



Let's ring the bells, hang up garlands and bid each other a warm welcome and best wishes. Happy Holidays to You.

Dr. and Mrs. G. W. Heard

SOCIETY

MRS. McCULLOUGH ENTERTAINS PUPILS

Mrs. R. E. McCullough, with Miss Jonnie Estes as assistant hostess, entertained her typing and shorthand classes at the home of Miss Estes last Thursday afternoon.

After a round of games, Santa Claus paid the party a visit, leaving each a gift. He gave Mrs. McCullough a beautiful coffee urn, presented by the students.

The guests were then presented at a table bountifully laden with good things. Mrs. Alton Fraser and Mrs. O. G. Hill poured spiced punch.

BRIDAL SHOWER FOR MRS. ROSS

Mrs. Frederick J. Ross, Jr. was honoree at a lovely bridal shower given by ladies of the Church of Christ Thursday afternoon, December 13, at the home of Mrs. Frederick Ross, Sr. The ladies gathered at the home of Mrs. S. B. Walker and proceeded in a body to the Ross home.

The guests were assembled in the living room which was attractively decorated with Christmas lights and wreaths. Miss Edna Daughtee conducted a contest in which each one was allowed to write a letter to Santa. The prize, a huge Christmas stocking filled with a delightful array of gifts, was presented to Mrs. Ross. After the gifts had been opened, refreshments were served to about 30 guests.

Before her marriage on December 9, Mrs. Ross was Miss Theresa Confal, of Fayetteville, Texas.

HOME MAKERS HAVE CHRISTMAS PARTY

Annual Christmas party for members of the Home Makers class of the First Baptist church was held Friday afternoon.

The class room was beautifully decorated with Yuletide suggestions. A Christmas tree loaded with gifts for members added to the decorations.

Mrs. Alexander, teacher of the class, was presented a lovely purse, scarf and handkerchief, and Mrs. Barrett Sowell, ex-president, was given a cookie jar by the class.

Refreshments of frozen salad, banana bread, sandwiches, small cookies, pickles, nuts, mints and hot punch were served tea style. Meses. Alexander and Wood Vaughn presided at the table, which was decorated in a tropical motif. There were 31 members and visitors present.

ANNOUNCE ENGAGEMENT OF GEORGE HEARD

Engagement of George Heard to Miss Margaret Donnelly of Chicago was announced last week in that city. He is the son of Dr. and Mrs. G. W. Heard of Hereford.

Mr. Heard and bride-to-be are

both graduates of the chemical engineering school of the University of Wisconsin. He went through public school here and attended West Texas State Teachers College at Canyon before enrolling at Wisconsin.

The wedding will be some time in January, although the date has not been set. Since his graduation at Wisconsin last winter, Heard has been connected with the research department of the Sinclair Oil Company refinery of East Chicago.

MRS. SHERMAN MORGAN HONORED WITH SHOWER

Members of the Co-ed class of the Christian church and the Junior Pioneer club gave a miscellaneous shower honoring one of

their members, Mrs. Sherman Morgan, a recent bride. This lovely party was given at the home of Mrs. E. R. McWilliams.

The Christmas spirit was carried out with a big tree loaded with gifts. Mrs. Santa Claus was present and assisted Mrs. Morgan in taking the gifts from the tree and showing them to the friends present.

Miss Rena Rae Renfro and Miss Lueta Borden gave a tap dance number and Mrs. Urline Streu gave a toast to the bride.

Refreshments, carrying out the Christmas colors, were served to about 65 guests.

Mr. and Mrs. Sherm Williams of Amarillo were here Wednesday.

Spreading Christmas Cheer

As the white pure snow spreads over the landscape, so do we wish to spread our Christmas Greetings over the land. The best to all of you—always.

Panhandle Lumber Company



Plenty of Good Things for the Christmas Feast

Christmas week is here, and we are ready with everything you'll need for your own Christmas feast—and with our wonderful Christmas baskets that will help you give a fine dinner to another family. It was Santa's idea—and we know you would want to help him give. Special baskets will be made up to include exactly the foods you want. Every basket has the Christmas touch of red satin ribbon.

Prices Good Through December 24th

SUGAR	15¢
Powdered or brown, 2 pkgs	-----
COCONUT	17¢
Fancy long thread 1 lb cello pkg	-----
DATES	25¢
Dromedary, 2 packages	-----

HOLIDAY BAKING NEEDS

MINCE MEAT	9¢
Old Time, pkg	-----
Baking Chocolate	12¢
Hershey's, 1/2-lb bar	-----
SUGAR	57¢
Pure cane, 10-pound cloth bag	-----
MINCE MEAT	25¢
None Such, 2 packages	-----



PEAS—
Libby's fancy, tender, 3-slice, No. 2 can 19¢

ASPARAGUS—
Heart's Delight, fancy, all green, No. 2 can 24¢



FLOUR	\$1.79
Sunrise, 48 pounds	-----
FLOUR	\$1.89
Packard's Best, 48 pounds	-----
MEAL	37¢
Hereford, 10 pound bag	-----

FOLGER'S COFFEE 1 lb. 32c

PUMPKIN— Libby's Fancy Custard 2 No. 2 1/2 cans 25¢	PINEAPPLE— Hillsdale, half slices No. 2 1/2 can 19¢
CORN— Rosedale Golden Bantam, No. 2 can 15¢	PEACHES— Heart's Delight, halves or sliced, 2 No. 2 1/2 cans 35¢
OLIVES— Stuffed or Queen 3 1/2 ounce bottle 10¢	BLACK WALNUTS— Shelled, half-lb package 25¢
GRAPE JUICE 19¢ Welch's, pint	Tomato Juice 23¢ Libby's, 3 cans

It's Not Christmas Without Candy

CHOCOLATE CHERRIES	25¢
Schall's, 1-pound box	-----
HERSHEY BARS	10¢
Chocolate, mild and mellow, 1/2-lb bar	-----
POPCORN	12¢
Jolly Time, can	-----
CHOCOLATES, Schall's high quality assorted milk and dark chocolates, whip cream crushed with chocolate and nuts, full cream caramels, honey nougats, butter cream, tutti frutti and maple, 3-pound box	98¢
5-pound box	\$1.19
GINGER ALE or LIME RICKEY	27¢
De Soto, large 24-oz bottle, 2 for	-----
SHREDDED WHEAT	25¢
Two packages	-----

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

FURR FOOD

FREE DELIVERY

PHONE 74

GELATINE

ROYAL 17¢
3 pkgs

We Are Wishing
Everyone a
GLORIOUS
CHRISTMAS!

Shop There Specials
For Yule Food Needs



PICKLES, dill, sweet, sour, Paradise, qt	25¢
CORN FLAKES, large package	10¢
BRAN FLAKES, large package	10¢
POTATOES, 10 pounds	15¢
KARO, White Label, half gallon	37¢
PEANUT BUTTER, quart	31¢
COCOA, Hershey's, 1-lb can	13¢
CRACKERS, 2-lb box	22¢
NUTS, mixed, pound	20¢
CANDY, Christmas, mixed, pound	14¢
BANANAS, pound	5 1/2¢
ORANGES, 150 size, dozen	27¢

George's Grocery and Station

Geo. B. Reddoch, Mgr. Ninth and Lee Sts.



Greetings To You All

We appreciate the business that has been done with us during the past year. It is our hope that you will let us endeavor to serve you in the New Year and years to come.

SUGAR, 10-pound bag	52¢
CRACKERS, 1 pound Graham	11¢
CANDY, Christmas Mixed, 2 pounds	25¢
ORANGES, large size, dozen	30¢
APPLES, Winesap, dozen	25¢
WALNUTS, per pound	21¢
BANANAS, dozen	25¢
CRACKERS, 2 pounds, soda	21¢

CARL'S Cash and Carry GROCERY



Christmas stands at our window. Let us open every door and welcome in the season with all the enthusiasm of which we are capable.

Sincerest Greetings,

Dr. R. E. Perkins



To you who have helped make our year a pleasant and more prosperous one we send our deep-felt thanks and a word of appreciation in this Christmas Greeting.

I. H. SPRATT

Summerfield News

BY MRS. GUY WALSER

Ray and Mrs. Murial Weathers of Plainview spent the week end here, he filling his appointments Sunday.

Mr. and Mrs. Will Schulz and family were business visitors in Amarillo Saturday.

Mr. and Mrs. B. K. Greeson and family were business visitors in Clovis Wednesday.

Mr. and Mrs. Morris Nance and family and C. T. Cox of Plainview attended the play here Tuesday night and visited in the J. W. Cox home.

The play, "Comin' Thru the Rye," which was given Tuesday night at Summerfield by the young people of the community was most splendidly rendered to a full house with many standing. The play was sponsored by the Senior Club and directed by Miss Oleta Bowling. The German Band from Hereford gave excellent music between acts.

Mr. and Mrs. Wilburn Edelson and Van, of Flagg spent the week end here with friends.

Mrs. Edna Fincher and Miss Christine of Hereford visited in the Lee Curry home Sunday.

Mr. and Mrs. D. C. Walser and Miss Maude Noland were in Amarillo Friday.

Mrs. C. C. Cook has gone to the Biggs home north of Hereford for an indefinite stay.

Messrs. and Mmes. Lee Kendall, Walter Huntley and Henry Kendall attended the Workers meeting at Dimmitt last Thursday.

A group of the Music Study club of Hereford gave a program

here last Friday morning at the school house in chapel period. Several patrons were present and enjoyed the music.

Miss Oleta Bowling spent the week end with relatives at Amarillo.

Mr. and Mrs. John Bellar and daughter have moved back from Muleshoe to the J. A. Noland house.

Mr. and Mrs. Louie Huckert spent the week end with their daughter, Mrs. John Heisman and family at Vega.

Mr. and Mrs. Walter Huntley and Geraldine were in Amarillo Saturday.

Rev. D. J. Neill of Plainview spent the week end here with relatives. He preached at Frio Sunday morning and night.

Miss Ruby Thompson and Mrs. J. B. Noland were in Amarillo Sunday. Miss Thompson sang with the Hereford group in the Messiah Sunday afternoon.

J. R. Oglesby and family were business visitors in Amarillo Saturday.

Mr. and Mrs. Lonnie Nance and family of Amarillo were guests of Mr. and Mrs. J. W. Cox Sunday.

Ruby Thompson and Oleta Bowling, Harry Lookingbill and J. B. Noland, Mr. and Mrs. Walter Huntley and Geraldine attended a play at Westway Friday.

Mrs. Ray Johnson entertained the Pioneer Club and their husbands Friday evening with a Christmas party.

The YWA girls entertained their friends with a Christmas party at the Jim Clark home Monday evening. Games were carried out in the form of an entertainment for every night during Christmas week. At a late hour Santa Claus arrived and presented gifts to each one present. Refreshments of popcorn balls, apples and candy were served to a large number.

Going places is made easier all the time—especially going to the dogs.

RAVENWOOD-NIGGERHEAD
CHANDLER-CANON CITY
SUNSHINE-MAITLAND
BEST COLORADO COALS
Sold by YOUR Coal Dealer

Fairview-Palo Duro Items

By MISS LILA MAE OGLESBY

Take Produce to Carl's Gro. if There will be a Christmas tree at the Palo Duro church Christmas Eve night.

Mr. and Mrs. Parkam of the Wildorado community visited in the home of Mr. and Mrs. H. J. Oglesby last Friday night.

Mr. and Mrs. Carter returned from Oklahoma last week.

Jack Stephens of Conway spent Saturday night and Sunday with his sister and her husband, Mr. and Mrs. Comingoer.

A number of women of this community attended the shower of Mrs. Aldridge last Thursday.

W. M. S. ladies have finished the three quilts they made for the Buckner's Orphan Home.

D. R. Barnes took dinner in the home of Mr. and Mrs. H. J. Oglesby last Friday.

Neal Downing made a business trip to Amarillo last Wednesday night.

Messrs. Smith and Deaver were in Hereford last Tuesday.

Mr. and Mrs. Moore went to Wildorado Friday night to visit their daughter, Miss Mildred.

Here and There

BY MRS. O. B. TICP

Take Produce to Carl's Gro. if Rev. Neill of Plainview preached at Frio Sunday morning and night. Mrs. Haskell Robbins spent Sunday afternoon with Mrs. S. B. Oglesby.

Mr. and Mrs. W. A. Campbell returned from Crosbyton Saturday where they had been for a week's visit.

Mrs. Alvis Frazier has been moved to the home of her father in South Hereford. She has been very ill but is improving.

Mr. and Mrs. Clem Gilliam spent Sunday with Mr. and Mrs. Hubert Elliston.

Mr. and Mrs. Elmer Jones and Miss Alma Andrews visited part of last week with friends at Rule and Wellington.

Mr. and Mrs. W. A. Springer called in the A. T. Jones home Sunday afternoon.

Joe Nowak was a Dimmitt visitor last Thursday.

Mr. and Mrs. Boone Whitaker were Sunday guests of his parents, Mr. and Mrs. G. H. Whitaker.

Mr. and Mrs. Haskell Robbins were Amarillo visitors Thursday.

The Lions Club was at Frio last Friday night and put on a fine entertainment. We are always glad to have visiting entertainers.

COURTHOUSE RECORDS

Warranty Deeds.

Ralph W. E. Wilkinson et ux to Nora A. Suggett, half interest in N $\frac{1}{2}$ and SW $\frac{1}{4}$ of section 43, block K-7.

G. W. Hines et ux to E. B. McLellan, N $\frac{1}{2}$ of block 47, Evans Addition, City of Hereford.

Pearl Harrison et al to H. M. Packard and H. E. Danforth, lots 21, 22, 23 and 24, block 21, Whitehead Addition, city of Hereford.

New Automobiles.

J. J. Paetzold, Chevrolet sedan, Grizzle Chevrolet Co., 292-738.

R. C. Roberson, Chevrolet coach, Grizzle Chevrolet Co., 292-751.

W. L. Johnson, Chevrolet coach, Grizzle Chevrolet Co., 292-753.

W. P. Andrews, Chevrolet coach, Grizzle Chevrolet Co., 292-749.

H. F. Wheeler, Chevrolet coach, Grizzle Chevrolet Co., 292-794.



May the gladness and cheer Christmas brings to your door make the old day seem sweeter than ever before.

KESTER JEWELRY & OPTICAL COMPANY
Hereford, Texas

A Joyful
CHRISTMAS
And a Happy
Prosperous
NEW YEAR

May the coming year and years be happier than any of the ones that have gone before. I wish to all the best of Christmas and New Year's Greetings.

DEWEY REED
COUNTY AGENT



WE MEAN THAT—FROM THE BOTTOMS OF OUR HEARTS. WE WANT SANTA TO BE AS KIND TO YOU AS YOU HAVE BEEN TO US. THAT'S A LOT.

The home of JUST-RIGHT and MERIT Poultry and Stock Feeds of Quality.

—the cash market for your produce

West Texas Feed and Seed Co.

We Got the Right Number

When We Called Santa To Wish for Our Patrons a

MERRY CHRISTMAS

We truly feel that this is going to be about the best Christmas that we and all our patrons have enjoyed in years and years. And we are taking this means of expressing to you our gratitude for the help that is making it all possible. May the jolly old gentleman pictured here be wonderfully kind and bounteous to you all. And the Packard Family of Family Flours joins in wishing you the very merriest of many Merry Christmases.



And You'll Have the Right Number when you call a grocer who handles

Packard's Best
EXTRA HIGH PATENT
Flour



The Packards Family of Flours

PANHANDLE MAID
High Patent
SUNRISE
High Patent

PACKARD'S BEST
Featherite

WESTERN BEAUTY
Fine Flour
and . . .
CORN-MEAL . . . too

Will Make the Housewife's Whole Year Happy



PACKARD MILLING COMPANY

HEREFORD

TEXAS

We Extend To All the Heartiest Good Cheer

May your voyage through the days ahead carry you over pleasant ways to new happiness.

It is the heartfelt wish of every member of the Ireland-Beavers Motor Co. that your Christmas be most happy and that the coming year will bring to you all new happiness and added prosperity.



Ireland-Beavers Motor Co.

Winter Service! FOR YOUR CAR

Drive in today and let us check your car for anti-freeze, winter-weight Texaco Oils and Greases. Don't take a chance of freezing up.

Texas Service Station
GLEN SNYDER

Heigh! Ho!
Christmas

Here's the best
Thought I can send
you. Merry Christmas
and a Happy New Year.

Phillips Station No. 1

East Third Street
Owen Miller, Manager.



Census of Farms Is Next Month

The forthcoming census of agriculture which will be taken beginning January 2, is the most significant since the inception of farm statistics in 1940. The drought has caused unprecedented destruction of crops and livestock and many changes have occurred in farms and ranches and in the utilization of land due to the distressing economic conditions of the past few years.

Federal, state and local agencies having to do with agriculture are anxiously awaiting the statistics developed by this census so that they may go forward with their efforts to assist the industry. Farmers can render great aid by procuring a copy of the sample schedule from the Bureau of the Census, Washington, D. C. Study of the schedule in advance will enable them to have their answers to the questions ready for the enumerator when he calls at their home in January.

Director W. L. Austin of the Census Bureau wishes to emphasize the fact that every supervisor and enumerator, as well as all Census employees, are sworn to secrecy regarding the reports. The Director desires particularly to impress every farmer with the fact that his report will not be used as a basis for taxation nor communicated to any tax official.

HOW MUCH TAXES DO YOU PAY?

A man with an income of \$2,080 and no property pays more taxes than he is aware of, according to the Chicago Daily News. He pays over \$480 a year. One hundred and twenty dollars of this represents taxes included in your rent—the landlord pays them and passes the cost on to you. Ninety-six dollars is included in the price of your family's food—the farmer, the processor, the distributor and retailer pay them, and they become part of the cost of everything in the grocery store. Twenty-four dollars is included in the clothing, furniture and similar items you and your dependents purchase—here again, manufacturers, middlemen and retailers are all heavily taxed and must pass their taxes on to the public.

This totals \$240. Other indirect tax burdens that affect the cost of living are estimated to take \$240 more out of your family's \$2,080 annual income. On a percentage basis, as a result, you pay almost twenty per cent of all you earn to the government.

THE STATE OF TEXAS, COUNTY OF DEAF SMITH.

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

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

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

C. W. HUMBLE,
County Judge.

Nepotism Laws Apply In Relief Work, Rule

Strict enforcement of the state nepotism laws has been ordered by the State Board of Control in the administrative ranks of the Texas Relief Commission, whose county administrators, department leads and other employees were informed of the position of the board in a letter from State Administrator Adam R. Johnson.

The board adopted a five-point resolution, declaring that:

1. It shall be the policy of the Board of Control from this date not to employ in the state relief organization married men whose wives have regular employment.
2. On and after January 1, 1935, men employed in the state relief organization whose wives have regular employment will be relieved of their positions and women whose husbands have regular employment will be relieved of their positions in the state relief organization, and if it is found necessary to reduce the force before January 1, 1935, this policy shall apply.
3. Heretofore only one member in each family who live in the same home and eat at a common table will be employed in the state relief organization.
4. On and after January 1, 1935, not more than one member

of any family who live in the same home and eat at a common table who perform administrative duties shall be retained in the state relief organization.

5. All provisions in the Relief Acts and all general nepotism statutes pertaining to employment shall be strictly observed immediately in all state and county organizations of the Texas Relief Commission.

The resolution was signed by Claude D. Teer, chairman, and Jno. F. Wallace and Henry C. Myers, members of the Board of Control.

UNIVERSITY GETS FOSSILIZED FISH

A valuable collection of fossil fish remains has been presented to the museum of the University of Texas department of geology by H. H. Weibert of Seguin, member of the University board of regents and a graduate of the University. These fossils were found in Utah and are estimated to be several million years old, according to Dr. Fred M. Bullard, chairman of the geology department. They were collected by Mr. Weibert himself. Mr. Weibert obtained the bachelor of arts degree from the University in 1908 and the bachelor of laws degree the following year.

TRY A WANT AD IN THE BRAND



MERRY CHRISTMAS!

May this happy season bring you new joys, and may the coming year be more prosperous and filled with joy and success.

Hereford Bakery



Merry Christmas

—And may the coming New Year bring to each of you new health, happiness and prosperity.

NORTON MOTOR CO.
BUICK DEALERS

MERRY CHRISTMAS TO YOU!



Let us cling to this season as one in which to send out a spirit of kindness and joy. We wish you every good thing today.

ROY'S
PRODUCE
Swift Branch



SEASON'S GREETINGS

STAMBAUGH CO.

Dry Cleaning



YULETIDE GREETINGS

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

May the day be full to overflowing with
Real Christmas Joy.

A. O. THOMPSON
ABSTRACT COMPANY

Santa's Greatest Helper



A substantial bank account right at Christmas time is Santa's greatest helper.

Why not during the coming year plan on so managing your family budget that you will have this greatest of Christmas assets next Yuletide?

This bank takes pleasure at this time in expressing every good wish to their customers and friends at this Happy Holiday Season.

The First State Bank
OF HEREFORD

A LONG TIME AGO IN HEREFORD

(From the Hereford-Brand, December 18, 1903.)

The City of Dalhart had just granted a 20-year charter to a Denver man, and expected to have an up-to-date water functioning in a short time.

News came from Alanreed said the printer and press were in town and just as quick as other material arrived that little city was to have a newspaper.

Loveless & Black, furniture dealers, were advertising "substantial Christmas gifts."

Postmaster W. J. Walters had been in Amarillo to hear Eli Perkins lecture.

The Local Option Club held an enthusiastic meeting Monday

night. It was called to order by W. G. Ross. Sheriff Jamon was the other man present at this meeting.

Methodist ladies had held a bazaar, realizing the sum of \$90.

In an election held in Amarillo Saturday, that thriving little town went "wet" by a majority of 55 votes.

The several churches in Hereford announced Christmas Trees would be held at each of them on the evening of December 24.

(From the Hereford Brand, December 19, 1913.)

"John McLean made a trip to Amarillo in a 'flying machine' last Monday afternoon. J. A. Fox was

at the wheel. They left here at 1:13 p. m., and though the roads were bad and they had one bog-down, they made the round trip and returned by 4:45. Ask John the whyforeness of such a hurry trip. He will grin, but may not tell."

E. W. Morgan's wife was away from home. He had baked a cake and was advertising for a good husky dog to try it on before he sampled it himself.

Jesse, Frank and Miss Florence Stanford were expected to arrive Saturday for a visit with friends here during the holidays.

Russell Carroll and family, who had recently moved to Celina, Texas, returned to Hereford to make their home, having been away just three weeks.

ALABAMA COUNTY SEEKS JURYMEN OF HIGHER TYPE

Birmingham, Ala.—An improved type of jurymen is expected to result from a plan inaugurated in Montgomery county by Judge Walter B. Jones, president of the Board of Jury Supervisors.

Judge Jones is calling upon several hundred outstanding persons to send in names of individuals, for jury duty. In his letter to these citizens he declares that the board is interested "in having on our juries the most intelligent, courageous and law-respecting citizens of the county, and I would greatly appreciate it if you would kindly send me the names of citizens you believe worthy and qualified for jury duty."

FAMOUS MALLARD BACK ON NEBRASKA BARN ROOF

Since 1927 the ending of winter has been heralded by the arrival of this female duck at the Rainbow's End Game Refuge. This year F. J. Keller, proprietor of the refuge, reported to the Bureau of Biological Survey that the bird returned on February 4, and the Bureau's files show this is the bird's earliest return on record.

In November, 1927, Mr. Keller placed a Biological Survey Band on one of the bird's legs. Carrying the number 555414, this band identified the bird on its subsequent returns, and as 555414 the bird is known from the "Pacific Coast and Texas clear across the continent"—according to inquiries received at the Rainbow's End Refuge. Last year the original band was so worn that Mr. Keller placed one on the bird's other leg, giving the mallard a second number, A604109.

Each season since 1927 this bird has nested in a box on the roof of Mr. Keller's barn. She has produced more than a hundred mallard ducklings, and last year when she laid only abnormally small eggs she was given a set of pintail eggs by Mr. Keller, and hatched these. Though she herself has each year escaped the hunter's gun, the Biological Survey's records show that her banded offspring have been killed north to Canada, west to Arizona, and south to Louisiana and Texas.

GRID QUEEN



Bobbie Rhoads
Who was crowned Football Queen of Hereford High's Whitefaces at the Canyon game in November. Captain Buddy Sowell directed the coronation ceremony before the opening kickoff. Miss Rhoads was elected from a field of several candidates for the honor by the student body.

"If Mallard 555414 or A604109 finally falls before a hunter's gun it would be most appropriate if she could be mounted and preserved," says Frederick C. Lincoln, director of the Biological Survey's bird banding. Mr. Lincoln also suggests that the mounted bird be presented to Mr. Keller, whose "interest and successful management of the game refuge has made this history possible."

DUKES, MILLIONAIRES NOW IN POORHOUSE

Los Angeles.—Seven former millionaires and five former members of the European nobility are now living at the Los Angeles county poor farm, William R. Harriman, superintendent, says. Shifting times have brought a marked change in the types of persons admitted to the institution, known as the Rancho Los Amigos, Harriman told the Los Angeles County Federation of Women's clubs.

"At first the majority of inmates were of the farmer class," Harriman said. "Then followed people representing the building trades. But in the last six years there has been a rapid increase in the professional and white collar class, and a general increase of white people."

"One of the ex-millionaires at the farm once operated a big steamship company. The strain of his tremendous responsibility undermined his mentality."

OLD AGE PENSIONS IN 28 STATES, TWO TERRITORIES

A recent labor department survey shows that 28 states and two territories have old age pension laws.

Only one state, Wisconsin, has a state unemployment insurance plan.

The same survey shows that 67 private unemployment insurance plans have been tried, and that 62 of them were in operation in June of this year.



Yuletide

Cheer

May the coming year bring fresh success and renewed confidence.

We wish at this time to express our sincere appreciation for your past business and friendliness.

We wish to all the Happiest of Christmas Seasons.

We hope to serve you during the coming year in any way possible.

And again we wish to say to every one a *Most Merry Christmas and a Prosperous New Year.*

Buchanan & Rosson

Hereford

Your I. H. C. Dealer

Friona

May Your Feast Be The Best Ever This

CHRISTMAS



AND MAY WE EXPRESS the sincere hope that, this year, you and yours enjoy the-happiest, most-cheerful Christmas that you have ever experienced. We are truly glad for the part, however small, that we may have played in making your holiday menus more enjoyable.

GREAT WEST MILL & ELEVATOR CO.

AMARYLLIS • GREAT WEST • GOLD MEDAL • SOFTASILK • BISQUICK • WHEAT'S

Hurry! Hurry!! Hurry!!!

- BAKING POWDER, Calumet, 1 lb ---- 24c
- OATS, Crystal Wedding ----- 21c
- PINEAPPLE, broken slices, 2 1/2 ---- 18c
- APRICOTS, in syrup, 2 1/2 ----- 15c
- PRUNES, in syrup, 2 1/2 ----- 15c
- SNOW DRIFT, 3 lbs 48c, 6 lbs ----- 96c
- CORN FLAKES, 2 for ----- 15c
- COFFEE, M. J. B., 1 lb 32c, 3 lbs ----- 95c
- SOAP, Blue Barrel, 6 for ----- 25c
- CLEANSER, Sunbrite, 6 for ----- 25c
- GINGER ALE OR LIME RICKEY, qt. - 15c
- PRUNES, gallon ----- 35c
- SOAP, Lux, 2 for ----- 13c
- CRACKERS, 2 pounds ----- 19c
- VANILLA, 8-ounce, Tasty ----- 15c
- MILK, Borden, large, 2 for ----- 14c

OUR QUALITY MEATS

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

Texas Market & Grocery

PHONE 353—FREE DELIVERY



For a Merry, Merry Christmas and a Happy New Year

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

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

Ike's Cafe



GIFT HEADQUARTERS

We have a nice selection of dolls, ducks, dogs, monkeys, and novelties for the kiddies. Mexican novelties of all kinds—statues, ash trays, nut bowl sets, cocktail sets and dozens of other gift items.

We are Cigar and Cigarette Headquarters, Too

BOX CANDIES

A nice selection of box and other candies for Christmas. Come In Today.

The Chocolate Shop

PHIL RADOVICH



Wishing You Christmas Joy

It's Christmas Time And thoughts recall The warmest wish of all MERRY CHRISTMAS

Thanks to the loyal Hereford people for their generous support in the good year 1934

HEREFORD HIGH SCHOOL ATHLETIC ASSOCIATION "WHITEFACES"

DRY LAND SHELTERBELTS HELPED BY CULTIVATION

Fifteen years of cooperation with farmers in growing shelterbelts for farmsteads has shown the United States Department of Agriculture Dry Land Field Station at Mandan, North Dakota, that cultivation to destroy weeds and protection from livestock often will keep trees alive that otherwise would not survive. Where the dominant plant life is grass and other soil-forming plants, as on the Great Plains, trees need a little help, especially in dry times.

Farmers cooperating with the Mandan station, which is conducted by the Bureau of Plant Industry, have planted nearly 4,000 farm home shelterbelts in Montana, the Dakotas and Wyoming. The station furnishes the trees, aids in planting and inspects them at the end of one year and at intervals of five years thereafter. These shelterbelts, which protect house and barns from winds and are classed as valuable farm improvements have suffered during recent years from insects, drouth, and lack of care wherever farmers have become discouraged but nearly 80 per cent survive.

Some of the trees which have given a good account of themselves in shelterbelts are green ash, box elders, elms, hackberry, northwest polar, burr oak, honey locust, Siberian pea tree, buckthorn, western yellow pines and red cedar. These trees are transplanted into shelterbelts from the nurseries when one or two years old.

More than 100 plots of experimental trees are maintained at the Mandan station. Among government stations or cooperating State stations which have been doing experimental work in arboriculture for a shorter time or on a smaller scale are those at Dickinson, North Dakota, Belle Fourche and Ardmore, South Dakota, Cheyenne and Sheridan, Wyoming, Moccasin and Havre, Montana, Akron, Colorado, Big Spring and Dalhart, Texas, and Woodward, Oklahoma. The latter station has maintained cooperative shelterbelts for four years in Western Oklahoma and Texas, Southwestern Kansas, and Eastern New Mexico.

ORDER BY GEN. R. E. LEE IN UNIVERSITY ARCHIVES

A copy of a hitherto unpublished order written by Gen. Robert E. Lee when he was a lieutenant colonel in charge of the Department of Texas, prior to the Civil War, has been placed in the University of Texas archives. The order was found by Col. L. Crimmins, retired Texas army officer, while turning through the book of general and special orders of the Department of Texas for 1860 in the old record section of the Adjutant General's Office, Washington, D. C. Lee was in command in Texas from February 20, 1859, to November 27, 1860. This particular order, which was one of the last ones he wrote on activities in Texas before he turned over command to Colonel Twiggs, absent on sick leave, was Order No. 16; the last he signed was No. 18.

The unpublished order Colonel Crimmins found related to combats of troops in Texas for the period of September 29, 1859, to August 27, 1860. Encounters with Indian marauders comprised most of the combats Lee cites, but the major accomplishment of the period seems to have been the series of forays to make war on Cortina, a bandit in the vicinity of Brownsville. In three encounters the total loss to the outlaw chief was 151 men, while the Texas troops lost one ranger killed and 16 men were wounded.

Colonel Crimmins has made an extensive study of Lee's orders, and has been struck with the care and judgment with which they all are written, he stated in his letter to Mrs. Mattie Austin Hatcher, archivist in the University library. Particularly to be noted is the attitude Lee evidenced toward violations of army regulations, tempering his punishments with sympathy and wisdom in a period when infractions were for the most part dealt with harshly and at times cruelly.

Love and Skill When love and skill work together expect a masterpiece.—Buskin.

THE LAST ROUND - UP

The year is very fast drawing to a close. Xmas is sure enough "just around the corner." Your still have time to do your shopping this week and be ready for a real joyful Xmas. This is a practical Xmas. Such gifts are appreciated and long remembered. Shop at Penney's for your needs.

Men's Fancy SOCKS

Gift bargains! **25¢ pr.** Rayon or mercerized acetate socks. Double sole, apliced heel. 9 1/2 to 12.

WAVERLY CAPS

'Men and Boys' **98¢** Hand tailored tweeds... checks and cassimeres. Real quality in every detail!

NEW FELT HATS

Latest Styles **\$1.98** The new crown shapes. Correct brim widths. In tan, grey, blue and brown.

Men's Gift Wallets

Slide fastener! **49¢** Fastener or hand laced edge styles. Pockets for bills and cards. Values!

Men's Dress SHIRTS

Freshrank! **98¢** Broadcloths in plain whites and solid colors. Also fancy patterns. 14 to 17! Buys!

For the Boys

A good warm Melton Cloth, all wool jackets, talon fastener— **\$2.69**

Suede Jackets for Men

Cossack style, button front or talon **\$6.90 - \$7.90** Knitted bottom, button front **\$4.98**

For Father

The older men like something to wear—pants, underwear, shirts, etc.

Men's Pajamas

Warm, outing sleeping wear will make a very suitable gift. Silk frog button fronts **98c**

For Him

Ties, socks, purses, handkerchiefs, suede jackets, a pair of shoes.

look! Every TOY at **Must-Go Prices** Sensational Bargains While They Last!

Hey, Fellows! New "Pontiac" **PEDAL AUTOS** With Real Electric Head Lights! **\$6.90** Brand new 1934 model! New V-type radiator, disc wheels, Firestone rubber tires, bullet type lamps, motor meter, and horn! Green with ivory stripes. Batteries, 2c. Others \$4.98 up!

Truck With Blocks "Pence-Flyer" Wagon **\$3.98** For Kiddies! **49¢** All Steel! Roller-bearing wheels, rubber tires, 33" x 15" box. Enameled! Others 98c up!

Boys! The New Stream-lined **Plymouth Autos** With Electric Headlights! Value **\$8.90** Look at its stream-line body, fenders, racing type windshield, "bullet" lights! See the new "V" type radiator, bulb horn, and Firestone tires. Battery 3c. Other Autos, \$4.98 up!

11-Pc. Tool CHESTS TOY LAUNDRY SET **\$9.90** "Little Jim" Lots of fun! Carrying case and 11 tools for "amateur" workmen. A bargain! Others, \$1.98 up!

22 Inches! Cotton Stuffed! **Composition Doll** With bright blue eyes or brown! **\$2.98** A well trained baby that goes to sleep at a moment's notice! Cries, too! Adorably dressed in a fine dotted organdie dress, ruffle trimmed! Bonnet to match! Others 98c & \$1.98!

GIVE HER HOSE An ideal gift for Mother, Sister, or "the Best Girl"! Give a box!

Gaymode shadow-clear **SILK HOSE** are what she wants this year! **79¢ pair** Things of beauty and of usefulness as well—these gift Gaymodes in lovely dark and medium colors! Children with silk plect top or semi-service with mercerized top & sole, 5 1/2-10 1/2!

SHE WILL LIKE Silk underwear and gloves, stationery, toilettries, house slippers, jackets, handkerchiefs, purses, silk slippers, silk gowns!

Fine shadow-clear Gaymode **SILK HOSE** is a gift of distinction **98c** When she sees our famous "Gaymode" label, she'll applaud your taste! In chiffon weight with silk plect top, or semi-service-weight with mercerized top and sole! Lovely colors! 5 1/2-10 1/2!

BLANKET PAIRS

Extra large! **\$2.98 pr** Not less than 8 1/2 pure virgin wool! 4-in. wide teen bindings to match! Colors!

Women's Wool Gloves

Plain & striped! **49¢** Soft and warm, of brushed wool in stripes or solid colors! Grand buys! Sizes 6-8!

REAL KID SLIP-ONS

Low-priced! **\$1.98** In plains and novelties! In black, brown and new Fall colors. 6 to 8 1/2!

Cloth Sport Jackets

For Women! **\$2.98** Waist length. Talon fastener. Plain colors, 12-20. Bright Colors, \$3.49!

Child's Bunny Slippers

Sheepskins! **79¢** Large turnover collar, bunny head with glass eyes. 11-2, 5-10. With Pom-pom, 98c

Special 81 x 105 bedspreads, blue, green rose gold, orchid **77c**

Blankets All wool, Scotch plaids, double bed size **\$7.90**

Special All steel wagons, rubber tires. Give the kiddies a wagon they can use and enjoy. Priced to sell quick **\$1.98**

Roller Skates Ball bearing wheels with sheep padded ankle straps, strong, adjustable **\$1.19**

Doll Buggies Another small shipment of these buggies. Get yours quick **\$1.98**

Extra Christmas Special

FRIDAY, SATURDAY AND MONDAY ON

Coats and Dresses

"Buy Her Something to Wear"

We Extend to All Our Customers and Friends THE BEST OF CHRISTMAS GREETINGS

FASHION DRESS SHOPPE

J. C. PENNEY CO. INC.

Hereford, Texas



MERRY CHRISTMAS

Just to wish you Happiness and all that brings you cheer on Christmas Day and every day throughout the coming year.

C. W. HUMBLE
COUNTY JUDGE



Wishing You Christmas Joy

It is our hope that your joy at this time be unlimited. May the coming New Year be a most successful one for you in every way.

Willard Battery Station

Phone 254. 313 North Main



Wishing you a MERRY CHRISTMAS and a HAPPY NEW YEAR.

May it find you already enjoying the Happiness and Prosperity we wish for you. It is the hope of all of us at the Hereford Laundry and Dry Cleaning Company that the holiday season will bring you new joy and the New Year greater happiness and prosperity.

May We Serve You Better In the Coming Year and Years?

As in the past we take an added pledge to endeavor in every way to serve you even better during the coming New Year. Let us solve your laundry problems.

HEREFORD LAUNDRY
AND DRY CLEANING CO.

Dimmitt News

MRS. BUCK WOOD

A basketball tournament was held at Dimmitt high school last week end. Some 25 teams entered. Dimmitt girls won first and Shallowater girls were runners-up. The Shallowater boys won first. Happy boys second.

R. H. Crump and Miss Daisy of Mobeetie spent Friday night with friends here.

Mr. and Mrs. A. O. Gregory, Mrs. H. C. Webb and Mrs. L. G. Manning were in Amarillo-Thursday.

Mr. and Mrs. C. L. Gunter went to Lubbock Friday morning to be at the bedside of her mother, who underwent an operation in a sanitarium there.

Oscar Lee of Hereford visited in the Leland Lee home Sunday.

Mrs. Homer Norwood was shopping in Hereford last Monday afternoon.

Miss Geneva Crawford, teacher at Springlake, visited Mrs. R. B. Boren Saturday.

Dan Boothe and Emmett East, students in Wayland College, spent the week end with home folks.

Mr. and Mrs. Chas. Pykes spent the week end with relatives at Kress.

Dr. Mayes Miller was called to Dublin last Friday by the death of his mother.

R. B. Boren spent the week end with Mrs. Boren and Jack.

Misses Koma and Ruby Hyatt spent the week end with home folks.

Mr. and Mrs. Edgar Ramey were in Amarillo Tuesday.

Mrs. Savage and children of Kress spent the week end in the Kimbal home.

Mrs. C. J. Fawkes and Mrs. Truett Boothe attended a bridal shower in the Jumbo community last week for Mrs. Clay Hughes, formerly Miss Elaine Dyer.

Mrs. Ted Wood and Mrs. Homer Norwood visited Mrs. Hal Culver in Amarillo Tuesday.

Mr. and Mrs. Joe Hudspeth of Silverton visited Mr. and Mrs. Claude Morris Sunday.

Truett Boothe and Sid Huckaby made a business trip to Bovina last Saturday.

Claude Morris was in Plainview Wednesday.

Dot Blanton spent last week with Mrs. Ralph Whitesides of Plainview.

Mrs. Marsh Collins entertained the Tres Mesa bridge club last Friday afternoon. Contract bridge was played throughout the afternoon. Dainty refreshments were

served to Mrs. Tom Bice, L. D. Parker, Goodwin Miller, Lawrence Buckmaster, Claude Morris, Ernest Harman, Raymond Wilson, Ray Cowser, Buck Wood, Talmadge Buckmaster and Miss Daisy Crump of Mobeetie, and the hostess. Mr. and Mrs. Harvey Yants were in Amarillo Friday.

Ward News Notes

MRS. WILEY ROBERSON

LAE club met in the home of Mrs. Jim Lipscomb Tuesday for a Christmas party. An interesting program was given and then all enjoyed a Christmas tree and an exchange of gifts. Delicious refreshments of coffee and fruit cake were served to Mrs. Bob Higgins, Jim Lipscomb, Edgar So-well, Wiley Roberson and Jim Higgins. Next meeting will be with Mrs. Bob Higgins January 9.

Mrs. Suggs entertained company from Dawn Friday.

Mr. and Mrs. Sperm Williams of Amarillo took dinner in the Wiley Roberson home Saturday.

Miss Davis and Mr. and Mrs. Jim Lipscomb visited Mr. and Mrs. Bill Hutson Tuesday night.

Mr. and Mrs. Albert Oden and Leta Glenn Rutter visited in the Frank Stivers home Wednesday.

Mrs. Carroll of Hereford spent from Monday to Wednesday with her daughter, Mrs. Fred Saltzman and family.

Mr. and Mrs. Bill Hutson and three sons were Sunday dinner guests in the home of Mr. and Mrs. Wiley Roberson.

Those who attended the county federation last Tuesday were Mrs. G. M. Suggs, Jim Lipscomb, Jim Higgins, Bill Hutson, Bob Higgins and Wiley Roberson.

Mr. and Mrs. Sperm Williams of Amarillo visited in the home of Mr. and Mrs. Jack Hutson last Friday.

Frank Stivers and J. C. Gibbs were in Amarillo Wednesday.

Texas Auto Deaths Exceed War's Toll

The number of deaths in Texas due to automobile accidents during the past five years more than equals the number of Texans killed during the World War, according to a statement issued by the State Department of Health. Last year over 1,200 persons met death in this manner and from the figures compiled so far for 1934 the number of deaths will be even higher.

Most of the automobile deaths occur on week ends or holidays. This is a surprising fact since fewer pedestrians are abroad and traffic congestion in towns and cities is less on Sunday than on other days of the week. This paradox may be explained in part from having more inexperienced drivers on the road, together with their failure to observe traffic rules.

Some of the most frequent violations of traffic rules are exceeding the speed limit, driving on the wrong side of the road, failure to give right of way, and running without lights. The observance of rules and regulations is not enough to prevent all accidents. The car itself must be in good shape, especially the brakes and steering connections. The common sense must be used in all situations.

The consequence of an automobile is so disastrous that no one can afford to stand on their legal rights in a situation of impending danger. Only if one has conceded such rights and has made possible effort to avoid an accident, can he consider himself blameless in case of accident.



A GLORIOUS HOLIDAY

Throughout the Christian world 'tis the season of good will and brotherhood. It is with more than an ordinary degree of appreciation and gratitude that we send you our best wishes.

Fox Mercantile Company

Black

MISS NOBLE M'LEAN

A large crowd attended church here at the Baptist church Sunday afternoon.

Bertin Stone of Amarillo visited Gene Presley last week end. G. E. McCrate and family were in Amarillo Monday.

The demonstration club met at the club house last Tuesday with a Christmas program. Officers were elected for the coming year.

A number of the young people attended the play at Summerfield last Tuesday night.

Mrs. Annr' Barnett is on the sick list this week.

Mrs. Tom Presley and children were in Amarillo last Monday.

Mary Lou Murphy of TeKama, Nebraska, is visiting her mother, Mrs. Pat Deaton.

Mr. and Mrs. Ode Frost of Vernon visited Mrs. Frost's sister, Mrs. R. E. Barnett, last week end.

Summerfield basketball boys came over Friday afternoon and beat our boys 22 to 11.

Mr. and Mrs. Howard Elmore are entertaining their daughter, Mrs. Dick Rocky, and little son, Howard Vern, this week.

Height and Intelligence

Investigation of 1,000 children in Glasgow, Scotland, apparently proved that there is a distinct connection between height and intelligence, which was more noticeable among boys than girls.

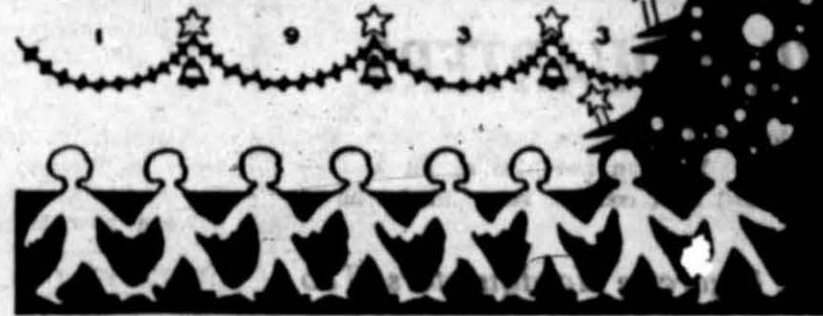


A Most Merry-Christmas to You All!

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.

W. J. (Bill) Smith
MAGNOLIA PRODUCTS

WISHING YOU ALL A MERRY CHRISTMAS



It is the sincere faith and hope of every member of this business firm that the holidays may be the happiest ever. May the coming year bring added joy to each member of your respective families and health and prosperity smile upon you during the coming year and years.

KERR HARDWARE AND IMPLEMENT CO.

Old Santa Says--

"All Signs Point to a Merrier Christmas!"



WE KNOW HE IS RIGHT AND WANT HIM TO BE ESPECIALLY GOOD TO OUR FRIENDS

ASK YOUR GROCER FOR GENUINE **Cream O' Plains Butter**

Cream O' Plains is made from the choicest cream and is manufactured right here in Hereford from cream produced in the vicinity.

FARMERS CREAMERY ASSOCIATION, Inc.

STAR THEATRE

HEREFORD, TEXAS

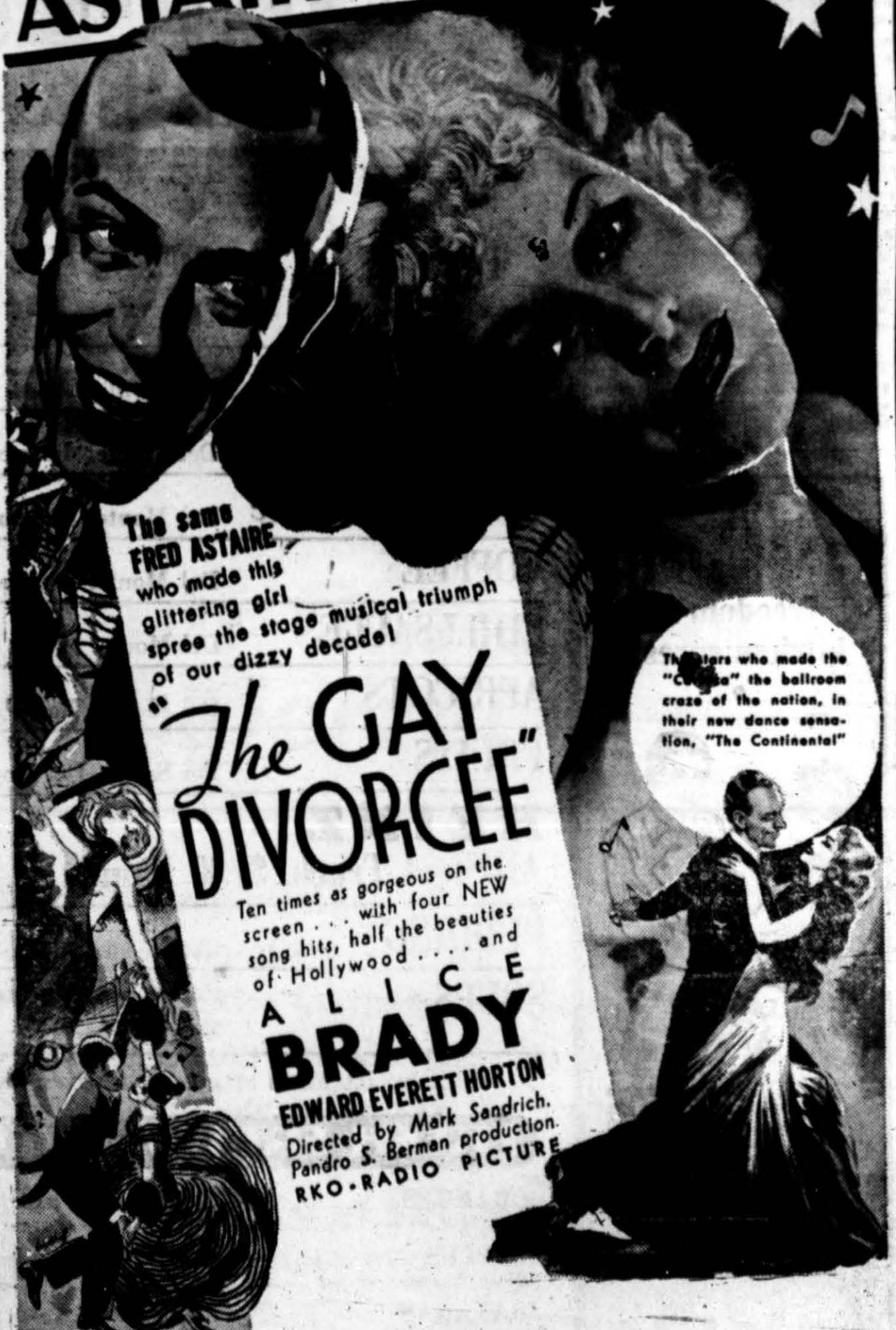


May Your Christmas Be More Merry

It is the wish of every member of this organization that your Holiday Season be the most enjoyable of any you have ever experienced. During the coming year we will endeavor more than ever before to bring you entertainment that will please you.

Don't Miss This Big Special

FRED **ASTAIRE** • **ROGERS** • GINGER



Special Midnight Matinee, 12:01 A. M.
Monday Night, December 24th

Tuesday Matinee and Night, Wednesday and Thursday Nights
December 25-26-27

NO ADVANCE IN PRICES—ONLY 10¢ AND 25¢

Easter Items

BY LOUISE FRYE

The Christmas program and tree to be given by the school has been changed from Friday night to Saturday night.

Jumbo BYPU came to Easter Sunday evening and gave a good program before church services. Mr. and Mrs. E. M. Allen and Miss Vay visited Sunday in the J. S. Smith home.

Mr. and Mrs. Chris Wegner entertained Rev. Armstrong and wife at dinner Sunday. Mr. and Mrs. Wegner were christened at the services Sunday.

Mrs. Geo. Chambliss and Hazel had as dinner, guest Sunday the young peoples' class of the Sunday school.

Aubrey Epperson spent the week end in Tulsa and Wichita Falls.

Mr. and Mrs. Fred Walter spent Sunday in the U. G. Randall home.

B. H. Medley was on the sick list the past week.

Tom Jameson arrived home last week after spending several months in the COC Camp at Mountain Air, New Mexico.

Carlisle Rae and Charles Frye entertained several friends Sunday afternoon at a play party. Present were Maxine and Billie Jean Durant, Ruth Henry, Ray and Carroll Jameson, Wilbur Dixon, Richard Chambliss and Mrs. Chambliss.

Mr. and Mrs. John Nolan entertained the League with a forty-two party last Thursday night. Thirty guests were present.

Major Bruton and Wilson Link of New Mexico are visiting in the D. S. Bruton home.

Messrs. and Mmes. M. Stemmmons, Fred Walton, C. W. Frye and family and Aubrey Epperson attended the program given by the Hereford Glee Clubs at Jumbo last Tuesday night.

Card of Thanks.

With pleasure we take this method of thanking our many friends, especially the doctor and nurses, for their kindness and sympathy through the serious illness of our daughter and sister. Mr. and Mrs. L. E. Baker and Children. 1p

Jumbo News

BY MRS. J. W. BERRY

Take Produce to Carl's Gro. to Mr. and Mrs. C. C. Hunter and Mrs. M. L. Simpson were in Amarillo Thursday.

Mr. and Mrs. Lynn Axe have moved to the place previously occupied by E. T. Brooks.

Jumbo boys basketball team played Westway boys Thursday afternoon, defeating them 18-15.

A basketball tournament was held Friday and Saturday at Dimmitt. Vega girls won over the Jumbo girls and the Kress boys defeated the Jumbo boys.

A number of people from here attended the tournament both days.

A good will meeting was held Friday night in the school building, sponsored by the Presbyterians. Rev. Bassierre of Canyon preached a very interesting sermon after which refreshments were served and a social time was enjoyed. Brother Travis, who was late in coming, then gave a short talk on community churches.

Mrs. J. W. Berry left Thursday for Bethany, Missouri, to visit relatives and friends.

Wednesday afternoon the home of Mrs. L. E. Beck was the scene of a miscellaneous shower for Elaine Dyer Hughes. After the games and a social time were enjoyed, the Christmas tree was unloaded and the honoree received many pretty and useful gifts.

The Jumbo basketball boys played the Easter boys Tuesday, the score being 16 to 15 in favor of Jumbo.

The Hereford Glee Club gave a very enjoyable program here at the school house Tuesday night. We cordially invite them to come again.

Mr. and Mrs. M. L. Hardy and Johnnie visited in Hereford Saturday.

Glenn Ratcliff of northwest of Hereford, visited in the home of his sister, Mrs. A. C. Flowers, Wednesday night.

Friends gathered in the home of Mr. and Mrs. Ullman Hunter Saturday night and enjoyed the Christmas season with a turkey supper. Early in the evening packages from the Christmas tree revealed many a gift for every one. Games of bridge were then played by the following: Messrs. and Mmes. Wes Braddy, Horace Baird, W. C. Nix, L. E. Beck, Edwin Mauk; Messrs. Frank Jones and J. W. Berry; and the host and hostess.

Westway Items

(BY WILMA SKYPALA)

Mr. and Mrs. R. M. Gunn, John Ross and Miss Vesta Mae Landers spent Sunday with Mr. and Mrs. Guy Lawrence at Walcott.

G. W. Wilson and Edgar Skypala made a business trip to Amarillo Thursday.

Miss Rilla Mae Baker spent Sunday with Miss Margaret Morrison at Hereford.

Mr. and Mrs. Roy Coker of Summersfield spent Sunday in the C. V. Burgess home, and the Burgess family returned home with them Sunday night.

Miss Minnie Dea Smith of Hereford spent Saturday night with Miss Wilma Skypala.

Mr. and Mrs. J. A. Madole and Mr. and Mrs. Leon Madole of Holme, New Mexico, spent Sunday in the J. H. Landers home.

Mr. and Mrs. Guy Lawrence of Walcott spent Sunday night and Monday with her parents, Mr. and Mrs. R. M. Gunn.

Edwin Skypala spent Sunday with Sylvester Fangman at Messenger.

Laverne Winfrey spent Sunday night with Marlin Pierce.

Public Meeting Bills Better Than Last Year

Mr. and Mrs. Consumer were buying more from the retail stores—they were paying their retail bills with more promptness than they were in October last year, according to the nation-wide survey of the Research Division of the National Retail Credit Association for October, just received by the Hereford Credit Association.

Retail collections for October show an increase of 9.8 per cent and retail credit-sales an increase of 12 per cent over October last year. Translating dry statistics into human values, these increases are attributed to strengthened confidence on the part of the average consumer as well as to better financial condition. In other words, the public is buying the necessities of life and paying as it goes instead of hoarding for a rainy day.

Eighty-six per cent of the cities covered by the report increased collections, eight per cent report decreases, six per cent no change over October, 1933, while 88 per cent show increases, six per cent decreases and four per cent no change in retail credit sales.

Cities throughout the Southwest all report good increases in collections and all but one report a substantial increase in credit-sales. One city in this section reports an increase in credit-sales of 50 per cent over October, 1933.

A GREAT BIG CHRISTMAS BOX

Bringing your our best wishes for the happiest of holidays and prosperity ahead.

BEAMS & MARRS GARAGE

I Want This Old Fellow to Be Awfully Kind to All!

May this Christmas be one of great good cheer to all my countless friends and acquaintances. And I'm hoping again that Santa will be bountiful in his kindness to you all.

JOHN B. MILLER
Sheriff and Tax Collector

GALA CHRISTMAS BARGAIN PARADE

Here's a Christmas tip that will save you money on your gift list. Bring your list and come shopping here, where gifts abound at popular prices. It's the quickest way to end your gift problems because here you can find gifts for everyone—family and friends—and you'll be amazed to see how far your budget will go in filling all your Christmas needs.

ELECTRIC HEATING PADS , up from	\$2.95
THERMAT Chemical Heat Pads	98¢
CUTEX Complete Sets, \$1.50 to	\$3.75
YARDLEY'S Men's Toilet Kits	\$3.00
MICKEY MOUSE Ingersoll Watches	\$1.49
FINEST LINEN Stationery, up from	98¢
WHISTLING TEA Kettle, Copper	\$1.49
SEWING SETS For Women	98¢

EVENING IN PARIS

Dainty Gift Sets
Perfume, Talcum
and Lipstick for
\$3.45 \$4.00
\$6.00

Most Complete Line of
COTY'S, RENAUD'S and
EVENING IN PARIS
Toiletries and Perfumes
All Sizes and Prices

Lights and Decorations
For Christmas Trees

LIGHTS—ELECTRIC
Per Set **69¢**

Perfume Atomizers
Several Sizes, up from **69¢**

Keg and Glasses
Attractive Set **\$1.49**

Pen and Pencil
Pocket Set **98¢**

HUNDREDS OF OTHER GIFTS
IN OUR BIG DISPLAYS THAT
WILL SIMPLIFY SHOPPING
FOR THIS CHRISTMAS

Close Drug Store

Messenger News

BY ESTELLE WILLIAMS

Mr. and Mrs. J. N. Messenger visited their daughter, Mrs. Mall Abbott, at Bovina Sunday.

There was an attendance of 50 at Sunday school. Preaching next Sunday.

Mr. and Mrs. R. L. Howard and two children visited Mr. and Mrs. Elwyn Green and Mrs. Minnie at Bovina Sunday. Misses Green and Howard are sisters.

Mr. and Mrs. C. T. Reese and children took 6 o'clock dinner in the W. A. Whitson home Sunday. Quince Williams visited Messenger school Tuesday.

Mr. Davis of Pampa was in this community Saturday.

George Guinn of Hereford took dinner in the L. M. Williams home Wednesday.

L. M. and Quince Williams were in Bellview, New Mexico, Thursday.

G. W. and Raymond Wells attended the funeral of Mr. Wells' brother, Curtis Wells, who died at Petrolia last Thursday.

L. M. Williams and Estelle were in Hereford Wednesday night.

Mr. and Mrs. S. I. Riggs, who have been in California the past several weeks, returned home on Tuesday.

"The Wild Oats Boy," a play given Saturday night by Westway young people, was splendidly rendered and a full house greeted them. A great deal of credit goes to Edgar Skypala who sponsored the music between acts.

W. A. Whitson and Ben Bates were in Hereford Tuesday.

Mr. and Mrs. R. W. Fanning spent the past week in Floydada, Earth and Ralls visiting friends and relatives and attending to business.

Mr. and Mrs. G. C. Messenger and children, Mr. and Mrs. S. I. Riggs, Mr. and Mrs. Clayton Woolsey and children, J. T. Guinn, Wilson Wyly, Glenn Hudgeons and Mr. and Mrs. L. M. Williams and daughter, Estelle, were among the Hereford shoppers Saturday.

A Christmas program will be given by Messenger school and Sunday school at the school house Friday evening at 7:30. Everyone is invited. There will be a Christmas tree with a treat for all and Santa Claus will be there to distribute the gifts.

Miss Estelle Williams attended the show in Hereford Saturday.

Mr. and Mrs. Larry Walker and children were dinner guests in the H. L. Agee home Sunday.

Mrs. R. J. Coleman has been confined to her bed on account of a fall she received a few days ago.

Mr. and Mrs. Sam Steele and daughter and Mr. and Mrs. J. C. McCracken and son visited in the Steele home this week where the family had their Christmas Tuesday. Mr. and Mrs. Steele live at Fort Sumner, New Mexico, while the McCrackens' home is at Hamlin.

BUSINESS SHOWS GOOD INCREASE

Developments in general trade, the more concerted action by the business men to hasten recovery and the momentum gained by retail distribution, said, the Dun and Bradstreet weekly trade review last week, have made for a decidedly higher outlook.

"Stocks have moved out at such an accelerated pace," asserted the summary, "that complete clearance of many of the most popular grades has placed unexpected calls on wholesalers and even manufacturers for fill-in requirements."

"With supplies in many lines running low and expanded estimates being made of future requirements, an abrupt widening of manufacturing schedules appears in prospect, with stimulation of raw material buying."

"Extending the upward movement which started in September, the invigorating influence of

colder weather carried retail distribution to new heights for the season and to the largest volume recorded since the Easter shopping period.

"Volume for the country as a whole was 8 to 12 per cent ahead of the preceding week, and 15 to 20 per cent in excess of the total for the corresponding 1933 week."

SHORTEN MISSISSIPPI

By opening cut-offs through eight bends in the Mississippi River government engineers have shortened the stream by 69.7 miles in a stretch of 294.7 miles. The work cost \$5,710,000, but is repaid by the elimination of miles of dredging to maintain channels and work on levees that are now necessary.

In a Nutshell

Look before you leap, if you like, but if you mean leaping, don't look too long.

CHICKENS GROW FASTER AS RESULT OF CROSSING

Even fried chicken is being improved. Bigger and better chickens for the dressed poultry market or standard-sized at an earlier age have resulted from certain breed crosses made by poultry specialists of the United States Department of Agriculture at the Animal Husbandry Experiment Station at Beltsville, Maryland.

Poultrymen selling high class dressed poultry want a breed or strain that will develop and be ready for market early. Birds that grow rapidly produce the fine quality meat, and they eat less feed in proportion to their weight. Selection of big fast growing strains is slow work and some poultrymen have tried cross breeding of standard stock.

The Beltsville breeders tested several crosses this season and determined three matings of outstanding merit. Using Singlecomb Rhode Island Red males with

White Wyandotte, Light Sussex, and Barred Plymouth Rock hens they found that the chicks destined for fried chickens and roasting birds grew faster than purebred chicks. The first two crosses were superior to the Rhode Island Red and Plymouth Rock cross, and the young cockerels at 12 weeks weighed 20 per cent more than birds of the same age from standard breeds.

These crosses also have another merit. The male chicks are hatched with a downy covering that differs from the pullet chicks, so that it is easy to pick out the males for feeding and keep the females for egg production. Crosses in which the male birds were White Leghorns and the females were Rhode Island Reds, White Wyandottes, Barred Plymouth Rocks and Jersey Black Giants were less satisfactory in producing fast-growing feeding stock.

The crossbred pullets are being retained at Beltsville for a test of laying ability.

Millinery Sale

If you are looking for HATS at bargain prices, we have them. The best hats in the store at only **\$3.00**

Other hats as low as \$1.00. All good Felts, Velours and Velvets. We have a pretty line of Spring Hats.

See the Tam and Scarf Sets for Christmas Gifts.

We Wish You All a Merry Christmas and Happy New Year

VOGELE MILLINERY PARLOR

Phone 178

Prices
In This
Advertisement
Are Good
Friday
Saturday
Monday



Quality
and
Service
Are
Paramount
Always at
Piggly Wiggly

"Del Monte FIND-OUT" Suggestion

DEL MONTE Sliced PEACHES No. 2 1/2 Can -- 24¢	DEL MONTE Sliced PINEAPPLE No. 2 1/2 can -- 25¢	DEL MONTE Sliced PEARS No. 2 1/2 can -- 23¢
PINEAPPLE Del Monte, No. 1 flat can ----- 9¢	OLIVE OIL Del Monte, 4-ounce size ----- 23¢	Grape Fruit Juice Del Monte, per can ----- 12¢
COFFEE Del Monte, 2-lb can 65¢ , 1-lb can 33¢	CHILI SAUCE Del Monte, pound size ----- 25¢	APRICOTS Del Monte, No. 2 1/2 can ----- 23¢
FRUITS For Salads, Del Monte, per can ----- 21¢	HEINZ All-Steel Truck, \$1.00 Value ----- 49¢	PUDDING Heinz, date, plum, or fig, large can 38¢
SOUPS Heinz, pea, mushroom, noodle, oyster, etc., can ----- 10¢		

WE HAVE ALL KINDS OF BULK AND BOXED CHRISTMAS CANDIES

FRESH FRUITS and VEGETABLES

ORANGES Large size, per box ----- \$3.00	PEPPERS Large bell, per pound ----- 9¢
APPLES Fancy Winesap, per box ----- \$2.65	CELERY Large stalks ----- 12¢
BANANAS Per pound ----- 5 1/2¢	OKRA Per pound ----- 5¢
GRAPEFRUIT Seedless, large size, 5 for ----- 19¢	EGG PLANT Per pound ----- 5¢
COCONUTS Fresh, 3 for ----- 25¢	SPUDS 10 pounds ----- 16¢

NUTS Mixed, per pound ----- 19¢
DATES Bulk, per pound ----- 12 1/4¢
DATES Stuffed, per pound ----- 23¢
COCONUT Per pound ----- 19¢
APPLE BUTTER No. 2 1/2 cans ----- 16¢
XMAS TREES 35c to \$1 values, choice ----- 25¢
KARO SYRUP 5-pound can, white ----- 34¢
SUGAR 10-pound cloth bag ----- 56¢
POPCORN Two pounds ----- 23¢
JELLY Christmas, box of 6 glasses ----- \$1.50
CIGARETTES All brands in Christmas carton ----- \$1.40
CHESTS White Swan, \$5 value for ----- \$3.75
MINCE MEAT Per package ----- 10¢
BAKING POWDER Health Club, 10c can ----- 5¢
CHILI Ratliff's, 2 No. 1 cans ----- 25¢
TOMATO JUICE Campbell's, 3 cans ----- 25¢
VEGETABLES Mixed, No. 2 can ----- 10¢
PIMENTOS Large can, 2 for ----- 25¢
SYRUP Ribbon Cane, gallon ----- 58¢

A
Glorious Gift...
...freedom from
kitchen cares!



In choosing a modern Gas Range as your gift to "her" this Christmas you will be giving more than a mere token of love and affection. You will be giving freedom from the work and worry of old-fashioned, inefficient cooking methods... leisure hours for more pleasant pursuits, for recreation and the enjoyment of friends and family.

Let your Gas Appliance Dealer or your Gas company show you the countless improvements that are built into the new-type ranges—self-lighting, non-clog burners, automatic oven regulation and time control, smokeless broilers, insulated ovens, matchless beauty—then you'll understand why every housewife wants a modern Gas Range.

Note: Gas Appliances are eligible for modernization loans under the National Housing Act.

West Texas Gas Co.

Today Snowdrift

6-Lb Pall 95¢

Snowdrift is a good buy anytime especially NOW

Guaranteed fresh, sweet and creamy in its sealed air-tight pall.

PIGGLY WIGGLY

HEREFORD, TEXAS

First Baptist Church
 E. N. SHEPARD, Pastor.
 Sunday school, 9:45 a. m., A. O. Simpson, superintendent.
 Preaching Sunday at 11 a. m. and 7 p. m.
 E. T. U., 6:15 p. m., W. L. ... general director.
 Prayer meeting, teachers meeting and choir practice each Wednesday at 7 p. m.

Church of Christ
 FRED ROSS, Minister
 Bible school, 10 a. m.
 Morning Worship at 11.
 Night service, 7:30.
 Brother Ross will preach at both services.
 Young peoples' meeting, 6:30.
 Prayer meeting Wednesday evening, 7:30.

First Christian Church
 REV. E. R. McWILLIAMS, Pastor
 Sunday school, 9:45; morning services at 11, with a Christmas message by the pastor and special music by the choir; no evening service due to the fact that the Glee Club is giving a recital at the Baptist church. Thursday night (tonight) at 7 the men of the church will gather in monthly fellowship meeting. The Rev. W. M. Griffin will bring a brief message and there will also be a singing featuring the singing of Christmas carols.

FUNDAMENTALIST BAPTIST
 Prayer meeting Thursday evening.
 Sunday school, 9:45.
 Preaching 11 a. m. and 7 p. m.

St. Anthony's Church
 Sunday masses at 8 and 10, the second is sung. Instructions in religion after second mass. Benediction at 8 p. m.
 Monday at midnight the first Christmas mass. The second Christmas mass will be at Bovina at 7, third Christmas mass here at 10. This may be somewhat later however, depending upon conditions at Bovina.
 Thursday, as usual, Holy Hour, 8 to 9 p. m.
 Mrs. Seth B. Holman and Misses Eloyse Pitman and Eva Skelton were in Amarillo Sunday.

IRENE WILLIAMS MARRIES IN AUSTIN
 At noon Wednesday of last week Miss Irene Williams, daughter of Mr. and Mrs. J. H. Williams of Hereford, became the bride of W. Floyd Sweet of Fort Worth at the First Southern Presbyterian church in Austin.
 Miss Irene has been connected with the official life in the Texas Capitol for several years, having served with the Neff administration in an official capacity and also as calendar clerk of the regular session of the Thirty-Ninth Legislature, and has been associated for the past several years with the Highway Department.
 After the service Mr. and Mrs. Sweet left on an automobile trip to points in Louisiana. They will be at home after December 22 in Monticello Place, 4005 West Fourth Street, Fort Worth.

GILBREATH-SHIRLEY NUPTIALS SPOKEN
 Mrs. Ruby Shirley became the wife of J. T. Gilbreath in a quiet ceremony Tuesday evening at the home of the bride. Only Mr. and Mrs. Earl W. Wilson and children and the children of the bride attended.
 The ceremony was performed by the Rev. E. R. McWilliams, pastor of the Christian church. The couple have both lived in Hereford a number of years and will continue to make their home here.

MRS. VIOLA WILLIAMS WEDS GENE LeGRAND
 Mrs. Viola Williams became the bride of Eugene LeGrand in a quiet wedding Monday night at Tucumcari, New Mexico. The

bride is a sister of Mr. W. F. Gills and has lived here a number of years.
 Mr. LeGrand is a son of Dr. and Mrs. G. F. LeGrand. He grew up in Hereford. They will make their home here.

NOTICE
 Hereford Benefit Association No. 1 will meet at my office December 26, at 2:00 P. M., to elect officers for 1935.
 W. W. BENNETT, Secretary.



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

WEST TAILOR SHOP
 MRS. O. F. WEST



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

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

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

Rockwell Bros. & Company
 PHONE 4 LUMBERMEN So. Main St.

CHRISTMAS GREETINGS

—We sincerely appreciate the good business you have given us in 1934 and trust we may be of greater service in 1935.
 —To our customers, friends and the public in general, we wish you a Merry, Merry Christmas and Prosperous New Year.

BRUMLEY CHEVROLET CO.
 CHEVROLETS AND OLDSMOBILES

CLOSE-OUT BARGAINS

LADIES' SUEDE LEATHER JACKETS
 Formerly priced to \$9.75, Sizes 14 to 20 **\$4⁹⁸**

LADIES' Blue Shoes
 Pumps or Ties, High Heel Dress Shoe, Regular \$2.98 Value **\$1⁹⁸**

YOUNG LADIES' LACE OR SLIP-ON STYLE BOOTS
 Sizes 2½ to 7½ Formerly \$4.98 **\$3⁹⁸**
 BARGAIN TABLE LADIES' SHOES Values to \$4.00, Price **\$1⁰⁰**

Sprolws & Cronin Co.



May Your Christmas Be Merry!

We extend to all the greetings of the season. At this happy season of the year we wish to express our appreciation for the many customers we have had during the past year. During the coming year we hope that this store will become even more popular with you all. Each member of this firm unites in wishing to you all the most Merry Christmas ever!

Sprolws & Cronin Co.

Santa Claus Letters

Dear Santa: Please bring me a big baby doll, big enough to wear real clothes. If you will go to the stores in town you will see one just like I want. I would also like a little dresser with a bench large enough for me to sit on. If you have plenty of candy to go around you may leave some for me and my little dog, Skipper. Loads of love from JO ANN ROSSON.

Dear Santa: I want for Christmas a air gun and a neck scarf and pair cowboy boots, size 5 and pair dog harness and lots of fire works. I will be a good boy. Please bring all these for me. BILLY BERNHARDT.

Dear Santa Claus: I want a doll and buggy. I want a cooking set and some dishes. I had a good time. How are you? We all want some candy. I surely do thank you for the things you gave us last Christmas. Let's Glenn wants a bed. With love, MARTHA LEE RUTTER.

Dear Santa Claus: I want a machine gun, a Mickey Mouse watch. Please remember all the other little children and make them happy. BOBBY JENNINGS.

Dear Santa Claus: I want a baby buggy and a baby doll. My sister wants a baby doll and a baby bed. My little brother wants a tricycle and a caterpillar tractor. With love, BILLIE ZOE.

Dear Santa Claus: I am a little girl in the first grade and I want a rubber doll and some clothes to go with it, a story book, a telephone, roman candles, sparklers, and fire crackers, candy, fruits and nuts. With love, LONIDENE MARTIN.

Dear Santa: I am a little boy three years old and I have a little sister one and a half years old, and I am writing you to tell you what we want you to bring

us. I want a wagon and a tractor that will wind up and pull up a hill. My sister wants a rubber doll and a rocking chair. Be sure and bring all the other little boys and girls things, too. We'll be watching for you. MARCUS and MARILYN MATTHEWS.

Dear Santa Claus: Please give me a doll, one that can sleep, an apple, an orange and some candy. I guess that is all I want. With love, JUANITA KELLY.

Dear Santa: I would like to have a little doll buggy, and if you could bring that I sure will thank you. With love, LUCILE ADAMS.

Dawn, Texas.
Dear Santa Claus: I am a little girl 5 years old. I want you to bring me a rubber doll with yellow hair. I have a little brother four years old who wants a red dump with lights. I have two little sisters, age two and one year. One want a doll and the other wants rubber toys for my baby sister. Don't forget daddy and mother, please. We are being nice boys and girls. We are planning on going to Grandmother's Christmas who lives nine miles west of Olton. Many thanks. NETTY JO MOORE.

Summerfield, Texas.
Dear Santa Claus: Please bring me a train and truck and a funny tractor car. Bring my little sister a sleepy doll. Bring me a French harp. Thank you. Your little friend, WENDAL ROBINSON.

Dear Santa Claus: I am a good boy. How are you, Santa? I want a little truck with electric lights. I want a bow and an arrow. I want a BB gun and a box of BB's. I want lots of candy, oranges and nuts. Your friend, LELAND RUTTER.

Dear Santa Claus: I want a doll buggy and a cooking set. I also want a rubber doll in a little house and dishes. Shirley Ann wants a jack-in-the-box. Mother wants silverware, a table cloth and stockings. We want candy, oranges and nuts. Your little friend, ROSIE MAY SALTZMAN.

Dear Santa: Please bring me a rubber baby doll and buggy and cooking set and neck scarf and house slippers and fire works. I be a good little girl love to you. WANDAH BERNHARDT.

Dear Santa: Have you enough money to get something for me Christmas? I want a cooking set, a doll with hair, a buggy and some jacks and a ball. I Duane want a scabbard and a BB gun. I want some candy and oranges a dump truck and airplane. I surely do thank you for the things you brought me last year. I am in the third grade. I am eight years old. I have been a good little girl. With love, ERMA LEE HARRISON.

Dear Santa Claus: I have been a good little boy this year. I want a little train, a little boat that you can put in an eye-dropper full of gasoline and it will run for several minutes, a race car with real electric lights and lots of candy and peanuts. I surely thank you for the things you brought me last year. Your little friend, BILLY DENNIS HUTSON.

Dear Santa Claus: I want a cooking set, some books, set of dishes. I was pleased with the things I got last Christmas. Will you please bring these to me and some nuts, candy, apples and oranges? With love, JUNE GIBBS.

I'm just a little girl almost two years old. I want you to bring me a dollie that says "mama." I want a little bed to let it sleep in at night, and me a rocking chair. Bring me a big ball and some dishes I can eat out of. I'll be real good then. Oh, yes, bring me some boxing gloves so I can fight with Roy. Don't forget to bring Helen something, too. Your little friend, RUTH MARIE KROPPF.

Dear Santa: I am a little girl 10 weeks old. I hope you will visit me for the first time. I think I have been good enough as long as I have been here for a good baby bed and a nice baby blanket and some stick candy as I am not big enough to eat little pieces.

With lots of love and hoping you lots of good luck. Your loving little friend, LOIS ANN LITTLE.

Dear Santa: I am a little boy three years old. I have been a pretty good boy this year. I want you to bring me a climbing tractor, some boxing gloves, a tiny red wagon to pull behind my tractor, a train and some candy, nuts and fruit. Don't forget my little sisters. Helen Ann wants a rattle. My big sis wants a dollie. Don't forget mama and daddy and all the rest. Your little friend, ROY KROPPF.

Dear Santa: I am a little boy six years old. I have been a pretty good boy this year and I would like very much if you would bring me a motor for the car my Daddy made for me, a stream line tricycle a game a story book and some candy oranges bananas and nuts. Yours, HALPH BOY FULLWOOD.

Dear Santa Claus: I am a little boy eight years old, in the third grade, please bring me a little wagon oranges nuts and candy. I will try to be a better boy next year. LEO OHLIG.

Dear Santa Claus: I've been a good little girl this year and I want you to come and see me this Christmas. Please bring me a tricycle, a red car, some water colors, a piano and a doll. Love, JOHNNIE RUTH WILSON.

Dear Santa Claus: I am eight years old. I want a set of cooking utensils and candy. Bobby Neill wants a football and candy. Love, ARLINE MILLARD.

Dear Santa: I want a big doll, that goes to sleep and has real hair, BILLIE. My sister want a big doll with painted eyes and hair. LOUISE

Dear Santa Claus: I am a little girl two years old and please Santa I want a pretty new dollie cause the one you brought me last year is about worn out I want a buggy for my dollie too. Don't forget other little boy and girls I love you Thank you, CAREN CONKLIN.



May we take this occasion to wish you and your families the best of holidays and most prosperous times to come.

Texas Service Station
GLEN ENDSER



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

DR. T. L. MORGAN



"PEACE ON EARTH
GOOD WILL
TOWARD MEN"

In this, the most human and kindly of seasons, may we send you greetings as warm as the sunshine itself.

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

CHRISTMAS GIFTS IN ASTONISHING VARIETY AT ASTONISHING LOW PRICES

This year more than ever before we have endeavored to stock only those gifts that are really worth while. In our store will be found useful gifts for every member of the family. Toys for the kiddies and gifts of every description for the grown-ups.

GIFTS for GIRLS

Diaries, box candy, dolls, vanities, stationery, novelties of all kinds, kodaks, manicure sets and hundreds of other items.

GIFTS for BOYS

Chemistry sets, foot balls, kodaks, games and puzzles, sport sets, books, candy, Yardley sets, and dozens of other gift items for the boys and kiddies.

FOR DAD Shaving sets, bill folders, military brushes, fountain pens and pencils, flash lights, smoking trays, cocktail sets, traveling kits and many others.

USE OUR
LAY-AWAY PLAN

A Small Deposit Will Hold Any Purchase

For Mother

Perfume, atomizers, vanities, manicure sets, bridge sets, electric toasters and heating pads, toilet sets, a full line of Yardley toiletries, box-candies, salt and pepper sets, and many others. Make this store your gift headquarters.



City Drug Store

Quality and Service

Telephone 100

Rural School News

SUMMERFIELD
High honor roll for November: Ray Young, Albert Russ, Ruth Ashley, Wallace Miles, Moldelcen Hies, Leroy Suttle, Ernest Hawkins, Betty Euler and Edward Young. Christine Merrill, Frances Young, Shirley Thomas, Louise Little, J. W. Cox, Jr., Merle Russ, Bernard Jones, Wesley Coker, Peg Russ, N. J. Sikes, Jr., Joe Bil-Saunders, Cecil Coker, Zeldas, Harold Clark, Margaret Bartlett, Leota Johnson, Lorena Corey, Elizabeth Jones, Arless Slesby.

"Comin' Thro the Rye," a play sponsored by the Senior Study club of Hereford, was given last Thursday night. This play will be given at Westway after Christmas. There will be a Christmas program and tree at the school building Friday night at 8. Everybody is invited to attend and place gifts to be given on the tree. Summerfield school will have the same number of days for Christmas vacation that the Hereford schools will have, instead of one

week. The children will be taken by busses to the Christmas celebration given by the Lions Club at Hereford Friday, December 21. We appreciate the cooperation of the bus drivers and to the Lions club for their work toward county development.

DAWN
We plan to have a Christmas Literary Society program Friday evening. Community singing Sunday evening, and a Christmas tree and short program Monday evening. We have three dozen new chairs, a new curtain and 50 new song books. We will have one week's vacation for the holidays. Teachers and pupils are working hard to get in the extra holiday program and keep the regular school work up to standard.

MESSENGER
Lois Fay Haley of Friona has entered the first grade. Enrollment is now 40. The primary room under direction of Miss Imogene Copeland, has recently completed

a sand table project. A miniature sleigh and six reindeer are carrying Santa Claus over snowy hills and icy lakes. Marie Smith, honor student, is to be the Fairy Queen in the school's Christmas play, "Christmas Eve in Fairyland." Regular practice is being held at the school on the play of Messenger Activities Club. The cast for the two-act play, "Christmas at Stebbins," is: Mr. Stebbins, Mr. Fanning; Mrs. Stebbins, Mrs. Raymond, Jewel Bussell; Mr. Raymond, Vernon Hudgeon; Hettie, Myrtice Wily; Tom, Wilson Wily; Joe, Lundale Hudgeon; Grandma Stebbins, Mrs. Short; Jake, Clinton Hudgeon; Mary, Pauline West. Bob Lindsey, principal, is directing the play. Messenger community enjoyed "Wild Oats Boy," Westway's three-act play, given at the school December 15. Messenger's three-act play, "The Blues Bag," is in progress and the first performance will be given late in January.

WESTWAY
In a fast basketball game last Thursday, the Westway five lost their first game to the Jumbo quintet. Getting a slow start and showing a weak defense, our boys let the visitors loop the rings for a count of 16, while making 11 during the first half. Coming back in the second half, our defense allowed Jumbo only one field goal and when the game ended Westway was making a serious bid to overtake them, but heard the whistle still trailing 15 to 18.

The play, "Wild Oats Boy" was presented to a packed house Friday night. Ralph Smith's orchestra furnished the music. Miss Bowling and Miss Thompson of Summerfield gave the audience a treat with two of the latest song hits. Westway enjoyed having visitors from Hereford, Summerfield and other communities.

DANIEL
Pupils of Daniel school will have a Christmas program and tree Friday night, December 21, at 7 o'clock. Everyone is invited. Names were drawn to see who would get Christmas presents. The sand tables are being set as Bethlehem scenes. The tree will be decorated by the primary room.

SIMS
A program will be given in connection with the community Christmas tree at Sims school on Thursday night, December 20, at 8 o'clock. Everyone is invited to come and participate.

Sims school will turn out one week for Christmas, beginning December 24. School will take up again the 28th.

TO THE DEBATERS
Abundance of debate material on this season's Interscholastic League debate question is available, according to Wayne Klimmins, director of debate in this county. Much of this material is free and some of it at nominal cost. Of importance to the negative side is the special bulletin of more than 150 pages by Judge Clarence R. Wharton of Houston. Member schools may obtain any number of copies of this bulletin free of charge by addressing the Interscholastic League offices, University Station, Austin. The October number of the Congressional Digest containing much excellent material on both sides is available; also the regular league debate bulletin, No. 3438, contains 265 pages, and presents both sides. The Municipal Utilities Record, 635 Tower Building, Dallas, is publishing valuable material each month and offers a special rate to high school.

H. E. Miller attended the football game in Amarillo Friday.

Miss Maxine Barnes of Canyon was a week end guest of Inez and Alma Miller.

Miss Mary Chambers spent the week end with her mother in Canyon.

Ray Bowers transacted business in Amarillo Wednesday.

Mrs. C. N. Bowers left Sunday for Fowler, Kansas, to visit her daughter, Mrs. T. J. Gardner during the holidays.

Misses Vivian Bowers, Lois and Sybil Smith were guests of Inez and Alma Miller Sunday.

A party was given in honor of James Murphy White's 9th birthday in the home of his parents.

Miss Doris Jean Bowers was a guest of Mary Jo Greer Saturday.

Misses Marie Hensel, Ima Haney, Hazel Crouch and Lolse Smith, and Raymond and Norma Miller were in Amarillo Saturday.

Mr. and Mrs. H. E. Miller visited in the Ed East home Sunday.

Miss Monakate Fleming, who is teaching at Wyche, spent the week end with her parents, Mr. and Mrs. Ira Fleming.

Mrs. McConnell of Hereford is visiting her son, Bob.

J. H. Leak transacted business in Bovina Monday and Tuesday.

Dean News
BY MARY LOUISE DEAN—ELSIE FRIEMEL

Mr. and Mrs. Gifford Stroop and children went to White Deer last week for a short stay.

T. F. Bohannon returned Saturday from Elkhart, Kansas, where he spent two weeks.

Mrs. Charley Hobbs has recently returned from a visit with her mother who lives at Nocona.

Mr. and Mrs. Iris Bohannon were Amarillo visitors Saturday.

Mr. and Mrs. J. M. Chapman were in Hereford Wednesday.

F. P. Lyons and Ray Chapman were Hereford visitors Friday.

Floyd West went to Hereford Saturday.

Some of the farmers here are still sowing wheat.

CREOMULSION
Low cost medicine is authorized to absorb and return your money to the bank if you are not relieved by Creomulsion.


COUGHS

WE KNOW HOW TO CHEER
YOUR CAR



And give you something to cheer about too. A tankful of CONOCO GAS will make your car start at the first turn in the coldest weather—and Conoco will make the engine perform better, too!

CONOCO Conoco Service
L. H. WOODFORD
Corner Main & First Sts. Phone 888
DeLuxe Cafe in Connection



greetings

It is my sincere wish and hope that the holiday season brings to each and every one of you added joy and happiness. May the coming year bring new success and prosperity.

Dr. G. F. LeGrand

TO THE DEBATERS
Abundance of debate material on this season's Interscholastic League debate question is available, according to Wayne Klimmins, director of debate in this county. Much of this material is free and some of it at nominal cost. Of importance to the negative side is the special bulletin of more than 150 pages by Judge Clarence R. Wharton of Houston. Member schools may obtain any number of copies of this bulletin free of charge by addressing the Interscholastic League offices, University Station, Austin. The October number of the Congressional Digest containing much excellent material on both sides is available; also the regular league debate bulletin, No. 3438, contains 265 pages, and presents both sides. The Municipal Utilities Record, 635 Tower Building, Dallas, is publishing valuable material each month and offers a special rate to high school.

Dawn Items
BY INEZ MILLER

Take Produce to Carl's Gro. if Literary met Friday evening, with men of the community furnishing entertainment. The audience witnessed a womanless wedding, with Mr. Stewart as the bride, Joe Greer the groom, Aubrey Onel, Baker Womble, Alford May, Jeff Roberson, Chas. Friemel and Raymond Miller were attendants. Byron George, Reece Stewart, G. Coe and A. Frye were members of the family who attended. L. N. George and L. A. Smith were soloists. H. E. Miller performed the ring ceremony. The society gives its next program Friday evening.

A Christmas program will be given Monday evening after which there will be a Christmas tree.

The WDC met with Mrs. Ray Bowers Thursday. Mrs. Alex Thompson talked on federation and Mrs. John Boling gave a talk on inexpensive Christmas gifts. The club meets with Mrs. A. T. Frye for a Christmas party.

H. E. Miller and family and Mrs. W. J. Stewart were in Amarillo Thursday.

W. J. Stewart left Friday for Byers to meet his mother, Clifford Stewart and W. Smith, accompanied him on the trip.

Mr. and Mrs. C. J. Geiger and family were in Amarillo Saturday. Mr. and Mrs. H. H. Miller and



BUSINESS AND PROFESSIONAL DIRECTORY

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

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Chiropractor and Masseuse
100-B Street—Just North of Mother's Park
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Physician and Surgeon
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THE HEREFORD BRAND
For JOB PRINTING and OFFICE SUPPLIES

INSURANCE
INSURANCE
JNO. H. PATTON
PHONE 88

LUNCHES
THE CHOCOLATE SHOP
Fine Lunches Sandwiches
Cold Drinks, Candles Magazines.

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

DONT
Neglect Your Eyes
Dr. T. M. Montgomery
At Cress Drug
Third Friday Each Month.

ELECTRICAL
GEO. S. McCONNELL
Electrical Contractor
Refrigerators Repaired, Factory trained service man.
Phone 708-W

May Your Christmas BE MERRY!

At this happy season of the year it is a pleasure for us to extend to all a most sincere word of thanks and good cheer.

As in the past, during the coming year we will continue to strive to warrant your business and good will. It is our wish that all of you have the most enjoyable Christmas you have ever had, and during the coming year we wish you every success.

McLean & Pitman
Grain Company
PHONE 1 WE DELIVER

STAR THEATRE

HEREFORD, TEXAS

Friday—Matinee and Night

"Anne of Green Gables"



With Anne Shirley and Tom Brown
Also Buck Jones in "THE RED RIDER"

SPECIAL

Kiddies Matinee After School.
ONLY A DIME FOR EVERYONE
AT ALL PERFORMANCES

Saturday Only

MATINEE AND NIGHT
ONLY 10¢



**ROMANCE
IN THE
RAIN**

Mile-a
Minute
Love in a
High-
pressure
World!

with
**ROGER
PRYOR
HEATHER
ANGEL**
Esther Rel-
ston, Victor
Moore, Ruth
Donnelly,
Paul Keys

Sunday Only

Matinee and Night
10¢-25¢

LET'S BE RITZY



"Keeping up with
the Joneses" got
them into a jam,
and a series of
amazing, amus-
ing events got
them out!

LEW AYRES

With Patricia Ellis, Frank McHugh,
Isabel Jewell. Directed by Edward
Ludwig from a play by William
Anthony McGuire. Presented by
Carl Loemmle. A UNIVERSAL
PICTURE.

Monday Only, December 24th

"BACHELOR OF ARTS"

With Anita Louise—Tom Brown
The greatest college picture of the year.

NOTICE

**BANK NIGHT
MOVED UP**

On this date to make room for
the Big Christmas Special—

"THE GAY DIVORCEE"

LOCALS

Mrs. Harry Sherrieb of Skellytown was here Wednesday on business.

Fred Oberthler of Clovis, New Mexico, was in Hereford over the week end.

Bring us your cream. We pay as much as anyone in town. Farmers Creamery. 1c

Don Taylor and Allan Heater of Pampa spent Sunday here visiting friends.

Will S. Kerr, his son, and Judge and Mrs. C. F. Kerr returned last Thursday from a brief trip to San Antonio.

Bring us your cream. We pay as much as anyone in town. Farmers Creamery. 1c

Mr. and Mrs. Clay Ridgway left Tuesday for Los Angeles where they will spend Christmas with his relatives.

Dr. Florence Miller expects to leave Saturday for Dallas where she will spend the winter with relatives.

Mrs. A. J. Wilson of Denton arrived Tuesday to spend the holidays with her daughter, Mrs. W. F. Gillis.

Mr. and Mrs. J. C. McCracken left this morning to make their home at Fairbury, Nebraska, where he will represent the Caterpillar road machinery company.

County Judge C. W. Humble will leave Sunday for Albuquerque where he will spend Christmas with his family. He plans to return Thursday.

Marion Hunter and Charles Derby of Blakesburg, Iowa, spent several days here this week looking after business.

When business men park their cars in front of their stores or offices they often make it hard for their customers to get to them. Not much sense to that.

T. M. Duggan and Glenn Peoples of Amherst were business visitors here Monday. "Hereford has changed some since I first visited here in '98," Mr. Duggan observed.

Dewey Reed, county agent, left Saturday for Mineral Wells to attend the mid-winter conference for county agents. He was joined in Amarillo by Mrs. Reed. They will go to New Orleans and Galveston on a holiday trip.

For the convenience of the party who got the butterflies at the legion hall Tuesday night, if they will call at the Hereford Nursery A. A. Ellwart will furnish the box to keep them in.

David Alexander, son of Mr. and Mrs. D. H. Alexander, and Keller Muse, son of Mr. and Mrs. George L. Muse, will arrive home Friday for the Christmas holidays. Alexander is a sophomore and Muse is a junior in Texas Christian University. School will be dismissed for the holidays at the close of classes today and will be resumed at 8 a. m., Wednesday, January 2.

NOTICE

Hereford Benefit Association No. 2 will meet at my office December 26, at 3:00 P. M. to elect officers for 1935.
W. W. BENNETT, Secretary.



We Join Santa
In Wishing All
A Merry and
Joyous Yule
Season!

SEE OUR BIG STOCK
OF FRUITS, NUTS AND CANDIES
**FULLER'S FRESHER FRUITS
AND VEGETABLES**
First Door South of Post Office

PANTRY SPECIALS

FRIDAY AND SATURDAY SPECIALS

SPUDS, 10 pounds	16¢
CRANBERRIES, qt	23¢, half gallon 45¢
PORK and BEANS, 4 cans	25¢
COFFEE, Texas Girl, 2-lb pkg	45¢
PRUNES, dried, 3 pounds	24¢
CRACKERS, Graham, 2-lb box	20¢
TOILET SOAP, Palmolve, 3 bars	13¢
BLACKBERRIES, gallon tin	44¢
PEACHES, gallon tin	35¢
COOKIES, bulk, nice and fresh, pound	19¢
PEAS, No. 2 can	10¢
APPLES, nice size, dozen	20¢
LETTUCE, nice heads	6¢
CELERY, California, bunch	12¢
PRUNES, gallon tins	30¢
SYRUP, pure Louisiana Ribbon Cane, gal	65¢
TURNIPS, bulk, pound	3¢
SNOW DRIFT, 3-lb bucket	45¢, 6 lbs 87¢
SUNBRITE, can	5¢
LYE, Rex, 3 cans	25¢
SALT, Carey's Smoked, 10-lb can	84¢
COCOA, Bliss, 1-lb can	12¢
PICKLES, quart, sour-mixed	15¢
ORANGES, nice size, dozen	27¢
RAISINS, 4-lb pkg	31¢
CORN FLAKES, Post Toasties, large pkg	11¢
CORN, good grade, No. 2 can	10¢
BAKING POWDER, K. C., 25-oz can	19¢

Frank's CASH Grocery

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



A Most Merry Christmas To All

We are offering a complete line of furniture as well as many other useful articles that make excellent gifts for this season, at special prices during the next four days.

We Wish Each of You
A MERRY CHRISTMAS!

E. B. Black Co.



Happiest Greetings of the Season

At this happy season of the year it is a pleasure for us as a business firm to join in an expression of good wishes and good will to our friends and customers. It is our hope that the coming year will be a happy, prosperous one for you all.

CONSUMERS FUEL ASSOCIATION