

AROUND TOWN

Sights and Faces Seen

Miss Clara Wedel, who has been working in the District Clerk's office at the Courthouse is now with the Soil Conservation Service.

Miss Dorothy Tillman has been transferred from the Soil Conservation Service here to the Area office at Perryton. She left Monday.

Heard in a local barbershop: "I don't know whether I'd build a postoffice now or not. It's liable to be blown off the map by a bomb the way times are now."

Unusual Christmas Tree decoration: Long ribbons of steel shavings on the tree in front of McRight and Wilson.

J. T. Carroll is now picking splinters from his hands down at R. H. Kemp Lumber Co. where he recently started to work.

The Luther Peevely home on Lee Avenue is getting a new roof and outside repairs.

Also having its face lifted is the Hugh Witherspoon home on W. 5th. A new front porch is being built.

Mrs. E. W. Harrison is having a new stucco job done on her house on East 11th Street.

Virginia Miller has part time employment at Kellogg during the Christmas holidays.

Gladys Stone has been doing stenographic work in the office of the County Home Demonstration Agent while visiting in the Mrs. Bertha Barnhart home.

Mrs. F. D. Ferguson is working at Penney's during the Christmas rush.

The County Agent's office has received a box of fresh dates from S. F. (Boxcar) Williams of Phoenix, Ariz. Mr. Williams formerly lived here.

Kansas Man Dies In Trailer House Near Dawn

Dr. Willard B. Peterson of Salina, Kan., was discovered dead in a trailer house near Dawn last Sunday morning by his wife who had stopped their car to go back to the trailer and see how he was.

The couple with their 3 1/2-year-old son had been traveling for his health. They had left Clovis, N. M., early Sunday morning where he had complained of feeling weak. Mrs. Peterson drove alone in the car while he rested in the trailer. Mrs. Peterson said she had been stopping at intervals since leaving Clovis to see how he was. About a mile west of Dawn she found him dead.

The body was brought to Hereford where it was prepared for shipment overland to Salina, Kan., for burial.

He is survived by his wife, Mrs. Bessie Peterson, and small son, Gary Willard Peterson. He was 35 years old.

AAA Delegates, Committeemen Elected; Sherman Plan Wins

In elections held Monday at Hereford and at Ford School House delegates and committeemen were elected for the 1940 AAA farm program.

In district 1, which includes the North part of the county, Floyd Tomlinson of Wildorado was elected delegate, and J. R. Overstreet of Adrian, alternate; W. M. Stewart of Hereford was elected chairman of the community committee and C. S. Perrin of Adrian vice-chairman; elected regular member was R. L. Campbell, Wildorado, and T. P. McCollister, Sims, alternate.

"Peace On Earth, Good Will Toward Men"



Hereford Churches In Special Services

Over 2000 Sacks Of Candy Given Away By Santa

To the delight of a five-block long parade of boys and girls a happy, cavorting Santa Claus led them down Main Street yesterday afternoon and gave each one a large sack filled with candy, fruit and nuts. The sacks were furnished through courtesy of Hereford Merchants.

The parade was formed at the First Baptist Church, marched down Main Street, and after making a loop from Second Street, by the City Hall, the sacks were distributed by Santa a the big tree at the intersection of Main and Third.

All the schools in Hereford participated, including the Central and High School Bands; and rural school children from over this territory came in groups to follow Santa.

Over 2,000 sacks of candy were given away by Santa Claus. The parade was under the direction of G. M. Hudson and was sponsored by the Lions Club.

Another Scout Troop May Be Formed Here

Thirty-six persons were present at the meeting of the Boy Scouts last Monday night, 23 scouts, 12 candidates for membership and the scoutmaster, Urllin Streu. These candidates are more than enough to fill out the troop to full strength of 32 members, Mr. Streu said, and work on another troop is expected to begin soon. A really fine time was reported at the Monday night meeting.

The Court of Honor has been tentatively set for January 18.

Seven Families Left To Receive Xmas Baskets

Of the 35 families listed by the Welfare Office last week only seven remain, according to an announcement by Mrs. Dyalthis Bradley, director.

"There has been a wonderful response," she said, "with many contributions. All are appreciated. Everything donated will be delivered without waste of time."

Families remaining are: No. 8, family of 6—girls 16, 15, 10, boy 12. No. 12, family of 11—boys 6, 8, 10, 14, 15, girls, 1, 3, 5, 12. No. 16, family of 7—boys 3, 6, 8, 11, girl 5. No. 28, family of 6—boys 10, 12, girls 8, 8. No. 29, family of 9—boys 14, 12, 5, 3, girls 18, 16, 2. No. 30, family of 10—girls, 16, 14, 10, 9, 2, boys 12, 4, 7. No. 33, family of 9—boys 8, 6, 12, 3, girls 7, 5, 14.

Men Work Day And Night To Pour First Floor Of Postoffice

Carrying the work through as scheduled, the first floor slab of the new postoffice was poured in one continuous operation beginning Tuesday afternoon and finishing about 10 o'clock that night. Men were kept busy until about 3 o'clock Wednesday morning covering the moist concrete with dirt to protect it from the subfreezing temperature which reached a low of 22 degrees during the night. The dirt protection was still on this morning.

Next Tuesday, the day after Christmas, brick work and raising of structural steel is expected to start, stated Walter G. Shaddy, engineer. Some of the steel has already arrived, and has been unloaded on the grounds.

Also to arrive are some of the decorative moldings to be used on the building, including a corner stone. Cement for the front steps of the postoffice has been poured.

Martin W. Nix Rites Are Held Here Monday

Last rites were held Monday afternoon for Martin W. Nix, son of J. H. Nix, from the First Baptist Church with services in charge of Rev. W. E. Barnes, assisted by Dr. C. R. Barrick, Tucumcari, N. M. Interment was in West Park Cemetery.

Mr. Nix died December 14 as the result of an automobile accident at Des Moines, Iowa. He was a certified public accountant and was employed by Boss Hotels. A message from the company to the family spoke of him in highest praise. He had not lived in Hereford for some time, having lived in and around Chicago for 10 or 12 years.

He is survived by his father, J. H. Nix; five sisters, Mrs. Cary Griggs of House, N. M.; Mrs. Tom Morris of Lebanon, Wash.; Mrs. George Lockett of Tucumcari, N. M.; Mrs. R. E. Edwards of Hereford; and Mrs. Lee Clingman of Ashfork, Okla.; four

(Continued on Page 12, Sec. 1)

Mother Of John Phillips Dies At Lindsay

John Phillips was called to Lindsay, Texas, last week by the death of his mother, Mrs. Joseph Phillips who died December 12 at the age of 81.

Funeral services were held December 13 with Rev. Conrad Herda officiating from St. Peter's Church.

Survivors include her husband and seven children, Sister Fides of San Antonio; Joseph Phillips Jr., Cal.; Mrs. John Fries, Lake Dallas; Victor Phillips, Gainsville; John Phillips, Hereford; Mrs. Joseph Geray and Mrs. Albert Strum, Lindsay.

Mrs. Phillips was born in Austria in 1858 coming to America as a child with her parents and settling near Frelsburg, Texas, where she married Mr. Phillips. They moved to Lindsay in 1908.

Calf Rams Horn Through Foot Of John Robinson

John P. Robinson received a severely injured foot recently while working among some calves at his mother's farm, Mrs. Leora Robinson, five miles southeast of Hereford. A calf rammed its horn through his foot.

CHRISTMAS TO BE REFLECTED IN WORSHIP

Christmas will be observed in practically every church in Hereford with services based on the deep religious significance of the Birth of Jesus. Most of the churches are giving at least one special service for the occasion and in all worship will take on a deeper meaning. Churches which have announced special services include the Methodist, Rev. M. B. Norwood, pastor; First Baptist, Rev. W. E. Barnes, pastor; Presbyterian, Rev. James Aiken, Jr., pastor; St. Anthony's, Father Nathaniel Madden, pastor; and the First Christian Church, Rev. H. M. Redford, pastor. Services will be held at the Church of Christ and at the Assembly of God Church, Rev. J. J. Grubbs, pastor.

At St. Anthony's a midnight Mass will be celebrated beginning at 12 o'clock and additional Masses will be held at 9 and 9:30 o'clock on Christmas Day.

Young people of the Methodist Church will present a program at the regular church hour Sunday evening at 7:30 o'clock. The entire program will consist of a dramatization called "Sing a Song of Christmas" by Joseph M. Blessing. The playlet is based on well known Christmas stories.

(Continued on Page 12, Sec. 1)

Deaf Smith Votes To Apply Quota On 1940 Cotton Crop

By a vote of 4 to 1, Deaf Smith county cotton growers favored retention of quota restrictions on 1940 cotton. Two cotton growers in the county failed to vote said A. R. Bateman in reporting the balloting held December 9.

The quota plan carried overwhelmingly throughout the Southern states, Mr. Bateman said.

Leave Parking Space In Front Of Your Store For Customers

It has been suggested that merchants and customers alike will benefit if merchants and employees refrain from parking their cars in front of their stores during the remaining shopping days before Christmas.

By leaving the space in front of the stores for parking of persons who have come to Hereford to do their Christmas buying, you will render them and yourself a favor, and give Hereford visitors a fine impression of the real friendliness and hospitality of this city.

College Students Get Rest From Study Grind As They Turn Homeward To Spend Holidays

Services Held For Father Of Joseph Loerwald

Funeral services for Frank Loerwald, father of Joseph Loerwald of Hereford, were held December 12 at Lindsay, Texas. Mr. Loerwald was 89 years old and was Lindsay's oldest citizen.

Services were held from St. Peter's Church with Rev. Conrad Herda officiating.

Attending the services from Hereford were Joseph Loerwald, George Loerwald and Mr. and Mrs. Gene Loerwald, who left here December 8, and returned last Sunday.

Mr. Loerwald was born in Wenden, Germany, on July 31, 1850. He spent his boyhood and early youth in that vicinity and was married there to Miss Maria Steimnetz of Attendorf, Germany. In 1888 with his wife and five children he sailed to America, settling on a farm near Westphalia, Iowa. From there he moved to a farm near Lindsay, in 1895 and lived near or in Lindsay until his death. Mrs. Loerwald died at Lindsay in 1923.

Mr. and Mrs. Loerwald were the parents of 12 children, seven of whom survive. They are: Joseph, Robert, Charles and William of Lindsay; and Mesdames Adam Beyer, Joe Schmitz and Al Kuntz of Lindsay. There are 63 surviving grandchildren and 32 great-grandchildren.

Red Cross Enrollment Sets New High

The highest enrollment since World War days was recorded this year in the Red Cross, Mrs. D. H. Alexander reports. Up until this year, last year's report of 389 memberships was the highest, but the enrollment for 1939 now stands at 468 annual memberships, four contributing memberships, two sustaining memberships and donations of \$14.05. The total fund is \$522.05, an increase of \$195.05 over last year.

Mrs. Alexander attributes the increase to better organization than before, the fact that each worker carried out the slogan, "Every adult an opportunity to enroll," and a genuine desire on the part of Deaf Smith people to help others.

"I wish to thank every person who had a part in helping make this drive the outstanding success it was," said Mrs. Alexander.

Weather Chart

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

Table with 3 columns: Day, High, Low. Thursday: 65, 30, 00. Friday: 68, 28, 00. Saturday: 74, 24, 00. Sunday: 75, 30, 00. Monday: 73, 36, 00. Tuesday: 54, 24, 00. Wednesday: 66, 23, 00.

Toy Mission Will Make Many Children Happy This Christmas

Many children of this vicinity will have their hearts gladdened with toys prepared by the WPA and donated by various organizations. These children are ones who would otherwise awake to disappointment Christmas morning.

Sponsored by the Toy Mission of the Long Star Study Club several hundred toys have been made, repaired, or donated new. Among organizations which have given new toys are the American Legion and the Boy Scouts. Even the "home-made" toys show a skill in making and finishing that will delight the heart of a child as well as the bought ones.

Hereford homes will be cheered and made brighter this week with the return of almost 60 college students to spend the Christmas holidays with their parents and relatives. From as far east as Georgia and as far west as California, students are trekking home.

Several groups have arrived already and more are expected home throughout this week.

Included among those who are here already or are expected soon are Karl Shirley, son of Mrs. Jeff Gilbreath, from TCU, Fort Worth; Miss Edith Jackson and Mr. and Mrs. Clinton Jackson, daughter and son of Mr. and Mrs. R. R. Jackson, from Chillicothe Business College, Chillicothe, Mo.; Faye Crosthwait, daughter of Mr. and Mrs. F. O. Crosthwait, Amarillo Business College, Amarillo; Frances Borden, daughter of Mr. and Mrs. L. F. Borden, from a Denver Colorado Business School; Paul Foster, son of Mr. and Mrs. Paul Foster, from Georgia Military Academy, Milledgeville, Ga.; Wayne Evans, son of J. G. Evans; L. B. Russell, son of Mr. and Mrs. W. H. Russell; E. B. Posey and A. R. Posey and family, sons of Mr. and Mrs. E. B. Posey; and Miss Virginia East, daughter of Mr. and Mrs. Ed East, all from Hardin-Simmons University, Abilene; Hertha Baer daughter of Mr. and Mrs. Gaston Baer, and Estelle Gilliland, daughter of Mr. and Mrs. J. M. Gilliland, from University of Southern California, Los Angeles; Miss Mary Virginia and Genevieve Eberle, daughters of Mr. and Mrs. F. J. Eberle, from University of California, Los Angeles.

George and Merlin Conklin, sons of Mr. and Mrs. Lee Conklin; Virginia Newell, daughter of Mr. and Mrs. J. O. Newell; Floyd Ross, son of Mrs. Dorothy Ross; Jack Nicks, son of Mr. and Mrs. Walker Nicks; Mary Jane Morgan, daughter of Mrs. Cooper Morgan; Dean Dunlap, son of Mr. and Mrs. W. E. Dunlap; Varion Fuller, son of Mr. and Mrs. Grant Fuller and Melvina Stewart, daughter of Mr. and Mrs. W. M. Stewart of Vega, all from Texas Tech, Lubbock.

Miss Mary Ann Baird, daughter of Mr. and Mrs. Horace Baird, and Herbert Boardman, son of Mr. and Mrs. H. H. Boardman, from Trinity University at Wapakonah; Bill Boyer son of Mrs. Pearl Boyer and Miss Audrey Cockrell, daughter of Mr. and Mrs. J. W. Cockrell from Wayland College, Plainview.

(Continued on Page 12, Sec. 1)

Hereford Youth Enlists In U. S. Army

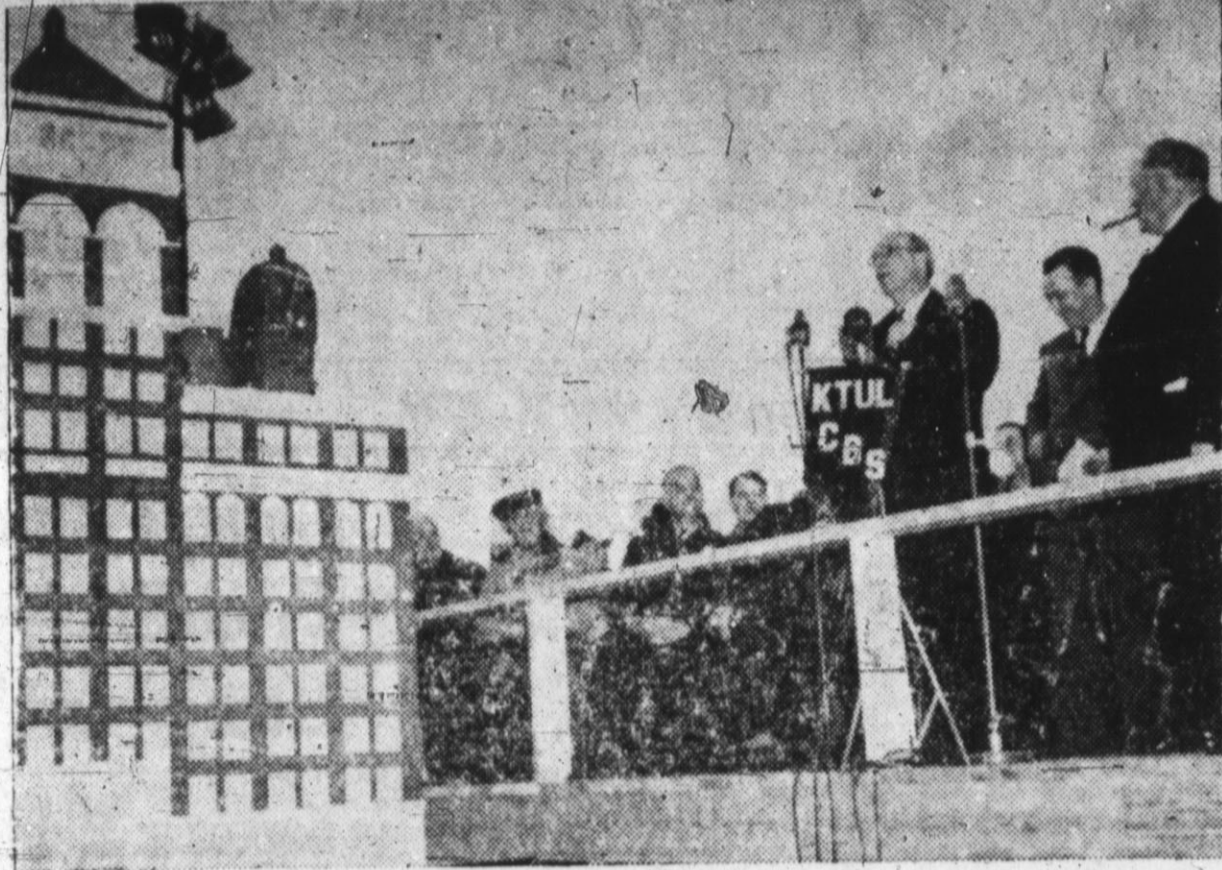
Among recent enlistments through the Army Recruiting Station at Amarillo was Gold-man T. Brashear of Hereford, who chose Infantry, Fort Sam Houston, Texas as the branch and station in which to start his military career. Aspected applicants are forwarded daily by the Amarillo Office for a wide choice of assignments, including Air Corps and Engineers.



### Hereford Girl Makes Honorary Society At TSCW

Denton.—Miss Viola Phillips of Hereford has been initiated into Alpha Lambda Delta, scholarship organization at Texas State College for Women.

Miss Phillips has met the requirements for the society which means a high scholastic standing in all her subjects. She is the daughter of Mr. and Mrs. W. Phillips of Hereford and is a sophomore student at the college majoring in costume design.



**PHILLIPS PETROLEUM** Company employees present a birthday cake 66 inches high to Frank Phillips, Chairman of the Board, Phillips Petroleum Company, on his 66th birthday. From left to right: Mr. Phillips, Chairman of the Board, Phillips Petroleum Company, R. C. Jopling, Vice President in Charge of Public Relations and Governor Leon C. Phillips of Oklahoma.

### Frio News

**MRS. MALCOM CASSELS**

A good crowd attended Sunday School Sunday morning and there were seventy-three at the church service. Rev. Waters brought a very inspiring sermon on "Power In The Blood." There was also a good crowd attending services Sunday night. After church services our Bible Lesson was studied and discussed. For the first Sunday night in January we will study Matthew, the twenty-seventh chapter, and Mr. Will S. Dixon will have charge. There were a number of visitors attending services Sunday and we extend them a hearty invitation to return.

Next Sunday night which is Christmas Eve, the Sunday School and P. T. A. are sponsoring a Christmas tree and program. The entire community is invited and are urged to bring

the children to see Old Santa. We will have gifts and treats for all.

Miss Ollie Ramey is giving her school Christmas program on Friday night as she will be unable to attend Sunday night. She also announces that the children will exchange their gifts at school and have their Christmas tree on Thursday afternoon. Miss Ramey also announced

that school will be dismissed Wednesday afternoon to let the children attend the parade at Hereford.

Miss Catherine Henderson of Hereford and Miss Lurline Dixon spent Friday night and Saturday in the home of Mr. and Mrs. S. J. Barclay and family.

Mrs. Malcom Cassels and children spent Friday night in Hereford at the home of her parents, Mr. and Mrs. G. P. Owen so that Mrs. Cassels could meet the train to get her husband, who was returning from Kansas City.

Mr. Cassels reports a very fine trip as he visited his sister and husband, Mr. and Mrs. G. H. Womble of Foster, Mo., and a niece, her husband and children, Mr. and Mrs. LeRoy Bishop of Kansas City. He reports that they need rain all through that country as bad as we do here.

Mr. and Mrs. Dave Benson were honored over the week end with a visit from their daughters and families, Mr. and Mrs. Simpson and two children of Pampa, and Mr. and Mrs. Sims of Mobeta.

Rev. and Mrs. Lloyd Waters of Plainview spent Saturday night in the W. S. Dixon home.

Mr. and Mrs. S. J. Barclay and in the John Johnson home children called in the L. F. Tennon home Wednesday night and Thursday night.

Mr. and Mrs. John Johnson were Amarillo visitors Wednesday.

Miss Helen Jones who has been working in Amarillo the past few months is back home for awhile. She spent last week with Mr. and Mrs. T. L. Sparkman Sr. Mr. and Mrs. S. J. Barclay, Curtis and Ruby Faye spent Saturday night and Sunday in the Ford community, in the home of

Sherry Ann and Evelyn Jean Benson.

While playing anti-over Sunday afternoon Calvin Tennon and Frank Robbins ran together and cut a pretty bad gash over Calvin's eye. He was taken to Hereford to the doctor who took two stitches and dressed his eye.

Mr. and Mrs. S. J. Barclay and Mr. and Mrs. J. M. Dixon called in the John Johnson home Friday evening and played forty two.

Miss Lurline Dixon stayed at Mr. and Mrs. John Johnson's home Friday night and helped give the children a party while the parents attended the Home Demonstration Club Christmas Party at Mr. and Mrs. J. E. Springers home.

Mrs. Malcom Cassels spent

Mercury Tudor Sedan, Hereford Motor Co.  
N. L. Cress, Chevrolet DeLuxe Sedan, Brumley-Woodford Motor Co.  
Alton Fraser, Oldsmobile 90 Sedan, Brumley-Woodford Motor Co.

### Last Minute

**GIFTS that Please them Most**

Jewelry is the Gift that will live on through the years... and Last-Minute Shoppers will find a complete selection in our large stock—at prices that are lower than offered in larger towns on Standard Merchandise... including

**WATCHES, by Elgin, Hamilton and Bulova**  
**DIAMONDS in Solitaire and Group Mountings**

We also have a large line of Silverware and Novelty Jewelry Gift Items!

Visit our Store — You're Always Welcome!

### LYNN C. KESTER

—: JEWELER :—

LYNN C. KESTER AND FAMILY



At this glad season pause to wish each of you a Merry Christmas and Happy New Year. If has been our privilege to serve you we say Thank It has been a pleasure to live in this community and we extend Best Wishes of the Season!

### 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 happiness.

**LOERWALD BROS.**

**T. K. Wilson**  
**INSURANCE - BONDS**  
Will Sign Your Bond Now!



### TO OUR FRIENDS:!!

AS THE old year draws to a close, amid the good cheer and fellowship of Christmas-tide, we desire to express anew our gratitude for the manifold courtesies received, for the cordial relations we have enjoyed, for the new friends made and the old friendships more closely cemented, and for the splendid patronage that has been ours. With these thoughts in mind, we wish for you one and all a very Merry Christmas and a happy and most prosperous New Year.

- Mrs. Seth B. Holman
- Jimmie Gillentine
- Fred B. Harrell
- Mrs. John McLean
- Virginia Bowman
- E. S. Scott
- Sherman Morgan
- Nick Koelzer

Wishing Each of You a

### A MERRY CHRISTMAS and HAPPY NEW YEAR

It is the day of days... when hearts are relieved of the workaday pressure and the spirit of Christmas takes possession of everyone, creating a harmonious world of good will and friendly neighborliness.

In this spirit we greet you at Christmas, giving you our whole-hearted hope that it will be a great day for you, one long to linger in your memory.

### HEREFORD POSTOFFICE

**JIM LIPSCOMB, Postmaster**

- |                       |                       |                        |
|-----------------------|-----------------------|------------------------|
| <b>Office Clerks:</b> | <b>City Carriers:</b> | <b>Rural Carriers:</b> |
| Cecil Williams        | E. W. Young           | Owen Stagner           |
| George Millard        | Lee Caldwell          | Elijah Ramey           |
| Elmer Patterson       |                       | Alex Petersen          |

**THE HEREFORD BRAND**  
Serving Deaf Smith County Since 1901

# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

## Music Study Club Combines Program With Annual Christmas Party Monday

The Christmastide spirit within the house was reflected for guests with an entrance effect of colorful lights, evergreen and Christmas bells at the H. L. Broadwell home Monday afternoon when Mrs. H. K. Fox and Mrs. Broadwell were hostess at the Music Study Club annual Christmas party.

House decorations revived that old English custom of using bells on special occasions with dozens of silver bells lending festive charm. A tree, which was a replica of nature's own Christmas decorations, was ornamented with icicles and spun glass. The nativity scene was shown beneath the tree in multiplane display.

In the dining room an old fashioned atmosphere prevailed with red and green decorations. Holly, cedar and red and white candles predominated. After a program, refreshments were served from a holiday tea table. Mrs. S. P. Rosson poured.

A postponed program, with Mrs. Jeff Gilbreath as leader, was presented. She gave the background for musical selections which followed, discussing contemporary composers and

mentioning the larger forms of compositions, expatriates, the younger group and the modernists.

Musical numbers included: "Romance" (Lily Strickland); Mrs. A. C. Thompson; "Spirits of the Glen" (Dennee) Miss Eloyse Pitman; "Juba Dance" (Dett) Mrs. J. C. McCracken; and a chorus, "Glamouf" (Saar) sung by Mesdames R. P. Coneway, C. C. Ferguson, A. J. Schroeter, Wiley Roberson, W. E. Dameron and Mrs. C. R. Smith with Mrs. Glenn Snyder at the piano. The concluding number was an effective presentation of "The New Born King" (Ambrose) sung by Mrs. B. M. Wiltshire by candlelighting.

Members present were Mesdames J. C. McCracken, J. B. Jones, H. H. Hawkins, Jeff Gilbreath, C. C. Ferguson, C. H. Dyer, W. E. Dameron, R. P. Coneway, Troys Carmichael, J. E. Beyer, G. A. F. Parker, Wiley Roberson, S. P. Rosson, A. J. Schroeter, Glenn Snyder, C. R. Smith, W. J. Stanford, A. C. Thompson, A. O. Thompson, B. M. Wiltshire, Miss Eloyse Pitman and the hostess.

## Seasonal Party Highlights Week For Study Club

Club parties, entertaining members and guests during the Christmas season, vie with affairs given by individual hostesses to highlight the holidays as homes are decorated throughout the city to suit the occasion. The annual Christmas affair for the Lone Star Study Club took place Monday afternoon at the home of Mrs. Louie LeGrand with Mrs. Owen Stagner, co-hostess.

Expressive of the spirit of the season, red candles were everywhere, their glow reflected by the brightly ornamented Christmas tree in the background. The centerpiece for the dining table was formed with single tall tapers in a colorful fruit base. Refreshments repeated the colors emphasized.

Mrs. Ellis Coombes effectively told the Christmas Story with a medley of Christmas Carols accompanied by Mrs. Louie LeGrand. Christmas carols were sung by the group.

Gifts were exchanged in a musical contest. Members brought fruit for a basket to be given to the needy during the holidays.

Those attending were Mesdames Jim Williams, Roger Corbett, Ellis Coombes, B. R. Dixon, E. W. Young, Lawrence Womble, Robert Thompson, Charles Sowell, Owen Stagner, R. G. Blue, Jack Grady, Jim Higgins, Joe Kendall, Tom Major, C. F. Moore, Earl Phillips and Mrs. LeGrand.

## HOLIDAY PARTY IS GIVEN AT MATHERS HOME

Changing customs have not affected the old fashioned habit of extending Christmas cheer through the hospitality of the home. Among the many informal gatherings to mark the festive season in Hereford was the bridge party given by Mr. and Mrs. Paul Mathers at their country home Monday night.

Red candles and lovely poinsettias were combined to carry out the holiday colors and potted narcissus furnished the floral note.

Score awards were received by Mr. and Mrs. Colby Conkright and Mr. and Mrs. Tom McCollum.

A Christmastime plate with sandwiches in the shape of miniature trees and stars was served to Messrs. and Mesdames Reed, Williams, Colby Conkright, Jim Lipscomb, Tom McCollum, Bob Wilson, John Olson and the hosts.

## CLUB PARTY GIVEN AT SCHROETER HOME

The home of Mr. and Mrs. A. J. Schroeter was the scene of a gay Christmas party given for members of the Junior Pioneer Club Tuesday night. Mrs. Troys Carmichael was assistant hostess.

A yuletide program was enjoyed. Mrs. Lilburn Ray told "The Story of Carols"; A review of Lloyd C. Douglass' book, "Home For Christmas" was given by Mrs. Troy Moore. Christmas carols were sung by the club.

After the program a Christmas contest was featured followed by the auctioning of white elephant gifts with Mrs. Troy Moore and Mrs. R. S. Scott as auctioneers.

Gifts were exchanged from a brightly decorated tree.

Members present were Mesdames Homer Brumley, Buford Crosthwait, O. H. Cupepper, Willis Edelman, Meade Halle, Frank Huckert, S. J. Jones, Lynn Kester, Alton Miller, Troy Moore, Lilburn Ray, Elvin Ridling, Ralph Roden, R. S. Scott, Urlin Streu, J. B. Whitlow, Louis Woodford, Ralph Hastings, Misses Edna Daughtee, Rosalie Johnson and the hostess.

## 86TH BIRTHDAY IS CELEBRATED

A special event during the holiday season was the birthday celebration to honor Mrs. Hettie Cochell on her 86th birthday. A covered dish luncheon was held at her home at noon Tuesday with a large birthday cake featured as table decoration. Gifts were presented and many messages of remembrance and congratulation were received during the day.

Mrs. Cochell who is hale and hearty at 86 is a pioneer of two states. She moved from Olney, Ill., as a June bride in 1875 to a little log cabin in Missouri. Reminiscing she said, "Nobody on earth could have been happier." In 1902 she and her husband moved to the Panhandle of Texas and she became a pioneer of the west. Mrs. Cochell looks after her own business interests, maintains her home and still leads an independent life. Those celebrating the occasion with her included Mesdames

A. H. Elliston, L. E. Smith, J. C. Cunningham, Minnie Walker, J. R. Jowell, S. E. Askren, Nettie Megert, F. M. Kesler, Allen Bell, Rev. and Mrs. H. M. Bedford, Miss Adda Ramsey and Miss Lucy Reed.

## PAGEANT PRESENTED FOR AUXILIARY

The general meeting of the woman's Auxiliary of the Presbyterian Church was held at the church Tuesday afternoon featuring a Christmas pageant presented by Mesdames Arch Conkling, E. S. Ireland, R. B. Miller, C. C. Rockwell, S. J. Jones, Frank Gyles, J. T. Gilbreath Jr., Paul Mathers, James Alken, Vern Witherspoon, Henry Hastings with Mrs. Clay Ridgeway furnishing the musical accompaniment. Mrs. D. H. Alexander and Mrs. E. H. Norton sang the carols. Miss Adeline Koelzer sang a Christmas solo.

Refreshments were served by group three from a table decorated with a large yule log and lighted red candles.

**MERRY CHRISTMAS**


**HAPPY NEW YEAR**

Our Christmas wish for you is neither new nor unusual, but it is packed with all friendly sincerity... and in extending our greetings we also wish to express appreciation for your friendship and patronage during the past year.

**Gulf Refining Company**

KELLAR MUSE, Consignee

**CHRISTMAS GREETINGS**



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!

**JACOBSEN BROS.**

**Machine Shop**

**GREETINGS OF THE SEASON**

WARM HEARTS  
CHEERFUL GIVING  
HAPPINESS

May all of these be yours—this is our hope that we hold for you at this joyful Christmas season, when the whole world is in tune with the spirit that guided the Wise Men from the East.

May your Christmas be endowed with all the blessings for which you have hoped. May you be visited by the choicest of all good things.

And as you go onward into the New Year, may you have a rich abundance of achievement, health, prosperity and real happiness.

We could not wish you less, you our faithful friends and patrons.

**HEREFORD LAUNDRY**

W. L. AYERS, Owner

**GREETINGS**

May the bells keep ringing a song of joy for everybody!

**O-K Tire Shop**

1 Door South of Postoffice

Shoppers! WE CARRY A COMPLETE LINE OF TAGS, SEALS, AND WRAPPING PAPER.

Walgreen Agency  
**HAILE DRUG**  
PHONE 99 HEREFORD, TEXAS  
Walgreen Agency Drug Store

**GIFTS for EVERYONE**

**TOYS**

- 2 PIECE L'ADONNA SET \$1
- For Baby! ROLY POLY ONLY 10¢
- LOOK! A MICKEY MOUSE CHOO CHOO 25¢
- 2 Games on One Board! CHINESE CHECKERS & ANTE UP RUMMY 69¢
- Exciting Game! SKIP BALL GAME REAL FUN 49¢
- Chubby Baby PLUSH BEAR COLORFULLY DRESSED 49¢
- LEON LARAIN 2-PIECE 2.00
- FOR "HER" LEON LARAIN 3-PIECE SET 2.75
- CUTEX CLUB MANICURE SET CHOICE OF COLORS THE PERFECT GIFT! 2.50

**for the HOME.**

- Chrome Waffle Iron The perfect gift for the home. Stickproof grids, bakelite handles. Inexpensive, too! 2.49
- BEAUTIFUL CHERAMY April Showers GIFT SET FOUR PIECE \$1
- GIVE A SPOTLIGHT BED LAMP With Magnifying Lens! PADDED CLAMP PROTECTS FURNITURE BRONZE or Ivory finish. 98¢
- LEON LARAIN TRIPLE COMPACT FIT FOR A PRINCESS! 2.50 LOVELY DESIGN!
- The "Corning" ALARM CLOCK THE IDEAL GIFT! DEPENDABLE 89¢
- Full Size—Approved MASTERCRAFT FLAT IRON 98¢ NON-RUST FINISH!
- DETECTO JR. BATHROOM SCALE Choice of Colors 2.29
- ELECTRIC BREAD TOASTER TWO SLICE 89¢
- ELECTRIC CORN POPPER LARGE BOWL 98¢
- ALL GLASS COFFEE MAKER FIVE CUP 1.17

**Gifts HE WILL LIKE**

- He'll Welcome This PO-DO MEN'S SHAVING KIT IN ATTRACTIVE GIFT BOX! 98¢
- Paisley Lavender 4-PIECE MEN'S SHAVING SET IN A HANDSOME GIFT BOX \$1

**Gifts from HAILE'S...**

- YARDLEY SHAVING SETS \$2.35
- LEATHERIC TWEED \$1.00
- COTY'S TOILETRY SETS \$3.50
- OLD SPICE COLOGNE (carton) \$1.00
- CIGARETTES \$1.50
- SHEAFFER PENS \$3.50
- KING'S CANDY — 2 lbs. \$1.00
- BILL FOLDS \$1.00 to \$5.00
- MR. SHAVING SETS \$1.39

**TOYS! TOYS! TOYS!**

SHOP AT HAILE'S SUNDAY (Christmas Eve) — for Last-Minute Items!

**WE WISH YOU A VERY MERRY CHRISTMAS!**

Marcus Houser — Meade Halle — Orville Moore — Kathryn Poff — Evelyn Steizer — Roy Stuart — James Higgins — Jiggs Hartman — Marvin Keams — Nealy Williams — Louise Homer — Monica Albracht

We will be closed Monday (Xmas Day)

# The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 30

MRS. SETH B. HOLMAN  
JIMMIE GILBERTINE  
Publisher  
Editor

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### NOTICE TO PUBLIC

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

## Christmas Trees Are 10-Million Dollar Industry

College Station—Christmas trees have become a 10-million-dollar industry in the United States, according to C. W. Simmons, farm forester for the Texas A. and M. College Extension Service, who points out that the Texas Christmas tree market may be a source of additional income to owners of farm timber. Cutting of Christmas trees on a commercial basis should be done primarily to improve the condition of the remaining trees, he says. Pines, eastern red cedar, youpans, and liveoak are among the Texas trees suitable for Christmas use.

sented with handkerchiefs. At the close of the afternoon the hostess served delicious refreshments of apple pie, toasted cheese on crackers, and coffee to Mesdames G. C. Hartman, R. M. Gunn, Merlin Kaul, O. Wilder, Bill Rice, G. W. Wilson, J. A. Roe, Vina Edmondson, P. B. Sowell, A. C. Pierce, C. F. Rickles, Earl Little, Al Werner, J. K. Gray, Paul Ridd, Jim Dale, F. W. Dodson, Misses Mildred Wilder and Lou Ella Scarborough.

Mr. and Mrs. G. C. Hartman received word last week from their son, Elwin, at Bakersfield, Calif., that he had undergone an operation on December 8 at Kern and General Hospital in Bakersfield. Last reports are that he is getting along nicely. Elwin works for the Geo-Physical survey with headquarters at Bakersfield.

Mr. and Mrs. Lynn Boyd of Perryton, Okla., were visitors last Sunday of Mr. and Mrs. Kelley Gray. Mr. Boyd's father known as Judge Boyd was one of the first residents in this community. He built the first dugout on the place where V. Skypala now lives. Lynn was only four years old when they moved from here and this is his first trip back but he remembered the location of his dugout home. He now works for the Shell Oil Company at Perryton.

## Westway Items

MRS. MERLIN KAUL  
Mrs. E. B. Osburn was hostess to a sewing bee at her home last Wednesday afternoon. The guests spent the afternoon working on Christmas gifts. The occasion also honored the birthdays of Mrs. Bill Rice and Mrs. J. S. Earp whose birthdays were Sunday, December 10. They were pre-

## Supports Allies



Franco-British prestige in the Balkans was strengthened when Rumania's King Carol named George Tatarescu to the premiership, succeeding Constantine Argetoianu, whose cabinet resigned after refusing Germany concessions on oil and foodstuffs. Tatarescu, former Rumanian ambassador to France, is strongly pro-ally.

Wayne Jones returned to his home at Plainview last Wednesday after spending several days with his friends, Eustace and Gene Osburn.

Mr. and Mrs. Henry Clark and family and Mr. and Mrs. Carl Lee and family of Summerfield were dinner guests Sunday of Mr. and Mrs. Moody Stephan and children.

Mrs. O. Wilder and Mildred attended the wedding of Elaine Wolf in Hereford Friday night. Miss Wolf was married Friday night at 7:30 to Mr. Murray Elson of Amarillo, The Rev. Jas. Aiken, pastor of the Presbyterian Church reading the double ring ceremony. Mr. and Mrs. Elson will live in Amarillo.

Sunday visitors in the home of Mr. and Mrs. A. C. Pierce included Mrs. Jennie Glenn of Amarillo, Mr. and Mrs. Verner Glenn of Vega, and Mr. and Mrs. Ulys Pierce and boys of Hereford.

Mr. and Mrs. A. T. Walthall and Mrs. Otis Hivley and baby of Olton came Friday night and spent the week end in the F. W. Dodson home.

Mr. and Mrs. Roy Lee Wilson and family moved last Wednesday to the house where the Pink Gilliland family formerly lived and Mr. and Mrs. Clarence Morrison moved into the place vacated by the Wilson family.

Mrs. Merlin Kaul and boys visited Mrs. Guy Lawrence and Nelda Guy in Hereford Friday. Mr. and Mrs. Curtis McKinney of Carlsbad came Friday night to visit relatives here for a few days. They were visitors over the week end in the E. B. Osburn home.

Mr. and Mrs. Roscoe Winkler and Seth Clark returned home Wednesday after spending the past five weeks in Arkansas.

School will close Wednesday evening for the Christmas vacation. All of the grades will

## Ersatz in England



A special "gas producer" converts low grade coal into gas to drive London's trucks and busses. Mounted on a trailer in front of the vehicle, this "producer" supplies fuel for a huge double-deck bus. This "ersatz" campaign of using substitutes conserves the empire's resources.

have a Christmas tree Wednesday at one o'clock.

Mr. and Mrs. Maurice Tannahill and Carlton spent Friday night and Saturday in the home of Mr. and Mrs. Joe Reeves near Tulla.

Mr. and Mrs. Ralph Durstine and Kenneth of Friona were Sunday dinner guests in the Merlin Kaul home. Afternoon visitors were Mrs. Joe Landers, Vesta Mae and Ross Joe, Mrs. R. M. Gunn and Mr. and Mrs. C. V. Burgess and boys of Progressive.

Rev. and Mrs. Joshua Stephens and daughters and Merle Grigsby were guests Saturday night of Mrs. J. S. Earp and Jack. The Stephens family were Sunday dinner guests in the Floyd Tucker home.

Rev. and Mrs. Stephens were recipients of a pound shower Sunday morning. Besides the food, there were many other lovely gifts included.

Mr. and Mrs. Ralph Rudd of Spring Lake were visitors Thursday in the Paul Rudd home.

The Community Program with a tree and Santa Claus will be held at the school house, Saturday night. On Sunday night there will be a special Christmas service with Mrs. Al Werner in charge.

The program Saturday will consist of readings by William Rice, Inez Tucker, Ava Gene Gore, Curtis Ponder, Helen Marie Tucker, Wanda Marie Allmon, and Nina Beth Hartman, dialog, "Gifts for Grandma," by Homer Rudd, Glenn Wilson, Bobby Osburn, William Rice; songs: "Jingle Bells," and "Christmas" by the school children; piano solo by Paula Mae Mathers, solo by Elaine Cox; quartet "Little Town of Bethlehem."

Mr. and Mrs. Merlin Kaul and sons will leave Thursday morning to spend Christmas with relatives and friends in Kansas and Nebraska.

Quite a number of families in this community plan to make trips during the holidays.

## Summerfield

HELEN OGLESBY  
Mr. and Mrs. Evans and Raylan were visitors in Amarillo, Saturday night.

Mr. and Mrs. W. E. Robinson and daughter, Joyce, and Mrs. J. E. Robinson were visiting relatives in Borger last week end.

Rev. H. B. Naylor of Friona, the pastor of the Summerfield Baptist Church, is in the hospital at Hereford where he is recovering from an appendectomy.

Mr. and Mrs. Andrew Behrends were visitors in Amarillo Saturday.

Mr. and Mrs. Wilson Vines and daughters are now visiting in Belva, Okla.

Mr. and Mrs. Carl Neighbors visited Sunday in the home of Mr. and Mrs. Lee Newman in Hereford.

Miss Katherine Easter is to spend the Christmas holidays in the home of her parents in Dimmitt.

There were fifty-six in Sunday School Sunday.

Miss Ruth Atchley spent this last week end in Hereford with Miss Molly Jo Roberson.

Misses Louise Suttle and Gertrude Atchley accompanied by Lester Suttle, were visitors in Amarillo Thursday night.

The Y. W. A. and W. M. U. will give a Christmas Pageant in church Sunday it is "Christmas for the World."

Mr. and Mrs. L. A. Fleming and son of Texaco, are visiting in the home of Mr. and Mrs. Taylor Evans.

Mr. and Mrs. Ray Johnson honored Mr. and Mrs. Tandy Legg, Mr. and Mrs. Lloyd Lookingbill and Mr. and Mrs. Bernard Roberson with a dinner party last Friday night.

Mr. and Mrs. Carl Neighbors visited in the home of Mr. and Mrs. Marvin Thomas in Hereford Thursday night.

Mr. and Mrs. C. B. Thomas and daughter, Shirley Ruth, visited in the home of Mr. and Mrs. Ross Roy of Sunnyside, Sunday.

## Teaching True Christmas Spirit To Children

College Station—"If Christmas means only 'I want' and 'gimmie' to your children, start now to help them get the true Christmas spirit," is the suggestion of a specialist offered by Dosca Hale, specialist

in parent education and child development, for the A. and M. College Extension Service. Some of the methods she offers are: Take children to short, simple Christmas services; teach them Christmas carols; give all the family a chance to share in Christmas preparations; let the children help make the trimmings for the Christmas tree and with the selection of gifts for their friends.

## MERRIE-MERRIE



## CHRISTMAS

Please Accept Our Greetings and Let us Thank you for Your Past Patronage

## CITY CAFE

BUCK RICHARDSON

MITCHELL

## Daniel News

PAULINE MOORE

Everyone is urged to attend church services at the Palo Duro church next Sunday, which is Christmas Eve. Rev. Perry will conduct the services.

Come to the program and Christmas Eve at the Palo Duro church next Saturday evening. Santa Claus is going to be there.

Mr. and Mrs. J. C. Allred and Ethel spent Sunday in the Ira Allred home. Rev. and Mrs. Perry, Theda, and Othel, Mr. and Mrs. L. B. Fowler, Miss Ora West and Mrs. Lola Daniel of Amarillo were also there.

Mr. Tom McClain was a Hereford shopper, Saturday.

Mr. and Mrs. W. R. Moore and family and Paul Frye were in Hereford Saturday night.

Mr. and Mrs. J. C. Allred and Ethel, Miss Emma McClain and Mrs. Anna Gillispie spent the day with Mr. and Mrs. Cecil Allred of Amarillo Thursday. Some Christmas shopping was done while there.

The Young People's Sunday School Class will meet at the church house Saturday for our all day work together on the Christmas tree and accessories.

Miss Emma McClain, Mrs. Anna Gillispie were in Amarillo Thursday.

Mr. and Mrs. H. L. Curry and Albert Earl Hodgens of Olton were Sunday visitors in the Ervin Shugart home.

Mr. and Mrs. J. C. Allred and Ethel and Mr. and Mrs. Ira Allred of Wildorado attended the workers conference at Phillips, last Tuesday.

Mr. and Mrs. A. D. Moore of Kress visited in the O. J. Moore home, Friday and Saturday.

Mrs. Bob Axe was a visitor in the J. T. McClain home Friday.

W. R. Moore and family visited in the L. Holman home near Hereford, Sunday afternoon.

Mrs. J. S. Garrison, Bert Garrison and Mr. and Mrs. Price Holland of Olton visited in the home of Mrs. Joe Moore and children one day last week.

Brand Ads Get Results!

# SEASON'S GREETINGS

Loyal friendships and pleasant memories make life worth living and Yuletide brings forth the keenest appreciation of them. So we are happy as we send to all our friends cordial greetings and best wishes for Health, Happiness and Good Fortune.

The F. M. Kesters

# The Rockwell TUBA

Published Once in a While by ROCKWELL BROS. & CO., Lumbermen

Stack 4—Piece 24

Hereford, Texas

Thursday, Dec. 21, 1939

# The Spirit of Christmas



As another Christmas Season is ushered in, we deem it appropriate to express again our greetings and to say to you that our hearts are grateful for the share of fortune it has been our lot to enjoy. As we cannot see each of you personally to offer our best wishes, this message must suffice. Yet we wish to

embody in it, as far as is possible, all the sincerity and feeling that is in our thoughts at this glad Christmas time. We are well aware of the fact that without your own generosity we would not have enjoyed such a splendid business during the past year. Therefore, in the midst of the holiday whirl we pause to say . . .



During the year about to draw to a close we have again enjoyed being with and serving the good people of this community . . .

### AND AT THIS SEASON

we take this means of extending to you our sincere wishes for a Merry Christmas and a New Year filled with Happiness and good cheer.

## CARL'S GROCERY

MR. AND MRS. C. H. CARL

# 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."

## R. H. Kemp Lumber Co.

GRANT FULLER, Manager

A Merry Christmas and Happy New Year

### 139th Visit By Santa Claus To Be Made At White House

WASHINGTON—Santa Claus makes his 139th visit to the White House this Christmas, carrying on a tradition started December 25, 1800, when Krisingle called on little Susanah, granddaughter of President John Adams from Massachusetts.

The White House in those days was in an unfinished state and the great barnlike rooms were only scantily furnished, providing a great contrast to the beautifully appointed mansion of today. Yet the same joyous spirit prevailed on that Christmas morning more than a century and a quarter ago, as that found in the White House this Yuletide.

From early years of our country, Presidents have set aside the heavy burden of state and made merry Christmas day with their families.

### Friena News

MRS. H. L. SETTLE

Miss Marie Smith of Friena and Cecil Bass of Rocky, Okla., were married at Hobart, Okla., on Dec. 25th. It was recently learned here. The attendants were Miss Zenah Anthony and Mr. Estis Bass of Rocky. The bride wore a black and white suit. Mrs. Bass is the daughter of Mr. and Mrs. L. L. Smith of Friena. The couple will make their home in Rocky.

The homecoming Alumni banquet will be held in Friena on Dec. 28th. The date has been set during the holidays so that more may attend. Committees have planned an evening of entertainment. This is the special social event of the holidays.

County Agent Jason Gordon announced recently that a "Fun Night," with no charge will be held at Oklahoma Lane, Dec. 21, for the 4-H club boys. The feature of the evening will be a boxing match between certain boys of the club. The only speaker of the evening will be Gilbert Watkins of Oklahoma Lane, a 4-H

club member who will give a talk on his recent trip to the 4-H Club Congress in Chicago. Jason Gordon said there would be other forms of entertainment for those who do not care for boxing.

The Friena High School Chorus will present a Christmas Cantata, "The Music Of Christmas," by Ira M. Wilson on Dec. 21, in the grade school auditorium. The chorus is under the direction of Mr. Harley Bulls, music instructor of the Friena schools. A group of about 30 voices selected from the best in this cantata for about four weeks school have been working on and now have almost all of the songs memorized. The chorus will at the specified time, be presented in their new vestment robes for the first time. The program will serve a dual purpose as it will be the regular meeting of the P. T. A. and also be the annual chorus program presented at this time each year.

John White received an invitation to a meeting of the Panhandle Water Conservation Association and luncheon and barbeque at Berger on Dec. 29th. The invitation came through Mr. H. N. Pruet, Secretary of the Canadian Flood Control Association. The business meeting will be held in the First Baptist Church while the luncheon will be served in the American Legion Hall.

Art Names and Co. are bringing a big tent show to town and will be in Friena from Monday night, Dec. 18 until the following Saturday night.

The various churches of Friena are preparing for presentation of Christmas programs and Christmas trees. These programs will be given on Saturday night, Dec. 23 in the various church buildings.

The Ladies' Missionary Society of the Methodist Church had their bazaar and bake sale, Saturday, Dec. 16th at the Friena Feed and Produce Company.

Miss Pearl Houlette, who works in the ACA office in Clovis, spent the week-end with her parents, Mr. and Mrs. E. E. Houlette of this city.

John Luther Furlong, a former resident of this city and now of Greenville, was in Friena last week with a load of paper shell pecans.

Mr. Harold L. Settle was a business visitor in Hollis, Okla., last week.

John R. Armstrong of Farwell, chairman of the Farmer County ACA, has called a meeting of all farmers of this county to be

held at three different points in the county. These will open at 8:00 o'clock in the school building of Friena, Lazbuddy, and Bovina on Monday night. The purpose of the meetings are to elect committeemen from the various precincts and is considered as the most important meeting of the year. Leo McLellan, Friena committeeman urged all farmers to be present at the Friena meeting.

Census reports show that 5,092 bales of cotton were ginned in Farmer county from the 1939 crop, prior to Dec. 1, as compared to 1,894 in 1938.

Karl Bender, progressive farmer, living southeast of this city recently sold six of his cattle to J. A. Berry, of Farwell. Four of the six heifers were registered. He also sold one registered bull to Cecil Berry, also of Farwell.

An invitation basket ball tournament, sponsored by the Friena Athletic Department, held at Friena During Thursday, Friday and Saturday of last week resulted in about nine teams playing. The outstanding team won honors as well as individual players who showed the best sportsmanship and playing ability. Trophies were presented after the finals Saturday night.

The first round was played with the following results: Boys teams; Canyon 15-Bovina 14; Friena 39-Hereford 28; Lazbuddy 34-Spring Lake 26; Second round resulted as follows: Spring Lake 35-Hereford 20; Friena 23-Lazbuddy 21 all boys teams.

Girls results were: Spring Lake 13-Oklahoma Lane 13; Dimmitt 33-Friena "B" squad 9; Friena "A" 31-Farwell 28; Farwell boys 24-Vega 21; Dimmitt 41-Oklahoma Lane 29 (boys); Lazbuddy 97-Vega 14 (girls).

The semi-finals resulted in the following scores: (Girls) Dimmitt 28-Friena 20; Farwell 36-Friena "B" 5; Oklahoma Lane 32-Vega 10; Lazbuddy 34-Spring Lake 21; (boys) Bovina 17-Farwell 16; Canyon Eagles 42-Vega 27.

The finals were played Saturday night with the following results. Consolation winners in the girls division were Oklahoma Lane 31 to Farwell's 29.

Boys consolation winners were Spring Lake 27 to Bovina 25. The championship award in the boys department was Dimmitt who won over the Canyon Eagles.

The girls champions were Lazbuddy who won it from Dimmitt by a score of 36 to 31.

J. D. Ward of Amarillo was hurt and rushed to an Amarillo hospital after an accident here in Friena on Friday night on the highway. He was driving a pickup and the other car was a sedan.

Claus distributes the gifts to the students. Names were drawn and the occasion is looked forward to.

The Junior Class of the High School are receiving their class pins from the Star Engraving Company.

Miss Eva Settle was the guest of her sister, Mrs. Kay Guthrie in Amarillo Saturday night.

Mr. H. B. Naylor is in the Hereford Hospital recovering from an operation recently. He is one of the local ministers.

The Senior Womens Club held their annual Christmas party last week.

Sixth Street Church of Christ announces a new minister. He is L. E. Carpenter. He is scheduled to preach on the first and third Sunday's of each month. He will also teach a training school class each Wednesday night.

Friena took on a very Christmas air on Saturday last, and was quite showy with trees and lights across the different streets in the main part of town. These decorations, with the arrival of Santa Claus made Friena quite an attractive place. Shops stayed open late for the country people who were late in getting into town. The evening was climaxed with the dance at the Pioneer Cafe.

All kinds of Office Supplies at the Hereford Brand—Phone 30.

# A MERRY CHRISTMAS

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.



**Texas Grocery & Market**

Mr. and Mrs. O. G. HILL      Mr. and Mrs. IRA FOSTER

# CHRISTMAS

Christmas is here again with its good fellowship and its good cheer, and at this season we pause in our undertakings to express Greetings to our friends over this community. During our entire existence you have been kind to us, and your rapid acceptance of our products makes this a pleasant Christmas indeed. Therefore we join, management and employees, in saying . . .

MERRY CHRISTMAS  
AND A  
HAPPY NEW YEAR

**Fraser Milling Co.**  
Makers of Sonny Boy Flour

Bonded Elevator Service  
Wholesale—GAS, OIL, GREASES—Retail



WHEN  
**Safety**  
COMES  
**First**



... depend on the  
**MANSFIELD**  
SUPERIOR

In this tire, advanced construction provides greater safety, silence and beauty. New type tire body gives greater protection against tire killing heat. Dual type tread provides sure-footed traction and quicker, straight-line stops. You'll feel safer and look smarter with these new Mansfield Superior Tires. See them today!

**SAVE MONEY**  
See these tires on display at our store!

**Moore Ind. Oil Co.**  
Troy Moore, Mgr.  
Panhandle Petroleum Products



★ MERRY ★  
**CHRISTMAS**  
to All

At this season we pause to review the past year, and to express as individuals the pleasure we have had in working for you as your Commissioners' Court. We appreciate the privilege of serving you and hope that our efforts have met with your approval. It is a pleasure for us to live in Deaf Smith County and to be associated with such fine people — and with all the sincerity the words can hold we are wishing each of you a Merry Christmas and a Successful, Happy 1940!

- NOAH EWTON**  
Commissioner Precinct 1
- WILEY ROBERSON**  
Commissioner Precinct 2
- H. D. CULPEPPER**  
Commissioner Precinct 3
- DICK ALLRED**  
Commissioner Precinct 4
- A. J. SCHROETER**  
County Judge

# 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."



PHONE THE LUMBER NUMBER—7  
**CARL McCASLIN**  
**LUMBER CO.**

Carl McCaslin    Ralph Hastings    Ray Nunn  
1 Block East of the Courthouse

# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

## Members of Roark YWA Enjoy Christmas Party Tuesday Night

The beautifully decorated home of Misses Dorothy and Inez Funderburg was the scene of a Christmas party Monday evening when the Roark Y. W. A. met in regular meeting. A Christmas tree, covered in tinsel and artificial snow and lighted with multi-colored globes stood before the double window, and was the center of attraction as guests laid their gifts upon it. Ferns and angel wing flowers were decorated with tinsel and placed in appropriate places around the reception room.

Various games under the direction of Mrs. Billie Roberson and Mrs. J. W. Cockrell furnished entertainment for the evening. Santa Claus arrived and distributed the gifts. After the gifts were opened, refreshments of sandwiches, in the shape of stars, hot chocolate and Christmas candy were served with plate favors of holly and cedar. Those attending were Dorothy Nellie Adams, Glennis Cockrell, Chetelle Pace, Ida Brock, Molly Jo Roberson, Maxine Adams, Estelle Pace, Annie Jo Owen, Mary Brock, Thornton Shirley, Mmes.

Travis Caraway and Otto Chitwood, W. A. Long, W. E. Barnes, special guest, and the two hostesses.

## Kenozelian Class Has Business Meeting At Glen Oliver Home

The Kenozelian Class of the First Baptist Church had their regular monthly business meeting at the home of Mrs. Glenn Oliver. The president, Mrs. Glenn Oliver, had charge. The minutes of the last meeting were read by Mrs. Caraway and Mrs. Jimmie Allred led the group in prayer. Plans were made to do something for a needy family this Christmas. After the business meeting the evening was spent piecing a quilt block for Buckners Orphans Home. Fruit cups and coffee were served to Mrs. Jimmie Allred, Mrs. G. B. Woolery, Mrs. Travis Caraway and a visitor, Mrs. Kropff and the hostess. The next meeting will be with Mrs. Travis Caraway.

## Home Maker's Class Enjoys Christmas Party

The Home Maker's Class of the First Baptist Church was entertained at its annual Christmas

party in the home of Mrs. Dudley Green, 700 Lee Ave., with Mesdames Louie Olson, Ted Young, Tom Carroll and J. E. Young as co-hostesses.

Mrs. Joe Kendall, president, conducted a very short business meeting and the class voted to contribute a box of food and clothing for the White Christmas program Sunday night.

Mrs. Art Manjoet brought the devotional about the Christ Child, reading 130th Psalm and portions of St. Luke. Prayer followed by Mrs. Edgar Mosley. New Year books were presented the members. A very impressive article on the "Real Meaning of Christmas" was read by Mrs. W. E. Barnes. A piano solo "Silent Night" was rendered by Mrs. Mosley. Afterwards the class formed a circle to exchange numbers for the gifts that had been placed around the beautifully decorated tree.

Attractive refreshment plates carrying out the Christmas motif were served to the following: Mesdames Glenn Boardman, Joe Kendall, Earl Lance, T. E. Major, Bess May, Roy Thompson, Viola Williams, W. E. Barnes, O. G. Hill, Art Manjoet, Otto Massey, Wiley Roberson, Edgar Mosley, Ralph McCullough, Jeff Roberson, Joe A. Martin, Ted Young, Louie Olson, Chas. Hussey, and Dudley Green.

## WEDDING OF SHIRLEY CRESS IS ANNOUNCED

Mr. and Mrs. Neal L. Cress of Hereford announce the marriage of their daughter, Shirley Colleen, to Mr. Whyburne Smith at 4:30 o'clock on Saturday, September 9, 1939, by Rev. Speegler. The bride wore a black velvet ensemble for the wedding ceremony.

The couple was accompanied to Clovis by some friends for the marriage.

Mrs. Smith will continue her college work in Amarillo while Mr. Smith will complete his work in White Deer.

## St. Anthony's To Observe Midnight Mass

The traditional Midnight Mass will be observed in the St. Anthony's Church beginning promptly at twelve. The choir under the direction of Eugene Albracht will present a special Mass for the occasion. Miss Edna Urbanczyk will be at the organ.

On Christmas Day Masses will be held at 9 and 9:30 o'clock. The school children will sing Christmas Carols at these hours. The Children's Choir is under the direction of the Sisters.

On Thursday evening, December 21, the children present their annual Christmas entertainment. There will also be a tree for the children and each will receive his or her package. Everyone is welcome at this entertainment in the school hall tonight. Admission is 25 and 15 cents.

## Knights Of Columbus Council Sponsors Good Reading Program

One hundred Hereford citizens, selected by the K. of C. Council No. 2778 will each receive a copy of "Our Sunday Visitor," a Catholic paper containing news of Catholic action throughout the world. These are one-year subscriptions, being paid out of the Council treasury.

Spreading good reading matter among their non-Catholic friends is one of the objectives

of this Council of Knights. When you have finished your copy of the Sunday Visitor you are cordially invited to give it to your friends or relatives.

There remain but 300 horned mountain sheep in Texas, according to State Game Department survey reports.

**CARD OF THANKS**  
We take his method of thanking our friends who have divided a part of their trade with us and made it possible for us to go to school this winter. We wish all of you a Merry Christmas and a Happy New Year.

C. & F. Hamburger Stand  
Cliff and Frank Vaughn.

## Want Ads

### For Sale or Trade

FOR BABY beef bronze turkeys, hens and gobblers for breeding purposes, See P. L. Carmichael, Hereford, Texas. 49-3tp

FOR SALE: 100 choice young cows. See Earl Porter. 51-2tp

FOR SALE: Practically new circulating oil heater. See Ebb Marin at City Barber Shop 51-1tp

FOR SALE: A good car radio in excellent condition. Carl Oldham. 49-3tc

FOR SALE: One reconditioned Farmall, tip-top shape. Jim Hays at Rosson-Hays. 51-1tc

FOR SALE OR TRADE: 1937 Plymouth coupe in good condition. G. T. Higgins. 49-3tp

HAVE PLENTY of grass, feed and cake to handle any part of 100 registered Hereford Cows on per cent of calf crop. Dr. Hoover, Herring-Hoover Ranch, Elk City, Okla. 51-3tp

W. B. BOWEN—pecans, retail or wholesale at Hereford Appliance Company. 49-3tp

FOR SALE: One of best small ranches in Eastern New Mexico, approximately 8200 acres of deeded land and 3500 acres lease. Well fenced and well-watered, fair improvements. About 2,000 acres agricultural land. Price \$4.50. Can give reasonable terms. See us for bargains in farm and ranch lands. M. A. Crum, Friona, Texas. 51-1tp

I SELL and install water pressure systems, and do well and windmill repair work. John E. Turner. 49-3tp

**NOTICE**  
Would you like to secure complete list of state lands coming on the market in 1940. Wonderful opportunities. Supply limited. Address Box 2162, Amarillo, Texas. 51-2tp

**BRAKE LINING**  
Bring your shoes in and we will reline your brakes. Miller Auto Store. 48-52tc

Dependable Used—All Sizes  
**Water Well Casing**  
IRRIGATION CASING  
PIPE—FITTINGS—VALVES  
at substantial savings  
Central Pipe & Supply Co.  
2611 Ave. H. LUBBOCK, Phone 606

EMBROIDERY and crochet for Christmas Gifts! Mrs. Edd Smith, 307 Roosevelt. 49-3tp

THE AMARILLO NEWS, \$5.50; The Hereford Brand, \$1.50 year. Both for \$6.50. Save 50c. Place your subscription at the Brand Office. dh.

WILL TRADE equity in 5-room modern home for good automobile. Inquire at Brand Office. 43-tfc

**--Will Pay Cash--**  
For used bathtubs, sinks, commodes, lavatories, pipe, fittings and plumbing fixtures, water heaters.  
Central Pipe & Supply Co.  
2611 South Ave. H Phone 606  
LUBBOCK, TEXAS

BUY A LOT on Pavement, Pay it out by the month, and your down payment on a home will be made. Only a few available. E. S. Ireland. 49-3tc

THE AMARILLO NEWS, \$5.50; The Hereford Brand, \$1.50 year. Both for \$6.50. Save 50c. Place your subscription at the Brand Office. dh.

FOR SALE: Shade trees, all sizes, at reduced prices, at Great West Nursery, 1 1/2 miles northwest. 50-3tp

TWO 50-GALLON hot water

**POMONA**  
WATER LUBRICATED PUMPS  
Complete Irrigation Plants  
CLOWE & COWAN Inc.  
Distributors  
428 Ash Street, Plainview  
401 Harrison, Amarillo

tanks slightly used. For sale cheap. Hereford Laundry. 49-3tc

OVER 100 hogs for sale. From weaning size to 150 pounds. V. E. Dodson, 1/2 mile east of Progressive School. 50-3tp

THE AMARILLO NEWS, \$5.50; The Hereford Brand, \$1.50 year. Both for \$6.50. Save 50c. Place your subscription at the Brand Office. dh.

FOR SALE—Electric Fencer, guaranteed 5 years, runs 30 miles fence —\$19.75. Complete stock on hand at all times. See B. E. Brumley, Hereford, Texas. 45-tfc

### For Rent

FOR RENT: 2-room unfurnished apartment. Adults only. Mrs. J. C. Lance. 51-3tc

FOR RENT: Light house keeping apartment, nice location. 506 Jackson Avenue, phone 91-J 50-3tc

FOR RENT: 1 or 2 room apartment or bedroom. Mrs. Ora Lee, 1029 25-Mile Ave. 51-1tc

FOR RENT: Front bedroom adjoining bath. Bills paid. 400 McKinley Ave. 51-1tc

### Wanted

WANTED: Team and wagon for their feed, very little work. Will take good care of them. M. C. Hancock on Dimmitt Highway. 50-3tp

WANTED cattle to pasture on grass and bundles or sell bundles. 10 miles southwest of Adrian. R. A. Freeman. 49-3tp

HAVE PROSPECTS for shallow water land. Give us your listings. Cosby Realty Company, C. N. Cosby, 85 Georgia Street, Amarillo, Texas. 46-6tp

### Lost and Found

LOST: Brown suede puppy containing 6 or 7 dollars and small change. Return to C. W. Botts at Jacobsen Bros. or Brand Office for Reward. 51-1tp

FOUND: Mixed Whiteface calf at our place about two months ago. Owner must identify and pay for this ad. Leo Gallagher, 20 Mi. West, 4 North of Harrison Highway. 51-1tp



**JOYOUS NOEL**

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.

**Wm. McGEHEE**  
HEREFORD-JOHNSTON PUMP CO.

**Christmas Greetings**



At this season when the Spirit of Christmas is in the hearts of mankind, we wish to express our appreciation for your Friendship and for your patronage, and to say with all the possible meaning

**MERRY CHRISTMAS**  
and a  
**HAPPY NEW YEAR**

**STAMBAUGH CO.**  
Cleaners

## Another Milestone

and with it comes progress for this territory. Cheerful, gleaming Christmas lights this Christmas are beckoning from homes which last year were served by kerosene lamps.

Christmas with all its latent joys will mean more than ever in 1939 to hundreds of families over this big area. Thanks to Electricity.

However, our real purpose in this space is to express appreciation to the farm families and to townsmen, all of whom have made possible this achievement. To thank each of them for loyal co-operation and for friendship and ever-willing assistance at all times. . . and certainly we know no better way than by wishing each of you

A MERRY CHRISTMAS  
and a  
HAPPY, PROSPEROUS 1940

**Dear Smith County Electric Co-op. Inc.**  
H. V. HENNEN, Manager  
Evelyn Sachs, Stenographer — Finis J. Owen, Bookkeeper

# Propane or Butane Gas

Delivered to your home or to your irrigation well! We have on hand and ready for delivery a big supply of BOTTLE BUTANE and PROPANE GAS

Our new truck is also equipped with a Pump to give you fast and efficient service on bulk deliveries to your Tanks. This truck is new and modern — A Trial will convince you that it is the Best!

Wishing You A  
**MERRY CHRISTMAS**  
and a  
**HAPPY NEW YEAR**

**BLANTON BUTANE GAS CO.**  
Phone 383 or 550 — Office 301 E. 3rd St.  
LYLE BLANTON MACK BAINUM



**2-HOUR Service**  
ON PRINTED  
**Christmas Cards**  
WHILE OUR PRESENT SUPPLY LASTS!

**BOX OF 24 Cards**  
Printed with Your Name  
**\$1.50**

While we are practically out of 50 for \$1.00 Assortments, we do have a nice selection of Assorted Cards of Better Quality. The boxes contain Assortments of 20, 21, 22 and 24 Cards . . . \$1.00 per box plain, or printed with your name for \$1.50 per box.

PHONE 30 and We will be Glad to Submit Samples!

**The Hereford Brand**

HEREFORD



BULL

By Jimmie Gillentine

Christmas is almost with us and still the warm weather continues. Hereford, it appears, is going to have a Christmas like the California and Florida Chambers of Commerce are always bragging about. Even Sherman Morgan seems to have lost hope in this "snow before Christmas business."

Meanwhile, wheat prices are soaring. Quite a few farmers have already turned loose of their government loan wheat and even more are on the fence. To hold for a higher price, or to sell—that seems to be the popular question, and certainly no one really knows what is best. In the face of the drought a lot of grain men are predicting a general upward trend. On the other hand, some people seem to think that wheat prices will go no nosedive. If anyone knew the correct answer to this question he would certainly be a millionaire within a few months. Right now is about the worst time for wheat speculation that this country has seen in 10 years.

However, it doesn't matter much. If you sell, you'll be sorry, and if you hold you'll be sorry.

J. H. Sears happened to run across a Hereford Brand, dated Oct. 7, 1920, in which Fox Mercantile had a 4-page advertisement. He gave the paper to Doug Fox. Clyde Gregg happened to be around and they got a real kick going over the items. The pictures were funniest, when compared with present day styles. Ladies, it seems, wore those high-top, lace shoes, which sold for \$16.50 a pair. And Homer says it took just about one-

half day to fit a pair of them correctly. The ad, among other things, listed union suits at \$5. a pair—with the sale price at \$3.95. Everything else was priced in proportion, but Jim Hill came along and recalled that he got \$1.50 for his wheat that year—which accounts for something. The paper also announced the handsome, new Model T Ford Sedan (complete with starter) at \$981. Remember?

You never can tell what a woman is liable to pull out of her purse these days. Mrs. W. F. Gillis has one of those huge black suitcases which she likes to call a purse—and every time she opens it when I'm around I jump a foot. The other morning she opened the thing, reached in and pulled out an egg. As further developments proved, she had boiled the egg at home and was bringing it down to be shop for her pet canary, Sammy. However, the point is—you can't tell what a woman's liable to extract from her purse these days. It's absolute dangerous to be standing around when one of them is opened.

Cecil Guseman and J. A. Pitman are back from their annual trip to Chicago, and so far they have kept their activities pretty quiet.

If "Creampuff Guseman" even wore spats, it's a dark secret. However, Frank Witherspoon who buys cattle around here got into a jam almost parallel to Pit and Cecil's escapades. It happened that Frank was riding in a Pullman and all night long the fellow across the aisle kept grumbling because someone had stolen his pants. Frank occasionally stuck out his head and talked with the fellow, even laughing at the stranger's plight. You can imagine Frank's surprise next morning when he started to dress—and found that his own pants were missing, along with several other pairs. The railroad company called in an ambulance to carry the unfortunate men to a clothing store, but Frank refused to ride in it. He donned a short overcoat and walked to the nearest man's shop, his bare legs resulting in no end of comment along the street.

Several stores are this year reporting the best days since they have been in Hereford. This is cheerful news to every one. It means that Hereford

The Story That Never Grows Old

"And she brought forth her firstborn son, and wrapped him in swaddling clothes, and laid him in a manger; because there was no room for them in the inn.

And there were in the same country shepherds abiding in the fields, keeping watch over their flocks by night.

And, lo the angel of the Lord came upon them, and the glory of the Lord shown round about them; and they were sore afraid.

And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people.

For unto you is born this day in the city of David a Saviour, which is Christ the Lord.

And this shall be a sign unto you; ye shall find the babe wrapped in swaddling clothes, lying in a manger.

And suddenly there was with the angel a multitude of the heavenly host praising God and saying,

Glory to God in the highest, and on earth peace, good will toward men.

And it came to pass, as the angels were gone away from them into heaven, the shepherds said one to another, Let us now go even unto Bethlehem, and see this thing which has come to pass, which the Lord has made known to us.

And they came with haste, and found Mary, and Joseph, and the babe lying in a manger.

And when they had seen it, they made known abroad the saying which was told them concerning this child.

—ST. LUKE, Chap. II, 7-17

is growing and improving—and I can tell you that it is one of the few small towns on the upgrade.

Christmas calls for something fancy on the part of newspaper columns, but when you stop and consider war-torn Europe, it's hard to think in terms of fine phrases or nice words. When you think of the thousands and thousands of hungry families, wounded youths, stricken women who will view Christmas in an entirely different light from that of ours, it makes you really and truly glad to be a citizen of this community and of the United States. In this noble land of ours, as cheerful greetings and happiness reign supreme—let's remember Him whose birthday it is, and let's bow our heads in humble thanks to God that it is our privilege to live in a peaceful country where exists a spirit of Good Will Toward Men.

Several stores are this year reporting the best days since they have been in Hereford. This is cheerful news to every one. It means that Hereford

Misses Meta Ruth Thomas and Mildred Lust who are attending school at Canyon spent the week end with Mildred's home folks. Vernon Williams made a trip to the Valley last week after grapefruit and oranges. Mr. and Mrs. E. R. Rothwell and Mrs. Harry Rothwell were in Hereford on business Tuesday. Bryan Sinclair and family and Mr. and Mrs. J. H. Sinclair were in Hereford Saturday. Mr. and Mrs. R. M. Dunn from Hereford visited their daughter, Mrs. Ivor Bagwell Sunday.

Hospital Notes

Garland Weaver admitted this morning, medical treatment. Mrs. J. H. Wheeler admitted this morning for medical treatment. Mrs. Less Thompson, operative, December 20, doing fine.

LOCALS

Miss Sadie Lee Oliver, CHDA, left this morning to spend the holidays with her mother in Belton.

Mrs. Clara McLean, county librarian, will spend the holidays in Dallas visiting relatives.

The Earl Wilson's will go to Sweetwater to visit her parents during Christmas.

Dick Coffee, employee of the County Agent's office, will spend Christmas in Albany with his mother, Mrs. W. R. Coffee.

John L. Wilson has returned from Kilgore where he visited his daughter, Mrs. Dean Rice. He was accompanied by his daughter, Mrs. Sam Steel of Fort Sumner, N. M.

Mr. and Mrs. Sydney Fuller of Chicago, Ill., are visiting his parents, Mr. and Mrs. Grant Fuller. They arrived Monday. He is an employee of the U. S. Gypsum Co.

Miss Frances Turrentine teacher in the El Paso public schools will spend the Christmas vacation here with her sister, Mrs. E. W. Harrison.

Mr. and Mrs. Newt Gilliland and baby of Kilgore are expected to arrive Saturday to spend a week with their parents, Mr. and Mrs. J. M. Gilliland and Mr. and Mrs. Henry Hastings.

Mrs. S. J. Logan returned to her home today in Tampa, Fla., after visiting in the home of Mr. and Mrs. G. W. Newsom. Other recent guests in the Newsom home were her mother, Mrs. W. J. Daniels and two sisters, Mrs. Stanley Harvey and Mrs. Forest Bots and small daughter, all of Kansas City.

ATTEND FUNERAL RITES Mr. and Mrs. Wm. McGeehee went Floyd County Sunday to attend funeral rites held at Cary Chapel, near Petersburg for Mrs. McGeehee's aunt, Mrs. Bennie Gross.

Mrs. Inez Stambaugh, operative, December 18, doing well. Rev. H. B. Naylor, Friona, operative, December 18, released from hospital today.

Mrs. W. I. Woolery, baby boy, born December 17. Mrs. H. G. Ortega, operative, December 18, doing well. Mrs. Less Thompson, operative, December 20, doing fine.

Sims H-D Club Draws Names For Presents

On Tuesday, Dec. 12, we met with Mrs. L. A. Fleshute as hostess.

Our president, Mrs. Lucille Luallin, gave a report of the reception that was given last Saturday afternoon at the Club House in Hereford. After that we played games led by Mrs. N. O. Phillips. Then we drew names for our Christmas presents.

Refreshments were served to Mesdames Bohannan, Bert Cook, Shaw, Luallin, West, Thomas, Kenneth Cook, Chapman, Blankenship, Phillips, Bogle and the hostess.

We will meet January 9th with Mrs. T. F. Bohannan, as hostess.

LEGAL NOTICE

NOTICE OF PUBLICATION OF FINAL ACCOUNT THE STATE OF TEXAS, DEAF SMITH COUNTY. TO THE SHERIFF OR ANY CONSTABLE OF DEAF SMITH COUNTY, TEXAS: Raymond Thompson, guardian of the estate of Ola Bell Giles, a minor has filed in the County Court, his final account of the conditions of the estate of Ola Bell Giles, a minor, together with his application to be discharged from said administration. YOU ARE HEREBY COMMANDED, that by publication of this writ ONCE in a newspaper

regularly published in Deaf Smith County, and said publication shall not be less than ten days before the return day hereof, you give due notice to all persons interested in the account for final settlement of said estate, to file their objections thereto, if any they have, on or before Monday the 8th day of January, 1940, when said account and application will be considered by the court.

Given under my hand and seal of said Court, at my office in Hereford, Texas on this the 20th day of December, 1939.

R. L. Thompson, Clerk County Court, Deaf Smith County, Texas. A true copy I certify, J. O. Newell, Sheriff. 51-110

First Choice Among Boy Magazines BOYS' LIFE Standard Publication for All Boys Its editors, writers and artists recognized the best in their fields. An Ideal Gift For Any Boy Send \$1.50 for year's subscription Rugged adventure... sports... pages of pictures... comic cartoons... jingles and jokes... inspirational articles... Scouting features BOY SCOUTS OF AMERICA 2 Park Avenue - New York, N.Y.

MERRY CHRISTMAS HAPPY NEW YEAR Wishing you a Christmas of Good Cheer, and a New Year filled with Happiness. And thanking you sincerely for your loyal relationship with this firm and its personnel. Dr. and Mrs. J. W. Hendrix Receptionist MRS. CRESS

Bethel Items MRS. E. R. ROTHWELL Mrs. J. H. McLean from Floyd-ada and Miss Minnie McLean from Dallas are visiting their daughter and sister, Mrs. J. C. Williams. Mrs. Otis Nowell and family from Bovina visited in the E. R. Rothwell home Sunday. Miss Aural Shaw from Olton visited in the J. G. Davis home over the week end. Mr. and Mrs. J. C. Williams had as dinner guests Sunday, James Bagwell and family, Mr. and Mrs. Kay Roberts, the Rev. and Mrs. Walker and Mrs. McLean and daughter from Floyd-ada. Mr. and Mrs. Vern Lust were Amarillo visitors Friday. Mr. and Mrs. John Smith were shopping in Hereford Friday. Little Johnny Sinclair from Wichita Falls is visiting with his daddy for a while.

MERRY CHRISTMAS and a HAPPY NEW YEAR THE VOGUE MRS. C. W. SEED

TURKEYS Dressed or On Foot! Call 117 Early and get a Choice Bird! Cranberry Sauce Ocean 2 for 25c CRANBERRIES Fresh - Quart 19c MIXED NUTS Per Lb. 19c SUGAR 10-LB. 55c Cloth Bag Pure Cane. XMAS CANDY Good grade, mixed, lb. 15c SALAD Dressing W.S. - Quart 29c PUMPKIN White Swan. No. 2 1-2 can 2 for 25c CELERY Large bleached stalks 10c ORANGE or LEMON PEEL, 3 b's 25c PINEAPPLE Crushed or sliced, flats 3 for 25c CRISCO, the perfect shortening, 3 lbs. 54c CATSUP Heinz - 14-Ounce 19c OYSTERS Wapco. 5-Ounce Can 12c WAXED PAPER 2 Boxes for 15c NAPKINS 2 Packages 15c COFFEE White Swan. Per Lb. 27c (1 Can of Ranch Beans Free!) PACKARD'S PLAINS DELIGHT FLOUR 48-lb. bag \$1.15 WEIR'S Red & White Food Store WE DELIVER - PHONE 117

A Yuletide Wish In true appreciation of the patronage that you have extended to us in the past year, let us express our sincere wishes for a most enjoyable Christmas and a successful New Year. Roberson-Battery & Electric Jeff Roberson, Owner

To Our Customers in Dawn and Black Territories... We wish for you a MERRY CHRISTMAS and a HAPPY and PROSPEROUS 1940 Farmers Associated Elevators YOUR NEIGHBORS R. A. FRYE, Mgr. at Dawn R. A. SMITH, Mgr. at Black F. H. OBERTHIER, General Manager

### Hugh White Becomes New "Leatherneck"

Hugh Allen White, son of Mr. and Mrs. H. A. M. White, together with three other young men, enlisted in the Marine Corps at Dallas, Texas on the 15th of December. These young "Leathernecks" were transferred to the Marine Corps Base at San Diego, California, at which place they will receive their training prior to active service with the Marines, after which they will step forth into a world of adventure, as there are Marines in many foreign countries of the world and aboard nearly every ship of the United States Fleet.

White graduated from High

### Progressive News

**IRA JEANNE RICKETTS**  
Mrs. Boyd Knox of Hereford called on Mrs. Annie Diebel and Mrs. C. C. Bowman Thursday afternoon.

W. A. Ricketts of Hereford called on his son, Ira Ricketts and family, Thursday afternoon.

An educational picture show was presented at the school house Monday night especially for the benefit of the school children but

School in Amarillo, Texas in 1938 and upon completion of his training in the Marine Corps training camp, he will have the opportunity to carry on his studies through the Marine Corps Institute. This Institution offers every willing Marine a chance to better his educational qualifications free of charge.

the other members of the community were also present.

Mr. and Mrs. Lewis Harvey and sons, Harold and Homer, made a trip to Canyon Saturday. Mr. and Mrs. J. S. Maxfield and small daughter and Mrs. W. C. Allsup left for Oklahoma City, Friday to spend the Christmas holidays with relatives and friends. They plan to fly through.

Twenty-three friends and neighbors gathered at the home of Mr. and Mrs. J. L. Park Sunday to help Mr. Park celebrate his seventieth birthday. After a bountiful dinner most of the people adjourned to Sunday School after having wished for Mr. Park many more happy birthdays. Among those from town who attended were Mrs. S. E. Askren and Miss Edah Park.

Mrs. R. W. Mulford of Los Angeles, Calif., is visiting her brother E. T. Brookes and Mrs. Brookes.

Mr. and Mrs. Joe Hoffman of near Hereford visited Mrs. W. P. Caraway and family Sunday.

The people of the community wish to welcome a new citizen to their midst, little Miss Helen Marie Edwards. She was born Thursday, December 14 to Mr. and Mrs. D. Y. Edwards. Both are getting along nicely.

Mrs. Lynn Powelson and Miss Eunice Caldwell called on Mrs. Allan Powelson in Hereford Saturday afternoon.

Cecil, Bill, and Leroy Boyer all of Hereford spent Saturday night with their brother and wife, Mr. and Mrs. David Boyer. Leroy is also staying with his brother while Mrs. Pearl Boyer is visiting her son and wife, Mr. and Mrs. O. E. Boyer in California.

Miss Wilma Higgins went to Amarillo Thursday night with the debate club of Hereford High School to meet the Amarillo team. Miss Higgins with her colleague, Miss Polly Anna Crawford, defeated the Amarillo team.

Mr. and Mrs. Lewis Harvey called on his brother, Mr. and Mrs. Frank Harvey of Dimmitt, Wednesday.

There was a good crowd present at Literary Friday night and a very interesting program under the direction of Mesdames V. E. Dodson, A. S. Higgins and Owen Neel was enjoyed by those present.

The program consisted of the following numbers:

Readings by, the following school children, Virginia Green, Wayne Neel, Royce Hurford, Freddie Click, Junior Burgess, Mary Catherine Edwards, Carl Hennington, Glenn Smith, and Bobby Hurford.

Music, Progressive Band; Reading, Melvin Joe Burgess; Duet, Misses Eunice Caldwell and Ira Jeanne Ricketts; Play, "Off to Africa", School children; Music, Miss Augustine Gregory; Journal, Miss Wilma Higgins; Play, "North Pole Hook-up", School children; Duet, Billie Zoe Smith and Pearl Edwards; Music Progressive Band.

The meeting adjourned to meet again Friday night, Dec-

### Stock Show Veteran



For the fourth time in five years Luella Padgett of Kellerville, Ill., was given the highest award at the National City, Ill., stock show. She is pictured with her 1,125-pound Aberdeen Angus calf, grand champion of the baby beef show.

ember 29 at 8:00 p. m. with the program under the direction of Bill Bowman, Gordon Higgins, and Calvin Edwards. Everyone is invited.

Mr. and Mrs. J. C. Ricketts of Hereford and Olin Neel who is visiting his aunt from Ill., called in the Ira Ricketts home Friday night.

Mrs. Edgar Russell spent Thursday with her mother, Mrs. J. E. Cockrell, in Hereford.

Mrs. M. Wilson visited Mrs. Lonnie Drake near Dawn Friday.

There were 53 in attendance at Sunday School Sunday afternoon when Bill Boyer of Wayland College filled his regular appointment. This was an increase of ten over the past few Sundays. Sunday School is held every Sunday afternoon at 2:30 p. m. Every one is urged to attend and visitors are always welcome. Next Sunday will be the Christmas lesson.

Mr. and Mrs. Arnold Hershey his parents, Mr. and Mrs. Ray of Hereford spent Sunday with Hershey.

Miss Mondeleen Miles of Hereford spent part of the week end with Miss Evelyn Smith.

Mr. and Mrs. C. V. Burgess and sons, Leroy, Junior, and Melvin Joe, spent Sunday with Mr. and Mrs. Merlin Kaul and sons of Westway.

Mesdames Lonnie Drake and daughter-in-law, Lester Galley, Fleeda Galley, L. A. Smith, Miller, Irvin Reeves all of near Dawn spent Tuesday with Mrs. J. L. Park and helped her celebrate her birthday.

Mrs. Annie Diebel and Mrs. C. C. Bowman called on Mrs. E. B. Black in Hereford Saturday afternoon.

The Sunday School's regular Christmas tree will be held at the school house Saturday night and a short Christmas program has been arranged.

Mr. and Mrs. David BoByer visited her mother, Mrs. W. H. Hicks, at Canyon Sunday afternoon.

There was a large number present at Singing Sunday night and several visitors were present from Ward and Wyche. It was voted to purchase new song books so that new songs will soon be learned, and help will be appreciated. Singing is held every Sunday night at 7:30. Everyone is urged to attend and visitors are always welcome.

Fritz Kuhn is sentenced to from 2 1/2 to 5 years in jail. Now, at least, the Dies committee will know where he is when it wants him.

### Bellview News

Mr. and Mrs. Claude Potts spent Sunday with Mr. and Mrs. Melvin Chandrel at Endee.

Mr. and Mrs. R. H. Johnston and Bill Block visited relatives in Amarillo Thursday.

Roy Shuck, W. W. Lacey, Sam and Red Mitchell, Alfred Ellison, and family and R. H. Johnston attended the farmers meeting and shopped in Hereford Monday.

Alfred Ellison is building two additional rooms to his house.

The Ladies Demonstration Club met Tuesday with Mrs. J. T. Reese.

Mr. and Mrs. R. H. Johnston and Junior and Bill Block spent Sunday with Mr. and Mrs. L. M. Chandrel and children at Endee.

Mr. and Mrs. H. E. Chandler of Portales spent the week end here and went on to Amarillo Monday where they will spend the Holidays with relatives.

Mr. and Mrs. Cecil Northcutt were shopping in Hereford Monday.

Mrs. Spurlock has returned home with her daughter, Maxine, who has been in a Sapulpa, Okla., hospital.

Bill Block went to Pampa to visit with his mother, Mrs. BB. F. Block.

Hazel Releford has been ill for the past week but is able to be back in school again.

Tom Dewey is out for the G. O. P. nomination in earnest now. His New York racketeer victims are unanimously in favor of sending him to the White House.

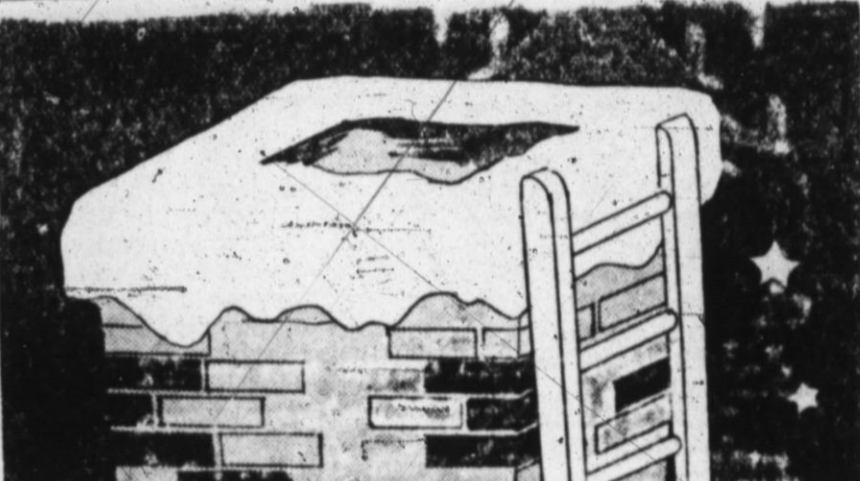
## Merry Christmas

Now comes the high tide of the year, CHRISTMAS, filling every heart with the spirit of HIM whose birthday it is.

Upon this occasion it is our privilege to extend greetings, to express appreciation for your friendship and kindness, and to wish each of you

A HAPPY, PROSPEROUS 1940!

## HEREFORD N. F. L. A.



### Lowest Long Distance Rates apply THE DAY BEFORE CHRISTMAS and all CHRISTMAS DAY

This year there's no need to wait until 7 p.m. Christmas Eve to get the lowest rates on Christmas telephone calls. The low night and Sunday long distance rates are in effect from 7 p.m. Saturday, December 23, until 4:30 a.m. Tuesday, December 26. These rates apply on calls to points in the United States, Canada, Alaska, Hawaii, and Puerto Rico.

NEW YEAR'S HINT: Low night and Sunday long distance rates also will apply from 7 p. m. Saturday, December 30, to 4:30 a.m. Tuesday, January 2.

SOUTHWESTERN BELL TELEPHONE CO.



## A MERRY CHRISTMAS

### and a HAPPY 1940

#### IS OUR WISH FOR YOU at this CHRISTMAS SEASON

If we have been privileged to serve you it has been a pleasure, and we extend our sincere Thanks . . . Your Friendship and Fellowship has meant much to each of us . . . so please accept this heartfelt greeting of appreciation.

### EMPLOYEES and MANAGEMENT OF CLOSE DRUG

#### THIS STORE WILL BE OPEN ALL DAY Christmas Eve

(Sunday) But will Close from 12 P. M. to 4 P. M. MONDAY (Christmas Day)

## AT THIS SEASON OF YULETIDE CHEER

We'd like to wish each of you all the Joys of the Christmas Season because we feel deeply grateful to all our friends whom we have had the privilege of serving.

May the New Year see the realization of your every ambition and may you enjoy health, happiness and prosperity.

### CITY OF HEREFORD Commissioners and Employees

## Wishing You a JOYOUS YULETIDE

AND GOOD LUCK IN THE COMING YEAR . . . . .

We trust your Christmas will be a howling success and that the New Year will hold success and happiness for all.

### Medkief Service Station AND EMPLOYEES



WE GIVE S. & H. Green Stamps on all purchases



Wife, Mother, Sister, Husband Father, Brother or Sweetheart

We have a practical gift in popular price ranges, and will be glad to make suggestions which may be of assistance in helping make your Gift Selections.

SEE OUR BIG SELECTION OF CHRISTMAS CARDS!

Xmas Decorations and WRAPPING SUPPLIES



CITY DRUG STORE PHONE 100

Holidays Claim Interest Of School Students

Hereford and Deaf Smith County school children had more than sacks of candy to be thankful for yesterday after the Santa Claus parade.

Rural and city schools of Deaf Smith County will observe the holidays simultaneously, according to announcements from Superintendent of Schools, Knox Kinard, and County Judge A. Schroeter.

Dawn Items

MRS. CARL WIMBERLEY Death came to Dr. Millard Peterson, 35, of Kansas City, Mo., early Sunday morning about a mile west of Dawn.

The Christmas tree and program will be held at the school house Friday night at 7:30 p. m. School will be dismissed Thursday afternoon for the Christmas holidays, however.

W. A. and Ernest May are drilling a new irrigation well on each of their farms. They are to be operated on butane gas.

Mrs. Jim White entertained with a duck dinner for her son, James Murphy, Thursday night. The occasion being his birthday.

Mrs. Iverson Leake and Miss Opal Smith of Canyon made a business trip to Amarillo Thursday.



Kaplan blows into the "drugometer" balloon. Examination of his breath proved him to be in no condition to drive a car according to Indiana legal standards.

On the sick list are Mrs. L. A. Murphy, Mrs. L. M. Harris and Mrs. C. C. Stewart.

Rev. W. E. Barnes and H. K. Conkwright of Hereford visited in the community Thursday.

Mr. and Mrs. W. J. Stewart returned Wednesday from Grady where they visited Mr. and Mrs. Zed Stewart who are moving close to Arkansas soon.

Mrs. Charles Benton has been to Lubbock where she will stay while Mr. and Mrs. John Benton go to Arizona on a trip.

R. S. West is driving a new car. Visitors at school this week were Mrs. R. A. Frye and son, Richard, Mrs. Walter Galley and children, and Miss Elaine Thompson of Hereford who visited her cousin, Sally Womble, last Saturday.

Mr. and Mrs. L. A. Smith visited Mr. and Mrs. Park at Progressive Sunday.

Mr. and Mrs. Cecil Benton of Excell and Mr. and Mrs. Henry Hamblin of Wayside were guests in the home of Mrs. L. M. Harris and Mr. and Mrs. C. C. Stewart Sunday.

Miss Geradine Fleming of Canyon visited home folk over the week end.

Mr. and Mrs. William Wimberley and son were dinner guests

of Mr. and Mrs. E. A. Oberst near Canyon Sunday.

Visitors of Mr. and Mrs. Iverson Leake, Sunday afternoon were Mr. and Mrs. Pat Patterson of Amarillo.

Mr. and Mrs. Milton Morris of Canyon visited in the home of Mr. and Mrs. H. E. Miller Saturday evening.

Mr. and Mrs. John Kuhles and daughters were guests in the home of Mr. and Mrs. Woolf of Bushland Sunday.

Mr. and Mrs. H. E. Miller and family were guests in the home of Mr. and Mrs. John Hickman of Hereford Sunday.

Mr. and Mrs. Oscar Hewitt of Borger visited Mr. and Mrs. L. A. Smith and family Monday night.

Attending the musicale of Miss Mattie Mae Swisher's senior pupils Monday night were Mr. and Mrs. H. E. Miller and family, Mrs. Carl Wimberley, Mrs. Miller and Mrs. Carl Wimberley sang on the program with Mrs. C. Aubrey Wimberley playing the accompaniment.

RESOLUTIONS OF RESPECT

In memory of A. H. Streu, who died December 2, 1939.

Once again death has summoned a member of our Lodge, and the golden gateway to the eternal city has opened with a welcome home. The work of ministering to the wants of the afflicted, in shedding light into darkened souls, and in bringing joy into the places of misery is completed, and as a reward has received the welcome plaudit, "well done" from the Supreme Master.

"Sleep on dear friend; Such lives as thine Have not been lived in vain. But shed an influence, rare, divine, On lives that here remain."

AND, WHEREAS, the all wise and Merciful Master has called our beloved and respected member home;

AAND, WHEREAS, having been a true and faithful member of our Lodge for many years;

THEREFORE, BE IT RESOLVED, That Hereford Lodge Number 478, Independent Order of Odd Fellows, in testimony of its loss, that we tender to the family of our deceased member our sincere condolence in their deep affliction; that these resolutions be spread on the minutes of our Lodge; a copy be sent to the family, and a copy be published in the Hereford Brand.

Fraternally submitted, Committee: F. M. Kester, L. H. Foster, John H. Patton.

Frio News

MRS. MALCOM CASSELS

A good time was enjoyed by all last Sunday night when the members and their husbands, of the Frio Home Demonstration Club met in the home of Mr. and Mrs. J. E. Springer for the annual Christmas party.

Mrs. J. B. Cocanougher and Mrs. Alden Hawks were co-hostess. The dining and living room where the guests assembled were both artistically decorated in Christmas colors.

Home-made Christmas candles and coffee were served to the following members and their husbands: Messers and Mesdames S. J. Barclay, J. M. Dixon, John Johnson, Haskell Benson, L. F. Tension, Albert Springer, Alden Hawks, J. B. Cocanougher, T. L. Sparkman Jr., and Sr., Elmer Jones, Leonard Stevenson and Miss Alma Andrews. Special guests were Mr. and Mrs. Cecil Gunter, J. E. Andrews and Miss Katherine Henderson, Clyde Kendall and Kona Faye Tension, Leta Dene and Gwynnelyn Springer and the host and hostess, Mr. and Mrs. J. E. Springer.

Mr. and Mrs. Albert Springer and Mr. and Mrs. J. E. Springer, Franklin and Paula Sue were Amarillo visitors Monday. Mr. and Mrs. J. E. Springer and family visited Saturday evening in the Bill Natzger home in the Ward community.

Churches

THE METHODIST CHURCH

Sunday School 9:45 Morning Services 10:50 Evening Services 7:45 Young People 7 p. m. Missionary Societies each

Wednesday 3 p. m. The people at Hereford have been royal in their reception of the new Methodist Pastor.

Services have been well attended, with a growing interest. Special emphasis is being given to the Sunday evening services, to which all are invited.

These are being made evangelistic, and an invitation is given to bring your neighbors and friends, and especially those who may not be members of the Church.

The pastor wishes to express thanks to all who have been so gracious and thoughtful, and pledges his best to be of the largest service possible. He will appreciate being notified of any who are sick or in need.

Marvin B. Norwood

SERVICES AT THE CHRISTIAN CHURCH

H. M. Redford, Minister

J. C. Ricketts, Superintendent

Bible School 9:45-11 a. m. Morning Worship 11-12 a. m. Endeavor Meet 6:15-7:15

Last Lord's Day was a "Red Letter Day" at the Christian Church from every standpoint.

The attendance at the Bible School did not quite equal that of the previous Lord's Day, but the response to White Gift Offering for the Juliette-Powier in Dallas reached the \$200.00 mark.

The congregation gave generously and there is much Christmas joy in the hearts of the people, because they gave. "The Universal Christ" will be the theme of the sermon next Lord's Day morning.

The choir will render an Anthem, the familiar Christmas hymns will be sung. The evening services have been dismissed in order that the families of the Church might remain in their homes for Christmas Eve.

BAPTIST CHURCH NEWS

There are two or three things that we would have you remember in connection with the church at this glad season of the year. The pastor plans to bring his Christmas message Sunday morning using the first chapter of Matthew as a basis. The subject will be "Salvation from Sin." "Thou shalt call His name Jesus for he shall save his people from their sins." We will have our "White Christmas Service" Sunday night at 7:30. Mrs. Barnes, assisted by Norma McRight, Mrs. Louie LeGrand, Mrs. Laura Hicks, Mrs. Pink Gilliland, Mrs. Art Manjoet and Miss Thelma McMinn, will have charge of the program. Let's remember that this is the season when we are remembering Christ, and attend the service

and have our Christmas gifts later.

Sunday night, December 31st. We will have a "Student Night at Christmas" service in which the college students home for Christmas will have charge. We enjoyed a similar service last year and we are looking forward to that service again this year.

We invite all who will to worship with us next Sunday. Let's take time to remember our Lord's birthday.

W. E. Barnes, Pastor.

FIRST PRESBYTERIAN CHURCH

James Aiken, Jr., Pastor

Sunday School 9:45 a. m. (Will S. Kerr, Superintendent)

Morning Worship 11 a. m. Young Peoples 6:15 p. m. Evening Worship 7 p. m. Sunday School will be held at the usual hour this Sunday.

This service will be followed by a special Christmas service at the Morning Worship hour. A service of Litany, Prayer, and Praise will precede a dramatic presentation of the birth of our Lord and Master, Jesus Christ, by the members of the Young Ladies group of the Ladies Auxiliary. Everyone who desires to do so is cordially invited to attend this service.

There will be no Young Peoples or Evening Worship service in our Church on this coming Sunday.

CHDA NOTES

By Sadie Lee Oliver

BUTCHER STEER

"We butchered a milk-pen Holstein steer, a two year old, which dressed about 750 pounds," stated Mrs. Charlie Robbins of the North Hereford Demonstration Club.

"We gave away part of the liver and ate the heart, tongue and brains, but did not use the sweetbreads. We did not know whether or not sweetbreads were good in an animal this old, thinking that they were only good in young animals. We gave away about 25 or 30 pounds of meat."

"Another family would probably have canned differently, but I know what we use and what we have on hand. I canned according to our own particular taste. The meat was aged before canning from Tuesday to the next Monday. We canned 52 roasts, 54 meat loaf, 77 soup (which was not just plain broth, as it has a little meat in it, enough to make a good soup mixture.) No. 2 cans were used. We have two ten-gallon stone jars full of corned beef in brine, which will make about 40 or 45 cans. We will leave it to corn about two weeks."

"We have about 50 pounds of roast, steak, soup bones, also some ground beef, kept at freezing temperature in the ice box to be used fresh. We got 14 gallons of tallow from this beef."

We Greet You at This Season of CHRISTMAS!

As we welcome another Yuletide we are reminded of the excellent patronage we have enjoyed in the past year... please accept our sincere thanks.

Phillips Station No. 2 NOEL ANDREWS Highway 60 — Main Street

Christmas Greetings As time rolls along and the seasons come and go... Spring, Summer, Fall and Winter again, there approaches the gladdest season of all. Christmas, a time of peace on earth and good will toward men when workaday plans and works are laid away for the finer and softer sentiments of the heart. At this season of Christmas we wish you to accept our sincere greetings and our wishes for a Happy New Year! CHARM-AID STUDIO VERNA OULPEPPER

CORDIAL GREETINGS and BEST WISHES 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 HAPPY NEW YEAR Hereford Appliance Co. AND EMPLOYEES

The maximum thermometer purchased by the County Home Demonstration Council in 1938 is in demand now because meat canning has begun. The gauge of a pressure cooker should be tested yearly and replaced if more than a pound "off" according to Miss Grace I. Neely, Food Preservation Specialist of the Extension Service.

Wishing You a JOYOUS YULETIDE With our whole heart we wish for you an abundance of your dreams come true in 1940... we wish for you the realization of supreme happiness in the real spirit of Christmas. Powelson Shoe Shop ALLAN POWELSON

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. SERVICE-U-LIKE EMMETT MILBURN

we've got the CREAM OF THE USED CARS! OF ALL MAKES Before that CHRISTMAS TRIP let our skilled mechanics check your car carefully. Winter weather is dangerous, and having your car in First Class condition is the best possible insurance against trouble. Watch for Announcement on the new FORD TRACTOR... It's Coming Soon! HEREFORD MOTOR CO. Sales — FORD and MERCURY — Service Main Street Near Highway 60

# LOCALS

Mrs. G. A. F. Parker left Tuesday for Pasadena, Calif., where she will spend the holidays with her daughter Miss Anne Parker. She will be away about two weeks.

Mr. and Mrs. Jack Bezzelton of Trenton, Mo., stopped here Saturday for a visit with relatives. Mrs. Emi Bowsher and Mrs. W. T. Bachelor. They were enroute to Los Angeles, Calif., to spend the winter.

Recent visitors in the J. B. Gould home were Mr. and Mrs. C. G. Feierabend and daughter, Shirley Ann, and Mr. and Mrs. Roy Pool, all of Amarillo.

Mr. and Mrs. F. L. Lucas and son, F. L. Lucas Jr., leave today for Brownwood to spend the holiday vacation with her mother, Mrs. F. B. Crenshaw. Mr. George Vaughn of Amarillo who will take Mr. Lucas' place in the Santa Fe Freight Office here arrived yesterday.

Miss Hertha Baer, who is attending the University of Southern California, in Los Angeles arrived home Sunday. She will spend the vacation with her parents, Mr. and Mrs. Gaston Baer.

**STUDIO MUSICALS**  
A group of Mrs. G. A. F. Parker's music students were presented in a studio musicale at Mrs. Parker's home Saturday afternoon. Games and contests were enjoyed after the program.

F. T. Roloson is able to be up and out again after being confined to his home by illness for the past three weeks.

Mr. and Mrs. Knox Kinard plan to leave tomorrow for Arlington to spend the holidays in the home of her parents, Rev. and Mrs. R. A. Walker.

Mrs. E. L. Brown of Roswell, N. M., was here Sunday to visit her mother, Mrs. Hettie Cochell. She was accompanied by a son and a daughter, Mrs. G. B. Wyley.

After January 1st Sadie Lee Oliver, County Home Demonstration Agent will occupy the rent property on "C" Street. Mrs. Charles Donald will move into her house at 117 Lake Street formerly occupied by Miss Oliver.

Mr. and Mrs. G. M. Hudson and children left yesterday to spend the holidays with relatives in South Texas. Enroute they will visit Mr. and Mrs. C. H. Dillehay in Vernon and will stop at Weatherford to visit Mrs. Hudson's mother, Mrs. John McMahan, who will accompany them to Honey Grove to visit Mr. Hudson's three sisters.

**ATTEND FUNERAL**  
In Miami Monday to attend funeral services held there for H. A. Talley, pioneer of the Panhandle-Plains, were Mr. and Mrs. E. E. Fridley, Mrs. John Jacobsen Jr., and Mrs. D. H. Alexander. Mr. Talley died Sunday following a short illness.

In Amarillo Monday were Mr. and Mrs. Jim Lipscomb on business.

**ARRIVES FROM T. C. U.**  
One of the first of the College students to arrive home for the holidays was Karl Shirley, who came in Tuesday from Texas Christian University. Karl met his grandfather, John L. Wilson, in Denton and made the trip overland from there with him. Mr. Wilson was returning from Kilgore where he visited his daughter, Mrs. Dean Rice and family for the past month.

Mr. and Mrs. Clinton Jackson and Miss Edith Jackson arrived from Chillicothe, Mo., Sunday to spend the Christmas holidays with their parents, Mr. and Mrs. R. E. Jackson. Mr. Jackson and Miss Edith Jackson are attending Chillicothe Business College.

Mr. and Mrs. Hubert Dowell of Beverley Hills, Calif., are here for the holidays. They are guests of her parents, Mr. and Mrs. T. C. Mathies.

## Crown Nation's Finest Girl Cooks



The nation's four best girl cooks were honored for their culinary skill recently at the International Live Stock show in Chicago. Winners of the countrywide Four-H club food preparation contest, left to right: Maxine Koons, 18, Fairmont, Minn.; Orr-Lyda J. Brown, 18, Eugene, Ore.; Catherine Barnes, 17, Moultrie, Fla., and Betty Freeman, 16, Pikeville, Tenn.

## SOCIETY. HUSBANDS ARE FETED

A yuletide evening party entertained husbands and members of the Child Study Club Monday night at the American Legion Hall. Decorations were in red and white and a buffet supper was served from a table centered with an arrangement of candy canes encircled with silvered letters which read "Merry Christmas." Places were marked at quartet tables with names traced in candy red dots.

Old fashioned games provided fun for the evening. Those attending were Messers and Mesdames Elmer Patterson, G. W. Newsom, Joe Story, George McConnell, J. B. Whitlow, Jim Williams, Gordon Witherspoon, Mesdames C. P. Grimes, C. R. Lady, Ellis Wilson, R. P. Coneway, Elvin Ridling, Claude Longbottom, and M. T. Rutter.

Mr. and Mrs. Ike Holman of Wichita Falls are expected here spend the holidays with her parents, Mr. and Mrs. Glenn Snyder.

## NEW OFFICERS INSTALLED AT YULE PARTY

Installation of new officers conducted by Rev. Marvin Norwood at the Christmas party for the Win One Class of the Methodist Church at the home of Mrs. H. H. Hawkins, Tuesday afternoon.

Rev. Norwood gave a talk and installed the following new officers: Mrs. Florence McClellan, president; Mrs. M. M. Beavers, vice-president; Mrs. J. F. Ward, teacher; Mrs. D. W. Hawkins, assist. teacher; Mrs. H. H. Hawkins, treasurer; Mrs. E. W. Harrison, devotional leader; Mrs. Fred Millard, publicity; Mrs. J. B. Hammer, visiting committee, and Mrs. Wm. McGeehee, secretary.

Yuletide decorations were used in the entertaining rooms and a musical program was directed by Mrs. C. B. Williams. Marie Williams entertained with piano selections. Mrs. A. C. Thompson gave violin numbers and Mrs. G. A. F. Parker accompanied Mrs. Thompson and Marie Williams in a violin and flute duet.

Santa Claus distributed gifts from a beautifully decorated and lighted tree. Official hostesses were Mrs. H. M. Benefield, Mrs. G. A. F. Parker, Mrs. W. B. Green, and Mrs. Hawkins.

Mr. and Mrs. Lester Sheffy of Canyon were guests of the Knox Kinards in Hereford Sunday.

## Miss Irene Boggess Is Bride of Obie Sheets

Miss Irene Boggess became the bride of Mr. Obie Sheets, both of Friona, in an impressive ceremony solemnized Monday night at 6 o'clock in the parsonage of the officiating minister, Rev. H. M. Redford, First Christian Church of Hereford.

Mrs. Edd Boggess, mother of the bride was matron of honor. She wore wine crepe with black accessories and a corsage of sweet peas.

The bride, who was given in marriage by her father, wore a moss green street dress and used gold accessories. She carried a bouquet of bronze and gold chrysanthemums. Preceding the ceremony the traditional wedding marches were used.

Mrs. Ola Sheets, mother of the groom, wore a corsage of sweet peas.

Following the wedding, a reception and birthday dinner for the bride's father's 50th birthday was held in the home of the brides parents. Several guests attended.

Mrs. Sheets, a graduate of Friona high school, is a beauty operator of Gladys Beauty Shoppe.

Mr. Sheets, son of Mrs. Ola Sheets of Friona, is manager of the Friona Independent Oil Co. The couple will be at home in Friona.

## FIDELIS MATRONS PARTY IS HELD

Fidelis Matrons Class of the Baptist Church had its Christmas party Tuesday afternoon at the home of Mrs. Marlin Gilliland with Mrs. James Witherspoon as assistant hostess.

The program consisted of playing old fashioned games. Gifts were exchanged and Mrs. A. L. Manjoet, teacher, was presented with a handkerchief shower from the class. A Christmas welfare box was packed under the direction of Mrs. R. E. Wells.

The Christmas motif was carried out in decorations with red rose-buds and festive ornaments.

Refreshments were served to Mesdames J. B. Sowell, James Beene, Nelson McRight, John Hacker, Joe Curtsinger, Jimmie Gillentine, Alton Fraser, Oliver Rudd, R. E. Wells, Raymond Hawkins, Roy Manning, Clarence Strange and the hostesses.

A driver who went through a severe accident when he fell asleep at the wheel said he thought it was all a bad dream. The bill for damages to his car will wake him up.

A new cream-colored cucumber has been developed and is being offered to housewives. Probably to match the dining room curtains.

## COURTHOUSE RECORDS

**Release**  
Mrs. Mollie S. Hornbeak to J. D. Sanders, (vendor's lien) part of lots 10 and 11 of Block 5, Whitehead addition.

Peter Buser to G. W. Brumley, (vendor's lien.) SE 1/4 of Section 34, T 3 N, R 3 E.

W. E. Dameron to G. W. Brumley, et al. (deed of trust) SE 1/4 of Section 34, T 3 N, R 3 E, SW 1/4 of Section 35, T 3 N, R 3 E, SW 1/4 of Section 1, T 2 N, R 3 E, NE 1/4 of Section 25, T 3 N, R 3 E.

W. E. Dameron to G. W. Brumley, et al. (oil and gas lease) W 1/2 of SE 1/4 of Section 34, T 3 N, R 3 E.

**Deed of Trust**  
H. L. Benefield to W. P. Westfall, SW 1/4 of Section 87, Block M-7.

Hugh R. Lee, et ux, to Farwell Winston, et al, E 1/2 of Section 20, T 2 N, R 3 E.

C. T. Guseman, et ux, to Kansas City Life Ins. Co., N 1/2 of Section 29, T 3 N, R 1 E.

International Harvester Co. of America to International Harvester Co., all and the same premises conveyed to the International Harvester Co. of America by the First State Bank and Trust Co.

Charles Donald to C. R. Smith, Section 5, T 3 N, R 3 E.

NE 1/4 of Section 4, T 5 N, R 2 E, NE 1/4 of Section 14, R 3 E, T 4 N, SE 1/4 of Section 32, T 4 N, R 3 E.

Harvey Moore and Robert Moore to Preston R. Walker, E 1/2 of Section 69, Block K-8.

H. Gordon Moore to Preston

R. Walker, E 1/2 of Section 69, Block K-8.

Agnes Dunn, et vir, to Preston R. Walker, E 1/2 of Section 69, Block K-8.

**Warranty Deed**  
Ira A. Allred, et al, to Joe A. Allred, SE 1/4 of Section 26, Block M-7.

David G. Bell, et al, to William F. Carroll Jr., NE 1/4 of Section 7, T 4 N, R 3 E.

E. M. Rice and wife to John W. Hall, part of Block 6, Evant's Addition.

Mollie S. Hornbeak to J. D. Sanders, part of lots 10 and 11 in Block 5, Whitehead Addition.

C. G. Brown and wife to Sam H. Dyess, SE 1/4 of Section 13,

T 2 N, R 3 E. Mary Louis Parker to William F. Hardwick, et al, all of Block 1, Evant's Addition.

A. H. Elliston, et ux, to E. Rutter, E 200 acres of the South 360 acres of Section 46, Block M-7.

Kansas-City Life Ins. Co. to C. T. Guseman, N 1/2 of Section 29, T 3 N, R 1 E.

E. B. Black and wife to Grace Borden part of Block 1, Womble Addition.

A high school girl won a trophy by punting 41 yards, and her male competitors couldn't even kick about it.

**OUR MESSAGE TO YOU**

In a few simple, yet sincere words, we want to express our hearty appreciation for your valued patronage in the past.

... at **Christmastime**

**MERRY CHRISTMAS and a HAPPY 1940!**

**Thompson Service Station**

ARTHUR THOMPSON, Mgr.

## CORNER DRUG STORE

The Rexall Store  
PHONE 105-HEREFORD FREE DELIVERY

**Gifts**

for MOTHER, DAD, SISTER, BROTHER and SWEETHEART

Fitted Bags ... Travel Kits for Men ... Manicure Sets ... Dresser Sets ... Picture Frames ... Heating Pads ... Shaving Sets ... Toilet Sets ... Gift Soaps ... Smoking Needs ... Perfumes ... Cosmetic Sets ...

*For Last Minute Shoppers*

**The Corner Drug**

and all our employees join in wishing you a

**Merry Christmas**

and a

**Happy New Year**

WE HAVE A COMPLETE STOCK OF GIFT MERCHANDISE AND WILL BE OPEN

CHRISTMAS EVE (Sunday) and on CHRISTMAS DAY (Monday)

**Hearty Christmas Greetings and Best Wishes for the New Year**

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 cordial relations between us.

**Continental Oil Co.**  
OSCAR EASLEY, Agent

**Merry Christmas**

As the Christmas Bells ring our may their silvery voices convey to you the things that are in our heart ... gratitude for your friendship ... and the hope that this will be one of the happiest Christmases you have ever spent.

... and we wish for you the realization of your fondest dreams in a Happy 1940!

**BRADFORD SUPPLY CO.**

**Santa Fe HOLIDAY EXCURSION**

LOW ROUND-TRIP COACH FARES TO ALL POINTS IN TEXAS AND LOUISIANA

One and one-third of the one-way coach fare for the round trip—approximately 1-3 cents per mile.

Tickets on Sale December 19 to Texas destinations only, and on December 20, 21, 22, 23 and 24 to all points in Texas and Louisiana. Limit January 8, 1940.

For complete details ...

Call—**J. E. BEYER** Agent, Hereford, Texas

or Write—**ELMER B. JOHNSON** General Passenger Agent, Amarillo, Texas

### Fairview Club Has Social

The Fairview Home Demonstration Club had a Christmas dinner and party at the home of Mr. and Mrs. R. L. Campbell, Friday night, Dec. 15.

The tables were decorated with lovely Christmas colors for dinner, then they were cleared for forty-two. Mrs. Gilbert Wynn entertained with a reading.

Those present were Mr. and Mrs. W. O. Cominger, Mr. and Mrs. Dan Higgins, Mr. and Mrs. Ollie Grabbe, Mr. and Mrs. Neil Downing, and Allen, Mr. and Mrs. E. W. Womble, Mr. and Mrs. L. C. Moore and son, and Mr. and Mrs. Gilbert Wynn.

### Easter Items

MRS. CARL FRYE

The holiday spirit was shown at the Christmas meeting of the missionary society Monday afternoon at the home of Mrs. Dan Allen. A Christmas Program was given after which gifts from Sunshine friends were exchanged. Those attending were Mesdames Geo. Chambliss, Claude Smith, E. M. Allen, Frank Allen, D. S. Burton, Dan Burton, Major Burton, Harry Smith, Fred Walton, Carl Frye and Miss Vay Allen.

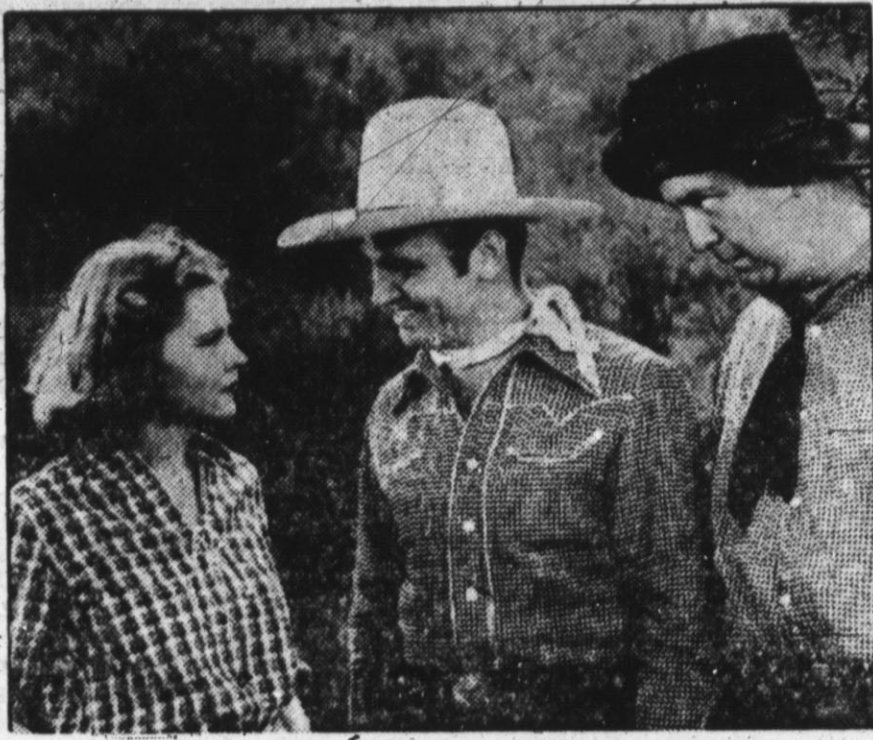
Mrs. Major Burton and children, Lillith and Douglas, of Fence Lake, N. M., are visiting in the D. S. Burton home and will remain until after the holidays.

H. B. Medley attended services at the Methodist Church in Hereford Sunday.

Mrs. E. M. Allen and Miss Vay visited Sunday afternoon with Mrs. Joe Stagner in Hereford, who has been sick the first of the week.

Mrs. Dan Burton and little son, visited last week end with her parents, Mr. and Mrs. Griffin

### Rovin' To Washington



GENE AUTREY AND SMILEY BURNETT are back at the Star in a story which sends Gene on one of his strangest adventures—to Congress, in a fight on behalf of his farm and ranch neighbors. The film shows Saturday only.

of Memphis.

Mrs. Pringle of Olney, is visiting this week in the home of her brother, D. S. Burton. Little Joy Morgan of Floyd, N. M., is also a guest of Mr. and Mrs. Burton, her maternal grandparents.

Messrs. and Mesdames Harry and Claude Smith visited Sunday in the Harry Smith home at Big Square.

Allen Parker and J. S. Smith are staying at the W. A. Epperson home this week, while Mr. and Mrs. Epperson are visiting relatives in Mission and Oklahoma.

Veronica Beckman spent the week end with Eugenia James in the Bethel community.

Mr. and Mrs. H. H. Frye and little son left Sunday morning for Davenport, Iowa, where they will spend the holidays with their parents.

### Wyche Items

MRS. R. C. VALENTINE

A community party will be given at the Wyche School house, Dec. 27. Bring your card tables, star checkers, dominos and enough fruit and candy for your own family.

A demonstration will be given by Mr. Bateman in butchering, Jan. 2 and 3, at the N. G. Elliston home.

The first day will be spent in sharpening knives and butchering. The second day will be spent in cutting up the meat. Several hogs, beef, lamb and various fowls will be killed. A basket dinner will be served both days. Each is requested to bring a covered dish.

N. G. Elliston, recently purchased an electric sausage grinder.

Jap Dickerson attended church in Hereford Sunday morning.

Racky Elliston has been absent from school on account of a sore throat.

Mrs. George Robertson spent Thursday in Amarillo.

The Clarence Morrison's moved

Christmas Day at the homes of D. S. Burton, J. S. Smith, E. M. Allen, R. S. Sullinger and Carl Frye.

A community "42" party will be given at the D. S. Burton home Saturday night honoring their house guest of the holidays.

to their new home in Westway Friday.

Mr. DuBois Walker returned last week from Louisiana, where he is making preparations to move after the holidays.

E. C. Hewitt's are remodeling their house, formerly the Clyde Bandy place.

Mr. and Mrs. Walk Brady called in the Dock Roberson home Sunday.

The Dock Roberson's have been remodeling their house and painting the interior.

The W. J. Albracht's are having an irrigation well, drilled on their place this week.

Mr. and Mrs. Pete Carmichael of Summerfield visited in the home of his parents, D. R. Carmichael, Thursday. Their two sons, who have been visiting their grandparents, several days, returned home with them.

Mr. and Mrs. N. G. Elliston and baby son, Pat, called in the E. C. Hewitt home Sunday.

The Wyche Home Demonstration Club met in the home of Mrs. N. G. Elliston, Thursday, December 14, at 2 o'clock.

The house was gaily decorated in Xmas colors, a small Christmas tree was used for the center of the table. The tree was handed down as a heirloom to Mrs. N. G. Elliston. A larger tree was in the front of the window. Gifts were exchanged and candy demonstrations given by Mrs. Gus Thiele and Mrs. F. D. Ferguson.

Refreshments of Christmas tree and Santa Claus cookies, pudding and whipped cream and

coffee were served to the following, Mesdames Pete Carmichael of Summerfield, Gus Thiele, Reeves and daughter, Ira Ott, Bessie Mitchell and daughter, F. D. Ferguson, H. B. Elliston, W. B. Saxon, Dock Roberson, R. C. Valentine, Fred Henry and Betty Joyce, E. C. Hewitt, Minnie Opal.



### A JOYOUS NOEL

Our entire personnel extends Season's best wishes to the patrons of this institution.

HAPPY NEW YEAR To You, One and All

**PEVLEY & SEED**  
ALLIS CHALMERS IMPLEMENTS

WISHING YOU A

# MERRY CHRISTMAS

AND A

# HAPPY NEW YEAR

It is but natural that as we approach the Christmas Season that our thoughts should turn to our friends and patrons.

For it is they who have made possible our enjoyment of this wonderful season. It is they who through their continued support and loyal co-operation, many of them over a long period of years, have contributed to our happiness and success.

To you, therefore, we say "Thank You . . . Thank You, sincerely!"

We wish you a MERRY CHRISTMAS and a NEW YEAR full of Health, Happiness and Prosperity.

# PITMAN Grain Co.

and Employees



FOR . . .

### Last Minute Shoppers

Due to the fact that we had one of the largest stocks of merchandise in our history, we still have a Complete selection of Christmas Gifts. You can still get just as good a selection here as you could two weeks ago—and it's the type of merchandise HE will appreciate . . . all Standard quality and all guaranteed. Remember, we will be glad to exchange items which may be the wrong size or need exchanging for any other reason.

**FREE INITIALED GIFT BOXES for each Christmas purchase made in our store!**



WISHING YOU  
**A Merry Christmas**  
and a  
**HAPPY NEW YEAR!**

We DO Appreciate the fine patronage which we have been accorded during the past year, and at this season we wish to join with an age-old greeting which is made with all the sincerity possible, hoping for you

**A MERRY CHRISTMAS and a HAPPY, PROSPEROUS NEW YEAR!**

**FOX MAN'S SHOP**  
AND EMPLOYEES

### Meat Cutting Demonstrations Are Announced

The two days demonstration in butchering, cutting, curing and meat utilization scheduled for Ford and Fairview communities Thursday and Friday, Jan. 11 and 12, will be held at the home of Elvis Barclay. This place is located two miles west, 2 miles north, and one and a quarter-miles west of Ford Schoolhouse. There is a two story house with a large red barn.

Similar meetings are scheduled on January 2 and 3, Tuesday and Wednesday, for Frio and Wyche at Nolle-Elliston's, one mile north of Wyche Schoolhouse, and on Thursday and Friday, January 18 and 19, at J. T. Guinn's, South of Messenger School, for Messenger and Bippus. These meetings are opened to any interested men and women Home Demonstration Clubs.

Each group should assemble the following list of animals or the equivalent: one calf, four pigs, one lamb, one kid, one hen and one turkey. Knives should also be brought, to be sharpened at the meeting.

### Swing Of Door Knocks Out Eye Of Farwell Man

About the most unfortunate Christmas season accident that has marred the Yuletide, happened in Clovis last week, when Z. W. Petree, had the extreme misfortune to have his right eye knocked out of his head by a swinging door.

Mr. Petree explains that he was in a Clovis store doing some Christmas shopping. As he started to emerge from the building a lady preceded him and let a large door slam, striking him on the head.

Horrified the lady turned to inquire if Mr. Petree had been hurt, and before her eyes he exhibited his eyeball held in his open hand.

The eye was glass however, and the Farwell man suffered no ill effects.

### Campfire Girls Bake Sale Is Successful

The recent Bake Sale sponsored by the Wecocantawaste Campfire Girls was a success, reports Mrs. Urlin Streu, sponsor of the group. Money raised in the sale and from the sale of Christmas cards will be used to complete the Girls' Hut.

The Campfire Girls expressed thanks to S. P. Rosson for furnishing them wood for a fire at a recent meeting. The Hut has not yet been connected for gas.

### SORORITY INITIATION

Heriha Baer, of 232 "B" street, Hereford, was initiated recently into the Alpha Epsilon Phi sorority at the University of Southern California, Los Angeles.

After the ceremony dinner was served in honor of the new members.

### WE AGGIES

By The Herd Reporter of the Texas Aggies

We Aggies, otherwise known as "The Hereford Herd" and of whom we shall mention later, decided to send the Brand a few notes telling about our club, its meetings of "bull sessions," and its accomplishments.

For several decades Hereford has been sending men to A. & M. for a good time, physical and military training, and least of all probably mental training (Proud folks call it an education.) We wish we could name all the Aggies from Hereford who have paved the way to success, but they are so numerous that it would require an endless column to mention them all; so we'll just dedicate this column of "bull" to them and thank them for making his old school, what it is today.

Now for our present Aggies. This year we have ten boys enrolled in A. & M., James and Charles Bell, Clyde Hussey, Palmer Norton, Allen Plummer, Charles Spradley, Ed Fullwood, Billy Patton and Bill Stanford are the boys from Hereford. Jack Gilliland, a graduate in vet. medicine, was a member in FAIR standing last year, but Jack didn't like our "Bull" so he ups and graduates. We do miss him—that is sometimes, a little! One other member of our Herd, Johnny McGowen, although a resident of Amarillo, is considered in our group because he went to school with us in Hereford, so we let him join us once in a while. Johnny graduated last year, but is now employed (not working) by the Ag. Economics department here.

We have a couple of boys in line for graduation this year, (we hope) and these two are Clyde Hussey and Ed Fullwood, better known to us as "Sonnie." The rest of us hope to get out sometime in the near future (Well, sometime in the future, anyway.) Clyde and Sonnie are both majoring in engineering, Clyde in engineering administration, and Sonnie in electrical engineering.

In the football field, A. & M. has done herself proud this year. The team won the Southwest Conference Championship before having beat those "teasippers" of Texas. You know, its too bad people have become "teasippers" when there is such a place as Aggie land, but maybe they'll learn someday. (If possible.) We guess they can't help it though!

Enough about our rival school. This New Years Day, A. & M. is playing Tulane in the Sugar Bowl at New Orleans. Boy, what a game that is going to be! The famous Aggie Band, of which Bill Stanford and Palmer Norton are members, will make the trip and perform during the half as usual. The Aggie Band, consisting of 210 pieces is one of the largest bands in the world, second probably to the band of the University of Illinois. Sportswriters rank it as the number one marching band of the nation with high acclaim as to its playing ability. (But why should we brag about an already established and well-known fact?)

Each Sunday night, right after mess, the "Herd" holds its weekly "Bull Session" in one of the members rooms, alternating rooms from week to week. At these meetings we discuss club problems, latest conquests,

items of interest from around the campus, news of home obtained through our letters and the Brand, and then top it off with stories and jokes. We have no offices in our club such as Pres., Vice-Pres, Secretary, etc., but we are all presidents. When someone wants to say something instead of addressing the chairman, he simply waits until the person or persons talking stop for breath and then plunges in. The others listen until he either stops for a breath and then someone else starts. If the speaker is "shooting some high grade bull" he might have the attention of everyone there for a few minutes. But if he shoots a "low grade of bull" he is carried out in a gale or bested in conversation.

We could go on and on telling of our meetings but the result would probably be a book. We really do have a good time and we all live together as one happy family? Of course we don't all agree on certain matters, but when we disagree, there are no hard feelings—much.

These things we've been telling you about are only a small part of our college lives, and aside from this we all manage to keep up with our studies and take part in the various college activities. Incidentally, our club is the only one of its kind on the campus, and we think we have the most fun, too.

This Christmas we are planning an Aggie Dance. We have been working hard on it all year and are counting on its being quite an affair. This is our first attempt at such a thing but we are doing our best to make it an enjoyable affair.

We'll all be coming home in a day or two, so if you hear a noise like a "ring-tailed-tornado" hitting town you'll know the Aggies have come home for Christmas.

THE HEREFORD HERD

### Jackass Steak Is Given Credit For Longevity

CANUTILLO, Texas—A century ago, Apache Indians gave Octaviano Gallegos, 111-year-old white-bearded Mexican resident of Canutillo, his first taste of burro meat. Now he attributes his long life to eating "jackass steaks" and says he feels better today than he did when he was 90.

Gallegos was born in 1828 in a village near Chihuahua City, Mexico. Though he leans on two canes, he still chops mesquite roots daily to help provide fuel for the family with whom he lives. He loves the outdoors, and his sense of humor and love for people have not been dulled by the years.

Until recently, Gallegos used to challenge the young men of

Canutillo to wrestling matches, but had to give that up when his legs began to trouble him. Now he walks with his canes and tells of his younger-day reputation as a wrestler; raises corn and pumpkins in a little patch in the sandhills and warms himself in the afternoon sun.

His 111 years have been almost a history of Mexico. He remembers Emperor Maximilian's French soldiers and "fired many bullets" at Parral, Mexico, during the early regime of Porfirio Diaz. And he recalls encounters with Apache Indians in the days when townspeople and farmers fought them with slingshots.

"The Indians used to say 'Shoot at us with guns, it hurts less,'" he said.

He was a captive of the marauding Apaches for three days when he was a boy of 10. It was they who gave him his first taste of burro meat. He still eats it whenever he can.

### Public Education Needed To Reduce Syphilis Incidence

Austin—"Case finding, case holding, and public education efforts must be more effectively utilized if a decrease in the incidence of syphilis is to be accomplished," declared Dr. Geo. W. Cox, State Health Officer.

"We must treat infections in their beginning stages, thereby shortening the period of hazard to public health. Patients must be taught to request examination of their physicians upon the appearance of symptoms. It is probable that a majority of infections are first detected by routine blood tests, yet 70 per cent of them are late cases. To begin treatment when the disease is late is to help those cases in hand, but it does not prevent the further spread of syphilis, for the disease has doubtless already been transmitted to others," Dr. Cox said.

### Grover Hill Gets Agricultural Post

Friends of Grover C. Hill were Thursday afternoon informed of Mr. Hill's appointment to the office of Assistant Secretary of Agriculture. Mr. Hill is a brother of Carl Hill, who has charge of the Feed and Seed Loan Department for this county and he has been a frequent visitor in this community.

During recent months Grover Hill operated a commission house in Amarillo and was more recently a government range supervisor in Colorado, New Mexico, and Oklahoma. The appointment did not state specifically the duties of his new appointment as there are a large number of assistants in the Secretary of Agriculture department.

### Martin W. Nix

(Continued from Page 1, Sec. 1)

brothers, J. P. Nix of Strong City, Okla.; Newton V. Nix of Tucumcari, N. M.; Hugh and Russell Nix of Chicago, Ill.

Mr. Nix was born March 25, 1904 in Puerto, N. M., and was 34 years, 8 months and 20 days old at the time of his death.

### AAA Delegates

(Continued from Page 1 Sec. 1)

gin, first alternate; and R. L. Campbell, second alternate.

At the same election the Sherman County Program was explained and farmers were given opportunity to vote on the proposal by secret ballot. The program was adopted for Deaf Smith county by a 191-20 vote. The plan will be in effect during 1940 and will be subject to another vote next year as to whether or not farmers desire to continue the plan. Oldham county will also operate under the Sherman plan during 1940.

County Agent A. R. Bateman said that in Sherman county where the plan was instituted in 1939, farmers had voted 100% to continue the program in 1940.

The county committee will have a meeting early next year to set up rules and regulations under the new plan, and Parker D. Henna, District Agent for District 1 which includes most of the Panhandle, probably will be present at the meeting to assist the committee. Mrs. Henna is given credit for working out the plan tried in Sherman county this year.

### Hereford Churches

(Continued from Page 1, Sec. 1)

mas songs woven around an effective Christmas theme.

Those who will take part in the presentation will be Kenneth Potter, director; Carroll Newsom, Mozelle Shreve, Billie Louise Davis, Jap Dickerson, Donald Henslee, Bartley Dowell, Elmer Mathies, Glenn Smith, R. L. Dowell, Darrell Blanton, Clifton Cox and Ben R. Plummer.

The cast will be augmented by a choir of young people's voices. A service of Litany, Prayer, and Praise will precede a dramatic presentation of the Birth of Jesus by members of the Young Ladies group of the Ladies Auxilliary at the Presbyterian church Sunday morning. There will be no service Christmas Eve night.

Singing of familiar Christmas hymns will feature the morning worship at the First Christian Church. No evening service is planned.

At the First Baptist Church a "White Christmas" service will be given at 7:30 p. m. Sunday with Mrs. W. E. Barnes in charge, assisted by Norma McRight, Mrs. Louie LeGrand, Mrs. Laura Hicks,

Mrs. Pink Gilliland, Mrs. Art Manjoet, and Miss Thelma McMinn.

All persons are earnestly urged by the churches of Hereford to attend the service of the one of your choice to celebrate the Birth of the Savior.

### College Students

(Continued from Page 1, Sec. 1)

From A. & M. at College Station will come Palmer Norton, son of Mr. and Mrs. E. H. Norton, Clyde Hussey, son of Mr. and Mrs. C. P. Hussey, Edward Fullwood, son of Mr. and Mrs. Bob Fullwood, Bill Patton, son of Mr. and Mrs. John Patton, Bill Stanford, son of Mr. and Mrs. W. J. Stanford, James and Chas. Bell, sons of Mr. and Mrs. A. G. Bell, Charles Spradley, son of Mr. and Mrs. J. W. Spradley and Allen Plummer, son of Mr. and Mrs. Bruce Plummer.

From Denton are expected Helen Ann Snyder, daughter of Mr. and Mrs. Glenn Snyder, Viola Phillips, daughter of Mr. and Mrs. Wirt Phillips, Nancy

Millard, daughter of Mr. and Mrs. Fred Millard, Mary Louise Dean, daughter of Mr. and Mrs. Arlie Dean, Louise Frye, daughter of Mr. and Mrs. Carl Frye, Marthanelle Ewton, daughter of Mr. and Mrs. Noah Ewton, and Betty Sue Henslee, daughter of Mr. and Mrs. H. E. Henslee, all attending TSCW.

Bill McLearn is expected home from Galveston Saturday. He is attending the University School of Medicine there, Bill Montgomery from, Amarillo Junior College. He is the grandson of Mr. and Mrs. J. W. Alexander.

Coming from Canyon are L. N. Nelle and Ernest Scheihagen, daughter and son of Mr. and Mrs. W. R. Scheihagen; Howard Williamson, son of Mr. and Mrs. Henry Williamson; Donald Brotherton, son of Mrs. Gertrude Alexander of Spur; Virginia Lee Hussey, daughter of Mr. and Mrs. C. P. Hussey; Nola Margaret Blue, daughter of Mr. and Mrs. R. G. Blue; and Erma Fay Robinson, daughter of Mr. and Mrs. Chas. Robinson.

Probably several others will return whose names were not learned.

Thursday and Friday at the STAR

Short Subjects "Football Thrills" and "Day of Rest"

MARRY BROTHERS AT THE CIRCUS

KENNY BAKER FLORENCE RICE

Saturday at the STAR

A COWBOY GOES TO CONGRESS... where he wins his spurs

GENE AUTRY

Roving Tumbleweeds

with Smiley BURNETTE Mary CARLISLE

Comedy Cartoon and Serial

SONJA'S NEVER BEEN SO THRILLED... OR SO THRILLING!—in love and laughter with Ray and Bob!

Sonja HENIE in EVERYTHING HAPPENS AT NIGHT

with RAY MILLAND ROBERT CUMMINGS

Also—Cartoon Comedy and Paramount News

STAR THEATRE SUNDAY and MONDAY and Saturday Night Preview

A Merry Christmas

At this season we are glad to express our heartfelt appreciation for your patronage, for your friendship... and to wish you the happiest Christmas yet, along with a Happy and Prosperous New Year.

IKE'S CAFE

IKE and BUFORD CROSTHWAIT

THE SPIRIT OF THIS YULETIDE SEASON

Bright as the Merry Yule which has cast its cheery warmth throughout the centuries — Christmas in all its brilliance is with us once again.

Hearts are warmed and spirits glow anew with the friendly thought that Christmas brings.

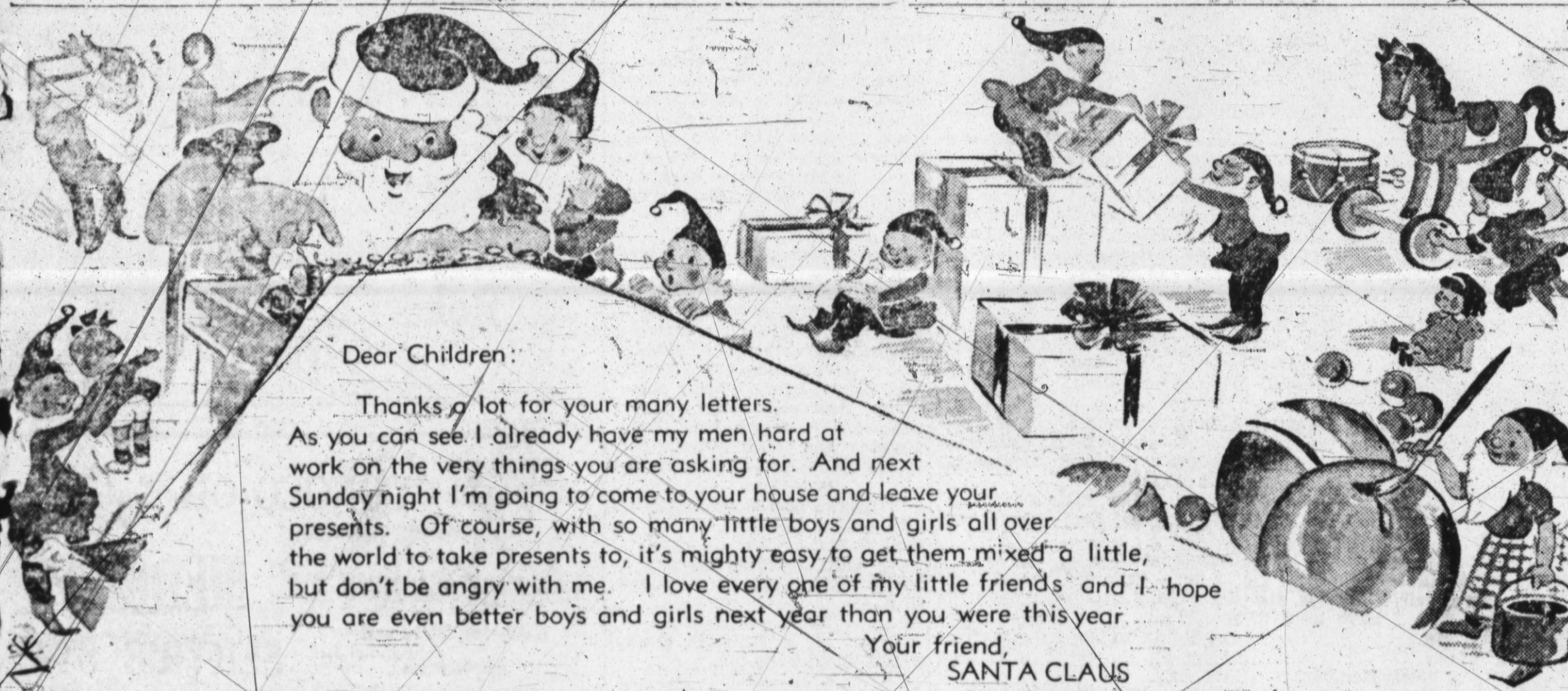
Christmas is a day we venerate and glorify. We greet it as a fulfillment because it brings the cheer of our greatest festive season. We hail it as a promise because it inspires the noblest impulses of human nature.

Because we appreciate your fine patronage, your friendship and your co-operation we're wishing you a MERRY CHRISTMAS and a HAPPY and PROSPEROUS NEW YEAR!

E. B. BLACK CO.

Furniture - Undertaking

"Dear Santa, Here Is What I Want For Christmas . . ."



Dear Children:

Thanks a lot for your many letters. As you can see I already have my men hard at work on the very things you are asking for. And next Sunday night I'm going to come to your house and leave your presents. Of course, with so many little boys and girls all over the world to take presents to, it's mighty easy to get them mixed a little, but don't be angry with me. I love every one of my little friends and I hope you are even better boys and girls next year than you were this year.

Your friend, SANTA CLAUS

bringing me a sleeping doll, some candy and nuts. Don't forget all the other boys and girls. Don't forget my little brother. Bobbie Jean Waiser.

Dear Santa, I am a boy 5 years old and want a caterpillar tractor for Christmas. Clayton Gene Rutter.

Dear Santa, I am a little boy five years old. I have tried to be good and I hope you will remember me by bringing me a cowboy suit, some candy and nuts. Don't forget the other boys and girls. Wayne Waiser.

Dear Santa Claus, Please bring me a big wagon, a shirt, and some candy and nuts. Sincerely yours, Billy Robinson.

Dear Santa Claus, Please bring me a crawling tractor set, a dirt loader with a truck, 2 color books, candy, nuts, and fruits. Remember the other little boys and girls. Yours truly, Donald Wright, Dimmitt, Texas.

Dear Santa Claus, I am a little girl 4 years old. Please bring me a doll and doll buggy and would like for you to bring my little brothers something nice as we have all been very good. Please don't forget to bring lots of candy, nuts and oranges. And Santa please don't forget that I live 4 miles from town. Your little friend, Nova Earl Hurford.

Dear Santa Claus, Please bring me a shooting gallery, ball, color book and a story book. I have a little sister two years old and she wants a doll, a piano, and a ball. We would like a few nuts, candy and fruit. Thank you very much, Santa. Your little friends, D. L. and Dorothy Mae Wright, Dimmitt, Tex.

Dear Santa Claus, I have been a nice girl. I want a doll and some doll clothes, some story books, a stove, horn, wagon, candy nuts and candy. Your friend, Kathryn Mae Davis.

Dear Santa, I am a boy 13 years old and want the desk in the show window at Alderson's for Christmas. J. P. Owen, Jr.

Dear Santa, Oh Yes! I've been, this year really good. Or maybe not quite as good as I should. But I'll love you lots dear St. Nick.

Dear Santa, I am a boy 10 years old and want a "Lone Ranger" gun for Christmas. Clyde Layman.

If you'll visit the poor and the sick, And bring me a dolly with hair of brown, A buggy that I might take her to town, And a little trunk like Mother's true And packed within a dress of blue. Betty Mae Grimes.

Dear Santa, I am a boy 9 years old and want a BB gun for Christmas. Carl Goetsch.

Dear Santa, I am a boy 11 years old and want a baseball for Christmas. Herbert Goetsch.

Dear Santa, I am a little boy 5 years old. I want a tricycle and a train for Christmas. Homer Lee Owen.

Dear Santa, I am a little boy seven years old. I want a football and a fire truck for Christmas. Lawrence Owen.

Dear Santa, I am a boy nine years old and want a cowboy suit for Christmas. Bobby Owen.

Dear Santa, I am a boy 11 years old and want a bicycle for Christmas. Charles Layman.

Dear Santa, I am a boy 7 years old and want a tonette for Christmas. M. J. Layman.

Dear Santa, I have just had a birthday, am now seven years old. I have tried to be a nice little girl so please bring me a desk and chair. Thank you very much, Georgina Rae Clark.

Dear Santa Claus, I am a little girl seven years old and I go to school at Bippus. I am in the second grade. Will you please bring me a di-de doll with a cradle, a fountain pen, bath robe and a little dress. With love, Geraldine Knabe.

Dear Santa Claus, I am a little girl four years old. I think of you very often and wonder if you would bring me some things, I would like to have a doll, buggy, a di-de doll with a cradle, a little cedar chest, and a bath robe. With lots of love, Joan Knabe.

Dear Santa Claus, I am a little girl five years old and I've tried to be good this year. I want you to bring me a baby doll and some pretty little clothes for her. I also want a little set of dishes and a little stove. Bring me some candy and nuts, too. Thank you a lot Santa. Your little friend, Arnell Long.

Dear Santa, I am a little girl 5 years old. I have tried to be good and I hope you will remember me by

Dear Santa, Please bring me a gun and a truck, also candy and nuts. Don't forget my little sister, Wanda and Betty Ann. Your little friend, Howard Lomax.

little boys and girls what they want. With love, Harold Lloyd Head.

boots, and a wrist watch. I am in the third grade. Goodbye, Lilly Gonzales.

my sisters a house cleaning set. I also want a kitchen cabinet and a little ovenware set. And also don't forget the other little boys and girls. Your little girl, Viola Stork.

remember the other little boys and girls. Love, Frances Hunter.

Dear Santa Claus, It is about time you were getting ready for your long ride. I am going to tell you what I want for Christmas. I want a BB gun, boxing gloves, and a baseball. Goodbye, Karl Dwayne.

Dear Santa Claus, How are you getting along up in the North Pole? I hope you haven't frozen, dear old Santa Claus. I don't want much this year because I know what a big bag you will have. I hope I will see you this year. Santa Claus, I want a pair of new cowboy boots and a silk dress and a hat, not much is it? Goodbye Santa, I will see you at Christmas night. I hope. Goodbye. Love, Mary Gonzales.

Dear Santa Claus, I want a BB gun, a silverware set, a little car, a little train that will wind up, a cowboy suit, some boots, a bat and a ball, a football and a bicycle. I hope you come if you have enough things for me. Yours truly, Lynn Wolfington Jr.

Dear Santa Claus, I've been a pretty good girl this year, so I would like to have some new clothes for my doll. I would also like to have a nurses set and a little cabinet. Please bring my little sisters, Evelyn and Dolores, a new doll and sewing machine. Also please bring us all some nuts, candy and fruit. Don't forget all the other little boys and girls. Your little girl, Lola Jean Stork.

Dear Santa, I am in the second grade. I want a bow and arrow, a top, and a cowboy suit. Please don't forget my little brother, Marvin, he wants the same things I do. Love, Johnny Axe.

Dear Santa Claus, How are you up in the North Pole? Well, Santa, it's just about time for you to bring me a housecoat and house shoes, watch, and a doll. I will not take up much of your time because I know you have lots of other little girls and boys to visit yet. So I hope you have a good visit. With lots and lots of love, Mary Evelyn Hammock.

Dear Santa Claus, How are you? Fine, I hope. I want to tell you what I want for Christmas. I want a toothbrush, toothpaste, gloves, cap. Well, I guess that is all. So goodbye, Santa. I will come and see you sometime. Be sweet and be good. Tell Mrs. Santa Claus, I said, "Hello." With love, Marchetta Hutcheson.

Dear Santa, I want for Christmas a bicycle. If I don't get it for my birthday. Then if I get it, I want a desk with a chair, and a table and two chairs, and a Princess Elizabeth doll and a camera. I have been a very good little girl. Your friend, Cornelia Ann Bateman, Age 10.

Dear Santa Claus, I am a little girl six years old. I have tried to be a nice little girl this year. I want a little cabinet, electric stove, and the things that go with them. Your little friend, Ruth London.

Dear Santa, I am a little boy four years old. I have tried to be a good boy all year long. I want a big wagon to play with. Your little friend, Roy London.

Dear Santa Claus, I am good. Please bring me a didy doll and a frigidaire house cleaning outfit. I will be glad when you come. I am looking for you. Be sure and come. I am in the second grade. Mrs. West is my teacher. Some of my friends are, too. I love Mother, I love Father, too. Mother is good to me. Father is good to me. My dog's name is Tiny. My kitten's name is Tom. All my playmates are nice. Now be sure and come. Laura is my best friend at school. Santa Claus, you are good. I will have something for you. I love you, Santa Claus. I love my dolls. Your friend, Sallie Womble.

Dear Santa Claus, How are you up at the North Pole? I want a gun set for Christmas. It has a Lone Ranger badge and a big scabbard and gun. The gun has a pearl handle on it. It has a small scabbard too. The most thing of all I want is a saddle blanket. Well, so long, Santa. Soon I will see you sliding down the chimney. With all my love, Patsy Jean Hammock.

Dear Santa, How is the weather up there at the North Pole? The weather here is so pretty it is hard to realize Christmas is nearly here. I thought I had better get my order in early and I am therefore sending you a list of presents I would like to have for Christmas. I want a cowboy suit, hat and lariat, a Gene Autry gun and caps. Thanking you in advance for these presents and wishing you a merry Christmas, I am, Your friend, Thomas Medlin.

Dear Santa, I want to thank you for the things you gave me last Christmas. Santa, I hope you find every child ever where and have presents to go around. I would be very glad to have a cowboy suit, pair of skates and football. Thank you, Weldon Hacker.

Dear Santa, I am seven years old, I am in the second grade, I want some cowboy boots and a hat. I want a blue-green shirt and blue-green coat don't forget my little brother. good Mr. Santa, Loyd Leasure.

Dear Santa Claus, I have been a good little boy. I wish you would bring me a football and cowboy boots, a wagon, some candy, fruit and nuts. Yours truly, Jack Flowers.

Dear Santa Claus, I have been waiting for you to come to Hereford. When you do come I wish you would bring me a football, baseball and a bat. I hope you are having a good time in the North Pole. Your friend, Alfred Bednorz.

Dear Santa, I have been a good boy. I want a dairy set. I want a rubber train. I want a paint set. I want a little typewriter. I love you. Pete Stewart, Vega.

Dear Santa, I am a little girl 8 years old this is my first year at school and I am doing real good. Please bring me a Wetsy Doll, a rocking chair and a set of dishes. I have a baby brother, bring him a Teddy Bear, a Wagon and a Ball. Please don't forget my little friends. With love, Betty and Wayne Shockley.

Dear Santa, I am a little boy seven years old. I am in the second grade please bring me some tinkertoys and a base ball bat. Please don't forget my little sister and brothers. Lots of love, Tommy Wilhelm.

Dear Santa Claus, I want some pencils, a lunch box, a notebook, a fountain pen, a little blackboard, a little airplane, a little car, a little boat, and some books. Thank you, Santa Claus. Your friend, Charles Bednorz.

Dear Santa, I want a cowboy suit, a rocky horse, and a little bear. James Ray Bateman.

Dear Santa, I would like to have a doctor's set for my doll and bring some doll clothes for my doll. And bring my sister a nice doll. Bring

Dear Santa, I am in the third grade, I am eight years old. I want some house shoes and a chifferobe and a box of baby clothes and some firecrackers and a washing machine and a big doll and not a little one. Goodbye Santa,

Dear Santa, I have not been good. I tried to be honest. I am seven years old. I am in the second grade. I want a doll and a pair of house shoes and a buggy. The doll I want has a bathrobe, pajama, raincoat and little coat. I am a little girl. With lots of love, Jimmie Doris Hunter.

Dear Santa Claus, I'll bet it is getting cold up there at the North Pole and I guess that you want to know what I want for good old Christmas. I want a pair of boxing gloves and a football and I want a new bridle for my pony, and I hope you bring all the other

Dear Santa Claus, I want a set of dishes, a wrist watch, a notebook, a bracelet, a ball and a doll, a teddy bear, a little doll house, a rubber doll. With love, Willie May Smith.

Dear Santa, I want a cowboy suit and a little car and a blackboard and a rocky horse and a desk and a camera. Robert Odell Bateman.

Dear Santa, I am a pretty good boy I want a football and a gun that shoots darts and a football suit and a helmet. Remember Donny, too. Love, Richard Pinckert.

Dear Santa, I am a little girl 5 years old. I have tried to be good and I hope you will remember me by

Dear Santa Claus, I want a set of dishes, a wrist watch, a notebook, a bracelet, a ball and a doll, a teddy bear, a little doll house, a rubber doll. With love, Willie May Smith.

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Dear Santa, I have not been good. I tried to be honest. I am seven years old. I am in the second grade. I want a doll and a pair of house shoes and a buggy. The doll I want has a bathrobe, pajama, raincoat and little coat. I am a little girl. With lots of love, Jimmie Doris Hunter.

Dear Santa Claus, I'll bet it is getting cold up there at the North Pole and I guess that you want to know what I want for good old Christmas. I want a pair of boxing gloves and a football and I want a new bridle for my pony, and I hope you bring all the other

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Dear Santa, I am a little girl 5 years old and I've tried to be good this year. I want you to bring me a baby doll and some pretty little clothes for her. I also want a little set of dishes and a little stove. Bring me some candy and nuts, too. Thank you a lot Santa. Your little friend, Arnell Long.

Dear Santa Claus, I am a little girl two years old. I'd like for you to bring me a doll and doll buggy and little rocking chair. I've been pretty good most of the time. Please put my toys in my sock instead of on a Christmas tree. Thank you Santa, Rose Mathes.

# "Dear Santa..."

## Chinese Junk Begins 19,000 Mile Voyage



On the first lap of their year-and-a-half voyage from Los Angeles to New York are Wendell Parks, left, and Dr. E. Allen Petersen, right, together with his Japanese wife, Tani. The trio, sailing a Chinese junk, will route themselves via the Straits of Magellan. When they arrive in New York they will have traveled 19,000 miles. Dr. Petersen and his wife were members of a crew that sailed the Hummel, a 36-foot boat, from Shanghai to Los Angeles. The crew of the diminutive vessel expects to arrive in New York some time in 1941.

Dear Santa,  
I am a little girl 6 year old. I want you to bring me a big doll and some dishes. Lots of candy, nuts, oranges and apples.  
With love,  
Alberta Higgins.

a pair of socks and an Indian suit. I want some walnuts, peanuts, almonds, and peppermint candy.  
Don't forget the other little boys and girls. Thank you for the presents.  
Paul Bryan Schroeter.

Dear Santa Claus,  
I am a little boy 4 year old and I want a tricycle and lots of candy, nuts, oranges, apples, and a big turkey and a little dump truck and a little shovel to haul dirt.  
Yours truly,  
Bob Higgins.

Dear Santa,  
I am a little girl five years old. And have been pretty good this year for Christmas. I'd like for you to bring me a little guitar, a doll and doll buggy. And little broom and some little glass dishes.  
Thank you Santa.  
Shirley Ann Hall.

Dear Santa,  
I want a cowboy suit, fruit, nuts, and candy. Do not forget the other boys and girls. Thank you.  
Alex J. Schroeter.

Dear Santa Claus,  
I am a boy ten years old and in the fourth grade in school. I need a bicycle to ride to school. Please Santa Claus bring me a bicycle that is all I want.  
Yours truly,  
Joe Sheppard, Jr.

Dear Santa Claus,  
Please bring me a teddy bear, or a ball or something to play with. Thank you.  
Edwin Schroeter.

Dear Santa Claus,  
I am anxious for you to come to see me. I wish you would bring

me a big doll, some candy, a doll buggy, a doll bed for my doll to sleep in and a piano and a piano stool, five books, two blankets and that is all. I would also like to have some bananas and apples. I am in the first grade.  
Your friend,  
Evelyn Headrick, Dawn,  
P. S. Santa also bring me some oranges.

Dear Santa Claus,  
I want a pair of skates and a Dy-Dee Doll. I have tried to be a good girl.  
Love,  
Joan Hendrix.

girls something too.  
Jimmie Bagwell, Dawn.

Dear Santa,  
I am a little girl almost three years old. Please bring me a little girl doll and a buggy to take her riding in. Be sure to remember all the other little boys and girls.  
Your little friend,  
Wilda Anita Vines,  
Summerfield, Tex.

Dear Santa,  
I would like you to bring me a doll, a buggy, and a set of glass dishes. Please remember and bring all the children in my room at school something nice. Oh! yes, I want a box of candy too.  
Your best friend,  
Edyth Ann Morton.

Dear Santa,  
I am a little girl 5 years old. I have been a good girl. I wish you would please bring me a picnic set with a percolator, a marble set, crayolas and a story book.  
From your little friend,  
Nelda Guy Lawrence.

Dear Santa,  
First I would like to thank you for the nice things you brought me last year. I would like to have a little girl doll with real hair and a sewing set as I am five years old now and learning to sew. Don't forget all the other boys and girls. Santa be sure and look on the desk as I am going to leave something nice for you.  
Oodles of love,  
Juanell Vines, Summerfield.

Dear Santa Claus,  
Please bring me a nice doll, some Alice books, a bath robe and some house shoes. Please don't forget my little brother and the rest of the little boys and girls.  
Sharon Dee Moore.

Dear Santa,  
I am seven years old. I'd like to have a watch, knife with five blades, boxing gloves and a pirate treasure chest. If this is too much do not bring the boxing gloves. Please be good to all girls and boys.  
Gene Moore.

Dear Santa,  
I am three years old and have been very good. Will you please bring me a red wagon, truck, a doll and plenty of fruit and candy.  
Please remember all the other girls and boys.  
Your little friend,  
Dan Morton.

Dear Santa,  
We are a little boy and girl three and six year old. We have been good and want you to bring us a big rubber ball, a cattle truck, a toy farm, a doll with real hair, a doll buggy, a pair of skates, a set of colored dishes and some other toys. Please don't forget the fruit, nuts, and

Dear Santa,  
Please bring me a doll with clothes, a bassenett for it. Also some dishes and a chair, nuts and fruit.  
Your little friend,  
Lee Etta Morton.

Dear Santa,  
I am a little girl five years old. I would like to have a black

Dear Santa,  
I would like for you to bring me a clay set, some blocks to build things with, also some nuts, candy and fruit. I will try to be a good little boy. Please bring all the other little boys and

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Dear Santa,  
I am a little girl five years old. I would like to have a black

board, doll buggy, doll bed, a didy doll, and a harness for my dog.  
Please bring all the little boys and girls a pretty doll.  
Joan Moore,  
Dimmitt, Texas.

mother with the work, Bye.  
Don't forget my brother Jack. He is 11 years old he is kindy naughty, he pulls my hair and teases me a lot but he is acting a little better ever day now, be sure and bring my bull dog a bone his name is Chug, and my cats name is Tako, I wish you would bring her a spool of silk thread yellow if you have it.  
I love you,  
Myra Jo Sowell

Dear Santa Claus,  
I am 7 years old I want some building logs and modeling clay and a tool chest and a bingo game and a tractor and some plows and some candy, fruit and lots of fire crackers.  
Sammy Dale Hardy,  
Dimmitt, Texas.

Dear Santa Claus,  
I am a girl 10 years of age. I want a dress and a doll for Christmas. If you can't bring that, bring me a pair of riding boots and pants or just pants with lots of love.  
Jo Ella Hussey.

Dear Santa Claus,  
I am a little boy 6 years old going to school I want a little car I can ride in. Miss Daughtee is my teacher and she has been good, so don't forget her please.  
With lots of love,  
Franklin Hussey.

Dear Santa,  
We are two little boys, three and four years old who live near Summerfield. We have tried to be good little boys. We would like to have you bring us a big, big wagon and some new cowboy boots just like Uncle Dee wears. And don't forget to bring some candy, fruit and nuts.  
We will leave the front door unlocked and you may leave our things by our pretty tree.  
With love,  
Leaton and Richard Clark.

Dear Santa,  
We want a diddy doll and a tricycle with a side car. We love U. S. C.  
Edna and Speck,  
North Draw,  
P. S. Candy, nuts, too.

Dear Santa,  
I am a little boy six years old. I have a little sister nearly two years old who likes to play with my things. She wants a little rubber doll and a doll bed. I want a rubber farm set and a caterpillar power tractor. I have tried to be good and don't forget something for mama and daddy.  
Thanks for what I got last year.  
Clifford Harold Gallely.

Dear Santa,  
Please bring me a doctor's set, a paint set, a carrom board, nuts fruit and candy.  
Your friend,  
Garland Robinson.

Dear Santa,  
I am seven years old. I'd like to have a watch, knife with five blades, boxing gloves and a pirate treasure chest. If this is too much do not bring the boxing gloves. Please be good to all girls and boys.  
Gene Moore.

Dear Santa Claus,  
Please bring me a doll buggy, table, stove also 2 chairs. Please bring me some nuts, candy and fruit too.  
"Ginger" Brock.

Dear Santa,  
I am a little girl five years old. I would like to have a black

# A Christmas Wish...

May all the joys of a happy Yuletide Season be yours, and may the New Year see the realization of your every dream. May we continue to enjoy the true appreciation that makes acquaintances friends.

**Robert L. Thompson**  
— COUNTY CLERK —

## CONOCO OIL & GAS

### MEDKIEF SERVICE STA.

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



# GREAT CAESAR

packed a high-powered mouthful into 6 little words  
"I came... I saw... I conquered."  
No wordy trimmings... and neither do you want any with your Winter gasoline, when the truth is brief and plain as this...

## SPECIAL WINTER BLEND CONOCO BRONZZ-Z

starts 1-2-3 and often exceeds 1, 2, or 3 extra miles per gallon in any car that approaches reasonable condition.

DRIVE IN TODAY  
Your CONOCO Mileage Merchant

# 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 fine friendship and splendid patronage; for both we are grateful. May we continue this pleasant association in the future.

## KIMBELL MILLING CO.

J. B. WHITLOW, Mgr.

# 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.

## HUDSON'S GROCERY

# WE WISH YOU A MERRY CHRISTMAS

## A Friendly Greeting to You... and a Sincere Thanks for Your Patronage

We Look Forward to Greater Friendships

MEMBER F. D. I. C.

## First National Bank

A Strong Bank Thoughtfully Managed

### Scouts To Fill Baskets For Needy Families

Next Monday night will be the occasion for the Christmas treat celebration for the Boy Scouts, Orlin Streu, scoutmaster, announces and at that time baskets will be filled for four needy families to be distributed Christmas Eve. A varied Christmas program is planned for the meeting.

A total of 54 requirements have been passed toward advancement by members of the troop since September 1. The recent drive for new members has resulted in 10 candidates registered for admittance and it is expected that the troop will reach its full strength of 32 members by January 1, the scoutmaster said.

The Court of Honor, originally scheduled for December 12, has been postponed until the middle of January.

### A Long Time Ago In Hereford

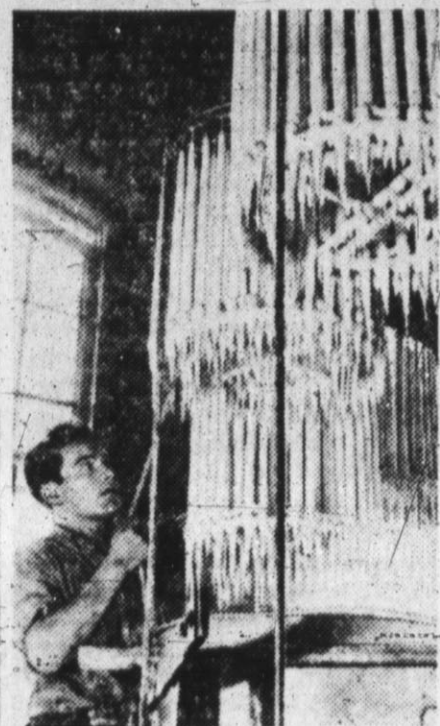
**10 Years Ago**  
Olney wins decision over Hereford in a 7-7 score title game here last Friday by virtue of four penetrations of the Whiteface 20-yard line. Hereford had the ball within the five yards of the goal line when the whistle blew ruining an almost certain Whiteface win.

G. A. F. Parker and R. O. Dunkle, county agent, attended the agricultural council meeting in Amarillo last Wednesday and Thursday.

A Cowhand Smoker was to be an event of the coming McDonald Ivy Hereford Sale. The smoker the year before was such a success that it was decided to have the smoker again. The sale is scheduled for January 30.

**20 Years Ago**  
A carload of grade steer Hereford yearlings, property of Q. G. Hill and E. P. Barnard, won second prize at the Royal Stock Show at Kansas City. They were the same stock shown here at the county fair.

### Candle Maker



Grandmother used to make her bayberry candles in a copper pot, one at a time. Now, in a Philadelphia, Pa., plant, great bunches of wicks are dipped simultaneously until they are the desired thickness. The candles, made from berry wax, give off a distinctive aroma—the incense of Christmas.

Superintendent L. M. Fertsch of Hereford's public schools left to attend the state teacher's convention at Dallas.

Four new brick buildings on Main street were nearly ready for occupancy. Hereford Baker and Confectionery Co. (Mr. Lewis, owner) was moving into one. Orville Newell's shelves and plate glass window were being installed in the other. In the third was to be T. K. Wilson's Insurance Agency; W. B. Parmer owned the fourth building.

A recent decision of the state Attorney-General stated that ladies must pay their poll taxes in person or give a written order for it. Hubby cannot buy his and hers, and probably vote them both.

All kinds of Office Supplies at the Hereford Brand—Phone 30.

### Christmas Meanings In Other Lands

A melting pot of the world, America has created its Christmas traditions from countless customs brought across the seas from foreign lands. In these far-away places the Yuletide symbols of bygone ages still endure. Here are a few of them:

**ENGLAND:**  
Christmas to rural Englishmen means not only the observance of Christ's birth, but also a parting of the ways between the old year and the new. Preparations are started for the next year's farm work, which begins right after Christmas. Throughout the island such trappings as the holly and mistletoe remain undying traditions, nor is any Christmas complete without the Yule log burning. On clear frosty nights the carol singers raise their voices over the countryside. To many Englishmen's despair, such American customs as the turkey dinner are gaining a foothold.

**GERMANY:**  
Two years ago storm troopers in Berlin lit bonfires in the public squares as a revival of the pagan custom of celebrating the winter solstice. But this distraction will not stop the Christmas-loving Germans from decorating their trees in every town and village and joining in the famed Christmas hymn, "Stille Nacht, Heilige Nacht."

**ITALY:**  
Most Italian families celebrate Christmas eve and spend the following day quietly in their home. Here it is a feast more for grown-ups than for children, whose merry-making day comes 12 days later, on January 6. On Christmas eve families gather around the "ceppo" or Christmas log blazes. At nine p. m. begins the "cenone," of big supper, at which no meat may be served. Gifts for children, which come on Epiphany, are brought not by Santa Claus but by an ugly witch whose name is "Befana."

**FRANCE:**  
Exchange of gifts comes not on Christmas but mostly on New Year's day, which in France is the big family day for reunions of cousins, aunts and uncles. Santa Claus is "Pere Noel," who leaves his gifts in wooden shoes. Christmas eve is not spent at home but in revelry and feasting.

**BELGIUM:**  
Neither Santa Claus nor Pere Noel visit children here—but St. Nicholas makes the rounds, surprisingly, on December 6! A quaint Belgian custom is the putting up the chimney of a few carrots for the little donkey on which St. Nicholas makes his visit.

**RUSSIA:**  
This anti-Christian nation forbids celebration of the Yuletide but no longer compels foreign residents to import their own Christmas trees. Making an about-face, the Soviet government uses this emblem of childhood for its New Year's celebrations when Dadja Moroz, or Uncle Frost, appears with gifts for good children.

**POLAND:**  
This Christmas celebration lasts until February 2 and is preceded by fasting which is not broken until the first star appears on Christmas eve. In all homes the tablecloth is placed

### Tech Students Work At Many Unusual Jobs

LUBBOCK—Every man is his own weather prophet, but few get paid for it. Or so Bill Fuller, sophomore engineer at Texas Tech thinks. He earns enough to pay for his room, board, clothing, haircuts, and amusement by observing weather at the Lubbock municipal airport when not in class.

Other oddities on the fall employment list for men students are those of training horses, grooving tires, painting street lights, setting pins in a bowling alley, and sampling cotton.

Most usual means of part-time support among Tech's 981 working men students is common labor. Waiting tables, clerical work, "jerking soda," and acting as bell hops are also usual means of making school expenses. Eight butchers, eight bakers, six cooks, 22 newspaper employees, and 11 orchestra members are also included in the list.

over a layer of fragrant hay in commemoration of the manger.

**HUNGARY:**  
St. Nicholas leaves boxes of candy for children early in December, after which the youngsters must be on their good behavior. They write letters to the angels, who, they believe, bring the presents. If they find bits of tinsel on the floor, they claim this is an angel's hair and proof that the angels are everywhere, observing which boys and girls are good.

**HOLY LAND:**  
Where it all began nearly 20 centuries ago, worshippers reverently hail each Christmas at the church of Nativity which is built over Christ's traditional birthplace. It has remained unchanged more than 1,500 years. There pilgrims gather from all over the world to intone "Glory to the New-Born King."

There are twice as many Indians in New York state today as there were 244 years ago. They don't want it to get around, however, or someone will propose to give the country back to them.

Theft of 60 canaries has been reported by a California woman. Police are rounding up all vagrant cats in the neighborhood.

Maybe Stalin started the current war with Finland because there's a shortage of ice cubes in Russia.



At this season of Christmas, we wish you to accept our sincere and heartfelt greetings and our genuine hope that the New Year will bring you a brimming measure of new and greater health and happiness.

### Phillips 66 Station No. 1

AUBREY DANIELS

## GMC's SUPER-DUTY! VALVE-IN-HEAD ENGINES! ABSOLUTE TOPS IN POWER!



Never before have truck men felt so much power from a touch of the accelerator! GMC trucks out-pull any trucks—carry maximum loads a given distance in less time!

**ALMOST UNBELIEVABLE GAS SAVINGS!**

**ONLY GMC OFFERS ALL THIS:**  
• SUPER-DUTY engines • TOP-SIZE bodies—all with POWER-PAK styling!  
• SYNCRO-MESH shifting and FRICTION-FREE steering (heavier models!)  
• NEW, larger, RIDER-EASE cabs!

CHECK GMC PRICES AGAINST THE LOWEST!

NORTON MOTOR CO. 317 North Main St. Hereford, Texas

**GMC TRUCKS TRAILERS DIESELS**

To wish you a real old fashioned

## MERRY CHRISTMAS AND HAPPY NEW YEAR

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.

**DAVIS-McCRACKEN IMPLEMENT COMPANY**  
Your M-M Dealer

## Expressing Our 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-HAYS

PRENTISS ROSSON  
CHARLEY HAYS  
JIM HAYS  
RUTH EASTER  
WALTER EASTER  
BUSTER DAVIS

# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

## Bay View Club Courtesy Is Christmas Affair

Highlighting the gaiety and fellowship of the Christmas season for Bay View Club members was the annual entertainment given for the Junior Bay View Club Thursday evening at the home of Mrs. Colby Conkright.

Mantel red tapers rose from clusters of pine cones in symmetrical arrangement while on a small table near the doorway stood a shining little tree. The dining room decorations symbolized the real Christmas. The lace table had a centerpiece of red tapers of varied lengths in a cluster of pine cones tied with red satin bows and reflected on an oblong mirror. Bright red holly berries made a gay accent on the buffet. After the program Mrs. Ray Barber served plum pudding from a silver tray at one end of the table and Mrs. J. B. Stoker presided over the silver coffee service at the

## ATTEND MESSIAH PRESENTATION

Among those from Hereford who attended the annual presentation of The Messiah in Amarillo Sunday evening were Mr. and Mrs. A. O. Thompson, Miss Mattie Mae Swisher, Mrs. J. B. Jones, Mrs. Hall Beavers, Mrs. Wiley Roberson, Mr. and Mrs. J. E. Beyer, Mrs. A. C. Thompson, Mr. and Mrs. Ralph White and Miss Adeline Koelzer. Miss Swisher, Mrs. A. O. Thompson, Mrs. J. B. Jones and Miss Adeline Koelzer took part in the singing.

other end of the table. Others assisting in the dining room were Mesdames R. P. Coneway, D. H. Alexander, G. A. F. Parker. Greeting the guests with the hostess were Mrs. Paul Mathers and Mrs. Bob Wilson. Mrs. J. P. Slaton and Mrs. R. P. Coneway were in charge of decorations.

The program climaxed a series of programs on Canada which had just been concluded for the Bay View Club. Dr. R. R. Willis was in charge of moving pictures which included four phases of Canadian life. Beginning with the historic city of Montreal interesting parts of the country were shown including the wonders of mountains and lakes. The third group was a depiction of the now world famous rodeo, the Olympics of the Western Cowboy, held annually at Calgary, Alberta. The fourth picture showed members of the world's largest ski club enjoying the favorite sport of Canadians in the snow clad Gatineau Hills near Ottawa.

Members of the Junior Club present were Mesdames W. L. Davis, Alton Fraser, J. T. Gilbreath Jr., Jimmie Gillentine, Frances McClendon, J. D. Neil, Jack Wayland, J. W. Witherspoon, J. W. McVay, Elizabeth Womble, Misses Edna Daughtee, Ruby Dutton, Katherine Kirby, Eloyse Pitman, Rhifa Jean Sullivan, Robble Foster and Lois McCaslin.

Members of the hostess club attending included Mesdames Bob Wilson, D. H. Alexander, C. R. Barber, J. W. Spradley, Essie Cardwell, J. B. Stoker, J. P. Slaton, G. A. F. Parker, John Olson, R. P. Coneway, H. G. Conkright, T. M. Dameron, E. W. Harrison, G. W. Heard, C. F. Moore, John McLean, Paul Mathers, J. W. Kirby, Knox Kinard, A. M. Jones, and the hostess.

## CHURCH GROUPS HAVE PARTIES

Two groups of the Baptist Church enjoyed Christmas parties recently. The Intermediate Girl's Auxillary was entertained at the church Thursday afternoon with games of all types furnishing diversion. Refreshments were served to Eleanor Wilson, Lavon Balze, F. L. Lucas, Junior Wilson, Seletta Robinson, Vernon Wederbrook, Mildred Sheppard, Horace Lee Altman, Katie Jean Cress, Earl Hopson, Ellen Posey, Elmore Nunn, Gathebe Vaughn, Billy Ashlock, Rue Wilson, Elvin Wilson, Katherine Turner, Jack McCrary, Leanne Palmer, G. P. Owen, Lee Etta Hopson, Jean Luttrell and Molly Jo Roberson.

**Pure Gold Class**  
The Pure Gold Class was entertained with a program and Christmas party at the home of Mrs. Jim Lipscomb Monday afternoon.

The Scriptural Christmas story was read by Margaret Higgins and Bernadine Phillips gave Dicken's "Christmas Carol" as a reading. Christmas poems were read by Louise Cress and Santa Claus, himself, distributed gifts.

A special holiday visiting committee was appointed. Those to serve are Mary Jane Jordan, Margaret Higgins, and Bernadine Phillips, group one; Louise Cress, Maxine Beach and Elma Shugart, group two.

## HUSBANDS ARE ENTERTAINED

Gifts were exchanged at a Holiday party given by members of the Pleasure Hour Bridge Club Thursday night to honor their husbands. The affair was held at the home of Mr. and Mrs. Elmer Mathies.

Festive decorations in red and green gave an old fashioned touch to the Christmas hospitality. A buffet supper was served at small tables where later games of bridge were enjoyed.

High score awards were won by Mrs. Chris Renfro and Roy Jowell.

Those present were Messers and Mesdames Ralph Smith, B. R. Dixon, O. L. Click, Boyd London, Roy Jowell, Earl Phillips, Elmo Lawhon, Harry Lomas, Chris Renfro and the hosts.

## Wedding of Couple Is Announced Here

Announcements have been made here of the marriage of Miss Mildred Stewart, daughter of Mr. and Mrs. W. M. Stewart and Donald Hicks, son of Mr. and Mrs. C. M. Hicks.

The wedding took place in Clovis, N. M., Sunday, August 27 in the parlors of the Clovis Methodist Church. The Rev. H. Jordan officiated in the presence of Miss Virginia Carlyle of Amarillo and Gaylord Newell of this city.

Mrs. Hicks was graduated from Hereford High School and attended West Texas State College. For the past two years she has been employed by the Bureau of Agricultural Economics in Amarillo.

Mr. Hicks is also a graduate of Hereford High School and at present is associated in business with his father who is a building contractor. The young couple plan to live in Hereford.

Mrs. Paul Foster and son Oliver of Portales, N. M., stopped in Hereford Sunday enroute to Amarillo to meet Paul Foster Jr., who has been attending a Junior College in Georgia.

## Holiday Party Given At A. R. Bateman Home

Special holiday parties, exemplifying the spirit of Christmas hospitality are filling up Hereford's social calendar this week such as the enjoyable party given by Mrs. A. R. Bateman Thursday afternoon.

The whole party atmosphere carried out the yuletide theme. Lighted candles, accessories for the games and bouquets of sweet peas emphasized a red and white color motif with refreshments repeating the colors.

Awards in the games went to Mrs. W. L. Davis, high and Mrs. S. P. Rosson, second high.

Those playing included Mesdames F. H. Oberthier, Seth B. Holman, H. K. Fox, H. A. Close, S. P. Rosson, W. L. Davis, Alton Fraser, Jack Wayland, Jimmie Gillentine, Glenn Weir, Colby Conkright, Knox Kinard, J. W. Witherspoon, R. B. Miller, C. C. Rockwell and Miss Eloyse Pitman.

## DEPARTMENTS HAVE CHRISTMAS PARTY

A Yule party to entertain children in the Primary, Beginners and Nursery departments of the Presbyterian Church was given at the Church Thursday afternoon.

Singing games, stunts and contests were enjoyed by the group and festive place cards marked each child's place at a long refreshment table decorated in silver and blue. A frosted Christmas tree and lighted candles added color to the decorations.

Children enjoying the annual affair were Waide Menessco, Barbara Boyd, Doris Jean Hastings, Robert Bateman, Caren Conklin, Jimmy Bateman, Cecilia Wilkins, Patty Frye, Bobby Mathers, Sandra Bateman, Joyce Miller, Julia Conklin, Geo. L. McClendon, Nadine Mitchell and Nora Faye Mitchell.

Leaders in the departments are Mrs. Henry Hastings, Mrs. Arch Conklin and Mrs. G. M. Hudson.

## Mrs. A. G. Bell Has Birthday Celebration

To honor Mrs. Allen Bell on her birthday, the Fellowship Class of the Christian Church and others entertained with a covered dish luncheon at the Bell home Saturday. Mrs. J. J. Clark and Mrs. W. H. Russell were in charge of arrangements.

Holiday suggestions decorated the house and lighted candles adorned the two large cakes which were featured as table decorations.

In the afternoon gifts were exchanged from a gaily decorated Christmas tree and little Miss Dixie Young entertained with Christmas songs.

Members of the class and friends present, included Mesdames F. S. Smith, O. L. McKee, W. E. Dameron, Nona Jowell, Boyd London, C. H. Dyar, C. R. Smith, E. B. Black, H. G. Conkright, J. M. Gilliland, C. T. Guseman, W. H. Russell, Liburn Ray, George Muse, J. J. Clark, John Cunningham, Artis Daniel, J. B. Stoker, Dorothy Vandenberg of New York, E. M. Vandenberg, J. C. Ricketts, W. M. Megert, F. M. Kester, John B. Miller, Ralph Barnett, Misses Evelyn Bell, Mary Ruth Russell, Christine Smith, Master Tommie Wilson, and Dixie Young and the honoree.

## PUPILS ENTERTAIN

Pupils of Mrs. Glenn Snyder entertained their parents and friends with a Christmas musicale at the Snyder home Saturday afternoon.

Piano selections presented included: "Rolling Stones," (Lloyd) "The Mail Man," (Stairs) "Out for a Stroll," (Miles), Louise Green; "The Village Band," (Hopson), "Along the Way," (Richer) "Peek-a-boo Waltz," (Cramm) La Honda Wells; "Alpine Yodler" (MacLachlin) "Hawaiian Nights," (Grey) "Fairies Carnival," (Anthony) "Country Gardens," (Grainger) Rosemary Phillips, "My Pets," (Richter) "Evening Song," (Adair) "After a Fly," (Burman) Georgianna Pugh, "America," (Kern) "Dancing in the Garden" (Rinky LaNelle Parmer; "Beneath a Marche Triomphale," (Ketterer) Southern Moon," (Williams) "The Merry Widow Waltz," (Lehar), "Rustic Dance," (Howell) Virginia Mae Green; "A Ghost Comes Creeping," (Ketterer) "Old Refrain," (Kristler) "Dark Eyes," (Russian) "Prelude from Suite Mignome" Joan Smith.

All kinds of Office Supplies at the Hereford Brand—Phone 30

**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.

**Plains Insurance Agency**  
MR. AND MRS. JOHN PATTON

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**

Season's Greetings



**STREU HARDWARE**

H. E. Henslee      Urlin Streu  
Florence Wilkins      Leo Hellman

**Christmas**  
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.

**BURK'S FURNITURE  
and Employees**

*The  
Season's  
Best Wishes*



*to  
Each  
of You*

**JOHN McLEAN**

**Christmas  
Greetings...**

We greet our hosts of friends, you who have made possible the growth of our business by your friendship and trade, with a wish that is sincerely dear to us, that you may have a Christmas of unalloyed joy and cheer and a New Year that will be full of hours and minutes of achievement, happiness and success.

**McRIGHT & WILSON**  
NELSON McRIGHT      BOB WILSON

**CHRISTMAS**  
belongs to everybody!

The birthday of the Founder of Christmas belongs to young and old, rich and poor, to everyone, child or adult. All of us look forward with eagerness to this great day.

As Christmas 1939 comes, we extend you the season's best greetings and express the hope that it will bring you enough joy to last all through the days of the New Year.

**Alderson's Variety Store**



Getting on is Largely a Matter of Getting Up each time you are Knocked Down!

# The Whiteface Round-Up

This Page Edited HEREFORD HIGH SCHOOL STUDENTS

## 'Personal Devotion' Is Theme of Discussion At Hi-Y Girls Meeting

"Personal Devotion" was the theme of the discussion for the Girl's Hi-Y Tuesday evening, December 12, in the High School auditorium.

Vivian Olson, program chairman, introduced the subject, "Personal Devotion" and the group sang "Living for Jesus" led by Dorothy, Nelle Trimble. Rachel Ireland read the lesson text and Polly Anna Crawford led in prayer. Margaret Olson spoke on "How Personal Devotion is Acquired" and Dorothy N. Trimble spoke on "The Result of Personal Devotion." A group discussion followed these talks.

In the business discussion the girls voted on the question of a Christmas project and decided to help some needy family by sending a basket of food to the home on Christmas Eve.

The Hi-Y girls wish to extend their sincere regards to the moving of Leota Fannin to Lubbock. In her honor the girls sang "Blest Be the Tie," following the song the girls repeated the Hi-Y benediction.

## Senior Bayview Club Sponsors Picture Shows

The Senior Bayview Study Club sponsored a motion picture for the seventh grade last Friday.

The show was shown in the music room of the High School with Mr. Elmer Patterson in charge of the picture.

The pictures were of "Ride 'Em Cowboy," "Montreal, Canada," and "Daughter of the Volcano."

## Seventh Grade "Tejas" Class Says, "Greetings Guys, Let's Reorganize"

The Seventh Grade "Tejas" Class, under the direction of Ney Oldham, made several changes in their class officers last week. James Green, Norma Harman, Dora Mae Higgins, Betty Jeanne Johnson and L. A. McBrayer were appointed to decorate the "Tejas" classroom for Christmas. Cornelia Hamilton resigned from the program committee, Margaret Barber took her place. Wayland Brown was elected to take Margaret Barber's place on the Bulletin Board Committee.

## Seniors Entertained By Mothers With Xmas Party

The Seniors celebrate again! Approximately forty Seniors and their hostesses assembled at the clubhouse last Friday night for a Christmas party.

The clubhouse was decorated with a Christmas tree, balloons and gay Christmas trimmings.

The evening was utilized in playing games; after which refreshments of cocoa with marshmallows, cookies and sandwiches were served.

The following Senior Mothers were hostesses: Mesdames H. A. Burk, Earl Knox, Boyd Knox, W. A. Allen, L. L. Crawford, J. E. Young, O. H. Altman, C. P. Cockrell, R. T. Green, and H. D. Reed.

Mr. and Mrs. Knox Kinard were guests.

ROOMS TO RENT? TRY A WANT AD

## Student Council Picks Radio For School Saturday

"Let there be music" and there was, as the members of the Student Council judged, the radios submitted by local merchants for the school.

The decision was made according to performance, appearance, and cost in favor of a Zenith. The radio will not be used until after the holidays as it will be necessary to build a container for it.

The money has been raised by the proceeds from plays and the Cocoa Cola machine.

It will be used at the noon period on cold days, for special broadcasts, and certain programs of interest to the various classes.

It is hoped that the students will enjoy and derive many benefits from the radio and will take care of it while using it.

## Christmas Program Given By Sophomores

The sophomore class presented a Christmas program at the assembly period last Thursday. Jack London acted as master of ceremonies. The program began with Nadyne Newell leading the group in singing "Silent Night." The sophomore orchestra played "Jolly Old Saint Nicholas" after which Billy Davis read the Christmas story from the Bible. "Can You Keep Christmas?" was a reading given by Rachel Ireland. Then the group sang "It Came Upon A Midnight Clear." The Sophomore glee club girls sang "This is Christ the King." The last number was a poem, "Star of the East," read by Mattie Louise Lawhon. Betty Jo Kendall accompanied all the songs at the piano.

At the last meeting of the F. H. T. Club, Jean France led a program on "Tips to the Teen-age." Discussions given by Billie Louise Crawford and June Dameron, were taken from a section "Tips to the Teen-age" in the Ladies' Home Journal magazine.

## Homemaking News

At the last meeting of the F. H. T. Club, Jean France led a program on "Tips to the Teen-age." Discussions given by Billie Louise Crawford and June Dameron, were taken from a section "Tips to the Teen-age" in the Ladies' Home Journal magazine.

## Honorable Failure

There is much said today about the individual's succeeding. We all agree that this is of utmost importance, but sometimes one gets the wrong idea about succeeding. Many times one who is a failure in the eyes of his companions is really a success. For instance, a person may fail a test so far as the grade is concerned; but, if he has been honest and fair, he has succeeded in something which is much more important than a grade. Play the game "fair and square." A practice of this will develop an admirable character that will succeed in the end, no matter what the odds are.

Brand Ads Get Results!

## QUICK RELIEF FROM Symptoms of Distress Arising from STOMACH ULCERS DUE TO EXCESS ACID

Free Book Tells of 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 symptoms of distress arising from Stomach and Duodenal Ulcers due to Excess Acid—Poor Digestion, Sour or Upset Stomach, Gasiness, Heartburn, Sleeplessness, etc., due to Excess Acid. Sold on 15 days' trial. Ask for "Willard's Message" which fully explains this treatment—free—

CITY DRUG STORE Hereford, Texas

## Student Council Sponsors School Honor Society

The teachers of Hereford High are making an investigation to determine if the school can have a National Honor Society of Secondary Schools. This movement is being sponsored by the Student Council.

The purpose of this organization shall be to create an enthusiasm for scholarship, and to stimulate a desire to render service, to promote leadership, and to develop character in the students of American Secondary Schools.

## Ex-Student News

From the October 19, 1933 issue of the Whiteface Round-up:

The freshman class committee of Mary L. Alexander, Evelyn Wilson, and Donald Brotherton selected the following motto and yell for their class motto: "Stay on the top side of knowledge." Yell: "Freshmen, Freshmen, You're the stuff, Hit those studies and Hit 'em rough. Whiteface, Whiteface, You're the stuff, Hit those lines, and Hit 'em rough."

The class also planned a picnic for the next Friday at 6 o'clock. Lena Ivey, Helen Seed, Earl Oldham, Clyde Posey, R. A. Daniel, and Ben Shreve formed the entertainment committee. The cooks were to be Billy Smith, Winston Speagle, and Meade Smith. Rena Allred was elected girls' basketball captain and Francis Harris the captain for the boys.

From the October 12, 1933, issue of the Whiteface Round-up: SEEN IN THE STUDY HALL BEFORE 8:30 Study Hall is usually divided into pairs every morning. It's something like this: G. J. Borden and Elizabeth Ireland, Sallie Gilbreath and Don Atherton, Robbie Jackson and Walter Seed, Inez Easter and Russell Nix, Nancy Conkright and Kermit Wilson, Elizabeth Spradley and her new boy friends—and let's not forget that well-known pair, the Hunter-McLean case.

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## Tentative Date For Band Minstrel Set For Middle of January

The colored race comes again. "The Negro Minstrel show will be back with us again some time in January," said Mr. Smith, band director.

Another negro vaudeville show will be presented by the band parents of H. H. S., directed by Mr. Smith. The proceeds of last year's "Minstrel" went to buy new uniforms. The proceeds this year will go for new instruments.

An Illinois thief stole a handful of razors from a barber shop. We wish him luck in getting rid of them.

Among treasures the Swedes had better ship to some other country for safe keeping is the Nobel prize for peace.

**FRESH**  
HOME-MADE CANDIES  
ICE CREAM CONES  
CONEY ISLANDS  
Eat Them  
at the  
**Candy Kitchen**

**NOTICE**  
**Farmers and Stockmen!**  
We will buy Hogs and Cattle Every Day in the week. **Livestock Auctions Every TUESDAY!**  
Bring in Your Livestock!  
**G. W. BRUMLEY HOG CO.**  
See Homer or Bonnie Brumley

## Sixth Grade Art Class Presents Xmas Program

Miss Belle Harris' sixth grade class presented a Christmas program to Central School students, Wednesday, as a part of the Christmas activities.

The program opened with drills in which Gerald D. Henry, Jo Ann Adams, Thelma Ford, Rosa Lee Nunn, Rosemary Phillips, and Juanita Upton participated in. The second number on the program was an Operetta based on a Christmas story of a sit-down strike. The characters in the Operetta were: Billy London, playing the part of Santa Claus; and Lauvon Lindsey, Mrs. Santa Claus; Spirit of Christmas, Patsy Cinders; Working Men, R. C. Valentine, Eugene Sparks, Lee Roy Boyer, Doris Golston and Barbara Ann LeGrand; Wanda Jean Smith; United States postman, Charles Skelton; Santa's Postmen, Brisco West, S. A. Putts, Emmet Saxon; Cooks, Bobby Carham; Nely Elston and Kenneth Ray.

## Confidentially Yours

Well, your old pal, the snooper has been following his nose this week to the greatest, goodest, and bestest gossip you have ever heard. I hear Richard Petersen and Rena Rae Renfro started their housekeeping early and on the night of the Country Store at the theatre, took away three sets of groceries. There's something strange going on "between" Mary Conklin and Ray Thompson. Ask them. Gerald Gollehn learned that the coke machine wouldn't work on pennies. If we ever get and rain, we can thank "Squirt" Kassahn, Danny Hales, and J. P. Jones.

Can you imagine Billy Hutson falling for a little seventh grade girl with the initials of "Billy Zoe Smith?" Vera Rae has gotten so bold that she calls up boys on a borrowed telephone. Wanda Jean Whitaker was seen scolding someone in the hall; why she was brazen enough to say "Darn him!" Can you imagine Gail Poff speaking to a certain girl without blushing or Nona Mills not blowing up when a certain guy winked at her or Daniel Russell vowing never to get

caught by a certain girl unless he needed some one to trim his beard. We saw Louise Lance driving her car out to see a certain boy with cream colored cowboy boots. Well, so lang, and remember, one person in the bush is worth two in plain sight.

Confidentially yours,  
**THE SNOOPER**

## Smith Chosen Manager Of Senior Carnival

Minnie Dea Smith was selected by the Senior Class to be manager of the school-wide carnival, which the Seniors plan to sponsor sometime next semester.

## Fifty Students Receive Privilege Cards

The following fifty students in Hereford High School, received privilege cards, or had them renewed, for the third six weeks:

**SENIOR GIRLS:** Cress, Louise—AB; Cockrell, Ann—ABC Crawford, Polly Anna—ABC; Hicks, Mary Elizabeth—A; Olson, Vivian—ABC; Young, Frances—ABC.

**SENIOR BOYS:** Morgan, Myron—ABC.

**JUNIOR GIRLS:** Dameron, June—ABC; Davis, Billie Louise—AB; France, Jean—AB; Henderson, Kathryn—AB; Higgins, Wilmam—ABC; Landers, Vesta Mae—AB; London, Lilly—AB; Nicks, Mary—ABC; Reeves, Georgia—AB; Shugart, Elma—ABC; Smith, Theresa—ABC; Stambaugh, Troyce—ABC.

**JUNIOR BOYS:** Brumley, Calvin—ABC; Cox, Clifton—AB; Davis, Bobby—ABC; Evans, Rayland—ABC.

**SOPHOMORE GIRLS:** Bowsher, Mildred—ABC; Cress, Gloria—ABC; Cress, Katie Jean—ABC; Gilbreath, Lois Agnes—ABC; Hastings, Ruth Temple—A; Hood, Mary Lee—A; Ireland, Rachel—ABC; Lawhon, Mattie—ABC; Lookingbill, Mary—A; Newell, Nadyne—A; Olson, Nancy—A; Potter, Betty Jo—ABC; Renfro, Rena Rae—ABC.

**SOPHOMORE BOYS:** Jack London—ABC; Petersen, Richard—A; Phillips, Wayne—A.

**FRESHMAN GIRLS:** Acker, Mary Ann—A; Compton, Marie—A; Crawford, Billie—AB; Koelzer, Marcella—AB; Olson, Margaret—AB; Reynolds, Telle—A; Rutherford, Helen—A.

**FRESHMAN BOYS:** Beavers, David Neal—AB; Benson, Hardy—A; Elliston, Robert—AB; Rudd, Kenneth—AB.

At the Legion Hall, Friday night, December 15, the Sophomore class gathered for a visit from Santa Claus.

While waiting for his arrival, they played "streets-and-allies and had several contests. Since Santa Claus was late, the students were served refreshments of chocolate Santa Clauses, cookies, punch, potato chips, pickles, and Christmas-colored sandwiches. Soon after, Santa Claus arrived. After everyone had told him what they wanted, he handed out the many presents around the attractively decorated Christmas tree. The party was greatly enjoyed by all, and appreciation is offered to the parents who assisted the class sponsors.

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## Rev. Marvin Norwood Gives Talk On "The Boys' Place in Church"

The Hereford Boys Hi-Y met December 12, continuing the discussion on "The Boys' Place in the Church."

Donald Henslee gave the devotional. The main speaker was Rev. Marvin Norwood of the First Methodist Church.

Rev. Norwood based his talk around the five letters: P. L. A. C. E. meaning Preparation, Leaders, Action, Christ and Everyone.

Rachel Ireland, Wanda Jean Reed, Lois Ann Cockrell and Ruth Temple Hastings played a clarinet quartet.

The club voted to donate fifty dollars to the fund that surrounding Panhandle towns are raising for a secretary of this area to help carry on the Hi-Y work.

The absent members were, in addition to those on the basketball team: Bartley Dowell, Jack Knox, and Carol Newsom.

## Junior Class News

Since Monty Montfort has moved the Junior class has elected Evelyn Benson to take her place as one of the sergeant-at-arms.

The novelty party of the Juniors is to be at 7:30 January 1. To keep the treasury built up, they are paying a dime extra to cover the party expenses.

A cake walk is going to be sponsored sometime during the month of January.

## Santa Doesn't Overlook Anyone: He Even Came To See the Sophomores

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**A Hereford Product...**  
where fine wheat grows!  
**PACKARD'S BEST FLOUR**  
... produced for the finest bakers and the finest homes. Ask your grocer for **PACKARD'S-BEST!**  
Look in each sack for Chinex Dinnerware Coupons!  
**PACKARD MILLING CO.**  
HEREFORD, TEXAS

## BUSINESS AND PROFESSIONAL DIRECTORY

**A. Q. Thompson Abstract Co.**  
Complete tract index of all lands and town lots in Deaf Smith County.  
Write us for information concerning land ownership.  
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**ABSTRACTS**  
Of all Deaf Smith County Land Titles  
**DEAF SMITH COUNTY ABSTRACTS, INC.**  
Cliff Estes, Mgr.

**Swap** through  
the **Want Ads**

**DR. C. D. KELTON**  
CHIROPRACTOR  
Acute Chronic and Nervous Diseases  
Examination Free  
Open Evenings by Appointment 506-Jackson Ave.

**The Season's Cheer ... to EVERYBODY!**



Member **F. D. I. C.**

A new season has come ... and as we stand upon the brink, it is pleasant to think of the friendly relations that have become mellow with the passing years ... and there is a feeling of assurance that these relations shall continue as in the past ... and that new friends will join our circle.

We hope for peace on earth and abundant happiness to one and all

# FIRST STATE BANK



Feel The Difference! See The Difference!

DRI-SHEEN cleans cleaner, makes odors impossible, gives a truly safe method. We are proud to offer to our friends and customers the advantages of DRI-SHEEN PROCESS

The DRI-SHEEN PROCESS is the most sensational and practical improvement in dry cleaning methods in recent years... it's Safe for your garments!

FOX CLEANERS AND HATTERS Phone 111

One Less County In Home Management Supervisor's District

Beginning the first of the year, Mrs. Ozora Matthews, home management supervisor for the Farm Security Administration, will have only Deaf Smith and Oldham Counties under her supervision, the office announces. Heretofore Castro county was also in her territory.

Jumbo News

MRS. ULLMAN HUNTER The M. L. Simpsons were in Amarillo Friday. The adult Sunday School class held their Christmas party Friday evening at the community room. Members attending also brought from their pantries a "pound" for the new circuit preacher, Rev. Walker of Dimmitt. Progressive 42 furnished amusement for the evening, cul-

minating in the exchange of gifts from the Christmas tree. Refreshments were served to Messers and Mesdames P. H. Dyer, A. C. Flowers, Dewey Owens, Roy Thruston, R. L. Stephens, F. L. Pinkert, Lynn Axe, M. L. Simpson, Sam, Finis, and Ullman Hunter, Miss Pauline Matthews, and Mrs. L. A. Matthews.

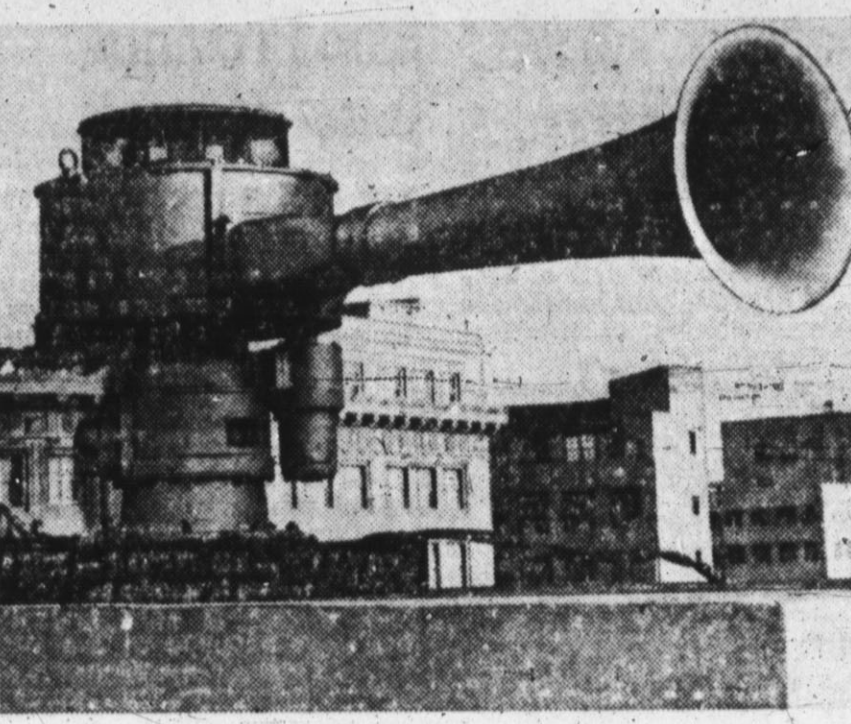
The Baird family have moved to the place formerly occupied by Mr. and Mrs. J. B. Cocanougher.

P. H. Dyer and H. C. Baird attended the Sweetwater-Lubbock game Friday.

Mr. and Mrs. Ozro Stephens and Harold and J. M. O'Rear of Dimmitt spent Sunday with Mr. and Mrs. R. L. Stephens.

Mrs. Ullman Hunter led the worship service about "the Unnoticed Jesus," taken from John 5-13 when the Auxiliary met with Mrs. R. L. Stephens Thursday afternoon. Mesdames H. C. Baird and Sam Hunter gave accounts of Mission Work carried on in Syria. In the business session which followed, the date of meeting was changed from Thursday to Wednesday. A

Worse Than Bombs? Yes, Says Doctor



Raucous, brass-voiced air raid sirens, like this one in Sydney, Australia, are blamed by Dr. Edward Toulouse, president of the French League of mental hygiene, for a rise in mental disorders. Dr. Toulouse, adviser to the French ministry of public health, advocates so-called "alarms" lest France become a nation of nervous wrecks. Effects of the present sirens, he says, are worse than bombing.

Friday with Bob Baird. Woodrow Ireland of Hereford called on Sam Hunter Sunday morning.

R. L. Stephens and Ullman Hunter have been ill with severe colds the past week.

Mrs. Jerald McElroy of Dublin came Tuesday to be with her mother, Mrs. J. J. Wilder, who is ill in the hospital at Dimmitt.

Jerry Spencer of Wyche spent the week end with his grandparents, Mr. and Mrs. C. Andrews. Ullman and Sam Hunter were in Nazareth Sunday afternoon.

L. A. Matthews was in Amarillo Thursday.

The community Christmas tree will be held Sunday night, December 24, at the school house.

Vega News

MRS. D. E. MCKENDREE

A pleasant and joyous surprise was experienced by Rev. Rex Kendall, pastor of the M. E. Church in Vega, when he met his uncle for the first time. Rev. and Mrs. Newt Kendall accompanied by Mr. and Mrs. Offield of Seattle, Washington, drove up just as the morning service was starting. On introducing himself to Rex Kendall, he with his guests were in turn introduced to the congregation after which they worshipped with the congregation and visited in the home of his nephew a few hours and went on their way.

J. W. Thuet is in Hot Springs, N.M., taking treatments for rheumatism.

The Ladies of the M. E. Missionary Society reported the Bazaar held last Saturday a success in every way.

Wallace Moore, proprietor of the Pioneer Barber shop here, was taken to Amarillo and admitted to Northwest Hospital with a siege of hiccoughs, Sunday morning. At this writing he is improved and has been released from the hospital.

Mr. and Mrs. Charley Johnston of Skellytown spent the week end visiting her mother and father, Mr. and Mrs. M. R. Wood.

Mr. and Mrs. Audie Morgan spent the week end in Canyon with his mother, who has been very ill, but was some what improved Sunday.

Dad Ballard returned to Vega Sunday after having spent the past two months with his daughter, Mrs. N. S. Locke in Dallas. He is so much improved he is walking without his crutches and only uses a cane.

Mrs. Robert McCombs was stricken with an acute attack of appendicitis Monday morning and was rushed to the Northwest Hospital in Amarillo.

European Starlings are on the increase in Texas, State Game Department wildlife experts report.

For Sale Dates Phone, See or Write

Ray Barber Auctioneer

HEREFORD, TEXAS

Experienced & Reliable

Plumbing - Heating

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MERRY CHRISTMAS AND A 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.

QUALITY FOOD STORE

JIM and ETHEL ROBINSON

SEASON'S GREETINGS

To each of you with an added expression of gratitude for your friendship and patronage during the past. We invite your consideration in the coming months.

HEREFORD BAKERY

MR. AND MRS. BOYD KNOX



DON ISIDRO AND HIS ORCHESTRA

CHRISTMAS DANCE

Fireman's Hall HEREFORD, TEXAS

Friday, December 22

9:30 'Till

Admission, \$1.00 Couple



MERRY CHRISTMAS



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A. O. THOMPSON

ABSTRACTS

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.

Consumers' Fuel Association

and EMPLOYEES

# Letters to Santa!

Dear Santa,  
I am a little girl 11 years old and in the 6th grade. Will you please bring me a watch and if I get that I will be pleased. Please bring my little sister, Nancy Kay a doll. Bring a lot of candy, nuts, and fruit, and don't forget the sick girls and boys please.

Your friend,  
May Jo Tomlinson,  
Daniel.

Dear Santa,  
I am twelve years old. I am in the fifth grade. I made pretty good grades and have been a pretty good girl. Will you please bring a bicycle and a manicure set. If you will bring me that I won't ask for anymore.

Your friend,  
Oma Lee McGaughey,  
Wildorado, Texas.

Dear Santa,  
I am a big boy 11 years old. I'm in the fifth grade. I make fair grades. I have been good I hope. Please bring me a two pistol shooting gallery and a knife and some candy, nuts, and fruit.

Your friend,  
Bob Zane Axe

Dear Santa,  
Please bring me a dolly, some clothes for her, a bottle for her and also a buggy. Now if you can bring it I would like a telephone. Santa I am trying to be good. I am six years old and in the first grade.

Your friend,  
Wilma Moore.  
P. S. If you have any extra hair ribbons I could use a few.

Dear Santa Claus,  
I want a story book, a truck and some candy, nuts and fruit. I have tried real hard to be a good boy all year. I am 7 years old and in the second grade at Daniel School.

Thank you,  
Dick Axe,  
Rt. 1, Wildorado, Texas.

Dear Santa,  
I want two guns, two belts, two scabbards, a rocky horse, little car and a doll cowboy suit.

Sandra Bateman.

Dear Santa Claus,  
I am 5 years old and I attend school at Daniel. I try to be a good girl and do all my teacher tells me. I also mind Mother and Daddy.

Santa please bring me a set of

dishes, a dolly, a tricycle and some clothes for my dolly. If you have a little red purse I would like that too. I ask you to remember all other boys and girls who have been good.

With love,  
Carolyne Shugart,  
Rt. 1, Wildorado, Tex.

Dear Santa Claus,  
I am a girl 10 years old in the fifth grade. I have tried to be a good girl for Christmas, please bring me a toy typewriter, a telephone and lots of candy, nuts and fruit.

Your friend,  
Neta Jo Moore,  
Dawn, Texas.

Dear Santa Claus,  
I am a little girl 8 years old. I go to school at Daniel and I am in the third grade. This year I have been good and please bring me a fuintertip doll, a piano and a doll bed large enough for the doll. Please bring the other children what they want. My little sister Nancy Kay would like a big doll.

Your friend,  
Norma Jean,  
Rt. 1 Canyon, Texas.

Dear Santa Claus,  
I am just another little girl waiting for your arrival. Christmas Eve. I would like to have a rubber doll, high chair, Donald Duck, and a set of dishes.

Santa I am going to be at my grandma's for Christmas so you can find me there.

Your little friend,  
Sandra Jo Caraway.

Dear Santa,  
I am a boy 11 years old and want a blackboard and desk for Christmas.

John David Owen.

Dear Santa,  
I want a doll and a doll buggy, please. I know you have lots of boys and girls to visit, so if you can't bring me what I want that will be alright.

Lots of love,  
Diane Crawford.

Dear Santa Claus,  
I want a truck for Xmas, please and anything else you have for me. We live at Dawn, Texas, in a three-room white house. I am seven years old.

Love,  
John Alton Seales.

Dear Santa Claus,  
Will you please bring me a tricycle and a doll. Be good to other little girls and boys.

Patty Frye,  
11 miles south of Hereford.  
P. S. I don't cry when I fall down.

Dear Santa,  
Please bring my little brother something nice to play with as he is burned and in the hospital. I think he would like a big ball. I hope he will soon be well.

Goodbye,  
Pat Kerr.

Dear Santa,  
I am a little boy six years old. I go to school and take music. I try to be good. Please bring me something nice. I would like a bicycle and a dump truck. Good luck to you.

Joe Kerr.

Dear Santa Claus,  
Please bring me a doll just like this picture I am sending. I also want a story book, nuts fruit and candy. Santa, I hope you are kind and good to all other boys and girls, I am 7 years old and in the second grade.

Your friend,  
Joyce Maxine Moore,  
Dawn, Texas.

## Tweet, Tweet—And the Angels Sing



The cares of the day are erased for Chester Ricasi, municipal playground heavyweight fighter, who reposes in sweet slumber on the canvas after colliding with one of Edward Heinzinger's rights in the diamond belt tournament in New York.

Dear old Santa Claus,  
I am a little boy, 2 years old. I want you to bring me a choo-choo train and a truck. I want a stopper gun, too. Please hurry. I'm getting awful anxious for my train.

Ralph Ayres.

Dear Santa,  
Please bring me a doll buggy and a doll cover and a baby doll with a rubber body and a suit case for its clothes. I have been a good girl. I am five years old. Bring Helen Ann a Donald Duck book. I love you.

Georgianna Puffi.

Dear Santa Claus,  
Please bring me a Dy-Dee doll and a pair of roller skates. Remember the other boys and girls, too, please. Thank you.

Your friend,  
Caren Conklin.

Dear Santa Claus,  
Please bring me some crack-nuts, candy, a little train, and a big red wagon. I would like a dog harness for my little dog, Pluto. Don't forget all my little cousins. Bring my Grandad Bob a new tooth-brush. He has some new teeth.

Thank you and lots of love,  
Bobby Noland.

Dear Santa,  
Please bring me a pair of boxing gloves, skates and a scooter also nuts, candy and apples. Don't forget me.

Alton Brock.

Dear Santa,  
I want you to send me a army tank gun and a little electric train. And my little sister wants a doll and a buggy and dishes and things you want to give us. We are your little friends.

R. A. Sullins,  
Addie Lamom Sullins.

Dear Santa Claus,  
Please bring me a pair of boxing gloves, skates and football, also candy, nuts and apples. Please don't forget me.

Kenneth Brock.

Dear Santa Claus,  
I am a little boy five years old. I would like for you to bring me a army tank, and a streamlined

train. Also some warm gloves and pajamas. I will leave your money under the Christmas tree.

Your good boy,  
Lon Cardinal.

Dear Santa,  
My name is Pat Kerr. I am five years old, and I try to be good. Please bring me a dump truck like Joe's for he is my brother. And I would like a rocking horse. I will let my baby brother, ride it. Merry Christmas.

Pat Kerr.



It's an old custom, this Merry Christmas greeting . . . one which has been handed down through the generations . . . but never before has it been said with more meaning and more sincerity than our message to you this year!

We DO appreciate your patronage and wish for each of you . . .

**A HAPPY AND PROSPEROUS NEW YEAR!**

**WEST TEXAS**

**FEED & SEED**

Pho. 265

Top Prices for your Cream, Poultry and Hides!  
Tune in on Radio Station KGNC from 7:45 to 8 a. m., Each Day!

Dear old Santa,  
I have my Christmas tree all ready for you. So please bring me a train, and don't forget my little brother he is big enough for a toy he can push. I'll be waiting for you.

A little boy,  
Clayton Gene Rutter.

## George Conklin Rates Honor Society At Tech

LUBBOCK.—Qualifying for membership a second time in Alpha Chi, national honorary fraternity, is George Conklin, arts and sciences senior at Texas Tech. He is the son of Mr. and Mrs. Lee Conklin of Hereford.

A student must be one of the upper ten percent of the junior or senior class scholastically to be eligible for membership in the fraternity. Members are chosen for character and scholarship standing.

Membership of Alpha Chi totals 113 this year, with 74 initiated for the first time and 39 of last years members again meeting requirements.

A leg band from a mourning dove killed in Travis county, Texas, October 1, 1939, was banded on June 11, 1939, at Lewis, Iowa.

## Season's Greetings

Thanks, Friends . . . for the privilege of being with you and for the friendship and patronage you have so generously shown us. May your Christmas be a Merry One, and may 1940 hold for you much happiness!

**TEXAS SERVICE STATION**  
GLENN SNYDER  
PHONE 440

# GREETINGS

from . . .

**PACKARD MILLING CO.**  
and employees

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.

We take this occasion to thank you most sincerely for your generous patronage the past year and pledge continuance of our established quality and service.

**WHY suffer from colds?**  
For quick relief from cold symptoms take 666.  
Liquid-Tablets-Salve-Nose Drops

**Protect**  
What You Have  
**INSURE**  
**John McLean**  
Insurance Agency  
Phone 373

**MASONIC BULLETIN**  
Hereford Lodge 249  
Stated meeting second Monday in each month. School of instruction each Thursday night.  
F. M. Kester, W. M.  
E. L. Brady, Secy.

WISHING YOU A  
**MERRY CHRISTMAS**  
AND A  
**HAPPY NEW YEAR**  
  
**J. O. NEWELL**  
SHERIFF OF DEAF SMITH COUNTY

Stop  
Scratching,  
Santa..



THE IDEAL GIFT IS SOMETHING USEFUL . . . AND WHAT IS MORE USEFUL THAN "Something Electrical"?

There is still time left to pick out that "last minute something" that will please every member of every family. Any employee will be glad to assist with your Christmas shopping.

All the Employees of the Entire Company take this means of wishing you and yours . . .  
*The Merriest Christmas and the Happiest of New Years*

**Texas-New Mexico Utilities Company**

# Letters To Santa--

Dear Santa, Bring me a folding dolly buggy, suitcase, and a baby doll; also fruit, nuts and candy.

I've been a good little girl and helped mother. Be sure and visit the poor little boys and girls.

Your little friend,  
Eva Pearl Robinson.

Dear Santa Claus, I am a little girl five years old. Please bring me a doll, a little trunk, some candy, nuts, and fruit, a wind up train, and a Bible study book. Please bring Nancy some picture books, some colors, a set of dishes, and a doll. And don't forget to bring something nice to all the other little boys and girls. And Santa Claus, I hope you have a very Merry Christmas.

Thank you,  
Geraldine Patterson.

Dear Santa, I am a big boy in the fourth grade. I have been pretty good. Please bring me a football and a cowboy suit. I do like apples, oranges, and candy and nuts.

Your friend,  
Harold Dean Moore, Dawn.

Dear Santa, Please bring me a tractor set that has ten pieces, some logs to make houses, and a bicycle.

A good boy, I have tried to

be! I am 6 years old and in the first grade at Daniel School.

Thank you for what you brought me last year and all that you bring this year.

Your friend,  
Johnnie Lee McBroom,  
Rt. 1 Wildorado, Texas.

Dear Santa, Please bring me a cowboy suit, a bicycle, candy nuts, and fruit. I am in the third grade and I go to school at Daniel. I am eight years old and have tried to be a good boy. I thank you for what you brought me last year and what you will bring me this year.

Your friend,  
Billie Moore,  
Rt. 1, Canyon.

Dear Santa Claus, Please don't forget Donald Raye and Shirley Gaye, and please bring me something nice too. We are good almost all of the time. And I made the honor roll last month at school. We want you to remember our little cousins and friends and our grandparents here in Friona and also in Georgia. How can you get to so many places in such a short length of time?

Your little friend,  
Harold Jr., Settle.

# SOCIETY

## Mrs. Harry Lomas Entertains Club

Mrs. Harry Lomas was hostess for members and guests of the pleasure Hour Bridge Club at her home last week.

Three special guests included Mesdames Buford Farmer, Ray Singletery and J. W. Witherspoon.

Mrs. Farmer was awarded high score prize and Mrs. B. R. Dixon, low.

A Christmas party with husbands as honored guests, was planned for tonight.

Those attending were Mesdames Ralph Smith, Roy Jowell, B. R. Dixon, O. L. Click, Elmo Lawhon, Earl Phillips, Elmer Mathies, Boyd London, Chriss Renfro, the special guests and the hostess.

## FRASERS ARE CLUB HOSTS

Mr. and Mrs. Alton Fraser were hosts at a holiday club affair on Wednesday of last week when they entertained members and guests of the Tuesday Dinner Club with an attractively appointed bridge-dinner party.

The happy Christmas-time spirit that prevailed throughout the party was reflected in decorations with red candles, poinsettias and white berried cedar.

High score awards were presented to Mrs. A. R. Bateman and J. W. Witherspoon.

Members of the club and guests present included Messers and Mesdames S. P. Rosson, C. C. Acker, Jack Wayland, H. K. Fox, H. A. Close, J. W. Witherspoon, A. R. Bateman, Mrs. Seth B. Holman, Eloyse Pitman and the hosts.

## CLUB ENTERTAINS WITH ANNUAL PARTY

Traditional decorations which included holly and mistletoe sent from Valleyhead, Ala., were used Friday night at the Arlie Dean home when members of the L. A. E. Club entertained husbands with the annual Christmas celebration and gift party. A miniature Christmas tree in silver and blue added another traditional symbol.

Six tables of players were entertained with "Forty-two" with Mrs. T. P. McCollister and Geo. Suggs playing for high score award and Wiley Roberson, low.

Salad plates lighted by tiny red candles were served to Messers and Mesdames Altus Higgins, Jack Dean, Robert Viegel, Bob Higgins, George Suggs, Wiley Roberson, T. P. McCollister, Jim Higgins, Jim Lipscomb, Wesley Higgins, B.H. Hutson, Jack Hutson and the hosts.

## 125 Carat Beauty



A million dollars will buy this spectacular diamond worn by Brenda Frazier, number one glamour girl, at a New York style show. The gem is the famous Jonker diamond, weighing a mere 125 carats.

## CHRISTMAS PARTY IS GIVEN AT SUMMERFIELD

Mrs. Chas. Noland, Mrs. D. C. Waiser and Mrs. J. B. Noland were hostesses at a Christmas party given Friday afternoon at the home of Mrs. Chas. Noland. The affair marked an annual custom for members of Circle Two of the W. M. S. of the Baptist Church.

Mistletoe, silver bells and Bayberry candles were effectively combined in decorations. A silver and green theme was used for the tea table which was centered with Bayberry candles surrounding a wreath of ornamental mistletoe. Miniature trees were at each table-end.

Mrs. Chas. Noland and Mrs. Waiser poured.

Entertainment features consisted of a Christmas reading by Mrs. Jim Clark, and a Christmas story was told by Mrs. Guy Waiser. Gifts were exchanged from a beautifully decorated tree.

Those present were Mesdames B. E. Roberson, Jim Clark, Pete Carmichael, Jack Streun, Guy Waiser, Mack Noland, Hollis Waiser, Frank Lookingbill, Woodrow Welby, J. A. Noland, Lloyds Lookingbill, Mrs. R. A. Fullwood of Hereford and the hostesses.

## J. C. PENNEY STORE FORCE ENTERTAINED

J. C. Penney Store employees were delightfully entertained with a Christmas dinner party at the home of manager and Mrs. C. F. Moore Friday night. The holiday theme furnished a festive motif for decorations. Table decorations featured poinsettias and

## POSTAL EMPLOYEES ARE HONORED AT DINNER PARTY

A turkey dinner and evening party entertained postal employees at the home of Mr. and Mrs. Jim Lipscomb, Thursday night.

A bright Christmas tree, holly berries and red lighted candles decorated the scene. The dinner was served buffet style with guests seated at quartet tables lighted by one tall taper.

After the dinner domino games were played with prizes going to Mrs. E. Ramey and A. Petersen.

Those attending were Messers and Mesdames A. Petersen, Owen Stagner, E. W. Young, W. R. Wil-

iams, Elmer Patterson, Lee Caldwell, George Millard, E. Ramey and the hosts.

candles and a lovely tree sparkling and glistening with ornaments, stood by the fireplace. The dinner was served buffet style with guests seated at small tables for four.

The affair which is an annual occasion during the holiday season featured the exchange of gifts from the decorated tree. Mr. and Mrs. Moore were presented with gifts from the group.

Games of "Forty-two" were enjoyed after the dinner.

Those attending were Mr. and Mrs. Arthur Thompson, Mr. and Mrs. John Homer, Miss Ona Hamner, S. L. Harmon Jr., Vera Byrnes, Mrs. Ione Green, Jack Boydston, Orville Moore and the hosts.

lams, Elmer Patterson, Lee Caldwell, George Millard, E. Ramey and the hosts.

All kinds of Office Supplies at the Hereford Brand—Phone 30.

Mrs. W. J. Smith, formerly of Hereford and now of Ruidosa, M., spent the week end in Hereford. She came to accompany her daughter, Miss Minnie Dea Smith who is in school here, to Ruidosa for the holidays.

# 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 happiness.

**Skelton Implement Co.**  
MRS. GLADYS SKELTON

# SEASON'S GREETINGS

At this Holiday Season I feel Prompted to tell you how deeply grateful I am for the consideration you have so kindly extended during the past year, and to wish each of you a Christmastide of Happiness and a year of Health and Prosperity.

**Mrs. Bessie L. Smith**  
COUNTY TREASURER.

# 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

**HILL & RICKETTS**  
Realtors

# 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.

**Beavers Bros. Garage**

"OUR WORK STANDS UP — WE MAKE IT"

Hall Beavers — Lamb Beavers



At this holiday season we wish to extend to you our cordial and sincere wishes for a most Merry Christmas and a New Year filled with the fulfillment of your plans for the future.

We realize that our business could never have even the slightest degree of success without the loyal patronage of you who have been our friends, and in gratitude we wish to thank you.

**MILLER AUTO STORE**  
and Employees



# GREETINGS

for the coming

**Christmas and New Year**

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

**West Texas Gas Co.**

Natural Gas—Your Quick-Clean-Economical Servant