



HOLIDAY GREETINGS

To you who have helped make our year a pleasant and prosperous one we send our deep-felt thanks in this Holiday Greeting.

QUALITY AND SERVICE **CITY DRUG STORE** TELEPHONE 100

WE APPRECIATE
—the business you have given us the past year.
—May Prosperity and a Happy New Year be yours for 1935.

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

JUNIOR CLASS

The Junior class met December 18. Mr. Wilson and Mr. Hudson spoke on the Santa Claus parade Friday, warning students of deductions if absent from the parade. The class marched in a body.

The Juniors organized boys and girls basketball teams. The girls team is to be picked from the following girls: Genevieve Orr, Helen Danforth, Gertrude Wilson, Phyllis Arthur, Gaytha Wilson, Velma Smith, Vesta Brashear, Odessa Lang, Joyce Davis and Juanita Bailey. Velma Smith was elected captain.

The boys team is to be chosen from the following boys: J. W. Ockrell, Elmo Hicks, Roy Hastings, Jimmie Bell, Charles Wilson, Wilbur Womble, Roger Brumley, Donald Hicks, Travis Matthews and Billie Patton. Wilbur Womble was elected captain.

A large number of the girls and boys on the Junior teams are on the High School's basketball teams, so, beware!

CHIT AND CHATTER

What do Charles Wilson and Spike Harris find so interesting in fourth period study hall?

Wayne Evans is always complimenting someone. Some times Miss Rigler does blush.

Why is it in second year Spanish class everyone says "me no can do"?

Does Elizabeth S always sit on the steps and wait for her big moment?

Ruth Smith always says, "Do you suppose Jack will be in tonight?"

There's a new girl in school who certainly makes some hearts turn over.

Carl D. Mounts always greets Helen every day at four with "Get a note for me?"

LBK will be quite lonesome when Lillie is gone. Well, what about HDB?

Velma Smith can't decide which she likes best, brunettes or brunettes. They're the same, no doubt.

Florence Hunter makes nice statue standing on steps. Watch for her some Sunday night.

Wanted: Someone with enough power to choke "The Bakers."

"Woe be unto them" also.

OCCUPATION CLASS

Mr. Hudson's seventh period class has a lot of talent in it. This was discovered when the students started working on their Vocational Guidebook, which tells them how and why to choose something as a vocation. Some of the pupils traveled to different places and wrote people for their interviews to find out about their life's work. Mildred Hacker is going to be something connected with drawing. Sanky Trimble intends to be a journalist. Chas. Spradley would be a cattleman and Frank Marrs doesn't know what he's going to be. We have many talented persons in our class but will not mention them here.

GRIDMAN FLASH

Fellow students, Elizabeth Spradley, Wilbur Womble and L. W. Carlyle have been placed in charge of organizing the pep clubs, football and basketball teams, into a live and enthusiastic advertising medium for a picture show called "Gridman Flash," to be shown on Monday, December 31. The school is sponsoring the show and the price will be 10 and 25 cents. Our duty is to give enthusiastic support to the advertising and our loyal support to the school by attending 100 per cent strong.

The best the members of the above organizations can do is to take orders unselfishly from Elizabeth, Wilbur and L. W. and carry them out immediately and capably. Half the money taken in goes to the school indirectly and to the Athletic Association directly. Let's show them how this advertising is done. What do you say, gang?

ATHLETIC ASSOCIATION

The Junior class scored gain when Roger Brumley was elected president of the Athletic Association. The able leader of this association has shown his ability by the successful carrying on of the business of the organization this year. Several events have been sponsored by Roger and his helpers this year. More power to you, Athletic Association.

Other officers of this group are Clinton Jackson, vice president;

H. D. Blythe, secretary treasurer; Sanky Trimble, reporter; B. E. Hopkins, advisor. According to classes, members of the Association are, Seniors, Clinton Jackson, H. D. Blythe; Juniors, Roger Brumley, Charles Wilson; Sophomores, Billie Smith; Freshmen, Sanky Trimble.

Anyone breaking the rules of the Athletic Association are punished by having to run the belt line. Friday, December 21, Francis Harris and Wayne Harman received the punishment delivered by the letter men. CH

WE, OURSELVES

The following essay was written by David Star Jordan. He designates it as a "call to young men," but it is recycled here as a call to all youth. It would be difficult to add anything to the passage. Practically anything in the nature of an attempt to improve would either be repetition or inferior to the quality of the original thought. "You Yourself," therefore, is presented in the hope that it will be studied thoroughly in its context:

"Your first duty in life is toward You Yourself. So live that your after-self—the man you ought to be—may in his time be possible and actual. Far away in the years he is waiting his turn. His body, his brain, his soul are in your boyish hands. He cannot help himself. What will you leave for him? Will it be a brain unspooled by lust or dissipation; a mind trained to think and act; a nervous system true as a dial in its response to the truth about you? Will you, boy, let him come as a man among men in his time? Or will you throw away his inheritance before he has had the chance to touch it? Will you turn over to him a brain distorted, a mind diseased, a will untrained to action; a spinal cord grown through and through with the devil-grass we call wild oats? Will you let him come and take your place, gaining through your experience, happy in your friendships, hallowed through your joys, building on them his own? Or will you fling it all away, recalling, wanton like, that the man you might have been shall never be? "This is your problem in life—the problem which is vastly more important to you than any or all others. How will you meet it—as a man or as a fool? It is your problem today and every day, and the hour of your choice is the crisis in your destiny."—David Starr Jordan.

SCHOOL TALENT

This is the first of a series of articles telling the talent of the school.

Our friend, Lannie Line is outstanding in the line of poetry. He read his poem of Colosseum to the Cowhands. It is really good. He also wrote one about Napoleon.

Marijo McBurney is talented somewhat in this line, it has been told.

Mildred Hacker is among the top in art. She draws faces and figures most of the time. Little Leonard Halm in the grades downstairs is really an artist. That boy can draw anything. He draws by his hand and imagination only. He draws football pictures, faces, bottles, in fact he draws anything connected with anything. A few others think they can draw, but really cannot.

GOSSIP

What was wrong with Frank Marrs and Lonnie Line in algebra class. They were coughing over some funny (-) motions that they had made.

The week before school was out a bunch of girls were running around like a bunch of crows and getting material witnesses for Faye Crosthwait's trial for breach of something.

Wonder why Florence always comes and helps Bill get his lessons.

Bennie Ruth Garrett and Ed Line are getting quite friendly.

It would be a good idea for all girls to learn what PHD means.

Why did Nancy Millard have to change her seat the other day in general science class?

Faye C looks like a Frenchman in her tan.

Ask Chilton Foster what Santa brought him.

THE AVERAGE MAN

Who is the average American? The question was raised recently by President Roosevelt in his Green Day speech. "Those who would measure confidence in this country in the future," he said on that occasion, "must first look to the average citizen."

It has remained for the economist of a Gays-town firm to look into the statistics and tell us what manner of person this "average citizen" actually is. He appears to be not at all the dissatisfied anti-capitalist. He is a person who is gainfully employed the greater part of the time. Outside of the larger cities every second average man owns his own home. The average family has an automobile. Eight or ten million average citizens own stocks or bonds, and as depositors in our banks and holders of insurance policies four or five times that number are indirect holders of securities.

"The average man," concludes the author of this little statistical study, "is a capitalist. He has no patience with socialism or communism as he understands these philosophies, though recently he has been taking doses of both under misleading labels."

It might be well to keep these simple facts in mind. The average man cannot be very confident if he does not know that he is going to keep his job. He cannot be confident if he cannot count on the maintenance of the purchasing power of his income. He cannot look forward to a measure of security for himself and his family in his later years as a reward for hard work and thrift. And he cannot be confident unless he is assured that business is the mend.—New York Tribune.

Mr. Hudson, sponsor, rose to the occasion in the absence of the planned program and enlarged on the discussion of occupations, the topic of the last meeting.

"Your primary duty in life," says David S. Jordan, "is toward your after self."

Will you contribute to your after-self a mind stamina by the tempting products of the devil; an untrained will, a special cord grown through with devil grass we call wild oats?

Or will you turn over to the man you can be the products that will enable you to take your place among men, gaining through your experiences happiness in friendship hallowed through your joys? Building on these the character which will enable you to take your place in life.

In this question, are you going to meet it as a man of character or a fool with no will? This is our problem in building the future. Starting today we might conduct ourselves accordingly. A great amount of building material needs be accumulated in constructing the man of your after-self. JK

GRANDMOTHER'S CHRISTMAS VISITOR

Thursday morning, December 20, the public speaking class at HHS gave a short one-act play in assembly. The title was "Grandmother's Christmas Visitor." This was very good and we are sure the students enjoyed it. Those taking part were Bob Baird, Stella Lee Fortenberry, Ruth Smith, Bill McLean, Christine Fincher, L. M. Carlyle, Jean Morgan, Clyde Hussey and Elizabeth Spradley.

The grandmother believed, in the old-fashioned Christmas and fairy tales. Her son and his family were modern and the thought of doing nice things for people turned them against the Christmas Spirit. It took the Black Phantom and this old-fashioned grandmother to make these people understand the joy of giving.

1935
Offers a Big Reward for **REAL WORKERS**
Forget Your WISHBONE and USE Your Backbone For Real Success.
R. H. KEMP LUMBER CO.
HEREFORD TEXAS

Wishing You a **Happy and Prosperous New Year**
H. L. RICE
BRUNSWICK TIRES

COLDS
Creomulsion
Your own draught of Creomulsion cheerfully relieves your misery on the spot if you are not relieved by Creomulsion.

We wish to thank our friends and customers of the past year. May 1935 be a Most Happy One.

FRIDAY AND SATURDAY SPECIALS

SPUDS	10 pounds	15¢
TOMATOES	3 No. 2 cans	25¢
BEANS	2 No. 2 cans	19¢
CORN	2 No. 2 cans	21¢
CRACKERS	2 pounds soda	21¢
CORN FLAKES	Per box	10¢
SYRUP	East Texas, ribbon cane, gallon	75¢
GRAPEFRUIT	5 for	16¢
SOUP	Heinz, 3 cans	28¢
PRUNES	Italian, gallon	31¢
VIENNA SAUSAGE	3 cans	23¢
POTTED MEAT	3 cans	11¢
APPLES	Winesap, dozen	25¢

We are paying for cream a price equal to the shipping price. With the producers cooperation this price can be made permanent. TODAY THIS PRICE IS 28¢.

CARL'S Cash and Carry **GROCERY**

HAPPY NEW YEAR

and may we wish you much joy and prosperity, too.

HEREFORD INSURANCE AGENCY
John McLean, Owner.

Happy New Year

We wish at this time to voice our appreciation for your business during the past year. We wish to express to our friends the best of wishes for the year 1935 and all others to come. It will be our aim to serve you to the best of our ability during the coming year and years.

Weir's Variety Store

BUYING and SELLING THROUGH THE WANT ADS

Rural School News

WESTWAY

In assembly Friday morning the fourth, fifth and sixth grades, under direction of Gladys Gore, sixth grade, gave a play, "A Christmas Lesson." Everyone in the play did well and the director to be congratulated. Bob Gilliland gave a reading, "Easy Christmas Shopping."

Two hundred people of Westway community and a few guests enjoyed the combination Christmas program-party and supper at the school house Friday night. The program opened with two songs and a piece given by the Rhythm band, pupils of Mrs. Dodson's room. The band did well for their first performance. This was followed by a pantomime, "Back of Ages." Then with the pupils leading, the audience sang six songs. Miss Dodson played a piano solo, "Silent Night." Then came the important announcement, "Supper is ready." All passed into a room decorated for the occasion, with the center of attraction being two long tables groaning under a heavy load of food. After supper about an hour was spent playing games. Guests from Hereford were Mr. and Mrs. Bill Smith, Cotton Hou-

an instrumental orchestra composed of Mrs. Coleman, pianist; Mrs. Bob Lindsey, Jr., and Martin Bussell, violinists; Hurl Hart, guitar, and Quince Williams, harp. Several hundred gifts and treats were distributed from the community tree by Santa Claus.

Bob Lindsey, Jr., teacher, and his family are spending the holidays with relatives in Amarillo.

Mrs. Nelda Bragg, teacher, will spend the holidays with her mother at Friona.

Miss Imogene Copeland, teacher, will spend the holidays with relatives in Portales, New Mexico.

What happened to that Blue Rag? See it in January at Messenger school.

WALCOTT

Santa Claus came to Walcott Wednesday evening, December 19. There was a short program given by the pupils, and Santa arrived amid much honking of horns and ringing of bells.

The community is proud of its new piano. It is a big help in the school and the Sunday school work.

School turned out Friday at noon and will begin again Monday, December 31.

PICTURES

List of paintings, works of sculpture and examples of architecture to be used in the picture memory contest of the Interscholastic League have been announced

by Miss Mona Kate Fleming. She is chairman of picture memory work of the county schools.

The pictures are Age of Innocence, Reynolds; The Alamo, Guerin; Angel With Lute, Carpaclo; Artist and Daughter, Lebrun; Avenue of Trees, Hobbema; Battersea Bridge, Whistler; Carnation, Lily, Rose, Sargeant; Children of Charles L. Van Dyck; Children of the Shell, Murillo; Church at Verbon, Monet.

The Concert, Terborch; Creation of Adam, Michaelangelo; Dance of the Nymphs, Corot; Don Carlos on Horseback, Velasquez; The Fifer, Manet; The Fighting Temeraire, Turner; George Washington, Stuart; The Gleaners, Millet; Holy Night, Correggio; Icebound, Metcalf; The Last Supper, DaVinci; The Laughing Cavalier, Hals; Madonna and Angels, Fra Angelico; The Magnificat, Botticelli; Mill at Wyck, Ruysdael; The Mill Pond, Inness; Near the River Seine, Seurat.

Oxen Ploughing, Bonheur; Park Landscape, Cezanne; Pasturage, Troyon; Portrait of the Artist Rubens; The Primitive Sculptor, Couste; St. Francis Preaching to the Birds, Giotto; St. Genevieve, Chavannes; Sistine Madonna, Raphael; The Solemn Pledge, Ufer; Storage Room, De Hooch; Sunflowers, Van Gogh; Tahiti, Gauguin; View from the Studio, Picasso.

Sculpture: Appeal to the Great Spirit, Dallin; Black Hawk, Taft; Discobolus, Myron; Joan of Arc, Chapu; Lincoln, Saint-Gaudens; Moses, Michaelangelo; The Pioneer Woman, Baker.

Architecture: Adobe House, New Mexico; Notre Dame, Paris; Taj Mahal, Agra.

Jumbo News

BY MRS. J. W. BERRY

Mr. and Mrs. Sam Hunter and Mrs. Ullman Hunter were in Amarillo Monday.

Mrs. Oxford, Willie, Kittle and Mr. C. D. Spencer were dinner guests in the L. E. Beck home Sunday.

Mmes. M. L. Hardy, Pat Hardy, Trinit Boothe and Kathleen Hardy were in Amarillo Thursday.

Addison Hunter left Wednesday for Dimmitt to work a few days for James Cox.

Most of the people of this community attended the Santa Claus parade in Hereford Friday.

C. Kring, who has been in Amarillo under a doctor's care, returned home Friday. He went back to Amarillo Saturday to stay indefinitely.

Mrs. W. A. Hunter's Sunday school class who are the young folk of the community, gathered in her home Friday night and filled sacks for the Christmas tree Monday night. A social hour was enjoyed after they had finished.

Miss Kitty Oxford came home Friday from Ward to spend the holidays with her mother.

Mr. and Mrs. Charles King left Friday for Amarillo where they spent the night, going next day to Follett to spend the holidays with his mother.

Misses Athalie, Maurine and Helen Wilder came home Friday from Canyon where they have been attending school.

Orval Pierce is at home from Canyon for the holidays.

Mrs. Bailey and Frank Jones accompanied Miss Leta Cayton, who is from Y-L near Muleshoe, to Canyon Friday to spend the holidays at home.

School closed Friday for Christmas and will not resume work until January 7.

Mmes. Finis and W. A. Hunter were in Amarillo Friday.

Mr. and Mrs. E. M. Allen of Easter spent Sunday in the S. M. Hunter home.

Mr. and Mrs. C. I. Beck of Dimmitt called in the L. E. Beck home Thursday.

Mr. and Mrs. Finis Hunter spent Sunday with her parents, Mr. and Mrs. L. O. Norman, of Arney.

Mrs. Tina Baggs of Amarillo was visiting Friday with her sister, Mrs. Jessie McGinnis.

Westway Items

(BY WILMA SKYPALA)

Mr. and Mrs. F. W. Dodson and sister, Miss Martha Elin Dodson, are spending Christmas week with their parents at Olton.

Mr. and Mrs. Ulys Pierce of Hereford spent Sunday with his parents, Mr. and Mrs. A. C. Pierce, Miss Cecelia Czerner, who is attending college in Canyon, is at home for the vacation with her parents.

Mr. and Mrs. W. L. Weaver of Dean community spent Sunday and Monday in the V. Skypala home.

Mr. and Mrs. Mudy Stephens and children are spending Christmas with his parents and her brother at Gatesville.

Miss Jessie Madison of Oklahoma is spending this week with her parents, Mr. and Mrs. Madison, in this community.

Mr. and Mrs. V. Skypala spent Christmas Day with his mother, Mrs. Josephine Skypala and other relatives at Umbarger.

Mr. and Mrs. G. W. Wilson made a business trip to Lubbock Wednesday, returning home Saturday.

Mr. and Mrs. Leslie Vaughn of Hereford spent Christmas Day with his parents, Mr. and Mrs. T. L. Vaughn.

Mr. and Mrs. Roscoe Landers, Mr. and Mrs. G. W. Wilson spent Saturday night in the Rowe home.



We have tried to serve this community acceptably since 1898—thirty-six years of pleasant business relations with the builders of this section. It has always been our aim to keep our business on a high plane of fair dealing, good merchandise, right prices. We believe we have shouldered our fair share of the burden of advancing the civic interest of this community.

But we do not claim that we are entitled to any credit for doing business on a high plane, or for cooperating with the agencies for civic betterment. Any business must do that if it hopes to continue year after year. People like to trade where they always get value received. They want a business to remain if it is worth-while to the community.

So we are dependent on your good sense as well as on your prosperity. As the year draws to a close, we sincerely wish you all a very Merry Christmas, and—selfishly, perhaps—a Happy and Prosperous New Year.

Rockwell Bros. & Company

PHONE 4

LUMBERMEN

So. Main St.

SAVE *the* BIG WAY



At FURR FOOD
FRIDAY, SATURDAY AND MONDAY

JELLO 19¢
3 pkgs

COCOA-MALT 43¢
1-pound can
MACKEREL 9¢
No. 1 tall can
PRUNES 26¢
No. 2 1/2 can, 2 for
BLUING 15¢
Star State, large bottle

CHILI TAMALES
WALKER'S 23¢
No. 2 can
TOMATO JUICE 23¢
Libby's, 3 for
PRUNES 21¢
2-pound package
COCONUT 17¢
Long Shred, 1b bag

MACARONI, SPAGHETTI, NOODLES 15¢
2 Packages for

ROYAL BAKING POWDER 33¢
12-ounce can
BAKING POWDER 19¢
Dr. Prices, 12-ounce can

JERSEY CORN FLAKES or BRAN 10¢
Package

QUALITY! MEATS

BACON 27¢
Armour's Sliced, 1b
Hams, coun. style 18¢
Cured, 1/2 or whole
BACON 18¢
Squares, sugar cured, 1b
Sausage, C. S. 15¢
In Cloth Bags, 1b



LARD

Home Rendered, Nice and White, 4 pounds

47¢

MRS. TUCKER'S SHORTENING

8-Lb. Carton . . . 92¢

TOILET TISSUE 23¢
Charmin, 4-roll box
POST'S BRAN FLAKES 10¢
Regular Size, pkg
BAKING POWDER 22¢
Calumet, 1-pound can

PICKLES 15¢
Bread and Butter, Best Food, 15-ounce jar
CATSUP 15¢
Rio Grange, large bottle

COFFEE 28¢
Chase & Sanborn, 1-lb pkg

FRESH FRUITS AND VEGETABLES



GRAPEFRUIT 3¢
Each
ORANGES 22¢
Nice size, dozen
LEMONS 25¢
Sunkist, dozen
CABBAGE 3¢
Pound

Spuds

Red 10 lbs

15¢

Celery

Nice Large 'Stalk

15¢

BANANAS 7 1/2¢
Pound
APPLES 23¢
Dozen
ONIONS 4¢
Spanish Sweet, pound

FURR FOOD

TELEPHONE 74—FREE DELIVERY

WE MEET ALL LOCAL PRICES ON CREAM AND EGGS AND FEED.



It is the hope of this bank that the year 1935 prove to be most prosperous for you all.

We hope that during the coming year you will make this institution your financial headquarters. It is our aim to continue serving you to the best of our ability during the coming year and years.

THE FIRST NATIONAL BANK

OF HEREFORD



A Strong Bank Thoughtfully Managed



"May You Live Long and Prosper"

It is our hope that the New Year will bring to everyone new success and greater happiness.

We wish to express our thanks at this time for your business and friendship during 1934.

HEREFORD, TEXAS

J. C. Penney Co. Inc.

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. BETH B. HOLMAN Publisher and Manager
DE WITT LANDIS Editor
W. C. NIX Foreman

Subscription Rate:
Zones 1 and 2, \$1.50
Per Year.
Other, \$2.00 Per
Year.



Entered at the post-office at Hereford, Texas, as second-class matter, under Act of March 3, 1879.

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.

TO YOUR HEALTH IN 1935

A few more days and 1934 will be history, and along with its pleasures have been a desolating array of preventable deaths. This emphasizes the fact that, despite the marvelous strides in medical science and disease prevention, large groups of persons have lost their lives during the past year mainly because of their ignorance or carelessness.

The outstanding slayers in Texas during the past year were: heart disease, cancer, tuberculosis and pneumonia. Generally these diseases derive their death dealing power because of delayed diagnosis. Means are at hand to combat these diseases if treatment is begun early enough.

The Texas State Department of Health and the medical profession for years have been urging the public to obtain early medical care in order that they may have a sporting chance at these master killers. At least one resolution should be made, and that is to have a complete physical examination by your family physician and follow his advice.

The year 1935 is just around the corner. The victim of preventable deaths will again mount into thousands upon thousands. Why get into that unfortunate class, when the way out is so direct and easy.

Nineteen-Thirty-Five will be one of the most interesting years in the history of the country. It can be made a happy and healthy one for you. Why not see it through?—John W. Brown, State Health Officer.

THE SANTA CLAUS PAGEANT

Few if any events staged by the business men of Hereford are more enthusiastically received than the annual visit of Santa Claus and the incidental bestowing of gifts of candy and the like upon all youngsters who gather for the occasion.

It is the business enterprises of the city that foot the bill, although the Lions Club is the actual sponsor. But this is the one occasion that does not have a purely commercial side to it.

True, the merchants do quite a business. But the Christmas season increase is natural and they would do the business even if the Santa Claus pageant were not staged.

So the occasion resolves itself into one that is purely altruistic in which the probable material gain of the sponsors is no factor.

And it takes big-hearted men and women with the true spirit of the season to make so generous a gesture.

An orchid to the business men who foot the bill and to the Lions Club members who conceived the idea.

PIPE ORGAN USED TO DEMONSTRATE SOUND

The pipe organ, through its four families of tone, diapason, flute, string and reed, may be made to imitate almost any instrument, according to Dr. Paul Bomar, adjunct professor of physics at the University of Texas.

Dr. Bomar is himself a musician and an organist, having played

for many years in the churches of Austin. His scientific knowledge of the organ has become much more exact in recent weeks, however, since his purchase for the University physics department of a complete pipe organ. Dr. Bomar supervised the installation of the instrument, and uses it in his classes to demonstrate many phenomena connected with the theory of sound and with acoustical science.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, December 25, 1903.)

Add-Ran College dismissed on Wednesday for a week's Christmas vacation.

Rhea Bros. had bought 50,000 acres of Farmer county land, and was in the market for 10,000 acres more.

W. P. Barton of Mt. Juliet, Tennessee, had bought several sections of land west of town, paying \$2,000 per section.

Only 85 poll tax receipts had been issued to the 500 voters in Deaf Smith and Castro counties.

Miss Jessie Morris had returned to her home in Gainesville

after a visit with relatives here.

Out at Dawn a man, discouraged by long days of tramping and hunger, entered the school building in search of food. Finding nothing, he sat down to meditate, and the course of his reasoning caused him to set fire to the building. The resulting fire destroyed the school house and some \$200 worth of feed belonging to W. E. Hicks. He surrendered to Sheriff Inmon and was placed in jail to await action of the grand jury in March.

The little village of Turkey had been destroyed by fire, the total loss reaching \$400.

(From The Hereford Brand, December 25, 1913.)

Christmas passed off quietly in Hereford, with the usual rounds

of social pleasures, Christmas trees, etc.

Whooping cough seemed to be the chief indoor sport of the younger generations.

Sunday morning natives awoke to find that a seven-inch snow had fallen during the night. The temperature was 20 degrees.

Mrs. O. G. Hill and little daughter had been here from Friona Christmas shopping.

The Evening Daily Herald was to begin publication in Plainview January 1.

Hereford had scored 84 in a clean town contest conducted by a popular state farm paper.

By Their Words AND OURS

In the visitor's lineup, Clayton, right end, was in more places on more occasions than any ball player who has ever performed on Denver grid. He was in the fight up to his neck constantly.—Shamrock Texan.

That's covering considerable territory. But Nasty did it. There may have been better football players during the late lamented season than was Clayton, but they were not seen in these parts.

Hereford is proud of him and all the rest of the battling Whites. The fact that Shamrock gave the boys a pretty fair drubbing does not reflect discredit on them. It was just naturally Shamrock's day. They could not make a mistake. After all there is not much difference—just a hair's breadth—in losing 20 yards and making a touchdown on lots of plays.

A storm of protest in regard to the unfavorable publicity given the Panhandle in Everts Haley's article in last week's Saturday evening Post has arisen throughout the area. We are inclined to agree with John McCarty. Says John in the Dalhart Texan: "Most any writer who paints the truth as it is catches hell. On the whole Haley's article was probably a fair presentation of facts on a rather serious situation plus his own opinion. All this criticism and comment and no doubt praise will assure him of a pretty fair national reputation to a writing career that has already been recognized as brilliant in the Southwest."

Double parking and parking in the center of the street will not be allowed any more, says a news story from the Shamrock Texan. Which would be a good idea for Hereford where all manner of trucks are constantly parked in

the center and drivers think nothing of passing up a parking space at the curb in order to double park. Indeed, lots of drivers stop right on intersections to talk to pedestrians and never so much as give a warning signal to a car behind.

Perryton has announced a big meeting for the purpose of starting a movement to conserve the rainfall. What rainfall? May I ask—Graham Crackers in the State Line Tribune at Farwell.

It now appears that the next Congress will do something about old age pensions, but we can hardly hope for anything as drastic as the Townsend plan.—McLean News.

I have finally figured out why it is farm folks always cook such great big dinners. Well, the reason is, they cook a big meal like that so they'll have enough left over to stop the hogs. Ain't right?—Clem McDonald in the Quitaque Post.

Mother Nature makes many mistakes. The Palo Duro Canyon is probably one of them, but for this topographical error a monument is built to her. Perfection is not always beautiful.—Olin Hinkle in the Pampa News.

"Now I have observed people raising children for nearly half a century and I have come to the conclusion that those that don't cost so much to bring up, but are partly or entirely self sustaining generally turn out the best, and those extremely costly ones that you give a sugar treat every time they cry turn out to be the worst." opines Old Times in the McLean News.

"A fellow has only gotten the Thanksgiving turkey well digested when he has to start saving for the Christmas feast. We live to eat. It appears"—A Graham Cracker in the State-Line Tribune.

SAVED MAN'S LIFE IN WAR: WILL GET \$250,000 REWARD

Monteagle Valley Ont. — Sergt. William Mintz, who carried a wounded Scottish soldier from a shell hole in France to a dressing station, saving the officer's life, will sail for Scotland next summer to receive a reward of \$250,000.

The officer whom Mintz saved and whose name he refuses to divulge "until after I get the money," was said to have invited Mintz to visit him in Scotland on many occasions while he was on leave and for a considerable time after the war.

News of the reward which Mintz will receive reached the sergeant a few weeks ago, and since that time he has been in constant communication with the Scottish officer for further details. He refused to make known in what form his reward would come.

PIONEER OF SAN ANGELO STICKS TO HORSE, BUGGY

SAN ANGELO, Texas.—When J. Johnson, 72-year-old San Angelo man, was eight years old he rode a mule up the trail from Coryell county to Dodge City, Kansas, helping move about 3,000 cattle for John Edwards. Johnson's wage was \$15 a month.

Johnson moved to McCulloch county in 1878, where he was a cowboy on the open range, working for Jim Brown and James Doffelmayer, about the time fence came, and Johnson decided to move west.

He started for New Mexico with 450 head of cattle. When he reached Pontoon Draw, five miles west of Rankin, he encountered Tom Fywell, who wanted him to help work some cattle. Powell sold Johnson two wells, now to be seen about four miles from Rankin on the McCamey road, for \$600 on credit. Johnson remained there.

"I have seen roundups on the Pecos when there were so many cattle one could hardly see a man on horseback on the other side of the herd," Johnson said.

He recalled how O. B. Hudspeth founded the old Chisum Reservation Ranch, which included the site of the City of McCamey. Huds-



FOR EVERY BUSINESS CARBON COPY and CARBON COATED SALES BOOKS

The wide variety of styles and sizes in our line of Sales Books is a source of satisfaction and saving for the business concerns of this community. We can furnish duplicating, replicating, set, folded, single carbon or carbon coated books printed with the rolling and advertisement which will best meet your requirements. If you want good quality books, insuring clean, accurate records; if you want courteous treatment, reasonable prices and prompt delivery; give us your next order for this important item. Samples and prices on request. Phone or write.

THE HEREFORD BRAND



Merchants!

Here's an important service to help you sell More Merchandise

The Brand

Has Closed the Exclusive Franchise

In This City for

CHICAGO TRIBUNE SERVICE

IT'S A REAL BUSINESS BUILDER. A tested, proven advertising service that brings you fresh, every month, layouts, copy, complete campaigns, and beautiful but powerful illustrations suitable for your line of business. They are prepared by the huge advertising-merchandising staff of the Chicago Tribune, which operates under the direction of many of the country's greatest exponents of retail merchandising. Men who hold the reputation for solving the daily selling problems of successful merchants and famous business establishments.

This unusual service is crammed with split-second, timely, sales-creating methods for increasing business. Many of which have been tested and proved as business getters.

There is no theory in this service. The experience of America's greatest advertising men, working for the World's Greatest Newspaper, in conjunction and contact with the country's keenest merchants, forms a business-getting combination which enables you to obtain results that are rarely equaled elsewhere.

This service is FREE to our clients. Our representative is waiting to go into full details with you. Write, telephone, or come in today and find out about it.

The Brand is interested in selling more that just white space. It sells results, and therefore is always in front with the best.

The Hereford Brand

PICK 4 OF YOUR FAVORITE MAGAZINES

AND THIS NEWSPAPER - 1 FULL YEAR
You Save Money on this Amazing Combination Offer
4 Leading Magazines and Your Favorite Newspaper

Pick 1 Magazine

\$2.00

Pick 3 Magazines

GROUP 1 SELECT ONE MAGAZINE

- Better Homes & Gardens... 1 Yr.
 - Dollmaker... 1 Yr.
 - McCall's Magazine... 1 Yr.
 - Pettibond (Weekly)... 1 Yr.
 - Pictorial Review... 1 Yr.
 - Open Road (Boys)... 1 Yr.
 - Parents' Magazine... 6 Mos.
 - Sports Afield... 1 Yr.
 - Silver Screen... 1 Yr.
 - Woman's World... 2 Yrs.
 - Household Magazine... 2 Yrs.
 - Good Housekeeping... 2 Yrs.
 - Cleveland Review... 2 Yrs.
 - Home Circle... 2 Yrs.
- Check 1 magazine from (X)



IF YOU PREFER YOU MAY CHOOSE ALL 4 MAGAZINES FROM GROUP 2

GROUP 2 SELECT THREE MAGAZINES

- Progressive Farmer... 3 Yrs.
 - Southern Agriculturalist... 1 Yr.
 - The Country Home... 1 Yr.
 - Cleveland Review... 1 Yr.
 - American Poultry Journal... 1 Yr.
 - The Farm Journal... 1 Yr.
 - Copper's Farmer... 1 Yr.
 - Good Housekeeping... 1 Yr.
 - Home Circle... 1 Yr.
 - Household Magazine... 1 Yr.
 - Illustrated Mechanics... 1 Yr.
 - Mother's Home Life... 1 Yr.
 - Needlecraft... 1 Yr.
 - Successful Farming... 1 Yr.
 - Everybody's Poultry Mag... 1 Yr.
 - Woman's World... 1 Yr.
 - American Fruit Grower... 1 Yr.
- Check 3 magazines from (X)

We Guarantee This Offer!

Our arrangement with the publishers' own representative enables us to make you this remarkable offer. It is strictly guaranteed, and all subscriptions will be entered promptly. If you are at present a subscriber to any of the magazines, your time will be extended.

USE THIS HANDY ORDER BLANK TODAY!

Check the four magazines desired and return list with your order. Fill out coupon carefully.

Gentlemen: I enclose \$_____ Please send me the four magazines checked with a year's subscription to your newspaper.

Name _____

Street or R.F.D. _____

Town and State _____

QUOTATIONS ON MAGAZINES NOT LISTED SENT ON REQUEST

SOCIETY

MISS CURRY HONORED

TSHOWER
Honoring Miss Mary Lee Curry, bride-elect of Rev. D. J. Neill of Fairview, Mrs. Jim Clark entertained at her home in Summerfield with a lovely shower, Wednesday, December 12. Mrs. Clark was assisted by Mrs. Asa Atchley and Mrs. Guy Walser.

The home was cleverly decorated with Christmas colors. A large Christmas tree stood at one side of the room and was loaded with packages. A telegram was received from Santa stating that the packages were to be given to the bride-elect, Miss Mary Lee Curry.

Punch was served from a large bowl by Miss Gertrude Atchley and Mrs. Atchley. Mrs. D. C. Walser presided over the guest book. Registering during the afternoon were Meses J. C. Lance, Margaret Schuster, Carl Mounts, S. L. Walker, C. R. Lady, J. B. Davis, Owen Miller, Ulys. Pierce, Beniah Robinson, Misses Nora Alice Daniel and Ruth Marie Mounts, of Hereford. Meses Frank Lookingbill, D. Lance, C. R. Walser, B. C. Johnson, W. G. Harris, L. B. Lookingbill, Troy Weitz, J. A. Roland, B. E. Robinson, Guy Easton, L. L. Cannon, Lee Curry, L. Lookingbill, Walter Huntley, P. Sikes, Perry McMinna, Ray Johnson, Ky Lawrence and D. C. Walser; Misses Dollye Weitz, Allye Mae Lance, Maude Noland, Ruby Thompson, Oleta Bowling, Zay Dee Julie, Sylvia Behrends, Mabel Cannon and Gertrude Atchley.

The nuptial vows were read Wednesday noon, December 26, at the Baptist church in Summerfield.

ATTENTION, HOG-RAISERS

There are so few hogs to buy at present that I can't afford to keep a full time man at the yards. Therefore I am asking that you bring in hogs on Friday and Saturday mornings. Cooperation will help you and me.
G. W. BRUMLEY.

Carl Spratt, Louise Jacobson, Patricia Wadbrook, Effyie Whitsett and Mary Kate Brotherton, students at WTSTC, at here for the holidays.

THE ART OF RESTING IS ACQUIRED BY PRACTICE

It is safe to say that a large percentage of people never learn to rest properly. Many patients who have eventually become permanently arrested cases of tuberculosis confess that it took them six months to a year to learn to rest. Just imagine a person in bed for months, and yet not resting. Yet such is the fact. And the person who never learns to rest properly never rests well. Did you ever run a race, or take a long tramp, or climb a steep mountain and be so tired at the end that you could cast yourself down upon the ground? You lie on your back with your arms outstretched, each third little muscle in perfect relaxation. Gradually strength pours back into you just as if it were flowing forth from the earth. That is absolute relaxation, absolute rest. Five minutes of absolute relaxation is worth more than an hour's reclining some part of the body at tension. Pottenger has brought out the fact that twenty per cent less energy is spent lying down upon the bed than in sitting quietly in a chair. Complete relaxation on the bed spends the minimum amount of energy for repair work. Think this over: Learn to rest. Start in by relaxing the muscles of your arm, then your neck, then your back, and so on until every muscle is perfectly free from tension, and you are weight on the bed. Then relax your mind as well, first by thinking pleasant thoughts and then by slipping away into unconsciousness. This is the most important lesson you will ever learn. If you have one chance in a hundred of getting well, you will get your chance.—T. B. TIPS.

THE CHURCH WORLD

First Baptist Church

REV. B. N. SHEPARD, Pastor.
Sunday school, 9:45 a. m., A. O. Thompson, superintendent.
Preaching Sunday at 11 a. m. and 7 p. m.

B. T. U., 6:15 p. m., W. L. Ayers, general director.
Prayer meeting, teachers meeting and choir practice each Wednesday at 7 p. m.

For several consecutive Sundays one or more has accepted Christ or joined the church. This is encouraging and as it should be.

FUNDAMENTALIST BAPTIST

Coleman Campbell, Pastor.

Rev. Herard East is in town from Jacksboro where he is pastor, and will preach for us Thursday evening.

Sunday school, 9:45, lesson Exodus 22.
Preaching at 11 a. m. and 7 p. m.

First Presbyterian Church

W. M. GRIFFIN, Minister.

Sunday school, 9:45; G. M. Hudson, Superintendent.
Morning worship, at 11.
Christian Endeavor, 6:15 p. m.
Evening service at 7:00.

St. Anthony's Church

Sunday, mass at 8 and 10, religious instruction after second mass, benediction at 7:30 p. m.
Tuesday, New Year's Day, holiday of obligation, masses at 8 and 10 o'clock, benediction at 7:30 p. m.
Thursday, holy hour, 7 to 8 p. m.

The pastor was indeed gratified at the many folks who came to the midnight mass on Christmas.

Aleutians Big Weather Factor

Last April the Rev. Barnard R. Hubbard, widely known as the "Glacier Priest," because of his extensive Alaskan exploration, predicted a devastating drought for the Middle West. The drought certainly arrived. Last week, in an interview for the Literary Digest, Father Hubbard made another forecast—that the coming winter will be a normal one and not, as some observers have forecast, a season of exceptional cold.

Such forecasts are notoriously dangerous, for the weather is fickle and subject to change on short notice. The explanation offered by Father Hubbard for his prediction is interesting and fits in with the classical theory of air-mass movements.

In brief, the explored believes that most storms that move across the North American continent originate in or near the Aleutian Islands, that curved row of rocky islets and shoals extending outward from the Alaska Peninsula into the Pacific Ocean. Down from the north, through Bering Strait, sweep the cold currents of the Arctic waters, bringing with them cold-air-masses from the region of the Poles. These currents, coursing southward through the Bering Sea are caught and stopped by the Aleutians.

The Source of Storms.

From the south, meanwhile, comes the warm Japan Current, bringing with it masses of warm, moist air from the balmy Pacific. These contrasting air-masses meet at the Aleutians, and the great cyclonic winds are begun which bring with them weather changes for the Continent.

The cyclonic storms move east-

ward because of the rotation of the earth. They pass over the shore-line of the Continent at about Vancouver Island, where small whirls are all off by the mountains to move southward into California. The main masses continue eastward, and, somewhere, in the region of the Great Lakes, they encounter more masses of cold air sweeping southward from Hudson Bay.

A PRAYER FOR NEW YEAR'S MORNING

By Rev. J. A. Hornbeak
Father God, I begin a new year, remembering that time is a sacred trust. Forgive the past wasted hours, weeks, months and years. And give me a vision of the worth of minutes in the present and future.

In this wonder world of Thine, let me treasure the spiritual above the material things, and make me responsive to every commandment of Thine.

Father God, cause me to go with a glad amen to do Thy will. Teach me to simplify my wants and seek truth as a treasure and be content only when I have done my best.

I pray for those whose lives are broken in hope or health. Bless those whose hearts are cold, whose wardrobes are bare and whose pantries are empty.

Father God, send Thy children to feed the hungry, to clothe the poor, and dry the eyes of those who weep. Bless the loved and the loveless, the rulers and ruled. As the days glide into weeks and months, bringing pleasure or pain, be Thou with me. Let not the ingratitude of my heart be a cloud between Thee and me.

If success should crown me, forbid that I should forget the gift of every good and perfect gift. If the grim reaper whose name is death should come, may I be prepared.

Whether I come to the end of 1935, or fall to sleep, grant that I may plant flowers and not thorns, that I may sow love instead of hate and follow service in His name.—Amen.

On account of the momentum of the Aleutian storms, the Hudson Bay air-masses are swept aside, Father Hubbard believes, and are caused to move across upper Quebec and Labrador instead of descending into New England.

Last spring he perceived less snow on the Rockies than usual, and soon afterward received word from Eskimo friends in the Aleutians that the weather there was colder than it had been for several years. For some unexplained reason the Japan Current was not coming as strongly as in the past, with the result that the usual storms were not being formed over the islands. On this circumstance the explored predicted, later amply fulfilled, that there would be fewer rain-bearing storms for the Middle West during the summer.

The period of abnormal weather in the Aleutians is now over, he said last week. Storms are again being formed over the islands. This will result in normal weather for the Middle West and the East—warmer weather than last year because the storms sweeping across the Continent will again deflect the cold air-masses moving southward from Hudson Bay. "When it is cold in the Aleutians, it will be cold in New England," he said, "but when the weather is normal in the islands it will be normal throughout the Continent."

Father Hubbard, who last summer penetrated parts of the Aleutians hitherto unexplored by white men will return next summer to study the languages and tribes of the Eskimo. As in past exploration trips, he will probably be accompanied by students of Santa Clara University, where he is head of the department of geology.—Literary Digest.

FRANCE TO DROP ATTEMPT TO FIX LEGAL WHEAT PRICE

Paris—An unhappy attempt to fix a high legal price for French wheat will shortly be abandoned, Premier Pierre-Etienne Flandin told the Paris-Sofr recently. The price of wheat here has been as high as \$2.40 a bushel, but since the demand has been low, and the crops large, farmers have had to bootleg their wheat in order to sell any.

Mr. Flandin admitted this, also pointing out that nevertheless the ultimate consumer has been paying for his bread at the legal price.

Correcting this, he said, will be a part of his program to restore liberty to trade as much as possible. Also, he stated, he intends pushing international trade negotiations actively in order to increase French exports.

Want Ads

For Sale or Trade

FOR SALE: One dump bed. L. W. Carlyle. 1p

FOR SALE: Bundled and baled hagar. L. W. Carlyle. 1p

FOR SALE: Good kafir and hagar feed. \$12.30. F. O. B. cars here. We are pooling-car orders. Geo. W. Smith, P. O. Box 697. 51-1f

FOR SALE: Dump bed for truck. Center dump, \$7.40. H. M. Benefield. 1p

FOR SALE: About 50,000 bundles good quality feed, hagar, kafir and cane. Jeff Roberson, one mile north Jewell Switch. 50-2p

FOR SALE: Master-Six Buick Sedan. Call 272-W. 50-1fc

FOR SALE: A block of 20 lots facing 12th Street \$225.00. Inquire Brand office. 49-1fc

Lost and Found

IMPOUNDED December 24, 1934, one cream colored Jersey cow, white spot on forehead, branded SO on right hip. Unless claimed by owner will be sold at public auction January 4 at 2:30 p. m. at city barn.
WALLACE C. COX, City Marshall. 1c

LOST: On Main Street, December 25, one lady's small Elaine-Goering wrist watch. This was a Christmas gift. Finder leave at this office and received reward. 1c

LOST: Lady's black purse during Santa parade last Friday. Contains pen and pencil set and other school supplies. Return to Brand office for suitable reward. 1dh

STRAYED: From my place in Hereford, one Jersey milk cow, branded S O. Reward offered for return. L. F. Borden. 1p

For Rent

FOR RENT: Five room modern house, also apartment. Annie Diebel. 1p

FOR RENT: One two-room furnished apartment, also one 3-room unfurnished apartment. Dr. Florence Miller. 1c

FOR RENT: My home on 710 25-Mile Avenue. Mrs. Grace Hughes—phone 564-J. 1c

FOR RENT: Furnished room with bath, on corner of Eighth and Lee. 84-1fc

Lodge Directory

HEREFORD LODGE
NO. 849, A. F. & A. M.
Meets Monday, 8:30 p. m. Visiting Brethren Welcome.
J. W. ROBINSON, W. M.
EGBERT BRADLY, Secretary

HEREFORD LODGE I. O. O. F.
CHARLES SOWELL, Noble Grand No. 476
Meets Monday, 8:30 p. m. Visiting Brethren Welcome.
L. H. FOSTER, Secretary

REBEKAH LODGE
Meets Every Tuesday at 8:00 p. m.
MRS. F. E. BOWE, N. G.
MRS. HERMAN STEWART, Secretary

HEREFORD CHAPTER, O. E. S.
Meets Each Second Tuesday Night, 7:30.
MRS. JEWELL WOMBLE, W. M.
MRS. MYRTLE WITHERSPOON, Secretary

READ THE Advertisements THEY'RE NEWS

ARMOUR CREAM STATION We are always in the market for your CREAM, POULTRY AND EGGS
Bring In Your Turkeys
Three Doors South P. O. I. H. SPRATT

WEATHER FORECASTING

KEEPS UP WITH TIMES

The weather forecaster no longer sits aloof from everyone in a tower, reading the signs in the sky through a telescope and interpreting his observations with a varied assortment of mysterious looking instruments and a lot of hocus-pocus. On the contrary he methodically builds his forecasts from two daily sets of charts prepared by skilled meteorologists using data furnished by hundreds of trained observers and transmitted almost instantaneously over long distances by modern methods of communication. About 5,000 figures, symbols or lines, each the product of a separate calculation, appears on every set of charts.

calculation, appears on every set of charts.

Only recently, says W. R. Gregg, Chief of the United States Weather Bureau, have so many land reports from so wide an area come in at regular intervals to the Bureau's principal forecasting stations. Just a few years ago there were no chip reports, no information on conditions in the upper atmosphere, and no records of pressure and temperature changes every three hours. Having such information available makes it possible for the forecaster today to prepare the accurate charts demanded by the general public, by aviators, and by the many specialized industries served by the Weather Bureau.



SEASONS GREETINGS

We wish to thank our friends and customers for their past business and for all favors they have shown us. It is our desire and hope that each of you will enjoy greater prosperity, health and happiness in the coming year and years.

STREU HARDWARE CO.

LOOK AT THESE CLEARANCE BARGAINS

In an effort to clear our stock of some items before inventory, these prices are being put on these few items for just a few days. Take advantage of these savings NOW.

 <p>Men's Suede Leather JACKETS Men, here is a new item that we have been getting \$4.98 for regularly. The best of leather and construction. Better get one today. \$3.98</p>	<p>Men's Heavy Waterproof and Suede CLOTH JACKETS Here is a real bargain in a good quality jacket—both zipper and button styles, and look at this new low price— \$2.98</p>
 <p>Men's Wing-Tip Boot Heel OXFORDS You know the quality of these shoes, priced, per pair \$1.98</p>	<p>Men's Black and Tan WORK SHOES Here is a good quality heavy shoes for the man. Heavy leather uppers with composition soles— \$1.98</p>
<p>Boys' All Leather SCHOOL SHOES Here is a real shoe for the boy—genuine black elk upper and chrome leather soles, per pair \$1.98</p>	<p>Men's Dress HATS One lot of these to be sold at this price, so hurry in! \$1.98</p>
<p>One Lot Close-Out Ladies' Arch Support Shoes In Oxfords, one straps and pumps. Brown fine kid leather, and regular \$4.95 values offered, per pair \$2.98</p>	

Sprows & Cronin Co.

Best Wishes for a Happy New Year

Without regret we see 1934 go. Lots of things can be said for the year, but a better one is coming. . . .

We Look to 1935 for Bigger Things

Thanks for your generous patronage the past year. We will still be doing business in 1935 and will want to serve you.

JUST-RIGHT and MERIT POULTRY and LIVESTOCK FEEDS
West Texas Feed and Seed Co.

Progressive News
BY OLIVE PERKINS

Take Produce to Carl's Gro. at Ray and Howard Hershey were in Amarillo Saturday.
There was a Christmas tree and program by the Sunday school on Christmas Eve.
Mr. and Mrs. H. Benson returned last week from Comanche, Oklahoma where they visited a sister who is very sick. Miss Leatrice Benson remained to care for her sister.
East Wednesday evening Mrs. Lester Galley entertained at dinner in honor of the birthdays of Mrs. J. L. Park, and her husband, Mr. Galley. Enjoying the occasion were Messrs. and Mrs. Park, Ray

Hershey, Holmans, Walter Galley, Miss Short and Arnold Hershey.
Saturday Mrs. J. L. and Miss Lucille Park entertained in honor of Mr. Park's birthday. A social evening and refreshments were enjoyed.
A Chick and family of White Deer visited his parents last week.
Mrs. Vicks, Harlan and Offis spent Monday in the Owen Neel home.
Mr. and Mrs. C. P. Caldwell received word Friday of the arrival of a girl, Sammy Jean, in the home of Mr. and Mrs. Jess Caldwell at Vernon.
Rev. Manney was a dinner guest Sunday in the Owen Neel home, preaching at Progressive in the afternoon.
Teachers and children are enjoying Christmas vacation. Miss

Short is at Dublin, Wayne Kimmins at Park, and Miss Arsenaux, Higgins-teacher, is at her home in Fort Worth. School reopens January 2.
Mrs. Albert Higgins and Wilma are visiting her mother near Fort Worth.
Mr. and Mrs. C. P. Caldwell and Eunice spent Sunday in the Ky Lawrence home at Summerfield.
Mrs. Boyer and younger sons are visiting in Sweetwater, Oklahoma.
Mrs. Curtis Mitchell of Wichita Falls are visiting her sister, Mrs. H. Benton.
Mrs. R. Hershey, Mr. and Mrs. O. Russell, Mr. and Mrs. H. Hershey and Estella Counts were in Amarillo Saturday.
J. L. Park, Edah Park and Mr. and Mrs. Bows are in San Saba to visit the mother of Mrs. Park and Bows.
Clyde Russell and family of Whitenburg are visiting their parents, Messrs. and Mrs. W. A. Russell and Ira Ricketts.
Miss Elizabeth Bowman, Mr. and Mrs. Carl Donovan, Mrs. Gilbert Donovan and Harold Donovan were in Amarillo Saturday.
Mrs. Jim Ricketts and children of Springer, N. M., are visiting her parents, Mr. and Mrs. Ray Hershey, and Mr. and Mrs. Ira Ricketts.
Miss Flossie Bowman of Vernon is spending her vacation with her parents, Mr. and Mrs. C. C. Bowman.
Progressive children wish to thank the Lions Club and Hereford business men for their enjoyable party Friday.
Misses Madge Childre, Raton, N. M., Edith Plainview, and Agnes Childre, Fort Sumner, are spending the holidays with their parents, Mr. and Mrs. Ed Childre, Mr. and Mrs. P. H. Mayfield, Hamlin, are expected.
Mrs. A. Dougherty of Broadview, N. M., came Sunday for a visit with relatives here.
Mr. and Mrs. Dillard Edwards were in Amarillo Friday.
Mother Donovan of Enid, Oklahoma is here visiting in the Carl Donovan home.
Mr. and Mrs. Webster Johnston of Pampa were recent visitors in the H. Benson home.
Pete Garrett is home from college in Amarillo.
New Sunday school officers: A. S. Higgins, superintendent; O. B. Russell, assistant; Elizabeth Bowman, secretary; Ira Jeanne Ricketts, assistant; Cecil Boyer, song leader; Millard Gregory, assistant.
Mr. and Mrs. Clarence Bots and son and J. W. Vick and family were Sunday dinner guests in the Owen Neel home.
The ladies club will meet the first Wednesday at the Bowman home. A program on the history of Deaf Smith county will be given.
Literary will meet Friday, January 4, at the school house.

Ford Doings
MRS. H. M. BENSON

Take Produce to Carl's Gro. at School dismissed Friday noon and teachers, children and many parents went to meet Santa Claus and be in the parade. They were not disappointed for Santa and his helpers did the job well, each of the children receiving a present.
Mr. and Mrs. Bill Bernhardt and children went to Lubbock Saturday to spend the holidays with her parents.
Hereford Lions gave a program at the school house Friday night to a full house. After the program the club ladies served cake and chocolate.
Rev. L. E. Godwin preached here Sunday, who also had charge of the Sunday school in the absence of the superintendent. Rev. Godwin took as his subject, "The World's Greatest Christmas Gift".
Mr. and Mrs. Ted Langley spent Sunday with friends in Clarendon.
James Garrett came from Amarillo Saturday to spend the holidays with home folks.
Mrs. Webster's mother and brother from Amarillo spent Sunday in the A. K. Webster home.
Fred Brunson and family are driving a new car.
Len Straufus was here from Vega Sunday.
Mr. Smallwood and children of Dimmitt were visitors in the Ted Langley home recently.
Mr. and Mrs. Dennison Hill attended services at Vega Sunday. Sunday night visitors in the H. M. Benson home were Mr. and Mrs. J. S. Garrett, Nancy Ann and Bill, also Mr. and Mrs. A. K. Webster and children.

Hereford Pupils Make High Grades at Canyon

The scholastic grades of Louise Hamm, Hugh Nash Harmon and Patricia Wederbrook, all of Hereford, contributed a great deal to the high standard of scholarship of the FERA group of WTSTO students for the past nine weeks school term. Working two hours each day at tasks assigned them by their supervisors and earning as much as half their college expenses, the 91 students who were chosen from 500 applicants to receive aid through the FERA, made grades during the first split semester much above the average of the entire student body.
Christmas vacation for WTSTO begins Friday night, December 21. The doors of the college will re-open January 2, when the old students will assemble to complete their first semester's work and be ready to enroll anew on January 30.

Card of Thanks.

This means is used to express our deep appreciation and sincere thanks to the many friends and neighbors who helped so much during the illness and home-going of our wife and mother. Your unceasing thoughtfulness and ever-increasing helpfulness have brightened our dark hours and lightened our heavy load.
A. H. Owen and Family.

FOR JOB WORK, TRY THE BRAND

A RESOLUTION FOR 1935

Is to watch the ignition, cooling system and lighting equipment of that car. Let us check your machine every month.

And We Resolve

To give you better service if that is possible. When you drive your car into our place you may rest assured expert attention will be given it.

Willard Battery Station

Phone 224.

313 North Main

**Wishing You... a
New Year... of
Happiness
1935**

Texas Service Station
GLEN SNYDER



**Best Wishes
for the Coming Year**

Mrs. Patton joins with me in this expression of appreciation for your past business and favors. It is our hope that the new year will bring to you all much success and happiness.

PLAINS INSURANCE COMPANY
JOHN PATTON

Messenger News

BY ESTELLE WILLIAMS

Rev. Bennie Morrison filled his appointment here Sunday, and he called at the G. C. Messenger home Sunday morning.
R. L. Howard and children took dinner in the G. C. Messenger home Sunday.
Mrs. Nelda Bragg is spending the holidays in Friona with home folks.
Mrs. J. N. Messenger is very ill at this writing.
Messenger women's club met with Mrs. Bob Lindsey Thursday, December 20, with an all day meeting. Lunch was served at noon. Mrs. Bragg and Miss Copeland were guests. In the afternoon gifts were exchanged. The next meeting will be with Mrs. G. C. Messenger the second Thursday in January.
Mr. and Mrs. Bill Myers and son, Lester, have gone to Oklahoma to make their home. Mr. and Mrs. Robert will live on the place occupied by them.
Quince Williams spent from Wednesday until Friday with his sister and her husband, Mr. and Mrs. L. E. Ward, in the Ford community.
Mr. and Mrs. Bob Lindsey and daughter, Christine, left Saturday to spend the holidays in Amarillo with their parents.
Miss Imogene Copeland is spending the week with home folks in Portales, New Mexico.
Charley Brown is driving a new automobile.
Myrtle Wily is visiting in Santa Fe, New Mexico, with relatives and friends and expects to return in January.
W. P. Walker left for parts in Oklahoma last week on a business trip.
Mr. and Mrs. Fred Collett are in Valley View visiting her parents through the holidays.

Black

BY MISS NOBLE McLEAN

Rev. Harrison preached at the Baptist church here Sunday.
Mr. and Mrs. Eldon Boyd and children were in Amarillo Saturday.
Irvin Kimmins, Lucille and Noble McLean and Lucille Hayes spent Saturday in Clovis.
David Ray and family of Voss are spending the holidays with his mother here.
A. C. Hays and family were in Amarillo one day last week buying a new car.
Bud Barnett is home from Canyon visiting home folks.
Wayne Kimmins visited relatives here last week end.
Hex Ray and family of Brownwood are visiting his mother here. They were accompanied by Misses Elizabeth McMurry and Geneva Deaton.
George and Houston McMurry left Monday for their home in Mountain Park, New Mexico, accompanied by Mr. and Mrs. Fern Barnett, Elizabeth McMurry and James McLean.
Lloyd Steal and family were in Amarillo Tuesday.
A number of Black citizens attended the Christmas cantata at Friona Thursday night.
W. L. Price and family, Roy Price and family were in Amarillo last Thursday.
Misses Noble and Maxine McLean attended a lyceum number in Friona Wednesday night.
The social club met with Mrs. H. L. McLean last Tuesday. The house was decorated in Christmas colors and lighted with pink and green candles, the club colors. A Christmas program was carried out and a tree held presents for all. Much merriment over the unwrapping and exchanging presents. Refreshments were served to Messrs. Geo. Wily, Howard Elmore, Tom Presley, Clyde Hays, W. L. Johnson, A. Blain, Jim Black, T. L. Welch, Ray Bennett, W. H. Price, Roy Price and two visitors, Mrs. Frank Lockingbill and Mrs. J. A. Meigun and the hostess.

CITY AUDITORIUM
AMARILLO

MAT. & NIGHT SAT., JAN. 5
THE WORLD'S FINEST PLAY

Richard B. HARRISON
in "THE GREEN PASTURES"
10 SCENES—CAST OF 20

Mail Orders NOW

TO FAIR THEATRE

MATINEE - Entire Lower Floor, \$1.45; Entire Balcony, \$1.10. NIGHT - Lower Floor, \$1.30, \$1.00 and \$1.10. Entire Balcony Reserved for Colored at Night at \$1.10, 50c and 30c. All prices include tax. Shows closed, self-addressed envelope with check or money order.

**We Want to Extend Our
NEW YEAR
GREETING**

As in the past year we will endeavor to serve you to the best of our ability. Every member of this firm unites in sending to every one of you this greeting: May the coming year bring to you all the greatest of success and happiness!

McLean & Pitman
Grain Company

PHONE 1

WE DELIVER



**HAPPINESS TO YOU
IN THE NEW YEAR**

May the year 1935 bring to you all the best of success and happiness. We wish to everyone added prosperity during the coming year and years.

OUR NEW YEAR'S RESOLUTION:

... Is that we all will try to serve you better than ever during the coming year

LOIS MADDUX
ALTON MILLER

VIRGINIA MADDUX
J. H. MILLER

FRED H. OBERTHIER, Jr.
Employees

Texas Utilities Co.

SPECIALS

- PRUNES, gallon ----- 32¢
- GINGER ALE or LIME RICKEY, quart 15¢
- COFFEE, Maxwell House, 1 lb 30¢, 3 lbs 90¢
- RINSO, large package ----- 21¢
- SYRUP, pure cane, half gal 33¢, gal. 60¢
- PRUNES, 3 pounds ----- 30¢
- SNOWDRIFT, 3 lbs 46¢, 6 lbs ----- 92¢
- CRACKERS, 2 pounds ----- 19¢
- GRAHAM CRACKERS, 2 pounds ----- 19¢
- K. C. BAKING POWDER, 25 ounces ----- 19¢
- SODA, 3 for ----- 23¢
- SUGAR, brown, 3 1/2 lbs ----- 23¢
- COCOA, Bliss, 2 lbs 23¢, 1 lb ----- 13¢
- GRAPE JUICE, quart 30¢, pint ----- 16¢
- PEACHES, gallon ----- 35¢
- SOAP, Crystal White, 6 for ----- 25¢

OUR QUALITY MEATS

WHY PAY MORE FOR MEAT WHEN YOU CAN BUY BETTER MEAT AT THE

Texas Market & Grocery

PHONE 353—FREE DELIVERY

Here and There

BY MRS. C. E. TICE

Tako Produce to Carl's Gro. If Energetic club had the annual Christmas party Wednesday at the home of Mrs. Gatlin. After a turkey dinner, a room was darkened and lights on the tree turned on, and gifts were exchanged, and birthday gifts were presented to Mrs. Gatlin. Mrs. Coursey was a guest. Four members were absent. Next meeting with Mrs. C. E. Tice January 4.

Mr. and Mrs. Paul Williams went to Floydada Tuesday to spend the holidays with his parents.

Mr. and Mrs. A. T. Jones are the proud parents of a 4 1/2 pound baby girl born December 17.

Mr. and Mrs. Ed Schuetz were in Amarillo Monday.

Mrs. M. E. Legg, Miss Peggy Jo and Deane Legg of Boise City, Oklahoma, spent from Sunday to Wednesday with her daughter, Mrs. Alden Hawks.

Mr. and Mrs. John Hamlin spent the holidays with relatives and friends at Wichita, Kansas.

Mr. and Mrs. R. L. Wilson went to Gail, Texas, to spend Christmas with his parents.

Guy Hamm and Fred Streun went to Sudan Wednesday on a business trip.

Mr. and Mrs. O. Stark, who recently moved to Plainview, spent the holidays with their daughter and family, Mr. and Mrs. Morgan.

Miss Louise Hamm who is attending WTSTC, is spending the holidays with her parents, Mr. and Mrs. Guy Hamm.

Messrs. and Mmes. F. M. Campbell and Lige Elliston of Coesbyton were Christmas visitors in the K. F. and W. A. Campbell homes.

Mr. and Mrs. Jac. McBroos spent Christmas in Canyon with her parents.

Mr. and Mrs. J. E. Andrews went to Comanche Monday to visit her sister, who is very ill.

Messrs. and Mmes. Henry Kendall and Otto Massey of Hereford spent Christmas day with Mr. and Mrs. Lee Kendall.

Holiday guests in the M. D. Welty home were Mr. and Mrs. Dayton Harris and children, Miss Neta and Albert Enock, Mr. and Mrs. Archer Butram and son, and

H. Carmichael, all of Melrose, New Mexico.

The community extends sympathy to Mr. and Mrs. J. B. Harlin and family in their recent bereavement.

Last Thursday Misses Koma and Ruby Hyatt treated the school children to a gift exchange, with the mothers as guests, after which a huge box was placed before Miss Ruby and when it was opened she found many gifts the parents had given her before her marriage. Christmas day to Cullen Butler. Miss Ruby resigned about two weeks ago and the trustees met Thursday night and employed Miss Holly of the Grady to fill her place in the grades when school begins after the holidays.

Mr. and Mrs. Everett Cornett who have been in Wichita Falls and Nocona the past two months, are spending the holidays with her parents, Mr. and Mrs. Glenn Greer.

Miss Jodie Benson of Happy is spending several days with her parents, Mr. and Mrs. A. T. Jones.

Mr. and Mrs. J. E. Springer moved to their new home last week.

J. J. Lindsey and family left Sunday for Lockney where they will spend part of the holidays with her parents, Mr. and Mrs. Dollar.

Mr. and Mrs. J. H. Stradley of Matador were visitors in the home of their daughter, Mrs. Ed Schuetz, first of the week.

Several farmers finished sowing wheat last week.

Frio school children gave a short program Monday night before Santa Claus made his appearance at the tree and distributed gifts to every child.

Mr. and Mrs. J. M. Dixon and Mr. and Mrs. Joe Hastings were Christmas guests in the Frank Barber home in Hereford.

Mr. and Mrs. W. S. Dixon are enjoying a new radio.

The Christmas dinner was held at the C. E. Tice home. Present were Messrs. and Mmes. Glenn Greer, Guy Hamm, W. E. Upton, C. E. Gatlin, Everett Cornett, Jim Gatlin, Mrs. W. M. Cogdell, Misses Louise, Katherine, Helen Ray Hamm, Gladys Greer, Marvel Upton and Buster Greer, and at night all enjoyed a forty-two party.

Dean News

BY MARY LOUISE DEAN—ELSIE FRIEMEL

The DSS club met with Mrs. Arlie Dean December 13, with six members present. After a business session and program, refreshments of sandwiches, fruit cake and coffee were served.

Messrs. and Mmes. McCollister and Buckley spent Thursday with the M. B. Stone family.

Mr. and Mrs. Clem Friemel and family left Saturday noon for Corpus Christi, Houston and other points in South Texas. They plan to be away two weeks.

Bernice Harris of Vega called on his sister, Mrs. Morel, Monday.

Miss Ganda Biggers returned last Saturday from an extended visit in Las Vegas, New Mexico, and in Amarillo.

Mr. and Mrs. B. R. Fulkerson and family spent the past week with Mr. Fulkerson in Roswell, New Mexico.

Messrs. and Mmes. A. A. Head, Sid Barkley, Jim Boyd, McCollister, Ted Roebach were in Hereford Saturday.

Mr. and Mrs. Lee Weaver and children called in the Arlie Dean home Sunday afternoon.

Mmes. Ted and Henry Roebach were visitors in the T. P. McCollister home recently.

A. A. Head was in town Sunday.

Mr. and Mrs. Lee Weaver went to Amarillo Friday.

School was dismissed Friday for the Santa Parade in Hereford.

The community enjoyed a Christmas tree and program by the school children Friday night.

Mrs. Morel and Eldon Harris were in Hereford Friday.

Mrs. T. W. Roberson and sons called in the Dean home Saturday.

Mr. and Mrs. Dean, Mary Louise and Miss Loyd visited the John Whitsett home Tuesday evening.

Mr. and Mrs. M. B. Stone and son left last Thursday for Decatur to spend the holidays with home folks.

Walter Hodges of White Deer spent the past week on his ranch here.

Mr. and Mrs. Edgar Sowell spent Friday and Saturday with Mrs. Morel.

Mrs. Morel spent Christmas Day with her parents in Hereford.

Mrs. A. A. Head is spending the holidays with home folks in Hale Center.

Arlie Dean was a visitor in the T. P. McCollister home Saturday morning.

Several of the farmers are putting out poisoned grain to kill the jackrabbits, and are getting good results.

Mr. and Mrs. Cap. Ocanougher were visitors at our Christmas tree and program Friday night.

COUGHS

Don't let them get a strangle hold. Fight them quickly. Creomulsion combines 7 helps in one. Powerful but harmless. Pleasant to take. No narcotics. Your own druggist is authorized to refund you money on the spot if your cough or cold is not relieved by Creomulsion. (adv.)

RAVENWOOD-NIGGERHEAD
CHANDLER-CANON CITY
SUNSHINE-MAITLAND
BEST COLORADO COALS
Send for Your Coal Dealer

LIFE BEGINS AT 70 FOR THIS YOUNGSTER

Life begins at 70; not 40!

At east that is the belief of Dr. Clinton Lockhart, professor of Old Testament and Semitics at Texas Christian University, and former president of the institution.

"One has a broader, richer appreciation of life after 70, provided his health is good," says Dr. Lockhart.

At 77 the lean and active educator is studying German at night school and reading the Bible in Spanish. When 74 he received the honorary degree of Doctor of Letters from TCU. The professor reads 10 languages and plays the piano, violin and guitar. He took up the study of the violin on his 70th birthday.

"Advancing years and the experience which they bring with them give one the key to many enjoyments not open to the younger man or woman," Dr. Lockhart says.

"The years take you from some of your favorite athletics and you lose interest in romance, but you find ample compensation in the full, new understandings you have of life."

Dr. Lockhart holds the A. B., A. M. and LL. D. degrees from Transylvania and the Ph. D. degree from Yale.

SHERIFF'S SALE

STATE OF TEXAS, County of Deaf Smith.

By virtue of an Execution issued out of the Honorable Court of Civil Appeals for the Seventh Supreme Judicial District of Texas on the 14th day of December, 1934, by the Clerk thereof, in the case of W. F. Karr vs. O. D. Cockerham and wife Hester L. Cockerham No. 4218, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in February, A. D. 1935, it being the 5th day of said month, before the Courthouse door of Deaf Smith County, Texas, in the City of Hereford, the following described property, to-wit:

Lots 8, 9 and 10, Block 19 Original Town of Hereford, Deaf Smith County, Texas. Levied on as the property of O. D. Cockerham and Hester L. Cockerham to satisfy a judgment amounting to \$53.25 in favor of Court of Civil Appeals for the Seventh Supreme Judicial District of Texas, and cost of suit.

Given under my hand, this 20th day of December A. D. 1934.

J. B. MILLER, Sheriff, Deaf Smith County, Texas.

THE STATE OF TEXAS, COUNTY OF DEAF SMITH.

Whereas, to-wit, on the 10th day of December, 1934, at a regular term of the Honorable Commissioners Court of Deaf Smith County, Texas, there came on to be considered a petition signed by twenty or more freeholders who live within commissioner's precinct number 4, petitioning said court to order an election to be held in said precinct to determine whether or not hogs, sheep and goats shall be permitted to run at large, and the court after due deliberation thereof found that said petition appeared to be in accordance with law and on said date said court, by its order made and entered, ordered said election to be held within said precinct on the 26th day of January, 1935, to determine whether or not hogs, sheep and goats shall be permitted to run at large within the confines of said commissioner's precinct number 4 particularly as follows:

"Beginning at the northeast corner of said County and running thence southward along the east boundary line of said County to a point in said boundary line which is the southeast corner of section No. 15, Block B-5, and running thence westward along the section or survey lines to the southwest corner of section No. 42, in Block No. 7, B. S. & F., thence in a southwesterly direction to the southeast corner of Section No. 4, in Block K-4, and running thence westwards along the section lines to the southwest corner of Section No. 94 Block K-7, and running thence Southward along the section line to a point in said section line which is also in the north boundary line of Capitol League No. 408, and running thence westward along the Capitol League boundaries to a point in the west line of said Deaf Smith County, and running thence northwards with said County line to the northwest corner of said Deaf Smith County, and running thence eastward with the north county line to the place of beginning."

It is therefore ordered that on the 26th day of January, 1935, an election be held within the said Commissioner's Precinct number 4, and the polls are to be opened at the following named places within said commissioner's precinct number 4, at Simms school house, at Bippus School house, at Ford School house and at Fairview school house, each and all of these said places within the said commissioner's precinct.

C. W. HUMBLE, County Judge.

The Joy of Achievement

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

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

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

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

West Texas Gas Co.

—good gas with dependable service



In past years this office has striven to serve the citizens efficiently and with courtesy. The same will be true in 1935 except that we will strive to do even better.

JOHN B. MILLER

Sheriff, Tax Assessor and Collector

BUSINESS AND PROFESSIONAL DIRECTORY

ABSTRACTS

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

INSURANCE

INSURANCE JNO. H. PATTON PHONE 50

LUNCHES

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

CHIROPRACTOR

DR. J. W. HENDRIX Chiropractor and Masseuse 100 B Street—Just North of Mother's Park Phone 341 for Appointments

CLEANERS

WEST TAILOR SHOP MRS. O. F. WEST, Proprietor Clothes Called for and Delivered. Phone 385

PHYSICIANS

DR. T. L. MORGAN Physician and Surgeon Above Corner Drug Store Office Phone 462 Residence Phone 463

PRINTING

THE HEREFORD BRAND For JOB PRINTING and OFFICE SUPPLIES

OPTOMETRIST

F. M. KESTER Registered Optometrist A thorough examination with the newest and most modern instruments and equipment. 316-B Main Street.

DON'T

Neglect Your Eyes

Dr. T. M. Montgomery At Close Drug Third Friday Each Month.

ELECTRICAL

GEO. S. MCCONNELL Electrical Contractor All kinds of electrical appliances repaired. Also Delco Light, factory trained service man. Phone 750-W



To our friends and customers we wish to express our thanks for past business and favors. It is our hope that the year 1935 will bring greater success, health and happiness to each of you.

D. R. GASS & SON

"YOUR FRIENDLY SHOE DEALER"



We wish at this time to voice our appreciation for the business that has been given us during the past year.

During the coming year we wish to everyone the greatest of success. May the year 1935 be the happiest you have ever known.

The First State Bank OF HEREFORD

LOCALS

Miss Frances Dameron was in Amarillo Monday.

Bill Hromas is visiting relatives at Farwell this week.

Mr. and Mrs. - Charlie. Mapes were here from Dimmitt Monday.

Don Taylor and Alan Heater of Pampa visited here Christmas Day.

Miss Doty Taylor and Harold Taylor were in Hereford Christmas.

Claude Newton Harrison, Jr., visited friends in the city Christmas.

Mrs. J. H. Pitman and Miss Mayo spent Saturday in Amarillo.

J. H. Williams of Fort Sumner was here Christmas visiting his family.

T. E. Seigler, Jr., of Fort Worth at the home of

Mr. and Mrs. John Olson and daughter spent Sunday in Canyon visiting friends.

Mr. and Mrs. Dick Rountree and daughter spent Christmas with relatives at Mobeetie.

Mr. and Mrs. H. C. Baird and son, Bob, and Mrs. Seth B. Holman spent Christmas afternoon in Canyon with Mr. and Mrs. Harvey Oak.

Mr. and Mrs. Clay Angelo and children visited in Pampa with relatives Christmas.

Mr. and Mrs. Forest Randle of Amarillo visited in the G. R. Jewell home Christmas.

Mrs. R. A. Walls and son, John, left Friday for Chicago where they will spend the holidays.

Misses Lois and Virginia Maddux spent Christmas at the home of their parents in Ralls.

James Witherspoon and Jim Gilliland returned Sunday from a business trip to Henrietta.

Kellar Muse, son of Mr. and Mrs. George Muse, is home from T. C. U. for the holidays.

Newton Gilliland, son of Mr. and Mrs. J. M. Gilliland, is here from Fort Worth for the holidays.

Charles Ferguson is at the home of his parents, Mr. and Mrs. C. C. Ferguson, for the holidays.

Mrs. M. B. Laney, Princeton, Texas, is visiting in the home of her son, C. L. Whitehead.

Mrs. A. M. Johnson and son, Lama, of Clayton, New Mexico, are visitors in the home of her parents, Mr. and Mrs. E. J. Hudson.

Mrs. C. E. B. Cutler is returning to her home in Oklahoma City this week after having spent several days with her mother, Mrs. G. H. Brookes.

Mr. and Mrs. M. C. King of Panhandle visited in the home of Mrs. E. J. Williams Christmas.

Rex and Mrs. Wm. Griffin spent Christmas in Hale Center, Texas, with the parents of Rev. Griffin.

Sallie Gilbreath, student in Kansas State at Manhattan, returned Sunday for the Christmas vacation.

Dr. and Mrs. F. M. Bows and Miss Edah Park are spending the holidays in San Saba with relatives.

Mrs. Pearl Caldwell of Wellington, arrived Sunday to visit in the home of her daughter, Mrs. T. L. Morgan.

Howard Eberle, medical student in the University of Texas at Galveston, is spending the holidays at home.

James Henry Wilmoth of Fort Sumner was here Christmas visiting his grand mother, Mrs. E. J. Williams.

Mr. and Mrs. Allen Bell and family came in from the ranch near Adrian for Christmas dinner with relatives.

Miss Kathleen Hawkins of Amarillo spent Christmas in the home of her parents, Mr. and Mrs. D. W. Hawkins.

Miss Virginia Brookes of Oklahoma City arrived Monday to spend the holidays with her mother, Mrs. G. H. Brookes.

Miss Addiene Hastings of Amarillo spent Christmas at the home of her parents, Mr. and Mrs. Henry Hastings.

Nancy Conkwright, daughter of Mr. and Mrs. H. G. Conkwright, is home from Baylor University for the holidays.

Mrs. Charles Brown and son of Belen, New Mexico, visited in the home of her sister, Mrs. Wm. J. Smith, last week.

R. E. Hevel of Denver came last week end for his wife, who spent month or more in the home of Mrs. Hevel's parents, Mr. and Mrs. A. H. Elliston.

Mr. and Mrs. Don Baker of Borger left Saturday for their home after a few days visit with Mrs. Baker's parents, Mr. and Mrs. H. Hawkins.

Mr. and Mrs. L. H. Davis and family of Amarillo were Christmas visitors in the home of Mr. and Mrs. Effa Rutherford.

County Judge C. W. Humble returned Wednesday noon from Albuquerque where he spent Christmas with his parents.

Students from Texas A. & M. at home for the holidays are Robert Bell, Jack Gilliland, Joe Huckert and Andrew Pat Jones.

Mr. and Mrs. J. W. Alexander and grandson, Bill Montgomery, spent Christmas in Amarillo with Mr. and Mrs. Carl Twaddell.

Buddy Martin, former ad man with the Brand, has lately become advertising manager for the Woodward, Oklahoma, daily paper.

Robert Nelson Womble, an eight-and-one-half-pound son, arrived at the home of Mr. and Mrs. Johnnie Womble last Sunday morning.

Mrs. J. D. Curtzinger returned home last week after a visit of several weeks with relatives and friends in Roscoe and Abilene.

Jim Lipscomb and his brother, W. A. Lipscomb, of Oklahoma City, City, are visiting their father in Mineral Wells during the holidays.

A baby girl was born Christmas morning to Mr. and Mrs. Claude Longbottom at the home of Mr. and Mrs. E. B. Posey, parents of Mrs. Longbottom.

Mr. and Mrs. Mark Galloway and little daughter, Ann, of Amarillo spent Christmas in the home of Mrs. Seth B. Holman. Mr. Galloway returned to Amarillo Wednesday morning. Mrs. Galloway and the youngster are staying the remainder of the week.

Mr. and Mrs. W. J. (Bill) Smith and children spent the holidays with Mrs. Smith's parents, Mr. and Mrs. F. E. Walters, in Brownfield. The Walters family enjoyed a family reunion, the first time the ten children have all been at home together in 11 years.

Miss Crawford Marries.

Miss Maurika Crawford, daughter of Mrs. Lucy Crawford of this city, was married in Clovis November 3, to Robert Smith, of Melrose, New Mexico. The couple will make their home on the Hart ranch, nine miles southwest of Melrose.

Fans See Grid Game.

S. P. Rossion, J. A. Litman, John Patton, Ike Crosthwaite, Bill Patton and Roy Smith were among the football fans attending the game at Amarillo last Saturday when the Staudes defeated Masonic Home of Fort Worth for the right to enter the final in the state school-boy race.

Ward News Notes

MRS. WILEY ROBERSON

Take Produce to Carl's Gro. If Owing to the illness of his daughter, Rev. Hornbeak was unable to fill his regular appointment here last Sunday.

The community enjoyed a program and Christmas tree Tuesday night at the school house.

Mr. and Mrs. Jack Hutson left Sunday morning for Abernathy where they spent Christmas with Mr. and Mrs. D. O. Williams.

Mr. and Mrs. Jim Lipscomb left Saturday for Mineral Wells to spend the holidays.

Mr. and Mrs. Ernest Selinger visited Mr. and Mrs. John Higgins Sunday afternoon.

Mr. Gibbs and family were in Amarillo Saturday.

Billie Roberson, J. B. and Harold Harlin of Hereford visited in the Wiley Roberson home Saturday morning.

Fred Saultzman and family took Christmas dinner in the Ed Cox home in Hereford.

Bill Hutson and family are spending this week at Post with Mrs. Hutson's parents, Mr. and Mrs. Dennis.

Mr. and Mrs. Wiley Roberson, Hicks and Donald spent Christmas with Mrs. Roberson's sister, Mrs. G. D. Neely and family, near La Grange.

G. T. Higgins of WISTO is spending the holidays with his parents, Mr. and Mrs. W. E. Higgins.

School is out for Christmas week and will be resumed December 31.

Mrs. C. T. Kibbe of Elida, New Mexico, visited Mrs. Jim Higgins last Tuesday, and renewed old acquaintances in the LAE club.

Mr. and Mrs. J. C. Gibbs visited in Wildorado during Christmas week.

Doris Lady is spending the week with her parents, Mr. and Mrs. O. J. Lady.

COME TO COOKE COUNTY

Cooke County has weathered the depression better than any county in Texas. It has a diversity of soils, and everything can be raised there. A man of small means can secure a home there with little money. Several men from the Plains have located there in the last few months.

Write JAMES B. BELL, at Gainesville for description of farms. 51-4c

Twins daughters were born to Mr. and Mrs. Finis Williams on Christmas day at Landers, Wyoming. Mr. Williams is a son of Mrs. E. J. Williams and formerly lived here.

Mr. and Mrs. Bill McMillan, 70 and Mrs. H. E. Edwards of Fairbairn, North Dakota, Mr. and Mrs. Richard Wright and Don Edwards of Gage, Oklahoma, are visiting this week in the E. E. Fridley home.

THRIFT SALE Buy more Save more

FRIDAY AND SATURDAY SPECIALS

- COFFEE, Texas Girl, 2 lbs ----- 45c
- SALMON, pink, No. 1 tall can ----- 11c
- PEACHES, No. 2 1/2 can ----- 15c
- POST TOASTIES, large box 11c, 2 for ----- 21c
- BAKING POWDER, K. C., 25-oz can ----- 19c
- COCOA, Bliss, 2-lb box ----- 19c
- APPLES, nice 150 size Winesap, dozen ----- 21c
- CRACKERS, 2-lb box ----- 19c
- COOKIES, Supreme, 2 dozen ----- 9c
- PRUNES, fresh bulk, 3 lbs ----- 24c
- SMOKING SALT, 10 pounds ----- 84c
- LYE, Hudson or Rex, 3 cans ----- 25c
- SOAP, large bars, 6 for ----- 24c
- SYRUP, pure ribbon cane, gallon ----- 64c
- JELLY, Rex, 5-lb bucket ----- 33c
- RAISINS, 4-lb bag ----- 29c
- COMPOUND, Vegetole, 8-lb carton ----- 94c
- VANILLA, large bottle, Cages ----- 19c
- CORN, No. 2 can ----- 10c
- PICKLES, mixed sour, quart jar ----- 14c
- SPINACH, Medina, 2 1/2 can ----- 15c
- HOMINY, Falls City, large 2 1/2 can ----- 10c
- TOILET TISSUE, 5 rolls ----- 24c
- PEANUTS, large No. 1, one pound ----- 21c
- PEANUT BUTTER, pint Armour's ----- 16c
- NAPKINS, fancy, all colors, 50 to bundle ----- 9c
- SAUSAGE Seasoning, 10 oz, season 25 lbs ----- 21c

Frank's CASH Grocery

Phone 117 FRANK RICHARDS, Proprietor We Deliver Bring Us Your Eggs—Market Price—Buy At Home.

STAR THEATRE

Hereford, Texas

Friday Only
DECEMBER 28



The new musical comedy-drama.

WAKE UP and DREAM

with
RUSS COLUMBO
ROGER FRYOR
JUNE KNIGHT

Catherine Doucet, Henry Armetta, Andy Devine, Wini Shaw. Story by John H. Lee, Jr. Directed by Kurt Neumann. A. B. F. Zeidman Production. Presented by Carl Loemmle.

also
BUCK JONES SERIAL
AND COMEDY
ALL FOR A DIME!

SATURDAY ONLY
DECEMBER 29

Starting at 10:00 and showing Continues All Day. First 50 Children will be admitted Free Saturday Morning.

RICHARD DIX
RENE DUANE
Estelle Taylor
and thousands of men and beasts

In **EDNA FERBER'S COLOSSAL**

"MIGHTY-DYNAMITE"
N. Y. American: "STUPENDOUS"
DOUBTLESS N. Y. Times: "LIVE"
—VIVID—see N. Y. Journal
"MAGNIFICENT"
see Daily News.

CIMARRON
KGO-RADIO PICTURE

IT'S HERE AGAIN TO THRILL YOU!
Directed by Wesley Ruggles

SPECIAL SATURDAY COMEDY
Charles Chase in
"YOU SAID A HAT FULL"

Sunday Only
MATINEE AND NIGHT
DECEMBER 30



THE BOOK THAT MADE THE WORLD TREMBLE inspired this Great Warner Bros. picture

KAY
FRANCIS LESLIE HOWARD
IN
BRITISH AGENT

PARAMOUNT NEWS AND MICKEY MOUSE
REGULAR ADMISSION

Tuesday Only
MATINEE AND NIGHT



EDDIE QUILLAN
with
BETTY FURNESS

This picture is being sponsored by the High School Football and Basketball boys and girls. Money will go to buy new basketball suits—everyone is urged to see this big football picture.

ONLY 10c—25c

COMING, JANUARY 6-7-8
SHIRLEY TEMPLE
in
"BRIGHT EYES"



Our Best Wishes

For a Happy Prosperous NEW YEAR

Prairie Dairie



Happy New Year

It is our hope that the coming year and years will bring to every one of our friends and customers great happiness and prosperity. During the coming year we will endeavor to serve you to the best of our ability.

E. B. Black Co.

Here's Great NEWS for WEEK-END FOOD SHOPPERS

Specials For Friday and Saturday

FLOUR 48 pounds Panhandle Maid -----	\$1.74	TOMATO JUICE Campbell's, 3 cans -----	25c
SUGAR 10-pound cloth bag -----	52c	SOUP Tomato, No. 5 can -----	29c
CANDY Bulk, close out, pound -----	12 1/2c	PEACHES Gallon size -----	35c
WASHING POWDER 25 cent size -----	15c	PLUMS No. 2 1/2 cans, 2 for -----	25c
CRACKERS 2-pound box -----	17c	SOAP P. and G., 5 for -----	19c
SUNBRITE Each -----	5c	CHILI BLEND Pound 4 1/2, 8 ounces -----	23c

COFFEE

SALAD DRESSING Jam Good, quart -----	29c	COCONUT Bulk, long thread, pound -----	19c
TOILET TISSUE Ambassador, 5 for -----	25c	CRANBERRY SAUCE No. 1 tall can -----	19c
WALNUTS No. 1 soft shells, pound -----	19c	WALNUTS Black, pound -----	5c

FRESH FRUITS and VEGETABLES

GRAPEFRUIT, 5 for -----	19c
LEMONS, Sunkist, dozen -----	24c
NEW POTATOES, pound -----	5c
SPUDS, 10 pounds -----	16c
CELERY, large -----	12c
ORANGES, extra large, dozen -----	29c
ORANGES, small, dozen -----	12 1/2c

PIGGLY WIGGLY ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME