

# The Hereford Brand

Sixteen Pages  
Section I

Published Every Thursday

Our Slogan—"More People—More Farms"

34th Year—Number 50.

The Hereford Brand, Hereford, Texas, Thursday, December 20, 1934.

Five Cents Per Copy.

## Santa Claus Will Be In City for Annual Festival Tomorrow!

### Snowstorm Tuesday Is General In Area

#### CLUBS TO SING CANTATA ON SUNDAY

"On to Bethlehem," a Christmas cantata, will be sung by the high school glee clubs Sunday evening at the Baptist church, beginning at 7:30.

The production is under the direction of Miss Theima McMillin. Miss Dorothy Manney will be accompanist and Wayne Evans assistant accompanist and violinist. More than 30 voices will be heard in the various numbers. There are solos, duets, quartets, and choral numbers as well as solos with choral support.

Rev. T. C. Willitt will ask the invocation and Rev. B. N. Shepherd will give a scripture reading.

Several of the churches will suspend regular services to enable members to attend the cantata.

#### Chicken Raisers Win At Amarillo

Sweeping the White Rock class and winning various other prizes, Jack Wright of Hereford was one of the biggest winners at the Tri-State Poultry Show in Amarillo last week.

In the White Rock division Wright won every award save that of third place for the cockerel. Then he won the sweepstakes for the largest and best display in the show, largest and best American class display and best solid color cockerel. He also won a loving cup for the champion cockerel.

Ralph Smith showed the second best Buff Orpington cock. E. R. Hicks had the third best Dark Cornish cockerel. Bob Bailey had the first and second Jersey Black Giant hens and second cock.

B. H. Hopkins' Astralorck cock was a blue ribbon winner and Mrs. Hopkins showed the best hen and first and second prize pullets. Mrs. W. L. Kucher won first prize with her White Orpington cock and hen.

Deaf Smith took the second prize award, finishing as runner-up to Donley county.

#### Few More Wheat Checks Are Received Last Week

One more group of wheat allotment checks for farmers here arrived during the past week. In the bunch were 221 checks, 62 of which were for second 1933 payments and the remainder first 1934 allotments.

The checks amounted to \$10,221.49, bringing the total for last week and this to \$30,563.49.

### Mail For You, Santa

Dear Santa: How are you? I want a Sandy-Andy and my little sister Ruth wants a little dump truck. Don't forget our nuts and candy. I surely do appreciate the things you gave us last year. With love, MARIE MOREMAN.

Canyon, December 11.  
Dear Santa Claus: I am a little girl 2 1/2 years old. I want you to bring me a baby doll, tricycle and some dishes-please. And don't forget my sister, Betty Joe. She is 10 years old. Santa, I hope you have a nice Christmas. Your little friend, PATSY ANN THURMOND.

Dear Santa Claus: I'm seven years old. I've tried to be a good boy, and I wish you would bring me a tool set, some decorations for my Christmas tree, lots of fruit, nuts and candy. You may put 'em on my tree at home for 'ca' it go anywhere because I have whooping cough. Bring Pat and Patsy some nuts and don't forget my little cousin, Gerald, in Eastland. Thanks, Santa. From GENE MATTHEWS.

#### High Wind Accompanies Flurry; Covers the Entire County.

What started out like a regular old-fashioned snow greeted Hereford early Tuesday morning. The fall started about 6 o'clock and continued for several hours with unabated fury.

A howling north wind which arose about 9 o'clock continued all the day, although the snow stopped at noon after six hours of continuous falling.

The fall in Hereford amounted to almost two inches and brought considerable moisture, being extremely wet snow. North and west of Hereford the snow covered the entire county.

And the fall was heavier in the rural areas. In the Ward community, it was reported three inches fell. It was estimated that the snow was as much as four inches deep in the extreme western part of Deaf Smith county.

No accurate measurement of the fall could be made on account of the drifting due to the high wind. In spite of the norther the temperature did not fall low enough to cause damage to livestock. The snow melted and was gone within a few hours.

### Mother McDonald Dies In Amarillo

Mrs. Margaret Ann McDonald, 85-year-old mother of D. L. McDonald, formerly of Hereford, died Saturday at her home in Amarillo. Rites were spoken Monday forenoon at the home by Dr. R. Thomsen, pastor of the Central Presbyterian Church of Amarillo. The body was sent Monday afternoon to Shilohmanstown, Pennsylvania, the old home for burial. Pallbearers were J. O. Holland, Bill O'Brien, C. E. Crowover, W. M. Goudy, D. W. Caldwell and Ben Smith.

Besides the only son, Mr. McDonald, she is survived by seven grandchildren and five great grandchildren; and two brothers, E. M. Robertson of Des Moines, Iowa, and James C. Robertson of Dry Run, Pennsylvania.

"Mother" McDonald was well known in Hereford, having lived here for years with her son and his family. They removed to Amarillo five years ago. A great number of Hereford friends of the family attended the funeral services.

### Rural Schools Will Turn Out Friday for Season

All rural schools of the county will turn out at the conclusion of work tomorrow for the Christmas Holiday period. They will re-open Monday, December 31.

Most of the children will come to Hereford Friday afternoon for the annual Santa Claus Pageant.

### "Messiah" Is Given Praise By Big Crowd

#### Choral Group Renders Oratorio at Church Tuesday Evening.

A musical treat of rare quality was given Hereford people Tuesday evening when Handel's immortal "Messiah" was sung by the Civic Chorus at the Baptist church. Assisted by several Amarillo artists and directed by Emil F. Myers as guest conductor, the group sang the story of the Christ with power and beauty.

Trained by Miss Mattie Mae Swisher, the Hereford Chorus of 50 voices handled the difficult passages well. Especially were they effective in the strong "For Unto Us a Child is Born" and "King of Glory" choruses.

Mr. Myers sang the tenor solos, opening with the suppliant "Comfort Ye My People." Mrs. B. M. Wiltshire handled the alto solos and Mrs. Carl Mountz and Mrs. R. P. Coneway the soprano parts. Lloyd Robinson of Amarillo sang the bass passages and Lester Aldrich, also of Amarillo, was especially strong in the robust baritone solo, "Why Do the Nations Rage?"

Mrs. L. B. Newby and Miss Debbie Patterson of Amarillo rendered alto arias and Madelyn Robinson sang the tender soprano solo. "I Know That My Redeemer Liveth." Miss Swisher sang the soprano solo, "Come Unto Him." Mrs. Lila Austin Myers of Amarillo was guest accompanist. Austin Myers played violin accompaniments, and Edgar Pickett, regular piano. George Wise of Amarillo played the bass horn.

Because of inclement weather, a number of the Amarillo singers, including H. A. Shaw and Clifton Janak, were unable to make the trip.

The Rev. B. N. Shepherd gave the invocation and the Rev. W. M. Griffin the benediction at the close.

The Hereford Chorus was in Amarillo Sunday afternoon to take part in the massed production of the oratorio, given at the auditorium by the Pampa, Amarillo and Hereford singers. It is hoped that 1935 will find a Panhandle-wide chorus of more than 500 voices.

### High School Is Given High Rate

Hereford High School has been retained on the approved list of members in the Southern Association of Colleges and Secondary Schools. Superintendent C. H. Dillehay was informed following the annual meeting last week in Atlanta, Georgia, the local school had been accepted "without reservation."

The school was first admitted to the association in the fall of 1920 and has been re-admitted each year since. One year Dillehay was informed that the teacher load was slightly above the standard. Other than that there has never been a criticism by the association.

Schools in the classification of Hereford are required under a ruling of the association to have a full time librarian, but because of the depression the rule has not been enforced. "We are unable to afford a full-time librarian," Dillehay stated. "This ruling might endanger our standing in the future, should it be enforced."

### Cotton Farmers Here Favor Bankhead Law

Cotton farmers here, as elsewhere throughout the Nation, favor retaining the Bankhead Act through 1935. In a poll conducted last week the county's 35 raisers of cotton voted to retain it, 26 to 9.

The act provides for taxing of all ginning cotton in excess of the market need, the proceeds from the tax to be used to pay back the farmers in the form of an allotment for the depressed prices because of the excess production.

### WILL DOES NOT KNOW IF HILL DID HIM FAVOR

Geronimo is now in possession of Will Rogers. And Will "ain't smart enough to figure out whether you did me a favor or not," he has wired O. G. Hill here.

Hill sent Geronimo, the world's largest steer, to Rogers a couple of weeks ago. Will accepted the animal from Pete Ehgle, who took him out there. "If I don't go broke getting him fat," Will told Ehgle, "me and the rest of the poor folks are gonna make barbecue out of him if they'll furnish the firewood and cow chips to cook him with."

Hill sent word to Rogers that he wanted Geronimo to meet Mae West. "He has seen lots of movie stars since he got here, but no corn or bran," says Rogers' wire.

"I have applied for government relief if it don't come you are liable to get him back next time send me five little ones," continues the telegram. "Henry Ford wanted to give me a Lincoln one time and I said no send me ten Fords instead I am not thanking you till I see how much he dresses out."

### CATTLE BUYING WILL FINISH HERE SOON

What is probably the last call for raisers to sell cattle to the government in the relief program is being sent out this week from the county agent's office. Officials say this is likely to be the last week for the buying of cattle.

Buying here will be done all day Friday and until noon Saturday. Those wishing to sell are urged to make application at once at the county judge's office.

Yesterday applications were on file to sell 90 head. Last week 131 head were purchased. Sellers must deliver the animals to the stock yards.

To date 10,151 head have been sold to the government in this county. The program started last June. Purchase price of the animals has totaled \$121,765.

### Cobb Furnishes Bond In Slaying Charge

T. C. Cobb of Muleshoe who is charged with murder in connection with the death of Oscar Milton Latimer here on November 30 furnished bond last week in the amount of \$1,000. Latimer, a CCC veteran, died of injuries received Thanksgiving night when he was struck by Cobb's car on the highway east of the city.

The murder charge was filed by the victim's father, G. M. Latimer, of Coleman, following an investigation by Captain Barrell Cox and other Army officials.

### MERCHANTS READY FOR RUSH REMAINDER OF YULE SEASON

While the Lions Club and other civic groups are putting on the Santa Claus pageant tomorrow, the merchants of the city are not marking time. In order to make it easier for the patrons to do their Christmas shopping the stores have employed extra sales people and will stay open in the evenings until Christmas.

Early shopping indicates this Christmas will be one of the biggest in the past half dozen years. Business here, some merchants estimate, is as high as 30 per cent greater than during the comparable period last December.

This unexpected rush, however, has not caught merchants here unprepared. All of them are carrying bigger stocks than last year and using sufficient help to take care of their customers. Everything the Christmas shopper desires can be found in Hereford.

### To Contract Road Surface In Hereford

#### Caliche On Highway 33 East of City Out Six Miles.

Topping of the mile of caliche on Highway 33 through the city is to be done under contract by the State Highway Department. News dispatches from Austin Tuesday said the department would advertise for bids at the next session.

The road as it stands was built by the department with relief labor. There is curb and gutter extending the entire mile through the city and two courses of caliche have been applied.

A topping of asphalt will be put on the caliche, making it a completed pavement. The road bed is 50 feet wide and will be another paved city street when finished.

Increased progress is being made on construction of the road east of the city, reports Cooper Dewey, engineer. The first course of caliche is now laid to a point six miles east of the city.

For the past month Dewey has had an average daily crew of 31 men and eight trucks. He said more progress was made the first 15 days of December than during the entire month of November.

It is the plan of the highway department to give the road two courses of caliche all the way to the Randall county line then to contract the topping job.

### First Cage Go At Gym Tonight

Tonight at the high school gym Whiteface basketballers will make their first home appearance of the season when they meet the powerful five from Jumbo school, southeast of Hereford.

Last week they opened by playing in the tourney at Dimmitt and defeating Tulsa in the first game, 45 to 11. They looked like real champs in turning back the Hornets.

They were eliminated, however, in the second round by the Shallowater loopers, tourney winners, by a score of 39 to 15.

The girls team beat Tulsa, 27 to 19, and Vega, 24 to 19, before losing to the Dimmitt Bobbies, 24 to 17.

A schedule for the boys team is being made up by Coach Tommy McCollum. To date he has games with Amarillo, Canyon, Friona, Tulia and Happy.

#### Bowlers Have Holiday.

Play in the city bowling league was stopped this week until after the holidays, due to the rush of the Christmas season.

At a meeting Monday night captains agreed to take up this week's schedule during the week beginning December 31.

### Fans See Badgers Win State Gridiron Title

A number of football fans saw the Badgers of Amarillo College win the state championship at Amarillo last Friday for the second consecutive year.

Jack Russell, son of Judge and Mrs. W. H. Russell, is captain and quarterback of the Badgers and was at the helm as his team overwhelmed Lamar College of Beaumont, 34 to 7.

#### Dr. Heard's Sister Visits.

Mrs. Balsa McConathy, sister of Dr. G. W. Heard, is visiting in the Heard home. She is from Mascot, Florida, and came with the Heards when they returned last week from a three weeks trip into the Southern states.

### YOUNGSTERS HONORED GUESTS AT FRIDAY CELEBRATION

Although he is powerfully busy at this season of the year, Old Santa Claus has accepted the invitation of the Hereford Lions Club and business men to visit here for a while Friday afternoon.

So at 2:30 o'clock Friday the old gentleman will make his annual appearance in Hereford to entertain the kiddies of the city and surrounding territory. He will head a parade down Main Street in which he asks all the youngsters to join.

### SCHOOLS HERE OUT FRIDAY FOR YULE

Christmas vacation for Hereford schools will last two weeks, beginning with the completion of work Friday afternoon. Work will be resumed on Monday, January 7.

Superintendent C. H. Dillehay and family will stay in Hereford during the holidays because of the illness of Mrs. Dillehay, who has been sick several weeks.

Teachers who live in Hereford include Misses Eloyse Pittman, Ruth Conkright, Gwendolyn Spradley, Madelyn Bell, Tallie Bell, Ella Aikman, Mary Bradley Thelma McMillin and Katherine Kirby.

Others will go to their homes as follows: G. M. Hudson, Honey Grove; Irene Crawford, Fayetteville, Arkansas; Mabel Gene Campbell, Oklahoma City; Sayde Rigler, Amarillo; Neville Wrenn, Memphis; Bess Westbrook, Powderly; James Wilson, Portales, New Mexico; T. E. McCollum, Winters and Wheeler county; Fern Carlisle, Dallas; Julia McCown, Quitman; B. H. Hopkins, Taylor; Lillian Chambers, Canyon; Frances Fullingim, Decatur; Belle Harris, Bluffdale.

Carey Estes, Waxahachie; Edith Shields, Vega; Edna Daughette, Temple; Eunice Rutherford, Tulia; Eleanor Pierle, Canyon.

### Lions to Direct Santa's Parade

Ten members of the Lions Club, under James Wilson, will direct the parade of the Santa Pageant Friday afternoon at 2:30. Wilson announced at the luncheon yesterday that two chutes, like those used for livestock, will be used for the children to pass through at the Christmas Tree when they receive their bags of goodies.

A quartet tried to entertain the club yesterday and succeeded. In the group were Harold Close, J. C. Parker, Mont Baker and L. H. Foster.

Six high school boys comprising a Geerman band played several numbers. They were Palmer Norton, Wayne Evans, Carl Mountz, Ernest Scheihagen, Bill Stanford and Bill Smith. They took up a collection to buy John McLennan a teething ring while his new teeth are growing.

Rev. E. R. McWilliams gave a resume of the address of International President Vincent Hascall given last Friday at the zone meeting in Amarillo.

### SANTA ASKS BRAND TO PRINT LATE LETTERS

Old Santa Claus is afraid all the letters written him by his little friends did not reach the Brand in time for publication this week. And he has asked that they be published next week.

So the Brand has agreed to print all the letters reaching the office before Christmas in the paper a week from today.

### Lamesa Regional Champion.

Lamesa's Golden Tornado became regional grid champion last Friday for the second consecutive year by virtue of the 14 to 0 win over the Trishmen of Shamrock.

The Tornado clipped the Whitefaces for the title here a year ago. Shamrock eliminated Hereford in the bi-district contest two weeks ago and was in turn conquered by Lamesa.

The parade will form in front of the Christian church on North Main at Fifth. From there it will move south to First, thence around the block and back to Third where it will end at the Christmas Tree.

Once at the tree, Kris Kringle will proceed to give candy, nuts and fruits to 2,500 of the youngsters if there are that many present, and it is expected there will be.

In addition to the school children, there will be the school bands under the direction of Ralph Smith and various school organizations. Merchants and business houses, too, will have cars and floats in the procession.

Every year the Lions Club of Hereford sponsors the move to bring Santa to town. And to make it as easy and convenient as possible for him, they arrange a parade and furnish the tree and goodies for him to give away.

Merchants and individuals provide the money to pay for all this. The Lions as an organization do the work of sacking the goodies and telling the kiddies everywhere about the big day.

Santa will lead the parade. Next will come the Junior band and the children from Central School. Rural school children will be next in order, and then the High School band and high school students. Behind them will come the cars and floats.

The tree has been set in an inclosed square where all the candy, nuts and fruits will be piled. Santa will mount to the tree on ramps to be built up to it.

Louie LeGrand headed the Lions Club committee which obtained the candy and other edibles. On the committee were Jimmy Robinson and Frank Richards. Cliff Acker, Mont Baker and Arch Foster rustled up the necessary finances by calling on business houses and individuals for contributions.

Tom Majors, Barnard Hicks, Dave Alexander, T. L. Morgan and Nestor Gass were the sacking committee. B. H. Hopkins, James Wilson and Sheriff John Miller are the parade committee. Wilson is the parade marshal and will have 10 helpers to assist him in directing the procession.

### Propose Basketball League Organization

A move is on foot to form an independent basketball league of four or more teams. Already the Packard Mills, Firemen, Womble Implement Co. and Summerfield are organizing teams. They will probably start scheduled play the first week in January. All games will be on Tuesday and Wednesday nights.

Frank Cogdell at the Packard Mill asks any other organization interested in playing to get in touch with him before time for framing a schedule. In the mean time, the Packard five is seeking games with any independent crew in the Panhandle.

### Agent of Road Body Makes Business Visit

John Schwachter of Lubbock, representative of the Texas Good Roads Association, was in Hereford last week renewing memberships in his organization. He obtained 31 members here.

Judge John P. Slaton is a director of the organization for the Panhandle. Wilbur C. Hawk of Amarillo is a vice president. At present the association is making a fight on diversion of gasoline taxes and highway revenue to other purposes. This action, it is maintained, would result in reduced Federal Highway allotments to Texas.

# The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

## SCIENCE INCREASES EMPLOYMENT

In the midst of the increasing agitation for a holiday in science rises the sane and timely argument of the thoughtful man. He sees the true fallacy of abiding by a technocratic argument and stopping the wheels of scientific advancement in an effort to ameliorate the suffering of the unemployed. "Perhaps," he very frankly states, "we should like to return to the conditions of our forefathers who knew little of the practical applications of science in the present day. Then we could live in utter wretchedness and accomplish our desired ends by the crude method of employing manual labor at the lowest possible wage."

True it is that many scientific introductions in the form of improvements in the industrial and business fields have completely destroyed old methods and replaced by one which threw innumerable members out of work. Seeing only this side of it, is both unfair and unsatisfactorily narrow. In almost every case, the new method offered far greater possibilities for employment and satisfactory wages as an example we might consider the replacement of the crude and unsatisfactory horse drawn transportation and electric street railway by the automobile. Even a careless analysis will show that the automobile industry afforded infinite more opportunity for employment than the previous method had done. Not only did far greater numbers of men and women become employed in the construction, maintenance and operation of automobiles, but the coming of this child of science immeasurably vast and numerous fields for the development of industries not previously concerned with the field of transportation.

Thus, viewed in proper perspective, there can be no shadow of a doubt that science has added enormously to the sum total of employment. The industries which grow the most are the ones which apply science to the largest extent. As further proof one might try to imagine a world void of scientific improvements and applications and compare it with the one of today. The era of scientific achievement which has undoubtedly produced a startling and definite enlargement in employment is not at an end. On the contrary, Dr. Jewett, president of the Bell Telephone laboratories, says that there is every reason to believe that the process will continue for a long time to come.

There is no opposition to the statement that science has decidedly raised the general standard of living. "Anything," says Dr. Jewett, "which raises the general standard of living will certainly raise the standard of the underprivileged." In other words, the unemployed and underprivileged are in for better circumstances under the present system of scientific achievement than they would be in a period of scientific holiday. Even they themselves will recognize the truth of this statement.

The problem then consists of working a competent system of social control of the things and opportunities which the development of science has placed at our disposal, and not of trying to decide what to do about activity in the field of applied science. To prevent a worse condition in the future than that under which we are now laboring, definite and specific training for the proper use of the opportunities afforded by science must be practiced. Society rules everyone and society is becoming indisputably scientific. We must control society or it will control us.

## YEARS AGO

In 1925 the Seniors entertained the faculty with a dinner.

A parade was staged before the Hereford-Tulla game. The result of the game was 39-6 in favor of Hereford.

One bright young man made an amazing discovery. It was "Early to bed and early to rise and your girl goes out with other guys."

Manners were being discussed especially by the faculty. The students were reprimanded for chewing gum during school hours.

In reviewing past events we find that in 1925 the Hereford girls defeated Dimmitt girls by a score of 25-17.

The faculty celebrities were chosen. Mr. Hudson and Miss Rigler were proclaimed best sports. They tied for this honor.

The Seniors had received their class rings and were very proud of them because they represented the last lap of the race.

In 1927 Pless Baker, Donald Hicks and Dennis Baker performed unusual feats. They were on the honor roll.

Miss Rigler and Mr. Hudson again competing for first place. This time it was telling Irish jokes. Mr. Hudson won.

Eighty new books had been added to the school library which until this time was rather deficient.

The basketball girls had new suits. Each suit consisted of a pair of black bloomers and a gold colored sweater. The suits were also used by the girls when they acted as a pep squad.

These are a few of the events which incidentally coincide with achievements today in some respect. History repeats itself, you know.

An ad which was particularly interesting was: "Lost: My pair of dice. C. H. D.

These incidents, accidents, etc., were found in the Whiteface paper for the years 1925-26-27.

## CHRISTMAS AT THE FLOP HOUSE

Thursday, December 6, the Hi-Y entertained the student body with a one-act play, "Christmas at the Flop House." Taking part were Jim Kirby, Carl Mounts and Roger Brumley, the three wise men, who followed the wrong star. Bill McLean, owner of the flop house, and Wayne Evans, the Christmas Spirit.

The scene is in the lobby of the flop house. The owner and three men are amusing themselves playing checkers and reading. In a late edition of a paper one sees that Davy Church has been killed. He had been playing Santa Claus to the children and was also a member of the flop house and liked for everything but his snoring. It saddens the boys to hear of his death, but not for long as they start arguing over who is to take his job. While doing this they do not notice the Santa Claus who enters the room. When they see him they think it is Davy and start teasing him. Then he talks to them, telling them of the towns in which they used to live. They soon discover that the Santa isn't Davy, but the real Christmas Spirit. At last they decide to return to their homes.

The student body enjoyed the play very much and welcome the Hi-Y boys back any time.

## WHO'S WHO IN HIS

Wilbur Womble is the president of the Student Faculty Association this year. His being in this position places him as the chief of the students' representatives. The students seem to realize that they have elected a reliable, industrious and observant person. It takes such a personality to make a good president of the students' "voice in the government." It is evident that the entire body of student voters is right behind the president and the other members of the Student Council, as it is usually called.

Other members of the Council are, Sub-Freshmen, Barbara Brotherton; Freshmen, Mary Jane Morgan, Karl Wilson Shirley; Sophomores, Virginia Lee Hussey, Clyde Oldham; Juniors, Florence Miller, George Conklin; Seniors, Ruth Smith, Jim Kirby; Advisor, G. M. Hudson.

## GOSSIP

Something said in Spanish class caused Jack Lafeld some worry.

What kind of a magazine was Frank Marrs reading in Algebra I class last week?

What was Jack Lafeld doing when he fractured his arm one night?

In occupations class Mr. Hudson said that some men didn't know the color of their wives eyes. Bud Buchanan looked at Virginia Carlyle.

Ed Line was sick one day last week. Wonder where he was the night before?

Someone should make a law against swiping theme paper.

In English I class Miss Campbell wrote the word "bottle" on the board and asked Dean D what kind of a bottle he saw. He said a beer bottle. She later explained that people said the kind of bottle they were the most used to seeing.

Cowhand pledges were going about limping and groaning last Wednesday morning. Ask them why.

Ask Nora Jean Russell what's possible but not probable. Ask Billy Beene who his new girl is.

Spike Harris and Charles Wilson have a fine time in the fourth period study hall. Ask them what they do.

Jean Snyder is simply scared to death of police dogs.

## SOCIAL CALENDAR

December 25—The Big Day—Christmas.

January 1—The Beginning of a New Year.

## CHIT AND CHATTER

Jim Kirby has been honored with a new name, and does Lizzie S like to call him by it? I should say not.

Florence H has discovered that Bill McLean won't talk to her when he is in deep meditation.

Don Hicks has found a new would-be girl friend at last.

Wayne Evans has a hobby of collecting belts from the ladies.

Roger Brumley does so like to take girls riding. One night last week he had eight of them.

Mary Fanny Holder can beat anyone blushing, especially when Lillie Cobb asks her questions.

Elmo Hicks has certain weaknesses—candy, cookies and—

Jean Snyder always honks Hexie's car as they drive up the street. Ask her why.

Ralph Jennings seems to be making better headway since he hurt his foot than before.

Several girls here have the habit of calling certain boys endearing names. This must stop.

Palmer Norton is always meeting a certain girl in the hall which makes things just oke doke for this young man.

## ATHLETIC ASSOCIATION

The Athletic Association, under the direction of Mr. Hopkins, has not been very busy the last few weeks as football season has been over since our boys lost to Shamrock for the bi-district title. The Athletic Association wants to take this opportunity to thank all of the fans and students for their loyal support of the team. The Athletic Association is proud of you, Team. The Association has not been very strict on the rules this year, but please obey them and try to abide by them or it will get you in trouble. The rules are posted in the dressing room and there is a copy in week before last's paper.

It won't be long now until the Athletic Association, the faculty and all the students will be taking a holiday for about two weeks and then come back for another stretch of good work. The Association wishes you a Merry Christmas and a very Happy New Year.

## JUNIOR CLASS

The Juniors had their party Saturday night. Those Juniors who did not attend surely did miss a good time. Ralph Jen-

nings came on crutches, and he even had a good time.

The party started with the game if you love me, smile. Roy Hastings insisted that this game was too embarrassing, but it did not seem to have much effect on Mr. McCollum. He would not smile for any of the girls, not even for Miss Carlisle.

Another game was Whip the Kaiser. The only thing wrong with this was that Louise Frye always started running before anyone could hit her. Many other games were enjoyed and a good time was had by all.

Juniors, don't miss the next party if you don't want to miss a good time.

## Texas Employment Declines

A moderate decline occurred in employment and payrolls in Texas during November as compared with October, but a slight increase over November last year was shown, according to the University of Texas Bureau of Business Research.

Reports to the Bureau from 1,698 Texas establishments indicated a total of \$3,257 employees for the week ended November 17, a decline of 2.7 per cent from October, but an increase of nearly one per cent over November last year. Total payrolls for the week were \$1,835,000, a decline of 1.5 per cent from last month, but a gain of 3.9 per cent over the corresponding week in November a year ago.

FOR JOB WORK, TRY THE BRAND

Anyhow, the man who brags about himself is not talking about others.

Fat Sam—says that putting up a stove is women's work.

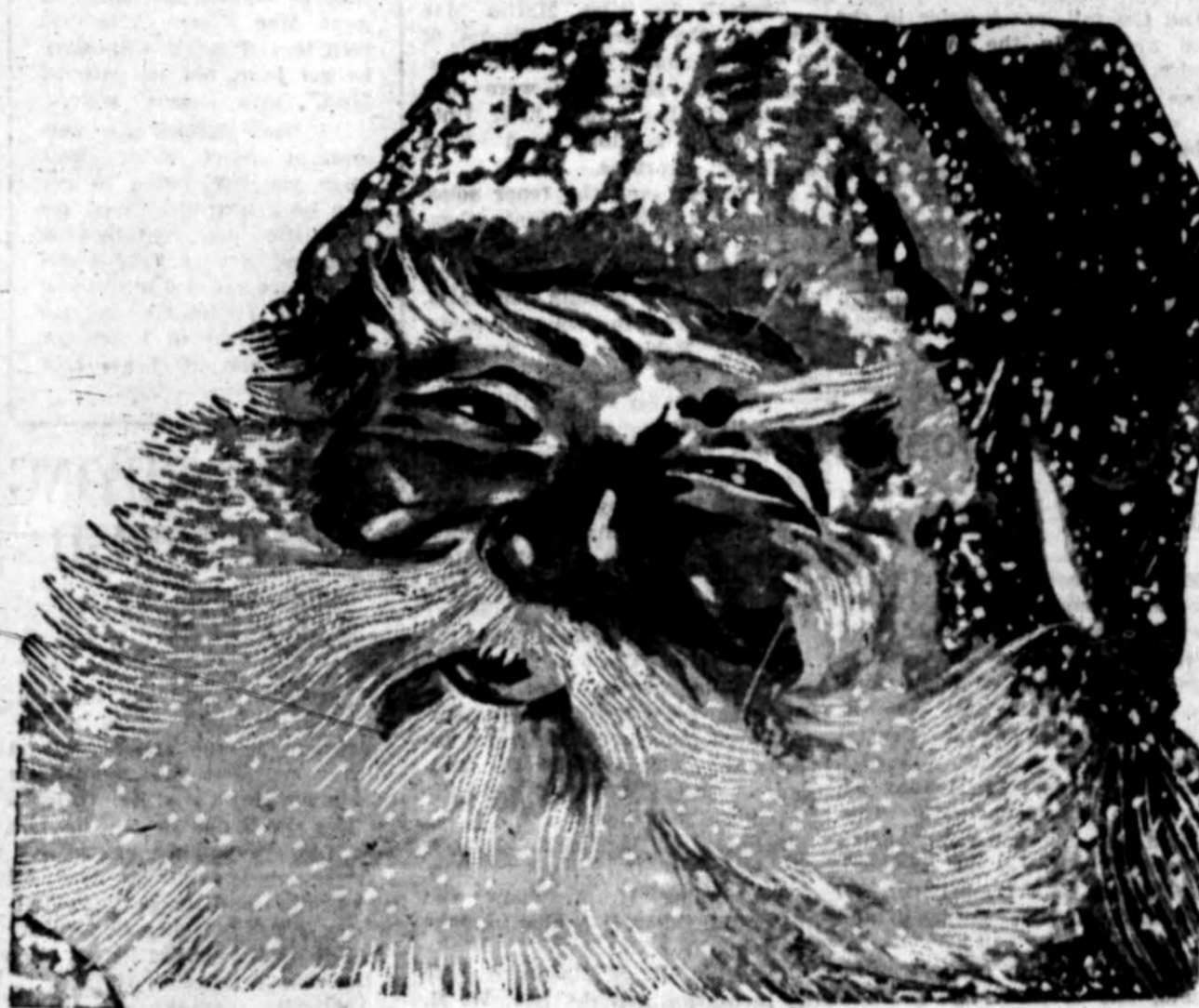
Most people who give presents expect more gratitude than the presents are worth.

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



May your Christmas Happiness be as the trail that leads to the sunset—without an End.

Dr. and Mrs. J. W. Hendrix



# We Wish You All the Joys of the Season

It is with a feeling of sincere pleasure that we take this occasion to express our best wishes to you all for the Holiday Season. It is our hope that the coming year will bring you success and happiness. Each member of this organization joins together in this expression of our best wishes. May we serve you better in the year and years to come!

# Texas Utilities Co.

# Santa Claus Letters

Dear Santa Claus: My little sister, Madelle, doesn't go to school, so I'm writing to you for her. She wants a 26 inch bicycle for Christmas and I think she should have one because all my aunts and uncles and Grand Dad and Daddy got one last Christmas. Please bring it if you can. Santa, I've been good enough for pity sakes bring me a daisy buck Jones air rifle like the one on the back of American Boy magazine. I'd like a swede slipper jacket if you can bring me two things. Here's hopping you can remember every little boy and girl in the world even the crowded Chinese children even if they are 444,000,000. So long old pal, DAVID NEAL BEAVERS.

Dear Santa Claus: I am a little boy nine years old. I want a BB gun and a story book, also some candy, nut, oranges apple. Please do not forget the other boys and girls. From L. J. CLARK.

Dear Santa Claus: I want a doll a dresser a piano and some furniture Please bring them to me Yours truly MARY NELL BOTTS.

Summerfield, Texas.  
Dear Santa Claus: I am a little girl 2 1/2 years old. I want you to bring me a tricycle, a baby doll and a Mickey Mouse that runs on a track, apples, oranges, nuts and candy. Please don't forget Daddy and Mother. MELBA JEAN HAWKINS.

Summerfield, December 117.  
Dear Santa: I am a little boy 5 years old. Please bring me a fire truck, train, pistol, some candy and nuts. Your dear friend, GENE ROBERSON.

Vega, Texas.  
Dear Santa: I want a rubber doll and dresser, a telephone, doll puggy and candy apples nut. MOLLY PEARL McCACKEY.

Dear Santa: I want a rubber doll and dishes, telephone, doll puggy and candy, nuts, oranges. AUBREY JEAN McCASKEY.

Dear Santa Claus: I am 7 years old I am in the high first I want a doll with sleepy eyes and real hair and a doll buggy and lots

of candy oranges and apples and nuts that is all. Goodby Santa and lots of love. JUANITA JEAN LUCK.

Dear Santa: I want a rubber doll and a little trunk with lots of clothes, telephone, doll puggy and candy bananas grapes nuts. DOROTHY SAM.

Dear Santa: I want a rubber doll maytag and apple and candy. DOROTHY LANGLEY.

Dear Santa: I want a rubber doll I want maytag and candy and apple. NORMA JO LANKLEY.

Dear Santa Claus: Please bring me a red tricycle, set of dishes, boots and lots of candy, nuts and fruit. I've been a good girl this year. NOMA HARMAN.

Dear Santa Claus: This is my first Christmas and I'm so excited about you coming. Please bring me a loud horn, a big teddy bear, red rocking horse and a choo choo train. Tell all the other little boys and girls Merry Christmas for me. Love, GEORGE L. McCLENDON.

Summerfield, Texas.  
Dear Santa Claus: I am a little boy eight years old. I want a BB gun and a story book, also some candy, nuts, oranges, apple. Please do not forget the other boys and girls. From HAROLD CLARK.

Dear Santa Claus: I am a little boy 20 months old and I want you to bring me a little train, tractor, wagon, hammer, oranges and candy. Lots of love. HOMER JERRAL LUCK.

Dear Santa: I am 4 years old I want a doll with sleepy eyes and real hair and a set of blocks and a doll buggy and lots of candy oranges and apples and nuts. Good by Santa and lots of love. BARBARA JEANETTE BOD.

Dear Santa Claus: I am 3 years old I don't go to school so I want a little poney a gun and belt and a little car truck and tractor and lots of candy oranges and apples and nuts well that is all Lots of love JACKIE LUCK.

Dear Santa Claus Nov 30 1934 I know you are poor so I want wright for mutch first I want some little cars than some argun seles then to gun and to holster a and a belt a buck rodgers soot plenty of candy and orngs banas and nuts. please send us some air gun sheels. Your freid, JIMMIE DYER

Dear Santa Claus: How are you I no your poor but I wish you would bring me a rubber doll and a little airplane some little pans and a animal cookie cutters. Your little helper, MARY JENE DYER.

Dear Santa Claus: Will you please bring me a doll, a big Mickey Mouse ball and a car. I have a tiny sister and please bring her a doll just like mine because she always wants mine. Your little friend, NORMA HUNTER.

Dear Santa: I am a little boy five years old. I have tried to be a good boy this year. I want you to bring me a tool chest, train, a little car with electric lights and some candy, a little horn and nuts and fruit. Your little friend, DOYLE EUGENE TURNER.

P. S.—Santa, please bring my little dog, Bounce, a big bone to gnaw on. D. E. T.

Dear Santa: I am a little girl three years old. Please bring me a doll, doll buggy, a little tea set, a little wash tub and board, also a little iron and some candy, fruit, and nuts. I love you a lot. Your little friend, MERLE EUVONNE TURNER.

Dear Santa Claus: We are two little girls, ages five and three years. We thought we had better write you in time what we expect you to bring us this Christmas. We want a baby doll apiece, one that has a rubber body, arms and legs and composition head with sleepy eyes. We would like to have a comb, brush and mirror set, too, so we can learn to keep our hair nice ourselves. We want some candy, nuts and fruit, too. We thank you for the things you brought us last year. Your little friends, BETTY JEANNE and LOLA FAYE McBRAYER.

Canyon, December 11.  
Dear Santa Claus: I am a little boy. I will be two years old in February. Santa, I want you to bring me a tricycle, a ball and chair for Christmas, please. Santa Claus, I hope every little boy and girl gets what they want for Christmas. I am, JOHNNIE LEE McBROOM.

Dear Santa Claus: I am a little girl just writing you to say I's two years old my last birthday. I's been a right good baby, not very mean or such. I'll try to be a little lady if you'll bring me very which I want a little wagon just a little bit, and please bring me a baby doll that goes to sleep if you see fit. I'll try not ever to cry at all. Rena Rae wants some boots now ain't that something new? Please bring them for her foots so she will be happy too. Be dood diris and boys. Lots of something

nice. Lots of toys and I think they will be awful nice. Mother said I've got to stop so hurry up to see me. Just. Good-bye, GEORGINA RAE CLARK.

Dear Santa Claus: Please bring me a big doll and a piano and a pair of overshoes. I am 8 years old and in the second grade. I live one-half mile east of the Daniel school. Remember all my little friends, too. Your little friend, GLENN LUCILLE MOORE. Good-bye, dear Santa.

Canyon, December 14.  
Dear Santa Claus: I am a little girl six years old and go to school at Daniel, and am in the first grade. I have a little sister three years old. Please bring her some pretty toys. I want you to bring me a Shirley Temple doll, a little cedar chest, some house slippers, crayolas and lots of candy and nuts. I also want some dishes. Your little friend, MARY JO TOMLINSON.

Dear Santa Claus: La Juana I together want a bicycle and if you cannot bring us a bicycle bring us a wrist watch apiece. La Juana wants a violin and she wants a rubber doll, she wants a set of little knives and forks and a little car that you play with in the house. I want a cooking set, a little printing set. I want a rubber doll that sleeps and you can wash it, too. Let's have a merry Christmas. With love, NONA DEEN and LA JUANA ROSE.

Dear Santa Claus: I am a little boy six years old and I want you to bring me a big dump truck with lights, a clertac tractor, a drum, some story books and some clay. I have a little sister four years old and she wants a doll with a rubber body and lots of clothes, a doll bed, a cart, some dishes, forks, knives, spoons, some water colors and story books. We are going to be at Grandmothers' in Gainesville, so please bring our things there. Your little friends, STANLE Yand DOLORES PHILLIPS

Dear Santa: Please bring me a hair plane a car dump trux a big top. Yours MATION BOTTS

## Colds That Hang On

Don't let them get started. Fight them quickly. Creomulsion combines 7 helps in one. Powerful but harmless. Pleasant to take. No narcotics. Your druggist is authorized to refund your money on the spot if your cough or cold is not relieved by Creomulsion. (adv.)



# THE PRINCE OF PEACE

"It is good to be children sometimes, and never better than at Christmas when its mighty founder was a child Himself."—Dickens.

## GREETINGS

At this happy season of the year it is a pleasure for each member of this bank's organization to join together in this expression of our best wishes to customers and friends of this institution. It is our heartfelt wish that each and every one of you may have the happiest of Christmas days, and that the coming year will bring new accomplishments and successes.

## THE FIRST NATIONAL BANK

OF HEREFORD



A Strong Bank Thoughtfully Managed



# Merry Christmas and Happy New Year

To our friends and customers we wish at this time to extend the greetings of the season. During the past year we have striven to please you and in the future we will continue to do the best we can to further our present standing with you. The J. C. Penney Co., Inc., is your store—it endeavors to fit in with any program of worth-while advancement the community may wish to promote. Its personnel is made up of local citizens, its manager is a booster for our city and our trade territory. Make our store your store in the coming year and years.

## J. C. PENNEY CO. Inc.

Hereford, Texas

ARMOUR CREAM STATION  
We are always in the market for your CREAM, POULTRY AND EGGS  
Bring In Your Turkeys  
Three Doors South P. O. I. H. SPRATT

### Christmas AND New Year Holiday Excursion Fares

Greatly reduced round-trip rail fares to destinations throughout the United States.

**NORTH — SOUTH — EAST — WEST**

On sale December 15, 1934, to January 1, 1935, inclusive, to destinations in territory Chicago, St. Louis, Mississippi River, and west; with final return limit January 15, 1935.

To eastern and southeastern destinations on sale December 19, 20, 21, 22, 23, 27, 28, 29 and 30, 1934, with final return limit January 11, 1935.

**"CHEAPER PER MILE THAN DRIVING A CAR"**

For Full Details Call J. E. BEYER, Agent Hereford, Texas

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

## Peerless Pumps

Are as Modern as the World's Newest Streamline Train

As further evidence that the PEERLESS PUMP is the most ECONOMICAL PUMP TO OPERATE is amply proven by the contract for the purchase, on the 13th day of November, 1934, by the United States Government covering 64 pumps, THE PEERLESS PUMP COMPANY received this order by reason of the light horsepower required to operate Peerless Pumps.

In the early part of the year the United States Government purchased more than 50 Peerless Pumps. As a matter of information the Government paid and is paying the code price for every pump so purchased, the same as any farmer for every pump company's price is in accordance with the Government's Code. Yet when it comes to purchasing a pump the Government notifies all pump companies that it will buy so many pumps and pay the price as shown by the Government Code, and to determine which pump company the Government will give the order, the Government says to the pump companies that a Kilowatt has a valuation of \$100 and for each company to make a guarantee contract of the Kilowatt required to furnish so many gallons of water, and to the Pump Manufacturers that could perform the job with the least horsepower would go the order.

Ask the other Pump Companies to show you what their performance is when you consider purchasing a pump and enter into a contract with you that such performance is guaranteed on no sale is made. I am in a position to enter into such a contract covering every pump purchased. Whichever pump company can furnish the lightest pulling pump then give them your order.

I will give any Pump Mfg. Co. an order for 100 pumps if they can furnish more economy than Peerless—this is why I am selling Peerless.

The deepest pump ever installed in Texas will be for the city of Cleburne which will be installed in the near future with a setting of 650 feet with the pump furnished by THE PEERLESS PUMP COMPANY.

Go see the B. F. Worthington well four miles southwest of Plainview. This was drilled and installed in accordance to my recommendations. The well is 18 inch diameter and cased with 16-inch, 12-gage from top to bottom and suction pipe under pump to within 15 feet of bottom of well. This is the most economical plant that has been installed, by any pump company.

Irrigation pumps can be financed through the Federal Housing Plan. Send me your Financial statement.

**Artie Baker**  
LOCKNEY TEXAS

# The Hereford Brand

Published Every Thursday. Our Slogan—'More People—More Farms'

Subscription Rate:  
 Zones 1 and 2, \$1.50  
 Per Year.  
 Other, \$2.00 Per  
 Year.




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

### GREETINGS FROM THE BRAND

A year ago the Brand greeted its readers just before Christmas with the following message:  
 "It is with heartfelt sincerity the Brand and all its family join with its patrons in this issue in bringing the season's greetings to all readers of the Brand."  
 "More this year than any recent Christmas is there a spirit of joyousness and rejoicing. This Christmas closes a year that saw a people look upward, hopefully and with determination from an abyss and begin a climb which has been miraculous in its progress."  
 "And it is with full consciousness of the task ahead and a high resolve to meet each problem with courage that the Brand joins its patrons in bidding its readers a right Merry Christmas."  
 We feel much the same way now. We have come far since last Christmas and still have a long way to go. We have seen another year of drouth with agriculture, the community's sole source of support, still crippled. There are prospects of improvement. Even as this is written snow is falling. May there be much more.  
 Courage is still necessary. It will not be lacking. And may the patience and industry of those fine people who make up this community earn them their deserved rewards.  
 A Merry Christmas to you all!

**MRS. COCHELL HONORED WITH SURPRISE PARTY**  
 A surprise party was given Mrs. Hattie Cochell yesterday at her home, the occasion being her eighty-first birthday. Friends of Mrs. Cochell took book gifts and covered


ed dishes for the lunch. Attending were Meses. George Cloyd, A. H. Elliston, E. E. Ramsey, E. W. Vanderburgh, John Cunningham, George Stambaugh, S. E. Askren, Nannie Jowell, G. W. Heard and A. Lowther.



FROM ONE  
GOOD FELLOW  
TO ANOTHER

May this day change all your troubles into joys and happiness. The season's best to yourself and family.

**JOHN A. COFFEE**  
County Attorney





## Yuletide Good Cheer

Christmas Special On Permanents  
 FRIDAY, SATURDAY AND MONDAY  
 THREE DAYS ONLY

\$3.00 Hollywood Croquinole	\$1.50
\$4.00 New Pad Croquinole	\$2.50
\$6.00 Duart Croquinole	\$3.50

As the good Ship Christmas comes to port  
 May it bring you joys of every sort,  
 And then again as its anchors weigh  
 May it leave you blessings for every day.

**MORENE'S BEAUTY SHOP**  
 PHONE 107

## SEASON'S GREETINGS



.....

We extend to everyone the best of wishes for the holidays. May the coming year bring new happiness, renewed faith and bountiful prosperity and health to you all.

# Carroll & Corbett

**Card of Thanks.**  
 We wish to express our appreciation for the thoughtfulness and solicitude of our friends in our recent bereavement.  
 Mr. and Mrs. Jowell Murchison.

**Santa Claus Letters**  
 Dear Santa: I will soon be 9 years old. Will you please bring me a pair of gloves, bank, a painting book and crayolas, and a watch, and some handkerchiefs. Don't forget my little brother, Clyde, and

**Want Ads**  
**For Sale or Trade**

**FOR SALE:** Maize, hegari and kafir bundles and grain, \$11 per ton. Two miles west and half mile south of Amherst. Glenn Peoples. 1p

**FOR SALE OR TRADE:** Big Round Oak coal range, cheap. See J. E. Cockrell at court house. 1p

**FOR SALE:** Gentle Shetland pony and saddle, safe for children. Call at Brand office. 1c

**FOR SALE:** About 50,000 bundles good quality feed, hegari, kafir and cane. Jeff Roberson, one mile north Jowell Switch. 50-2p

**FOR SALE OR TRADE:** One almost new kerosene range; reasonable. See Cecil Jones, Furr Food Store. 1c

**FOR SALE:** Master-Six Buick Sedan. Call 272-W. 50-tfc

**FOR SALE:** Several cars kafir and hegari feed at \$11 per ton, on track. See Geo. W. Smith on Harrison Highway. P. O. Box 697, Hereford. 50-tfc

**FOR SALE:** A block of 20 lots facing 12th Street. \$225.00. Inquire Brand office. 49-tfc

**For Rent**

**FOR RENT:** All or part of my home at 710 25-Mile Avenue. Mrs. Grace Hughes, phone 504-J. 1c

**FOR RENT:** Two rooms completely furnished for light housekeeping. Apply 218 B Street. 50-tfc

**FOR RENT:** Rooms or room and board. 1029 Twenty-Five Mile Avenue, phone 651. 1p

**FOR RENT:** Furnished room with bath, on corner of Eighth and Lee. 34-tfc

**Lost and Found**

**LOST:** Black Angora cat with small white spot on under neck. Reward. Return to 511 West Fourth. 1c

**FOUND:** Lady's slipper for right foot. Owner may have same by calling at Brand office and paying charges on this ad. 1c

**LOST:** On Main Street, key holder, knife handle type, with three keys. Will party finding same please leave at Brand office. 1p

**CITY AUDITORIUM**  
 AMARILLO

**MAT. & NIGHT SAT., JAN. 5**  
 THE WORLD'S FINEST PLAY

**Richard B. HARRISON**  
 in "THE GREEN PASTURES"  
 19 SCENES—CAST OF 80

**Mail Orders NOW**  
 TO FAIR THEATRE

MATINEE—Entire Lower Floor, \$1.65; Entire Balcony, \$1.10. NIGHT—Lower Floor, \$2.25, \$1.65 and \$1.10. Entire Balcony Reserved for Colored at Night at \$1.10, 50c and 15c. All prices include tax. No. 1000 stamps, self-addressed envelope with check or money order.

please bring some candy, nuts and oranges. Your little friend, KEITH WAGNER.

Dear Santa: I am a little boy 7 years old. Please bring me a belt, gloves, a bank, a coloring book and some crayolas. Please bring my little baby brother, Clyde, some toys and bring us some candy, nuts and fruit. Your little friend, GLENN WAGNER.

Dear Santa Claus: I am a little girl 3 1/2 years old. I believe I've been pretty good this year so will you please bring me a new doll. I want a small one this year. I'd like a doll trunk and a small bugger, too, if you think I've been good enough. Remember all the

other little boys and girls. Sincerely yours, JACQUELINE NEWELL.

Dear Ole Santa Clause: I am a little boy 8 years old. I want you to bring me a large tool chest, tractor, a hoe, rake and shovel set, a cowboy suit and new parts to my old tricycle. All so nuts, oranges, apples, candy and a few fire works. Please remember all little children. Lots of love, J. R. SOWELL, Jr., 218 F Street, Hereford, Texas.

Dear Sandy Claws: Will you please come to see my little brothers and sisters. Mother is very poor this year. But we would like

some candy and nuts and some toys to play with. My little baby sister wants a rubber doll to play with. She is a year old December 28. Sister is 8 years old and wants a doll, too. My little brothers, two and four, want some little cars. And my two biges brothers want a truck. And as for me, I want me a ring and a pin and ink. I am 11 years old. Your little friens, LUCY ANN MITCHELL, Brothers and Sisters.

Dear Santa: I am a little girl seven years old and I live on a farm. I want a blackboard and chairs and a painting set. I also want lots of nuts and candy. Love, MARY MARGARET LANE.



On this birthday of the  
**GREATEST BUILDER**  
 of all, we want to extend our  
 most sincere good wishes.

## R. H. KEMP LUMBE COMPANY

GRANT FULLER, Manager.



**WE EXTEND TO ALL Greetings OF THE SEASON**

And may the coming New Year bring to you all the best of health and success.

It has been a pleasure to us to serve you in the past. In the future it will be our aim to constantly try to serve you better.

May your holidays be happy and filled with the best the season has to offer.

# West Texas Gas Co.

Trade With the

# Square Deal Produce

WHERE YOUR DOLLARS HAVE MORE CENTS

<b>We Have Dairy Feed</b>		EAST TEXAS SORGHUM	
COTTON SEED CAKE		PURE SUGAR CANE SYRUP	
SWEET CAKE		COLORADO HONEY	
ALFALFA and MOLASSES		APPLES	
MILL RUN BRAN		CHRISTMAS CANDY	
BLOCK SALT		NUTS	
TABLE SALT		PINTO BEANS	
YELLOW CORN		ONIONS	
MAIZE			
HEGARI			
SPUDS		SUGAR	
12 pounds		10-pound cloth bag	
\$15		51¢	
SWEET SPUDS		ORANGES	
12 pounds		As low as, per dozen	
\$25		10¢	
WE BUY CREAM, POULTRY AND EGGS		GRAPEFRUIT	
		Seedless, 2 for	
		5¢	
		<b>E. J. HUDSON, Owner.</b>	

# Just In

The Latest Selection  
 of New  
**WASH DRESSES**



*La Grace*

**\$1.95 and \$2.95**

Full made, fast colors

Also New Silks  
 Just Arrived

**Ideal Christmas Gifts!**

A store full of real nice presents for the whole family. Shop early for better bargains.

**TRIPLE BUCKS**

With Each 25c Purchase or Payment On Account Friday and Saturday

**AUCTION 9 P. M. Saturday**

Bring Your Bucks. Have Them Counted.

# The Popular Store

SINCE 1921