

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

33rd Year—Number 50.

The Hereford Brand, Hereford, Texas, Thursday, December 21, 1923.

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## Old Santa Claus to Reign at Pageant Here This Afternoon

### CANDY, PRESENTS TO BE GIVEN ALL YOUNGSTERS AFTER PARADE

Santa Claus himself is king in Hereford today. And his honored guests during his stay in the city this afternoon will be all the kiddies who squeeze into the city. Old St. Nick is going to give everyone of them a big bag of candy, nuts and fruits.

### Former Preacher Here Dies Sunday In Amarillo Home

A half century of service to his fellow man was ended Sunday in Amarillo with the death of the Reverend J. C. McClurkin, 69-year-old Baptist minister. Reverend McClurkin was pastor of the Hereford Baptist church six years, retiring in 1922 because of ill health. He had made his home in Amarillo since then. Funeral services were held in Amarillo Tuesday forenoon, Dr. G. L. Yates of the First Baptist church of Amarillo conducting the service. Burial was made in Amarillo.

Death came to Reverend McClurkin in his sleep, closing the life of a man who had served since his youth as a minister of the gospel. His first ministry after being graduated from Howard College at Birmingham, Alabama, was at the old Independence, Texas, Baptist church, original site of Baylor University. He was a director of Baylor before he moved to Waco.

He held pastorates at Chapel Hill, Hearne, Hempstead, Farris, New Boston, Honey Grove, Athens, Hico, Childress, Shamrock, White Deer, Hereford and several towns in Oklahoma. He built the church at Farris, which is just outside of Dallas.

Reverend McClurkin was married December 29, 1886, to Miss Lucy Belle Ogwyn at Flat Creek, Alabama. Surviving are Mrs. McClurkin, a son, J. H. McClurkin, and two daughters, Mrs. F. V. Mize and Miss Mattie McClurkin, all of Amarillo.

Reverend McClurkin was a member of the Masons, Odd Fellows, Woodmen of the World and Knights of Pythias. He was prominent in the Texas Baptist Association and was a close friend of Senator Morris Sheppard, author of the 18th amendment.

### Jake Tiefel Hurt When Beam Falls

Jake Tiefel, Hereford building contractor, was painfully injured last Thursday evening at the J. C. Penney building being constructed on Main Street when a heavy metal beam fell upon him, striking him across the face.

He is reported well on the way to recovery at an Amarillo hospital where he was taken after emergency treatment by Dr. T. L. Morgan. Mr. Tiefel's nose was crushed, his face lacerated and skull fractured slightly at its base. He also bit a hole in his tongue.

Workers were hoisting the metal beam and were forced to lower it and take a new start when it got out of place. Mr. Tiefel, standing under the piece, did not see it coming down, and shouts from other workmen caused him to look up in time to avoid being hit on the head. He was struck squarely across the face. The frame of his glasses was crushed and the nose guard driven through the bridge of his nose. The lenses of the spectacles were not broken.

### Troy Womble Attends Cooperative Meetings

Troy Womble returned Monday from Chicago where he attended a directors meeting Friday and Saturday of national farm cooperative organizations. He went to a similar state wide meeting in Dallas December 11 and 12, getting back to Amarillo December 13 in time for a conference of Consumers Associations directors. He left for Chicago after the Amarillo meeting.

Mr. and Mrs. Raymond Saylor are enjoying the visit of Mrs. Saylor's mother, Mrs. Vernon Hook, and sister, husband and son, all of San Jose, California. They will spend the holidays here then go on to Kansas to visit other relatives.

### Lamesa Romps to Regional Title Over Hereford Team

One strapping youngster by the name of Wilkes proved the difference here last Friday between two otherwise evenly matched football teams and Lamesa High took the Class B championship of Region 1 by downing Hereford's Whitefaces 24 to 7.

It was Hereford's second try at a regional title, the Whitefaces having played a tie game with Olney here in 1922.

Wilkes, a halfback, won the game in the first quarter before the local crew realized it had started. He scored a touchdown in the first five minutes when he galloped around right end for eight yards on fourth down with seven to go.

It took the Golden Tornado three more plays to score after they got the ball in midfield on a Hereford punt. On the first Berry threw Wilkes a short pass and he made a 42-yard gain, carrying the leather to Hereford's eight-

yard line. From this point it was required two tries for Quarterback Gabel to plunge across for the second and what proved the winning touchdown.

Gabel scored again in the second quarter, being the main spring of an offensive that carried the Tornado from their 42 to the end zone. From that point the Whitefaces took charge of the play but were unable to score until early in the final period.

Pleas Baker, quarterback of the homeboys, sponsored an 81-yard drive, beginning late in the third quarter. Collaborating with Baker were Clayton and Sowell at halves, and Walter Seed at left end. Seed made the touchdown, taking a pass from Clayton for the last 23 yards.

Lamesa came right back after the Hereford tally and matched it with another of Wilkes' dazzling runs, this one for 60 yards being

the game's longest and best. He took a lateral from Gabel as he was circling his left end and with a fine disdain kept going right through, over and around prospective Hereford tacklers.

Hereford started strong, taking the first kick-off and slapping the Tornado back for more than 20 yards on the first three plays. The Whitefaces then held, forcing Lamesa to kick to Hereford's 24. Baker fumbled the ball and Addison, a guard, recovered for Lamesa. And this was the turning point of the game.

Lamesa took charge, Wilkes making the first score a few moments later. The Whitefaces recovered sufficiently to outplay and outscore their guests in the last half, but it was too late.

Baker played his usual whale of a game throughout for the Whitefaces as did his cousin, Pots

(Continued On Page Five)

### Build Big Bridge West of Hereford

One of the largest highway bridges in Deaf Smith county is under construction west of Hereford about two miles on Highway 33.

The Austin Bridge Company of Dallas and Amarillo has the contract, and according to J. E. Baker, foreman, the new bridge will be 165 feet long and 24 feet wide. It will stand 20 feet above the present water level and will have approaches 10 feet high from either side for many feet back.

Concrete reinforced with steel piles is already completed and will be ready for the pile driver about January 15, when a large crew of workmen will take up the work.

### Glee Clubs Will Present Cantata

The High School boys and girls Glee Clubs, under direction of Miss Thelma McClain, will present "The World's Redeemer," a Christmas cantata by Fred B. Hailton, Sunday evening at the First Baptist church, at 7:30. The public is invited to hear the boys and girls in solos, duets, trios, quartets and chorus numbers. Due to the nature of the program, there will be no admission charge. The two clubs have an approximate enrollment of 38 members. This same program was well given at Progressive Friday night of last week, and at Friona Sunday evening, to appropriate audiences, who expressed the idea that Hereford had taken Christmas to other communities by means of the program.

Theda Lou Wilson is accompanist for the club, and the violin obligatto in the cantata is played by Wayne Evans.

Following is the program: Invocation, Rev. E. R. McWilliams; Scripture, Rev. T. C. Willett; "He Shall Reign Forever," choir; "Nearer the Starry Heavens," Leona Tiefel, Elizabeth Ireland and the choir; "Arise and Shine," choir; "Calm on the Night," Billy Valentine, Beatrice Lawrence, Elizabeth Bowman; "From Lands Afar," Boys' Club and choir; "Gates of Heaven Unbar," Troys Carmichael and chorus; "I Bring You Good Tidings," Elizabeth Spradley and girls' club; "The Song and the Star," Bettye Bruce Jones and choir; "Glory to God in the Highest," Lois Carmichael and choir; "Christmas Memories," Gaytha Wilson, Francis Higgins, J. B. Noland, Lois Carmichael and choir; "Over Skies Afar," Leona Tiefel, with violin obligatto, Wayne Evans; "He Came to Redeem the World," Bettye Bruce Jones, Elizabeth Ireland, Lois and Troys Carmichael and choir; "Come, Let Us Adore Him," choir; Benediction, Rev. V. M. Cloyd.

Henry C. Hostetler and family of San Antonio are here visiting in the home of his father, J. C. Hostetler, and his aunt, Miss Tillie Hostetler.

Mr. and Mrs. J. C. Parker were Amarillo visitors Tuesday.

January 29 has been set as the opening date for the spring term of District Court here. Hon. Reese Tatum, judge of the 69th Judicial District, will occupy the bench. So far the criminal and civil dockets are comparatively light, according to Leonard Foster, district clerk.

Mr. and Mrs. J. C. Parker were Amarillo visitors Tuesday.

Mr. and Mrs. Harry Lomas spent Monday in Amarillo.

### Schools Closed Here On Friday

Schools were closed here last Friday as a result of action taken by the board at a special meeting Thursday night. They will be closed through the holidays, opening Tuesday, January 2.

The scarlet fever epidemic was the direct cause of the action, although the infection was well under control. "The schools were not closed because the epidemic was getting worse," Superintendent C. H. Dillehay said, "but because so many parents were keeping their children out it was impossible for us to operate efficiently. It is the hope of the board and school officials that the infection will be entirely stamped out during the two weeks of holidays."

### EXPECT WHEAT CHECKS SOON

No word as to the time Deaf Smith county's wheat checks would be delivered had been received this morning. County Agent Dowey Reed is expecting the checks this week. Word from Washington last week said they were being written.

Telegrams sent Wednesday to Washington had not been answered this morning. It is believed since a number of Panhandle counties have received checks that this county's will be here before Christmas.

### LOCAL BREEDERS SHOW POULTRY AT CLOVIS

Hereford breeders of high class poultry made a good showing at the Sunshine State Poultry show last week in Clovis. Jack Wright, with his White Rocks, won first on hen, pullet, cock and cockerel, best male bird of the breed, best solid color male bird, best solid color female and grand champion of the show, a cockerel which placed second at the show here. Ralph Smith won first cock and cockerel in the Buff Orpington class. W. I. Kucker won two first on a hen and pullet with his Buff Orpingtons, and first and second on cockerels and pullets with his Black Australorps. The Sunshine State show was a success, showing the highest class birds ever displayed in Clovis. It was judged by Dr. C. E. Ackerman, A. P. I. judge, of Clovis. A number of visitors from Hereford were there.

### DISTRICT COURT CONVENES HERE ON 29th OF JANUARY

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### Brand Greet Readers

It is with heartfelt sincerity the Brand and all its family join with its patrons in this issue in bringing the season's greetings to all readers of the Brand.

More this year than any recent Christmas is there a spirit of joyousness and rejoicing. This Christmas closes a year that saw a people look upward, hopefully and with determination from an abyss and begin a climb which has been miraculous in its progress.

And it is with full consciousness of the task ahead and a high resolve to meet each problem with courage that the Brand joins its patrons in bidding its readers a right Merry Christmas.

### Deliver County Cows On Monday

An emergency call from the government beef canning plant in Amarillo resulted in the shipment Monday of 40 cows from Deaf Smith county to canners. January 11 had previously been set as delivery day for this county's quota of 44 head of cutter cows.

The cows are being bought at the Pinkney Packing Company by government agents. They are slaughtered at the packing plant, then canned at the new cannery, recently opened in Amarillo. The meat is passed out to needy of the Panhandle.

Sending cows from Deaf Smith county Monday were T. N. Showalter 2, J. W. Kirby 2, Johnnie Kemp 2, Harold Wilson 2, W. M. Monroe 4, H. H. Miller 4, D. J. Lady 2, Leo Stecher 3, W. W. Wimberly 3, V. H. Baker 1, O. B. Russell 1, Millard Gregory 2, Joe Greer 1, Joe Thurmond 2, Lan Shore 2, R. L. Campbell 4, John L. Fuqua 2.

### Slaton to Austin On Road Business

John P. Slaton, highway chairman, was sent this week by the chamber of commerce to Austin where he attended the annual meeting Wednesday of the Texas Good Roads Association. Judge Slaton is a director and one of the founders of the association.

While in Austin Judge Slaton will investigate the possibilities of state or federally financed construction of lateral roads in Deaf Smith county. The organization is especially interested in improvement and maintenance of Harrison Highway. Twenty-Five Mile Avenue is already under state control.

No secretary for the group was hired by directors of the chamber at their meeting Saturday, action being deferred until a check of the financial condition could be made. B. H. Hopkins reported on the annual Tri-County Poultry Show here the second week in December. The premium list and expenses were paid by the chamber.

The group voted \$25 to the candy fund of the Lions Club Santa Claus pageant here this week. Only Mrs. John McLean of the seven directors was absent. President Alex Thompson, Mrs. Seth B. Holman, A. H. Streu, John Olson, Jonathan Pitman and Mr. Hopkins were present.

E. S. Ireland, A. H. Trimble and Woodrow Ireland of the Ireland-Beavers Motor Co., went to Dallas last Saturday to attend a three-day convention of Plymouth-Dodge dealers and salesmen. They viewed the 1924 models of both cars and attended schools to familiarize themselves with the new cars. They returned Tuesday.

### 288 WORKERS ON CWA ROLLS LAST WEEK IN COUNTY DRAW ALMOST \$3,000.00 IN SALARIES

A total of 288 persons drew checks here last week from W. A. relief and city and county funds. Payroll for the week was \$2,800.00. Of this amount 266 were employed on W. A. projects; 20 on relief employment, two on city and county funds.

This week there were 268 persons working in the three branches, and the payroll will be increased accordingly, bringing the total above \$3,000.

Women are employed in sewing room project working making garments for the poor. Forty workmen are being employed in surfacing and improving streets where funds to buy materials have been provided.

Improvements at the Messenger require four workmen. The city is paving project in the limits was furnishing work for 27 men yesterday. The total this job varies daily. Eight persons were given work on the health project, a nurse and guards were employed to enforce regulations of the scarlet fever quarantine.

On the improving of the county on rural route No. 4 north of the city 12 men are being employed. Eighteen are putting in the building and caliche parking and driveways around the court house. Five are assembling data and preparing an engineering and drainage map of the city. Seven teachers are being used in the library and adult education work.

Repairing of cuts and building of wells on the Dawn-Wildorado highway is requiring 20 workmen. Twenty-seven are working on the paving of the mile on Harrison Highway between the city and the cemetery. Two are painting the city water tower.

Other projects have been approved and will require workmen soon as present projects are completed. More city streets will be given caliche surface as quickly as citizens finance jobs by paying materials at the rate of \$30 per city block.

Figures for the week ending December 7 show an ever increasing payroll. Last week's payroll of \$2,500 is an increase of almost a thousand dollars over the week before when the total was \$1,633.25, with 221 persons drawing pay checks. Increase since last checks were given has been from 268 to 288, exactly 80 additional persons being employed.

### Adult Education Classes Growing

"I went only through the third grade," declared an applicant for entry into adult education classes conducted here under C. W. Hostetler, county librarian, who is directing the organization of classes, enrolled him in reading and spelling classes. He will take writing when a class is organized.

"We want especially to reach adults whose educational opportunities were thus limited. There are very few persons in the county who can neither read nor write, but if there are any we would like very much to have them enrolled."

No new classes have been added since last week. Miss Hostetler said. There is, however, a growing demand for vocational courses such as manual training and mechanical work. Typing and shorthand have the largest enrollments at this time, with public speaking and dramatics running a close second. Total enrollment in all the courses has increased to 150 from slightly more than 100 a week ago.

No additional classes will be started until after the holidays. Conference groups in economics and social courses will likely be formed then, as well as the vocational classes.

Mrs. Ira Cochell of Quitaque, who recently underwent a major operation in Amarillo is now at the home of Mrs. Hettie Cochell in Hereford.



**All Is Well, All Is Bright**

—And from our hearts we wish you all a Merry Christmas and Joy and Good Will in everything you do. We are deeply grateful to our friends and customers for the business and cooperation given us during the past year.

Merry Christmas.

**THE FIRST NATIONAL BANK**



**Ireland-Beavers Motor Co.**

**Santa Claus Letters**

Dear Santa Claus: I am a little girl 6 years old. My name is Bettye Jean. I want you to please bring me a doll and doll buggy. Patricia is two years old. She also wants a doll and doll buggy. Please bring us pink blankets to wrap the babies in, too. With lots of love.  
Bettye Jean and Patricia Wilson.

Jumbo School.  
Dear Santa Claus: I have been a good boy and I love you very much. Will you please bring me a bow and arrow and Mickey Mouse watch, and Mickey Mouse gun and target set and candies nuts and fruits. Please help all little boys and girls to be happy on Christmas. I am seven years old and in the second grade.  
Billy Hall.

Dear Santa Claus: I am seven years old. Merry Christmas. I am in the second grade. Please bring me some candy and peanuts and nuts. Please send me a ring. Please send me a purse and a baby doll for Christmas. Helen Ellison, Bellview, New Mexico.

Dear Santa Claus: I am in the third grade. I am nine years old. Please send me a sleepy doll and a ring. Please send me some nuts and some candy and some peanuts too. Please send me a real Christmas bell. I love you. We have you up in our room at school. Please send me a purse. Merry Christmas. Mary Jane Ellison, Bellview, N. M.

Dear Santa Claus: My name is Charley Ellison. I will write a few lines to let you know I am one year old. I want you to send me some candy. Please send me a cat that will mew and run and play with me. I will be good till the next Christmas will come. This is all of my letter. Merry Christmas. Charley Ellison, Bellview, N. M.

Will you give us the toys that we want? If you will we will write you a little every Christmas. Dear Santa Claus, we all love you. Will you answer our letters?  
Helen Ellison, to Santa Claus.

Springlake, Texas.  
Dear Santa Claus: I (Kenneth) and I (Harold) want a mechanical train, a tool set and a saxophone horn and I (Homer Wesley) want a truck a teddy bear and a horn. We all want some fruit nuts and candy thank you sincerely.  
Kenneth, Harold and Homer, Wesley Rudd.

Dear Santa Claus: We are a little girl 9, and a little boy 7. Would like to have a doll with hair and a set of dishes, a cowboy suit, ball and glove. If you have some nuts and candy to spare would love to have some. Remember all the boys and girls.  
Nancy and George L. Olson.

Dear Santa Claus: Please bring me a sled and some boot pants if you have a Mickey Mouse watch I would like one. Very,  
Pat Landrum, 503 W. Third.

Dear Santa Claus: I am a little boy 8 years old and I want for Christmas nuts and candy and a toolset cowboy suit and 2 guns and 2 scabbards and shaps and spars.  
Daniel Russell.

Dear Santa Claus: I am a little boy eight years old I live in Hereford. I want a bicycle for Christmas. If you can not bring me a bicycle I want a roller top desk and chair please for Christmas. I like to go to school very much and I need a desk to use at home. Oh yes I have a little sister named Madelle. She is five years old. She wants a nice doll with rubber legs and arms, a washing machine, an electric iron and some nuts and candy. Please bring them if you can. I want my aunt Gladys to give me a football. I would love to have a reel for my casting rod so daddy and I can fish next summer. Please remember all the other little and big children especially those who have scarlet fever. I hope you have a nice Christmas. Santa. Your friend,  
David Neal Beavers.

Dear Santa Claus: Please bring me a gun and scabbard, an a ball an bat, candy and nuts and fruit.  
Yours truly, Ben McBrayer, Jr.

Hello Santy: As this is barely my second Christmas, I'm sure you'll be glad to hear from a new acquaintance. I hope you find me this year, I'm a lot larger, why I'm a whole year old, can walk and even try to talk. Rena Rae, my cousin, tries to tell me you won't be here this year, but I know better. I want you to bring her something just to prove it. I think she wants a bicycle. Now listen, you need not be so particular about by things, because I'll tear all of 'em up in a little while I guess, but I'd like a doll, teddy bear and blanket to keep my feet warm when I go outside. Bring some candy too. Don't forget my daddy and mamma nor grandma. Come to see me soon. Love,  
Georgina Rae Clark.

Dear Santa: How are you? Please bring me a doll and some doll clothes and a little trunk. I would like to have some candy and nuts please remember all the other nice little boys and girls from your little friend. Barbara Higgins.

Dear Santa: Will you please bring me a red steel wagon with a head light; also some sparklers nuts candy and fruits bring my brother Jack something. Your little friend,  
Billy London.

Dear Santa Claus: I am a little girl five years old and I want you to please bring me a doll and doll carriage and set of little dishes lots of nuts fruit and candy oh yes Santa I have a darling baby sister and please don't forget her. Your little friend, Margie Ruth Carthel.

Dearest Santa: I am a little boy just two years old. I wish you would bring me a little truck big ball and tricycle fruit candy and nuts. Your little friend,  
Bobbie Jo Carthel.



**Flowers for Christmas**

Christmas would be incomplete without beautiful, fresh flowers to give it full expression.

ORDER EARLY

**HEREFORD FLORAL CO.**

PHONE 597-J

**Merry Christmas**

TO ALL OUR FRIENDS

An Old Wish, But a

True Wish

**HEREFORD INSURANCE AGENCY**

John McLean, Owner.

—for sure protection insurance

**Gifts that say MERRY CHRISTMAS. INEXPENSIVELY**

Santa sends this message to you: "Make this store your first and last shopping place." Our gift selection this year is very complete. Here you will find something for the biggest to the littlest of the family.

**Lights That Give Your Tree and Home Personality**



Christmas decorations mean joy in the home, they blink a friendly welcome to guests, and they tell an encouraging tale of Christmas Cheer to the wayfarer on the street.

**City Drug Store**

Home of Dependable Drugs. Phone 100

Santa Claus' Headquarters



**BLOCKS**

Toys of all kinds that will gladden the heart of any child.



**Stationery**

—the smart gift for discriminating women

**Smokes and Accessories**

Gifts Men Really Want

"For thy Sake, Tobacco, I'll do anything but die."



Pen and Pencil Sets  
Desk Sets in  
Gift Packages



**Perfumes**

Gifts to Charm the Charmer

**CANDY**

The gift that is always welcome when it's "Whitman's" or "Alice Blue"—the candy that is famous for its flavor, its variety and its quality.





### CHRISTMAS CHEER

To all of you—our friends and patrons—we extend our compliments of the season, and may it hold a wealth of good cheer for you.

### QUALITY DRUG STORE



### MERRY CHRISTMAS

May your Christmas be one of health, happiness and contentment. May your fireside be a scene of family felicity and may your shining star be joy.

### DR. C. W. HEARD



### Merry Christmas To You All!

To all of our friends and customers we wish the most joyous Christmas possible. May it bring you every good thing and its happy cheer continue long after the holiday is past.

### DOW MERCER

Gulf Refining Co.



### The Season's Greetings

We are happy to take this occasion to wish you a very Merry Christmas. May happiness, health and prosperity be yours, not only on this day but every day throughout the coming year.

### BEAMS & MARRS



### WE ALL

wish to extend to you Christmas greetings and Good Will, and may boundless Holiday Cheer be ever yours.

### Close Drug Store



### To You

—We extend our compliments of the season, and may it hold a wealth of GOOD CHEER for you.

### Brown Produce Co.

### Black

BY MISS NORBA MYRAN

The relief work started here Monday morning with H. L. McGowan, T. L. Welch and H. E. McQuinn in charge of the 22 workers who depend up for work. Get highest cream prices at Farmers Creamery Association. 7450 Because of bad weather there was no Sunday school Sunday. Fernia Welch spent Sunday with her parents, Mr. and Mrs. T. L. Welch. Miss Elizabeth McKinstry and Mrs. Fern Bennett were in Pritoria Saturday. Mr. and Mrs. R. E. Barnett were in Amarillo Saturday. Moore, and Moore, John Klobe and Dave Haloway and family are spending the holidays in Kansas and Arkansas with relatives. Mrs. McLean, Irwin Kinnulus and Jim Barnett attended singing at Lakeview Sunday evening. A large number attended the play supper at the school house Friday evening for the benefit of the community Christmas tree, and \$29 was realized. The Christmas celebration will be at the school house Saturday night and Santa has said he will be there to treat all the children. F. B. McKinstry was in Tulla, Clayton and Lubock, last week. Misses Lucille Sears and Lola Presley were in Amarillo one day last week. Moore, and Moore, T. L. Welch and Clyde Hays were in Farwell last Thursday. Mrs. H. L. McLean fell and sprained her ankle Friday night. Mr. and Mrs. Frank Lookingbill spent the week end in Amarillo. Mr. Noland, Mike Hooker and Harry Cannon of Sumnerland have been working in this community the past week. T. L. Welch and John Galloway visited J. M. Alexander at Lakeview Thursday evening. G. M. McGrath, H. L. McGowan and T. L. Welch were in Farwell one day last week. A. C. and Jimmie Hays were in Herford last Thursday. Kermit and Lester Dutton went to Des Moines, New Mexico, one day last week after a truck load of stock for their father.

### Bippus Items

BY MRS. C. T. HERSE

Bind Morrison is home from Post where he has been at work. Got highest cream prices at Farmers Creamery Association. 7450 Herse Overstreet, Marvin Charles Morrison were in Amarillo Friday. Miss Annitt Bonnum was in Clovis Saturday. Those who made shopping trips to Herford Friday were Jack Porterberry, Hugh Porterberry and family. The sock supper at Bippus church was well attended, and a \$34 collection was taken, which will go to buy "wax" presents and decorations for the Christmas tree. Stakeholders enjoyed a forty-two party at the Homer Dutton home Saturday night. The ladies social and study club will meet with Mrs. George Bippus the first Wednesday in January. Mr. and Mrs. Lee visited in the C. T. Beere home Saturday. Cleo Lee spent Friday night with Bath Beere. Anna Mae Dutton, Mary Winn visited in the Polkview, New Mexico, school Wednesday. Ruth and Junior Beere and Covel Witham spent Thursday night with Chester Dutton. Herbert Bippus is on the sick list. Mr. and Mrs. Woe Kaylor are visiting relatives in this community. Claude Bogie and family will spend Christmas with relatives in Oklahoma. Jack and Hugh Porterberry and Bill Phipps went to Prodata Sunday. Miss Stella Lee and Alva May Porterberry, who are attending school in Herford, are spending the holidays with their parents, Mr. and Mrs. Jack Porterberry. Christmas Play at St. Anthony's.

"All's well that ends well," and labor's arrangements at the Christmas dinner ended well. Highhearted Postman Brophy would be one to bust up her Christmas, and Mrs. Hopeworth offered to bail her out—she was convinced Libbie and Totie never stole in their lives. Ventilation comes in at these times to pay to the habit of those who "love poor folks best of all." The play ended with the invitation, "Oh, come, all ye faithful to Bethlehem." All who attended enjoyed the musical and vocal parts. Much credit is due to the accomplished pianist, whose playing helped the children render their vocal parts. Mrs. Mae Wagner, who is well known in Herford. John Phillips and family were in Amarillo Tuesday.

### THE CHURCH WORLD

First Methodist Church

REV. T. C. WILLEY, Pastor

On account of the Christmas centenary of the High School Glee club Sunday evening, the choir will not give its program of sacred music as planned, but will give numbers at the morning worship hour and go to the Baptist church to hear the glee club in the evening. Christmas carols, hymns, psalm and a brief message by the pastor on "A Child in the Manger" will carry out the Christmas spirit at the morning service. On account of so many children and teachers being confined to their homes, Santa Claus will visit them there. He is anxious that all of them be at home Saturday evening to meet him. He regrets he could not meet them at the church but will not pass them by. The pastor sends Christmas greetings to all and prays the spirit of Christmas, the spirit of Jesus go with you and yours into the New Year, making you radiating witnesses and workers in His church, bringing hope and inspiration to others.

### First Baptist Church

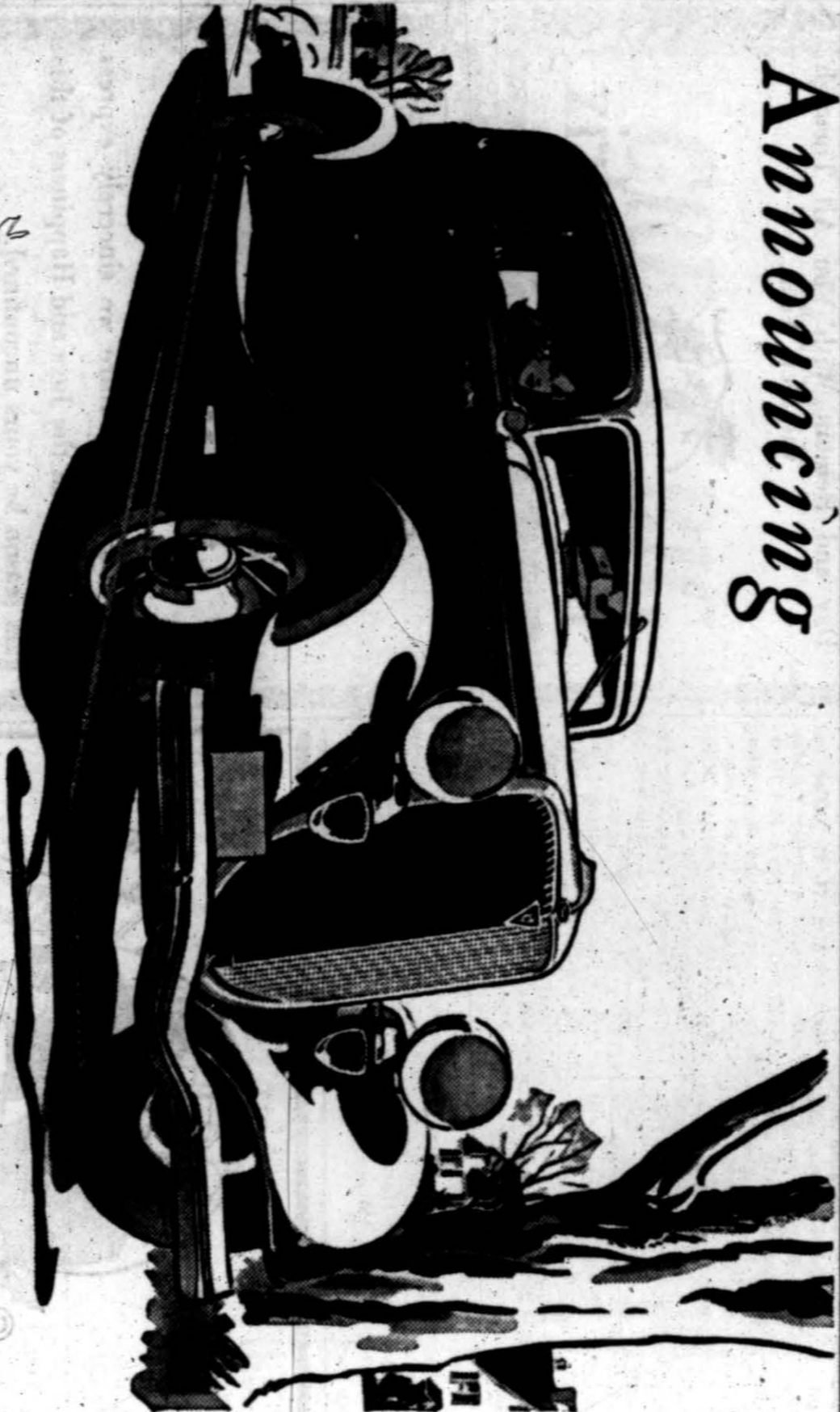
REV. V. M. CLOYD, Pastor.

Sunday school, 9:45. Christmas Message, 11:00. Evening services given to the High School Glee Club.

### Retired at Church of Christ.

Rev. T. H. Matheson, Church of Christ evangelist of Carleton, Colorado, will open a series of meetings at Sims school house, 18 miles west of Fort with a sermon Sunday morning, December 24, at 11 o'clock. Services will be held each evening next week, beginning at 7:30. Special music and song service have been arranged for each meeting. All are invited.

## Announcing



# NEW FORD V.8 for 1934

THE UNIVERSAL CAR

The New Ford V-8 for 1934 is now on display at the showrooms of Ford dealers. Surpassing even the great Ford of 1933 in economy, beauty and comfort, it is truly the car of this modern age—the culmination of thirty years Ford progress. It combines the proved performance of the V-8 cylinder engine with two important new features—Dual Carburetion and perfected Clear-vision Ventilation. See this car today and drive it at the first opportunity.

### OUTSTANDING IMPROVEMENTS IN THE NEW FORD V-8

**BETTER PERFORMANCE.** Greater power, new speed, greater acceleration, smoother performance, more miles per gallon especially at higher speeds, and greater seating in cold weather—all these result from the new dual carburetor and dual intake manifold. New water-cooling system enables the engine to warm up more quickly and to maintain an efficient operating temperature. Added engine refinements reduce oil consumption, further improve speed, fuel economy and reduce maintenance costs.

**NEW VENTILATION SYSTEM** permits clear vision, prevents drafts and provides desired amount of fresh air in any weather. Individual control for front and rear side windows. When ventilation is desired the window glass is raised to the top. Thus the window is given an additional half-inch. This adds the glass back automatically to form a narrow slit. Through

this slit air is drawn out by the forward motion of the car. This simple ventilation system maintains draft-free circulation, insures passenger comfort, prevents fogging windshield in cold or sunny weather. Both windshield and car windows can be opened to supply additional air needed for comfortable warm-weather driving.

**DISTINCTIVE NEW APPEARANCE** enhanced by the newly designed chromom-plated radiator shell and grille, new hood louvers, new hub caps. Louvers are attractive, with new tinted upholstery, new mouldings, new cone-type handlebars, new instrument panel, new arm rest, new hand-overs, three-type sun visors in De Luxe bodies prevent glare from front or side.

**FINISHERS IN COLOR.** On De Luxe can finish car in color to harmonize with body colors—wheel covers optional. New standard finish on

all bodies and fenders has greater wearing quality and more enduring luster.

**GREATER RIDING COMFORT** results from increased spring flexibility. The spring leaves are newly designed for quieter and easier action. Shock absorbers are improved. Seat cushions are deeper, with new, softer springs. New type, individual bucket seats provide increased comfort for front-seat passengers in the Tudor Sedan. Adding to comfort is the new driving seat of the 15-2-1 steering gear valve.

**PRICES REMAIN LOW.**—Tudor Sedan, \$535. Coupe, \$515. Roadster Sedan, \$585. De Luxe Tudor, \$575. De Luxe Roadster, \$635. De Luxe Coupe (5 windows), \$555. De Luxe Roadster, \$525. De Luxe Sedan, \$550. Cabriolet, \$590. Victoria, \$610. (All prices f. o. b. Detroit.)



### YULETIDE GREETINGS

To All Our Friends—both old and new—May this Christmas prove the happy day we have all looked forward to bringing bountiful blessings.

Great West Mill and Elevator Co.

E. E. Fridley, Manager.

## Greetings . . .

Rather than thinking of us as a business institution, we would like to have you regard us as just "folks." Because that's what we are, and at Christmas time—and all the time—we wish all you other folks the best of good cheer, happiness and prosperity.

Be Sure to Visit Santa's Headquarters at

### Streu Hardware Co.

**The Hereford Brand**  
Published Every Thursday at  
HEREFORD, DEAF SMITH  
COUNTY, TEXAS

MRS. SETH B. HOLMAN,  
Editor and Owner.



TELEPHONE 30

**NOTICE TO THE 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 on North Main Street.

Entered as Second-Class Matter at the Postoffice at Hereford, Texas, Under the Act of March 3, 1879.

**Some C. W. A. Facts.**

Deaf Smith county is getting its share of projects and work through C. W. A. and other emergency employment agencies. Last week the county's payroll was \$2,800. This week it will exceed \$3,000. This represents more than 50 cents per week for every person in the county.

Some criticism has been made of the local organization for administration of relief. "We are not given as much money as other counties," is the cry sometimes heard. This is not true. The payroll for last week reveals that more per capita is being spent in Deaf Smith county than even in Potter where the payroll is averaging around \$18,000 per week, about 40 cents per capita.

No projects submitted from the city of Hereford or Deaf Smith county have been turned down by state authorities. This is a record, say communications from state officials.

The Lions Club and Chamber of Commerce are to be congratulated upon the Christmas stunt and Santa Claus parade being put on here today. Everybody who comes will enjoy it. Merchants of the city will profit by it. Citizens of Hereford and the surrounding territory will be drawn closer together. A bouquet to those whose work is making it possible!

What I want to know most of all is what has become of Old Tack and his football team? And what has become of McLean and our football team? And Shamrock and their Irishmen? Why in the world can't we get this football business straightened up and kept that way? "Tut-tut." We older boys used to have more fun than that playing "Bull Pen."—D. H. Davis, in McLean News.

**Ward News Notes**

MRS. WILEY ROBERSON

Take Produce to Carl's Gro. at La Aflatus Estudio club met in regular session December 19 with Mrs. Jim Higgins in Hereford. After a short Christmas program in which all joined in singing Christmas carols, members enjoyed an exchange of gifts from the club tree. The next meeting will be with Mrs. Sowell, January 2.

Misses Edith Shields and Carey Estes of Hereford, Mr. and Mrs. Clay Neel of Dimmitt, Mr. and Mrs. Arlie Dean, Jack and Mary Louise, Miss Ruby Raley, Mr. and Mrs. Edgar Sowell and Lucille and Eldon Harris enjoyed music and forty-two in the home of Mr. and Mrs. Wiley Roberson Saturday night.

Roberta Harrell spent Sunday with Gladys Lewis. Mr. and Mrs. Cecil Lady were in Amarillo Saturday.

B. F. Snow of Bridgeport, Oklahoma, was here Sunday. Mrs. G. M. Suggs spent Tuesday with Mrs. Sank Ramey in Hereford.

Howard Gibbs and Robert Lady spent Saturday with Donald and Hicks Roberson.

Bob, Jim and Wesley Higgins were in Thumcarl, New Mexico, Saturday.

Messrs. and Mmes. Arlie Dean, Wiley Roberson and sons spent Sunday with Misses Hughes and Garrett in Flagg.

**Dawn Items**

BY INEZ MILLER

Take Produce to Carl's Gro. if Henry Suckladen of Halton, Illinois, is visiting his nephews, the Frye brothers.

Mrs. Lizzie May Harris and family spent the week end in the O. D. Williams home in Amarillo.

Mr. and Mrs. A. T. and Paul Frye spent Tuesday in Amarillo.

Miss Anna Lee of Hereford is spending this week here with friends.

Mr. and Mrs. H. E. Miller and family were in Amarillo Tuesday.

A. T. and Paul Frye, and Henry Suckladen are visiting their sister, Miss Bertha Frye, in El Paso.

Ed Manton and Norman Miller were in Amarillo Tuesday.

Miss Ruby Harris is visiting her sister, Mrs. O. D. Williams, in Amarillo.

Misses Clara Mae Bagwell, Adythe Botsford, Pauline Griffiths, Alavera Frye and Alma Miller; Messrs. W. J. Stewart, Ed Reynolds were guests in the Harris home Friday night at a party given by the Harris girls and Miss Hazel Crouch. Refreshments of sandwiches, cake, candy and cocoa were served.

H. H. Miller made a trip to Amarillo Monday.



Merry Christmas  
Lusk Automotive Service

To all of you, our friends and patrons, we wish a **VERY MERRY CHRISTMAS** and **HOLIDAY Pleasure.**



Our Best Wishes  
**PLAINS INSURANCE COMPANY**  
Jno. Patton

For a Merry, Merry Christmas and a Happy New Year



Christmas Greetings  
May Happiness Brighten Your Christmas Day and Remain With You All Through the New Year.

**Dr. J.W. Hendrix**



A Very Merry Christmas  
Now and in the future we sincerely express our desires that the Joys and Happiness of this gala season be yours unconfined.  
**Business Men's Association**  
MRS. D. H. ROSS

**1934**

IS ELECTION YEAR  
You Can't Vote Unless You Pay  
**Poll Tax**

January 31 Is Deadline  
Don't Neglect This. It  
Costs Only \$1.75

John Miller, Tax Collector.

**Progressive News**  
BY OLIVE PERKINS

Take Produce to Carl's Gro. if Mmes. Lester and Walter Galley of Dawn called on Mrs. Ray Hershey Thursday.

Shade Hatcliff visited Fred and Pete Caldwell Friday night. Arnold Hershey was in Amarillo Friday.

Mrs. Donovan of Oklahoma is visiting in the home of her son, Carl Donovan, and family.

Miss Lilith and Lawrence Boyd were in Amarillo Saturday.

R. D. Sowell called on Matthew Taylor Friday. Matthew spent Friday night and Saturday with R. D. in Hereford.

J. B. and Obed Caroway are absent from school on account of illness.

Miss Leatrice Benson left Tuesday for Comanche, Okla., where she will spend the holidays with her sister.

Mr. and Mrs. Ray Hershey had as dinner guests Sunday their children and grandchildren. Present were Messrs. and Mmes. Archie Conklin and children, Horace Hershey and boys, Howard Hershey, Dudley, Buzard of Muleshoe and Arnold Hershey.

Mr. and Mrs. Ira Ricketts, Ira Jeanne and Glenn spent a day recently with their daughter and sister, Mrs. Luke McBrayer and family.

Mr. and Mrs. Horace Hershey left Tuesday for Abilene to spend the holidays with relatives.

The literary program Friday night was a treat to the community, when the Glee Club of the Hereford High school was here. Mrs. Elmer Patterson also gave a reading.

Mr. and Mrs. Budley Buzard of Muleshoe spent the week end with her parents, Mr. and Mrs. Ray Hershey.

Progressive will have a fifth Sunday singing December 31, with dinner at the noon hour. Everyone is invited to come and bring your dinner and enjoy the day.



Another Christmas—another occasion when we can express publicly and pertinently the good will we feel to a community that has bestowed upon us so fully its faith, interest and patronage.

Merry Christmas to All

**Panhandle Lumber Co.**



COMPLIMENTS OF THE SEASON

... Happiness ... Health and Prosperity to you all ... our loyal friends and patrons ...

May the day be full to overflowing with **REAL CHRISTMAS JOY**

**The Popular Store**  
"SINCE 1921"



We're Wishing You a **Marvelous Christmas**

TO ALL OUR FRIENDS and patrons we wish the most joyous Christmas possible. May it bring you every good thing, and may its happy cheer continue long after the holiday is past.

**Buchanan & Rosson**

Your IHC Dealer

Hereford

Friena



—perfect for that Christmas smoke

**CIGARS**  
Cigarettes and Tobaccos



The first thought for Christmas. You will want a supply for home and gifts.

**The Chocolate Shop**  
PHIL RADOVICH



As the shadows of the Old Year lengthen into Memories, we realize the value of that priceless asset—Your Good Will. Without it our pleasant relations could not have existed. While the year just passed has been one that tried men's souls, we look to the New Year with confidence and may it bring to you unstinted happiness and an overflowing measure of success.

## THE KESTERS



Spicy  
Fruit Cakes  
and  
Pastries  
for the  
HOLIDAYS



Rich,  
Nutritious  
Delicious  
Fruit Cake  
Is as Much a  
Part of  
Christmas as the  
Evergreen Tree

For the Christmas dinner and  
festal entertainments our  
pastries, pies, cakes, cookies, rolls  
and other choice creations are  
indispensable.

**Hereford Bakery**

## Clean Up-Dress Up For Christmas



The many social activities brought by the Holidays demand frequent changes of costume.

Prepare Now by Sending Your  
Clothes Today.

Our plant is absolutely sanitary. Your clothing will not be in danger of becoming infected during the scarlet fever epidemic.

CALL 298—WE CALL FOR AND DELIVER  
Send Your Dry Cleaning and Laundry to Us.

**HEREFORD LAUNDRY  
AND DRY CLEANING CO.**

### FOOTBALL (Continued from Page One)

Baker, at guard. Nasty Clayton did his best work of the season, and Walter Seed had a nice day at end.

Wilkes and Gabel in the backfield, Smith at left end and Addison at guard for the invaders were outstanding.

#### First Quarter.

Captain Gabel kicked off with the south wind for Lamesa, Russell returning from his 10 to 22. Russell and Baker made 11. Baker whammed for 8 more and Lamesa took time out. Russell and Sowell made one and Russell booted out on Lamesa's 30. Hereford was offside on next play. Then Gabel and Wilkes made 5 in two plays. A pass to Wilkes failed and Berry plunged for 6 yards in two plays. Gabel kicked from his 47 to Baker on Hereford's 20.

Baker fumbled the punt and Addison recovered for Lamesa on Hereford 24. Wilkes and Gabel made 9 and Perry made it a first down on the 13. Wilkes cut over tackle for 11 to the 2. Gabel lost to the 10. Berry slammed the middle for 2. On the fourth down Wilkes circled left end for 8 yards and a score. Clayton replaced Seed at end for Hereford.

Daniels took the kick on his 24. Russell and Baker made only 2 and the former booted to midfield. Berry threw Wilkes a 15-yard pass and the big boy carried it to the 8-yard line. Gabel plunged twice for the touchdown and then missed goal. Baker took the kickoff to his 30. Two plays made 5, a pass failed and Russell kicked out on Lamesa's 34. Smith took Gabel's pass for 20 yards. Lamesa was on their own 42 as the quarter ended.

#### Second Quarter.

Gabel's kick was killed on Hereford's 18. Russell punted to Lamesa's 20. Wilkes bringing it out to the 42. Berry, Gabel and Wilkes started a drive that netted five first downs and a touchdown, Wilkes going the final yard. It took 14 plays and Gabel missed the kick. Trimble fetched the kickoff out to his 39. Baker hid out on the side line and was in the clear, but he fumbled Russell's poor pass. Russell kicked to the ten and Wilkes came back 7 yards. Hereford got stuck 15 for roughing. Gabel kicked out on the 43 but Hereford roughed him. Lamesa then was penalized 15 for holding. Berry passed to Smith for 14 yards and Wilkes made it a first down. Another first down took it to Hereford 25 at the end of the half.

#### Third Quarter.

Berry was downed on his 29 after the kickoff. Hereford held, and Baker returned Gabel's kick to midfield. Russell's pass to Baker hit an ineligible receiver and Lamesa took the ball on their 49. McKinnon had replaced Berry who was hurt. Gabel, McKinnon and Wilkes made a pair of first downs. Hereford was penalized 15 to the 11 for roughing. With inches to go for a first down, Wilkes was stopped less than a foot from the goal. Russell booted to midfield, Wilkes returning it to Hereford's 38. Seed replaced Clayton, the latter taking Russell's place at halfback. Hereford held and Gabel kicked out on the 19. Baker made 11 in three plays. Clayton got 9 and Baker added 2 more. Clayton passed to Seed for 17 yards. Baker went to Lamesa's 39 as the quarter ended.

#### Fourth Quarter.

Clayton threw Baker a five-yarder. Clayton rammed for 7. Clayton took 6 on a double reverse. Baker span for 6. Womble

lost 4 on an end around. Baker failed to gain. On a double reverse that ended in a pass, Clayton threw 20 yards to Seed in the end zone. Baker kicked the point. Gabel brought the kick to his 29. Gabel, Wilkes and McKinnon made a first down on the 40. Gabel started around right and was swamped and laterated to Wilkes who threw it in high and went 60 yards through the Whitefaces for a touchdown. Gabel missed the kick.

Clayton brought the kick to his 30. Baker kicked out on Lamesa's 35. Hereford held and Gabel kicked to Baker on the 30. Three plays made just nine and Baker

kicked out on Lamesa's 28. A penalty put Lamesa on their 13 and Gabel kicked out on his 43. Two passes and a run failed and Baker kicked out on Lamesa's 30. Burdine, Dugger, Lee, Gaines, Cozzins, Hill, Echols and Mitchell went in for Lamesa. McLean replaced D. Baker for Hereford. Baker took Gabel's high kick on his 35 and was downed. Wilkes intercepted Clayton's pass on his 45 and was downed on the final play.

#### Lineups.

Lamesa: Smith, le; Morgan, t; Jordan, lg; Gresham, c; Addison, rg; Smith, rt; Britt, re; Gabel, qb; Berry, bb; Wilkes, hb; John-

son, fb.  
Hereford: Seed, le; Hager, lt; D. Baker, lg; Smith, c; Blythe, rg; Daniels, rt; Womble, re; R. Baker, qb; Sowell, hb; Russell, lb; Trimble, fb.  
Officials: Mule Davis, A. & M., referee; Bill McMillan, A. & M., umpire; Ralph Dorsey, A. & M., head linesman.

J. C. Line of Hereford, a student at W. T. S. T. O., Canyon, played the part of a prince in a pageant at the college last week when Miss Josephine Flaniken of Vernon was crowned "Moon Queen" of the school.

### Why Get Up Nights?

Makes This 25c Test  
This easy bladder physic is needed to drive out impurities and excess acids which cause irritation that results in leg pains, backache, burning and getting up nights. BU-KETS, the bladder physic, containing buchu, juniper oil etc., works on the bladder pleasantly and effectively as castor oil on the bowels. Get a 25c box (6 grain size) from your druggist. After four days, if not relieved of getting up nights go back and get your money. You are bound to feel better after this cleanse and you get your regular sleep.  
Sold by Quality Drug Store.

Christmas Seals are penny health insurance.

MAY THE  
OLD  
GENTLEMAN  
BRING YOU  
ALL A  
GREAT BIG  
CHRISTMAS



We know This Christmas Is Going to Be the Finest In Years for the People of Hereford and the Surrounding Territory.

Yes, sir, Santa Claus is smiling again. And why shouldn't he? Isn't he going to be able to do more this Christmas than he has in a long time? What, with the re-employment program getting into full swing and farm relief at last passing the stage of mere talk, there is a distinct improvement in conditions and every evidence that the improvement will continue.

We want to congratulate the Lions Club and Chamber of Commerce for their splendid work in putting on the Santa Claus pageant today and making it possible for all the kiddies in the area to have a big time. And we want to urge everybody in the vicinity of Hereford to attend the parade and Christmas Tree. It will be a treat.

Come to us to buy or sell grain. We carry a complete stock of Purina Scientific Chicken Feeds. For your winter fuel needs we have the finest coal and coke that money can buy.

**McLean & Pitman**  
Grain Company

Phone 1.

We Deliver



**Pevley & Seed  
Implement  
Company**



**greetings**  
 May  
**GOOD HEALTH**  
 and  
**HAPPINESS**  
 and all the blessings of  
 Holiday Cheer bestow  
 themselves upon our  
 friends and patrons this  
 joyous Christmas Season.  
**HILLSIDE**  
**HATCHERY**



**Christmas**  
**Good Wishes**  
 Now and in the fu-  
 ture we sincerely  
 express our desire  
 that JOY and HAP-  
 PINESS of this gala  
 season be yours.  
**Gulf Service**  
**Station**  
 J. C. McCullough, Mgr.  
 Phone 112

**School Teachers Home**  
**For Christmas Season**  
 Teachers in the Hereford schools have scattered to the four corners of the state for the holidays. Most of them left during the week end. Gene Campbell went to Sanger; Nellie Wienn to Memphis; Fern Carlisle, Dallas; Irene Crawford, Fayetteville, Arkansas; Bess Westbrook, Paris; Frances Fullingim, Decatur; Dorothy Flaherty, Sherman; Ruth Dozier, Lone Oak; Edith Shields, Vega; Carey Estes, Waxahachie; Eunice Rutherford, Tulla; B. H. Hopkins will go to Taylor; T. E. McCollum is at Winters; C. H. Dillehay and family to Decatur; Edna Daughtee, Miami.  
 Staying in Hereford are Sayde Rigler, Ralph Smith, James Wilson, Gwendolyn Spradley, Thelma McMin, Ela Askman, Eloyse Pitman, Ruth Conkright and Mary Brady.

**Carl Owens Succumbs**  
**Recently In Denver**  
 Carl Owen, 40 past, former Hereford citizen, passed away December 2 at his home in Denver. Mr. Owen was a nephew of Mr. and Mrs. A. H. Owen of this city, and left Hereford with his family about 1920. He is survived by his wife and daughter and three cousins who live here. G. P. Owen, Mrs. H. J. Roberson and Mrs. J. B. Harlin. Mr. Owen was well known here and lived with his family north of Dawn near the Daniel school house. He served as a soldier in the U. S. Army during the World War.

**Dr. D. K. Robison Sent**  
**to CCC Camp In Arizona**  
 Dr. D. K. Robison, former Hereford physician now in the Army service with C. C. C. Company 852, has been stationed at Palagonia, Arizona, located 20 miles from Nogales. Dr. Robison left here last week, going to El Paso for assignment. He writes he will likely be moved to Tucson shortly. He holds the rank of Captain.

Harry L. Dunham of Ft. Worth was here a short time Wednesday visiting his aunt, Miss Lillie Hostetter. Mr. Dunham is a state inspector of parks systems and inspected Palo Duro State Park the first of this week.

**James Cloyd Gets "B"**  
**On Baylor Grid Team**  
 James Cloyd, son of Rev. and Mrs. V. M. Cloyd, of Hereford was awarded his letter as regular center on the 1923 Baylor University football team. Cloyd, a sophomore, at the university, started the season as substitute and did such excellent work in the T. C. U. game that he became a regular for the remainder of the season. He was instrumental in the Bears' surprising wins over T. C. U., Texas and Rice. Coach Morley Jennings described him as one of the most promising members of the Baylor squad.

**Progressive Singing**  
**Convention Sunday**  
 A union song service will be held all day December 31, at the Progressive school house with all singers in the county invited, according to J. S. Garrett. New song books are on hand and new music will be the order of the day. Invitations have been sent out to a number of song leaders all over the Panhandle.  
 Singing will begin at 11 o'clock in the morning. Because of the large crowd expected visitors from other communities are asked to bring lunches.

**W. W. CLUB MEETS**  
**WITH MRS. SPRINGER**  
 The W. W. club met December 13 at the home of Mrs. Earl Springer. Miss Izora Clark, county home demonstration agent of Castro county, will work with the club the coming year.  
 The following officers were elected: Mrs. H. M. Mobley, president; Mrs. Ace Campbell, vice president; Blanche Beauford, council delegate; Mrs. W. A. Springer, secretary; Mrs. C. E. Tice, reporter and parliamentarian; Mrs. W. A. Springer, senior pantry demonstrator; Mrs. W. B. Randall, junior pantry demonstrator; Blanche Beauford, senior wardrobe demonstrator; Mrs. Mack Dixon, junior wardrobe demonstrator.  
 The day was enjoyed by several members in quilting for the hostess. A Christmas exchange is planned for the next meeting with Mrs. C. E. Tice, December 27.

**NORTH HEREFORD CLUB**  
**MEETS AT ALLEN HOME**  
 The North Hereford demonstration club met at the home of John Allen in West Hereford. The club

met to celebrate Christmas roll call and each member responded with suitable answers to the question, "What I want for Christmas?" One of the members read a poem on Santa Claus, followed by a business meeting, the presen-

**Fruits & Vegetables**  
**For the Christmas Dinner**  
 Specials Thursday, Friday and Saturday

SPUDS, 10 pounds	12c
NUTS, mixed, per pound	15c
OATS, 3-Minute, with china, large pkg	21c
VANILLA, 8-oz. bottle	14c
SYRUP, Pancake, per gallon	55c
COFFEE, bulk, 2 pounds	27c
CANDY, Christmas Mixed, pound	15c
POST TOASTIES, large box, 2 for	21c
COMPOUND, 8-lb carton	55c
JELLO, three packages	17c
SPUDS, No. 1 potato, 10 lbs	25c
SALAD DRESSING, Miracle Whip, quart	25c
RICE, whole grain, 4 pounds	25c
SUGAR, 10-pound cloth bag	51c
CRACKERS, 2-pound box	21c
MUSTARD, pure, quart jar	16c

**FRUITS AND VEGETABLES**

APPLES, dozen	19c
ORANGES, dozen	17c
CELERY, nice, bunch	9c
LETTUCE, large head	6c
Bunch Turnips, Beets and Carrots	4c

**Frank's CASH Grocery**  
 Phone 117 FRANK RICHARDS, Proprietor We Deliver  
 Brings Us Your Eggs—Market Price—Buy At Home.

**We Wish**  
 you and your family the high ridin'est, merriest Christmas you have ever had.

May 1934 Be Your Banner Year of Prosperity.

**West Texas Feed & Seed Company**  
 Home of Just-Right Feeds.

**M E R R Y**  
 19 33  
**X M A S**  
**TO ALL**  
 And may we also thank you for a year of pleasant Patronage.  
 We wish that we could convey to you how deep, how sincere are our wishes for your deep enjoyment of this holiday in some more tangible way. But we are happy to take this opportunity to say—  
 A Very Merry Christmas.  
**OSCAR EASLEY**  
 Conoco Products



And we promise to remind Santa Claus of the neat chimney work he can do in all the smokeless neighborhoods of the West Texas Gas Company system.

**Merry**  
**Christmas**  
 Our employees join in wishing everyone a Merry Christmas and a Joyous and Prosperous New Year.  
**West Texas**  
**Gas Co.**  
 Good Gas With Dependable Service

**A Merry Christmas to All!**

**May Your Christmas Be a Merry One!**

To all our Friends and Patrons we wish the Most Joyous Christmas possible. May it bring you every good thing, and may its happy cheer continue long after the holiday is past.

In extending greetings of the season may we also thank you for a year of Pleasant Patronage?

**Sprows & Cronin Co.**



May the Day Be Merry!

Health, Happiness, and the Good Will of Man is our wish for you this Festive Christmas Season. We also take this opportunity in expressing our gratitude for your loyal patronage in the past year.

Consumers Fuel Association

## Society

### COUNCIL OFFICERS ENTERTAIN

Former officers of the Deaf Smith County Council and delegates entertained the new officers and delegates with a party in connection with the regular business meeting.

Roll call was responded to with a joke on "My First Christmas." New officers were initiated by the outgoing officers of the seven clubs represented. Musical readings by Mmes. Young, Wiley and Jack accompanied at the piano by Mrs. Jerry Behrends. The meeting closed with a gift exchange by the members, and light refreshments were served.

### RUDD-TURNBOW WEDDING HELD AT DIMMITT

Mrs. Cora Rudd and P. A. Turnbow, both of Hereford, were united in marriage Tuesday at Dimmitt. They will leave on a honeymoon trip to Oklahoma City Thursday, where they will visit relatives and friends. Mr. and Mrs. Turnbow will make their home here.

### B. & P. WOMEN MEET MONDAY

The Business and Professional Women's club met Monday night, December 11, at the county court room, with a regular business meeting and short program. The time of meetings was changed to 7 o'clock for the remainder of the winter season.

The program was in charge of Cecil Williams, Emblem chairman. Victoria Wilson gave a talk on the Club Symbols. Interpretation of the symbols was given by Irene Crawford. Cecil Williams discussed "The Federation and What It Means."

This was a very worth while program. Since the club is a comparatively new one, the information given was needed.

### Paul Guthrie Wed In Chicago

Paul Guthrie, son of Mrs. B. F. Guthrie of Hereford, was married December 5 in Chicago to Miss Mae Sammons of that city. Mr. Guthrie is connected with a Chicago accounting firm and has made his home there for several years. The couple are spending their honeymoon in Michigan and Wisconsin.

Paul Guthrie was graduated from Hereford High school with the class of 1917, enlisting shortly after in the navy where he served as wireless operator in the submarine service. He was with the South Atlantic fleet in the Adriatic Sea when the Armistice was signed, being just past 17 at the time. He spent the following year with the mine sweeping service in the North Sea.

### MR. AND MRS. BOYD LONDON ENTERTAIN

Mr. and Mrs. Boyd London entertained with a lovely party at their home on East Fourth Street Monday night. The home was attractively decorated and the Yuletide motif was present in the tables, table decorations, etc.

Bridge was the diversion of the evening, 12 sets of players enjoying the hospitality. High score prize for ladies was presented to Mrs. Ralph Smith, high for gentlemen to B. R. Dixon, traveling prize to Carl Jennings.

A salad course was served to Messrs. and Mmes. Carl Gilliam, Smith McElroy, Buford Parmer, W. J. Smith, Glenn Weir, Elmer Mathies, Carl Jennings, Criss Renfro, Ray Jowell, Ralph Smith, John Renfro and B. R. Dixon.

### CRESCAT SCIENTIA HAS ENTERTAINMENT

A lovely party was that of the Crescat Scientia Club and friends of Mrs. R. E. McCullough, who surprised her last Friday, the occasion being her birthday. A

birthday cake with candles formed the center piece of the luncheon table. Foods of all kinds surrounded the center piece. Games were played during the afternoon, causing much merriment. Mrs. McCullough was the recipient of many gifts. Present were Mmes. Mary Palmer, Ezra Norton, R. S. Sears, Chas. Sowell, T. Womble, Pearl Singlettery, Harry Lomas, Dick Rountree, Arthur Rogers, Herman Stewart, R. A. Wall, J. B. Jones, Jowell Murchison, Jack Wright, Ralph Sears, Misses Ursulee Fridley, Beth Millard and Bertha Dameron.

### MUSIC STUDY CLUB

At the home of Mrs. H. L. Broadwell, the Music Study Club gave a delightful program honoring the members of the Pioneers club on December 11 at 3 o'clock. This was the second of a series of guest day programs.

Decorations were appropriate and artistic in blue and silver. Lovely blue tapers in silver stands gave charm, which carried out the leading motif—winter and Yuletide music. Under the leadership of Mrs. C. H. Dyar this program was given:

Winter Echoes, Kesselbury; Miss Eloyse Pitman, Double number, Snowflakes, Lleurance, and My Lover, He Comes on the Skoe, Clough-Leighter; Mrs. Homer Fox, Alt-Wien, Sodowsky; Miss Thelma McMinh, Blow, Blow, Thou Winter Wind, music by Kleserling, and Whene'er Snow Flakes Fall, Cowen; sung by Mmes. Fox, Mounts, Dyar and A. C. Thompson. Treks, Toschakowski; Mmes. G. A. F. Parker and H. L. Broadwell. Mrs. Dyar told of the Christmas Crusade, a parable of a kind and a mendicant. Christmas Eve, Korn; Mrs. A. C. Thompson, Mrs. J. W. Hendrix, The Angels Song, Lorenz; Mmes. Hales, Schroeter and A. O. Thompson. O Holy Night, Adams-Warhurst; club, under direction of Miss Mattie M. Swisher.



With All Good Wishes for a Merry Christmas and a Happy New Year



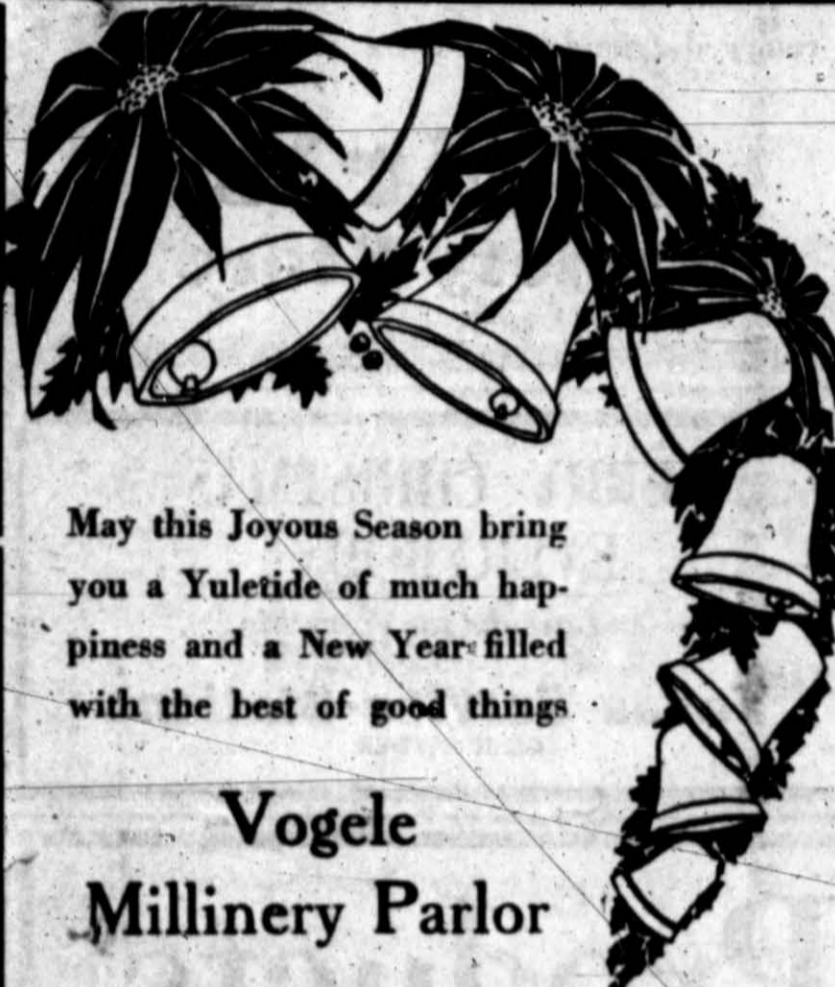
Rountree Plumbing & Heating



Greetings and Best Wishes for a Very Merry Christmas and a

Happy, Prosperous New Year

Harman's Store



May this Joyous Season bring you a Yuletide of much happiness and a New Year filled with the best of good things.

Vogele Millinery Parlor



A Merry Season to All

may you have all the delightful things that go the promise of a happy year to come—and may you have all of the delightf things that go to make this holiday the most joyous of the year.

In extending greetings of the season may we also thank you for a year of pleasant patronage.

FOX MERCANTILE CO.



It is our desire that we might personally wish all of you a MERRY CHRISTMAS. That being impossible, we take this means to extend to you the HOLIDAY CHEER we feel.

Rockwell Brothers & Co. LUMBERMEN

## FOOD SPECIALS for Your CHRISTMAS DINNER!

Prices Good Thursday Friday and Saturday.

Store Will Be Closed All Day Monday



### GENUINE SPRING LAMB

Legs, lb, 20¢ Chops, lb, 22¢ Shoulders, lb, 15¢

ROAST	Choice Baby Beef, Per Pound	11c
OYSTERS	Extra Select, Large Size, Pint	35c
CHEESE	Elk Horn, Per Pound	18c
BACON	Pinkney's Special Sliced, Per Pound	19c
SAUSAGE	Pure Pork, or Hamburger, Per Pound	10c
ROAST	Cut from Fresh Home-Killed Pork, Pound	12c

### A TIP TO CREAM SELLERS:

We have some extra specials for you this week. Come in and see how much more you will receive for your cream by trading it to us for groceries. Price and test guaranteed.

Apricots, Mariposa in sugar syrup, 2 1/2 can	15c	CORN No. 2 can, 3 for	25c
PINEAPPLE Half slices, 2 1/2 can	17c	OATS Crystal Wedding, large pkg	17c
ASPARAGUS Libby's, Plenie, 2 cans	25c	SOUP Campbell's, all kinds, 2 cans	15c
GREEN BEANS Standard; No. 2 cans, 2 for	19c	COFFEE Schilling's, 1 lb	31c
PEACHES Libby's Fancy, halves or sliced, 2 1/2 cans, 2 for	35c	COFFEE Bright & Early, 1-lb pkg	19c
Shelled Pecans One-Pound package	44c	BLACKBERRIES Pie, No. 2 can	10c
PEAS White Swan Luncheon, No. 2	16c	BLACKBERRIES Solid pack, gallon	39c
MINCEMEAT Old Time, 2 pkgs	15c	Complete Stock Fruit Cake Materials	
Cherries, Libby's Royal Anne, No. 1 tall can	17c	PEACHES Halves or sliced, No. 10 can	39c
		GELATINE Royal, all flavors, pkg	5c

## Sugar

10-Pound Cloth Bag

48c

CORN FLAKES Kellogg's, large pkgs, 2 for	19c
MATCHES Three boxes	10c
COCOA Hershey's, 1-lb can	15c
SOAP P. & G., extra large, 5 bars	17c
PINEAPPLE Libby's, 2 cans for	15c
SALT 25-lb bag for	31c
CRACKERS 2-lb box for	19c
LYE Three cans for	25c
SHORTS 100-lb sack for	\$1.00

## BUTTER

Fresh Creamery

15 1/2c

Per Pound

BRAN "Hereford" mill run, sack	\$1.00
SALT 50-lb block for	47c
CHRISTMAS TREES Special price, up from 20 per cent discount on all large trees.	19c
SWEET POTATOES Two cans for	13c
FLOUR 24-lbs whole wheat for	72c
Breakfast Food Hereford whole wheat, 5-lb bag	18c
SOUP Van Camp's, per can	5c
CIGARETTES Per Carton	\$1.44
Give a Carton for Christmas Present.	

### Special Price on All Christmas Candy, Fruits and Nuts

APPLES Fancy Winesaps, dozen	17c	GRAPEFRUIT Texas Seedless, bushel \$1.69, 6 for	17c	CELERY Extra large stalk	10c
BULK APPLES Two dozen for	25c	ORANGES, Sunkist quality, new navals, nice size, doz	19c	ONIONS Good No. 1 grade, lb	2 1/2c
COCOANUTS Fresh and full of milk	10c	WHITE RAISINS Per pound	15c	PUMGRANATES Six for	25c



SEASON'S



GREETINGS

Hereford High School Athletic Association

"Whitefaces"



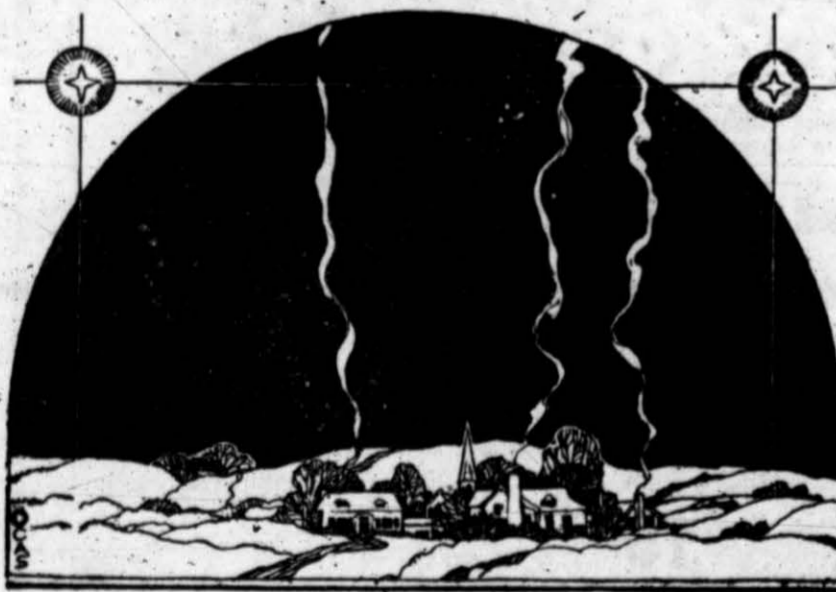
Merry Christmas

Thank You---

I wish to thank you for the business you have given me the past year. I hope to merit your continued patronage. I wish you the best of everything for Christmas and the New Year.

1934

Be sure and see the Chocolate Shop window before Saturday.



Every Life Has Its December Have Money

THE Sun of prosperity may be shining upon you today but there comes a time in every life when it grows cold and snows. Begin now to build your shelter and have a warm spot. START SAVING REGULARLY NOW We Welcome YOUR Banking Business

THINK! THE FIRST NATIONAL BANK OF BANK HEREFORD THINK! HAVE MONEY! A Strong Bank Thoughtfully Managed MEMBER FEDERAL RESERVE SYSTEM

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

SENIORS

The Seniors met Wednesday afternoon to decide about the class party, which had been postponed. The wish of the class was unanimous that the party should be given as planned. However, the scarlet fever epidemic made it very uncertain as to whether or not we would have it. Word was received later in the day that the party would be given Thursday evening, December 21, in the gymnasium of the high school. The time has not been set.

We are very grateful to our mothers for planning these entertainments for the remainder of the year. The last party we had we prepared the party ourselves, but this time all responsibility is being taken by the mothers, except the paying of the 15-cent class dues.

ARE YOU LIKED?

There was once a student in a high school who said he didn't care whether anyone liked him or not. Do you suppose the other students believed him? No; they did not. I'll bet he didn't even fool himself. Everyone wants to be liked, but not every one wants to had enough to put forth a real effort to be liked.

If you want to be liked by everyone—and admit it—try analyzing yourself to see if you have the necessary qualities to be everybody's friend. If you do not, now is a good time—just before the new year—to begin acquiring them.

Here are twenty personal qualities tabulated by the Sheldon School which mean a really good personality. See how many you can truthfully check as possessing yourself. Here they are:

Enthusiasm for everything you do; Thoughtfulness not only for yourself, but others; Desire to serve; Industry; Optimism; Cheerfulness, always; Sound Judgment, a great asset; Courage; Decision; Faith, don't become so sophisticated that you lose all faith; Love; Tolerance, be able to see others as they see themselves; Generosity; Fairness; Self-Confidence; Self-Control, a beautiful thing; Willingness to co-operate; Close Attention to own business (how many of us can put a check by that); Friendly Spirit and Loyalty.

Were you able to honestly check all the marvelous characteristics? Well, I wasn't either, but let's start now and see how many we can acquire and watch our friendships grow. EDITOR.

HAVE YOU HEARD THIS ONE?

Members of the H. Y. S. A. have made a new year's resolution to have better conduct. We wonder how long it will last.

Who is the blond Francis Hill writes notes to? Aren't you ashamed of yourself, Francis; taking advantage of the teacher like that?

Nancy C thinks that she will have to stay at home all of the time since we got two weeks vacation for Christmas. What became of the red-head?

Will someone kindly inform us what this D. D. M. W. club stands for? FH

PUBLIC SPEAKING CLASS

It seems that last Thursday the Public Speaking Class of Hereford was honored with the presence of Grace Livingston Hill; Mrs. Lewis, author of "Young Fu," Mrs. Dorothy Canfield, Mayor E. B. Black, President Franklin D. Roosevelt and a Mrs. Snodgrass, a missionary and European traveler, who were introduced or introduced another for the class benefit. (We were studying speeches for special occasions.) The persons named above are known by the student body under the assumed names of Sallie Gilbreath, Helen Griggs, Mary Kate Brotherton, Sidney Fuller, Walter Seed and "Lula" Gilliland, respectively. There was also, in our midst Sally Skelton, winner of the medal for the best short story of 1933; Elizabeth Bowman, winner of an honor medal for the greatest improvement in piano lessons for the three months, and two Red Cross workers.

Keep it up, class, and we may produce George Washington or Saint Peter. HJ

H. Y. S. A.

The Science Club slipped back a notch Tuesday, December 12, but the lost ground has been regained. In all probability this club might have been discontinued, but the meeting turned out to be a mere hesitation.

Because of interferences of different kinds, the suggestion was put before the members that the club disband. It seems that about four-fifths of the members see fit to employ themselves elsewhere on Tuesdays at 4:00 o'clock. The thought of dropping the club altogether gave everyone a new incentive to work. Some were even inspired to give a "get-down-to-business" speech which surpassed all previous efforts. May it be said that the H. Y. S. A. members intend to make their club pay. A club that has recently received national and state recognition has a good start for success.

While all these resolutions were being made, four of the members made personal resolutions to reform, with a desire to make the H. Y. S. A. worth while the club adjourned.

Anyone wishing to join this scientific organization, notice: an average of 80 on a semester in science in the past, will make you eligible.

STUDENT COUNCIL

The Student Council is promoting a fire drill. The movement is to be headed by the school fire chief, Bill McLean. The drill when organized will have worked out a plan for the orderly removal of the students; the disabled being provided with assistants. Each floor is to have a captain with a room monitor working under him. The success of the organization depends upon the cooperation of the students.

THE STATE OF TEXAS VS. C. G. WYATT ET AL. IN THE COUNTY COURT OF DEAF SMITH COUNTY, TEXAS. January Term, 1934.

On this the 13th day of December, 1933, we, the undersigned special commissioners, appointed by the Court to assess the value of certain real estate and damages thereto, by reason of the construction, reconstruction and opening of State Highway No. 33, upon, across and through certain real estate described in Plaintiff's petition, reference to which is here made, to which real estate the fee simple title is in the said C. G. Wyatt and the unknown heirs of the said C. G. Wyatt as is more fully set out in said Petition of the State of Texas, acting by and through the commissioners court of Deaf Smith County, Texas, fully shown in said petition filed on the 13th day of December, 1933; said commissioners having been sworn to assess the damages fairly and impartially, and in accordance with law, do hereby appoint as the time and place for hearing said parties on the matter, the office of the County Judge of Deaf Smith County, at Hereford, Texas, in said county on the 13th day of January, 1934.

And these therefore are notice to said defendants, and each of them, to appear at said time and place at ten o'clock a. m., for the purpose of offering any evidence they may desire as to the amount of damages to be assessed against the State of Texas, and to be paid to the said defendants and each of them for the right of way and strip of land described in said Plaintiff's Original Petition filed with the County Judge of Deaf Smith County, Texas. Witness our hands this the 13th day of December, 1933. W. T. WOMBLE, FRANK GIVAN, C. R. SMITH. 49-4c

Westway Items

(BY WILMA SKYPOLA)

Ray Cornett of Hereford spent Wednesday night in the home of C. P. Grimes.

Get highest cream prices at Farmers Creamery Association. 7-12 Miss Irene Grimes spent Wednesday night in the home of her parents, Mr. and Mrs. C. P. Grimes.

We are glad to have as a new student Miss Ilena Rogers who has been in school at Farwell.

Mrs. Dodson's parents visited her last Friday.

Mr. and Mrs. Cecil Baker of Dimmitt spent Wednesday in the T. E. Baker home.

Mr. and Mrs. Elwyn Hatcherson of Ward spent Thursday in the T. E. Baker home.

Mr. and Mrs. Fay Dodson, Misses Bessie Lee Barnard and Ina Mae Hastings took supper in the Tom Vaughn home Wednesday.

Mr. and Mrs. Tom Vaughn and daughter, Sue, and G. C. Hartman went to Amarillo Monday.

Mr. and Mrs. Ben McBrayer spent Sunday in the Kessel home.

Mr. and Mrs. Walter Schulz spent Sunday in the A. B. Schulz home.

Mr. and Mrs. Walter Schulz visited in the H. W. Weems home Sunday night.

Roscoe Landers had bad luck Saturday morning when his car caught fire. The car was badly damaged.

Mr. and Mrs. Grady Wilson took her mother to Crosbyton Saturday.

Friday night the school is putting on a program, including readings, songs and a two-act play. Everybody invited.

Last Thursday Flagg played Westway Whalers a game of basketball. Westway winning both games. The girls' scores were 3-5, the boys 10-25.

Mr. Dodson refereed a basketball game at Bovina for the Farwell and Bovina girls.

Christmas Seals are the hallmark of health. Buy them and use them.



We wish our friends and their loved ones the good things of life, lasting health, prosperity, good cheer and happiness.

We appreciate the privilege of serving you during the year, and look forward to renewed friendship during 1934.

Weir's Variety Store

MERRY CHRISTMAS EVERYBODY

—and thanks for everything

Texas Service Station GLEN SNYDER

Use Home Products!

There Is No Better Flour Than PACKARD'S BEST

Then there are ...

All Made In Hereford of Home-Grown Wheat

PANHANDLE MAID SUNRISE WESTERN BEAUTY

Fresh Ground Corn Meal

Tasty Cereal Breakfast Food

All Wheat Is Washed

We Are Installing a Bleacher

... ASK YOUR GROCER ...

Packard Milling Company

H. E. DANFORTH, Mgr.



**Santa Claus Letters**

Dear Santa Claus: I am a little girl nine years old and in the fourth grade. I want a baby doll 15 inches long with sleeping eyes and a pink wardrobe filled with clothes for her. I also want a pair of skates and fruit, nuts and candy. With love,  
Billie Louise Davis.

Dear Santa Claus: Will you please bring me a real leather football that I can kick, and any other toys that you think I will like. I would appreciate a nice story book. Please fill my stocking with candy and fruit, but mostly candy. I am four years old and I've been drying dishes for mother. Your little friend,  
Jimmy.

Dear Santa Claus: I am a little boy five years old. I want you to bring me a large wagon, steam roller, gun, Sandy-Andy, wheelbarrow and a set of Tinkertoys. Also some candy, nuts, oranges and apples. Please don't forget my daddy and mother. Yours truly,  
J. B. Sowell, Jr.

Dear Santa Claus: I want a pair of leather chaps with bright pieces on the legs of the chaps, and a wide belt with bullets on the belt, and a big scabbard and gun and cowboy boots and spurs, and a cowboy hat and a bandana handkerchief and a leather jacket for me to wear that's all for me. Please Santa bring sister a doll with real hair and real eye brows and some white kid gloves and a little car with electric lights and little brother wants a red wagon and a box of colored blocks. Be sure and don't forget the little poor children. Lots of love,  
George L. LeGrand.

Dear Santa: Please bring me a tool chest and two pair of clothes. Dottie wants a cedar chest, doll chest, dishes and scissors. John Shirley wants a little fire engine and we all want candy and fruits. We hope to see you in Hereford next Thursday. Oh, yes, I am six years old. Dottie is five and John Shirley is four. Dottie and I go to school and John Shirley keeps mother company. Your friend  
Billy Ray Bolling.

Dear Santa Claus: Will you please bring me a cowboy suit and a toy tool chest. My daddy bought Douglas and I some apples and mother made us some candy, so please take the apples and candy you have for me to some little boy who hasn't any.  
DuBols Walker, Jr.

Dear Santa Claus: I am a little girl nearly five years old. I want you to please bring me a baby doll that smiles and goes to sleep. I want an electric stove and a little electric iron. I would also like to have some candy, nuts and fruit. I hope I am not asking too much. Santa, please remember all the other little children. I will be at the Christmas tree and in Dimmitt and I will see you there, Santa. Your little friend, Jackie Wright.

**Citation by Publication.**

THE STATE OF TEXAS,  
To the Sheriff or any Constable of Deaf Smith County, Greeting:  
You are hereby commanded, in summons Samuel H. Angelo whose residence is unknown, by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your County, if there be a newspaper published therein, but if not, then in the nearest County where a newspaper is published, to appear at the next regular term of the District Court of Deaf Smith County, to be holden at the Court House thereof, in Hereford, Texas, on the Fifth Monday in January A. D. 1934, the same being the 29th day of January A. D. 1934, then and there to answer a petition filed in said Court on the 20th day of December A. D. 1933, in a suit, numbered on the docket of said Court as No. 2136, wherein Marie Angelo is Plaintiff, and Samuel H. Angelo is Defendant, and said petition alleging: That Plaintiff is an actual bona fide inhabitant of Deaf Smith County and State of Texas and has been for more than 12 months. That on the 23rd day of September, 1897, Plaintiff and Defendant were legally married at Collins, Iowa, and continued to live together as husband and wife. That the defendant abandoned and desert plaintiff on or about the 10th day of June, 1933, and they have not lived together as husband and wife. That defendant during the last seven or eight years of their married life was guilty of excesses and cruel treatment towards plaintiff of such a nature as to render their further living together insupportable. Plaintiff asks that defendant be cited in terms of law to answer said petition, that she be decreed her divorce and recover the costs expended in said suit.

Herein fail not, and have you before said Court, at its aforesaid next regular term, this writ with your return thereon, showing how you have executed the same. Given under my hand and the Seal of said Court, at office in Hereford, Texas, this 20th day of December A. D. 1933.  
(SEAL) L. H. FOSTER,  
Clerk, District Court, Deaf Smith County, Texas. 50-4c

Dear Santa Claus: I have been a good little girl, so I want you to bring me a big rubber baby doll, a doll bed, a buggy and a telephone, also bring me some candy, nuts, apples and oranges. Santa Claus, don't forget the other little boys and girls. I wish you a merry Christmas and a happy New Year. Your little friend,  
Jewel Aileen Rudd.

Dear Santa: I want you to please bring me a doll and doll piano. Thank you,  
Betty Ann Dunlap.

Dear Santa Claus: I am a little boy five years old. Will you please bring me a wagon and a steam shovel, also candy, nuts, oranges, apples and bananas. Don't forget my little niece, Joan Walser. She wants a doll. Thank you, Santa Claus.  
Ralph Fullwood.

Dear Santa: We're going to leave some candy for you by our tree, and please leave me a negro doll and a buggy and some doll clothes. I'll be your little girl and give you my dummies.  
Frances Alice Behrens.

My Dear Santa: I am four years old and I am sweet to my family. I would like a teddy bear and a buggy for him to ride in and some clothes for my old dolls. Bring all the little boys and girls in the country something, too, please. I thank you.  
Janell Behrens.

Dear Santa Claus: I have not started to school. This year has been a bad year, but I want to be a good girl and I hope you will remember me. I want a cowboy suit, a doll and a washing machine and candy, nuts and fruits. Please don't forget me and bring me something. I will try to help you.  
Mary Gene Dyer.

Adrian, Texas.  
Dear Santa: I sure hope you can bring me a cowboy's suit and a gun and scabbard, a bicycle and a double barrel gun. In my stocking a box of marshmallows and some candy and a whole lot of nuts and some negro-toes and an orange and an apple. I guess that is enough. Your friend,  
Wilbur Chapman.

Dear Santa Claus: I am a little boy five years of age. I have tried to be good, so please, bring me a football, gun and scabbard, and some candy, nuts and fruit. Don't forget my little sister, Barbara, for she has been good. Bring her a doll and a little red-rocking chair, please. Your little friend,  
Lloyd Ray, Jr.



Whatever your plans for the Christmas menu you will wish to order your meats here for they are fresh flavorsome and moderately priced.

And our grocery department offers many special values. It is complete at all times. Fruits and Vegetables are fresh and crisp, and, too, there is a variety.

Wishing Our Patrons  
The Merriest Christmas  
In History!

**Texas Market & Grocery**  
J. W. Robinson, Manager.

Dear Santa Claus: Please bring me a toy tool chest and a cowboy suit. I am hoping to see you in Hereford December 21. I am trying to be a good boy.  
Douglas Jean Walker.

Dear Santa Claus: I have been a good little boy and helped take care of my sisters and helped wash dishes. So please bring me a drum and a train and I will thank you. Your friend, Jerald Ward Behrens.

Dear Santa Claus: Please bring me a Patsy doll, a little electric stove, a drum and a set of dishes. Don't forget the other boys and girls. Lots of love,  
Helen Ann Pitman.

**CHRISTMAS GREETINGS**

—Wishing you joy in this Christmas Season and a Bright and Happy New Year.

—In extending greetings of the season, may we also thank you for the patronage given us the past year.

**Fashion Dress Shop**

**Compliments of the Season**

Happiness, Health and Prosperity to you all—our loyal friends and patrons. May the day be full to overflowing with real Christmas Joy.

**Dr. R. E. Perkins**

**Noel! Noel!**

We extend heartiest wishes for a Happy Christmas Season to all our customers and friends, may GOOD HEALTH and HAPPINESS and all the blessings of the HOLIDAY CHEER bestow themselves upon you all.

**A. O. Thompson Abstract Co.**

**TURKEY DINNER**

—with all the good things that go with it. A first class dinner at same old price—35c

**EVER-READY LUNCH**

and a **Happy New Year**

Wishing You Christmas Happiness

**Geo. S. McConnell**  
Electrical Contractor  
Phone 759-W

**A Message... of the Season**

Each Christmas the bracelet of FRIENDSHIP is fostered anew with links of good wishes. And each year we send our strengthening contribution to this jewel—Topmost Happiness... Best of Luck... and a MERRY CHRISTMAS is our 1933 Yuletide wish to all this Friendly Community.

Santa Says:  
Give Electrical Gifts!

**Texas Utilities Co.**



Yuletide Greetings

... To wish you joys of the season ... good cheer ... good health ... good friends.

JOHN B. MILLER

WISHING YOU ALL A MERRY CHRISTMAS



DR. B. M. WILTSHIRE

DENTIST

ODSENEENZ of PAINT

Ridiculous Prices

R. H. KEMP LUMBER CO.

Phone 44



Yuletide Good Cheer

We Take This Opportunity to Wish You All MERRY CHRISTMAS

Start Right in 1934 With An EXIDE ATWATER KENT RADIOS

Fullwood Battery & Electrical Sta.

Santa Claus Letters

Dear Santa Claus: I am a little boy seven years old. I want a football and set of carpenter tools lots of fruit, candy and nuts. Please don't forget the rest of the little boys and girls. Your little friends, Billy Wayne Carthel.

Dear Santa Claus: Please be nice to me, as you were to my daddy a long time ago. I want a wagon, new saddle blanket, spurs and lots of fireworks. I will be a good boy, Santa Claus, honest. Billy Lewis Brady.

Dear Santa Claus: Please bring me a set of dishes and a set of Lincoln logs and bring Bobby Nell a gun and a horn. And we both want some stick candy and colored marshmallows. We will thank you for anything you bring. Lovingly, Arline Millard.

Dear Santa: I want a football bladder, a little dump truck and a little car and lots of candy. Yours truly, Hicks Roberson.

Dear Santa Claus: I want you to bring me a football bladder and a story book. I can read good for I am going to school. And I read a hard book. I have a 100 every day. I have wanted to tell you that I want lots of candy. Yours truly, Donald Rob Beson.

Dear Santa Claus: I would like for you to bring me a big curly-headed dolly and some candy, apples, oranges and nuts for Christmas. Yours truly, "Boots" Posey.

Dear Santa Claus: I don't want much this Christmas. I am a boy eight years old and I have been pretty good this year. This is what I want: a pair of skates, a collar for my dog and some candy, nuts and fruit. Don't forget the poor children and the children that haven't any mother and father. Love, Larry Trimble.

Dear Santa Claus: We wouldn't ask you for many things this year, but all our nice paythings burned up last winter. We want some more pretty baby dolls, and a bed for them with a mattress and pillows and sheets and pillow cases and bed spread. Please bring us some knives and forks and dishes big enough to eat in. La Juana wants a tiny car with lights and a tricycle. I want a fountain pen please and some little cooking vessels. Wishing you a Merry Christmas. Nona Jean and La Juana Rose.

Dear Santa: Will you please bring me a pretty red wagon for Christmas, and anything else you think a little boy seven years old would like. With love, John Robert Hickman.

MERRY CHRISTMAS

With Compliments of the Holiday Season

Dr. G. F. Le Grand

Dear Santa: I thought I would tell you what I want this Christmas. You was real nice to me last Christmas. I am five years old, Santa. I want a little electric iron so I can help mother iron. A little doll washer, please bring me a rocking chair if it isn't asking to much of you. I would like to have a little truck. Don't forget the other little boys and girls on Christmas morn. I am your little friend, Rosemarie Grimes.

Dear Santa: I have been sick for over two weeks. Please bring me some story books and games and my dolly some dresses. I have taken care of her pretty well. All some shoes for dolly. Don't forget Daniel and Nora Jean. I am six years old. Mary Ruth Russell.

Dear Santa Claus: I am ten years old and am in the fifth grade. I hope that you can come to see me. I guess I will tell you what I want of Christmas. I want a rubber doll, pocketbook, suitcase and tin dishes and some candy and fruit. That is all I want. Good-bye Santa Claus. Hoping for lots of presents Vera Lee Hoover.

Dear Santa Claus: I am six years old and in the first grade. I hope you will get to come to see me. I will tell you what I want. I want a drum, train, ball, truck, air rifle and a sandy-andy. My sister had to write it for me. Good-bye, Santa Claus. Hoping for a lot of presents, Charley Ray Hoover.

Dear Santa Claus: Will you please come and see me. I am eight years old and in fourth grade. Will you bring me some candy, a toy violin, truck and ball. I guess that is all I want. Good-bye, Santa. Hoping for lots of presents. Herbert Hoover.



HAPPINESS, HEALTH and PROSPERITY to you all—our loyal friends and patrons. May the day be full to overflowing with real Christmas Joy.

D. R. GASS & SON Your Friendly Shoe Dealer.



Best wishes now and in the bright days to come. May joy and good cheer be plentifully yours.

DR. T. L. MORGAN

NOEL

We heartily wish our friends and patrons a Happy Yuletide season, and may you stand in the dawn of brighter and happier days.

S. E. Cone Grain and Seed Co.



—We extend to your our heartiest wishes for a delightfully

Merry Christmas

and hope it will fulfill your highest expectations.

Farmers' Creamery Ass'n., Inc.

—Use Cream O'Plains Butter.

OLD SANTA Is Telling You

To Be Sure to Visit Our Store for Your Christmas Groceries. Here You Will Find Low Prices and a Variety of Fresh Fruits and Vegetables. Specials for Thursday, Friday and Saturday

PEACHES	35¢	TOMATOES	25¢
White Swan, in syrup, 2 No. 2 1/2 cans		Three No. 2 cans	
GRAPEFRUIT	21¢	SORGHUM	59¢
Five for		East Texas, gallon	
COCOANUT	Bulk, Pound		19¢
MINCE MEAT	19¢	CRANBERRIES	15¢
White Swan, two packages		Pound	
SUGAR	51¢	SUGAR	17¢
16-pound cloth bag		Powdered, 2-pound box	
WALNUTS	Pound		18¢
ORANGES	Good Size, Dozen		20¢
PEAS	25¢	SOAP	10¢
Onion brand, two No. 2 cans		One-pound bar	
PECANS	25¢	PICKLES	18¢
Two pounds		Sour, quart	
COCOA	Mother's, 2-Pound Box		23¢
BEANS	17¢	COFFEE	3¢
Two No. 2 cans		Schilling's, Pound	
PINEAPPLE	Del Monte, Gallon		51¢

A Nice, Fresh Shipment of Assorted Christmas Candy, Nuts, Oranges and Apples Are Here.

CARL'S Cash and Carry GROCERY

AUDITOR

PAUL B. CORBETT  
Accountant and Auditor  
Income Tax Service  
Office County Court House

OPTOMETRIST

DON'T Neglect Your Eyes  
Dr. T. M. Montgomery  
At Close Drug  
Third Friday Each Month.

DAIRY

PRAIRIE DAIRIE  
Grade "A" Milk  
Sweetmilk, Cream, Buttermilk.  
We Deliver Daily.  
PHONE 666

NURSING

PRACTICAL NURSING  
At My Home Or At Yours.  
25 Years Experience.  
MRS. A. D. GODWIN  
Second door west on Eighth  
Street, off 25-Mile Avenue.  
Telephone 391

# Christmas Greetings



And may Good Health, Happiness and Fortune  
Be By Your Side All Through the Year.

Merry Christmas to All.

**H. L. RICE TIRE SHOP**



To Wish You the Joys of Christmas and  
Every Happiness Throughout the New Year

**ARTHUR C. THOMPSON**



May this Christmas be filled with treasured  
thoughtfulness for you and your family.

We wish you all the joy and happiness possible  
throughout the coming year.

# Ike's Cafe



Old Santa is going to be more generous this  
Christmas. We have many useful and lovely  
things such as China, Glassware, Silver, Uten-  
sils and Toys. Any of them will make accept-  
able gifts. Come in and visit us.

May we send a message of good will to all our  
friends this festive season and wish one and all

A MERRY CHRISTMAS

**Kerr Hardware Co.**

## Jumbo News

BY EDNA HALL

December 6 marked the 40th wed-  
ding anniversary of Mr. and Mrs.  
W. A. Hunter and the event was  
celebrated by inviting the children  
and families in for a big turkey  
dinner. Present were R. W. Hun-  
ter and family, Frio; C. C. Hun-  
ter, wife and daughter; Finis and  
family, Sam and family, Ullman  
and family and Addison; one  
daughter, Mrs. M. L. Simpson, Mr.  
Simpson and Bobby, Finis Nunn  
and Mr. and Mrs. C. D. Gilliam.  
Two sets of twins were present,  
Sam and Finis, sons of Mr. and  
Mrs. W. A. Hunter, and the twin  
daughters, Phyllis and Frances,  
of Mr. and Mrs. Ullman Hunter.  
Miss Elaine Dyer is attending  
business college at Hereford.

Mrs. Buck Wood and Truitt  
Boothe of Dimmitt, Mr. and Mrs.  
M. L. Hardy, Sammy and Kath-  
leen visited the W. L. Hall home  
Friday.

Mr. Hurst of Canyon spent Fri-  
day with his daughter, Miss Irene.  
M. L. Simpson and family were  
in Amarillo Saturday.

Mrs. Ovid Pinckert and sons and  
Edna Hall visited in the B. M.  
Hines home Monday.

Walter Means and family of  
Hereford, Leon Winton and Miss  
Wilhelmina Huseman of Nazareth  
spent Sunday in the Hall home.  
There will be a Christmas tree  
and program at the school house  
Friday night.

The girls and boys basketball  
teams went to Dimmitt Friday

### THE STATE OF TEXAS.

To the Sheriff or Any Constable of  
Deaf Smith County, Greeting:

You are hereby commanded to  
summon W. L. Dixon and wife,  
Viola Dixon, Sid S. Spears, James  
W. Spears, Mrs. Carrie Ratliff in-  
dividually and as Administratrix  
of the estate of D. W. Ratliff, de-  
ceased and as guardian of Aaron  
Ratliff, Ollie Ratliff, W. S. Ratliff  
and Mildred Ratliff, minors, and  
the said Aaron Ratliff, Ollie Rat-  
liff, W. S. Ratliff and Mildred Rat-  
liff; Mrs. Carrie Spears individual-  
ly and as executrix of the estate  
of W. E. Spears, deceased, William  
L. Spears, Fay Spears, Robert R.  
Spears, Mildred Spears Neville and  
husband, C. W. Neville, and James  
B. Spears; and the unknown heirs,  
if any there be other than those  
named above, of D. W. Ratliff, de-  
ceased; and D. W. Ratliff, de-  
ceased; all of whom are non-resi-  
dents of this State, to be and ap-  
pear at the next regular term of  
the 60th District Court of Deaf  
Smith County, Texas, to be held  
at the court house thereof in the  
city of Hereford, Texas, on the  
29th day of January, 1924, then  
and there to answer a petition  
filed in said court on the 13th day  
of December, 1923, the file number  
of which is 2134, in which suit E.  
J. Moore is plaintiff and W. L.  
Dixon and wife, Viola Dixon, Bob  
McCoy, Sid S. Spears, James W.  
Spears, Mrs. Carrie Ratliff indi-  
vidually and as administratrix of  
the estate of D. W. Ratliff, de-  
ceased, and as guardian of the persons  
and estates of Aaron Ratliff, Ollie  
Ratliff, W. S. Ratliff and Mildred  
Ratliff, minors; and the said  
Aaron Ratliff, Ollie Ratliff, W. S.  
Ratliff and Mildred Ratliff; Mrs.  
Carrie Spears individually and as  
executrix and legal representative  
of the estate of W. E. Spears, de-  
ceased; William L. Spears, Fay  
Spears, Robert R. Spears, Mildred  
Spears Neville and husband C. W.  
Neville, and James B. Spears; and  
the unknown heirs, if any there be  
other than those named above, of  
W. E. Spears, deceased; and the  
unknown heirs, if any there be,  
of D. W. Ratliff, deceased; are de-  
fendants; plaintiff's cause of ac-  
tion being alleged as follows, to-  
wit:

Plaintiff is the owner and holder  
of the last six of a series of eight  
vendor's lien notes numbered 1 to  
8, both inclusive, each dated May  
11, 1920, and each in the principal  
sum of Two Thousand (2000.00)  
Dollars, except Note No. 8 which  
is for the principal sum of Two  
Thousand Six Hundred Thirty-five  
(\$2635.00) Dollars, all of said  
notes being executed by D. W.  
Ratliff and W. L. Dixon payable  
to the order of Bob McCoy with  
interest at the rate of six per cent  
per annum prior to maturity and  
ten per cent after maturity, and  
containing the provision that failure  
to pay any one of said notes  
or any installment of interest  
when due shall, at the option of  
the holder, mature all of said  
notes, and containing the usual  
provision of ten per cent attor-  
ney's fees if placed in the hands  
of an attorney for collection. That  
Note No. 3 was payable on May 11,  
1922; that Note No. 4 was pay-  
able on May 11, 1923; and one  
note was payable annually there-  
after until the full amount was  
paid. That Notes Nos. 3 and 4  
and interest on all of said notes  
since May 11, 1922, are past due  
and unpaid and that by reason of  
such default plaintiff, the present  
owner and holder of said notes,  
has declared all of them due. That  
said notes were by the defendant  
Bob McCoy, the payee therein, for  
a valuable consideration sold, en-  
dorsed and delivered to the plain-  
tiff on or about the 29th day of  
March, 1920.

That said notes were given as  
a part of the purchase price for  
the following described land sit-  
uated in Deaf Smith County, Tex-  
as, to-wit:

North half of section thirty-  
one (31) Township Number  
Four (4) north of Range num-  
ber 3 east of a Capitol Syn-  
dicate Subdivision as shown  
by a plat of record on the

and played Sunnyside, the Jumbo  
girls winning, the boys losing.

Mr. and Mrs. R. C. Martin and  
L. A. Bloodworth visited the Pete  
Hicks home Saturday. Mrs. Mar-  
tin will be remembered as Miss  
Faye Stewart, sister of Mrs. Hicks.  
Mr. and Mrs. Martin were married  
at Olton Saturday. The Stewarts  
moved to New Mexico about one  
month ago.

Murphy Hardy and family, Mrs.  
John Noland and Ruby Faye spent  
the week end in Amarillo.

Mrs. B. M. Hines and Junior;  
Mrs. Walter Means and daughters  
spent Friday with Mrs. Ovid Pinck-  
ert.

Mr. and Mrs. M. L. Hardy and  
little grandson visited Mr. and  
Mrs. Truitt Boothe in Dimmitt  
Friday night.

M. L. Simpson and family called  
on Mr. and Mrs. H. Harvel Sun-  
day evening.

C. C. Hunter and family visited  
in the Press Dyer home Sunday.  
Mr. Kring returned home last  
week from a visit with his daugh-  
ter, Mrs. Jim Baggs, at Amarillo.

Sammy Hardy spent the latter  
part of the week with his grand-  
parents, Mr. and Mrs. M. L. Hardy.

John Hall and son visited Leon  
Winton at Nazareth Saturday night.  
Bruce Hunter and family called  
in the Norman home at Blue  
Ridge Wednesday evening.

Mrs. C. D. Gilliam was in Dal-  
las on business this week return-  
ing home Wednesday.

Mr. and Mrs. Jim Baggs and  
Mrs. Holly of Amarillo and Mrs.  
Judge Smith of Clayton, N. M.,  
called in the Chas. Kring home.

Deed Records of Deaf Smith  
County, Texas, and containing  
320 acres of land more or less.

Also section No. 3, Town-  
ship 5 North of Range 2 East,  
according to the plat of a Cap-  
itol Syndicate Subdivision of  
Capitol Leagues Numbers 371  
and 379, containing 640 acres  
more or less;

which was on the 11th day of May,  
1923, conveyed by Bob McCoy to  
W. L. Dixon and D. W. Ratliff  
and a vendor's lien was reserved  
on said land to secure the pay-  
ment of the above described notes,  
and that said vendor's lien has  
been duly assigned to the plain-  
tiff herein by the said Bob McCoy  
and that plaintiff is the present  
owner and holder of said notes  
and said vendor's lien.

That W. E. Spears, on the 30th  
day of November, 1920, purchased  
an undivided one-half interest in  
the above described land and as-  
sumed and agreed to pay one-half  
of the above described notes. That  
W. E. Spears is dead and that  
Carrie Spears is his executrix  
and legal representative; and that  
Carrie Spears, William L. Spears,  
Fay Spears, Herbert R. Spears,  
Mildred Spears Neville and C. W.  
Neville, and James B. Spears are  
his heirs at law, and if there are  
any other heirs their names are  
unknown to plaintiff.

That on the 23rd day of De-  
cember, 1920, Sid S. Spears pur-  
chased an undivided one-half in-  
terest in said land and assumed  
and agreed to pay one-half of said  
notes.

That on June 21, 1920, James W.  
Spears purchased a one-half in-  
terest in said land and assumed  
and agreed to pay one-half of said  
notes.

That D. W. Ratliff is dead and  
that his heirs are Carrie Ratliff,  
Aaron Ratliff, Ollie Ratliff and  
Mildred Ratliff, and that if he  
has any other heirs their names  
are unknown to plaintiff.

Plaintiff prays for judgment  
against the defendants and each  
of them for the full amount of  
principal, interest and attorney's  
fees due upon said notes and for  
foreclosure of his vendor's lien  
upon the above described land as  
said lien existed on the 11th day  
of May, 1920, and at all times  
thereafter, for costs of suit and  
for general relief.

Notice is hereby given that cer-  
tified copies of the deed from Bob  
McCoy to W. L. Dixon and D. W.  
Ratliff recorded in Volume 60,  
page 453, Deed Records of Deaf  
Smith County, Texas, and of the  
deed from W. L. Dixon et ux to  
W. E. Spears recorded in Volume  
62 page 496, Deed Records of Deaf  
Smith County, Texas, and the deed  
from D. W. Ratliff et ux to Sid S.  
Spears recorded in Volume 63 page  
30, Deed Records of Deaf Smith  
County, Texas, and the deed from  
Carrie Spears et al to James W.  
Spears recorded in Volume 66, page  
313, Deed Records of Deaf Smith  
County, Texas, are filed with the  
Clerk of this court and will be of-  
fered as evidence in the trial of  
this cause.

You Are Commanded to so sum-  
mon said defendants and to serve  
this citation by making publica-  
tion hereof once each week for  
four consecutive weeks previous  
to the return day hereof in some  
newspaper published in your coun-  
ty, but if there be no newspaper  
published in said county then in a  
newspaper published in the nearest  
county where a newspaper is pub-  
lished.

Herein Fail Not but have you  
before said court on the first day  
of the next term thereof this writ  
with your return thereon showing  
how you have executed the same.

Witness L. H. FOSTER,  
Clerk of the District Court of  
Deaf Smith County, Texas.  
Given under my hand and seal  
of said court at Hereford, Texas,  
this 13th day of December,  
1923.

(SEAL) L. H. FOSTER,  
Clerk of the District Court of  
Deaf Smith County, Texas.  
Issued this 13th day of De-  
cember, 1923.

L. H. FOSTER, Clerk  
of the District Court of Deaf  
Smith County, Texas. 50-4c

## Dean News

BY MARY LOUISE-ELSIE  
FRIEMEL

Mr. and Mrs. Edgar Sowell visit-  
ed in the Arlie Dean home Thurs-  
day night.

Get highest cream prices at Farm-  
ers Creamery Association. 7-12c  
Mr. and Mrs. Dean Attended the  
football game at Hereford Friday.  
A severe wind storm swept this  
section of the country Thursday  
of last week.

Mrs. Edgar Sowell and Eldon  
Harris were in Amarillo last Wed-  
nesday.

Mr. and Mrs. Edgar Sowell at-  
tended the football game at Here-  
ford Friday.

The D. S. S. club had the annual  
Christmas party Monday night,  
December 18, at the home of Mr.  
and Mrs. Edgar Sowell.

Miss Edith Shields of Hereford  
spent the week end at the Dean  
home.

Mr. and Mrs. Dean spent Sun-  
day at Flag visiting Misses Lu-  
cille Hughes and Grace Garrett,  
former teachers at Ward.

Coach T. E. McCollum of the  
high school, and his family left  
Sunday for Winters, Texas, where  
they will spend the holidays.



## Permanent Special

For The Holidays  
Regular \$3.50 for

**\$3.00**

There are places to go and things to see, now  
the Holiday time is here, and it will pay you to  
have a new permanent—\$2.50 to \$5.00.

### CHRISTMAS CHEER

To all of you—our friends and patrons—we  
with the merriest of Merry Christmases.

# Star Beauty Shop

Mrs. Carl Jennings—Phone 26



## CHRISTMAS GREETINGS

May Old Santa toss into your life a gen-  
erous portion of all the good things you desire  
during this Christmas time.

We wish to express our appreciation of  
business and to acknowledge the confidence  
and the cooperation given us by our patrons  
and the public during the past year.

## Merry Christmas To All

Start a Christmas Savings Account.

# The First State Bank

OF HEREFORD

# STAR THEATRE

Hereford, Texas

FRIDAY ONLY

**"Girl Without a Room"**  
 With Marguerite Churchill, Charles Farrell and Charles Ruggles.  
 This is the first time this picture has been shown in Texas.  
 Also Comedy News and Serial "DEVIL HORSE"  
 Admission Only 10c.  
 All Children Admitted.

SATURDAY ONLY

Matinee and Night,  
 That Big Western Special



## Zane Greys THE THUNDERING HERD

A Paramount Picture with  
 RANDOLPH SCOTT  
 JUDITH ALLEN  
 HARRY CAREY  
 BUTLER CRABBE  
 NOAH BEERY  
 RAYMOND HATTON  
 MONTE BLUE

All Children Admitted.  
 ADMISSION ONLY 10c

Preview Saturday Night  
 SUNDAY MATINEE

Only Two Showings.

Men's hearts beat  
 to the pulsing  
 rhythm of her  
 sinuous  
 dance



## Clara BOW HOOPLA

with PRESTON FOSTER  
 RICHARD CROMWELL  
 HERBERT MUNDIN • JAMES  
 GLEASON • MINNA GOMBEL  
 Special Short Subjects  
 ADMISSION 10c-35c

Sunday afternoon at 4:00 o'clock  
 after first show we will give away  
 a Lad's \$50.00 Diamond Ring.  
 Get tickets at Close Drug Store  
 and Star Theatre.

Special for  
 MONDAY - TUESDAY

Flash!  
**Walter Winchell's**  
 BIG MUSICAL  
 DRAMA OF THE  
 BIG STEEL...!

JOSEPH H. SCHMOK  
 Presents  
**BROADWAY  
 KEYHOLE**  
 A DARRYL F. ZANUCK  
 Production with  
 CONSTANCE CHUMINGOS • RUS  
 COLLINGS • PAUL TRACY • BOBSON  
 BARRY • GREGORY SATOFF • TIGER  
 CHAMBER • BOBE FOX, JR. • FRANCES  
 WILKINSON  
 ARE LYMAN AND HIS BAND

Special Women  
 Colored Men  
 Colored Men  
 That's Broadway  
 This is the story

Matinee Monday from 2:00 p. m.  
 "Until"  
 Admission 10c-20c

# LOCALS

Miss Emma Jackson and Mrs. F. Cogsdell spent Wednesday in Amarillo.

Gorn to Mr. and Mrs. A. Jack Davis, a son, Saturday, December 16th.

Mrs. Carl Gilliland and Cliff Estes went to Abernathy Wednesday to see their mother.

L. W. Wehring is here this week taking inventory of the Rockwell Bros. Lumber Company.

Ted Neely of Amarillo was here Tuesday afternoon, enroute to Fort Tates on a business trip.

Owen J. Stagner and family will leave Saturday for a ten-day stay with Mrs. Stagner's parents at Booker.

Mrs. John Miller and daughter, Mrs. Jack Cartwright, spent last week end in Stinnett with Mr. and Mrs. Al Miller.

Mr. and Mrs. Carroll Laird, Jr., of Kilgore arrived Tuesday night to spend the holidays with Mrs. Laird's parents, Mr. and Mrs. Lan Shore.

Mrs. A. J. Wilson returned to her home in Denton Sunday after a visit here with her daughter, Mrs. W. F. Gillis, and son, Woodrow Wilson.

Superintendent C. H. Dillehay of the Hereford schools and his family left today for Decatur, home of Mr. Dillehay's father, for the holidays.

Jack Wayland manager of the West Texas Gas Company branch here, returned Tuesday from Lubbock where he spent several days on business.

Mrs. W. M. Bell and two daughters, Misses Tallie and Madeline, and son, W. M. Bell, plan to leave Saturday to spend the holidays at their former home at Hedley, where they will visit in the home of Mrs. Bell's son, T. M. Bell.

Fred Brown left Tuesday for Plainview where he will visit his parents, Mr. and Mrs. W. M. Brown. He expects to go to El Paso to visit his brother, Elmer Brown, and family before returning to Hereford.

Born to Mr. and Mrs. Milton Beasley of Memphis, a son, December 17, weight 8-4 pounds. Mrs. Beasley was formerly Miss Alice Womack, daughter of R. H. Womack of this city.

Prentice Rosson returned Tuesday noon from Fort Worth where he attended an executive meeting Monday of the West Texas Chamber of Commerce. He is a director of the organization.

Carl Mounts and family left Tuesday for Butler, Indiana, where they will visit in the home of his father the next two weeks. D. N. Beasley of near Dallas will fill Mr. Mounts' position at the Santa Fe office.

## Want Ads

### Lost and Found

LOST: On Main Street or thereabouts, Tuesday, a child's knitted yarn glove, tan with red and green stripes. Finder please return to The Brand. 1c

LOST: New axe, between town and my place three miles west and five south. Finder return to Brand office. Reward. J. H. White. 1p

### Wanted

WANTED: To lease stalk field pasture for cattle. O. K. Higgins. 49-1fc

WANTED: Party to take milk cows on halves, half of calf crop and all of cream given for care of cows. Cows to be fresh soon. BOX 623. 50-2p

WANTED: To buy or rent a Hammermill feed grinder. See J. C. or Millard Gregory. 1p

WILL BUY feed crop with accommodation for feeding. O. K. Higgins. 50-2p

WANTED: To buy maize heads and threshed grain. Brumley & Son. 42-1fc

### For Sale or Trade

FOR SALE: New and used typewriters, and ribbons. Jowell Murchison. 42-1fc

FOR SALE: Have one of the best parts houses in the Panhandle; want to trade it for four sections of land. Reason for selling on account of sickness. Amarillo Auto Parts Co., Inc. 50-2c

FOR SALE OR TRADE: An R. C. A. radio set in good working condition. Trade for livestock, or what have you of value. A. F. McDowell. 1p

### Help Wanted

LIFE INSURANCE salesmen desiring the best plan of protection to offer their prospects may obtain full information 608 Republic Bank Building, Dallas, Texas. Call or write today. 42-10c

### Notice

STOCKMEN: I have tried to consider the times and your troubles. Now will you consider my needs and welfare? Dr. F. E. Bowe. 50-3p

Henry Cloyd returned from a fishing trip to Rockport and Corpus Christi last Thursday evening. He was away about three weeks, and enroute home visited in Dallas.

Visitors last Friday in the Mrs. E. E. Standifer home were Mrs. Jim Thomas and daughter, Merrell, of Plainview, and Mr. and Mrs. Harve Pate of Lubbock.

Mrs. W. A. Blackburn of Denver was here last week visiting in the home of Mrs. J. W. Montgomery, a friend, and with her grandson, Archie Blackburn. Mrs. Blackburn formerly lived northwest of Hereford several years ago.

County Judge C. W. Humble was in Canyon and Amarillo Tuesday. He discussed rural school problems with E. E. Chamness, district supervisor at Canyon. In Amarillo he conferred with highway department and relief officials regarding affairs in Deaf Smith county.

Mr. and Mrs. John Haberer and son, Johnny, left Wednesday for Los Angeles, where they will visit their daughter and sister, Mrs. Henry Sherman. They will also visit Mrs. Haberer's brothers in Stafford and San Francisco. They expect to be gone several months.

Mr. and Mrs. F. T. Roloson, Mrs. J. B. Jones and Louis Sherman left last Friday for Los Angeles, where they will visit in the home of Mr. and Mrs. Henry Sherman, brother of Louis Sherman, and with other relatives and friends. They expect to be absent two weeks.

Among those attending the funeral of Rev. J. E. McClurkin from Hereford were Mr. and Mrs. A. O. Thompson, Mmes. H. G. Conkright, C. C. Ferguson, A. C. Hales, Phil Radovich and Cliff Estes and children.

## Santa Claus Letters

Yuma, Arizona.  
 Dear Santa Claus: We are two little girls that have been fairly good the past year and want you to be sure to know that we have moved from Hereford to 845 First Street, Yuma, Arizona. I want a winding train and anything else you can spare. I want a cowboy suit, doll and doll bed and doll buggy. I am in the first grade. Remember all the poor children.  
 Betty and Eddie Jo Connell.

Dear Santa Claus: Please bring me a big red wagon, a hobby horse, a big play ball and some candy and nuts. Don't forget my little alster, Alma Faye. She wants a little rubber doll. Don't forget all the other little girls and boys.  
 With love,  
 Reuben Knox.

Dear Santa Claus: I am a little boy in the high third. I want a pair of skates and a gun. I also want fruits, nuts and candy. With love,  
 Nolan Miller.

Dear Santa: Please bring me a \$1.00 doll, some clothes for it and buggy, set of dishes. With love to Santa from  
 Audine Jacobs.

Route 1, Adrian, Texas.  
 Dear Santa Claus: Please bring me an air gun and BB's, and a little train.  
 Chester Dodson.

Dr. and Mrs. R. E. Perkins left Thursday morning for Dallas for a few days stay, during which they will buy special electrical equipment for use in their offices here. They will also visit relatives in Springtown while away and will likely return the first of next week.

We wish to express our appreciation to our friends and customers for the business we have received this past year. Our entire personnel join in wishing you a Merry Christmas and bountiful Good Cheer in all the days to come.

## E. B. BLACK CO.

MAY YOUR CHRISTMAS BE A MERRY ONE

and 1934 be a prosperous year to all of you.

J. L. Rogers Feed Grinding

Yuletide Good Cheer 1933

We wish to thank each and every one of our customers for their patronage and wish all a MERRY CHRISTMAS and a HAPPY NEW YEAR.

Real Apples, bushel ----- \$1.20  
 California Oranges, 2 dozen ----- 25c

## Square Deal Produce Co.

RANKIN C. REYNOLDS Swift Branch "BOY ON STEAD"  
 Corner Main and Fourth, Where Parking Space is Wide.

# PIGGLY WIGGLY

## Christmas Food Fair

Select Foods for your Christmas Feast at Piggly Wiggly, brought to you from all over the world at money saving prices. We thank you for your patronage. We have enjoyed serving you throughout the year. May you have a healthy Christmas!

<b>JELLO</b> All Flavors, Package	<b>5c</b>
<b>SUGAR</b> 10-Pound Cloth Bag	<b>48c</b>
<b>COMPOUND</b> 8-Pound Carton, Swift's Jewel	<b>54c</b>
<b>Cabbage</b> Per Pound	<b>4<sup>1</sup>/<sub>2</sub>c</b>
<b>BUTTER</b> Fresh Creamery, Pound	<b>15c</b>

<b>CELERY</b> Large Calif. Bunch	<b>7<sup>1</sup>/<sub>2</sub>c</b>	<b>ORANGES</b> Dozen Per	<b>12<sup>1</sup>/<sub>2</sub>c</b>
<b>LUX</b> Large Size	<b>22c</b>	<b>CATSUP</b> 14-ounce bottle	<b>15c</b>
<b>BAKING POWDER</b> Hi-La, large size	<b>19c</b>	<b>COFFEE</b> M. J. B. 2-5 can 50c pound	<b>31c</b>
<b>RAISINS</b> 4-pound package	<b>29c</b>	<b>PEPPER</b> 8-ounce can	<b>19c</b>
<b>CRANBERRIES</b> Late Harvest, quart	<b>14c</b>	<b>WESSON OIL</b> Flat tin	<b>22c</b>
<b>COCOA</b> Hershey's, pound-can	<b>17c</b>	<b>OLIVES</b> 8-oz. tall can, Yacht Club	<b>19c</b>
<b>SHOE POLISH, Oil Glow</b> made by makers of Dyanthine, bottle	<b>10c</b>	<b>OYSTERS</b> 4-ounce can	<b>12c</b>
<b>PEARS</b> No. 2 1/2 Can	<b>14c</b>	<b>COCOANUTS</b> Fresh, three for	<b>25c</b>
<b>FLOUR</b> Hereford, 48 pounds	<b>\$1.00</b>	<b>CRACKERS</b> 2-pound box	<b>21c</b>
<b>SYRUP, Karo</b> Red Label, 1/2 gallon 24c, quart, full	<b>23c</b>	<b>OATS</b> White Swan, large package	<b>15c</b>
<b>CAKE FLOUR</b> Per package	<b>31c</b>	<b>MARSHMALLOWS</b> 10c size, three for	<b>25c</b>
<b>DATES</b> Two-pound package	<b>29c</b>	<b>BRAZIL NUTS</b> Pound	<b>15c</b>
<b>COCOANUT</b> Bulk, pound	<b>19c</b>	<b>POP CORN</b> Giant Yellow, 3 pounds	<b>19c</b>
		<b>TOMATOES</b> Fresh, new crop Texas, 3 pounds	<b>25c</b>

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