

Merry Christmas

The Hereford Brand 18

PAGES
ELECTRIFIED
FARM HOMES

Published Every Thursday

Our Slogan—"More People—More Farms"

38th YEAR—NO.51

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, DECEMBER 22, 1938

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AROUND TOWN

Sights and Faces Seen

Toys repaired by the Lone Star Study Club and toys furnished by the Lions Club through WPA are to be distributed Thursday, Friday and Saturday to needy families, according to Mrs. Dyaltha Bradley, County Welfare Administrator. "Parents are welcome, but do not bring the children," she said.

Special delivery services around town on parcel post left merchants agog this week—until they remembered the holiday rush and realized a possible need for thinning out packages which might accumulate in the post office.

Frank Williams, former resident who still owns land here and who now resides in Arizona, remembered 34 of his friends with a nice, large box of dates this year.

Dr. and Mrs. R. E. Perkins Tuesday shipped their office equipment to Ft. Worth, where Dr. Perkins will attend theology school. He also plans to open his offices in Ft. Worth until he has completed his theological training.

Five W. T. S. O. students from Hereford accompanied the 40-piece Buffalo band on a recent trip to Tampa, Miami, and Canadian. Those included: Dennis Baker, J. T. Carroll, Ernest Schelhaugen, Lanelle Schelhaugen and Howard Williamson.

Herman Charles, scheduled to
(Continued on Page 5, Sec. 1)

New Offices In Location North Of Packard Mill

Removal of the offices, book-keeping department, and scales to the office just north of the mill was this week announced by H. R. Danforth, manager of Packard Milling Company.

"In the future, all business of the mill will be transacted at the new office," Mr. Danforth said. "We have also installed our scales at the new office, and will use the former offices as part of the milling plant."

Mr. Danforth invited the public to visit and inspect the new office, which will also handle retail feed sales.

Legion Meeting To Be Held Dec. 27 at Childress

Members of the American Legion and Auxiliary posts in Hereford have been invited to attend a Christmas party in Childress on Tuesday, Dec. 27, according to Charlie Malsel, district commander, announced this week.

"This is one of our monthly parties," Mr. Malsel pointed out, "but the Childress post is planning big things due to the season of the year, and we are hoping for a big attendance from Hereford, Dimmitt, Friona and Vega. Mrs. John Deaver, president of the Auxiliary, has announced special attractions for Auxiliary members. We are looking for a big crowd from the territory around Hereford."

IRRIGATION FARMERS TO FORM PLANS AT MEETING HERE JAN. 7

A meeting of irrigation farmers has been called at 2:30 o'clock Monday afternoon, Jan. 7, in the courthouse at which time a survey will be made and plans formulated to secure specialized speakers from time to time.

In making the announcement, farmers said that every man operating or owning an irrigated farm in this section should attend the meeting. At the gathering next Monday, the farmers will discuss different crops and means of gaining greater returns from their irrigation work.

"God rest ye merry, gentlemen, Let nothing you dismay—"



Glee Club Presents Cantata

Snow Brings .11 Inch of Moisture To This County

A light snow Tuesday, plus fog and drizzle Wednesday night, brought .11 of an inch of moisture in Hereford, according to the observations by the U. S. Department of Agriculture Weather Bureau at The Brand office. Reports over the entire county indicated approximately the same amount of moisture in most areas; Adrian, however, reported heavier snow than was seen here.

While the amount of moisture was small, it was cheering to the wheat farmers and cattlemen over this area—and laden clouds during the past few days gave hopes of additional moisture during the next 45 days.

While ranges are in good shape and few crops are actually suffering from lack of moisture, indications pointed that some rainfall will be needed within the month to retain the excellent wheat prospects which this section now boasts.

Agent's Office Will Be Closed For Two Days

That the County Agent's office will be closed Saturday, Dec. 24, through Monday, Dec. 26, was today announced by A. R. Bateman, agent.

"The entire office force has been working day and night in an effort to get applications ready for signatures," he said, "and the two-day vacation has been allowed. We will appreciate farmers transacting their business in the office Friday or earlier."

Gay Decorations Welcome Buyers To Stores Here

Gay, twinkling lights along Main Street, coupled with artistic windows and inviting stores throughout Hereford this week beamed a welcome to visitors and shoppers alike.

Despite the heavy Christmas rush which has been seen here during the past 10 days, merchants in every line of business reported they have ample stocks to take care of the last-minute rush which is expected during the next two days.

Another item which is attracting much attention is the attractive parcels which are being turned out by local stores. On their toes in every respect this year, merchants have included this service along with many other little features "to make shopping in Hereford pleasant as well as profitable."

However, the post office probably established itself as the most (Continued on Page 8, Sec. 1)

CHRISTMAS STORY TOLD IN PRESENTATION HERE TUESDAY

"Echoes of the Holy Night" was the title of the annual Christmas Cantata compiled and presented by the High School Girl's Glee Club Wednesday evening, Dec. 20, at 7:30 o'clock in the high school auditorium.

The cantata met with wholehearted approval of the audience of music lovers and was accorded general applause by all who attended. It was directed by Miss Thelma McMinn with Mrs. Ruth Marie Crosthwait as guest accompanist.

The presentation included 18 songs, featuring a chorus of 45 girls. The 18 numbers, capably rendered, featured special numbers by quartets, trios and other special groups, along with several solo numbers and songs by the entire chorus. The numbers all reflected Christmas tidings and a yuletide atmosphere.

The program follows: Praise Ye the Father (Gounod) Chorus; The Christmas Glory Song (Vienneze) Chorus; "Ninth the Starry Heavens" (Holton) Trimble, Hill, Stammers (Continued on Page 8, Sec. 1)

Hospital Notes

Mr. and Mrs. O. H. Culpepper announce the birth of a son Wednesday morning. Both mother and infant are resting nicely.

Mrs. F. L. London of Friona is a medical patient this week; she was reported to be improving.

Don L. Mobley, son of Mr. and Mrs. Mobley of Dimmitt, is a medical patient and is resting nicely.

Mr. and Mrs. Roy Crutchfield announce the birth of a son Thursday morning; both mother and infant are resting nicely.

Mrs. Frank Daniel underwent a minor operation Thursday morning, and was resting easily.

Twelve Needy Families Are Left On List

CHRISTMAS BASKETS ARE TAKEN BY TWENTY OF LOCAL RESIDENTS

Reporting that 20 of the 32 needy families listed last week have been adopted for Christmas, Mrs. Dyaltha Bradley, County Welfare officer, today said that only 12 families remain to be adopted as the deadline nears.

"These 12 families are dependent upon the kindness of the community for food this Christmas," she pointed out. "It isn't too late to make some family happy—and to make this your happiest Christmas, too. Check over the 12 remaining families, select one that fits your wishes, and call 235, or come to the Welfare office on the ground floor in the courthouse."

She urged that persons desiring to donate baskets make their adoptions as soon as possible, because the baskets are to be distributed in time for preparation of the foods for Christmas. The remaining 12 families are listed below by numbers, the method having been used in order to relieve possible embarrassment to the families in question.

The remaining families are:
No. 2 Family of 4, boy 6, girl 9; go to rural school.

No. 3 Family of 9, boys 16, 14, 12, 10, 3, girls 8 and 5.

No. 9 Family of 7, boys 9-5-1; girls 7 and 3; come to Hereford to school.

No. 10 Family of 4, boys 16 and 13; need school clothing.

No. 22 Family of 9 (rural);
(Continued on Page 8, Sec. 1)

Over 2,000 Boys And Girls Enjoy Christmas Party

As guests of the merchants of Hereford, more than 2,000 boys and girls of this territory Wednesday attended the annual Christmas tree party on Main Street.

The highlights of the occasion was the arrival of Old Santa, who in his pre-Christmas visit shook hands with each of his little friends and assured them that he would not forget them Christmas eve night.

Bags of candy and nuts were distributed from around the big tree at the intersection of Main and Third Streets, through courtesy of the Hereford merchants.

Following the Christmas tree party, doors of the Star Theatre were thrown open to the public in a special matinee from 1 to 6 o'clock as a courtesy of the theatre. It was estimated that 1500 persons attended the free show, which was one of the outstanding events of the day for both adults and kiddies.

Practically all of the 2,000 kiddies entered the huge parade at 2:15 o'clock, and was sponsored by the Lions Club, under the direction of A. O. Thompson and R. A. Muller. In addition to Hereford boys and girls, the kiddies from rural schools over the area took part in the parade and Christmas party.

Kiddies Unable To Attend Party May Get Favors

Due to cold weather some of the boys and girls from long distances were unable to attend the Christmas tree party here Wednesday and failed to get the favors provided by Hereford merchants.

"We had around 300 bags left out of the 2,400 which were packed," sponsors said. "These extra bags have been placed in the City Hall, and all little boys and girls who failed to see Santa on his visit here Wednesday and who did not get a bag of candy and nuts are invited to go to the City Hall where the remaining bags will be handed out until the supply is exhausted."

College Students Arrive To Spend Holiday Vacation

Stores Will Close Here Next Monday

A survey among business firms in Hereford this week indicated that merchants will observe Christmas by closing Monday, Dec. 26, due to the fact that Christmas this year comes on Sunday.

The survey included all types of business except drug stores, restaurants, filling stations, theatres, and such lines of business. Residents were asked to cooperate with the movement by purchasing necessities Friday and Saturday.

ANNUAL HOLIDAY TREE INCLUDES SCHOOLS OVER NATION

With the return of college boys and girls for Christmas holidays, festivities of the season take on new impetus and the gay round of parties, brief visits and old-time get-together affairs is beginning.

Among the first to arrive was L. A. Ricketts, son of Mrs. Ida Ricketts, who has been attending Chickochee Business College in Chickochee, Mo. Miss Geneva Standtler arrived last week from Oklahoma City, where she has been attending Draughon's Business College. She is the daughter of Mrs. Edith Standtler. On Friday Miss Irene Roberson, who is the daughter of Mr. and Mrs. Jack Roberson, returned from Wayland College in Plainview, for a two weeks holiday.

Eight Hereford boys who attend A. & M. College, arrived Sunday to spend the holidays with their parents. The boys are Palmer Norton, son of Mr. and Mrs. E. H. Norton, Sonny Fullwood, son of Mr. and Mrs. Bob Fullwood, Clyde Hussey, son of Mr. and Mrs. C. P. Hussey, Bill Patton, son of Mr. and Mrs. John Patton, Charles Spradley, son of Mr. and Mrs. J. W. Spradley, Jack Gilliland, son of Mr. and Mrs. J. M. Gilliland, Bill Stanford, son of Mr. and Mrs. W. J. Stanford, and Bob Baird, son of Mr. and Mrs. Horace Baird of the Junco Community.

Also arriving Sunday, were Miss Elizabeth Ireland, daughter of Mr. and Mrs. E. S. Ireland, and Miss Mary Ann Baird, daughter of Mr. and Mrs. Horace Baird, who attend Trinity University. Herbert Boardman, who attends Trinity University, will spend the holidays in St. Louis with his mother, Mrs. H. H. Boardman, who is recuperating from a recent illness at the home of her daughters in that city.

Misses Viola Phillips, daughter of Mr. and Mrs. Wirt Phillips, Elyse Wilkins, daughter of Mr. and Mrs. C. O. Wilkins, Helen Ann Snyder, daughter of Mr. and Mrs. Glenn Snyder, and Melvina Stewart, daughter of Mr. and Mrs. W. M. Stewart, all students at Texas State College for Women, arrived Saturday night to spend the long-awaited holidays with their parents.

Miss Nancy Millard, daughter of Mr. and Mrs. Fred Millard, also a student at the Denton college, arrived Monday.

The largest group to arrive from any one school, included fifteen Texas Tech students who came in Tuesday night. Among them were: George Conklin, son of Mr. and Mrs. Lee Conklin, Jack Nicks, son of Mr. and Mrs. Walker Nicks, Dean Dunlap, son of Mr. and Mrs. W. E. Dunlap, Mary Jane Morgan, daughter of Mrs. Cooper Morgan.

(Continued on Page 8, Sec. 1)

Special Mass Christmas Eve

PUBLIC IS INVITED TO ATTEND SERVICES AT ST. ANTHONY'S

Mid-night mass will be held in St. Anthony's Church in Hereford on Christmas Eve at 11:45 p. m. it was announced. The choir, under the direction of Eugene Albracht, will render oratorios, and at 12 o'clock sharp the century-old observance of the first Mass of Christmas will be observed.

The Mass, a commemorative service of our Lord's Supper, also is commemorative of the incarnation and redemption of our Savior; the announcement pointed out. "An invitation is extended to the many individuals in the community who desire to join with us for the Christmas observance."

A beautiful crib will be in the church between Christmas and New Year, and the public was also invited to come into the church anytime throughout the day to see the ever-ancient and ever-new reproduction of the nativity scene.

Thursday evening children of St. Anthony's will present their annual Christmas entertainment in St. Anthony's Hall. A nominal (Continued on Page 8, Sec. 1)

George Connell Nueces Deputy

Announcement was made this week of the appointment of George M. Connell as a member of the sheriff's force in Nueces County. Until the time of his appointment as deputy sheriff, Mr. Connell served as city marshal at Robstown, a position which he has held for the past two years.

Mr. Connell is well known here, having been reared in this community; he is the son of Mr. and Mrs. E. F. Connell, former Hereford residents, his father being a former Texas Ranger and sheriff. He is also a brother of Ira Connell, who now operates the Whiteface Printing Company here.

Weather Chart

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

Day	Max.	Min.	Molst.
Thursday	52	—	0.00
Friday	40	—	0.00
Saturday	45	—	0.00
Sunday	40	—	0.00
Monday	55	—	0.00
Tuesday	50	—	0.11
Wednesday	56	—	0.00

FREE CHRISTMAS MATINEE FOR KIDDIES ON SATURDAY MORNING

Plans were today complete for the special kiddie's Christmas matinee, which will be screened at the Star Theatre at 10:30 o'clock Saturday morning, Dec. 24.

"The show will be absolutely free," said John Roberts, manager, "and we are preparing to accommodate as many as 1500 boys and girls."

In announcing the show, he pointed out that the presentation will be selected especially for children, featuring synchronized color cartoons and

comedies. The films will include such popular characters as Popeye, Our Gang, and the like. It was estimated that the matinee will last approximately one hour.

(Although the show is especially presented for the kiddies, he said that parents are invited to accompany the small tots. The free Christmas show, an annual feature, has met with general approval during past years—and is this year expected to be the best in the history of the event.)

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

RAY VIEW CLUB PROGRAM STRESSES VALUE OF LITERATURE IN THE HOME

The value of good literature in the home was stressed at the Ray View Club meeting held Thursday afternoon at the club rooms in the court house.

Roll Call under the direction of Mrs. John Roberts featured names of favorite authors.

In discussing "Literature in the Home," Mrs. G. W. Heard quoted Emerson's answer to the question "What is Literature?" Emerson's definition is "Literature is the Record of the Best Thoughts." She quoted John Morley as saying "Literature is one of the instruments of forming character." Continuing Mrs. Heard said "Every one should have some form of book shelf, for a home without books is a literary Sahara, or like a room without windows.

The home without books is a cheerless and largely a profitless refuge for the active boy or girl and yet, in many homes there is lacking either the means or appreciation."

Mrs. Paul Mathers talked on "Music in the Average Home." She said that the aim of modern music is to train a child to think "sound," explaining that the ear is the natural gateway to good music. She spoke on the advantages of public school music brought out the fact that there is a tremendous increase in the number of those who are taking part in the development of the music of the world. In conclusion Mrs. Mathers said that music appreciation is greater now than at any previous time due to the limitless Radio opportunities for listening.

Members attending the meeting

included Mesdames: D. H. Alexander, C. R. Barber, Coidy Conkright, H. G. Conkright, E. W. Harrison, G. W. Heard, E. B. Haddock, J. W. Kirby, Paul Mathers, John McLean, J. H. Olson, John Roberts, F. T. Roloson, J. P. Slaton, and Bob Wilson.

T. E. L. CLASS HAS CHRISTMAS PARTY

Christmas bells, a brightly decorated tree and other guletide suggestions created a holiday atmosphere for the Christmas party given for members of the T. E. L. Class of the Baptist Church Thursday afternoon at the W. I. Valentine home. Hostesses were Mrs. W. A. Long, Mrs. Roy Thompson and Mrs. Valentine.

The nativity scene near the fireplace held a note of unusual interest with the tree, from which gifts were exchanged, in the background.

Mrs. Carl Mounts was in charge of the Christmas program. She conducted a sing-song of Christmas Carols. A Christmas wish contest was enjoyed.

A salad course carrying out the class colors of pink and green, was served to Mesdames: Johnny Wilson, Harold Smith, W. A. Dobbins, Frank Lambert, Joe Evans, Jim Carroll, Allen Pawelson, Geo. Brumley, Mark Hanna, Si Orr, Jeff Gilbreath, Carl Mounts, S. L. Walsler, Wirt Phillips, Arts Daniel, Russell Daniels, Pearl Boyer, J. H. Miller, F. E. Bowe, Mrs. Hyers and the hostesses.

LUTIE FOX CIRCLE ELECTS OFFICERS

Lutie Fox Circle of the Methodist Woman's Missionary society was entertained at the church Friday afternoon. Hostesses were Mrs. S. L. Easley and Mrs. Wayne Higgins.

Red candles and Christmas greenery were used to decorate the church and a lighted and beautifully decorated tree furnished a seasonal background for the special Christmas program.

The program opened with the group singing "Silent Night" followed by the devotional, which was the Christmas story told in Scripture, given by Mrs. M. M. Beavers.

A Christmas solo was sung by Mrs. B. M. Wiltshire with Mrs. J. C. McCracken accompanying. New officers chosen were: Mrs. Doyle Rose, president; Mrs. Colby Conkright, vice-president; Mrs. Wayne Higgins, secretary; Mrs. Ralph Roden, corresponding secretary; Mrs. Orpha Clegg, treasurer; Mrs. Cawthon Bryant social service chairman; Mrs. R.

R. Wills, entertainment chairman; Mrs. B. M. Wiltshire, church membership committee; Mrs. J. C. McCracken, music chairman and Mrs. Oscar Easley, reporter.

The next meeting will be held January 20, at the home of Mrs. Oscar Easley. Mrs. Bob Wilson will be leader.

TOM WILSON IS HOST AT DINNER PARTY

With colored lights, bright packages, glistening tinsel and a gaily decorated tree forming a Christmas background, Tom Wilson was host at a holiday dinner party Friday evening at the home of his mother, Mrs. C. C. Rockwell.

Tables for four were festive with decorations. Red candles in the shape of tiny Christmas trees centered each table where places were marked for the girls by clever little china doll pin cushions done in shades of pale blue and pink. At the places for the boys toy soldiers manned cannons in true army fashion.

All appointments for the dinner emphasized the holiday note.

Games were enjoyed after the dinner.

Those present were: Mary Ruth Russell, David Phillips, Christine Smith, Nolan Grady, Margaret Barber, James Barnard Hicks, LaNelle Farmer, Bobby Jennings, Arline Millard, Billy Walker, Betty Jean Prolock, and the host.

MISS KIRBY IS HOSTESS FOR JUNIOR BAY VIEW CLUB

Miss Katherine Kirby was hostess for members of the Junior Bayview Club Thursday evening.

A brief business session was followed by a welcome to Mrs. Elizabeth Womble as a new member.

Miss Eloyse Pitman read an article prepared by Mrs. Jimmie Gillettine in which "The Coco Cola Industry," its origin and growth were discussed. The industry which had its beginning in Atlanta, Ga. in 1886, showed a net income last year of over 24 and 1-2 million dollars. The industry has two parts, one leading to the glass on the soda fountain, the other to the bottle in the consumers hand, both coming from the Coco Cola Company's own syrup plants. The syrup goes via 1,900 whole-salers to about 100,000 fountain operators. The bottlers sell to some 1,100,000 dealers, who sell to the public.

Mrs. Frances McClendon chose "The Hays Office" for her discussion. Will H. Hays has been called the "Cat's Whiskers" in the motion picture business, which relies on him to guide it through tight places and around dangerous corners in the same manner a cat relies upon its whiskers for approximately the same thing.

Mr. Hays is president of the Motion Picture Producers and Distributors of America Inc. which is never called anything but the Hays Office. The Hays Office membership includes all the major producing companies and most of the lesser studios. The film that meets the Hays Office test is approved and released to a world market of close to a quarter of a billion persons per week. Hays office is in New York and his salary is \$100,000 per year.

Mrs. McClendon summed up her discussion by quoting directly Hays is most likely to become emotional about two subjects. One is the vast responsibility of his position as the cat's whiskers. The other is the vast responsibility of his position as defender of the eternal verities of American Ideals. It is a heavy burden, and by and large he has carried it with few missteps. He is despised by some moralists for being too liberal, and by some liberals for being too moral." But Will Hays has always tried to find the golden mean, and when the criticisms are blended they indicate that he has not failed."

After the program Christmas Carols were sung with Miss Ruth Conkright at the piano and Miss Eloyse Pitman leading.

Those present at the meeting included Eloyse Pitman, Mrs. J. T. Gilbreath Jr., Mrs. Frances McClendon, Mrs. J. W. Witherspoon Edna Daughtee, Mrs. Elizabeth Womble, Nancy Conkright, Ruth Conkright, Rhita Jean Sullivan and the hostesses.

LONE STAR STUDY CLUB IS ENTERTAINED WITH A PARTY

Christmas customs and stories were described at the Yuletide party for the Lone Star Study club Monday afternoon at the attractively decorated home of Mrs. Jack Grady. Mrs. C. F. Moore was assistant hostess.

Christmas decorations and a beautifully decorated tree sparkled in the glow of lighted candles. Christmas colors predominated in the appointments of the refreshment course and gifts were exchanged.

The program opened with Christmas Carols sung by the entire group, led by Mrs. Louie LeGrand with Mrs. Ellis Coombes at the piano.

Two appropriate piano selections were given by Mrs. H. A. Close followed by a Christmas

story "The Romance of the Cradle" by Mrs. Coombes.

"Star of the East" a duet was sung by Mrs. Elmo Lawton and Mrs. Earl Phillips.

A musical contest conducted by Mrs. C. F. Moore and Mrs. Ellis Coombes told the story of "A Soldier's Dream."

After Mrs. H. A. Close played "Jingle Bells" the program was concluded with members of the Club repeating the club collect.

Those present included Mesdames: Elmo Lawton, Joe Kendall, Louie LeGrand, H. A. Close, R. G. Blue, C. F. Moore, Coy Phillips, Earl Phillips, Owen Stagner, Charles Sowell, Robert Thompson, Lawrence Womble, E. W. Young, B. R. Dixon, Ellis Coombes, A. Petersen and Mrs. Grady.

PLEASURE HOUR CLUB HOLDS CHRISTMAS PARTY AT LONDON HOME

The annual Christmas party for members of the Pleasure Hour Bridge Club was held at the

home of Mrs. Boyd London Thursday afternoon.

Red and green rope streamers were strung from chandeliers to room corners. Christmas bells decorated doorways and windows and the decorated tree shone with tinsel and glittering ornaments. Tallies and accompaniments for games of bridge depicted Santa Claus scenes. Prizes went to Mrs. Roy Jowell, high and Mrs. B. R. Dixon, low.

Those present were: Mesdames Elmo Lawton, B. R. Dixon, Earl Phillips, Roy Jowell, Harry Lomas, Buford Farmer, Chris Renfro, and the hostess.

DESERT BRIDGE IS GIVEN

Mr. and Mrs. Tom McCollum were hosts at a delightfully informal desert bridge party at their home last week.

The house reflected the holiday mood of the guests with gay holiday-time decorations, augmented by

a glittering, sparkling Christmas tree.

Christmas favors that matched the festivity of the occasion adorned the refreshment table.

High score awards in the bridge games went to Mr. and Mrs. Travis Dameron.

Those playing were Messrs. and Mesdames: Knox Kinard, Travis Dameron, Paul Mathers, Bernard Hicks, Colby Conkright, and the hosts.

CHRISTMAS! ENTERTAINMENT

presented at St. Anthony's School by the school children 8:00 p. m. THURSDAY DECEMBER 22, 1938

ADMISSION EVERYONE WELCOME

SEASONS

GREETINGS

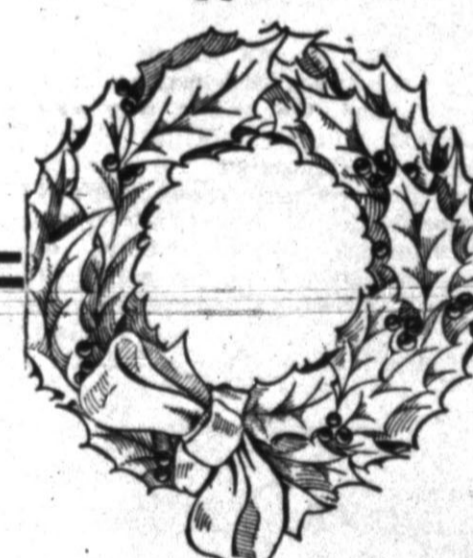
Though your purchases may have been large or small we thank thank you one and all, and invite you to come to see us in 1939.

Gulf Oil Corporation

E. E. FRIDLEY
Consignee

ETHEL FRIDLEY
Bookkeeper

JACK HIGGINS
Delivery Salesman



Here's a Christmas Gift...

We'd like to exchange gifts with you — something that we value very highly—our friendship and service for your continued good will. We want you to know we've appreciated your regard and that we'd like to keep it.

PIGGLY WIGGLY
and Employees

BEST WISHES

of the Season

May all the happiness and prosperity that have been your share in the old year be magnified many times in the New Year

QUALITY FOOD STORE


MR. AND MRS. J. W. ROBINSON
Phone 120

DANCE....

AT

Firemans Hall

Saturday
December 24th
9:00 p. m.

A REAL CHRISTMAS PARTY


WITH THE GOOD MUSIC OF

HETRICKS RHYTHM CLOWNS

You're invited to the Hereford Fireman's big Christmas Eve Jamboree! There'll be fun galore when you dance under the soft lights to the sweet music of Hetrick's Rhythm Clowns.


Favors For Everyone!

Admission



\$1.

PER COUPLE



Hereford Firemens Club

Penney Workers Will Get Bonus

A special Christmas bonus will be distributed during the week before Christmas to over 30,000 employees of the J. C. Penney Company including those in Hereford. The company's Board of Directors voted the extra 1933 remuneration a recognition of the associates' service and loyalty during the year.

Those who have been associated with the Penney Company in any of its stores, offices or warehouses for one full year on the date the bonus is distributed will receive two week's extra salary. Those who have been with the company for shorter periods will receive payments commensurate with their length of service.

DINNER CLUB HAS CHRISTMAS PARTY

Red appointments and red candles predominated in decorations for the Tuesday Dinner Club Christmas party given at the home of Mr. and Mrs. J. A. Pitman on Tuesday night.

After the dinner bridge games furnished entertainment, with prizes awarded to Mrs. Alton Fraser and Miss Pitman.

Symbolizing the holiday spirit was a lavishly decorated tree that glowed in the glow of dozens of colored lights. Gifts were exchanged.

Those present included Messrs. and Mesdames S. P. Rosson, Alton Fraser, Homer Fox, C. C. Acker, H. A. Close, Jack Wayland, Mrs. Sell B. Holman, Miss Elroye Pitman, Mac Pitman, Mrs. Wm. Ellis of Sweetwater, Mr. and Mrs. A. R. Bateson, Mr. and Mrs. C. C. Rockwell and the hosts.

MEMORIAL SERVICE TO BE GIVEN TO NIGHT

A memorial service under the direction of Miss Mattie Mae Swisher will be given at West Park Cemetery to night at 7:30 o'clock.

The program is being presented by the Hereford Choral Club, newly organized music group, assisted by the ministers of the town.

Those desiring to attend may park their cars where they can see and hear the performance to the best advantage.

THE STATE OF TEXAS

To The Sheriff or Any Constable of Deaf Smith County, Texas, Greetings:

You are hereby commanded to summons Roy Swinburn, whose residence is unknown, to appear at the next regular term of the District Court of Deaf Smith County, Texas, to be held at the Court House thereof in the City of Hereford on the 5th Monday in January, 1934, being the 30th day of said month, then and there to answer a petition filed in said Court on the 21st day of December, 1933, the file number of which is 2447, in which suit Alton T. Fraser is plaintiff and Roy Swinburn and John Cunningham are defendants; the cause of action being alleged to be that plaintiff and defendant are the joint owners of lot number 10, and part of Lot number 9, as will include one-half of the brick wall of the building standing on the South part of said lot number 9, all in Block No. 25, of the Original Town of Hereford, Deaf Smith County, Texas; and that said property is not susceptible of partition in kind and can only be partitioned through a sale of said property by a receiver and the proceeds thereof divided; praying that

a receiver be appointed to sell said land, for a reasonable attorney's fee, costs of suit, and further relief in law and equity. You are commanded to so summons such defendant and serve this citation by making publication of the same once in each week for four consecutive weeks previous to the return day hereof, in some newspaper published in your county, but if there be no newspaper published in said county, then in any newspaper in the nearest county where a newspaper is published. HEREIN FAIL NOT, but have you before said Court on the first day of the next term thereof, this writ with your return thereon, showing how you have executed the same.

GIVEN UNDER my hand and seal of said Court in Hereford, this 21st day of December, 1933.
L. H. FOSTER,
Clerk, District Court of Deaf Smith County, Texas.
Issued this the 21st day of December, 1933.
L. H. FOSTER,
Clerk, District Court of Deaf Smith County, Texas.
51-4tc

Want Ads

For Sale or Trade

FOR SALE: 500 nice fryers, Whitebrooks. Mrs. Fred Pitner, 1 mile southeast town. 51-3tp

FOR SALE—Plenty of Pure Hog Lard. See Ted Young, Hereford, Texas. 49-3tp

GIVE ME A Chance to trade with you on a GOOD Used Car. J. M. Murchison at Brumley-Woodford Motor Co., Inc. 49-4tc

FOR SALE—Hogs, weaning size up to 180 pounds. V. E. Dodson, 1-2 mile east of Progressive School. 49-3tp

FOR SALE—Electric Fence, guaranteed 5 years, runs 30 miles fence—\$22.00. Complete stock on hand at all times. See B. E. Brumley, Hereford, Texas. 45-1tc

FOR SALE or Trade: Windcharger wire and drops, 2 batteries, 14 ft. wood tower, 10 ft. steel tower, complete outfit. Selling because of REA line. A. L. Caviness, 12 miles S. E. of Hereford. 3tp

For Rent

FOR RENT: The F. A. Bone house next door to Mrs. J. B. Hammer home. Write Mrs. F. A. Bone, 1802-B Washington, Amarillo, Tex. 1tp

FOR RENT—3-room house. See Aubrey Daniel at Phillips 66 Station No. 1. 51-1tc

FOR RENT—Furnished Apartment. Adults. See or call Mrs. Mattie Rutherford. 51-1tc

FOR RENT: Small furnished apartment. Modern conveniences. Frances Apartments 51tc

FOR RENT: Five room house, grass and wheat pasture for twenty head of cows. Baby beef turkey toms and hens for sale, also sows and pigs, ground feed. M. C. Hancock, 7 miles S. E. on Dimmitt Highway. 5tp

FOR RENT—Two apartments, one furnished and one unfurnished. Mrs. C. O. Lee, 1029 23-Mile Ave.

GIVE ME A Chance to trade with you on a GOOD Used Car. J. M. Murchison at Brumley-Woodford Motor Co., Inc. 49-4tc

Wanted

Wanted: Cattle to pasture. Can use around 150 head, 3 miles east town. Albracht Bros. 51tc

WANTED—To keep children for parents who want to Christmas shop or go to social affairs. Prices reasonable. Mrs. Travis Vaughan, 504 E. Eleventh St., across from E. S. Ireland home. 49-3tp

WANTED—One section best land, shallow-water Deaf Smith County. Pay Cash. Full description, location first letter. Syd Maxfield, 429 Northwest 17th St., Oklahoma City, Okla. 50-3tp

WANTED—Ten fresh four-gallon milk cows, three to five years, and ten heifer calves. Quote price F. O.

H. Hereford, Box 186, Hereford, Texas. 50-7

Lost and Found

LOST: Hampshire Sow, weight about 250 lbs. Last seen at Vachel Ridley's place, 10 miles Northwest of Bellview, N. M. Roy Shuck. 1tp

GIVE ME A Chance to trade with you on a GOOD Used Car. J. M. Murchison at Brumley-Woodford Motor Co., Inc. 49-4tc

LOST—Boy's heavy wool plaid jacket with the initials B. P. on the zipper. Finder please notify Richard Peterwen at the Brand Office. 1th

FOUND—Several Pairs of gloves, a scarf and a hat. Owners please call at the Brand Office. 1th

LOST OR STRAYED: One White faced cow and one young heifer. Both branded half circle on left hip. B. K. Greeson, Summerfield or notify the Hereford Brand. 3tp



A DISTINCT PLEASURE

It is with profound pleasure and appreciation that we take this means of expressing our sentiments of Season's Good Cheer to the friends and customers of this firm.

Your liberal support is valued most highly by the employees and management. Your cooperation is best manifest has been our pleasure, and we are glad to express our thanks.

May we continue to serve you in the future? We have set our goal to even more efficient service, and we desire the privilege of showing you how sincere we really are. Again we say, "Thank you."

J. C. PENNEY COMPANY
INCORPORATED
and Employees

City of Hereford
AND ITS
Employees
EXTENDS

COMPLIMENTS

of the Season

and sincere good wishes for
a HAPPY, PROSPEROUS
NEW YEAR. We hope that
your every Christmas wish
will be realized and the New
Year be full of health and

BUSINESS AND DIRECTORY

A. O. THOMPSON ABSTRACT CO.

Complete tract index of all lands and towns in Deaf Smith County.
Write us for information concerning land ownership.
DEAF SMITH COUNTY MAPS — 25¢ MEMBER



INSURANCE

JNO. H. PATTON
PHONE 59

DR. J. W. KENNEDY

Chiropractor and Masseuse
and Acupuncturist
DR. L. F. FURR
100 E. Street
Just North of Hennes's Park
Phone 341 for Appointments

ABSTRACTS
OF ALL Deaf Smith County
Land Titles.
DEAF SMITH COUNTY
ABSTRACTS INC.
CHIT Estes, Manager

SWAP!
Through the
WANT-ADS

Xmas Specials!

CALIFORNIA ORANGES	
Bushel	\$1.35
Peck	35¢
Dozen	20¢
TEXAS ORANGES	
Bushel	\$1.25
Peck	30¢
2 Dozen	25¢
TEXAS GRAPEFRUIT	
Bushel	\$1.00
Dozen	25¢
TANGERINES	
2 dozen	25¢
Romes or Winesap Apples	
Bushel	\$1.25
Peck	35¢
Dozen	15¢
BIG RED GANOS	
Bushel	\$1.35
Peck	35¢
Dozen	20¢
Honey, 1-2 gal. comb	60¢
Honey, 1-2 gal. extracted	50¢
COUNTRY SORGHUM	
1-2 gallon	35¢
Gallon	65¢
PAPER SHELL PECANS	
Large, 2 lbs.	45¢
Medium, 2 lbs.	35¢
Peanuts raw or roasted	
3 pounds	25¢
Sweet Potatoes	
Bradley's Yams lb.	3¢
Maryland sweets 10 lbs.	35¢
Spuds, per lb.	2¢
Onions, 3-lbs.	10¢
Xmas Trees, 25¢ to	50¢
Popping Corn, 2 lbs.	15¢

Wishing you a Merry Xmas and a prosperous New Year!

CORNER
Fruit Stand

Raymond & Happy Hawkins

Wishing You a

JOYOUS YULETIDE

To One and All:

Using Big Type and making plain statements of facts, we tell you what we'd like to be able to say to you personally. We're thinking of each of you when we say, "MERRY CHRISTMAS and a HAPPY NEW YEAR" . . . We're thinking of your friendship, your thoughtfulness, your patronage, the help you have been to us in a personal way and in our business. We are trying to portray in print the warmth that is in our hearts for you, the gratitude we feel for the things you have done for us. In the language we'd use if we were talking with you individually, we say, "THANKS A LOT, FOLKS. You've been mighty fine to us and we're not forgetting it. We want to continue serving you, if you will let us. So MERRY CHRISTMAS and many more of them!"

ALDERSONS
VARIETY STORE

MR. AND MRS. TOM ALDERSON
and MARGARET

- ★ Health
- ★ Happiness
- ★ Prosperity

At no other time of the year than at this glorious Yuletide is the spirit of happiness so much in evidence. The usual Christmas Greetings are significant at this time when good wishes for all fill the air.

A glorious Christmas is our wish, of course, yet we want this sentiment to carry on through the coming years. We want each of you to enjoy Health, Happiness and Prosperity. It is our hope that your every wish will be realized, that each ambition may materialize, so that the new year may be the happiest of them all.

You have been most considerate of us in the past with your fair friendship and splendid patronage; for both we are grateful. May we continue this pleasant association in the future.

Brumley-Woodford
MOTOR CO.
and Employees
Chevrolet - Oldsmobile

West Texas Gas Co.

Natural Gas—Your Quick-Clean-Economical Servant

GREETINGS

for the coming

Christmas and New Year

May Christmas bring you joy and each day of the year add to your joy!



THANKS FOLKS..

We are Appreciative of your Kindnesses and Confidence. The sincere wish of every member of this organization is that we may continue to serve you to your satisfaction. We wish for each of you the **MERRIEST CHRISTMAS**. You have ever known and a Year **FULL OF HAPPINESS, HEALTH and PROSPERITY**. May you experience a satisfactory fulfillment of every vision and plan!

A Merry Christmas and Happy New Year

Jones Dry Goods Inc., & Employees

PERSONALS

Mr. and Mrs. Alton Miller accompanied by Miss Lois Maddox plan to spend Christmas day in Lubbock with Mrs. Miller's and Miss Maddox's parents, Mr. and Mrs. H. W. Maddox.

We have just 8 Printess Coats and for Christmas Special, we are offering these \$29.75 values at \$14.95. Just try one on! Jones Dry Goods, Inc.

Glean Allison, Central School

principal left Wednesday afternoon for Charendon to spend the holiday vacation with his parents.

Miss Ruby Dutton, Miss Lois McCaslin, Miss Mildred Lindsey and Miss Imogene Cotton left yesterday for their respective homes in Canyon, Memphis and Abernathy where they will spend the holidays with home folks.

We have just 8 Printess Coats and for Christmas Special, we are offering these \$29.75 values at \$14.95. Just try one on! Jones Dry Goods, Inc.

C. F. Kerr and son, Will S. Kerr returned Saturday from a two week business trip to Boerne, Texas.

Mr. and Mrs. Harry Sherrill of Higgins spent the week end in Hereford. They were guests of Mr. and Mrs. Glenn Weir.

Mr. and Mrs. L. J. Bennett plan to spend the holidays in Beaver Okla., with their daughter, Mrs. Mm. McMillan and family.

We have just 8 Printess Coats and for Christmas Special, we are offering these \$29.75 values at \$14.95. Just try one on! Jones Dry Goods, Inc.

Mrs. Bonnie Brumley, Mrs. W. A. Knox, Mrs. Elmer Patterson and children were in Amarillo Thursday to attend a family dinner party at the home of Mrs. Brumley's sister, Mrs. Richard Fly. Mrs. Brumley's brother, Marvin Knox and Mrs. Knox also attended the dinner party.

Miss Frances Turrentine, teacher at El Paso public schools is expected to arrive Friday to spend the holidays with her sister Mrs. E. W. Harrison.

Miss Louise Jacobsen who teaches in Littlefield will spend the Christmas vacation here with her parents, Mr. and Mrs. John Jacobson.

Mrs. J. C. Gilbreath of Dimmitt was shopping in Hereford Monday.

Mr. and Mrs. D. C. Laird, Jr. of Kilgore, arrived Sunday night to spend the week with Mrs. Laird's parents and with Mr. Laird's aunt, Mrs. Seth B. Holman. They spent Monday in Amarillo with Mr. Laird's sister, Mrs. M. Y. Galloway and family.

Mrs. William Hales and daughter of Toyah, Texas, arrived Tuesday to spend the Christmas holidays with Mr. and Mrs. S. P. Rossen.

Mrs. J. T. Gilbreath Jr. and sister, Mrs. Newt Gilliland of Kilgore were in Amarillo Tuesday.

Ralph White and his mother-in-

law, Mrs. Alice Crosswhite spent Sunday with relatives in Plainview.

Mr. and Mrs. Owen Stagner expect to spend Christmas day with his parents, Mr. and Mrs. Joe Stagner of near Earth.

Mr. and Mrs. J. B. Stoker returned Monday night from visits with relatives in Post, Abilene, and Dallas and Breckenridge. While away they attended the forty fifth wedding anniversary of her sister Mrs. W. C. Veale in Breckenridge.

Troy Womble Jr., came home Tuesday from Lubbock, where he is attending Texas Tech College. He will spend the holidays with his parents, Mr. and Mrs. Troy Womble. Troy will return to Lubbock soon to accompany the Tech Band to the Cotton Bowl Football game in Dallas, on January 2

Members of the Hereford Civic Chorus who assisted in the rendition of "The Messiah" Sunday night in Amarillo, were Mesdames A. O. Thompson, Bank Bamey, C. C. Ferguson, Ralph White, J. E. Beyer, J. B. Jones H. L. Broadwell, O. G. Hill, Nellie Y. Gregory, Miss Mattie Mae Swisher and Mr. and Mrs. O. T. Williams.

Mrs. Newt Gilliland and daughter Cecil Jeanne of Kilgore arrived Saturday to spend the holidays here with her parents, Mr. and Mrs. Henry Hastings. She will be joined here by her husband on Christmas Eve. Mr. Gilliland is

the son of Mr. and Mrs. J. M. Gilliland of this city.

Mr. and Mrs. Colby Conkright plan to leave today for Sherman where they will spend the holidays with her parents M. and Mrs. J. J. Flannery and other relatives. Enroute they will stop for a brief holiday visit with Mr. and Mrs. C. H. Dillehay and family at Vernon.

Mrs. Jon Wayland of Amarillo visited in the home of her son Jack Wayland last week.

"My Skin Was Full of Pimples and Blemishes from Constipation," says Verna Schlep: "Since using Adlerika the pimples are gone. My skin is smooth and glows with health." Adlerika removes BOWEL bowels, and relieves constipation that so often aggravates a bad complexion. GET DRUG STORE.

BIG Price Reduction brings cost of new **PONTIAC** DOWN TO ONLY **\$758***

*Delivered at Pontiac, Michigan. Prices subject to change without notice. Transportation, state and local taxes (if any), optional equipment and accessories—extra.

Take advantage of price cuts up to \$92—one of the industry's biggest! Why drive one of the lower-priced cars when for a difference of only 12c a day you can buy a Pontiac—America's finest low-priced car.

Newton Motor Co., 317 E. Main St., Hereford

R. H. KEMP LUMBER CO.

The Management and Employees

SEASON'S GREETINGS

At this Holiday Season we feel prompted to tell you how deeply grateful we are for the consideration you have so kindly extended us in the past year and to wish each of you a Christmastide of happiness and a year of health and prosperity.

Read What The People Who Saw "Four Daughters" At The Preview Say About The Picture.

"A beautiful picture well acted. Don't miss "Four Daughters It Is So Human."—Mrs. Bill Hutson.

"One of the finest pictures ever produced. Every Mother and Dad MUST not miss it."—Mrs. O. F. Long.

"Four Daughters" is a wholesome heart stirring picture. There are many commendable features about the picture, but to me the outstanding characteristic is the portrayal of a family passing through more than its share of strained relationship without the least suggestion of hatred or bitterness. Each participants disappointments were mellowed and finally dissolved by love."—Rev. H. M. Redford.

PLEASE believe us when we say you MUST not let "Four Daughters" leave Hereford without seeing it.

—J. H. ROBERTS, Mgr.

Breathe Freely

People that use BROWN'S NOS-O-PEN never have a stopped up head. Instant relief from HAY FEVER, ASTHMA and HEAD-COLDS. Guaranteed. Price \$1.00

CLOSE DRUG STORE

XMAS CANDIES

We have many kinds of Christmas Candies and also the cane sticks that kiddies like to well. Shop here for Christmas Candies.

—THE—
Candy Kitchen

ANNOUNCING

The Purchase of The **HEREFORD NEWS STAND** by **J. B. WHITLOW and NOEL ANDREWS** from C. W. and W. W. Bennett

The News Stand will be under the management of Mrs. Whitlow and Mrs. Andrews! We will endeavor to carry a complete line of Magazines, News Papers, Cigars, Cigarettes, Tobaccos, Candies, Soda Pop and other Sundries.

Wishing You a Merry Xmas and a Happy New Year!

We Invite Your Patronage

HEREFORD NEWS STAND
J. B. WHITLOW NOEL ANDREWS

MERRY CHRISTMAS

We desire to extend to you the compliments of the season and express our sincere wishes for your prosperity in the coming year. We hope to continue the relations between us.

AND A HAPPY NEW YEAR

BEAVERS BROS. GARAGE

Remembrance is Sweet... with **Yardley** OF LONDON

Christmas giving is sweet with the traditional fragrance of Yardley's famous English Lavender. This aristocratic gift set contains English Lavender Face Powder, Talcum Powder and Lavender Soap. Mail or phone orders filled. \$3.25

Corner Drug
Hereford, Texas

Significant of the **Holiday Season**

The Yuletide Season brings with it the pleasant thoughts of friendship, tried and proven, and cherished through the months just past. It makes us realize that friendly associations with our fellow men are invaluable in both public and private life and are above things material.

It is significant of the season, then, that we pause to say Merry Christmas and Happy New Year. And a courteous Thank You for your patronage. May your every Yuletide wish be realized.

CONSUMERS FUEL ASS'N
and Employees

Billie Stoker To Visit Here

Fort Worth.—Miss Billie Stoker, a senior in Texas Christian University here, will spend the holidays in Hereford with her parents, Mr. and Mrs. J. B. Stoker.

The Christmas holiday period begins at 1 p. m. Thursday, Dec. 22, and closes at 8 a. m. Wednesday, Jan. 4. All but 15 or 20 students who come from great distances, and the football squad, which is preparing for the Sugar Bowl game in New Orleans, Jan. 2, will leave the campus.

Miss Stoker is a major in English and a member of the Sigma Tau Delta, honorary English society.

Bellview News

(15 miles northwest)

MRS. R. H. JOHNSON

Most people are complaining that Christmas has "slipped-up" on them this year.

The Bellview churches are going to have a Christmas tree together at the Methodist Church Saturday night. Each of the three churches are to furnish treats for their own Sunday School as well as for the children who do not attend Sunday School, who may attend the gathering.

The senior and junior boys and girls of Grady came to Bellview for a game Saturday night. Their junior boys won, but Bellview kept the honors in senior boys and girls.

Archie Meredith, who is attending Penial College at Bethany, Okla., is here to spend the Christmas holidays with his parents, Mr. and Mrs. Merion Meredith.

Rorex Laceywell and Milton Grimes went to Clovis early Friday morning to catch the train for Detroit, Mich., where they will attend a welding school.

Claude, Shaffer, who sometime ago joined the navy is visiting home folks this week.

Mr. and Mrs. Harry Poyell and little son, Garland, moved to Clovis the first part of the week.

Mrs. Vernon Cogdell was called to Oklahoma City the last of the week to the bedside of her brother, who is seriously ill in a hospital there.

Mr. Clark White of San Jon visited her parents, Mr. and Mrs. A. C. Johnson Monday.

Mr. and Mrs. L. M. Chandler and family of Endee and their

guests, Harmon Chapman of Fortales visited the R. H. Johnson home Sunday.

W. W. Laceywell is having his home stuccoed.

AN EXTRA ROOM? TRY A WANT AD!

LEGAL NOTICE

SHERIFF'S SALE

THE STATE OF TEXAS, County of Deaf Smith.

NOTICE IS HEREBY GIVEN That by virtue of a certain Order of Sale issued out of the Honorable 78th District Court of Wichita County, on the 14th day of November, 1933, by the Clerk of said court for the sum of Four Thousand Eight Hundred Thirty-Four & 50/100 Dollars and costs of suit, under a certain judgment, in favor of George E. Martin in a certain cause in said Court, No. 32307-B and styled George E. Martin vs. Blann Poff and Blanche Poff, wife of Blann Poff, and placed in my hands for service, I, J. O. Newell as Sheriff of Deaf Smith County, Texas, did, on the 7th day of December, 1933, levy on certain Real Estate, situated in Deaf Smith County, Texas, described as follows, to-wit:

The Southwest Quarter (S W 1/4) of Section Number Ninety-One (91) Block M-7, B. S. & F. Survey, Patent Number 133, Vol. 30, described by metes and bounds as follows: Beginning at the N. E. Corner of Section No. 107, this block:

Thence East 957 1/2 varas to the S. E. Corner of this tract; Thence North 959 varas to the N. E. Corner of this tract; Thence West 957 1/2 varas to the N. W. Corner of this tract; Thence South 959 varas to the place of beginning, and containing 162.65 acres of land, said land situated in Deaf Smith County, Texas.

and levied upon as the property of Blann Poff and Blanche Poff and that on the first Tuesday in January, 1933, the same being Tuesday the Third day of said month, at the Court House door of Deaf Smith County, in the City of Hereford, Texas, between the hours of 10 A. M. and 4 P. M., by virtue of said levy and said Order of Sale, I will sell said above described Real Estate at public vendue, for cash, to the highest bidder, as the property of said Blann Poff and Blanche Poff, his wife.

And in compliance with law, I give this notice by publication, in the English language, once a week for four consecutive weeks immediately preceding said day of sale, in The Hereford Brand, a newspaper published in Deaf Smith County.

Witness my hand, this 7th day of December, 1933.

J. O. NEWELL, Sheriff, Deaf Smith County, Texas. 49-40c

SHERIFF'S SALE

THE STATE OF TEXAS, County of Deaf Smith.

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and Blanche Poff, wife of Blann Poff, and placed in my hands for service, I, J. O. Newell as Sheriff of Deaf Smith County, Texas, did, on the 7th day of December, 1933, levy on certain Real Estate, situated in Deaf Smith County, Texas, described as follows, to-wit:

The Northwest Quarter (N W 1/4) of Section Number Ninety-One (91) Block Number 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 Section No. 100, this block; Thence East 957 1/2 varas for the N. E. Corner of this tract; Thence South 959 varas to a point for S. E. Corner of this tract; Thence West 957 1/2 varas; Thence North 959 varas to the place of beginning and containing 162.65 acres of land, said land situated in Deaf Smith County, Texas.

and levied upon as the property of Blann Poff and Blanche Poff, and that on the first Tuesday in

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Witness my hand, this 7th day of December, 1933.

J. O. NEWELL, Sheriff, Deaf Smith County, Texas. 49-40c



'Tis an old friend who greets you and hopes that your year will be just running over with joy and good cheer.

ROBERSON
Battery - Electric Station

JEFF ROBERSON, Owner

A Word To The Wise ALKA-SELTZERIZE



Millions of users feel that they get quicker, more pleasant, more effective relief from ALKA-SELTZER than from old-fashioned unpalatable preparations. That's why ALKA-SELTZER is more in demand than almost any other single item in the average drug store.

We recommend ALKA-SELTZER for the relief of Gas on Stomach, Sour Stomach, Headache, Colds, "Morning After," Muscular Pains, and as a Gargle in Minor Throat Irritations.

We really mean it.

Use ALKA-SELTZER for any or all of these discomforts. Your money back if it fails to relieve.

In addition to an analgesic (Acetyl-Salicylate of Soda), each glass of ALKA-SELTZER contains alkalis which help to correct those everyday ailments due to Hyper-Acidity.

In 30¢ and 60¢ packages at your drug store.



Alka-Seltzer

Hearty Christmas Greetings

May Health, Fortune and Happiness come to all. And may you be prosperous as never before and may the new times for which we have hoped so long actually appear and cheer your days.

Continental Oil Company

O. E. EASLEY, AGENT



To Our Friends

The approach of another year brings with it the opportunity we so much enjoy of extending our best wishes for a delightful and enjoyable Yuletide Season to all those whom we call our friends. It is these splendid associations that make this community such a pleasant place in which to live and which makes it pos-

sible for its institutions to enjoy such unusually good patronage.

In appreciation of this civic loyalty, as well as for the fine business that has been ours, we find ourselves eagerly awaiting the opportunity of sending you Christmas Greetings and a host of Good Wishes for the New Year.



JIMMY GILLENLINE
MRS. JOHN McLEAN
E. V. MILLER

THE HEREFORD BRAND

MRS. SETH B. HOLMAN

STANSELL SCOTT
SHERMAN MORGAN
RICHARD PETERSEN

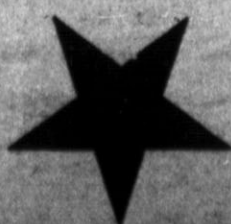


Always a Welcome Gift

A SUBSCRIPTION TO

The Hereford Brand

"Your Home Town Newspaper Since 1901"



Father Of Local Residents Dies

Funeral services for James W. Scott, father of Stansell Scott of Hereford and of Mrs. Fred Moreman of the Ward Community, were held at 2:30 o'clock Tuesday evening, Dec. 20, at Dodson, Texas.

Vega News

(28 miles north)

MRS. E. S. SHIELDS

Miss Ethel Robinson of Hobbs, New Mexico, is a guest of her uncle, Roy Robinson and family.

Mr. and Mrs. Earl May recently adopted twin girls from a children's home in Abilene.

Mrs. H. G. Green was hostess to the annual Christmas party for the Presbyterian Missionary Society at her home Wednesday afternoon, with Mrs. R. W. Armistage as co-hostess.

Mr. and Mrs. Jess Giles visited relatives in Pampa, Friday.

Forrest Weimhold of Sudan visited his parents, Mr. and Mrs. H. H. Weimhold, from Friday through Sunday.

Mr. and Mrs. Warren Robinson and Miss Francis Brents left Friday for a ten day stay with W. H. Brents and family at Crosbytown.

Dr. and Mrs. Leo Harrison and daughter of Iowa spent from Friday until Monday with Mr. and Mrs. Seth Funk; the Harrisons were enroute to Long Beach, Calif. where the doctor has an osteopath clinic.

Wayne Miles is spending the week in Memphis.

Mrs. Lucky Leavell from Hobbs, Okla., is a guest of Mrs. Leavell's parents, Mr. and Mrs. S. W. Funk this week.

Mrs. Grasm Bell was hostess to the Tongue and Thimble Club Tuesday afternoon; gifts were exchanged by the club members.

Miss Ellen Lewis spent the week end with relatives in Amarillo.

Mrs. Charley Johnson and daughter, Mary Marie, of Skellytown are visiting in the Merle Wood home this week.

Thomas Brents came in Friday night from Fort Worth to spend the Christmas holidays with home folks.

Henry Critz and son, Lorrens of Adrian, visited Mrs. R. V. Cooper Saturday.

Mrs. C. M. McNabb, Mrs. Wiscott, Mrs. W. A. Jinks and Mrs. Iva Houseman were hostesses to a Christmas party for the Methodist Missionary society at the country home of Mrs. McNabb, Thursday afternoon.

Child." Mrs. Verge Shields, told a Christmas legend of "The Shoemaker and His Vision." Mrs. Roy Ivy, the incoming president, was presented, with a leather purse by the society.

The Parent-Teachers Association had open house at the high school auditorium Tuesday evening, games and a short program entertained the guests.

Miss Mary Louise Loyd, daughter of Mr. and Mrs. Roland Loyd, who is a senior in McMurry College at Abilene had the highest rating of all the students at mid-semester examinations last week.

The Worth-While Home Demonstration club met in the Home of Mrs. Mora Bell, Friday afternoon, Mrs. John Haliburton and Mrs. G. A. Bell were co-hostesses.

Miss Mary Louise Loyd and her brother Roland Jr., of Abilene came Saturday to spend two weeks with their parents Mr. and Mrs. Roland Loyd.

Mr. and Mrs. W. A. Williams attended the installation of Kiwanis club officers at Plainview, Tuesday night and a meeting of the same nature in Amarillo, Thursday night.

Adrian News

(48 miles northwest)

BY MRS. ALLAN BELL

Rev. Perrin, Plainview pastor, preached at the morning hour Sunday. He was accompanied by his wife and son.

Roy Hammit, brother of E. L. Hammit, visited here over the week-end. Roy is a freshman at W. T. S. C., Canyon.

The Community Christmas tree will be held at the auditorium in the school. Grade school children are presenting an operetta, "The

Old Woman Who Lived in a Shoe." Mrs. Emmett McAdoo is musical director, Mrs. Oscar Bruce is dramatic director.

Mr. Hammit and J. C. Baker gave a stag dinner Sunday at the Chapman Cafe for Walter Lemke, Robert Crenshaw, and Roy Hammit.

Most of the teachers plan to visit their homes during the two-week holiday period.

Rev. and Mrs. Oscar Bruce will go to Loraine to visit the Bruce family.

Mrs. Levi and Nancy will go to Bowie for a visit with her parents, Mr. and Mrs. Hunter.

Mrs. Emmett McAdoo will spend the holidays in Amarillo and other West Texas points.

J. C. Baker will spend the holidays in Canyon and other points in this area.

Mr. and Mrs. Bill Brown and son will visit her parents, Mr. and Mrs. Bourland, at Flomona.

Mr. and Mrs. Orville Calhoun, Sarah and Tunky, Wilbur Link and Claude Wall left Saturday morning for Borger, S. C.; they will meet Evelyn Calhoun who is a student at T. S. C. W., Denton, in Dallas, and she will join them for the trip.

Mrs. Henry Creitz and Mrs. Glen Howard entertained the bridge club with a Christmas tree party.

Mr. and Mrs. Frost, who have been living 12 miles southeast of Adrian, for the past three years, have moved to Hereford to send their two boys to school.

Mary Lou Syms, daughter of Supt. and Mrs. G. A. Syms, celebrated her fourth birthday with a party at her home Dec. 17; twenty-one invitations were sent to little friends, most of whom responded.

Frank Watson has returned from a visit with his parents in Okla. Mrs. Glenn is having her boarding house repaired.

The honor roll at Adrian for the past six weeks follows: Allie Gene Wills, fourth grade; Wayne Thomas and Orville Calhoun, sixth grade; Robert Chapman, seventh grade; Jean Spande, ninth grade; Sarah Calhoun, Jake Fortenberry and Ray Long, tenth grade; Lonella Fortenberry, eleventh grade.

A 4-H club has been organized here with Wayne Thomas as president; Richard Fortenberry as vice-president; Clyde Phillips as secretary-treasurer; Wilbur Chapman as reporter.

Mrs. Creitz had as dinner guests Sunday her daughter, Mrs. Dorothy Cooper and family of Vega.

Mr. and Mrs. Jack Monahan and two sons will spend Christmas at their home in Colorado.

Mrs. Worsham and four children left Monday for Waco, where they will visit her mother, Mrs. Harris, during the vacation period.

Mr. and Mrs. Lawrence Lovelass, Mr. and Mrs. Manual Lovelass and two children will leave Thursday for a week visit with their parents, Mr. and Mrs. Lovelass of Hartshorn, Oklahoma.

Daniel News

(7 miles east, 15 miles north)

BY PAULINE MOORE

All of the kiddies and most of the grown-ups are planning for a grand Christmas next Sunday. Everyone is urged to attend the Christmas services at Palo Duro

Bronchial Coughs Need Creomulsion

Just a common cough, a chest cold, or a bronchial irritation of today may lead to serious trouble tomorrow. They may be relieved now with Creomulsion, an emulsified Creosote that is pleasant to take. Creomulsion is a medicinal combination designed to aid nature in soothing and healing infected mucous membranes by allaying irritation and inflammation and by aiding in loosening and expelling germ-laden phlegm.

The Medical Profession has for generations recognized the beneficial effect of Beechwood Creosote in the treatment of coughs, chest colds, and bronchial irritations. A special process was worked out by a chemist for blending Creosote with other

J. A. Pitman of Hereford. their daughter, Mrs. Don Bales at Dorger are Mr. and Mrs. H. H. Hawkins. They expect to leave Hereford Saturday.



In just a few plain words and with all sincerity, we wish to express the season's greetings, and to thank you for your patronage.

West Texas Feed and Seed

BARNEY HICKS JACK WRIGHT



Answers FROM THE MEN'S STORE



For Late Shoppers

If you've been puzzling over what to give him for Christmas then you must look this list over and pay a visit to our store!

- WILSON BROTHERS
- TIES
- SHIRTS
- SCARFS
- PAJAMAS
- UNDERWEAR
- HANDKERCHIEFS
- SOX AND ANKLETS

- JUSTIN BOOTS
STETSON HATS
BRADLEY SWEATERS
WOOL ROBES
SILK ROBES
HICKOK BELTS
SUSPENDERS
DOP KITS
HOUSE SHOES
BILL FOLDS
FLORSHEIM SHOES
DRESS GLOVES
FORTUNE SHOES

GIFT BOXES AND CHRISTMAS WRAPPING FOR EVERY ARTICLE

A JOYOUS SEASON

Again we extend the Season's Greetings to each of you. May this Christmas be your happiest, and the coming year your most prosperous.

FOX'S THE MAN'S SHOP

Cleaners-Hatters HOMER FOX PHONE 111

May this be your happiest Christmas of all, and the New Year be the most prosperous, is our wuletide wish.

Loerwald Bros.

Jack Bandy, blacksmith is still with us and will stay with us.

GREETINGS

DR. AND MRS. J. W. HENDRIX

Once more it is our pleasure to extend the compliments of the season and express our hope that the New Year will bring to you and yours the abundance of good things and good health you richly deserve.

NURSE Miss Elnora Zinke Mrs. N. L. Cress ATTENDANT



IT'S THE SAME GREETING THE WORLD OVER, BUT NOWHERE IS IT MEANT WITH MORE SINCERITY THAN HERE. PLEASE ACCEPT OUR WISHES FOR THE HAPPIEST CHRISTMAS YOU HAVE EVER SPENT.

THE KESTERS

Merry
Christmas

The Hereford Brand

16 PAGES
ELECTRIFIED
FARM HOMES

Published Every Thursday

Our Slogan—"More People—More Farms"

36th YEAR—NO. 51

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, DECEMBER 22, 1933

PRICE 5c PER COPY

Kiddies Deluge Santa Claus With Christmas Letters

Dear Santa Claus,
I am a little girl nine years old and waiting impatiently to see you again. I will be at the parade when you come. Please bring me a doll and marble game. Bring my little brothers who is two years old, a rocky horse and bring my baby sister a rattle. Please Santa remember all the other little boys and girls. Your little friend,
Betty Joanne White
Melton Earl White
Mary Jane White

Dear Santa Claus,
I am a little girl three years old and have a baby sister named Dixie Lynn. We have tried to be awfully good lately and want you to bring us a new dolly and buggy. Please don't forget us. Lots of love,
Monita Gail Thurmond, Hereford.

Dear Santa Claus,
I am a little girl five years old and been pretty good the past year. I want a doll, telephone, small bicycle, candy and nuts. If you don't find me at home leave the things with Mrs. H. H. Hawkins. Don't forget the other little boys and girls.
Kathryn Maye Davis

Dear Santa Claus,
We are two little girls eight and one half years old. Please bring us a doll. I would like a color book and some crayons. My little sister wants a toy dog. Bring us some nuts and candy.
Barbara and Royda Boyd

Dear Santa Claus,
I am a little girl 7 years old. I only have a little dog for a pet. I live on the farm, I will be real good and want you to bring me a desk and chair, a piano, and a pair of shoes, a house coat, a little dining table and chairs and some dishes and a blackboard, and a book-atchel for Christmas. Merry Christmas to Santa Claus, from,
Marlene Rothwell, Dimmitt.

Dear Santa Claus,
I have been a good boy. I hope you will visit me Christmas night. I want a cowboy suit, drum, climbing aluminum tractor, mechanical trailer truck.
Eugene Dowell.

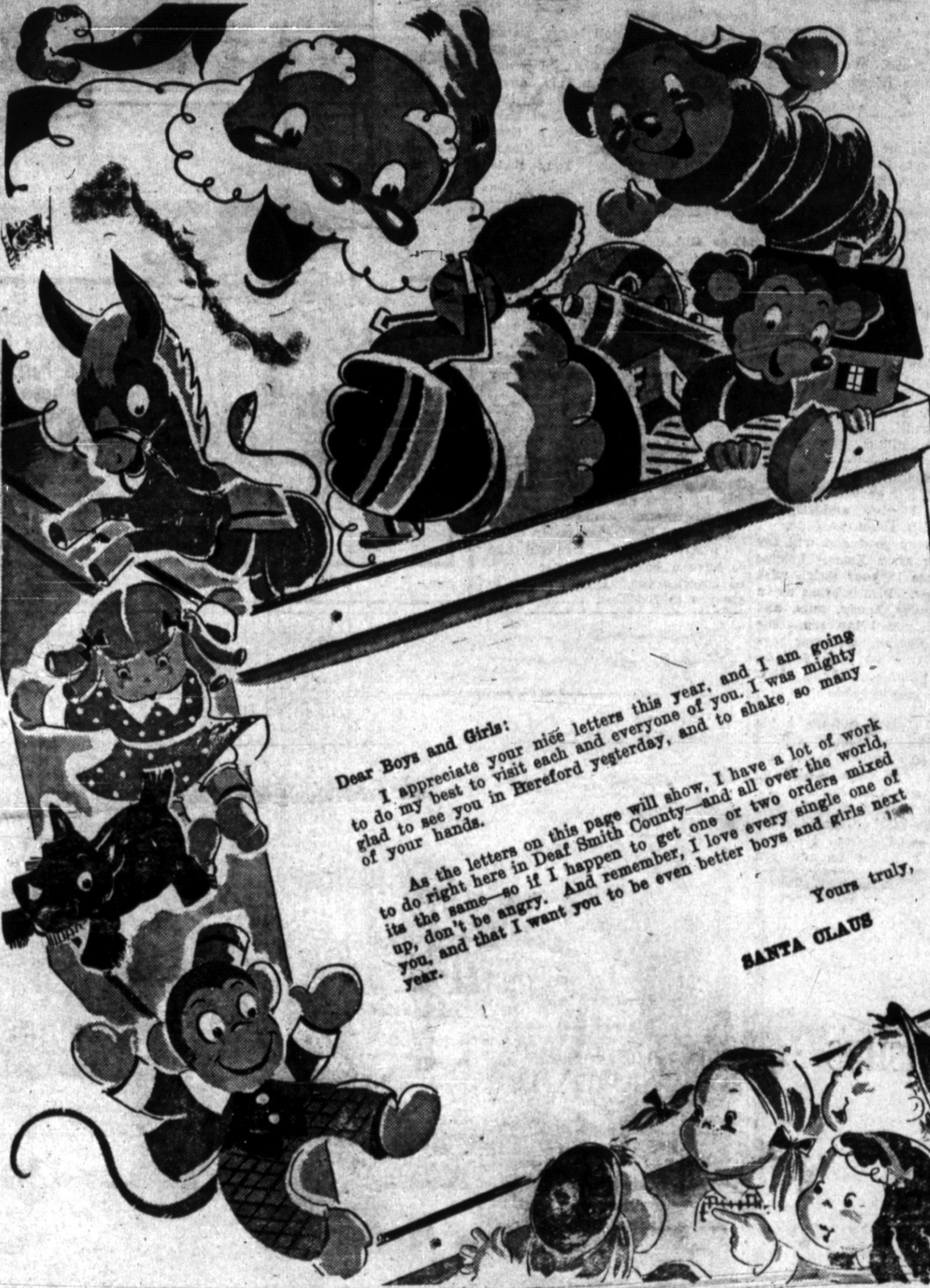
Dear Santa Claus,
I am a little boy that started to school this year. I can think of ever-so many things I would like for you to bring me, but I have two big brothers I want you to come to see, so I will not ask for too much. I want most of all a tool chest, double-barrel shotgun, telephone, Charlie McCarthy and please surprise me by filling up my sock, I'll try and find a big long one. I hope I have not asked for too much. Loving you lots,
Frank Lee Hicks, Hereford.

Dear Santa Claus,
I want a big baby doll and a teen age doll. My sisters want a doll apiece and a table and chairs. Also some candy, nuts and fruit. Yours truly,
Peggy, Sue and Kay Barnes, Hereford, Rt. 4.

Dear Santa Claus,
I want a little doll with a coat, hat and muff on, and a Charlie McCarthy. I need a new stove with some cooking things and dishes to eat out of, and silverware. We'll leave the door open, because we don't have a chimney, I love you.
Patsy Wiltshire

Dear Santa Claus,
I want a Jack in the Box. I want a little typewriter. I want a Buck Rogers Suit. A sack of Xmas candy and thank you Santa. From,
Donald McCollum
P. S. And a big teddy bear, and little doll for Carolyn Ann.

Dear Santa Claus,
We have tried to be good little boys so maybe you will bring us some toys. We want a tricycle, a train that runs on a track, a football, and Richie wants a Pluto on wheels that goes Woof-Woof, or a Donald Duck that says quick-quick. Be nice to all the other boys and girls.
Leaton and Richie Clark



Dear Boys and Girls:
I appreciate your nice letters this year, and I am going to do my best to visit each and everyone of you. I was mighty glad to see you in Hereford yesterday, and to shake so many of your hands.

As the letters on this page will show, I have a lot of work to do right here in Deaf Smith County—and all over the world, its the same—so if I happen to get one or two orders mixed up, don't be angry. And remember, I love every single one of you, and that I want you to be even better boys and girls next year.

Yours truly,

SANTA CLAUS

Dear Santa Claus,
Please bring me a pocket watch and chain. 5-piece farm set.
Clarence Leub

Dear Santa Claus,
Will you please bring me a baby doll with sleepy eyes, a pair of house shoes. A bingie set and a color book. If you have enough dishes bring me a set. My brother wants a cowboy suit a color book and house shoes. Please bring us some nuts, candy and fruit.
Patsy Ann and Stanley Slagie.

Dear Santa Claus,
I have been a good boy. I want a soft base ball, a bee-bee gun, a bicycle, a saw, blades and sandpaper and paint. Yours truly,
Carol Miller, Hereford.

Dear Santa Claus,
I am a little boy six years old. I go to school and am in the first grade. I want a scottie puppy for Christmas. Remember all the other nice little boys and girls too. Love to you.
Harry Wilhelm, Hereford

Dear Santa Claus,
I am a little girl seven years old. I am in the second grade. I want a little cabinet and a breakfast set. Please don't miss any of the little children any where because they will all be looking for you.
Cora Frances Hunter, Hereford

Dear Santa Claus,
I am a little boy. I am seven years old. I am in the third grade at school I want a football. I want a baseball.
Bobby Joe Cartiel, Hereford.

Dear Santa Claus,
I am a little boy six years old. I am in the first grade. Please remember the other little boys and girls on Christmas and especially remember my little two-year old sister. Lots of love,
Bob Simpson, Hereford.

Dear Santa Claus,
I am a good girl. I am 8 years old. I want a trunk and some doll clothes and hangers. And I want a Snow White Dress and her golden slippers. And a bed for my doll. And a toy cabinet and a toy living room suite. Best Wishes,
Mary Beth Scott, Hereford.

Dear Santa Claus,
I am a little first grade boy six years old I want a baseball and choo-choo train. Please don't forget my brothers and all the other little boys and girls who try to be good. With love,
Loyd Leisure, Hereford.

Dear Santa Claus,
I am a little girl in the second grade. I am seven years old. I want a doll bed for Christmas. Please don't forget all the other little boys and girls throughout our country. Love,
Phyllis Hunter, Hereford.

Dear Santa Claus,
I am a little girl eight years old, and am in the third grade at school. Please bring me a doll and a dollbuggy. And please don't forget all the other little boys and girls. Lots of love.
Sammie Lane Hunter, Hereford

Dear Santa,
I am a little boy six years old. I have been pretty good. I want a base ball and a bat. Don't forget all the good little boys and girls. Love and best wishes.
John Earl Axe, Hereford.

Dear Santa Claus,
Today (Dec. 7) is my birthday and I am four years old. My mother and daddy gave me a red wagon. I have been good this year so please bring me a car with pedals and some apples and candy. Don't forget my sister Dorothy and my tiny brother wants a rattle to play with. Your friend,
Don Roy Veigel, Hereford.

Dear Santa Claus,
I am a little girl three years old. My birthday was Sunday and I have a new doll. Please bring me a doll buggy and bed for my new dolly. Don't forget my brothers Please bring Eva and her brothers and sisters some candy. Your friend,
Dorothy Ann Veigel, Hereford.

Dear Santa,
Please will you bring me a blackboard with eraser, also six jacks and the ball. I have been quite a good girl and I go to school now. Don't forget all the other boys and girls. Thank you, Your little friend,
Caren Conklin, Hereford.

Dear Santa Claus,
I will try to be a good little boy. Will you please bring me a gun, a dump truck and a pair of boots. Some nuts, candy and fruit. I will thank you very much.
Jimmie Bagwell, Hereford.

Dear Santa Claus,
I am a little girl age 8. For Christmas I want a pair of stockings. A little piano and nuts and candy, and an orange. Good-bye until Christmas. For my little sister she is six. She wants a doll carriage, a dolly with bottle. Candy nuts and oranges. Be seeing you.
Viola Elsie Arizo, Hereford.

Dear Santa,
I am a little boy 8 years old. Now Santa, I'll not ask for candy and toys like lots of girls and boys but Santa would you please tell my grandmother to come to see me and my little sisters and Billie Luc and Edith. My grand mother name is Mrs. A. D. Hurford and please don't forget my little Uncles and Aunts and Many friends at Hereford. To Santa from
Connie Hurford, Dexter.

Dear Santa Claus,
I am a boy in the first grade. I am six years old. I want a machine gun, a mounlie suit, a glider, a play T. W. A. two-motored plane, a pair of boxing gloves, choo-choo train and a car and trailer house. I have been a good boy. Your friend,
Donnie Ray Hawks, Hereford.

Dear Santa Claus,
I am telling you what I want for Christmas. I want a new dress and a pair of shoes and a box of candy and a telephone. That is all I am going to write but I will get more. Yours truly,
Connie Hopson, Hereford.

Dear Old Santa,
Please send me a sewing machine, diddy-doll week end kit, cloth for some slips, underwear, and some socks. Please send me lots of nuts, candy and fruit. Please bring mother and daddy what they want. I'll be glad when you get here I CAN HARDLY WAIT. With lots of love.
Frankie Lorraine White, Hereford

Dear Old Santa,
I know you have so many boys and girls to remember that you can't bring me very much but can you please bring me a buggy, guitar, candy, nuts, oranges and apples. Please remember my two brothers, Father and mother. Love
Lucille Dameron, Flag, Tex.

Dear Santa,
I am a little boy 6 year old. And I have been a very good boy for my grandma and grandad. I know you won't forget me and my little sister this Xmas. I want a coaster wagon, army tank and gloves, goodies of any kind you might bring—please Santa.
R. A. Sullina, Hereford.

Dear Santa,
I want a cattle truck, tractor and plow.
Darrel Dean Crawley, Adrian

Dear Old Santa,
I want a cross, and house shoes.
Geraldine Knabe

Dear Santa,
I heard you speak over the radio this morning, and I thought maybe I should write you a letter. I am a little girl three and one-half years old. I would like very much for you to bring me a dieda doll, some little house shoes and a wagon, my sister is in school this year and she has already written to you. Please remember all other little girls and boys too. Thank you very much.
Joan Knabe, Hereford

Dear Santa Claus,
We are making Christmas things I am 8 years old. I want a truck and candy. It will soon be Christmas time. I will be glad when Christmas comes I want a gun and scabbard. I am a little boy. When are you going to see me. Be sure to come. I want some of all kinds of fruits, a tractor, a toy motorcycle and a train. One of your little boys.
Robert Lee, Flag, Tex.

Dear Santa-Claus,
Please bring me some fire works a little of every kind. With love,
Dan Luttrell, Hereford

Dear Santa Claus,
Xmas is almost here and I hope every little boy and girl are happy as I that you will be here soon. Would you please bring me some cowboy boots, leot pants, a train, a little guitar, and tractor. Some fruits, nuts, and candy. I wish you could hear me play my piano accordion. I remain your little friend.
L. T. Hawks, Black, Tex.

Dear Santa Claus,
I have been a good little girl please bring me some nice toys and what have you. Don't forget the other children of Hereford. Yours truly,
Wonya Johnson, Hereford

Dear Santa Claus,
I will be glad when you come. Please bring me a pretty doll. Let it be a pretty one because she will be my last doll. And bring me a paint book and some water colors please bring us kids a bat, ball and candy. Nuts, and oranges. Your friend,
Mary Dell Stark, Hereford

Dear Santa Claus,
Will you please send me a big baby doll for Christmas. I want her a big bed, and some dishes. I like for my dishes to be brown. I hope you will be in Hereford I hope I can see you there. With love,
Marjetha Hutchison, Hereford.

Dear Santa Claus,
I will be glad when you come. I would like to have a pair of chaps spurs and cowboy hat and gun. I want some candy and nuts. With lots of love,
Patsy Jean Hammock, Hereford

Dear Santa,
Please bring me a little dresser and a little highboy. And if you can bring me some doll clothes. And bring me some hair pins with flowers on them. And I want a ring with a red set in it. And don't forget my sister and all the other little girls. Love,
Wilma Jo Robertson, Hereford.

Dear Santa Claus,
I will be glad when you come to see me. I am eleven years old. My name is Mary Evelyn Hammock. Will you please send me a wrist watch for Christmas. I want some nuts, candy and fireworks. With love,
Mary Evelyn Hammock, Hereford

Dear Santa,
I am a little girl almost 5 years old. My grandparents say I am a real good girl, so I hope you will not forget to bring me a Velospede-bike, a set of dishes and gloves, and please don't forget the goodies.
Addie Lamon Sullins, Hereford.

Dear Santa Clause,
Please bring me a football and a suit to go with it. And a train that runs on a track and bring my brother a cowboy suit. Please give both my sisters a doll bed for their dolls. Yours truly,
James Perry Cayton, Hereford.

Dear Santa Clause,
I want a bicycle and a football and a tool chest. I hope you visit everybody. Yours truly,
Lilburn Hamilton, Hereford.

Dear Old Santa,
I want a doll buggy and a bottle doll.
Wilma Sharp, Adrian

Dear Santa Claus,
I am a boy in the fourth grade. I am 10 years old. I have been as good as I could. I want you to bring me a pair of boxing gloves, an airplane that will fly, some candy, nuts, fruit and gum. Your friend,
Zane Axe, Dawn.

Dear Santa Claus,
Though I am only five years old I go to school and play in the rhythm band. Santa, would you please bring me a Shirley Temple doll and a doll buggy for her to ride in. I have a brother that has been a good boy so please don't forget him. I love you.
Betty Jo Barclay, Hereford.

Dear Santa Claus,
This is my first year in school and I have tried hard to make good grades. Santa, please bring me a football, a tractor, and a plow. I would like to have some candy, fruit and nuts. With love,
Norman Walker, Ford.

Dear Santa Claus,
I am a little boy in the third grade. I am eight years old. I haven't been too awfully bad so would you please bring me a B-B gun, a pair of mittens and lots of candy, nuts and gum. Your friend,
Harold Dean Moore, Dawn.

Dear Santa Claus,
I tried to help my mother and daddy. Please don't forget my baby brother, Jimmy Jo. Will you bring me a wrist watch this year? Could I have some candy, and fruit too? My brother, Homer has been a good boy so don't forget him. I love you, Santa.
Howard Hill, Hereford.

Dear Santa Claus,
I wonder how things are at the North Pole, I guess you have been a very busy man. Why don't you come to our school program Dec. 20. Santa, I have tried hard to be a good boy and to make good grades so will you please bring me a French Harp and some candy, nuts and fruit? Please do not forget my little sister, your friend,
Douglas Whitley, Hereford.

Dear Santa Claus,
I am in the second grade and have never made a C on my report card. Dear Santa, could I have a doll and doll bed for Christmas? My baby brother, Wayne Howard, wants a little wagon this year. Thank you very much. Your little friend,
Wanda Lou Walker, Hereford.

More Letters . . . to Santa Claus

Dear Santa-Claus,
I have tried to be a good girl this past year, and have done real good in school and I do not want very much this year. Please bring me a Darling Precious Doll and a wet, cooking set. A story book, and some good candy and nuts. And remember all little children every where.

Doris Jean Hastings, age 7, Hereford, Tex.

Dear Santa Claus
(Homer Lee) want you to bring a big airplane and a little choo-choo train and lots of candy and nuts. Lawrence wants a tool set and Chinese checkers. A lot of candy and nuts. Remember the poor boys and girls. Lots of love. Lawrence and Homer Lee Owen.

Dear Santa,
I am a little boy seven years old and in the second grade at Junco please bring me an air-gun as some b-b's and a football some We crackers and sparklers little sister Sandra Lee and all the other good little boys and girls. Love and best wishes for a happy Christmas.

Dear Santa Claus,
I am a boy six years old I go to school and have tried to be good. Bring me a black board some chalk and erasers. Don't forget the other little boys and girl best wishes.

Dear Santa Claus,
I am a little boy 7 years old. In the first grade at school. Have done my best to be good. I want a blackboard, a drum, and a basket ball. Please remember all the good little children. Love to you.

Dear Santa Claus,
I would like to have a rocky horse, gun, holster, pistol caps also some nuts, candy and fruit. Yours truly a little friend.

Dear Santa Claus,
I have been the best I could. I dried the dishes and I helped my mother sweep with the little

broom you brought me before. I wish you would bring me a Charlie McCarthy doll, some dishes and a table and chairs. Please take all the rest of the little boys and girls something. Your little friend.

Dear Santa Claus,
I am a little girl five years old. I am going to school, please bring me a doll and a doll blanket. Remember all the little boys and girls who have been good and who have studied hard at school. Merry Christmas, your little friend.

Dear Santa Claus,
I have been a good boy. I want a bat and a baseball a football, a baseball suit and a little bicycle. Some knee pads and helmet.

Dearest Santa Claus,
I want you to not forget Silky Gin. I don't know what he want for he's too tiny to talk, but I guess he'll want a raggedy doll. Please bring me a Shirley Temple doll with curly hair, a Jack-in-the-box and a bath tub for my dolls and that's all. Santa please don't forget all the other little boys and girls and be sure and bring something. I love you. Your little friend.

Dear Santa Claus,
I am a little boy four years old. I have tried to be good all year. Will you please bring me a Caterpillar Tractor that climbs and pulls other toys, a little filling station and a toy drum. Don't forget all the other little boys and girls. Thank you.

Dear Santa Claus,
I am five years old and will start to school next year. My mother says I'm a big help to her. I would like to have a doll with curls, a house coat and a baking set for Christmas if you have enough to go around. Bring all the other children some things too, please. Thank you very much.

Dear Santa,
I want a diaper doll, a doll

buggy, rocking chair, cross, house shoes, a chair and riting desk and a Shirley Temple Doll.

Dear Santa,
I want a diady doll, a purse, cedar chest and doll buggy. Bring my little sister a doll.

Dear Santa Claus,
I want you to bring me a baseball glove, a wagon, some candy, nuts, apples and oranges. That is all. Your Friend.

Dear Santa,
I want a tool chest, baseball, boots and Chinese Checkers. Bring my brother a sand dump.

Dear Santa Claus,
I am a boy in the fifth grade. I am ten years old. I want acar and trailer house, and a Marine uniform. Your friend.

Dear Santa,
Please bring me a roll top desk and chair set (148T-3416) price \$14.98 and typewriter (448 PT-616) price \$9.95 and think about the other boys and girls. And real electric lamp (48 T 387) price 45c, friend.

Dear Santa,
If it doesn't snow will you come in your plane? I would like very much to see you Xmas. Will you be in my town then? Remember my 4 brothers, 3 sisters, Mother and Daddy. Please bring me a baby buggy, a doll, some candy nuts and fruit. Your little girl

Dear Old Santa,
I am not old enough to go to school but I visit and try to keep up with those who do. I have been very good and will try to be better after Xmas. I hope you can come in your sleigh with your reindeer. Please bring me a doll, doll buggy, candy, nuts, and fruit. Will you bring something to all my folks and all other boys and girls? One of your friends,

Dear Santa,
Will you please send me a big doll, A Shirley Temple doll. I would like for you to bring me a new dress and some candy and nuts. I hope I see you in Hereford at the Christmas tree there.

Dear Santa,
I want a diaper doll, a doll

for a box of chocolate covered cherries.

Dear Santa,
I'm a little boy six years old. I have one sister and two brothers. Will you bring me abicycle, truck, candy oranges and nuts. I'll try to be good. Love.

Hello Santa,
Are you going to get to see me for the ice and snow this Christmas, I am a little girl in the first grade. I have one little sister. Will you please remember her and my mother and daddy? I want a doll, doll buggy, candy, nuts, banana and a tri-cycle. Your little girl.

Dear Santa,
I want a doll, doll buggy, water color set, blackboard, set of dishes, candy nuts and fruit. I wrote you last year about my aunt, uncle and brothers and sisters but you have so many children that I know you must have a time remembering them all. Please give all something. Your little girl.

Dear Old Santa,
I am a little girl six years old. This is my first year in school. I like it very much. I would like to see you during Christmas. Please bring me a doll and doll buggy, mattress, a set of dishes, unts candy, apple and an orange. Remember my little brother, Lloyd. Love.

Dear Old Santa,
I sure will be glad when you come to see me. I am a little girl 12 years and in the seventh grade. Santa Claus will you please send me a big cedar chest with a doll in it. I would like to have a box of chocolate covered cherries too. I hope I get to see you in Hereford at the Christ-

mas tree. With lots of love.

Dear Santa,
I would like to see you. I hope for snow so you can come Xmas. I am a boy in the 2nd grade. I have no brothers or sisters. My daddy and mother. Will you please bring a Gene Autry gun and belt and scabbard a flashlight, candy, nuts and oranges. Loads of love.

Dear Old Santa,
I am seven years old. I go to school and in second grade. I have been a good boy, I want a bb gun some books a Gene Autry gun and any thing you leave for me. I will appreciate some candy fruits and lots of nuts. Your little friend.

Coy Booher, Flagg, Tex.
P. S. I surely want a red wagon a ball and bat if you will be so kind as to leave them.

Dear Old Santa,
I want a doll with a bottle, a blackboard, candy, nuts and oranges How are you and your reindeer getting along? I hope you have plenty of snow up north where you are. I want some here when you come. Don't forget my brother 5 sisters and all other children. Love from your girl.

Switch
TO
DODGE and
Save Money!

Karl Verdant of St. Louis was attacked and beaten by a mob of his neighbors because his violin kept them awake.

THE LATEST IN TRUCKING EQUIPMENT!

Have anything, anywhere, anytime—Livestock a specialty. Big bonded trucks and Railroad permits.

H. T. Redwine
Phone A-52 — Dismitt, Texas

MERRY CHRISTMAS

Your loyalty to this firm has made it possible for us to enjoy an unusual and highly satisfactory volume of business during the past year. We trust we may continue to merit this good will.

HAPPY NEW YEAR!
FASHION DRESS SHOPPE
MR. AND MRS. W. F. GILLIS

EXPRESSING OUR SINCERE GOOD WISHES

For A Merry Christmas and a Happy New Year

WE DESIRE TO EXTEND TO YOU GREETINGS OF THE CHRISTMAS SEASON AND TO EXPRESS TO YOU OUR SINCERE WISHES FOR YOUR PROSPERITY IN THE COMING YEAR. MAY THE CORDIAL RELATIONS EXISTING BETWEEN US CONTINUE.

ROSSON IMPLEMENT COMPANY

S. P. ROSSON
BOB WILSON
A. N. McRIGHT
JIM HAYES

Sunbeam THE BEST ELECTRIC APPLIANCES MADE

The name for cherished gifts

Sunbeam MIXMASTER THE BEST FOOD MIXER MADE

Sunbeam IRONMASTER AMERICA'S FINEST, FASTEST IRON

Sunbeam COFFEEMASTER THE SAME DELICIOUS COFFEE EVERY TIME — AUTOMATICALLY — WITHOUT WATCHING

Sunbeam SHAVEMASTER IT'S TOPS IN DRY-SHAVERS

Texas-New Mexico Utilities Company
Hereford, Texas

Letters to Santa

Dear Santa Claus,
I am a little boy 10 years old. I would like to have a star check board, a wood burning set, a good football a Uncle-Willy game, candy, fruit, and nuts. Don't forget all the other little children. Your friend,
J. B. Sowell, Jr., Herford.

Dear Santa Claus,
I want a pair of cowboy chaps and a Gene Antry gun. I can not ask for any more so yours truly,
Joe Sheppard, Herford.

Dear Santa Claus,
I am a boy in the second grade. I am seven years old. I have not been very bad, so will you please bring me a football and a baseball. Your friend,
Conrad Clark, Summerfield.

Dear Santa Claus,
I am a good little girl four years old. Please bring me a Dy-Dee Doll and a wind-up train. Little sister wants a Baby doll. Don't forget all the other boys and girls. Oodles of love,
Jessie Juanell Vines, Summerfield

Dear Santa Claus,
This is my first year in school and I have tried to do everything my teacher tells me. I wonder if I have been good enough to get a toy truck this year. And Santa, my sister has been good, too, so don't forget her, and mother and daddy and all the other boys and girls. Your friend,
Robert Oglesby, Summerfield.

Dear Santa Claus,
I am a girl. I am eight years old. Would you please bring me a Shirley Temple doll? Love,
Mattie Higgins, Summerfield.

Dear Santa Claus,
I am writing you a letter tonight, having mother to write it for me as I can't write well enough for you to read it, as I am five years and haven't gone to school yet. I would like a tricycle, a large doll, and a little writing desk and chair like the one in Penney's store. I will be so tickled for Xmas to get here. I will close hoping you don't get sick or anything happens to the reindeer that you don't come. Lovingly,
Doris Marie Brooks, Herford.

Dear Santa Claus,
I am a little boy six years old

I have tried very hard to be good. I would be very glad to have a football, a few games and a pair of cowboy boots and an ice truck. With love,
Weldon Hacker, Herford.

Dear Santa Claus,
I am four years old today. I have tried to be a good girl. I would like a big doll, a doll bed, a blackboard and a pair of house shoes for Christmas. And, Santa, please don't forget my little baby sister, Gussie Ann.
Sammye Jean Caldwell, Dawn.

Dear Santa Claus,
I am four years old. I've been a good girl this year. I'd like for you to bring me a tricycle, some house shoes, and a pretty doll. Love,
Joan Moore, Herford.

Dear Santa Claus,
Please bring me a wagon a bat and baseball and a truck. Your friend,
Bruce Wiggins, Summerfield.

Dear Santa Claus,
I am a boy ten years old. I have been pretty good so please bring me a race car. Your friend,
John Higgins, Summerfield.

Dear Santa Claus,
This is my very first letter to you Santa. I have been such a good little girl this year that I would like to have a doll, a little chair, and some toys that make lots of noise. I am little.
Marlene Legg, Summerfield.

Dear Santa Claus,
Santa, I need a new doll, and please bring one that's hard to break. Then some dishes, a telephone, and a little broom would make me happy too. And, please Dear Santa, don't forget all of my little friends at Summerfield. Thank you.
Marilyn Joan Legg, Summerfield

Dear Santa Claus,
I am a little boy in the first grade. I am six years old. I have been a good boy and want you to bring me a baseball, bat, baseball glove, a tinker toy set, and lots of candy, nuts and everything. Your friend,
Dick Axe, Dawn.

Dear Santa Claus,
I am a little girl in the third grade and I am seven years old. I have tried hard to be a good girl and to make good grades. Santa, would you bring me a Charlie McCarthy doll, a Chinese checker game, and a cooking set?

Please don't forget all the poor children and my teacher. Your friend,
Mary Lou Benson, Herford.

Dear Santa Claus,
I am a little boy seven years old. I am in the second grade. Since I have been a good little boy would you please bring me a B-B gun, a tool chest a tinker toy set and a toy airplane, Santa. I also want lots of candy, nuts, and fruit. Your friend,
Billy Moore, Rt. 1, Canyon.

Dear Santa Claus,
I have been a good little boy. This is my first Christmas. I want a pink and white elephant and a little red stocking filled with candy and nuts. Also a little John Deere Tractor. I would also like to have a good bottle of milk and a good night's sleep for my mother and daddy. Please remember my little friend Quentin Williams. Love,
John David Bryant, Herford.
P. S. Remember my little dog, Penny.

Dear Santa Claus,
I am a girl in the sixth grade, and I go to Daniel School. I am 12 years old and I have been as good as I can be. Will you please bring me a bicycle, and some nuts, candy, gum and fruit. And Santa dear, I will always remember you and be as good as I can. Your loving friend,
Glenna Lucille Moore, Dawn.
P. S. And Santa dear always remember the poor and sick on Christmas, and I will remember them too. Goodbye, Santa, dear.

Dear Santa Claus,
I've tried to be good so will you bring me a tool chest with lots of tools in it? Please don't forget my little sister and baby brother. Your friend,
Kenneth Hodges, Herford.
P. S. Will you bring me some candy, nuts and fruit please?

Dear Santa Claus,
I am a little boy seven years old. I am in the fifth grade. Please bring me a typewriter, a pair of boots and Chinese Checkers game, and a sack of nuts, candy, gum and fruit. Your friend,
Mary Jo Tomlinson, Canyon.

Dear Santa Claus,
Would you please bring me a wagon this Christmas. Please don't forget our new baby sister. Please don't forget the other boys and girls in our school. With love,
Wayne Crabtree, Herford.

Dear Santa Claus,
I am a little girl in the second grade. I am seven years old and have been as good as I could be. Please bring me a table with four chairs, a Snow White Doll, a piano, a wagon, a bicycle and lots of candy, nuts and gum. A little friend.
Norma Jean Tomlinson, Canyon.

I'm five years old and I go to school. Will you please bring me chaps so that I can play cowboy? I would also like to have a toy gun and a small car. I will thank you very much for these things. With love,
Jerry Clyde Walker, Herford.

666 relieves COLDS first day Headaches and Fever due to Colds in 30 Minutes
Try "Rub-My-Tiss" — a Wonderful Liniment!



Wishing you all the Joys of a Merry Christmas and a bright New Year.

Hereford Bakery
Mr. and Mrs. Boyd Knox

Dear Santa Claus,
I am a little girl nine and a half-years old. I go to school at Daniel and I am in the fourth grade I like school very much. Please bring me a doll and some rubber shoes. Bring me some candy, nuts and gum and fruit. Your friend,
Neta Jo Moore, Dawn.

Dear Santa Claus,
I am a little girl six years old and just started to school this year. Santa, would you please bring me a big baby doll? I would like to have a few oranges and some candy. Your little friend,
Loia Faye Brunson, Ford.

Dear Santa Claus,
Please bring me a bicycle and a basket ball and a foot ball. Yours truly,
Glenn Smith, Herford.

Dear Santa Claus,
Please bring me a bicycle and a pair of skates a cedar chest, and come to see everybody else and also Miss Cotton. Yours truly,
Rosa Ellen Ford, Herford.

Dear Santa Claus,
I want a B-B gun, basketball cowboy chaps and skates. Yours truly,
J. L. Lisenbe, Herford.

House Wiring



Household Appliances
Witherspoon

ELECTRIC
108 W. 3rd St. — Phone 68

MASONIC BULLETIN

Herford Lodge 949
Stated meeting second Monday in each month. School of Instruction each Thursday night.
Ed Roggen, W. M.
E. L. Brady, Secy.

Protect

What You Have
INSURE

John McLean

Insurance Agency
Phone 273

Dear Santa,
Please bring me a doll trunk and a doll. And Santa bring Pat a big car and some blocks. We have both been so good we'll be seeing you. Your pals,
Jacqueline and Pat Nowell

Charles Lindbergh receives the order of the German Eagle from fat Hermann Goring. Many of us still prefer "Lone Eagle" conferred by the American public in 1926.
Asking for a reduction of the

so a week alimony he was paying his wife, David Beerman of Philadelphia told the judge. "I have four wives, your honor—her two sisters and her mother. They all tell me what to do." The payment was reduced four dollars.

Judge Joseph B. Hornum of Chicago recently ruled that it is legal for officers of the law to swipe an occasional apple from sidewalk fruit stands.



THE YULETIDE SEASON

brings joyous Greetings to all our customers

The Yuletide Season brings joyous Greetings to all our customers and an appreciation for the considerations we have enjoyed during the past year. Our Good Wishes to you and yours.

WEIR'S

Red and White Food Stores



Wishing You a

MERRY CHRISTMAS

and a

HAPPY NEW YEAR

AS THE New Year approaches we pledge ourselves to an even greater and more efficient service than ever before. In maintaining this policy we trust that we may continue to merit your friendship and patronage.

Nothing gives us greater pleasure than to add our Christmas Greetings and to wish for you a most prosperous New Year. We hope that your every Yuletide wish may be realized and that the occasion may be a happy one for you and yours.

FIRST STATE BANK

THE OFFICERS, DIRECTORS AND EMPLOYEES

At Christmas time and Always

We extend to you our best wishes for a happy holiday season and for even more success in the years to come. May your every dream be realized in the New Year.

JOHN McLEAN

INSURANCE

THE SPIRIT OF THIS YULETIDE SEASON

It's a very pleasant, cheering custom to renew friendly associations during the Yuletide by extending to you our sincere wishes for a Happy Christmas. And our optimistic predictions of a prosperous New Year.

We are looking forward to serving you in the New Year, and hope that increased patronage will make our services even more satisfactory.

THE MANAGEMENT and EMPLOYEES OF

Packard Milling Co.

Member PANHANDLE HIGH SCHOOL PRESS ASSOCIATION

STAFF Editor-in-chief... Assistant editor... Business mgr... Secretary-treasurer... Editor... Reporter...

THROUGH THE CAMERA LENS



In the first picture of this week we see a gold-digger in action. Bill Montgomery seems to be 'shelling out' not too willingly to Dorothy Nell Trimble.

'WHOSE NAME DIDJA GET?'

'Whose name didja get?' 'What'll I get?' The juniors had one big laugh after another at their Christmas exchange party on Wednesday, December 21.

NEW TYPE ASSEMBLY PROGRAMS PLANNED

The Student Council met Monday morning, and it was decided that on the days when there were no special assembly programs that the student body would go to the auditorium and sing songs.

LETTERS TO SANTA CLAUS

Dear Santa Claus, I'd like to have M. N. E. Sunday night and Wednesday night for certain A. and M. reasons.

Dear Santa, I have tried to be a good boy so I would receive my presents for Christmas from you.

Sixteen students of Russell high school took part for the first time in the annual speech event at Topeka, Kansas, December 9 and 10.

The Dalhart band members are working to buy new uniforms. A few have already been purchased.

The juniors of the Sac city High school are ordering their graduating rings for 1940.

Students of the Texas Wesleyan College have inaugurated a Sadie Hawkins Week similar to the comic strip, L'H Abner.

The Portales High School had an article published in the October issue of 'The Clearing House' a national journal for Junior and Senior High Schools.

CAN YOU MATCH IT?

This is a matching game, not for money, but for Hereford High School sweethearts:

- Girls' Initials: 1. V. E., 2. R. R. R., 3. V. N., 4. B. D., 5. M. E. H., 6. M. H., 7. K. H., 8. K. T., 9. V. O., 10. R. T. H., 11. B. P., 12. W. J. R., 13. E. L., 14. M. N. E., 15. O. H., 16. H. R. B., 17. B. B., 18. H. F. S., 19. J. W., 20. R. I.

Ward News Notes

Mr. and Mrs. Loran Wells and daughter, Lorraine, are planning on spending Christmas with Mrs. Wells' mother, Mrs. Hicks, at Hollis, Okla.

Mr. and Mrs. Sam Smith and family will spend Christmas in Arkansas with her mother and other relatives.

A program and treat for the children will be held at the Messenger School Friday; the Sunday School will also have their party the same evening.

Mr. and Mrs. Loran Wells attended the teachers meeting in Hereford Saturday afternoon; presents were exchanged.

Geo. C. Messenger and son, Stephen, and daughter, Elsie, drove to Friona Friday evening to attend the basketball game at the gym.

Mr. Love from up north is in the hospital at Albuquerque. He is a World War veteran and is being treated for heart trouble.

J. T. Guinn just finished threshing last week and started stacking feed. Dubs Crooks and Geo. C. Messenger are helping Ervin Johnson thresh.

Mr. and Mrs. Hoffman have moved back to this community from Littlefield; they are located on a ranch east of the store.

Rev. H. M. Redford of Hereford visited Friday evening in the Fred Moreman home.

Mr. and Mrs. Tom Bradford and daughter of Borger were here Sunday looking after their farm and visiting with Mr. and Mrs. E. Ward.

Mr. and Mrs. Fred Moreman and daughter were called to Dodson, Texas, Sunday, because of the death of her father.

Rev. William Fox and family of Amarillo were week-end guests in the home of his parents, Mr. and Mrs. G. N. Fox.

Neil Higgins spent the week-end with his parents, Mr. and Mrs. Albert Higgins.

Beth Scott spent Saturday night with her cousins, Marie and Ruth Moreman.

Mr. and Mrs. E. C. Smith of Amarillo were here Sunday looking after their property.

Bill Kerr and sons and Rev. J. A. Hornbeak of Hereford were Sunday visitors in the John Higgins home.

WHAT DO YOU WANT FOR CHRISTMAS

- Billie Davis—"Tim." Elma Shugart—"A boy friend." Minnie Dea—"A little red chair." Jean France—"Bruce Beene." Betty Cockrell—"A twenty foot snow." Merlin Conklin—"A snow shovel that Betty gets her snow." F. L. Lucas—"A certain little de-bator from Amarillo." Billie Barber—"Just a doll." Larry Trimble—"Ruth Temple Hastings." Margaret Higgins—"To get out of the doghouse." Edith Jackson—"A cedar chest." Roy Wederbrook—"To get a certain Soph girl from the Soph boys." La Wanda Reed—"A big doll that looks like Glenn." Clydene Kendall—"A watch." Virginia Newell—"One of those drum major dolls down at Hallies." Annie Jo Owens—"A certain V-8 and its owner." Betty Sue H—"A typewriter or a boyfriend." Donald Ray Mc—"A doll with red hair and a pink dress." Jeff Burk—"Onyx ivory chess men with a bit in onyx board and a partner that I can beat." Berky Phillips—"A Charlie McCarthy doll." Bert Stey—"Just anything that you want to give me." Harte Rea—"A kiddie-car." Paul Lyons—"A typewriter that won't make mistakes." Wesley Guthrie—"A red, white, and green striped stick of candy." "C" is for Christ, the first Christmas gift. "H" is for holiday, that passes very swift. "R" is for reindeer, running o'er valley and hill. "I" is for icicles, that give one a chill. "S" is for Santa, the dear old man. "T" is for thanks, don't forget them, "my fran." "M" is for merry, which we should all be. "A" is for apples, that we should rather eat than see. "S" is for snow, which makes it nice and cool. Combined they spell CHRISTMAS Merry Xmas to the whole school.

Progressive News

IRA JEANNE RICKETTS Mr. and Mrs. F. H. Oberthier of Hereford and Mrs. Ted Houston of Boise, Idaho, spent Friday night with Mr. and Mrs. E. T. Brooks and F. D. Perkins. Mr. and Mrs. A. Taylor of Vega, were Tuesday guests in the C. C. Bowman home. The school children presented their Christmas program Friday night, December 16, the school was beautifully decorated.

Lloyd Russell; "Advice to Santa," Wayne Neel; "Charge to Santa," Zola Faye McBrayer; "Merry Christmas," Charlene Moore. The play, "King Christmas," included the following characters, Lee Roy Burgess, Ross Lee Powell, Tommy D. Carnahan, Bobby Carnahan, Delbert, Powelson, Junior Burgess, Pearl Edwards, Wayne Neel, Betty Jo Carahan, Frank Moore, Orval Edwards, Homer Harvey, Eva Moore, Arnold Powelson, and Mary Catherine Edwards. The Progressive Literary Society was organized Friday night, and members decided to meet each two weeks for a program. Officers elected were: V. E. Dodson, president; Mrs. Troys Carmichael, vice president; Miss Eunice Caldwell, secretary-treasurer; Miss Virginia Bowman, Ray Hershey and Mrs. Lynn Powelson were appointed as program committee to serve for the first meeting on Dec. 30 at the school. Miss Wilma Higgins, a member of the Hereford High School de-

bating team, went to Amarillo Wednesday afternoon with Miss Crawford, sponsor, for a practice debate with the Amarillo High School team. Wilma and her colleagues, Polly Anna Crawford, won the decision. A Christmas program and Christmas tree for the community will be held at the school Christmas Eve. The gathering is sponsored by the Sunday School, but the entire community is invited. Ira Ricketts, Ira Jeanne and Glenn, drove to Silveston Sunday; Mrs. Ricketts, who has been with her father, A. J. Hughes, during the past two weeks because of his illness, returned with them. Miss Agnes Childre, who teaches at Lovington, N. M., has arrived to spend the Christmas holidays with her parents, Mr. and Mrs. E. B. Childre. Mr. and Mrs. B. H. Hopkins of Amarillo were guests of the Tom McCollums here last week.

CHRISTMAS GREETINGS With sincere Christmas Greetings, accept too our cordial wish for abundant prosperity and contentment. In connection with these greetings, may we say, "Thanks to all the good friends of this organization for enabling us to continue to be of service to you." AND BEST WISHES FOR A Happy New Year NORTON MOTOR CO. BUICK — G. M. C. TRUCKS — PONTIAC E. H. NORTON J. H. TRIMBLE R. E. McCOLLOUGH

AT THIS SEASON OF YULETIDE CHEER May every one of your fondest wishes be realized and may the New Year bring you an increased measure of HEALTH HAPPINESS PROSPERITY In GRATEFUL ACKNOWLEDGMENT Our business relations past have been most pleasant, and at this season of the year we wish to extend our hearty wishes for a MERRY CHRISTMAS and a HAPPY NEW YEAR PLAINS INSURANCE AGENCY MR. AND MRS. JOHN PATTON Panhandle Lumber Co., Inc. and Employees

A MERRY CHRISTMAS Today, as on previous occasions, we greet you with all the sincerity that is in our hearts; and thank you with a deep feeling of grateful appreciation for your thoughtfulness in the year just closing. MILLER AUTO STORE "WE SELL ANYTHING ON OUR MONTHLY BUDGET PLAN"

Letters to Santa

Dear Santa Clause,
Here it is almost Christmas. I have tried to be a good girl. Please bring me a Betsy Wetsy doll and some candy and fruit. My big brother Donald wants a racket and my little brother Pat wants a tricycle and a popgun. Don't forget the poor little boys and girls. Yours truly,
Norma McCullough, Hereford.

Dear Santa Clause,
Please bring me some more track and switches for my electric train, a Charlie McCarthy and a tractor with a lo and things to hook on. Please bring my baby sister, Sylvia, a doll and doll buggy. She has been a good girl. I have tried to be a good girl. I have tried to be a good boy, Santa. Lots of love,
Jackie McCracken, Hereford.

Dear Santa Clause,
I've been a pretty good little

girl so please bring me a dolly with really curly hair and any thing else you think I might like. Be sure to remember all other little boys and girls. Lots of love,
Georgina Clark, Hereford.

Dear Santa Clause,
Please send me a bicycle, G-man gun, wrecker, football, candy, airplane and nuts apple and orange. Please think of my two sisters and mother and daddy and brother. Send them lots of things.
Jackie Luck, Hereford

Dear Santa Claus,
We have been very good boys this year. We want you to remember us. I (Junior) want a B-B gun and basketball. I (Rowland) want a B-B gun and football. We both want capdy, nuts, and fruits. We will hang up our stockings Christmas eve nite. We will be waiting for you. We hope to see you in Hereford Dec. 21: Yours truly,
Junior Welch
Rowland Welch, Hereford.

Dear Santa Claus,
I am a little boy six years old. I would like to have a football and a tricycle and some candy for Christmas. Please remember all the boys and girls.
Gene Moore, Hereford.

Dear Santa Claus,
I am a boy six years old. I have been pretty good so please bring me a train if you have one to spare. Your friend,
Shirley Ware, Summerfield.

Dear Santa Claus,
My name is Billie Ray Johnson. I am nine years old. I think I have been pretty good this year so will you please bring me the big baby duple doll for Christmas. I always know that you don't forget good boys and girls on Christmas.
Billie Ray, Summerfield

Dear Santa Claus,
I am a boy eight years old. I want a basket ball. Your friend,
Wayne Lee

Dear Santa Claus,
I am sure you are warring about Christmas. I have been pretty good so would you bring me a football and a tool chest. Your friend,
Wendal Robinson, Summerfield.

Dear Santa Claus,
I am a boy in the second grade. I have been pretty good so will you please bring me a train and some candy. too. Don't forget my little

sisters, Santa. Your friend,
Marvin Ware, Summerfield.

Dear Santa Claus,
I am a boy in the fourth grade I have been pretty good and I would like a football, a tool set and a toy airplane and nuts and candy and don't forget my mother and father and sisters and brothers. Your friend,
J. B. Earler, Summerfield.

Dear Santa Claus,
I am a girl seven years old. I have been pretty good, so will you bring me a rocker and a ring. My sister wants a rocker and a Betsy Wetsy Doll. Bring us some fruits and nuts, too. Please. Love,
Dorothy Lee, Summerfield.

Dear Santa Claus,
I am a boy nine years old. I have been pretty good this year so please send me an electric train and bring me two hand throw switch trucks. I want a head light on the engine. Your friend,
Gene Roberson, Summerfield.

Dear Santa Claus,
Please bring me a wagon and some other toys. I would like to have some clothes too. If you have an extra tool chest, my brother and I could use one. Your friend,
Bradley Lookingbill, Summerfield

Dear Santa Claus,
I am a girl seven years old. I have been pretty good this year. Please bring me a fountain pen and a cradle and a high chair for my doll. Your friend,
Jeanette Euler, Summerfield.

Dear Santa Claus,
How are you? I am just fine. I am in the third grade. I am eight years old, I have been pretty good, so will you bring me an accordion? But oh, be sure and don't forget Mother and Daddy and sister and brother. Please bring me some fruits. Your friend,
Iva Dell Parsons, Summerfield.

Dear Santa Claus,
How is it up in the North Pole? I have been helping my mother and father as best I could. Please don't forget my nephew, James Robert. Please don't forget my teacher, Santa. I want a baby doll with lots of clothes and a table and chairs and if you have enough for everybody. I would like to have some candy, and oranges. Don't forget the poor little children. Your friend,
Mary Jane Boles, Hereford.

Dear Santa Claus,
I am a little boy 9 years old. I go to school and am in the third grade. I want a football and a tool chest. If you have't a tool chest bring what you think is best for me. Also bring me some candy and nuts. I hope all the other little boys and girls will get as much as I do. Your friend,
Leander Reinart, Hereford.

Dear Santa Claus,
I want you to visit our house and fill all the stockings good.

Please bring me a Princess Elizabeth doll and a doll basket. Be sure to visit other little boys and girls. Be sure to visit Miss Cotton and fill her stocking good. I wish you a happy Christmas. Yours truly,
Mary Estelle Le Grande, Hereford

Dear Santa Claus,
I want a pair of skates and a house coat and a pair of house shoes and visit both of my sisters and give each a doll. Yours truly,
Georgia Faye McConnell
Hereford, Texas

Dear Santa Claus,
Please send me a pair of skates and a football bladder. If you can please send me a B-B gun and some cowboy chaps. And please do not forget other children. Your friend,
Clarence Beauford, Hereford

Dear Santa Claus,
Please bring me a sleepy doll and a saxophone and telephone and a pair of shoes. A betsy Wetsy doll and cedar chest. Yours truly,
Mary Helen Rudd, Hereford

Dear Santa Claus,
Please bring me a pair of skates and a story book. Yours truly,
Betty K. Hodges, Hereford.

Dear Santa Claus,
Please send me a good ball bladder and a marble game and gun target and I hope you visit the other boys and girls. Yours truly,
Joe Paul Ackley, Hereford.

Dear Santa Claus,
I want a bugel, boxing gloves and some candy. Yours truly,
Everlin Robinson, Hereford.

Dear Santa Claus,
You know that Christmas will be here soon. I hope you will visit every boy and girl on Christmas. I know you will visit Miss Cotton. I hope you will bring me a pair of boxing gloves and a tool chest. Yours truly,
Jack Duane Brumby, Hereford

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ADDING MACHINES
REPAIRED**
All Work Guaranteed
Phone 277
**HEREFORD
TYPEWRITER
EXCHANGE**
At Whiteface Print Co.

**QUICK RELIEF FROM
STOMACH ULCERS
DUE TO EXCESS ACID**
Free Book Tells of Marvelous Home Treatment that Must Help or it Will Cost You Nothing
Over one million bottles of the WILLARD TREATMENT have been sold for relief of Stomach and Duodenal Ulcers due to Excess Acid—Poor Digestion, Sour or Upset Stomach, Gasiness, Heartburn, Headaches, etc., due to Excess Acid. Sold on 15 day trial Ask for "Willard's Stomach" which fully explains this marvelous treatment—free—
CITY DRUG STORE

After winning a bet by swallowing six safety pins, W. L. Gibbons of Belfast paid \$850 to have them removed.

Week's unluckiest kid: Al Seed-Tokman, age 7, Boston child prodigy, has an "I.Q." far above the genius rating.

Wishing You a
JOYOUS YULETIDE

[AND GOOD LUCK
IN THE COMING
YEAR]

**MEDKIEF
SERVICE STATION**
AND EMPLOYEES

**TRY EVERY
BRAND OF
GASOLINE
THERE IS**

I'm safe saying that. My own customers won't do it. That's what they're through doing. Maybe they thought it was just another one of their guesses the first time they drove in here for my Special Winter Blend Conoco Bronz-z-z. Now they know they've got the right one, and every cold morning tells them so, and they're getting swell mileage along with starting that never misses. I've even got one man that always had heat in the garage, but keeps it off now, and saves the expense, and tells me the car never used to start up near as fast as it does on Conoco Bronz-z-z. He's one of the ones that keep sending me in other people, which is a heap sight better than my trying to out-yell all the different brands of gasoline.

**SPECIAL
WINTER BLEND**

**CONOCO
BRONZ-Z-Z**

FROM YOUR **MILEAGE** MERCHANT

CONOCO CONOCO OIL & GAS

Wholesale and Retail
Batteries, Tires and
Accessories
**MEDKIEF
SERVICE STA.**
ERNEST MEDKIEF HIGHWAY 60 at MAIN ST.

The
Season's
Best Wishes



to
Each
of You

In this most cordial of holidays,
when joy prevails, may we bring
our Best Wishes to you for a
Merry Christmas and a Happy
New Year.

Davis - McCracken Implement Co.
MINNEAPOLIS-MOLINE DEALERS

W. L. DAVIS

J. C. McCracken

**MERRY
CHRISTMAS**

**HAPPY
NEW YEAR**

There are many clever ways of avoiding the old fashioned greeting . . . but why should we? For centuries, your folks and ours have been saying those simple, cheerful words of good will and affection, and who are we to presume to better them?

[Thank you for your valued friendship and patronage . . . may we continue to enjoy both.]

PITMAN GRAIN COMPANY
AND EMPLOYEES

**SEASON'S
GREETINGS**

As we cannot see each of you individually to tell you of our Christmas wishes, we must find another means. We want you to feel that this message is for you, personally, and we want you to believe us when we say that we are proud of your friendship and that our amicable association is tremendously important in our policy of service . . . We pledge anew our willingness to serve you in any capacity that may be your pleasure.

**KERR HARDWARE
and Implement Co.**

Letters to Santa

Dear Santa, I want a "22" with two boxes of candy. I want a box of candy for my little brother. I am 7 years old. I am a boy. My name is Robert Lewis. I want some caps and my little brother. I want a wagon for my little brother. Love, Melvin, Flagg, Texas

Dear Santa, I am going to school. I am 8 years old. I am in the third grade. I want a pair of boxing gloves and a Gene Autry gun. Yours truly, Paul Lance, Hereford.

Dear Santa, I am a little girl 9 years old. Will you please bring me a Cedar chest a rubber doll a pen and pencil set I want a play telephone. I hope you visit all the other girls and boys and don't forget Miss Cotton. Yours truly, Crina Cross, Hereford.

Dear Santa, How are you. Please bring me a foot ball and B-B gun, a Charlie McCarthy doll and a Mickey Mouse Picture machine. A little camera and please visit Miss Cotton too. Yours truly, John Samuels Combes, Hereford.

Dear Santa, I want a pair of skates and a table and a stove too. I hope you visit the other boys and girls. Yours truly, Gladys Marie Walker, Hereford.

Dear Santa, I want a bicycle, trailer and a pair of skates and a airplane and a cowboy chaps and a Charlie McCarthy and that is all I want. Yours truly, Wayne Irvin Riggs, Hereford.

Dear Santa, I want you to bring me a doll and some skates and marble games. Yours truly, Betty Jene White, Hereford.

Dear Santa, I want a electric train and a football and a airplane and I hope you to see Miss Cotton. Yours truly, James Ellis Higgins, Hereford.

Dear Santa, I want a bicycle and a football. Yours truly, Laverne Kearns, Hereford.

Dear Santa, Please bring me a big doll that has long curly hair, a pair of skates. Yours truly, Margaret Lee Kelley, Hereford.

Dear Santa, I want a book and a tool chest. My sister wants a doll. My brother Ben wants a pair of skates. My brother Harold wants a book. Yours truly, Dellert Conklin, Hereford.

Dear Santa, Please bring me some skates, a game of bingo, a big doll, a table and I haven't any brothers and sisters to ask anything for. Yours truly, Wanda Crawford, Hereford.

Dear Santa Clause,
Please bring me a horse doll and some doll dresses and doll trunk and snow suit. Yours truly, Jeannine, Hereford.

Dear Santa Clause,
I want a pair of boxing gloves and a bingo set. I want you to visit the other boys and girls. I hope you visit Miss Cotton. Yours truly, Duane Tice, Hereford.

Dear Santa Clause,
I have about everything but a set of basketball goals, so please bring them if you can also a football pump, and please bring my little brother something nice. Yours truly, Jimmy Easely, Hereford.

Dear Santa Clause,
I want a pair of skates and a telephone and a bicycle and a cedar chest and a tennis racket. Yours truly, Betty Jane Carl, Hereford.

Dear Santa Clause,
Please bring me a Betsy Wetsy doll, a doll high chair, an electric stove a doll wig and everything you choose for me. Yours truly, Jewel Aileen Rudd, Hereford.

Dear Santa Clause,
I want a pair of cowboy chaps and a Gene Autry gun and my sister wants a kodak. I will not ask for any more. Yours truly, Joe Sheppard Jr., Hereford.

Dear Santa Clause,
Please bring me a Princess Elizabeth doll and a table with four chairs. Yours truly, Cornelia Ann Bateman, Hereford.

Dear Santa Clause,
Bring me a Bingo set for Christmas and a Charlie McCarthy doll too. Yours truly, James Hutson, Hereford.

Dear Santa,
I am a little boy in the second grade and have just moved to Hereford. I would like to have a B. B. gun and some roller skates. Please be nice to all the other children. Love, Bobby Hamilton, box 781 Hereford

Dear Santa,
I am 10 years of age and live near Hereford-Texas. Please bring me a Mickey Mouse Wrist Watch, a Kamona and a pair of house shoes. I would also like some candy, nuts and fruits. Your friend, Mary Gene Dyer, Hereford

Dear Santa Clause,
I want a doll and a snow suit.

Best wishes,
Patry Ruth Miller, Hereford.

Dear Santa,
I am five years old and live near Hereford, Texas. Please bring me a guitar and a cowboy suit. Also bring me a little horn and a train that runs on a track. Please bring me some candy, nuts, and fruit. Your friend, Tommy Woodford, Hereford.

Dear Santa Clause,
I am a little boy 8 years old. I have been a good boy this year, so will you please bring me a red wagon and a little choo-choo train. I also want some nuts, candy, oranges, and apples. Will you please leave them on our Christmas tree? With love, Eva Pearl Robinson, Hereford.

Dear Santa,
I am a little girl 4 years old. I have been a nice girl and I would like for you to bring me a Shirley Temple Doll and a doll suit case, also, candy, nuts and fruit. Your little friend, Minnie Alice Wells, Hereford.

Dear Santa,
I am a boy 7 years old and am in the second grade at school. I would like for you to bring me a truck, a tractor and candy, nuts and fruit. Your friend, Garland Robinson, Hereford

Dear Santa Clause, Dec. 13.
Will you please bring me a black-board and some jacks. A tricycle for Sunny Boy. Candy, nuts and fruit. Goodbye, Minnie Alice Wells, Hereford.

Dear Santa,
I am a little boy seven years old. I would like a train with track and dump truck with wheel barrow. I have little sister. She is five years old and she wants a doll that cries and goes to sleep and a suitcase for its clothes. We want some candy and nuts. Lots of love, Marcus and Marilyn Matthews Hereford Texas

Dear Santa Clause,
I want a electric train and a football and a airplane and I hope you to see Miss Cotton. Yours truly, James Ellis Higgins, Hereford.

Dear Santa Clause,
I want a bicycle and a football. Yours truly, Laverne Kearns, Hereford.

Dear Santa Clause,
Please bring me a big doll that has long curly hair, a pair of skates. Yours truly, Margaret Lee Kelley, Hereford.

Dear Santa Clause,
I want a book and a tool chest. My sister wants a doll. My brother Ben wants a pair of skates. My brother Harold wants a book. Yours truly, Dellert Conklin, Hereford.

Dear Santa,
Please bring me some skates, a game of bingo, a big doll, a table and I haven't any brothers and sisters to ask anything for. Yours truly, Wanda Crawford, Hereford.

The Rockwell TUBA

Published Once in a While by ROCKWELL BROS. & CO. Lumbermen
Stack 2 - Piece 16 Hereford, Texas Thursday, Dec. 22, 1933

The Spirit Of Christmas



THERE'S SOMETHING ABOUT CHRISTMAS AND THE SPIRIT OF GIVING AND RECEIVING THAT MAKES US ALL HAPPY. IT'S THE SAME CORDIALITY THAT CAUSES US TO STOP FOR A MOMENT TO EXPRESS OUR THANKS TO YOU AND TO WISH YOU A MOST SUCCESSFUL NEW YEAR.



The Telephone Company feels that many persons, who have been in the habit of calling out-of-town relatives and friends on Christmas Eve, would really prefer to extend their Christmas greetings on Christmas Day. For this reason, we are giving your attention to the fact that, again this year, Sunday Long Distance rates will be in effect.

To be sure of the increased volume of calls, our switchboards will be "manned" to capacity. Even so, there will likely be periods—especially on Christmas Eve—when it will be impossible to put through calls to a few distant cities with normal speed. If you should be one of those inconvenienced by delay, we ask your indulgence in advance.

Thank you—and a very Merry Christmas.

SOUTHWESTERN BELL TELEPHONE COMPANY

* The low night rates will also be in effect all day Monday, Dec. 26; New Year's Day; and Monday, January 2.



NO CARRYING CHARGE -- NO INTEREST TO PAY!!!

Free Insurance

1938 DODGE

This sedan has only 24,000 miles and is covered by our new car written guarantee!

\$795

<p>1938 Dodge Coupe Only 23,000 miles and looks as good as new. Carries a new-car guarantee. A Real Value!</p> <p>750</p>	<p>1934 PLYMOUTH SEDAN..... \$295 1934 FORD PICKUP..... \$190 1934 DODGE SEDAN..... \$325 1931 FORD COACH..... \$135 1930 FORD COUPE..... \$120 1929 FORD COUPE..... \$110 1929 CHEVROLET COUPE..... \$90 1929 DODGE SEDAN..... \$100 1930 BUICK TUDOR..... \$110 1930 BUICK SEDAN..... \$135 1930 CHEVROLET COUPE..... \$115 1929 BUICK SEDAN..... \$80 1930 CHEVROLET PICKUP..... \$75 1929 CHEVROLET TRUCK..... \$65 1929 FORD TRUCK..... \$85 1929 INTERNATIONAL TRUCK..... \$120</p>	<p>1936 TUDOR Plymouth Deluxe model with trunk, white sidewall tires, heater. Reconditioned and ready to go.</p> <p>450</p>
<p>1937 Dodge Tudor Just reconditioned, good tires! we guarantee this car. Get It For</p> <p>570</p>	<p>1936 SEDAN Oldsmobile With trunk and radio. New motor with only 16,000 miles. —For Only</p> <p>545</p>	<p>1935 COUPE Chevrolet New Paint, good tires and with only 35,000 miles. A Real Buy—At</p> <p>330</p>
		<p>1936 Dodge Coupe With radio and heater. In A-1 condition. Only</p> <p>450</p>

1938 PLYMOUTH

This Deluxe Tudor was our demonstrator, only 10,000 miles. Carries new car Guarantee!

\$795

EASY MONTHLY PAYMENTS!

Ireland Motor Co.

WE WILL TRADE FOR LIVESTOCK

DODGE-PLYMOUTH — HEREFORD — SALES and SERVICE



... for him
 PIPES — CIGARS — SMOKERS — BRUSH
 SETS — SHAVING SETS — CAMERAS
 PEN & PENCIL SETS

her
 — MANICURE SETS — STATION—
 — DRESSER SETS — TOILET
 SETS — BRIDGE SETS

... for the kiddies
 A Big Assortment of Their Favorite
TOYS
 CANDIES GUM

CITY DRUG STORE
 PRESCRIPTION DRUGGISTS
 PHONE 100

Funeral Service Held Monday For Chas. E. Smith

FORMER TAX ASSESSOR OF THIS COUNTY DIES SUNDAY

Funeral services for Charles E. Smith, 66-year-old Plains pioneer and former resident of Hereford, were held at 2 o'clock Monday afternoon, Dec. 19, in Amarillo. Dr. R. Thomson pastor of the Central Presbyterian Church, officiated.

Mr. Smith died at 3:55 o'clock Sunday afternoon at his home in Amarillo, where he has resided for the past 15 years. Many persons in this county will long remember Mr. Smith and the Smith family, who lived here for a long period; he especially had many friends among old timers of this section.

Prior to the time he moved from Hereford, Mr. Smith served for years as tax assessor of Deaf Smith County, and was considered one of the most popular public officers in the county. After leaving here, he moved to Wichita Falls, where he was an oil operator for several years. In 1923, he moved to Amarillo, and has since made his home there.

His death came as the result of a stroke of paralysis suffered several days previous.

Burial services were: Ted Neely, Arthur Ware, Joe Kilbough, Don O. Boyd, Ernest O. Northcutt, and Will Orr. Honorary pall

bearers were: Ralph Knapp, B. B. Woolf, W. S. Boydston, Hubert McEntyre, N. J. Allen and Ellen Sills.

Besides his wife, Mr. Smith is survived by one daughter, Mrs. Grace Bryson of Fort Worth; one sister, Mrs. Grace Williams of Giddensville, Ok., and one grandson, Johnny Bryson of Amarillo.

Westway Items (16 miles west)

MRS. MERLIN KAUL

Mrs. Jim Dale was called to Pampa last Thursday because of the death of her uncle, John Poe. The funeral was held at Pampa Saturday afternoon and Mrs. Dale returned that night.

Mr. and Mrs. Jim Dale and Jennie Jean will spend Christmas with Mr. Dale's mother, Mrs. C. H. Dickinson, at May Okla.

Mr. and Mrs. F. W. Dodson, Misses Helen Gilmore and Carolyn Beall attended the Christmas Party for the teachers of Deaf Smith County at Hereford Saturday afternoon. The party was held in Mrs. P. H. Gilliland's rooms on the top floor of the courthouse.

Rev. M. M. Beavers will not keep his appointment to preach here at the school next Sunday afternoon, which is Christmas, as so many will be gone and others are having family dinners.

The Christmas program will be held Saturday night at the school house. It will consist of readings, recitations, songs, and a play. Everyone in the community is welcome to attend. There will be a tree and Santa Claus.

Mr. and Mrs. F. L. Burrow

of Plainview and Mr. and Mrs. Carl Lee and family of Summerfield were welcome visitors at the church service here Sunday morning.

Mr. and Mrs. Carl Lee and family of Summerfield were Sunday dinner guests in the home of Mrs. Lee's sister, Mrs. Moody Stephen.

About 60 attended the church service here Sunday morning. There were several visitors present.

The meeting held by W. G. Williams and Rev. Rice were continued until Thursday night. Friday night Rev. Henry Burrows began a week-end revival, which continued until Sunday night.

Mr. R. M. Gunn and Mrs. Joe Landers were visitors in the Guy Lawrence home in Hereford Friday.

F. W. Dodson accompanied Jim Williams of Hereford to Lubbock Friday afternoon they attended the football game.

The basket ball boys went to Hereford Friday and Saturday nights, where they played one of the Hereford teams.

E. H. Jennings of Canyon called at the Merlin Kaul and Bill Rice homes Wednesday nights.

Mr. and Mrs. Merlin Kaul and Larry Carroll, Mrs. A. C. Pierce, and Mrs. Henry Allman were Canyon and Amarillo visitors Monday. They called at the home of Mr. and Mrs. Irving Willoughby in Canyon and at the home of Mrs. Jennie Glenn in Amarillo.

D. H. Allman drove the bus for Merlin Kaul Monday afternoon.

The grade and high school pupils will have their Christmas parties at the school Thursday afternoon. Names have been drawn for the gift exchange. School will be dismissed at 4:00 o'clock that afternoon for the Christmas vacation.

Mr. and Mrs. E. B. Osburn went to Plainview Sunday to make the acquaintance of their new grandson, who arrived last week in the home of their son, Willard Osburn. Mrs. Osburn remained to help care for the baby.

T. J. Barp and his son, J. B. of White Deer, were visitors from Tuesday until Friday with Mrs. J. S. Barp and Jack.

H. D. Blythe is picking up the

milk here now for Herb Sindt. Mr. and Mrs. Hughes Millard of Hereford were Sunday guests in the home of her parents, Mr. and Mrs. Grady Wilson.

Rev. and Mrs. Henry Burrow were the recipients of a "pound" shower at the church service Sunday night.

Mr. and Mrs. W. R. Allmon, Mr. and Mrs. D. H. Allmon and Jack were visitors Sunday afternoon in the homes of Jim Bagwell and Vern Lust at Bethel.

Mr. and Mrs. Roscoe Winkler and family came Sunday from Fowler, Colo., where they have been making their home. They are staying at present in the home of Mrs. Addie Winkler and plan to make their home here, Mrs. Winkler is in very poor health.

Mr. and Mrs. F. L. Burrow and Rev. and Mrs. Henry Burrow were dinner guests in the O. Wilder home Sunday. Late in the afternoon Mrs. F. L. Burrow suffered an attack of gall stones and they returned to their home in Plainview before the night service.

A snow fell here Tuesday which added a small amount of moisture.

Mr. and Mrs. Rey Singletary and Mr. and Mrs. Orpha Chick of Hereford were Sunday dinner guests in the B. P. Sowell home.

R. M. Gunn received an announcement of the birth of twin sons on Dec. 10 to Mr. and Mrs. Hiram Painter of Happy. Mrs. Painter is a niece of Mr. Gunn and a sister of Ernest Campbell and has often been a visitor in this community. The babies weighed 6 lbs. 9 1/2 ounces and 6 pounds 6 ounces, and have been named Larry Lon and Garry Don.

The Westway Home Demonstration Club held its Christmas party Tuesday afternoon December 20, at the home of Mrs. G. C. Hartman. The afternoon was spent in visiting. Names were drawn and gifts were exchanged.

The hostess assisted by her daughters Mrs. Orville Houser and Mrs. Buddy Witherspoon of Hereford served delicious refreshments of fruit salad topped with whipped cream, coffee, and candy.

Members present were Mesdames Paul Rudd, J. D. Harrell, A. C. Pierce, G. C. Hartman, Al Werner, Jim Dale, Clyde Shepherd, Joe Landers, W. L. Jones, and Merlin Kaul. Guests present were Mesdames R. M. Gunn, Buddy Witherspoon and Nell, Orville Landers, and Orville Houser.

Fifteen Year books will be ordered for the club and the next meeting will be held at the home of Mrs. Glenn Rutter on the second Thursday in January.

Summerfield News (8 miles southwest)

MRS. ASA ATCHLEY

Mr. and Mrs. C. E. Thomas were in H. D. Hill home in the Ford Community last week.

A son, Edward Harmon, was born to Mr. and Mrs. Elbert DeLozier Tuesday, Dec. 6.

Jim Higgins has moved his cattle from the Atchley farm to a place several miles north where there is more pasture.

The Winnie Lawrence class enjoyed a party at the Ray Johnson home Friday evening. Around 40 attended.

Mrs. Joe Storey is working in Hereford this week.

The Y. W. A. met with Mrs. C. H. Butler last week.

The Study Club enjoyed their Christmas party in the home of Mrs. Ray Johnson Thursday afternoon. The children were in the Tandy Legg home where they enjoyed games and Santa gave them gifts from the Christmas tree.

The school Christmas program was given Monday evening. Plays, readings, songs and numbers by the accordion band from Amarillo,

and songs by Stella Mae Murphy were enjoyed by the audience. Mr. and Mrs. Otis Mote and son moved recently to Friona.

Mrs. Ray Johnson gave a dinner for her daughter recently. Those present were Billie Ray and class mates.

Mr. and Mrs. B. E. and Mrs. B. C. Roberson visited relatives in Amarillo recently.

Mr. and Mrs. Sam Butler and Mr. and Mrs. Bill Gafford and son, of Dimmitt, were in the C. B. Butler home Monday.

Miss Louisa Suttle visited Inavly Burdine in Hereford Saturday.

Mr. and Mrs. J. A. Noland and Otha returned from the funeral of Mr. Noland's sister in Elbert; interment was made in the Olney Cemetery.

Mr. and Mrs. Doyle Vines of Adrian were guests in the W. A. Vines home last week-end.

Mr. and Mrs. J. B. Oglesby and family and Mrs. Asa Atchley and son were in the J. S. Gandy home in Wyche Saturday evening.

Mr. and Mrs. D. H. Allman and children of Westway and Miss Koma Hyatt of Happy were in the C. H. Butler home last week.

J. W. Vines of Earth was a visitor in the W. A. Vines home last week-end.

J. P. Gandy and Deanne Hanna of Wyche spent last week visiting J. B. Oglesby.

B. A. Atchley, Gertrude Atchley and James Suttle returned from a two-week visit in Christoval and Olney.

A surprise birthday dinner for J. B. Noland was given by Mrs. Noland in their home Sunday. Those present were: Messers, and Misses, Ky Lawrence, Lee Kendall, Henry Kendall and children, Joe Story and daughter, Chas. Noland and son, Lois Lookingbill and family, Joe Kendall and daughters and Mrs. Ernest Kendall of Hereford.

Mr. and Mrs. H. D. Hill and sons of Ford and Mrs. W. H. Knox of Hereford were in the B. A. Atchley home last week-end.

Perry McMinn has finished installing two new electric gasoline pumps.

Mr. and Mrs. Tandy Legg plan to spend the holidays in the home of Mrs. Legg's parents in Dick-

ens County. The Y. W. A. Christmas party was postponed until New Years, when they plan to hold a watch party.

A good snow fell over the community Tuesday morning.

Mr. and Mrs. C. H. Butler plan to visit relatives in Dimmitt Christmas.

Heiselman News

By Mrs. Henry Stewart

The 4-H club girls spent the night with their sponsor, Miss Naomi Hare, last week and had a candy demonstration. After the candy making, they enjoyed Chinese Checkers.

O. W. and Glenn Gardner of Vigo Park are visiting in the Homer Stewart home and are stacking feed.

Mr. and Mrs. R. W. Hobbs were in Adrian Wednesday.

Homer Stewart, A. W. Gardner and Glen Gardner were Adrian visitors this week.

Mr. and Mrs. Tony Redder spent the week-end in Hereford.

Mr. and Mrs. B. A. Wood were Dimmitt visitors Friday.

Tommy Redder visited in the school Monday.

Here this week for visits with the Tom McColiums and other friends are the James Wilsons and children. Mr. Wilson who was a member of the Hereford High School faculty last year is now connected with the public school of Santa Fe, New Mexico.

Mr. and Mrs. Knox Kizard plan to leave Friday for Arlington to spend several days of the holidays vacation with her parents. Rev. and Mrs. R. A. Walker.

JUST A THOUGHT
 for you

May this Holiday bring you the utmost of joy and may the New Year bring with it success in your every endeavor. You have been thoughtful of this institution and have made possible our continued growth. For your support we express our appreciation and pledge ourselves to an even greater service in the future.

BEAMS and MARRS
 MACHINISTS

CHRISTMAS

Christmas is here again with its good fellowship and good will. Its warm spirit reminds us that in our friends, not in our ledgers, do we find our real assets. So we want to express our appreciation of your evidences of friendship for us and to wish you

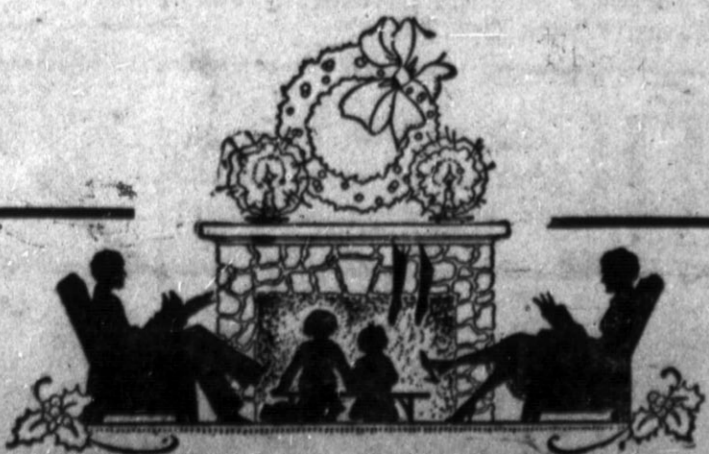
Merry Christmas Prosperous New Year

FRASER

FLOUR MILL — ELEVATOR

WHOLESALE & RETAIL OILS & GAS

Electrolux - Butane Gas - Stoves



Summerfield News (8 miles southwest)

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May happiness be your lot this Noel
 Trade with us and keep your Christmas smile throughout the New Year

Texas Service Station
 GLENN SNYDER

AS THE highest joys of Christmas come to us from the blessing of giving, we gather our humble share by giving our service to this community and our cordial and heartfelt wishes for your happiness. May the Spirit of the Nativity go with you throughout the coming year, and may your share of joy be brightened by the acknowledgment of our appreciation of your past favors.

Shop Streu's for Perfect Gifts

STREU HARDWARE
 and Employees