toilet Soap, three for 10c

GRANITE WARE AT A SPECIAL PRICE. WE HAVE MORE SPECIALS THAN OUR SPACE WILL ALLOW.



Christmas Cookies

Is the Recipe to Try This week With

Snowdrift

Ask for Recipe of Week Card

Carl's Cash and Carry Grocery

Phone 324

Progressive News

(This week's letter)
 Mrs. Ed Childree spent several days last week with her daughter, Miss Edith Childree, in Amarillo. Miss Childree is recovering from a serious operation.
 Mrs. Webb and children called on Mrs. Cockrell Monday afternoon.

Mr. and Mrs. J. O. Cockrell and family attended the dinner at the First Baptist church in Hereford last Sunday.
 Mr. and Mrs. Orlin Russell visited her parents, Mr. and Mrs. Counts, Sunday.
 Ben and Donald Conklin visited their grand parents and attended Sunday school at Progressive last Sunday.

School children will enjoy a two weeks vacation for the Christmas holidays. Misses Gusta and Lois Samuelson will spend their vacation with their mother at Canyon.
 Mr. and Mrs. Cecil Hodges visited her parents Sunday.
 Mrs. Ricketts spent last Tuesday with Mrs. L. A. Ricketts at Hereford.

Audry Cockrell visited Elaine Wolfe at Hereford Sunday.
 Last Wednesday the ladies of Progressive community spent the day with Mrs. Hatcliff quilting for Mrs. Counts.

Mr. and Mrs. Luke McBrayer and daughter spent Friday night with home folks.
 The Sunday school is giving a program and a tree Christmas Eve.

Mr. and Mrs. Ray Hershey and Mary Ella motored to Lubbock Wednesday. Mr. and Mrs. Vernon Hershey returned with them to spend the holidays here with relatives.

Owen Neel entertained his Sunday school class of young folks last Sunday night when a large crowd was present and a fine time had by all. After the games, refreshments of fruit, cake and cocoa were served.

Buncee Caldwell and Cloy Vicks attended the play at Frío.
 Mr. and Mrs. Ira Ricketts ate dinner Sunday with his parents.

Mr. and Mrs. W. A. Ricketts, J. W. Cockrell visited Travis Matthews Sunday afternoon.
 Mr. and Mrs. Taylor West and Mr. Smith were visitors in the Cockrell home Thursday evening.

Locals

Let us bake your fruit cake for Christmas. They are delicious and cost you less. HEREFORD BAKERY.

I still have a splendid line of groceries, shoes, gloves, work clothes—everything to fit the whole family. WARREN.

J. L. Shorman, manager of the R. H. Kemp Lumber Yard in Hereford, is in Temple this week in the interest of his health.

PHILCO Balanced-Unit radios cost less to own and operate.

C. M. Watson, former citizen of Hereford, now living at Colorado, Texas, has been here looking after business interests this week.

You will find the radio of your choice here. ORE'S TAILOR SHOP.

Mrs. E. H. Womack is still in Coleman this week at the bedside of her sister, Mrs. Carter M. Durrell, who is critically ill.

Miss Alma Walker of Summerfield left Sunday for Pampa to spend the holidays.

Mrs. Mollie Black of Clarendon arrived Saturday to be with her little niece, Mary Lee Curry, of Summerfield, who has been very ill in the Hereford hospital but is at present some better.

Make this a PHILCO CHRISTMAS!

Miss Alma Walker of Summerfield, spent the week-end with Miss Pauline Fincher of Hereford.

Before paper came into general use, our Teutonic forefathers wrote their letters, calendars, and accounts on wood. The box, or beech, being close-grained and plentiful in Northern Europe, was generally employed for the purpose; hence the word book.

W. F. Gillis returned home last Friday from a business trip to Lamesa.

The Methodist church has announced the date of a revival meeting to be held in Hereford, beginning April 13, 1930.

O. F. Arthur and Henry Hastings attended the funeral services of the late Col. Goodnight at Goodnight, Texas, last Saturday.

Make this a PHILCO CHRISTMAS!

Rev. Harold Hicks, son of Mr. and Mrs. W. E. Hicks, will be home from his studies in Fort Worth over the holidays. He will preach for Rev. J. M. Fuller in the Methodist church at the morning hour service next Sunday.

T. L. Chandler and family of Highland, a suburb of Houston, arrived here the first of the week and are now located on the Mrs. A. B. Schulz dairy farm east of Hereford about two miles.

Mrs. E. T. Fowler and daughter-in-law, Mrs. Frank Fowler and daughter, all of Booker, Texas, are visiting here this week in the home of Mr. and Mrs. Frank Givan. Meses. Fowler and Givan are sisters.

We have just received a shipment of new Bosch Screen Grid Console battery sets. LEE ELECTRIC CO. Phone 452.

Elbert Bowen, a star football player of the Hereford Whiteface high school team, left for his home in Wellington first of the week.

Opportunity awaits you at Warren's Grocery. Everything must sell or I will consider a trade after December 24 on the stock I have left.

Mrs. J. V. Rudd and family of Springlake community, south of Dismitt, were trading in Hereford—Saturday afternoon. The Rudds were former citizens of Hereford and still take a lively interest in what is going on in the Deaf Smith county region.

Balanced units are an exclusive PHILCO FEATURE.

The Atwater Kent is a real balanced radio—a trial will convince you. ORE'S TAILOR SHOP.

Make this a PHILCO CHRISTMAS!

Hospital Visiting Hours

Please bear in mind there are certain times set for visiting patients, as follows:
 9:00 to 11:00 a. m.
 3:00 to 5:00 p. m.
 7:00 to 9:00 p. m.

Deaf Smith County Hospital

Mrs. A. Lowther of west of town was an appreciated visitor in the Brand office while trading in Hereford Saturday.

Rev. J. M. Fuller, pastor of the Methodist church, will leave Friday with his family to spend the Christmas holidays with home folks at Canton, in Van Zandt county.

Give him a tire tester for Christmas. RICE has them.

Low Baker of Post spent the week end here visiting with old friends. Mr. Baker was a former resident of Hereford about ten or twelve years ago.

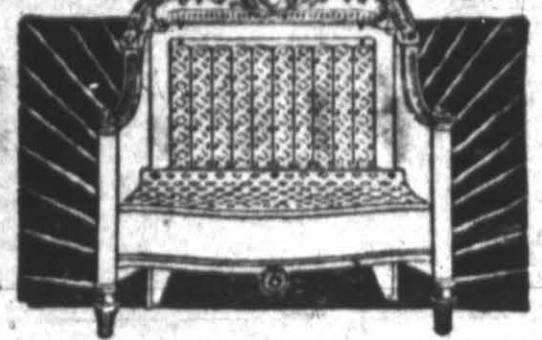
Balanced units are an exclusive PHILCO FEATURE.

J. L. Brooks and Jim Hodges of Amarillo were in Hereford last Friday on business.

Try PHILLIPS' "66" GAS

This cold weather it makes the car start easy. WEST & SNYDER

healthful economical flexible heat



The HUMPHREY Radiantfire

WEST TEXAS GAS CO.



LAST CALL!

Get Your Christmas Gifts Here

FOR MEN AND BOYS:

Handkerchiefs, Sox, Garters, Shirts, Silk Underwear, House Slippers, Scarfs, Ties, Gloves, Suits and Overcoats.

ALL AT A REDUCTION

FOR LADIES

Hose of all grades, House Slippers, Handkerchief Boxes, Fancy Goods of All Descriptions at a big saving. Look Here Before You Buy!

The Popular Store

MONEY TALKS BY YOUR CASH



Money is a great traveler. Up and down, back and forth across the country it goes. But at the E. B. Black Company, money goes a long way without traveling, says YOUR CASH.

E. B. BLACK Co
 We Are Satisfied With Small Profits

A Building Service Based on Courtesy

To be of value to our customers, our attempts to help them must be based on the knowledge of what they want and the best way to assist them in getting it. We must be able to put ourselves in the customer's place and look at his building problems as if they were our own. When we can do that we can lay claim to being of real value to our patrons.

The R. H. Kemp Lumber Company through years of effort and practical observation of building operations, is in a position to advise wisely in the selection of plans, materials, construction methods and all the questions that arise when building, repairing or reconstruction is to be done. Our service to you consists in looking at your building problem as if it were our own, and it is our job to see that you get the greatest value from it.

R. H. Kemp Lumber Company

Magnolia Coke
 The Wonder Fuel for Home Heating!
 Coke will burn 99 1-2 per cent.
 NO SMOKE
 NO SOOT
 NO ODOR
 Give Coke a Trial!
Jones & McLean
 PHONE 1

PIGGLY WIGGLY
 OFFERING the Best of everything to eat for CHRISTMAS
FRIDAY & SATURDAY SPECIALS

ORANGES	Per Dozen	Large	59c
		Medium	41c
		Small	24c
WALNUTS, No. 1 large, pound			25c
CRANBERRIES, quart			22c
COCOANUT, 4 ounce package			9c
JELLO, all flavors, three for			23c
MARSHMALLOWS, pound package			26c
COFFEE, Maxwell House, 3 lb can			\$1.29
PEACHES, No. 2 1-2 size can, Hillsdale, light syrup			19c

Christmas Cookies
 Is the Recipe to Try This Week With **Snowdrift**
 Ask for Recipe of Week Card

Arney News Items

School closes December 24 for the holidays with a program and Christmas tree.

Four of our young people were hurt in a car wreck 7 miles west of Dimmitt. Mr. and Mrs. A. R. Ewing, just married at Clovis, and Miss Juanita Hutson and Joe McKinney all were cut about the face and Mr. Ewing suffered a broken rib.

His parents and sister are visiting in the E. Wallace home.

Mr. Fortner and family of Littlefield visited here over the weekend.

A. W. Fortner and wife were Ford county visitors this week.

F. W. Fortner and wife were in Borger Monday.

A 42 party was given at the school house Wednesday night.

Miss Flossie Fortner spent last week end at home.

Mr. Bratcher and family left for Dallas Thursday to make their home. We are sorry to lose them.

Miss Charline Spralls, primary teacher, visited her home in Tutia Monday night.

Lacy Boyd and family visited the J. E. Boyd home Wednesday.

G. A. Wilson and wife visited the J. L. Hammond home Tuesday.

C. Cox and wife have a new eight plant at their home.

Several ladies visited the home of Mrs. C. Franklin one day recently.

Road workers are repairing the lake road two miles north of the school house.

Several attended a wheat growers meeting at Happy Friday night.

Mrs. E. Tipton was in Nazareth Friday.

Lynch and wife of Amarillo visited the Geo. Wilson home Sunday.

A. W. Fortner and wife were in Amarillo Friday.

Mr. Jones and family of near Dimmitt visited the E. Wallace home Thursday.

Mr. Hill was here from Oklahoma on business one day last week.

Mrs. C. Franklin visited Mrs. Chas. Cox Wednesday.

Westway News

Westway school will close Friday, December 21, for Christmas vacation. We will have a Christmas tree Thursday night, the 19th on account of the teachers leaving. A program will be given and everybody is invited.

Mr. and Mrs. Lovell will leave Friday to spend the holidays with relatives at Robert Lee. Miss Brown will go to her home and Mr. and Mrs. Norman will also visit relatives.

B. R. Jennings has been threshing in this neighborhood the past few weeks, being now at the A. Pierce home.

A fine yield of grain is reported from this district, some of the sorghums yielding from 40 to 50 bushels per acre.

The farmers have made good use of the recent fine weather to finish work to their row crops.

Mr. Goldstone reports the arrival of a new baby at his home, Thursday, December 12. The Goldstones live on the H. H. Hawking place.

Archie Dean was in our neighborhood goose hunting Sunday morning. He succeeded in killing an enormous eagle that has been seen here at different times.

Mrs. Weldon Roe visited her mother at Plainview last week.

Willie Landers has been running the West Side school bus while the regular driver, Homer Gore, has been helping his father thresh.

A fine crowd attended Sunday school Sunday. We have between 50 and 75 pupils enrolled and we are very proud of Mr. Lovell as our superintendent. Come and be with us.

CASH AWARDS FOR POULTRY PRIZES AT AMARILLO SHOW

Through the co-operation on the part of the Amarillo Chamber of Commerce the forthcoming Tri-State Poultry Show sponsored by the Panhandle Poultry Association is in a position to give definite assurance of large cash awards for winners of the many complete classes of birds which will be judged. The judges are nationally known, being E. C. Branch and Walter Burton.

Robert Hicks, president of the Panhandle Poultry Association, has stated that ever since the very successful poultry exhibit staged by his organization at the Tri-State fair, the officers of the association have been bending every effort to provide Tri-State poultry fanciers with a show superior to anything heretofore held in the entire Southwest. Advance entries and indications, according to Mr. Hicks, already make it practically certain that this will be the banner show to date of the bird fanciers of this region.

The show, which will be held Thursday, December 12, to Monday, December 16, will take place in Amarillo's big scientifically heated municipal auditorium. Trained poultry experts will handle the exhibition birds, and exhibitors are assured of painstaking care of their entries.

The successful free gate policy of the Tri-State Fair will be utilized at the Tri-State Poultry Show and a very large attendance by the public is anticipated, as well as by poultry fanciers from all over the Southwest.

Prospective poultry exhibitors are urged to write immediately to the Panhandle Poultry Association, Box 1475, Amarillo, Texas, for entry blanks and information.

BURNING WILL CONTROL CHINCH BUGS, IT IS SAID

"Chinch bugs, as usual, are now going into winter quarters in large numbers. They have done millions of dollars worth of damage to the 1929 crops of wheat, oats and corn and are now getting ready for next year. Early next spring, as soon as the wheat and oats get started, these old bugs will come out of hibernation and will develop their first brood, ready to begin their 1930 rampage," says H. M. Heiner, director, Southwestern Wheat Improvement Association. Continuing, he says: "There is no profit in growing crops to feed chinch bugs and it is foolish to do so, especially when systematic burning of their winter quarters will kill them. The winter quarters of 80 per cent of the chinch bugs will be found along the south and west sides of fences, hedges, ditches, roads, straw stacks and waste patches; under bunch grass, blue stem weeds, straw, leaves, trash, etc. They are usually more numerous where such cover is exposed to the afternoon sun. Nearly all bugs in corn fields, stubble, pastures and woodlands will be found all around the edges rather than out in the center.

"Usually all bugs are hid away by December 1, and the sooner their winter quarters are burned after this the better. Good effective burning may be done during dry and dry spells in December or January. Such bugs as are not destroyed by this early burning will die from winter exposure. A slow fire will kill the largest number of bugs, therefore it is best to back fire and burn slowly against the wind. Burning of bugs is beneficial to individual farmers, but community campaigns are more satisfactory.

"Two broods of bugs are developed each year, the first one is ready for the wheat and oats and the second comes in time for the corn and feed crops. It is estimated that the progeny of one female bug, like those now going into winter quarters, will amount to 10,000 by the time the second brood gets to the corn next summer. Therefore to destroy 100 females now is equal to killing one million next summer."

ESTRAY NOTICE

Taken up, about August 15, on old Stubb's place, about 40 miles west from the town of Hereford, in the county of Deaf Smith, the following described animal known to be estray, viz:

One cow, red mottle faced; branded HT (H H BAR) on left thigh, ear marked, cropped and under bit, the right ear and under bit the left ear.

CHARLEY HOOVER, Hereford, Texas. Taken up this 9th day of December, 1929. 48-23

At this time it looks like bad weather is on the way. Get those tire chains NOW at RICE'S.

Extra Select Quality Meats

Pen-fattened, home-slaughtered baby beef, only the choicest animals are killed.

Fish, Oysters and all Fresh and Cured Meats are available here.

Texas Meat Market

Phone 353

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At this time it looks like bad weather is on the way. Get those tire chains NOW at RICE'S.

WEST TAILOR SHOP

MRS. O. F. WEST, Proprietor

"Well Pressed Is Well Dressed"

Clothes called for and delivered—Phone 383



GIANT IDEAS

MANY ARTICLES AND NOVELTIES TOO NUMEROUS TO MENTION

- RADIOS
- Electric Percolators
- Electric Waffle Irons
- Cas Ranges
- Silverware
- Cake Stands
- Sandwich Trays
- Table Service
- Candle Slices
- Thermos Bottles and Jugs
- Glass Fruit Bowls
- Hand-Painted China
- Bread Boards
- Breakfast Sets
- Military Sets
- Shaving Sets
- Water Sets
- Vases and Pitchers
- Silver Salts and Peppers
- Colman Lamps and Lanterns
- Aluminum Cooking Utensils
- Casseroles
- Pocket Knives
- Weights
- Trunks and Wagons
- Tool Chests
- Balls
- Ball Gloves
- Boxing Gloves
- Tricycles
- Coasters
- Kiddle Cars
- Air Rifles
- Toy Autos
- Street Cars

Kerr-Anthony Hardware Company



AT STREU'S



Mirth-provoking, happy things for the youngsters that will bring shrieks of excited joy. A veritable fairyland of ingenious articles that will make Christmas really seem like Christmas for the kiddies. Fun and entertainment here that will last—yes, even under the pummeling of rough play. A visit here is a treat for both tots and grown-ups.

If you want to give your children the time of their young lives, bring them to Toyland. Here you may absorb some of their remarks on what they want for Christmas. You're always welcome at STREU'S.

FOR THE OLDER ONES

Don't forget we have the best assortment of light hardware and gifts of utility we have ever shown for a selection of Christmas presents.

You will find gifts of individuality among our dishes, glassware, china, kitchen helps, electric utensils, percolators, sweepers, irons, and everything you could think to inquire about for any member of the family. Come in and look around—there is something here for each and every one.

STREU HARDWARE CO.

LOOK! SANTA CLAUS IS HERE!



Gifts

Santa's last word to you all before he leaves for the far off North Lands is to take his advice and make this store your first and last shopping place! And if you heed him you'll benefit tremendously by selecting all the presents for your loved ones from our very complete Christmas Gift Stock! There's still time to do your shopping; there's still time to make your selections from our big choice. Take Santa's advice—shop here first, last and always.

Our gift selections this year are the most elaborate we have ever seen. Here you will find the UNUSUAL thing that is so much appreciated because it is different. There is something for the biggest to the littlest one, and the display offers a selection so distinctive that our gifts are in a class by themselves. Unique Vases, Cut Glass of all kinds, Silverware, Gift Jewelry, Books Etc., all in a class by themselves for outstanding individuality.

Rice Drug Store

Pre-Inventory Sale

—On everything in my store from now until January 1, 1930. If you are contemplating buying furniture of any description it will pay you BIG to see us before Christmas for those presents you intend to buy.

—We are offering Living, Dining and Bedroom Suites from \$10.00 to \$50.00 reduction on this big event. Don't forget these dates, and come prepared to buy heavy, for my stock is complete and prices will interest you.

Jones Furniture Company

PHONE 111 HERFORD, TEXAS

POULTRY

CARE OF PULLETS DECIDES PROFITS

Food, Grain and Clean Water Should Be Available.

The care of pullets makes a big difference in next year's profits or loss, says L. M. Hurd of the New State College of Agriculture. The pullets are twelve weeks old constantly available in separate floor hoppers. Fresh clean water should be frequently provided there is not a natural supply in the field. Unlimited grass, clover, alfalfa range and shade, are essential to best growth.

The ability to lay is inherited, but depends more on breeding than on feeding; but pullets should be well developed in body before they start to lay. If the pullets are to mature too rapidly, do not feed them wholly on grain to slow their inclination to lay; anything that checks laying is also apt to stunt permanently the growth of the birds. Feed a mash along with scratch grain, as it is more concrete in protein minerals and vitamins.

For proper flushing at maturity it is sometimes advisable temporarily to reduce the amount of animal protein—meat scraps, milk, etc. the mash, or to limit the amount of protein. The former plan is better, as it allows the birds a better chance to obtain more of the protein and vitamins, which they need. To feed large amounts of scratch grain and mash low in protein for about a month before the birds normally mature, tends to make them complete their development in better flesh. Experiments at the Cornell university experiment station show that pullets need a substantial reserve of fat when they begin to lay, for satisfactory production later.

Reduction of Quality Eggs During Summer

Summer is usually hard on the production of good quality eggs. However, there is no reason why good quality eggs cannot be produced and marketed in summer. Commercial poultrymen can do it; owners of farm flocks can, too, if attention is given to a few important points.

1. Male birds removed from the flock so the eggs that are laid are fertile in the first thing, since fertile eggs will not spoil so easily as infertile eggs. Clean the nest. It is always a good practice to wash eggs that are soiled so a good appearance will be maintained. Such eggs, however, are laid more rapidly than unsoiled eggs, since there is a more rapid evaporation of the contents of the egg and the air cell becomes smaller, giving the egg the appearance of an old egg. Selection of clean eggs in the first place will help greatly—have plenty clean nesting material in the nest.

POULTRY NOTES

Water the eggs twice a day.

Working at the feed hopper slows the growth of chicks.

Watch for lice and mites. They multiply faster in hot weather.

Chicks need fresh air as well as food. Leave windows open at the nest.

Green feed in the poultry yard has greenbacks in the pocket.

Keep poultry supplied with clean water during hot weather.

Reduce the total cost of producing poultry and eggs on most farms, 50 per cent is feed cost.

Each egg contains more water than a stale egg. For this reason stale eggs sink in water when turned, while stale eggs float.

The requirements of incubation for turkey eggs are the same as for the incubation of chicken eggs.

Use spots around the henhouse to breed parasites and diseases. It pays to cultivate them up and sow to something else.

Lice and mites breed fast these days. And if you don't sweat and keep 'em swatted, they'll eat a lot of the growth and profit of your flock.

Ford Doings

Ford community will have its Christmas tree Tuesday night, on Tuesday night, December 24.

Rev. V. M. Cloyd did not get out to Ford to hold his appointment on account of an all day service in Hereford Sunday.

There was no singing at Ford Sunday night because of the illness of the song leader, Mrs. Howard Morel.

The J. S. Garrett and Howard Morel families attended a show in Hereford last Wednesday night.

Miss Odessa Good attended a birthday party given in honor of her brother-in-law Wednesday evening, December 11.

Mr. and Mrs. O. D. Frazier visited relatives at Friona Sunday.

Visitors at the D. B. Mann home Sunday were Mr. and Mrs. Howard Morel, Mr. and Mrs. A. Koch, Misses Odessa Good, Dorothy and Marine Norton, Vineta Simpson and Messrs. J. B. and C. C. Thurman, Jewell and Chester Norton, Cecil Raynor, Floyd and Thomas Simpson.

Miss Marjorie Bell visited Miss Marie Brumley Monday afternoon. Waldo Klieves left Monday for Chicago where he will work until next harvest time.

Miss Edith Mann visited Mrs. O. D. Frazier Thursday afternoon.

Mr. and Mrs. Dewey Larson left last week for a Christmas

vacation trip

Mr. and Mrs. John Bemple have relatives visiting them from Oklahoma.

The Casey young folks visited the Thurman young folks Sunday. Miss Marie Brumley of Hereford visited at Ford Sunday.

A. E. Webster of Amarillo was a visitor at Ford Sunday.

A. J. Sanderford made a business trip to Hereford Monday.

Ward News Notes

There will be a program and Christmas tree at the Ward school house the night of December 24, and Santa Claus will be there, too, kiddies, so be sure and come.

Mrs. Montgomery called on Mrs. Suggs Wednesday afternoon.

G. T. Higgins spent the week end with home folks.

Floyd Harrison spent Sunday with Beauford Hutson.

Mrs. Arlie Dean is on the sick list this week.

Mr. and Mrs. Edgar Webb of Hereford were guests at Sunday dinner in the home of Mr. and Mrs. Jim Lipcomb.

Mr. and Mrs. W. E. Harrison and family were in Amarillo Wednesday.

Miss Beatrice Hutson of Amarillo spent Thursday night in the home of her sister, Mrs. Sonny Ledbetter at Vega.

Mrs. Fred Saultsman called on Mrs. Suggs Thursday afternoon.

Mack Dixon and son James and Marvin Collins ate dinner in the home of Mr. and Mrs. Hoberson Sunday.

Mr. and Mrs. Jack Hutson, Bill Hutson and Miss Beatrice Hutson motored to Goodnight Saturday morning to attend the funeral of Col. Goodnight.

Mr. and Mrs. Sam Streuns and family spent Friday night with Mr. and Mrs. John Hutson and left for Oklahoma Saturday morning.

Miss Garrett, Miss Hughes and Mr. and Mrs. Wiley Roberson were in Amarillo Saturday.

Mr. and Mrs. Joe Gardner of Amarillo spent Sunday in the home of Mrs. Gardner's sister, Mrs. Bill Hutson.

Mr. and Mrs. B. O. Donald and son of Durango, Colorado, arrived Thursday night in the home of Mr. Donald's sister, Mrs. Wiley Roberson.

BROTHER OF MRS. E. J. WILLIAMS IS DEAD

Mrs. E. J. Williams received word Monday of this week that her oldest brother, George Meyers, of Batesville, Texas, passed away following an attack of acute indigestion. Mr. Meyers was well known and an influential citizen in Southwest Texas and leaves a host of friends and relatives. Mrs. Williams was not able to attend the funeral of her brother on account of physical disabilities.

Make this a PHILCO CHRISTMAS!

FOR QUICK JOB SERVICE SEE THE BRAND.



Does YOUR COAL Measure Up?

Has the COAL you have been using measured up in heating qualities?

ALAMO COAL is of the very highest quality—as clean and free from foreign substance as it is possible to make it.

It will give you more heat per ton at LESS COST.

Try a few tons and be convinced.

Plenty of coal, both lump and nut, on the track.

WEST TEXAS FEED & SEED CO.

PHONE 265

There Is a Repeat Order
In Every Delivery.
Shall We Quote?

Phone 65.



QUALITY—SERVICE—COURTESY

TOYLAND UNLOADING SALE

OF HOLIDAY GOODS IS IN FULL SWAY!

Come as soon as possible and make your selections from this BIG STOCK AT CLOSE-OUT PRICES!

SKELTON'S VARIETY STORE

ONLY A Few More Shopping Days Until Christmas

IF IT'S GOOD-LOOKING MERCHANDISE that you are wanting, you should pay this store a visit. We have what you want—all nice, new, clean stock.

ALL OF US WISH ALL OF YOU THE MERRIEST OF CHRISTMASSES!

J. O. Newell, Dry Goods

WE GIVE 25¢ GREEN STAMPS.

Warren QUILTS Closing Out Everything

Sale Runs Until December 24

EVERYTHING MUST GO—FIXTURES AND ALL ARE ON SALE!

BIG BARGAINS AWAIT YOU—COME IN AND LOOK OVER SOME OF THE BEST BARGAINS YOU HAVE EVER SEEN.

A SPECIAL FOR FRIDAY AND SATURDAY

SMITH'S BEST FLOUR, 48 POUNDS \$1.60

Christmas Dinner Favorites Can Be Found Here!



There are some people who insist upon having the best of foodstuffs and who are yet unwilling to pay topnotch prices. It is to these folks that we cater. Our tremendous volume of business has enabled us really to offer the best for the least.



Christmas Cookies
Is the Recipe to Try This Week With
Snowdrift
Any for Recipe of Week Card

Hereford Wholesale Grocery Company
L. W. CARLYLE

"THE MIGHTY"

"The Mighty" is a real thriller at the Star Theatre, billed for this Friday and Saturday, December 20-21. If any of you harbor the least doubt that Paramount's New Snow World attractions don't live up to that slogan, just attend the Star Theatre this week and thrill to George Bancroft in the all-talking action hit, "The Mighty."

Secondly, "The Mighty" possesses rare qualities, action and a logical story.

Bancroft is the post war gunman who laughs at the law and throws draft summons in the waste basket. Four M. P.'s put him in the Army and overseas he goes as Private Green. His natural instinct for gunning finds him emerging from the war a full-fledged major and a national hero. He is very impatient to get back to his old haunts.

FOOTBALL

(Continued from Page One)

circled right end for 3, then took it for 5 and Clennin made it a first down by going through left tackle; Russell made 1 at left tackle; Clennin 3 at right tackle and then punted to Olney's 19 yard line.

They made 5 yards in three the backs, and then punted to the middle market. Clennin lost 2; Jowell cracked center for 3, and Clennin made it a first down by blocking right end. No gain on the first try; Russell was thrown for a loss of 3 on the next; Clennin brought it back 3, and then punted out of bounds on Olney's 25 yard line.

They failed to gain the first try, made 4 on the next play, and then pulled off a screaming pass to plant the ball on their 45 yard line. They made 2, then 10, then 7, and enough for their third first down. They made 1, then 3, then enough for another first down, penetrating Hereford's 30 yard line. They failed to gain, then made 2, but fumbled on the third play and Hereford recovered on their own 20 yard line.

Russell circled left end for 10 on the first play, but the team was off side and the ball was called back with Hereford suffering a 5 yard penalty. Clennin made 1,

then 4, and punted on the fourth down to Olney's 46.

Olney lost a yard as the quarter ended, the Whitefaces having 2 first downs to their credit and Olney 4.

Second Quarter.
Gregory went higher than he ever did before in his life and came down with Olney's pass on his own 46 yard line. Russell made 5, and Jowell hit center for enough to make it a first down. Clennin made 1 at left end; Russell made 1 at the same place, and Gregory took Clennin's pass for enough for a first down, but the Whitefaces were again set back for off side, a pass failed and Clennin punted out of bounds on Olney's 18.

They made 1 yard, then 2, and punted to Clennin on his 45 yard line. He fumbled and in the big scramble to recover the ball somebody kicked it and Olney recovered it on Hereford's 10 yard line. That was one mean break for the Whitefaces.

They lost 3, gained 8, were thrown back 5 to where they started from, and lost the ball on the fourth play by a fumble, Hereford recovering it on their own 22.

Clennin made 1 then Russell 2, but they were again offside and were set back 5; Gregory took Clennin's pass 1 yard, and Clennin punted out of bounds on his own 45.

They made 4, then 2; Gregory knocked down their pass and they punted out of bounds on Hereford's 26. Clennin shot about left end for 8; Jowell went through center for 8, and back again through the same place for a first down; Clennin was held for no gain; Jowell hit center for 6, and Russell added 18 around right end on the next play for a first down. Jowell made 1 at center; Clennin made 6 around left end, and Jowell went back to center for 3 and enough for the first down. Clennin fumbled but recovered and made 1; Russell hit right tackle for 4; Jowell made 4 at center and hit the same spot for a gain on the fourth play but failed by inches of a first down and it was Olney's ball.

They made 4, then 2; Jowell smeared their pass and Clennin brought their punt back to his own 45. Clennin made 2 at left tackle, and then 3 at left guard as the half ended with the ball exacted on the 50 yard line in the middle of the field.

Third Quarter.
Olney was downed with Here-

ford's kick off on the former's 33 yard line. Gregory sure did get down on them Friday. He got around two interference runners to down the ball totor on that play before he could bring it back 3 yards. On the first play Olney passed 34 yards. They made 4; then 1, then 4, and on the fourth play passed to Hereford's 11 yard line. Those boys were sure fighting to score right there. They made 7 yards in three tries. Hereford knocked down their pass on the fourth play and received the ball on their own 4 yard line. Clennin made 2 at right tackle, then 5 at right guard; he punted on the third play, but it was low and hit his own line in the back and bounced for him to recover, on the fourth play he got away a beautiful punt and Gregory nailed the runner on Hereford's 47.

They were held for no gain, then made 2, and Russell went into the air to intercept their pass. Clennin made 3 at left guard; Russell took one of those short passes for a ride around right end for 7½, and Jowell hit center for enough for a first down but kept on going till he made 5 yards; Jowell lost 1, then made 3, Russell let a short pass get away from him, and Clennin punted to have Gregory get Olney's runner on the Cub 25 yard line.

They made no gain, passed for 9½, made it a first down, made

4, made 2, passed for 20, made 1, were held for no gain; Clennin knocked down their pass and they punted to Hereford's 5 yard line. Russell made 5 around left end, Jowell made 1 at center, and Clennin punted out of bounds on his own 30.

They made 4, were held for no gain, and Bowen intercepted their pass on his own 24 yard line. Russell juggled his short pass but got away for 16 yards anyway. Clennin made 1 at right tackle; Jowell went for 3 through center and Gregory took Clennin's pass for yard as the quarter ended.

Fourth Quarter.
Clennin punted out of bounds on Olney's 18; they made 2; passed 13, made 2, made 5, and Gregory gathered their pass into his arms on Olney's 44 yard line. Russell made 5 at center; Jowell made 4 at center, then went back for 6 more. Jowell made 3 at center, then 6½ at center, then 11 at center; Jowell made 1 at center; Russell made 4 at left tackle, and Jowell made 3 at center. Olney took a long time out and had a hard time getting in shape to face the music. The ball was 1½ yards from the goal line on the fourth down. When Olney got lined up, Jowell smacked center for a touchdown and Hereford put on a tremendous celebration. Clennin drop kicked the extra point and the score was 7 to 0.

Hereford kicked off and Olney was downed on their 55 yard line. They were held for no gain and were penalized 5 for off side; they gained 1; a fake line plunge and pass gained them 3, but passed on the fourth down for 33. They gain 3, then passed to Hereford's 11 yard line; they made 2, then 1, and passed for the touchdown and followed up by flipping a pass for the extra point, and the score was 7 to 7.

Olney's kick-off was brought back to Hereford's 48, but the Whitefaces fumbled and lost possession of the ball on their first play. Russell knocked down their pass on their first play, then made 4 yard, and Russell intercepted their pass on his own 23 yard line.

Clennin went around left end for 8; Russell made 3, they were held for no gain; Russell fumbled and was thrown for a loss of 21 yards and Clennin's punt was downed on Olney's 42 yard line.

They went 24 yards on the first play, and failed on 3 passes in a row to suffer a 5 yard penalty and lose the ball to Hereford on Olney's 35 yard line. Russell went 15 yards on the first play; Jowell was held for no gain and then lost 2; Clennin went around left end for 14, then for 8, and Olney was penalized from the 30 yard line to the 15; Jowell made 4 yards on

the first smack and 6 on the next yard line, when the whistle crack to lay the ball on the 5 and the game was over.

Cheaper Butter

LET'S EVERY ONE EAT MORE OF THAT GOOD CREAM O' PLAINS BUTTER

Recent release of figures by the Department of Agriculture concerning butter consumption shows a decided decrease in consumption, rather than a sharp increase in production.

Farmers Creamery Ass'n, Inc.
Hereford Phone 3.

Notice!

WE WILL BE CLOSED AFTER CHRISTMAS EVE TO REMODEL OUR STORE AND INVOICE OUR STOCK, GETTING READY FOR SOMETHING NEW.

WATCH FOR OUR OPENING ANNOUNCEMENT

Hoffman Grocery

FOR BARGAINS IN

USED CARS

with an OK that counts

THE GREATEST USED CAR VALUES EVER OFFERED IN THE HERFORD COUNTRY—NOW a your opportunity to save real money on a closed car that has been put through our service department and is ready to give you hundreds of miles of the best of service. Get one of these nice closed cars for Christmas. You can make no better choice as a gift for yourself and family than one of our reconditioned USED CARS.

Here is a brief description of a few we are offering at GREATLY reduced prices:

- 4—1929 Chevrolet Coaches, no better cars to be had.
 - 5—1929 Chevrolet Coaches, that run and look like new.
 - 2—1928 Chevrolet Sedans, see these 4-doors before you buy.
 - 1—1929 Model A Ford Coupe, runs fine, a dandy little car.
 - 1—1929 Model A Ford Tudor, looks new, but priced like used.
 - 1—1928 Whippet Sedan, a dandy car at a big saving.
- All the above cars so to you with our "OK that Counts" on them, which means they are right in every way, especially the PRICE.

Yours for Sales and Service

Brumley Chevrolet Co., Inc.

"A Reliable Institution"
Phone 216

WOMACK'S

"SPIC AND SPAN—CLEAN, BRIGHT AND SHINING"

Everything Delicious in Christmas Goodies—

Oranges, Lemons, Apples, Cocoanuts, Pecans, Grapes, Walnuts, Cranberries, Brazil Nuts, Dates, Filberts, Cookies, Almonds, Pineapple, Peanuts, Grapefruit, Etc., Etc., Etc.

DATES, CAMEL'S PITTED, 17c.

NUTS, Mixed, lb, 17c.

Fashion Dress Shop



Slashing Prices

ON ALL WINTER

Coats and Dresses

Just received a big selection of NEW SPRING COATS AND DRESSES

In All New Wanted Shades

NOBBY LINE OF CHRISTMAS GIFTS

In Scarfs, Handkerchiefs, Sewing Sets Christmas Candles

Our stock is complete in SHEER CHIFFON, SERVICE WEIGHT AND COUNTRY CLUB HOSE

Toilet Sets Perfumes
Candy Stationery
Toys

Chocolate Shop



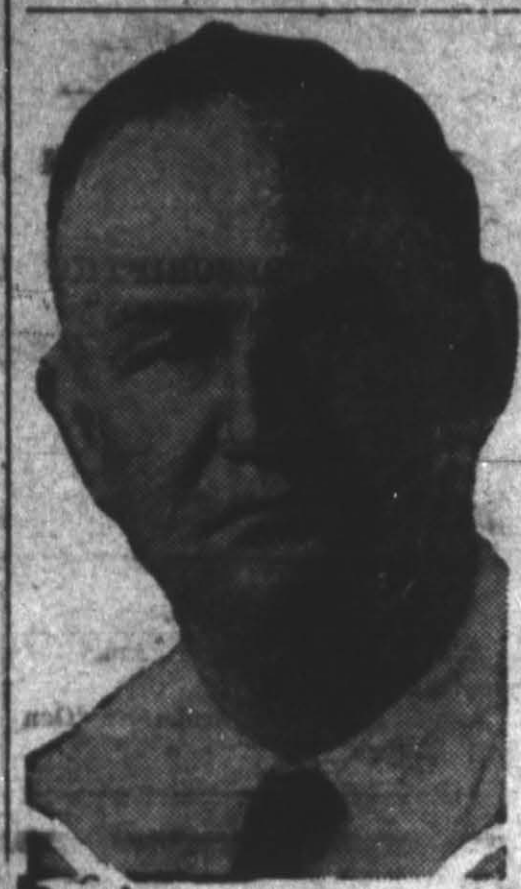
FOR CHRISTMAS PARTIES
PUT YOURSELF IN THE HANDS OF OUR CAPABLE SPECIALISTS to GLORIFY YOUR HAIR
ORR'S BEAUTY SHOPPE
PHONE 16

Progressive News

(Too late for use last week.)
 Mr. and Mrs. Orin Russell and daughter visited in the Cockrell home Wednesday evening.
 Miss Susan Hutchinson visited her mother in Canyon Saturday.
 Katharine Hershey spent Sunday morning with Lestrus Benson.
 Mr. and Mrs. Arch Daugherty and daughter were Sunday visitors with her parents, Mr. and Mrs. Ricketz.
 Misses Ray Hershey and C. P. Caldwell entertained the Progressive community club at the home of Mrs. Hershey last Wednesday.
 A short program on child training was given, while the ladies spent the afternoon quilting. Thirty club members and the following visitors: Misses Orlinger, A. Conklin, G. Conklin, Baker, Koonce, Misses Fabela Cousins and Mrs. Vicks, were present. Refreshments of cocoa, pie and sandwiches were served. The next meeting will be with Mrs. Albert Higgins, Wednesday, December 18. Mr. and Mrs. Mack Beach and children were dinner guests in the Cockrell home Saturday.
 The Sunday school will have a program from Christmas Eve.
 Catherine, Ira Jones and Glenn Ricketz and Mrs. Arch Conklin's son visited Mary Ella Hershey Sunday afternoon.
 Mr. Cockrell had an exceptionally good row crop this year and the thrasher was there four days last week.
 Mr. and Mrs. Ray Hershey, Mrs. Arch Conklin and Catherine Hershey were Amarillo visitors Saturday.
 General from here attended the day and box supper at Frisco last Saturday night, everyone enjoying the play and supper.
 Mr. and Mrs. W. C. Russell and Edgar spent Sunday afternoon with the Cockrell family.
 Catherine Ricketz visited Anita Lovell Sunday.
 Mr. and Mrs. Ray Hershey and Mr. and Mrs. Ira Ricketz attended the health lecture at the Rice home Thursday night.
 Mr. and Mrs. Cecil Hodges entertained Mr. and Mrs. C. P. Caldwell and Eunice, Mr. and Mrs. Walter Caldwell, Mr. and Mrs. Henry Kendall, Summerfield, and Mr. and Mrs. Jeff Roberson and family at dinner Sunday.
 Mr. and Mrs. Elwyn Hutchenson returned from Farmerville, Texas, where they had been visiting her parents.

He Spent Money "Right and Left"

"My health had been going back on me for 10 years until I started taking Bazon, and I'm tell any man it's a real medicine and does every thing claimed for it!"



A. CHOAT

"It looks like I couldn't digest anything I ate. My kidneys were irregular and the pains in my back were awful. I was weak, nervous and rundown. I spent money right and left trying to get well, but I might as well have thrown it in Trinity river! Now, after taking Bazon I am eating anything I want, never have a trace of indigestion and I sleep like a log all night. The pains in my back are gone and I am stronger and better in every way. Bazon Pills are a wonderful laxative and keep my whole system in healthy condition!"—A. Choat, 2709 W. Brooklyn, Oak Cliff, Dallas. Rice Drug Store, Agent.

School News

CHAPEL PROGRAM
 At 9:45 o'clock on Tuesday morning, December 10, the students of the Hereford high school heard an address given by Mr. Keese, the editor of the Hereford Brand.

Mr. Keese has given to the high school the use of a page in the Brand for school news and his address consisted largely of instructions for the proper use of this page.
 Mr. Keese first defined the word news and told where to find news in all the small happenings of the school day which seem so important and interesting to the outsider. He also gave the students several valuable suggestions as to the proper manner of writing up this news.
 Altogether the talk proved most interesting and beneficial to the entire high school.
KATHLEEN CRONIN.

THE OLDER BOYS CONFERENCE IN AMARILLO

Hereford was represented in the Older Boys' Conference held in Amarillo, by Henry Kuper J. W. Witherspoon and David Harrison. The theme of the conference was "Find Yourself—a Spiritual Adventure."
 The three boys left Hereford on Friday morning about ten o'clock. They arrived in Amarillo by auto about twelve o'clock. They then went to the Presbyterian church where A. E. Meyer assigned them to their homes. The conference was divided into five sessions. The first session started at three o'clock Friday afternoon. Welcome addresses were given by Mayor E. O. Thompson and Verlen Twadell. Dr. Humphrey Lee gave an address. Mass singing was led by H. A.

Shaw. The other sessions were similar except for the addresses given by Dean H. C. Gossett and the discussion groups. There were about twenty groups and about twenty boys to the group. The people of Amarillo entertained the visitors Saturday afternoon by a ride over the city. Saturday evening they were served a banquet at the Herring Hotel where Dr. E. W. Horn gave a splendid address on the subject, "Life Values of a Vocational Education in a Complex Age."
 The conference was officially closed Sunday morning about forty minutes after twelve o'clock. The conference was attended by nearly 500 boys coming from Fort Worth, Dallas, Wichita Falls, Clarendon, Graham, Lubbock, Gainesville, Amarillo, Canyon, Dalhart, Childress, Burker, Tucumcari, N. M., Hereford and a few other cities. The conference was enjoyed by all and another is being planned for the coming year.
DAVID HARRISON.

The conference was officially closed Sunday morning about forty minutes after twelve o'clock. The conference was attended by nearly 500 boys coming from Fort Worth, Dallas, Wichita Falls, Clarendon, Graham, Lubbock, Gainesville, Amarillo, Canyon, Dalhart, Childress, Burker, Tucumcari, N. M., Hereford and a few other cities. The conference was enjoyed by all and another is being planned for the coming year.
DAVID HARRISON.

REPORT OF THE FRESHMAN CLASS

Freshmen are coming out bigger and better than ever this year. We are planning on doing big things and having lots of fun. There are ninety-one freshmen, which is a larger number than there has ever been before. Our president is Peggie Mitchell; vice-president is Jack Russell; Secretary and Treasurer is Anna Lee

Houser; Sergeant at Arms is Melvin Harris and our Sponsor is Miss Camel. Our class colors are orchid and yellow, and our class flower is the American Rose.
 "We are going to work hard to put our candidate for the popularity contest in as winner. They are
 Most beautiful girl, Anna Lee Houser; most popular girl, Peggie Mitchell; most representative girl, Wilma Jo Jones; most handsome boy, Melvin Harris; most popular boy, Jack Russell; most representative boy, Keaford West.
 Vote for the Freshmen!

We won the prize of \$5.00 for having the best booth at the carnival of which we were very proud. We voted to give this money to help put the annual over, because we want it to go over big. We are willing to do our part to make this the best and biggest year of Hereford High School.
WILMA JO JONES.

You will want those fine Christmas programs to come in at their best. Fresh B batteries will help. RICE sells them.

Dries Up Colds In a Few Hours

The most disagreeable and embarrassing part of a cold is that constant, nasal discharge, which you can now stop in a few hours with Asprenal, the latest and most scientific "Liquid Cold Remedy."
 Asprenal is guaranteed to stop the irritation that causes sneezing and nasal discharge; dispel the congestion and relieve grippy, neuritic pains; at the same time causing a gentle and complete evacuation of the liver and bowels. All druggists carry and guarantee Asprenal, the largest selling liquid cold remedy in the world. (adv.)
RICE'S DRUG STORE

R. E. Brazil and family of Tucumcari, New Mexico, were here the latter part of last week visiting in the home of Mr. Brazil's parents, Mr. and Mrs. R. F. Brazil.

Have you seen the hydraulic truck jacks at RICE'S? The price is only \$7.95.

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

NEED Lots of Light?

New 1500 watt "Red Line" Delco-Light gives you all you need . . . and more

No matter how much light you need, the new 1500 watt "Red Line" Delco-Light does the job to perfection. It's designed for the bigger light and power jobs on large farms, country estates, resorts, in summer hotels, schools, churches and filling stations. No better plant was ever built for use on ranches, poultry farms, in hatcheries, dairies, amusement resorts, country clubs, mines and similar places where extra lights are needed.

We are the authorized Delco-Light Dealers in this territory and we'd like to show you this and other new 1930 "Red Line" Delco-Lights.

B. B. PARMER, Dealer
 HEREFORD, TEXAS

DELCO-LIGHT

ELECTRIC POWER AND LIGHT PLANTS
 Also Manufacturers of Electric Water Systems
 PRODUCTS OF GENERAL MOTORS
 Made and Quoted by Delco-Light Company, Dayton, Ohio.

The Whole World Is Dead! Hereford In Particular

If 320 acres 8 miles north and west with all the wheat, or 240 acres 8 miles south and east with all the wheat does not sell this week. Price and terms suitable.

SEE US QUICK!

Ralph Barnett
 PHONE 122

5% LAND LOANS

Correct Abstracts

THOMPSON & IRELAND
 Hereford, Texas



Low Round Trip Fares

Account

Christmas & New Year Holidays

1929-1930

FROM STATIONS IN TEXAS

To Long Beach, Los Angeles, San Diego, San Francisco, and Santa Barbara, Calif., and all points in Arizona. On sale Dec. 16, 17, 18, 19, 26, 27 and 28, 1929. Return limit January 12, 1930.

To certain destinations in Colorado, Illinois, Iowa, Kansas, Missouri, New Mexico and Oklahoma. On sale Dec. 21, 22, 23 and 24, 1929. Return limit January 6, 1930.

To all points in Texas and Louisiana. On sale Dec. 19, 20, 21, 22, 23, 24, 25, 28, 29, 30 and 31, 1929, and Jan. 1, 1930. Return limit Dec. 26, and Dec. 31, 1929, limit Jan. 2, 1930.

For further information, rates, routes, reservations, etc.

Call
J. E. BEYER,
 Agent
 Hereford, Texas

Or Write
T. B. GALLAGHER,
 General Passenger Agent
 Amarillo, Texas

Real Estate

When you want to buy a bargain, see us.

WE HAVE SMALL ACREAGE FARMS AND RANCHES—PRICED RIGHT.

HILL & RICKETTS
 CLARK BUILDING



Save For Next Xmas
HAVE MONEY!

As the year closes we wish to thank all our friends in this community for their past patronage.

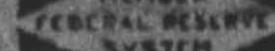
We wish all a MERRY CHRISTMAS and a PROSPEROUS and HAPPY NEW YEAR.

Start Saving Regularly NOW

We Invite YOUR Banking Business

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

HEREFORD, TEXAS.



GIFTS

For Mr. Man

"What, oh what, shall we give the men folks?" That question asked by femininity everywhere finds its answer in our mammoth holiday selection, featured by quality and value.

Shirts
 Neckwear
 Gloves
 Knitwear
 Suspenders
 Handkerchiefs
 Underwear

Hats
 Suits
 Overcoats
 Shoes
 Hosiery
 Pajamas
 Toilet Shoes

Sprolws-Cronin & Co.



DO YOU WANT TO MAKE HER HAPPY?
Come In and Let Dr. Halyg You Select a Gift!

THIS WEEK PHONE NO. 9004-F3 WINS \$1.00 IN MERCHANDISE

JOB HER—

- Djer Kiss Sets
- Three Flowers Sets
- Vanities
- Bridge Gift Sets
- DuPont Pyralin Sets
- Leather Hand Bags
- Bath Sals and
- Powder Combinations

JOB HER—

- Eastman Kodaks
- Foot Stools
- Magazine Racks
- Aquariums
- Stationery
- Scheffer's Sets
- Nunnally's Candies
- Martha Washington Candies

Corner Drug Store

The Rexall Store

Day Phone 108 Night Phone 538 or 403-W

PRESCRIPTION DRUGGISTS

LOOKS

Smith's Best Flour—a special try Rice's Instant The Service if the service you have been getting has been unsatisfactory. It

The Astor-Kent is a real hot spot, radio-a trial will convince you. OER'S TAILOR SHOP. It

Mr. and Mrs. H. L. Rice drove to Lockney last Sunday to visit their daughter, Miss Ethel Rice.

STEARER THEATRE

HEREFORD, TEXAS

Program

Friday and Saturday
DECEMBER 24-25



GEORGE RANCROFT

"The Mighty"

A Grand Old Opera

ALL TALKING

Monday and Tuesday
DECEMBER 23-24

"The Cock-Eyed World"

Come and laugh until your sides ache and the tears roll down the back of your neck!

Wednesday-Thursday
DECEMBER 25-26



THE VIRGINIAN

GARY COOPER
WALTER HUSTON
RICHARD ARLEN
HARRY SHAW
A Government Picture

Mrs. E. F. Connel and daughter, Miss Lila, left last Saturday overland for Bartlett, Texas, where they were called by the serious illness of Mrs. Connel's brother, Webb Houston.

Come and look at the 1880 model Atwater Kent Radio. OER'S TAILOR SHOP.

(Continued from Page One)

The banquet was delicious—most turkey being the central figure, with all the accompanying things so essential to make the feast so long to be remembered. For the last course, Babe Russell, as captain of the team, was obliged to cut up the big football cake, and he did a fine job of it. This was served with ice cream.

Part of the entertainment was counting the ballots to select the captain of the Whitehorses for '34. G. T. Higgins was chosen, with the exception of one vote (evidently by his own) unanimously. Speeches were also given by W. H. Russell, H. K. Fox, Mrs. Bob Higgins, Captain-Sheriff G. T. Higgins, and J. C. Gregory.

Football players and their invited guests who accompanied them were George Mitchell and Elva Brunner, Homer Brunner and Peggy Mitchell, Howard East and Hazel Dunn, Russell Whitehead and Della Weston, J. C. Gregory and Marie Barber, Woodrow Gilchrist and Zelma Smith, Shore, Kerst Gilchrist and Adeline Hastings, Andrew Hetherington and Kathleen Cronin, Richard Stone and Kathryn Whitcomb, Rogers Orr and Geneva Finch, G. T. Higgins and Marie Seed, Jack Russell and Jimmie Clark, Jack Gilchrist and Virginia Barnett, Sandy Jewell and Lyndell Brooks, Woodrow Ireland and Abner Woodson, Babe Russell and Hugh Moore, Dewey Robinson and Emma Jackson, Beth Gilchrist and Bill Hill, Bernard Seed and Inverna Wood, Ed Paul Barnett, and Vondal Brooks, Hal Kester and Violet Morris, and Spaulding Bartlett, Marjorie Koor, George Harris and Jack Overstreet.

Members who were present were Mrs. Bob Higgins, W. H. Russell, Mrs. Gilchrist, F. M. Kester, J. C. Gregory, G. A. Garrison, Bartlett, S. B. Peeler, C. K. Jewell, Ralph Barnett, Robinson, Charles Whitcomb and H. K. Fox. Each one present were Joe Mitchell, Fabian, W. H. Russell, H. K. Fox and Bob Higgins.

The members of the team were brought in from the church kitchen with everybody standing to give "the cheer" first, for the members, then for the team and last for the fans.

ROBINSON-CRANCE
Miss Georgia Frances Robinson, daughter of Mr. and Mrs. J. W. Robinson, and Burton Crance, both of Hereford, were united in marriage last Saturday in Clifton, New Mexico. Mrs. Crance is a graduate of the Hereford high school and also had four years of college work in W. T. S. T. C. at Canyon. She made her home with her parents the past year.

Mr. Crance is district salesman representing the J. I. Case Company and has his headquarters with C. A. Shelton, local dealer of the Case line. Mr. and Mrs. Crance will make their home here and their many friends and the crowd extend their good wishes.

FOOTBALL BOYS BROADCAST
Members of the Whitehorses football team of Hereford, with Coach T. E. McCollum and Assistant B. H. Hopkins, delighted the home-town fans and admirers from noon to 10:30 p. m. last Saturday with a Wednesday evening over KITH at Amarillo.

FOR RENT, FOR RENT OFFICE.

Deaf Smith Gets Several Poultry Show Premiums

Deaf Smith county came in for its usual share of winnings during the Tri-State Poultry show held in Amarillo last week, and this week. Besides winning first place on county exhibit, the local breeders of fancy thoroughbred poultry made a number of winners as follows:

Single comb Rhode Island Red, shown by the Henderson Poultry Farm in South Hereford, won 2 and 5 cock; 2 hen, 5 cockerel, 4 pullet, 1 young hen. White Rocks, 1 and 2 cock, 1 and 3 hen, 1 cockerel, Besses turkeys, 4 old 7hen, 3 hen, 1 young tom, 3 pullet. The Hendersons had 54 entries.

Virgil and James Gray, sons of Rev. and Mrs. V. M. Gray, displayed White and Dark and Light Barded Rocks. Virgil won 2 cock, 2 and 4 hen, 4 cockerel, while James won 2 hen, 5 hen, 5 pullet on dark barded Rocks, and 1 cockerel and 4 pullet on light barded Rocks.

Mr. K. I. Simpson won 3 and 4 pullet on Rose Comb Bred, Marjorie and Orry won the following positions on single comb White Leghorns: 2, 4, 5 cock, 7 hen, 3, 4, 5 cockerel, 4, 5, 6 pullet 1 and 2 young tom, 3 old tom.

Mr. Henderson states that the Tri-State Poultry show was the best ever held in Amarillo, considering quality of birds shown, and that plans are being made there to hold still a larger and better show next year.

They Got the Trees Last Week! Decorations Follow
The decorations taking of Christmas trees ornamented along Main Street has aroused some of the excitement to the point where some feel like offering a reward for the apprehension of the thief.

The Hereford Post of the American Legion says the "show" which took the balls from the tree in front of Hale's barber shop will be given the whole cord of lights if he wants them, one of the barbers will arrange as the Santa Claus and the Legion will give their Christmas tree to another in the celebration.

Include Sudan In Planting Plans
Ambrose Dairy farmers will, as well include Sudan grass in their 1930 planting program. It is the records of local dairy demonstrations may be used as a guide.

The C. L. Johnson herd produced buttermilk for 22 cents a pound in June when Sudan was abundant and then went up to a 28-cent per pound figure in July when taken of this pasture. The C. V. Hartman herd was kept on Sudan all summer and the buttermilk production over dropped every month. In June it was 21 cents per pound in July 20 cents and in August 18 cents.

Quadruple Dairy Income In One Year
Big Spring, Texas—By better feeding and making a market for her sweet cream, Mrs. W. C. Ziegler at B-Bar has increased her butter receipts from four cows from an average of \$30.40 at this time a year ago to a present average of \$124.06 per month. The monthly feed bill runs \$44, according to Mrs. Ziegler. B. Alford, home demonstration agent, said the ration consisting of bran, ground milo matton and cotton seed meal, to which green cut maize has been added to make up for the dry pasture.

FOR RENT, FOR RENT OFFICE.

Buying Some Good Things
Meeting his pet enemy on Main Street one day, Jim observed a fat man about you to a man this morning.

"You weep?"
"Yes, I said you had the best cattle and sheep of any farmer I know. And what was more, I said that pair of horses of yours were the best in the county—worth at least \$800.00."
"Who did you say it to?" queried the fat man.
"The tax assessor."
"The other?"

Terraces Worth \$5.91 Per Acre

Atlanta—Milo makes an average of 1255 pounds per acre this year for F. G. Sell of Truiston in Taylor county, while Milo on unfertilized land made only 1294 pounds an acre. He gives as a reason that a quick rain in July delayed on the protected land but that of in 20 minutes' time on the unfertilized land.

Mr. Sell says terracing was worth \$5.91 per acre to him this year on this crop.

Adjusted Compensation Limit
Washington, D. C.—Rehabilitation officials of the American Legion here are calling attention of World War veterans to the fact that January 1, 1930, is the last date to make application for adjusted compensation.

Medina County Gets 518 Wolves
Hondo—The Medina County Wolf Club, organized by the county agent, reports that bounties were paid on 518 wolves, 100 wolf pups and thirty wild cats during the first six months of the year.

"How did you get your head cut up that way? Battering accident?"
"No, a fellow drove some loose cow at me."
"That surely sometimes couldn't crack your head."
"No, but the man forgot to take the cow off them."

Exactly Right
"Now, James, make America's greatest general."
James (out of a broker): "Get out of here!"
"Collector: 'For the last time, ask you for that \$125.00.'
Duck: "Thank God that's over!"

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