

The Hereford Brand

Published Every Thursday at
HEREFORD, DEAF SMITH
COUNTY, TEXAS

MRS. SETH B. HOLMAN,
Editor and Owner.



TELEPHONE 90

NOTICE TO THE PUBLIC
Any statement...
Entered as Second-Class Matter at the
Postoffice at Hereford, Texas, Under
The Act of March 3, 1879.

SUBSCRIPTION PRICES:
Zones 1 and 2, per year \$1.50
Zones 1 and 2, six months \$1.00
Outside Zone 2, per year \$2.00
Outside Zone 2, six months \$1.25
Outside Zone 2, four months \$.75

ALL SUBSCRIPTIONS STRICTLY
CASH IN ADVANCE.

FARM SURVEY

Nothing could be worth more in dollars and cents to Deaf Smith county right now than the proposed survey project under CWA. The survey would amount to a census of crops, livestock and poultry during the last two years. Upon it would be based the county's hog and cattle reduction program soon to be inaugurated by the government.

The hog program as already outlined will carry a 25 per cent reduction of the average hog population during the two base years. If government estimates are to be used, the county will be plentifully "kipped." If the committee has to make an investigation as was the case in the wheat program, months will be lost and the final result a bit short of satisfactory.

Making a survey may not raise the figures all the way to the result shown in the survey, but it will avoid the delay experienced in the wheat program and will provide invaluable records.

Pretty Roads.

Last week Col. Lawrence Westbrook announced that his relief organization would consider the aesthetic side in doing public works. In other words, they would add beauty to utility in construction of roads, streets and the like.

The Colonel even went so far as to retain Gutson Borglum, eminent artist and sculptor, to aid in the beautification of Texas. A laudable and worthwhile idea, say we, and right in line with the conservation policy of the new deal.

But Westbrook's plan did not take so well with Mr. John Wood and his state highway commission. They hastened to inform the press that Westbrook's Borglum would have nothing to do with the state's highways.

The Highway Commission is handling its program of highway beautification through Joe L. Gubels, landscape engineer. No other person or persons is authorized to represent the Highway Depart-

By Their Words

What Panhandle Papers Say

The editor of this great family weekly has always made it a practice to require all candidates to pay for their announcements when presenting them. And to pay for all printing on delivery. A defeated candidate's bill, they tell me, is plenty hard to collect. We never had one. We don't know. Briscoe County News.

Towns which are not built on a square have a disadvantage, according to popular opinion, in the matter of building up a well-planned and attractive city. Shamrock has overcome this disadvantage to some extent by concentrating on nice residences and well-kept grounds along the streets which lead into town, and visitors leave with a good impression. Shamrock Texan.

It was a hungry burglar who looted Bill Ogg's cafe last night. Before leaving with Mr. Ogg's overcoat and a quantity of chewing gum, he partook of a good-sized meal, ending with half a pie and a pint of cream. He broke through a window in getting into the building. The overcoat and chewing gum was all that was missing this morning. Clovis Evening News-Journal.

We have always had a hankering to pull an O. O. McIntire, so here goes... numbered among our pet aversions are people who say colyum instead of column... Xmas to us is not Christmas and we always shudder when we see it... then there are those who say Linotype, with a short "i" when it is simply a contraction of line of type and is pronounced with a long "i"... however we reserve the right to say "I done it" and anything else that we choose... we merely remark that these are just pet peeves.—Turkey Enterprise.

ment officially in the matter of Highway beautification.

Now the people are not especially concerned as to which of the two eminently capable gentlemen plans our pretty roads. And the childish jealousy of the highway department is of no great concern. We are all interested, however, in having a little landscaping done on some desolate looking Panhandle roads.

The highway department is open to suggestions and invites assistance of individuals and organizations in this work. Panhandle folk can write W. J. Van London, division engineer at Amarillo, if they would take part in the beautification highways.

RESULTS from WANT ADS

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, December 26, 1902.)

Miss Lalla Hill, postmistress at Dimmitt, had been a Hereford visitor the previous Saturday.

While oiling a windmill, W. L. Williams of Summerfield suffered a severely crushed hand. It was caught in the machinery and held for ten minutes before he could escape.

Quoting the Joshua News, the Brand told of H. W. Renfro and family loading their household effects for removal to Deaf Smith county.

"Noah was the first man to advertise. He advertised the Flood and it came all right. The fellows who laughed at the advertising got drowned, and it served them right. Ever since Noah's time the advertiser has been prospering, while the other fellow is being swallowed up in the flood of disaster."

W. R. McClain and family had arrived from Coryell county to make their home in Deaf Smith county.

J. P. Snyder and D. F. Johnson made up a new firm whose inten-

tion was to install machinery for a new planing mill in Hereford.

H. E. O'Dell had been in town from Summerfield.

E. L. Manson, Brand employee (now manager of the Clovis Evening News-Journal) had gone to his former home at Rockwall to spend the holidays with relatives.

(From The Hereford Brand, December 20, 1912)

Ralph Smith and Jim Lipscomb were in charge of a movement to throw up embankments to hold water, thereby converting vacant lots at Fourth and Main Streets into a skating rink.

The Carl House was advertising a big Christmas dinner, all for the modest sum of 35 cents.

Mrs. John W. Dale had been given a prize for finding 55 errors in Brand advertisements.

The commissioners court had inaugurated a scheme for making the county court house grounds a real beauty spot and the work was under way.

J. E. Giles had opened an office in the P. W. Price old stand.

Ben H. Hodges had died, following an operation.

Mayor Knight had declared it favor of a park system for Hereford, and among the proposed sites was the lake on North Main Street, present location of Lake Park, recently completed.

An oil test well at Adrian had been abandoned at a depth of 2825 feet. The drill stem passed through a bed of crystal salt over 700 feet thick, this being encountered at 1200 feet.

Joe Collins, C. P. Arthur, Geo. Cloyd and Arch Collins had chaparroned 11 cars of fat cattle to the Kansas City markets.

Mrs. Ralph Barnett and young son were to spend the holidays at Midland.

Born—To Mr. and Mrs. Raleigh Hough, Sunday, December 8, a heir.

C. Smith had received his appointment as post master from Washington.

A. C. Barnhart was laid up with a severe attack of rheumatism, the disease having confined him to his home for some four weeks.

Ford Doings

Attendance at Sunday school this week was 98. Rev. Godwin of Vega preached an interesting sermon. R. W. Stephens and family took dinner in the home of a daughter, Mrs. Owen Coninger, at Fairview Sunday.

Miss LaVerne Mann spent Christmas day with Miss Mildred Stewart.

A Christmas program was given Wednesday night and Misses Ope and Shields left Thursday morning to spend the holidays with relatives.

T. R. Langley and family, and Messrs. and Mmes. Harold Wilson and Joe Phipps took Christmas dinner with Mr. and Mrs. Hershel Climer.

W. M. Stewart was in Amarillo Monday morning visiting a sick relative.

George and Hardy Benson and their families left Monday morning to spend the holidays with relatives at Clarendon.

Edson Funk was a Ford visitor Sunday night.

Visitors in the D. B. Mann home Monday night were Messrs. and Mmes. Joe Phipps and W. M. Stewart and daughters.

Euna and George Mann and Elvis and Robert Lee Orr visited in the F. W. Brunson home Monday.

Floyd Benson and family are spending this week in Fort Stockton with relatives.

Virginia and Flossie Bowman arrived here the latter part of last week to spend the holidays in the home of their parents, Mr. and Mrs. C. C. Bowman. Miss Flossie lives in Vernon and Miss Virginia is a student in W. T. S. T. C., Canyon.

Bippus Items

Take Produce to Carl's Gro. at Clarence Morrison and family are visiting friends in Post. Mrs. Rufus Overstreet was called to the bedside of her sister in Missouri last Thursday.

Milton and James Reese caught a wolf near the canyons last Saturday.

Vera Lee Hoover spent Thursday night with Ruth Reese.

Marvin Morrison and Charles Hoover were in Hereford Friday.

Cecil Winn spent Thursday night with Junior Reese.

Bud Morrison and Clarence went to Amarillo Thursday night.

Adrian-Sims Notes

Sims and Thomas schools had a very interesting program Wednesday night, December 20, with Old Santa present to look after gifts for the kiddies from the big tree.

Get highest cream prices at Farmers Creamery Association.

Rev. Matheson preached at Sims school house December 24.

Mr. and Mrs. Tom Cook are in Lebanon, Missouri, visiting relatives during the holidays.

Alta Mae and Stella Lee Fortenberry are at home for the holidays.

John Morris was a Hereford visitor Saturday.

Mr. and Mrs. W. L. Davis and son returned Tuesday evening from Lubbock where they visited in the home of his brother, J. Davis, the first of this week.

While there Mr. Davis joined a party of quail hunters on a hunting trip about 40 miles west of Lubbock, and reported bagging plenty of quail on his short stay there.

Dean News

Mr. and Mrs. Springer of near Hereford visited the B. R. Fulkerson home Sunday.

Get highest cream prices at Farmers Creamery Association.

Mr. and Mrs. Sowell and Eddon Harris visited the Arlie Dean home Thursday evening.

A farewell party was given in the London home for Mr. and Mrs. Truex, who are going to spend a few weeks in Oklahoma.

Mrs. Friemel and children attended the Sims Christmas tree Wednesday night.

The D. S. S. club Christmas was in the home of Mr. and Mrs. Edgar Sowell and was well attended.

Mr. and Mrs. B. R. Fulkerson, Mr. and Mrs. C. Friemel, Alton Biggers, Donald Guseman and Mr. and Mrs. McDowell attended the farewell party at the London home Tuesday night.

Mr. Biggers, Alton Biggers and Don Guseman visited in the Friemel home Thursday evening.

Mrs. T. P. McCollister, Mrs. Sid Barkley and children visited the Clyde Strickland home at Ford last Wednesday.

Let the car speak for itself



HUNDREDS of thousands of people now own and drive Ford V-8 cars. Some neighbor or friend of yours has one. If we told you what we think of the car, you might say we are prejudiced, so we let the car and its owner tell you. Economy of operation is one of the first points they will emphasize—the owner will boast of it and the car will prove it. The 1934 car is even better than the 1933—and that was our best car up to its time. The new car is more beautiful—faster—more powerful—gives more miles to the gallon—better oil economy—is easier riding—cheaper to own and operate than any car we ever built. You owe it to yourself and your pocketbook to ask our Ford Dealer to let you see this car, and let you drive it for yourself. At the wheel of the car you will be sure to reach a right decision. The Ford V-8 will tell you its own story.

NEW FORD V-8 for 1934

READ THE Advertisements THEY'RE NEWS



Life's Candle Burns Have Money

SOME DAY your earning Power will be GONE... Will you then have money for your OLD AGE? You will if you SAVE your money when you make it... by checking out LESS than you deposit.

START SAYING REGULARLY NOW We Welcome YOUR Banking Business

THE FIRST NATIONAL BANK OF BANK HEREFORD A Strong Bank Thoughtfully Managed MEMBER FEDERAL RESERVE SYSTEM

CREAM PRICES HAVE ADVANCED

With the extremely low price of cream the past ten days we are more hopeful now that the bottom has been reached.

With the encouraging rally of higher priced cream today, we are of the opinion that an upward trend of cream prices will prevail and lend much encouragement to cream producers.

Bring Your Cream to the Farmers' Creamery Ass'n. We Are Always In Line With the Market.



Thrift is the pre-planning of a career to attain renown, prosperity or old-age security as a culmination of a program of self advancement. Inasmuch as the attainment of most material things depends upon means for the development of opportunities there is no more logical instrument to such a program than a systematically maintained Savings Account in this safe bank.

Start a Savings Account.

The First State Bank OF HEREFORD

Black

BY MISS NOBLE MVLAN

Take Friends to Carl's Gro. A large crowd attended the Christmas program at the school house Saturday evening. The Christmas tree bore many gifts for the children.

Mr. and Mrs. Paul Houston and family of Amarillo visited Mr. and Mrs. F. E. McMurry Sunday.

John Vines and family spent the holidays in Turkey with relatives.

Mr. Holly and family have been visiting in Oklahoma, for several days.

Dennis Ray and family of Amarillo spent the holidays with Mrs. Mary D. Ray.

O. Cross and family are visiting relatives at Plainview this week.

Mrs. H. L. McLean and Mr. and Mrs. Ray Bennett and family were in Amarillo Wednesday.

Mr. Thomas and daughters of Summerfield attended church at Black Sunday evening.

Mr. and Mrs. Nolan Bennett of Borger visited the Ray Bennett home last week end.

G. Hinds is very ill, with a nose trouble.

Mr. and Mrs. James C. Bookout of Hartley are visiting Mr. and Mrs. A. C. Hays this week.

Bud Barnett is spending the holidays with his parents here.

Mrs. T. L. Welch and Mr. and Mrs. Cecil Vandiver were in Amarillo Tuesday.

Miss Mary Barnett of Vernon is spending Christmas with Mr. and Mrs. E. E. Barnett and family.

Fred Myers and family of Enid, Oklahoma, are visiting in the T. J. Hawks home this week.

Mrs. Howard Elmore and family have gone to Quinlan, Oklahoma, to attend the funeral of Mrs. Elmore's mother, Mrs. Wilkerson, who was well known in this community and friends extend deep

est sympathy to Mrs. Elmore in the loss of her mother.

Erwin Welch is spending the holidays with his parents, Mr. and Mrs. T. L. Welch.

G. E. McCrate and family were in Amarillo Wednesday.

A large number attended church here Sunday evening, with Rev. Holloway of Plainview preaching. He will be here each fourth Sunday, morning and evening.

Mr. and Mrs. Obe Roberson of Summerfield attended the Christmas program Saturday night.

Irvin Kimmins is visiting his parents in Pecos.

H. L. McLean and F. E. McMurry attended a theatre party at Clovis last Thursday evening.

G. B. Hinds and family are spending the holidays in Beaver county, Oklahoma.

Miss Lucille and Chas. Hays, Jr., Mrs. Clyde Hays, Mrs. Will Price and Ralph are spending the Christmas holidays at Bonham.

The ladies club met with Mrs. Howard Elmore last Thursday. The meeting was a Christmas party, each member drawing a gift from a gift pot placed in a circle of chairs. This unusual way of exchanging gifts was enjoyed by all.

Refreshments were served to 15 members and several visitors. The next meeting will be at the home of Mrs. R. E. Barnett, with Meses. Fern and Annie Barnett as assistant hostesses. All members are urged to be present.

COURTHOUSE RECORDS

Warranty Deeds.
C. L. Morris to John L. Wilson, section 63, block K-3.
Mrs. O. F. Wimberly et vir to Thrall Holding Co., west 1/2 of the R. Severn subdivision of block 24, Evans Addition, to the city of Hereford.

Geo. W. Medley et ux to G. C. Davis, northeast 1/4 of section 7, southeast 1/4 of section 20, south 1/2 of section 14, all of sections 13 and 23, northwest 1/4 of section 24 and southeast 1/4 of section 12, township 3 north, range 3 east.

J. L. Friesen et ux to J. D. Dull et al, southwest 1/4 of section 11, block K-6.

New Automobiles.
H. B. Haberer, Dodge sedan, Ireland-Beavers Motor Co.
Marriage Licenses.
Ulys V. Pierce to Wilma Nell Sikes.

Clyde Roberson of Hot Springs, New Mexico, is here this week visiting with his parents, Mr. and Mrs. J. P. Roberson, and other relatives.

Ward News Notes

MRS. WILEY ROBERSON
School was dismissed last Wednesday afternoon with a program and tree for the children.

Mr. and Mrs. Lee Biggs of Amarillo, Mr. and Mrs. John Biggs, Mrs. Carroll and Mr. and Mrs. Wilbur Carroll of Hereford took Christmas dinner with Mr. and Mrs. Fred Saltzman.

Rev. Hornbeak filled his regular appointment here Sunday.

Miss Gladys Lewis is spending this week with friends in Shamrock.

Wiley Roberson and family took Christmas dinner in Levelland with Mrs. Roberson's sister, Mrs. Rina Berry and family.

Mr. and Mrs. Cecil Lady spent Sunday with Mrs. M. D. Fincher in Hereford.

Mr. Davis and family and Mrs. Allen-Hughes of Hereford attended the school program and tree Wednesday afternoon.

Miss Flossie Bowman of Vernon and her parents, Mr. and Mrs. C. C. Bowman, and Misses Elizabeth and Virginia of Hereford were guests at Christmas dinner in the home of Mrs. Boyer.

The Sunday school tree and program were enjoyed Saturday night.

Mr. Gibbs and family spent Sunday with relatives in Wildorado.

Doris Lady and Francis Tutson of Hereford and G. T. Higgins of Canyon are spending the holidays at their homes here.

Chas. Harrison, of Oklahoma City spent Saturday and Sunday with his parents, Mr. and Mrs. W. R. Harrison.

Wade Shaw and Wesley Higgins went to Amarillo Saturday.

Allene Caraway is spending the holidays in the home of Mr. and Mrs. Ernest Seigler.

Mrs. Harrison of Hollene, New Mexico, is visiting her son, W. R. Harrison.

Wesley Higgins returned Thursday from a trip to New Mexico.

Bob Higgins and family were hosts to a group of 20 relatives and friends on Christmas day.

CYRUS ANDREW, JR., ENLISTS IN U. S. ARMY

Cyrus Andrew, Jr., son of Mr. and Mrs. Cyrus Andrew, Sr., who live 18 miles southeast of Hereford, has recently enlisted in the regular army at Fort Francis E. Warren, Wyoming, according to reports received here. He has been assigned to "F" Company of the 20th Infantry, with Captain Archie K. Rupert as his company commander.



We Appreciate

the business you have given us in the past year.

May Prosperity and a Happy New Year be yours for 1934.

JNO. D. PHILLIPS GARAGE

Mosley Building
First and Main Streets

We Wish You

A Happy New Year

But You Can't Have It In a Cold House!

**COLEMAN and SUNFLAME Heaters
NEW PERFECTION Ranges**

—Coleman Radiantfire Heaters are just as good as the famous Coleman Lamps. All sizes and styles. Appearance is as good as the quality.

—We have the famous American SUNFLAME heaters and water heaters. They add to the beauty of the home. Sizes and prices are suitable to any household. See them today.

And There Is No Better Range Than the Reliable
NEW PERFECTION OIL STOVE

All Ideal for the Farm or County Home.

Streu Hardware Co.

for **BILIOUSNESS**
Sour stomach gas and headache due to **CONSTIPATION**

Calotabs
TRADE MARK REG.

REDUCED PRICES
For a Short Time On **GOODYEAR TIRES**

We are ready to pay off our New Year's Gift to you by reducing tire prices. **NOTE THESE LOW PRICES:**

Speedways	Pathfinders
29x4.40-21 ----- \$3.60	\$4.95
30x4.50-20 ----- \$4.10	\$5.35
29x4.50-21 ----- \$4.23	\$5.62
28x4.75-19 ----- \$4.64	\$5.98
31x5.25-21 ----- \$6.03	\$7.92

All Other Sizes Reduced In Proportion

TRUCK TIRE SPECIALS

Heavy Duty	All-Weathers	H. D. Tube
30x5 ----- \$18.58		\$3.06
32x6 ----- \$31.62		\$4.81
34x7 ----- \$42.46		\$6.71
6.00-20 ----- \$14.84		\$3.10

You Will Never Buy for Less.

Ireland-Beavers Motor Co.
Headquarters for McQuay-Norris Pistons, Pins, Rings, Valves and other parts.
301 East Third Street. Phone 383

Gigantic FOOD SALE



Restock your pantry with these big Specials for Friday and Saturday. **FURR FOOD STORE** offers many, many more food values not listed in this advertisement.

JEWEL Swift's Shortening, 5-Pound Carton 54c	TOMATOES Standard No. 2 Cans, Three for 23c
OATS Crickle Wedding, large pkg 17c	NOODLES 3 10c pkgs for 19c
PICKLES Happyvale, sour, dill, qt 16c	SORGHUM Pure, per gallon 49c
HOMINY Van Camp's, medium can 5c	GRAPE JUICE Per quart 25c
SOUP Campbell's, all flavors, 2 for 15c	BRAN Mill run, per sack \$1.00
GELATINE Royal, all flavors, pkg 5c	RICE Comet, 2-lb. pkg 15c
BEANS Grt. Northern, 2-lb pkg 9c	MINCEMEAT Old Time, 2 pkgs 15c

P & G SOAP Regular Size, 10 Bars **27c**

Salad Dressing Kraft's, quart jar 27c	CUT BEANS No. 2 cans, 3 for 23c	CORN Standard, No. 2 cans, 3 for 25c
CORN Little Chief, Fancy whole kernel, No. 2 can 15c	BULK COFFEE Two pounds 25c	PINEAPPLE Half slices, No. 2 1/2 can 17c
CATSUP Large bottle 12c	TOILET SOAP Large bar for 5c	PEACHES Apricots, per gallon 37c
OYSTERS 5-ounce can 10c	SALT 25-lb bag for 31c	MACARONI Spaghetti, Justice, pkg. 5c

PINKNEY'S SUNRAY HAMS 12c

Either End, per pound	23c
Center Slices, pound	19c
BACON	19c
Pinkney's Special Sliced, pound	11c
ROAST	11c
Cut from Fresh Home-Killed Pork, pound	10c
SAUSAGE	10c
Pure Pork, Fresh Ground, pound	11c
ROAST	11c
Fancy Grain Fed Baby Beef, pound	25c
CHILI	25c
Fresh, Home-Made Brick, Two Pounds	18c
CHEESE	18c
No. 1 Elk Horn, per pound	15c
PINEAPPLE	15c
Libby's, two cans for	23c
TOILET TISSUE	23c
Good grade, Charmin, per box	23c
SPINACH	23c
No. 2 cans, 3 for	58c
COFFEE	58c
Schilling's, 2-pound can for	35c
BAKING POWDER	35c
K. C., large 50c size for	19c
SALMON	19c
Tall cans, fancy red, for	

Cream and Eggs Are Up!
Sell us your cream and eggs and receive **HIGHEST PRICE.**

The World's Most Interesting Magazine
EVERY WEEK FROM WASHINGTON
The Most Important Place in the World

Local news—you get it in your favorite home paper. But you cannot be equally well informed on national and world affairs without **Pathfinder**. Think of all that is going on! New industrial developments! The all-important agricultural situation! Acts of Congress! Governmental orders and a thousand other things! But how will this affect you personally—**THAT'S WHAT YOU'VE GOT TO KNOW.**

The true inside story of what goes on at Washington; understandable and reliable information that is so hard to find; the maze of current happenings and fast changing conditions clearly analyzed and explained for you—that is exactly what the **Pathfinder** will give you. By all means order **Pathfinder** with this paper in the club which we have arranged for your benefit. **ORDER NOW!**

Every Week 52 Issues \$1.00

PATHFINDER

THIS PAPER AND PATHFINDER BOTH ONE YEAR ONLY \$2.00

GRAPEFRUIT Texas Seedless, 6 for **17c**

CRANBERRIES 2 quart, extra quality, for 25c	LETTUCE Extra large firm heads for 6c
APPLES Extra fancy, dozen 17c	PEANUTS Fresh roasted, 1 lb bag 10c
ORANGES Sunkist, per dozen 19c	POP CORN Guaranteed to pop, 3 lbs 19c

FURR FOOD STORES
lower prices

SOCIETY

Irene Brewton Wed to J. L. Matthews

Miss Irene Brewton and J. L. Matthews of this city were united in marriage at Fort Sumner, New Mexico, December 21 by Rev. Barker, pastor of the Fort Sumner Methodist church.

Following the marriage ceremony the bride and groom visited the Carlsbad Caverns and motored to Hereford to spend Christmas day in the home of the groom's parents, Mr. and Mrs. J. L. Matthews.

Mr. and Mrs. Matthews will make their home at House, New Mexico, near the home of the bride's parents, Mr. and Mrs. S. C. Brewton.

Virginia Stovall Wed to J. C. Gilbreath

A wedding of interest during the holidays was that of Miss Virginia Stovall and Mr. J. C. Gilbreath, both of Hereford. The ceremony was read by Rev. S. L. Ford at the home of the bride's parents, Mr. and Mrs. W. M. Stovall, near Nara Visa, New Mexico, Wednesday, December 27, at 9:00 a. m.

Miss Ina Mae Hastings and J. T. Gilbreath, twin brother of the groom, and Mr. and Mrs. Egbert Bradley, all of Hereford, were the only guests.

The bride is a daughter of Mr. and Mrs. W. M. Stovall of Nara Visa, who lived in Hereford until two years ago. She attended college at W. T. S. T. C., Canyon, and has been teaching in the Vega public schools the past four years.

The groom is a son of J. T. Gilbreath of Hereford. He received his B. S. degree at Texas A. & M. in 1931. He is engaged in extensive wheat farming and cattle raising with his brother, Woodrow Gilbreath, near Dimmitt.

The young couple left immediately after the ceremony for Amarillo for a few days visit. They will make their home near Dimmitt.

CHRISTMAS PARTY AT W. J. SMITH HOME

Among the most delightful and elaborate of the entertainments of the past week was the annual Christmas party enjoyed by members of the Pleasure Hour bridge club at the home of Mr. and Mrs. W. J. Smith, with their husbands as guests.

Decorations were beautiful. A tall Christmas tree, shimmering with finery and lights, graced the living room. In the dining room the Yule appointments were manifest with tall red candles in green holders, and miniature frosted trees brightly lighted.

Bridge was the diversion of the evening, 12 sets of players enjoying the hospitality. In the games Mrs. Elmer Mathies received high score for ladies, Ralph Smith for gentlemen, and Mr. and Mrs. Homer Henslee low.

After the games, members and guests were impatient for the arrival of Santa Claus, and every one repaired to the living room where, wrapped gifts were distributed from the tree by Saint Nick. Refreshments in keeping with the Yule spirit were served to Messrs. and Meses. Glenn Weir, Carl Gilliam, Ralph Smith, B. R. Dixon, Criss Renfro, Smith McLeRoy, Buford Parmer, Mace Whitman, Boyd London, Elmer Mathies, Homer Henslee and the host and hostess.

Announcing

a change of managers of the Sinclair Refining Co. from J. C. McCracken to A. E. Milburn, effective at once.

Phone 38

COAL

On the Track

Good Old Alamo Lump

Save by Getting It Off the car.

West Texas Feed & Seed Company
Phone 265

CHRISTMAS PARTY AT GUY SMITH HOME

Christmas-day a host of neighbors and friends gathered at the Guy Smith home and enjoyed a big turkey dinner, with each family furnishing a part. After dinner, the crowd enjoyed music by Guy and Roy Smith, Arnold Geiger and Frankie Mae Burleson.

Present were Messrs. and Meses. Dick Whiteside and family, Luther Farling and family, Ben McBrayer and son, Malcolm Cassels and daughter; Messrs. Arnold Geiger, Fleet Cassels and Misses Frankie Mae Burleson and Ibinona Blagg.

A splendid time was enjoyed by all.

MR. AND MRS. SMITH McLEROY ENTERTAIN

One of the loveliest parties of the Christmas season was given by Mr. and Mrs. Smith McLeRoy at their home Tuesday night, when they entertained a number of their friends. The home was beautifully decorated in keeping with the Yuletide season, and a spirit of love, fellowship and good will prevailed throughout the evening.

Seven tables were arranged for bridge. High score for ladies went

to Mrs. Ralph Smith, consolation to Mr. and Mrs. R. Dixon.

After refreshments had been served, a surprise awaited the guests when they were ushered into the living room where a beautifully lighted Christmas tree stood and gifts were presented to each guest by the host and hostess.

Enjoying the evening were Messrs. and Meses. John Renfro, Mont Baker, Elmer Mathies, W. J. Smith, Ralph Smith, Glenn Weir, Carl Jennings, Buford Parmer, B. R. Dixon, Criss Renfro, Boyd London, Homer Henslee, Misses Gertrude and Grace Cloyd, Mr. Henry Cloyd, the host and hostess.

Mr. and Mrs. Raford Ricketts of Dimmitt were here Christmas day visiting relatives and friends.

Reavis Kerr of W. T. S. T. C., is here spending the holiday vacation in the home of his parents, Judge and Mrs. C. F. Kerr.

Constipated 30 Years Aided By Old Remedy

"For thirty years I had constipation. Suffering foot from stomach choked me. Since taking Adlerika I am a new person. Constipation is a thing of the past."—Alice Burns, City Drug Store.

Woodrow Wilson left Saturday for Denton where he will visit his mother, Mrs. A. J. Wilson, and other members of the Wilson family. Mr. Wilson will return home the latter part of this week.

Mr. and Mrs. N. J. Lenox and daughter of Roy, New Mexico, came Friday to visit in the home of her parents, Mr. and Mrs. J. W. Vick of the Progressive community for a few days.

IT WILL MAKE US HAPPY

—for all of you to have the best year in 1934 you have ever had!

HEREFORD INSURANCE AGENCY

John McLean, Owner.

—for sure protection insurance—

Rockwell Brothers & Co.

Heartily wishes you an abundance of prosperity in the fullest sense of the word for the New Year.

Your good will as expressed in the business with which you have seen fit to favor us is responsible for the remarkably long service of our company in this community.

In looking forward to the New Year, which will mark the beginning of our 36th year in Hereford, we take pleasure in the anticipation of serving our old customers in such a manner as to justify their continued confidence, and have high hopes of adding as many new ones in 1934 as we have in each of the 35 years past.

We extend our sincere thanks for favors you have shown us, and it will be our aim to continue to reciprocate with the usual Rockwell Bros. & Company standards of quality and prompt, courteous service in filling your lumber and building material needs.

Rockwell Brothers & Co.

LUMBERMEN

In Hereford Since 1898

Regular PRICES Take their January CUT

Here's a lot of really high class merchandise that we would like to sell before the time for the January inventory. Everything is new and of top quality, but we must clear our shelves for a big stock of spring goods we will receive after our buyer returns from Eastern markets. So we are offering it to you at a sacrifice. Come to Sprowls & Cronin's where quality and service stand out.

MEN'S HEAVY SHEEP-LINED MOLESKIN COATS

\$5.95 Values

for

\$3.98

Large Wambo Collar Coat 36 Inches Long, All Sizes



If you want shoe style and comfort here is your opportunity to provide your footwear needs for months to come.

\$1.98

\$2.98

and

\$3.98

A wide range of smart styles for business and dress. In black kid, brown and black calf and Scotch grain.



Smart New Fast Color HOUSE DRESSES

98c

We are offering an assortment of our \$1.39 and \$1.79 House Dresses for **98c**

All Sizes—Lovely Materials.

These dresses are the answer to the housewife's prayer. Bright, but not too bright. Young, but not giddy. Low priced, but not cheap. Colors that are fast, workmanship and finishing that is dependable. In a word, good dresses for your hours about the house.



All Suede Shoes ONE-HALF PRICE

Pumps and Oxfords

A Big Sale On Wool Sweaters



—Men's and women's Sweaters that were \$3.48, \$3.98 and \$4.95 Values

Your Choice for

\$2.98

Coat, Slipover and Turtle-neck, 100 per cent wool Sweaters, assorted colors, all sizes.

Men's Suits

All values of a lifetime. Realize the tremendous savings in stocking up your wardrobe against present and future needs.

\$17.95

\$20.00

\$25.00



Every suit has two pair of pants. Hard finish worsted, dark colors.

Sprowls & Cronin Co.



DANCE New Year's Night At Firemen's Hall

Begins at 9

Sponsored by HEREFORD POST AMERICAN LEGION

Mr. and Mrs. J. P. Gatlin and son, Charles, returned home last Friday from a visit with relatives and friends at Plano, McKinney, Dallas, Fort Worth and Albany.

Mrs. Lena Berk and son, Max, of Wichita, Kansas, arrived here after part of last week to visit in the home of her daughter, Mrs. Gaston Baer.

Mr. and Mrs. P. L. Beyer and children of Amarillo spent Christmas day in the home of his parents, Mr. and Mrs. J. E. Beyer.

Progressive News

BY OLIVE PERKINS

There was a large number out to the Christmas tree and Santa found everyone there.

Get highest cream prices at Farmers Creamery Association. 71c Miss Flossie Bowman is here from Vernon spending the holidays with her parents, Mr. and Mrs. C. C. Bowman.

J. E. Blakemore and family spent Christmas day with his parents at Summerfield.

Mr. and Mrs. Ray Hershey moved to Hereford Friday. They have lived at Progressive a number of years and helped in community work, and will be greatly missed by their many friends.

Mrs. Carl Donovan left Saturday to spend Christmas with relatives in Oklahoma.

Lawrence and Elth Boyd left Thursday to spend the holidays with their parents in Perrin.

Mr. Perkins and Miss Olive spent Christmas day with the Wedels in Hereford.

Jeff Roberson and family, Cecil Hodges and family took Sunday dinner in the C. P. Caldwell home.

Mr. and Mrs. Adam Flowers spent Christmas day with the Rath brothers.

Miss Virginia Bowman is home from W. T. S. T. C. to spend the holidays.

Several children of this community saw Santa Claus in Hereford last Thursday.

Jack Gregory and Arnold Hershey went hunting Christmas day.

The ladies club met Wednesday with Mrs. A. S. Higgins. The afternoon was spent quilting.

Mrs. Raymond Saylor and daughter left Saturday with other relatives to visit in Oklahoma and Kansas. They expect to be gone three weeks.

Miss Evelyn Arceneaux left last Wednesday to spend Christmas with her parents.

Girl Scout Notes

Mrs. John Olson acted as Santa Claus at the Christmas party given last week.

Membership cards for the troop committee, captain and lieutenants have arrived. The badges are expected soon. Regular meeting will be held Wednesday, January 3.

Mr. and Mrs. Ed Boggs of Friona were shoppers here last Friday.

Mrs. Clarence Botta and son of Berger are spending the vacation with her parents, Mr. and Mrs. Vick.

Misses Agnes and Madge Childree are home from Fort Sumner, New Mexico, to spend the holidays, and Miss Edith Childree of Amarillo is also spending the vacation days at home.

Mr. and Mrs. Gilbert Donovan spent Christmas day with her parents, Mr. and Mrs. J. L. Park.

C. C. Bowman and family spent Christmas day in the Bayer home at Ward.

Mr. and Mrs. Grundy of Tulla visited in the Gregory home Saturday night.

Mr. and Mrs. Lenox and daughter of Roy, New Mexico, are visiting her parents, Mr. and Mrs. Vick.

C. C. Bowman and daughter, Miss Flossie, visited in the Caldwell home Sunday afternoon.

David and Cecil Boyer of Ward took dinner in the Bowman home Saturday.

Mrs. Gregory and children and Lucille Park were in Amarillo Monday.

Rev. and Mrs. Harold Hicks and daughter of Wink, Texas, were here over the holidays visiting in the home of her parents, Mr. and Mrs. J. H. Beyer.

First Christian Church

REV. E. R. M'WILLIAMS, Pastor

Church school, 9:45.

Morning service and communion at 11:00.

Evening services at 7:00.

Christian Endeavor, 6:00.

Subject of the morning hour, "He Could Take It;" that for the evening hour, "Another Chapter in Christian Stewardship." The public is invited to attend any and all these services. Make this your church home. You will find a cordial welcome awaiting you.

St. Anthony's Church

Sunday mass at 8:00, sung mass at 10. Catechism instruction after second mass. Benediction at 8:00 p. m. Monday, New Year's Day, holiday of Obligation.

Week-day masses at 8:00, Saturday at 6:30, convent. Holy hour Thursday-evening, 8:00 to 9:00.

Midnight Mass at St. Anthony's

The solemnity of the hour, the beautiful lighting effects, the artistic altar decorations, the exquisite singing, silent throng of worshippers, all combined to make the midnight mass an event not soon forgotten. The reverent silence of the solemn moments of consecration and communion brought that indescribable Christmas joy, that, while it swells our hearts welling to breaking, yet calms and soothes with peace unspeakable. May that joyous peace remain with us all through the coming year.

Miss Anne F. Parker arrived here last Friday from Catonsville, Maryland, to spend the holidays in the home of her parents, Mr. and Mrs. G. A. F. Parker.

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



Our best wishes multiplied by 365.

May every single day of the new year bring you some new pleasure and delight; may all of them bring success to your undertakings.

City Drug Store

Home of Dependable Drugs. Phone 100

J. W. Bourne of Canyon was here last Thursday evening on a business mission. Mr. Bourn and his brothers are proprietors of the Canyon dairy.

Mr. and Mrs. J. B. Comer of Clovis were here the first of the week visiting in the home of Mr. and Mrs. G. M. Suggs.

Mr. and Mrs. W. L. Palmer and daughter, Catherine, came Friday to visit in the home of his mother, Mrs. T. M. Palmer, and with other relatives.

O. M. Sheets, produce man of Friona, was here Monday morning on a business trip.

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

MESSANGER COMMUNITY

Community Committee—C. M. Brown, Fred Collett and L. H. Woodford.

Table with columns: NAME OF APPLICANT, SECTION, Total Acres on Farm, Allotment in Bushels, Maximum 1934 Wheat Acreage. Lists various applicants and their land details.

Table with columns: NAME OF APPLICANT, SECTION, Total Acres on Farm, Allotment in Bushels, Maximum 1934 Wheat Acreage. Lists applicants for Bippus Community.

BIPPUS COMMUNITY

Community Committee—J. W. Kirby, Geo. C. Snell, C. S. Perrin.

Table with columns: NAME OF APPLICANT, SECTION, Total Acres on Farm, Allotment in Bushels, Maximum 1934 Wheat Acreage. Lists various applicants and their land details.

NOTICE OF FARM ALLOTMENTS AND OF MAXIMUM ACREAGES OF WHEAT FOR 1934 UNDER CONTRACTS FOR MEMBERS OF THE WHEAT PRODUCTION CONTROL ASSOCIATION OF DEAF SMITH COUNTY, STATE OF TEXAS

Listed below are the statements of the allotments which have been determined for members of the Deaf Smith County Wheat Production Control Association. These allotments are to hold for the duration of the present wheat contracts, and they are the basis upon which adjustment payments are to be made. They have been determined by the County Allotment Committee after careful consideration of the application statements. Every effort has been made to have these allotments as accurate as possible. The maximum acreage which may be sown to wheat for the 1934 crop on each farm, under the reduction requirements of the contract, is also listed.

The Deaf Smith County allotment, which has been calculated from records of the United States Department of Agriculture, is 1,290,564 bushels. This is the total number of bushels allotted to the county under the wheat plan. The total of the individual allotments, including those allotments which could have been assigned to farms which are not participating under the wheat program, must be equal to the county allotment figure. The number of nonparticipating wheat farms in the county is 213; the average total wheat acreage for those nonparticipating during the base period is 42,164 acres; the total average wheat production of nonparticipating farms during the base period is 206,139 bushels.

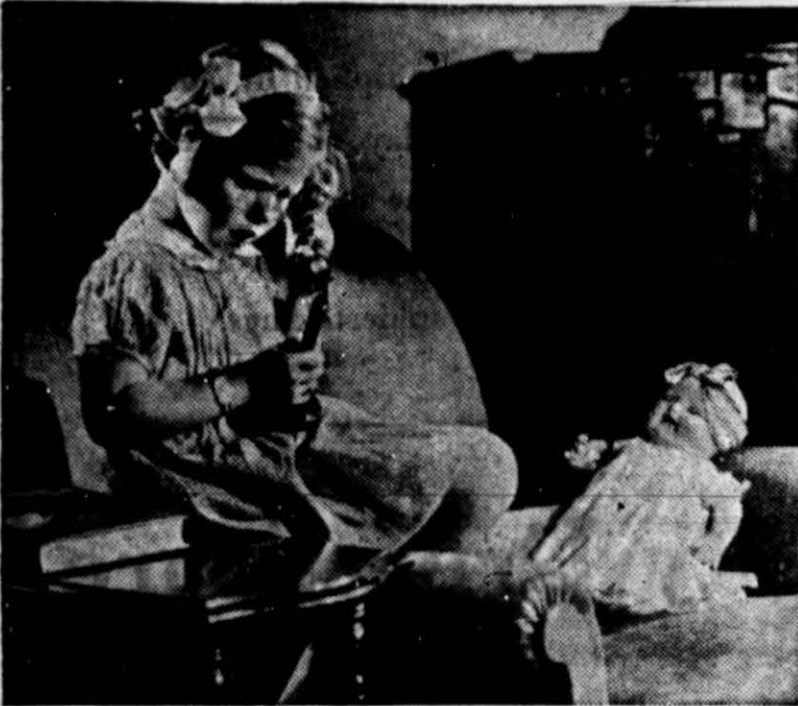
(Signed) J. A. PITMAN, Chairman County Allotment Committee. JIM LIPSCOMB, J. W. KIRBY

DAWN COMMUNITY

Community Committee—Alfred May, W. J. Stewart, A. T. Frye

Table with columns: NAME OF APPLICANT, SECTION, Total Acres on Farm, Allotment in Bushels, Maximum 1934 Wheat Acreage. Lists various applicants and their land details.

Only **4** years old
but in emergency
she turns to the telephone



"Doctor, come quick! Baby is awful sick."

ONLY 4 years old, yet she turns to the telephone in time of emergency as instinctively as her mother does.

Your telephone is worth the few cents a day it costs in convenience, in time and steps saved. And, when there is an important call that you must make or receive in a hurry, the value of a telephone often cannot be measured in terms of dollars and cents. May we install one? Get in touch with the business office. Say: "I want a telephone."



SOUTHWESTERN BELL TELEPHONE COMPANY

Here and There

BY MRS. C. E. TICE

The Christmas tree was attended by a large number and the children gave a fine program, after which Santa Claus came and distributed present to all.

J. E. and Owen Andrews were in Lubbock Wednesday.

Mr. and Mrs. Britt Boyd are spending the holidays with her parents at Portales.

Mr. and Mrs. Alvis Frazier spent the week end in Amarillo.

Mrs. Claude Price of Floydada came Sunday to visit her sister, Mrs. H. M. Mobley.

J. B. Harlin and family spent Christmas day with her parents in the Jack Roberson home in Hereford.

Messrs. and Mmes. D. O. Benson and family, W. S. Dixon and J. E. Andrews and family were in Amarillo last Tuesday.

Mr. and Mrs. J. P. and C. E. Gatlin returned Friday from a week's visit with relatives at Dallas.

Guy Ham and family spent Christmas day with Mr. and Mrs. M. D. Welty.

Mr. and Mrs. Geo. Club of Floydada spent the holidays here in the Williams, Allman and Bagwell homes.

The sock social at the school house Wednesday night was well attended.

Mr. and Mrs. Oscar Campbell of Levelland came Saturday to spend the holidays with Mr. and Mrs. K. F. Campbell.

Messrs. and Mmes. Ollie Dixon of Amarillo, Elmer Dixon of Friona, Emmett Dixon of Easter, Claude Dixon and Walter Ayers of Hereford were Christmas day guests of Mr. and Mrs. W. S. Dixon.

D. D. Bowman of Plainview put up a new windmill at his farm here Friday.

J. J. Lindsey and family went to Big Spring Monday for a few days visit with his sister.

Mr. and Mrs. W. L. Tice spent the week end with her sister at Conway.

Mr. and Mrs. G. H. Whitaker left Saturday night for Newport to visit relatives.

Miss Gertrude and Leslie Kelly of Earth visited several days in the Gatlin home.

Mr. and Mrs. Tolbert Sparkman of White Deer, Mr. and Mrs. Leo Sparkman of Dismitt and Mr. and Mrs. Owen Andrews were Christmas guests in the Lester Sparkman home.

Mr. and Mrs. Troy Welty are visiting her parents at Shamrock this week and on their return will move to the Davis farm south of Summerfield.

Mr. and Mrs. Fred Streun, Miss Edna and Elmer are spending the holidays at Corn, Oklahoma.

About 25 friends spent Sunday in the C. E. Tice home.

Mr. and Mrs. Gordon Engle entertained several friends with a forty-two party Friday night.

the R. J. Franks home Christmas day.

J. S. Smith accompanied Mr. and Mrs. Harvey Smith to Anadarko, Oklahoma, where they will spend the holidays.

Mr. and Mrs. D. S. Bruton entertained with a turkey dinner Sunday, honoring their daughter, Mrs. John Morgan, and family of Portales. Other guests were Misses Emerald and Annie Mae Smith, Anna Mae Jameson, Louise Frye, Ashby Bruton, Messrs. Ben Medley, Tom Jameson, Dan Bruton, and Mr. and Mrs. Major Bruton.

Mr. and Mrs. Forest Randol and sons of Amarillo were guests in the U. G. Randol home Sunday.

Mr. and Mrs. Fred Walton spent Christmas with their parents, Mr. and Mrs. W. S. Fields, in Portales. Aubrey Epperson spent the week end with his uncle at at Rogers, New Mexico.

The E. H. D. club entertained their families with a Christmas party at the C. W. Frye home on December 15. The next meeting will be the second Wednesday in January at the home of Miss Martha Medley.

Mr. and Mrs. E. O. Dixon visited Sunday in the W. S. Dixon home at Frío. Other guests were Mr. and Mrs. Ollie Dixon of Amarillo, Mr. and Mrs. Clarence Dixon and family of Friona, and Mr. and Mrs. Claude Dixon of Hereford.

Mr. and Mrs. Clyde Cocanougher of Olton were holiday guests in the home of his mother, Mrs. Betty Cocanougher, who served a turkey dinner for all of her family on Christmas day.

THE STATE OF TEXAS

C. G. WYATT ET AL. IN THE COUNTY COURT OF DEAF SMITH COUNTY, TEXAS, January Term, 1934.

On this the 13th day of December, 1933, we, the undersigned special commissioners, appointed by the Court to assess the value of certain real estate and damages thereto, by reason of the construction, reconstruction and opening of State Highway No. 33, upon, across and through certain real estate described in Plaintiff's petition, reference to which is here made, to which real estate the fee simple title is in the said C. G. Wyatt and the unknown heirs of the said C. G. Wyatt as is more fully set out in said Petition of the State of Texas, acting by and through the commissioners court of Deaf Smith County, Texas, fully shown in said petition filed on the 13th day of December, 1933; said commissioners having been sworn to assess the damages fairly and impartially, and in accordance with law, do hereby appoint as the time and place for hearing said parties on the matter, the office of the County Judge of Deaf Smith County, at Hereford, Texas, in said county on the 18th day of January, 1934.

And these therefore are notice to said defendants, and each of them, to appear at said time and place at ten o'clock a. m. for the purpose of offering any evidence they may desire as to the amount of damages to be assessed against the State of Texas, and to be paid to the said defendants and each of them for the right of way and strip of land described in said Plaintiff's Original Petition filed with the County Judge of Deaf Smith County, Texas.

Witness our hands this the 13th day of December, 1933.
W. T. WOMBLE,
FRANK GIVAN,
C. R. SMITH. 49-4c

Easter Items

BY MISS LOUISE FRYE

Take Produce to Carl's Gro. if A Christmas program was given at Easter Sunday night. Old Santa Claus was present with treats for everyone.

Mr. and Mrs. Paul Medley and little daughter of San Angelo are spending the holidays in the B. H. Medley home.

Lee Howard and family, Melvin Green and mother of Messenger, and Mr. and Mrs. Homer Ragland of Dismitt were dinner guests in



Welcome to the **NEW YEAR**

And here's hoping that it brings you all your hearts desire. All through the past year our friends and customers have been wonderful to us, and now we take up the song: Happy New Year To One And All.

BUCHANAN & ROSSON

Your IHC Dealer
Hereford Friona

MEATS

—Everyone knows that freshness and quality in meat is our watchword.

—We offer the finest in fresh, home killed meats to our customers.

—The choicest and tenderest cuts are always available at the

Texas Market

—We specialize in juicy, tender steaks and roasts.

We Are As Near As Your Phone.

SERVICE ALWAYS

Texas Market & Grocery
PHONE 353—FREE DELIVERY

MEATS

—Everyone knows that freshness and quality in meat is our watchword.

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We Are As Near As Your Phone.

SERVICE ALWAYS

Texas Market & Grocery
PHONE 353—FREE DELIVERY

INCREASE PRODUCTION
and
LOWER FEED COSTS
by Feeding
JUST-RIGHT EGG MASH

Mash mixed fresh must mean something to all feeders of commercial feeds.
Try a sack your next order.

WEST TEXAS FEED & SEED CO.
Phone 265. We Buy Produce.

May 1934 Bring You Health, Happiness and Prosperity
Come to See Us.
Texas Service Station
GLEN SNYDER

Heat With Gas For Convenience-Comfort-Economy
See A Dealer Who Displays This Symbol

West Texas Gas Co.
GOOD GAS WITH DEPENDABLE SERVICE

We Want To Extend Our New Year Greeting

To our friends and fellow townsmen . . . to our staff and to our banker . . . to night watchman and the firemen . . . to the letter carrier and the mayor . . . to the butcher, the baker and the successor to the honorable trade of candlestick maker . . . to everybody, a glad farewell to 1933 with its puzzling perplexities and a joyous, prosperous and bright

1934

McLean & Pitman
Grain Company
PHONE 1. WE DELIVER

Food News That's GOOD NEWS

SUGAR, 10 pounds	49¢
SALT, Morton's Sugar Cure, 10 lbs	84¢
RAISINS, 3-lb package	25¢
COCOA, Mother's, 2-lb can	23¢
CLEANSER, Light House, 2 for	9¢
SOAP, 10 bars	25¢
SPUDS, 10 lbs	14¢
CRACKERS, 2-lb box	21¢
LYE, Hooker's, 3 for	25¢
SYRUP, Pancake, gallon	54¢
SALMON, best grade, 2 for	25¢
CATSUP, large bottle	14¢
COFFEE, bulk, 2 pounds	27¢
PEARS, Bartlett, gallon	42¢
VINEGAR, Heinz, pure cider, pint bot.	12¢

FRUITS AND VEGETABLES

ORANGES, dozen	15¢
LETTUCE, large head	6¢
CELERY, bunch	9¢

Frank's CASH Grocery
Phone 117 FRANK RICHARDS, Proprietor We Deliver
Brings Us Your Eggs—Market Price—Buy At Home.

Carl Howard left Saturday for Pasadena, California, where he will visit with relatives and friends. Mr. Howard will also attend the Stanford-Columbia Rose Bowl football game on New Years day.

C. E. Austin of Ouster City, Oklahoma, was a business visitor here last Saturday at the Packard Milling Company. Mr. Austin is manager of the Ouster City Packard mill.

Summerfield News

BY MRS. GUY WALSER

Mrs. L. L. Cannon, assisted by Mmes. Ray Johnson, Obe Roberson, Perry McMinn and Walter Huntley, was hostess to the H. M. S. club at a Christmas party December 20, at the Cannon home. The room was decorated in Christmas colors and a tree in the center from which each received a gift. Each told of the first Christmas they remembered. Games were enjoyed and a plate luncheon was served to 32 senior and junior club members and visitors.

Get highest cream prices at Farmers Creamery Association. 7-4to

Mrs. A. J. Blakemore has returned from a visit with her daughters, Mrs. G. W. Mills and Miss Eva Blakemore in Amarillo.

Mrs. J. B. Davis and family spent Christmas with Amarillo and Berger relatives.

Messrs. and Mmes. Ky. Lawrence and Joe Kendall and daughters, and Mrs. Lee Kendall spent the week end in the Rev. Coe home at Sweetwater.

J. E. Saunders and family spent the week end with relatives at Amarillo.

Louie Huckert and Jimmie Pike of Amarillo spent Christmas with the former's parents, Mr. and Mrs. Louie Huckert.

Messrs. and Mmes. Ed Peacock of Bethel, G. W. Mills and family and Miss Eva Blakemore of Amarillo; Messrs. and Mmes. Guy Easley of Crowell, Emmett Blakemore and family of Progressive spent Monday n the A. J. Blakemore home.

Misses Hazel Oglesby and Mary Lee Curry, Mr. and Mrs. Jim Clark, Asa Atchley and R. D. Lance were in Amarillo Friday.

Mrs. Gee and son of Arizona spent the week end with her sister, Mrs. J. B. Saunders.

Bill Knox and family of Hereford spent the week end in the B. A. Atchley home.

Fred Stevern and family visited in Oklahoma over Christmas.

Walter Hawkins and family spent the holidays with his parents at Lamesa.

School closed for the holidays Friday with a program and tree. Miss Thompson spent the holidays in Hereford, Miss Bowling at Canyon, Mr. and Mrs. Edmon and Van in Plainview.

Mr. and Mrs. J. C. Lance of Hereford spent the week end in the C. E. Walser home.

B. E. Roberson and family spent the holidays with her parents, Mr. and Mrs. Nell, in Mer-

kel.

Mrs. M. D. Fincher and Christine of Hereford were guests in the Lee Curry home Monday.

D. J. Neill was here from Plainview Sunday.

Rev. Smith preached Sunday morning to a packed house. Dinner was served at noon, followed by a short program. Rev. V. M. Cloyd of Hereford preached an interesting sermon. Many out-of-town visitors were present.

Many of our people attended the cantata in Hereford Sunday night.

Mr. and Mrs. Virgil Dodson of Happy spent the week end in the Walter Huntley home.

Oscar Jay and family have moved to Shamrock.

Bill Snapp and family spent Sunday with relatives at Bovina.

Miss Geraldine Huntley is visiting relatives in Amarillo and Happy this week.

Eldon Johnson of Fredericksburg visited relatives here through the holidays.

Lloyd Lookingbill and family spent Sunday in the L. B. Lookingbill home.

Marvin Madden and family spent Monday with Mr. and Mrs. Henry Kendall.

Shade Ratliff of Ward is visiting his sister, Mrs. Adam Flowers.

Mr. Bellar and family of Mulshoe were visitors in the Perry McMinn home last week.

(Crowded out last week)
There will be a Christmas dinner Sunday at the church instead of a Christmas tree, as the Brand stated last week.

Mr. and Mrs. J. W. Cox and Mrs. J. A. Noland visited relatives in Amarillo last Wednesday.

Mrs. C. H. Churchill returned last week from Amarillo where she had been visiting her daughter, Mrs. Jim Flouray.

Hollis Walster, Plainview student, spent the week end with his parents, Mr. and Mrs. C. R. Walser.

L. L. and Miss Mabel Cannon were in Plainview Tuesday.

The Junior Sunday school class enjoyed a party Wednesday night at the J. A. Noland home.

Mr. and Mrs. Perry McMinn spent the week end with relatives in Mulshoe.

J. R. Oglesby and family were Amarillo visitors Saturday.

J. W. Cox, Sr., of El Paso is visiting his son, J. W., Jr., and family this week.

B. E. Roberson and family left last week for Merkel to visit her parents.

Will Schulz and family and Asa Atchley were in Amarillo Saturday.

Elwin and Edwin Barker of Turkey visited over the week end in the Wilson Vines home.

Misses Wilma Nell and Lilly May Sikes spent Sunday night with Mr. and Mrs. Sank Ramey in Hereford.

Mrs. J. L. Lookingbill left Tuesday for Wise county to visit relatives.

THE STATE OF TEXAS.

To the Sheriff or Any Constable of Deaf Smith County, Greeting:

You are hereby commanded to summon W. L. Dixon and wife, Viola Dixon, Sid S. Spears, James W. Spears, Mrs. Carrie Ratliff individually and as Administratrix of the estate of D. W. Ratliff, deceased and as guardian of Aaron Ratliff, Ollie Ratliff, W. S. Ratliff and Mildred Ratliff, minors, and the said Aaron Ratliff, Ollie Ratliff, W. S. Ratliff and Mildred Ratliff; Mrs. Carrie Spears individually and as executrix of the estate of W. E. Spears, deceased, William L. Spears, Fay Spears, Robert R. Spears, Mildred Spears Neville and husband, C. W. Neville, and James B. Spears; and the unknown heirs, if any there be other than those named above, of W. E. Spears, deceased, and D. W. Ratliff, deceased; all of whom are non-residents of this State, to be and appear at the next regular term of the 60th District Court of Deaf Smith County, Texas, to be held at the court house thereof in the city of Hereford, Texas, on the 20th day of January, 1934, there and there to answer a petition filed in said court on the 13th day of December, 1933, the file number of which is 2134, in which suit E. J. Moore is plaintiff and W. L. Dixon and wife, Viola Dixon, Bob McCoy, Sid S. Spears, James W. Spears, Mrs. Carrie Ratliff individually and as administratrix of the estate of D. W. Ratliff, deceased, and as guardian of the persons and estates of Aaron Ratliff, Ollie Ratliff, W. S. Ratliff and Mildred Ratliff, minors; and the said Aaron Ratliff, Ollie Ratliff, W. S. Ratliff and Mildred Ratliff; Mrs. Carrie Spears individually and as executrix and legal representative of the estate of W. E. Spears, deceased; William L. Spears, Fay Spears, Robert R. Spears, Mildred Spears Neville and husband C. W. Neville, and James B. Spears; and the unknown heirs, if any there be other than those named above, of W. E. Spears, deceased; and the unknown heirs, if any there be other than those named above, of D. W. Ratliff, deceased; are defendants; plaintiff's cause of action being alleged as follows, to-wit:

Plaintiff is the owner and holder of the last six of a series of eight vendor's lien notes numbered 1 to 8, both inclusive, each dated May 11, 1929, and each in the principal sum of Two Thousand (2000.00) Dollars, except Note No. 8 which is for the principal sum of Two Thousand Six Hundred Thirty-five (\$2635.00) Dollars, all of said notes being executed by D. W. Ratliff and W. L. Dixon payable to the order of Bob McCoy with interest at the rate of six per cent per annum prior to maturity and ten per cent after maturity, and containing the provision that failure to pay any one of said notes or any installment of interest when due shall, at the option of the holder, mature all of said notes, and containing the usual provision of ten per cent attorney's fees if placed in the hands of an attorney for collection. That Note No. 3 was payable on May 11, 1932; that Note No. 4 was payable on May 11, 1933; and one note was payable annually thereafter until the full amount was paid. That Notes Nos. 3 and 4 and interest on all of said notes since May 11, 1932, are past due and unpaid and that by reason of such default plaintiff, the present owner and holder of said notes, has declared all of them due. That said notes were by the defendant Bob McCoy, the payee therein, for a valuable consideration sold, endorsed and delivered to the plaintiff on or about the 29th day of March, 1930.

That said notes were given as a part of the purchase price for the following described land situated in Deaf Smith County, Texas, to-wit:

North half of section thirty-one (31) Township Number Four (4) north of Range number 3 east of a Capitol Syndicate Subdivision as shown by a plat of record on the Deed Records of Deaf Smith

County, Texas, and containing 320 acres of land more or less. Also section No. 3, Township 5 North of Range 2 East, according to the plat of a Capitol Syndicate Subdivision of Capitol Leagues Numbers 371 and 379, containing 640 acres more or less;

which was on the 11th day of May, 1929, conveyed by Bob McCoy to W. L. Dixon and D. W. Ratliff and a vendor's lien was reserved on said land to secure the payment of the above described notes, and that said vendor's lien has been duly assigned to the plaintiff herein by the said Bob McCoy and that plaintiff is the present owner and holder of said notes and said vendor's lien.

That W. E. Spears, on the 30th day of November, 1929, purchased an undivided one-half interest in the above described land and assumed and agreed to pay one-half of the above described notes. That W. E. Spears is dead and that Carrie Spears is his executrix and legal representative, and that Carrie Spears, William L. Spears, Fay Spears, Robert R. Spears, Mildred Spears Neville and C. W. Neville, and James B. Spears are his heirs at law, and if there are any other heirs their names are unknown to plaintiff.

That on the 23rd day of December, 1929, Sid S. Spears purchased an undivided one-half interest in said land and assumed and agreed to pay one-half of said notes.

That on June 21, 1930, James W. Spears purchased a one-half interest in said land and assumed and agreed to pay one-half of said notes.

That D. W. Ratliff is dead and that his heirs are Carrie Ratliff, Aaron Ratliff, Ollie Ratliff, W. S. Ratliff and Mildred Ratliff, and that if he has any other heirs their names are unknown to plaintiff.

Plaintiff prays for judgment against the defendants and each of them for the full amount of principal, interest and attorney's fees due upon said notes and for foreclosure of his vendor's lien upon the above described land as said lien existed on the 11th day of May, 1929, and at all times thereafter, for costs of suit and for general relief.

Notice is hereby given that certified copies of the deed from Bob McCoy to W. L. Dixon and D. W. Ratliff recorded in Volume 60, page 453, Deed Records of Deaf Smith County, Texas, and of the deed from W. L. Dixon et ux to W. E. Spears recorded in Volume 62 page 498, Deed Records of Deaf Smith County, Texas, and the deed from Carrie Spears et al to James W. Spears recorded in Volume 66, page 313, Deed Records of Deaf Smith County, Texas, and filed with the Clerk of this court and will be offered as evidence in the trial of this cause.

You Are Commanded to so summon said defendants and to serve this citation by making publication hereof once each week for four consecutive weeks previous to the return day hereof in some newspaper published in your county, but if there be no newspaper published in said county then in a newspaper published in the nearest county where a newspaper is published.

Herein Fail Not but have you before said court on the first day of the next term thereof this writ with your return thereon showing how you have executed the same.

Witness L. H. FOSTER, Clerk of the District Court of Deaf Smith County, Texas, Given under my hand and seal of said court at Hereford, Texas, this 13th day of December, 1933.

(SEAL) L. H. FOSTER, Clerk of the District Court of Deaf Smith County, Texas. Issued this 13th day of December, 1933.

L. H. FOSTER, Clerk of the District Court of Deaf Smith County, Texas. 50-4c

Priceless Assets==

Our most priceless assets are your friendship and good will. We take this occasion to wish you a Happy and Prosperous New Year, and hope for the continuance of pleasant relations with you.

DR. T. M. MONTGOMERY
Optometrist and Optician
626 Polk Street. Amarillo, Texas

Brand Want Ads Pay Good Dividends!

BUSINESS AND PROFESSIONAL DIRECTORY

ABSTRACTS
The title to your land is vital. Our Abstracts correctly reveal the title.
A. O. THOMPSON ABSTRACT CO.
5 1/2 per cent Federal Farm Loans.

AUDITOR
PAUL S. CORBETT
Accountant and Auditor
Income Tax Service
Office County Court House

CLEANERS
WEST TAILOR SHOP
MRS. O. F. WEST, Proprietor
Clothes Called for and Delivered.
Phone 386

DAIRY
PRAIRIE DAIRIE
Grade "A" Milk
Sweetmilk, Cream, Buttermilk.
We Deliver Daily.
PHONE 606

GAS-OILS
W. J. (Bill) Smith Service Station
Car washing, greasing, tire repairing, 100 per cent Conoco products.
Corner First and Main Sts.
Look for the Red Triangle.

INSURANCE
INSURANCE
JNO. H. PATTON
PHONE 50

MANOLOGY
Manology - Colon Irrigation
Spinal Adjustments - Vapor Baths
DR. E. E. PERKINS
710 North Main - Phone 246

PRINTING
THE HEREFORD BRAND
For OFFICE SUPPLIES and JOB PRINTING

THE CHOCOLATE SHOP
Plate Lunches Sandwiches
Cold Drinks, Candles Magazines.

RJU-READY?
Our meals are.
EVER-READY LUNCH
Across from post office.

NURSING
PRACTICAL NURSING
At My Home Or At Yours.
23 Years Experience.
MRS. A. D. GODWIN
Second door west on Eighth Street, off 25-Mile Avenue.
Telephone 391


PHYSICIANS
DR. T. L. MORGAN
Physician and Surgeon
Above Corner Drug Store
Office Phone 403
Residence Phone 403

PRODUCE
BROWN PRODUCE
Market Prices for Cream, Poultry, Eggs
Second Street, Hawkins Bldg.

OPTOMETRIST
DON'T
Neglect Your Eyes
Dr. T. M. Montgomery
At Close Drug.
Third Friday Each Month.

WOODWORK
If it is wood I can make it or repair it.
WDMRAYZOR
WOODWORK

RESULTS
from



OUR WISH FOR 1934
... is a prosperous and happy New Year for all our friends and patrons

Our New Year's Resolution
... is that we all will try to serve you better than ever during the coming year

LOIS MADDUX VIRGINIA MADDUX
ALTON MILLER J. H. MILLER
FRED H. OBERTHIER, Jr.
Employees

Texas Utilities Co.

SPECIAL

While they last, Good Colorado Apples
BUSHEL 95c

We appreciate your produce and cream business. Cream is up

**Square Deal
Produce Co.**

RANKIN C. REYNOLDS Swift Branch ROY ONSTEAD
Corner Main and Fourth Phone 17

STAR THEATRE

Hereford, Texas

Saturday Only
Matinee — Night

"Below the Sea"

—featuring
FAY WRAY
and
RALPH BELLAMY
Special Comedy
ONLY 10c

COMING
Wednesday and Thursday
January 3 and 4

RICHARD DIX
in
"Day of Reckoning"

Friday Only
A Real Treat for Only 10c

Star Gazing



You are face to face with a future star when you see

dorothea WIECK
in her first American Picture
CRADLE SONG
Serial and Comedy

LOCALS

D. M. Rayzor and family were in Canyon last Thursday visiting his aunt, Mrs. S. D. Burton, and his mother, Mrs. W. H. Rayzor.

Special, 20x4.0 Brunswick tire only \$3.00. Other sizes in proportion. RICE sells them. 1c

Billie Allen of Lubbock was here over last week and visiting with her sister, Mrs. J. C. Parker.

Mrs. E. C. Norton is here this week visiting with her husband, Mrs. Norton teaches school near Dallas.

Santa Claus didn't buy all the jacks we had—we have a few left and the price is right. At RICE'S. 1c

Mrs. L. O. Crosthwait and daughter, Faye, were in Plainview last week end visiting in the home of Mrs. Crosthwait's daughter, Mrs. Frank Daniels, and family.

Mr. and Mrs. Leaton Branson of Amarillo were here over the week end visiting in the home of his parents, Mr. and Mrs. B. L. Branson.

Mrs. D. M. Rayzor and two children, Billie and Joy Louise, left Wednesday night for St. Joseph, Missouri, where they will visit in the home of her mother, Mrs. C. E. Watkins, and other relatives. They will be gone about two weeks.

Want Ads

Wanted

WANTED: To lease stalk field pasture for cattle. O. K. Higgins. 49-14c

WANTED: Party to take milk cows on halves, half of calf crop and all of cream given for care of cows. Cows to be fresh soon. BOX 623. 50-2p

WILL BUY feed crop with accommodation for feeding. O. K. Higgins. 60-2p

WANTED: To buy maize heads and threshed grain. Brumley & Son. 42-14c

For Sale or Trade

FOR SALE: New and used typewriters, and ribbons. Jowell Mur-chison. 42-14c

FOR SALE: Have one of the best parts houses in the Panhandle; want to trade it for four sections of land. Reason for selling on account of sickness. —Amarillo Auto Parts Co., Inc. 50-2c

Help Wanted

LIFE INSURANCE salesman desiring the best plan of protection to offer their prospects may obtain full information 908 Republic Bank Building, Dallas, Texas. Call or write today. 42-10c

Notice

STOCKMEN: I have tried to consider the times and your troubles. Now will you consider my needs and welfare? Dr. F. E. Bowe. 50-3p

Even at our sale price Brunswick Super-Service tires are INSURED against road ACCIDENTS and we give you three hour repair service at RICE'S. 1c

CHECK Your Supplies Against THESE

Pre-Inventory Specials at
the Piggly Wiggly Today
Friday and Saturday



CANDY Pound 12 1/2c

LEMONS Sunkist, 369 size, dozen 19c

ORANGES Medium size, Sweet, Juicy Valencia 12 1/2c

GRAPEFRUIT Texas Seedless, 8/10 for 19c

COFFEE
Canova, pound can
25c

Compound
Eight-pound carton
54c

COCOA Mother's, 2-pound can 25c

WASHING POWDER Swift's Pride, 25c also, 2 for 25c

GREEN BEANS Three cans 25c

CRANBERRIES Quart 12 1/2c

OLIVES Quart, Queen 33c

SMEKED MEAT SALT Mother's, 10-15 cans 89c

FIG PUDDING Half, large 33c

TAST-MALT Pound can, Kodak FREE 39c

PEACHES Evaporated, two pounds 25c

SORGHUM East Texas, gallon 57c

VANILLA EXTRACT Pure, 2-ounce bottle 18c

PICKLES Quart, sour 15c

TOILET SOAP Camay, 10c size 5c

SUGAR
10-Pound Cloth Bag
48c

Corn Flakes
Jersey, Package
10c

CABBAGE New Crop, Texas, pound 3 1/2c

GINGER ALE Or LIME RICKY, quart 15c

WAPCO PANTRY DEAL 12 cans to set 89c

COCOANUT Pound, shredded 19c

Quality and Service Are Paramount Always at

PIGGLY WIGGLY
ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME

33rd Year—Number 52.

County Sells 70 More Cows

Seventy Deaf Smith county cows will be bought by the county next Monday morning at Amarillo. This allowance was given the county because other counties in the state failed to fulfill quotas set in December. Farmers having either cows to sell or asked to get in touch with Dewey Reed, county agent. Names will be issued Saturday from Reed's office, and the quota will be prorated among applicants.

The seller must deliver the cows to the Pinkney Packing Company at Amarillo Monday. There will be an inspection fee of ten cents per head. Transportation is available through Reed's office at \$1 per head. The cows are subject to approval by the government buyer; farmers are warned, therefore, to be certain cows are in condition to be butchered before taking them to Amarillo.

Deaf Smith county was allowed 44 head in its original quota. They were delivered in December.

Cotton Meeting Friday Morning

A meeting of county agents and officials in local cotton reduction organizations of the Panhandle will be held in Amarillo Friday morning, when John R. Edmonds, district extension agent, will outline the 1934 cotton plan.

Dewey Reed, county agent, and W. H. Phillips will represent Deaf Smith county. Thirteen cotton farmers in this county participated in the plow-up program last year.

Lions Club Has 3 New Members

Sheriff John Miller, Dr. G. W. Heard and Claude Ricketts are new members of the Hereford Lions Club, presented for the first time at the Wednesday noon luncheon of the club.

Early Joiner, sponsor, and Gordon Durban at the piano gave a musical program. Bill Smith rendered a couple of piano numbers in response to popular demand. It was noted that Leon B. M. Whitehouse brings cigars as a result of the recent addition to his family.

Plates for Farmers Trucks Are Received

Lodge plates for farmers' trucks which are entitled to the special registration privileges have been received at the tax collector's office here. The plates have green numerals on gray background, with the word "Farm" stamped on the face.

Farmers' trucks which are used only for transportation of produce and supplies may be registered at one-half the usual fee charged for trucks.

Jack Wright at Lubbock Show

Jack Wright, with his White socks, left early Wednesday morning for Slaton to attend the South Plains Poultry show. He also took along some Black Australorp and Buff Orpingtons for W. I. Kueker.

1933 Prove

Lots of things happened during 1933 which will mark it as one of the most significant years in history. There, too, a lot of events took place in Hereford which were purely of local interest. In the following round-up of 1933, The Brand has stuck pretty well to local happenings, leaving national and international events to the daily papers.

January

R. F. C. leaves Deaf Smith county off the list of counties to receive drought aid. James Witherspoon takes oath of office as district attorney at Dalhart. J. Wallace Robinson is named Legion commander in place of C. W. Humble who was sworn in along with other county officials. West Texas Chamber of Commerce, distributing R. F. C. funds, sends county agent, and Miss Lula Mae Martin, home demonstration agent. Commissioners condemn property for sight of way on Highway 33 east of Hereford.

MUMMUN

AGAIN THE FIRE-BRAND OF 'I AM A FUGITIVE TAKES THE TOWN BY STORM!

You've waited one whole year ... Now see him as the glorious hero whose story takes in a century of time!

And the 5 Women Who Made Up His Lifetime, in

THE WORLD CHANGES
Aline MacMahon • Mary Astor • Margaret Lindsay
Patricia Ellis • Jean Muir • A First National Picture

Preview Saturday Night
Sunday, Monday, Tuesday
4-BIG SHOWINGS-4

We urge you to see this picture, as you won't have another chance for only 10 and 20c.

1901 1933

E. B. Black Co.
Furniture :: Undertaking
Ambulance Service—Day or Night
Hereford, Texas

Greetings
New Year

Thanks many times for the business we have enjoyed this year, and we assure you our efforts to obtain the very best of Fruits and Vegetables will continue throughout the coming year.

We sincerely wish for you many Returns for the New Year and a GREAT BIG RAIN

FULLER'S
FRESHER FRUITS AND VEGETABLES
First Door South of Post Office.

COLD WEATHER

WRECKS BATTERIES

Have your checked, and repaired (or replaced if absolutely necessary) with an EXIDE, by our staff of battery experts.

FULLWOOD
Battery and Electric Station

Westway Items

(BY WILMA SKYPOLA)

Mr. and Mrs. Fay Dodson spent Christmas in the home of their parents in Olton.

Get highest cream prices at Farmers Creamery Association. Tife Miss Louise Westhall of Olton sister of Mrs. Dodson, spent last week in the F. W. Dodson home.

Mr. and Mrs. A. H. Lueb and family have moved to Hereford.

V. Skypala and family spent Christmas in the home of his mother, Mrs. Josephine Skypala, at Umbarger.

Mr. and Mrs. G. W. Wilson have returned from a visit in Crosbyton.

Alvis Wilson of Hereford visited in the Grady Wilson home last Thursday.

Mr. Dodson took the basketball boys and girls to Bovina Wednesday night where they played three games, Westway losing. The girls score was 11-22, the boys 19-20. The outsiders played the Bovina outsiders 8-20.

Mr. and Mrs. Berches and family of Wyche have moved to the place vacated by A. H. Lueb.

Mr. and Mrs. V. Skypala spent Sunday night in the A. H. Lueb home in Hereford.

Lester Kelley of Earth has been visiting in the Rowe home the past week.

Ulys Pierce and Miss Wilma Nell Sikes of Summerfield were united in marriage Wednesday at 2:30 o'clock in Hereford. We wish happiness and luck in the future. They spent Wednesday night and Thursday in Amarillo. They will make their home with his parents, Mr. and Mrs. A. C. Pierce until they find a place.

Mr. and Mrs. G. C. Hartman

and daughter went to Amarillo last Thursday.

There was a party in the G. W. Wilson home Saturday night. Forty-two was played, as were a number of party games. Mrs. G. C. Hartman and E. E. Joiner won high in 42.

A few of the young folks gathered in the Dodson home Friday night, when games were played, popcorn and candy served.

Mr. and Mrs. F. W. Dodson went to Olton Saturday to take her sister, Louise Westhall, who has been visiting in the Dodson home.

Dean News

(BY MARY LOUISE—ELSIE FRIEMEL)

(Last week's letter.)

Take Produce to Carl's Gro. if school began Monday after a ten days vacation.

Several from Progressive and Ford were among the large number at singing Sunday night. John F. and Miss Johnny Margaret Taylor of Clovis were also present.

Miss Helen Jones spent last week with her sister, Mrs. J. Benson near Happy.

Oscar Jones and family spent Sunday with her sister, Mrs. Ester Noble at Friona.

Mrs. Geo. Muse of Hereford, Mr. and Mrs. Wm. Bell of Pampa spent part of the holidays with their parents, Mr. and Mrs. Oglesby.

Mr. and Mrs. U. G. Randall visited their daughter, Mrs. Lon Chatteau, near Roswell last week.

Mr. and Mrs. Hope Owen of Santa Fe, Mr. and Mrs. Walter Easter spent Thursday with Mr. and Mrs. J. B. Harlin.

Mr. and Mrs. Chas. King returned to their home in Follett Sunday after several days visiting in the J. E. Andrews home.

Mrs. W. M. Sams, Messrs. and Mrs. Wade Steele, Ralten Steele, John Lee, Frances spent the first of the week in the home of their

Here and There

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slater, Mrs. W. A. Springer.

Jess Barton of Wellington visited the J. E. Andrews home last week.

Mr. and Mrs. J. R. Richie of Albuquerque visited her sister, Mrs. M. A. Springer.

Jack and Wanda Marie Allman returned Sunday from a visit with their grandparents at Floydada.

Walter Owen of Vernon visited Christmas day with his brother, A. H. Owen.

Mr. and Mrs. Harvey Dixon of New Mexico are visiting their parents, Mr. and Mrs. W. S. Dixon.

Mr. and Mrs. Lester Sparkman spent Sunday with his father, Geo. Sparkman, near Dimmitt.

Misses Gladys and Margaret Benson, Miss Ruby and Henry Andrews, Geo. Jones, T. L. Sparkman, Jr., Geo. A. Springer, J. B. and Harold Harlin, Misses Imogene Roberson and Maxine Tice enjoyed a horseback ride Friday.

Several parties were enjoyed in this community the past week. Monday night at the J. E. Gatlin home, Tuesday night, Glenn Greer, Wednesday night J. E. Andrews, Thursday night C. E. Tice, Friday night H. M. Mobley, Saturday night Elmer Jones.

Mr. and Mrs. Gordon Engle and S. B. Kimball spent Sunday

in the Joe Nowak home.

Mr. and Mrs. J. E. Benson returned home Wednesday after a short visit in Wheeler county.

Several from here attended singing at Progressive Sunday.

Messrs. and Mrs. W. S. Dixon, Claude Dixon, Walter Ayers of Hereford, Emmett Dixon of Easter, Clarence Dixon of New Mexico, were Sunday guests in the Elmer Dixon home at Cleo.

Miss Mary E. Sain of Portales returned home Monday after a visit in the homes of her aunts, Mrs. Brit Boyd and Roy Rogers.

Mr. and Mrs. Ed Schuette were in Amarillo Saturday.

Mr. and Mrs. K. F. Campbell visited in Tucuman during the holidays.

and cocoa and coffee were served to all.

Miss Vera Crawford of Canyon spent Christmas in the H. H. Miller home. Mrs. Miller is her sister.

Miss Syble Smith spent Thursday and Friday in Hereford visiting Anna Lee Frye.

Mr. and Mrs. H. H. Miller made a trip to Amarillo Wednesday.

Miss Ruby Harris spent last week in Amarillo with relatives.

Miss Leona Frye, who is working in Amarillo, spent Christmas day at home.

Misses Lois Smith and Inez Miller, who attend school in Canyon, spent the holidays at home.

Miss Hazel Crouch spent Christmas with her parents near Plainview.

Mr. and Mrs. L. N. George chaperoned a number of young people at the school house Wednesday night.

Inez Miller entertained a few young friends in her home Friday evening with a forty-two party. Refreshments of cherry pie and cocoa were served.

Ed Reynolds and family, Mrs. Lizzie May Harris and family, H. H. Miller and family, H. C. Miller and family, Martin Campbell and wife, W. Smith were guests at a turkey dinner in the W. J. Stewart home Sunday.

Roger George returned to his home in Brown county for Christmas.

Dawn Items

(BY INEZ MILLER)

Take Produce to Carl's Gro. if school began Monday after a ten days vacation.

Mrs. Julia Bynum, who spent Christmas with her son and daughter, Aubrey O'Neal and Mrs. Paul Frye, returned to her home in Amherst Wednesday.

A large number of young people were present at a birthday party in the home of Aubrey O'Neal and Mrs. Bernice Harris in the W. J. Stewart home Monday evening, December 25. Refreshments of cake

Elmer Patterson, wife and mother were Canyon visitors Sunday.

Elijah Ramey, wife and daughter, Eunice Oline, attended church at Canyon Sunday.

Save at FURR FOOD STORE Friday, Saturday and Monday

Quality and Low Price
A WINNING TEAM

APPLES Per dozen	17¢	ORANGES— Sweet, juicy, new crop nlee size, dozen	17¢	YAMS No. 1 quality, lb	3¢
CARROTS Fresh, large bunches for	4¢	LETTUCE Large firm heads	6¢	CELERY Well bleached, stalk	7½¢
CABBAGE Small heads, pound	2½¢	SPUDS No. 1 Red Hereford, 10 pounds	12½¢		
TAMALES Ratiff's, 2 cans	23¢	RAISIN BRAN Skinner's, pkg	10¢	GERBER'S Strained Vegetable 2 cans	19¢
COFFEE— Bright and Early 1-lb package	19¢	Salad Dressing W. P., quart jar	27¢	MACARONI Spaghetti, Justice, pkg	5¢
HOMINY Van Camp's, 2½ cans, 2	17¢	BEANS Great Northern, 5-lb bag	19¢	Toilet Tissue Charmin, 4-roll box	23¢
RICE Fancy Blue Rose, 2 lbs	10¢	PEAS Backeye, 2-lb pkg	10¢	TOILET SOAP Kirk's Hardwater, 2 brs	9¢
MATCHES 3 boxes	10¢	RAISON'S— Wholewheat Cereal Large package	21¢	COFFEE— Standard brand packed in tin can, guaranteed to satisfy, 1 Pound Can	23¢

FRUITS
Peaches, Apricots,
Blackberries, Green
Gage Plums
Choice
39¢
Per Gallon

GELATIN
Royal, All Flavors
Package for Only
5¢

TOMATOES
Standard No. 2 Cans
Three For
25¢

PRUNES
Medium Size
Two-Pound Pkg.
15¢

OATS
Scotch
Large Package
12¢

FLOUR
Whole Wheat
24-Pound Bag for
74¢

SUGAR
Pure Granulated
10-Pound Cloth Bag
49¢

CORN
Standard No. 2 Cans
Three For
25¢

Shortening
Mrs. Tucker's,
Eight-Pound
Carton **54¢**

White King
Granulated
SOAP
Large Pkg. **28¢**

CRACKERS A-1 grade, 2-lb box	21¢	SORGHUM Pure country, gallon	49¢	Peanut Butter Quart	27¢
COCONUT Long white thread, lb	19¢	Brown Sugar 3-lb bag for	19¢	SODA Arm & Hammer, 1-lb pkg	8¢
SAUSAGE Seasoning, Morton's, can	23¢	PINEAPPLE Libby's, 2 cans for	15¢	Talcum Powder 2 large cans for	25¢
Black Pepper 1-lb can for	25¢	COFFEE 3-pound bag for	36¢	PUMPKIN Large can, 2 for	25¢
Red Pepper ½-lb can for	19¢	Apple Butter Libby's, large 2½ can	17¢	Baking Powder Large 50¢ size for	35¢
Vanilla Extract Large 8-oz bottle for	17¢	SYRUP Pancake, per gallon	54¢	HONEY Section comb, per crt.	17¢
Gray Shorts Or Mill Run Bran, sack	\$1.00	Whole Wheat Breakfast food, 5-lb bag	19¢		

HENS Nice, Fat
Fresh Dressed
Per Pound **12c**

ROAST Cut from home-killed pig hams, per lb	12½¢	CHEESE Elkhorn, No. 1, per pound	18¢
PORK CHOPS Nice, Lean, pound	14¢	BACON Pinkney's Special Sliced, pound	19¢
CHILI Fresh, Home-made Brick, pound	14¢	ROAST Cut from Fancy Baby Beef, per lb	11¢

**FURR
FOOD
STORES**
lower prices

PROTECT
Your Home and Property

Let Us Write Your Insurance and You Will
Know that You Are Fully Protected.

HEREFORD INSURANCE AGENCY
John McLean, Owner.
—for sure protection insurance

**HEREFORD LAUNDRY
AND DRY CLEANING CO.**

"Yes, I Send My Best Things
to the Hereford Laundry."
Semi-Finish, 15 Lbs. for 75c

Our patrons can trust us with their sheerest,
daintiest fabrics
GIVE US A TRIAL NOW

CALL 298—WE CALL FOR AND DELIVER
Send Your Dry Cleaning and Laundry to Us.

Heat With Gas
For Convenience—
Comfort—Economy

West Texas Gas Co.
Symbol of Dealer
See A Dealer
Who Displays
This Symbol

Good Gas with Dependable Service

SPECIAL

While they last, Good Colorado Apples
BUSHEL ----- 95¢

We appreciate your produce and cream business. Cream is up.

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4.75-19, 6-ply (sidewall) Brunswick tires only \$7.05 during RICE'S tire sale. Other sizes in proportion. 1c

Harvey Cash and two children, Harvey, Jr., and Miss Rosa Cash of Canyon were here Wednesday afternoon visiting relatives and friends. 1c

G. H. Tyson, owner of the Tom Ivey ranch east of Hereford about six miles, was here Thursday morning paying taxes. 1c

Mrs. J. M. Chapman and daughter, Miss Elizabeth, of the Sims community were callers at the Brand office Tuesday. 1c

Mr. and Mrs. Art Manjeot and son of Elida, New Mexico, were here during Christmas visiting with her sister, Mrs. Pink Gilliland, and family. 1c

Have you been paying for vulcanizing and getting cold-patching? Try RICE'S service. Steam is always up and every tube VULCANIZED. 1c

Mr. and Mrs. John Neill and daughter, Nancy, of Lubbock spent the holidays with Mrs. Neill's parents, Mr. and Mrs. W. B. Whitshire. 1c

Mr. and Mrs. Monroe Hartman of Taylor were here Christmas day visiting Mrs. W. H. Megert and family. Mrs. Hartman was formerly Miss Oriana Savage of this city. 1c

Miss Virginia Barnett spent the last week end here visiting her father, Ralph Barnett. Miss Barnett is a student at W. T. S. T. C., Canyon. 1c

Frank Ball and two children, Bettye and Betty, and Mr. Ball's aunt, Mrs. W. A. Duff, all of Tucuman, arrived here Tuesday and will remain the rest of the week. 1c

Your used tires have better trade-in value now than they will as soon as the National Tire Dealers Code goes into effect, and Brunswick Sale prices are still on at RICE'S. 1c

Announcing the opening of the Hereford Nursery under new management. All trees and shrubbery will be sold regardless of their real value. We also have teams and a truck to do hauling, landscaping work and auctioneering solicited. Bundle feed for sale. A. J. Ellwart, phone 220-W. 1

Mr. and Mrs. Sam Steele and little daughter, Ann, of Fort Sumner, New Mexico, and Mr. and Mrs. Nell Blagman of Amarillo were visitors in the M. L. Steele home Christmas day. 1c

Even at our sale price Brunswick Super-Service tires are INSURED against road ACCIDENTS and we give you three hour repair service at RICE'S. 1c

1901 1933 E. B. Black Co.

Furniture :: Undertaking

Ambulance Service—Day or Night
Hereford, Texas



Thanks many times for the business we have enjoyed this year, and we assure you our efforts to obtain the very best of Fruits and Vegetables will continue throughout the coming year.

We sincerely wish for you many Returns for the New Year and a GREAT BIG RAIN

FULLER'S

FRESHER FRUITS AND VEGETABLES
First Door South of Post Office.

CHECK

Your Supplies Against THESE



Pre-Inventory Specials at the Piggly Wiggly Today Friday and Saturday

CANDY Pound ----- 12 1/2¢

LEMONS Sunkist, 360 size, dozen ----- 19¢

ORANGES Medium size, Sweet, Juicy Valencias ----- 12 1/2¢

GRAPEFRUIT Texas Seedless, five for ----- 19¢

Compound

Eight-pound carton

54c

FIG PUDDING Heinz, large ----- 33¢

TAS-T-MALT Pound (can, Kodak FREE) ----- 39¢

PEACHES Evaporated, two pounds ----- 25¢

SORGHUM East Texas, gallon ----- 57¢

VANILLA EXTRACT Pure, 2-ounce bottle ----- 18¢

PICKLES Quart, sour ----- 15¢

TOILET SOAP Camay, 10c size ----- 5¢

Corn Flakes

Jersey, Package

10c

Quality and Service Are Paramount Always at

PIGGLY WIGGLY

ALL OVER THE WORLD

PHONE 81.

FRANK GYLES, Manager

BUY AT HOME

COFFEE

Canova, pound can

25c

COCOA Mother's, 2-pound can ----- 25¢

WASHING POWDER Swift's Pride, 25c size, 2 for ----- 25¢

GREEN BEANS Three cans ----- 25¢

CRANBERRIES Quart ----- 12 1/2¢

OLIVES Quart, Queen ----- 33¢

SMOKED MEAT SALT Morita's, 10-lb can ----- 89¢

SUGAR

10-Pound Cloth Bag

48c

CABBAGE New Crop, Texas, pound ----- 3 1/2¢

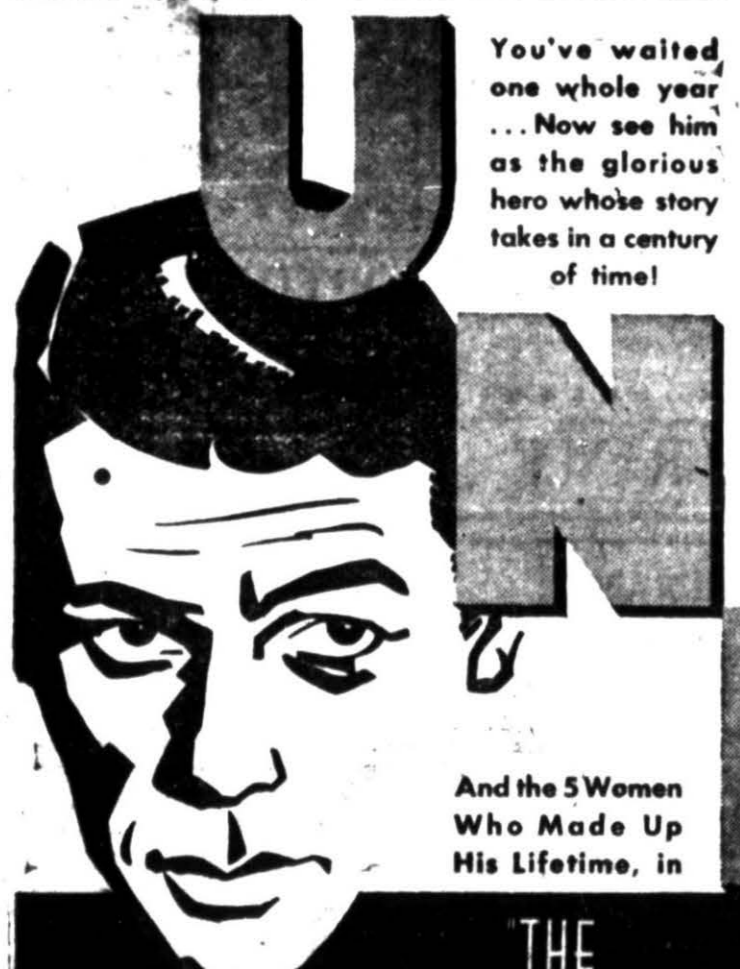
GINGER ALE Or LIME RICKEY, quart ----- 15¢

WAPCO PANTRY DEAL 12 cans to set ----- 89¢

COCOANUT Pound, shredded ----- 19¢

AGAIN THE FIRE-BRAND OF "I AM A FUGITIVE" TAKES THE TOWN BY STORM!

You've waited one whole year ... Now see him as the glorious hero whose story takes in a century of time!



And the 5 Women Who Made Up His Lifetime, in

THE WORLD CHANGES

Aline MacMahon • Mary Astor • Margaret Lindsay
Patricia Ellis • Jean Muir • A First National Picture

Preview Saturday Night

Sunday, Monday, Tuesday

4—BIG SHOWINGS—4

We urge you to see this picture, as you won't have another chance for only 10 and 20c.