

The Hereford Brand

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Published Every Thursday

Our Slogan-"More People--More Farms"

32nd Year-Number 51.

The Hereford Brand, Hereford, Texas, Thursday, December 29, 1932.

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Extension Service Reports Texas Farmers Now Live Better for Less Than Ever

cash as during 1932, Director I. B. Martin of the Extension Ser-ice, Texas A. & M. College, points ut in a review of the agricultural ituation in Texas during the year ast closed. It is this phase, the mewhat spectacular and aimost niversal turn of farm families producing most of their living expenditures, we have the largest riate setting for the occasion. feed crop in years," Director Mar- Santa Claus came at 3:00 o'clock,

Not in 50 years have Texas

nany foods and articles formerly purchased, such as sorghum syrup, otton mattresses, woolen comforts, ngs, furniture, varied meat profucts and cheese. Looking ahead hrough 1933, it seems probable ectivities and increased farm efciencies will continue to rule. "Looking back over the develop-

1932 than in any previous year, horse from any other color. fost certainly it will hold good in hart for guidance in all years. "To this policy for 1933 should added the development of new

arm and home manufactures. sale of home-made butter and place to tie up. e; to the tanning of hides their utilization as harness, of equipment, and orna-

ment; to the manufacture and sale standardized sorghum syrup, the utilization of wool and cot in the making of rugs, bedding clothes; to the standardization and sale of grapes as distinctive Texas grape juice, and to many other home industries fostered by the Extension Service.

In re-stating the Texas Farm Policy in terms of 1933, Director Martin called attention to the eight cardinal points as follows: Selling the farm home market first: 2. Producing a small surplus of food to sell; 3, Using care efore planting new cash crops: Planting feed to sell through restock: 5, Cutting cost of proaction to the limit; 6, Raising ices by producing quality goods; Preserving the land by terracand wise utilization; 8, Recenition of the fact that no two period nere. ildes are the thousands of farm

nd home demonstrations. "More than 125,000 farm famies, one quarter of the entire number in Texas, were directly aided n 1932 by county farm and home

died Monday afternoon.

rmers lived so well with so lit-Thursday For Official Family

County Judge Earl W. Wilson home, that stands out above all was host Thursday afternoon of G. A. F. Parker last week when the official family home, that stands out above all was host Thursday afternoon of tural picture and that, in fact, of Deaf Smith county held s marks 1932 above years of the Christmas party in the commissionpast in far reaching accomplishers room of the court house, ments, Director Martin added. Strings of colored lights and a "In keeping with this definite decorated tree, with festoons of rend toward the elimination of red and green, made an approp-

tin said. "Pasture improvements and with the assistance of "Grandprolong grazing and increase pa" Alexander, suitable gifts were earrying capacity have exceeded presented each one in attendance. all previous records, and produc? These were accompanied by origtion costs of all farm commodities inal descriptive verses to be read ford, especially those in connection North Hereford; Judge Wilson, have been sharply cut by increases aloud, creating much merriment with political events transpiring West Hereford. Plans and a score in yields and efficiencies in man- and bringing a resolution to save after the incorporation of the city, card for a local yard and garden agement. As a result the cotton them as souvenirs. Stunts of varcrop has yielded enough cash in lous degrees of difficulty and genmany places to clean up present erous helpings of popcorn and obligations and part of old debts. candy helped make the afternoon ble of gathering data necessary on meeting for each district will be Reports of collectors of loans made | delightful.

to farmers by the Federal Government last spring indicates a re- sioners J. T. Guinn and Mal Ste- ways been directly connected with A planting campaign will be enmarkably high per centage of col- wart, who were prevented from civic events as they happened in couraged, especially roses at this lections, going as high as 94 per coming by bad roads, the entire our town, and is therefore entirely time of year and tulips may yet Minn., sold eggs for 8 cents a doz-"official family" of the county was qualified to furnish any Tacts re- be planted. Any shrubs or trees en. A request to the consumer for things that have determined the should do so. "With the possible exception of present. These included Judge quired in the preparation of such or roses set out should be report- the price per dozen was inscribed city's place and progress. To excertain early truck crops in South Wilson, L. H. Foster and Mrs. articles. Texas, farmers generally have not Effa Rutherford, clerk and assistmade large profits in 1932, and ant; John Coffee, attorney, and week, and will deal with the in- of the Beautification Committee: there has been general distress in his brother, Dick; W. B. Phillips corporation of the town, election meeting debts and taxes and in and C. J. Paddock, commissioners; of the first mayor and board of terest, and in buying anything be- J. H. Head, treasurer county aldermen, abolishment of the inyond the barest necessities. But health department; J. H. Wilson, corporation three months after its anything about the places which there has been plenty of food and justice; Surveyor and Mrs. A. O. adoption, and other things calcul- will add to the attractiveness of not in 50 years have Texas farm- Thompson, J. B. Miller, C. V. All- ated to be of interest to citizens the premises and to paint where ers lived so well with so little red and Jowell Murchison, sheriff of Hereford. and tax collector and assistants; "It is estimated that 100,000,000 Mack Beach, assessor; Mrs. Bessie containers of food were canned, or Smith, treasurer; R. O. Dunkle, average of 43 containers for county agent: Miss Nell Avers. man, woman and child living health nurse, and her mother; on Texas farms. Much of this is Miss Lula Mae Martin, demonstradue to the fact that many, and tion agent; Miss Lillie Hostetler, perhaps most farm families, raised librarian; Mrs. Harry Sherrieb. and stored and canned food ac- business men's association; Mrs. cording to definite plans and bud- C. R. Bentley, welfare distribution rets that insured health and plenty, representative; J. E. Cockrel, jan-"In addition to this there was iter; Dr. T. L. Morgan, county revival of home manufacture of health officer, and Mrs. Morgan.

LITTLE WANT AD TELLS QUITE A STORY WHEN PROPERLY ANALYZED

In this issue of the Brand there at this time that living at home is a little three-line want ad which tells quite a story as to the trend of the times. It starts off: "Strayed from wagon yard, team nents of the year, it is easy to of bay horses." There are plenty see that the Texas Farm Policy, of youngsters in Hereford who are outlined by Texas A. & M. College almost old enough to vote who do years ago and re-affirmed the past not know what a wagon yard is, two years in varied language, is its functions, or purposes. And practical and sound. I believe it the same almost-old-enough-to-vote has been followed more closely youngsters would not know a bay

It looks as if the horse and 933. This policy is not an at wagon yard might some day come empt to dictate the lives of Texas back into their own, replacing the farm families, but is simply a rough old tin lizzie, garage and filling station, which combination rudely pushed them out of existence a number of years ago.

Numerous towns in this region refer to the processing of all kinds have re-established the old hitching f meat at home for sale as qual- rack, and the man who drives or country cured or country pro- rides into those towns does not fuced: to the manufacture and have to hunt long before finding a

Vacation Period **Ends Monday**; **Back to School**

The two weeks Christmas holiday for scholars of the Hereford schools will close this week and work will be resumed next Monday morning. The larger part of the teachers took advantage of the occasion to visit homefolks others parts of the state, or to

have others visit them here. A great number of young people of Hereford who are home from college will be leaving this week and next to resume their advanced studies. Several brought friends from college to spend the vacation

period here. MINERAL WELLS

WEDNESDAY MORNING

Mrs. Jerry Morrow and children left Monday afternoon for Mineral Wells where she was called by the monstration agents through dem- sudden death of her father, J. E. instrations pointing the way to Wren. Funeral services were held arm security," Director Martin in Mineral Wells Wednesday morning. Mr. Wren, with his wife and spite of the times, Texas has daughter had made their home in her parents, Mr. and Mrs. D. W. and other diversions of the Southeally the same number of Hereford the past year, and had now as on the same date the gone to Mineral Wells last Friday in the interest of his health. He

OF NEW YEAR CHARITY DANCE MONDAY EVENING BOARD GIVES

can Legion will hold a charity dance in the city hall Monday evening of next week, January 2.
Music will be furnished by Herb Sindt's orchestra.

Funds from the dance will be used by the local post in its various activities, which in a very large measure are devoted to community and civic enterprises. The Legion assumed the responsibility for presenting and distributing baskets of Christmas food and toys during the past week, using money raised through the year and amounts contributed by interested citizens to bring holiday happiness where otherwise there would have been none.

to Supply Data

purpose of the Brand to inaugurate appointed and have accepted. Dr. a series of articles having to do Perkins, East Hereford; Mr. Olwith the early happening in Here- son, South Hereford; Mr. Ireland.

Parker, who has gone to the trou- the committee. Then a called With the exception of Commis- Parker is a real pioneer, has al- once.

The first story will appear next



Mrs. S. W. Murphy and sons of Clovis were in Hereford Wednesday visiting her former schoolmate and friend, Mrs. C. L. Whitehead

Gordon Durham and family drove While there they drove across the International bridge into Old Mex- the beautification program. Some adjacent towns.

Mrs. L. R. Bradly was taken to a Temple hospital last week, and underwent an operation there Monday of this week. Advice from Temple is to the effect that she withstood the operation well, and improving rapidly.

Homer Grizzle and family spent the Christmas holidays with her citizens to keep all trash, cans, parents in Electra.

Mr. and Mrs. Gwynne Guthrie visiting his mother, Mrs. B. F. courage the advertisers to make Guthrie, and other home folks their advertising more attractive. here. He is associated with the 7. Ask chamber of commerce to official work of the Agricultural put some kind of a welcome sign ure to the President. and Mechanical College at State or something to let people know College, New Mexico.

Mrs. Dan Etheridge and Mrs. J. R. Maples of Friona visited with good shape. Hereford friends Monday.

Mr. and Mrs. Elmer Witherspoon of Hollene, New Mexico, were guests of Mr. and Mrs. J. W. Witherspoon Tuesday.

Mr. and Mrs. Edgar Betts of Clovis spent Christmas with Miss and Mrs. Betts are sisters.

Mr. and Mrs. Carl Meyers of Friona were here Monday visiting

Mr. and Mrs. Art Schlanman and two children spent Tuesday and Wednesday with Mr. and Mrs. Jas. Witherspoon. They were from Dal-

Mr. and Mrs. Sherm Williams of Amarillo arrived Wednesday for a short stay in Hereford.

Mr. and Mrs. J. C. Wilkison of Fridna were here Monday.

Mr. and Mrs. Trvin Hamilton moved to Lubbock this week to make their home.

Hugh Exum was here on business from Amarillo Monday.

Miss Kathleeta Hawkins of Amarillo spent Christmas here with and Mrs. R. H. Womack, duties Hawkins.

mas in McLean with her parents, four years,

The Hereford Post of the Ameri- PLANS FOR

Working Plans for Beautification. The following working plans for Mr. Maples and family lived in is sponsored by the chamter of December 14. The committee is of her death in 1914. composed of Homer Fox, chairman;

Home Planting and Beautification his credit. Activities.

for East Hereford; west from Main ford and M. D. Fincher. for Story Series to Tenth Street for West Here-South Hereford. All: north of Tenth Street as North Hereford. Beginning next week, it is the A supervisor for each district was In this effort the Brand will or pretty homes contest will be, have the cooperation of G. A. F. worked out by this group with which to base these articles. Mr. held and plans put under way, at

Painting and Repair Activities. The committee recommended the repairing of trellises, fences or it is possible. A suggestion of bartering or trading for labor be promoted to encourage repair or painting activities.

City Property Beautification Campaign. The committee heartily endorse

the work done by the Park Board and the Welfare committee in cleaning up the parks and vacant lots and other beautification work. We also commend the churches, schools, court house, hospital and other public grounds for the work to El Paso to spend Christmas they have already done along beadwith relatives of Mrs. Durham, diffication lines and desire their continued support in carrying out ico, sight-seeing into Juarez and of the objectives for a city cleanup campaign are suggested: h Clean up all approaches to

> 2. Keep all vacant lots cleaned. 3. Have all burned buildings over town torn down and lot made presentable.

> 4. Have the fronts and windows of all yacant store buildings clean-

5. Clean up all alleys and ask etc. picked up and put in a box 6. Take down all old posters and spent from Friday until Monday signs on buildings, fences, etc. Enwhat town they are entering at all important entries to the city. 8. Keep all public grounds in

> 9. Have all old machinery, wreck ed cars and junk hauled off of vacant lots and from around business houses and homes and dumped somewhere where it will not be on a public state highway.

10. Have all weeds and trash removed from alleys. 11. Sanction the action of the Mattle Woodburn. Miss Woodburn Park Board in trimming the trees and keeping the side walks clean. County and Rural Beautification like my sister." Activities.

It was decided to ask for a meetprove our highways, roads, etc.

Then to meet with the county home demonstration agent and work | nally down. out plans for the beautification of

attractive and a better place in financial institutions and railroads, vice rendered. which to live shall be greatly appreciated.

were down from Amarillo to spend Christmas with his parents, Mr. for which he works, having pre-installment, Mrs. C. R. Bentley spent Christ- vented a visit home for the past

T. S. Maples, 80, who died at his Plainview home Wednesday, December 21, was brought to Hereford Friday afternoon and laid to rest beside his wife and son in West Park Cemetery Saturday

the Beautification Contest, which Hereford from 1906 to about 1909, serving as section foreman of the commer se and the We fare Asseria Santa Fe while here. A son died tion, was decided on by the com- here in 1909, and his wife was mittee appointed by this body on brought here for burial at the time

He is survived by six grand-Mmes. Nettle P. Slaton vice chair- children, all of whom live at man; Rex Tynes and Bob Wilson. Plainview, one of them, Lonnie The plans were worked out fol- Sewell, accompanying the body lowing the score card or basis of here for burial. . Mr. Maples was judging for the Beautification Con- retired from the railroad service, having a record of 53 years to

Pall bearers were members of The committee saw fit to divide the Hereford Odd Fellows lodge, the town into four districts. East R. L. Dowell, A. C. Barnhart, Bob from Main north to Tenth Street Brazil, L. H. Foster, Jesse Stan-

AROUND

IN THE PAST SEVEN DAYS

WORLD

FRIDAY, DECEMBER 23.

Farmer Enns, of Mountain Lake, Farmer Enns received a reply to his request, and found eggs gained just 30 cents a dozen between producer and consumer.

Henry Lane Wilson, 76, former U. S. Ambassador to Mexico, died in his home at Indianapolis, Ind.,

Two men who robbed the bank at Wingate were shot and killed dents of the town.

Attorney General Allred rules that the constitutional amendments which abolish the office of tax assessor and tax collector and create the office of assessor, and collector of taxes, and makes the Peabody College, Nashville. Prior sheriff in counties of less than 10. to his residence here, he was en-000 population the assessor and gaged in teaching, and for a numcollector of taxes were intended ber of years was on the faculty payment until the first day of Febto become operative when the of Hereford schools. Later he ficers elected at the next regular served as member of the school operated in February with a 1932 biennial election to fill the new board and lived here the remainoffice, qualify under the law. Tax der of his life except for a residence assessors and collectors chosen at in Ranger where he at that time the last general election will con- held business interests. Of recent tinue to serve and amendments do years his interests have been connot become effective until the next fined to Hereford and Deaf Smith general election.

very thing.

The Senate voted independence joker is that the resolution is inoperative for ten years, Approval Jo, a senior in high school, and by the House will send the meas- Betty Bruce, also in high school.

SATURDAY, DECEMBER 24.

proposals of marriage since her Finis Owen, lives in Hereford. nomination, one of which is from "Cowboy, 56 years old," and sent from Hereford Texas, who writes that he read in the papers that McWilliams, his pastor. A choir November being ushered into their buster and that he, himself, is a cowboy, and believes "the two of together." "You have a fine face," ed. Great banks of flowers breathwrote the cowboy. "You look just ged their beautiful message of sym- assuming the office of county

Plodding feet of pilgrims visiting of the commissioners court and ing once more the hallowed spot decide what could be done to im- where Christ was born awoke the sleepy, timeless little town of Also to work with Miss Ayres, Bethlehem. As though time had county health nurse, in the im- stood still through the centuries, tended the service and followed in charge for another two-year provement of the county public shepherds still watch their flocks the remains to West Park Ceme- term. grounds, schools and the general on the surrounding hills," and the sanitary conditions of our county. stars under which the angels sang of peace and good will blink eter-

Any suggestions or changes today deposited a reduced interest about doing good, lives on in the Club, with their wives or lady which will help in improving our rate of one-half of one per cent in imperishable strength of righteous. friends as guests, will observe the city and county and make it more the Christmas stockings of banks, ness accomplished, unselfish ser passing of the old year and the

Richard Stewart Hooker, commander of American Marines stationed in Shanghai, China, area, Mr. and Mrs. O. N. Womack dropped dead at his home there.

A shipment of British gold amounting to some 2,300,000 pounds Brand, is improved following rather eon program, and Alex Thompso received in New York to apply on a critical period experienced Satur- C. C. Acker and John Patton will western Public Service Company, payment of December 15 war debt day and Sunday. Mrs. Holman direct festivities afterwards.

(Continued On Last Page)

FORMER CITIZEN AND RAILROAD WORKER BURIED Saturday Last Deliquent HERE SATURDAY MORNING Tax-Paying Date Without Adding Penalty-Interest

Heart Attack Causes Death

A. M. Jones is dead.

This intelligence, flashed over the city in the early hours of Thursday evening, December 22, touched an entire community with a polgnant sorrow and brought into many homes a sense of personal bereavement. The announcement came with the shock of suddenness, for while not in vigorous health, he was seldom absent from and interest is remitted, by action business nor from the many other of the legislature, if the original duties which a high standard of taxes are paid before Saturday community usefulness imposed. On night, the evening of December 22, he walked home from town, very soon complained of feeling fil, and expired within a few minutes before cludes those due from independent medical aid could be summoned. school taxes and city taxes here,

separably linked with that of Here- them as to state and county taxes. ford, for it touched that life at added the strength of an absorb- remitted each year, that there sally loved.

He came to Hereford about 25 years ago from Murfreesburg, Tennessee, where he was born and reared. He was a graduate of county in the capacity of a realtor. to which he added the operating It's a serious thing to bite a of large farm holdings. His beaucat's tail in North Carolina. A tiful home, one of the loveliest man was sentenced at Raleigh to in the city, reflects the home spirit 90 days in prison for doing that which was a dominating influence in his life.

He was married to Martha Elmina Dameron June 30, 1908. They have for the Philippine Islands, but the three children: Andrew Pat, a junior in A. and M. College; Wilma Besides these, he leaves four sisfeters: Mmes. G. W. Carlton, J. W. Owens and T. E. Owens, all of Murfreesboro, Tennessee: and Mrs. Miss Kathryn O'Laughlin, Con- H. H. Guill, of Pampa, Texas, gresswoman-elect of the Sixth Kan who, with her son, Ben Guill, atsas District, has received four tended the funeral. A nephew,

Christian church Saturday, Decem- sworn into office at the court ber 24, conducted by Rev. E. R. house, the newly elected from last made up of voices from the var- duties, and the hold-overs carrying ious churches sang the old hymns on in their respective tasks. of the church-hymns he had lovpathy and love.

which he was superintendent.

tery where interment was made. Pall bearers were F. M. Kester. A. Lowther, C. R. Smith, George Muse, C. H. Dyar and A. G. Bell. A. M. Jones is gone, but his life, The Reconstruction Corporation like that of the One who went

Seth B. Holman Improving.

day morning stated that Seth B. Holman, owner and editor of the Grizzle are in charge of the lunchstated that unless complications arise, Mr. Holman will be up and around within a short time.

Tax authorities are being kept busy this week taking care of the last-minute rush of those who wish to pay delinquent and past due taxes without penalty. The final of A. M. Jones and is the result of the action of the December term of the State Legislature, whereby all interest and penalties on overdue taxes are remitted if the taxes are paid on

or before December 31. The arrangement is convenient and very saving for those persons who had let their taxes go delinquent and have found the penalty and interest grown to proportions almost as large as the original tax debt. All the excess penalty

Includes School and City.

The remitting of interest and penalties from overdue taxes in-The life of A. M. Jones is in the same procedure applying to

Tremendous savings are effected every vital point and always with by paying delinquent taxes at uplifting influence. His keen, well- this time, and as the taxes must trained intellect and his recognized eventually be paid or the proporfearless honesty of judgment made ty be confiscated, those who poshis counsel sought in the basic sibly can pay delinquent taxes

There is a current thought that ed to the district chairman so it on one of the eggs. Months later ceptional business acumen, he if the interest and penalty is to be ing humanitarianism and the im- be no reason to pay any taxes at press of his life is woven into the all, as they will cost no more sevvery fabric of Hereford's moral eral years later than they will and commercial development. His when due. This is wrong, for the quiet, unobtrusive benefactions have remitting of penalty and interest helped many a boy and girl in is done for but one year at a the struggle for opportunity. His time, and should failure to take buoyant optimism has been a advantage of the situation be let strength to many who in dark go by this month, all past due hours of discouragement and sor- taxes, penalties and interest are row have felt its benign influence, still in effect and could easily oc-A successful business man, a broad casion the loss of the property inby the cashier of the bank and resi-thinker, a thoughtful reader, and volved. Should financial conditions a genial, dependable friend, he over the country warrant such was widely influential and univer- action, the State Legislature could just as easily pass more stringent tax collection laws, and, the opportunity to miss paying large

penalties and interests be lost. Automobile Taxes Due. Automobile and truck taxes are due with the beginning of the new year, but are not compulsory of ruary. However, should a car be license plate, the owner is liable for a penalty in addition to the 1933 license fee, together with interest for January when the car

is operated illegally. Cars must not be driven in January with a 1932 license unless the owner knows for a certainty a 1933 license will be bought be

fore February 1. Car and truck license fees will be the same as last year, there being no change in the license law regulating them, according to a statement made at the tax collector's office this week.

New Officials to Be Sworn In Next Monday

Next Monday merning, January Services were held at the First 2 new county officials will be

There will be but three changes in the official tasks: C. W. Humble judge and superintendent of schools, A lovely floral piece made by and J. P. Rose becoming commisthe joining of individual pieces sioner from precinct No. 1. J. represented the various depart- Walter Bradley will take up the ments of the Sunday school of duties of brand inspector. All other elective offices of the coun-A vast assemblage or people at ty will have their former officials

LIONS WILL CELEBRATE PASSING OF OLD YEAR WITH WATCH PARTY

Members of the Hereford Lions advent of the new Saturday night, with the holding of their usual weekly luncheon at 9:00 that evening in the First Presbyterian church, followed by a program Word from Mrs. Holman Thurs- destined to take them other places,

Messrs. Wiltshire, Streu and

A. A. Ott spent Christmas in Amarillo with relatives.

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NOTICE TO THE PUBLIC erroneous reflection upon the charsen, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office on North Main Street.

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Here and There

BY MRS. C. E. TICE

Despite road conditions, Santa delighted the hearts of the youngsters of Frio Saturday night by appearing at the close of the program and distributing toys and treats from the Christmas /tree, which had been prepared for his arrival

Boone Whitaker and family of Hereford and Mr. and Mrs. John Farmer of Summerfield were Sunday guests at the parental Whitaker home.

Melvin Mitchell is doing some repair work on the farm house on Frio Draw, preparing to move his and Mrs. Ree. family there later.

Wednesday of last week Mr. and Mrs. Sidney Oglesby celebratand all their children had planned to be present, but owing to bad to be present, but owing to be present, but owing to be present, but owing to be present. ed their 50th wedding anniversary weather and roads only two were able to get here, Mrs. Bell of Pampa and Mrs. Geo. Muse of Hereford. Several neighbors, including Messrs. and Mmes. J. E. and W. A. Springer, H. M. Mobley, J. B. Harlin, and Haskell Robbins were present.

Mr. and Mrs. J. N. Benson en-Haskell Benson and Miss Leatrice our heartiest congratulations. and others whose names we failed

vicinity made travel almost impos- rillo. sible, and several Christmas func- Lily May and Wilma Nell Sikes to ever remember that you have tions were given up.

and pupils held a short program in Dimmitt for the holidays.

Saturday morning. December 17, the large crowd present. about 25 neighbors and relatives met at the home of Mr. and Mrs. in Amarillo one day last week. J. E. Andrews-and-gave Mr. and Mrs. Elmer Jones a miscellaneous Pink Gililland Tuesday. A Christ-

are caring for their place while field

children Spent Christmas day at Shultz of Hereford attended the the C. E. Tice home. Mr. and Mrs. social Wednesday evening. Melvin Mitchell, Alfred Redwine and Jack Dunnigan spent the eve- Saturday to spend Christmas with

moving to the Lance place as soon nesday night with her sister-inas the roads will permit.

other correspondents a Very Happy Monday in Hereford with Mr. and

THE NEW COOK



Westway Items

BY WILMA NELL SIKES Mr. and Mrs. C. P. Grimes spent

Saturday in Amarillo.

honoring his birthday. months, returned to her home with mind. When I would have been Mr. and Mrs. T. Stone. Mrs. Steakley, at Abilene.

Amarilio.

of Hereford. tertained their children and their Gunn were married in Clovis Tues- and appreciation one for the other, way is not able to be up.

families Christmas day. Messrs. day. They were accompanied by I wish for you and yours this New and Mmes. J/E. Andrews, Jodie the bride's parents, Mr. and Mrs. Year a most happy and prosperous remains about the same. Benson of Happy, Dave Benson, R. M. Gunn. We extend to them year. May the blessings of God

T. L. Vaughn and Mrs. Roscoe may some day be able to usher in Carr. Freshly graded roads in this Landers spent Wednesday in Ama-

spent Monday and Monday night in me one that you can depend on Misses Koma and Ruby Hyatt in Herefod with Mrs. Sank Ramey, to the last ditch-I will always A social was enjoyed at the stay put. and social Friday afternoon and school house Wednesday night. popcorn and candy were served to my good friends,

Mr. and Mrs. Early Joiner were

The ladies club met with Mrs. shower. Music was enjoyed during mas program was given and gifts lot-why can't you get a job?" the evening and games were played, exchanged. Mrs. Joe Landers and Mr. and Mrs. J. J. Lindsay and Mrs. Gililland gave talks on Christ- what I think I'm worth, and I family are spending the holidays mas, then a misceilaneous shower can't meet my expenses working Dimmitt spent Christmas with her with relatives at Lockney and Mo- was given honoring Mrs. N. P. for less." ran. Mr. and Mrs. Elmer Jones Sikes, who is moving to Summer-

Addine Hastings, Ailine Caraway Mr. and Mrs. W. E. Upton and Newt Ghilland and Clarence Mr. and Mrs. E. Joiner left

his parents at Muleshoe.

Mr., and Mrsr. D. O. Benson are Mrs. Grady Wilson spent Wedlaw, Mrs. Ellis Wilson, of Hereford. We wish the Brand force and Mr. and Mrs. R. M. Gunn spent Mrs. John Huntzinger.

NEW YEAR GREETINGS

To My Many Friends in Hereford and Deaf Smith County, Texas: I will not be able to express my love and appreciation to you as I or would express my heart-felt week. and especially through these months friends and relatives at Childress Mrs. A. C. Pierce and sons left of trials and many heart aches, Henrietta and Blue Grove. blue you have cheered me with Miss Opal Hays, who is teach-

Mrs. Rae Roe spent Wednesday my family. Though space may Mrs. A. C. Hays. with her aunt, Mrs. Ellis Wilson separate us in this life, but space can't always separate us, and Kendall Crawford have been real Guy Lawrence and Miss Bessle neither can it separate our love sick this week. Grandma Gallothe Brotherhood of man and the Fatherhood of God. I want you

I count myself in nothing else the teachers went to their homes Games were played, after which so happy as in a soul remembering

Prayerfully yours, M. J. JOHNSON.

Moeney: "You seem to be a well educated man and have traveled a Talks: "No one will pay me

Black BY MRS. J. J. CRAWFORD

Mr. and Mrs. T. L. Welch an fail to find words that are ade- nounce the marriage of their Buddie Roe of Plainview spent quate. For human language has daughter, Vena May, to Cecil Van-Christmas with his parents, Mr. never contained words that could diver, of Bluegrove, Texas, last fine Hereford calf from L. R.

A group of friends surprised Bill gratitude to you for your love and Mr. and Mrs. T. L. Welch and Rice Tuesday night with a party kindness to me and my loved ones two children spent Christmas with

who has been visiting here several doubt that might come to my mas with Mrs. Weizbrod's parents, over the past month.

Ruby Johnson spent Monday in your good deeds in every way to ing school at Hartley, spent Christ-Mrs. John Galloway, Netha and

Mrs. Tom Presley's condition

Mrs. Clifford Mann of Des be with you and ever keep you in Moines, New Mexico, spent Christ-Grady Wilson and family, Mrs. the hollow of His hand that we mas with her sister, Mrs. C. M.

Mrs. Manuel Hawks spent the Christmas holidays in Hereford. There were not many at the Christmas tree and program Saturday evening, as the weather was so cold and roads so bad. The children gave a short program and Old Santa Claus handed out the

There was no one present at the home of Mrs. Fred Meirs last Thursday for the ladies club meeting, as the weather was too bad. It has not been decided where the next meeting will be held.

Mr. and Mrs. Jack Mahler of sister, Mrs. C. M. Carr.



THIS YEAR Have Money

DESOLVE this year to save more than you ever have saved before.

Use your WILL POWER to keep your resolution. The person who sticks to a single good resolution is far better



FIRST NATIONAL OF BANK HEREFORD A Strong Bank Thoughtfully Managed



A LONG TIME AGO IN HEREFORD

(From Files of the Hereford Reporter, January 10, 1902.)

A total of \$4.130 had been raised 18 degrees below zero. proposed College in Hereford. It was believed little trouble would be encountered in raising this sum to \$10,000, the amount considered necessary.

Perfection 92891, thoroughbred Hereford, had been sold in Chicago for \$9,000; considered at that time the record high price for an individual animal.

Enrollment in Hereford high school had increased since the beginning of the term from 186 to 296. This school had been organized two years before with an enrollment of 55, and school authorities had been hard put to provide suitable housing, equipment and teachers to care for the rapid ex-

G. A. F. Parker, formerly president of the Meridian National Bank, later in charge of the U. S. Weddington private bank in Childress, was in Hereford, and with James Smith, of the Smith-Walker ress, was in Hereford, and with mercantile firm, proposed the opening of a private bank in Hereford. It was proposed to house the new institution in a new brick building to be erected. The organizers had expressed approval of the prospects here, and the new business seemed to be assured.

Born, Monday, January 6, to Judge and Mrs. C. F. Kerr, of

N. E. Hord and family were in town from their North Draw ranch and left in the evening for a visit with relatives in Amarillo.

Geo. Cloyd and Walter Sullivan had been in town from their Castro county ranches.

Sheriff G. C. Hutchinson and family had been here from Tulia visiting Mrs. Hutchinson's parents, Mr. and Mrs. N. E. Gass.

Judge L. Gough had bought a Bradly, consideration \$200.

R. N. Mounts had been in town

On the honor roll were Pearl Femester, Irma Gough, Bertha make life worth while to me and mas, with her parents, Mr. and Witherspoon, Marion Aten, Leon

> B-r-r-r! Twelve below zero in Hereford! The coldest December since-well of all time since records had been kept. Old-timers were common then, as now, and they dug around in their memories

and dug up a date away back in J. P. Roberson of Summerfi 1898, and vouched for a cold day had been in Hereford on business when rock-bottom was touched at

Pity the unfortunate children! The City Dads, in solemn session, had passed a curfew order, there-by prohibiting children under 16 years of age from loitering on the at a party where "light refresh-streets between the hours of 7:80 ments" had been served, referred streets between the hours of 7:80 p. m. and 5:00 a. m. at certain to said light refreshments as "The seasons, and 8:30 p. m. and 5:00 variations to a square meal."

a. m. the rest of the year. The law-makers were enthusiastic in A. O. Thompson had been their order, and to make it worth while included the assessment of a \$100 fine in cases where the ordinance was violated.

Mr. Clyde and Miss Beryl Fuqua of Amarillo had been Holiday Dimmitt were here visiting friends guests in the E. B. Posey home. Monday.

P. W. Price and family had moved from the Dodson place to the Barcus home on 25-Mile Ave-

One bright young man present

Amarillo on business

Fred Baird was at home from school in Canyon:

Mr. and Mrs. Jack Miller of

Lights

-Nothing is more symbolic of family cheer and contentment than the passing of a home that is brilliantly lighted on a dark night.

-It has the appearance of all the family being at home, enjoying themselves around the fireside, reading, playing games, and, perhaps, entertaining a friend or two.

-A HOME like this binds the family more closely together as the years go by, and evenings like that live forever in the memory of each member.

Texas Utilities Company

Is it

Do you wish to buy, sell or exchange vegetables or fruits for Canning?

RESULTS

you want?

Do you have something you wish to buy, need to sell, want to lease or rent, have lost or found anything of value?

then try a WANTAD thru OUR columns

From 3,000 to 5,000 readers of the Brand see your message every week. If what you desire has an appeal to anyone else, you will be answered if you use want ads in the Brand.

The Hereford Brand

PHONE 30

YOUR AMBITIONS BE REALIZED off than he who makes many resolutions and keeps none. COAL AND COKE START SAVING REGULARLY NOW We Welcome YOUR Banking Business THE IDEAL HEATING FUEL THE -Economical and reliable. Let us supply

West Texas Feed & Seed Company Phone 265

your wants.

MAY YOUR HOPES COME TRUE AND

International Sunday School

JOHN PREPARES THE WAY FOR JESUS

Mark 1:1-11.

1. The beginning of the gospel Jesus Christ, the Son of God. 2. Even as it is written in Isaiah the prophet, Behold, I send my messenger before thy face, who shall prepare thy way; 3. The voice of one crying in

3. The voice of one crying in the wilderness, make ye ready the way of the Lord, make his paths straight;

4. John came, who baptized in the wilderness and preached the slon of sins. And there went out unto

him all the country of Judaea, and all they of Jerusalem; and they were baptized of him in the river Jordan, confessing their sins. 6. And John was clothed with camel's hair, and had a leathern girdle about his loins, and did eat

locusts and wild honey. There cometh after me he that is mightler than I, the latchet of ose shoes I am not worthy to oop down and unloose.

8. I baptized you in water; but he shall baptize you in the Holy 9. And it came to pass in

those days, that Jesus came from Nazareth of Galilee, and was baptized of John in the Jordan. 10. And straightway coming up out of the water, he saw the heavens rent asunder, and the spirit as

a dove descended upon him: 11. And a voice came out of the heavens, Thou are my beloved Son, in thee I am well pleased.

Golden Text: Make ye ready the way of the Lord, make his paths straight.—Mark 1:3.

Last year, beginning the new Luke. Of course we are to have in addition consideration of many passages, in the various

These four Gospels are intendwhose name is Wonderful, Counvant; Luke, Christ as the Son Man, and John, Christ as God. Jew. Mark is the Gospel for the Roman, Luke is the Gospel for for the Church. "Matthew pictures Jesus as the promised Messiah, Mark exhibits him as the choice of the four penmen.

The Gospel of Mark. tinctive traits that are easily discoverable. It is clearly a Gospel of deeds, rather than words. Schofield calls it a Servant-Gospel, and says the keyverse is, "For even the Son of man came not to be ministered unto, but to minister" (10:45). It gives more minutely than the other Gospels, describes more exactly the cures effected by Jesus, states more particularly definite numbers and furnishes more exact dates and

Mark's is the shortest of the Gospels, but this does not mean that it contains the least of value. It is the earliest of the Gospels, . The title to your land is vital and may be the earliest Book of the New Testament, earlier even than the Epistles of Paul to the

The Writer of the Go the Acts as John. "He lived Jerusalem, and was the son of that Mary who gave her upper room for the Last Supper, and probably also for the meeting of the disciples during the stirring In homes, reasonable charges. I Just East of Court House,

Mark was the cousin of Barnahas Paul's noble companion on his first missionary tour, and went with the two missionaries to help them. But when they left his cousin's home region of Cyprus and crossed to the coast of Asia Minor, Mark deserted the party and went home to Jerusa-lem. The reason is not stated. Whatever was the reason, it was regarded as a poor one by Paul, . who refused to take Mark with . ourney. Mark in later years beame a co-worker with Paul, and

also with the Apostle Peter.

Mark's Gossel Without Preamble. of Jesus Christ, the Son of God."
Mark plunges at once into the
heart of his great subject. He has no preamble, no genealogy as Matthew has, no account of Christ's infancy as Luke has, no study of the doctrine of the eternal Work as John has. "Gospel" means "God-news," news about God. It translates the Greek word which ears in our English word hgel" and which means "good news". "The good news which Mark is going to tell is that Jesus of Nazareth is the Christ, the

prophesied Messiah, the incarnate Son of God, God manifest in the flesh, living with his creatures and dying to redeem them. This one sentence, fully understood, sums up all the New Testament."
The Great Audience.

"And there went out unto him By W. H. Darrow, Extension Ser all the country of Judaea." Malichi, the last Old Testament prophet, had given his message four and a half centuries before, and all the intervening time had been barren of inspired messages from the Baptist was like a flash of important as a barn. fire upon gunpowder. All southern Palestine burst into a flame of excitement. "And all they of Jerusalem." The city, as well as "And they Jordan, confessing their sins." The spot chosen would naturally be at the ford of the Jordan north of strator. the Dead Sea, where most people could be reached.

The Simple Life of John. camel's hair." Camel's hair was bushels of corn per acre to pay woven into a rough mantle which the farmer a labor income, 160 4-H John threw over his shoulders after club boys in Van Zandt county the fashion of Elijah's mantie have learned in their demonstrawhich he passed on to Elisha, tions this year. Such mantles are still worn by the Bedonins of the desert. "And

cometh after me he that is might- declares the county agent. ier than I." If John had been an ambitious or conceited man, he would have rested on his own fame, his great crowds, his powerful influence, and would have sought merely to magnify them. The latchet of whose shoes I am not worthy to stoop down and unloose." The "latchet" was the shoelace, the leather thong which fastened the sandal, and it was five year cycle of Sunday school a slave's work to undo it and free lessons, we studied the Gospel of the feet, hot and soiled from the John. This year we are to study dirty road, for the needed bath. the Gospel of Mark. In 1934 we "He must increase, but I must take the Gospel of Matthew, and decrease," said John of Jesus

"And it came to pass in those days." About thirty years and six months after the birth of John. "That Jesus came from Nazareth ed to present to us a complete, en- of Galilee, and was baptized of tire, four-sided exhibition of Him John in the Jordan." John had not before met Jesus, though the sellor, the Mighty God, the Ever- two were kinsmen, but we read lasting Father, the Prince of (Matt. 3:14, 15) that he protest-Peace (Isa. 9:6). Matthew shows ed, saying that he himself, rather, Christ as King, Mark, Christ as needed to be baptized by Jesus; but our Lord bade him proceed, for he would fulfill all righteousness.

"Jesus was in this act rehearsing beforehand the great act of his death, when he bore in his own THE STATE OF TEXAS, the Greek, and John is the Gospel body on the tree, the sins of the

"And straightway." The first mighty Worker, Luke shows him use of Mark's favorite, vigorous Booher, Fannie Kirbey, Arthur as the Friend of mankind, and adverb. "Coming up out of the wat- Kirbey, Lizzie De Long, Frank De John portrays him as the divine er," Our Lord was earnestly pray- Long, Nellie Harmon, Leonard Har-Word made flesh."-George F. ing at the time (Luke 3:21), as mon, Charles Horner, Betty Horn-Genung. One cannot but feel that he was at so many other of the divine wisdom shines out in the great crises of his life. "He saw the heavens rent asunder." This Opal Horner, a feme sole, Francis parting of the sky and the de C. Farwell, trustee, Farwell Winscent of the Spirit were beheld both by Jesus (Matt. 3:16) and by John (John 1:32). "And the Spirit as a dove descending upon him." "It was a most beautiful

and impressive symbol."

The Voice of the Father. "And a voice came out of the heavens." Twice besides this the beavenly voice came to Jesus, namely, at the transfiguration and

donfidence the Saviour was strength-Holy Trinity unite-Father, Son and Holy Spirit. .

On Texas Farms

vice Editor.

There have been 17 trench silos and five pit silos dug in Caldwell county this year. Several dairymen have told the county agent Jehovah. The preaching of John they have found a silo is just as

Making his hens pay 50 cents per bushel for the corn used in-his home-grown, home-mixed Big the country districts, caught the 5 Ration. Emil Guluck has made a small additional profit from his were baptised of him in the river flock of 150 hens and 150 pullets every month of the year. He is a Colorado county poultry demon-

"And John was clothed with a bale of cotton per acre or 25

Although meat has been cured did eat locusts and wild honey." for home consumption in the Pan-Locusts, which are very abund- handle from the time of its earlant in that land, were 'clean' ac- lest settlement, this will be the cording to the law of Moses (Lev. first year in Armstrong county 11,22), and formed as they still that practically every farmer and do, a part of the food of the poor.

The Coming Saviour.

"And he preached, saying, There following the "A. and M. Way,"

> To put variety into meals and make them healthfully balanced, a housewife needs a big open shelf pantry so organized that she can look over the entire store at once, says Mrs. Ben McGregor, pantry demonstrator for the Thrall Home Demonstration club in Grayson county. She arranged such a pantry with storage space for 1000 containers at a cost of \$4.00 for shelving and curtain materials.

Easily Explained.

A country doctor retired with a fortune. When asked the secret of his success, he replied: "I attribute my ability to retire with a \$100,000 bank balance, after 30 years of medical practice in the country, to close application to duty, pursuing a policy of strict honesty, always practicing rigorour rules of economy, and to the death of my grandpa, who left me

CITATION BY PUBLICATION

To the Sheriff or any Constable of Deaf Smith County, Greeting: You are hereby commanded to er, a feme sole, Hazel Fiedler, Fred Fiedler, Cecil Horner, a feme sole.

DAIRY Grade "A" Milk, 10e quart.

BUSINESS AND

Our Abstracts correctly reveal the title. A. O. THOMPSON

ABSTRACT CO.

PRACTICAL MALE

Fire Blocks East of Depot. Used parts for all cars and several good trailers

General Practice PHONES

Office Over Corner Drug Residence 224 Office 37

DR. G. W. HEARD Dentist Over Corner Drug Store Office Phone 234 Residence Phone 276

BILL SMITH SERVICE STATION Corner First and Main

PHONE 168 PHILLIPS "66" PRODUCTS Car washing and greasing,

+ PHILLIPS SERVICE NO. 1 Phone 69-All Night Service ◆ Specialized Greasing, Tire Re-• pairing and Road Service

> EASLEY RADIO SHOP With E. B. Black Co. New testing equipment, Work Guaranteed. Radios rebuilt and

INSURANCE BONDS HEREFORD INSURANCE AGENCY John McLean, Manager

INSURANCE JNO. H. PATTON

PHONE 50

when, during the last week of ston, Trustee, and John V. Farwell, Texas, described as the South West next regular term, this writ with Hereford. Texas, this the 21st day of December A. D. 1932.

to him in the temple. "Thou art this Citation once in each week 34, Township 5 North, Range 3 you have executed the same."

(Seal)

L. H. FOSTER, Clerk, my beloved Son, in thee I am for four successive weeks previous East, and that defendants unlawwell pleased." With this event to the return day hereof, in some Christ's public ministry began. By newspaper published in your Countries of the return day hereof, in some ejected plaintiff and withhold posit his divine Sonship was attested. ty, if there be a newspaper published in your Countries of the return day hereof, in some ejected plaintiff and withhold posits his divine Sonship was attested. Through these words of loving lished therein, but if not, then in age of \$2,000.00. That the annual the nearest County where a news- rental value of the same is ened for his vast task. In this paper is published, to appear at \$200.00. Plaintiff pleads title by event the three persons of the the next regular term of the Dis- regular chain of titles from the trict Court of Deaf Smith County, State of Texas to plaintiff. Plainto be holden at the Court House tiff slieges defendants are claimthereof in Hereford, Texas, on index an interest in said land by the third Monday after the second reason of nine notes for \$80.00 Monday in January A. D. 1933, the each, dated July 5th, 1906, executsame being the 30th day of Jan-ed by William W. Ryan, payable uary A. D. 1933, then and there to himself, and due in one to nine to answer a petition filed in said years and secured by trust deed on Court on the 21st day of Decem-1 said land, plaintiff alleging the ber A. D. 1932, in a suit, number- notes have been paid and are bared on the docket of said Court red by limitation. No. 2048, wherein F. J. Oliver is Plaintiff, and Alice Booher, Frank title, the nature of which is un-Booher, Fannie Kirbey, Arthur known to plaintiff, casting a cloud Kirbey, Lizzie De Long, Frank De upon plaintiff's title, which is de-Long, Wellie Harmon, Leonard Har- nied by plaintiff. Plaintiff further mon, Charles Horner, Betty Horn- pleads peaceable and adverse poser, a feme sole, Hazel Fiedler, Fred session, using and enjoying the Fiedler, Cecil Horner, a feme sole, lands, and paying the taxes there-Opal Horner, a feme sole, Francis on all for more than ten years, and C. Farwell, Trustee, Farwell Win- pleads title under the three, five ston, Trustee, and John V. Far- and ten year statutes of limitawell, Trustee, are Defendants, and tion. Plaintiff prays for title and said petition alleging: In trespass possession of the property, for re-

acres of land out of Capitol League

Defendants also assert other

to try title that on about Decem- moval of clouds from his title, and ber 1st, 1932, plaintiff was law- for rents; damages and costs of fully seized and possessed of 160 suit.

Herein fall not, and have you Land must produce one-third of No. 388, in Deaf Smith County, before said Court, at its aforesaid

Given under my hand and the Seal of Said Court, at office in

District Court, Deaf Smith County, Texas.



CHARITY

Auspices Hereford Post

9:00-P. M., MONDAY, JANUARY 2

Good Fellowship, a Dandy Floor Best of Music by

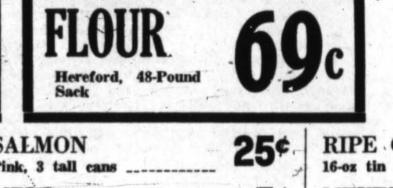
HERB SINDT'S ORCHESTRA

I've Learned the Right Way To Market!

"I used to think that getting foods cheap was being thrifty. But it didn't take me long to learn that quality comes first-before anything else."

No one needs to buy inferior food any more even if you have to watch every penny. For our prices are rock bottom and our quality as high as ever.

SPECIALS for FRIDAY and SATURDAY



SPINACH Medina, 2½ cans, 2 for25¢	SALMON Pink, 3 tall cans
Wholewheat Flakes 9¢ Kellogg's, pkg	MELO Water softener, can
RICE 15¢	CATSUP Large bottle
COCOANUT 21¢	Salad Dressing Kraft's, quart jar

Vater softener, can	, 5°	Chili
CATSUP	10¢	SOR Pure,
Salad Dressing Kraft's, quart jar	25¢	OAT Crysta
	ARR	n n

-	RIPE OLIVES 15¢
1	MEXENE 23¢
	SORGHUM 41¢
1000	OATS Crystal Wedding, large size 17¢
Ė	

IADTENII	NC		
HORTENI	Nu	5	59
ft's Jamel & lb sail		•	•

KRAUT BEANS Van Camp's, medium can, 2 for STRAWBERRIES Gallon size

Peaches, Rosedale, In sugar syrup, No. 21/2 cans, 2 for RAISINS

Large Limas, 2-lb bag PRESERVES Del Monte, 16-oz jar -----

COCOA CORN No. 2 cans, 2 for TAMALES Ratliff's, 2 cans BROOMS PINEAPPLE

SALT, Morton's Sugar Curing Smoke Salt, 10 lb can

ONEY 15¢ ANI-FLUSH 19¢	Peanut Quart size MEAL
READ, Any Kind arge 11¢, Small ar regular price	OXYDO Large Size
OAP hite King, Cocoa Almond, bar 5¢	PIMENT 7-Ounce ea
	S Revenue

SPUDS 12 ¹ c

ORANGES, Small Size, sweet and juicy, 2 dozen BANANAS Large, yellow ripe, lb -----Large size, dozen -----LETTUCE Nice crisp heads, each _____

Peanut Butter	22¢
MEAL 10-pound bag	17¢
OXYDOL Large Size	19¢
PIMENTOS 7-Ounce ean	11¢

	No. 2 can	3
¢	PUMPKIN Empson's No. 2 cans, 2 for 15	59
¢	SCOT TISSUE 23	39
¢	MILK Borden's, tall can	59

SLICED BACON

HAMS— Half or whole, lb ———————————————————————————————————	CHILI Home made or Pinkney's, lb 13 LUNCH MEATS— Franks, Bologna, Mineed Ham, lb 11
Fore-Quarter, lb	ROAST 81/
BACON— Sugar Cured, Cudahy's Rex Half or whole, lb12¢	Sausage, All Pork Fancy, Seasoned to taste, lb

FURR FOOD STORE

PHONE 74

HEREFORD

CHRISTMAS AT ST. ANTHONY'S

Anthony's began on Wednesday, the eyes of our Heavenly Father, and STRAYED from wagon yard, team FOR RENT: Five room stucco 21st, when all the school children cast all our care upon Him, who gathered around the Christmas alone hath care of us. tree, beneath which was a beautiful representation of the crib at WESTWAY DEMONSTRATION Bethlehem. And perhaps the most MEETING pleasing part of the arrangement, to the minds of the children, at. least, was the unusually large mas cheer was thoughtfully carried quantity of straw upon which the out by the Westway community little Bambino reposed. For each club in their regular meeting on straw represented effort on the Tuesday, December 20, at the home part of the children themselves. of Mrs. P. H. Gililland. During the weeks preceding Christ-mas each perfectly prepared reci-ga the "First Christmas," and buyer for a quarter section, either tation earned for the successful Mrs. P. H. Gilfiland talked on raw or improved, just so it is a pupil the right to place five straws "What the Christmas Spirit Should bargain. E. F. Connell. in a box set aside for that purpose. Mean to Every Community." At-Wednesday the heaped-up contents the conclusion of the program there of the box made for the Divine was an exchange of gifts for each Babe a manger bed which must member, and a friendship shower have brought joy indeed to His for Mrs. N. P. Sikes, who is to loving heart. But soon such pros- move soon to Summerfield. aic affairs as books and lessons | Refreshments of Christmas candy were forgotten, for two white- was served to eight members and robed angels appeared and flutter- two visitors. ed up and down, the aisles with gifts and eandy for all.

The high point of the festivities, the heart of Christmas itself. Seen On the was reached on Christmas day, when Holy Mass was celebrated at five in the morning. And with the worshipping shepherds, the congregation heard the Angel' Gloria chanted with all the solemn-the Star ity and heart-stirring sweetness of the church's age-old Gregorian melodies. As the sacred ceremonies, so dear to the hearts of Catholics, proceeded, the congregation found Montgomery play the last time tolovely cave on Bethlehem's hill. picture, "Faithless", to which two HAS CHRISTMAS PARTY And when the solemn moment came, adults will be admitted for one each one who approached the Com- cent more than the price of one, munion rail with a heart full of or two children for a cent more Thursday afternoon at the home has recently been appointed assist- Mr. and Mrs. Fred Millard. love for the new-born King, car- than a child's single admission. ried away with him the greatest Friday and Saturday will bring lar Christmas party. Each mem-Commission by the Governor of Author: "You are late—my play Christmas gift of all—God's own Victor McLaglen, rough and tumber answered roll call with a New Mexico. Mr. Brazil was rear-started half an hour ago—go in Christmas gift to man. And with ble comedian who makes toughs Christmas greeting; after which a ed in Hereford and has been the on tiptoe. measure that other gift of which ball farce entitled "Rickety Rax." Mrs. P. H. Gililland gave a talk in Quay county for the past four asleep already?" the angels sang over far Judea's in a 10-cents admission to every on "Motherhood Down the Ages." years. Prior to that time he was hills—the gift of peace—peace to body picture. In addition the This was followed by a report a teacher in New Mexico. Besides men of good will. Every heart in first installment of "Hurricane from Mrs. F. M. Kester on "Christ- being a teacher, Mr. Brazil is an St. Anthony's that morning was Express," a new serial, will be mas Customs from Other Lands," ordained Baptist minister. filled with that peace which the run, featuring a story of the rail- and Mrs. Carl Gilliland closed the this peace may continue to reign in all our hearts during the com- will find an old favorite back on ing year. For depression and the screen in Hereford, with Wal-ed, each member received a gift anxiety and fear and gloom may lace Beery playing the principal from a lovely Christmas tree and



Tis time of the year for us to wish you a Happy and Prosperous New Year. Just as we have done for the preceding 25 years, this store wishes for you and yours a pleasant one

The Magic Shop "The drug store of today

is stil the magic shop of ancient man."-Dr. Clark Wis-Razor blades and rouge and powder.

Chicken salad, toast, and chowder:

Oranges and ice-cream cones; Doilar books and telephones; Polish that will shine and cleanse :

Patent pencils, fountain pens, ties:

Film developing, and cosme-Toys and everything for

athletics; Peanut brittle, crockery sers; Pipes, cigars and cigarettes; Beat it-tie it-if you can, 'The magic shop of ancient

The flu is still with us in various forms. SEE YOUR FAMILY PHYSICIAN and let us fill your prescriptions. We have filled over NINE-TY-ONE THOUSAND.

The absent-minded professor drove up to his garage door, looked inside, and blink-Then he leaped back into the car and drove like fury to the police station. "Sergeant," he gasped, "my garage is empty. My car has been stolen!"

Rexall and Puretest Remedies will give you health insurance at a small cost.

A complete line of MAX FACTOR'S SOCIETY Brand TOILETRIES can be had at our store. You can save the ten per cent excise tax on

Corner Drug Store

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

besiege us from without, but if we bear within our hearts the peace of God, we can look with The Christmas festivities at St. calm and trustful vision into the

The spirit of spreading Christ-

REPORTER.

Tallulah Bankhead and Robert itself transported in spirit to the day in a 1-cent special admission

part in "Flesh," a story of the tea was served from the dining

Wednesday and Thursday, will be and blooming narcissus. Assisting played by Maureen O'Sullivan and the hostesses were Mmes. Rex Charles Laughton in "Payment Tynes, Burl France and Bob Hig-

MMES. FRASER AND CARTER JOINT HOSTESSES

Mrs. Alton Fraser and T. J. Carter entertained members of the Otra Vez bridge club and other guests Wednesday evening at dinner. The dinner was a regular Christmas turkey feast, served buffet style from the dining table. Red candles, talleys and other decorations carried out the festive spirit of Chistmas.

After the three course dinner. bridge filled the evening, at the end of which-high score awards were presented to Mrs. J. M. Posey and J. C. McCracken.

Attending were Messrs, and Mmes. J. C. Parker, J. C. Cracken, Hubert McEntire, J. M. Posey, J. W. Witherspoon; Misses Eunice Gilbreath, Martha Duncan. and Messrs, Lyle Woodford, Alton Fraser, T. J. Carter, Jowell Murchison and the two hostesses.

TUESDAY NIGHT SUPPER CLUB

The Tuesday Night Supper club met last Tuesday night at the home of Mr. and Mrs. H. W. Sherrieb. The spirit of the holiday season was carried out through the entertaining rooms by masses of mistletoe, a Christmas tree and many candles. A deficious turkey dinner was served.

At the end of the bridge session an exchange of gifts were chosen from the Christmas tree. Present were Messrs, and Mmes.

Glen Weir, Mont Baker, Frank Richards, John Renfro, Carl Gil-liam and Miss Virginia Lillard.

METHODIST MISSIONARY HONORS MRS. WARD

Last Wednesday the Missionary Society of the Methodist church met in an all day session at the home of Mrs. J. E. Beyer and surprised Mrs. J. F. Ward with a covered dish luncheon. Mrs. Ward is the out-going president of the society, and as a token of esteem the members presented her with a beautiful table lamp.

Officers for the tollowing year were elected as follows: Mrs. J. E. Beyer, president; Mrs. G. W. Heard, vice president; Mrs. R. A. Walls, corresponding secretary; Mrs. Jenkins; recording secretary; Mrs. R. E. Kessle, conference treasurer; Mrs. E. W. Harrison, connectional treasurer; Mrs. R. A. Douglas, superintendent of social service; Mrs. J. F. Ward, superintendent of supplies; Mrs. Jim Black, superintendent of local work; Mrs. O. R. Majors, agent for World Outlook; Mrs. Jerry Behrends, superintendent of the junior church; Mrs. D. H. Bryant, publicity; Mrs. J. B. Jones, custodian of the kitchen; Mrs. Jesse Stanford, planist.

C. W. Humble returned Monday from Breckenridge where he was called by the illness of his broth-er. He reported his brother great-ly improved before he returned.

Lost and Found

appreciated. L. H. Shore.

FOUND: A pair of spectacles that were left in the Beene & Whitehead barber shop. Owner may have same by calling at Brand office and paying for ad.

Wanted

FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP

WANTED: Threshed grain, heads or ear corn. Brumley & Son, hog buyers, phone 9024-F2 or 44.

LOST: Heavy truck chain, lost by Charlie Burke between town and would consider Ford car. farm northeast of Hereford. Finder please leave at the Fashion Dress Shop.

LOST: A new brace and bit. Find-Reward, a bushel of apples. 50-2c nue. E. O. Flynn.

PIONEER STUDY CLUB

world cannot give. God grant that road and modern transportation. progam with a paper. "The Land Sunday, Monday and Tuesday of the First Christmas."

> After the program was complet table. The dining room was leve-Next week's one-cent special, on ly with lighted Christmas tapers

> > H. G. Conkwright, F. M. Kester, lege in Amarillo. G. Hill, Carl Gilliland, Rex Tynes, Bob Higgins, J. B. Jones, DON ALLRED LOSES Burl France, A. A. Foster, H. D. Reed, J. M. Gililland, P. J. Gililland, J. E. Beyer, R. E. Kessle, T. E. Siegler, M. D. Womble, E. S. Ireland and D. E. Turrentine. | coupe since Wednesday afternoon

For Rent

of bay horses. Any information modern house, with garage, on 1c paving, B Street. Henry Y. Hellman, at Shoe Shop, or next door

> FOR RENT: Unfurnished Webb apartment, across street from Central school. See E. B. Black. 51tfc FOR RENT: Modern furnished apartment, private bath, garage, water furnished. 606 East Tenth Street. Mrs. Hattle Rutherford.

WANTED: To rent a five room thing modern. Garage for car, action in the unique pageantry,

51-1e

For Sale or Trade

FOR SALE or exchange, Rhode Island Red roosters. Greesom, Summerfield. WANT TO TRADE horses, cows or hogs for model A Ford truck or, three miles south.

er please return to Ross Fuller, take some trade. 811 Miles Ave- Amarillo.

RUFUS BRAZIL HONORED

The Pioneer Study club met last R. E. Brazil, son of R. P. Brazil, spent Christmas with her parents, of Mrs. J. B. Jones for its regu- ant clerk to the State Corporation that gift was given in a special look comical, in a screaming foot- very interesting program was given, county superintendent of schools Friend: "What; Is everybody

MISS MARTHA WHITE TO ENTER MAYOS

Miss Martha White, who attended public school in Hereford for several years, will enter training in St. Mary's Sanitarium in February. St. Mary's is a part of the Mayo brothers sanitarium in Rochester, Minnesota. Miss White graduated from the Hereford high school last year and since then Attending were Mmes. Allan Bell, has been attending the Junior Col-

CAR THAT LOOKED LIKE ONE STOLEN IN AMARILLO

Don Allred is minus his Ford



May the best of all that you desire be your good fortune in the coming

FARMERS CREAMERY ASSOCIATION, Inc.

The Joy of Achievement

Is beyond question the greatest and most laudable of human emotions.

The joy is doubly great, when achievement is the result of honest, conscientious and sustained effort to accomplish a worthy goal.

During the year now gone, we have been diligent in our efforts to give you as nearly as completely satisfactory Gas Service as possible, and to accompany that service with a uniform courtesy to all.

In beginning a new year we renew our resolve to merit your good will, your patronage and, we hope, your friendship, by a constant effort on our part to ever keep before our minds the idea of a "100 per cent service and courteous treatment to all."

West Texas Gas Co.

Not Bad Figures On This Clock.



Long Beach.-A human clock will be used to celebrate the New Year at Long Beach. With each FOR RENT: Four rooms and bath, figure a pretty girl and Father 50dh all new hardwood floors, hot and Time joining with little Happy New cold water furnished free. Every- Year in tolling out the magic hour, house near Central school, J. H. garden room. One block from which culminates in the forming Trimble, at the Grizzle Chevro- Main Street, Henry Hastings. 51-tc of the living clock is rehearsing on the beach under the direction of Miss Ethel Lunt. Little New Year tells the hour in the Long Beach Pageant, as Father Time holds the gong. Patsy Du Ree takes the role of the New Year, while A. A. Miller impersonates

> H. when it disappeared from near the Earl Smith, four miles east and E. B. Black store. Investigation 1p revealed another car almost identical with Don's stuck in the high-FOR SALE: Primrose cream sep- way between Hereford and Dawn, arator No. 3, priced to sell. Will which proved to be one stolen in

To all appearances the thief abandoned the one car and wenton with Don's when he found they looked so much alike.

Miss Mae Millard of Canyon

Keep On Your Side.

Fresh. City Slicker: "See that miles of you?" old rube plowing over there? Just watch me get a nice rise out of

To Farmer: "I hear that farmers of this section are waging a ruthless war on insect pests. I suppose you are one of the active campaigners?"

Farmer: "Yes," Fresh City Slicker: "My! I'll to get one,

bet a pest's life is in constant danger as long as he is within 50

Farmer: "That's all right. won't hurt you if you stay your side of the fence."

Excusable Carelessnes

Have you your uncle's death cer-No. I think the poor man forgot

SPOT CASH!

Beginning January 1st, all our accounts will be handled strictly on a spot-cash basis. That means all work must be paid for on the spot when delivery is made. If payment is not made, work will be held for the charges against it.

This step is made necessary by the extremely small margin of profit it is possible to realize on each individual order, so that should payment for a single one be missed we would lose its cost of operation, amounting to much more than the profit on a number of orders, and would soon shut down our business. Be prepared to pay your laundry bills when the work is delivered.

Laundry prices will be still further reduced on January 1st on several types of work. All Flat Work will be reduced from 8 cents to 7 cents a pound; Family Finish from 8 cents on flat and 25 cents on wearing apparel will come down to 7 cents and 18 cents a pound. Tuesday and Wednesday specials will be continued as before—15 pounds rough dry on Tuesday for \$1.00, and 15 pounds of Semi-Finish on Wednesdays for 75c.

We Extend New Year's Greetings.

HEREFORD LAUNDRY AND DRY CLEANING CO.

·····



New Spring Arrivals

-Latest models in all the styles, right up to the minute, the newest colors and most approved materials. Make your selection at these low prices.

\$2.98

\$16.75



-Just received a case of New Prints-all Fast Colorsto sell for two days only at, yard-

Sprowds-Cronin & Co.

aper published in your County, if a plat thereof, of record in the erein, but if not, then in any ty, Texas. f Deaf Smith County, to be holden plaintiff. the Court House thereof, in Hereford, Texas, on the 5th Mon- and Investment Co., Ltd., is comeing the 30th day of January, fendants' title.

, by making publication of this the N. W. 4 of Survey or Secere be a newspaper published Deed Records of Deaf Smith Coun-

wspaper published in the Sixty- That on or about December 1. here be no newspaper published in said lands and entitled to possesaid Judicial District, then in a sion thereof, but that defendants, secure two notes aggregating title to said land. ewspaper published in the nearest on or about said date, unlawfully istrict to said Sixty-Ninth Judi- entered upon said lands and dis- Stark to the Associated Land ial District, to appear at the next possessed plaintiff thereof, and now | Company, and that said Deed of egular term of the District Court withhold possession thereof from Trust provided that when said

That the Capitol Free Hold Land and should release said land.

Naude Tugwell is Plaintiff, and E. Stark, to R. E. McGlachlin; and wife, to defendant Warren re- Seal of said Court, at office in friends and relatives here.

You are hereby commanded to leging That plaintiff is the owner from said debendant Bank to de- note for \$275.00. mmon William W. Ryan, R. E. in fee simple of the following des fendant Warren; Deed from des That neither of said Deeds reeGlachlin, L. V. Phillips, S. F. scribed land situated in Deaf fendant-Warren to Ralph Barnett; cite to whom said notes are payturn day hereof, in some news- Syndicate subdivision as shown by E. Tyler, to C. G. Brooks; Deed

gie Brooks, to plaintiff. That on December 11, 1908, De-\$550.00, executed by defendant notes were paid, said trustee would

That the Deed of Conveyance ay in January, 1933, the same mon source of plaintiff's and de- of said land, by defendant Stark. and wife, to defendant McGlachthen and there to answer That plaintiff deranged his title lin recites that the defendant said Court, at its aforesaid next petition filed in said Court on from said Company through Deed Stark assume the payment of five regular term, this writ with your 28th day of December, 1932, of Conveyance from said Company notes, each for the sum of \$170.00; return thereon, showing how you a suit numbered on the dock- to defendant Stark; Deed from That the Deed of Conveyance have executed the same. of said Court No. 2054, wherein defendant Stark, and wife, Mary from the defendant McGlachlin,

William W. Ryan, R. E. McGlach- Deed from said McGlachlin and cites that Warren assumed payment the City of Hereford this, the 28th lin, L. V. Phillips, S. F. Stark, wife, Grace McGlachlin, to Frank of five notes for \$170.00; That the day of December, 1932.

Frank G. Warren and the Monroe G. Warren; Deed from Frank G. Deed of Conveyance from defend- (Seal) L. H. Foster, Clerk, Deaf Smith County-Greeting: Defendants, and said petition al- ren; to defendant Bank; Deed that Tyler assume payment of a 51-4c

ark, Frank G. Warren and the Smith County, Texas, and entitled Deed from Ralph Barnett to L. able or who is the owner or ownonroe County Bank, a corpora- to possession thereof, to-wit: All V. Phillips; Deed from said de- ers or holder thereof, and plaintfendant Phillips and wife, Ida L. iff does not know who owns or school get busy for 1933? How itation once in each week for four tion, number 16, Township 2, North Philips, to C. M. Tyler; Deed holds either of said notes, but that many out of your class fail to at rillo were guests in the A. L. Frye and ccessive weeks previous to the of Range 4, East of a Capitol from C. M. Tyler and wife, Annie each and all of said notes secured tend the school? [Let us have a home Sunday. from C. G. Brooks and wife, Mag- said Deeds, have been paid off and into line. satisfied, but that neither the said Deed of Trust Lien nor the Vend- p. m., subjects, "The call comes the program all of the little folks bring " fendant Stark executed Deed of or's Lien, by reason of said as- ringing over the way" and "The were delighted when Santa Claus finth Judicial District; but if 1932, plaintiff was in possession of Trust on said land to defendant sumption have been released and backward look and the divided came. William W. Ryan, as trustee, to they create clouds on plaintiff's heart." Special music.

> Plaintiff seeks to recover title of said lands from defendants and are faffing to give God a chance. day and Monday. to cancel and annul the liens creat- You need help these trying days. ed on said land, by reason of said Let us gather in our churches for Deed of Trust and said assump- worship. Let us turn back to tions of the payments of said in- God, for only He can lead us out debtedness.

Herein fail not, but have before

Given under my hand and the Sunday night after visiting with rado, were guests in the H. H. Mil- invitation

to the Sheriff or any Constable of County Bank, a corporation, are Warren and wife, Sarah F. War- ant Phillips to said Tyler recites District Court, Deaf Smith County, Texas.

Methodist Church.

Sunday school at 9:45 a. m. Will every officer and teacher in our turned with them for a visit. by said Deed of Trust, recited in round-up to get them back

the people get back to God. Many E. Ashcraft home at Bovina Sun- year. of this winderness. Let us start! the New Year right. May 1933 be blessed with a great return to God. A cordial invitation is extended to you to worship with us.

Dawn Items

BY INEZ MILLER

Mr. and Mrs. L. N. George and L. C. Merchant home at Canyon school Sunday. Mildred Merchant re, the set Mr. and Mrs. Paul Frye of Ama. vice will

The Literary Society and the there school gave a joint program at the member Preaching at 11 a. m. and 7:00 school house Friday evening. After famfij

Mr. and Mrs. W. L. Bagwell and Young people meet at 6:00. Let family were visitors in the D. to admi

Mr. and Mrs. C. J. Geiger and joint family spent the holidays with members her folks at Tangier, Oklahoma. per coll - Mr. and Mrs. John Willis and At 7 daughter, Laura, of Tucumcari, Year New Mexico, were visitors in the appropriate H. E. Miller home during the holi- suita

Mr. and Mrs. C. H. Crawford to attel Jack Sanders returned to Clovis and family of Springfield, Colo- vices ler home Sunday and Monday.

membe present fellow

Comn

Folk



GRIZZLE CHEVROLET, Inc. WEIR'S VARIETY STORE CORNER DRUG STORE IKE'S CAFE ROCKWELL BROS. & COMPANY **BUSINESS MEN'S ASSOCIATION** HEREFORD BRAND

NEW CLUB CAFE CITY DRUG STORE CONSUMERS' OIL COMPANY HILLSIDE HATCHERY SETH B. HOLMAN DR. R. E. PERKINS JOHN B. MILLER, Sheriff