

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

35th YEAR—NUMBER 51.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, DECEMBER 26, 1935.

FIVE CENTS PER COPY

Special District Monday Will Decide On Stock Law

AROUND TOWN Sights and Faces Seen

Hello Santa: I am a little girl 12 years old and wish you would please bring me a real nice present for Christmas anything nice will do. Please remember my sisters and brothers and all poor children. Your friends, Estell Pace.

Dear Santa: Please bring me a cowboy suit, a micky mouse watch that runs, a marble board and a type writer. Bring my little sister a baby doll that sleeps, some dishes and anything else that you have for us. Love from, E. W. Wombie, Jr.

Dear Santa: I am a little girl three years old and I am a pretty good little girl most of the time. Please, Santa, I would like to have you bring me a little table and chair, a dolly with hair, a dolly bed, a little broom and dust mop. Will that be too much? I hope not. I love you. Careen Conklin.

Dear Santa: I want a big doll with long black curls and a doll table with two chairs. My sister wants a big tricycle and a little rocker. My little brother Glenn 5 years old wants 2 little cars and a little train you can wind up. Yours sincerely, Evelyn Smith.

Dear Santa: Please bring me a little car, some airplanes and a wrecker. Bring my little brother Paul Bryan a little teddy bear. Bring some candy, oranges, bananas, nuts, but don't bring Paul Bryan any candy because he just has two teeth. That's all this time. Take the other children something. Thank you, Alex J. Schroeter.

Dear Santa: I am a little girl 4 years old. I've been good all year so you'd come back to see me this Christmas. I want you to bring me a nice doll and wardrobe trunk for her, some candy, nuts and fruit. Be sure and don't forget the other little girls and boys. Your pal, Jacqueline Newell.

Dear Santa: I am a little boy 9 years old. I don't want much this Christmas, but I want a blackboard and a BB gun and all the fruit and candy you can afford. Santa I have been a good little boy and helped mother a lot. With much love, John David Owen.

Dear Santa: I am a little boy 9 years old. I don't want much this Christmas. Santa I want a dial typewriter and all the fruit and candy you can afford. Santa, I have been a good little boy and helped mother a lot. With love forever, G. P. Owen.

Dear Santa: I have been a good boy and helped mother. I know there are other boys and girls who want something and you will have to decide, so I don't want but two things, a dump truck with lights and a knife and fruit and candy. I live in the third house on the right side of the road from main street going south of town. Your friend, Bobby Owen.

Dear Santa: I'm 7 years old. I want a gun and scaffold filling station guitar bank machine gun rock farm set some candy oranges

SANTA WILL VISIT EVERY CHILD IN COUNTY TONIGHT

Every child in Deaf Smith county, at least insofar as authorities know, will have some kind of Christmas tomorrow. This has been made possible through the generous interest of clubs throughout the county, assisted by the relief office and Red Cross.

Clubs have adopted every family with children in the county and roll and those who are unable to provide any Christmas. The adoption includes providing their entire Christmas needs. In addition, the Lone Star study Club obtained and repaired

Make 930 Wheat Applications In Recent Sign-Up

ONLY 230 FARMS WITH WHEAT BASE LISTED AS NON-CONTRACT

Nine hundred and thirty wheat applications were signed within the county, making the signers eligible for new 1936 contracts, according to Dewey Reed. The list includes 741 three-year, 155 two-year, 21 one-year and 13 individual applications. Two hundred and thirty farms were listed as non-contract farms which have wheat bases and would be entitled to contracts if the operators had applied.

The wheat applications are now ready to go before the state wheat board, at which time the county allotment in bushels and acres will be set. After the allotments are set by the state board, applications will be returned to the county where such adjustments as are necessary will be made. It is believed the contracts will be ready to be signed by the latter part of January. Notices will be given when they are ready, Reed said. Tenants operating land owned by non-residents are requested to secure power of attorney from owners to sign the contracts. This will avoid long delay in getting the contracts to Washington. Power of attorney forms may be secured at the county agent's office.

Reed also urged that every farmer who has not secured a Triple-A form record do so at once and keep it up to date because the new wheat rules and regulations require that farmers keep some kind of record. Wheat land should be accurately measured and the operator should be sure that he does not exceed his maximum acreage. Farmers also are requested to limit contracted acreage to somewhat near the required acreage as compliance on the new contracts will be stricter than ever before and each farmer will insure early payment of his contract by cooperating to see that everything is right.

and apples. Don't forget Chug and baby sister. I would like a giant train also. Daddy and mother say's I'm a good little boy when I am asleep. Please get here on time. J. B. Sowell, Jr.

Dear Santa: We are little twin girls and we think we have been good this year. We bring in coal and kindling for daddy and run errands for mother. She says she doesn't think we have had too many fights. We would like to have a baby doll, buggy, dishes and little trunks, also some little rocking chairs if you can afford them. Remember all the little ones who have been good. Much love, Phyllis and Frances Hunter.

Dear Santa: I am not good at writing letters, this is my second year in school, but I am trying my best to write to you as I want you to please bring me a baseball and bat, four books, Dick Tracy, Little Orphan Anne, Regular Fellows, Buffalo Bill and the pony express, a black belt some surprise gifts would be appreciated too. Please don't forget my little brother Eugene he wants a Will Rogers book a flashlight some times we are pretty nice boys sincerely Edward Ray Roberson.

SALE OF DEWEY REED VARIED AND HEAVY, GETS RESULTS

W. M. (Mal) Stewart, last Friday was named county judge by Deaf Smith Commissioners Court to succeed Judge C. W. Humble. A successor to Dewey Reed as county agent has not been named, and commissioners said it may be two weeks before his place is filled.

Reed and Humble resigned their positions last Wednesday to become connected with the new soil conservation regional offices in Amarillo. They will report this Thursday. Reed planned to go to Amarillo today to establish his residence. Humble also went today, but planned to return here to spend Christmas.

From both Humble and Reed came expressions of regret at having to leave Hereford, although both are doing so because of the opportunity to receive promotions. At the same time, Stewart announced he would attempt to carry out the program of Judge Humble insofar as possible. "I appreciate the confidence shown by those in authority to give this position and I will try not to be a disappointment to them as well as to everyone else in the county," he stated. Stewart was a member of the commissioners court for four years, and has continued working on numerous programs in the county since that time. He has been a staunch pioneer here for 28 years.

ACTION MAY PAVE WAY FOR ROADSIDE TREE PLANTING IN AREA

Qualified landowning voters in a special district surrounding the soil conservation demonstration tract in the southwestern section of the county will go to the polls next Monday to decide if they are to provide a stock law to pave the way for roadside tree planting within the district.

The election is to be held at the westway school house, which is located within the district. G. C. Hartman, R. M. Gunn and P. H. Gilliland were appointed election judges. In order to take part in the vote, one must be a freeholder within the subdivision and a qualified voter. The preparing of tree sites on private land has gone forward for some time, and as soon as the election is over, should the stock law be voted, work will begin almost immediately on the preparation of sites along the roadways. The herd law is required before the planting can be done, because it is necessary that someone take the responsibility of protecting the trees from stock and only through the power of a stock law can the commissioners court take this responsibility.

Provided the law is passed, trees will be set out along the roads in groups where favorable water sites exist or can be engineered. This is in line with the homestead planting, being carried out in a similar manner. The program calls for the planting of approximately 100,000 trees in five years, with 25,000 to be planted next year. The trees will not interfere in any way with traffic or upkeep of roads, since fences will be moved back at the locations and the trees placed entirely out of the roadway, all at the expense of no local individual.

Survey Shows Actual Saving On Gas Rates

OLD OPTIONAL RATE IS DISCARDED WHEN NEW FIGURES ADOPTED

How will the reduction in gas rates directly affect the average home user in Hereford is a question in which local people are interested at this time. A survey of rates has been made and is given below to show the actual monetary value of the reductions. It was also learned that the optional rate, which had been chosen by numerous users and which had caused considerable concern, was voided by the reduction and all users will be on the same scale. In direct figures, the minimum will be reduced from \$1.50 to \$1.35 for 2,000 cubic feet of gas; 3,000 feet will be reduced from \$2.02 to \$1.90; 4,000 from \$2.70 to \$2.45; 5,000 from \$3.77 to \$2.95; 6,000 from \$4.05 to \$3.45; 7,000 from \$4.72 to \$3.95; 8,000 from \$5.40 to \$4.45; 9,000 from \$6.07 to \$4.95; 10,000 from \$6.75 to \$5.45; 11,000 from \$7.42 to \$5.95; 12,000 from \$8.10 to \$6.45; 13,000 from \$8.77 to \$6.95, and 14,000 from \$9.45 to \$7.45, which includes all the charges against average consumers here.

Former Hereford Resident Passes

Fred Schulz, 40, former Hereford citizen, died at 9:15 o'clock Saturday night at an Amarillo hospital following a short illness. Mr. Schulz was a filling station operator and has made his home in Amarillo after leaving Hereford. Funeral services were held at West Park cemetery here Sunday afternoon at 3:30 o'clock, with H. A. Shaw of Amarillo officiating. Besides his wife, he is survived by his mother, Mrs. A. B. Schulz, Hereford, and four brothers and four sisters, Harry, Walter and Clarence Schulz, all of Hereford, and Herman Schulz of Amarillo; Mrs. George Lewis, Mrs. Tom Vaughn and Mrs. Ronald Mathers, Hereford, and Mrs. Carl Hard, Tacoma, Washington.

Children Are Thrilled With Santa's Visit

THROUGH PACKS STREETS DURING ANNUAL PARADE FRIDAY

Santa Claus came to town Friday afternoon, and in his wake were several hundred boys and girls and numerous other visitors from over the area to enjoy the big parade. Streets were crowded throughout the afternoon, and local firms had one of their biggest days of Christmas shopping. The occasion was the annual Santa parade sponsored by the Lions Club. Shortly before 2:30 o'clock, Santa arrived amid the roar of a speeding plane, which circled over the city for several minutes, with the jolly old fellow leaning far over the side and waving to his young friends below. He was met at the airport by G. W. Brunley who drove him through the streets to head the parade.

Leading the marching school children, Santa ran back and forth across the street, shaking hands and speaking to many a thrilled youngster. Following the leader was the Junior Band, playing snappy tunes to fit the memorable occasion of Santa's visit. Next came the Central school and Catholic school children, followed by the rural children. Pennants of Daniel, Ward and Westway schools were noted in the marching group. Next came the high school band, grade students at the high school, high school students and lastly the Hereford football squad, followed by seven decorated automobiles from local motor companies and a float by the H-Y club.

The parade marched down Main Street to Second, east one block on Second, thence back to Third and then to Main, where a decorated Christmas tree, banked high with bags of fruit, nuts and candy, stood in the center of the intersection. A short program was given before each student was handed a Christmas bag. A double trio composed of singers from the Music Study Club and the Civic Chorus sang four numbers, "Boughs of Holly," "The Angel Song," "Silent Night and America," and two rooms from Central school sang "Santa Claus is Coming to Town," under the direction of Miss Ruth Conkright. The double trio was composed of Miss Mattie Mae Swisher, Mrs. R. P. Coneyway, Mrs. C. C. McCracken, Mrs. Wiley Robertson, Mrs. Cliff Estes and Mrs. A. C. Thompson, accompanied at the piano by Mrs. Glenn Snyder.

Former Hereford Minister Passes

Rev. Fred Ross, who served as minister of the Church of Christ in 1934 and so ably assisted in their program of constructing their new building, resigning his work here to assist in establishing the church in St. Johns, New Brunswick, died suddenly of heart failure on Thanksgiving Day. His sudden going leaves a gloom of deep sadness over his many friends in Hereford. His devotion to the ministry as well as his life endeared him to all, whose sympathy goes out to his loved ones. His son, Fred Ross, Jr., was called by the church to take up the work his father has been performing.

MRS. DYALTHIA BRADLY GETS NEW APPOINTMENT

Mrs. Dyalthia Bradley last week received an appointment asking her to take Oldham, Deaf Smith and Randall counties on the relief program which is to continue through March, 1936. She announced she will accept the appointment. She will have charge of relief work in these counties. Detailed plans have not been made as to the days she will have offices open in each county, she stated. The work will be similar to that which she has handled efficiently as case worker in charge for some time here, under the relief program that is being reduced. Miss Gladys Seigler visited with friends in Amarillo over the week end.

Mal Stewart Named County Judge; Agent Not Selected

A HOME SERVICE FOR CHRISTMAS

Entire Family Participating (Prepared by Rev. J. C. Thorns, pastor of the First Presbyterian church, as a suggested home service for those who do not attend religious services elsewhere on Christmas Day.) INVOCATION—

Lord Jesus Christ, we would celebrate this season Thy blessed birth. Thou didst leave Thy wondrous throne to come to earth for us. Thou didst magnify Babyhood and life by Thy humble manger in Bethlehem, and didst crown Motherhood with sublime meaning when Thou didst lie in the Virgin Arms of Mary, Thy mother. We hail Thy love and life with gratitude and praise. May this Christmas Day hear again the Angels' song of peace and good will to men as the whole world joins in that happy chorus of Good Will, and may our hearts be child-like again in one gratitude and love, we ask in Jesus' name. Amen.

SILENT NIGHT (to be sung or read in unison)

Silent night, Holy night. All is calm, all is bright. Round you virgin mother and child. Holy infant so tender and mild, Sleep in heavenly peace, sleep in heavenly peace. Silent night, Holy night. Shepherds quake at the sight. Glories stream from heaven afar, Heavenly hosts sing Alleluia. Christ, the Saviour, is born. Christ, the Saviour, is born. Silent night, Holy night. Son of God's love's pure Light.

Radiant beams from Thy holy face, with the dawn of redeeming grace.

Jesus, Lord, at Thy birth, Jesus, Lord, at Thy birth.

SCRIPTURE LESSON—LUKE 2:1-20

LUTHER'S CRADLE HYMN (to be sung or read in unison)

Away in a manger, no crib for His bed, the little Lord Jesus laid down His sweet head; The stars in the sky looked down where He lay, the little Lord Jesus, asleep on the hay. The cattle are lowing, the poor 'Baby wakes, but little Lord Jesus no crying He makes; I love Thee Lord Jesus, look down from the sky and stay by my cradle till morning is light.

PRAYER

Father in heaven, whose mercy we praise in the yearly remembrance of the birth of Thy beloved Son, Jesus Christ our Lord; grant that as we welcome our Redeemer, His presence may be abroad, in our hearts and in our homes, the light of heavenly peace and joy. Make known unto all men, by Thy Word and Spirit, the gospel of His incarnation, whereby Thy hast clearly revealed Thy love for all the world. And help us to celebrate this season in humility and gratitude, in unselfish love and cheerful service; that our keeping of Christmas may be a blessing to our souls, a benefit to our fellowmen, a memorial to Christ, and a thanksgiving unto Thee for Thine unspeakable gift of a Saviour. Amen.

POEM (to be read)

It isn't far to Bethlehem town. It's anywhere that Christ comes down And finds in people's smiling faces loving and abiding places.

The road to Bethlehem runs right through the homes of folks like me and you.

O LITTLE TOWN OF BETHLEHEM (read or sing in unison)

O little town of Bethlehem, how still we see thee lie. Above thy deep and dreamless sleep the silent stars go by; Yet in thy dark streets shineth the everlasting Light; The hopes and fears of all the years are met in thee tonight. For Christ is born of Mary, and gathered all above, While mortals sleep, the angels keep their watch of wondering-love.

O morning stars, together proclaim the holy birth.

And praises sing to God, the King, and peace to men on earth.

O holy Child of Bethlehem, descend to us, we pray; Cast out our sins and enter in, be born in us today.

We hear the Christmas angels the great glad tidings tell, O come to us, abide with us, our Lord Emmanuel.

How silently, how silently, the wondrous gift is given, So God imparts to human hearts the blessings of His heav'n.

No ear may hear His coming, but in this world of sin, Where meek souls will receive Him still the dear Christ enters in.

BENEDICTION

Now unto Him that is able to keep you from falling, to be present you faultless before the presence of His glory with exceeding joy, to the only wise God and Saviour, be glory and majesty, dominion and power, both now and forever. Amen.

Gas Company Accepts Cut

The West Texas Gas Company will accept the reduction rate and put it into effect on December bills, according to an announcement made by R. F. Hinehey, vice president and general manager of the company, when informed that a reduction had been ordered by the railroad commission.

The commission, after "an exhaustive audit and appraisal by its engineers and auditors, eliminated what we considered many legitimate expenses and charges in the regular conduct of our business to arrive at this new rate.

Hopes for Increase

"We trust that with the added savings given consumers, we may be able to build consumption great enough in a period of time to partially offset the reduction in revenues suffered under the new schedule. Our company has great faith in this section of Texas and believes continued growth of its towns and expansion of business in future years will more than make up for losses we have suffered in the period of depression and will suffer for some time under the new rate.

"Regardless of the decrease in gross income, we intend to give the same service to consumers under the new rate as we have done in the past."

WORK OF DEWEY REED VARIED AND HEAVY, GETS RESULTS

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Regret Leaving

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Reed stated that never in his life has he had the privilege of working with such fine people as those with whom he has labored for three years. "The people of his section showed their quality when they went through depression and hard years with more pluck and determination and less discouragement and ill will than anywhere else in the country," he stated. "Because of this spirit, this county will be quick to come back, as it is certain to do, and it is with sincere regret that I leave Hereford. It is hard to break away from the friends and associates with whom I have enjoyed months of work, even if it has been real labor. I'm coming back to visit at every opportunity."

Judge Humble expressed the same feeling. "I hardly know how to express my appreciation to the people of Deaf Smith county for their help and cooperation in meeting the many problems of this office. I really hate to leave and wouldn't if I didn't feel like it is a promotion for me. I feel sure that with equal cooperation you will receive as good or better service from the new judge."

Do Fine Work. Both Judge Humble and Dewey Reed have done a fine work here. In a quiet, unassuming way, Reed took over the office of county agent at a time when conditions were bad, the people with whom he worked were feeling none too well—and a heavy government program of farm assistance was getting under way. But he went right to work, made many friends because of his earnestness and direct results, and executed his duties with the least amount of friction or dissatisfaction at a time when the program was poorly organized and mistakes and delays occurred.

Few people actually realize the scope of his work outside the regular duties of the office he held, nor the efficient manner in which the programs were put over here. Until the last task was completed, however, Mr. Reed gave much of the credit to his co-workers and office corps of assistants. But, nevertheless, the responsibility was on his shoulders—the responsibility of the wheat program, emergency cattle program, corn-hog control, cotton adjustment and many other smaller programs. A brief resume of the government programs is appropriate at this time, not only reflecting on the work of Dewey Reed but also presenting an interesting account of the good accomplished.

Wheat program, started September 1, 1933: The first wheat contracts were signed and sent to Washington on December 7, and

(Continued on last page)

WE BRING
CHRISTMAS



TO OUR MANY FRIENDS AND PATRONS

Who have assisted us in getting a start and in making this the most popular beauty center in Hereford in such a short time.

Holiday Special Permanent Waves \$1.00 Up

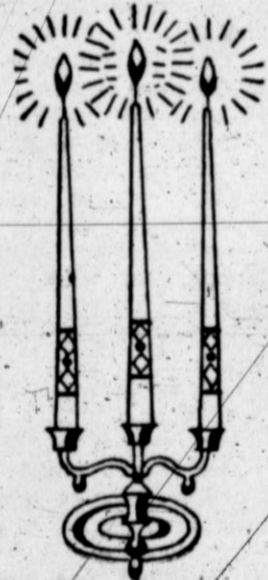
The Mode Beauty Shop

KATE SINDT, Owner.



Our sincere hope is that this Yuletide will bring you great enjoyment and happiness. We also wish to express our thanks for your past patronage, and especially during the holiday shopping season.

Close Drug



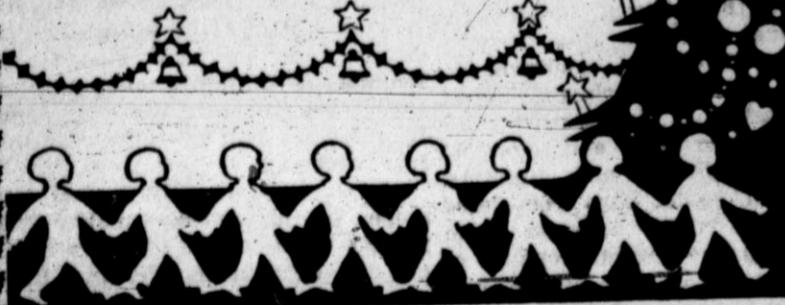
JUST A
THOUGHT
FOR YOU

May this Holiday bring you the utmost of joy and may the New Year bring with it success in everything you undertake.

FASHION DRESS SHOPPE

MRS. W. F. GILLIS

WISHING YOU ALL
A MERRY CHRISTMAS



Hereford's house of Ford Automobiles, genuine Ford Parts and Accessories and better used cars, takes pleasure in extending personal best wishes and seasonal greetings to one and all.

Hereford Motor Co.



WISHING YOU
Christmas
happiness



—And offering our best wishes at this happy Yuletide season. We have enjoyed many pleasant friendships and associations during the past year, and it is with gratitude and a feeling of well being that we bring each and every one of you our heart-felt greetings of the season.

STREU HARDWARE CO.

Home of Service and Quality



YULETIDE CHEER

And Hearty Best Wishes

Our Christmas wish for you is that you continue to prosper, to enjoy the many opportunities and advantages that are yours and that under our expert care you continue to grow more beautiful.

CONTINUING ALL PERMANENTS AT HALF-PRICE

Bobbie's Beauty Salon

PHONE 26.

MRS. WALTER SEED



It is with pleasure we again greet you with Christmas' Best Wishes—hoping each of you full enjoyment of the day.

McLean Insurance Agency



TO ONE AND ALL:

We take pleasure in extending our best wishes on this happy occasion

Texas Service Station

GLEN SNYDER

Brand Want Ads Pay Good Dividends!

Westway Items

(BY WILMA SKYPALA)

Mr. and Mrs. F. W. Dodson and Miss Dodson are in Olton to spend Christmas.

Miss Emily Minter is spending the holidays with her mother in Farwell.

Mrs. A. C. Pierce was called to Abilene Saturday to be with her mother, who is ill.

Rev. and Mrs. Patterson of Hereford spent Sunday in the R. M. Gunn home.

Mr. Matterson, who has been ill for some time, was taken to the hospital Friday.

Roy Coker of Summerfield spent Sunday evening in the C. V. Burges home.

V. Skypala and family spent Christmas in the Clem Friemel home at Dean.

Bill Burges spent Saturday night in the Lindsey home at Summerfield.

Mr. and Mrs. Guy Lawrence of Walcott spent Saturday in the Gunn home.

The community was saddened by the death of Fred Schulz in Amarillo. Mr. Schulz was a brother of Mrs. T. L. Vaughn.

The plays Friday night were entirely successful. About \$50 was realized.

Miss Blanche McDonald of Amarillo will be the guest of Miss Gladys Seigler during the holidays.

Health Service

MANOLOGY
COLON IRRIGATION

CHIOPRACTIC
MINERAL BATHS

Dr. R. E. Perkins

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710 N. Main St.

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Chiropractor and Masseuse

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of Mother's Park
Phone 341 for Appointments

WILL ROGERS

In years to come, the talking pictures of Will Rogers will be priceless heirlooms. They are his heritage to America, preserving his voice, his homely philosophy and his inimitable character. It is altogether fitting and proper that his friends should see them now and periodically in the years to come.

Diversified as were his interests, he was best known, and most beloved, in motion pictures. This was the medium that brought you his real self . . . that captured for old and young, rich and poor, the mellow humor of this great American.

His last picture, "In Old Kentucky" will be shown at the Star Theatre soon. You will surely want to see it.

Our Best WISHES for HAPPINESS!

1935



**Fox Cleaners
AND HATTERS**

HOMER FOX

Phone 111

In by 3, Out by 6

We Meet All Advertised Prices in Hereford.



Christmas Good Wishes

It is a pleasure at this happy season for the members of this banking organization to join together in an expression of best wishes to the many friends and patrons of this institution. It is our heartfelt wish that each and every one of you know the real joy that Christmas brings to those who have served well, and that the coming year brings success and security. We extend our greetings and seek the privilege of continued service to you.

First National Bank

OF HEREFORD



A Strong Bank
Thoughtfully Managed

Member Federal Deposit Insurance Corporation

Childish Pleas To Santa Claus Voiced By Many Youngsters

Dear Santa Claus: I am a little boy 7 yrs old. I go to school at Rance. Please bring me a sack of marbles. Yours truly, Clarence Mari Behrend.

Dear Santa Claus: Please bring me a streamlined train that will run on a track and a live dog. Don't forget the other children. Oliver Wilson Foster.

Dear Santa Claus: I want you to bring me a big sleepy doll, a set of dishes, two chairs and a table, and a doll buggy and some nuts and candy and fruit. Santa, I think little sister, Naomi, wants a doll. Please bring her one. I am three years old. I love you lots. Joyce Elaine Weaver.

Dear Santa Claus: I would thank you very much if you would bring me a tricycle, a truck and a little red wagon, and bring candy and fruit for all of us. I am four years old. With much love, Bobby Dan Benningfield.

Dear Santa: I want you to bring me a bicycle for Christmas. Please, I have been a good boy and have been good in school. I have a good teacher. Thank you very much. Your friend, Hursell Lee.

Dear Santa: Please bring me a BB gun or air rifle and three boxes of shot and a watch. I have been a good boy and please bring every good boy and girl something, too. Your little boy, DuBois Walker, Jr.

Dear Santa Claus: I am a little boy 3 1/2 years old. I have been nice to my mother and help daddy. For Xmas I want a nice truck with rubber tires and a red car, a wheel barrow to haul dirt and lots of candy and nuts. I want you to be nice to my little cousin. His name is Wayne. Clarence D. Botts.

Dear Santa: I go to school at Rance. Please bring me a train. Bring me some candy, nuts and oranges. My little sister and brother are too little to write you. Will you bring my sister a sleepy doll and brother some toys. Thank you. Your little friend, Calvin Owen Buse.

Santa Claus: I am a boy 5 years old. I want a sack of marbles, frenchharp, little car. Come to see my teacher. She and I go to school at Rance. Bring me candy, nuts and oranges. Come to see my brothers and sisters. Be good to mother and daddy and me. Go see all the little boys and girls. Thank you. Your little friend, Dale Rule.

Dear Santa: I am 6 years old and go to school at Rance. My teacher is Miss McDaniel. Please bring me Mickey Mouse and a gun, sack of candy, nuts, oranges. If it is not asking too much, bring me a cowboy suit. Bring Billie a cowboy suit. David wants a truck. Be good to mother and daddy. Your little friend, Andrew Behrend.

Dear Santa: Come in the day time. Bring me a rubber doll that can be washed. I want a little broom and brown Mickey Mouse purse. Come to see Jackie Pool at Muleshoe. Bring me some candy, nuts, bananas, apples and oranges. Bring a Christmas tree and picture of you. Your little friend, Ana Marie Waincott.

Dear Santa: How are you? I hope you are all right. All the school is writing you. Teacher put your pictures on the board and will color them. I am not expecting anything much. I have 13 dolls I don't want any more. I want a little globe for my lamp. I want a little play house. Give Mary's baby a bell. I thank you for all. Please bring me all you can, but you don't need to bring me all the things I asked for. Your friend, Delcia Hina.

Dear Santa: How are you? I want a bicycle. Please bring it. I have been a good boy. I have been having a good time in school. I have a good teacher. I thank you for the bicycle. Your friend, John Leinen.

Dear Santa: I want a toy train, depot and tracks. Also a cowboy suit and boots. Thank you very much. Your friend, Lane Reese.

Dear Santa: I wonder if it would be too much to ask you to bring me a tool set? Bring me candy, nuts. I have been a good boy. Don't forget John. He really wants a bicycle. I thank you so much. Your little friend, James Whitson.

Dear Santa: I want a violin and dresser set. Velma Sue wants a violin and doll. Joe Max wants a little truck. Thanks a lot. Your friend, Billie Jean Woolery.

Adrian, Texas. Dear Santa: I haven't been pulling any cats' tails and have not been tying tin cans to dogs' tails. I have been good ever since last Christmas. So I want you to please bring me a bicycle. Yours very truly, Chester R. Dodson.

Dear Santa: Will you please bring me a holster and gun and a pair of schaps and a mickey mouse watch. I have been a good boy and if you will bring the other good boys and girls some gifts I will be very happy. Your little friend, Douglas Jean Walker.

Dear Santa Claus: I have been a good little girl this year. I don't want much. I want a Shirley Temple doll, a suit case with a mirror and cut-out book. I am six years old and this is my first year in school. Please remember all the little boys and girls. Your little friend, Jackie Wright.

Dear Santa Claus: I am five years old and Gloria is two. We have tried to be good most of the time, so please bring me a pretty doll with real hair, an ironing board, electric iron and some little dishes. Bring Gloria a doll and doll bed and a little train. Please be sure to leave lots of candy, fruit and nuts. Don't forget any little children this year, please. Thank you so much. Love from Beverly and Gloria Morgan.

Dear Santa Claus: I am a little boy almost six years old. Please bring me a cowboy suit for Christmas. Arline would like to have a bicycle. We will be nice and thank you for anything you bring. Lots of love, Bobby Nell Millard.

Dear Santa: I want a football for Christmas and some nuts and some peppermint candy and a train. I want a G-man gun and Dick Tracy target game. Billy London.

Dear Santa Claus I am a little boy 7 years old my name Ralph Roy Fullwood I want a cowboy suit candy-oranges apples bananas nuts I have been sweeping out the shop for my daddy and made 98 cents and bought a little type writer with it and I am writing to you on it don't forget my little niece Joan Walser. Ralph Fullwood.

Dear Santa: For Christmas I want a set of dishes a set of knives forks an spoons a 17 piece cooking set a little table and 2 chairs a Sherry Timpie doll if you have the money and a 12 piece glass ornaments an some tinsel garlands to decorate my Christmas tree and a 5 piece cleaning set your little girl Betty Jo Baggett.

Dear Santa Claus: I have been a very good little boy this year. I am six years old and I want a cowboy suit, cowboy boots and hat and a double-barrel shotgun. Don't forget candy, nuts and fruits. Your friend, J. L. McFarling, Jr.

Dear Santa Claus: I am a little girl seven years old in the first grade at school. Please bring me a doll buggy and doll to ride in it, some dishes and a ball, also some candy, nuts and oranges. Your little friend, Wilma Jean Roberson.

Dear Santa Claus: Please bring me a Shirley Temple doll that is all I want, Santa, because I want you to take all the children in the whole world something. Please bring Miss Pitman something nice. Hugs and kisses, Madelle Beavers.

Dear Santa Claus: I am a little boy five years old. Will you please bring me a big red wagon, a wheel barrow, shovel and a miniature stock farm. Also some candy, nuts and oranges. Your little friend, Joe Weldon Roberson.

Dear Santa Claus: I had a birthday party the December 5th, so now I'm free years old. Mudder and Daddy are going to fix me a Christmas tree, will you please bring me a little Shirley Temple dolly and a buggy? Grandmother lives with Jesus now so she won't be here to open the door for you this year. Just come on in. Don't forget other little girls and boys. Fank you. Georgina Rae Clark.

Dear Santa: I am 3 1/2 years old. I want you to bring me some blocks, a gun and scabbard, a wagon and a big truck. I also want some candy, nuts and fruit in my stocking. My stocking will be hanging behind the stove. Don't forget my little cousin, Larry Gene. With love, Wesley Rae Green.

Dear Santa: I am a little boy 7 years old for Xmas I want a foot ball a punching bag and boxing gloves, fruit, candy and nuts. I live on B street. Yours truly David. Sowell P. S. Please do not forget little sister she is 4 years old.

Dear Santa: I am a little boy six years old. My name is Johnnie. For Christmas, if you have any I want a gun and holster, a cowboy suit, a wagon, a wrecker, and a little blue car, nuts and candy and fruit. Johnnie Kenneth Rogers.

Dear Santa I am a little boy 9 yrs old. I go to school at Rance. Please bring me a toy car, truck and some candy and nuts. Please don't forget the little orphan boys and girls. Please bring mother and daddy a present. Thank you and I hope to see you soon. Your little friend, Jimmie Rule.

Dear Santa: I am a little boy 8 years old. I want a foot ball. Please bring my father and mother a present. Your little friend, Herman Dewey Buse.

Dear Santa: We have been good children. Will you please bring Ruth Marie and Helen both a doll buggy and Helen a doll. Bring Ruth Marie a set of metal dishes and a doll bottle for her doll. All I want is a train and truck. Do bring us all some fruit and candy and don't forget the bananas. Thank you a lot and don't forget the other boys and girls and mama and daddy. Love, Roy Kropff, Ruth Marie Kropff, Helen Ann Kropff.

Dear Santa: I always put my letters on the Xmas tree so you will be sure to get them but mother said you would see it in the Hereford Brand. Would you please bring me some doll clothes for my baby doll and some pink and blue booties. I would like to have some tin dishes also, and Santa don't forget the poor boys and girls and give them new toys. I have been a very good girl. Lots of love, Barbara Oris Galbrath.

Dear Santa: Please bring me a cowboy suit. I want two guns with the suit so I can be a two gun shooter (not really, just play-like). And please Santa a hat too. I will be a real good boy. I will be at the Cordova hotel with Daddy Bill. Lots of love, Alvirian William Dawson.

Dear Santa: Will you please bring me a music stand and some toys. My little sister Julia would like a doll and anything else you have for a little girl about two years old. I'd like to have a bicycle, Julia and I both want some candy, nuts, oranges and bananas. I thank you so much for what you bring. Your true friend, Harold Conklin.

Dear Santa: I am a little girl about 4 years old. I want a doll I have a picture of her in a cattle log. I want candy nuts and toys. But before you give me anything give poor children who will have no Christmas. Doris Jean Hastings.

Dawn, Texas. Dear Santa: I want a bath robe and cedar chest and pair of gloves. I am a little girl nine years old. I am in the third grade. I go to school at Daniel. Will you please not forget my grandmother and grandfather and my two brothers. My grandfather and grandmother live at Keas. I am your little friend, Santa, with love, Glenna Lucille Moore.

Dear Santa: Would you bring me a football, please? J. W. Robinson. Dearest Old Santa: Please bring me a tool box and tools and anything else you want to. I have a little sister who is 11 years old who wants a Shirley Temple doll. Be sure to bring lots of fruits, nuts and candy. I am five years old. George Gideon.



May the season be filled with joy; may the coming year bring new happiness and prosperity. We extend to everyone the greetings of the season.

Magnolia Petroleum Co.
W. J. (Bill) SMITH, Agent



We're Helping Santa Bring You Happiness
By planning the best Christmas Dinner you ever ate—roast turkey and all the finest trimmings—a complete, old-fashioned Christmas dinner for only **50c** Greetings All **New Club Cafe**



Health and Happiness Our Wish to You

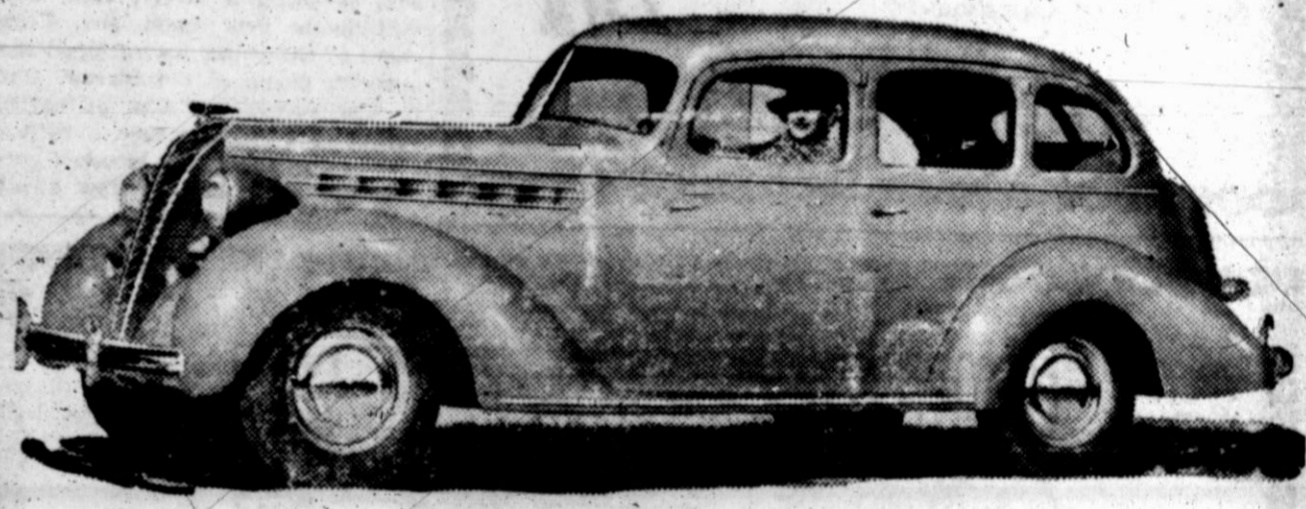
—If we can play a part in bringing these to you throughout the coming year, we shall feel that our purpose here has received a full reward. Accept the best wishes of those who make Packard's Best THE BEST.

Packard Milling COMPANY

We're riding to the top with the winners . . .

we are now representing

HUDSON and TERRAPLANE
in Hereford and Vicinity
Fox Motor Co.
Hereford, Texas



THE NEW 1936 HUDSONS and TERRAPLANES ARE HERE

Cars that sparkle with fresh, new beauty. That give you actually 20% more room than any other popular automobile. That have more important new features than any automobile ever before offered in a single year. A wholly new principle—Radial Safety Control (patent applied for)—that makes riding safer, steering easier, stopping safer. Combined with this safety chassis, the protection of America's first bodies all of steel—now stronger, more beautiful than ever, with an improved seamless steel roof. The Electric Hand, too, makes driving safer and shifting easier. Under all this—the unbeatable performance, amazing economy and reliability you know so well in Hudsons and Terraplanes. Come in today. See and drive a new 1936 Hudson or Terraplane. **\$595**

5 THINGS you never saw before
RADIAL SAFETY CONTROL (patent applied for)—a wholly new principle makes riding, steering and stopping safer than ever before.
DUC-AUTOMATIC HYDRAULIC BRAKES (patent applied for)—the first hydraulics with a separate safety braking system that takes hold automatically in emergencies.
RHYTHMIC RIDE—long, gentle, "natural rhythm" springs are free for the first time from steering and braking strains.
TRU-LINE STEERING—the car holds its direction steadily, unaffected by spring action, braking or road conditions.
AUTOMATIC DRAFT ELIMINATOR—now added to Hudson's and Terraplane's Year-Round Ventilation System to automatically equalize air pressures inside and outside the car—eliminating floor drafts.
\$595 and up for Terraplane (88 or 100 horsepower, 115-inch wheelbase); \$710 for Hudson Six (93 or 100 horsepower, 120-inch wheelbase); \$760 for Hudson Eight (113 or 124 horsepower, 120 and 127-inch wheelbase).

and up, f. o. b. Detroit. Standard group of accessories extra.

There's Always Another Year

MARTHA OSTENSO

Copyright Martha Ostensos
WNU Service.

(Continued from Last Week)

Weeks of illness had bitten deeply into the physical being of Sophronia Willard, but had not dimmed the fire of her spirit. As Silver arranged the cushions in the log chair in which Phronie reclined beneath the great oak she glanced at the girl's face and said sharply:

"By the looks of you, my girl, you need this babying more than I do. I'll be the death of you, if I don't get on my own feet soon."

"Don't get impatient, now," Silver rebuked her gently. "There's

no hurry. You've done enough work in your life to deserve a little rest." She patted a pillow into place behind Sophronia's back. "There, now—lie back. You can read the paper for about 15 minutes then you must take a nap. No cheating, now—just 15 minutes! Doctor Woodward's orders."

Sophronia looked up at Silver with narrowed eyes. "I don't like the way you're looking lately," she declared with emphasis. "You are peaked—white. And your eyes are entirely too big and dark around. What's worrying you?"

"Nothing, except you—and I haven't been worrying much about you since you started getting better," Silver assured her, but the faint flush that lay suddenly upon her smooth cheeks was not lost on Sophronia.

"That fool of a Duke Melbane hasn't been bothering you again has he?"

Silver's brow puckered into a little frown of laughing denial. "Certainly not! And you stop looking for trouble. You're ever so much better this morning. This sun is doing wonders for you."

"Yes," Phronie sighed, "wonders for me—but what is it doin' the crops? It hasn't really rained since I got sick, has it?"

"Now, there you go," Silver rebuked her. "If it isn't one thing, it's another. Roddy says there's

no real danger yet, so get your mind—"

"I've seen it go like this before, my girl. I know what I'm talking about."

Sophronia shifted herself to a more comfortable position in her chair. "I wish one of you would take a run up to see how Paula is," she said uneasily. "We have not had a word from them in a week."

Silver looked at her and put her hands on her hips. "Will you stop



"I'll Be the Death of You, if I Don't Get On My Own Feet Soon."

talking and worrying about all these things! I have to go and fix up the house. I'll look out on you in 15 minutes—and if you're not asleep, I'll call Doctor Woodward."

"Oh, dear!" Sophronia sighed settling herself finally.

Silver stood with a hamper containing a coffee pot and a dish of buttered rolls and listened at the screen door of Roddy's house. She was hoping that Corinne might go along with her down to the field where the men were at work, as she had done before. But there was no sound from within. Corinne was probably not yet awake. It was only a little after seven, and she had been at a dance last night at the Richter cottage on the lake.

Roddy was working alone at the upper end of the plot. Silver came quietly up to the old wooden fence that surrounded it, stepping carefully over the ripe strawberries. Sophronia craved, and stood watching him, scarcely drawing a breath.

Carefully, intently, Roddy exposed the silk of the vivid green sheath beneath the transparent sack in which it had been enclosed, and poured upon it the pollen from the tassel which had been painstakingly collected in a similar sack to prevent its scattering elsewhere on the wind.

The corn plot, in the motionless blue and gold atmosphere of early morning, was fixed in the clean dark of earth and the glistening vertical green of the stalks, viable and proud. It was almost as though some great emerald stood between the small field and the sun, shedding a lovely, calm and vertiginous dew upon the fresh curve of the young leaves, upon the purplish gloom of the furrow. But it was actually a dew of earth, before hot winds rose. Silver, standing in the rough meadow outside the field, felt the dew about

her ankles and saw it sparkling on the ribboned leaves beneath Roddy's hands.

In the pale, jeweled light, the fragile white-gold silks of the slim young ears received the yellow pollen as Roddy dusted it out of the tassel-bag. Suddenly from the pasture nearby, a meadow-lark flung up into the silence a fountain of liquid notes. Roddy glanced around and saw Silver leaning over the fence watching him.

He reddened dully and pushed his wide straw hat back from his brow. Then, with a quizzical, perplexed smile he came and stood looking down at her.

"I've been watching you," she said, nodding toward the corn. "I wish I could help."

"Why don't you?" he replied.

"You'd get a real kick out of it." She raised the hamper toward him. "I brought some fresh buttered rolls," she said.

"I suppose Corrie isn't up yet," he remarked, taking the hamper from her.

"I listened at the door," Silver told him, "but I didn't hear any stir, so I came on alone."

He set the hamper on the grass at his feet, then spoke in a low, vehement voice that became thrilling agony in her heart. "These weeks have been h—l, Silver. I don't know how I've stood it. I don't know how I'm going on standing it—"

"Oh—Roddy!" she pleaded breathlessly.

He stepped closer to her and the yearning and despair in his bronzed face drew from her an involuntary, broken cry. She thrust her hands across the fence toward him. Roddy took them and pressed them to his lips and eyes.

"I'm no good, Silver," he muttered. "I can't go through with this farce. I've got to tell her."

Swiftly Silver leaned forward and brushed his blue shirt-sleeve with her cheek. "Roddy—Roddy!" she whispered in a stifled voice. "You can't tell her—you can't ever tell her! It would be too

terrible!"

"It wouldn't," he protested. "She doesn't love me—I don't think she ever did."

"You mustn't say that," Silver argued. "You mustn't do anything—you can't! And it won't be for long, Roddy. As soon as Phronie is well again—"

He swept his hat from his head and ran his fingers through his thick hair in a gesture of mortified anguish. "G—d, what a spectacle I am—standing here, talking like this! I have no right—" He broke off suddenly. "Of course—you must go away."

"As soon as Phronie gets a little stronger, I'll tell her. And we—you and I must not talk like this again, Roddy. It's too hard on us. I—I can't stand it."

"I know," he said sadly. "It's terrible! But I want you to know that I never had any idea what love was like—until this happened."

"Nobody will ever mean anything to me again, Roddy—after you," she told him. "You—"

She could not go on. Tears seemed to be running backward, down her throat, choking her words. With a smothered oath, Roddy flung his arm across the fence, strained her desperately to him for a moment, then released her and turned abruptly away, swept up the hamper and strode down the edge of the fields as though he were half blind.

Silver moved back in the grass pasture, knelt down and began picking berries for Sophronia, gathering leaves and flowers indiscriminately with hands that shook.

(Continued Next Week)

Local Boy Honored

Billy Phillips, Texas Tech student from Hereford, has been selected for membership in Alpha Chi, southern honorary scholastic society. The upper 10 per cent of the senior and junior classes is taken in the society each year. Phillips is a junior in arts and science division, and is the son of Wirt Phillips.



Hereford Insurance Agency

RALPH BARNETT, Manager 303 MAIN ST.

May Christmas be rich with blessings and the new year bright with happiness is our sincere wish.

BRAND WANT ADS INVARIABLY GET THE JOB DONE!



A Wish for You

May this holiday bring to you all the joy which you yourself would have it bring and may the New Year, too, bring you unmeasured success.

T. W. Roberson

Commissioner, Precinct 2



A MESSAGE TO YOU AT CHRISTMAS TIME

In true appreciation of the patronage that you have extended to us in the past year let us express our wishes to you for a very MERRY CHRISTMAS.

Roy's Produce



THE SEASON'S BEST TO YOU

In this season of seasons, when joy prevails throughout, may we add our best wishes to the many others for a Merry Christmas!

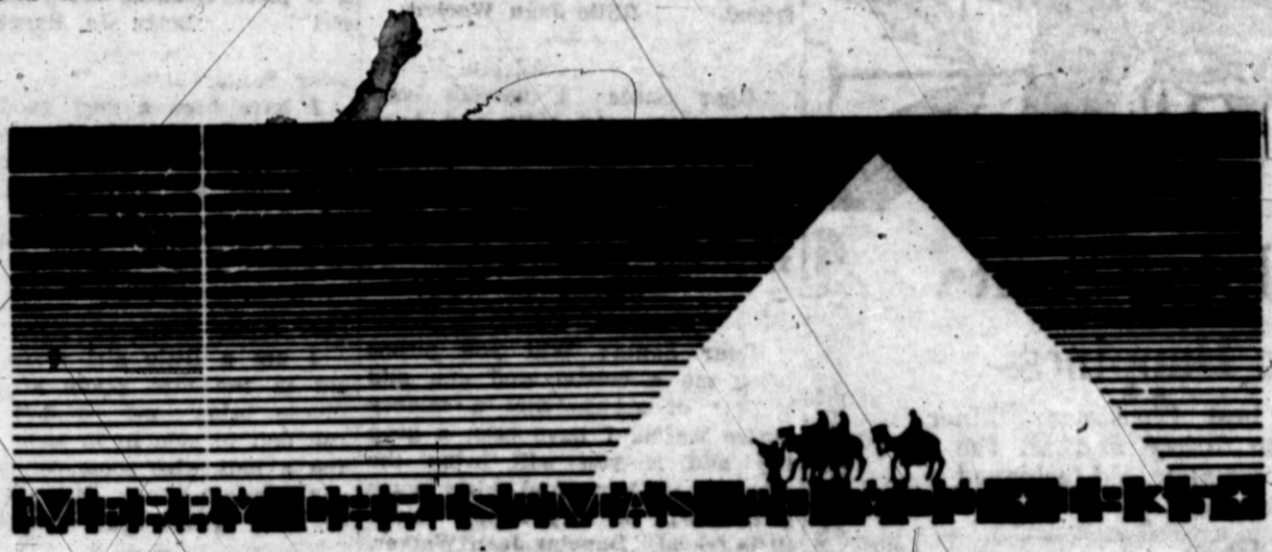
DEWEY REED



Times change. Our material possessions increase. Life becomes more of a luxury. Modern engineering gives the world such fine products as Phillips Polymerized Gasoline. But beneath it all lies the same spirit that guided Christmas Joy a thousand years ago. We bring you sincerest best wishes.

Phillips Petroleum Co.

T. E. MAJORS, Agent.



Our Best Wishes TO ALL

This banking institution takes pleasure in expressing every good wish to our customers and friends during this happy holiday season.

We wish you joy and prosperity during the coming year. And suggest the best method of attaining these is to maintain a banking account with a creditable institution.

Bring your financial problems to us. We will give them the same earnest consideration with which we wish you A MERRY, MERRY CHRISTMAS.

FIRST STATE BANK OF HEREFORD

Brooks
DRUGS
PHONE 99 HEREFORD TEXAS



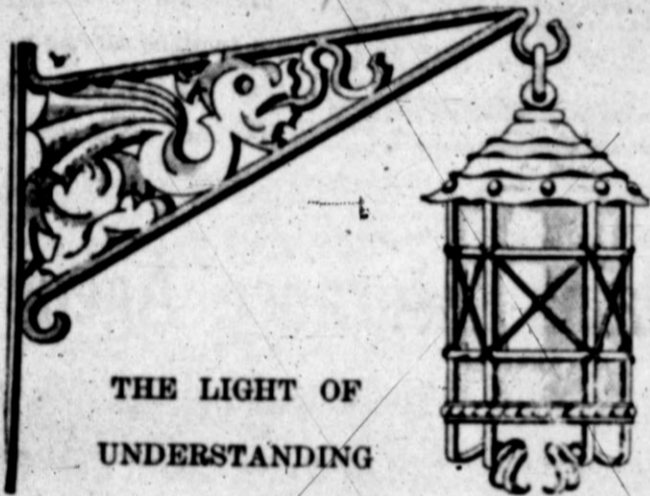
Holiday Briefings

for
A MERRY CHRISTMAS
and
A HAPPY NEW YEAR

We Will Be Open
Christmas Day

Don't Forget!

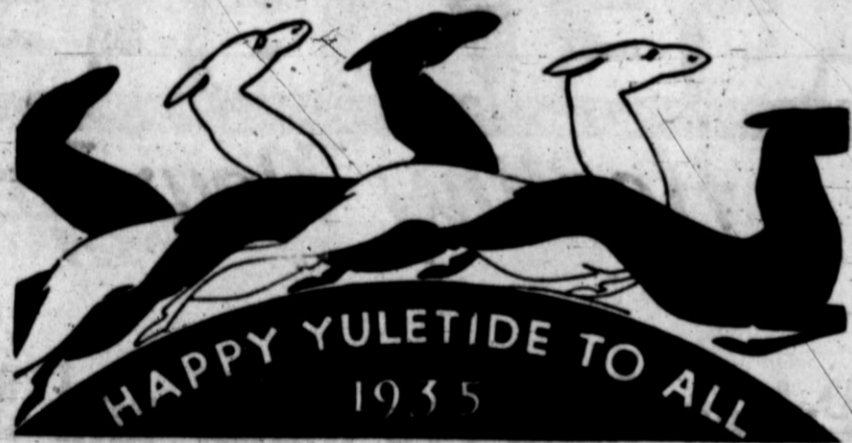
Those last-minute gifts—Candy, Cigars,
Cigarettes, Xmas Wrapped and Delivered.



THE LIGHT OF
UNDERSTANDING

May your Christmas be merrier
for having made it so for others!

Lions Club



HAPPY YULETIDE TO ALL
1935

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

Your friendship has brought us many pleasant hours during
the past year. We cannot, therefore, enter into the occasion
without remembering our many friends and extending to
them our best wishes. May these friendships continue
throughout the coming year.

Rosson Implement
COMPANY

SOCIETY

MRS. B. F. GUTHRIE, Society Editor Phone 374-J

"HOW COME CHRISTMAS" ENTERTAINS CLUBS

A lovely Christmastime courtesy was extended to the Bay View Club Thursday evening when the Junior Bay View Club entertained at the home of Miss Gladys Seigler with a presentation of Roark Bradford's "How-Come Christmas."

The play is a comedy woven around negro characters of whom the lead is the colored preacher who enlightens a wondering class of pickaninnies with a highly imaginative version of the origin of Christmas. Miss Katherine Kirby as the preacher, with Meses Margaret Witherspoon and Eva Pitman and Miss Eloise Pitman as the class, the characterization was excellent and provided a thoroughly enjoyable entertainment to which the clever costuming added a realistic part. Later the entire group joined in the singing of Christmas carols.

A happy Christmas suggestiveness was shown in the tasteful decorations, including a lighted tree and wreaths attractively placed; and again in the lovely refreshment plate of molded cranberry salad with cheese wafers, a variety of Christmas cookies, salted nuts and spiced hot tea. Favors were red and green hand-made candle holders, each holding a lighted crimson candle.

BAY VIEW CLUB PRESENTS "THE SHEPHERDS"

Touchingly beautiful and impressive in its intensely dramatic portrayal of the Manger Story, "The Shepherds," presented by the Bay View Club at the Presbyterian church Thursday evening, was a notable event carrying the deep spiritual significance which gives meaning to the joyousness of the Christmas season. A skillful interpretation of the difficult, heavy drama gave realism and finish to the production, lifting a too-closely drawn curtain upon the picture of Roman despotism into which the conquering Spirit of Love first came in the person of the Child. Effective costuming, staging and lighting added color and forcefulness and an unusual sense of the realism of the scenes lived before the audience.

The cast included, Shepherds: Meses F. T. Roloson, B. F. Guthrie, Paul Mathers; Mary, Mrs. Tom McCollum; Salome, Mrs. E. W. Harrison; Zebedee, Miss Hostetter; Joseph, Mrs. Ray Barber; a Roman soldier, James Gammil.

Preceding the opening curtain, Mrs. D. H. Alexander, club president, gave a brief introduction. A group of perhaps 175 persons, a limited guest list, was in attendance.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP.

FRIENDS ENTERTAINED AT C. E. TICE HOME

The home of Mr. and Mrs. C. E. Tice was the scene Sunday of a happy gathering of friends and former neighbors whose custom it is to enjoy together during the holiday season a community Christmas dinner. The occasion is an annual event and is held as nearly Christmas as is convenient. Sunday, in addition to being a Christmas observance, the affair celebrated also the birthday of Mrs. J. P. Gatlin and the wedding anniversary of Mr. and Mrs. Guy Ham.

The day's program centered around the elaborate noonday feast, to whose delicious menu each family represented had contributed. It was served buffet style, all of the tables being arranged with a Christmastide suggestiveness. Those who made up this congenial group and who were present Sunday were Mr. and Mrs. Guy Ham and daughters, Katherine, Louise and Helen; Mr. and Mrs. Glen Greer and daughter, Gladys; Messrs. and Meses J. P. Gatlin, Wm. Cogdell and Everett Cornett of Pampa; Mr. and Mrs. Jinks Lindsey and family, Messrs. Charles Gatlin, Charles Cogdell, Myron Jenkins, C. L. Goad, Walter Tice and family, Mr. and Mrs. C. E. Tice.

REV. AND MRS. THORN ENTERTAIN CLASS

The hospitality of Rev. and Mrs. J. C. Thorn was extended to the intermediate department of the Presbyterian Sunday school Friday when a lovely buffet dinner was served to the group at the manse at 6:30 o'clock.

The rooms were gay with seasonal greens and reds; a central large table and four smaller ones showing a similar decorative motif and each being centered with a lighted crimson candle. Favors were attractive candy candle holders.

Members of the department numbering 14 and the department superintendent, Glenn Boardman, were guests.

MISS RUBY THOMPSON TO BE PRESENTED IN SONG RECITAL

Miss Ruby Thompson, soprano, is to be presented in song recital Friday night at 8 o'clock at the First Presbyterian church by Ardelle S. George. Other pupils assisting are Margaret Schroeter, soprano and accompanist, and J. H. Lawson, tenor, of Amarillo. The public is cordially invited to attend.

MRS. GILBREATH HOSTESS TO LONDON BRIDGE CLUB

The London Bridge club was charmingly entertained Thursday afternoon in the home of Mrs. J. T. Gilbreath, Jr., a lovely Christmas setting being obtained with a lighted tree attractively decorated and an effective grouping of colorful Christmas suggestions.

Following several animated rounds of bridge, the interchange of gifts from the tree provided a merry hour. A dainty refreshment plate included molded cranberry salad wafers, Christmas cookies and spiced tea with plate favors of candy candle holders in Christmas colorings. High scores for the games went to Mrs. Sherman Morgan and cut prizes were given at each table.

MISS MARY POSEY HOSTESS TO YOUNG GIRLS' CLASS

The class of 13-year-old girls of the Baptist Sunday school was delightfully entertained Saturday evening in the home of Miss Mary Posey. A beautiful Christmas tree established the decorative motif and added its merry gift exchange to the evening's entertainment of games and Christmas carols. An attractive refreshment plate of plimento cheese sandwiches, pickles, chocolate fudge and hot chocolate was served.

The guest list included Orvella Hill, Christine Luck, Corinne Hamilton, Virgie Lee Sparks, Lois Standifer, Joan Carswell, Louise Posey, Johnnie Marie Robinson, Danny Hales, Billy Miller and Clifford Estes.

LOCAL STUDENTS AT WTSTC RETURN HOME FOR HOLIDAY

Eighteen Deaf Smith county young men and women are enrolled for work at WTSTC. Jim Kirby is a member of the college boys quartet. Edrie Underwood, Dawn, is secretary to the Dean of Women. These young men and women returned home Friday to spend Christmas with relatives and friends. They return to Canyon January 2 to finish this semester's work. The second semester starts February 3.

MRS. SEIGLER HOSTESS TO PIONEER CLUB

Mrs. T. E. Seigler was hostess to the Pioneer Club in its annual Christmas party Friday afternoon. Colorful decorations added attractiveness to the pretty rooms. A beautifully shining tree was featured and a lovely lace-covered table from which coffee was poured by Mrs. Santa Claus, was centered with an effective Nativity scene placed between two glowing red tapers.

The regular club program was enjoyed, Mrs. Rose reading the Christmas story from Luke; Mrs. Carl Gilliland giving a history of the Bible, and Mrs. Reed portraying Christmas Around the World. Carols were sung by the club. An exchange of gifts was enjoyed, they being taken from the tree and distributed by Santa Claus in the person of Mrs. O. G. Hill, Mrs. Santa Claus, who was Mrs. E. S. Ireland, assisting.

A lovely salad plate was served, its menu consisting of creamed tenderloin sandwiches, pickles, a Christmas salad in red and green with almonds arranged between the layers to form a flower, Christmas candies, fudge bars, nut cookies and coffee. Only club members were present.

HEREFORD PEOPLE ATTEND LECTURE IN AMARILLO

Among those from Hereford who attended the Sunday afternoon lecture of Dr. Toyohiko Kagawa, world-famous Japanese scholar and Christian social leader, were Judge and Mrs. C. F. Kerr, Mrs. Clay Ridgway, Miss Bettie Rose and Reavis Kerr; Meses F. T. Roloson, J. P. Slaton; Misses Swisher, Hostetter, Frances Dameron; Messrs. and Meses W. E. Dameron, Harry Seed, E. E. Ramsey, J. F. Ward, Jerry Behrens, Dr. and Mrs. G. W. Heard.

Others who went for the evening lecture were G. M. Hudson and a group of H-Y boys; Mr. and Mrs. John Olson; Misses Katherine Kirby, Lueta Borden, Virginia Lillard; Messrs. Wilson Gyles, Clifford and Hal Kester.

Mr. and Mrs. T. E. Seigler were Amarillo visitors Saturday.

HER NAME WAS IN ELECTRIC LIGHTS

But her spirits were in the dumps.

Believed to be one of the luckiest girls in the world because of the riches and public applause heaped upon her, Jane is actually a "meal ticket" for her unscrupulous guardians. Instead of being permitted to live the life of a normal child, Jane is forced to perform and rehearse incessantly while her heart aches for someone to love and someone to love her.

And in her new picture "This Is the Life," Jane Withers dances for you... Sings for you... and cuts up for you... You'll love her. It's your Christmas Day entertainment at the Star Theatre.



While We're
On the
Subject

Just wanted to express our most sincere appreciation for your patronage and to wish you a Merry Christmas!

Thompson Service Station



It's a cheery thought and a sincere one and at the same time let us thank you for the patronage during the past year.

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



—And Best Wishes!
May the season find
you happy, contented,
and in good health.

**West Texas
Feed & Seed**

**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

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager
ADRIAN ODOM Editor

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NOTICE TO PUBLIC

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

GOOD WILL ON THE ROAD

The holiday season is a peculiarly fitting time to emphasize the obligations of every motorist. It is of more than passive interest that the Yuletide closes that quarter of the year when automobile accidents, deaths and injuries are at an annual peak, according to the National Bureau of Casualty and Surety Underwriters. How horrible is the thought that at Christmas time when the sentiment, "Good Will Among Men" is glorified throughout the land, the carnage of wrecks and broken bodies is strewn more than ever along the highways.

A great deal has been said about the necessity of courtesy in driving as an accident preventive measure. Driving at speeds reasonable for conditions, sharing the road, passing properly, using correct hand signals, avoiding all those actions which make driving dangerous and uncomfortable for the other fellow, are the dictates of courtesy and manners. So, too, are they dictates of the principle of the good neighbor. So long as selfishness and stupid recklessness, so long as death and destruction exist on our streets and highways, the ideal of peace on earth, good will toward men, will never be all that it should.

Dear Santa: I have been a good little girl and I would like for you to bring me a new doll, doll buggy and blanket, and do not forget that I will be at grandmother's at Lamesa, so just leave what you have for me there. Remember all the little boys and girls. Hurry on your way, as I can hardly wait. Your little friend,
Joan Carolyn Hendrix.

Dear Santie: Will you please bring me a doll that cries and has rubber bloomers on and a set of dishes. I will be a nice girl and help mama if you will. I want lots of things but will you bring these and bring daddy and mother and the other children some candy and nuts. From one that loves you,
Beulah Mae Layman.

Dear Santa: I am a little girl about 10 years old. For Christmas I want candy and nuts. I will thank you for what you give me. Give poor children who will have no Christmas presents also.
Ruth Temple Hastings.

Dear Santa: Please bring me a watch, a blue ball and battery and bulbs for my truck. I would like to have candy, nuts, fruit, also a tricycle. Don't forget all the other little boys and girls. I hope you have a good trip with your reindeer this year. I love you a whole lot. Your friend,
Delbert Conklin.

Dear Santa, Claus: I am a little girl 8 years old. Mother says I have been a good girl. Santa, I want a big real baby doll made of rubber and a buggy. Bring us lots of nuts, candy, oranges and apples. Remember my sisters and brother, George Bas, he has been sick. Your little friend,
Mary Luasee Pace.

Dear Santa: I want a doll with human hair curls. I will not be here Christmas day I will be at grandmother's she lives at Floydada. I wish my doll would have a dress of green and hat to match it. Please I am going to Floydada Christmas Eve. My mother does not want to long curls. Boy, you are a good man because you have given everything I wanted every Christmas. I am sure I will hang up my stocking. I guess my brother will hang up his stocking. One of your little friends,
Wanda Marie Allmon.

Dear Santa: I am a little boy 20 months old. Please bring me a horn, a truck and a car and horse to ride. I also want lots of nuts and candy and fruit. With love,
Jonnie Ray Putman.

Dear Santa-Claus: I am a little boy 10 years old and have been a good little boy this year. I have been sick for 10 days, so want you to be a good Santa and bring me a wagon large enough for me to ride in. Remember my sisters, please. I wish a merry Christmas. Your friend,
George B. Pace, Jr.

Dear Santa. I liked the little things that I got last year a lot. This year I want a set of dishes, a big set, a doll, a real big doll with real black hair and a purse I want a blue one and a real kodak that will take real pictures. I hope you can bring me what I ask for. I want a pair of plenty red house-shoes. With love, Nona Dean Rose.

Dear Santa: For Xmas I want a football and a football book and what ever you want to bring me. Also fruit candy and nuts. I live on 124 G Avenue Hereford please do not forget my little sister, she is 4 years old. Gayle Rogers.

Dear Santa: My little sister wants some red riding pants and a sled that's red, a doll with real hair and a lot of clothes and a play gun. Then she has to have a set of dishes. With love,
La Juana Rose.

Mr. and Mrs. C. J. Crump of Borger are spending the holidays with her parents, Mr. and Mrs. S. L. Walser.



FOR A
**MERRY CHRISTMAS
AND HAPPY NEW YEAR!**
H. L. RICE

Xmas Greetings Season's Best Wishes! Rountree Plumbing Shop



Season's Greetings on this most glorious of all occasions. We extend our sincerest best wishes to all!

Deaf Smith Abstract Inc.



We extend each of you our sincerest regards, and thank our many friends for their patronage during the past year. We hope to continue serving you and to make many new acquaintances.

Plains Insurance Agency

JOHN PATTON

Want Ads

For Sale or Trade

FOR SALE OR TRADE: My home in Hereford, or will trade for land, located near Friona. This home is clear of indebtedness. J. D. Buchanan, Friona, Texas. 49-4p

FOR SALE: Three well marked bronze tom turkeys. H. D. Robbins, 7 miles south of Hereford on 25-Mile Avenue. 1p

For Rent

FOR RENT: Four-room furnished apartment. 706 25-Mile Avenue. Jonnie Estes. 49-1fc

Wanted

SPECIALS on Permanents for Two - guaranteed oil permanents, \$3.50. Plain croquinde, \$1.00. Mrs. Peterson's Beauty Shop, Phone 142-J. 1c



Just To Remind Travelers of Our
**HOLIDAY
EXCURSION
FARES**

ROUND TRIP FARES TO DESTINATIONS THROUGHOUT THE UNITED STATES

On Sale December 12th to January 1st, Inclusive. Final Return Limit January 31, 1936.

For Full Details—

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

Or Write
T. B. GALLAHER
General Passenger Agent
Amarillo, Texas.

And In
**Appreciation
OF THE PEOPLE
OF
Deaf Smith
County**



It is with sincere regret that I leave the service of this county and its people, and I would not do so if I did not feel I am receiving a promotion. I wish to thank each of you for your help and cooperation in the work we have done. I hope I have served the people well and have been of some value and assistance.

MERRY CHRISTMAS—HAPPY NEW YEAR!

C. W. Humble



From the Makers of
Cream O' Plains

Butter

May the Yuletide season find you well and happy, enjoying the occasion with all the pleasures of home and family, love and contentment, and plenty.

Farmer's Creamery Ass'n.

HEREFORD

TEXAS



Fresh FRUITS and VEGETABLES

For a Healthy New Year

Prices Good Fri., Sat. and Mon.

BACON, Sugar Cured Half or whole slab, pound	20¢
BUTTER Fresh Creamery, pound	35¢
CHEESE Longhorn, pound	23¢
FRESH OYSTERS	
ORANGES, California Red Balls, large size, dozen	29¢
LETTUCE Firm heads, each	5¢
ONIONS Spanish Sweet, 5 pounds	9¢
SPUDS No. 2's, 10 pounds	11¢
CABBAGE New Green, pound	2¢

Special Low Prices of Nationally Advertised Mdse.

CRISCO, The Digestible Shortening, 6-lb can	\$1.11	RICE Blue Rose, 2-lb pkg	13¢	COFFEE Plymouth brand, 1 pound	15¢
PINEAPPLE, Libby's Crushed or sliced, No. 2 1/2 can	20¢	FLOUR Hereford Sunrise, 48-lb sack	\$1.05	SMOKE SALT, Morton's Surgar Curing, 10-lb can	84¢
PEACHES, Libby's Sliced or halves, 2 No. 2 1/2 cans	35¢	SORGHUM Pure East Texas, gallon	64¢	COCONUT Fancy long thread, pound	19¢
KRAUT Libby's, 2 1/2 size can	10¢	BEANS Pinto, 5 pounds	23¢	BROOMS Good ones, 5 sewed, each	39¢
PUMPKIN Van Camp's, 2 No. 2 1/2 cans	27¢	MATCHES Firestone, 3 boxes	10¢	TOMATOES Standard, 3 No. 2 cans	20¢
SALMON Pink, tall can	11¢	SUGAR Cane, 10 pounds	55¢	CORN Standard, 3 No. 2 cans	25¢
SOAP Crystal White, 5 large bars	21¢	SOUP Heinz, any flavor, can	10¢		

Save at **FURR FOOD**

FREE DELIVERY PHONE 74

- MERRY CHRISTMAS! -



—We wish for everyone a happy and pleasant Christmas and assure you every purchase you have made at our place this year has been appreciated and we trust that 1936 holds in store for you many, many nice things.



FULLER'S FRESHER FRUITS AND VEGETABLES

Dear Santa: I am a little girl 7 years old, will be 8 in February. These are some of the things I want for Christmas: A Shirley Temple coloring set, a stock farm, set of furniture with rockers, table and settee, little doll house and furniture, a kick-back game, a cleaning set and some canny and some Shirley Temple doll dresses. If you can't bring me all these things I will be glad to get what you can bring. I hope you can remember all the little boys and girls. Good-bye,
Janita Ruth Beauford.

Dear Santa: I am a little boy 9 years old and my little sisters are 6 and 4 years old. We have tried to be good. I want you to bring me an air rifle and a box of BBs. I would also like to have an initial ring and a cowboy suit. My two little sisters, Viola and Lola Jean want some new doll clothes and a ring. We also want some candy and nuts. Don't forget our little baby sister. Please bring her a little rubber doll and other toys. Your little friends,
Clifford Stork, Viola Stork,
Lola Jean Stork.

College Students Home On Holiday

Some 20 college students have returned home here during the past few days to spend the Christmas holidays with parents and friends. The largest number came from Texas Tech at Lubbock, although local students are scattered from Los Angeles to Manhattan, Kansas.

Among those returning, according to the schools they are attending are, Texas Tech, Miss Christine Fincher, Miss Mary Elizabeth Stanford, Homer Henslee, Paul Conaway and Arthur Thompson, Jr.; Texas A. & M., Joe Huckert and Jack Gilliland; Los Angeles Junior College, Miss Estelle Gil-

lland; Amarillo College, Sally Skelton; Wayland College, Plainview, Miss Ora West and Miss Mary Posey; Baylor University, Waco, Miss Nancy Conkright; Mary Hardin-Baylor College, Belton, Miss Elizabeth Spradley; McMurray College, Abilene, Noel Bryant; Rice Institute, Houston, Jack Russell, and Kansas State, Manhattan, Miss Sally Gilbreath.

MISS TURRENTINE GUEST OF MRS HARRISON

Miss Frances Turrentine of El Paso is the guest of her sister, Mrs. E. W. Harrison. She arrived in Amarillo Saturday and was met there by Mrs. Harrison. She will remain during the holidays. Mrs. Harrison will have also as Christmas guests Mr. and Mrs. J. M. Simpson, Jr. of Amarillo and David Harrison of Farwell.

DISCUSSION GROUP ADJOURNS OVER HOLIDAYS

There will be no meeting of the Discussion Group this week, but on Friday of next week the meeting will be held as usual at the library at 7:30 o'clock.

Last week's program was limited to a discussion of Dr. Duffot's presentation of the previous week. It was an especially interesting meeting.

27 Checks Received.

Twenty-seven last 1934 and first 1935 wheat checks totalling \$2,789.17 have been received recently at the county agent's office. The wheat section is rapidly clearing up and paying all unpaid 1934-35 contracts, and it is believed all last 1934 and first 1935 payments for the county soon will be completed.

EARN WHILE YOU LEARN

Two young men and three young women may now earn attractive part of tuition by working in College office. Excellent opportunity to prepare for business career at moderate cost. More positions than we can fill. First come, first served. Write for full information today. Draughton's College, Lubbock, Texas. 50-2p

Hospital.

Mrs. Edith Frazier, operated last week, doing nicely.
Mrs. Elmer Lasswell, operated Friday, doing well.
H. C. Matteson, operated Friday, very much improved.

J. W. Witherspoon was a business visitor in Clovis Friday. Charles Ferguson, principal of the grade school at Cleveland, Texas, public schools, is spending the holidays with his parents, Mr. and Mrs. C. C. Ferguson, who met him in Canyon Saturday.



TO YOU
AND YOU
AND YOU

—Your patronage has made this a Merry Xmas for us. May we extend the same wish to you.

**Stambaugh
COMPANY**

Yuletide Greetings Season's Best Wishes.

FROM
FLOWER'S
GROCERY, MARKET AND CAFE



Yuletide Good Cheer

May this happy occasion find you heaped in plenty and filled with joy, remembering Him at whose birth the world rejoices.

J. C. Penny Co. Inc.



**MERRY
CHRISTMAS
AND SEASONAL
GREETINGS
I. H. SPRATT
PRODUCE**



Once again the Holiday Season provides welcome opportunity to send cordial greetings and best wishes to each of those whose friendship and loyalty we have enjoyed during the past year.

The responsibility of rendering service to our customers has been a cherished privilege and the friendship and good will that come to us from this service are our most valued assets and so to you we again express our appreciation and our heartiest good wishes for your happiness and prosperity.

The Kesters



**YULETIDE CHEER
TO ALL**

1935

Yuletide Greetings to all our friends—both old and new. May this Christmas prove to be the happy day you have looked forward to—bringing bountiful blessings.

Weir's Grocery

Lookie . . . Lookie . . . Lookie Here Comes Cookie!

Gracie sure tangles 'em in this high speed, streamlined, laugh jerking musical-comedy. She inherits a fortune, disinherits her father, builds a theatre for starving actors and produces the goofiest, grandest, gayest show you've ever seen, and all in "Here Comes Cookie" with Gracie Allen and George Burns, the nit-wits of radio, which will be shown at the New Year's Eve midnight preview at the Star Theatre.

The New Year's Eve midnight show at the Star Theatre will be the gayest party in town, with a grand screen program, and favors and fun for all, and there can be no better way to see the old year out and the new year in than at the Star Theatre.

A Three Days' Cough Is Your Danger Signal

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Serious trouble may be brewing and you cannot afford to take a chance with anything less than Creomulsion, which goes right to the seat of the trouble to aid nature to soothe and heal the inflamed membranes as the germ-laden phlegm is loosened and expelled.

Even if other remedies have failed, don't be discouraged, your druggist is authorized to guarantee Creomulsion and to refund your money if you are not satisfied with results from the very first bottle. Get Creomulsion right now. (Adv.)



HELLO THERE!

—May I add to the others, my own best wishes for a Merry, Merry Christmas.

DICK ALLRED

Commissioner, Precinct 4.



JUST FOR YOU

Make this Christmas bring you more happiness than ever before and may the coming year be even more successful.

H. D. Culpepper

Commissioner, Precinct No. 3



**Christmas
Good Wishes**

And our sincere regards to those who have made our work in Hereford enjoyable and our associations pleasant.

Rockwell Brothers & Co.

LUMBERMEN

At the end of 1935 and with the beginning of 1936 any number of ideas prompt us in assuring the customers of this company that we have closed a year that marks an advance over 1934 in our abilities to serve adequately in the matter of electric service. We like to think that 1936 will bring many more opportunities for a closer alliance of the mutual interests of both the company and its patrons. We express the hope that our business in 1936 may be found increasingly useful to your own interests.

TEXAS UTILITIES COMPANY

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

Saddle Strings

VACATIONS

Teachers and pupils of HHS are going to scatter far and wide this Christmas. Mr. Dillehay is going to Decatur, while Mr. Hopkins

will spend the time at Taylor. Miss Houston and Miss Sullivan will go to Belton and Clyde, respectively. Miss Sullivan also going to Abilene and Austin. Miss Rigler expects to be traveling around at Goldthwaite, Sweetwater, Samford, Waco and Temple. Miss Carlisle is going to Dallas, while Mr. Hudson will remain in Hereford. Miss

Wrenn will spend the time with her family in Memphis; Miss Crawford at Fayetteville, Ark., and Miss Vaughn in Amarillo. Some students will be missed. Don Hicks plans to visit Meade Smith in Kansas. Lena Ivey and Irene Knox are going to Stratford. Faye Crosthwaite has hopes of going to Oklahoma, as does Ray Nunn. Billy Beene thinks he may go to New Mexico. Well, where ever you are, Merry Christmas and Happy New Year.

In their minds. These plans cannot be told because if they are not executed adroitly they might fall through, as many plans do.

The pep girls meet every other Thursday night after football season. It is over and the girls are expected to come to these meetings. They should be on time. If they do not come they will be fined five cents and if they are late they are fined one cent for each five minutes. Girls must be careful or their bills will run up and they'll be up before court answering questions. They might even consider the use of the Cowhands' kangaroo court. One can never tell.

CHRISTMAS PROGRAM

The public speaking class presented an assembly program depicting Christmas Eve day in the home of a modern family. Characters were members of the family, portrayed by Mildred Stewart, the mother; Byron George, father; Elmo Hicks, college son; Gaytha Wilson, college daughter; Meredith Montgomery, 14-year-old high school son, and Alma Paetzold, baby daughter. Members of the family gave readings and stories, after which the family retired, the small daughter hanging up her stocking. Then Santa, played by Herbert Boardman, came in and filled the stocking, while the reader, Jessie Schulz, gave a poem explaining his actions. The program ended, the characters sang "Silent Night" back stage.

DEBATE

Debaters met December 18 to participate in a scheduled debate. Taking actual part were Gaytha Wilson and Louise Frye, affirmative; Billie Joe Roberts and Sibyle Calloway, negative. The negative won the debate, which was on, Resolved, that the Federal Government should control the production of cotton.

Local Chuckwagon

JUNIOR CLASS

The junior class met December 18 to select the five most popular songs by majority vote. They are to be sung in assembly when there is no other program. Songs selected were Beautiful Texas, When I Grow Too Old to Dream, Shipmates Forever, Red Sails in the Sunset, and Treasure Island.

SENIOR CLASS PARTY

The seniors enjoyed a very delightful theatre party Monday evening, December 16. They gathered at Ray Hasting's home 6:45 and after receiving treats marched to the theatre for two hours of entertainment. After the show 54 seniors, two sponsors and six mothers were served lovely refreshments of sandwiches, cookies and hot punch in the J. M. Patton home.

Editor's Corral

PROMPTNESS

What if old Father Time should decide to postpone ringing in the New Year next week just because he had a date or was not in the correct mood for the occasion?

Perfectly ridiculous, you say. But consider how many appointments have you kept promptly? They could probably be counted on your fingers. Teachers, holidays, allowances and various other benefits are expected always to act like clockwork and never to disappoint us poor HHS students, but we ourselves can be depended upon for promptness only when the "spirit moves us". We manage always to arrive just five minutes too late—and if we can't blame muddy roads or cold weather, we search our memories for some trite remark about flats or home work which it seems we so industriously do.

Really, the habit is becoming too common to be popular. Would it not be a fine thing if we would resolve to be more prompt in our activities from now on? Being late is a habit that should not be developed by the high school student.

"Assume a virtue if you have it not, and it will become a part of you." The sooner we become reasonably prompt, the sooner the habit of always being tardy will be eliminated from our character and reputation. Indeed, the reputedly dependable person is he who always arrives at the appointed place at the appointed time.

Dehorning Pen

A pun my word, it's almost Christmas again and time for these famous Santa Claus letters, so here are some:

Dear Santa: I have been a good boy the last year and I would like for you to bring me a pair of tennis shoes to play basketball in. Also a pair of skates and an airgun to shoot grandmother with. Some candy and nuts, and, oh Yes, the nerve to ask a girl for a date to the football banquet.

Clyde Posey.
Dear Santa: Please, oh Santa, will you bring me a red plush doggie that barks. If you can't find 'em in the North Pole, you can find out from me where you can get one. Love, Gaytha W.

Dear Santa: Won't you please bring me a set of nail polish of five shades that can be taken off and put on again. This kind I use now is too much trouble.
Hellen D.

Dear Santa Claus: Please bring me some eyelashes like Garbos and the ability to talk like Zasu Pitts. That's all. Gertrude W.

Dear Santa: Please bring me a little go-cart with three wheels and two peddles. I would also like to go to Kansas and since you are going my way, I would like to have your company. Roy H.

Dear Santa: If you think we have been good enough to receive a gift, please bring us three good-looking blondes and if you are out of those, then black-eyed brunettes like those in "Mutiny On the Bounty" will do. Just us.

Roy, Jack and Elmo.
P. S.—Please push if you can, cause Roy wants to go back as far as Kansas with you!

Dear Santa Clause: I ain't ban so good as I orter been this year, but I'll try to be gooder next year. If you have gobs of room bring me a gun and scabbard, a nigger doll baby, a kittle kar, a set of blocks, a truck, a choo-choo train, a little red wagin, and a lots of nuts, candy and fruit. By-bye, Santa. Mr. Palmer Norton.

Dear Santa: We want som sukers, a doll, a ratler, and a kity kar. Wif lov, Saby, Feetums and Ginder.

P. S.—We have been very dood girls, too, so bring daddy som speks—his noz ran away and he tan't find it.

Dear Santa: I want a bean shooter with a muffer on it so it can't be heard. I want a new fountain pen cause mine has shrieked and scratched since I wrote a term theme in history. And I also want a innocent face, if possible, so I won't look guilty. Thank you.
Little Mary.

Dear Santa Claus: Please bring me about 30 students that are all Democrats or Republicans so they will not start whispering campaigns. You might find out also if they know anything about civics (a little knowledge is required).
Mr. C. H. Dillehay.

Dear Santa Clause: Please bring Donald Hicks a chair for Spanish class as he is too big or too lazy to sit in one and we have no extras.
Miss Rigler.

FRESHMEN

Wednesday morning the freshmen demonstrated their ability of singing popular songs. A request was made by the school for each student to write five of their favorite songs and hand in the list. Since Christmas was so near, many Christmas songs will be sung. Every freshman is looking forward to a merry Christmas and Happy New Year.

GET EXCITED! Here They Come!

Abandon Care with Fred Astaire and breathless Ginger Rogers! See them dance "The Piccolino" this gay nation's new ballroom adventure.

Song hits? Yes! . . . Irving Berlin wrote them. "Top Hat, White Tie and Tails" . . . "The Piccolino" . . . "No Strings" . . . "Isn't This a Lovely Day?" and "Cheek to Cheek."

Nice girls? Yes—enough of them to send you home a nervous wreck.

Ladies and Gentlemen!—Here's a Show! Fred Astaire and Ginger Rogers in "TOP HAT"

At the Star Theatre Sunday, Monday, Tuesday; preview Saturday night.



And extending to our patrons best wishes on this happy occasion. Our sincerest regards to everyone.

Consumer's FUEL ASSOCIATION

OLDEST EUROPEAN DISCOVERY AGAINST STOMACH TROUBLES AND RHEUMATISM ACCLAIMED BEST BY LATEST TESTS

Since 1790 thousands of people have regained their normal health after years of suffering from stomach troubles of all types, such as constipation, indigestion, gas and sour stomach which are the basic factors of such maladies as high blood pressure, rheumatism, periodic headaches, pimples on face and body, pains in the back, liver, kidney and bladder disorders, exhaustion, loss of sleep and appetite. Those sufferers have not used any man-made injurious chemicals or drugs of any kind; they have only used a remedy made by Nature. This marvelous product grows on the highest mountain peaks, where it absorbs all the healing elements and vitamins from the sun to aid HUMANITY in distress.

It is composed of 19 kinds of natural leaves, seeds, berries and flowers, scientifically and proportionately mixed and is known as LION CROSS HERB TEA.

LION CROSS HERB TEA tastes delicious, acts wonderfully upon your system, and is safe even for children. Prepare it fresh like any ordinary tea and drink a glassful once a day; hot or cold.

A one dollar treatment accomplishes WONDERS; makes you look and feel like new born. If you are not as yet familiar with the beneficial effects of this natural remedy LION CROSS HERB TEA try it at once and convince yourself. If not satisfactory money refunded to you.

Try it and convince yourself with our money-back guarantee.

One week treatment \$1.00. Six weeks treatment \$5.00

In order to avoid mistakes in getting the genuine LION CROSS HERB TEA, please fill out the attached coupon.

Lio-Pharmacy Dept. 7082
1180 Second Ave., N. Y. City, N. Y.

Gentlemen:
Enclosed find \$..... for which please send me..... treatments of the famous LION CROSS HERB TEA.

NAME.....
ADDRESS.....
CITY..... STATE.....



Yuletide Good Cheer

May the Holiday Season be filled with complete happiness is our wish for those who have through their friendship and patronage through the years made our personal and business contacts worthwhile and enjoyable.

D.R. Gass & Son

FLORSHEIM AND FRIENDLY SHOE DEALERS



At Christmas Time and Always

We extend to you the best of wishes for a happy holiday season and even more success in the year to come.

Dr. and Mrs. R. R. Wills

Compliments of the Season

1935 & 1936



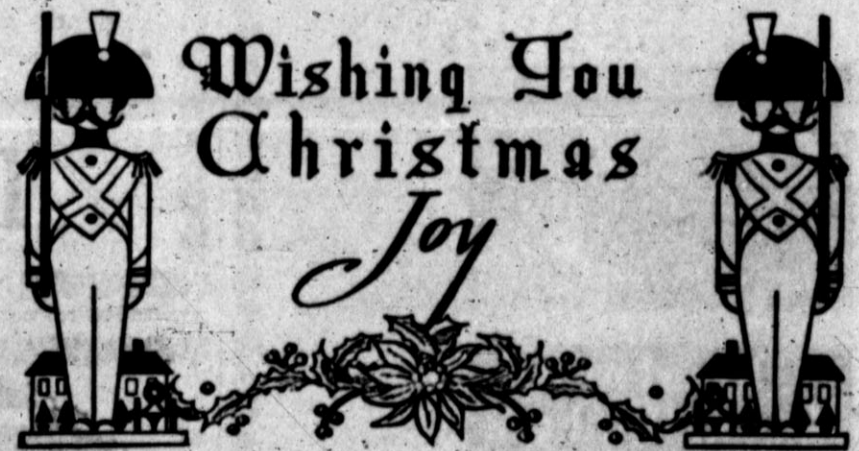
We come to you with best wishes for a MERRY, MERRY CHRISTMAS.

May you know the joy and happiness of this Yuletide season; may His

birth lighten your burden and bring you peace and contentment.

Pitman Grain Co.

HEREFORD



We have enjoyed your friendship and patronage during the past year and have had the pleasure of presenting the finest low-priced car for 1936 to the people of this area. We extend to your our sincerest personal regards and wish you a MERRY, MERRY CHRISTMAS!

Ireland-Beavers Motor Co.

DODGE-PLYMOUTH

SALES-SERVICE

AND WANT ADS INVARIABLY GET THE JOB DONE!

Progressive News

BY OLIVE PERKINS

The club met December 18 with Mrs. C. P. Caldwell and Miss Eunice. The rooms were decorated with Christmas colors and a beautiful tree. Following a short business session and program a gift exchange was enjoyed. Refreshments of apples, popcorn balls and candy were served. The club will meet the third Wednesday in January with Mrs. Roy Wagner. Mmes. Dudley Buzard, Jeff Robertson and Cecil Hodges were visitors.

Miss Flossie Bowman of Vernon, and James Platt of Frederick, Oklahoma, will spend the Christmas holidays in the Bowman home. School was dismissed Friday for a two weeks' vacation. Ira Ricketts and family went to Abernathy Sunday and attended a family dinner at the home of Mrs. Ricketts' brother. Emmett Blakemore and family and Mr. and Mrs. Harold Donovan were among those who attended the Cantata at the Baptist church Sunday night. Ira Ricketts and family, Luke McBrayer and family were in Amarillo Saturday. Roy Hershey took Mrs. Dudley Buzard and daughter to their home in Muleshoe Thursday. Mrs. Buzard had been visiting her par-

ents for several days and helping care for her mother, Mrs. Hersey. Earl Powelson of San Luis Obispo, California, is visiting his brother, Lynn Powelson and family. Forbes Blakemore was in Amarillo Friday and stayed with Clyde Oldham at Hereford Friday night. Mr. and Mrs. F. H. Oberthier called in the Perkins home Sunday afternoon. Misses Agnes and Madge Childre are spending the vacation with their parents, Mr. and Mrs. Ed Childre. Miss Lucille Park and Oris Boyers were in Amarillo Friday with Miss Lilla Short and Ralph Arsenaux, who were leaving for their homes at Dublin and Fort Worth. Ray and Howard Hershey were in Amarillo Saturday.



May Xmas

Find you and yours filled with the joy of this Happy Occasion.

VOGELE MILLINERY PARLOR



Wishing You Health and Happiness

We extend to everyone our best wishes for the holidays. May the coming year bring new happiness, renewed faith and bountiful prosperity and health to you all.

M.D. Womble Implements

ELECTROLUX MAYTAGS PHILCO RADIOS



It is with deep sincerity we come to you on this glorious occasion with our heart-felt greetings to everyone. We have enjoyed your friendship for some time and hope to continue our pleasant associations.

Brumley Chevrolet COMPANY

Merry Christmas to You

We extend our Best Wishes and Seasonal Greetings to each and every one of you on this Yuletide. We sincerely hope that you will find the occasion a memorable one. We also wish to thank you for your patronage and friendship during the past year.

Mr. and Mrs. Paul Foster



He's On His Way

And we hope that when he arrives he'll bring you everything you've ever wanted.

A Merry Christmas and a Happy New Year

John A. Coffee
County Attorney



Jingle Bells, Jingle Bells

May we wish you a real old fashioned Merry Christmas with all the trimmings and may it be just one of many to come.

Sheriff John B. Miller



-To our friends and Customers We Extend our Best Wishes for the Holiday Season!

Beams & Marrs MACHINISTS



Amid the Pealing of Bells

-In this busiest of seasons, I want to take time off to wish you a real Merry Christmas!

P. J. Rose
Commissioner,
Precinct 1.



We bring each and every one of you our sincerest best wishes on this happy occasion. May your enjoyment of Yuletide be complete.

Kerr Hardware and Implement Company



We take this opportunity to wish each and everyone seasonal cheer and to thank you for your past patronage.

Home of Continental Products
CONOCO SERVICE STATION
RUFUS SEWELL. PHONE 588



Mindful of the occasion that brings joy to every home, we extend our sincere best wishes to one and all.

Panhandle Lumber Co.
DAVE ALEXANDER

Just Between YOU AND ME



May this most kindly of seasons bring to you joy unbounded. A very Merry Xmas!

L. H. Foster County Clerk

**Merry Christmas
and a
Happy New Year
and
THANKS A MILLION!**

Now that Santa Claus is at the chimney and 1936 is just around the corner, the gang at the Star Theatre takes this opportunity to wish all a good old fashioned Merry Christmas and a full year of health, happiness and prosperity during 1936.

Mr. and Mrs. Chas. Hardin
Mr. and Mrs. Charles
Hardwick

Mr. and Mrs. Calvin E. Harvey
Mr. and Mrs. Johnnie
Vines

Miss Nora Alice Daniel
Russell A. Nix
Melvin E. Roberts

And look at the swell shows for your Holiday Entertainment:

Christmas Day
Jane Withers in
"This Is the Life"

Thursday, Friday, Decem-
ber 26-27
Carole Lombard and
Fred MacMurray in
"Hands Across the Table"

Saturday, December 28
William Boyd in
"Hop-Along Cassidy"
Clarence E. Mulford's most
popular story, and
"Tailspin Tommy"

Sunday, Monday, Tues-
day, December 29-30-31
Preview Saturday Night
Fred Astire and Ginger
Rogers in
"TOP HAT"

New Year's Eve
Preview
George Burns and Gracie
Allen in
"Here Comes Cookie"
Bring your party to our
party. Favors and Fun
for everybody!

New Year's Day
Alley Faye and a great
cast in
"Music Is Magic"

Thursday, Friday, Jan-
uary 2-3
Alexander Dumas' Great
Novel
"The Three Musketeers"

Saturday, January 4
Joe Morrison, Rosalind
Keith in
"It's a Great Life"
and
"Tailspin Tommy"

Sunday, Monday, Tuesday
January 5-6-7
Preview Saturday Night
Will Rogers in
"In Old Kentucky"

AND COMING SOON
Dick Powell and an All-Star
cast in "Thanks a Million."

Zane Grey's most popular
character, "Nevada."

Charles Dickens' immortal
classic, "Tale of Two Cities."

Wallace Beery and Lionel
Barrymore in "Ah! Wilder-
ness."

Another "Hop-Along-Cassidy"
story, "The Eagle's
Brood."

Jack "Jello" Benny in
"It's In the Air."

MAL STEDWART NAMED
(Continued from page one)

The first checks arrived here on December 25, and delivery was started December 26. This set a record for wheat counties in the United States for the time required to send the contracts to Washington and make delivery within the county. The local wheat office was recognized as one of the outstanding in the nation and its work was often quoted in Washington. When the last 1935 payment is made the payments for the county in three years will approximate \$11,000,000. Practically all payments have been received except the last 1935 payments which are not yet due. Payments were made covering 865 contracts. Reed gave much of the credit for this record to J. A. Pitman, president of the county association; Jim Lipscomb, secretary, all wheat committeemen for their untiring efforts and to the cooperation from farmers who were interested in the contracts. The program started with a 150,000-acre allotment but ended with 351,000 acres, an increase of 165,000 acres. This has meant that every farmer received twice as much in benefit payments than he would have had the allotment not been raised. The county was the 19th in the United States to be audited for last 1934 and first 1935 payments. Reed and Humble went to Washington to get this work done, and seven hours after they arrived, the auditing was begun.

Corn hog program: In 1934 there were 279 corn hog contracts which paid in adjustments \$7,000. Due to accurate records kept by G. W. Brumley, president of the association, and who has bought about 90 per cent of the hogs sold in the county during the past 20 years, the county took only a two per cent reduction, which was the smallest of any county of any size in Texas. The drought caused a number of people to go out of the hog business and for 1935 there were only 259 corn hog contracts with payments of approximately \$24,000.

Other Work Done.
Cattle program: This meant much to the county as emergency cattle buying which started in June, 1934. At that time conditions were at their worst and many of the people were at a point where the cattle would have died of starvation. In this program the government bought 6,829 cattle two years and older, 2018 yearlings and 3,274 calves, paying Deaf Smith's ranchers and farmers \$147,277, representing 1,565 purchases ranging from one to 500 heads. The program allowed farmers and ranchers to cull their herds of all undesirable animals, leaving only the best stock for foundation. This work was handled without a single error by those who had charge at the yards and in keeping records of the work.

Erosion grant: Early in 1935 continued dry weather and blowing away of soil so forcibly brought to the attention of authorities in Washington that an emergency program was worked out whereby each farmer who would agree to list his land immediately in order to keep it from blowing would be given a grant of 10 cents per acre either in feed or fuel. As a result of the program 480,000 acres in the county was given this grant, giving farmers something to start on and started them to work when everything was at a standstill. It caused thousands of acres of land to be leveled down and to be put back in a good state of cultivation and kept thousands of other acres from blowing away. Only about \$1,000 had to be refunded because of the failure to comply with the agreement in securing the grant.

Don't Through Associations.
Community agricultural associations. The tremendous amount of work carried on in the county could not have been possible without the well organized associations in the nine districts of the county. When work of any nature was to be done, a representative of each association came here to a county meeting, at which information was given out and in turn give this information to members of the community groups. This was a quick method of passing information to the people.

Soil conservation survey: These community associations were responsible for a soil conservation survey covering 422,319 acres of the county. Operators expressed a desire to have 104,584 acres either contoured or terraced. The survey revealed that 905 miles of fence row needed to be cleared of drifted sand, and land owners

turned back 21,516 acres to grass. Three hundred and seventy-eight miles of land suitable to tree planting for shelterbelt purposes was offered. The need of a soil conservation program was revealed and as a result a request was made for a soil conservation camp. Instead of locating a camp here, the soil conservation service gave the county a conservation project which covers 25,000 acres and will serve as a demonstration area giving the people of the county and surrounding area benefit of the best methods of handling land to prevent wind and water erosion. It will also demonstrate the value of terracing and the value of trees for protection.

All this has passed through the county agent's office, illustrating the vast amount of work and the varied interests and knowledge that has been required of him. He Store.

has had the assistance of the community association presidents, L. L. Womble, Fairview; A. T. Frye, Dawn; O. L. Rutherford, Hereford; C. S. Perrin, Bippus; Troy Stambaugh, Messenger; Pink Gilliland, Westway; J. L. Morris, Sims; Mal Stewart, Ford, and Fred Moreman, Ward, and the cooperation of every farmer in the county, but the work stands as a monument to his own efforts as well as to the others.

DON'T SLEEP ON LEFT SIDE—AFFECTS HEART
If stomach GAS prevents sleeping on right side try Adlerika. One dose brings out poisons and relieves gas pressing on heart while they last. SPECIAL 10c trial size on sale at City Drug Store.



**Merry Christmas
To One and All!
HEREFORD BAKERY**

**Our Christmas
Gift
To Old Customers**

We have several hundred dollars in accounts of long standing on old customers, which we are mailing to each with our best wishes for a Merry Xmas and a Prosperous New Year!

Beams & Marrs



And Best wishes for a Merry, Merry Xmas. May your seasons joy be unbounded.

A. O. Thompson
ABSTRACTS



We take this opportunity to thank everyone for their cooperation and kind consideration during the work we have been doing for children.
**GOOD WILL CLINIC FOR CHILDREN
DRS. PERKINS and LEE**

**Committee For
Adjustment Of
Debt Is Named**

Hugh F. Weaver of Lubbock, district supervisor, Farm Debt Adjustment Division of the Resettlement Administration, was here last week for the purpose of organizing the Voluntary Farm Debt Adjustment Committee in this county. Mr. Weaver is district supervisor for A. & M. Extension District 2 and 6, which embrace 59 counties with a population of 44,342 farms.
The Farm Debt Adjustment Committee for Deaf Smith county is composed of W. E. Dunlap, W. E. Mitchell and G. C. Hartman, Mr. Dunlap was named chairman, Mr. Hartman vice chairman and Mr. Mitchell secretary. They will hold meetings regularly and will call meetings at any time to meet the requirements of their work. They have been instructed by Mr. Weaver concerning their duty and are supplied with all the necessary forms for listing farm debtors causes and solving farm debt distress problems.

Mrs. E. E. Crain of Altus, Oklahoma is spending the holidays with the family of her sister, Mrs. Henry Hastings.

**TELEGRAM FOR
VIVIAN SNOWDEN**

My darling stop missed Bermuda boat by two-dinks and a gangplank stop met beautiful blonde stop fell in love with beautiful blonde stop am giving up your money to marry beautiful blonde for love stop beautiful blonde says tell you hello for her too stop love. TED.

He wanted an heiress. She wanted a millionaire. 'Till their fingers touched across a table when the lights were low and the music sweet.

And then the fun started. And you'll have a grand time when you see Carole Lombard and Fred MacMurray in "Hands Across the Table" at the Star Theatre Thursday and Friday.

You'll always regret it if you don't see it. It's another gay, peppy picture like "It Happened One Night" and "She Married Her Boss."

Mr. and Mrs. Dean Rice of Killgore are here to spend the holidays with her parents, Mr. and Mrs. John L. Wilson, and other relatives.

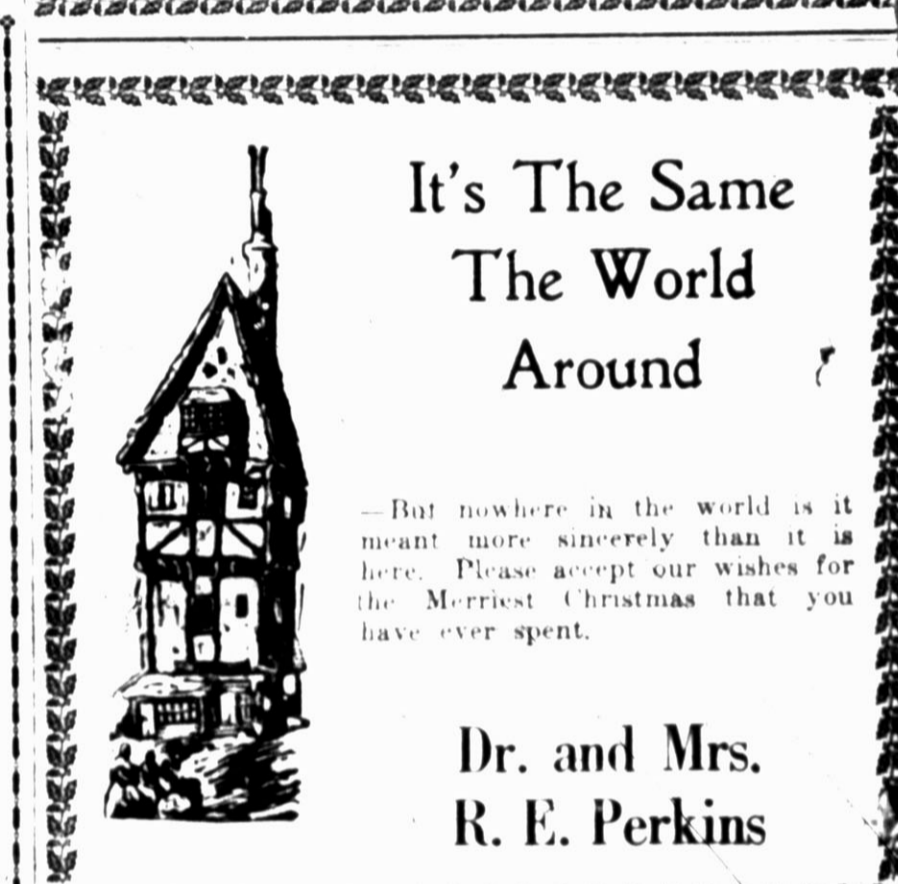
Harvey Cash, Jr., of Liberty, Texas, and his sister, Miss Rosa Cash, of Canyon visited relatives here Monday afternoon.

Miss Helen Sisk of Wichita, Kansas, arrived Saturday to spend Christmas with her mother, Mrs. R. G. Sisk.

Mrs. G. F. Tomlinson of Tulsa arrived the latter part of last week and will make an extended visit here with her daughter, Mrs. Henry Hastings.



Happy associations and business relations have ushered in the Yuletide. May you know the joy and peace that is ours.
W. M. [Mal] Stewart



—But nowhere in the world is it meant more sincerely than it is here. Please accept our wishes for the Merriest Christmas that you have ever spent.



**May the Season Bring
You Unlimited Joy**

This is our sincere desire for each and everyone. It is with great pleasure that we pause in the usual run of affairs to take advantage of this day to bring you affectionate greetings.
We also wish to express our appreciation for the consideration given us during the past year and to invite your friendship in 1936.

PIGGLY WIGGLY
ALL OVER THE WORLD
FRANK GYLES, Manager PHONE 81. BUY AT HOME

GREETINGS
—We wish to extend the sincere wish for unbounded happiness during this Yuletide.
E. B. Black Co.