

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

50th YEAR—NUMBER 51.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, DECEMBER 24, 1936.

FIVE CENTS PER COPY

## MERRY CHRISTMAS

### Tom J. Carter Is New Agent of Butane Gas

Tom J. Carter of this city announced this week that he has taken the agency for the Universal Gas Plant company and will represent the entire Panhandle. At the same time he announced the appointment of John Cummins as distributor of the products in Deaf Smith county.

The Universal Gas Plant company, with West Texas headquarters in Sweetwater, are distributors of butane gas, a fuel which is said to be even more superior quality than natural gas and is highly favored among rural users. Mr. Carter has taken the district agency and plans to establish agencies and dealers in every county in the Panhandle.

### George Harris Dies In Clovis Sunday, Dec. 20

George Andrew Harris, 51-year-old Santa Fe employee and citizen of Hereford for many years, died in the company's hospital at Clovis, New Mexico, Sunday night, December 20, after an illness of a month. He had been suffering from heart trouble for some time. The body was returned to this city Monday night by the E. B. Black Undertaking company.

Mr. Harris was born in Arkansas November 5, 1885, the son of Wm. B. Harris and Dora Webb Harris. He moved to Texas with his family and was employed by the Santa Fe railroad company in 1911. He came to Hereford 17 years ago, in 1912, as section foreman for the company here, after being transferred from Mindot, Texas.

Funeral services were set for 2:30 Thursday afternoon at the First Baptist church. Rev. B. N. Shepherd, pastor of the Hereford church, will officiate. Interment will follow in West Park cemetery.

The deceased is survived by his wife and five sons, George and Claude of San Francisco; Melvin of Los Angeles; Francis of Panhandle, and Arthur, who is a student of the Chicago Institute of Optometry. His mother, Mrs. W. B. Harris, of Canadian, and three sisters also survive: Mrs. Anna Howland of Kansas City, and Mrs. Perthia Foster of San Francisco.

All the relatives named are expected for the funeral except Mrs. Foster, and Arthur Harris, who will arrive Saturday or Sunday.

### City Radiates With Spirit Of Joyous Season Both Night and Day; Show Windows Beautiful

Day Christmas lights, strung along Main Street and within the show windows, give Hereford an added glittering spirit to the Holiday Season. In the day beautifully decorated show windows feature the gift suggestions offered for sale by the respective business, in such a way that the same spirit is to be found. Take a walk down Main and you find individual distinctions in each merchandising establishment. Beautiful show windows with little signs painted on doors and windows wish passersby merry Christmas greetings and New Year wishes.

While the stores one finds joyous working in the air of establishments gaily decorated with lights. Patrons, too, have caught the spirit until the air is filled with joy, both within the heart of man and manner of festive dress.

### Amarillo Will Meet Kerrville Next Saturday

The Amarillo high school Golden Sandstorm football team marched on toward their third state championship in as many years when they turned back a fighting team of Steers from Fort Worth's North Side in the state semi-finals at Amarillo Saturday. More than 13,000 witnessed the 20 to 12 contest.

On the same afternoon, Kerrville won over Fort Arthur, 20 to 7, for the right to meet the Sandies in the championship finals at Amarillo Saturday, December 26.

Fans of Hereford join those of Amarillo in the opinion that Coach Blair Cherry's squad is sure to land another state championship. If they are correct in their prediction, it will mean Amarillo's third consecutive state championship.

### LOCAL SCHOOL RETAINS ITS AFFILIATION

Superintendent C. H. Dillehay, of the Hereford public schools, last week received a report from the Southern Association of Colleges and Secondary Schools which stated that the local high school's affiliation and membership had been retained with the organization. The Hereford school has been a member since 1926.

Many schools of the state have been dropped from the association's membership rolls due to their neglect in living up to the strict requirements of the organization. Graduates of a non-affiliated school may enter college only on examination, it is understood.

### Johnson Leaves Agent's Office For Crosby Job

Walter Johnson, who has been clerking in the Deaf Smith county agent's office for the past month, was transferred to Crosby county. He left Sunday.

Mr. Johnson came to Hereford early in November after being transferred from King county, where he had been doing ranch work. He is a graduate of Texas A. & M.

### Santa To Visit Home of Every Child Tonight

Santa Claus is coming to town, and through the plans of civic organizations of Hereford he will visit every child of this city and community. Families on direct relief and those on working relief will find filled stockings this Christmas, according to plans announced this week.

Children of less fortunate families will be remembered through the cooperative efforts of the Pioneer Club, Lions Star Study club, Business & Professional-Women's club, four Sunday school classes of Hereford churches, and the Lions club. Many of the proposed Santa visits will be made through the local relief agent's office, while others will be direct from the club which has adopted the family for the occasion.

In some cases the clubs have arranged gifts of toys, clothing and Christmas bags, while the Lions club will furnish approximately 300 bags of fruits, candies and nuts for distribution through the relief office as that agency sees fit. "Those cooperating civic clubs plan to see to it that every child who will not otherwise be visited by Santa, will be remembered at this gayest of all seasons of the year," the Brand was informed. In some cases the gifts have already been given the families to fill the stockings with tonight, others will be presented late tonight, Christmas Eve.

### Mrs. D. Gideon Dies Tuesday

Funeral services for Mrs. Lorene M. Gideon, wife of D. S. Gideon, were to have been held Thursday morning at 10:30 from the First Baptist church of this city. Interment was to have been made in West Park cemetery. Rev. B. M. Shepherd, pastor of the First Baptist church, was to officiate, according to arrangements late Wednesday.

Mrs. Gideon had been ill for several weeks and died of heart trouble Tuesday night, December 22. Her husband is an employee in the section crew of the Santa Fe railroad here.

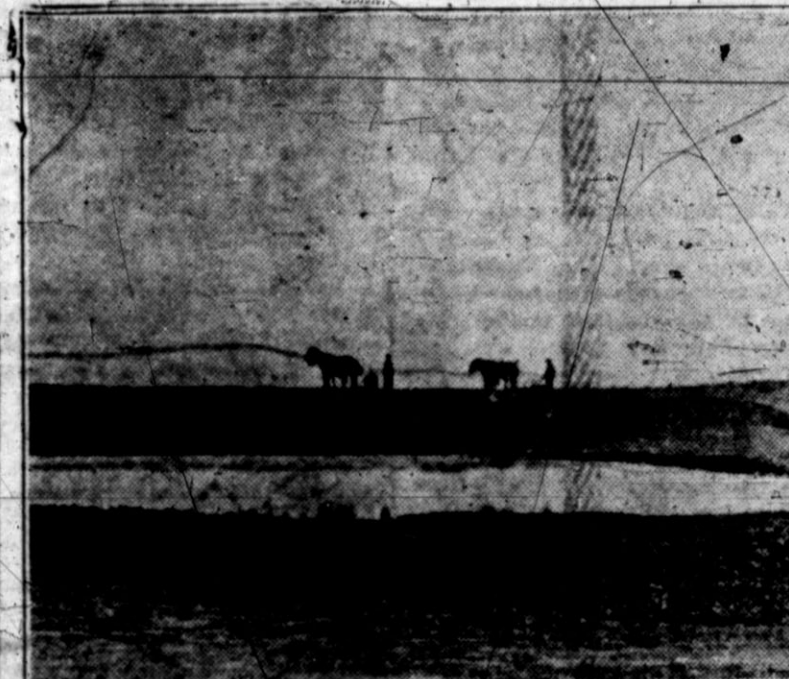
Mrs. Gideon was born July 27, 1893, at Moody, Texas, the daughter of Mr. and Mrs. Frank Pedigo. She came to Deaf Smith county with her husband in 1923. The deceased is survived by three children, Dorothy, Winona and George, and her husband, all residing here. Her parents, M. and Mrs. Frank Pedigo, live at Oglesby, Texas. She is also survived by a number of brothers and sisters: Lowe Henry and Frank Pedigo, of Moody; Mamy Bushing and Christal Witt of Moody, Nora Rayborn of Eddy, Texas; Lucy Jackson of Breckenridge, and Evelyn Shirey of Pampa.

### Bids Received By State For Highway Work

The State Highway Commission received bids Tuesday for 35 miles of grading and drainage structures on Highway 33 in Farmer county from the New Mexico state line to the Castro county line, and announced R. W. Briggs & Co. of Pharr as low bidders. The contracts, three in number, totaled \$103,175. Topping contracts are expected to be let in time for the hard surface work to be completed both in Farmer and Deaf Smith counties by late fall or early winter.

The closing of the gap and the 1.7 mile section in Castro county will complete an unfaceted road from the Oklahoma state line at Canadian to Farwell on the New Mexico state line.

### Example of Conservation Idea!



The above photo shows workmen completing a small dam in the Texas Panhandle, one of the many sponsored by the Resettlement Administration. This work may be a forerunner of a gigantic construction program of farm ponds, lakes, dams and reservoirs throughout the Great Plains Region. Representatives of 32 Texas Panhandle-Plains

### Miss Swisher Breaks Hip In Amarillo Fall

Miss Mattie Mae Swisher of this city is in St. Anthony's hospital in Amarillo with a fractured arm and broken hip, suffered when she fell at the Academy of Music and Art there last Friday night.

Hereford friends who have visited Miss Swisher report that her arm was fractured near the wrist and the hip was broken when she slipped on a run at the academy during a recital of her pupils. The hip has been placed in a cast.

Miss Swisher is director of the civic chorus of this city and a leader in musical circles of the Panhandle. She is a former president of the Seventh District, Texas Federation of Music Clubs.

The Vocal Juvenile Music Club of Hereford, of which Miss Swisher is sponsor and director, called off their scheduled KGNC radio broadcast for last Sunday afternoon, due to the accident of Friday night.

### Richard Baker Named Captain College Team

Richard Baker, former Hereford high school football player and student of Coach Tommy McCollum, was elected captain of the Eastern New Mexico Junior College Greyhound team for 1937, according to information received here Wednesday. Baker was captain of the Whiteface team in '35.

"Baker, quarterback, who has starred consistently this season, was an excellent broken field runner, a fine blocker, and did the team's quick kicking," the Clovis News-Journal said in making the announcement.

Schedule for the Sociales College is heavy next year and includes games in Denver, Arizona, Oklahoma, Texas, and will also be a strong contender for the conference title. They have 14 lettermen returning.

### Hog Killing Demonstration

County Agent Alex Bateman announced this week that the hog killing demonstration scheduled for Monday, December 28, would be held Monday, January 4. The change was made after the office announced clerks and workers will observe Friday and Saturday as holidays and Mr. Bateman will not return from Tulsa until after Monday.

### Conservation Body Attends Amarillo Meet

Deaf Smith county delegates joined representatives from 20 other Texas counties and three from Eastern New Mexico in organizing a new Panhandle Conservation Association at Amarillo Saturday. A \$10,000 budget was outlined for water conservation programs in this section. More than 50 delegates from over the Panhandle attended the meeting.

H. V. Hennen, secretary of the Hereford Chamber of Commerce, who was elected last week as the county's official representative to the Amarillo meeting, was named a director of the newly organized association. He met with other directors and association officers at a luncheon as guest of the Amarillo Chamber of Commerce, following the general meeting. It was during this meeting the association's budget and more specific plans were outlined.

Carl Hinton, secretary of the Amarillo Chamber of Commerce, was elected executive secretary and appointed to go to Washington in the interest of the association's objectives. The major plans for the Panhandle-Plains organization include extensive contouring, terracing, farm pond and lake building operations with the government aid, to be sought.

The directors voted a six-point program to be sought by the association.

W. A. Stanley, of the Water Utilization Unity of Washington has been in Hereford the past week conducting an investigation regarding the underground water supply of this area. Information obtained from his report will be furnished interested government officials, it was understood. The report will also be used as a guide by the State Board of Water Department for the drawing of a proposed law bill regarding underground water conservation. The bill, if ever it becomes effective, will serve as a protector of Deaf Smith county's vast shallow water supply.

A soil man from the Resettlement Administration has also been working here toward a soil and photographic survey of the county's area.

### Former Editor of Brand Was Visitor Here

Mr. and Mrs. DeWitt Landis of Lubbock visited with relatives and friends here this week end. Mr. Landis was editor of the Brand for more than two years, leaving here in September, 1935, to become sports announcer at radio station KGNC at Amarillo.

They are living at Lubbock, where Judge Landis is manager of KFYO, radio station in that city. While here they visited with Mrs. Landis' parents, Mr. and Mrs. T. E. Seigler.

### Seed Loan Man Visited County First of Week

Edwyn Brown, regional supervisor of seed loans, spent Monday of this week investigating the reported "over grazing of sheep on new wheat" in the northwest part of the county. The regional office was said to have been prompted to conduct the survey after many complaints had been filed regarding the hazard being created by over grazing.

### Rural Schools Assessed For League Funds

With dates yet to be set for the County Interscholastic League Meet in March, assessments are being made on the 14 rural schools of Deaf Smith county to defray the cost of ribbons and trophies to be used by the 1937 meet, County Superintendent Mal Stewart announced this week.

The amount to be raised was set at \$60 and will come through assessments on various schools, according to enrollment. The amount, divided by the total enrollment of 300 rural students of the county gives a per capita of 20 cents to be raised.

Teachers of the various schools may find the amount assessed their schools by multiplying the per capita by the number of students they have enrolled, the superintendent pointed out.

### DUCK SEASON IS TO CLOSE AT 4 PM XMAS

Hunters were warned this week that season on water-fowl, which has been open since Thanksgiving, will close at 4 p. m. tomorrow, Christmas Day. Hunters may bag as many as ten ducks or four geese and may possess that limit for ten days following the closing period, provided they are killed prior to the closing hour tomorrow.

The season was announced early in November by the State Game, Fish and Oyster Commission, in keeping with the season set by the Federal Government as being from holiday to holiday.

### Agent's Office To Close Xmas

Alex Bateman, county agent, announced this week that the Deaf Smith county office would remain closed Friday and Saturday, during which time clerks would spend the holidays visiting their home towns.

Mr. Bateman and family left Thursday for Tulsa, Oklahoma, where they are visiting Mrs. Bateman's relatives.

W. R. Kimbrough, new soil conservation man, and his wife will spend the holidays in Kent and Haskell counties. Dick Coffey will spend the week end with relatives at Albany, and Bill Mitchell has gone to Roswell, New Mexico, for a visit with relatives.

Mr. and Mrs. Grant Fuller are entertaining as their Christmas guests, Mrs. Fuller's brother and wife, Mr. and Mrs. Rudolph Zweifel, of Shiprock, New Mexico.

### Ten Scouts of Local Troop Pass Court of Honor; Two Become First Class; Thorns Is Given Star Rank

Ten members of the Hereford Boy Scouts, Troop 1, were granted promotion in rank and Scoutmaster J. C. Thorns became a Star Scout at the first public Court of Honor ever held by this troop last Monday night. A large number of parents and interested citizens attended the court at the First Presbyterian church.

Karl Wilson Shirley and Floyd Ross passed the court to become the first First Class Scouts of Troop 1, and eight others passed tests to become Second Class. They were Clifford Estes, Donald Hensley, Jack Nicks, Robert Balmun, R. L. Dowell, Bill Montgomery, Jack Boydston and Bartlett Dowell. A. A. Foster, member of the Court of Honor, presented Scoutmaster of Troop 1, J. C. Thorns, with a Star Scout badge, recognizing his promotion in rank. Later the troop members presented their leader a beautiful scarf and he set in appreciation of the work he has been doing.

### Firemen's Club to Sponsor Two Holiday Dances

Ed Johnson, of the Hereford Firemen's Club, announced this week that the local department would sponsor two holiday dances again this year. The first is to be Christmas night, and the second December 31, New Year's Eve.

It is an annual custom of the department's club to give holiday dances while college students are at home and invitations were mailed early this week, in which both dances were announced.

Good music is promised for both occasions.

### Weather Chart

Temperature extremes and moisture for past week, furnished by Department of Agriculture's weather station in Hereford.

| Day       | Max. | Min. | Moist. |
|-----------|------|------|--------|
| Thursday  | 60   | 31   | 0.01   |
| Friday    | 51   | 21   | 0.01   |
| Saturday  | 60   | 21   | 0.02   |
| Sunday    | 67   | 23   | 0.02   |
| Monday    | 51   | 28   | 0.02   |
| Tuesday   | 59   | 21   | 0.02   |
| Wednesday | 61   | 25   | 0.02   |

### Bippus Items

BY RUTH REESE  
 Hereford shoppers Saturday included Mr. and Mrs. C. V. Griggs, E. Burks and family, Henry Griggs, Frank Canaba and family. A light snow fell here last Thursday afternoon and night. Jack Fortenberry was in Hereford Wednesday. Mr. Steen visited Bippus school Wednesday.

Miss Violet Bippus is visiting her parents, Mr. and Mrs. George Bippus. The club met with Mrs. Homer Dodson last week. Virgil Walton was absent from school this week. Mr. and Mrs. C. T. Reese and Milton were in Hereford Tuesday. Bud Morrison went to Hereford Friday night. Burl Alexander of Canadian spent Sunday with his parents, Mr. and Mrs. D. H. Alexander.

### Summerfield News

BY MRS. ASA ATCHLEY  
 Ted Staats and family are in Laverne, Okla., visiting relatives. Mr. and Mrs. B. E. Roberson were in Amarillo this week. Mrs. J. R. Oglesby and children are in Westbrook visiting relatives. Viva Mae Thomas is spending the holidays at home. Mr. and Mrs. Cullen Butler are visiting in Dimmitt over the holidays. Mrs. Ray Johnson and daughter have returned from a visit in Gainesville. Mrs. Woodrow Welty visited the Troy Welty home at Frio Wednesday. Elton Johnson is here from Amarillo to spend Christmas. L. G. Harris of Vega and Dorothy Harris of Oklahoma Lane will spend Christmas here with their parents. Miss Shirley Thomas is visiting her sister at Sunnyside this week. J. R. Oglesby was in Canyon on business Sunday. Rev. and Mrs. D. J. Nell of Plainview visited here this week end. W. A. Vines was here from Oklahoma Sunday. YWA and guests enjoyed a Christmas party and gift exchange at the D. C. Walser home Friday night. Club members and guest enjoyed a party and gift exchange at the Lee Curry home Thursday. Many parents enjoyed a program by the children at the school house Thursday night. On the sick list are Bobby Noland, Marilyn Legg, Gene Roberson, Jimmy and Billie Lookingbill, Mmes. Perry McMinn and Asa Atchley. Ray Lee Wilson and family are visiting his parents at Gale. Miss Geneva Petty is visiting in Abilene during the holidays. James and Clifford Gandy of Wyche visited the J. R. Oglesby home Wednesday. Thurman Atchley was in Dimmitt last week end. Miss Grace Crosse of Friona has been visiting her sister, Mrs. W. A. Vines, this week. J. W. Vines returned from Oklahoma Friday night. Mrs. Bill Knox visited the B. A. Atchley home recently.

**Lives Near Black.**  
 W. H. Price, who lives near Black, in Farmer county, was in Hereford Friday attending business matters. While here he was a visitor at the Brand office.

**New Postmistress.**  
 News reports from Washington last week announces Miss Geneva L. Deaton as postmistress to succeed Woodrow J. McCrate at Black, in Farmer county. The Black office is fourth-class, as per the regulations of the postal department.

**Mr. and Mrs. J. B. McMinn, Thelma McMinn, Ellen Louise Posey, Mary Posey and Mrs. E. B. Posey were Amarillo visitors Saturday.**

**NOTICE OF SHERIFF'S SALE OF REAL ESTATE**  
 Notice is hereby given that by virtue of an order of sale issued by the Clerk of the District Courts of Dallas County, Texas, on the 21st day of October, 1936, in a certain cause wherein Bankers Life Company, a corporation, is plaintiff, and J. N. Vernon and wife Jean Vernon, Ray L. Johnson, Mrs. J. S. Stanfield, a widow, Mrs. Ticia Draughon and husband, Robert E. Draughon, Mrs. Blanche Douglas, and husband, Herbert Douglas, Mrs. Lizzie Vickers, a feme sole, individually and as independent executrix of the estate of Marticia English, deceased, Mrs. Carrie Black, individually and as independent executrix of the estate of Marticia English, deceased, and E. B. Black are defendants, No. 22790-D plaintiff recovered judgment against the defendant J. N. Vernon for the sum of \$10,876.13 with interest thereon from September 4, 1936, at the rate of 10 per cent per annum, and costs of suit, which judgment was rendered on September 4, 1936, in the District Court of Dallas County, Texas, for the 95th Judicial District of Texas, I have levied upon and will on the first Tuesday in January, 1937, same being the 5th day of said month, at the court house door in the city of Dimmitt, Castro County, Texas, between the hour of ten o'clock A. M. and four o'clock P. M. proceed to sell to the highest bidder for cash all the right, title and interest of said defendants, or any of them, in and to the following described real estate levied upon on October 28, 1936, as the property of said defendants, to-wit:

Situated in the Counties of Castro and Deaf Smith, State of Texas, being 640 acres and being all of Section No. 159, Block M-7, Certificate No. 1257 original grantee B. S. & S., Patent No. 65, Volume 30, Abstract No. 33, there being contained within said section 600.6 acres of land, but there is excepted about 10.6 acres granted for

# The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL. 1—NO. 13.

HEREFORD HIGH SCHOOL, THURSDAY, DECEMBER 24, 1936.

PAGE 27.

## Cantata Is Success

The Rhythm Rangers have now lapsed into complacent satisfaction. The cantata, Chimes of Bethlehem, was a great success. There was one of the most impressive programs that has been given this year. The glee club members not only harmonized in voice, but also in dress. They entered the darkened auditorium singing. The First Noel and carrying lighted candles. This Cantata will long be remembered for its delightful numbers. The light snow added a touch that probably could not have been achieved otherwise. In spite of this peculiarity in the weather, quite a crowd assembled. A large star, lighted by electricity added to the beauty of the program. At the close of the cantata the candles were again lighted and the club walked up the two aisles in a procession, singing Now the Day Is Over.

It was evident that everyone enjoyed this cantata and with the capable direction of Miss McMinn, it could not have been otherwise. Perhaps the Christmas Spirit has descended upon those who listened.

## GIRLS' HI-Y MEETS

The Girls' HI-Y met Tuesday, December 15, with Miss Crawford at the home of Mrs. S. L. Easley. The program was opened with the singing of Silent Night by the group, with Gladys Lewis as song leader.

Business was called for next and there was a discussion upon the sale of Christmas Seals. Almost every girl took some to sell.

A song, I Heard the Bells on Christmas Day, was sung by Mary Tiefert and Gladys Lewis. Virginia Erbe Reed told a very interesting story entitled Her Birthday Dream. A talk on Our Gift of Love was given by Viola Phillips. Mary Tiefert made a talk entitled My Christmas Gift to the King. The benediction was given by Vivian Olson.

After the program many jokes were told while lovely refreshments were served. Accompanying the refreshments were Christmas cards from Miss Crawford.

The meeting was adjourned and the girls went to their homes after many thanks to Miss Crawford for a delightful meeting.

Dear Santa: Bring me a weight-reducing machine. Ditto. Your admiring public, Wilbur Willett and Miss Wrenn.

deed of trust from J. N. Vernon and wife to G. W. Fowler, Trustee, dated April 1, 1923, recorded in Volume 17, Page 196, of the deed of trust records of Castro County,

## Senior Class Entertained

Once more, the Senior Mothers' Club entertained the Senior class with a Christmas and Line party Tuesday evening, December 15, at 7 o'clock at the Christian church. Gifts that were brought by the students were placed underneath a very attractive Christmas tree. Partners were chosen, and the group of 38 seniors marched down to the theatre (as truly dignified seniors would). Many laughs were heard as the class enjoyed the picture entitled, Women Are Trouble, even though the title was not so very pleasing to the girls. As soon as the group returned to the church, they were served popcorn balls, cookies, candy and hot cocoa. The different mothers were introduced to the crowd, as a result of Billy Smith's suggestion. Then each person was given a number which corresponded to a gift. Of all the dogs and dolls that anyone ever saw, the most were given at this party. What a combination that they did make! After playing to their heart's content with these novelties, the group settled down or tried to settle down, to sing a few Christmas hymns, but these were soon "drowned out" by a group of boys' bass.

By this time it was nearing 10 o'clock and time for all children to be in bed. The Seniors certainly appreciated this entertainment. If the coming socials meet with as much success as the ones in the past, the Senior class is in for the fun.

## STUDENTS ENTERTAINED

All you who laugh at Santa Claus Beware the fate of Jabey Daws.

read Frances Borden in a Christmas program given by the girls of the Public Speaking class in assembly Tuesday, December 15. This program consisted of Christmas selections which were appropriate for the coming season as well as for the recent studies of the class which have been on interpretation. This was the fourth program given by the class, none of which has deviated from the studies of the class.

The selections given were a Scripture reading, Luke 8:16, by Rowena O'Dell; Poor Santa Claus, by Helen Reed; Christmas Colors, by Virginia Nix; The Boy Who Laughed at Santa Claus, by Frances Borden; Christmas Spelling, by Nellie Jo Shreve, and A Visit from St. Nicholas, by Beverly Alexander.

The next program to be given by the class will be given by the boys on January 21.

## BASKETBALL SCHEDULE

January 1—Vega at Hereford.  
 January 8—Dimmitt at Dimmitt.  
 January 9—Bovina at Hereford.  
 January 15—Happy at Hereford.  
 January 16—Friona at Friona.  
 January 22—Tulla at Tulla.  
 January 23—Canyon at Hereford.  
 January 29—Tulla at Hereford.  
 January 30—Bovina at Bovina.  
 February 5—Happy at Happy.  
 February 6—Friona at Hereford.  
 February 12—Dimmitt at Hereford.  
 February 13—Canyon at Canyon.

## NEW LIBRARIAN AT WORK

The high school library has a new librarian, Miss Bonnie Jean Smith, who has had several years previous experience in our library. She is a very capable and efficient librarian and many students may find her most helpful.

## FACTS ABOUT CHRISTMAS

Did you know:  
 "On earth, peace, good will toward men" are the closing words of the very first Christmas carol ever sung?

That the beautiful, gift-laden Christmas tree probably originated in Germany, where ancient legends called the fir "the wood of peace", a shelter for kindness, and the symbol of eternal life?

That the community Christmas tree was suggested to us by Spain and Italy, where merry street festivals, with dancing and singing, celebrate the most famous day in the world?

That according to tradition, Santa Claus came from England, because of an old custom of chimney sweeping for good luck?

That Santa traveled to Holland and got his reindeer from an old Dutch god, and that Kris Kringle is the German title given Santa Claus?

That Christmas cards and the inspiring greeting of "Merry Christmas" originated in England?

That high school students like to go on Santa Claus parades and receive bags of candy?

## VIGNETTES OF SCHOOL LIFE

Ab, jubilant Christmas Spirit! everyone in high school has the spirit of giving. Many students are even contributing their bit to that so useful working class of poets. Poems about innocence, courage, teachers, love, tomorrow, Santa, and next year have greeted my eyes with pleasant rhyme. But, oh, woe! Due to our lack of interest in the big political issues of the day, none have been written about Wally and the King. On second thought, perhaps such poems as love, teachers and next year, and innocence and Santa Claus

## Santa Visits Hereford

The Hereford Lions club staged its annual Santa Claus parade Friday afternoon at 2:30 o'clock. The delight of all the youngsters. High school students were dispatched from classes at 2 o'clock order to take part in the parade. The order of the parade was first, of course, Santa Claus, followed by the Junior band, the Central school children, St. Anthony's school, rural schools, high school band, high school, and a automobile display, in the order named.

The parade formed at the corner of Fifth and Main streets and marched down Main street to Second street, then one block east then north to Third, then west to Main, where sacks of Christmas candy and fruits were given to the participants of the parade. Hereford's Boy Scouts assisted in directing traffic during and after the parade.

## ASSEMBLY BANNER IS AWARDED

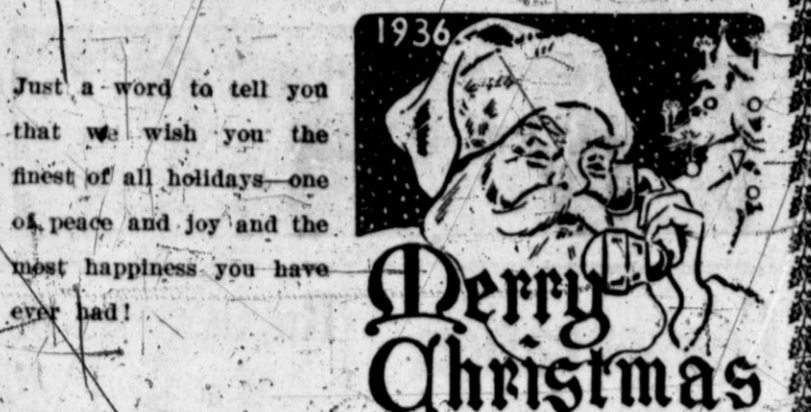
The Assembly Banner was awarded to the Debate Club on Tuesday morning. This club gave a comic portrayal on the importance of soap and toothbrush. Miss Phillips and Beverly Alexander resolved that soap was more important than a toothbrush. Bill Jo Roberts and Mary Jane Morgan were on this negative side.

## HI-Y CLUB GIVES PROGRAM

The assembly program on December 17 was presented by the HI-Y boys. The HI-Y quartet sang a selection of Christmas songs. Some of these songs were Silent Night, Joy to the World and Little Town of Bethlehem. They were accompanied at the piano by Troy Womble. Clifford E. played a baritone solo, My So of Songs, after which the quartet again sang.

## COUNCIL MEETS

Monday morning at activity period, in the physics room, the student Council met. The minutes were read and Rayland Evans was absent. The council discussed Christmas toys that were brought and assigned to each club member. There were few toys as the members were somewhat discouraged at the lack of interest. could be effectively combined. Ah! these saintly expressions worn by our future poets which they are producing a composite. If only old Santa could see the puerile expression—what a Merry Christmas it would be!



## Hereford News Stand



The Best Things of Christmas Are Free

THE CHEERY GREETING... THE NEIGHBORLY HANDCLASP... THE SMILING FACES OF LOVED ONES... THE FRIENDLINESS... THE COMRADSHIP.

In this spirit we greet you at this glad some season, and express the hope that Christmas will be very happy for you and yours.

## D. R. Gass & Son

# Christmas Day



## First National Bank

OF HEREFORD MEMBER FEDERAL RESERVE SYSTEM A Strong Bank Thoughtfully Managed

The joy of Christmas is in the air and this bank joins with your friends in extending to you and yours the joyous greetings of the season. May these happy days of Yuletide echo throughout the coming year and bring a new and richer fullness to your life and a finer realization of your hopes and ambitions.

1936

1936

Merry Christmas To You ...And A Joyous One, Too

Here's Our True Christmas Wish:

May you have PEACE and TRANQUILITY, HEALTH and PROSPERITY and HAPPINESS without measure!

# First State Bank

**Progressive News**

BY OLIVE PERKINS  
Club met with Mrs. A. S. Higgins December 16, and annual gift exchange and party was held. The club, in appreciation of her many acts of kindness, presented a gift to Mrs. Higgins. A plate luncheon of sandwiches, cookies, pineapple and mince pie and cocoa was served to 15 members and several children. The next meeting will be with Mrs. Luke McBrayer. A large crowd watched a new pump put in at the Helle place Monday afternoon.  
C. C. Bowman and family called

on the Boyers in Herford Sunday. Orin and W. C. Russell were in Amarillo Wednesday.

Progressive school children attended the Christmas parade at Herford Friday afternoon. Ira Ricketts and family were in Amarillo Monday.

Ralph Arseneaux left Monday for his home in Fort Worth. Miss Agnes will visit her brother in Herford a few days before going to her home in Canyon.

Mrs. Johnson has been visiting her sister, Mrs. Dougherty, who had an operation last week in the H. A. Smith county hospital.

Ira Ricketts and family spent Sunday with his parents, Mr. and Mrs. W. A. Ricketts, at Herford. Miss Odessa Cockrell of Herford is visiting Miss Ira Jean Ricketts.

Miss Lucille Park is spending her vacation with home folks.

**Here from Panhandle.**

Miss Clara Wedel of Panhandle is spending the Christmas holidays with her parents, Mr. and Mrs. H. T. Wedel, of Herford. Miss Wedel is secretary for the Carson County Abstract company.

**Ward News Notes**

**MRS. GEORGE SUGGS**  
The school is to give its Christmas program Tuesday afternoon. Attending the ball game in Amarillo Saturday were Meses Jim Lipscomb, Bill Hutson, Happy Higgins, Bob Higgins.  
Mr. and Mrs. George Suggs spent the week end visiting at Tulla.

The Sunday school will have a Christmas tree Thursday night. Mr. and Mrs. Jim Lipscomb visited Mr. and Mrs. Reed Williams in Herford Sunday.

**Lions Club Did Not Meet.**

The Herford Lions club's regular weekly meeting scheduled for Wednesday of this week was dispensed with due to the Christmas holidays. However, John McLean, secretary of the club, announced that regular meeting would be held next Wednesday.

**Renews for Brand.**

Clarence Wilhelm, who resides on route three out of Herford was in this city Saturday attending to Christmas shopping and business matters. While in the city he called on the Brand force and added 12 more months to his subscription date.

**Wife Reads Brand.**

W. H. Price, who lives in the Black community in Parmer county, called at the Brand office Saturday and had the Brand sent to his farm address for the next six months. "My wife likes the Brand, and wants it," Mr. Price said.

**D'Ever Hear Of Too Much Water In This County?**

Well, well, who ever heard of a farmer in Deaf Smith county having too much water? Sounds like there was a catch some place. Let's see about this.

S. O. Wilson is authority for this statement, and of course all know him to be trustful and rather conservative. This is Mr. Wilson's statement:

"Last April I installed a turbine pump suitable for electric motor of 25 horsepower capacity. I used a gas engine on this pump for about six months, only recently installing a 25 horsepower motor. On November 27 I started this pump for a 30-day continuous run under contract with the power company to pull the pump for \$3 per horsepower per month."

"Now after 15 days continuous run I have 150 acres of wheat soaked full. I only have 20 more acres of wheat to water and about 110 acres for row crops and alfalfa. I see no possible way of using all this water on my 280 acres of farmed land.

"When I started my pump the water level was 62 feet. After continuous pumping for the past 15 days the water level stands at 83 feet, a drawdown of 21 feet. I am getting 950 gallons per minute, 1,368,000 gallons per 24 hours or 41,940,000 for the 30 days.

"This means I will have pumped at the expiration of 30 days over 122 acre feet of water, which is the equivalent of five inches on each acre of the 280.

"Most of us thought the Government Rural Electrification representative was wrong in advocating small electric pumps, but I am one that is convinced that a 20 horsepower motored pump will supply enough water for a half section diversified farm or that a 15 horse power motor is large enough for a quarter section farm where storage is provided."

Mr. Wilson further states that his cost for power is about 5 cents per acre inch. The facts brought out by Mr. Wilson are worth considering. First, there is the fact that Deaf Smith county has an abundance of underground water, and second that it may be brought to the surface at a price that anyone can afford to pay.

**Here from Adrian.**

Charles Hoover of Adrian was a Herford business visitor Saturday and while here added his name to the long list of new subscribers to the Brand. Mr. Hoover is not exactly a new subscriber, but he hasn't been getting the Brand for some time.

**Henry Wedel Back.**

Henry Wedel, of Fairmont, Minnesota, is visiting his parents, Mr. and Mrs. H. T. Wedel, of this city during the holidays and plans to remain here for a while. On his way home from Fairmont he visited in Des Moines and Laverne, Iowa.

**Returns from San Antonio.**

Mr. and Mrs. Will S. Kerr returned Saturday night from a visit in San Antonio and vicinity. While there they visited relatives and friends. They were gone several days.

**THE STATE OF TEXAS.**  
Vs. Alice Murtaugh, a feme sole; Leo F. Garrity, Trustee in Bankruptcy of the Estate of Frank Murtaugh, a Bankrupt; Frank Murtaugh, and all unknown claimants.  
No. 150 in the County Court of Oldham County, Texas.  
On this the 11th day of December, 1936, C. L. MORRIS, A. L. McNabb and A. M. MILLER, special commissioners appointed by the Court to assess damages of Alice Murtaugh, a feme sole, Leo F. Garrity, Trustee in Bankruptcy of the estate of Frank Murtaugh, a bankrupt, Frank Murtaugh, and all unknown claimants, by reason of the

**Spend Holidays In Dallas.**

Mrs. Tom Carter and son, Tommy Jim, and Mrs. J. M. Murchison and sons, Shannon, Park and Tommy Jowell, are spending the holidays in Dallas. Mrs. Carter and Mrs. Murchison are sisters and their Dallas visit is being made with their mother and father, Mr. and Mrs. A. F. Park.

construction and opening of State Highway No. 13, upon, across and through certain real estate to-wit: Section 20, Block K-6, Oldham County, Texas, more particularly described in plaintiff's original petition reference to which is here made, to which real estate the fee simple title is in the said Alice Murtaugh, a feme sole, Leo F. Garrity, Trustee as aforesaid, Frank Murtaugh, as is more fully set out in said petition of the State of Texas, acting by and through the Commissioners Court of Oldham County, Texas, vs. Alice Murtaugh, a feme sole, Leo F. Garrity, Trustee in Bankruptcy of the estate of Frank Murtaugh, a Bankrupt, Frank Murtaugh, and all unknown claimants, Docket Number 150, filed with the Honorable County Judge of Oldham County, Texas, on the 11th day of December, 1936, said commissioners having been sworn to assess said 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 Oldham County, Texas, at Vega, Texas, in Oldham County, on the 18th day of January, 1937.

The Sheriff of Oldham County, Texas, is hereby directed and commanded to give notice to said defendants, Alice Murtaugh, a feme sole, Leo F. Garrity, Trustee in Bankruptcy of the estate of Frank Murtaugh, a bankrupt, Frank Murtaugh, and all unknown claimants, and to each of them by making publication of this notice in some newspaper published in Oldham County, Texas, but if no newspaper is published in Oldham County, then by publication in the nearest county where a newspaper is published, once a week for four consecutive weeks previous to the return date hereof, and said sheriff will make due return how he has executed said writ.

The aforesaid publication shall be notice to the said Alice Murtaugh, Frank Murtaugh, Leo F. Garrity, trustee as aforesaid and



Straight from the heart— Comes our Christmas greeting To you and all our friends!

**CARL'S**  
Grocery

to all unknown claimants to appear at said time and place at 10 o'clock A. M. at the Court house in Vega, Oldham County, Texas, 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 Alice Murtaugh, Frank Murtaugh, Leo F. Garrity, trustee as aforesaid, and to unknown claimants, for the right of way and strip of land described in said Plaintiff's original petition, filed with the County Judge of Oldham County, Texas.

Witness our hands this the 11th day of December, 1936.

C. L. MORRIS,  
A. L. McNABB,  
A. M. MILLER,  
Special Commissioners, all of whose residence is Vega, Texas.

*Joyous Yuletide*

It's a Happy Season in Prospect, and We Hope Most Sincerely That You Enjoy the Best of It.

**Bessie L. Smith**  
County Treasurer.



**Hip-Hip-Hooray For Christmas!**

That's the way the youngsters might go about writing a Christmas greeting—and it's just about the way we feel, too!

May Your Christmas Be Filled With Joy and Happiness—We Can't Think of a Bigger Wish!

**Pevley & Seed**

Allis Chalmers Implements



an OLD wish, but Sincere Merry Xmas

May this holiday season find you the recipient of a thousand of the choicest gifts of the Santa of good cheer.

Without the good will of our friends and patrons we would have but small pleasure, even though our business prospered.

We hope you will take this as our personal wishes to YOU... and YOU... and YOU!

**Fox Cleaners and Hatters**

**The Man's Shop**

Phone 111. Homer Fox



Season's Greetings To You!

Your Treatment of our business has been royal and we hope that Christmas crown each and everyone of you as kings and queens of joy and Happiness!

**FASHION DRESS SHOPPE**



With All Good Wishes For Christmas

We extend our greetings and best wishes in the spirit of the season, eagerly hoping that YOUR Christmas will be bright and shining with all the things it may take to make you happy.

**THE KESTERS**



Over and Over-Again and Again But Never More Sincerely— You Have Heard The Words,

**Merry Christmas!**

The very words live and breathe with the spirit of the season. In all sincerity and gratitude for your good will and consideration in the past, we extend you our cordial and heart-felt greetings of this good season of the year.

**\$20 Groceries FREE!**

SATURDAY, DECEMBER 26

**WEIR'S**

RED & WHITE STORES



To our many friends— please accept this as our best wishes and thanks for your patronage and friendship.

**C. A. Skelton**

Case Implements

Announcing... **LOW LONG DISTANCE RATES**

all day CHRISTMAS, all day New Years

To make it easier for friends to exchange holiday greetings, the telephone company this year will keep its lower night and Sunday rates in effect ALL DAY Christmas and ALL DAY New Year's Day. Instead of having to call Christmas Eve to get the lowest rate, you can call any time after 7 p. m. Christmas Eve, including all of Christmas Day... and for a similar period at New Years.

You are cordially invited

to listen to a special Bell System Christmas Eve radio program on the Columbia Network, 9 p. m. December 24.

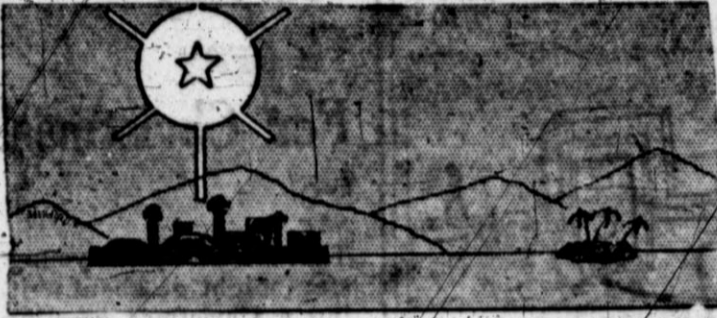
**SOUTHWESTERN BELL TELEPHONE CO.**



# Seasonal Greetings

We are happy to greet our many friends on this happy occasion and wish every one of them a truly Merry and Pleasant Christmas.

## Flowers Grocery & Market



On this most joyous of seasons, it is a real pleasure to be able to wish you all the Merriest Holiday Possible!

**W. J. (Bill) SMITH, Agent**  
MAGNOLIA PETROLEUM CO.



We wish we could greet each friend in person. Lacking that, please accept this as our expression of the season's sentiments!

## New Club Cafe

Mr. and Mrs. Doug Henson

## Beware The Cough From a common cold That Hangs On

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Creomulsion not only contains the soothing elements common to many remedies; such as, Syrup of White Pine Compound with Tar, fluid extract of Licorice Root, fluid extract of Wild Cherry and Menthol, but also has fluid extract of Ipecac for its powerful phlegm loosening effect, fluid extract of Cascara for its mild laxative effect and, most important of all, Beechwood Creosote is perfectly blended with all of these to reach the source of the trouble from the inside. Creomulsion can be taken frequently and continuously by adults and children with remarkable results. Thousands of doctors use Creomulsion in their own families as well as in their practice knowing how Creomulsion aids nature to soothe the inflamed membranes and

beal the irritated tissues as the germ-laden phlegm is loosened and expelled. Druggists also know the effectiveness of Beechwood Creosote and they rank Creomulsion top for coughs because you get a real dose of Creosote in Creomulsion, emulsified so that it is palatable, digestible and potent for going to the very seat of the trouble. Creomulsion is guaranteed satisfactory in the treatment of coughs, chest colds and bronchial irritations and especially those stubborn ones that start with a common cold and hang on for dreadful days and nights thereafter. Even if other remedies have failed, your druggist is authorized to guarantee Creomulsion and to refund every cent of your money if you are not satisfied with results from the very first bottle. Don't worry through another sleepless night—phone or go get a bottle of Creomulsion right now. (Adv.)

To Every Man, Woman and Child  
We Wish

Merry Christmas and Happy New Year

We extend the sincere wish, in the truest spirit of the season, that you will be made happy and better because of the deep realization of the real meaning of CHRISTMAS!

## The City of Hereford

MRS. EVA PITMAN, Clerk

## Conservation Body Attends Amarillo Meet

(Continued from page one)

clation," Mr. Hennen reported. These included: retirement of pasture land in the same manner farm land is now handled under the soil conservation program of the Department of Agriculture. The appropriation by the government for construction of one or more large lakes in each county. Helping of Randall and Deaf Smith counties in their effort to secure the huge Buffalo Lake on Tioza Blanca Creek; and the construction of reservoirs or lakes in the Panhandle for irrigation purposes.

Deaf Smith county was assessed \$750 as its share of the \$10,000 budget money to be raised on the basis of its assessed valuation, Mr. Hennen reported. The fund will be used to pay expenses of representative in Washington. The request for the amount to be furnished by this county will be presented to the commissioners' court and they will draw plans to finance this county's assessment, Mr. Hennen announced Monday. The amount is to be paid in quarterly installments, it was understood, and unusual funds are to be returned to the respective counties.

More complete programs regarding the proposed projects in this county will be outlined between this time and the 14th of January, when another meeting of the directorate will be held in Amarillo.

High hopes that the government will appropriate funds for the united projects are held, due to the hearty endorsement given the movements by Congressman Marvin Jones, now in Washington, and by other federal and state officials.

Citizens of this immediate section who were elected to serve on the board of directors, presided over by John McCarty, are: Judge W. A. Pulliam of Oldham county; Dan Etheridge of Parmer; T. A. Singer of Castro, and Mr. Hennen of this county.

Delegates who were selected to represent Deaf Smith county at the Amarillo meeting Saturday included the commissioners' court, the county committee of nine men elected at a water conservation meeting last week, and various chamber of commerce workers and public-spirited citizens.

### EARLY PLOWS MUCH LIKE "DRAGGING CAT BY TAIL"

The early plows fell far short of the modern dictionary definition—"An implement to cut, lift, invert and partly pulverize the soil." Even as late as 1850 plows failed to cut and turn a clean furrow. "They rooted, but would not invert, the soil."

In the South the shovel plow was used almost universally until some years after the Civil War. Records in the Bureau of Agricultural Engineering show they were "made of wrought iron in the shape of . . . an Irish shovel, with a loop on the back side for the stock to enter. They generally are made by the blacksmith on the plantation where they are used. They are drawn through the ground with one horse or mule . . . throwing the dirt both ways. It is pretty much like dragging a cat by the tail."

The "Old Colony" plow used in the United States about 1820, reports the 1899 Department of Agriculture Yearbook, left furrows standing up. "Like the ribs of a lean horse in the month of March. A lazy plowman might sit on the beam and count every bout (circuit) of his day's work."

### To Farwell Next Week:

Fred Baird, auditor for both Deaf Smith and Parmer counties, will spend next week attending to official business in Farwell, he announced this week.



FOR many years Marelu had not been exactly happy on Christmas; somehow she had never received the pretty things bestowed upon other girls. "If they all only knew how I have secretly longed for those soft, dainty luxuries," thought Marelu, as she sat before the fireplace, just three days before Christmas.

"There are those kitchen aprons, for instance, from dear old aunt Lucia. Every year, as far back as I can remember, it has always been aprons. I must have almost a dozen by now. Then there is cousin Marie, who has been sending the inevitable handkerchief right along, year after year. There must be quite a collection of them, too."



While she had been grateful and thankful for these kind remembrances, she had not been exactly thrilled.

A happy Christmas thought suggested itself to Marelu as she gazed out at the slender icicles shining like silver in the moonlight. "I know what I'll do. I'll start right now and wrap up all these things into pretty Christmas parcels and give them to some one who really needs them."

When Christmas day arrived Marelu started out with her basket brimming full of beautifully wrapped and tied Christmas gifts. Every step she took over the holiday carpet of snow represented a kindly thought of cheer.

"Merry Christmas," she cried, as she handed a bright colored parcel to dear old Linda Larsen.

"The very same to you," said she, with a questioning look of surprise. The next moment she was proudly unwrapping a pair of pretty bath towels. Marlene and Dolly, two little girls around the corner, danced up and down with joy when they saw the snowy handkerchiefs with colored borders. Marelu smiled happily as she left the little girls and proceeded to her next stop. Effie Lynn was overwhelmed with surprise when a gift was handed her. She explained that it had been years since she had received a Christmas present.

After several other interesting calls Marelu started for home. The street lights flashed on and the glimmering Christmas trees joined in the ceremony on all sides of her. As she drew near her own home she stood still a moment and admired the grandeur of the dark pines encircling the house under a white burden of snow. The variations of colors gleaming from the windows seemed to be stretching out to meet the pines.

Inside the house was warmth and joy and Christmas cheer as the family gathered about the Christmas tree, pointed with the star of Bethlehem. Marelu was just in time for the celebration. Bobby had been chosen to read off the names upon the gifts and all eyes were centered upon the huge basket containing them.

"First on the program," shouted Bobby, "is for mother." All wondered what it could be.

"A gorgeous lamp shade," cried mother, as she held it up for all to see.

While still admiring this thing of beauty, Bobby shouted louder than ever, "something for the governor, himself. Get ready, pop, for your surprise."

"What can the strange package be, for goodness sake?" said father, his eyes popping with interest. "Well, I do declare, it is just a golf set. Just what I have wanted for a long time," as he started to examine it.

"Oh boy, hold out your hands and catch. Dot, a ducky package for you, all tied with silver cord. What is it? Open it quick!"

Dot removed the bright red tissue and disclosed a white wool skating outfit.

Marelu had been so absorbed in what the others were receiving that she had forgotten all about herself. For the first time in many years she had received the things she really adored. With a heart full of appreciation and joy, she suddenly shouted, "Merry Christmas!" The others did not quite comprehend the extent of Marelu's enthusiasm, but she, herself, felt, somehow, that this had been the very happiest, merriest Christmas she had ever had.

## Open House at Sewing Room Is Well Attended

Between 75 and 100 people attended the open house of the local WPA sewing room held last Friday to honor district officers from Amarillo. Mrs. Lavina Gilliland announced this week. Mrs. Cornelia Pattison, TRC case worker and Mrs. Albert Walker, district supervisor of women's professional projects, both of Amarillo, were the honored officials.

Guests found in the display rooms an array of locally made garments arranged before a background of posters on costume designing and beautiful quilts. The outstanding display was a lady's dress suit which has been made from a man's discarded suit.

Among the items of clothing which were made in the local sewing room and will be distributed to families of Deaf Smith county were men's and boys' shorts, shirts, night shirts and slacks. Boys' play suits and overalls. Girls' dresses, baby clothing, women's and girls' gowns, slips, pajamas, shorts, dresses and other clothing.

In the home economics departments guests saw such related subjects as pot holders, table lamps, menu boxes which had been made from cigar boxes, pillow cases, luncheon cloths, bed spreads, dresser cloths and baby clothing. Breakfast stools made from nail kegs. A swagger coat which had been made from a dis-

carded dress coat, and many other items.

The sewing room has been the object of many compliments regarding the manner in which it is operated and the class of work accomplished. Elmer Scott, head of the civic federation of Dallas, recently gave the room honorable mention as the only project in district 16 to merit his consideration. Of the sewing room he said: "Most worthwhile project in that part of West Texas."

Friday's open house illustrated a Christmas setting and visiting guests were served cake and coffee.

### CONSUMERS BUY MORE QUALITY-GRADED MEAT

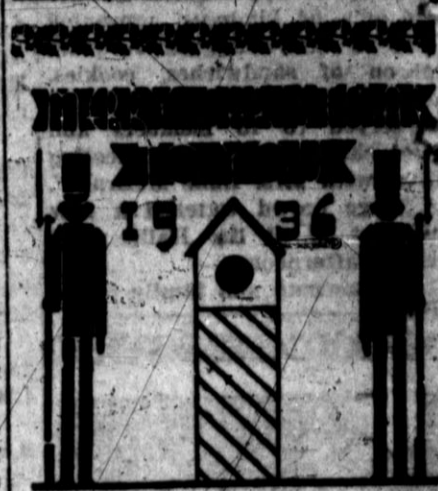
There is a growing demand for quality grading of meats. About 400,000,000 pounds of beef, lamb, pork, veal and sausage products were graded and stamped by the Bureau of Agricultural Economics during the fiscal year ending June 30, 1936, as compared with 294,000,000 pounds the previous year.

Bureau graders at 23 leading shipping and consuming markets grade carcasses for quality at wholesale plants and stamp the grade on the sides so that retail cuts carry a Government label. This label tells consumers whether the meat grades choice, prime, good, medium or plain. Costs are paid by packers or dealers requesting the grading.

The service has expanded rapidly since it was started at New York in 1924, in response to demand by the trade and by consumers. A recent development has been the increasing use of the service by city governments in buying meats for hospitals, schools and other institutions.

Many steamship companies, hotels, chain restaurants and other private businesses which contract for large quantities of meats specify Government grading. The Army and Navy and other Federal institutions purchase Government-graded meats only.

Mrs. F. P. Potter left Saturday for Wichita Falls where she will spend several weeks with her daughter, Mrs. Blanche Kaymedall.



## Christmas Is Here

—and we hope that jolly old St. Nicholas loads you down with all the different kinds of good things there are.

May You Be Rich In  
Happiness and Peace  
This Christmas!

**Rockwell  
Bros. & Co.**  
LUMBERMEN

Phone . . . . . 4

## Merry Christmas

To our many friends—the season's finest wishes for joy and happiness—and thanks for the way in which you've helped make our Christmas a merry one.

### Charm-Aid Studio

Ruth Harding.

Verna Culpepper.

## If We Had Time!



If we had time we would design each of our many friends, readers and customers an individual Christmas greeting card—but we don't—so we take this means of conveying our wishes to you. Deep down in our hearts we mean exactly what we say here—just as much as we would on a personal card.

It's An Old Human Custom  
to wish our friends

## Merry Christmas

In his eternal quest for all that is finest and best, mankind honors and reveres the sentiment of Christmas. At this glad Christmastide a debt of gratitude is felt for each loyal friend and to them these greetings are extended—

from the Entire Staff of the

# BRAND

"YOUR HOME-TOWN NEWSPAPER"



STAFF MEMBERS

Editor-in-Chief - Mary Turrentine
Assistant Editor - Thama Cawthon
Business Manager - Jack Barber
Assistant Business Manager - Chilton Foster
Humor Editor - Erma Faye Robinson
Exchange Editor - Imogene Robinson
Sports Editor - Billy Smith
Columnists - Mary Jane Morgan and Johnny Willett
Reporters - Mary Lee Alexander, Virginia Caryle, E. A. Richards, Norma Jean Foster, Nola Margaret Blue, Mary Tiefert, Grant Fuller, Clifford Estes, Charles Wilson, Blyse Wilkins, Jack Nicks, Thama Cawthon, Jean Williams.

STUDENTS THINK

On being asked what they thought of the abdication of King Edward VIII, the following people said:
Imogene Robinson: I don't think she will take him if he is not king.
Nola Margaret Blue: I believe he had other reasons for giving up the throne, and I don't believe Wally and he will marry.
Frances Borden: I think that this is the first time he has used his head; he has been just a figurehead. He has placed English women on a higher standard.
Leon Hartman: I guess it's all right.
Severly Alexander: I think it's awful.
Mary Lee A.: I think he will return to the throne.
Mary Jane: I don't think he should have had her and the throne, too; but I admire him for sacrificing his throne for love.

SENIOR PERSONALITIES

Edna Behrends was born on February 11, 1920, at Rance, fifteen miles southwest of Hereford. She attended school seven years at Rance, and the remaining years of her school life have been in Hereford. She is planning to enter a business college next fall, but has not decided where. Her hobbies are reading, and playing the piano.
Charles Brown was born on July 28, 1919, at Tucuman, New Mexico. Most of his school life has been spent at Messenger, thirty miles west of Hereford, although he has attended school at Clovis, New Mexico. He expects to go to college, but his vocation is undecided. His favorite hobbies are hunting and going to picture shows, climbing mountains, collecting pictures and music.
Varian J. Fuller was born September 15, 1920, in Clovis, New Mexico. He attended school two years in Fort Sumner, New Mexico, three years and two months in Farwell, Texas, and the remainder of the time in Hereford. He does not plan to go to college, but is planning to go to Chicago, Illinois, for his vacation. He has received several honor certificates for straight A report cards. His favorite hobbies are playing golf and collecting major league baseball pictures.

GUESS WHO!

Boy: He has black hair, blue eyes, a dark complexion and not very tall. His favorite sport is football, and he was a letterman this year. His hair is wavy, and he says that is no fault of his. Guess who!
Girl: She is not very tall, five feet two inches, has brown wavy hair with golden tints, dreamy blue eyes and a round, plump face, although she is not stout. She is a librarian, and is the one who takes or breaks one, meaning that she makes out the fines. She likes to dance and drive cars, and her favorite song is, Organ Grinder's Swing. Guess who! Answers next week.

DON'T THEY REMIND YOU OF—

Hillie Beene—was writing, chewing gum, Tom Sawyer.
Billie Jo Roberts, Alabama special delivery letters, dramatics, charming smile.
Alva Barber, poetry, riding boots, late civics notebooks.
Robert Green, football heroes, wavy hair, pretty eyes.
G. H. Parker, cute smiles, plaid jackets, new year's eve, shallow water.
Clyde Posey, golf, G. S., Bob Burns.
Irene Knox, nonsense, jokes, giggles—that blonde!
Dorothy Jordan, honey, candy, kisses, cherry limes.
Ruth Callahan, beautiful hair, F. H., that school girl complexion, Little Red Riding Hood.
Helen Ann Snyder, spun gold hair, basketball, anklets, picnics.
Paul Foster, snappy clothes, pretty cars, football, politeness.
Joe Onstead, Fenrod, scuffed shoes, sand piles.
Frank Marrs, New York, gardenias, fucs, perfumes.
Thama Cawthon, carnivals, G. L. Mc., cuteness, high heels, sheer hose.
Virginia Caryle, neatness, song sheets, dew on pink rose buds.
Minnie Dea Smith, deep nail polish, loud radios, freckles, sandals.
Mary Turrentine, basketball, journalism, tooth paste advertisements, medals, a real pal.

EXCHANGES

Junior year—
When I first went to see her, I showed a timid heart,
And when the lights were low,
We sat this far apart.
Senior year—
But when our love grew stronger,
We knew its joy and bliss,
We knocked out all its spaces
And we sat close like this!
—The Tatler, Lawton, Oklahoma.

STUFF

Stuff is a beautiful word because it means everything and nothing. Stuff is what el-wings are made of, and cobwebs, and moonlight when it tangles in a baby's hair. Stuff is what makes a man stand up in the ring for 15 rounds when his eyes are full of blood. Stuff is what is in the encyclopedia Britannica, what is in the rings of Saturn, and what causes a comb to pick up small pieces of paper when you get through combing your hair. Yes, the word certainly has the stuff. —Western Graphic, Denver, Colorado.

SENIOR LETTER

Dear Sandy Claws:
We Seniors has been good this year, at least most of it, and we was wondering if you would bring us some presents.
As a class we kind of wanted a big picture of Shakespeare with the quotation, "Education is application" under it. Bring our teachers something to learn us as we have about done all our books. Bring each member something: not much, 'cause you might spoil them. Bring Billy Beene a "magnetic personality control switch" to help keep the girls from him. Well, I guess as how that's about all. Thanking you, dear Sandy, we will remain,
SENIORS.
PS—Bring Miss Wrenn a big pink elephant and Mr. Wilson something to worry about.
SRS.

Dear Santa: I want tricycle and hair on my chest like Charles Wilson. Earl Oldham says that he wants Lottie Tyson to quit tutoring him and settle down. Ray Nunn says that he wants Harvey to leave him alone and quit his sight. Harry Nunn says that he wants people to quit putting water in his boots after basketball practice. I told my sister that I did not want much for Christmas. I told her that it would be all right to spend about \$50 or \$60, but not any more than that. Jack Higgins says that "avaunt" vout avauant and that's all avauant. Please remember Genece and don't let her forget that she promised me a kiss for Christmas. The good little boy, Clyde Posey.

Dear Santa: I want a book called How to Make Love in Six Easy Lessons. Andy Schumacher.

Dear Santa: Bring me a typewriter that will type when you holler "go" while I watch it. Nola Margaret Blue.

Dear Santa Claus: How are you, ole top? I'm fine and dandy. Santa, I guess there's no use to tell you I've been good, because I'm sure you know better. But, really, Mr. Claus, I'll try to be much better if you'll bring me the things I want. First of all please bring me a bag of knowledge about physics. I need it so bad. If you'll bring a big bag then I can give part of it to Mr. Hudson in class. I also want a lot of ovaltine so I can have lots of pep and energy. 'Cause the next time I go to a tournament I want to bring home a gold basketball like Mary and Gertrude. Last, but not least, I want a boy doll, nearly a six-footer, with blonde, curly hair, blue eyes. I think if you will look close you'll find a doll just like I described around town somewhere. Yours truly, Rusty.

Dear Santa Claus: It would make me very happy if you would try to remember some of the poor unfortunate children of our city. Their wants are few; so please don't forget them.
Miss Ritzler would like for you to put Christmas off two more days so that she may get her crocheting finished. Miss Wrenn wants three more elephants, she has 47. Mr. Wilson wants a new belt with a picture of Pop Eye on the buckle. Miss Crawford would like for you to bring her some red pencil, lead that will not break off or use up so easily. Mr. McCollum is getting gray from worry over his basketball boys. Please make them study for his sake so that he may have a good ball team. Mr. Gammill needs a new black and white striped shirt. The other one seems to be wearing out. Mr. Hudson says physics students need a seventh year arithmetic book with all the answers written out. Miss Sullivan wants a new milk coat ordered from a mail order house COD. Mr. Dillehay wants a new car and also a group of teachers to whom he will never have to say "do this" and "don't do that." Miss Vaughan prefers a season ticket to Amarillo. Miss Carlisle needs a new watch—the one she has stops in the middle of the classes.
Mr. Emmons wants everyone in town to get all the milk they can use so they won't get his. All I ask of you is the satisfaction of seeing this group of teachers pleased for once. Thank you.
GERTRUDE WILSON.

Dear Santa Claus: I only want one thing this year, and to show you that I am generous, I am devoting part of my letter to others. The only thing I want is a RED blouse. I think it would be nice for you to bring Jack Higgins a new doll; his other one got torn up at the senior party. By the way, Santa Claus, don't bring any of the seniors a dog. I think John Wood would be able to use a speller if you have one. Sincerely yours, Mary Turrentine.

Dear Santa Claus: How are you, ole top? I'm fine and dandy. Santa, I guess there's no use to tell you I've been good, because I'm sure you know better. But, really, Mr. Claus, I'll try to be much better if you'll bring me the things I want. First of all please bring me a bag of knowledge about physics. I need it so bad. If you'll bring a big bag then I can give part of it to Mr. Hudson in class. I also want a lot of ovaltine so I can have lots of pep and energy. 'Cause the next time I go to a tournament I want to bring home a gold basketball like Mary and Gertrude. Last, but not least, I want a boy doll, nearly a six-footer, with blonde, curly hair, blue eyes. I think if you will look close you'll find a doll just like I described around town somewhere. Yours truly, Rusty.

Dear Santa: I want tricycle and hair on my chest like Charles Wilson. Earl Oldham says that he wants Lottie Tyson to quit tutoring him and settle down. Ray Nunn says that he wants Harvey to leave him alone and quit his sight. Harry Nunn says that he wants people to quit putting water in his boots after basketball practice. I told my sister that I did not want much for Christmas. I told her that it would be all right to spend about \$50 or \$60, but not any more than that. Jack Higgins says that "avaunt" vout avauant and that's all avauant. Please remember Genece and don't let her forget that she promised me a kiss for Christmas. The good little boy, Clyde Posey.

Dear Santa: I want a book called How to Make Love in Six Easy Lessons. Andy Schumacher.

Dear Santa: Bring me a typewriter that will type when you holler "go" while I watch it. Nola Margaret Blue.

Jumbo News

BY MRS. ULLMAN HUNTER
Mike and Slim Woolsey of White Deer visited the Kring home Monday.
Mr. and Mrs. C. D. Pinckert were in Amarillo Thursday.
Mr. and Mrs. Addison Hunter spent Thursday with her parents, Mr. and Mrs. E. C. Burks, at Arney.
Mr. and Mrs. F. L. Pinckert were called to Amarillo Tuesday night by the sudden illness of their daughter, Mrs. Wilford Taylor of Umbarger. She is recovering an operation.
Misses Maurine Wilder and Kitty Oxford, teachers at Flagg, are home for the holidays.
Mr. and Mrs. Ullman Hunter attended the Masonic-Eastern Star supper and party Friday night.
Misses Pauline Matthews and Lucille Dyer and Orval Pierce are at home from WTSU.
Mr. and Mrs. Sam Hunter were in Amarillo Friday.
John Hardy Wood is home from school in Hereford for the holidays.
Miss Katie Mae Burks of Arney spent Thursday night with Addison and Rachel Hunter.
L. A. Matthews was in Canyon Saturday.
Ullman and W. A. Hunter went to Oklahoma City Sunday, returning home Monday.
Mr. Myers and Wilmet were in Dimmitt Saturday.
Mr. and Mrs. Devins of Oklahoma Lane, Ramey of Hereford, and Mr. and Mrs. Homer Barnes of Dawn attended the plays here Friday night. Funds were raised to buy basketballs.
Mr. and Mrs. E. D. Wilmet and Miss Currie spent the week end in Canyon.
Mmes. Sam and Ullman Hunter attended a missionary party in Dimmitt Thursday.
Mrs. Aldman of Hereford was in this community Sunday.
Word has been received of the marriage of Floyd Hatcher and

Mrs. Hines in Oklahoma Sunday. Both were former residents of this community.
Mr. and Mrs. F. L. Pinckert were in Amarillo Monday.
Taylor Oglesby of Hereford called on Ullman Hunter Thursday.
Mrs. Vera Allen and Reba of Tulsa, Mr. and Mrs. C. F. Gilliam of Lubbock, Mr. and Mrs. Andrew Gilliam were guests of Mr. and Mrs. Clem Gilliam at a Christmas dinner Sunday.

Sends Wife Paper.

W. E. Stevens, who farms 11 miles north of Hereford, was in town first of this week and had the Brand sent to his wife at Cement, Oklahoma. Mr. Stevens has been located here since 1930, but Mrs. Stevens has never lived here. The Deaf Smith county farmer has in more than 175 acres of wheat and reported it "fine, but needing moisture."

Visit from Tyler.

Mr. and Mrs. Duane Orr of Tyler are visiting in the home of their parents, Mr. and Mrs. J. S. Orr of this city. They plan to return to Tyler after the holidays.

Will Visit Canyon.

Mr. and Mrs. A. C. Thompson will visit during the holidays with his sister, Mrs. B. C. Taylor, at Canyon.

NOTICE OF TRUSTEE'S SALE

THE STATE OF TEXAS, COUNTY OF DEAF SMITH.
Whereas, by virtue of authority vested in the Trustee, named and appointed in a certain Deed of Trust, recorded in Volume 27, Page 585, of the Records of Mortgages and Trust Deeds of Deaf Smith County, executed and delivered to such Trustee, Wiley L. Robertson on the 3rd day of February, 1925, by Blain Poff and Blanche Poff, his wife, for better securing, the payment of one certain Promissory Note of Five Thousand Five Hundred (\$5500.00) Dollars, more fully described in said Deed of Trust, and executed by the said Blain Poff and Blanche Poff, his wife, payable to the order of the Empire Mortgage Company of Wichita Falls, Texas, at Wichita Falls, Texas, due on the 1st day of February, 1930, bearing 6 per cent interest per annum from date until paid, interest due and payable annually as it accrues, providing that failure to pay said Note or any installment of interest thereon when due shall entitle the holder thereof to proceed to collect the same and also provided for the payment of 10 per cent additional on the amount of principal and interest then due, as attorney's fees, if placed in the hands of an attorney for collection, which said Note was thereafter empowered to the due date of same duly extended by extension agreement, recorded and extending the then balance of \$5500.00 on said Note or Bond to the 1st day of February, 1935; said Deed of Trust covering the following described real estate situated, lying and being in the County of Deaf Smith, and State of Texas, to-wit:
The East Half (E 1/2) of Section Number Ninety One (91) Block M-7, B. S. & F. Survey, Patent Number 133, Volume 30, described by metes and bounds as follows:
Beginning at the S. E. corner of said Section Number 91; thence West 95 3/4 varas for S. W. corner of this tract; Thence North 1918 varas to the North line of said Section for the N. W. corner of this tract; Thence East 95 3/4 varas to the N. E. corner of this tract; Thence South 1918 varas to the place of beginning containing 325.3 acres of land. Deaf Smith County, Texas.
And, whereas, the said Empire Mortgage Company duly sold, assigned and transferred said Note secured by said Deed of Trust to Rollinsford Savings Bank and said Rollinsford Savings Bank is the owner and holder of said Note.
And, whereas, the said Wiley L. Robertson, the Trustee named in said Deed of Trust, has refused to act as such Trustee and perform such trust, and said Rollinsford Savings Bank as said owner and holder of said Note or Bond secured by said Deed of Trust pursuant to the right and authority vested in it by said Deed of Trust, did upon the refusal of said Wiley L. Robertson to act as such Trustee, in writing appoint and empower me, a resident of the County of Wichita, Texas, to become the Trustee in said Deed of Trust as substitute for the said Wiley L. Robertson.
And, whereas, as such substitute trustee I did thereupon, succeed to all of the estate, right, powers and trust granted or vested in the said Wiley L. Robertson by said Deed of Trust.
And, whereas, said Blain Poff and Blanche Poff, his wife, have made default in the payment of said \$5500.00 Note above described, due on the 1st day of February, 1936, and the same is now past

due and unpaid, principal, interest and attorney's fees, by reason thereof and as provided for in said Note and in said Deed of Trust, now aggregating principal, interest and attorney's fees, \$8,314.18, plus \$1,084.16, delinquent taxes upon said premises paid by said Rollinsford Savings Bank, as provided for in said Deed of Trust; and whereas, I have been requested by the said Rollinsford Savings Bank of Salmon Falls, New Hampshire, the owner and holder of said Note or Bond secured by said Deed of Trust, to enforce said Deed of Trust, I will offer for sale between

Witness my hand this 23th day of November, 1936.

H. L. HUNTER, Substitute Trustee.

the legal hours thereof, to-wit: Between the hours of 10 o'clock A. M. and 4 o'clock P. M. at Public Auction, to the highest bidder, on the First Tuesday in January, 1937, the same being the 6th day of said month, at the Court House door, in the town of Hereford, in Deaf Smith County, Texas, the above described property, with all the rights, members and appurtenances thereto in any wise belonging.

Witness my hand this 23th day of November, 1936.

H. L. HUNTER, Substitute Trustee.

MERRY CHRISTMAS FROM Hereford Insurance Agency SINCE 1898 PAUL BARNETT, Manager. PHONE 556

Christmas Joy to All 1936 May Good Fortune and Happiness Be Yours at Christmastime and Follow You Throughout the Year. Chocolate Shop

MERRY CHRISTMAS 1936 Merry Christmas to Everybody—And so we won't miss anyone we'll say it again—Greetings and a Merry Christmas. H. L. RICE

CHRISTMAS GREETINGS Not big or lavish, but truly sincere as any greeting you will receive is our "MERRY CHRISTMAS TO YOU" Furr Food Store



We are very mindful of our debt to the friends who have favored our business, a debt of gratitude which we can never fully repay. We feel that we would be ungrateful if we failed to seize this opportunity and eagerly wish a—

MERRY CHRISTMAS TO ALL OUR Friends, Both Old and New

Pitman Grain Company

# The Hereford Brand

Published Every Thursday Our Slogan—More People—More Farms

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 39

MRS. SETH B. HOLMAN Publisher and Manager  
EARNEST E. HAYLEY Editor

**SUBSCRIPTION RATE:** Zone One, \$1.50 per year; Zone Two, \$2.00 per year; Zone Three and higher, \$2.50 per year. All subscriptions strictly cash in advance.  
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### NOTICE TO PUBLIC

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office at 402 Main Street, Hereford, Texas.

### MAKE A CONSERVATIVE RESOLUTION

Now is the time for all good men to come to the aid of this country by resolving to cooperate in every way possible with each conservation movement sponsored in this county. Such a resolution would be ideal if each citizen of Deaf Smith would be determined to do his part with water and soil-conservation measures during the new year before us.

After analyzing each suggested wind erosion measure the land owner should resolve to follow the precaution most suited to prevent the blowing of his respective land. Through such action of reducing to simpler form his erosion problem he not only creates a protection for his own land but for that of his neighbor. From neighbor to neighbor the practice would become a county-wide set-up and a Panhandle-wide project.

Cooperation, in the same manner, in water conservation movements would net this country hundreds of thousands of dollars in returns. A New Year's resolution worth that much, even on paper, is worth at least the efforts of trying. For the betterment of our community let us retire with the old year our practice of independence and resolve to cooperate against drastic futures which might face us. Make a Conservative Resolution now and live up to it through the new year.

### By Their Words AND OURS

S. J. Greeson of Friona was here last Monday buying land.—Muleshoe Journal.

Those attending a Thanksgiving dinner at the W. W. Evans home were Mr. and Mrs. E. Evans and family and Mr. and Mrs. C. E. Evans of White Deer and Mr. and Mrs. C. P. Hussey of Hereford.—Panhandle Herald.

Mr. and Mrs. R. F. Rogers had as their guests on Thanksgiving Mr. and Mrs. Burl France and daughter, Wanda Jean, Mr. and Mrs. Ed Johnson and F. L. Lucas of Hereford, and Mr. and Mrs. Jack Rogers, formerly of Hereford.—Happy Herald.

Mr. and Mrs. E. J. Parsons have moved to Hereford.—Claude News.

Mr. and Mrs. George Giles have returned to Claude to live after spending several months at Hereford.—Claude News.

W. H. Russell of Hereford called on friends here Tuesday.—Friona Star.

Miss Thelma Chronister of Hereford spent Friday here with relatives. She was accompanied home by Miss Melsia Chronister, who spent the week end there.—Friona Star.



To greet you at this cheery season with all Good wishes For your happiness

## Star Barber Shop

### SEASON'S GREETINGS . . .

AS

### CHRISTMAS

With its spirit of Good Will and Good Cheer draws near, our thoughts naturally turn to those who have made our progress possible. Every member of the Corner Drug Store sincerely wishes you and yours a very Merry Christmas and a New Year brimful of Happiness and Prosperity.

## CORNER DRUG STORE

## A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, December 22, 1905.)

Columbia University had excluded football as a college game, and other universities were expected to do likewise.

The entire Panhandle was reported to be facing a serious shortage of coal because of a lack of transportation or inability of the railroads to furnish cars. Some local dealers had as much as 20 cars ordered and one received.

The Hart correspondent remarked that four outfits passed up the trail Saturday enroute from Lamb county to Canyon for supplies.

In a letter to the Brand, Rat Jowell reported from Zacatecas, Mexico, reported among other things that he was living high—the altitude, he said, was 9000 feet.

Mrs. G. A. F. Parker and little daughter, Annie Fitzhugh were in Belton to spend

the holidays with relatives.

Holiday trade in Hereford was reported "exceedingly good."

Up at Vega, farmers were making manful efforts to get their feed crops hauled in before time to plant again.

J. C. Mauk had sold his beautiful feed crops hauled in before time to U. J. Fox.

(From The Hereford Brand, December 24, 1915.)

The City Commission had received a deed to the lake in the north part of town, with the understanding that it be drained within two years from January 1, 1916.

Several young people down at Wyche invited themselves to the C. P. Paddock home, where they enjoyed "some" set and candy making.

After discussing this and

that at great length, the Parrot correspondent wound up by asking this classical question: "Where is the matron of today who wasn't kissed when she was a school girl? . . ."

C. P. Galley, out at Joel, threshed 61½ bushels from each acre of his row crops.

"Procrastination will rob you of a lot of powerful good reading," remarked the editor as he prepared to slash all delinquents from the Brand subscription list January 1.

G. R. Ward of Happy advertised possession of 1,000 tons bundle feed which he desired to share with others—for a consideration.

Dear Santa Claus: I want a little doll and some doll furniture, or some little dishes. Bring Evelyn a slick-headed doll. That will be all this time. We are being as good as we can. Good bye. Louise Witherspoon.

## COLLEGE STUDENTS BACK HOME FOR THE CHRISTMAS HOLIDAYS

Hereford college students started arriving home for the Christmas holidays early last week and continued to reach here at present time Thursday. Their arrival added greatly to the joyous occasion of the season, and represented many of Texas' leading colleges and universities. The Brand made an effort to get a report on every student who is back home to visit relatives and they are listed under the heading of the respective school they are attending:

**W. T. S. T. C.**  
Hugh and S. L. Harman, Jr. are visiting their parents, Mr. and Mrs. S. L. Harman.

Mary Kate Brotherton is spending the holidays with her mother, Mrs. Gertrude Brotherton.

LaNelle Scheihagen is visiting her parents, Mr. and Mrs. W. E. Scheihagen.

Patricia Wederbrook is spending the Christmas holidays with her parents, Mr. and Mrs. Pat Wederbrook.

J. T. Carroll, son of Mr. and Mrs. Jim Carroll is visiting relatives and friends.

Howard Williamson is spending the vacation period with his parents, Mr. and Mrs. Henry W. Hamson.

Mrs. A. M. Jones has as her guest her daughter, Berry. She will remain during the holidays.

Harold Boardman is back home for the holidays and is spending them with his parents, Mr. and Mrs. H. H. Boardman.

Mr. and Mrs. Glenn Snyder have with them their daughter, Jean, who plans to remain through the holidays.

Mildred Stewart is back home with her family; Judge and Mrs. Mal Stewart.

Geneva Sue Benton is visiting her parents, Mr. and Mrs. Claude Benton.

Bob Baird is visiting his parents, Mr. and Mrs. H. C. Baird.

Louie Hamm is spending the vacation period with her mother and father, Mr. and Mrs. Guy Hamm.

**Texas Tech College**  
Mary Elizabeth Stanford is spending the vacation period with her parents, Mr. and Mrs. Jesse Stanford.

Arthur Thompson, Jr. is visiting in the home of his parents, Mr. and Mrs. Arthur Thompson.

Mr. and Mrs. Wirt Phillips have their son Billy Ross, visiting them over the holidays.

Christine Fincher has arrived to spend the Christmas holidays with her mother, Mrs. Edna Fincher.

Paul Conaway is spending his vacation from college during Christmas with his parents, Mr. and Mrs. Ray Conaway.

Roy Hastings is spending the

Christmas season with his parents, Mr. and Mrs. Henry Hastings.

**Trinity University.**  
Elizabeth Ireland, student in Trinity, Waxahatchie, is spending the holidays with her parents, Mr. and Mrs. E. V. Ireland.

**Texas A. & M. College.**  
James Bell, son of Mr. and Mrs. Allen Hill of Adrian, is home for the holidays. He and his family formerly lived here.

Palmer Norton arrived last week to spend the Christmas holidays with his parents, Mr. and Mrs. E. H. Norton.

Clyde Hussey, son of C. P. Hussey, is spending the Christmas season with his parents here.

J. D. Clayton is back home for the holidays with his mother, Mrs. J. D. Clayton.

Edward Fullwood is visiting his parents, Mr. and Mrs. R. A. Fullwood.

Billy Patton, son of Mr. and Mrs. John Patton, has returned home for the holidays.

Mr. and Mrs. Matt Gilliland have as their guest their son, Jack, who is spending the Christmas holidays here.

**Paris Junior College.**  
L. B. Russell, son of Judge and Mrs. W. H. Russell, who is a student in the Junior College in Paris, Texas, arrived last week to spend the holidays with home folks.

**University of California.**  
Miss Estelle Gilliland, student at the University of California in Los Angeles, arrived last week to spend the holidays with her parents, Mr. and Mrs. Matt Gilliland.

Bill McLean, son of Mr. and Mrs. John McLean arrived Wednesday night to spend the holidays with his parents. Bill is a student at Texas University.

Miss Nancy Conkright arrived Wednesday from Baylor College to spend Christmas with her parents, Mr. and Mrs. H. G. Conkright.

**Holidays in Eastland.**  
M. and Mrs. W. M. Emmons are spending the Christmas holidays in Eastland where they are visiting her parents and other relatives. Mr. Emmons is vocational agriculture instructor in Hereford schools.

**Sewell Service Station.**  
The Sewell Service Station at Main and First streets has completed installation of a new neon lighting system which adds much to the effect of the station at night. The new light is red and blue and runs around the top of the entire building.

**LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AD NOW!**

### Bits O' Nothing

About This and That  
By EARNEST E. HAYLEY

The century's greatest love story cost a king his throne, but that's nothing. We once knew a happy, carefree bachelor who lost his freedom over one of these affairs.

We can remember when we were under the impression that St. Nicholas was a jolly old fellow with white whiskers and a red suit. Now he is just a poor devil working for a salary, his red suit representing the life's blood spent in an effort to make both ends meet and his whiskers are gray from his task of trying to pay the last installment on last Christmas' purchases before time to buy again.

The Carnegie Institute of Washington claims the most distant star of the universe is two quintillion miles from this earth, and a Hereford man says he wishes he could arrange a one-way trip there for his mother-in-law.

His Royal Highness, King Edward VIII is known, now, as Duke of Windsor—from riches to rags, so to speak.

That St. Paul man's idea of tattooing his wife's name on his lip may be worth something after all. Think how easy it would be to silence your wife when she is talking too much, by just sticking out your lip at her.

### Want Ads

For Sale or Trade

FOR SALE: A tract of highway property at very reasonable price. Inquire at Brand office. 44-1f

ANTIQUES: Lamps, and glass. 725 West 16th Street, Amarillo, Texas. 49-5c

FOR SALE: Grade "A" raw milk. Delivered to your door twice daily. Steam sterilized utensils and adequate refrigeration. Reasonable prices. Phone 666. Prairie Dairies. 26-1f

FOR SALE OR TRADE: See Brimley-Woodford for good Used Cars. 1c

FOR SALE: Two milk goats, will be fresh soon.—Steve Sanders. 1p

FOR SALE: \$75.00 credit on new Dodge or Plymouth, good until first of the year. See Hoy-London at Brook's Barber Shop. 1c

FOR SALE: One Buff Cockerel, took second prize at the Tri-County Poultry Show. See it at Mrs. Ed Smith, 402 Roosevelt Ave. 1p

For Rent

FOR RENT: 80 acres, about 8 miles southwest of Friona, joining H. J. Helms land on the south. \$25 cash rent. M. Filleworth, 2001 South 24th Street, Omaha, Nebraska. 49-4p

FOR RENT: For pasture, 250 acres of wheat, for yearlings or coming two-year-olds. No cows wanted. Located at old George Smith place, 5 miles south and 2 east of Hereford. See O. H. Underwood, man in charge. 1p

FOR RENT: Furnished apartment January 1. Modern. 706 23-Mile Avenue, phone 335-W. 60-3c

FOR LEASE: To sections grass land, 25 miles southwest of Hereford. Address "Grass Lease" care Hereford Brand. 1f

THE NEXT 10 young men who

can also earn your board and room. Write for information. Fleming Business College, 808 1/2 Polk St., Amarillo, Tex. 52

leading to return of the cattle. F. V. Friemel, Rt. 1, Canyon, Tex. 51-2p

### Wanted

**INSURANCE?**  
Is your life protected? In case of death are your dependants protected? If not, call me and I will be able to assist you solve your insurance problems. R. E. Knott, P. O. Box 414, Hereford, Tex. 47f

### Lost and Found

**STRAYED OR STOLEN:** One blue Jersey cow, 6 years old, one blue Jersey heifer, coming 2 years old, from my place about 3 weeks ago, and brown Jersey cow and calf left about 2 days ago. Anyone knowing whereabouts of this stock notify John F. Gold. 1p

**LOST:** One key ring containing four keys. One dollar reward for their return to the Brand office. 1c

**STRAYED OR STOLEN:** Two cows, two yearling heifers branded 1x on left hip. \$10 reward offered for return or information.



### THE IDEAL GIFT

### Close Drug Store

**BEST WISHES**

The same old greeting, in the same old way—but it carries our heartfelt hope and sincerest wishes for Holiday happiness for you and yours.

**ERNEST T. ALLRED**  
Commissioner, Precinct No. 4

May the bright star of Christmas joy gleam on your Holiday and bring you the best of the season's happy pleasures.

**L. H. FOSTER**  
COUNTY CLERK.

**Merry**

We're making no secret of the fact that we expect this to be a most Merry Christmas for us. We sincerely hope you share our joy and good wishes.

## CONSUMERS FUEL ASSOCIATION

**Season's GREETINGS**

May the Christmas star gleam with added brightness over your home—and bring to you all the joys and pleasures you could possibly wish for yourself.

**Davis and McCracken**



**T. W. ROBERSON**  
Commissioner, Precinct No. 2

# SOCIETY

Mrs. JOHN McLEAN, Society Editor Phone 181-W

## ALLEN DALE YOUNG CELEBRATES BIRTHDAY

Allen Dale Young celebrated his fifth birthday with a lovely party Saturday afternoon at the home of his parents, Mr. and Mrs. Ted Young. House games and contests entertained the happy group and a birthday cake topped with five pink candles was cut and served to Jeannette, Sowell, Doris Jean Hastings, Jackie Wright, Hattie Worley, Leatha Worley, Helen Joyce Wilson, Mary Louise Grady, Eugene Roberson, Ellis Booker Posey and the honoree.

Judge and Mrs. Clyde Wright of Silverton and their daughter, Miss Elva, of Seattle, Washington, are here to spend Christmas with Mrs. Wright's father, A. W. Gregg and family.

## MRS. OLSON ENTERTAINS SUNDAY SCHOOL GROUP

Mrs. John Olson entertained members of the junior department of the Presbyterian Sunday school with a Christmas party at her home Monday afternoon. A gay Christmas tree was the center of attraction while appropriate games were played. Attractive candy packages were favors.

Present were Margaret Barber, Arlene Millard, Jack Thomas, J. W. Higgins, Wayne Higgins, Tom Wilson, Charles Skelton, Wanda Jean Smith, Mary Louise Pace, Margaret Olson, Harold Conklin.

Mr. and Mrs. Newt Gilliland of Kilgore arrived Tuesday to spend the holidays with their parents, Mr. and Mrs. Henry Hastings and Mr. and Mrs. Matt Gilliland.

## CHRISTIAN ENDEAVOR BANQUET

Members of the Christian Endeavor Society of the Presbyterian church were entertained with a yuletide banquet at the church Tuesday night. Christmas decorations created a holiday atmosphere and the long table was centered with a yule log with seven lighted candles. Tall red candles burned at intervals the length of the table.

Place cards featured Christmas scenes in red and green. Favors were chocolate Santa Claus. Herbert Boardman was toastmaster and the following program was given: Dramatic reading, Billy Jo Roberts; horn duet, Helen Frances Strub; Bill Smith; Jingle Bells, in unison; What Christmas Means to Me, Elsie Wilkins; musical reading, Mary Ann Baird, Viola Phillips; trio, There's a Song in the Air, Mary Ann Baird, Barbara Brotherton, Faye Crosthwait; talk, Rev. John C. Thomas; song, Joy to the World.

Present were Rev. and Mrs. Thomas, Floyd Ross, Bill Montgomery, Helen Frances Strub, Leo Rogers, Vivian Olson, Palmer Norton, Mary Ann Baird, Merlin Conklin, Madeline Whitehead, Billy Jo Roberts, Bob Baird, Margaret Croson, Herbert Boardman, Elsie Mae Wilkins, Betty Sue Hensley, Ray Nunn, Barbara Brotherton, Faye Crosthwait, Billy Smith, Melvina Stewart, Viola Phillips, Donald Conklin, Mrs. Clay Ridgway.

## CHRISTMAS DANCE AT CLUB HOUSE

The Christmas dance at the State Park club house highlighted the week's social calendar. Gay and glamorous decorations furnished a setting in keeping with the holiday season. Lighted wreaths in windows and doorways produced a charming entrance effect, while shaded lights and a wood fire, pungent with cedar, added Christmas cheer to the festive scene within.

A snow scene, with Santa Claus and his reindeer adorned the mantle. Poinsettias, holly and branches of evergreen carried out the red and green color theme, augmented by a large and beautifully decorated tree at one end of the room. Ames, J. A. Pitman, Travis Dameron, Grant Fuller and Miss Virginia Lillard were in charge of arrangements. Music was furnished by an Amarillo orchestra.

## BAPTIST YWA GIRLS ENTERTAIN

Baptist YWA entertained the Senior BYPU and the Inez Long BYPU with a Christmas party at the church Monday night. The entertaining rooms of the church were decorated with holiday suggestions. Seasonal games and contests were enjoyed and an amusing auction sale conducted. Santa Claus distributed gifts from an attractively decorated tree.

Attending were Billy Roberson, president, senior BYPU, Russell Nicks, Clinton Masie, Huble Rhodes, Beverly Alexander, Dona Wood, Janice Standifer, Clyde Posey, president, Inez Long BYPU, Henry Turner, Jimmy Alfred, Imogene Roberson, president YWA, Joe Thomas, Lottie Allred, Avis Matthews, Ora West, Audrey Cockrell, Odessa Long, Thornton Shirley, Rev. and Mrs. B. N. Shepherd, YWA sponsors, and Mr. and Mrs. A. O. Thompson, sponsors of BYPU.

## T. E. L. CLASS HAS YULETIDE PARTY

TEL class of the Baptist church entertained with a yuletide party at the church Monday night. The class rooms were gay with Christmas decorations. The words Merry Christmas in colored lights welcomed guests as they arrived. A program under the direction of Mrs. Mark Hanna was given. Gifts were distributed from a brilliantly lighted tree by Mrs. Hanna, Cecil Guseman and Mack Beach.

Attending were: Mmes. Witt Phillips, Edgar Johnson, Allen Powelson, J. T. Gilbreath, S. L. Walser, J. H. Miller, St. Orr, Mack Beach, Cecil Guseman, S. E. Savage, Russell Daniel, L. H. Shore, Artie Daniel, F. E. Bowe, Ted Young, W. A. Long, W. A. Dobbins, P. W. Hamilton and Miss Minnie Mulker.

## DANCE PARTY AT COCKRELL HOME

An enjoyable Christmas party and dance was given at the home of Mr. and Mrs. Carl Cockrell Monday night, with Misses Lottie Tyson and Betty Cockrell as co-hostesses.

Appropriate decorations heralded the approaching holidays. Red and green rope streamers glistening with icicles and tinsel were strung from a central chandelier to the corners of the room. Other decorations were bright colored balls and bells of mistletoe.

Fortune telling, contest games and dancing furnished entertainment. The guest list included Jean Williams, Virginia Nowell, Betty Sue Hensley, Virginia Mealey, Helen Ruth Barber, Marjorie Ewton, Dorothy Hastings, Ann Cockrell, Douglas Beene, Billy Webb, Brook Paul Foster, Forbus Blakemore, Merlin Conklin and the hostesses.

## MRS. HOLMAN ENTERTAINS TUESDAY DINNER CLUB

Tuesday Dinner Club members were entertained with a delightful dinner party at the home of Mrs. Seth B. Holman Tuesday evening. Attractive yuletide decorations and seasonal table appointments furnished a holiday atmosphere for the affair. The last covered table was centered with a miniature tree and tall red candles in silver holders burned at each end of the table. Quartet tables were decorated with shining little trees.

After dinner the beautifully decorated Christmas tree was the high point of interest and gifts were exchanged. Those present included Messrs. and Mmes. J. A. Pitman, E. C. Acker, H. K. Fox, S. P. Rosson, Alton Fraser, Harold Close, Jack Wayland, A. R. Bateman, Dr. and Mrs. R. R. Wills, Mrs. H. C. Patterson, Eloyse Bitman, A. D. Brownfield and daughter, Miss Beth, and the hostess.

## Attend Amarillo Game.

Among Hereford citizens who attended the Amarillo-North Side football game at Amarillo Saturday were Onias Carroll, Boyd Knox, Deb Knox, R. V. Miller, Tom Carter, J. M. Marchison, Mr. and Mrs. Rufus Sewell, Keith Guthrie, Billy Hawkins, William Russell, George Jones, Jess Russell, Mrs. John B. Miller and sons, Galford, Billy and Bobby, Mack Pittman, Eloyse Pittman, Opal Cawthon, Mr. and Mrs. Lee Morgan, Mr. and Mrs. Frank Cogdell, Scotty Ames, Bossie Smith, Irua Williams, Mrs. Jack Wayland, Alton Fraser, Gwendolyn Spradley, Frank Barber, Richard Bernard, Wilbur Womble, Ray Singletery, Pearl Singletery, Buddy Sowell, Hillie Bennett, Chas. Carroll, Chas. Bennett, Mr. and Mrs. Emmett Milburn, Earl Springer, Mr. and Mrs. Fred Brown, John Patton.

## PRESBYTERIAN YOUNGSTERS HAVE PARTY

The primary department of the Presbyterian church was entertained Saturday afternoon at the home of Mrs. Henry Hastings. Guests brought gifts and assisted in packing them in a Christmas box for the Children's Home in Amarillo. Games were enjoyed and candy and cookies were served to Marie Bolder, Nina Mae Higgins, Ann Bateman, Eloise Walker, Alvin Dawson, Delbert Conklin, Paula Mae Matthews, Clifford Kerr, Wanda Crawford, Bobby Millard, Joan Thorns, Buddy Hudson and Quida Kathleen Hudson. The hostess was assisted by Mrs. Walker.

## DISCUSSION GROUP IN INTERESTING MEETING

The Discussion Group, meeting at the regular hour last Friday night, heard a most interesting review of the book Exploration of the Inner World by Bolsen, given by Rev. H. M. Redford. Rev. Redford's discussion carried a personal touch in that he worked under the author at the University of Chicago last year.

There will be no meeting for the next two weeks, the club announced, due to holidays.

Mr. and Mrs. S. P. Rosson left Wednesday for Plainview, where they will spend the holidays.

## CHRISTMAS PARTY FOR MASONS-EASTERN STAR

Masons and their wives and members of the Eastern Star and their husbands were entertained with an annual Christmas party at the Masonic Hall Friday night. The hall was festive with Christmas decorations and a lovely fir tree adorned with vari-colored lights proclaimed the yuletide season.

Turkey and dressing were featured on the menu, and were prepared by Mmes. Jack Rose, Horace Baird, M. D. Womble, Noah Ewton and Vern Witherspoon. Other guests brought covered dishes.

Members of the Eastern Star furnished a short program. Phyllis and Frances Hunter gave a vocal duet. Christmas carols were sung and a comedy number, The Modern Version of Reuben and Rachel, was enacted by Mrs. O. G. Hill, M. D. Womble, F. M. Kester, Jack Rose, Arthur Thompson, J. E. Beyer and Horace Baird.

## MOLLY JO ROBERSON PARTY HOSTESS

A delightful Christmas party was given Friday evening when Molly Jo Roberson entertained at the home of her parents, Mr. and Mrs. Jack Roberson. Gifts were exchanged from a tree, made attractive with colored lights.

Seasonal games were enjoyed and refreshments carrying out the holiday motif were served to Polly Anna Crawford, Danny Hales, Hicks Roberson, Jack Owen, Bernadine Phillips, Harold Harlin, Billie Bess Green, Donald Roberson, Shirley Tomney, Katty Kloe Harlin, Hilton Higgins, Clifford Estes, Billy Miller, Inez Fundenburg, Warren Owen, Annie Jo Owen, Mr. and Mrs. Wiley Roberson, Mr. and Mrs. J. B. Harlin, J. B. Harlin, Jr., A. H. Owen, Imogene Roberson and Billy Roberson.

## J. C. PENNEY EMPLOYEES ENTERTAINED

Employees of the J. C. Penney store were entertained with a 42 party Tuesday night at the home of Mr. and Mrs. C. F. Moore, 606 East Third street. A large attractively decorated tree was a feature of the decorations. Names were drawn and gifts distributed from the tree.

Forty-two and other games furnished entertainment and employees of the store presented Mr. and Mrs. Moore with a lovely gift. Mr. Moore is manager of the local Penney Company store. Refreshments suggestive of the yuletide were served. Attending were Ona Hammer, Margaret Houston, Merle Kuykendall, Iope Green, Mr. and Mrs. Orpha Click, Pick Harman, Lorena Ridley, Janice Standifer, Mrs. Smith McLeRoy, Mrs. Henry Lloyd, Mrs. C. P. Cockrell and Gene Harman.

## LONE STAR STUDY CLUB MEETS AT CLUB HOUSE

The Lone Star Study club met at the club house in Hereford State Park Monday afternoon with Mrs. Pat Lawhon as hostess. The club house was decorated with seasonal suggestions for the holidays. Each member brought a gift which will be sent as a Good-fellow package to some needy person during the holidays. The subject of study as listed in the year-book was Bible Day.

Mrs. Harold Close, president, presided over the business session and read a paper, In the Footsteps of Paul, which had been prepared by Mrs. Earl Phillips. Mrs. Jim Higgins discussed A Journey to Bethlehem.

## GIFTS EXCHANGED AT CLASS PARTY

Gifts were exchanged at the Christmas party given for members of Mrs. Jack Roberson's Sunday school class at the home of Mr. and Mrs. Coy Phillips Monday night. A large tree adorned with gay colored ornaments was the center of interest during the evening's entertainment.

Yuletide games were played and home-made candy and popcorn were served to Elma Shugart, Virgie Lee Sparks, Doris Elaine Dillehay, Margaret Higgins, Dorothy Banner, Maurine West, Betty Jo Kendall, Louise Kress, Ethelne Kelly, Maxine Beach, Tillie Williams, Mary Frances Crow, Mrs. Jack Roberson and Bernadine Phillips, members of the class. Molly Jo Roberson and Molly Jo Owen were guests.

Paul Barnett left Thursday for a business trip to Dallas, returning...

## NEW BOOKS AT COUNTY LIBRARY


The following new books have been received at the Deaf Smith County Library: Mead, Mind Self and Society; O'Brien, Corporal Corey of the Royal Mounted; Redfield, Music; Ward, Which Way Religion.

## Birthday Dinner.

Honoring the birthday of their son, Welcome, Mr. and Mrs. W. A. Hammock entertained with a birthday dinner Tuesday. Helping to celebrate the occasion were Mr. and Mrs. Edgar Johnson and family.

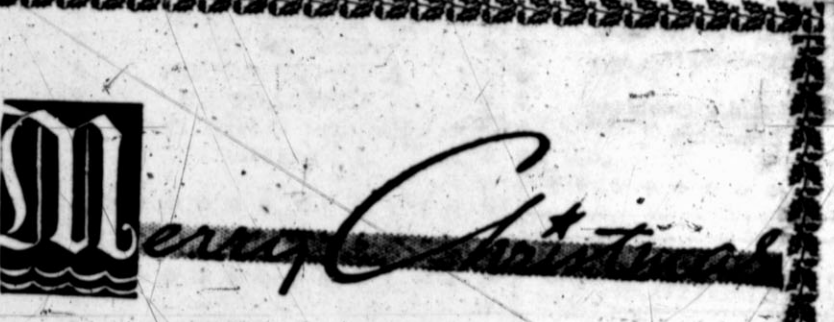
Mr. and Mrs. C. R. Hammock and two daughters, Mary Evelyn and Pattie Gene; Mr. and Mrs. A. W. Hammond, Mrs. C. G. Danforth, Mr. and Mrs. Wallace Cox, Mr. and Mrs. Oliver Rudd and children, Jewel Allen and LeRoy, and Mr. and Mrs. R. D. Thormsen, Leon Roan of Commerce, Texas, brother of the hostess, was also present.

Mr. and Mrs. Edgar Johnson left Wednesday morning for Socorro, New Mexico, where they will spend the holidays with her sister, Mrs. Jess Wheeler, and their son, John A. Johnson and family.



Another Christmas — and another wish — may you have the most of the best to brighten the Holiday Season.

**H. D. CULPEPPER**  
Commissioner, Precinct No. 3



It's Santa Time again. And time once more to offer season's greetings to our friends. We wish we could say it in person—a right hearty Merry Christmas!

**Hereford Implement & Appliance Company**  
ELECTROLUX — MAYTAGS — PHILCOS

**CHRISTMAS 1936**

happiness to all..



We extend our greetings and best wishes in the spirit of the season, eagerly hoping that your Christmas will be bright and shining with all the things it may take to make you happy.

**HEREFORD MOTOR CO.**

**A Merry Christmas to All 1936**



The Glory of **CHRISTMAS!**

All of the tinsel and holly, the glowing candles, the boisterous good fellowship, are but the outward manifestations of the spirit that underlies the institution of Christmas.

The friendly word, the cheerful greeting, the love of giving, encouragement, new faith, new confidence and hope... these are the things we imply when we say

**Merry Christmas!**

**E. B. Black Co.**

*Season's Greetings*

Merry Christmas—and here's hoping the Christmas candle glows with a brighter, happier flame for you this year.

**HEREFORD BAKERY**


**Happy Yuletide**  
A MESSAGE TO YOU  
AT CHRISTMAS TIME

In true appreciation of the wonderful patronage that you have extended to us during 1936, let us express our wishes to you for a very

**MERRY CHRISTMAS!**  
**AND HAPPY 1937**

**POPULAR STORE**

**Greetings - - -**  
to our Friends!



We wouldn't feel at all right unless we take this opportunity to give you our sincere greetings and best wishes of this glad season.

The growth of our business has been made through the loyalty of our many friends, and we are grateful from the bottom of our heart for your good will.

At this season of good-will, when the peaceful spirit of Christmas-tide pervades every heart, we want to express this hope: that this will be the jolliest and happiest Christmas that has come your way.

**Hereford Motor Co.**  
PLYMOUTH SALES-SERVICE

*Christmas Greetings*

to every one and especially to those customers and friends who have made this year a happy one for us—that is our wish for this bright 1936 Christmas Day!

**Kellogg's Variety Store**

# DEPUTY of the DEVIL

by Ben Ames Williams

Copyright Ben Ames Williams, WNU Service.

(Continued from last week)  
 "Was he killed?" she asked.  
 The Doctor nodded. His brow was moist, his tones shaken. "Myra, his neck was broken!" he said unsteadily, and tried to laugh. "That makes me feel—curiously guilty, almost responsible!"  
 She touched his hand reassuringly, she urged joyfully. "He was driving!"  
 "I feel as though I'd wished it on him," he admitted.

"You're perfectly ridiculous," she urged joyfully. "He was driving like an idiot. It just happened it happened right before our eyes."  
 "Poor devil!" Doctor Greeding muttered, and she looked at him in a secret astonishment. It was not like her husband to be thus senselessly disturbed; and she sought to turn his thoughts into another channel.  
 "You'd better hurry, Ned," she reminded him. "We're late already!"  
 So he drove on in silence, but he could not so easily dismiss this tragedy from his mind. Common sense told him that this was no more than one of those incredible apt coincidences which occur in the life of every man; yet something deeper than common sense, something rooted in the very base and foundation of his soul cried out against accepting such a simple explanation. He was trembling and shaken with a vast and perilous excitement, like one who stands before a closed door, long locked, in which now the key is fixed, waiting only for him to turn it, and open the door and enter in.  
 Suddenly his hands wavered on the wheel so that Mrs. Greeding

caught and steadied it; and she cried sharply:  
 "Ned!"  
 "It's all right," he said huskily. "I'm upset, that's all." And he added: "I've a mind to turn around and go home. I don't feel like seeing people."  
 "Nonsense!" she insisted. "It's what you need."  
 "Oh, I suppose so," he assented. But she watched him thereafter with an alert attention till they came to their destination, where other cars were already parked, and alighted and went in. On the way up the walk to the door, she held his arm, her eyes full of solicitude, till he smiled at her reassuringly.  
 "I need a cocktail," he said.  
 "That will pick me up."  
 And in fact, once in the house, greeting a dozen people in succession, he was swept out of his own distracting thoughts. He gulped a cocktail and another, and felt new strength flow into him. In the drawing room he recognized, standing with Mrs. Jordan and two of three others by the hearth, Professor Carlisle, who was young Dan's father. The professor was a small, lean, gray old man with clear blue eyes; and Doctor Greeding, with an impulse to cultivate the other as a possible ally against Dan and Nancy, crossed to speak to him.  
 As he did so, a young woman by the professor's elbow turned to watch him approach; and Doctor Greeding unconsciously paused as he saw her countenance. She was tall, her glance serene and steady. As though she marked his hesitation, there was a faint amusement in her eyes; but after that momentary pause, Doctor Greeding went on, and Mrs. Jordan welcomed him into the group and made introductions.  
 "You know Professor Carlisle, Doctor Greeding? And Mary Ann? I've put Miss Carlisle beside you at dinner, Doctor, so you can talk shop as much as you please!"  
 He shook hands with Professor Carlisle and with the girl. Mary Ann's hand in his had a strength which pleased him. He found her deeply, stirringly beautiful. At Mrs. Jordan's word, she smiled again; and Doctor Greeding echoed: "Talk shop?"  
 But before Mary Ann could reply, Mrs. Jordan swept her away. Doctor Greeding and Professor Carlisle were left together. Doctor Greeding said casually: "I've met your son, of course, Professor; but I didn't know you had a daughter, too."  
 Professor Carlisle smiled fondly. "She doesn't circulate as much as Dan does," he assented. "She's a registered nurse—takes her profession rather seriously."  
 "That is apt to be a sporadic occupation," Doctor Greeding suggested.  
 "She was Doctor Homans' surgical nurse until he died," Professor Carlisle explained. "But since then—"  
 The exodus toward the dining room began. Doctor Greeding found himself placed at Mrs. Jordan's right, Mary Ann on his other side. Mrs. Greeding was at the

other end of the table, beside Professor Carlisle.  
 The effect of the cocktails, the Doctor had taken, began to pass, and memory of the tragedy he has witnessed so short a time ago returned to disturb him. By and by he heard Professor Carlisle at the other end of the table utter a word at once strange and vaguely familiar. The word was Poltegeist. It touched some chord of memory in him, and he tried to hear what the other was saying; but Mary Ann just then released herself from the man beyond her, and smiled and suggested:  
 "We don't actually have to talk shop, I suppose, Doctor Greeding; but we ought to say something to each other!"  
 He forgot his interest in Professor Carlisle. "Mrs. Jordan contrives these things so carefully," he asserted in an amused undertone. "Gives us our cue. You worked with Doctor Homans, your father says?"  
 "For three years," she assented. He chuckled, curiously stimulated, forgetful for the present that man with a broken neck, limp on the turf beside the road.  
 "I know your brother, Dan," he remarked. "See him' around the house occasionally. I expect you know Nancy."  
 "Oh, yes," she agreed. "Of course, I'm older than she." She laughed softly. "And our orbits don't cross very often."  
 She continued to talk to him, in a pleasant and diverting fashion of a variety of matters; and Doctor Greeding responded, stimulated by her beauty and her wit. Once at something she said he threw back his head and laughed so heartily that for a moment everyone else at the table was silenced.  
 He enjoyed this talk with Mary Ann, but when they rose from the table he lost her; and thereafter abstraction descended on him like a cloak. Mrs. Greeding came at last to his rescue and they made their farewells. He was not anxious to go, had hoped to find himself once more near Mary Ann; and in the car, he said almost resentfully:  
 "Leaving early, aren't we?"  
 (Continued next week)



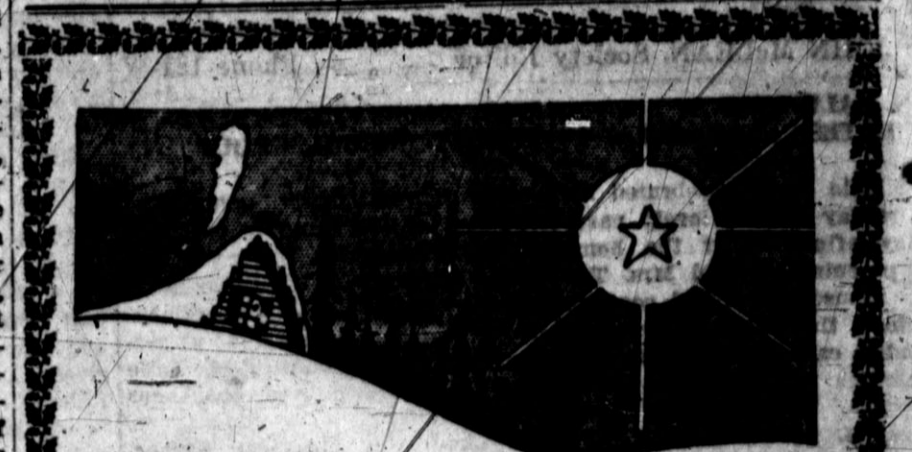
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 "Leaving early, aren't we?"  
 (Continued next week)

Texas, at Vega, Texas, in said Oldham County, on the 18th day of January, 1937.  
 The sheriff of Oldham County, Texas, is hereby directed and commanded to give notice to said defendants, W. F. Cramb, J. O. Cramb, if living, and the unknown heirs, their heirs and legal representatives of J. O. Cramb, deceased, and all unknown claimants, and each of them; by making publication of this notice in some newspaper published in Oldham County, Texas, but if no newspaper is published in Oldham County, then by publication in the nearest county where a newspaper is published, once a week for four consecutive weeks previous to the return date hereof, and said Sheriff will make due return how he has executed said writ.  
 The aforesaid publication shall be notice to the aforesaid named defendants, W. F. Cramb, J. O. Cramb, if living, the unknown heirs, their heirs and legal representatives of J. O. Cramb, deceased, and all unknown claimants to appear at said time and place, at 10 o'clock A. M. at the Court house in Vega, Oldham County, Texas, 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 W. F. Cramb, J. O. Cramb, the unknown heirs, their heirs and legal representatives of J. O. Cramb, deceased, and to unknown claimants for the right of way and strip of land described in said plaintiff's original petition filed with the County Judge of Oldham County, Texas. Witness our hands this 11th day of December, 1936.  
 C. L. MORRIS,  
 A. L. McNABB,  
 A. M. MILLER,  
 Special Commissioners, all of whose addresses, Vega, Texas.

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 C. L. MORRIS,  
 A. L. McNABB,  
 A. M. MILLER,  
 Special Commissioners, all of whose addresses, Vega, Texas.

A. L. McNABB,  
 A. M. MILLER,  
 Special Commissioners, all of whose addresses, Vega, Texas.



**A MERRY CHRISTMAS TO YOU**  
 OUR CHRISTMAS GREETINGS TO YOU ARE LIMITED ONLY BY OUR POOR POWER TO PUT OUR FEELINGS INTO WORDS.  
**JOHN A. COFFEE**  
 County Attorney

## BUSINESS AND PROFESSIONAL DIRECTORY

- THE CHOCOLATE SHOP**  
Friste Lunches Sandwiches  
Cold Drinks, Candles Magazines.
- The title to your land is vital. Our Abstracts correctly reveal the title.  
**A. O. THOMPSON**  
ABSTRACT CO.  
4 Per Cent Federal Farm Loans.
- INSURANCE**  
**JNO. H. PATTON**  
PHONE 54
- DR. J. W. HENDRIX**  
Chiropractor and Masseur  
106 B Street—Just North of Mother's Park  
Phone 341 for Appointments
- ABSTRACTS**  
Of All Deaf Smith County Land Titles.  
**DEAF SMITH COUNTY**  
ABSTRACTS INC.  
Cliff Estes, Manager
- THE HEREFORD BRAND**  
JOB PRINTING

**Our Best Wishes for 1936**

**MERRY CHRISTMAS**

**From Us To You!**

The favors that you have generously bestowed on our business are the cause of deep gratitude on our part, and at this glad season of the year we want to take this opportunity to wish you a Merry Christmas that will surpass any that have gone before.

**West Texas Feed & Seed**  
 "Home of Merit Feeds."

**IRRIGATION OR WATER WELLS**

I am in a position to give you a good bid on drilling or equipping any kind of well, from smallest water well to largest irrigation plant.

**J. O. LYTLE**  
 Hereford, Texas

1936 **MERRY CHRISTMAS TO YOU** 1936

To Our Friends, Both Old and New, We Extend This Sincere Greeting:

We wish for you an abundance of all the blessings that the spirit of Christmas can bestow, a liberal and overflowing measure of happiness, contentment, peace and prosperity.

**BRUMLEY WOODFORD**  
 Motor Company

**JOYOUS Christmas**

**BEST WISHES**

It is pleasant to remember old friends and new friends, our customers, both old and new who have made the past year successful for us, so

**MERRY CHRISTMAS!**

**Bobbie's Beauty Salon**  
 Mrs. Bea Jennings

1936

**WISHING ALL A MERRY CHRISTMAS**

Not through custom, not because of any hope of gain or profit, but purely because we feel that way about it, we give you our very best wishes for a Happy Christmas filled with overflowing with the accomplishment of all the things that are dearest to you in your dreams and ambitions.

**Beams & Marrs**  
 MACHINISTS

**TEXAS UTILITIES COMPANY**

Crown your Christmas joys with the peace and beauty that comes of contact with the spiritual side of this, our most universal holiday. With children taking part in Christmas Eve programs, young voices blending in some of the world's finest music on Christmas morning, and—wherever you attend—the telling of the story of that first Christmas, a story that will never die, renew old memories and enjoy again the true beauty of Christmas.



**COPPERHEAD SNAKES HAVE HOUR-GLASS SHAPED SPOTS**

The distinguishing features of the copperhead snake are its two tones of copper coloring, with patches of dark coloring in the shape of an hour-glass being imposed on the lighter copper, or almost tan, coloring of the snake. The patches of dark coloring run at right angles to the snake, with the narrow part of the hour-glass being on top of the snake's back and the broad portions spreading down the sides. The copperhead never gets to be more than three feet in length and its fangs are on an average of one-quarter of an inch long. Like all of the venomous snakes, writes Otto Fugr-bringer in the St. Louis Post-Dispatch, it is a pit viper and has a distinguishing pit mark on the side of the head between the eye and the nostril. This, however, can be seen only at a close distance.

The banded, or timber, rattlesnake is the largest and most poisonous. It will attain a length of six feet and its fangs get to be three-quarters of an inch long. It has a meometric arrangement of black chevrons on a gray background and its tail is all black. For this reason it is sometimes called the velvet-tailed rattlesnake.

**ROOF GARDEN GREENHOUSE HANDY FOR RESEARCH MEN**

An experimental greenhouse—seven floors above the street level—on the South Building of the United States Department of Agriculture at Washington will be used for the first time this fall. The greenhouse will be the workshop of plant specialists in the Bureau of Plant Industry and will supplement research in laboratories at Arlington Farm across the Potomac in Virginia and at the National Agricultural Research Center, Beltsville, Maryland.

This scientific center has the advantage of convenience—the plant specialists have their offices on the floors below—and strange as it may seem, is not so expensive as a greenhouse on the ground nearby would have been. All land close at hand is occupied by business houses or by Government buildings or parks, and is too valuable to be occupied only by a greenhouse.

The greenhouse in the air is approximately 300 feet long and 20 feet wide, and consists of 14 units. Studies in plant physiology, breeding and disease resistance which needs constant attention of investigators will be carried on there.

**Gene to California**

Mr. and Mrs. W. B. Anthony left Hereford Tuesday to spend the holidays with their son, Milton, who lives in California. They plan to be gone about ten days, it was understood.

Mr. and Mrs. J. T. Glibbreath, Lois Agnes Glibbreath, Thornton Shirley and Karl Shirley were in Amarillo Saturday.

**Merry Christmas**



It is pleasant to remember old friends and new friends—old customers and new customers—so our wish to you . . .

May this Christmas be twice as nice, twice as happy as any you have ever had!

**HAPPY CHRISTMAS TO EVERY BODY**

**McLean Insurance Agency**



**"WONDER if Harris would care? Shall I do it then ask him afterward?"** Rachel Stanton, the morning of Christmas eve, looked admiringly at the brilliant tree in the pleasant living room, then hurried to brush snow from Harris, who, stamping in from the back porch, pantied: "I've cleaned the driveways to bars and road but will have to do it again today. What were you saying?" he was interrupted by Rachel.

The radio announces that the snow plow from Warnton has stuck at the corner and will have to be dynamited out. No one can get through highways farther than the crossroad's corner." Rachel hurried to the telephone's jangling. "It was Martha calling. She and Gene and the children started but are blocked in at a home of kind strangers. I wish we could get food to the Harrison family in the Bottoms. They have no telephone, no near neighbors, and would freeze if they tried to get here through high drifts. Such a winter! It looks as though our Christmas will be 'we two,' she sighed at the color-lighted tree.

"Well, I see I'll have to shovel out the driveways again," Harris announced, pulling off jacket and gloves.

Later when he went inside to warm his fingers he heard Martha humming and was thankful that she was cheerful over the disappointment of Christmas eve without her relatives. Odors of savory food and the attractive table with Christmas colors, were inviting as he stamped in after evening chores were finished.

"Tonight will be the worst so far this winter. The wind a rising and snow blowing. A terrible night. Surely no one would venture on highways—why—where is the tree? Did you dump it outside because our company didn't come?" he looked, to be sure Rachel was sane.



The Visitor Pointed Toward the West. "That Light Guided Us."

Then at the empty corner where the tree had stood.

"Yes, the radio announced the temperatures will be lowest of season, so far."

"The tree, Rachel! Did you throw it out?"

"That's exactly what I did—only didn't throw—" a shout from outside sent Harris quickly to the door.

"Come in from the terrible blizzard, you poor frozen—how did you get here?" Rachel helped Harris unwrap five shivering visitors, Mr. and Mrs. Harrison and children.

"Oh, it's been terrible—getting here. But it was either to freeze and starve at home or risk getting here," Mr. Harrison wheezed.

"But, how did you?" Harris began.

"Outside—see the dogs. We hitched them to the sled. The blessed creatures helped us over drifts which are now frozen."

Steaming food was soon on plates and faithful dogs were lapping milk and broth near the kitchen range.

"How did you find the direction—the way in blinding snow?" Harris looked puzzled.

"Well, we got to the top of King's Ridge in the pasture, and came toward the light. The light near your grove, back there," the visitor pointed toward the west. "That light guided us."

"What light?" Harris stammered.

"Harris, dear, will you please carry our Christmas tree back into the house? I carried it outside this morning to the grove and put food on it for birds, wild ducks and any other wild animals that need food and shelter. Then, tonight, I hung that large lantern with the strong light on top of the tree to guide whoever might need it.

Merry laughter rang into the night as nuts were cracked and corn popped. Christmas morning Mr. Harrison helped keep snow from driveways and a path to the grove where the children carried food to a stack of fodder which the men had placed for the wild animals.

"Snow may be drifted high outside. But kindness inside of me needs never be blocked so it can not be scattered and be a guide to others," Rachel mused after the happy Christmas of the worst winter.

**Santa Pleased 2,200 Children Here Friday**

Jolly old Santa Claus, traveling in a high speed airplane, dropped out of a clear sky here Friday afternoon to thrill hundreds of school children on his fifth annual visit. Approximately 2,200 children from over the Hereford trade area greeted the seasonal visitor and lodged in the parade led by him.

The old gentleman arrived a few minutes before his scheduled time and circled over the city to wave his greetings to the host of gathered children before he landed at Renfro Field and traveled by automobile to Fifth and Main, where the big annual parade started. Parade plans had been arranged by the Lions Club, prior to Santa's arrival.

The visitor was guest of honor for the few minutes he remained in the city and led the parade while bands from Central and High schools furnished joyous music. The visitor, though rushed to depart for parts unknown, took time to greet under-school-age kiddies along the streets, and listen to childish requests.

School buses from various districts of this section brought happy, care-free children in large numbers and they, too, joined in the greeting of Santa and the parade, which ended at the tree erected at Third and Main.

Thirty minutes from the time the parade began more than 2,200 sacks of candy, nuts and fruit had been handed to a like number of children. Santa was assisted at the tree by members of the Lions Club.

Santa's visit to Hereford became an annual custom several seasons ago and has continued to be a Lions Club sponsored affair since that time. In the way of finances the club each year is assisted by local business firms and Hereford citizens.

**GRIT ONLY POULTRY FEED THAT HAS NO FOOD VALUE**

Although grit has no definite food value in the poultry ration, tests completed recently at the National Agricultural Research Center by the Bureau of Animal Husbandry showed that it cuts the volume of feed needed in making economical gains when fed with a mash ration or field peas.

The reason is simple and was discovered some time ago. The gizzard serves as a "grinding" mill so that the chicken can utilize carbohydrates, proteins, and especially fats. The insoluble grit in the gizzard merely helps the grinding process.

The value of grit was more apparent when field peas were fed. This pointed to the need of grit when coarse and granular feeds make up a large part of the ration.

Field peas alone did not constitute a complete diet for birds in confinement, although digestibility was sufficient to justify the use of the legume in poultry feeds. Despite having a generally lower protein digestibility than corn, field peas contain approximately 60 per cent more digestible protein per pound.

**GENETICS POINT WAY TO BETTER LIVESTOCK**

Can genetics—the comparatively new science of plant and animal breeding—do as much to improve farm livestock as it has farm crops?

Forward-looking breeders believe it can—despite the very real difficulties, such as greater cost, fewer units, less rapid reproduction and lack of self-fertilization, as compared to plants.

"Genetics," says Dr. H. C. McPhee, of the Bureau of Animal Industry, "already has rendered a great service to the breeder by introducing a new point of view which may in itself be worth more than new methods. It has shown that individual animals are not units of inheritance but groups of independent characters that can be taken from one animal and combined with those of another. It has shown that a hybrid sire may breed as true as a purebred sire."

**THE CHURCH WORLD**

**CHRISTIAN CHURCH**  
All services dismissed through holidays except Bible school and communion service Sunday morning and C. E. at 8:30 p. m. Sunday. The pastor and wife left Thursday with the White Girls offering for the Julietta Fowler home, and will visit Mrs. Redford's mother near Dallas. After attending the Cotton Bowl game on New Year's Day, Rev. Redford will return for services January 3.

**METHODIST CHURCH**  
Sunday school, 9:45 a. m. Preaching, 11 a. m. and 7 p. m. Rev. J. O. Haynes, presiding elder, will preach at the evening hour, after which he will hold the first quarterly conference. We will be glad to have you worship with us.  
T. C. Willett, Pastor.

**ASSEMBLY OF GOD CHURCH**  
(A place with a welcome)  
One block north of high school. W. A. McCann, Pastor.  
Special Christmas program: Friday, December 25, 7:30 p. m., sermon subject, If Christ Had Not Come.  
Sunday school, 9:45 a. m. Morning worship, 11 o'clock. Christ's Ambassadors, 6:30 p. m. Evangelistic services, 7:30 p. m. Prayer meeting, Tuesday, 7:30. Watch Night Service, Thursday, 7:30 p. m. There will be no Friday night service.

**PRESBYTERIAN CHURCH**  
Rev. John Thomas of Silverton, father of the pastor, will preach at the Sunday morning hour. At the vesper service at 5 the Carol service, "We Have Seen His Star," will be presented.  
Sunday school, 9:45 a. m. C. E., 8:30 p. m. Prayer meeting, Wednesday, at 7:30 p. m.

**Erosion Body Held Meetings Here Monday**

Committee from the county's four precincts met with the Deaf Smith County Wind Erosion Body Monday afternoon to formulate plans for various work to be done in the county.

The meeting was called by the governing body to seek advice of the 12 committeemen as a whole, rather than as individual precinct committees as the work has been conducted in the past. The body reports that much benefit was obtained from the meeting in that collective contact was established. A report was filed against a section of land to be worked, along with an estimated cost of the program work, and reports were received from land owners announcing their plans to work their land rather than have the body contract for the work.

The erosion body is composed of members of the county court and three committeemen appointed in each precinct by the court. For the benefit of land owners, the committeemen of the various precincts are here named: Precinct 1, Jeff Roberson, N. G. Elliston and Berry Orr; Precinct No. 2, Jim Lipscomb, Paul Mathers and Ky Lawrence; No. 3, Chas. Brown, Fred Collett and H. M. Benefield; No. 4, Carl Strafus, R. L. Campbell and C. S. Ferrin.

Carl Mounts and son, Deap, left Thursday for Colton, California, where they will join Mrs. Mounts to spend Christmas with their daughter, Mrs. B. Y. Crosthwait and Mr. Crosthwait.

**HOT!—EAT SALT TO KEEP COOL, ADVISES PHYSICIAN**

Salt—just the ordinary table variety is given a large portion of the credit for keeping Kansas City folk healthy during the hot spells this summer.

Dr. E. H. Schorer, city health director, is a firm believer in keeping calm during hot weather—and faking everything with a pinch of salt.

Two years ago—the year of the big drouth—there were 299 deaths in Kansas City attributed to heat ailments.

A committee of doctors decided excess loss of salt through perspiration was a big factor in heat exhaustion. Their advice was passed on to the public. Last summer there were only 11 deaths from heat ailments there. Industrial plants put sugar coated salt pills by water coolers.

This summer—with temperatures cracking 100 daily for long periods—there has been only one patient treated at General hospital in Kansas City for a heat-induced ailment, though heat has been a factor in two or three, Dr. Schorer says.

**Back from Davenport, Iowa.**

Miss Louise Frye, daughter of Mr. and Mrs. Carl Frye of the Easter community, returned home Monday after a month's stay in Davenport, Iowa. Miss Frye visited her grandparents, Mr. and Mrs. W. M. Frye, of the Iowa city.

Mr. and Mrs. Donald Baker of Berger are spending Christmas with her parents, Mr. and Mrs. H. H. Hawkins.

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AD NOW!



During the year now closing we have greatly enjoyed the privilege of serving you. Through your good will, friendship and loyal patronage we have enjoyed the feeling that our effort to serve you well have received your approbation. To our host of the finest and most loyal friends and customers in the whole wide world we wish a MERRY CHRISTMAS and HAPPY NEW YEAR!

**J. C. Penney Co.**

**ANNOUNCING New Rural Gas Service**

A fuel gas—for heating, lighting or cooking—which burns better, cheaper and hotter than natural gas, is now available to both rural and city users in the form of Butane Gas. For demonstrations and positive proof of our statements we invite you to visit our showrooms at the office. L. Baskin in Hereford.

JOHN CUMMINS, Deaf Smith County, Distributor.  
TOM J. CARTER, District Agent for Entire Panhandle.

Fred Oberthier of Clovis will spend Christmas Day with his parents, Mr. and Mrs. F. H. Oberthier.

Mrs. J. E. Beyer. She was joined Wednesday by her husband, J. E. Beyer, Jr., and his sister, Mrs. Harold Hicks and daughter, Katherine, of Concordia, Kansas.

Mr. and Mrs. Claude Morris and daughter, Shirley Jean, of Vega visited relatives in Hereford Sunday.

Mrs. J. E. Beyer, Jr., and daughter, Beverly, of Hutchinson, Kansas, arrived Saturday to spend the holidays with her father, A. W. Gregg, and family, and Mr. and

**MERRY CHRISTMAS**  
FOR 1936  
R. H. Kemp Lumber Co.

**Christmas Meetings**  
Stambaugh Company



You have been good to us, and we earnestly hope that Christmas will be good to you . . . and we know it will!

It is our wish . . . most sincerely . . . that this will be the finest and most satisfying Christmas that has ever come to you, a day and a season filled with the realization of hopes nearest your heart.

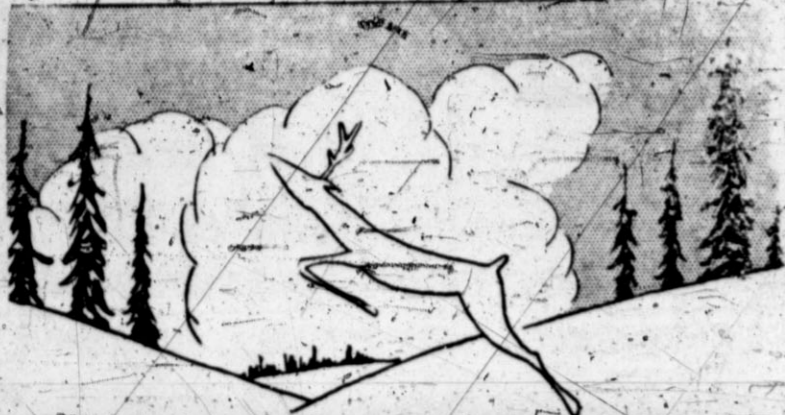
When 1937 peeks its smiling face across the boundary line of the New Year, we hope that it will bring you bushels and pecks and tons of the things that you hope and strive for.

**PACKARD MILLING COMPANY**

Ours Is An Old-Fashioned  
**CHRISTMAS GREETINGS!**

If we hunted through all the dictionaries and encyclopedias, we could not find words more suitable than **MERRY CHRISTMAS**—simply and sincerely we wish you the best of everything.

**I. H. SPRATT, Produce**



**MERRY CHRISTMAS**

On this Most Joyous of Seasons, It Is a Real Pleasure to be Able to Wish You all the Merriest Holiday Possible

**J. O. Newell**

SHERIFF-ELECT



It's Santa Time again. And time once more to offer season's greetings to our friends. So to you who have made this year a better one for us, we say—



A VERY HAPPY AND JOYOUS CHRISTMAS

McConnell Electric Company

Best Wishes FOR THE HOLIDAYS

Greetings, friends, and high wishes for the holiday season. May the best be yours.

**Beavers Bros. Garage**

FOR QUICK JOB SERVICE SEE THE BRAND

**CHRISTMAS + JOY**

1936

As Christmas comes around we realize—how much friendships mean. And so we take this opportunity to extend to all of you

YULETIDE'S BEST WISHES!

**Piggly Wiggly**

**SOCIETY**

MRS. JOHN McLEAN, Society Editor Phone 181-W

**CHURCH PAGANT OF UNUSUAL BEAUTY**

A Christmas pageant of unusual beauty was given at the Presbyterian church at the twilight service Sunday evening. Effective lighting and colorful costumes were combined as the Christmas message was unfolded in "What Child Is This?" Impressive characterization portrayed the always wonderful story of the Christ Child, while readers gave its beautiful version in scripture.

The program included five scenes. The Three Kings, and song, We Three Kings of the Orient Are. The Shepherds in the Field, as angels sang While Shepherds Watched Their Flocks by Night. A group of little children from the beginners and primary departments singing, Away in a Manger. An angel appearing before the shepherds while the choir sang It Came Upon the Midnight Clear, and the Madonna and Child, with all the characters grouped around the Madonna while she sang There's a Song in the Air. O Come All Ye Faithful and Silent Night were sung in conclusion.

Those appearing on the program were, Shepherds, Leo Rogers, Bill Montgomery, Ben Conklyn and Jack Smith, the Three Kings, Onias Carroll, Edgar Ireland and Will S. Kerr; Pages, Lloyd Olson, Billy Walker and Jack Thorns; Angels, Virginia Nix, Faye Crosthwait, Elsie Mae Wilkins, Vivian Olson, Margaret Olson, Ruth Temple Hastings; Madonna, Mary Ann Baird.

The pageant was directed by Mrs. John C. Thorns and Mrs. Clay Ridgeway was accompanist. Rev. John C. Thorns and Herbert Boardman were readers.

**GLEE CLUB PRESENTS CANTATA**

A large number attended the Christmas Cantata, Chimes from Bethlehem, presented by the high school glee club, under the direction of Miss Thelma McMinn, at the Baptist church last Thursday night.

The club has approximately 50 members, and the Processional by candlelight was very effective. The rendition of a Christmas Cantata by the high school glee club has become an annual event and is anticipated from year to year by music lovers of the city. Thursday night's performance marked the fifteenth yearly presentation.

Those taking special parts were Gladys Lewis, Irene Knox, Lois Standiford, Elizabeth Rice, Wanda Jean Reed, Orrella Hill, Virginia East, Mary Jane Morgan, Mary Tiefel, Gertrude Wilson, Dorothy Thompson, Nancy Millard, Viola Phillips, Virginia Erle Reed, Barbara Brotherton, Helen Frances Streu, Helen Snyder, Mary Ann Baird, Beverly Alexander, Helen Ruth Barber, Virginia Newell, Faye Crosthwait, Laverna Troxall, Norma Jean Foster, Mary Louise Dean, Marthanelle Ewton, Helen Danforth, Rowena Odell and Betty Sue Henslee, accompanist.

**8,000 Voices to Broadcast**

Approximately 8000 voices will compose the massed Choir Festival to be broadcast over KSL Christmas Eve, tonight, at 10:30 Mountain Standard Time, according to information from Salt Lake City this week. The Utah station is said to come in very plain here, and music lovers of Hereford are expected to enjoy the broadcast.

Mrs. James Lassiter and son, James Henry, left last week for their home in Clem, Georgia, after spending several weeks here with Mrs. Lassiter's father, Henry Cloyd and Mrs. Cloyd.

**SUMMERFIELD CLUB GIVES CHRISTMAS PARTY**

The tenth annual Christmas party was given by the Summerfield Study Club Thursday afternoon at the home of Mrs. Leo Curry. Red and green Christmas colors carried out the holiday theme. A beautiful evergreen tree, decorated with glittering tinsel and sparkling icicles stood in one corner of the room. Table decorations were tall lighted candles in red holders.

Christmas carols, led by Mrs. B. E. Roberson, were sung, with Mrs. Asa Atchley as accompanist. Mrs. Woodrow Welby told a Christmas story, and Mrs. Atchley gave a Christmas reading. Gifts were distributed from the tree by Mrs. Leroy Wilson and Mrs. Welby. Mrs. Wilson presented gifts to members of her Sunday school class.

A delectable salad plate reflecting the holiday color motif was served to 45 members and guests. Mrs. Charles Walser presided at the tea-table, while a silver tea service was used that had been a wedding gift to Mrs. Lawrence Johnson, 40 years ago.

**BAY VIEW CLUB HAS YULE-TWILIGHT PROGRAM**

An outstanding social event of the year for Bay View club members was the annual Christmas party given at the home of Mrs. D. H. Alexander Thursday evening.

Snow flakes gliding by candlelight windows at twilight added holiday charm to the lovely affair while the happy Christmas-tide spirit within the house was reflected in blue and silver decoration under a sheen of soft blue light.

Mrs. W. M. Emmous was in charge of the Yuletide program. Mrs. D. H. Alexander told of The Origin of our Christmas Customs. A Christmas playlet, Peace Be Unto You, written by Mrs. G. M. Hudson in honor of the late beloved Schuman Heink, was given with Mrs. A. M. Jones, Mrs. Velma Dawson, Mrs. Hudson and Mrs. John Coffee taking character parts. Appropriate Christmas carols were played on the violin by Mr. Glenn Boardman.

The holiday motif was carried out in refreshments, with Christmas candy in blue cellophane tied with silver cord as plate favors. The guest list included club members and Mrs. C. F. Moore, Mrs. Velma Dawson and Glenn Boardman.

**MRS. WEIR, HOSTESS FOR STUDY CLUB**

The Pioneer Study club met Tuesday afternoon at the home of Mrs. Glenn Weir, with Mrs. Arthur Thompson assistant hostess. Festive decorations in keeping with the season were used throughout the house. A beautifully decorated tree emphasized the theme of the program.

The following numbers were given: Silent Night, sung by Mrs. O. G. Hill, Mrs. J. E. Beyer, Mrs. H. D. Reed, Mrs. Buri France. A Christmas Reading, Mrs. Jack Rose; song, O Little Town of Bethlehem, Mmes. O. G. Hill, O. T. Williams, H. D. Reed and J. E. Beyer. Members brought gifts which will be distributed to needy families.

Attending were Mmes. Horace Baird, Allen Bell, J. E. Beyer, Buri France, A. A. Foster, J. M. Gilliland, Bob Higgins, O. G. Hill, E. S. Ireland, Ray Johnson, F. M. Kester, F. L. Lucas, Wirt Phillips, H. D. Reed, Jack Rose, T. E. Seigler, Arthur Thompson, Al Werner, M. D. Womble, O. T. Williams and Glenn Weir.

Mrs. Lennie Beyer of Amarillo visited Mr. and Mrs. J. E. Beyer and her parents, Mr. and Mrs. W. B. Anthony, Sunday.



Christmas bells ring with the happy tidings of the season—carrying with them our wish for your very MERRIEST CHRISTMAS!

**P. J. ROSE**

Commissioner, Product No. 1

**CLASS HONORS MRS. POTTER WITH LOVELY SHOWER**

The Frances Witherspoon Bible class entertained with a lovely shower and covered dish luncheon honoring Mrs. F. P. Potter, who will visit her daughter in Wichita Falls for several weeks, at the home of Mrs. John Haberer last Thursday.

A Christmas program was given under the direction of Mrs. C. F. Kerr. Mrs. W. M. Rigler read the Christmas Story in scripture. Mrs. W. M. Cogdell, president, presented the shower of gifts when she announced that Santa Claus had left a package for a member of the class who planned to be away during the holidays. During the short business meeting plans were completed for Christmas cheer packages to be distributed by the class.

Those attending were Mmes. C. F. Kerr, Joe Bodkin, W. M. Rigler, A. C. Barnhart, A. D. Godwin, E. E. Rogers, J. E. Gyles, W. A. Hunter, C. J. Paddock, W. M. Cogdell, Mary Bannum, John Haberer, Miss Mabel Barnhart and the honoree.

**Will Arrive Today.**

Carl Spratt is expected to arrive today from San Antonio to spend the Christmas holidays with his parents, Mr. and Mrs. I. H. Spratt. He is teaching school near the South Texas city.

**THE STATE OF TEXAS, Vs Chas. Harth, Beatrice L. Harth, and all unknown claimants.**

No. 148 IN THE COUNTY COURT OF OLDHAM COUNTY, TEXAS. On this the 11th day of December, 1936, C. L. Morris, A. L. McNabb and A. M. Miller, special commissioners appointed by the Court to assess damages of Chas. Harth and Beatrice L. Harth and all unknown claimants, by reason of the construction and opening of State Highway No. 13, upon, across, and through certain real estate, to-wit West 1/2 of Section 1, Block K-6, Oldham County, Texas, more particularly described in plaintiff's Original petition, reference to which is here made, to which real estate the fee simple title is in the said Chas. Harth and Beatrice L. Harth, as is more fully set out in said petition of the State of Texas, acting by and through the Commissioners' Court of Oldham County, Texas, vs Chas. Harth, Beatrice L. Harth and all unknown claimants, Docket No. 148, filed with the Honorable County Judge of Oldham County, Texas, on the 11th day of December, 1936; said commissioners having been sworn to assess said 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 Oldham County, Texas, at Vega, Texas, in said Oldham County, on the 18th day of January, 1937.

The Sheriff of Oldham County, Texas, is hereby directed and commanded to give notice to said defendants, Chas. Harth, Beatrice L. Harth and all unknown claimants, and each of them by making publication of this notice in some newspaper published in Oldham County, Texas, but if no newspaper is published in Oldham County, then by publication in the nearest county where a newspaper is published, once a week for four consecutive weeks previous to the return date hereof, and said sheriff will make due return how he has executed said writ.

The aforesaid publication shall be notice to the said Chas. Harth,

Beatrice L. Harth and all unknown claimants to appear at said time and place at 10 o'clock A. M. at the Court house in Vega, Oldham County, Texas, for the purpose of offering any evidence they may desire as to the amount of damages to be assessed against the said Chas. Harth, Beatrice L. Harth and unknown claimants and to 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 Oldham County, Texas.

Witness our hands this 11th day of December, 1936.

C. L. MORRIS,  
A. L. McNABB,  
A. M. MILLER,  
Special Commissioners, all of whose address is Vega, Texas.

**Let The Joyous Bells Of Christmas Ring Out Merrily**

It is our hope that they will ring a message of peace and well-being for you and yours, echoing and re-echoing through all the days of the New Year, as you go onward with confidence and courage to the opportunities of 1937.

**Kerr Hardware and Implement Co.**



Our Employees Join In Wishing Everyone A Most Merry Christmas And A Joyous And Prosperous New Year!

**West Texas Gas Co.**  
Good Gas With Dependable Service



We can only say—May Peace, Prosperity and Happiness be yours!

**SEWELL SERVICE STATION**



May The Star Of Good Fortune

**Shine Over Your Home This Christmas**

WE TAKE THIS MEANS OF WISHING EACH AND EVERY ONE OF OUR HUNDREDS OF FRIENDS AND CUSTOMERS THE VERY MERRIEST CHRISTMAS THAT YOUR EXPERIENCE HAS EVER INCLUDED.

It is our earnest hope that Jolly Old Saint Nick will fill every stocking right up to the top with every kind of good thing.

**CLOSE DRUG STORE**

**Rance News**

**EDNA BEHREND'S**  
Mr. and Mrs. H. D. Buse are the proud parents of a baby girl, born December 18.  
Ben Wilhelm has returned from a trip to California.  
R. L. Rule was in White Flat Wednesday.  
George Collier of Friona visited the Truitt Collier home Sunday.  
Rev. Stevens of Plainview was here Sunday. He will preach each third Sunday.  
Rev. and Mrs. Holman visited

the R. L. Rules Sunday, and Rev. Holman preached Sunday night.  
Rev. Stevens took dinner with Walter Walmscott Sunday.  
Sylvia Behrends, student at WTSTC is spending the holidays with her parents here.  
A. L. Behrends and family, Mrs. Story and Miss Plunk were in Amarillo Saturday.  
Dean Story of Canyon is spending the holidays with his parents, Mr. and Mrs. J. D. Story.  
George Smith spent the week end in the Story home.  
A Christmas program was given at the school house Wednesday night by the school children.

**SOCIETY**

MRS. JOHN McLEAN, Society Editor Phone 181-W

**MRS. J. C. McCracken ENTERTAINS CLUB**

Wednesday Luncheon club members were entertained with a bridge dinner and Christmas party Wednesday of last week at the home of Mrs. J. C. McCracken. Christmas trees and other yuletide suggestions furnished decorations. The dining table was centered with an all-white Christmas tree with colored lights gleaming through its small branches, flanked by tall red tapers. A Santa Claus with his sleigh and tiny reindeer adorned foursome tables. A yuletide motif was carried out in the menu. In the afternoon Mrs. Alton Fraser won high score in the games and gifts were distributed from the beautifully decorated tree.

Members present were Misses W. L. Davis, Alton Fraser, C. C. Rockwell, W. M. Emmons, Jack Wayland, B. M. Wiltshire and the hostess, Mrs. Colby Conkwright was a guest.

**MRS. CECIL GUSEMAN HOSTESS AT CHRISTMAS BRIDGE PARTY**

Gala yuletide decorations were attractively arranged for the Christmas bridge party given by Mrs. Cecil Guseman Wednesday night, December 16. A beautifully lighted tree and lighted candles furnished a festive atmosphere for the occasion. Table appointments emphasized the yuletide colors.

High school for the men went to John Patton, and Mrs. J. T. Gilbreath won high for the ladies.

A delicious salad reflecting Christmas colors, was served to Messrs. and Meses. John Patton, J. T. Gilbreath, Jr., Lihurn Ray, Miss Virginia Lillard, Lewis Woodford, Katharine Kirby, Wilson Gyles, Eloyse Pitman, Edgar Ireland, Ruth Conkwright, Jimmie Gammill and Mr. and Mrs. W. C. Pitman.

**JUNIOR BAY VIEW CLUB MEETS WITH MRS. PITMAN**

The Junior Bay View club met with Mrs. Eva Pitman Thursday night. Miss Gwendolyn Spradley was leader of the study program on Roumania and Poland.

Miss Katherine Kirby told interesting facts about the people, their customs and the industries of these two countries.

A refreshment plate, suggestive of the Christmas season was served to 11 members. Favors were tiny frosted Christmas trees.

Those present were Fern Carlisle, Edna Daughtee, Eva Gilliland, Ina Mae Gilbreath, Katherine Kirby, Eloyse Pitman, Gwendolyn Spradley, Rhita Jean Sullivan, Ernestine Wayland, Margaret Witherspoon and the hostess.

**GIFTS EXCHANGED AT LONDON BRIDGE CLUB PARTY**

Gifts were exchanged at the Christmas party given for the London Bridge club last Thursday afternoon at the home of Mrs. R. R. Wills. Seasonal suggestions featuring red candles and other attractive decorations in red and green carried out the Christmas theme for the party. High scores in the games went to Mrs. Ernest Medkief.

Club members present were Meses. J. T. Gilbreath, Jr., O. C. Holt, Ernest Medkief, Charles Brooks, Emmett Milburn, Lee Morgan, Neaseq McWright and the hostess Mrs. Ralph Roden was a guest.

**PRE-HOLIDAY GET-TOGETHER FOR CLASS**

Members of Miss Lilla Hostetler's Sunday school class enjoyed a pre-holiday get-together last Thursday night at the home of Miss Hostetler.

The yuletide spirit prevailed throughout the evening's entertainment. Various games were enjoyed including monopoly and fortune telling. Tantalizing refreshments were served to Mr. and Mrs. H. M. Redford, Mr. and Mrs. Sherman Morgan, Lueta Borden, Keller Mue, Virginia Lillard, Hal Keeler, Inez Clark, Carl Oldham, Basil McKinley, I. J. Woodford, Eleanor Picerle, John Hostetler and the hostess.

**MRS. BUFORD PARKER CLUB HOSTESS**

A Christmas theme was emphasized in the decorations when members of the Pleasure Hour club met at the home of Mrs. Buford Parker Thursday afternoon. A Christmas tree, gay with colored lights and poinsettias as favors added seasonal suggestions.

Mrs. Harry Lomas won high score in contract bridge, and Mrs. James Wilson second high. Traveling prize went to Mrs. Boyd London.

Members present were Meses. James Wilson, Harry Lomas, Boyd London, Bill Smith, Roy Jewell, Alma Whitman, Smith McLeRoy, and the hostess.

**PROGRESSIVE CLUB HAS CHRISTMAS PARTY**

A lovely Christmas party was enjoyed by members of the Progressive ladies club Wednesday afternoon at the home of Mrs. A. S. Higgins. Games, reading and stories exemplified the Christmas spirit. Members responded to roll call with a Christmas wish. Gifts were exchanged and the hostess was presented a gift from the club as a token of gratitude for her loyalty and efficient service.

A delicious plate luncheon was served to Meses. C. C. Bowman, C. P. Caldwell, S. A. Edwards, Chas. Green, Ray Hershey, Owen Neal, J. C. Mitchell, Lynn Powell, Ira Ricketts, Misses Virginia Bowman and Olive Perkins, and several children.

The hostess was assisted by Mrs. Luke McBrayer, Mrs. O. B. Russell and Mrs. Robert Viegel.

**TO SPEND HOLIDAYS IN KENTUCKY**

Mr. and Mrs. Colby Conkwright will spend the holidays in Winchester, Kentucky, with relatives of Mr. Conkwright. Enroute home they will stop in Sherman, Texas for the New Year holiday and will visit Mrs. Conkwright's parents.

**RANCH PARTY ENTERTAINS CLASS**

The "Happy Teens" class of the Methodist church was entertained at the ranch home of Mr. and Mrs. C. B. Williams Sunday. Members of the class were shown interesting features of ranch life, and horse back riding furnished amusing and exciting entertainment.

A picnic lunch, cowboy style, was served to Virginia Newell, Helen Ruth Barber, Marthanelle Ewson, Mayve Burdine, Betty Sue Henslee and Idalille Hicks. Mrs. A. C. Thompson and Marie Williams were guests. Mrs. C. B. Williams is class teacher for the Happy Teens.

P. B. Dillehay left Saturday for his home in Decatur after spending several weeks with his son, C. H. Dillehay and family.

**TEACHERS HOME FOR HOLIDAYS**

Teachers journeying home for the holidays were Stacia Irene Crawford, Prairie Grove, Arkansas; Neville Wrenn, Memphis; Rhita Jean Sullivan, Clyde; Frances Fullingim, Decatur; Virginia Vaughn, Amarillo; Fern Carlisle, Dallas; Belle Harris, Bluffdale; Jimmie Gammill, Lubbock; Eunice Rutherford, Tulla; Edna Daughtee, Pampa, and Eleanor Picerle, Canyon.

Clyde Atterberry of Clarendon was here on business Monday.

**NOTICE OF TRUSTEE'S SALE THE STATE OF TEXAS, COUNTY OF DEAF SMITH.**

Whereas, by virtue of authority vested in the Trustee, named and appointed in a certain Deed of Trust, recorded in Volume 27, Page 489, of the Records of Mortgages and Trust Deeds of Deaf Smith County, executed and delivered to such Trustee, Wiley L. Robertson on the 15th day of December, 1924, by Ernest L. Betts and Teleta A. Betts, his wife, for better securing the payment of one certain Promissory Note of Forty Eight Hundred (\$4,800.00) Dollars, more fully described in said Deed of Trust, and executed by the said Ernest L. Betts and Teleta A. Betts, his wife, payable to the order of Empire Mortgage Company of Wichita Falls, Texas, due on the 1st day of December, 1929, bearing 6 per cent interest per annum from date until paid, interest due and payable annually as it accrues, providing that failure to pay said Note or any installment of interest thereon when due and shall entitle the holder thereof to proceed to collect the same and also providing for the payment of 10 per cent additional on the amount of principal and interest then due, as attorney's fees, if placed in the hands of an attorney for collection, which said Note was thereafter empowered to the due date of the same duly extended by extension agreements recorded, and extending the then balance of \$4800.00 on said Note or Bond to the 1st day of December, 1934; said Deed of Trust covering the following described real estate situated, lying and being in the County of Deaf Smith and State of Texas, to-wit:

All the South Half (8 1/4) of Section Number One Hundred Fifty Two (152), Block M-7, except that part of said Section lying South of the N. line of the railroad Right-of-Way, certificate Number 1263, B. S. & S. F. Survey, patented to James W. Field by Patent Number 570, Volume 31, containing 317 acres of land.

And, whereas, the said Empire Mortgage Company, duly sold, assigned and transferred said Note secured by said Deed of Trust to Rollinsford Savings Bank and said Rollinsford Savings Bank is the owner and holder of said Note.

And, whereas, the said Wiley L. Robertson, the Trustee named in said Deed of Trust, has refused to act as such Trustee, and perform such trust, and said Rollinsford Savings Bank as said owner and holder of said Note or Bond secured by said Deed of Trust pursuant to the right and authority vested in it by said Deed of Trust, did upon the refusal of said Wiley L. Robertson to act as such

Trustee, in writing appoint and empower me, a resident of the County of Wichita, Texas, to become the Trustee in said Deed of Trust as substitute for the said Wiley L. Robertson.

And, whereas, as such substitute trustee I did thereupon succeed to all of the estate, right, powers and trust granted or vested in the said Wiley L. Robertson by said Deed of Trust.

And, whereas, said Ernest L. Betts and Teleta A. Betts, his wife, have made default in the payment of said \$4800.00 note above described, due on the 1st day of December, 1934, and the same is now past due and unpaid, principal, interest and attorney's fees, by reason thereof and as provided for in said Note and in said Deed of Trust, now aggregating, principal, interest and attorney's fees \$7261.20, plus \$458.60 delinquent taxes upon said premises paid by said Rollinsford Savings Bank, as provided for in said Deed of Trust; and whereas, I have been requested by said Rollinsford Savings Bank of Salmon Falls, New Hampshire, the owner and holder of said Note or Bond secured by said Deed of Trust to enforce said Deed of Trust, I will offer for sale between the legal hours thereof, to-wit: Between the hours of 10 o'clock A. M. and 4 o'clock P. M. at Public Auction, to the highest bidder, on the First Tuesday in January, 1937, the same being the 5th day of said month, at the Court House door, in the town of Hereford, in Deaf Smith County, Texas, the above described property, with all the rights, members and appurtenances thereto in any wise belonging.

Witness my hand this 28th day of November, 1936.

H. L. HUNTER, Substitute Trustee.

Of all gifts none will be finer than having had the pleasure of being of service to you in the past.

**Merry Christmas!**

**HEREFORD CREDIT ASSOCIATION**  
DOROTHY H. ROSS  
Local Affiliation of the  
NATIONAL RETAIL CREDIT ASSOCIATION

**Christmas Greetings**

**To All Our Friends - A Merry Christmas**

You have given us pleasure by letting us serve you, and at this season we derive added pleasure from wishing you a very MERRY CHRISTMAS and a NEW YEAR full of HAPPINESS!

**TEXAS SERVICE STATION**

Glenn Snyder

1936 BEST WISHES FOR

**Christmas**

In gratitude for your friendship to our organization, we offer you the season's best greetings, flavored with the sincerity of our appreciation. May Christmas bring you Great Joy and Success, is the wish of the makers of

**Cream O' Plains Butter and Ice Cream**

**Hereford Creamery Co.**  
S. B. WALKER and SON

The clock ticks off the hours until Christmas, each tick adding a wish for your good health and happiness for the gay Holiday!

**Jack's Shoe Shop**

... Happiness  
... Serenity  
... Health  
... Prosperity

Our Hope Is That All These Will Be Yours At

**CHRISTMAS**

For feeling as we do about the fine friendship and neighborliness that you have given to us we wish to express at this season the unlimited hope that your Christmas this year will be the very best that has ever come to you.

**Rosson Implement Co.**  
HEREFORD, TEXAS  
PHONE 83

**Merry Christmas**  
Our Wish To You... 1936

It is folks like you whose friendship has made our Christmas a happy event. May we extend our thanks and our greetings.

**Alex O. Thompson Abstracts**

**YULETIDE CHEER**

In appreciation of the friendship you have shown toward us, we take this means of extending you the season's Greetings, wishing you a very Merry Christmas!

Mr. and Mrs. Paul E. Foster and Employees of

**IKE'S CAFE**  
**Foster Truck Line**

# PERSONALS

T. L. Ferguson, of Amarillo transacted business in Hereford Monday.

Harry Danforth was in Portales, New Mexico, Tuesday of this week.

Alton Fraser made a business trip to Clovis, New Mexico, Tuesday afternoon.

Mr. and Mrs. H. D. Culpepper and son, O. H., left Wednesday for Phoenix, Arizona, to spend Christmas with Mr. and Mrs. Felix Kykendall.

Jack Russell, sophomore student at Rice Institute, Houston, is spending the holidays with his parents, Judge and Mrs. W. H. Russell.

A. D. Brownfield and daughter, Miss Beth, of Deming, New Mexico, spent Tuesday night with Mr. and Mrs. J. A. Pitman, enroute to Lubbock to spend Christmas.

Mr. and Mrs. B. P. Castle of Atlanta, Georgia, and their two sons, Robert and Parks, are here for the holidays. Mrs. Castle is the daughter of Mr. and Mrs. John L. Wilson of this city.

Mr. and Mrs. Paul Mathers and children left Wednesday for Knox City to spend Christmas with her mother, Mrs. Ethel M. Pool.

Robert Bell of Dallas is spending the holidays with his parents, Mr. and Mrs. Robert Bell, at their ranch near Adrian.

T. E. Seigler, Jr., of Wichita Falls is spending Christmas with his parents, Mr. and Mrs. T. E. Seigler.

Mr. and Mrs. P. L. Beyer and family of Amarillo will arrive tonight to spend Christmas with his parents, Mr. and Mrs. J. E. Beyer.

Mrs. J. M. Boone has as her guest for Christmas her daughter, Mrs. Leita Barnett, of Wichita Falls.

Mr. and Mrs. C. J. Crump of Borger are here to spend the holidays with Mrs. Crump's parents, Mr. and Mrs. S. L. Waiser.

Mr. and Mrs. Carol Holtzclaw who are attending Baylor University, arrived Monday night to spend the Christmas holidays with her parents, Rev. and Mrs. B. N. Shepherd.

Charles Ferguson, Jr., came in Tuesday night to spend the holidays with his parents, Mr. and Mrs. Charles Ferguson, Charles, Jr., is teaching school at Texarkana.

Mr. and Mrs. J. H. Wilson are entertaining as holiday guests their children, Mrs. Hoyt Lewis and Miss Floyd Wilson, of Ada, Oklahoma, and Mrs. Si Boozer and little daughter, Judith, of Amarillo.

Mr. and Mrs. Clem Gilliam with children left Wednesday for Knox City to spend Christmas with her mother, Mrs. Ethel M. Pool.

Rev. and Mrs. H. M. Redford left Tuesday for Arlington where they will spend the holidays with old friends. While in Arlington they will celebrate their seventh wedding anniversary. Mr. and Mrs. Redford return to Arlington each year for this occasion. They will return to Hereford next week.

Mr. and Mrs. W. J. Smith had as their guests last Wednesday and Thursday her mother, Mrs. E. E. Walters, two sisters, Mrs. Geo. Snodgrass and son, and Mrs. Earl Walters and son, all of Brownfield, and another sister, Mrs. C. E. Brown and two sons, of Belen, New Mexico.

Mr. and Mrs. Ben Burnside of Prescott, Arizona, were Hereford visitors Sunday. They stopped enroute in El Paso for a visit with her sister, Mrs. J. D. Raymond. They will spend the Christmas holidays with her parents, Mr. and Mrs. W. E. Hicks, in Garter City, Kansas. Mrs. Burnside will be remembered as the former Miss Lucille Hicks.

## ISOLATED RANGERS STUDY WILD LIFE OF THE ROCKIES

Deep in the great national forests of the northern Rockies several score rangers and wild life specialists from Forest Service regional headquarters at Missoula, Montana, are studying the habits and "home life" of such game animals as bear, elk, mountain sheep, goats, deer and antelope during the months of ice and snow.

Living in isolated cabins and seeking out the winter haunts of animals, these men check on such questions as these: How many of each species are living on the forest? Is there sufficient food for animals wintering in a given locality? What are losses from disease, starvation, predatory animals, and hunters? What are the feeding habits of animals, carrying capacity of feeding grounds, types of forage preferable and special consideration will be given to a study of any conflict between game and domestic stock.

Distribution of game, once satisfactory methods of regulating annual kills have been established, will not be difficult. Most species will repopulate natural game ranges up to carrying capacity, if they are given a fair chance. At present, much of the best deer country is depopulated because it is easily accessible to hunters. In other places with little or no hunting, deer abound. These factors must be balanced.

Dear Santa: I am a little boy 23 months old today. Please bring me a truck, mickey mouse on wheels a car with a horn a ball some candy nuts, apples, oranges. Please remember my little sisters and brothers in Amarillo. Remember all little girls and boys. Your friend, LeRoy Rudd.

Dear Santa: I have been a good little girl. I am 6 year old and this is my first year in school. Please bring me a table and two chairs a doll a car with a house and a cedar chest to keep doll clothes in. Bring candy, nuts and fruit. Please remember my little brother. Don't forget any little boys or girls. Wish you a merry Christmas and happy New Year. Your friend, Jewel Aleen Rudd.

Dear Santa: I am a little seven year old girl. I try to be good. I want a dy-dee doll, a little one. My little brother wants a car with a house trailer and my big brother wants an erector set. Be sure to go and see all the other little boys and girls too. If you don't have a dy-dee doll I would like a tiny Shirley Temple doll. Your little friend, Mary Estelle Le Grand.

Dear Santa: I want two guns and a truck, a wagon for Christmas. I've been a good boy, so I'd like lots of nuts and candy. I'll hang my stocking Christmas night so you can fill it. Remember me until next Christmas. Yours truly, Elmer Walton.

Dear Santa: Please, Santa, bring me some boots, pop gun, fire engine and candy and nuts. Remember all other children. With lots of love, James Whitson.

Dear Santa: I want a cap pistol, a big rubber ball, a big top and a little car and a lot of candy and remember I have been a good little boy. Melvin Walton.

Dear Santa: I am a little girl 5 years old. I have been good this year, too. I want you to please bring me a baby doll and some clothes for her. And, Santa, I have a little baby brother only 6 months old. He can't tell you what he wants, so just leave something you think he would like. Don't forget the rest of the boys and girls. Your little friend, ...

## Hospital Notes

Mrs. Anne Daughtry, the only one to have dinner guests Christmas at the county hospital over Christmas Day, was reported doing nicely late Wednesday. She is to be released Saturday. Mrs. Daughtry underwent a major operation last Thursday.

Benny Le Grand Womble, young son of Mr. and Mrs. Troy Womble of this city, who was for a time seriously ill with pneumonia, was released from the hospital Wednesday afternoon.

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AD NOW!

## GENETICS POINTS WAY TO BETTER SORGHUMS

Because of an increasing knowledge of genetics—the comparative new science of inheritance in plants and animals—sorghums may be improved more in the next 20 years than in the past 20 centuries, is the opinion of plant breeders in the United States Department of Agriculture.

Improved varieties are developed by careful selection from new types produced by natural crossing in the field, by artificial crossing in the hands of the plant breeder, from introduced varieties and often by mutation. Genetics give the breeder an understanding of how different combinations of

inherited characters produce new types and point the way to easier work in the future.

More than 80 distinct varieties of grain and forage sorghums are grown commercially in the United States. Probably all of them can be improved by the plant breeder and certainly with more ease by the man who knows something of their inherited characters. Many of them are now being changed to meet changing conditions and farm requirements.

Horse Helped Elect President "Old Whitey," the horse ridden by General Taylor in our war with Mexico, was a political symbol in his day which helped elect his master to the Presidency.

# STAR THEATRE Hereford

3 BIG DAYS Preview Sat. Sun-Mon-Tues

The Most Spectacular and Extravagant Show That Ever Hit a Moving Picture Screen!

50 STARS! 300 GLORIFIED GIRLS IN THE DRAMATIC MUSICAL EXTRAVAGANZA!



# THE GREAT ZIEGFELD

The same picture that played to packed houses at \$2.20 is here now at popular prices!

Two years in production it cost a fortune to make! It is the most thrilling and spectacular entertainment in stage or screen history!

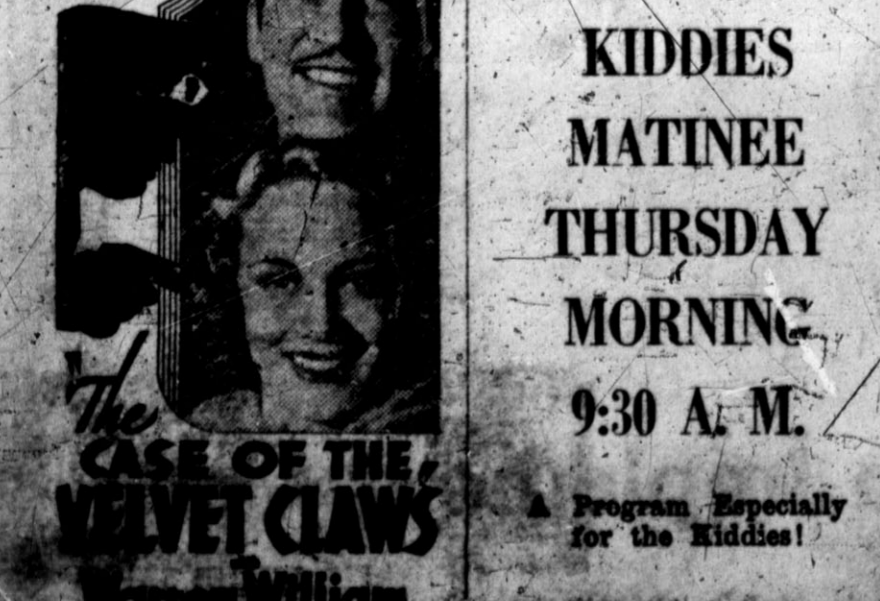
with VIRGINIA BRUCE • FRANK MORGAN FANNIE BRICE • NAY POLIOY • RAY PENDLETON • HARRIET HECTOR REGINALD OWEN and ERNEST GOSSART

NOW AT POPULAR PRICES PREVIEW SATURDAY NIGHT, SUNDAY, MONDAY NIGHT AND TUESDAY NIGHT—ADULTS 35¢, KIDDIES 10¢

**Monday-Tuesday** MATINEE PRICES 1:45 P. M. Till 6 P. M. ADULTS 25¢ KIDDIES 10¢

**WEDNESDAY** BARGAIN DAYS 10¢ Matinee—Night 15¢

**HE WAS A SUSPECT!** IN THE MURDER HE WAS HIRED TO SOLVE!



**THE CASE OF THE VELVET CLAWS**

# STAR THEATRE

Hereford, Texas Thurs. - Fri.

375

## Reasons Nite

You may register either Thursday matinee or night or Friday Matinee and you will receive the award, even though you are not present to answer to the announcer!

100

of the reasons will find a home Xmas night. YOURS MAY BE THE ONE!

On the Screen Brown As Batts will tie the town in Knots!

## IT'S RIP-ROARING!



EVERY MISTAKE HE MAKES CLUNGES A MORTAL DEAL

**Joe & Brown Earthworm Tractors**

JUNE TRAVIS

## Saturday Only

NEW POLIOY Kiddies 10¢ Adults 15¢ Matinee and Night

Cassidy Declares War on a Woman Bandit!

HOPALONG CASSIDY COMES A TWO-GUN TOWN MARSHAL!



CLARENCE E. MULLFORD'S

HOPALONG CASSIDY RETURNS

# Christmas Shoppers

|   |   |   |   |
|---|---|---|---|
| <p><b>3-Piece Leon Levine GIFT SET</b><br/>In Gorgeous Gift Box<br/>225</p> | <p><b>"Beat the Dealer" PIN BALL GAME</b><br/>98¢</p> | <p><b>Perfect 'M' Christmas Gift SPECIAL GIFT BOX</b><br/>3-Piece 225</p> | <p><b>Express Christmas GREETING CARDS</b><br/>Special Assortment... 5¢</p> |
| <p><b>Waffle Iron</b><br/>225</p>   | <p><b>Bread Toaster</b><br/>225</p>                   | <p><b>Washing Machine</b><br/>119</p>                                     | <p><b>Also New Year and Xmas Thank You</b></p>                              |
| <p><b>Zipper Bag</b><br/>125</p>  | <p><b>Chanelle Perfume</b><br/>125</p>                | <p><b>Stratified 37-in. "Hawthorn" Wind-Up Train</b><br/>119</p>          | <p><b>Also New Year and Xmas Thank You</b></p>                              |
| <p><b>Hodnet Vanities</b></p>   | <p><b>Coty's Perfumes</b></p>                         | <p><b>Stratified Electric Train, 47-inches Long</b><br/>575</p>           | <p><b>Also New Year and Xmas Thank You</b></p>                              |
| <p><b>Dresser Sets</b></p>  | <p><b>Travel Kits</b></p>                             | <p><b>Stratified 37-in. "Hawthorn" Wind-Up Train</b><br/>119</p>          | <p><b>Also New Year and Xmas Thank You</b></p>                              |
| <p><b>Mansure Sets</b></p>  | <p><b>Beauty Kits</b></p>                             | <p><b>Stratified 47-in. "Hawthorn" Wind-Up Train</b><br/>575</p>          | <p><b>Also New Year and Xmas Thank You</b></p>                              |
| <p><b>Mirrors</b></p>   | <p><b>Kodaks</b></p>                                  | <p><b>Stratified 47-in. "Hawthorn" Wind-Up Train</b><br/>575</p>          | <p><b>Also New Year and Xmas Thank You</b></p>                              |
| <p><b>Watches</b></p>   | <p><b>Glass Ware</b></p>                              | <p><b>Stratified 47-in. "Hawthorn" Wind-Up Train</b><br/>575</p>          | <p><b>Also New Year and Xmas Thank You</b></p>                              |

|  |  |
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| <p><b>Comic and Trailer</b> 98¢</p>              | <p><b>Pop Eye Airplane</b> 98¢</p>                   |
| <p><b>Pop Eye Airplane</b> 98¢</p>               | <p><b>Donald Duck Train</b> 10¢ to \$1.50</p>        |
| <p><b>Donald Duck Train</b> 10¢ to \$1.50</p>    | <p><b>Roping Cowboy</b> 29¢</p>                      |
| <p><b>Roping Cowboy</b> 29¢</p>                  | <p><b>Table Tennis Sets</b> \$1.00 to \$2.25</p>     |
| <p><b>Table Tennis Sets</b> \$1.00 to \$2.25</p> | <p><b>Model Airplanes</b> 25¢</p>                    |
| <p><b>Model Airplanes</b> 25¢</p>                | <p><b>Lighted Airport</b> 98¢</p>                    |
| <p><b>Lighted Airport</b> 98¢</p>                | <p><b>Mickey Mouse Movie</b> \$1.98</p>              |
| <p><b>Mickey Mouse Movie</b> \$1.98</p>          | <p><b>Trucks, Heavy Built</b> 98¢</p>                |
| <p><b>Trucks, Heavy Built</b> 98¢</p>            | <p><b>Baseball Gloves</b> \$1 to \$4</p>             |
| <p><b>Baseball Gloves</b> \$1 to \$4</p>         | <p><b>Pop Guns</b> 25¢ to 49¢</p>                    |
| <p><b>Pop Guns</b> 25¢ to 49¢</p>                | <p><b>Air Rifles</b> \$1 - \$1.95</p>                |
| <p><b>Air Rifles</b> \$1 - \$1.95</p>            | <p><b>SEE OUR DISPLAY FOR LAST-MINUTE ITEMS!</b></p> |

IT'S GETTING LATE, BUT OUR STOCK IS YET COMPLETE

|  |   |  |
|--|---|--|
| <p><b>MANICURE SETS</b></p> <p><b>Manicure Kit</b> 98¢</p> | <p><b>CHRISTMAS CANDIES</b></p> <p><b>Manicure Kit</b> 98¢</p>  | <p><b>TREE LIGHTS</b></p> <p><b>Manicure Kit</b> 98¢</p> |
| <p><b>CUTEX SETS</b> 25¢ to \$3.25</p>                     | <p><b>KING'S CANDIES</b> 60¢ to \$1.50 Per Pound</p>  | <p><b>TINGEL, SNOW</b> Rope and Other DECORATIONS</p>    |
| <p><b>GLAZO SETS</b> 50¢ to \$2.50</p>                     | <p><b>WHITMAN'S CANDY</b> \$1.00 and \$1.50 Per Pound</p>   | <p><b>"TASTY" SANDWICHES</b> TOASTED, 15¢</p>            |
| <p><b>"TASTY" ICE CREAM</b> Pints 15¢</p>                  | <p><b>MAY WE TAKE THIS LAST OPPORTUNITY TO THANK YOU FOR YOUR APPRECIATED PATRONAGE AND WISH YOU ONE AND ALL A MERRY CHRISTMAS!</b></p> | <p><b>Others As Low as 27¢</b></p>                       |

WILL BE CLOSED FROM 12:00 UNTIL 2:00 XMAS DAY

Don't Forget These Last Minute Gifts We Have Them!

# Brooks

WE ARE OPEN TO DO YOUR WISHING!