

The Hereford Brand

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Published Every Thursday

Our Slogan—"More People—More Farms"

52nd YEAR—NUMBER 52

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, DECEMBER 31, 1936

FIVE CENTS PER COPY

HAPPY NEW YEAR

Drilling To Begin On Garcia Lake Wildcat Test

AROUND TOWN

Sights and Faces Seen

This city doesn't propose to install parking meters, but to keep in step with such modern improvements in other leading cities of the nation, they have provided free parking lots. It's free of night, by the city officials tell us. The lot is located on Main Street just across from the Brand office. You don't have to double park now—just use this free space.

Mayor J. J. Faddock is proudly showing the pen and pencil set given him for Christmas by the Hereford boys.

George Stambaugh was heard advising friends last Saturday that there were only 300 shopping days until Christmas, and to shop early.

Tom Collins not only believes in Santa Claus, but he knows there must be one. He lost a pocket-book containing about \$5.85 late Wednesday afternoon of last week. Christmas Day, he was notified that it had been found by Mrs. J. C. Morrison.

Dan Cupid rushed to the aid of the county clerk's office last week and secured the issuance of two marriage licenses, the first to be recorded here since mid-November. It has been pointed out that today, Thursday, is the last day for the young ladies to register a Leap Year triumph.

Bishop Editor Here Christmas

Mrs. A. Connell, editor of the Bishop News, wife and children, Lettie and Eddy Jr., spent the Christmas holidays visiting friends in this city. Mr. Connell was an employee of the Brand here for more than 15 years. They moved from Hereford about four years ago, going first to Arizona and then to Bishop. For the past year Mr. Connell has been editing the News at Bishop, in New Mexico, and doing a good job of it.

They arrived in this city Thursday and returned to the Sousa, Texas city Monday of this week. A major part of their visit here was spent in the A. H. Strou home.

We Are Sorry!

Last week the Brand was to have run the annual "Home Service for Christmas," a feature prepared by Rev. J. C. Thorns, but in our mad scramble to "go to press" a day early the feature was overlooked. Many readers were expecting to find the suggested home services, for use on Christmas Day, in last week's issue of this publication. They were disappointed as much as we when the oversight was discovered. All we can say now is we are sorry!

Rev. Thorns' article is an annual feature of the Brand and our failure to publish it this year breaks that yearly tradition. The program each year is so arranged that an entire family may participate in a religious service within their own home by following the suggestions, invocations, songs and poems to be sung and read in unison, prayer, scriptures and benedictions.

Holiday Stock 'Sold Out' Say Business Firms

Santa Claus knocked at the door here this Christmas—and he didn't hear the cry "wolf, wolf" as an answer. The old fellow forgot the fact that Deaf Smith had been visited by a depression, along with the entire United States, and spent with both good health and cheer. Local business firms report that shoppers cleaned their shelves of all seasonal merchandise early in the week and took what was left Christmas Eve. Few Hereford establishments have anything left for the 1937 gift season—in most cases it was a "sell out" this year. It was even reported that some merchants made rush trips to nearby cities to replenish their stocks after a sell-out was indicated. It was believed that holiday shopping this year was far better than at any time in recent years.

Grading Being Rushed Along Dimmitt Route

Grading on the direct route from Hereford to Dimmitt in Deaf Smith county is progressing, so smoothly that the section of road from the Castro county line to the city of Hereford will be completed by the first of February, according to announcements of Commissioner Jack Rose this week. Work of grading on the new north and south road in Castro county has been completed for some time. W. J. Van-London, district highway engineer of Amarillo, was here Wednesday to pass judgment on the type of bridge structure to be used over Frio Draw.

The bridge structure has been the subject of much discussion in that some proposals are for a 40-foot span consisting of two steel arches of 20 feet each, and others favor the more economical two sheet iron arch bridge with concrete flooring.

Commissioner Rose hinted this week that with favorable weather conditions the route on north to the Odessa county line might be begun upon completion of the present project. The importance of rushing the work is pointed out by the fact that highway engineers have expressed the belief that the state will take over the maintenance soon after its completion. The route, if converted into a state highway, would give the Panhandle a direct connection with the "Broadway of America" at Odessa on the south and continue due north into the Oklahoma Panhandle. It would connect with highway 60 here and 66 at Vega, to say nothing of various other major highways south through Littlefield to Odessa.

All counties south of Deaf Smith are said to have completed their sections of the new road. The county's grader, which is being used on the Hereford-Castro county line job, is manned by John Robinson and the work is progressing at the rate of about a mile per week. With such progress the road should be completed within a month.

Weather Chart

| | | | |
|--|------|------|--------|
| Temperature extremes and moisture for past week, furnished by Department of Agriculture's weather station in Hereford. | | | |
| Day | Max. | Min. | Moist. |
| Thursday | 63 | 43 | 0.00 |
| Friday | 58 | 44 | 0.00 |
| Saturday | 59 | 44 | 0.00 |
| Sunday | 60 | 28 | 0.00 |
| Monday | 65 | 28 | 0.00 |
| Tuesday | 66 | 29 | 0.00 |
| Wednesday | 58 | 31 | 0.00 |
| Thursday | 71 | 30 | 0.00 |

Court House Will Be Busy Place Friday As County Officials Are Sworn Into Office for New Term

Friday of this week will be more than just New Year's Day around the Deaf Smith county court house. It will be a busy day for the county officials who were re-elected or elected for the first time, as it is the date designated for their auspicious induction into office. J. O. Newell will be sworn into the office of sheriff, assessor and collector of taxes to succeed Mrs. John B. Miller. Mrs. Miller was appointed by the commissioner's court to fill the unexpired term of her husband, who was killed in a car wreck on January 9, and she in turn named Mr. Newell as her chief deputy. The incoming sheriff was elected in the August primary. Mrs. Miller did not seek the office by election. Earl W. Wilson will succeed Judge W. M. Stewart, who was appointed late in 1935 to fill the vacancy created through the resignation of C. W. Humble. Judge Humble accepted a position with the soil conservation department and is now located at Amarillo. The incoming ex-officio was Judge of Deaf Smith county from 1928 to 1932 and will be no stranger among the duties of his office. He was elected in the July primaries by a large majority. Judge Stewart, who was not a candidate for election, will return to his farming interests while Mrs. Stewart will remain in the Hereford high school. No change will be made at the office of district and county clerk.

Local Firms Will Close on New Year's

Following the annual custom, maintained here for many years, Hereford's leading retail merchant firms will close on New Year's Day. Many of the stores will take advantage of the holiday to complete annual inventory while others will complete the work of stock inventory prior to Friday and enjoy the entire day. Those signing the petition, circulated Wednesday and will remain closed all day Friday were: Weir Grocery, Brooks Barber Shop, Piggly Wiggly, Hereford Brand, Personality Shop, West Tailor Shop, Texas Market, West Texas Gas Co., Fashion Shop, Furr Food Store, Mrs. N. G. Vogel, Bobbie Beauty Shop, C. P. Cockrell, Stambaugh Tailor Shop, Kerr Hardware Co., Fuller's Fresh Fruits and Vegetables, J. R. Daniel, South Main Shoe Shop, Carl's Grocery, H. Luker, E. B. Black Co., Rockwell Bros. & Co., Plains Insurance Agency, Whitehead Barber Shop, Farmer's Grocery, Streu Hardware, Bill's Barber Shop, McConnell Electric Co., City Barber Shop, The Man's Shop, McLean Insurance Co., D. R. Gass & Son, Hudson's Grocery, DeLuxe Barber Shop, Jack's Shoe Shop, Kellogg's Variety Store, F. M. Kester & Son, Texas Utilities Co., Powellson Shoe Shop, Popular Store, J. C. Penney Co.

Old Fashioned Revival Begins Here January 3

An old-fashioned revival will begin Sunday, January 3, at the Hereford Assembly of God church with Rev. R. L. Steger of Sapulpa, Oklahoma, doing the preaching.

Evangelist Steger has been a church leader in Oklahoma and Texas district councils of the Assembly of God for many years. His years of experience enables him to be a competent, uplifting, inspiring and practical speaker from the Word of God.

The public is cordially invited to attend the services at the church one block north of the high school building. The revival will last two weeks or longer. W. A. McCann, pastor of the local church, announced this week.

Dillehay Will Attend Called Meet At Austin

C. H. Dillehay, superintendent of the Hereford public schools, will leave Saturday for Austin where he has been called to attend a meeting of superintendents and school board presidents by G. L. Woods, state superintendent of public instruction. The meeting is slated for Monday and Tuesday, January 4 and 5. While in Austin Mr. Dillehay, who is one of the five members of the Texas State Text Book Committee expects to attend a meeting of that body. The committee will receive quotas on sixth and seventh grade readers to be submitted to the state board of education.

"LONG DISTANCE, PLEASE HELLO, AMERICA"

A long distance telephone call from Pat Elliston and wife in South America was a real treat for his family. Mr. and Mrs. A. H. Elliston and family, of this city's Christmas Day. In what is acclaimed as the record long distance call ever to be received in Hereford, Pat extended Christmas greetings to his father and mother, sister Ruth and brother Burl. "Pat's voice was as clear as a bell," Mr. Elliston said in describing the 4,000-mile call. Mr. and Mrs. Pat Elliston have been in South America, where he is connected with an oil company, for the past 10 or 15 years. They have visited here several times during the past few years and have many friends here.

Fire Destroys Farmer's Home; Loss Is Heavy

The farm home of the H. Bronch family, about four miles northwest of Hereford, was destroyed by fire shortly after noon Sunday. The family was in a distant pasture. The loss was total with exception of a washing machine and bedding for one bed. There was no insurance on the home furnishings. The place is owned by Chas. H. Keffer, an Amarillo attorney.

Changes Made Conservation Personnel Here

O. T. Williams, head of the Hereford Conservation Service office here, has announced two government appointments which effect the personnel of the local office January first. Lee T. Morgan, soil conservationist, has been transferred to take charge of the district program. He will headquarter in Hereford with offices in the court house and is to have charge of both Deaf Smith and Randall counties. Scott Amend, agronomist, has been appointed to a like position in charge of the district composed of Ochiltree and Lipscomb counties. He will be located at Peryton. Mr. Williams also announced the appointment of Basil McKinley as junior messenger, effective Monday, December 28. The vacancies left by both Morgan and Amend will be filled at a future date, it was understood.

Uscan Company Resumes Drilling Activity on Farwell No. One Test After Well Abandoned Years Ago

The Uscan Oil Company will begin drilling at the Farwell No. 1, located in the Garcia Lake area in Deaf Smith county about 30 miles west of Hereford, this week, those informed predicted early in the week. Ground work, including rebuilding the old derrick, living quarters and water pipeline, has been completed for more than two weeks. The rig and other machinery is said to be on the location and ready to resume drilling of the well which was abandoned several years ago when the contracting company ran short of funds.

The wildcat test was first begun approximately six years ago and drilling had gone down 1500 feet when the work was halted and the location was abandoned for lack of funds. The Uscan Company, operators in the Midland and other major fields of Texas, however, have contracted to drill 4600 feet.

Work of cleaning out the old hole was completed last week and reports have it that the rig was set in the rebuilt derrick ready to resume drilling. The well is located in a four-section area of the lake. Citizens of Hereford and Deaf Smith county are enthusiastic over the renewed play and new optimism. Hendrix, and Mr. and Mrs. Hendrix shut-down wildcat.

Wife of Bonnie Brumley Is Ill

Mrs. Bonnie Brumley, who has been seriously ill with rheumatism, was reported improving Wednesday. She has been very sick for the past week, during which time she has been unable to turn herself in bed.

Mr. Brumley, husband of the sick lady, has been in ill health for the past several months, is able to be up part of each day now, it is understood. A trained nurse has been with Mrs. Brumley during her illness.

Last Rites for Mrs. S. Sanders Held Sunday

Last rites for Mrs. Steve J. Sanders, who died at the home of her daughter, Mrs. Bessie L. Smith Saturday, December 26, were held at the First Baptist church here Sunday, December 27. Rev. B. N. Shepherd, pastor of the local church, conducted the services which were in charge of the E. B. Black Funeral Home. Interment was made in West Park Cemetery. The deceased was born September 25, 1870, at Bell Buckle, Tennessee. She was 66 years, three months and one day old. She was Mary Ince Moseley before her marriage to S. J. Sanders at Irene, Texas, in 1888. She came to Texas with her parents in 1878 and settled at Irene. She had been a member of the Baptist Church since childhood and active in religious work until her health began failing about six years ago. She was confined to her bed for the past year, and three weeks ago when her condition became serious she was moved from her home in South Hereford to the home of her daughter, Mrs. Smith. The deceased is survived by her husband, nine children, Grover Sanders of Canyon, Jim Sanders of San Antonio, Mrs. Clemie Denney of Beloit, Kansas, Mrs. Calbie Elliston of Lubbock, H. J. Sanders of Fort Worth, Thomas Sanders of Hereford, E. J. Sanders of Canyon, Mrs. Bessie L. Smith of Hereford, and Jack Sanders of Clovis, New Mexico. Two brothers, (Continued on page four)

Child Hit By Auto, Receives Minor Bruises

Bessie Francis Caraway, small niece of Mr. and Mrs. Carl Jennings of this city, suffered minor cuts and bruises when hit by an auto driven by Jack Knox, young son of Boyd Knox, late Tuesday afternoon. The child had started across Main street in front of the old Western National Bank, and was struck and knocked down when she stepped from behind a parked automobile into the path of the Knox car. She was saved perhaps serious injury through the presence of mind of young Knox who stopped promptly before the wheels passed over her body.

(Continued on page four)

Billy Walker Suffers Burns While Playing

Billy Walker, young son of Mr. and Mrs. P. H. Walker, of this city, was severely burned Saturday afternoon when his clothing caught fire while shooting firecrackers with other children. The lower part of one limb was badly burned before the flames were extinguished. The youngsters had built a fire in the yard and were enjoying the fireworks when young Walker brushed against a kerosene drum and saturated his trousers leg. He later got close to the flames and his clothing caught fire. A doctor gave medical aid. Mr. Walker is senior clerk of business administration at the local office of the U. S. Conservation Service. The family has lived here about a year.

Miss Thompson Is Elected As Pampa Teacher

Miss Ruby Thompson, daughter of Mr. and Mrs. A. O. Thompson of this city, will leave Sunday for Pampa where she has been elected to teach music and health in the public schools. She will also act as director of a chorus of 100 voices in that city. Miss Thompson taught school at Summerfield for several years and has been active in civic work in Hereford for a number of years. She is a member of the Hereford Civic Chorus, Music Study club and other organizations. The Hereford lady is a graduate of the local high school and Baylor University, and an accomplished musician. The Pampa school board elected Miss Thompson upon the resignation of the music and health teacher, who was married during the Christmas holidays. She begins work Monday.

Deputy of THE Devil

BEN AMES WILLIAMS

W.N.U. SERVICE

(Continued from last week)

"I saw how tired you were," she replied, and added with a curious sidelong glance, "Thought you seemed to enjoy yourself, at dinner."

"Miss Carlisle is attractive, interesting," he assented. She seemed about to speak, hesitated and then said: "I suppose you're still worrying about that poor man who was killed. But that's just silly, Ned. Forget him." He nodded silently, and she sought some topic to distract him.

"Professor Carlisle was explaining to me about poltergeists," she volunteered in a sprightly tone. "I had told him of the statuette in my room being broken so mysteriously, and he said we probably had a poltergeist in the house!"

Doctor Greeding remembered. "I've heard the word, somewhere."

"It comes from the German," she explained quickly, grateful for his attention. "It means a 'racketing spirit,' and when there is one in a house, it throws stones, crockery, furniture—all sorts of things—all around everywhere."

And she went on hurriedly: "Professor Carlisle said usually these things happen where there

is a young girl who is sick, or half crazy, or something." She laughed. "So I told him Nancy certainly wasn't either sick or crazy; and Ruth may not be so awfully well, but she's over forty and perfectly sane, and cook's fifty if she's a day!"

Doctor Greeding, in a sudden started interest, asked in a careful tone: "Did Professor Carlisle offer any explanation of these phenomena?" His pulse, absurdly pounded.

"Oh, he says there isn't any," she assured him. "He says such things probably don't really happen; that they're imagined or faked or something. Pictures can't just fall off walls, of course, and fires don't start by themselves."

He nodded vigorously: "Of course not," he agreed. "All nonsense!"

But he had a sudden, vivid memory of a sultry summer day, a day in haytime. Himself a small boy in the mow, storing away the hay as it was tossed up to him, his nostrils full of choking dust, stifled, miserable. He hated the work, the barn, the hay; he wished furiously for any manner of rescue from this toil. And suddenly there was smoke in the air, and flames about his feet, and he leaped

ed down out of the mow—and had need to work no more that day, but only to watch the barn burn merrily.

Mrs. Greeding's voice went on, an undercurrent to his thoughts: "Things just don't fly around for no reason."

And he said, surprisingly uneasy: "Of course not. All those yarns are pure fraud, or superstition. Myra! Old wives' tales! Or trickery! That sort of stunt is the stock-in-trade of professional mediums; but Houdini demonstrated that he could achieve, by natural physical means every effect the mediums produce. He exploded the whole 'fake.'"

"I know he did," Mrs. Greeding assented, but she added with inconsequent and maddeningly logical stubbornness: "And of course I don't believe in them—in mediums. But the fact is that Houdini could do such things by trickery doesn't prove that others could not do them by spiritualism, does it, Ned? I mean, just because I can tip a chair over with my hands doesn't prove that you can't tip it over by just looking at it!"

He said harshly, feeling himself accused, a sudden clutch at his throat: "I, Myra? Nonsense! I poisoned a man's soul and his ears!"

"Of course not!" she cried. "I didn't mean you. I meant anyone." And she added: "Professor Carlisle says there are so many things which couldn't happen, and didn't happen—and yet they did happen!"

"Tosh!" he protested. "Well, anyway," she declared. "I wish this poltergeist, or whatever it was, would put my statuette back together again."

Doctor Greeding did not like this conversation. It struck too close home. He turned into their own drive with deep relief.

At the door of her dressing room, Mrs. Greeding kissed him good-night. "Now, don't worry about that poor man who was killed, Ned," she insisted.

He smiled ruefully, and said: "I know it's absurd, but—I do feel responsible. I think I'll check up, and out whether his family is left in straits."

She said fondly: "You'd carry all the world's burdens on your shoulders if you could. Good-night, my dear!"

Till she slept she could hear him moving about in his room next to her. He had, in fact, no inclination for sleep. In pajamas and dressing gown he sat for a while, trying to read, but the book failed to hold him.

It was of course absurd to suppose that his own wish could have caused that man's death; and yet Doctor Greeding was disturbed. There were emotions which regretfully of his anger of a whole body, too; could it be possible that hate and anger might sometimes be like deadly shafts projected into this world?

He himself was almost immune to these passions; he prided himself on this fact, and he thought don't pretend to any mystic pow-ago. So, seeing the cause of it, he remembered Nancy, and the problem she presented. There was a new findliness in Doctor Greeding tonight. Of course, he decided, if Nancy truly loved Dan, he would not want her to marry Jerry; yet she might be led to wed the one man against the other, might make for herself the wise and sensible choice.

It occurred to him inconsequently that if Nancy married Dan, Mary Ann would become like a member of the family; and that prospect had attractions. But his thoughts in the end returned to the dead man, and to the broken statuette; and he remembered at last what Mrs. Greeding had said about this absurdity of poltergeists. It was an absurdity; and yet he wished suddenly to be informed on the subject, and with this purpose in mind he went downstairs to select as the only ready source of information a volume of the encyclopedia.

Nancy came home while he was there, met him in the low hall. She exclaimed: "Why, Father! Still up?"

He put his arm around her, proudly kissed her. She was beautiful, straight, slender, young and strong.

"I wasn't sleepy, Nancy," he confessed. "Came down to get a book."

She looked at the volume under his arm. "The encyclopedia! That will put you to sleep, certainly." "Theatre tonight?" he asked.

"Yes," she agreed. "With Judith Plant."

He said quizzically: "That's not the same Judith Plank with whom you played tennis this afternoon?"

"Judith?" she repeated in astonishment, forgetting her mendacity; and then suddenly she remembered, and her cheeks were crimson. She retreated from him, white and startled; turned and ran up the stairs. He had only meant to tease her; but by her slight his almost-forgotten anger was a little revived.

"Nancy?" he called. She stopped, half turning. "You mustn't ever lie to me, Nancy," he said sternly.

She hesitated, facing him doubtfully; but after a moment she descended to meet him ascending. On the step above him, she said appealingly:

"I'm sorry, Father. I—a girl—She laughed in confused dismay. "Well, a girl instinctively wants to keep some things secret," she confessed happily.

ber, 1936. C. L. Morris, A. L. McNabb and A. M. Miller, special commissioners appointed by the Court to assess damages of W. F. Cramb, J. O. Cramb, if living, and the unknown heirs, their heirs, and legal representatives of J. O. Cramb, deceased, and all unknown claimants, by reason of the construction and opening of State Highway No. 13, upon, across and through certain lands, to-wit: Section Number 27, Block H-1, Oldham County, Texas, more particularly described in Plaintiff's Original Petition, reference to which is here made, to which real estate the fee simple title is in the said W. F. Cramb, J. O. Cramb, if living, and the unknown heirs, their heirs and legal representatives of J. O. Cramb, deceased, is more fully set out in said petition of the State of Texas, acting by and through the Commissioners' Court of Oldham County, Texas, vs W. F. Cramb, J. O. Cramb, if living, the unknown heirs, their heirs and legal representatives of J. O. Cramb, deceased, and all unknown claimants, Docket Number 149, filed with the Honorable County Judge of Oldham County, Texas, on the 11th day of December, 1936, said commissioners having been sworn to assess said damages fairly and impartially and in accordance with law, do hereby appoint as the time and place for hearing said parties on the matter, the office of the County Judge of Oldham County, Texas, at Vega, Texas, in said Oldham County, on the 15th day of January, 1937.

The sheriff of Oldham County, Texas, is hereby directed and commanded to give notice to said defendants, W. F. Cramb, J. O. Cramb, if living, and the unknown heirs, their heirs and legal representatives of J. O. Cramb, deceased, and all unknown claimants, and each of them, by making publication of this notice in some newspaper published in Oldham County, Texas, but if no newspaper is published in Oldham County, then by publication in the nearest county where a newspaper is published, once a week for four consecutive weeks previous to the return date hereof, and said Sheriff will make due return how he has executed said writ.

The aforesaid publication shall be notice to the aforesaid named defendants, W. F. Cramb, J. O. Cramb, if living, the unknown heirs, their heirs and legal representatives of J. O. Cramb, deceased, and all unknown claimants, by making publication in some newspaper published in Oldham County, Texas, but if no newspaper is published in Oldham County, then by publication in the nearest county where a newspaper is published, once a week for four consecutive weeks previous to the return date hereof, and said Sheriff will make due return how he has executed said writ.

Witness my hand and seal of office, this 11th day of December, 1936.

C. L. MORRIS,
A. L. McNABB,
A. M. MILLER,
Special Commissioners, all of whose addresses, Vega, Texas, are as follows:

to unknown claimants for the right of way and strip of land described in said plaintiff's original petition filed with the County Judge of Oldham County, Texas. Witness our hands this 11th day of December, 1936.

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There was something we planned to say here, something we'd had in mind all year about old acquaintance that shouldn't be forgot . . . something very flowery, but it all seems rather unimportant in the light of what we feel like saying now that the time has come. It's simply this: everybody wants a happy new year for himself and the other fellow, and we've resolved to do our best in the next 365 days to make it a happy new year for the other fellow, because we know of nothing that will make US happier, a year from today, than the knowledge that we did.

TEXAS UTILITIES COMPANY

WE EXTEND OUR SINCEREST GOOD WISHES FOR A HAPPY AND PROSPEROUS NEW YEAR 1936-1937

TEXAS SERVICE STATION
Glenn Snyder

BUSINESS AND PROFESSIONAL DIRECTORY

THE CHOCOLATE SHOP
Fried Lunches
Sandwiches
Cold Drinks, Candies
Magazines

INSURANCE
JNO. H. PATTON
PHONE 59

ABSTRACTS
Of All Deaf Smith County Land Titles.
DEAF SMITH COUNTY ABSTRACTS INC.
Cliff Estes, Manager

The title to your land is vital. Our Abstracts correctly reveal the title.
A. O. THOMPSON ABSTRACT CO.
4 Per Cent Federal Farm Loans

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

THE HEREFORD BRAND
JOB PRINTING

SEASON'S GREETINGS

HAPPY 1937

A bright and shining New Year is knocking at your door . . . and we hope that it is the knock of opportunity for you!

In gratitude for your patronage during the past year, we wish to extend our New Year's Greeting, coupled with our very genuine hope that 1937 will be a veritable gold mine of opportunity and accomplishment for you.

Pitman Grain Co.

Summerfield News

BY MRS. ASA ATCHLEY
Rev. and Mrs. S. L. Tidwell of Plainview were here Sunday.
Henry Kendall and family of Clovis visited the Ky Lawrence home this week end.
J. R. Oglesby and family returned Sunday from a visit in Colorado with relatives.
Mr. and Mrs. C. B. Thomas were in Amarillo last week.
D. H. Hill and family of Ford visited the B. A. Atchley home last Friday.
W. A. Vines of Goodwin, Okla., spent the week end with his wife and daughter here.
Walter Hawkins and family who have been visiting the B. A. Atchley home, returned to Lamesa Monday.
Mr. and Mrs

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

Mr. and Mrs. John L. Wilson, Pioneers Of the Texas Panhandle, Celebrate Golden Wedding Here December 25th

Mr. and Mrs. John L. Wilson, who moved from East Texas to the Panhandle 37 years ago, celebrated their fiftieth wedding anniversary on Christmas day at the home of their daughter, Mrs. J. T. Gilbreath.

Fifty years ago on December 23, the marriage of Miss Frances Amelia Roberts and John L. Wilson was solemnized at Pilot Point, Texas. Their wedding trip consisted of a short buggy ride to their new home near Sanger, Texas. In 1900 Mr. and Mrs. Wilson moved to a ranch near Amarillo, and in 1906 they came to Hereford. They are the parents of 13 children, 11 of whom are living. All the children were present at the celebration except one son, Homer, of Laramie, Wyoming. Ten children graduated from Hereford high school.

Both Mr. and Mrs. Wilson are long-time members of the Baptist Church and have been actively interested in the affairs of the community. He is a well known pathologist of this section. There were 40 at the family reunion dinner in honor of the couple. A gold and white color theme was used throughout the house in decorations. Shiny gold cellophane wedding bells hung from chandeliers.

As Lohengrin's wedding march, a horn trio, was played by three grand children, Karl Wilson Shirley, Clifford Estes and John Estes, guests found their places at the beautifully appointed table. In the center of the table was a three-tiered anniversary cake in white and gold, while atop the cake in appropriate attire stood a miniature bride and groom, the bride's

dainty veil touching the table. Tiny gold wedding bells, wired to hold the place cards, marked the place of each guest. White candles in brass holders burned at intervals on the table.

A treasure chest of gold, filled with 50 candy coins was presented to the honor guests. Mrs. Wilson presided as the cake was cut.

In the afternoon gifts were distributed from a Christmas tree, attractively decorated in gold and white. Earl Wilson, the oldest son, was master of ceremonies.

Children attending the celebration were Earl Wilson, Mrs. J. T. Gilbreath, Mrs. Cliff Estes, John L. Wilson, Jr., of El Paso; Paul Wilson of Stratford; Mrs. B. P. Castee, Atlanta, Georgia; Mrs. Claude Morris, Vega; Mrs. Gerald Morgan, Adrian; Mrs. Sam Steele, Fort Sumner, New Mexico, and Mrs. Dean Rice, Walters, Oklahoma. Eighteen grandchildren were present. They were Lucretia Wilson, Eleanor Wilson, Rue Wilson, Karl Shirley, Thornton Shirley, John Estes, Clifford Estes, Parks Castee, Tom Wilson, Shirley Jean Morris, Donald Morgan, Duane Morgan, James Morgan, Weldon Beene, O. J. Beene, Billy Beene, Douglas Beene and Bruce Beene.

Others present were Gerald Morgan, Claude Morris, B. P. Castee, Mrs. Paul Wilson, Mrs. John L. Wilson, Jr., Cliff Estes, J. T. Gilbreath, Mrs. Earl Wilson and Bobby Copeland.

Mr. and Mrs. Wilson received many messages of congratulation and best wishes during the day.

Try the Hereford merchants before going elsewhere to buy.

GREESON FAMILY HOLDS REUNION

A family reunion was held in the home of B. K. Greeson of Summerfield, attracted more than 25 members and featured a Christmas Day dinner consisting of a 15-pound turkey and all the trimmings.

Members of the family attending and enjoying the occasion were Mrs. W. M. Lichter, Mr. and Mrs. Bill Lichter of Cortez, Colorado; Mr. and Mrs. H. J. Moi and children, Ruth, Faye and Jimmie, of Hydro, Oklahoma; Mr. and Mrs. Elmer Euler and children, Louis, Gertrude and Lee, of Friona; Mr. and Mrs. Roy Enloe and children, Bettye, Jeanette, J. B. and Claude, of Summerfield; and Mr. and Mrs. B. K. Greeson and children, Eva, Olin and J. D.

CHRISTIAN ENDEAVOR INSTALLS OFFICERS

An impressive candle lighting service was conducted Sunday evening at the First Christian church when new officers for the Christian Endeavor were installed. Basil McKinley, retiring president, conducted the services. Six candles grouped around a taller seventh one were lighted as each new officer took the oath of office.

A talk on Leadership, stressing the responsibility of each officer, was made by Basil McKinley.

New officers are, president, Nola Margaret Blue; vice president, Irma Faye Robinson; secretary, treasurer, Betty Cokrell; reporter, Lottie Tyson; social chairman, Eugene Boggs, and program chairman, Earl Oldham.

L. L. WESTS MOVE TO AMARILLO

Mr. and Mrs. L. L. West left Saturday for Amarillo where they will make their home. Mr. West drives an oil truck for the Farmers Oil and Grain company, and his route extends from Pampa to El Rio, New Mexico.

Mr. and Mrs. West are old residents of Hereford, having lived here for the past 22 years. Miss Ora West accompanied them to Amarillo, but will resume her studies in Wayland College at Plainview after the holidays.

CLUB HOUSE SCENE OF YOUNGERS SET DANCE

Of paramount interest on the social calendar for the younger set was the holiday dance given at the club house in Hereford State Park on Wednesday night of last week. The club house was brilliantly lighted and decorated throughout with yuletide suggestions, furnishing a gay and festive setting for the party.

Those attending were Barbara Jane Brotherton, Elyse Wilkins, Melvina Steward, Helen Ann Snyder, Mary Ann Baird, Beverly Alexander, Madelyn Whitehead, Billy Jo Roberts, Clydella Lambert, Helen S. ed, Betty Jones, Jean Snyder, Elizabeth Ireland, Elaine Newell, Margaret Houston, Mary Virginia Eberle, Gaytha Wilson, Billy Beene, Ray Nunn, Leonard Ralston, Donald Brotherton, Billy Smith, Paul Foster, Frank Marrs, Wayne Evans, Edgar Morton, Jack Barber, Palmer Norton, Alva Barber, Billy Patton, George Jones, J. D. Clayton, L. B. Russell, L. W. Charlye, O. J. Beene, Dennis Baker, Douglas Beene, L. A. Rickets, J. T. Carroll, Roy Hastings and R. A. Daniel.

Music was furnished by a well-paid nickelodeon. Mr. and Mrs. Pat Lawhon, hosts at the club house, were chaperons.

OUT OF TOWN GUESTS IN HALL BEAVERS HOME

Out of town guests visiting in the home of Mr. and Mrs. Hall Beavers Sunday were her mother, Mrs. R. P. Hutton, a brother, Neal Hutton and Mrs. Hutton; a niece, Miss Earline Hutton, all of Dairhart, and a sister, Mrs. Helen Barr, of Hays, Kansas.

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AD NOW!

TWO COUPLES HONOR CHILDREN AT DINNER

Honoring their children, some of them who are at home just for the holidays, Mr. and Mrs. Henry Hastings and Mr. and Mrs. J. M. Gilliland entertained with a dinner Christmas day at the Hastings home. The house was gay in holiday attire and a large decorated tree proclaimed the season's story. The dinner was served buffet style from a damask covered table which was centered with an attractive and colorful gum drop tree.

Those attending were Mr. and Mrs. Pink Gilliland, Mr. and Mrs. Marlin Gilliland, Mr. and Mrs. Newt Gilliland, Mr. and Mrs. Reed Williams, Estelle Gilliland, Jack Gilliland, Mr. and Mrs. J. T. Giffbreath, Jr., Ralph Hastings, Roy Hastings, Ruth Temple Hastings, Doris Jean Hastings, and the hosts.

GUESTS HONORED AT HENDRIX HOME

Rev. and Mrs. M. M. Beavers and daughter, Lovey, of Lamesa, and another daughter, Zoe, of Dairhart, were honored with a lovely dinner Christmas day at the home of Dr. and Mrs. Joe Hendrix. Christmas decorations and an attractive yuletide tree carried out the seasonal motif.

Those attending were Mr. and Mrs. Hall Beavers and children, David Neal and Madelle, Rev. and Mrs. M. M. Beavers, Lovey Beavers, Zoe Beavers, Lama Beavers, Joan Hendrix, and Dr. and Mrs. Hendrix. Rev. and Mrs. M. M. Beavers are the parents of Mrs. Hendrix and he is a former pastor of the local Methodist church.

ANNUAL CHRISTMAS PARTY FOR DAWN STUDY CLUB

A delightful Christmas party, an annual affair for the Dawn Study Club, was given at the home of Mrs. A. T. Frye during the holidays, with Mrs. Ernest May and Mrs. Ruth Womble as assistant hostesses. The house was beautifully decorated in keeping with the yuletide celebrations. Shaded rooms and lighted candles added charm to the seasonal occasion.

A Christmas program was enjoyed. Mrs. Gladys Miller read the beautiful Christmas story found in the second chapter of Luke. A reading, Night in Nazareth, was given by Mrs. Mart Burum. Christmas carols were sung by the group. Gifts were exchanged and distributed from an adorned Christmas tree.

The holiday motif was reflected in the colorful refreshments. Sixteen members and nine visitors were present.

WEST-GARRISON WEDDING AT CLOVIS

The marriage of Miss Lavina West, daughter of Mr. and Mrs. I. L. West, and Mr. Lewis Garrison, son of Mr. and Mrs. S. Y. Garrison, of Cameron, New Mexico, was solemnized at the Baptist parsonage in Clovis, New Mexico, Sunday, December 29, with the Rev. J. F. Nix, pastor of the First Baptist church, officiating.

After a short visit here with her parents, Mr. and Mrs. Garrison left for Tucumcari, New Mexico, where Mr. Garrison is a representative of an aluminum company.

IRELANDS HOLD OPEN HOUSE CHRISTMAS NIGHT

Mr. and Mrs. E. S. Ireland held open house Friday evening at their home on Eleventh Street. The delightful affair was in the form of a holiday get-together for relatives and eleven families were represented.

Games of monopoly and 42 furnished entertainment and refreshments were served to Mr. and David Neal and Madelle, Mr. and Texas; Mr. and Mrs. Will Wright, Mr. and Mrs. Elbert Wright and daughter, Tina Mae, and two blees; Mr. and Mrs. Bill Graham and children, and Mr. and Mrs. Perry Graham and daughter, all of Dimmitt; Mr. and Mrs. C. F. Kerr, Betty Rose Kerr, Mr. and Mrs. Will S. Kerr, Miss Ann O'fadock of Pullman, Washington; Mr. and Mrs. Clay Ridgway, Mr. and Mrs. Walter Pickett, Edgar Pickett, Mr. and Mrs. Owen Miller, Mr. and Mrs. J. M. Gilliland, and Mr. and Mrs. P. H. Walker.

Return to Hereford

Mr. and Mrs. R. P. Brazil are expected to return to Hereford by the first of January. Mrs. Brazil has been recuperating in Mineral Wells after a serious illness here several months ago. For the past month Mr. and Mrs. Brazil have been visiting their children in Oklahoma City and Borger.

Mr. and Mrs. Pete O'Brien of Clovis spent Christmas with her parents, Mr. and Mrs. J. W. Spradley. Mr. O'Brien returned home Saturday, but Mrs. O'Brien remained for a longer stay.

Jumbo News

BY MRS. ULLMAN HUNTER

Miss Currie and Mr. Myers spent the holidays in Canyon. Mrs. Ullman Hunter entertained her Sunday school class with a Christmas party Wednesday night. Games were played, gifts exchanged and a box of Christmas gifts was sent by the class to Ray Axe, a member, who is in a hospital at Abilene. The class presented their teacher a lovely floor pillow and radio scarf. Refreshments were served to 14 members.

Mr. and Mrs. Finis Hunter were in Amarillo Tuesday.

Finis Nunn spent Christmas with his sister in Jonesboro, Ark. He accompanied Mr. and Mrs. Oris Jennings of Lazbuddy.

Mrs. Jessie McGinnis is spending the holidays in Carter, Oklahoma, with relatives.

The Hunters held their Christmas dinner at the home of Addison Hunter Christmas Day.

M. L. Billie and Margaret Simpson spent the holidays with relatives in Cordell, Oklahoma. They were in company with Mr. and Mrs. Wilmet who visited their parents.

Kenneth Hunter of Muleshoe was in this community Thursday. Easter boys played Jumbo boys game of basketball Sunday. Jumbo won.

Mr. and Mrs. Ullman Hunter spent Christmas Day with Mr. and Mrs. Henry Ford of Matador. They spent Saturday and Sunday with relatives in Sweetwater.

Wilson Gyles of Hereford was in this community Monday. Mr. and Mrs. Finis Hunter called on her parents, Mr. and Mrs. L. O. Norman, of Arney Friday afternoon.

Here from Oklahoma. Glenn Parker, of Ada, Oklahoma, spent the Christmas holidays with his parents, Mr. and Mrs. George S. Parker, in this city. He came Wednesday and returned Sunday. While here Mr. Parker called at the Brand office and had the paper sent his mother and father.

New Dimmitt Postoffice. The post office department has asked for bids on leasing a larger building for the post office at Dimmitt. Approximately 200 feet of floor space is being called for in the bids, which are to close today, Thursday, December 31.

THE STATE OF TEXAS, Vs Chas. Harth, Beatrice L. Harth, and all unknown claimants.

No. 148 IN THE COUNTY COURT OF OLDHAM COUNTY, TEXAS.

On this the 11th day of December, 1936, C. L. Morris, A. L. McNabb and A. M. Miller, special commissioners appointed by the Court to assess damages of Chas. Harth and Beatrice L. Harth and all unknown claimants, by reason of the construction and opening of State Highway No. 13, upon, across, and through certain real estate, to-wit West 1/2 of Section 1, Block K-6, Oldham County, Texas, more particularly described in plaintiff's Original petition, reference to which is here made, to which real estate the fee simple title is in the said Chas. Harth and Beatrice L. Harth, as is more fully set out in said petition of the State of Texas, acting by and through the Commissioners' Court of Oldham County, Texas, vs. Chas. Harth, Beatrice L. Harth and all unknown claimants, Docket No. 148, filed with the Honorable County Judge of Oldham County, Texas, on the 11th day of December, 1936; said commissioners having been sworn to assess said damages fairly and impartially, and in accordance with law, do hereby appoint as the time and place for hearing said parties on the matter, the office of the County Judge of Oldham County, Texas, at Vega, Texas, on said Oldham County, on the 18th day of January, 1937.

The Sheriff of Oldham County, Texas, is hereby directed and commanded to give notice to said defendants, Chas. Harth, Beatrice L. Harth and all unknown claimants, and each of them by making publication of this notice in some newspaper published in Oldham County, Texas, but if no newspaper is published in Oldham County, then by publication in the nearest county where a newspaper is published once a week for four consecutive weeks previous to the return date hereof, and said sheriff will make due return how he has executed said writ.

The aforesaid publication shall be notice to the said Chas. Harth, Beatrice L. Harth and all unknown claimants to appear at said time and place at 10 o'clock A. M. at the Court house in Vega, Oldham County, Texas, for the purpose of offering any evidence they may desire as to the amount of damages to be assessed against the State of Texas, and to be paid to the said Chas. Harth, Beatrice L. Harth and unknown claimants and to each of them for the right of way and strip of land described in said Plaintiff's original petition filed with the County Judge of Oldham County, Texas.

Witness our hands this the 11th day of December, 1936.

C. L. MORRIS,
A. L. McNABB,
A. M. MILLER,
Special Commissioners, all of whose address is Vega, Texas.
50-4c

We take this opportunity to extend to our patrons many thanks for their kind patronage during the past year. Best wishes for 1937.

FOX CLEANERS And HATTERS

"In by 3:00 - Out by 4:00"
HOMER FOX PHONE 111



HAPPY NEW YEAR

BEST WISHES FOR 1937

As the old year draws to its close and the New Year dawns with its promise of better days, greater opportunity, and a fine field for achievement and accomplishments, let us hope that yours will be a generous measure of the worthwhile things of 1937.

We would feel ungrateful if we failed at this time to thank you for your patronage and friendship and to ask your consideration in the days to come.

HAPPY NEW YEAR TO YOU - AND MANY OF THEM!

We Will Have Another Pay - Day SATURDAY, January 2nd EVERYONE BE HERE!

Farmers Oil & Grain Co.

ALTON T. FRASER PHONE 484

THE ANNUAL OPPORTUNITY TO BUY EXQUISITE GARMENTS AT DRASTIC REDUCTIONS

After Christmas Sale! On Entire Stock

Popular Store's after Christmas Sale brings you guaranteed savings. All the new smart colors and latest fashions. Here's luxury at a real bargain.

WE WISH YOU "ALL THE HAPPINESS FOR 1937!"

POPULAR STORE DRESS SHOP

MRS. GASTON BARR HEREFORD

START THE NEW YEAR RIGHT - SAVE MONEY EVERY DAY IN 1937 AT BROOKS' DRUGS

CALL 99 - WE DELIVER

| | | |
|---------------------------------|---|-----------------------------|
| 100 5 - GRAIN ASPIRIN 33c | ALCOHOL For Rubbing Pint 12c | 25c EX-LAX 19c |
| 55c POND'S CREAM Medium Jar 39c | \$1.50 Gilbert Modernistic Alarm Clocks Guaranteed 98c | 40c Fletcher's CASTORIA 27c |
| 100 HINKLE PILLS In Bottle 19c | At-Our Fountain Fresh CHICKEN SALAD SANDWICH JUMBO MALTED MILK Both For . . 25c | 35c FREEZONE For Corns 24c |

SAVE at Your Walgreen System Store

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager
BARNES E. HAYLEY Editor

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NOTICE TO PUBLIC

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

FAITH BUILDS BETTER NATIONS

Faith, the most powerful force on earth, can do much for the return of good business. Faith builds better homes, better cities, better nations. Faith in religion, faith in friendship and faith in schools all result in healthy rewards.

Such faith is doing much for Deaf Smith county and the entire Panhandle. Faith in various soil conservation projects, faith in water conservation and flood control proposals is showing a net return in the hopes and happiness of a great citizenship. Faith in a soil that once yielded its owner great crop wealth, but for recent years has been distributed by unusual elements, is resulting in the return of new hopes through the use of various erosion measures.

Work and faith go hand-in-hand, of course, but their combined forces accomplish much—they build better nations.

WE'RE CLIMBING OUT OF THE DEPRESSION

For years we have been told that prosperity was just around the corner, now we can say it is here. We take both local and national figures on which to base such a statement.

The Hereford Creamery company called the Brand office Thursday morning of last week and reported that they were paying 33 cents for cream. The same day last year they paid 30 cents. December 24, 1934, the price was two cents less, or 28 cents to be clear. On the same date 1933 the price was only eight cents. There is a march of 25 cents in cream prices alone. Other products have made like marches.

The Santa Fe Railway Company is running double-headed cars on 80 to more than 100-car trains, indication the boom in Christmas and regular business, right through the City of Hereford. This further establishes the fact that we're climbing out of the depression.

Another fact is found in the figures of the November newspaper advertising lineage all over the nation. November this year was 9.9 per cent increase over the same month of 1935. Business firms do not advertise unless they have the stock to sell, and they don't have the stock if business isn't good enough to net a profit with which to make the wholesale purchases. We're climbing out of the depression.

By Their Words AND OURS

If you DRINK, don't drive; If you drive, don't DRINK! Claude News.

Any Muleshoe man, who is wearing flannel underwear this winter, knows without being told why his forefathers had to scratch for a living.—Muleshoe Journal.

A radio comedian has been found bound and gagged. This may be the beginning of a movement that ought to succeed.—Wilmington News.

Well, folks, I thought sure that the "grand obery" had come to town, but Texas just a houn' dog had his head caught in a hole in the neighbor's picket fence—and the neighbor had a baseball bat tryin' to knock the picket off and the houn' dog was singing.—Dalhart Texan.

Considering how Great Britain had been advocating the joining of hands across the sea, which indirectly means that the United States is expected to support the overgrown British Empire upon the ground that "blood is thicker than water," it is amusing to see the English reaction now there is talk about their king wanting to marry an American woman. The British may love us, they say—so at least, but not quite enough for social equality.—Quannah Chief.

There is still a few in every community who believe that nothing made today is as good as the same thing used to be made. There was a party in the office yesterday who didn't believe that sorghum today was as good as that his grandfather used to make. He was also skeptical about the corn meal and buckwheat flour. The facts are everything in common use today is made better than it was 50 years ago.—Happy Herald.

Funeral Rites

(Continued from page one)

Tom Mosley of Eddingburg, and Arsh Mosley of Pote, and two sisters, Mrs. Clemie Keathly of Frost, Mrs. Bessie Caldwell of Fort Worth, and 18 grandchildren and two great grand children also survive.

All nine of the children were present for the funeral as were Mr. Ellison, Mrs. Thomas Sanders and Mrs. E. J. Sanders. Pallbearers were Ralph Smith, Bill Smith, Raymond Ellison, Noah Ellison, Joe Greer and Doyle Ross.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, December 29, 1905.)

Rumor said that Hereford was soon to have another railroad. The proposed line was to come from the south and extend north to a connection at Dalhart.

The Canyon City News took a dig at Amarillo. The Amarillo Paragon had stated producers would be guaranteed 10 cents per pound for turkeys marketed there. South Plains parties took many birds to Amarillo, for which they received only six cents.

Santa Fe Agent J. S. Jones reported ticket sales for December 21, 22 and 23 amount to more than \$800 in Hereford alone, and traffic over the line was the heaviest ever known.

Mr. and Mrs. C. C. Ferguson were spending the holidays with relatives in Missouri.

Short sermon by the editor:

Remember that a good resolution made but soon broken is worse than no resolution at all.

Most of the lakes in this vicinity were frozen to a sufficient depth to afford ideal skating conditions for all who cared for the sport.

C. R. Smith, manager of the Escabada Division of the XIT had been in Hereford, and stated the company anticipated little loss in cattle due to the recent severe weather.

(From The Hereford Brand, December 31, 1915.)

Announcement was made that after January 1 advertising matter placed on the front page of the Brand would be charged for at the rate of 20 per inch for display, 10 cents per line for readers. This step was taken in order to keep the front page open for news only.

La grippe seemed to be the popular indoor sport of many citizens in 1915.

C. H. Dyar, Henry Tiefert and C. M. McGhee had been in Amarillo making arrangements for the construction of a theatre building in Hereford by Mr. Dyar.

Ordinance No. 94 provided for the office of Fire Marshal and fixed his salary at \$60 per year, payable monthly. Ordinance 95 prohibited firing torpedoes, Roman candle or other fireworks on, along or across any public street, alley or square, or in any public meeting or assembly of people, or in any public hall, public building or auditorium within the City of Hereford.

The Brand had changed its day of publication from Friday to Thursday; that the merchants might enjoy better circulation of advertisements for the ensuing Saturday.

Bits O' Nothing

About This and That By BARNES E. HAYLEY

Here's hoping you had a Merry Christmas and a Happy Hangover.

Christmas is one time of the year when man will take a couple of socks from the town's biggest bully, and never resent it—provided they are the correct size.

Effective flattery is the act of being somewhat insincere; for example, telling your wife she has good taste after seeing the Christmas tie she gave you.

May the New Year be filled with successful erosion and conservation measures and non-blow prosperity is our wish for Deaf Smith county in 1937.

We can hardly wait for congress to convene January 6 and count the electoral votes and break the joyful news to the world that Roosevelt and Garner have been re-elected.

Now that Amarillo has brought down the curtain on 1936 football, most of us will have to be content with the monotonous game of making a living until next September.

If you didn't see the film Great Zieffeld, you missed a swell "week end." It was three hours long and packed full of money's worth.

HURRICANE SERVICE WORKS CLOSELY WITH RED CROSS

Close cooperation with the American Red Cross is an important feature of the hurricane warning service of the Weather Bureau, especially in Florida. All through the hurricane season—usually from July 1 to November 15—Weather Bureau officials in Miami, Jacksonville and Tampa, keep Red Cross representatives informed of the location, intensity and expected movement of every tropical storm that is at all likely to affect Florida. These representatives, in turn, advise local agencies in all parts of the State. Thus the Red Cross is ready to provide relief or evacuation facilities the instant they become necessary.

A program for the current hurricane season was mapped out at Red Cross conferences held in Florida in July. The Weather Bureau issues storm and hurricane warnings and indicates the danger to life and property. It has no authority to compel anyone to seek safety, according to E. B. Calvert in charge of the hurricane service of the Bureau. Relief measures and provisions for evacuation rest with the Red Cross, assisted by state, city and county officials, communication companies and railroads.

When weather Bureau forecasters report that a hurricane is headed for Florida and probably will reach a certain area at a designated time, the Red Cross sets in motion its disaster relief machinery. Railroads evacuated areas to Red Cross concentration camps and back again after the storm.

This plan makes it possible to move everyone from the area threatened well in advance of any oncoming hurricane. Aside from the saving of human lives, panic is averted. Unfortunately, Mr. Calvert adds, many people ignore the danger signals and refuse offers of transportation to points of safety.

Births and Deaths It is estimated that 150,000 persons are born every day and 100,000 die. The population of the world, therefore, is increasing by about 50,000 daily.

Demonstrations of Hog Killing Set For Monday

County Agent Alex R. Bateman, upon his return from Tulsa this week, announced that the hog killing demonstrations which were scheduled for Monday would be held at the Paul Mathers farm beginning at 9 o'clock. Demonstrations of dressing and cutting-up of the animals will be continued Tuesday at the same location, the agent stated.

The Mathers place is located seven miles west and one mile north of Hereford. The demonstrations will be in charge of Agent Bateman and W. R. Kimbrough, and all producers have been invited to bring hogs to be killed and dressed.

WORK OF MOUND BUILDERS FOUND IN VARIOUS STATES

The remains of the mound builders, as the vanished people who once lived on this continent have been called, are scattered over most of the states of the central and lower Mississippi Valley, on the sources of the Allegheny and have been observed away up along the banks of the Missouri, as well as down by the shores of the Gulf of Mexico. Mounds are most numerous in Ohio, Indiana, Illinois, Wisconsin, Missouri, Arkansas, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida and Texas, and are to be found in the western part of New York, and in Michigan and Iowa. Some of the mounds in Wisconsin and Iowa are in the shape of huge animals, and there is one near Brush Creek in Adams county, Ohio, that is in the form of a serpent and more than 1,000 feet long. At Marietta, Ohio, are ancient earthworks that cover an area about three-quarters of a mile long and half a mile broad.

But the most intricate and perhaps most extensive of the works of the mound builders are those of the Licking Valley, near Newark, Ohio, extending over an area of two square miles. Many of these mounds, notes a writer in the Cleveland Plain Dealer, have been found to contain skeletons, and the appearance of the bones has led some to believe that these remains point to an antiquity of 2,000 or more years. A number of these works were evidently designed as works of defense, others as burial places for the dead, and others again seem to have been constructed as temples or places of worship and sacrifice. Among the remains have also been found numerous implements and ornaments, usually composed of stone, sometimes of copper (always in its native state), and occasionally shell and bone. Curious pottery has been found, often coarse and crude, but sometimes graceful and highly ornamented.

"Is Time of Peace" In 1913 the total peace effective of the European armies amounted to 4,400,000 men, whose time and energy were completely given over to the business of preparing for war.

RARE BOOKS ARE FILMED; GET LESS WEAR AND TEAR

Rare and valuable books and periodicals in the library of the United States Department of Agriculture are getting less wear and tear. A bibliofilm service enables the library to furnish at small cost microphotographic copies of printed material on 35mm film which may be sent to isolated scientific workers, colleges and universities, organization and individuals.

Text and illustrations reproduced on the film strips from books and periodicals are read with a magnifier or projector. It is also possible to make enlarged prints from the film. Film copies require little storage space and less postage for mailing than books. The camera operator in the Department's library is able to photograph 16 pages of an ordinary book on a foot of motion picture film. If the pages are bound together as in a book he can photograph more than a thousand in an hour.

Last year the service was on an experimental basis and more than 300,000 pages of material were reproduced. Dr. Atherton Seldell of the National Institutes of Health, and Dr. R. H. Draeger of the Medical Department of the United States Navy, helped to start the service. The camera used in making the pictures was built by Dr. Draeger.

The service has helped to decrease the number of interlibrary loans and has been helpful to many scientists without adequate library facilities, says Miss Claribel R. Barnett, Department librarian.

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AD NOW!

Soy Bean Crop Is Success In Castro County

Roy Haberer of the Big Square community in Castro county harvested more than 4000 pounds of seed and a good yield of hay from 22 acres of Perkin soy beans planted last spring. Five pounds of seed per acre were planted.

Harvesting was delayed approximately 30 days and it is estimated that about 50 per cent of the beans were lost in shattering. The crop was finally harvested with a grain header and threshed with an ordinary combine, run at very slow speed and with all canvases removed. The seed yield will be distributed for planting next spring while the hay will be ground through a hammer mill and used as feed for livestock. The same methods and tools were used in cultivation as is used for cotton.

IT TAKES TIME AND TRIALS TO GET RESISTANT TOMATO

Tomatoes resistant to disease is a goal of breeders and growers. Control measures take time and money, can never be effective on an entire crop and is quite ineffective in controlling wilt and mosaic disease.

Some of the problems of developing disease-resistant tomatoes are related by the Bureau of Plant Industry:

The breeder cannot produce a resistant variety until he finds a plant with some capacity for "resistance" which it can transmit to its offspring. The search may lead to remote corners of the world. Resistance may be evident. It may be obscure. Once found, breeding stock uniform for "resistance" should be developed. If these uniform strains are not good commercial varieties, the breeder must use them as parents to cross with varieties of desired commercial qualities.

Successive selections from hybrids must then be carefully made and tested to make sure they breed true for resistant and commercial characters. This is slow work, because many generations with thousands of plants usually have to be grown before desired characteristics are fixed in a variety that breeds true for the desired vine and fruit type, and for resistance to a specific disease or diseases.

HOME CANNED TOMATOES LOSE VITAMIN C

Canned tomatoes and tomato juice are two of the readily available sources of vitamin C, but it has recently been determined by investigators of the Bureau of Home Economics of the United States Department of Agriculture that after being canned by approved home methods and stored the tomatoes lose some of their vitamin C value. In fact, they may lose from 21 to 55 per cent, depending on whether they are canned in glass or tin and on how long they are stored.

The vitamin C substance in food is ascorbic acid. The vitamin C potency of tomatoes and tomato juice was measured until recently by the biological method, with guinea pigs. These tests require a long period of time to make and are being replaced by the rapid chemical test for ascorbic acid. Since some canned tomatoes are so commonly used as a source of vitamin C, the Bureau of Home Economics undertook a six-month study to learn by chemical analysis the effect of home canning and storage on the ascorbic acid originally present in the fresh tomatoes.

Results of the experiment show that both home canning and storage have a significant destructive effect on ascorbic acid. When whole tomatoes and tomato juice were canned in tin they suffered about equal losses of ascorbic acid during both canning and storing. When canned in glass, the juices lost more of its ascorbic acid than the whole tomatoes.

HAPPY NEW YEAR



GREETINGS FROM Judge Earl W. Wilson Judge and County Superintendent of Deaf Smith County

NOTICE

The Hereford Benefit Association No. 1 will hold their annual meeting at my office in the Hereford News Stand at 2:00 P. M., January 5, 1937, to elect officers for the ensuing year.

W. W. BENNETT Secretary

The New Year Is Bright With Promise!

We feel that it is altogether appropriate at this season to extend to you our very best and most sincere wishes for success during the New Year now dawning.

In the best of good hope we wish for you a year abundant with opportunities and rich in the achievement of the plans and ambitions nearest and dearest to your heart.

The Hereford Brand

Protect What You Have INSURE John McLean Insurance Agency Phone 373

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

Beautiful Home Ceremony Unites Miss Beatrice Lawrence, J. B. Noland

Miss Beatrice Lawrence became the bride of Mr. J. B. Noland, son of Mr. and Mrs. J. A. Noland, in an impressive ring ceremony solemnized at the home of her parents, Mr. and Mrs. Ky Lawrence, in Summerfield Sunday evening at sunset. The sacred and beautiful words of the marriage rites were read by the Rev. S. L. Tidwell as the couple stood before an improvised altar banked with mounds of fern and tall baskets of flowers and lighted by tall tapers.

Preceding the ceremony, Mrs. Anna Mae Johnson sang "I Love You Truly." Miss Thelma McMinn played the wedding march. Ethelbert Nevins' The Rosary was played by Miss McMinn softly as the vows were spoken.

The bride was attractive in a royal blue floor-length dress, with gold accessories. She carried a bouquet of pink rose buds tied with gold ribbon. Her coronation head band was fashioned from clusters of gold rose buds.

The maid of honor, Miss Lacrocia Wilson, wore a blue satin floor-length dress with silver accessories. She wore a corsage of sweet peas. The groom was attended by Harry Lookingbill as best man.

The guest list included intimate friends and relatives. Those present were Mr. and Mrs. J. B. Noland, Mr. and Mrs. Ky Lawrence, Mr. and Mrs. J. A. Noland, Mr. and Mrs. Charles Noland, Bobby Noland, Mr. and Mrs. Lee Kendall, Mr. and Mrs. Russell Whitehead, Mr. and Mrs. Loys Lookingbill and children, Jimmie Lee and Ray; Mr. and Mrs. Harry Kendall and children, Ernest, Clidene, Lawrence and Willie, of Clovis, New Mexico; Willie Edelman, Mrs. S. L. Tidwell, Mrs. Anna Mae Johnson, Miss Thelma McMinn, Christine Fincher, Betty Jo Kendall, Geraldine Kendall and Kathleen Wade; Messrs. Mack Noland, Jim Noland, Ben Wilhelm, Edwin Welch, Forrest Min-ton, and Homer Henslee.

DINNER HONORS CHRISTMAS GUESTS

On Christmas day Mr. and Mrs. H. K. Fox were hosts at a dinner given for her sister, Mrs. Lester Gordon and sons, Fred and Homer, of Vernon.

Those attending were Ralph Clennin, of Fort Worth; Mr. and Mrs. O. W. Fox, Mr. and Mrs. C. C. Acker and daughters, Mary Ann, Katherine and Helen, and the honor guests.

Miss Jonny Estes visited relatives in Lubbock during the Christmas holidays.

SUNDAY SCHOOL CLASS ENTERTAINED

Mrs. S. L. Easley entertained members and guests of her Sunday school class with a Christmas holiday party at her home Tuesday night. Red Christmas bells and other holiday decorations were used throughout the house. A short program was enjoyed. Vocal numbers were given by Sarah Agnes and Noel Bryant. An original poem, written by Nellie Jo Shreve, was read by Mrs. Homer Brumley. Miss Katherine Kirby gave several appropriate readings.

Christmas games were played and Wilbur Womble as Santa Claus helper, distributed gifts from a brilliantly adorned tree. Refreshments reflected the Christmas season.

Those present were Joan Snyder, Madelon Whitehead, Anna Belle Robertson, Nellie Jo Shreve, Mildred Stewart, Christine Fincher, Homer Henslee, Elizabeth Spradley, Wilbur Womble, Pauline Parr, Mary Elizabeth Stanford, Paul Conaway, Katherine Kirby, Sarah Agnes Bryant, Noel Bryant, Jip Kirby, Bill McLean, Cawthon Bryant, George Taylor, Wilbur Means, Paul Parr, and Mr. and Mrs. Homer Brumley.

METHODIST YOUNGSTERS HAVE CHRISTMAS PARTY

A delightful Christmas party, with Santa Claus himself present, was given by teachers in the departments for the beginners and primary groups of the Methodist church Wednesday afternoon of last week. The entertaining rooms of the church were decorated for the occasion and after games were played Christmas carols were sung by the children. Santa Claus distributed gifts from a well-laden tree.

Teachers assisting in the arrangements were Mrs. Jack Wright, Mrs. J. O. Newell, Mrs. Walter Dunlap, Mrs. C. F. Moore, Mrs. C. C. Acker, Mrs. Williamson and Mrs. R. P. Conaway, superintendent.

PARTY COMPLIMENTS CANYON VISITOR

Informality furnished the keynote for a lovely party given by Miss Mary Ann Baird Monday evening at her home, complimenting Miss Billie Bee Flesher of Canyon.

Christmas decorations were used throughout and the holiday theme was repeated in the refreshments. Games of monopoly and easy-money furnished entertainment.

Those who attended were Billy Jo Roberts, Nina Tynes, Melvina Stewart, Virginia Nix, Billie Bee Flesher, Bob Baird, George Conklin, J. T. Carroll, Palmer Norton, Bill Stanford, Billy Smith and the hostess.

DANCE HONORS SENIORS OF '35

Members of the 1935 Senior class of Hereford high school and guests attended a dance at the club house in State Park Tuesday night. The club house furnished an ideal background for the holiday get-together. Informality marked the evening's entertainment as the score of guests renewed old associations.

Out of town visitors, the college crowd, home for the holidays and local young people were among those who enjoyed the occasion. L. W. Carlyle and O. J. Beene were in charge of arrangements.

Mrs. Idalee Price of Amarillo is visiting Mrs. Daw Mercer this week.

YULETIDE PARTY AT HENSLEE HOME

An enjoyable yuletide party was given at the home of Mr. and Mrs. H. E. Henslee Wednesday night of last week, with Misses Betty Sue Henslee and Virginia Newell as co-hostesses.

Seasonal decorations were used to carry out a Christmas color motif of red and green. Gay streamers, glistening with icicles, added a festive touch and bright colored balloons and a decorated tree were featured.

Parlor games and contests furnished entertainment.

Guests were Dorothy Hastings, Lottie Tyson, Betty Cockrell, Helen Ruth Barber, Edith Jackson, Marthanel Ewton, Orvella Hill, Norma Jean Foster, Christine Fincher, Grant Fuller, Forbes Blake-more, Dean Dunlap, Merlin Conk-lin, Howard West, Arnold Wilkins, and Homer Henslee, Jr.

Want Ads

For Sale or Trade

FOR SALE: Grade "A" raw milk. Delivered to your door twice daily. Steam sterilized utensils and adequate refrigeration. Reasonable prices. Phone 668. Prairie Dairy. 20-1f

BARGAIN IN A HOME - Why pay rent when you can buy a home for a small payment and rest like rent? Two and half lots, 120 feet x 208 feet, with good double garage and partition thru the center ready to stucco, 20 x 20 feet. Good well water, 4 1/2 inch cylinder, 4 1/2 inch tubing, 6 horse-power gas engine equipped with pump jack. Throws a full 2 inch stream of water. A good dugout 12 x 20 feet. Located 3 blocks north of Mothers Park. \$125 cash, the rest like rent. No interest if paid when due. Priced to sell at \$300. Warranted Deeds and abstract furnished. W. E. Williams, Miles Building, two doors north of Methodist church. 1c

IRRIGATED Bundle Feed for sale. See G. H. Whitaker. 1p

FEED FOR SALE: Two cents bundle. At my place 6 miles northeast and second place north of dump grounds. J. W. Vicker. 52-2p

FOR SALE OR TRADE: A white face bull coming 4 years old. Will trade for white face bull. Fred Salzman, 3 miles west, 7 miles north of Hereford. 52-2p

FOR SALE OR TRADE: Singer sewing machine; 500 chick brooder and incubator. See Newton V. Nix at Star Barber Shop. 1c

FOR SALE: Two acres of land, with good well and house in South Hereford, reasonable terms granted. See Mrs. Bessie Davis at 410 Sampson Avenue. 52-3c

FOR SALE OR TRADE FOR CATTLE: 4 work horses. Also good milk cow for sale. See Hereford Motor Co. 1c

FOR RENT: Five room furnished house, close in. See Mrs. C. P. Cockrell. 1p

FOR RENT: Furnished four room house. Call at 410 Sampson Avenue, of mornings. 52-3c

FOR RENT: 2 furnished, light housekeeping rooms, modern. Telephone 132 or call at the Savoy Hotel. 1c

FOR RENT: Bed rooms, also light housekeeping rooms. Mrs. J. M. Boone, 300 East 5th Street. 1c

FOR RENT: 80 acres, about 8 miles southwest of Frisco, joining H. J. Helms land on the south. \$25 cash rent. M. Fillenworth, 2901 South 24th Street, Omaha, Nebraska. 49-4p

FOR RENT: Furnished apartment January 1. Modern. 706 25 Mile Avenue, phone 835-W. 50-3c

THE NEXT 10 young people who enroll in this school can do so on unheard of terms of tuition. You can also earn your board and room. Write for information. Fleming Business College, 808 1/2 Polk St., Amarillo, Tex. 52

Wanted - Wheat land near Hereford in the shallow water belt. Prefer land that is already broke out and sown partly to wheat. Write Donald Schwab, 342 Amarillo Bldg., Amarillo, Texas. 522

WANTED: To contact owner of some outlaw or blowed-up land in western part of county who might be interested in reclaiming, trading or selling cheap for cash. J. D. Love, Hereford. 55-3p

Lost and Found - STRAYED OR STOLEN: Two cows, two yearling heifers branded 1x on left hip. \$10 reward offered for return or information leading to return of the cattle. F. V. Friemel, Rt. 1 Canyon, Tex. 51-3p

THE CHURCH WORLD

CHRISTIAN CHURCH

Pastor, Rev. H. M. Redford, is spending the holidays with relatives in Dallas and Fort Worth. After attending the football game in the Cotton Bowl, Mr. and Mrs. Redford will return to be present at the services Lord's Day. An Untrodden Path will be the morning theme, and "Facing the New Year" will be the evening subject. A covered dish luncheon is to be served at the mid-week family night service Wednesday at 6:30. Every home is requested to bring a covered dish. At this time the program for next quarter will be outlined.

Bible school, 9:45 a. m. Morning worship, 11 o'clock. C. E. Societies, 6:30 p. m. Mid-week church family night, Wednesday, 8:30 p. m.

METHODIST CHURCH

Sunday school, 9:45 a. m. Preaching, 11 a. m. and 7 p. m. Epworth League, 6 p. m. Prayer meeting Wednesday, at 7 p. m.

WMS, Wednesday, 3 p. m. Ladies Bible study circles, Wednesday, 3 p. m.

The pastor will be in the pulpit both hours Sunday. Morning hour the Sacrament of the Lord's Supper will be observed, and in the evening, a New Year's message. You are invited to worship with us.

T. C. Willett, Pastor.

St. Anthony's

Beginning at 11 o'clock Thursday night, December 31st mass will be held one hour, or until the beginning of the New Year. A program consisting of meditation, prayer and music will be given. At the close of the benediction, the choir will sing Holy God, We Praise Thy Name. Visitors who desire to begin the new year in a spiritual service are welcome. Mass, New Year's day at 7 and 9 o'clock. Sunday mass at 8 and 10. Week day masses will be at 6:30 o'clock at the convent and at 8 o'clock at the church.

PRESBYTERIAN CHURCH

Sunday morning, first Sunday of the new year, the Lord's Supper will be celebrated. The pastor, Rev. J. C. Thorns, will bring a communion meditation on Where the Heart is Hushed.

Vesper service at 5. The subject of the sermon will be The Land of Beginning Again.

Sunday school, 9:45 a. m. C. E., 6:30 p. m. Prayer meeting, Wednesday, at 7:30 p. m.

Card of Thanks

We wish to thank our dear friends for the many acts of kindness shown me and my family during Christmas week. For the good things to eat, for the many kind deeds and words of love and sympathy. May God's blessings rest upon all.

Mrs. L. M. Turner and Family.

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AD NOW!

Mr. and Mrs. R. P. Casteel, son, Parks, left Tuesday for their home in Atlanta, Georgia, after spending the holidays with his parents, Mr. and Mrs. John Wilson. Enroute home they will visit his brother in Fort Worth and attend a family reunion held by his family in Sherman.

Ralph Hastings, who has been connected with the Panhandle Lumber Company at Meigs, New Mexico, for the past year, has been transferred to Sanray. He left Hereford Monday after spending the Christmas holidays with his parents, Mr. and Mrs. Henry Hastings.

AN EXTRA ROOM? TRY A WANT AD!



BEST WISHES

Just a little note to express our sincere best wishes for the coming year and to thank you for your continued patronage. Here's wishing you a Happy New Year!

AND

it is our hope, aim and ambition that every home in Hereford and its trade territory will be equipped in 1937 with a new

PHILCO RADIO
MAYTAG WASHER
or
ELECTROLUX

Hereford
Implement
and Appliance Co.
PHONE 451

VOTE!
FOR YOUR FAVORITE READING COMBINATION
PICK 3
OF YOUR FAVORITE MAGAZINES AND THIS NEWSPAPER

ALL FOUR FOR ONLY **\$2.25**

GROUP A PICK 2

- PICTORIAL REVIEW...1 Yr.
- American Boy...1 Yr.
- McCALL'S MAGAZINE...1 Yr.
- True Confessions...1 Yr.
- PATHFINDER (Weekly)...1 Yr.
- Better Homes & Gardens...1 Yr.
- Christian Herald...6 Mos.
- Flower Garden...6 Mos.
- Home Arts...6 Mos.
- Movie Classic...1 Yr.
- Republic Stories...1 Yr.
- Screen Play...1 Yr.

Check 2 Magazines thus (x)

GROUP B PICK 1

- HOUSEHOLD MAG...1 Yr.
- Gentlemen's Magazine...1 Yr.
- WOMAN'S WORLD...1 Yr.
- Brand's Gazette...1 Yr.
- Country Home...1 Yr.
- The Farm Journal...1 Yr.
- Good Stories...1 Yr.
- Successful Farming...1 Yr.
- Southern Agriculturist...1 Yr.
- Illustrated Mechanics...1 Yr.
- Progressive Farmer...2 Yrs.
- Daily Poultry Journal...1 Yr.

Check 1 Magazine thus (x)

THIS OFFER GUARANTEED

MAIL THIS COUPON NOW!

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

Gentlemen: I enclose \$2.25. Please send me the three magazines checked with a year's subscription to your newspaper.

NAME _____

STREET OR R. F. D. _____

TOWN AND STATE _____

ACT TODAY

Calling Bargain Hunters

USED CARS

These Cars Have Been Reconditioned and Are Ready for Prompt Delivery.

| | |
|--------------------------------|--------------------------------|
| 1933 Chevrolet Truck. | 1934 Chevrolet Master Sedan. |
| 1936 Chevrolet Pick-up. | 1934 V-8 Sedan. |
| 1935 Ford Pick-up. | 1933 Chevrolet Master Coach. |
| 1934 Chevrolet Pick-up. | 1932 Ford Tudor. |
| 1935 Ford Truck. | 1934 Chevrolet Standard Coupe. |
| 1933 International Truck. | 1930 Chevrolet Sedan. |
| 1935 Pontiac (8) Coach. | 1929 Chevrolet Coach. |
| 1935 Chevrolet Standard Sedan. | 1930 Buick Coupe. |
| 1934 Chevrolet Master Coach. | 1936 V-8 Coach. |

B Motor **BRUMLEY** **WOODFORD** **D** Company

Pre-Inventory Sale

Saturday Only

10% Off on All GROCERIES For CASH Only

We wish to extend to all our friends and customers our cordial and genuine wish that 1937 will prove to be the very best year you could have!

\$5 Groceries FREE!

SATURDAY, JANUARY 2

WEIR'S

RED & WHITE FOOD STORES

Try First to Buy in Hereford.

Frio News Items

BY MRS. W. A. SPRINGER
Mrs. Paul William spent Christmas at Albuquerque, N. M. Virgil Green spent the holidays in East Texas with relatives. W. A. Springer and family spent Wednesday in Silverton visiting relatives.

Mrs. J. B. Harlin and Miss Koma Hyatt entertained their Sunday school class with a party last Tuesday evening. Billy Roberson, Jim Alfred, Jack Owens, Joe Thomas, Almagene Roberson, Lotie Alfred, Polly Anna Crawford of Hereford were guests.

Mrs. M. A. Springer, Mr. and Mrs. Edward Roberson entertained A. T. Jones and family, Mr. and Mrs. R. A. Gilliam, T. L. Sparkman and family, Elmer Jones and family and Mr. and Mrs. Jodie Benson at their home in Amarillo Christmas Day.

Mr. and Mrs. Weldon Lindsey spent the holidays at Fort Worth with her parents, Mr. and Mrs. Jack Sanders.

Mr. and Mrs. Woodrow Williams and baby of Floydada visited relatives here Christmas.

Mr. and Mrs. R. A. Gilliam, O. Andrews and family spent Sunday in the home of Mr. and Mrs. T. L. Sparkman.

W. A. Springer and family called at the Hancock home Sunday.

Roy Hastings and Bill McLean attended the Sandy-Anlier football game in Amarillo Saturday.

Daniel News

BY PAULINE MOORE
The program and Christmas tree at Daniel school Wednesday night was well attended by this and the Fairview communities, the latter having a part on the program.

The program and Christmas tree at Palo Duro Christmas Eve night was a grand success.

Floyd Tomlinson and family visited in Lockney during the holidays.

Helen, Freda, Ruth and Joe Gill, who have been attending school in Canyon and Austin, spent the holidays with their parents, Mr. and Mrs. R. S. Gill.

Clarence Brown and family spent Christmas Day with her parents in Lingo, New Mexico.

Dave Moore and family ate Christmas dinner with Mr. and Mrs. Jacque Finney near Plainview.

Rev. and Mrs. Holtzclaw are here visiting during the holidays. He will fill his regular appointment Sunday.

W. R. Moore and family visited with relatives in Plainview and Oton during the holidays.

Progressive News

BY OLIVE PERKINS
Mrs. E. W. Carter and children of Stratford visited her sister, Mrs. Charles Green and Mr. Green Friday and Saturday.

Mr. and Mrs. Ray Hershey were entertained Christmas Day in the L. A. Smith home near Dawn.

Rev. and Mrs. Manney of Fort Worth called in the Owen Neel home Saturday afternoon.

Arch Conklin and family visited the Ray Hershey home Christmas Eve.

Mr. and Mrs. Ira Ricketts entertained at dinner Sunday Mr. and Mrs. Luke McBrayer and children, Mr. and Mrs. Archie Dougherty and children, Broadway, N. M.; Mr. and Mrs. Garvin and children, and Mr. and Mrs. J. W. Carter and children, A. J. Hughes, Silverton; Mr. and Mrs. Clyde Russell and children, Tex Roy; Mr. and Mrs. Lather Pevey, Hereford; and Miss Rosie Cohen, Borger.

Clyde Russell and family of Tex Roy spent the week end in the W. C. Russell and Ira Ricketts homes.

Archie Dougherty and family of Broadway, N. M., spent the holidays here with relatives.

Mr. and Mrs. L. G. Green of Hereford took dinner in the Green home Christmas Day.

E. Blakemore and family spent Christmas Eve with his parents at Summerfield.

Men of the community entertained at a party at the school house Monday night.

Mr. and Mrs. J. L. Park spent Saturday with their daughter, Mrs. E. Henry and Mr. Henry at Dimmitt.

Mr. and Mrs. C. P. Caldwell entertained Jeff Roberson and family, Cecil Hodges and Charles Hodges and wife of Hereford on Christmas Day.

Mr. and Mrs. Ed Peacock of Dimmitt spent Sunday in the E. Blakemore home.

Ira Ricketts and family, Miss Rosie Cohen, Archie Dougherty and family, of Broadway, and Mr. and Mrs. W. A. Ricketts, of Hereford spent Christmas Day in the Luke McBrayer home.

Misses Agnes Childre, Lorington, N. M.; Madge, of Albuquerque; and Edith of Amarillo; Mrs. P. E. Mayhew, of Hamlin, spent Christmas with their parents, Mr. and Mrs. Ed Childre.

Mr. and Mrs. J. L. Park and Miss Lucille spent Christmas in the Paul Vandender home in Amarillo.

Lloyd, youngest son of Mr. and Mrs. Orin Russell is ill with pneumonia.

Miss Nancy Ann Garrett of Carlsbad spent Christmas here with friends.

C. C. Bowman and family spent Christmas with Mr. and Mrs. Jim Platt at Fr. derick, Okla.

Mr. and Mrs. Ed Botta entertained at 6 o'clock Christmas dinner Mr. and Mrs. Clarence Botts and son of Hereford, Miss Grace Botts of Amarillo, Miss Ruby Robinson and Walter Botts of Embrock.

F. D. Perkins and Miss Olive were dinner guests in the Wedel home Christmas day.

Miss Rosie Cohen of Borger spent the week end with Miss Ira Jean Ricketts.

A community Christmas tree was given at the school house. A short program of songs, readings by Marilyn Edwards and Rosalee Dowelson, scripture reading by A. S. Higgins, prayer by Owen Neel, song by Miss Hicks' pupils and a Christmas pageant by the young peoples class. Treats were given all. Decorations and a lighted tree were in the rooms.

Frona News

BY JOYCE LANDRUM
A pretty wedding ceremony was performed in the basement of the Baptist church by the pastor, Rev. David E. Moore, which joined in the holy bonds of wedlock Miss Wayne New and Mr. John Stanley. The wedding took place on Thursday morning at 10 o'clock, with the following present: Mr. P. A. and Ralph New and wife, Misses Pauline Parr, Dorothy Loflin and Joyce Landrum. The bride is the daughter of Mr. and Mrs. Ed New, whose farm home is four miles southwest of Frona. After a short honeymoon the newly weds will be at home in Frona.

Mr. Halney Tate and Miss Dorothy Loflin were quietly married in Clovis Friday morning at 9 o'clock. The bride is the daughter of Mr. and Mrs. Loflin, whose home is eight miles south of Frona. The groom lives in Clovis, where they will make their home.

Mr. and Mrs. J. H. Landrum and Dorothy visited in Floydada Sunday and Monday.

Miss Beatrice Buchanan, student at Texas Tech, spent the holidays here with her parents.

Paul and Pauline Parr of Hereford spent Christmas with their parents here, Mr. and Mrs. J. W. Parr.

Mr. and Mrs. Sleepy Strong of Dimmitt spent Christmas with her mother, Mrs. Chronister.

Mrs. Johnnie Raylan and small son were in Clovis Monday.

Miss Dorothy Landrum who has been in California for her health the past six months, returned to her home here Monday.

Mrs. Roy Golden and two small daughters, of Portales, N. M., visited her parents, Mr. and Mrs. J. W. Parr, this week.

Conway Frost of Abilene visited here Wednesday and Thursday. He is the son of Mr. and Mrs. W. E. Frost.

Frank Truitt and son visited Mrs. Charles Baxter, daughter of Mr. Truitt, during Christmas.

Home From Holiday Visit

Mr. and Mrs. Lee Morgan returned home Sunday from a holiday visit with their parents in Liberal, Kansas. They were accompanied home by Mr. Morgan's sister, Miss Lillie Morgan, who will visit with them for several weeks.

Baxter was formerly Miss Mary Loa Truitt, and is now living in Elk City, Oklahoma.

Mr. and Mrs. Ed New left Saturday to visit in Oklahoma and East Texas for two or three weeks.

Mrs. W. A. Wimberly is visiting relatives near San Antonio.

Miss Ruby Lee West of Sudan, who has been visiting her sister, Mrs. Bernice May, for the past week returned home Friday.

THE STATE OF TEXAS

vs. Alice Murtaugh, a feme sole; Leo F. Garrity, Trustee in Bankruptcy of the Estate of Frank Murtaugh, a Bankrupt, Frank Murtaugh, a feme sole, Leo F. Garrity, Trustee in Bankruptcy of the Estate of Frank Murtaugh, a Bankrupt, Frank Murtaugh, and all unknown claimants, and to all unknown claimants, and to each of them by making publication of this notice in some newspaper published in Oldham County, Texas, but if no newspaper is published in Oldham County, then by publication in the nearest county where a newspaper is published, once a week for four consecutive weeks previous to the return date hereof, and said sheriff will make due return how he has executed said writ.

The aforesaid publication shall be notice to the said Alice Murtaugh, Frank Murtaugh, Leo F. Garrity, trustee as aforesaid and to all unknown claimants to appear at said time and place at 10 o'clock A. M. at the Court house in Vega, Oldham County, Texas, for the purpose of offering any evidence they may desire as to the amount of damages to be assessed against the State of Texas, and to be paid to Alice Murtaugh, Frank Murtaugh, Leo F. Garrity, trustee as aforesaid, and to unknown claimants, for the right of way and strip of land described in said Plaintiff's original petition, filed with the County Judge of Oldham County, Texas.

Witness our hands this 11th day of December, 1936.

C. L. MORRIS,
A. L. McNABB,
A. M. MILLER,
Special Commissioners, all of whose residence is Vega, Texas.

NEW YEARS GREETINGS

To our friends and patrons. May continued success be yours during the New Year — and for many years to come.

Our Aim — To Help Improve the Panhandle

PANHANDLE LUMBER CO.

Our Office — Clovis — Hereford

IRRIGATION
OR
WATER WELLS

I am in a position to give you a good bid on drilling or equipping any kind of well, from smallest water well to largest irrigation plant.

J. O. LYTLE
Hereford, Texas

Rance News

EDNA BEHREND
Mrs. A. J. Blakemore arrived home from Crowell Wednesday, where she had been visiting her daughter, Mrs. Easley. Her grand daughter returned with her to spend Christmas.

Mr. and Mrs. B. Rule and daughter, who have been in Oklahoma, are visiting in the R. L. Rule home.

H. G. Behrends and family went to Kress Saturday to visit relatives.

Miss Emma Lewell Plank went to Hedley to spend the holidays with her parents.

A. L. Behrends and family called on friends at Flag and Kress Saturday, returning Sunday.

Mrs. W. E. Murdock and brother, Cephas Shelbarger, and a niece, of Poplar Bluff, Missouri, visited in this community Saturday night.

Rev. Holman preached here Sunday morning and night. He took dinner in the Wainscott home.

Truitt Collier and family spent the holidays at Earth and Amherst.

HAPPY NEW YEAR, 1937

THE SEASON'S JOY TO ALL

LOOKING BACK

As we look back upon 1936, we are thankful for your consideration during the year and wish to express our gratitude.

Looking forward into the days of the New Year, we see evidence that good efforts will be worthily rewarded, that progress and prosperity will make this land and this community its abiding place. Full steam ahead with confidence, courage and cooperation.

Where Your Savings Grow

First National Bank

OF HEREFORD

MEMBER FEDERAL RESERVE SYSTEM

A Strong Bank Thoughtfully Managed.

Here From Pampa

Mr. and Mrs. E. J. Duncan of Pampa spent the holidays here. They visited in the Robert Boyd and Guy Lawrence homes and while here Mr. Duncan subscribed for the Brand for 1937. They lived west of Ford in Deaf Smith county three years, moving to Pampa about four years ago, and have many friends here.

HAPPY NEW YEAR!

No doubt you have been saying to yourself: "I AM going to save in 1937!" But how to do it is the problem you face, and we offer this solution: For a definite period of time — say a month — buy all your groceries and meats here. Keep track of every amount you spend, and save your cash receipts. At the end of this period figure your total, and compare it with your average for previous months. Once you do this you'll be convinced you really can save money here the year round!

CORN No. 2 Can 23c
PEAS American Wonder No. 2 Can 10c

SCHILLING'S COFFEE

1-Pound Can 27c
2-Pound Can 53c

PRUNES

NO. 10 Can 29c

SUGAR

10-POUND Cloth Bag 53c

CATSUP

Glen Valley, 14-oz bottle 10c

CORN, Stockley's Country Gentleman, No. 2 can 14c

CUT GREEN BEANS 9c

TOMATO JUICE 22c

Libby's, 3 cans

TOMATOES 5c

No. 1 can

COCOA 16c

Our Mother's, 16 3/4c, 2 lbs

KISSES 22c

Hershey's, 1 pound

MUSTARD 15c

Quart jar

SALMON 10c

Pink, No. 1 tall can

CHILI, Gebhardt's With Beans, 17 1/2c can 15c

APPLE BUTTER 17c

Libby's, No. 2 1/2 can

WHITE KING 30c

Granulated Soap, large, box

QUALITY PRODUCE

BANANAS 5c

Yellow Ripe, pound

SPUDS 37c

Idaho, No. 1 Russets, 10 lbs

ORANGES 19c

California, Med. Size, dozen

GRAPEFRUIT 19c

Texas Seedless, 6 for

ONIONS 3c

Yellow Sweet, lb

SWEET POTATOES 19c

East Texas or Portales, 5 lbs

RAISINS 15c

1-lb pkg 29c, 2-lb pkg

MACARONI 17c

1 1/2-lb pkg

FLOUR Great West

24-POUND Sack 89c

48-POUND Sack \$1.74

FRESH MEATS

GROUND MEAT 10c

Fresh ground, pound

STEW MEAT 10c

Veal Ribs, pound

STEAK 13c

Seven Bone, pound

ROAST 12c

Veal Chuck, pound

BACON SQUARES 25c

Sugar Cured, pound

HONEY 39c

South Texas, 5-lb bucket

PEARS 29c

Charmed Land, 2 Co. 2 1/2 cans

PREMIUM FLAKE 29c

Crackers, N.B.C., 2-lb box

TOILET TISSUE 23c

Charmin, 4-roll box

CLEANSER 15c

Old Dutch, 2 cans

TOMATOES 25c

No. 2 can, 3 cans

PEAS, El-Food 9c

Fresh Black-eyed, tall can

GRAPEFRUIT JUICE 25c

Olimto, No. 2 can, 3 cans

APRICOTS 16c

Rosedale, No. 2 1/2 can

PRUNES, Everfresh 25c

Italian, No. 2 can, 2 cans

SPAGHETTI 9c

Libby's, 16-oz can

CAKE FLOUR 23c

Swansdown, 2 3-4-lb pkgs

SHORTENING

MRS. TUCKER'S \$1.02

8-pound carton

KARO

LIGHT or DARK 34c

5-pound can

CRACKERS

EXCELL 15c

2-Pound Box

Thanks A Million!

During the year now closing I have enjoyed serving my county and people as judge and county school superintendent. It has been a privilege to work for such loyal and cooperating citizens. It has been a pleasure to serve you.

As I turn the duties of my office over to Judge Wilson I wish to say "Thanks A Million" for the patient consideration you have shown me.

HAPPY NEW YEAR

Judge W. M. Stewart

1937

PRICES GOOD FRIDAY AND SATURDAY

FURR FOOD

WE BUY OIL, EGGS, POULTRY, AND HIDES

Dixon Reported Much Improved; Old-Timer Seen

In a letter received by the Brand this week W. S. Dixon reported his brother, who has been ill at the Wilkerson Clinic in Bryan, Texas, as much improved. Mr. Dixon and wife left Hereford early in December to pay the sick man a visit and continued from Bryan on December 23, their 234-mile trip to Rockport where they are now spending the winter.

Mr. Dixon also wrote of seeing C. P. Atkins, an old friend and Plains pioneer, while in the central part of the state. The Rockport man and his wife accepted an invitation to a turkey dinner at the former West Texan's home and renewed a friendship which began more than 35 years ago when Dixon, Atkins and S. I. Lee first came to the Plains country. Other old friends were seen in Bryan and Brazos county.

Mr. Dixon further reported conditions in South Texas as being good.

Easter Items

BY LOUISE FRYE

Among the numerous Christmas dinners was one at the home of Mr. and Mrs. J. S. Smith. Present were Messrs. and Mrs. E. M. Allen, M. Carter, Geo. Chambless, H. Smith and their families; Mr. and Mrs. W. A. Epperson, Sumnerfeld; Mr. and Mrs. Clarence Smith, Eldorado; Mr. Parker and Roy Davis and daughter of Anadarko, Oklahoma.

H. B. and Ben Medley were dinner guests in the Chris Wegner home Christmas day.

Mrs. R. L. Sullenger of Estancia, N. M., visited her daughter, Mrs. Geo. Chambless, Sunday and Monday. Several old friends visited her Monday evening.

Billie Jean Woolery is spending her vacation with her grandmother, Mrs. I. W. Woolery, at Frisco.

Mr. and Mrs. Ed East and daughter visited in the Frye home Christmas day.

Mr. and Mrs. E. O. Dixon had as dinner guest Christmas Mr. Edwards of Frisco.

Mr. and Mrs. V. C. Woolery and children attended a family dinner at the Tom Sanders home Christmas day.

Mr. and Mrs. Geo. Chambless attended a family dinner in the Frank Axe home Sunday.

Mr. and Mrs. Carl Frye visited the Ray Johnson home at Sumnerfeld Sunday.

Louise Frye spent the week end in the Henry Hastings home at Hereford.

Hazel Chamness visited Sunday with Caroline and Carl Raefrye.

Visit Seymour Lockney.

Ernest E. Hayley and wife spent Christmas day with the Brand editor's parents in Seymour. On the return trip Mrs. Hayley stopped at Lockney for a few days' visit with her parents at that place.

Marriage Licenses Issued.

Issued December 24, to Mr. J. B. Noland and Miss Beatrice Lawrence.

Issued December 27 to Mr. Eugene W. Murphy and Miss Ruth Howard.

Card of Thanks.

We want to thank our many friends for their kindness and the beautiful floral offerings during the sickness and death of our beloved husband, father and son.

Mrs. A. G. Harris
Mrs. W. R. Harris and Family.
Mrs. Ed Humphries and Family.
Arthur Harris
George Harris
Mr. and Mrs. Melvin Harris.
Claude Harris
Mr. and Mrs. Francis Harris.

Amarillo Wins State Football Crown 3rd Year

The Golden Sandstorm football team of Amarillo won the Class A high school championship of Texas for the third consecutive year last Saturday when Kerrville was defeated 10 to 6. An estimated crowd of 17,000 fans, including hundreds from Hereford and Deaf Smith county, witnessed the first state championship game ever played in Amarillo.

The Golden Sandstorm won the right to meet Kerrville in the Interscholastic League finals by defeating Abilene in the quarter-finals and North Side of Fort Worth in the semi-finals.

Coch Blair Cherry's squad was undefeated and untied this season and scored 450 points to their opponents' 96 in 14 games. Their third win in a row ties the record set by Waco in 1925-26-27.

Among those who attended the game from Hereford were Jack Wayland, Mont Baker, Frank Gyles, Ike Crosthwait, Carl Frye, Babe Russell, J. M. Posey, Ted Young, John Patton, Tom Carter, C. A. Skelton, Glenn Witherspoon, Jack Grady, W. E. Upton, Willie Edelman, Eloyse Pittman, Charlie Bennett, Dow Mercer, Ralph Hastings, Truman Hines, Bill McLean, Nelson McRight, Bob Wilson, Jack Russell, W. A. Hunter, Jim Robinson, Lem Carlyle, Mark Hanna, Homer Crow, Frank Lookingbill, Mr. and Mrs. Faye Paddock, Mr. and Mrs. Don Baker, Mr. and Mrs. Keith Caldwell, Mr. and Mrs. Rufus Sewell, Mr. and Mrs. Ernest Medkief, Mr. and Mrs. H. A. Closs, Mr. and Mrs. Onias Carroll, Mr. and Mrs. Troy Moore, Mr. and Mrs. R. V. Miller, Mr. and Mrs. Tom Robinson, Ray Singletary, James R. Roberson, Mr. and Mrs. Charles Brooks, Mr. and Mrs. Emmett Milburn, Kermit Wilson, Newton Nix, J. M. Murchison, Mr. and Mrs. O. E. Easley, A. H. Streu, Russell Whitehead, Mr. and Mrs. J. C. McCracken, Mr. and Mrs. F. W. Dodson, L. H. Foster.

31 Die As Texas Celebrates Yule Holiday Season

Automobile accidents in Texas during the Christmas holidays took a total of 31 lives and injured more than 100, many of them critically.

A young man and woman lost their lives when the car in which they were driving plunged into the rain-swollen waters of the Waco creek early Sunday. They were drowned, while their two companions were rescued.

Traffic accidents throughout the nation accounted for 466 of the more than 600 who met violent death during the Christmas season. The nation's total surpassed the more than 400 violent fatalities of the double holiday last Fourth of July.

Rites Held In New York for Famous Editor

Funeral services for Arthur Brisbane, famous newspaper editor and columnist who died of heart disease Christmas Day, were held in New York Monday. Interment was made on his 5,000-acre estate.

More than 4,000 paid final tribute to America's highest-paid journalist.

Questionnaire To Be Mailed All Teachers

A supply of questionnaire cards for teachers retirement plan data, has been received at the Deaf Smith county school superintendent's office and will be mailed to teachers in the common schools of this county soon, according to announcements made this week.

Most of the teachers are still on Christmas vacation trips this week, but the cards will be mailed the first of the month it is understood. The work is being done in response to requests of the research department of Texas State Teachers' Association, which is gathering data for use in preparing a teacher retirement bill.

The county superintendent is responsible for securing the data from county teachers and superintendent of independent schools will gather the information from the teachers of their respective systems.

Card of Thanks.

We wish to express our deep gratitude to our neighbors and friends who so kindly aided us during the illness and death of our beloved wife and mother.

And to express our appreciation for the many deeds of kindness, for the words of sympathy and comfort spoken, and for the many beautiful floral offerings. May God's richest blessings be upon each of you.

Spent Christmas in Albany.

County Attorney John Coffee and wife and son, John Richard, and Dick Coffee of the Deaf Smith county agent's office, spent Christmas with their parents, Mr. and Mrs. S. C. Coffee, of Albany. Dick Coffee returned to Hereford, while the John Coffee family remained for a few days' visit. The local men's father is county attorney of Shackelford county.

Visitors in Beauford Home.

Mr. and Mrs. C. A. Horn of Lubbock spent the holidays with her mother, Mrs. A. H. Beauford. A family Christmas dinner was given by Mr. and Mrs. Clarence Beauford on Christmas Day, and Mrs. Horn's birthday was celebrated Sunday with a dinner at the home of Mrs. Beauford. Mr. and Mrs. Horn left for their home Sunday night.

Leave for School.

Rev. and Mrs. Carroll Holtzclaw left today for Waco, where they will resume their studies at Baylor University. They have been visiting her parents, Rev. and Mrs. B. N. Shepherd, during the holidays. Enroute to Waco they will visit relatives in Clearendon.

Mr. and Mrs. Claude Benton and daughter, Miss Geneva Sue, spent Christmas in Balls with Mrs. Benton's parents, Mr. and Mrs. R. L. Travis.

NAME "ALAMO" IS DERIVED FROM AN ANCIENT MISSION

The Mission San Antonio de Valero, stood on the east bank of the San Antonio River just across the stream from the town of San Antonio, in 1836 a settlement of about 7,000 inhabitants. The mission, which was founded in 1718, was in a grove of cottonwood (alamo) trees, hence the name "Alamo". It had been first a refuge of the Franciscan order, then a military post. The Mexican general, Cos, had abandoned it in 1835, and it had stood in a bad state of repair until February of the following year, when the Americans at San Antonio occupied it as a defense on the approach of the Mexican dictator, Antonio Lopez de Santa Anna, with three regiments of horse and fourteen battalions on foot, and army estimated at between 7,500 and 8,500 men by Captain R. M. Potter, U. S. A., observes a correspondent.

The old mission stood within the limits of a small village. To the east and west of it ran irrigating ditches and around it was a grove of cottonwoods.

The strongest part of the defenses was the old chapel standing at the southeastern corner of the mission premises. This chapel was 75 feet long, 62 feet wide, and 22½ feet high. Its walls were four feet thick and solid masonry. Most of its interior was open to the sky in 1836, only a portion of the west end and the north projection having a covering or a roof. In the east end of the chapel was a platform of earth. Three gables were situated in the chapel.

Wyche Items

BY PEGGY VALENTINE

Rev. Fred Hankins of Hart preached here Sunday. Rev. H. White of Westway has been appointed to preach here the third Sunday of each month.

Ivogene Elliston of Keene arrived last Thursday to spend the holidays here.

Alleene Arnold has been visiting her mother in this community.

Genevieve, Rollin, Berry Orr, Jr., and Mr. and Mrs. Roger Orr spent the holidays with their parents, Mr. and Mrs. Herdy Orr.

Mrs. R. W. Elliston and Georgia Rye, Bernice and Evelyn, Peggy and Lorene Valentine were in Canyon last Thursday.

Mrs. N. G. Elliston and Miss Ooten of Portus spent the holidays in the Elliston home.

Jim Gandy called in the J. D. Love home at Messenger Sunday.

Relatives from Pampa spent the holidays in the C. E. Davis home. C. E. Davis has been attending a family reunion in East Texas.

W. B. Saxton and family spent Christmas in the Buchanan home at Idalou.

Dock Robinson and family spent the holidays in the Walk, Brady home in Hereford.

Mrs. Bessie Mitchell was called to Plainview Sunday by the death of her aunt.

A brother and his family from California visited the Harper home during the holidays.

Rev. Fred Hankins spent Sunday in the Clifford Gandy home.

Nolie Elliston was in Amarillo Monday.

Ranle Harper was in Amarillo last week.

Renews for Brand.

The Brand has had a letter from Geo. A. Niebergall of Mendota, Illinois, in which a check was enclosed for another year's subscription to this publication. Mr. Niebergall has been a reader of the Brand for many years and always remembers to advance his subscription dates at the proper time. He owns land in this county and keeps up with conditions here through the paper.

In California for Winter.

The Brand has word from Mr. and Mrs. W. A. Gentry, stating that they are located in Van Nuys, California, for the winter. They left Hereford several weeks ago and spent three weeks at Hot Springs, N. M., a few days with relatives in Phoenix, Arizona, and on to California. Do start our paper to Van Nuys at once before we get homesick was their most urgent request of the Brand.

Mr. and Mrs. Peers, Wheate and little daughter, of Van Horn, Texas, arrived Christmas Day to spend several days with Mrs. Wheate's parents, Mr. and Mrs. O. G. Hill.

A. & M. Boys Attend Annual German Dance

A host of Texas A. & M. College students, home in Hereford for the holidays, and Aggie-eyes attended the annual Christmas party of the Panhandle Club at Amarillo Monday morning. The affair this year, a German dance, was jointly sponsored by the Panhandle Club of A. & M. students, the association of A. & M. parents and the Panhandle Exes. The Aggieband Swing Band, of the German which started at 12:30 a. m. Monday.

Student aggie home for the holidays and attending the affair were Jack Gilliland, J. D. Clayton, Billie Patton, Palmer Norton, Jim Bell and Edward Fullwood. Others from this city included Gaylord Newell, W. B. Wilson, Jack Russell and Dennis Baker.

Mr. and Mrs. H. E. Broadwell are entertaining as their guests for the holidays their children, Miss Ella and Harroll from Albuquerque, New Mexico, and Miss Mary from Tulsa.

H.F.D. Boys Join Other Clubs In Playing Santa

Santa Clauses visited the home of every child in Deaf Smith county last week. Families on direct relief and many of those on working relief found full stockings this Christmas through the cooperative efforts of civic and public organizations and various agencies.

Funds set aside for the annual Christmas party of the Hereford Fire Department boys was used to play Santa to six families. Instead, the organization announced this week.

Other organizations which assisted in the community wide distribution of seasonal cheer were: Pioneer Club, Lone Star Study Club, Business and Professional Women's Club, four Sunday school classes of Hereford churches, and the Lions Club.

Mr. and Mrs. John L. Whison, Mr. and Mrs. B. P. Castell and son, Parks, and Mrs. Jean Rice visited Mr. and Mrs. Gerald Morgan and family in Adrian Monday.

THERE'S NOTHING LIKE GAS FOR COOKING!

It's better for

- BAKING
- ROASTING
- BROILING
- FRYING
- BOILING

MODERN Gas ranges make cooking easier, faster, cheaper! Oven heat control prevents baking failures. Top burners light automatically. New broilers cut broiling time in half. See these marvelous gas ranges at your gas company!

West Texas Gas Company

1937

I gotta date to wish you a Happy New Year!

—and you gotta date with us if you are in the market for any kind of feed. Your hens gotta date with MERIT EGG MASH. The feeds for 1937 are

MERIT POULTRY FEEDS

WEST TEXAS FEED & SEED

Phone 265

HERE'S OUR NEW YEAR'S WISH TO YOU

At the beginning of the year 1937, we feel it is proper to greet our many friends and patrons in the spirit of the occasion; therefore we say to you, one and all:—**HAPPY NEW YEAR TO YOU!**

May you be happy, healthy and prosperous through every day and every day of the New Year. This is our wish for you.

Rosson Implement Co.

HEREFORD, TEXAS PHONE 51

BETTER GROCERIES LOWER PRICES

| | |
|--|------------|
| COFFEE Chase & Sanborn Pound | 26c |
| PANCAKE FLOUR | 13c |
| Maced 3 pound bag | 13c |
| RICE | 5c |
| Bin-Rose, pound | 17c |
| CRACKERS | 17c |
| Soda, A. I., 2-pound box | 17c |
| COFFEE | 17c |
| Break O' Morn, pound | 4 1/2c |
| TOILET SOAP | 4 1/2c |
| Vantly Fair, bar | 4 1/2c |
| OXYDOL Small Size | 9c |
| SHINOLA | 15c |
| Black or Brown, 2 boxes | 15c |
| BAKING POWDER | 23c |
| Dairy Maid, 1 pound, 9-ounce can | 25c |
| PEANUTS | 25c |
| 1-pound bag, 2 for | 25c |
| BROWN SUGAR | 25c |
| 3 pounds | 25c |
| PEAS | 10c |
| Choptank, can | 10c |
| JELLO | 11c |
| All Flavors, 2 boxes | 11c |
| ORANGES Sunkist, Medium Size, Dozen | 27c |

Flour

Gold Medal

24-Pound Sack

\$1.09

MEATS

HAMBURGER 2 pounds 25c

SMOKED BACON 28c

Best Grade, pound

ROAST 14c

Heavy beef, lb

TEXAS Grocery & Market

"NOT HOW CHEAP—BUT HOW GOOD"

GERONIMO PHONE 383 G. & HILL, OWNERS WE DELIVER GERONIMO

Amarilloites Here Christmas.
Mrs. Effa Rutherford of this city had as her guests Christmas Day her sister, Mrs. L. H. Davis and husband and family, and brother, Guy Ateburn, all of Amarillo. Mrs. Rutherford returned home with Mrs. Davis to spend Christmas night.

Will Enlist Hundreds.
The United States Marine Corps recruiting office in the Allen building at Dallas has announced that they have been authorized to enlist several hundred men during the next few months. Applicants must be between 18 and 25 years old.

STAR THEATRE
Hereford, Texas
Thurs. - Fri.
300

Reasons Nite
Mr. Deaton registered last week and his holidays were made happier. Yours may be if you register either Thursday matinee or night or Friday matinee or night.
On the Screen:
A story so fascinating Four Stars Begged to Be In It!

...each one thrilling you in her own way!

THE DIONNE QUINTUPLETS
in the most novel and suspenseful picture ever made

REUNION
FIVE LITTLE STARLETS!
THE DIONNE Quintuplets

Janet CAYNOR
Loretta Constance
YOUNG BENNETT
Ladies in Love
with Simone

Saturday Only
A PICTURE SO GREAT WE WILL OPEN AT 12 O'CLOCK NOON SO THAT EVERYONE MAY SEE IT

Gene's Greatest Adventure With Bullets and Ballads!
A price on his head - a song on his lips - new adventures with the ace of the six guns

GENE AITRY
'Oh Sizzanna'

WITH:
Smiley Burnette, champion. And those sizzling singing sensations of the South THE LIGHT CRUST DOUGHBOYS

BUCK JONES
PHANTOM RIDER

Mr. and Mrs. Elmer Ireland of Shallowater, Texas, were holiday guests of his twin brother, E. S. and Mrs. Ireland.

WHAT SURPRISING DRAMA STANDS REVEALED.
as the Country Doctor as he untangles the lives of his 3,000 grown-up "babies" in a dramatic home-coming!

THE DIONNE QUINTUPLETS
in the most novel and suspenseful picture ever made

REUNION
FIVE LITTLE STARLETS!
THE DIONNE Quintuplets

PLUS:
Popular Science and Paramount News!

Tues. - Wed.
BARGAIN DAYS
10c Matinee - Night 15c

LOVE FINDS HAPPINESS
IN AN ISLAND HIDEAWAY

ISLE OF FURY
MARGARET LINDSAY
HUMPHREY BOGART
DONALD WOODS

To-Night
Attend Our Gala New Year's Eve Preview!
Plenty of Noise for Everyone!

ON THE SCREEN:
She paid him to be a suitor, but he jilted her too well!

IT'S DELICIOUSLY DIZZY!

ANN SOTHERN
GENE RAYMOND
WALKING ON AIR
SHE HIRED HIM TO MAKE LOVE TO!

PERSONALS

Miss Maggie Coonaugher and brother, Bill, are in Lorenzo, Texas, visiting relatives.

Mrs. Ilow Mercer and Mrs. S. P. Rossion spent Tuesday in Amarillo.

M. and Mrs. Sank Ramey spent Christmas in Plainview with relatives.

Mr. and Mrs. Tom Majors spent the holidays in Clearendon with her mother.

Mr. and Mrs. George Parker of Amarillo visited relatives and friends in Hereford Friday.

Mrs. Cooper Morgan visited relatives in Lubbock during the Christmas holidays.

Miss Margaret Pierle of Canyon was a guest of her sister, Miss Eleanor Pierle, Tuesday.

Mr. and Mrs. J. A. Pittman were in Amarillo last Thursday attending to business.

Miss Eloyse Pittman returned home Sunday evening from a week end spent in Amarillo with friends.

Mrs. Ralph Webb left Tuesday for Bakersfield, California, where she will join her husband to make their home.

Mr. and Mrs. Thurman Hinds of Pampa spent Christmas with his brother, Truman Hinds. They returned home Sunday evening.

Miss Billie Bee Flesher of Canyon returned home Tuesday after a visit of several days with her cousin, Miss Mary Ann Baird.

Don Taylor of Pampa and Miss Esther Jennings of Amarillo were Christmas evening guests in the J. H. Pittman home.

Mr. and Mrs. Roy Lanham of Dimmitt, and Mrs. Walter Lanham of Dallas, were guests of Mr. and Mrs. I. L. West last Friday.

Mrs. Orin Carter and son of Memphis visited her parents, Mr. and Mrs. D. H. Bryant, during the Christmas holidays.

Miss Frances Turrentine of El Paso is spending the Christmas holidays with her sister, Mrs. E. W. Harrison.

Mr. and Mrs. Bill Simons and children of Plainview visited her sister, Mrs. Arlie Dean, and family during the holidays.

Mr. and Mrs. E. M. Simpson and small son of Amarillo were week end guests of her mother, Mrs. E. W. Harrison.

Mary Beth McComb of Amarillo visited in the homes of Bobo and John McLean during the Christmas holidays.

Mr. and Mrs. Jack Jones and children of Waco spent Christmas with his father and mother, Mr. and Mrs. J. S. Jones.

Alton Fraser, manager of the Farmers Oil & Grain Company, was in Amarillo Monday of this week.

Mr. and Mrs. John Olson and daughters, Yvian and Margaret, and Ann Cockrell were Amarillo visitors Saturday.

Mr. and Mrs. E. E. Fridley and daughter, Ursula, were guests of Dr. and Mrs. C. A. Pierle in Canyon Friday.

Mr. and Mrs. E. S. Ireland attended a family dinner Saturday in Dimmitt at the home of Mr. and Mrs. Will Wright.

Mrs. Lester Gordon and sons, Fred and Homer, of Vernon were holiday guests of her sister, Mrs. H. K. Fox.

Roger Brumley of Tulla spent the Christmas holidays with his parents, Mr. and Mrs. G. W. Brumley.

Mrs. J. W. Flynn returned to her home in Wichita Falls after a short visit in the home of Mr. and Mrs. C. P. Grimes.

Miss Alleth Elliston, who teaches at Pampa, spent the holidays here with her parents, Mr. and Mrs. Burl Elliston.

Mr. and Mrs. A. L. Manjeot and son of Elida, New Mexico, spent Christmas with her sister, Mrs. Pink Gilliland and Mr. Gilliland.

Miss Ursula Fridley, received a message, Wednesday from the Extension office at College Station calling her back to work. She left Wednesday night after spending the holidays here with her parents, Mr. and Mrs. E. E. Fridley.

Mr. and Mrs. Carroll Barnett of Plainview spent Christmas day here with her mother, Mrs. J. W. Beene.

Mr. and Mrs. Bob Wilson and little daughter spent Friday in Canyon with Mrs. Wilson's parents, Mr. and Mrs. F. M. Faulkner.

B. R. Fulkerson and family of Roswell, New Mexico, were here Christmas week visiting relatives and friends.

Mrs. Leta Barnett of Wichita Falls, who has been visiting her mother, Mrs. J. M. Boone, during the holidays will leave Friday for her home.

Band and Orchestra Parents organization will have their monthly meeting next Tuesday, January 5, at 7:30 p. m., in the high school building.

Mrs. M. A. Fox and son, Douglas spent Christmas day with Mr. and Mrs. J. A. Bowman in Amarillo. Mrs. Bowman is a daughter of Mrs. Fox.

Ralph Glennia arrived last Thursday to spend Christmas with Mr. and Mrs. H. K. Fox. He left Sunday for Fort Worth where he is employed.

Mr. and Mrs. Newt Gilliland left Monday for their home in Kilgore. They visited their parents and other relatives here during the holidays.

Miss Ann Craddock of Pullman, Washington, leaves today for her home after spending the holidays here with her sister, Mrs. Will S. Kerr.

Mrs. George T. Fraser left Monday night for her home in Crowley, Texas, after spending Christmas with her son, Alton and Mrs. Fraser.

Mr. and Mrs. C. H. Dillehay had as their guests on Christmas Day her father, A. M. Smith and Mrs. Smith of Plainview, and Mr. and Mrs. L. F. Sheffey of Canyon.

Mr. and Mrs. Joe Hudson and daughter, Betty Joe, of Seagraves, spent the holidays with her parents, Mr. and Mrs. D. H. Alexander.

Mr. and Mrs. D. H. Alexander and their daughter, Mrs. Joe Hudson, Mr. Hudson and small daughter, Betty Joe, were Amarillo visitors Saturday.

Mr. and Mrs. Arlie Dean and daughter, Mary Louise, Mr. and Mrs. Bill Simon and children of Plainview, and Miss Effie Whitsett were in Amarillo Saturday.

Mr. and Mrs. Sam H. Reid, Jr., left Sunday night for their home in Lubbock after spending Christmas with her parents, Mr. and Mrs. C. C. Ferguson.

Mr. and Mrs. Owen Miller and son, Jimmie, spent Christmas with their parents, Mr. and Mrs. W. L. Pickett and Mrs. John B. Miller.

Mr. and Mrs. Clifford Kester of Monte Vista, Colorado, left Sunday for their home after a visit of several days with his parents, Mr. and Mrs. F. M. Kester.

Noel Bryant, who is attending SMU at Dallas, spent the holidays with his parents, Mr. and Mrs. D. H. Bryant. Noel left today to return to his studies.

Mr. and Mrs. Kay Baird and children of Amarillo spent the Christmas holidays here with her parents, Mr. and Mrs. Hugh Witherspoon.

Mr. and Mrs. Niek Chatfield of Crowell are spending the holidays in the home of Mr. and Mrs. George Cantrell. Mrs. Chatfield will be remembered as Miss Oleta Elliston, sister of Mrs. Cantrell.

Mr. and Mrs. Ike Crosthwait and daughter, Miss Faye, returned home Sunday night after spending Christmas in Plainview with Mr. and Mrs. Frank Daniels. Mrs. Daniels is a daughter of Mr. and Mrs. Crosthwait.

Tommy, young son of Mr. and Mrs. Lyle Woodford, is quite ill at the home of Mr. and Mrs. J. T. Gilbreath, Jr. His condition was reported as improving late Wednesday afternoon.

Rev. and Mrs. W. O. Cooley of Dodsonville, Mr. and Mrs. Tom Harrod, Mr. and Mrs. Earl Davis of Pampa, spent Christmas with Mr. and Mrs. Keith Caldwell, returning to their respective homes Saturday afternoon after all attended the Sandy-Kerrville football game in Amarillo. Rev. and Mrs. Cooley are the parents and Misses Harrod and Davis the sisters of Mrs. Caldwell.

Hospital Notes

A baby girl was born to Mr. and Mrs. D. W. Brown at the Deaf Smith county hospital Sunday. Albert White, Deaf Smith county farmer, was admitted Tuesday of this week.

L. D. Merriek was admitted Thursday.

S. E. Haygood, farmer employed by Elmer Dameron, was admitted Christmas day.

Holidays In Littlefield.

Mr. and Mrs. T. W. Roberson and sons, Donald and Hicks, visited her sister, Mrs. George D. Neely and family, at Littlefield during the holidays. The occasion was the reunion of five sisters and one brother. One brother in New Mexico and one in Florida were unable to be present.

While there the five sisters attended the funeral of an uncle in Rotan.

Miss Glenora Powelson of Oklahoma City spent Christmas with her parents, Mr. and Mrs. Allen Powelson.

Local Singers

Join Pampa to Give 'Messiah'

Singers from the Hereford choral club joined those from Amarillo and Pampa to give the Messiah, an oratorio by George Frederick Handel, at the First Methodist church in Pampa last Sunday. Two of the six singers from this city who joined the chorus were presented as soloists.

The Hereford soloists were Ruby Thompson and LaNelle Shelhagen. Others who represented the local choral club in the inter-city chorus were Edgar Pickett, Troy Carmichael and Miss Genevieve Eberle.

Lester Aldrich, conductor of the Pampa chorus, was in charge and Emil F. Myers of Amarillo was guest conductor. The Messiah was first presented in Hereford and on Sunday, December 20, it was given at Amarillo, and at Pampa last Sunday. Singers from each of the three cities joined the chorus of each presentation.

Sanders Baby Born.

Mr. and Mrs. Jack Sanders of Clovis, New Mexico, announce the birth of Thomas Stephens Sanders Monday, December 28. The young man weighed nine pounds. His father is the son of S. A. Sanders of this city and has many friends here.

Mr. and Mrs. L. H. Rhodes and children of Dalhart have been visiting relatives here. They stopped in Hereford after spending Christmas with his relatives in Pecos.

Mrs. Joe Hendrix, her father and mother, Rev. and Mrs. M. M. Beavers and daughter, Lovey, of Lamesa, and Miss Zoe Beavers of Dalhart, spent the week end with relatives in Woodward, Oklahoma.

Reverend and Mrs. O. W. Carter and son, Weidon, of Memphis spent Christmas Day with her parents, Mr. and Mrs. D. H. Bryant. Rev. Carter returned to his home Saturday, and Mrs. Carter and son returned Wednesday.

JANUARY BRINGS BARGAINS **JANUARY CLEARAWAY** **BALANCE YOUR BUDGET**

Saturday PRE-INVENTORY SALE Monday

| | |
|---|---------------------|
| CRACKERS 2-Pound Box | 17c |
| STARCH | 25c |
| Faultless, small box, 6 for | |
| COCONUT Baker's, box | 5c |
| GELATINE White Swan or Marco, 6 packages | 25c |
| CORN Whole Grain Niblets, 2 cans | 25c |
| PANCAKE FLOUR Marco, large package | 15c |
| SALT Morton's, 2 packages | 15c |
| MILK 3 Large or 6 Small Cans | 21c |
| SOAP FLAKES Ivory, 12-cent size, 3 for | 29c |
| GINGER ALE Or LIME RICKEY, 24-ounce bottle | 12c |
| SUGAR Brown or Powdered, 2 packages | 15c |
| PINEAPPLE JUICE Three cans | 25c |
| MACARONI Or SPAGHETTI, two packages | 9c |
| TUNA Two Cans | 25c |
| PIMENTOS Seven-ounce can | 10c |
| PDUNES No. 10 can | 29c |
| PEANUT BUTTER Quart jar | 27c |
| OVALTINE Small size | 31c |
| RAISINS 4-Pound Pkg. | 29c |
| BAKING POWDER 25-cent can with cup and saucer | 21c |
| MINCE MEAT Three packages | 25c |
| MALTED MILK Chocolate flavored, pound can | 25c |
| CATSUP Wapeco, 14-ounce bottle | 12c |
| COFFEE Del Monte, 2 pounds | 55c, pound 28c |
| TOMATO JUICE No. 5 can | 25c, No. 10 can 45c |
| MUSTARD Quart Jar | 15c |
| Fresh Fruits & Vegetables | |
| LETTUCE Head | 5c |
| LEMONS Dozen | 27c |
| ORANGES Medium size, dozen | 24c |
| APPLES Dozen | 22c |
| CRANBERRIES 24c | 24c |
| GRAPEFRUIT Medium size, 6 for | 19c |
| SPUDS 10-pound mesh bag | 35c |

COMPOUND 8-LB CARTON \$1.02

CANDY BULK, POUND 10c

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