



The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"



32nd Year—Number 50.

The Hereford Brand, Hereford, Texas, Thursday, December 22, 1932.

Five Cents Per Copy.

Assurance Given Highway Progress In January

Santa Claus Parade Draws Great Crowd and Christmas Treat Makes Children Happy

More than a thousand little folks were made happy on the streets of Hereford last Saturday just before noon when Santa Claus appeared in person to join a parade of the high school band and a street packed full of children who had turned out in the almost zero weather to greet their old friend. A sack of candy, nuts and oranges was given every little tot present.

Because of cold weather or other underlying causes, several hundred children who were expected did not get to town, and the Brand is authorized to tell them their treat is waiting for them if they will ask for it of Mr. A. H. Streu at his hardware store. The sacks of Christmas cheer are stored close by, and Mr. Streu, who headed the committee of merchants to look after giving the treat, and the boys club who looked after giving the sacks to the little folks Saturday, have arranged for Mr. Streu to give treats to those who missed getting one of them. After Friday evening it will be 40c late, the sacks then remaining will be given to the American Legion for distribution in Christmas boxes.

Some were late in getting here Saturday, and merchants sent all little folks in that plight to Mr. Streu, who fixed them up just fine. There is a sack for every boy and girl under 14 years of age, free for the asking, and all of them are welcome to the treat. If any have not received a sack it will be given them. The hundreds of pounds of candy, nuts and fruit it took to put in the sacks are the Christmas offering of cooperating Hereford business and professional men given to the children of the homes of the region that trades in Hereford, in grateful appreciation of friendships and mutual business relations during this and many years before.

Thrilling Spectacle.

With the thermometer standing around 10 above, the sun shining, parking on houses, trees and streets covered with snow, people began gathering downtown shortly after 10:30 o'clock to see the Santa parade. Some families from 50 miles away were present, one reporting as early as 9:00 o'clock, so that none of the events would be missed.

The parade was delayed nearly an hour in starting, because the morning was so cold and to give the little folks more time to get ready.

Plenty of Adults.

The sidewalk and half the street for a distance each way from the big Christmas tree at the intersection of Main and Third was well filled with parents and deeply interested adults who were as jubilant over the joy of the little folks as if it were their own Christmas treat. And it was, in a way, for no one could look on that thrilled swarm of happy, laughing children without experiencing an exultation of well-being that soared over the humdrum affairs of every-day life, and brought joy from the spectacle of carefree childhood in the ecstasy of Christmas anticipation.

Business Paralyzed.

Sweeping past the Christmas tree the parade went south to First, then a block east and two blocks north to swing west again back to the big lighted tree, where old Santa's sled stopped and he, with the help of Leon members passed out a thousand sacks of Christmas cheer in about 30 minutes, while the band stood in formation just to the west and directed stirring traffic in all directions was possible as Third and Main were completely filled with the merry-makers and the air rang with the

(Continued On Last Page)

Weather Stays Cold and Wet Through Week

Local weather conditions have been anything but favorable for the past two weeks. While no snow of any amount has fallen since December 15, low temperatures have prevented the melting of the four to six inches that fell last week. On several mornings the thermometer has stood at one and two degrees above zero, with thawing temperatures coming but for an hour or two each afternoon.

Solid gray skies today brought a slight freezing rain at daylight, which continued to fall through the morning. It is some warmer but not enough to melt away the ice already formed, and walking or car driving is extremely dangerous.

Highways extending north and south were blown with enough snow by westerly winds Saturday and Sunday to make driving bad but not impossible. The state highways have been dragged to remove as much snow as possible, but the thawing weather has made driving dangerous and a number of cars have been damaged or driven into the ditch by slipping or side-swiping.

Be 'Goodfellow' and Distribute Holiday Cheer

The American Legion of Hereford will distribute a number of baskets of Christmas cheer next Saturday evening, as it has done each of several years past.

There is a call for assistance made to those who wish to join the "Goodfellow" movement and help in sending out Christmas Cheer baskets, to report to the Welfare headquarters in the basement of the court house and "adopt" a family to whom supplies they purchase may be sent.

The organized Welfare Association, contrary to popular belief, is NOT LOOKING AFTER THE CHRISTMAS BASKETS. It is finding its hands full to take care of the real need of those who come to the headquarters for absolutely necessary food and clothing.

However, a list of families is kept there, to whom Christmas cheer is not apt to appear unless it comes from an outside source, and it is to these that the Goodfellow baskets will be distributed.

Very few people have applied for the name of a family to assist in that way. Wednesday noon there were 70 families listed and but five or six had been provided for by someone saying they would sponsor a basket of Christmas things to be given them. Should there be still others who wish to send "Christmas" to folks who will otherwise not experience it this year, they are asked to report as early as possible to the Welfare headquarters.

Most Hereford Stores to Close Next Monday

From the best authority the Brand was able to secure by interviews with Mayor E. B. Black, the chamber of commerce, the Business Men's Association and contacts made with merchandisers, it is evident the stores of the city will observe next Monday, December 26, as a holiday, a number of them saying they would close regardless of what others may do, while others wish to act in accordance with the wishes of their fellow merchants. In nearly every case there was expressed a desire to take next Monday as a holiday.

Miss Inez Easter was in Amarillo visiting friends Monday.



For unto you is born this day in the city of David a Saviour, which is Christ the Lord.

And this shall be a sign unto you—Ye shall find the babe wrapped in swaddling clothes, lying in a manger.

And suddenly there was with the angel a multitude of the heavenly host praising God, and saying—

Glory to God in the highest, and on earth peace, good will toward men.—St. Luke 2:11-14.

MISS THELMA MCINN PRESENTS PUPILS IN PROGRAM

Despite threatening weather, a small but appreciative group gathered at the Methodist church last Thursday evening and enjoyed a varied program given by the piano pupils of Miss Thelma McInn. The program was well rendered and each number showed that much effort had been put forth. Many of the numbers were quite appropriate, as being suggestive of the Christmas season. Included on the program were piano solos, duets, and one piano duo, played by Misses Ruth and Thelma McInn.

Those who names appeared on the program were: Mrs. J. Durham, Geraldine Kendall, Nancy Olson, Mollie Jo. Robertson, Orrella Hill, Betty Jane Durban, Martha Perkins, Carmel Lee Guinn, Benrice Lawrence, Betty Jo Kendall, June Guinn, La Nelle Schelhaugen, Theda Lou Wilson and Ruth Marie Mount.

Friday afternoon at 4:30 the group gathered at the home of their teacher for a Christmas party. After playing several games the crowd was seated around the Christmas tree, from which gifts were distributed. Refreshments of popcorn were served.

W. J. (Bill) Smith arrived home last Thursday from the Beaumont hospital in El Paso where he has been confined for the past several weeks. Mr. Smith is very much improved and his friends are glad to have him home again.

Mr. and Mrs. Sam Steele and daughter, Ann, arrived Thursday from Fort Sumner to spend the holidays with relatives.

Mr. and Mrs. Walter Palmer and daughter of Abilene arrived this week to visit Mrs. Mary Palmer over the holidays.

Brand Extends Greetings For the Community

In joining with the people of Hereford and Deaf Smith county in the exchange of Christmas greetings and best wishes to all with whom it comes in contact, the Brand today experiences one of the most joyful weeks of each year's work.

Entirely aside from business affairs, people everywhere wish the heartiest good will to each other at Christmas, and it is the great pleasure of the paper to carry to the entire populace the heart-felt felicitations of so many of the business interests of the community.

Troubles, disappointments, heartaches and sorrows are put away more during the Christmas season than at any other time of the year, and this year of all others most of the people have known these cheerful greetings exchanged between them all.

May Christmas mean more than ever before to each of its readers, in the wish of the Brand, and as each extends to others the glad tidings of the season, may the same joys return to them manifold.

Mr. and Mrs. T. J. Carter left Thursday for Dallas where they will visit their parents during the holidays.

Mrs. Hubert Dowell who is attending Oklahoma University at Norman, is expected home this week to visit her parents, Mr. and Mrs. T. C. Mathier, and husband, Hubert Dowell.

SEVENTEEN BOYS AND GIRLS HOME FROM CANYON FOR HOLIDAYS

Eighteen students from Deaf Smith county joined the exodus Wednesday of almost 1000 students from the W. T. S. T. C. in the annual Christmas trek to their homes in 77 Texas counties and 12 states other than Texas. A few boys and girls left Tuesday when they completed their examinations and will remain at home until January 3, at which time the winter quarter of school opens at the College.

Those attending W. T. from Deaf Smith county include Burl Alexander, E. W. Barnett, Ashby Bruton, Alberta Davis, Addie Hastings, William D. Hawkins, G. T. Higgins, Frances Holman, Geneva Griffin, Keith Guthrie, Woodrow Ireland, Bettie Rose Kerr, J. C. Mine, Oline Bamey, Maurine Spradley, Carl Spratt of Hereford, and Catherine and Margaret Steen of Adrian.

The Baptist churches of the Tierra Blanca Association, embracing about 20 organizations in a number of nearby counties of the Panhandle, Monday of this week shipped out from Hereford a car of food and clothing for the Buckner's Orphans Home in Dallas.

A part of the contributions from the Hereford church included 800 bushels of wheat to be made into flour for the Home.

John L. Wilson of Vega visited Mr. and Mrs. Cliff Estes one day this week.

State Department Requests Right-of-Way and County Will Deliver It On 12th

Mrs. V. T. Downs, Sons, and Miss Flanery Hurt

Mrs. Volne Downs and two children, "Buddie" and "Wink", and Miss Dorothy Flanery were all four seriously injured late last Saturday evening just north of Fort Worth when Mrs. Downs' car collided with that of Herman and E. B. Gish of Amarillo, according to reports furnished the Brand.

Mrs. Downs and children were on their way to spend the holidays with home folks at Durant, Oklahoma, and Miss Flanery, Hereford teacher, was accompanying them as far as her home in Sherman.

All six persons were taken to the hospital as the result of their injuries. Miss Flanery suffered from a severely sprained neck and back, but has since been able to be taken home to Sherman.

A telegram from Volne Downs received Wednesday stated none of his family was critically injured—cuts, bruises and sprains being the extent. He was in Phoenix, Arizona, at the time of the accident, and went through here Sunday by train in response to word sent him.

The Gishes are operators of radio station KGRS in Amarillo, according to a statement carried in the Paris paper giving an account of the accident.

Carry Market Exchange Over Into This Week

Disagreeable weather and road conditions last week prevented the attendance of rural demonstration club members at the Exchange Market held in Hereford Thursday, Friday and Saturday, making a shortage of the food and household supplies expected to be on hand. However, those who were able to bring their commodities in and those who attended to buy or exchange the exchange of articles were amply repaid for their efforts.

Continues This Week.

So pleased were the governing members of the county demonstration council with the response given to the Market Exchange idea because of the inclemency of last week's weather, it was determined to hold the market open the afternoon of each day this week.

The continuing cold has been almost as bad as the conditions of last week, and with the exception of Wednesday afternoon the market has not been in operation. It is expected that it will be open the last days of this week, though.

Mr. and Mrs. Paul Certain arrived Sunday from El Paso to spend the Christmas holidays with Mrs. Certain's parents, Mr. and Mrs. Rex Tynes, and family. Mr. Certain will be located in Pampa after the first of the year.

Hereford Girls Lose by Point to Champions

Hereford fans who accompanied the local basketball teams to a tournament at Dimmitt over the past week end, received an agreeable surprise to see the Hereford girls team come from behind to spend the famous state champion Dimmitt girls team in the final game, only to lose by a one-point margin at the last, 19-18.

At that, two shots from the local forwards barely slipped out of the basket in the last minutes of play to keep victory from Hereford. In the semi-finals Hereford defeated Happy 34-17.

The local boys were not so fortunate in their play, the sorry Happy boys shooting rings around them to take a game away by a decisive score.

Full speed ahead for the proposed highway work between Hereford and the east line of Deaf Smith county is promised by the announcement this week that the commissioners' court has been given the signal by the state highway department and the latter is now ready to take charge of the proposition and bring it to completion. That is in keeping with a resolution given by the county commissioners to the state department June 20, whereby Deaf Smith county became pledged to furnish the 125-foot right of way ready for the construction work to begin whenever the state highway department would say it was ready to start the grading and drainage structure work it had proposed to do free of all cost to the county.

Outlook Bright.

Prospects for the construction work to begin soon are brighter now than they have ever been, and should that happen it will mean work for many Deaf Smith county citizens at hand labor and with trucks, for it can be made a part of the state highway contracts that local labor shall be used wherever possible. The receipt of a letter from W. J. VanLondon, district highway engineer, from Amarillo last Friday, stating the state department desired the right of way as required, is the signal for final work to be done on the project by the county and authoritatively marks the state's determination to carry out the proposition.

Meetings have been held during the past week by the county commissioners, the citizens' committee that has been working to secure the right of way, and E. H. Gohmert, resident highway engineer in charge of the construction work now going on in Randall county and with jurisdiction over the preliminary work as it progresses here; and letters from Mr. VanLondon, brought the Deaf Smith county highway proposition to the point where it seems there is a possibility of its success.

Ready January 12.

County Judge Earl W. Wilson says the county has been officially notified to have the proposed right of way in absolute readiness for the state to proceed with the awarding of the contract and beginning the construction work at the earliest possible moment, and the county will have its part ready to give over to the state on next January 12.

For Paved Highway.

The letters from Mr. VanLondon expressed a desire for letting the building of a highway for the grading and drainage structures, as was at first proposed, but in addition will include the laying of a concrete base and an asphalt topping for a completely paved highway, to be constructed entirely at state and federal expense. The letters stated also that it was hoped the contract could be let in January if any at all were awarded then by the state highway department, and not later than February. The recent ruling by the state supreme court relative to Ex-Governor Ferguson's suit to prevent further state highway contracts being let, would permit the department to proceed at least for the next sixty days.

Work on securing the right of way for the distance from Hereford east to the county line has proceeded during the summer and fall months. It has consisted of getting from the adjacent property owners deeds to an additional 65 or more feet on the north side of the present highway, getting the utilities company to move its high-line poles to locations outside the new right of way, and, where necessary, fencing the north side of the road. Those obligations the county took upon itself to do in the resolution passed June 20, and preparatory work has been in progress since that time.

Few Condemnations Necessary.

Now that the state department has notified officials here it is ready to start, the finishing touches are all it is necessary for the county to do to have the right of way prepared at the time it was set, January 12. A very few property owners have been obtained, giving the added land needed, and condemnation proceedings will be used to secure the needed tracts.

Mrs. C. W. Murray is in El Paso visiting her sister, and expects to be away until next spring.

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

Published By
BRAND PUBLISHING
COMPANY

SETH B. HOLMAN,
Editor and Owner.
R. E. KESSIE, Manager.



TELEPHONE 30—AT NIGHT 496

NOTICE TO THE PUBLIC
Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon the notice of same being given to the editor personally at the office on North Main Street.

Entered as second-class matter at the postoffice at Hereford, Texas, under the act of March 3, 1879.

SUBSCRIPTION PRICES:
Zones 1 and 2, per year \$2.00
Zones 1 and 2, six months \$1.00
Outside Zone 2, per year \$2.50
Outside Zone 2, six months \$1.50
Outside Zone 2, four months \$1.00

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

Fairview-Palo Duro Items

BY MRS. JOHN BOLING

The snow which fell last week was needed very badly. For the most part it was a still snow and lay from four to six inches on the level. The extreme cold has been hard on stock.

The school's coal pile was robbed on the night of the beginning of the cold spell. However, the trustees had more coal on the grounds by Monday morning and the children did not suffer. We hope only the direst need drove someone to steal from the school.

Mr. and Mrs. W. J. Miller and children, Lawrence and Billy, of Panhandle visited the W. O. Comingo home Sunday.

The beef canning demonstration at the R. L. Campbell home was well attended and everyone is telling some one else of things learned at the demonstration.

There has been many cases of sickness in the community, but no contagious diseases.

Because of the snow and sick-

A LONG TIME AGO IN HEREFORD

(From Files of The Hereford Reporter, January 3, 1902)

E. J. White, manager of the Hereford telephone exchange, was making arrangements whereby the Hereford phone users might enjoy connections with Amarillo, Canyon and Plainview.

An addition to the Hereford high school building had been completed, relieving a badly congested condition.

Plans had been completed for a telephone line between Hereford and Dimmitt.

G. H. Guinn and family had arrived from Chillicothe to make their home in Hereford.

E. F. Connell had been in town from his Eudee, New Mexico, ranch, enroute to Amarillo.

The editor announced that the Reporter expected to begin erection of a new office building in the near future, and asked that all indebted to the paper call and pay up so that the building might be financed.

Sam Morris had loaned his keys to someone, and in an advertisement for their return, stated that his trunk key was on the ring, and intimated that unless he got that key Saturday night might mean nothing more to him than just Saturday night.

R. J. Kibbe and F. M. Avis had returned from a business trip to Amarillo.

Hereford ministers were taking a census of Hereford, the result of which was eagerly looked forward to.

Troy Womble had completed a neat cottage on the lot next to the Pierabend residence, which was to be occupied by W. H. Rayzor.

Judge J. P. Connell and wife were visiting in Shelby, Mississippi.

Royal Hubbell, photographer, had written a "piece" to the Brand in which he pointed out a few defects in the condition of Main street. Among other things he stated that one could travel ten million miles over the Panhandle and not find another section of road as rough as that leading from the depot to the drug stores. He wanted something done to convert Main street from "a deserted lime quarry to a real, sure enough street."

(From Files of The Hereford Brand, December 25, 1911.)

D. H. Bryant was spending the holidays in Tennessee.

A. M. Jones was lucky—he had received a box containing a ham and several pounds of sausage from relatives in Tennessee.

Dr. C. A. Hadsell had been in Hereford from the irrigated section of Colorado, and was advocating more irrigation systems for this region.

As a special inducement to unmarried men to come to Texas, the alluring "bait" of 325,000 unmarried girls in this state was held out.

Christmas trees had been hauled from the breaks 45 miles away with which to decorate the various churches of Hereford, and assure the children attending the best Yuletide possible.

Nine inches of snow, the biggest fall since 1903, covered the Plains, when 20 inches was recorded.

At Summerfield 20 friends and relatives of J. B. McMinn had surprised him on his 67th birthday with a big dinner.

Lawrence Johnson, merchant prince at Summerfield, had sold baled kafir for \$9.50.

B. B. Black and family were spending the holidays in Cleburne.

W. J. Chapman had been in from the north part of the county consulting Santa Claus.

Bill Smith had received his appointment as assistant in the Plainview post office, his salary fixed at \$900 per year.

ness this community did not get to Hereford to take part in the Exchange as it had planned. Many had planned to carry products or articles for exchange.

Miss Elva Lee Bagley of Canyon is visiting Miss Sall Jean Higgins.

Mrs. O. J. Grabbe has been staying in the Otto Smith home since the snow so as to be nearer the school.

Eleven-Mile

BY EUNITA WILLIAMS

Among those shopping in Hereford Saturday were J. T. Guinn and son, L. M. Williams and daughter, Eunita.

Miss Vida Short spent the past week in Friona with relatives and friends.

There was no Sunday school last Sunday at Messenger on account of bad weather.

J. T. Guinn and Jody Boston called at the L. M. Williams home Sunday.

Mrs. W. A. Whitson is on the sick list this week.

Miss Maurine Ford, one of the Messenger school teachers who has been absent from school the past

week with influenza, was able to be back in school Tuesday.

Quite a number from this community attended the funeral of Mrs. George C. Messenger Tuesday.

Our greatest sympathy goes to Mrs. Livings and sons, Geo. C. Messenger and sons and Mr. and Mrs. J. N. Messenger.

Mr. and Mrs. J. E. Myers of Oklahoma are visiting in the Gene Julian home this week.

Robert Myers who has been visiting in Oklahoma the past three weeks, returned home the first of last week.

This community has been visited by a number of snows, which we hope will be of benefit to the wheat crop.

Mr. Miller of Holene, New Mexico, was trading in Hereford Saturday.

Everybody is invited to a Christmas tree and program at the Messenger school house Friday night, December 23. If you don't want

to miss a good time you had better be there.

Jody Boston called at the Short store Thursday.

NOTICE OF INTENTION TO APPLY FOR SPECIAL LAW.

Notice of intention to apply to the Legislature of Texas, which will convene in January, 1933, for the passage of an Act or Acts authorizing Panhandle and Santa Fe Railway Company to purchase or lease the properties now owned, or hereafter acquired by Clinton-Oklahoma-Western Railroad Company of Texas, Kansas City, Mexico and Orient Railway Company of Texas, and North Plains and Santa Fe Railway Company.

The undersigned will apply to the Legislature of Texas, which will convene in January, 1933, for the passage of an Act or Acts, authorizing the Panhandle and Santa Fe Railway Company to purchase

or lease the railroads or other property now owned, or hereafter acquired by Clinton-Oklahoma-Western Railroad Company of Texas, and to purchase or lease the railroads and other property now owned, or hereafter acquired by Kansas City, Mexico and Orient Railway Company of Texas, and to purchase or lease the railroads and other property now owned, or hereafter acquired by North Plains and Santa Fe Railway Company, such lease or leases, if executed, to include the branches and extensions of such railroads, and each of them, that may be hereafter constructed.

OF TEXAS
By (Signed) W. B. Storey,
President.
KANSAS CITY, MEXICO AND ORIENT RAILWAY COMPANY OF TEXAS
By (Signed) W. B. Storey,
President.
NORTH PLAINS AND SANTA FE RAILWAY COMPANY.
By (Signed) W. B. Storey,
President. 48-50

YULETIDE GREETING

We wish each and every member of this community a Christmas Chock-full of joyous, lasting contentment.

We have plenty of "last-minute" shopping Selections. Be sure to visit our Upstairs Toy Department.

Streu Hardware Company

CHRISTMAS Greetings

To some, the Christmas Spirit is spontaneous good-will—the presence of friends—and the hearty cheer of the well-prepared dinner; to others, it is giving gifts to friends—Helping the needy—and going home for the holidays. TO ALL of us, the Christmas Spirit is Color, Tinsel and LIGHTS!

The entire Personnel of the Texas Utilities Company joins in wishing you the Christmas that will linger longest in the treasures of memory, to cheer you on through the New Year.

Texas Utilities Company

CHRISTMAS and NEW YEAR HOLIDAY EXCURSION FARES

Greatly reduced round-trip rail fares to many destinations throughout the United States, also to some points in Canada and Mexico.

North—South—East—West
33 TO 70 PER CENT REDUCTION

"CHEAPER PER MILE THAN DRIVING A CAR"
Also Reduced Pullman Rates.

Some Tickets go on sale as early as December 16th.

For Full details—
Call J. E. BEYER, Agent, Hereford, Texas. Or Write T. B. GALLAHER, General Passenger Agent, Amarillo, Texas.



Merry Christmas Have Money

ANOTHER Christmas... another year,
Another wish... another cheer.
But what we're wishing... won't you hear?
MERRY CHRISTMAS! HAPPY NEW YEAR!
START SAVING REGULARLY NOW
We Welcome YOUR Banking Business

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

Merry Christmas

Happy New Year



We want to thank all of our friends and customers at this time for their patronage this past year.

WEST TAILOR SHOP



CHRISTMAS GREETINGS

We have enjoyed many pleasant business transactions with you during Nineteen Thirty-two, and are awaiting Nineteen Thirty-three as a year to make scores of new friends.

Let us do your laundry work during this disagreeable weather, and save you from undue exposure and possible sickness.

Have your suits and dresses cleaned and pressed spic and span for the Holidays.

HEREFORD LAUNDRY



CHRISTMAS festivities, as the modern world observes them, owe much of their warmth and charm to the survival of pagan customs. Prof. William Warren Sweet of the Divinity school, told a University of Chicago group. Speaking at a noon-time service in Bond Chapel on the campus, Doctor Sweet, who is professor of the History of American Christianity, analyzed the history of the Yuletide celebration, and asked that the small Christmas element in it be kept uppermost.

Exchanging gifts at Christmas time is a practice taken over from the Romans, and the Christmas dinner, the holly wreaths, and even the Christmas tree customs can be traced back to the barbarians of northern Europe, Doctor Sweet said. America's contribution to the occasion has been chiefly its commercialization.

"It was not until after the middle of the fourth century after Christ that a day was formally set aside for the church at Rome for the observance of his physical birth," Doctor Sweet pointed out. "As it was first observed by the church, Christmas was purely a spiritual festival. There was no gaiety; no bells announced the coming of the glad morn; there were no garlands; no tables heaped with good cheer.

"But it was not to remain long in the upper air of pure devotion. There were too many pagan influences about it, one of the most important of which was the feast of Saturn, which began on the seventeenth of December and lasted until the twenty-fourth. Saturn was the oldest and most benign deity of ancient Italy and his fabled reign on earth was supposed to have brought peace and happiness to mankind, and so the feast dedicated to him was full of joy and feasting. The



Voracious Feasting Ancient Precedent for Modern Christmas Dinner.

schools were closed, public places were decked with flowers, and presents were exchanged.

"Another festival which influenced the celebration of Christmas was the feast of the Kalends of January, which marked the beginning of the Roman civil year, and three days of merriment followed it. Mummies clad in women's clothes and animal skins danced the streets. Presents were given to dear ones. Honeyed things, that in the year the recipient might be full of sweetness, lamps that might be full of light; copper, silver and gold that wealth might flow."

Among the early colonists in America Christmas was observed as a festival only by the Church of England adherents and the Roman Catholics. Professor Sweet said. The Puritans, objecting to it because of pagan origins, banned any observance of the day. On May 11, 1609, the General Court of the Colony of Massachusetts passed the following law: "Whosoever shall be found observing any such day as Christmas or the like, either by forbearing of labor, feasting, or any other way, as a festival, shall be fined five shillings."

This statute was repealed twenty years later, but for more than one hundred years the great "evangelical" religious groups, the Baptists, Congregationalists and Presbyterians officially refused to recognize Christmas. Professor Sweet reported that he has been unable to find any reference to the festival of the nativity in the literature of these churches up to the Civil war. Shortly after the war a religious organ objected to the observance of the day on the grounds that there was no evidence to establish exactly the date of Christ's birth and that there was nothing in the New Testament to indicate that the birthday should be celebrated. "Ten years later, or about 1890, Christmas issues of church papers show a decided change in their attitude," Doctor Sweet said. "Christmas advertisements make their appearance, Christmas poems, and editorials. From this time onward the religious significance of Christmas has been growing in all evangelic churches."

CITATION BY PUBLICATION

THE STATE OF TEXAS, To the Sheriff or any Constable of Deaf Smith County—Greeting: You are hereby commanded to summon Nick Woelfel by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your County, if there be a newspaper published therein, but if not, then in the nearest County where a newspaper is published, to appear at the next regular term of the District Court of Deaf Smith County, to be held at the Court House thereof, in The City of Hereford, on the fifth Monday in January A. D. 1933, the same being the 30th day of January A. D. 1933, then and there to answer a petition filed in said Court on the 17th day of December A. D. 1932, in a suit numbered on the docket of said Court as No. 2043, wherein F. W. Freese is Plaintiff, and Nick Woelfel is Defendant, and said petition alleging that Nick Woelfel is a transient person, and that he executed, and delivered to plaintiff, for a valuable consideration, a promissory note dated May 10th, 1931, payable to plaintiff's order, on, or before, December 15th, 1931, in the principal sum of \$900.00, and due interest and principal bearing interest at the rate of 10 per cent per annum, and providing for 10 per cent of the principal and interest to be due as attorney's fees, if placed in the hands of an attorney. That defendant has not paid any part of said note, interest, or attorney's fees, and plaintiff, the owner and holder, placed the same with his attorney at Law, for collection, and agreed to pay him 10 per cent of the principal and interest, which amount is reasonable and necessary, and plaintiff prays for his judgment against defendant for his damages, including principal, interest, and attorney's fees on said note, cost of suit, and general relief.

Herein fail not, and have you before said Court, at its aforesaid next regular term, this writ with your return thereon, showing how you have executed the same. Given under my hand and the seal of said Court, at office in Hereford on this 17th day of December A. D. 1932. (Seal) L. H. FOSTER, Clerk, District Court Deaf Smith County, Texas. 50-4c

Unusually low prices for entertainment of this calibre will prevail, according to Wilbur C. Hawk, who booked the show for the benefit of the Tri-State Peaf Association. They will range from 55 cents to \$2.50, including government tax. Mail orders may be addressed to Mr. Hawk, care of the News-Globe, Amarillo, and tickets will be returned if remittance and three cents postage are enclosed. The famous scottish comedian will appear in Roswell the night of December 23, following a week's rest over Christmas. He will be in Amarillo the following night, and will go to Lubbock December 28 from here.

past week by influenza. No serious illness prevails. Mrs. Carl Frye and Charles visited Monday afternoon with Miss Mattie Woodburn in Hereford.

Easter Items

BY MISS LOUISE FRYE

Our school will dismiss Friday for the holidays, beginning again January 2. A program will be given Friday night at the school house.

Rev. McDonald filed his appointment here Sunday morning. On account of cold weather only a small attendance was present.

Mmes. Stummons, Walton, Betty Coonaugher and Miss Magate Coonaugher attended the Christmas party at Dimmitt, given by Miss Clark for the club women of Castro county.

Mrs. Jim Givan and little daughter of Bethel community visited Mrs. Carl Frye one afternoon last week.

E. O. Dixon and T. N. Jameson made a business trip to Clayton, New Mexico, last week.

Miss Martha Medley drove to San Angelo Friday to bring Ben home for the holidays. Ben is staying with a brother and attending high school in San Angelo.

Lee Coonaugher received 300 calves last Thursday and plans to feed them during the winter.

Several in this community have been confined to their homes the



SIR HARRY LAUDER

Amarillo.—Sir Harry Lauder, again singing his way around the world on an extensive tour, will appear in Amarillo the night of December 27. Sir Harry will sing many of his old songs, as well as new ones, and will appear in Scottish costume for many of them. Three years ago he was in Amarillo, and was the "whole show". This year he has a company of 30 entertainers with him, including his own orchestra. Dancers, singers and other performers make up the cast.

Of special interest to Pashandle folks will be the appearance in Sir Harry's company of two Dalhart youngsters, who have just completed a tour of Europe. They are Malde and Ray Blatherwick, who put on a western act of rope-twisting and other stunts that is difficult to equal.

Mrs. Carl Frye and Charles visited Monday afternoon with Miss Mattie Woodburn in Hereford.



CHRISTMAS GREETINGS

Many thanks for the fine patronage afforded us this year and pleasant friendships we have so much enjoyed.

Hereford Poultry & Egg Company

First Christian Church.
The church school and the morning service will both observe Christmas with appropriate programs. The junior and intermediate departments will present jointly a program of Christmas songs. At the eleven o'clock hour the choir will sing two special anthems, while the pastor will bring as his message on Christmas, "The Inn that Missed Its Chance". There will not be any evening service, as the congregation of the Christian church will unite in a service at

the Methodist church, presenting "A Christmas Evening With the Other Wise Man". Every member of the church is urged to be in Sunday school and present for the Communion service at 11. Visitors will be cordially welcomed.
Gentle Influence.
Do you think going into politics improves a man's disposition? Well, at any rate, he is obliged to look pleasant often enough to have his picture taken for campaign purposes.

GULF COKE
The finest, most satisfactory fuel we know of
CARLOAD NOW ON TRACK
West Texas Feed and Seed Co.
Phone 265

Merry Christmas
BUY FRIDAY AND SATURDAY



Where Christmas Shopping can be done QUICKLY and EASILY

CIGARETTES Chesterfields, Old Golds, Luckies, Carton **\$1.59**

Peaches or Apricots—In Heavy Sugar Syrup, No. 2 1/2 Cans, 2 for	25c	MARSHMALLOWS 1-lb package	16c	CAKE FLOUR Gold Medal, large pkg	21c
RAISINS 4-lb package	25c	COCOANUT Fancy Long Thread, lb	21c	MACARONI Spaghetti, Justice, 6 boxes	23c
SALT Morton's, 2 pks	15c	OYSTERS 5-oz can	9c	APRICOTS Choice, 2 lbs	19c
MINCEMEAT Old Time, 2 pks	17c	COFFEE Break O' Morn, 1-lb pkg	21c	SORGHUM Gallon	41c

SUGAR Pure Cane, 10-lb bag **47c**

COFFEE Schilling's 1-lb can **29c**

CORN No. 2 cans, 2 for	15c	OXYDOL Large pkg	19c	MEAL 10-lb bag	17c
TOMATOES No. 2 cans, 4 for	25c	CHOCOLATE Cherries Schall's, 1-lb box	24c	PUMPKIN Empson, No. 2 1/2 can	10c
PEAS, Libby's Fancy, No. 3 sieve, No. 2 can	16c	PINEAPPLE Half Slices, No. 2 can	10c	Salad Dressing Kraft, quart jar	25c
CATSUP Large Bottle	10c	SUGAR Brown or Powdered, 2 lbs	15c	LIGHT BULBS 25 to 60 watt, each	15c

Shortening 55c Swift's Jewel, 8 lb pail

Xmas Candy 25c 14 Varieties, Fresh, Delicious, 2 lbs

PICKLES Quart, sour or dill cut	14c	PRESERVES 1 lb Del Monte, pure	17c	BEANS Pinto, 10 pounds	29c
PEACHES Gallon	34c	BROOMS Each	21c	PEAS Pound	6c
SOAP White Laundry, 10 bars	19c	CURRENTS Package	10c	ASPARAGUS Picnic size, 2 cans	25c
PECANS Whole halves, new crop, lb	27 1/2c	MATCHES Carton	22c	HOMINY Or TOMATOES, per can	5c

Bacon Special, lb Pinkney's, Sliced, **15c**

ORANGES California Navels, Choice of Sizes, Box **\$3.19**, Half Box **\$1.61**

HAMS—Decker's or Pinkney's, large small, half or whole, lb	11 1/2c	APPLES Large size, dozen	17c	CELERY Well bleached, large stalk	10c
BACON—Dry Salt, Streak of Lean, Good to fry, lb	8 1/2c	BANANAS Yellow ripe, lb	6c	WALNUTS IXL Almonds, lb	17c
LUNCH MEAT Franks, Bologna, minced ham, lb	12c	COCOANUTS Large size, 2 for	15c	FILBERTS And BRAZIL NUTS, lb	15c
CHILI Pinkney's or Home Made, lb	15c				
STEAK—Home-killed Beef, Loin Round, T-Bone, lb	12c				
ROAST Our best meat, beef or pork lb	9 1/2c				
CHEESE Long horn, full cream, lb	16 1/2c				

We Have a Full Line of Dressed Poultry—See Us Before You Buy—The Best Price In Town!

Merry Christmas
It is with real pleasure that we extend our best wishes for your Merry Christmas and Happy New Year.
And at the same time may we thank you for your cooperation during the past year.
The helpful spirit which you have shown has and will continue to inspire us to do our best to keep our service good.
FOX MERCANTILE COMPANY

Furr Food Store

Santa Letters

Santa Claus: I want you to bring me a football and a knife. Bring my baby brother a car and anything else you are thinking of. Lots of love. CLYDE NIEL.

Santa: I want some games, a pair of pajamas, and I guess that is all for this is a great depression. Your friend, NORMA JEAN FOSTER.

Dimmitt, Texas. Santa: I want big, soft playthings with bright colors in it, and a pair of skates, dial phone and a book of the Bobby Twins; a pair of fruit candy and firecrackers, a mother's teapot pad, daddy's pair of good gloves. Your friend, CHARLENE MAPES.

Dimmitt, Texas. Santa: I will have to write a letter for him. He is only two years of age. He will tell me what he wants and I will do the writing. He wants a tool box and a... ERB...

Wishing You a Merry Christmas and a Happy New Year. Sweetest, your observant observer was present here was no one. Beauty Shop owned the... JENNINGS, PROP. HONE 24.

But it was the upper here were... about... return, which... he twenty... eldest and... lent Italy... arth was... once and... and so the... ras full of.

Merry, Merry Christmas! Extend our thanks for best wishes, in a spirit of appreciation. The good will you have shown us.

Fashion Dress Shoppe

Business and Professional Directory

Bill Smith Service Station

Phillips "66" Products

Phillips Service No. 1

Easley Radio Shop

Insurance Bonds

Insurance

Dr. E. B. Thomasson

Dr. G. W. Heard

Jno. H. Patton

with tools in it, and boards and nails, a dump truck, a stich horse with a head and wheels at the back. Your friend, BOB MAPES.

Dear Santa Claus: I thank you for the things you brought me last Christmas. I am trying to be a good girl. Please bring me a game of Finch, wire puzzles, toy bowling set, sewing machine, wood Xylophone, roll top desk, and a gun and scabbard, pair of gloves. Be sure to remember all the other girls and boys that have been good. With love of love, RENA HAE RENFRO.

Dear Santa: I know there is a great depression on and I can't ask for much. So when you have visited the poor kiddies what is left in your bag you can give me. Your friend, HENRY WEEMS.

Dear Santa Claus: I want a 25 cent knife and a 25 cent cap pistol. You must have a good time Christmas night. You have to take a lot of toys to good boys and girls. You must have to work all the year round. JERRY SMITH.

Dear Santa Claus: How are you? I wish you would please bring me a music stand, story book and stationery and a bicycle. I live at Hereford but I am going to see my grandmother. She lives at Cleburne. P. S. Please bring me a pair of overboots. Your friend, MARGARET RUTH KUCKER.

Dear Santa Claus: I want an electric stove and a doll with some clothes for it, and an electric iron. BESSIE FRANCES CARAWAY.

Dear Santa Claus: I want a gun and gloves, tie, shirts, boots and a cap, a car, nuts, candy, bananas, oranges and motor boat. DOUGLAS LOVELADY.

Dear Santa Claus: Please bring me a tool set, gloves, a gun and scabbard and some fine crackers. Your friend, BILLY GEAN WILSON.

Dear Santa Claus: I am a little girl two years old. Please bring me a baby doll with a blanket, doll buggy and some blocks. If you have a rattle bring my little tiny brother one. LITTLE HELEN JOYCE WILSON.

Dear Santa: I am Richard Ireland, age 8 years. Are you too poor to give presents this year? I want a little shovel, a knife and a big, BIG truck.

Dear Santa Claus: I want a bicycle and a cowboy suit and some candy. My little brother wants a stick horse, cowboy suit, candy, too, a Mr. Goodbar. JACK and BILLY LONDON.

Jumbo News

Mrs. Clem Gilliam, J. W. Berry, Ullman Hunter and Mrs. J. J. Wilder and Miss Maurine attended the Christmas party at the home of Miss Clark in Dimmitt. Each lady took a small gift and a gift exchange was enjoyed.

Mr. and Mrs. Ullman Hunter entertained Mr. and Mrs. W. A. Hunter and Addison, Mr. and Mrs. Sam and Phila Hunter and families, and Kenneth Hunter and wife and daughters of Frio with a turkey

night. Everyone is cordially invited to attend.

Johnnie Hardy spent Wednesday night with Mrs. Buck Wood at Dimmitt.

Mrs. Pat Lawbon of Hereford called on Mrs. Ullman Hunter Wednesday.

L. C. Baggott went to Hedley last Thursday and brought Mrs. Baggott and Betty Jo, who have been visiting there the past three months, home.

Mr. and Mrs. Chub Pinkert and Marion Spencer visited in the Kling home Friday night.

L. E. Beck visited in Dimmitt Saturday.

Mr. and Mrs. Buck Wood, Mrs. E. C. Hudson and children of Dimmitt, W. L. Hall and family, Mr. Noland, Mr. Durant, Easter, John Hall and family and John Martin visited in the M. L. Hardy home Thursday.

Mr. and Mrs. Floyd Tomlinson and children of Umberger, and Miss Gladys Carthal of Lockney spent Thursday night in the Wayne Carthal home.

Mrs. Pat Hardy and Sammy visited a few days with her parents, Mr. and Mrs. John Noland, at Easter this week.

Misses Johnnie and Kathleen Hardy and Grace Winkle spent Saturday night with Tina Mae Wright.

Mr. and Mrs. Press Dyer, Mr. and Mrs. Mack Dixon, Mrs. J. J. Wilder, Mrs. Dee Woolsey, Mr. and Mrs. Albert Schofield and Ullman Hunter and wife shopped in Hereford Saturday.

There will be a Christmas program at the school house Friday

Miss Thalia Parker spent Saturday in Amarillo with friends.

Mrs. Voline Downs and two children left Saturday for Durant, Oklahoma, where they will spend the Christmas holidays with relatives.

Travis Parker arrived Monday from Lubbock to spend Christmas vacation with his sister, Miss Thalia Parker. He is a senior in Texas Tech.

Miss Leah Bocock of Clovis was a Hereford visitor Monday.

In a Jam!

West Portal, Colorado—A cross-country ski-runner caught in a very undignified position as he unexpectedly arrived over a hidden obstruction on the Continental Divide near West Portal.

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When Brunswicks grow on rubber trees,
And pineapples on pine,
When elephants wear B. V. D's,
When six times six is nine,
When bootleg booze is fit to drink,
When we are movie stars—
We may neglect to wish you joy—
But meantime—here you are—



MERRY CHRISTMAS
H. L. RICE

THE LEADER CAN ACCOMPLISH WHAT OTHERS DARE NOT TRY



CHEVROLET PRESENTS A NEW SIX

Longer • Larger • Faster • Smoother • New in Styling • More Economical • And Featuring Fisher No-Draft Ventilation

THIS is Chevrolet Week throughout America. And the new car that millions have been watching and waiting for—the latest product of the world's leading builder of automobiles—is now on display: the New Chevrolet Six—at a new scale of low prices. Front, side, rear—inside, outside—everything about this new car is advanced, improved, exciting. Longer wheelbase makes it the biggest automobile in today's low-price field. The latest principle of car design, "Aer-Stream" styling, gives it a totally different, ultra-modern appearance. The new Fisher bodies are larger, wider—faultlessly streamlined—swung lower to the road—and offer the first basic improvement in travel comfort in over ten years: Fisher No-Draft Ventilation. Chevrolet performance in every gear is faster, flashier, more brilliant. The time-proved six-cylinder engine is more powerful as well as more economical. Improved Free Wheeling is combined with a "silent second" Syncro-Mesh gear-shift. Chevrolet engineers have developed a remarkable new invention that wins a complete victory over vibration: The Cushion-Balanced Engine Mounting. And as far as prices are concerned, several models now sell at the lowest figures in Chevrolet history. Chevrolet is able to do all this because Chevrolet has the advantage of being the world's largest builder of cars for 4 out of the past 6 years. Chevrolet builds cars in greater volume—buys materials in greater quantities—does everything on a bigger, more economical scale. Hence, Chevrolet is in a position to provide a better car at a better price than could possibly issue from any other source. The leader can accomplish what others dare not try!

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

AT A NEW SCALE OF LOW PRICES

SPORT ROADSTER \$485 COUPE \$495 COACH \$515
PHAETON \$515 SPORT COUPE \$535 SEDAN \$565 CABRIOLET \$565

All prices f. o. b. Flint, Michigan. Special equipment extra. Low delivered prices and easy G. M. A. C. terms

NOW ON DISPLAY AT CHEVROLET YOUR CHEVROLET DEALER'S

A GENERAL MOTORS VALUE

Grizzle Chevrolet Co., Inc.
PHONE 740. HEREFORD, TEXAS.

A Lawyer's Advice.

Mr. Newyrich strutted into a club into which he had been elected. He looked around to see if there was anybody there he knew, and after a while he discovered a well-known lawyer reading by the window.



JUST wanted to say Merry Christmas, and thanks for the check, Mr. Breen.

"Merry Christmas to you, Jim," he answered, "and you're most welcome to the check. Are you going out to—"

"Neither." The excitement of the moment made the lad forget that an office boy was conversing quite freely with the president of the company.

"Mothers ain't so stuck on checks," he continued, "they like something more personal—that shows you really thought about 'em."

"And what," he inquired, "did you select that was personal?"

"The sweetest scarf"—Jim was warming up enthusiastically—"all blue and gold and fringe on it, long as my hand."

"It must be a beauty," agreed Mr. Breen. "Yes, but that ain't all, Mr. Breen. My mother said she hoped some folks would sing carols outside our house tonight, 'cause she loved 'em."

"And what do you think? A whole crowd of us are going to sing carols for her. Oh, boy, won't she like that!"



NCE more Jean read through the letter which had arrived to find her in a mood of despondency most unusual. Like a gleam of sunshine, it had brightened the gloomy prospect of a Christmas away from home.

"I—can't—go!" Jean winked back unaccustomed tears and stared hard at a picture on the wall in front of her.

"If only—Jean sat suddenly upright with eyes sparkling. "I'll go to Mrs. Holden's and wear those clothes!" she cried ecstatically.

"Hello, Jenkins," he greeted. "I've just got an hour and a half to do some last minute shopping. Then I'll catch the train for home."

"Yes, sir," gasped Jenkins. "I do." And so up in the white house on the hill little Mrs. Breen put the golden coffee and brown muffins on the snowy table.

"Supper is ready, Joe," she called. The old man came slowly, a frown on his ruddy face.

"Now, Joe," the woman soothed. "Don't you go and let anything spoil your Christmas spirit."

"I know it, Myra. He patted the wrinkled hand. "But when I saw Seth Holden's boy and Daley's girl home for the holiday, I just couldn't help feeling a little bitter."

SOCIETY

HOME-MAKERS CLASS HAS CHRISTMAS PARTY. The Home-Makers class of the Baptist Sunday school enjoyed a Christmas party Friday afternoon in their class room in the church basement.

CHRISTMAS PARTY. The Junior Girls Auxiliary, Junior Royal Ambassadors and Sunbeams of the First Baptist church met at the church Tuesday afternoon for a Christmas party.

W. W. CLUB MEETS. The regular meeting of the W. W. Club was with Mrs. S. Oglesby Tuesday, December 8. The day was enjoyably spent in making quilt blocks.

MRS. McCULLOUGH HOSTESS. Mrs. R. E. McCullough was hostess to the Crescent Scouting club last Thursday afternoon. The members exchanged gifts which were hung on a beautifully decorated Christmas tree.

Mr. and Mrs. Ebert Brady and son, Billie Lewis, left Thursday for Nara Visa, New Mexico, where they will visit her parents, Mr. and Mrs. W. M. Stovall.

Miss Eunice Rutherford is spending the holidays with her parents in Tulsa.

Mrs. L. N. George of Dawn spent this week in the home of Mr. and Mrs. J. E. Beyer.

Mrs. James W. Witherspoon visited friends in Amarillo one day this week.

BAPTIST HOME-MAKERS' CLASS

The Home-Makers class of the Baptist Sunday school had their annual Christmas party Friday afternoon, December 16. After their business meeting, various games were played, then the members exchanged Christmas gifts.

Though the number present at the Twilight Musical Monday evening was not all that had been expected, the program was splendid. It consisted of varied piano, organ, violin and vocal numbers.

OUR GIRLS AND BOYS. Christmas time means a great deal to the folks at home because the boys and girls will be coming from their various schools to spend the holidays with their parents and friends.

From A. & M. are Ralph Clennin, Newt Gilliland, Robt. Bell and Andy Jones, who arrived Sunday. Hereford has always had boys in A. & M. and we are proud of them.

Miss Mary Ellen Parker arrived this week to be with her parents, Mr. and Mrs. G. A. F. Parker during the holiday season.

Kellar Muse arrived from Fort Worth where he is a student in T. C. U. one day this week.

Howard Eberle is in medical school in Galveston, and will spend most of his vacation in Houston.

TRY A WANT AD IN THE BRAND

JUNIOR BAY VIEW MEETS WITH MISS PITMAN

The Junior Bay View club met last Thursday evening for its last program of 1932 with Miss Eloyse Pitman as hostess. The life and works of Channing Pollock were reported on by Miss Ina Mae Hastings and Miss Eva Skelton.

Present were Misses Eva Skelton, Floyd Wilson, Martha Duncan, Tina Mae Hastings, Gwendolyn Spradley, Ruth Conkright; Mmes. J. C. McCracken, J. W. Witherspoon and B. M. Wiltshire.

LA AFFLATUS ESTUDIO CLUB. La Afflatus Estudio club met for its last meeting in 1932 at the home of Mrs. Jim Higgins for a Christmas party.

Whether we old folks see very much of our children during the time they are at home or not we are thrilled to have them with us. Somehow we are a little less lonely when we know they and their friends will be dropping in at any moment.

From W. T. S. T. C. Canyon, are Addine Hastings, Carl Spratt, Woodrow Ireland and Burl Alexander. This school could hardly get along if it were not for Hereford. A great per cent of the young people from here go there to school each year.

Duane Orr, Alton Miller, Homer Brunley, Noel Bryant and John Jacobson are home from Tech for the holidays. Ever since Tech has been established we have had a number from Hereford enrolled.

Miss Eunice Rutherford is spending the holidays with her parents in Tulsa.

TRY A WANT AD IN THE BRAND

NORTH HEREFORD DEMONSTRATION CLUB

The club will have its Christmas party Friday, December 23, at the home of Miss Odie Matthews—two miles north on 25-Mile Avenue. There will be a gift exchange.

J. C. Pitchford was here from Amarillo last Wednesday.



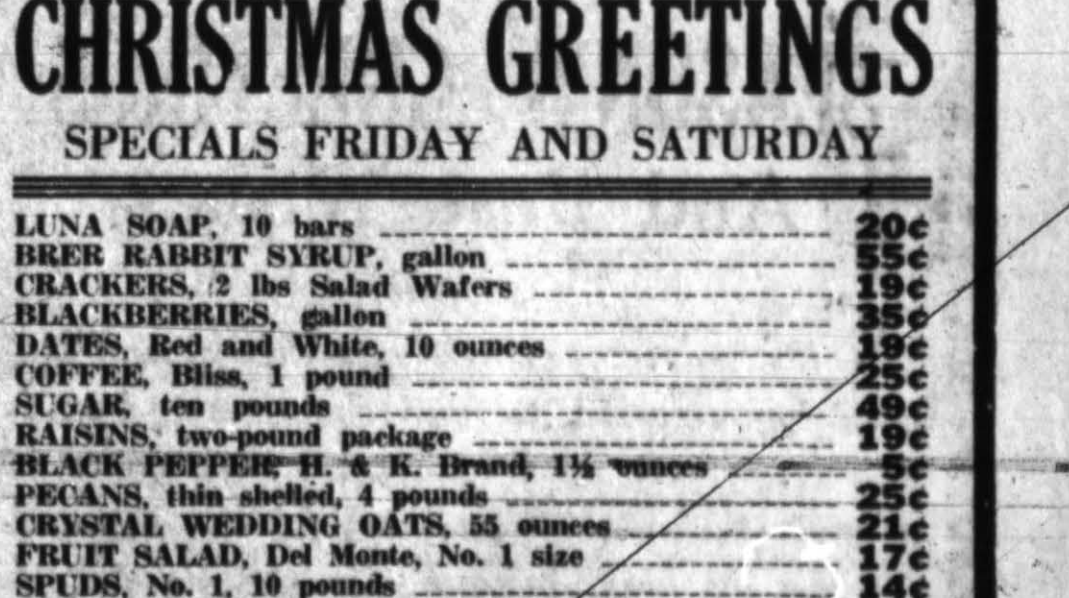
Wishing You A Merry Christmas and a Happy Year

Prairie Dairie Phone 644



With Sincere CHRISTMAS GREETINGS and GOOD WISHES FOR THE NEW YEAR

NEW Club Cafe



SEASON'S GREETINGS And thanks for the very liberal volume of business you have given us during the past year. PLAINS INSURANCE AGENCY

AN APPRECIATION In appreciation of the pleasant business relationship that has existed during the past year, we wish to extend to you the COMPLIMENTS OF THE SEASON and we trust that the New Year will bring forth even better relations. Rockwell Bros. & Co. LUMBER

Merry Christmas and Happy New Year! Words incompletely express our gratitude for the pleasant transactions we have had with you since we have been here—but, we wish to take this opportunity to say—"THANK YOU." S. L. HARMAN STORE S. L. HARMAN, Jr., Manager.

Very Happy New Year

May Your NEW YEAR Be One of PROSPERITY HAPPINESS HEALTH ROUNTREE Plumbing - Heating

NEWS FOR ALL WEST TEXAS! GREEN BROS. CO. Amarillo, Texas

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LETTERS TO SANTA CLAUS

LETTERS TO SANTA

Dear Santa: I think it is getting near Christmas, so I'd better write. I want a pair of ball bearing roller skates, the latest Skating Twins, a good reading book, a white, gentle horse that can do all sorts of tricks, a small one, ready to ride. I hope you'll send me some of them. Love,
VIVIAN OLSON.

P. S. Please write something to me on the blackboard.
V. O.

Dear Santa Claus: I want a rocking chair just like my straight chair with arms, the latest Skating Twins, a pair of ball bearing roller skates, a croquet set, a dog that can do all sorts of tricks, and has a collar and leash. Let the tricks be like any movie dogs. I hope you send me some of these things. Love,
MARGARET OLSON.

Wildorado, December 18, 1932.
Dear Santa Claus: I am nearly six. First, Santa, I hope you will give every little boy and girl in the world some fruit and candy. Give all of them a good Christmas dinner, especially the orphan children. I want an overcoat to wear to school and any toy you have. My little sister want a doll with

real hair and a set of dishes. My little brother is three and he wants a horn and drum. We each want a story book for mother to read to us and I can read, too. Bring us some fruit and candy. We love you lots.
BILLY RAY BOLING.

Dear Santa Claus: I want a big iron truck that you can haul sand in. It has electric lights, also I want a wrist watch on the Xmas tree. Then I want you to bring my little sister a big doll with rubber body and a doll bed. I try to be a nice boy and help mother take care of little brother. I forgot to tell you to bring my baby brother a rattler. I hope you can see all of the poor little boys and girls this Xmas. Yours truly,
GEORGE L. LEGRAND.

Dear Santa Claus: I want a gun and scabbard, I want some soldiers and a cowboy hat and some Lincoln logs and some cowboy boots, Harold Ross Close, Jr., I want this, dear Santa Claus.
HAROLD ROSS CLOSE.

Dear Santa: I have 3 brothers and 1 sister and I want you to bring them something and bring me a table tennis, football and a tricycle. I will be to see you Saturday will you give me some nuts, apples and oranges I left out a bicycle, from.
MELVEN BURTON.

Dear Santa Claus: I will not ask for much but I would like to have a pair of knickers, a pair of boots, a sheep lined coat and a tool chest. Will you bring me a sock with candy, nuts, a apple and a orange? Your friend,
BOBBIE BURTON.

Dear Santa: Bring me a \$1.00 football if you can. My sister wants a dolly and trunk full of clothes. My brother wants some Lincoln Logs and a bicycle and a 26-inch bicycle for a year-old boy.
GLENN SMITH.

Dear Santa Claus: I want a cowboy suit, a B-B gun and a bag of candy. I have been a good boy and helped my mother all year, so please don't forget me. Lots of love. Your little friend,
HAYDEN CONNELL.

Dear Santa Claus: I have been a good little girl. Please bring me a velocipede, Teddy bear, a baby doll and a rocker to rock bye-baby I also want some candy, oranges, apples, bananas and nuts. Dear Santa, don't forget the other little boys and girls everywhere. Your little friend,
JEWEL ALBEN RUDD.

Dear Santa: I want a big pretty doll with pretty yellow hair. I want candy, fruit and nuts.
JOAN ROSSON.

Dear Santa: Daddy and mother haven't much money, but they think I have been a pretty good girl and I have saved 16 cents, so would like to get one of those

little Santa Claus that sits up on the dresser, and a little six-cent doll. I guess that's all unless I can get more money. Yours truly,
RUBY MAE PRICE.

Dear Santa Claus: I want a doll dresser, doll house and doll furniture to put in my doll house, also candy. I have been a good girl and minded my mother, so please don't forget me. I love you. Your little friend,
BILLIE CHARLOTTE CONNELL.

Dear Santa Claus: I have been a pretty good girl. I know time is hard this year, so I am not going to ask you to bring me very much. I would like a little doll, a little set of dolls furniture, and also a few nuts and some candy. Your little friend,
BILLIE LOUISE DAVIS.

Dear Santa Claus: Please bring me a dump truck, a cash register, a gun, holster and belt set, candy, nuts and oranges. Yours truly,
BEN McBRAYER, Jr.

Dear Santa: I want a football and a car, caboose, gun. I want some more things but I have no money. I want some fire crackers and shoes, coat, cap. I want to see you, Santa. Last year we had a Christmas tree, my brother got a

little horn, I got a little sack of candy. It was full of oranges, apples, nuts, candy, it was very good. I would like to have some this year. My brother said he would like to have a football better than anything. I said I would rather have a scabbard and gun. We made some Santas in school the teacher said they were very good. That is all I have to say.
RAY ALBERT.

Dear Santa Claus: I want you to bring me a wagon, gun, gloves, tie, shirt, boots, cap, oranges, candy, apples, nuts, tractor and motor boat. Don't forget me, Santa.
DONALD LOVELADY.

Dear Santa Claus: I want a drum, and a snake. Remember the other little boys and girls.
BOBBY JENNINGS.

Dear Santa Claus: I want a doll, candy, oranges and apples. That will be all I'll take this Christmas. I have 16 cents. Love, good-bye. Yours truly,
OPAL RUTH PRICE.

Dear Santa Claus: Please send me a windup train, a drum, popcorn, and a little iron motorcycle with a man on it. Yours truly,
LEONARD BURLINSON,
Lake Street.



Merry Christmas

Our Yuletide

Message to You is—

THANKS—and a HAPPY NEW YEAR!

Old Thirty-Two was not so bad, Though not a record-setter; We gave you all the best we had, But hope to do yet better.



Chocolate Shop



Wishing You

A MERRY CHRISTMAS

HAPPY NEW YEAR!

—and we thank you for the privilege of serving you during Nineteen Hundred Thirty-Two!

IKE'S CAFE

SEASON'S GREETINGS

And Best Wishes

We want to express our thanks and sincere appreciation to our customers, friends and everybody with whom we have come in contact during the past year, for the business interest we have enjoyed, for the old friendships we still treasure, and the new ones that have come to us.

Brumley & Son



With Sincere Christmas Greetings and Good Wishes for the New Year!

Hereford Insurance Agency

JOHN McLEAN



SEASON'S GREETINGS

from

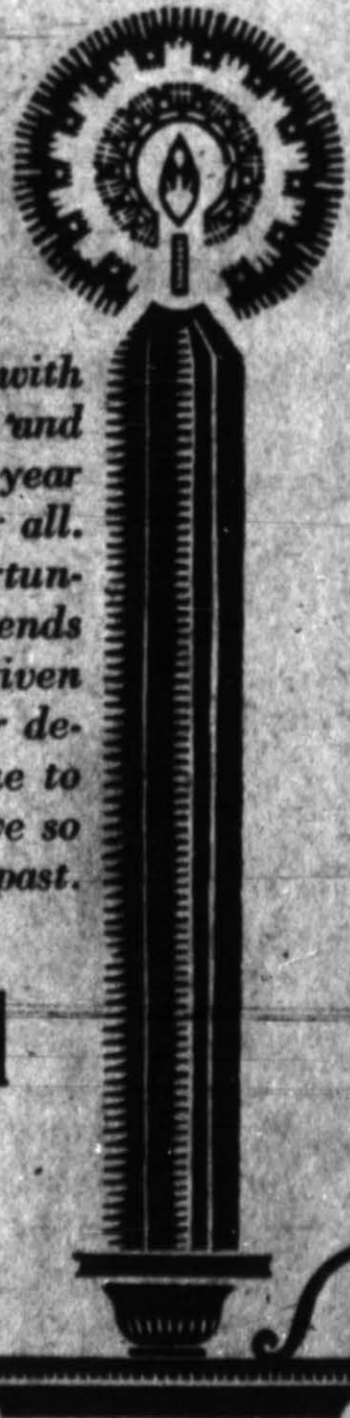
GRIZZLE CHEVROLET CO., Inc.

SEASON'S GREETINGS

—We hope this day is filled with peace and happiness for you and yours . . . that the coming year will be one of prosperity for all. And now we take the opportunity to thank our many friends for the business they have given us during the past year. Our desire is that we shall continue to enjoy the patronage you have so generously given us in the past.

Great West Mill and Elevator Company

JOHN W. DAVIS, Summerfield Manager.
E. E. FRIDLEY, Hereford Manager.



Greetings

—Upon the confidence and good will of our friends our success is founded. We greatly appreciate the generous patronage which you have so freely given, and we are striving to become more and more worthy of this confidence and trust.

D. R. GASS & SON



Christmas Greetings

Our Sincere Good Wishes Are Sent to You At This Season

—If wishes would fill a Christmas Stocking, our wishes for your Health, Happiness and Prosperity—throughout Nineteen Hundred Thirty-Three—would heap to overflowing in your stocking.

Buchanan & Rosson

AND EMPLOYEES

Wishing You and Yours a

Merry Christmas

The First State Bank

LAST MINUTE Suggestions



REASONABLY PRICED

Easily within the present-day ability of people to pay for them . . . Attractive, yet at exceedingly low prices . . . Hundreds of Articles, Ideas and Items from which to make selection

For Christmas Remembrances
BUY HERE AND SAVE

For MOTHER, BIG SISTER and DAUGHTER

- Bath Salts
- Dusting Powder
- Toilet Requisites
- Perfume Sets
- Powder Jars
- Powder Boxes
- Perfume Bottles
- Perfume Atomizers
- Manicure Sets
- Vanity Cases
- Cigarette Case
- Sets
- Compacts
- Toilettware
- Dresser Sets
- Cameras
- Diaries
- Pen and Pencil Sets
- Bridge Cards
- Steerhide Purses
- Stationery
- Thermos Sets
- Flashlights
- Box Candies

ACCESSORIES for GIFT WRAPPING

- Tinsel Cord
- Chenille Cord
- Tinsel Ribbon
- Cellophane Ribbon
- Plain Tissue
- Decorated Tissue
- Foil Papers
- Address Labels
- Seals
- Cards
- Tags

For DAD, BIG BROTHER and SON

- Cameras
- Desk Sets
- Pen and Pencil
- Shaving Sets
- Playing Cards
- Military Brush
- Sets
- Gladstones
- Billfolds, and
- Sets
- Letter Cases
- Photo Albums
- Clocks
- Thermos Water
- Sets
- Lather Brushes
- Razors
- Pocket Watches
- Wrist Watches
- Thermos Sets
- Cigar Lighters
- Cigarette Case
- & Lighter Sets
- Poker Chip
- Racks
- Flashlights
- Desk Calendar
- Xmas Tree
- Lamp Sets
- Tinsel Garland

For THE KIDDIES

- Infant Sets
- Dolls
- Games
- Toys
- Box Cameras
- Stationery
- Nursery Sets
- Pocket Watches
- Wrist Watches
- School Lunch Kits
- Gym Sets
- Cloth Brush Sets
- Flashlights
- and Christmas Greeting Cards

For THE HOME

- Desk Sets
- Cigarette Boxes
- Ash Trays
- Lamps, Electric
- Paper Decorations
- Icicles
- Artificial Snow

CITY DRUG STORE

Progressive News

BY OLIVE PERKINS

Misses Lucille and Ruth Park entertained at a progressive forty-two party last Saturday night. The Progressive Ladies' Club met with Mrs. C. P. Caldwell and Miss Eunice on December 7, with all members present but one, and Misses Cecil Hodges, Ray Horshey and G. W. Webb as visitors. A short program on Texas was given. Odessa Cockrell spent the week end with Ira Jeanne Ricketts. Miss Olive Perkins attended a quilting at Miss Clara Wedel's last Thursday. C. L. Hodges spent Saturday night with Pete Caldwell. Phyllis Arthur is visiting her sister, Mrs. Ralph Webb. Misses Hughes and Garrett, who teach at Ward, visited Miss Lillith Boyd Sunday. Mr. and Mrs. W. A. Ricketts homes to spend the holidays

Summerfield News

BY MRS. GUY WALSER

Rev. Coe and family of Plainview spent the week end here and he filled his regular appointments Saturday night and Sunday. Merle Paqua of Plainview, accompanied them. Our community received some more snow last week, which is still on the ground. Mr. and Mrs. Louie Huckert visited their daughter, Mrs. John Heismann, of Vega and are helping entertain a new grand-son. Freeman and Hohart Atchley left last Thursday for their home in Tennessee. They have been working for their uncle, B. A. Atchley. Miss Vendell Brooks of Hereford spent the week end with Miss Mande Noland. Miss Ruth Lookingbill, who is going to school at Plainview, is visiting her parents, Mr. and Mrs. L. Lookingbill. Judge Avery of Dimmitt visited the Rance school Monday. Mr. and Mrs. D. C. Walser spent Saturday night with her parents, Mr. and Mrs. R. A. Fullwood, of Hereford. Miss Mary Elizabeth Cox is visiting her sister at Plainview. The school dismissed Friday for the Christmas holidays. D. J. Neill left Monday for his home at Merkel. He has been at work here. Miss Christine Chapman left Tuesday to spend the Christmas holidays with her parents at Lancaster. Mrs. C. R. Walser and Mr. and Mrs. Guy Walser spent Monday night with Mr. and Mrs. C. J. Lance in Hereford. Mrs. J. W. Cox, J. A. Noland and J. B. visited friends and relatives in Plainview last week. Ralph Fullwood of Hereford visited his sister, Mrs. D. C. Walser, over the week end. Ren Davis and Frank Looking-

Ward News Notes

BY MRS. W. P. CARAWAY

Ernest McGolden and wife have returned from Carlsbad to spend a few days with relatives. Several enjoyed sleigh riding Monday afternoon, including the Ward teachers and a few of their pupils, and Francis Hutson and Allene Caraway, and Leslie Vaughn of Hereford school, and Clarence Shultz of Hereford. While enjoying their vacation, Johnnie B. and Obed Caraway visited in the Ward school. Misses Hughes and Garrett are having a short program and a Christmas tree Friday afternoon, December 23, after which the school will dismiss for a short vacation, reconvening January 2. Cap Coconaugher spent Monday night with Hartland Caraway. Ed Cox and family spent the first of this week with her sister, Mrs. Fred Saltzman. On account of bad weather, Rev. Bennie Harrison of Hollene, New Mexico, was unable to fill his regular appointment here Sunday. Because of a light attack on influenza, Gladys Lewis and Obed Caraway were absent from Hereford school for several days. Mrs. L. L. Crawford of Wesley and Gladys Lewis visited in the Caraway home Sunday afternoon.

Ward News Notes

BY MRS. W. P. CARAWAY

This part of the world has been covered with snow for the past two weeks, which is appreciated by wheat farmers, but not so good for the ranchmen. Misses Hughes and Garrett, our teachers, were in Amarillo Saturday. Despite the snow and cold, several were present from Ward to greet Santa Claus Saturday on the streets of Hereford. Russell Carroll and family spent part of last week visiting their daughter, Mrs. Fred Saltzman. Edgar Sowell of Dean helped Fred Morenita butcher Monday. Calvin Caraway and wife and



MERRY CHRISTMAS

and a

HAPPY NEW YEAR

CREAM O' PLAINS BUTTER

FARMER'S CREAMERY ASSOCIATION, INC.

Hereford

Phone 3

Happy New Year!

For favors shown, our thanks—
Our friendships we hold dear—
Old Thirty-two played pranks,
But Thirty-three is here!

and a

MERRY CHRISTMAS!

WEIR'S VARIETY



Merry Christmas

—And we hope that Nineteen Hundred Thirty-three will bring to our friends and customers twelve months of increasing health and happiness.

Our Aim—To Help Improve the Panhandle
PANHANDLE LUMBER CO.
Courtesy • Quality • Service



MERRY CHRISTMAS

OUR EMPLOYEES JOIN IN WISHING
THOSE WHOM WE SERVE A MOST
MERRY CHRISTMAS AND A JOYOUS
AND PROSPEROUS NEW YEAR.

West Texas Gas Co.

GOODYEAR

SEASON'S GREETING

—The season is at hand when we gladly welcome the opportunity to extend to you the hand of Good Fellowship and to express our appreciation of that intangible and invaluable asset—Good Will—which you have so kindly bestowed upon us during the past year, and which we fully appreciate.

LOOK AT THESE FEATURES:

- 1 Husky, handsome, heavy, long-wearing tread.
- 2 Center Traction Safety.
- 3 Built with Superwrist Cord—Goodyear patent.
- 4 Full Oversize in all dimensions.
- 5 Goodyear name and housing on sidewall.
- 6 Guaranteed for life by world's largest rubber company.
- 7 New in every way—a value you get because MILLIONS MORE people buy Goodyear Tires.

Ireland - Beavers Motor Company



Wishing You

A Merrie Christmas

—and—

A Joyous New Year

McLean & Pitman

LETTERS TO SANTA CLAUS

Dear Santa Claus: I am 3 years old. Please bring me a doll, and a doll bed and a doll buggy.
JO ELLA HUSSEY.

Dear Santa Claus: Try to send me these things: Steam shovel, dump truck, BB gun. I am seven years old.
EARL HUSSEY.

Dear Santa: I am a little boy 7 years old. I go to school, have not missed a day. Please bring me a bladder for my football, some spurs, marbles, a box of chalk, a black and white pocket knife, a belt with scabbard and pistol, and a cowboy hat. Don't forget the other little children. Your little boy.
JOHN DOUGLAS PITMAN.

Oh, I forgot, please bring me candy, nuts and fruit.
HELEN ANN PITMAN.

Dear Santa: I am a little girl four years old and I go to Sunday school. Please bring me a doll bed, and a pillow, and some doll clothes and lots of things. Please bring me some candy, nuts and fruit. Your little girl.
HELEN ANN PITMAN.

Dear Santa Claus: I am a little girl almost four years old. Will you please bring me a little sweeper? Santa, will you please see that all the other little boys and girls have a nice Christmas? Your little friend.
JACKIE WRIGHT.

Dear Santa Claus: Please bring Joe Ann a beautiful doll and some clothes for her, and some pajamas for her other doll, and please bring her a watch and a washing thing. Yours truly,
JOE ANN SMITH.

P. S. Please bring her a book, too.

Dear Santa Claus: Please bring Jerry a set of Lincoln Logs and a pair of boxing gloves so I can whip my brother. Yours truly,
JERRY SMITH.



STAR THEATRE
Hereford, Texas

Thursday - Friday
DECEMBER 22-23
"The Old Dark House"
MATINEE DAILY
ADMISSION 10c

Specials for Saturday
DECEMBER 25-26-27
MATINEE AND NIGHT
JACK HOLT and RALPH GRAVES in
"War Correspondent"
ADMISSION 10c

Sunday Matinees and Monday and Tuesday
DECEMBER 24
"Madison Square Garden"

Featuring
JACK OAKIE, THOMAS MEIGHAN, ZAZU PITTS, MARIAN NIXON

NEW PRICES
STARTING NEXT SUNDAY
Sunday, Monday and Tuesday
10-35c
Wednesday, Thursday
1c SALE
Friday and Saturday
10c

Merry Christmas

—And we hope that 1933 will bring increasing prosperity to all of you.

CARL'S CASH & CARRY GROCERY

TWAS THE NIGHT BEFORE CHRISTMAS 1932



A CHRISTMAS EVENING WITH "THE OTHER WISE MAN."

Program to be presented at the Methodist church Sunday evening at 7:00 o'clock. Every person in the entire community is cordially invited to attend the presentation of the following program, which will be presented at the First Methodist church Sunday evening at 7:00 o'clock. The Methodist, Presbyterian and Christian church are cooperating in giving this program, under the direction of Mrs. Jesse Stanford and Mrs. J. C. McCracken.

Organ Prelude, "Cantique Noel", Dudley Buck.
Hymn, "Joy to the World"; by choir and congregation, standing.
Scripture Story, Matt. 2:1-12: Rev. E. E. Robinson.

Prayer.
Reading of Preface to the Story: Rev. McWilliams.
Christmas Carol, "There's a Song in the Air"; Choir.

Reading of Section One, "There's a Beautiful Star"; Choir.
Reading of Section Two, "From the Eastern Mountains"; Choir.

Reading of Section Three, "O Little Town of Bethlehem"; Choir.

Reading of Section Four, "Where Cross the Crowded Ways of Life"; Choir.
Reading of Section Five, "Where I Survey the Wondrous Cross"; Choir.

Benediction: Rev. E. P. Gieser.
Organ Postlude, "March of the Wise Men," Homer.

CHORAL CONTEST FOR 7th DISTRICT CONVENTION

Mrs. A. H. Donchette of Pampa, chairman of the music division of the fine arts department of the Seventh District, has announced there will be a choral contest at the district convention in Hereford in April, with David Gault's "Howdy Do" Miss Springtime. This song will be known as the contest number and must be memorized. Another song of its own selection will be sung by each club entering choral organizations.

A chorus to enter must have six or more voices, with three part singing. The winning chorus will receive a silver loving cup to be kept six months, the second place chorus keeping it three months and the hostess city three months.

It is hoped that every town in the district will enter a chorus. The judges will consider tone quality, interpretation, diction, general unity of ensemble and musical worth of the composition.

Clubs wishing to enter this contest are invited to get in touch with Mrs. Donchette at Pampa.

Santa Parade

(Continued from Page One)

tumult of happy children's voices and the merry quips of older folks as they called back and forth to each other. It was a happy time, and not one present but enjoyed it to the utmost.

Free Picture Show.
About 12:30 the scene quickly changed as the children scattered up Main toward the Star Theatre where Manager J. C. Parker would show a comedy and Mickey Mouse cartoon as his Christmas gift to his boy and girl friends. They soon filled it to capacity and their jolly personalities pervaded the entire program. So filled were the children with the happiness of the day they vociferously applauded at the slightest pretext, to show their appreciation of what had been done for them.

It was a great day for Hereford and all the folks who made this their trading center. It brought smiles to the faces of some who were supposed to have forgotten how, or perhaps the pleasures of the occasion made them forget the things that had kept them from smiling; anyway, whether it was the beautiful and unusual setting, the large concourse of people, those joyful children, the stirring music, the distribution of the treats, or everything all mixed together, folks seemed to be more cheerful and cordial, to bring to those about them the thrilling sensation of "CHRISTMAS IS HERE!"

Mr. and Mrs. Nelson Pierce and little daughter, Margaret, of Bellview, New Mexico, were in Hereford Monday shopping.

Organization Goes Forward For Convention

The club women of Deaf Smith county are already organized to make the Seventh District Convention which takes place at Hereford in April, a delightful occasion for the 200 or more women from 48 West Texas counties who will be their guests at that time.

Mrs. Bob Wilson, general chairman, working with Mrs. Rex Tynes, president of the Deaf Smith County Federation, has chosen 19 key women, representing every club in the county, and these keep their clubs informed as to the convention plans. Mrs. Wilson says, "I feel that this convention is going to draw all our club members closer together through this unity of purpose and service."

The key women who have been named are Mrs. E. S. Jones, Adrian; Mrs. A. T. Frye, Dawn; Mrs. Arlie Dean, Mrs. C. E. Tice, Mrs. Effie Brown, Mrs. Bob Higgins, Miss Olive Perkins, Mrs. George Suggs, Mrs. Jack Robinson, Mrs. C. C. Cook and Mrs. P. N. Gilliland, Hereford; Mrs. John Boling, Wildorado; Mrs. L. Cannon, Summerfield; Mrs. H. Climer, Vega.

A large number of local chair-

men have also been appointed in order to divide the work and make the convention a pleasant occasion for the home women as well as for the visitors.

If you feel the need of rousing a little more Christmas spirit, do not fail to see "The Birds Christmas Carol" at 8 o'clock tonight in St. Anthony's hall. The kindly efforts of Carol Bird and her mother to make Christmas "More Christmasy" for their alley neighbors cannot fail to awaken a responsive glow in your own hearts, while the antics of the Ruggles in preparation for the great event, will send you into a spasm of laughter. And after you view the last scene, you will surely agree with Carol's uncle Jack when he says that after all, it is only right and especially at Christmas time. Remember, it was Carol's very happiest Christmas, and you will want to see what made it so. There will be no dull moment all evening, even the intermissions will be filled with music by the high school orchestra. This alone will be worth the coming for.

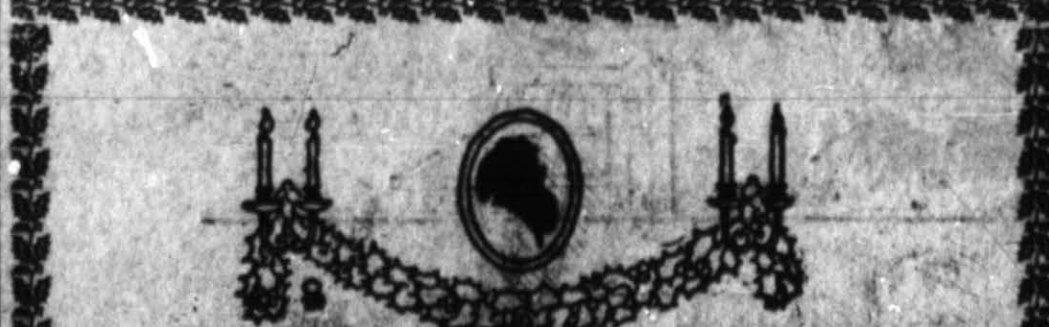
Mr. and Mrs. Alton Fraser left Thursday morning for Fort Worth where they will visit relatives of Mr. Frazier. They were accompanied as far as Wichita Falls by Mrs. Fraser's mother and sister, Mrs. W. I. and Miss Billie Valentine, where they will visit during the Christmas season.



Season's Greetings

With very best wishes from all us folks to all of you folks!

West Texas Feed & Seed Company



A timely wish came floating by,
As cheery as the azure sky,
We caught it for our very own,
To broadcast through the microphone.

"A MERRY CHRISTMAS TO ALL"

and a

NEW YEAR OF GOOD CHEER!

CORNER DRUG STORE

LOCALS

Flannigan Smith of Canyon was in Hereford on business Wednesday of last week.

Cecil O'Brien was here from Amarillo last Thursday.

Bob Morris of Amarillo was in Hereford last Wednesday and Thursday on business.

Marion Nobles of Amarillo spent several days last week here with friends.

Mr. and Mrs. B. H. Hopkins are visiting his father, F. Y. Hopkins, in Taylor during the Christmas vacation.

Cyril Layne, former resident of Hereford was here from Canyon on business last Friday.

Miss Lucille Hicks is spending the holidays with her parents in Garden City, Kansas.

Miss Beatrice Lawrence was an Amarillo visitor Saturday.

Mr. and Mrs. Alton Fraser were in Amarillo Saturday on business.

J. K. Tidmore of Flagg was in Hereford on business Monday.

Christmas Greetings From PIGGLY WIGGLY



Economy AND YOUR CHRISTMAS DINNER BLEND PERFECTLY WHEN YOU SHOP AT PIGGLY WIGGLY

ORANGES Large 26c Medium 17c Small 12c

Friday - Saturday Specials

BAKING POWDER	8c	BANANAS	19c
Clabber Girl, 32 oz can	23c, small can	Per dozen	
CELERY	8c	PECANS	31c
Nice bunches		In bulk, shelled halves, lb	
LEMONS	21c	KARO SYRUP	19c
Sunkist, dozen		Gallon 57c, 1/2 gal 32c, quart	

WALNUTS

SPINACH	10c	SALT	15c
No. 1 size, 2 cans for		Morton's Table, 2 boxes for	
PEAS	12 1/2c	GRAPES	6 1/2c
Pet's Pol's, extra small, No. 1 can		Fresh and delicious, lb	
SMOKED MEAT SALT	85c	TOMATO JUICE	25c
25-Pound bag		Heinz tall can, 3-for	

FLOUR

MACARONI	10c	BROWN SUGAR	19c
Or SPAGHETTI, 3 boxes for		Three pounds for	
LYE	25c	LIFE BUOY	20c
Box, 5 cans		Toilet Soap, 3 bars for	
WHEAT KRISPIES	25c	RAISINS	25c
Three boxes for		Four-pound package	

COMPOUND

CRACKERS	18c	CORN	15c
Two-pound package		No. 2 can, 2 for	
OYSTERS	25c	PINEAPPLE	23c
Five-ounce can, 3 for		No. 1 flat, sliced or crushed, 3 cans	
SALMON	25c	COCOANUTS	23c
Tall can, 3 for		Fresh, 3 for	

SUGAR

PUMPKIN	10c	LOG CABIN SYRUP	25c
No. 2 1/2 can, each		With package pancake flour free with each can, large 95c, med. 49c, small	
SORGHUM	49c	FRUIT CAKE	15c
Extra high quality, gallon		15-ounce size	
CAKE FLOUR	23c	POWDERED SUGAR	25c
Swans Down, with trial pkg free		Three packages	

MEAT SPECIALS		MAXWELL HOUSE COFFEE	
ROUND, Loin or Thone Baby Beef, lb	12 1/2c	1 lb can	33c
BEST BEEF ROAST, lb	10c	3 lb can	94c
PURE PORK SAUSAGE, 2 lbs	15c		
HAMBURGER MEAT, fresh ground, 2 lbs	15c		
SLICED BACON, good, pound	15c		
DRY SALT PORK, lb	10c		