

Merry Christmas
Happy New Year

The Hereford Brand

20 PAGES
Electrified
Farm Homes.

Published Every Thursday

Our Slogan—"More People—More Farms"

37th YEAR—NUMBER 51

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, DECEMBER 23, 1937

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AROUND TOWN

Sights and Faces Seen

Bill Smith has announced his annual Stork Race for 1938, and already has the basket on display in Streu Hardware window. This is the eighth annual race sponsored by Bill, and despite having to pay off two baskets last year, he is still enthusiastic over the event.

In this season of Christmas cards, Louie Woodford has probably the prize card of the town; it comes from Bethlehem and in addition to its trip from the Holy Lands, is interesting in that it shows pictures of Jerusalem.

Boys and girls had better enjoy their fireworks this Christmas, according to Mayor C. J. Paddock, who said that a recent state law will soon ban the purchase of pyrotechnic display materials.

Perhaps no other person is looking forward to Christmas with the enthusiasm of Harold Close. Harold is fortunate in having two boys who invariably get the kind of toys with which Harold likes to play.

John Olson is trying to start a feud. He has a sign which reads: "This towel is for Jimmie Gilliland and other newspaper men. We want everyone to feel at home around here." He also points out a clean towel for those who "appreciate the finer things of life."

Since John has taken his "feel at home" attitude, it may be well to point out that a newspaper man likes nothing better than good two-for-a-nickel cigars.

When asked about the whereabouts of Ernest Medkief, Jim Mauk replied, "He was down at the auction sale. I think he fell into a pen of pigs and they auctioned him off."

Chas. A. Felts New Manager Of Furr Food Store

Announcement this week was made of the appointment of Charles A. Felts as manager of the Furr Food Store in Hereford. Mr. Felts succeeds Vernon Gilliland, who resigned this week and left for California.

Mr. Felts comes here from Dalhart, and has been with the Furr Food Stores for the past three and one-half years. He is an experienced grocery man, and said that the local store will continue to operate on a policy of quality foods at reasonable prices, featuring a large stock.

H. J. Gibbs Is Buried Monday

Funeral services for H. J. Gibbs, 72, of Dimmitt, were held Monday, Dec. 20, from the Dimmitt Methodist church. Mr. Gibbs died Saturday at Dimmitt.

He was born Feb. 14, 1865 in Indiana, and moved to Castro County in 1929, coming from New Mexico. He had many friends over this section, and Castro County Commissioners served as pall bearers.

In addition to his wife, he is survived by three sons: Clarence Gibbs of Waco, Curtis Gibbs of Fort Worth, and James A. Gibbs of Dimmitt; one daughter, Mrs. Andy Paitah of Santa Fe, N. M. All were present for the services.

... not a creature was stirring



Dedicated not to Christmas, but to the spirit of the holiday, this edition of The Hereford Brand brings to its readers heartfelt expressions of Yule tide cheer and wishes for a Happy Christmas. If this newspaper can help you catch the warmth, the friendliness, the gaiety and the spirit of giving and sharing that are a part of the Christmas Season, it will have been a success.

Tests Indicate Sugar Beets Are Good Plains Crop

With general interest in the Hereford irrigation section pointing to sugar beets, tests grown in the Lockney and Plainview irrigation areas were recently reported by H. M. Bajzer, agricultural agent for the Santa Fe Railway Company.

Tests made by Herman King, Casey Yarbrough, and W. D. Colson, Plains Irrigation farmers, were shipped to a beet sugar company at Rocky Ford, Colo. Ten samples in November showed an average sugar content of 19.3 per cent, while October samples indicated only 12.9 per cent sugar content. In Colorado the 1937 crop averaged 15.5 sugar, while New Mexico beets averaged 14.46 per cent.

A report on the results, figured on a commercial basis, would have been highly satisfactory. Sugar beet prices are determined by sugar content, and the following figures were derived on the three tests. The Yarbrough beets produced 16.6 tons per acre, testing 19.1 per cent sugar; figured on the scale price of \$6.00 per ton, the beets would

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The Hereford Brand Has Nothing to Take Back!

(An Editorial)

Certain groups attending the Water Conservation meeting in Canyon Wednesday, were reported to have undergone considerable embarrassment as a result of the editorial which appeared in The Brand last week.

The Brand is not sorry to have caused them such embarrassment. The Brand is not sorry or ashamed for the stand it has taken. For 38 years The Brand has been a booster and builder for the Hereford territory; never before, and certainly not now is The Brand ashamed for having stood up for the rights of its people, the dignity of its country, or the progress of its territory.

In case any of those persons denied approval or affiliation with The Brand and its editorial, that is their privilege. The Brand takes absolute responsibility for the editorial and any other editorial which it publishes.

However, The Brand also claims the right to refute its stand, and just in case any person refutes the editorial in behalf of The Brand, let it be definitely known, The Hereford Brand feels this week just as it felt last week—and with equal vigor repeats every sentiment expressed. The Brand has nothing to take back now, and will never have anything to take back when it concerns the welfare and posterity of Hereford and the people in the Hereford territory.

College Students Arrive To Spend Holidays With Parents

REA Officials Suggest Rate On Hereford Project

"REA RATES BASED ON COST," SAYS LETTER FROM WASHINGTON

The following announcement was this week received from the Rural Electrification Administration in Washington, regarding rates for the Deaf Smith Electric Cooperative, Inc.

"The REA Rate Section has suggested a tentative schedule of retail rates for consideration of officers of your project," the bulletin stated.

"Rates on REA projects are based on costs. They must be high enough to cover all expenses. They must be low enough to encourage a full use of electricity. Experience and careful study indicate that the following rate schedule will give you service at the lowest prices consistent with the cost of serving you:

Estimated Rates

"First 25 kwh \$2.50 per month (minimum bill); next 55 kwh at 5 cents; next 120 kwh at 3 cents; over 200 kwh at 1.3-4 cents."

Although actual construction work on the local project is temporarily delayed at the present time, a letting of the second strip of lines and the sub-station contract has been announced for Jan. 4, by H. V. Hennen, project supervisor, who said that work will be rushed to completion as soon as the remaining projects are let to contractors. Already, the Washington office has allocated \$229,485 for the construction of 176 miles in this area to serve an estimated 246 customers.

Redder Funeral Held Saturday

Funeral services for George Anton Redder, 79, were held Saturday, Dec. 18, from the Catholic Church in Hereford.

Following an illness of several weeks, Mr. Redder died Friday, Dec. 17. He was born in Germany on June 9, 1858, and came to Texas in 1910, locating in Deaf Smith County. He was a member of the Catholic Church and lived near Hereford at the time of his death.

Mr. Redder is survived by his wife, one son, A. V. Redder of Vega; four daughters, Mrs. Frank Reinart of Cherokee, Iowa, Mrs. Chas. Slutz, and Mrs. J. L. Spahr, both of Vega; Miss Antone Redder, Adrian, Minn.; also 26 grandchildren and three great grandchildren.

Interment was made in the Catholic Cemetery at Hereford.

Breeders To Hold Hereford Auction Here Next Spring

At a meeting Friday, a group of Hereford breeders voted unanimously to hold an Association Hereford Auction here next spring.

Detail plans as to the sale were not worked out, but a committee consisting of Elmer Womble, R. L. Connaught, and W. E. Dameron, was named to arrange details for the sale. General opinion pointed to holding the sale in February or March, 1938, depending upon availability of an auctioneer and possibility of conflicting sales.

According to present plans, 50 or 60 top bulls will be sold as individuals, while others will be sold in groups. Some high class females will also likely be offered in the sale.

Breeders are now considering the re-establishment of the Breeders Association here as a permanent organization, and discussed means of further publicizing the fine Hereford cattle which made this area famous.

Dirt To Start Flying Soon On Amarillo's Lake

Reports this week from Carl Hinton, executive of the Panhandle Water Conservation Association and Secretary of the Amarillo Chamber of Commerce, stated that work will soon begin on the proposed lake near U-barger.

Several carloads of heavy machinery have been moved to the site of Amarillo's lake resort, and Hinton quotes N. P. Turner, Jr., representative of the state planning board, as saying that the dirt will probably be flying soon.

Mrs. L. Gough Breaks Hip In Fall Monday

Mrs. L. Gough, wife of Judge L. Gough, and former Hereford resident, suffered a broken hip Monday afternoon, when she fell from a low platform in a garage at their residence 1211 Wichita Street in Amarillo.

Mrs. Gough is under treatment at St. Anthony's hospital and was reported to be resting well.

The accident occurred when Mrs. Gough mounted the 30-inch high platform in the rear of the garage to get some garments.

"The ironing board was standing on the platform and Mrs. Gough attempted to step around it," said Judge Gough in telling how the accident occurred. "She was closer to the edge of the platform than she realized and stepped off."

Judge Gough said his wife was in the garage alone when the accident occurred but that he heard her call after she had fallen. The garage is attached to the house.

Beckner Funeral Held Thursday

Funeral services for Mrs. Keen, an Beckner, 75, of Friona, were held from the Methodist Church in Friona at 2:30 o'clock, Thursday afternoon, Dec. 16, conducted by Rev. Hardy.

She was born in West Virginia on October 17, 1862, and came to Texas in 1905, locating in Farmer County in 1912; she came to this section with her family from Clarendon. Mrs. Beckner died in Hereford, Dec. 15, following an illness of nine days. She was a member of the Methodist Church and had many friends in the Friona section.

In addition to her husband, she is survived by one son, C. A. Beckner of Friona, and a daughter, Mrs. Pearl K. Pierce, of Hedley.

Interment was made in the Friona Cemetery.

ANNUAL HOLIDAY TREE INCLUDES POINTS OVER NATION

College students arriving home to spend the holidays are making daily appearances. The students began arriving last week and others are expected within the next few days.

Miss Billie Stoker who is attending T. C. U., will visit her parents, Mr. and Mrs. J. B. Stoker. Miss Avis Matthews and Wayne Evans arrived last week to spend the holidays with home folks.

Miss Elizabeth Ireland and Herbert Boardman came in from Trinity University Saturday. Sallie Gilbreath, senior at Kansas State College, arrived Sunday. Homer Henslee, senior at Texas Tech, was here one day last week for a visit with his parents, Mr. and Mrs. Homer Henslee, before going to Washington, D. C., where he will spend the holidays with friends. Other Tech students home for the holiday vacation are Roy Hastings, George Conklin, Bill Smith, Louise Frye, Helen Danforth, and Christine Fincher. Irma Faye Roberson, who is attending Wayland College, will spend the holidays here with home folks.

R. A. Daniels, Altus, (Okla.) Junior College, is expected home for the Christmas holidays and L. B. Russell arrived Saturday, from Paris, where he attends Junior College. He left overland for A. & M. College, where he will be joined by Jack Russell, who is attending Rice Institute, and together with Mr. and Mrs. Jess Russell of College Station, will make the trip to Hereford, where they will spend Christmas.

Estelle Gilliland arrived last week from Los Angeles, where she is a student in the University of Southern California. Mildred Stewart of Amarillo Business College, will visit her parents, Mr. and Mrs. M. L. Stewart, in Vega.

Last week arrivals were LaNelle Schickel, Ernest Schickel, Jean Snyder, Howard Williamson, J. C. Carroll, Bob Baird, Mary Ann Baird, Mary Kate Brotherton, Hugh Harmon, Bettye Jones, Dean Story, Louise Ham, Patricia Wederbrook, Clyde Posey and Virginia Lee Hussey, from W. T. S. T. C.

The A. & M. crowd includes Palmer Norton, Edward Fullwood, Bill Patton, Clyde Hussey, Bill Stanford, James Bell, Charles Bell and Jack Gilliland, Nancy Conkright, band sweetheart at Baylor University, arrived this week and Alva Barber and Jack Barber are expected this week.

Loys Carmichael arrived from Austin, Saturday, and Bill McLean came in this morning. They are students at State University. Mary Virginia and Genevieve Eberle will remain in California. They are students at the University of (Continued on Page 12, Sec. 1)

Weather Chart

Temperature extremes and moisture for past week, furnished by Department of Agriculture's weather station in Hereford.

Day	Max.	Min.	Moist.
Thursday	45	26	0.00
Friday	44	22	0.00
Saturday	52	23	0.00
Sunday	52	24	0.00
Monday	40	23	0.00
Tuesday	45	20	0.00
Wednesday	40	26	0.00

Free Christmas Show For Kiddies Scheduled Friday At Star Theatre

Plans were today complete for the special kiddies' Christmas show, which will be screened at the Star Theatre Friday morning, Dec. 23, beginning at 10 o'clock.

"The show will be absolutely free," said John Roberts, local manager, "and we are preparing to accommodate as many as 2,000 boys and girls."

In announcing the show, it was pointed out the presentation will be slanted especially for children, featuring synchronized color cartoons and comedies, and other features which generally appeal to children. A total of six cartoons, including Popeye, plus several comedies, featuring Our Gang, will be shown. Mr. Roberts estimated that the special show will last about one hour.

Although the Christmas show is especially presented for children, parents were invited to accompany their children in cases where the kiddies are too small to attend alone.

The free Christmas show, an annual feature of the Star Theatre, has met with general approval during past years — and is this year expected to be the best in the history of the event.

Gay Lights Welcome Hereford Visitors

Gay twinkling lights along Main street, coupled with artistic new windows and general decorations over Hereford, this week beamed out a cheerful welcome to last-minute Christmas shoppers and visitors who come to Hereford for selections.

In addition to exceptional decorations, which lend a Christmas spirit, merchants are this year showing one of the greatest selections of Christmas gifts ever displayed in Hereford.

Ever-alert drug stores have outdone themselves this year in making their stores attractive—and in stocking a gigantic selection of Christmas goods. Dry Goods establishments have also gone in heavily for gay decorations and large Christmas stocks; all stores have added extra help for the Christmas season and are turning out beautiful parcels for their customers.

Grocery stores are also displaying Christmas decorations and gay Christmas packages; appliance

shops and hardware stores are foremost in presenting attractive displays and large selections of Christmas merchandise.

While the tremendous showing of Christmas merchandise in all lines is the basis of Hereford's shopping headquarters, merchants have carried out their decorations in such a manner as to make shopping a genuine pleasure to adults as well as to children.

Although much Christmas merchandise has already been sold in

Hereford this year, merchants Thursday morning reported that their stocks are still ample and that they are expecting banner sales today and tomorrow.

Possibly one of the most rushed places in town was the post office, where employees are sending out and receiving hundreds of Christmas packages and cards. For special delivery on Christmas Day, it was pointed out that packages should carry special delivery stamps.

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

LOVE STAR STUDY CLUB

ENTERTAINS AT CLUBHOUSE

The Love Star Study Club held its annual Christmas party at the clubhouse Monday night. Hostesses were Mesdames Ernest Medkief and Ralph White. Husbands were special guests.

Festive yuletide decorations created a holiday atmosphere for the occasion. Gay Christmas bells hung above doorways and a green tree, beautifully decorated and illuminated by small red and blue lights was featured.

The high point of the evening's entertainment was the lovely dinner, served buffet style, from a lace-covered table, where a tray of candy fruit formed the basis for the center decoration.

Cedar branches and pine cones arranged around the tray added a rustic note and slender tapering red candles put a glow over the whole table. Santa Claus and his reindeer at one end of the table made a gay accent.

GIFTS ARE EXCHANGED AT CLASS PARTY

Gifts were exchanged from a decorated tree at an enjoyable Christmas party given for Win-One Class of the Methodist church, at the home of Mrs. Florence McClellan, Tuesday afternoon. Hostesses were Mesdames H. M. Benefield, S. L. Easley, Clara Freeman, John Jacobsen, J. B. Jones, Nellie Green and L. Ellis.

The party opened with guests singing "Silent Night." The program included: devotional, Mrs. D. H. Bryant; prayer, Mrs. J. F. Ward; Christmas story, Mrs. C. B. Williams.

Mrs. Hattie Rutherford presided over the business meeting, when new officers for the coming year were elected. Those chosen were Mrs. Florence McClellan, president; Mrs. Fred Millard, vice-president; Mrs. I. H. Spratt, secretary; Miss Lila Botsford, treasurer; Mrs. S. L. Easley, program chairman; Mrs. Wm. McGehee, flower committee chairman; Mrs. H. M. Benefield, publicity chairman; Mrs. J. F. Ward, teacher, and Mrs. D. W. Hawkins, assistant teacher.

CHRISTMAS CUSTOMS ARE TOLD FOR PROGRESSIVE WORKERS' CLUB

Christmas customs were described and stories of Christmas in olden days were told at the yuletide party for the Progressive Workers' Club on Wednesday of last week at the home of Mrs. Ira Ricketts. Miss Ira Jeanne Ricketts was assistant hostess.

The entertaining rooms were decorated in the holiday motif and gifts were piled high about decorated tree.

After the business meeting, roll call was answered with members telling individual ideas of a perfect Christmas day.

Mrs. A. S. Higgins discussed "Christmas in the South." She told of southern customs and celebrations. Her talk was augmented by a description of "The First Christmas in Texas," given by Mrs. C. C. Bowman. Ira Jeanne Ricketts told the story of the candle. Silent Night was sung by Eunice Caldwell and Mrs. C. W. Hodges. After the program, gift-exchange was held.

Sullivan, Clyde. Supt. and Mrs. C. H. Dillehay and family spent the week end in Canyon, for pre-Christmas celebrations in the home of her sister, Mrs. L. F. Sheffer. They returned to Hereford Monday and plan to spend Christmas here.

ARKANSAS GUEST IS HONORED

Miss Jean Vetsak of Texarkana, Ark., was honor guest at a delightful dinner party, Tuesday evening at the home of Mr. and Mrs. Paul Foster. Miss Vetsak is a sister of Mrs. Foster and is spending her Christmas vacation here and in Amarillo with relatives.

Yuletide symbols emphasized the spirit of the season in decorations. Table appointments were in blue and silver. Clusters of silvered grapes in a blue and silver bowl formed the attractive centerpiece. Places were marked by blue candles in silver holders.

After dinner gifts were distributed from a brilliantly lighted Christmas tree and later the entire party attended the American Legion Dance.

Those present were: Mrs. Sam Brokaw, a cousin, of Pueblo, Colo., Mr. Busch of Amarillo, Mr. and Mrs. John Vetsak and small son, Ben, of Amarillo, Dr. F. W. James, the honoree, and the hosts.

GUEST IS ENTERTAINED

The arrival of College students and their guests is adding to the general interest of the season. Several social affairs are being planned to honor the collegians. Four-somes are being formed to meet guests and renew old friendships. Among the many little parties was the waffle supper at the home of Christine Fincher, Tuesday evening, which honored Miss Jerry McFarlane of Friona, who is a classmate of Miss Fincher's at Texas Tech. After the waffle supper, bridge games furnished diversion. Those playing were Marjorie Alderson, Lucretia Wilson; Miss McFarlane and the hostess.

Miss Fincher accompanied her guest to her home in Friona, Wednesday morning, for a brief visit in her home.

ANNUAL CHRISTMAS PARTY GIVEN FOR REBECCA LODGE

Rebecca Lodge members and their families were entertained with the annual Christmas party at the I. O. O. F. Hall, Tuesday night. The hall was decorated with gay Christmas greenery. Festoons of red and green rope streamers hung from the ceiling held by clusters of red Christmas bells at each corner of the room. Imitation icicles and tinsel glistened on the large tree under the glow of red and green lights. Gifts were distributed by Mrs. E. E. Fridley. Games of "42" were enjoyed and

refreshments carried out the holiday theme. Those attending were Messrs. and Mesdames Edgar Sowell, E. E. Fridley, A. H. Elliston, C. J. Padlock, M. H. Sylvester of Friona, R. L. Coccaughner, Clifford Cox and son, Clifton Neal, Arthur Rogers, Henry Williamson and son, Thurston, Troy Womble and son, Benjamin, Dr. and Mrs. F. E. Bowe, Mrs. C. O. Lee, Mrs. Myrtle Witherspoon, Mrs. Chas. Sowell, Mrs. A. D. Godwin, Mrs. Ted Young and son, Allen, Mrs. Edna Fincher and Miss Ursalee Fridley.

EMPLOYEES OF J. C. PENNEY CO. STORE ARE ENTERTAINED

Mr. and Mrs. C. F. Moore were hosts at a lovely dinner party Tuesday evening, honoring the regular employees of the J. C. Penney Co. store. Abilize with light, the Moore home reflected the yuletide spirit with traditional holiday decorations. The table was centered with blooming poinsettias, accented by poinsettia red tapers in mahogany holders. Places were laid for four-somes at small tables.

Gifts were exchanged from a decorated tree and games of "42" furnished added entertainment for the evening.

A lovely gift was presented to Mr. and Mrs. Moore by the "force." Mr. Moore is manager of the store. Guests included employees and their escorts. Present were: Mr. and Mrs. Arthur Thompson, Mr. and Mrs. John Homer, Mr. and Mrs. Charles Green, Miss Ona Hammer, Mrs. J. B. Hammer, Eugene Harman, Mary Tiofel, E. C. Harman and Bill Harman.

LOCALS

Mmes. W. A. Wright and R. B. Boren of Dimmitt, were shopping here, Saturday.

Mr. and Mrs. Vern Lust from the Bethel community were in town shopping, Saturday.

Mrs. E. L. Harman and son, of Dimmitt, were shopping here, Saturday.

S. P. Rosson was a Plainview visitor, Monday and Tuesday, visiting his mother, and attending to business.

What would be more appropriate to buy him than a pair of Goodyear tires. Even a tube would be appreciated. Rice sells them. 1tc

Mrs. Kay Roberts of Dimmitt, was shopping here, Friday.

Oliver Foster, son of Mr. and Mrs. Paul Foster, arrived home Saturday night, from Dallas, where he is in school. He was accompanied to Amarillo, by his aunt, Miss Jean Vetsak, of Texarkana, who will spend Christmas with her parents, Mr. and Mrs. John Vetsak. Sunday, Mrs. Foster, accompanied by her sons, Paul and Oliver, will leave to take Miss Vetsak back to her work in Texarkana. Returning by way of Dallas, Oliver will again enter his school for the next

school term. Mrs. Foster and Paul will be back the last of the week.

Miss Eloyse Pitman spent last week end in Amarillo with her friend, Miss Esther Jennings.

Model T gaskets, rings, oversize engine valves, coil points, timers, etc., at Rice's. 1tc

Mr. and Mrs. T. F. Bohannon of Adrian-Sims community, have as their guests, their sons, Theron and Iris Bohannon and their wives, of Los Angeles, Calif. They arrived Friday, and will spend all of this week here, leaving Saturday night for Oklahoma City, where they will spend a week with their wives' parents before going back to California.

Mr. and Mrs. Jimmie Allred will spend the holidays visiting her parents, Mr. and Mrs. W. C. Hogg in Claude, Texas.

4.50-21 tube, special \$1.18 at Rice's. 1tc

Mr. and Mrs. O. T. Williams, daughter, Jean, and son, Terry, left this morning for Olney, Texas, where they will spend the Christmas holidays visiting her mother, Mrs. Smith Groves.

Mr. and Mrs. D. H. Alexander who have been spending the past two weeks in Waco, were here the first part of the week for a brief visit before going to Silverton, where they will spend Christmas with the parents, Mr. and Mrs. A. P. Donnell. Mr. Alexander, who has been receiving medical treatment at Marlin is much improved and while plans for the future are not definite, they will likely be in Hereford for the month of January.

Miss Ruth Harding is expecting her father, J. W. Harding, sister Dorothy Harding and brother, J. W. Jr., from Shamrock, to arrive Friday, to spend the holidays here. They will also visit in the home of Mr. Harding's sister, Mrs. P. K. Babcock.

Your Goodyear calendar is ready for you at Rice's. Please don't send the children. 1tc

Austin Hill and family accompanied by B. F. Haynes, left Tuesday for Greeley, Colo., where they will visit Mrs. Ervay, the former Miss Lorene Hill of this city. Mrs. Ervay is a sister of Mr. Hill and is Mrs. Haynes' granddaughter.

William Hawkins, son of Mr. and Mrs. D. W. Hawkins who is attending Texas Tech, arrived home, Saturday, to spend the holidays.

More people ride on Goodyear tires than on any other kind. Of course, "there's a reason."

Miss Kathleen Wade of Amarillo, was a guest in the home of Mr. and Mrs. Troys Carmichael, over the week end.

Rev. and Mrs. H. M. Redford left Wednesday morning for Ar-

lington and Fort Worth, where they will visit old friends and relatives during the holidays. Rev. Redford is a former pastor of the Christian Church at Arlington.

4.75-19 tube \$1.23. Tube sale at Rice's. 1tc

Mr. and Mrs. James Calhoun and daughter, Patricia, of Albuquerque, N. M., were week end visitors in the home of Mr. and Mrs. Alton Fraser.

Miss Frances Turrentine, teacher in the El Paso public schools arrived Wednesday to spend the holidays here with her sister, Mrs. E. W. Harrison.

Here last week end visiting their son, J. W. Witherspoon and family, were Mr. and Mrs. Ernest Witherspoon of Bellview, N. M.

Our Jumbo size tube repair kit even contains a blow-out boot and the price is only .35c, at Rice's. 1tc

Mrs. S. P. Rosson and daughter, Joan, left Monday for Sweetwater, where they will spend the holidays visiting relatives.

Mrs. M. A. Hornbeak returned home from Slaton, Saturday, where she visited in the home of her granddaughter, Mrs. J. D. Saunders, Jr.

Visitors here last week in the home of Mr. and Mrs. W. M. McGehee, were D. M. House, general

manager of the Johnston Pump Co., of Los Angeles, Calif., and Mrs. House. Also L. L. Lane of Roswell, N. M.

Mr. and Mrs. David Harrison of Farwell, spent the week end here visiting his mother, Mrs. E. W. Harrison. On Sunday, accompanied by Mrs. Harrison, they visited his sister, Mrs. J. M. Simpson, Jr., in Amarillo.

have been receiving hasn't been entirely satisfactory, try Rice's. Steam is always up and every tube vulcanized. 1tc

Charles H. Hacker and wife of Los Angeles, Calif., visited his uncle, John F. Hacker in the Hazel Sparks home. Charles formerly lived here. They were on their way home, after an extended tour across the United States.

If the tube repair service you AN EXTRA ROOM? TRY A WANT AD!

POPULAR STORE
Mr. and Mrs. Gaston E. Baer

Wishes each of you

A MERRY CHRISTMAS

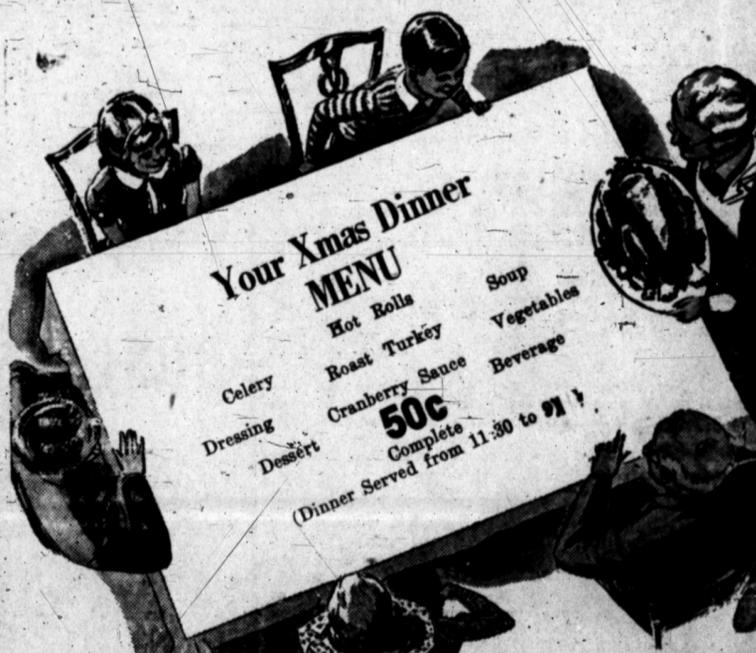
Wishing you a Christmas of Good Cheer, and a New Year filled with Happiness. And thanking you sincerely for your loyal relationship with this firm and its personnel.

HAPPY NEW YEAR

JOLLY

GOOD WISHES for CHRISTMAS and the NEW YEAR

Thompson Service Station



Your Xmas Dinner MENU

Celery	Roast Turkey	Soup
Dressing	Cranberry Sauce	Vegetables
Dessert	50c	
Complete Dinner Served from 11:30 to 9:15		

Bring The Whole Family TO

Foster's Cafe

FOR CHRISTMAS DINNER

Best Wishes

When Old Santa starts delivering all the nice things, we hope he'll leave a big sack by your tree. We'll be thinking about you, and wishing you joy.

FOSTER'S CAFE

MR. AND MRS. PAUL E. FOSTER

FAIRBANKS-MORSE TURBINE PUMPS

That Have Made Lots of Satisfied Customers... SEE

- | | |
|------------------|----------------|
| HENRY ALLMON | E. B. CHILDRS |
| PAT PHILBIN | J. N. THOMPSON |
| MRS. J. M. LEWIS | J. W. COBB |
| MRS. LEE LAMBERT | EDWIN MAUK |
| B. A. ATCHLEY | NESTER GASS |
| WM. GRABBE | CECIL GUNTER |
| DAVIS-McCRACKEN | |

Wishing Everyone
A MERRY CHRISTMAS
and
A HAPPY NEW YEAR

Bradford Supply Co.

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

PIONEER ENDEAVORS ARE ENTERTAINED

Rev. and Mrs. J. C. Thorns were hosts at the Presbyterian Manse Friday evening when members of the Pioneer Endeavor of the Presbyterian church were entertained. A lovely dinner, holiday games, riddles and contests were features of entertainment. Mrs. Thorns was presented with a gift from the group. Those present included; Ruth Temple Hastings, Rachel Ireland, Polly Dixon, Oloethil Pace, Estelle Pace, Wanda Smith, Mary Louise Pace, Lotis Smith, Katherine Wethered, Margaret Olson and Jack Thorns.

Mrs. Buford Farmer Thursday afternoon

Mrs. Buford Farmer Thursday afternoon, Red and Green colors were used in decorations for the house and gaily lighted tree. Tallies and prize wrappings repeated the same colors and plate favors were sprays of mistletoe tied with red. High score in the game was awarded to Mrs. Harry Lomas and the cut prize went to Mrs. Elmo Lawhon. Those present were Mesdames Elmo Lawhon, Earl Phillips, Harry Lomas, B. R. Dixon, Roy Jowell, W. J. Smith, Boyd London and the hostess.

THE J. W. WITHERSPOONS ARE HOSTS AT TWO INFORMAL PARTIES

Two informal bridge parties were enjoyed at the J. W. Witherspoon home last week when Mr. and Mrs. Witherspoon were hosts.

ENTERTAINED CLUB CHRISTMAS PARTY

A Christmas Bridge Party entertained members of the Pleasure Hour Bridge Club at the home of

on Wednesday and Friday evenings. On both occasions the house was gay with Christmas greens, pine cones and boughs, lighted by white candles in brass candelabra. On Wednesday evening prizes were awarded to Mrs. J. M. Posey for the ladies and to Jack Wayland for the men.

Guests included Messrs. and Mesdames: Jimmy Ghilentine, Jack Wayland, J. C. McCracken, B. M. Wiltshire, Alton Fraser, W. L. Davis, J. M. Posey, Travis Dameron, and Woodrow Ireland.

At Friday evening's party awards in the games went to Mrs. Grant Fuller and Marlin Gilliland.

Guests were: Messrs. and Mesdames Grant Fuller, John Coffee, Ralph Roden, A. R. Bateman, Marlin Gilliland and Meade Halle.

MR. AND MRS. BOB WILSON ARE SUPPER-PARTY HOSTS

Mr. and Mrs. Bob Wilson were hosts at a covered dish supper party for members of the Supper Club on Wednesday night of last week.

Greenery, lighted red tapers and other Yuletide suggestions decorated the entertaining rooms.

Place cards and accessories for games of bridge after the supper carried out the holiday motif.

High sports were made by Mrs. Roy Jowell and Reed Williams.

Members present were Messrs. and Mesdames Jim Black, Reed Williams, Roy Jowell, Jim Lipscomb, John Olson and the hostess, Miss Floyd Wilson was a guest.

DINNER CLUB FEATURES HOLIDAY PARTY

A beautifully decorated tree was featured at the holiday dinner party given for members of the Tuesday Dinner Club at the home of Mr. and Mrs. S. F. Ross on Friday evening. Gifts were exchanged as H. A. Close acted as the Santa Claus of the hour.

The dinner was served buffet style from a lace covered table which was centered with an arrangement of bright winter flowers and lighted candles.

The dinner was followed by games of bridge when prizes were awarded to Mrs. J. A. Pitman and S. P. Ross.

Members present were Messrs. and Mesdames: Alton Fraser, J. A. Pitman, C. C. Acker, H. K. Fox, H. A. Close, Jack Wayland, Mrs. Seth B. Holman, Miss Eloise Pitman and the hostess.

Mr. and Mrs. James Calton and daughter Patricia of Albuquerque, New Mexico were guests after the dinner.

BARBARA ANN LeGRAND CELEBRATES BIRTHDAY

The clubhouse, gay with Christmas decorations, was the scene of a merry party on Wednesday afternoon, December 15, when Mrs. George LeGrand honored her daughter, Barbara Ann, on her tenth birthday.

The clubhouse was decorated in red and green, red candles burned on the mantel over the fireplace and Christmas bells hung from the chandeliers.

Guests registered in a memory book as they arrived. Floor games and contests were enjoyed, and

prizes were won by Rosemary Phillips and Mattie Louise Lawhon.

Gifts were admired and wishes made as the honor guest blew out the ten pink candles which topped the lovely birthday cake.

Refreshment partners were drawn as guests matched arithmetic problems and their answers found in peanuts tied with red. Favors were bright colored come-back balls.

Those present included Wanda Lee Terry, Naomi Brumley, Flake Barber, Juanita Buford, J. W. Robinson, Billy London, Myers Hudson, Rosemary Phillips, James Barnard Hicks, C. J. Lance, Jeanine Singletery, Patsy Ruth Sanders, Marcella Blue, Delmo Williams, Edward Ray Roberson, E. C. Hopson, Lee Etta Hopson, Charles Skelton, Betty Jane Robinson, Juanita Upton, Helen Acker, Lonnie Dean Martin, Texie Reynolds, Mattie Louise Lawhon, George L. LeGrand, Mary Estelle LeGrand, Wanda Jean Smith and the honoree.

WOMAN'S MISSIONARY SOCIETY HAS CHRISTMAS PROGRAM

Members of the Woman's Missionary Society of the Christian Church, were entertained with a Christmas program at a recent meeting held at the home of Mrs. R. G. Blue. Mrs. Phillips was assistant hostess. Mrs. J. B. Stoker was in charge of the program, which had for its theme, "Christ Was Born in Bethlehem." A musical prelude, "Hark, the Herald Angels Sing," was followed by a quartette composed of Mesdames H. M. Redford, A. Petersen, Earl Phillips and Miss Nola Margaret Blue, who sang "It Came Upon The Midnight Clear."

Mrs. A. Lowther read the scriptural Christmas story. Mrs. O. H. Dyar led the prayer, followed by a vocal solo, "O, Little Town of Bethlehem," by Nola Margaret Blue.

A poem, "Christmas is a Woman," was read by Irma Faye Robinson. "The First Noel," was sung by the quartette and Mrs. J. B. Stoker read "The Inn That Missed Its Chance." Silent Night furnished the musical conclusion.

After the program a lovely shower of gifts was presented to Mrs. Willard Sawyer, a recent bride. The gifts were piled high in a decorated pink basket and presented to the honoree by little Misses Rosemary Phillips and Marcella Blue.

Refreshments carried out the Christmas motif.

Easter Items

MRS. CARL FRYE

Our community Christmas tree will be given the night of the 22nd. A program of Christmas carols, readings, and a pageant will be given before the distribution of presents.

Mr. and Mrs. Sparkman and sons, and Miss Barnett were shopping in Amarillo, Saturday.

Mr. and Mrs. George Chambliss were host and hostess for a family dinner, Sunday. Honor guests were

Mr. and Mrs. R. L. Sullenger, the parents of Mrs. Chambliss. Other guests were Mr. and Mrs. M. Sullenger, and Mrs. R. Sullenger of Amarillo, Messrs. and Mesdames Bob and Lynn Axe and families, of Jumbo, and Rube Sullenger of Socorro, N. M.

Mr. and Mrs. Fred Walton visited in the Clayton Woolery home, Sunday afternoon.

Every family in this community was represented at the Santa Claus parade. We wish to take this opportunity to thank the merchants of Hereford for the treats and also Mr. Roberts for the free show.

Louise and Caroline Frye are spending the holidays with their parents. Louise, from Lubbock Tech, and Caroline, from Hereford High School.

Mr. and Mrs. Fred Walton will spend Christmas with her parents, Mr. and Mrs. W. S. Fields at Portales, N. M.

The "Turbine"

A "turbine" is a rotary motor in which the shaft is rotated steadily in its bearings, not by means of cranks, as in a reciprocating engine, but by a current of water, air, steam or any other fluid flowing forcibly against the flanges.

AT THIS SEASON OF YULETIDE

CHEER

May every one of your fondest wishes be realized and may the New Year bring you an increased measure of

HEALTH
HAPPINESS
PROSPERITY



Panhandle Lumber Co., Inc

SEASONS GREETINGS

Cordial greetings and our wish that the New Year will be brighter and more prosperous than ever.

Alderson's Variety Store

Wishing You

A HAPPY CHRISTMAS

With every good wish for your happiness at the Christmas Season and throughout the New Year.

VOGELE Millinery Parlor

THE YULETIDE SEASON

brings joyous Greetings to all our customers

The Yuletide Season brings joyous Greetings to all our customers and an appreciation for the considerations we have enjoyed during the past year. Our Good Wishes to you and yours.

KERR HARDWARE & Implement Co.

THE SPIRIT OF THIS YULETIDE SEASON

It's a very pleasant, cheering custom to renew friendly associations during the Yuletide by extending to you our sincere wishes for a Happy Christmas. And our optimistic predictions of a prosperous New Year. We are looking forward to serving you in the New Year, and hope that increased patronage will make our services even more satisfactory.

THE MANAGEMENT AND EMPLOYEES

Packard Milling Co.

As we look back over the year just past we fully realize the factors that have combined to make possible such an enjoyable year. We can think of any number of instances where your friendship and your influence has been of tremendous benefit to this institution and it is with this thought in our hearts that we stop for a moment at this happy Yuletide to wish you all the joys of the season. We hope that your every Christmas wish will be granted, that this will be a most happy occasion for you and yours.

AND BEST WISHES FOR

A Happy New Year

NORTON MOTOR CO.

BUICK — G. M. C. TRUCKS — PONTIAC

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager
JIMMIE GILBERTINE 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.

Old Santa Greet Boys, Girls Here

FREE SHOW AND PARADE ADDED FEATURES OF ANNUAL PARTY

Cooperating with the Hereford Lions Club, merchants of this city were last Friday hosts to 2,400 boys and girls over this area.

The highlight of the occasion was the arrival of Old Santa, who in his pre-Christmas visit shook hands with his little friends and assured them that he would not forget them Christmas eve night. Bags of candy, nuts and fruit were distributed from around the big Christmas tree at the corner of Main and Third Streets, through the courtesy of local merchants, and scores of boys and girls also posted letters to Santa Claus in his special mail bag at the tree.

In connection with the special Christmas party, the Star Theatre sponsored a free matinee Friday afternoon, which was attended by more than 2,000 persons. The free show proved one of the outstanding events of the day, and was well attended both by adults and children. The show was sponsored entirely by the local theatre.

Practically all of the 2,400 children entered in a huge parade and marched to the Christmas tree. The parade was started at 2:15 o'clock and was under supervision of C. H. Dillehay, Hereford School superintendent. In addition to Hereford students, boys and girls from rural schools, also took part in the parade and Christmas party.

Wins Recognition



John Holmes, who started with Swift & Company as a messenger boy 31 years ago and became president of the company recently. He succeeded G. F. Swift, a son of the founder of the business, an executive head of an organization of 60,000 employees engaged in the dressing of live-stock and nation-wide distribution of meat, poultry, eggs, butter, cheese and by-products. Mr. Swift will continue active participation in the business as vice-chairman of the board of directors.

"Specs"



Hen spectacles are really for chickens and they make the fowls as wise as they look. This educated hen is wearing the new specs which are made of metal and instead of they provide a blind-spot, which improves the chickens eyesight, prevents bullies in the flock from picking feathers from the more timid.

Jim Kirby Will Take Post On Portales Paper

Jim Kirby today announced that he will leave Monday, Dec. 27, for Portales, N. M., where he has accepted the position of advertising manager of the Portales Tribune. He is the son of Mr. and Mrs. J. W. Kirby of this city and in associating with the Tribune, will work with his brother, Doc Kirby, who is publishing the paper at the present time. He said that he will retain his interest in the Kirby-Carmichael Furniture Store, and that his partner, Troys Carmichael, will have charge of the business here.

That's What I Want For—

The girls about school can be heard whispering in awed tones about "What I'm going to give him for Christmas," or "What he said he would get for me." The boys are not so willing to voice their wants and desires for Christmas, and it is very seldom that we hear any of the boys actually telling us what they want; however, it is quite amusing to sit in the study hall and watch these boys looking through magazines and gazing longingly at some suggested gifts. These boys aren't so dumb, for "action speaks louder than words."

ORCHESTRA PRESENTS CHRISTMAS PROGRAM

Christmas songs were presented to the student body in an assembly program given by the orchestra.

This was the last assembly program given before Christmas, and it was a very appropriate program. The orchestra played songs which are heard around Christmas time, such as "Jingle Bells," "Silent Night," "Up on the House Top," "Jolly Old Saint Nick" and other very popular Christmas songs. These songs gave everyone the real Christmas spirit which people enjoy every year at this time.

Presbyterian Church To Present Christmas Pageant Next Sunday

The pageant, "Three Great Joys," will be presented under the direction of Mrs. J. C. Thorns at the First Presbyterian Church next Sunday evening at 5:30, according to announcements today.

At the morning worship service the pastor, Rev. J. C. Thorns will preach on "What the Shepherds Saw."

On Thursday of this week the Christmas Tree program and White Gift offering will be held at 7:30 p. m.

On Christmas Day, use the Home Service, appearing in another part of this paper, with the entire family gathered together.

PUBLIC SPEAKING CLASS PRESENTS PROGRAM

The Public Speaking Class presented the student body with a very interesting Christmas Program, Thursday morning. The program:

Song, "Silent Night," entire class. Musical Reading, "Jolly Old St. Nicholas," Ruth Callahan.

Poem, "The Night Before Christmas," Mary Jane Morgan.

History of Santa Claus, William Bowman.

Reading, "Who Santa Claus Was," Helen Ann Snyder.

Song, "Jingle Bells," student body.

The program was very entertaining.

Want Ads

For Sale or Trade

FOR SALE—1929 Ford Coupe, with new knobby tread tires. Bargain. See D. H. Allmon, 7 1-2 miles west, on Harrison Highway. 51-1tp

FOR SALE—40 Hereford cows, 2 to 6 years old. Calving now. Located 1-2 mile east of Progressive school. V. E. Dodson, Claude, Texas. 51-2tc

FOR SALE—44 Pigs and Shoats. O. L. Rutherford. 51-3tc

FOR SALE—213 1/2 acres of land, 9 miles from Hereford. Terms to suit purchaser. Write owner, Mrs. Ella Karr, 112 N. Silver St., Deming, N. M. 49-4tp

GO TO FLOWERS GROCERY, Market and Cafe for Good Bats. We buy cream, poultry and eggs. I. V. Flowers & Son, Managers. 48-3tc

FOR SALE—Shade Trees. Great West Nursery. One and one-half miles northwest. 48-3tp

NUMEROUS Federal Land Bank farms for sale in Deaf Smith and Farmer Counties. Hereford National Farm Loan Ass'n. 38-4tc

FOR SALE, OR TRADE for Stock: a one-room shack, price \$50.00, also good cylinder and sucker rod. See Claude Higgins. 49-3tc

FOR SALE—One electric range and two farm wagons. J. S. Orr. 47-3tp

ALL OUR PRODUCTS, sweet milk, sweet cream, Bulgarian butter milk, chocolate milk, Bireley's orange juice and ice cream, delivered twice daily or can be purchased at our down town office at 212 West Third Street. Prairie Dairy, Phone 6. 23-1t

FOR SALE—Rye seed, \$1.00 bu.; Seed oats, 50c bu.; Seed barley, 70c, bu.; Mixed feed, \$1.00 cwt. Fraser Oil & Grain Co. Phone 484. 47-6tc

For Rent

FOR RENT—Modern Apartment with garage. Adults. Phone 665-W. 51-1tc

FOR RENT—Modern bed-room with garage. Mrs. Laura E. Hicks. 49-3tc

FOR RENT: 480 acres of cultivated land 20 miles west of Hereford for wheat growing. J. S. Warner, 110 W-5th, Santa Ana, Calif. 51-4tc

FOR RENT—Two-room furnished apartment. Mrs. Francis Barnard. 312 East Sixth Street. 51-1tp

Wanted

WANTED TO BUY—Threshed milo maize, hegarl, kafir corn and cane seed. Will buy delivered at Claude, Texas, or will send truck. Write R. E. Blanton, Claude, Texas. 48-3tp

"THE AWFUL TRUTH!" 51-1tc
WANTED—200 head of cattle to winter. J. D. Love, 25 miles west. 50-3tp

DROP ME A CARD And I will come and get your threshed maize at market price or above. Herman Hollenstein, Umbarger, Texas. 50-3tc

Lost and Found

LOST—A silver monogram pin. Initials E. B. J., two inches high. Return to Mrs. Ray Barber or Brand Office. 51-1tc

SALESMAN WANTED: Good route available of 800 Rawleigh consumers. No capital or experience needed. Sales way up this year. Large sales mean big profits. Permanent. Full time. Write Rawleigh's, Dept. TXL-352-104, Memphis, Tenn. 51-1tp

Land Transaction Totals \$250,000 Here Past Week

One of the largest land transactions seen in this section in recent years was recorded when 43,000 acres was sold from the Landergin Estate to J. S. Birdwell of Wichita Falls. The deal was completed last week and Mr. Birdwell has already placed 2,000 head of yearling steers on the land. The land sold for \$250,000 and was announced as a cash transaction.

The deal was handled by Hill & Ricketts, who said that 10,000 acres of land was located in the northwest part of Deaf Smith county, with the remaining acreage in the southwest portion of Oldham county.

Glee Club Regrets Director's Illness

The members of the Girls' Glee Club regret very much the illness of Miss McMinn and miss her very much. It is the sincerest of hopes that she will be able to come back soon.

"HERE'S What I Expect To Tell Me!"

An Advertisement To Tell Me!"



"WHERE CAN I BUY IT? Naturally, one of the first things I want to know about something I see in an ad is — 'Where Can I Buy It?' It isn't simply a matter of convenience and of saving time in planning my shopping, either! No, the Name of the Merchant, itself, often decides whether I buy or not. Invariably, you see, I give preference to stores whose ads I see regularly and often — I know those stores MUST have good value or they could not go on advertising year after year!

"WHAT WILL IT DO FOR ME? I find it so much easier to make up my mind when the ad tells me FACTS about the merchandise! What is it? What will it do? How will it help me? Why do I need it? I want to know about color, weight, texture, material, style — I Enjoy reading those things and I usually buy from the merchant who tells them to me.

"HOW MUCH IS THE PRICE? Of course nearly every ad mentions the price, but if an item has been marked down I want to know from how much. So many sale ads say 'Was Higher' . . . How much higher? I want to know how much I am saving and I want the chance of deciding for myself if the item is a real value or not. I have more confidence in the store that is consistently truthful and buy from such a store regularly — and my husband says an old customer is worth three new ones because new ones cost additional money to get!"

Read the ads in the Hereford Brand — all of them help you to wise spending — most of them help you to make wise Savings, too!

SOCIETY

EASTERN STAR MEMBERS ENTERTAIN HUSBANDS

Members of the Order of Eastern Star entertained their husbands with a Christmas party at the Masonic Hall, Monday night. The hall was decorated with holiday suggestions and an ornamented and lighted tree, laden with gifts symbolized the season's story. A Christmas program, with Mrs. O. G. Hill in charge, was given. "O Little Town of Bethlehem," was sung by the group, with Mrs. Ullman Hunter, worthy matron, leading.

Phyllis and Frances Hunter entertained with appropriate readings. Mrs. H. D. Reed told the story, "Husband of Mary." Silent Night, sung in unison, concluded the program. Gifts were distributed from the tree by A. O. Thompson, assisted by Mesdames Jack Rose and R. E. Perkins.

Refreshments were served from a decorated table lighted by tall red candles.

MARY-MARTHA CLASS IS ENTERTAINED AT EWTON HOME

Mary-Martha Class of the Methodist Church was entertained with a yuletide party at the home of Mrs. Noah Ewton, Friday night. The Christmas devotional was given by Mrs. J. W. Kirby, teacher of the class. Mrs. F. L. Terrell led the prayer.

A variety of games and contests furnished entertainment under the direction of Mesdames F. L. Terrell, J. C. Cummings and J. W.

Kirby. Other arrangements for the party were made by Mesdames W. J. Stanford, Doyle Rose and Edna Fincher.

Gifts were exchanged from a silvered tree illuminated with blue lights. Refreshments in keeping with the season, were served to Mesdames: Harry Lomas, J. W. Kirby, F. L. Terrell, O. L. Rutherford, Hall Beavers, Aubrey Bell, Jack Wright, E. E. Fridley, Ross Fuller, John Cummings, Edna Fincher, Jack Rose, S. O. Wilson, C. C. Cox, H. V. Williamson, T. W. Alderson, R. L. Dowell, W. J. Stanford, Doyle Rose, Marthanelle and Wyley Ewton, and the hostess.

DINNER GUESTS

Entertaining with a "Goose Dinner" last week, were Mr. and Mrs. Arlie Dean. The goose was the reward of a recent hunting trip and the dinner, shared by six guests, was in the form of a pre-holiday get-together for old friends. Games of bridge were enjoyed after the dinner.

Those attending were Mr. and Mrs. T. M. McCollister, Mr. and Mrs. Bill Hutson, Mr. and Mrs. Jim Lipscomb and the hosts.

Frank Gyles Tuesday attended funeral services for Dr. T. Gordon Wilson, his cousin, at Memphis, Dr. Wilson, 36-year-old dentist, died at his home in Amarillo, Sunday.

Dr. and Mrs. R. E. Perkins and his father, J. W. Perkins left last Wednesday for Kansas City, Mo. The party will meet the doctor's brother, Ed F. Perkins there, to spend the holidays and will return home Tuesday night.

Miss Lorene George planned to leave tonight for Tulsa, Okla., where she will spend the holidays with her parents.

His Honor Weighed in the Balance



While a town crier stands by to announce the result, a police sergeant is shown weighing the new mayor of High Wycombe, England, A. J. Gibbs, in accordance with an ancient custom of the town. This is part of the traditional ceremony.

It's Popular at Northwestern



Martha Towle (left), and Helen Sethness, Northwestern university co-ed, battle in the crisp winter air. Field hockey is one of the most popular feminine sports on the Evanston campus. Miss Towle has just hit the puck from under the stick of Miss Sethness during an intramural contest.

Prairie Dairie To Operate On Cash Basis

Announcing a strictly cash policy in the future, the Prairie Dairie this week said that the new policy will be enforced after Jan. 1, 1938.

Herb Sindt, manager, said that the truck will make deliveries between 9 o'clock and 12 o'clock each morning, including milk, chocolate milk, orange drink, oleomargarine, butter and eggs. He also said that a reduction will be made to customers who purchase tickets enough to last 15 days.

J. C. PARKERS HAVE NEW DAUGHTER

Announcements received here from Dalhart this week, read "Donna Sue arrived in the home of Mr. and Mrs. J. C. Parker on November 29, 1937." Mr. and Mrs. Parker are former Hereford residents, when he was proprietor of the Star Theatre.

Adrian School News

Competition Is Shown In Poetry Writing

The 5th and 6th graders have finished a project they have been working on for the past week. This project is poetry writing. Two weeks ago the seniors wrote original poems. The 5th and 6 graders liked the idea; so they decided to write some to try to "show up" the seniors. (Let's hope they did.) This week we are putting the following poems in the paper: "Santa Claus," "St. Nicholas," "On Christmas Eve," and "Christmas Joy."

Santa Claus

By Robert Eugene Chapman
He will ride over the sky
With his reindeer, so spry.
He is full of great cheer
When Christmas is near.

He has a big pack;
What toys in his sack!
When Santa Claus comes,
The children have fun.

He has lots of toys,
He gives girls and boys,
He is quite jolly;
He left me some holly.

St. Nicholas Came

By Orville Calhoun
The snow was on the ground,
And through the air you could hear the sound
Of reindeer hoofs and sleigh bells on the snow.

And in the night St. Nicholas came,
With all his toys and all his fame—
But old St. Nick was just the same.

So through the night he rode on his way,
To make all the people happy and gay;
So that when the sun would rise the next day,
For the children there would be lots of play.

Christmas Day

By C. G. Chapman
Christmas Day is coming on the streets;
Santa Claus is bringing all some sweets.

Santa Claus is coming—oh, so fast!
Reindeer hoofs are clipping down the street.
We cannot wait for Santa!

On Christmas Eve

By Frances Lemko
I think Christmas Eve is the best time in the year,
And shed never a tear.

On Christmas eve.

On Christmas Eve
The welcome bells ring
When you pull the strings—
On Christmas Eve.

On Christmas Eve,
Santa Claus brings toys
To good girls and boys—
On Christmas Eve.

County Teachers Enjoy Christmas Party Saturday

The teachers of the county met at the court house, Saturday afternoon, where they were guests of Supt. Earl Wilson at a Christmas party.

Mr. Wells led the singing of "Silent Night," "O Little Town of Bethlehem," "Jingle Bells," and "Carry Me Back To Old Virginia," accompanied by Mrs. Merlin Kaul.

Lahonda, the little daughter of Mr. and Mrs. Wells, played and sang "Jolly Old St. Nicholas."

While Mrs. Kaul played a march, the entire group led by Superintendent Wilson, made their way to the Commissioners Court room, where there was a lighted Christmas tree loaded with gifts.

Chapel Program
Miss Clemens had charge of the chapel program Thursday, December 9. She presented a play entitled "Much Ado About Dying." The cast were as follows: Jimmy Longwood, a young man with a wife, Earl Brown; Betty Longwood; Jimmy's Wife, Dottie Zaring; Charles Battersby, a divorce lawyer, Frank Fortenberry; Evelyn Battersby, his wife, Lonella Fortenberry; Gladys Burns, Battersby's stenographer, Nadine Whetstone. The play was a farce.

Christmas greetings and all good wishes for your happiness and prosperity in the New Year.

Service-U-Like Station
Emmett Millburn, Mgr.

CHRISTMAS

gives us the opportunity long awaited to express our thanks for the special patronage that has been ours. We wish you a Joyous Season and Happy New Year.

Texas Grocery & Market

Hospital Notes

Mary Ruth May, three-year-old daughter of Mr. and Mrs. Ernest May, underwent an appendix operation Wednesday. Her condition today was reported to be fair.

Mr. and Mrs. H. T. Mayberry announce the birth of a son, Friday; both mother and son were reported to be resting nicely.

John I. Lueb was admitted to the hospital as a pneumonia patient Monday, Dec. 20; his condition was today reported fair.

Mrs. D. O. Hedrick, who underwent an appendicitis operation last Friday, was today resting nicely.

Auto Tags For 1938 Arrive

Automobile license tags for 1938 arrived this week and are now stored in the sheriff's office. The new tags include black figures on a white background, and for this county, range in serial number from 328-701 to 328-050.

Schools To Open Here January 3

Hereford Public Schools and Rural Schools of Deaf Smith County will resume classes Monday, Jan. 3, according to announcements this week.

The Hereford Schools dismissed Friday, Dec. 17, along with Wiche, Summerfield and Progressive schools, which are sending students here; the remainder of the rural schools dismissed Wednesday afternoon for Christmas holidays.

BROTHER OF THREE HERE, DIES

Funeral services were held in Gainesville on Tuesday, Dec. 14, for F. Morris, pioneer of North Texas and a brother of Mrs. Jennie Thompson, Mrs. Sallie Carter and Miss Jessie Morris of this city. A. O. Thompson, a nephew, and Miss Jessie Morris had left here, Sunday, to accompany home, Mrs. Jennie Thompson, who had been visiting in that part of the state. Mr. Morris died suddenly Monday morning and they remained for the funeral, Tuesday. Mr. Thompson and Miss Morris returned of Hereford, Wednesday, but Mrs. Thompson will stay with her sister-in-law until after the holidays.

Mr. Morris is well known in this community, having brought land buyers here from all over the state over a period of thirty-five years. His outstanding contribution to Hereford was the donation of the site of what we now call Lake Park. He will be remembered by many old-timers in this section and was a visitor in the Thompson home, last summer.

Daniel News

(7 miles east, 15 miles north)
BY PAULINE MOORE
Rev. Lee Perry of Amarillo will fill his regular appointment at the church, Sunday.
Mr. and Mrs. Floyd Tomlinson are the proud parents of a 9-pound baby girl, Nancy Kay, born Sunday morning at the Nebel hospital in Canyon. Mother and baby are doing nicely.
Mr. and Mrs. Dave Moore were Amarillo shoppers, Thursday. Over 70 people attended the Christmas tree and program at the Daniel school house, Friday night.

Mrs. Clarence McBroom entertained the card class pupils in her home, Sunday. Mr. and Mrs. Tom McClain, were visitors there, also. Miss Frances Gill, Juanita Bible, Mildred and Ruth Gill were Hereford visitors, Saturday.

Mr. and Mrs. Oscar Golden and Mr. and Mrs. J. R. Belt and Elizabeth Ann were visitors in the Floyd Tomlinson home, Thursday until Saturday.

Mr. and Mrs. Dave Moore had as guests, Sunday, the Junior Sunday School class, and Mr. and Mrs. Joe Moore.

Mr. and Mrs. Pleas Brown, former resident of this community, stopped here awhile last week, on their way to Springfield, Mo., where they will make their home. This community was well represented at the Santa Claus parade in Hereford, Friday.

Mr. and Mrs. Ervin Shugart and Mr. Will Shugart were in Amarillo, last Monday.

Mr. J. W. R. Moore and children, called in the Ernest Goetsch home Sunday morning.

Mr. Richard Moore visited in the W. R. Moore home, Sunday evening.

Cheer Up and Be Merry

It's Christmastime! Forget your cares and remember that Santa's abroad in the land. May your stockings be big enough to hold all the good things we wish for you.

W. J. (Bill) SMITH
MAGNOLIA AGENT

A JOYOUS NOEL

Our entire personnel extends Season's best wishes to the patrons of this institution.

HAPPY NEW YEAR.
To You, One and All

Hereford Laundry & Dry Cleaners

A HOLIDAY GREETING

for you

In earnest appreciation of your patronage in the closing year we wish to say to each of you, "Season's Greetings and Best Wishes for the New Year."

Hereford Motor Company AND EMPLOYEES

MAY YOU HAVE...

A Merry Christmas AND A Happy and Healthy New Year

DR. & MRS. R. E. PERKINS

SILENT NIGHT & HOLY NIGHT

We trust your Christmas will be a howling success and that the New Year will hold success and happiness for all.

McCONNELL ELECTRIC CO.
Zenith Radios Leonard Refrigerators
Wiring Contractors

More Letters . . . to Santa Claus

Dear Santa,
I am going to school this year. I am six now, you know. Please bring me a doll with a bottle, a little sewing machine, a set of dishes, an animal story book and some fireworks, candy, nuts and fruit. I love you.
Merle Euvonne Turner.

Dear Santa,
I have tried to be a good little boy this year. I want a watch, a tool chest, a football, a knife, some candy and a few fireworks. That's all, Santa. Your friend,
Doyle Turner

Dear Ole Santa,
I have been trying to be a nice girl so you would come to see me. I wish you would bring me a great big doll, a bedroom suite, a purse, a washer, some cooking utensils, and lots of candy and fruit. Be sure and don't forget my Aunt Ma, as I love her. Visit all the other little girls and boys, too this year. I'll be seeing you.
Alma Faye Knox

Dear Santa Claus,
I am a little boy six years old and I have been good and had fun, but please bring me a big wagon, a tool chest, a game, and lots of candy. Santa, don't forget my little playmates and my Grandpa Alshley. Bye, bye
Ruben Knox

P. S. Oh, yes, I want a cow boy on Donald and I can have lots of fun.

Dear Santa,
I am a little girl three years old. I have been good and hope you will bring me some things. I want a wagon, a baby doll, doll clothes and a trunk.
Jerry Beth Hance

Santa Claus,
Please bring me some crayolas and me a drawing book and a gun and some boot stockings, french harp. Please Santa Claus, don't miss me, I live with grandpa Isaman. With love,
Tommie Jones.

Dear Santa Claus,
I am a little girl seven years old, and I've tried to be real good. I want you to bring me a large doll with long black curls and a red coat and hat, and I want a table with two chairs. I have oodles of dishes and other toys left from last Xmas. Stanley wants a large coaster wagon and please bring us lots of candy, nuts and fruit. Your little friend,
Delores Phillips.

Dear Santa Claus,
I just thought I had better write and let you know that I am going to see my Granny at Lubbock, Christmas, so you could find me. I've had lots of nice toys so bring me just what you want to. Don't forget my little brother, Billy Don, and all the other little children.
Jerrold Daniel.

Dear Santa,
We want 4 lunch boxes. Boys would like gloves, and fountain pens. Girls would like autographs books and head bands. All would like nuts, candy and fruits.
Little Brother and sister don't know just what they want, just

every thing that would make little tots happy. Your little friends,
The Mitchells

Dear Santa Claus,
I am a little girl 7 years old and I want you to bring me a Shetland Pony and a Sherley Temple doll. My little sister Delores Anne wants a tricycle and a doll. Little sister Betty Jane wants a rattle. Bring us some candy and nuts also bring other good boys and girls some toys. Thank you.
Georgia Faye McConnell

Dear Santa,
I am a little boy, five years old. I play the piano, accordion, and hope you think that is nice. I would like for you to bring me a red streamlined wagon, two little cars, a climbing tractor, and a small machine gun. Some candy, nuts and fruit. Please go to see all little boys and girls. Your little friend,
T. J. Hawks.

Dear Santa,
I am a little boy six years old. I want a football, tractor, and transfer truck and I have a little sister. She is four years old and she wants a little dolly with a bottle and a teddy bear and lots of candy and nuts. Lovingly,
Marcus and Marilyn Matthews

Dearest Santa,
Please bring me a doll with real hair so I can comb it. I want a big doll buggy and a car I can run. I gave all my old toys to some poor children. Hurry up and come. I love you.
Patsy Wiltshire

Dear Santa,
Please bring me a passenger, electric choo choo and a cowboy suit. We don't have a chimney, Santa, but we'll leave the door unlocked for you.
Jack McCracken

Dear Santa Claus,
I want a tractor, plow, disk, trailer. Nellie wants a car and doll. Bring us some candy, please. Your little friends,
Paul Laurence Conklin
Nellie Conklin

Dear Santa Claus,
My name is Joe and Pat is my brother. Bring us some blocks and a truck. I would like to have some tools, too, please. Clifford is my big brother. He can help us build things with the blocks and tools. He wants a train but he will be happy to have what you decide to bring him. Your friends,
Joe Kerr

Dear Santa Claus,
I am in the third grade and have been making good grades. I

have been a good boy and I want a popgun and a holster, and I want a cowboy suit and a hat and I want a beeb gun and sheals and I nine years old and it wont be long to I be ten years old.
Clifton Harper

Dear Santa
I am a little boy not hardly three years old. I am as good as most boys. I want a foot ball and teddy bear and any thing else you want to bring me. Please don't forget my little brother at Dumas and my little twin sisters at Kellerville. Don't forget the other boys and girls. Remember my Mother and Daddy and my sister Jewell Aleen.
Bring me some candy, nuts and fruit. Your friend,
Le Rby Rudd

Dear Santa,
I have tried to be a good girl. Please bring me a doll, a little cedar chest, to put my handkerchiefs in. I would like to have a teddy bear also, and a ball. Please bring me some candy. Nuts and fruit. Don't forget my little Brother, Mother, and Daddy. Your little friend,
Jewell Aleen Rudd

Dear Santa,
I am a little boy 4 years old. I would like a train and anything else. Your friend,
R. W. Griswold

Dear Santa Claus,
I am going to Mo. to see my grandmama Burks, and you can bring my pretties to me there. You can bring Jerry's, too. We want a choo train best of all, and a tractor that climbs. I'm 3 and Jerry is 16 months.
Billy Wayne and Jerry Dale Burks

Dear Santa,
My Daddy and I live all alone. This is my first year in school. I like to go so I can learn to read and write. Can you bring me a flash light and truck, candy and fruit. I have a little sister living with Grandmother. Will you please bring her something? One who loves you,
Vou Earl Mundell

Dear Santa,
Will you please bring me a doll, doll blanket, some shoes and a hat, a purse, and a mattress and pillow for my doll bed?
Please don't forget my little sister La Nelle and bring her some candy, nuts and toys. With love,
La Vonne Lindsey

Dear Old Santa,
I have been a good girl and I want you to bring me these things, doll, doll blanket, hat, coat, pair shoes, a doll pillow, a mattress for my doll bed. Please don't forget Shirley Hall and bring her a doll and doll bed. With lots of love,
La Nelle Lindsey.

Dear Santa Claus,
Please bring me a buggy, a tricycle and a dy-dee doll. I have tried to be a good girl. With love,
Elsale Cox.

Dear Santa Claus,
I am a little girl ten years old and have been very good. I want a baby doll and buggy or what ever you think is nice. Be sure and bring me fruits and nuts, too. Don't forget all the other little girls and boys. Yours very truly,
Mary Lucase Pace

Dear Santa,
I am a boy in the high first grade. The weather is good for you to come in. I want a truck, and a bicycle if it doesn't cost too much.
We haven't a chimney. We have only a stove pipe but I'll leave the door unlocked so you can get in. I'll go to bed early so don't be late. Love to you,
William Langford

Dear Santa Claus,
Please bring Gayle and me a pair of skates and a tool chest for each of us if you can, please, bring us a pair of boxing gloves. We have been good little boys. Thank you.
Gayle and Junior Cornelius

Dear Santa Claus,
I am a little boy 9 years old. Please bring me a wagon and a ball bat and any other toy you want to bring. Also nuts, candy and fruit, and don't forget my little sisters, 3 and 4 years old. Your friend,
Glenn Bell.

Dear Santa,
I am 6 years old. I go to school. I have a little baby brother. Will you please bring him a little car and me a watch and chain, knife, candy and fruit? I will be glad to see you Xmas.
Melvin Lewis.

Dear Santa,
My home is with my uncle and aunt. They are very good to me. Please remember them. I am a little girl, 6 years old. Will you please give me a sheepy doll, candy and fruit. Remember my two sisters and two brothers where they are. Love to you,
Ruby Joyce Rutherford.

Dear Santa,
I have been a good little girl this year, and I would like for you to bring me a Dy-dee doll, a color book, and some house shoes. My baby sister, Sue, wants a little card table with two chairs and a piano. Bring us some candy, nuts and oranges. Thank you. With love,
Betty Smith

Hello Santa,
I'm a little boy that is a cousin

to the little girl who said she was glad she wasn't a boy.
I'm just as much gladder that I'm not a girl. I am in the second grade. I wish you would bring me a tractor, candy and fruit, I have a little sister and an older brother. Will you please bring them something. I'll be hoping to see you Xmas. With love,
Douglas Darmon.

Hello Dear Santa,
I hope the snow will be deep enough for you to come in your sleigh. I'm glad to say I'm a girl and not a boy. I am seven years old and in the second grade. I want a sleepy doll that cries, a set of dishes candy, and fruit. I have a little sister who has been very good. Please bring her something. With love,
Lovell Teague

Dear Santa,
I'm a little boy who has just started to school. I haven't gone much, but I came to-day to see you. Please bring me a little train that says "Ding dong" and shoots out fire, some candy and fruit. Please think of others. Love,
Leon White.

Dear Santa,
I am a little boy who has many brothers and sisters so I know I must not ask for much, but I do want a tricycle, a wagon, candy and fruit. Thank you for what you have given me before and for what you bring me this year. Don't forget any boy and girl. Your friend,
Robert Lee.

Dear Santa,
I am a little girl three years old. Please bring me a car, a doll with real hair and a telephone. Please bring my little sister Carolyn a teddy bear.
Kathlyn Kester.
Stencils, ink and office supplies at Brand Office.

THE DAWN

of another New Year...

find us wishing you much joy and prosperity . . . and expressing our thanks for your friendship and patronage.

Dr. and Mrs. J. W. Hendrix

To wish you a real old fashioned

MERRY CHRISTMAS AND HAPPY NEW YEAR

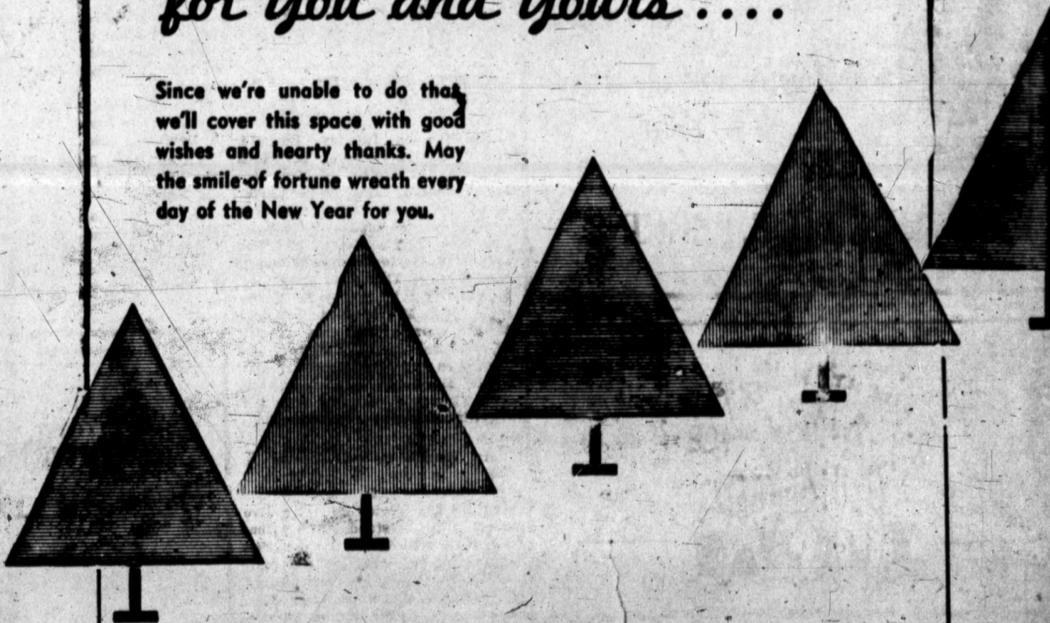
FOX CLEANERS and HATTERS
"The Man's Shop"

HOMER FOX

PHONE 111

We'd Like to Fill a Forest of Christmas Trees with Gifts for You and Yours . . .

Since we're unable to do that, we'll cover this space with good wishes and hearty thanks. May the smile of fortune wreath every day of the New Year for you.



Pitman Grain Co.

AND EMPLOYEES



SEASON'S GREETINGS

As we cannot see each of you individually to tell you of our Christmas wishes, we must find another means. We want you to feel that this message is for you, personally, and we want you to believe us when we say that we are proud of your friendship and that our amicable association is tremendously important in our policy of service . . . We pledge anew our willingness to serve you in any capacity that may be your pleasure.



Wishing you the best of all your desires and a Happiness this Christmas that will continue throughout the coming year.

ALMA'S Beauty Salon

BEAVERS BROS. GARAGE

The Adrian Sandstorm

Edited by the Junior Class

STAFF

Editor-in-chief _____ Frank Fortenberry
 Assistant Editor _____ Clifford Chapman
 Social Editor _____ Roselee Morris
 Feature Editor _____ Lonella Fortenberry
 Pop Squad Reporter _____ Dorothy Spande
 Sponsor _____ Mr. J. C. Baker, Jr.

The True Spirit of Christmas
 Some people very often make a habit of using "X" for "Christ" in the word "Christmas." Of course we get in a hurry these days, but still let us take the time to put the "Christ" into Christmas. The word is spelled thus because it commemorates the birth of Christ, our Lord and our Saviour. We should always do this thing of letting the season really be a remembrance of Him; so let us this year, do our part toward putting the "Christ" into "Christmas," both in the name and in our festivities as well.

P. T. A. Meets Dec. 14
 Members of the Adrian P. T. A. met last Tuesday, Dec. 14, at the high school auditorium. Mrs. J. Paul Mathers had charge of the program, which was conducted as a "symposium." The four people who spoke of the program, discussing attitudes toward "Learning," were Mrs. E. C. Chapman, who spoke from the viewpoint of a mother; Mrs. G. A. Syms, who spoke as a teacher; Mr. Norman Jacobson, as a father; and Rev. Bruce as a minister.
 A mixed quartet composed of Mrs. Tolbert, Mrs. Jones, Mr. Bruce, and Mr. Baker entertained by singing several Christmas songs. Following the musical numbers, the group adjourned for refreshments.

Christmas Program Given
 Thursday afternoon, Dec. 16, the assembly program was in charge of the seventh and eighth grades under the direction of Mr. Baker. Clyde Phillips announced the program. Six members of the Harmonica Band played "Jingle Bells" and "Silent Night." Jean Spande furnished the second division in the program with a reading, entitled "Christmas Goodwill at the Picture Show." Next came a playlet, "Putting Over the Christmas Fund," in which J. J. Carter played the part of "Cy," and Robert Lee Morgan the part of "Bill." The high school girls chorus concluded the program by singing "Silent Night."
 Mrs. Edith Levi will have charge of the next assembly program, which will come on Jan. 6, 1938.

Seventh and Eighth Grades Enjoy Christmas Party
 Mrs. E. N. Jacobson entertained members of the seventh and eighth grades Thursday evening, Dec. 16. The party started when each guest was given ten paper Christmas bells, one of which was to be given up whenever anyone else caused the holder to say "yes" or "no." This contest continued throughout the party. Other games were beanbag throwing, snowball races, and illustrating the blank pages in Christmas gift books which each person was given. Refreshments were served immediately afterward, to the following class members and visitors: Norma Lee Hetscher, Opal and Mildred Miller, Florence Ross, Jean Spande, J. J. Carter, Buddy Chapman, Wilbur Chapman, Winston Hamm, Verne Jacobson, Bobby Morgan, Clyde Phillips, Edward Thomas, George Worsham, Raleigh Hollibaugh, and Jimmy Zaring, Miss Thelma Miller and Mr. and Mrs. G. A. Miller, Mr. Zerrill Thomas, Miss Norene Jacobson and class sponsors, J. Paul Morgan, J. C. Baker, Jr., and Mr. and Mrs. E. N. Jacobson.

Third and Fourth Graders Have Christmas Tree
 About three weeks ago the students of Mrs. Bruce's room, the third and fourth graders, drew names to see for whom each was to buy a present, and Friday afternoon, they presented the gifts. They had a beautifully decorated

Christmas tree. Roy Fortenberry, whose birthday happened to fall on that day, gave all the students a candy bar as a present.

Many Adrian People Plan Trips
 Well, well! Traveling is just as good a way as any for spending and enjoying the Christmas holidays, and several of the Adrian citizens plan to spend the season in other places. The Calhouns are going to South Carolina, the Zarlings to California, the Worshams to Waco, the Chapmans and Mrs. Glen Howard to Oklahoma, Mrs. Levi to Fort Worth, Miss Clemons to Oklahoma, and Mr. Baker to Fort Worth.

Sponsors Entertain Sophomores
 Saturday night, Dec. 11, Miss Lora Faye Clemons and Mrs. O. G. Calhoun entertained the Sophomores with a Christmas party in the home of Mrs. Calhoun. Games of dominoes and monopoly were played, and refreshments, consisting of cookies, cocoa and fruit salad, were served to the group. Miss Clemons presented a gift to each girl and boy receiving the highest number of points in dominoes. These gifts were given to Roxie Blasingame and Roy Long. The highlight of the party came when

Orville Calhoun, acting as Santa, presented gifts to every person in attendance.

Guests for the evening were: Roxie Blasingame, Lonella Fortenberry, Neoma Reynolds, Jean Spande and Lottie Zaring; Jake Fortenberry, Jay Fortenberry, Edwin Frost, Bob Grubik, Roy Long and Jimmy Ross; Mr. Kyle Riddle and Mrs. D. R. Blasingame; Miss Lora Faye Clemons, Sarah Calhoun and Mrs. Calhoun.

Seniors Choose Play
 Thursday, after reading over the plays they had ordered, the Seniors selected the farce-comedy entitled "Good Gracious, Grandma," for presentation this season. In the play, two cousins, George and Henry, are flat broke, and their fathers are in Mexico. A telegram comes, announcing the arrival of two daughters of an old friend and requesting the father to entertain the girls. A check is also sent for expenses. In order to get the money, George and Henry decide to entertain the girls. The problem of a chaperon is solved by dressing George up — but to tell you more of the complications that arose from stolen clothes and other things would spoil the story for you. Make your plans now to enjoy this production when the Seniors present "Good Gracious, Grandma," some time in January.

Missionary Society Chicken Dinner Well Attended
 On Friday night, December 10, the Missionary Society gave a chicken dinner at the science laboratory in the school building. Proceeds from the affair, at which many people were present, are to be applied toward furnishing the parsonage. After the dinner the guests played "42" in one of the

other rooms, to which the admission was five cents per person.

Boy Scouts Exchange Gifts And Hold Final Meeting For 1937
 Meetings on Monday and Tuesday at 11:15, completed the Boy Scouts' activities for 1937. Since the meeting was held at school during the day, every boy who has attended the Scout meetings at any time was present. Mr. Baker discussed plans for registering the troop formally with the National Scout organization, and most of the boys signified their desire to pay the fee and register immediately. As soon as possible in the new year, the boys will become a licensed troop. In keeping with the season, each Scout exchanged a gift with another Scout during the last meeting. The group extends to everyone best wishes for a Merry Christmas and a Happy New Year.

Annual Christmas Program To Be Held On Christmas Eve
 On Christmas Eve night at 8 o'clock, the annual Christmas program will be presented by the elementary grade students, who will be assisted by the high school girls' chorus. The program will be given in the high school auditorium.
 First the high school chorus will sing "Oh, Little Town of Bethle-

hem," and "It Came Upon A Midnight Clear." Mrs. Brown's first and second grade pupils will enact an acrostic. Following immediately, the higher elementary grades will give a play, entitled "How The Christmas Song Was Found." The high school chorus will assist with the songs. Roxie Blasingame and Roselee Morris, singing two duets, will render "Oh Holy Happy Morning," and "The Best Birthdays." Finally, the chorus will conclude the program with the hymn and carol, "Silent Night."

Primary Room Has Christmas Tree
 Members of the first and second grades held their Christmas tree as planned on Friday afternoon from 3 until 4 o'clock. The little Christmas tree was very heavily loaded with presents, and everyone present received a gift.

High School Gift Box Makes Christmas Exchange Complete
 All the classes in the high school gathered in Room 5 at 3:15 on Friday afternoon to have their share of the Christmas gift-giving. The faculty gift to Mr. Syms was presented first. It was an attractive occasional chair finished with brown and figured plush in the seat and back.

JUST A THOUGHT

for you
 May this Holiday bring you the utmost of joy and may the New Year bring with it success in your every endeavor. You have been thoughtful of this institution and have made possible our continued growth. For your support we express our appreciation and pledge ourselves to an even greater service in the future.

FASHION DRESS SHOPPE
 MR. AND MRS. W. F. GILLIS

In GRATEFUL ACKNOWLEDGMENT

Our business relations past have been most pleasant, and at this season of the year we wish to extend our hearty wishes for a MERRY CHRISTMAS and a HAPPY NEW YEAR

CONSUMERS FUEL ASS'N. AND EMPLOYEES

CHRISTMAS Food SALE

CANDY

- FANCY CHOCOLATES 17 1/2c
- Bon Bons, Pillar Fills — 1-Lb. 12 1/2c
- XMAS CANDY 12 1/2c
- Choc. Drops, Orange Slices, 1-Lb.
- CHERRIES 15c
- Red Pitted — No. 2 Can
- ORANGE JUICE 10c
- Amila — 12-Ounce Can
- PANCAKE FLOUR, Aunt 23c
- Jemima (Small 1-lb.) — Large
- PEARS 19c
- Libby's Bartlett — No. 2 1-2 Can
- COFFEE 28c
- Schilling's — 1-Lb. Can
- SALAD DRESSING or 27c
- Relish Spread, Bestyett—Qt. Jar
- RAISINS, Sun-Maid, 10c
- Seedless or Puffed — 15-oz. pkg.
- CORN, Del Maize Niblets, 25c
- 12-Oz. Vacuum pack. — 2 Cans
- CORN, Libby's, fancy 25c
- County Gentleman, 303 size—2 for 15c
- PEAS 15c
- Libby's fancy, 3 sieve—No. 2 Can
- RITZ BUTTER WAFERS 23c
- 16-Ounce Package
- MEAL 9c
- Quaker, white or yellow—Package
- TOMATOES 23c
- No. 2 Can—3 Cans for
- COCOA 12c
- Hershey's — 1-Lb. Can

Listed below are some of the good things you'll need for the Christmas feast. All the other items necessary for a bounteous repast will be found on our well-stocked shelves at the lowest prices in town.
 Prices on this ad good Friday, Monday!

FLOUR EVERLITE \$1.56

- COCONUT 21c
- Fancy long thread—1-Lb.
- JELLO 5c
- 6 Flavors — Package
- Choc. Covered Cherries 19c
- 1-Lb. Package
- OXYDOL 21c
- Large Package
- EXTRACTS 21c
- Schillings — 2-Oz. Bottle
- CRISCO 55c
- 3-Lb. Can
- RIPE OLIVES 17c
- Libby's — Tall No. 1 Can
- OLIVES, Libby's, 10c
- Stuffed or Queen—Small
- WAX PAPER 15c
- Cut Rite — 2 Rolls
- DATES 25c
- Dromedary, pitted or regular — 2 Packages for
- PEACHES, Gingham Girl, 35c
- DeLuxe Halves or Sliced, No. 2 1-2 Can — 2 Cans for
- WAX BEANS 15c
- Empson's fancy, whole — No. 2 Can for
- PEAS 25c
- American Wonder, Early June, No. 2 Can — 3 Cans for
- PICKLES 15c
- Sour or Dill — Quart Jar
- NAPKINS 8c
- Embossed, paper — 80-count
- TOMATO JUICE 19c
- Libby's — 3 Tall Cans
- MINCE MEAT 15c
- Marvin — 2 Packages
- OYSTERS 11c
- 5-Ounce Can
- ASPARAGUS, Libby's 17c
- Natural or green — Can
- SHORTENING 89c
- Mrs. Tucker's — 8-Lb. ct.
- PINEAPPLE JUICE 27c
- Libby's, 12-oz. — 3 Cans
- PINEAPPLE JUICE 31c
- Libby's — 46-oz. can
- TOILET TISSUE 17c
- Northern — 3 Rolls

—: Produce —:

- ORANGES 35c
- Medium size—2 Dozen
- APPLES 17c
- Extra fancy Winesaps, Doz.
- APPLES 17c
- Extra fancy Delicious, Doz.
- CELERY 10c
- Large Stalk
- CRANBERRIES 15c
- Per Pound
- YAMS 19c
- Porta Rican — 5 Pounds
- CAULIFLOWER 9c
- Per Pound

—: High Quality Meats —:

- SAUSAGE 18c
- All Pork — Pound
- BACON SQUARES 21c
- Per Pound
- BOLOGNA 15c
- Per Pound
- STEAK 15c
- Good Beef — Per Pound
- LAKE TROUT 25c
- 2 Pounds For
- TURKEYS 24c
- Dressed — Per Pound
- HENS 19c
- Dressed — Per Pound

Holiday Greetings

We cherish the thoughts of the one who has been thoughtful of us, and take this method of expressing a true appreciation.

PEVLEY & SEED
 ALLIS-CHALMERS IMPLEMENTS

FURR FOOD

COURTHOUSE RECORDS

Warranty Deeds
 J. T. Cronin, et al, to John B. Renfro: Lot No. 1 in block 26, Hereford, Texas.
 Federal Farm-Mortgage Corp. to R. H. Chandler: tract out of southwest quarter of section 6, T3, R2; tract out of northwest quarter of section 6, T3, R1.
 George A. Ritzinger to J. L. Rogers: Lots 9, 10 in block 13, Whitehead Addition to City of Hereford.
 Horace Rutherford and wife to

John V. Farwell, Arthur L. Farwell and Farwell Winston as trustees: 160 acres out of Capitol League No. 451; described as southwest quarter of section 25, T2, R2.
 Horace Rutherford and wife to Frank Ferry, Kent Chandler and Farwell Winston as trustees: 160 acres out of Capitol League No. 451, described as southwest quarter of section 25, T2, R2.
 T. W. Kyger and wife to C. D. Sears and H. H. Townsend: northwest quarter and north-half of northeast quarter section 20, block K8.
Quit Claim Deeds
 Cliff Estes to John B. Renfro: Lot No. 1, block 26, Hereford.

Henrietta Davis to First National Bank of Hereford: Lots 15 and 16, block 11, Hereford, Texas. New Automobiles
 C. S. Gunter, Dec. 18, Dodge coupe, Canyon.
 H. V. Hennen, Dec. 16, Dodge pick-up, Ireland Motor Company.

Jumbo News

(13 miles southwest)

MRS. ULLMAN HUNTER
 Mr. and Mrs. Sam Hunter were in Plainview, Wednesday.

Paul and Bonnie Ruth Andrews of Hereford, spent the week end with their grandparents, Mr. and Mrs. C. Andrews.

Those home from W. T. S. T. C. for the holidays, are Mary Ann and Bob Baird, Orval Pierce, Lucille Dyer and Pauline Matthews. Addison Hunter was in Muleshoe, Saturday.

Mr. and Mrs. H. C. Baird and Mrs. Ullman Hunter attended regular O. E. S. meeting in Hereford, Tuesday night.

Mr. and Mrs. Robert Stephens visited with his brother, Oswo, in Dimmitt, Saturday night.

There will be a community Christmas tree and program at the school house, Friday evening, Dec. 24th.

Mrs. Dewey Owens entertained the following with a turkey dinner, Sunday: Mr. and Mrs. George Short and baby, Mr. and Mrs. Earl Matthews, Mrs. Henry Short, and Mrs. Opal Tollett of Dimmitt.

Phyllis and Francis Hunter spent the week end, in Hereford, with their grandparents, Mr. and Mrs. W. A. Hunter.

Dr. Puckett of Amarillo, was in this community, Sunday.

Almost everyone from this community enjoyed Santa Claus and the parade in Hereford, Friday.

Misses Elvora Juich and Sarah Agnes Bryant spent the week end at home.

Mr. and Mrs. Buddy Spencer called on Mrs. W. A. Hunter of Hereford, Sunday.

Mr. and Mrs. M. L. Simpson were in Amarillo, Friday.

Mr. and Mrs. Sam Hunter were Sunday guests of Mr. and Mrs. E. M. Allen, her parents, of Easter.

Mr. and Mrs. Carl Gilliam of Lubbock, were guests of Mr. and Mrs. Clem Gilliam, Sunday, and in the afternoon they all visited with the Dick Dicksons of Hereford.

Mr. and Mrs. Ovid Pinckert and Mrs. Dewey Owens were Amarillo visitors, Monday.

To the Hindus, a system of philosophy is an insight, a "darsana"; a vision of truth and not a matter of logical argument and proof.



The Whiteface Round-Up

Vol. II—No. 13

HEREFORD HIGH SCHOOL, THURSDAY, DECEMBER 16, 1937

Page 23

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

Christmas

May life's best gift make glad your day;
 And joy light up the New Year morn.

WALLACE C. COX

GREETINGS

The inspiration of another Happy Holiday Season with its Good Will and Good Fellowship prompts us to send a message of hearty greetings to you, whose friendship we appreciate and enjoy.

We extend our warmest wishes for your continued Health, Happiness and increasing Prosperity.

The Kesters

SEASON'S GREETINGS

At this cordial season of the year, we like to feel that each of you is one of our loyal friends and that our success, whatever it may be, is just a reflection of yours. You, the people of this community have been very liberal with your patronage, and we are grateful. We trust that these associations have been as pleasant to you as they have been to us. So we wish you all the joys of the season and sincerely hope that the coming months will bring you a large share of prosperity and happiness.



FRASER
 Oil & Grain Co.
 AND EMPLOYERS

Christmas Holidayists

Several members of the faculty and school are planning to spend the holidays out of town. Miss Crawford is going to Fayetteville, Ark., to spend the holidays. Miss Wrenn is planning to visit J. B. Wren and her sister at Memphis, Texas. The "governor," Charles Virden, is spending Christmas at Plainview with his family. Another senior, Dean Dunlap, is going to a warmer climate. He is going to Houston. Miss Fullingim is going to Dallas, Fort Worth, and Decatur. She is going to have a big Christmas, we hope. Mr. Muller is going first to Denton to attend a fraternity brothers' reunion, and then on to Burk Burnett. Mr. Wiloughby plans to spend the time at his home in Canyon, unless he gets over his cold. If he does, he may go to other places. Mr. Dillehay says he might spend a day or so in both Plainview and Canyon, but thinks he will stay home most of the time. Miss Rigler said she would be "Aqui, aqui, este cuidad," which means she is to be here most of the time. Mr. and Mrs. Emmons will visit relatives at Garman, Texas, in Eastland county, during the holidays.

Miss Jeane Williams will go to Olney during the holidays to visit her grandmother.

Among the other stay-at-homes, are James Isom, Mr. McCollum, Miss Rice, and Mr. Smith. Mr. Hudson wishes to receive any and all presents at his home on B Street, Hereford.

Here's wishing everyone, stay-at-homes or go-aways, a very Merry Christmas and a most Happy New Year!

GLEE CLUB IS DISCONTINUED

The contacts planned for December 17, by the Girls' Glee Club has been put off because of the illness of Miss Thelma McMinn, the director.

Glee Club has been discontinued until after the Christmas holidays, when it is sincerely hoped that Miss McMinn will be able to take over her work again.

At the last meeting, Mary Tietel, president, presided and it was decided that all of those who wanted to, could sing at the White Christmas services given at the Baptist Church, but the Glee Club would not go as a group.

Library Receives New Books

The library has many new books that have just arrived this week. This makes the second shipment of new books this year.

In the first shipment the following books came:

Home and Family, Jordan, Ziller and Brown; Facing Life, Faunce; Ho to Win Friends and Influence People, Carnegie; Keeping a Sound Mind, Morgan; The Kingdom Within, Webb; Finding the Trail of Life, Jones; The Teaching of Ideals, Charters; Mental Hygiene of the School Child, Symonds; The Tumult and the Shouting, George Slocumb; Following the Printed Trails, Carol Hovious; Youth at the Wheel, Fioherty; How To Appreciate Motion Pictures, Dale; Photography, Kenneth Mees; Cowboy Songs, Lomax; The Airplane and Its Engine, Chatfield; Year Book of Agriculture, 1936, United States Department of Agriculture and A Brief History of the Great War, Carlton Hayes.

The books that arrived the first part of the week are: Guiding Individual Growth, Roy A. Burkhead; Everyday Problems of the Everyday Child, Douglas A. Thom, M. D.; The Art of Leadership, Ordway Tead; What Would You Have Done, Vernon Jones; Picturesque Word Origins, from Webster's New International Dictionary; Glengarry School Days, Ralph Connor; Essentials of Loyal Citizenship, Reed; The Critical Period of American History, John Fiske; City Government, D. W. Hoan; World History in the Making, McKinley; You and Your Government, Maxey; My Worth to the World, Copen and Melchior; Hunger Fighters, Paul de Kruit; Green Mansions, W. H. Hudson; The Best Plays, 1935-1936, Burns Mantle. Of the fiction: Her Father's Daughter, Gene Stratton Porter; Little Lord Fauntleroy, Burnett; The Heart of the Hills, John Fox Jr.; The Little Shepherd of Kingdom Come, John Fox Jr.; Little Orvie, Gentle Julia; Penrod, and Penrod and Som, Booth Tarkington; Understood Betsy, Dorothy Confield; Recreation, Grace L. Hill; Ann Vickers, Sinclair Lewis; Babbitt, Sinclair Lewis; Mother, Kathleen Norris; The Age of Innocence, Edith Wharton; The Circular

Reverend Barnes Addresses Student Body

Tuesday morning Reverend Barnes of the Baptist Church, spoke to the student body. He began his talk with a most interesting and humorous story about a skunk (and a man).

The topic of his lecture was The Unfinished Man. He told of many people who only had half-finished education and were satisfied with it. He told of one person who was well developed socially, mentally, and physically. This boy was not ashamed to tell of his religion. This boy was popular with his schoolmates all through college and several universities. Kenneth Thrush was a success. He did not have a half-finished education. He was not satisfied with going through high school. He wanted college and attained it. This young man grew in wisdom and stature and in favor of God and man.

Freshmen Meet

The Freshman class met Wednesday, December 15, in the High School auditorium.

Mr. Hudson told the class about the parade and how to act. If we do not act right they will probably have some visits to pay to the study hall after the Christmas holidays.

The party is not to be given until after Christmas. Other business was discussed, then Calvin Brumley asked Kenneth Lisebe to play on the French harp.

Kenneth played "She'll be Comin' Round the Mountain," and "Red River Valley."

Hicks Roberson then played a baritone solo.

Troyce Stambaugh played "Treasure Island," on the piano for the class.

A committee consisting of F. L. Lucas, Nell Spradley, Maxine Beach and Margaret Hixson was selected to name the kind of assembly program to be given by the Freshman class.

Staircase, Mary R. Rinehart; A Girl of the Limberlost, Gnee S. Porter; The Sky Pilot, Ralph Connor, and The Best Short Stories of 1936, Edward J. O'Brien.

Whiteface Head Fund Established

The Senior Class meeting, on December 15 discussed the possibilities of buying a Whiteface head and having it erected in the school building. Money left by the Seniors '36-37 will be converted into the "Whiteface Head Fund", and the Seniors of this year will contribute to it. This plan will be suggested to the other classes for their approval, but the fund will be permanent until the required amount is raised to buy this White face head.

Mr. Hudson announced that the Seniors were to meet in Miss Crawford's room before the parade Friday afternoon. He also gave instructions concerning their behavior during the parade.

The Senior Play Committee has not, as yet, selected a play, therefore the "try-outs" will not begin until after the holidays.

Last, but not least, it was asked that the Senior Mothers be reminded to pay their dues so that the Seniors' financial status will be more stable!

Christmas Spirit Prevails In School

A Christmas spirit prevails throughout the school as all students, large and small, smart and dumb, good and bad, begin thinking of jolly old Saint Nick and the possibility of his visit this year. "I've been a bad, bad boy," says Andy Schumacher, "but I'm pretty sure the old-gent will call on me."

Ruth Callahan tells Santa "Please don't bring any more girls into H. H.'s life and keep all the pretty little blondes away from him."

A very winsome little lady wants to borrow one of Mr. Emmons' socks to that Santa will be able to bring her a "great big handsome man."

STUDENT COUNCIL DISCUSSES IMPORTANT SUBJECT

Application for privilege cards were approved December 13, at the regular Student Council meeting. Another subject brought up was that of 45-minute periods; no decision as made.

mother, near Dallas, taking the offering for the Juliette-Foxler Home in Dallas, with them. The cash offering exceeds by a gratifying amount the offering for last year. The pastor will be in the pulpit again on Sunday morning, January 2.

Mr. and Mrs. Ray Barber and daughter, Margarite left Wednesday to visit relatives over the Christmas holidays in Emporia and Bronson, Kansas, and plan to return home Monday. They were accompanied by Mrs. Jack Wayland and her brother, Ernest Sewell, who has been visiting the Waylands for several weeks. Mrs. Wayland and brother will spend the holidays with their parents in Independence, Kansas.

Office supplies, typing paper, and typewriters for sale at The Holidays with Mrs. Redford's Brand office.

Services at the CHRISTIAN CHURCH
 H. M. Redford, Minister.
 Ellis Coombes, Supt.
 The only services at the Christian Church during the holidays will be the regular Bible School next Lord's Day morning at 9:45, followed by the Communion Service. Also both Endeavor Societies

A Timely Message TO OUR FRIENDS

And all the good wishes we can think of for you at this glad Christmas time... May the New Year be filled with Joy and Prosperity for all.

D. R. GASS & SON

WE EXTEND SEASON'S GREETINGS

To each of you with an added expression of gratitude for your friendship and patronage during the past. We invite your consideration in the coming months.

Hereford Insurance Agency
 HUBERT FREEMAN



Thanks, Mothers!

The Pep Club, Cowhands, Football Boys and Band, along with the Gashouse Gang, went into a huddle and decided that the mothers of the members of all these organizations should be thanked in the most outstanding way possible. After much debate, some bright person mentioned a published expression of appreciation, so here it is. Mothers, these groups want you to know that your tireless efforts making the banquet successful have not gone unheeded. Without your able management, such a large affair could not have been attempted. As their vocabulary is very limited—well, thanks!

Central School Honor Roll

High Honor Roll

Third Grade—Geraldine Ballard, Jessie Ann Buckner, and Madeline Baevens.
Fourth Grade—Juanita Upton and Naomi Brumley.
Fifth Grade—Billy Zo Smith.
Sixth Grade—Phyllis Gene Radovich.

Honor Roll

Third Grade—Paul Andrews, Joe Ferrell Bishop, Ralph Fullwood, Alva Hurford, May Jackson, Helen Kelly, Alyene Malm, Thomas Malm, J. B. Sowell, Virgil Young, Lois Bell, Ann Rosson, Jo Ann Smith, Velda Vaughn and Maria Williams.
Fourth Grade—Eugene Sparks, Delmo Williams, Marcella Blue, Pearl Edwards, Ineva Hunter, Rosalee Nunn, Patsy Ruth Sanders, Myres Binnion Hudson, Billy London, Barbara Ann LeGrand, Heiq Ruth West, and Lonidine Martin.
Fifth Grade—Kathryn Acker, Nettie Hood, Betty Jean Prolock, Mary Ruth Russell, Helen Louise Posey, LaNelle Parmer, and Arline Millard.
Sixth Grade—Maxine Ballard, Margaret Olson, Ella Mae Persons, Nona Deene Rose, Evelyn Walker, David Neal Beavers, Billy Dameron, Mary Ann Acker, Billy Louise Crawford, Mary Helen Cross and Virginia Ann Dillehay.

Sophomores Have Regular Meeting

The Sophomores met Wednesday, December 15, in the regular place. The secretary read the minutes and informed the group that dues were far from being paid up to date. The staff members urged all students to hand in newspaper articles. The Student Council members have asked the students to thing over the issue concerning forty-five minute periods. And last, but not least, Mr. Hudson issued orders concerning the routine to be used in the parade Friday, December 17. This is the last time the Sophomores of Hereford High School will be assembled in 1937.

Mrs. W. J. Stewart and Mrs. W. P. Caraway attended the 6th and 7th grade Christmas program and the High School Christmas tree at the Education Building in Canyon, Thursday night. Obed Caraway and Raymond Stewart took part in



SANTA LETTERS

Dear Santa Claus,
I have been very good. I get good marks in school from all my teachers but Mr. Willoughby. So dear Santa, please bring him a magic pencil that writes only "A's." This year I want a pair of riding boots and pants, spurs, and a saddle. Maybe next year you can bring me a horse. I also want a dolly that will sit on my lap and talk like Charlie McCarthy.

Your little friend,
Helen Ann Snyder.
P. S. Please bring Bud a new leg 'cause one of his won't work.

Dear Santa Claus,
How are you? I am just fine. I have been a very good little girl this year and I want you to come and see me. I want you to bring me a "diddy" doll, and a little red wagon. Please don't forget to bring Minnie Dea and her football captain something. You can bring Miss Kiefer some smart English students. Please don't forget to bring Andy Schumacher the book on "How to Make Love in Six Easy Lessons." He wanted this last year but it seems as though he didn't get it. Bring Mildred R. a book on what sort of presents you should give to young boys. She can't think of anything to give a certain Freshman. Well, I guess this is all we need for a while. But don't forget the candy and nuts for all of us.

Go-Bye,
Little Parker.

P. S. You can bring Faye Crosthwait and me a book on how to lead the school in yells, and get them to yell.

Dear Sandy Claws,
I have been a very good little boy though some people's opinions differ from mine.

I don't want much this year, only a Cadillac V-12 maroon convertible coupe. The Cadillac business has not been so very good this last year, and I hear they have a surplus that you want to get rid of, so maybe you can get one at a large discount.
Oh Yeah, don't forget you can't run a car very far without gas, so don't forget to leave several barrels of good gas.

Hopefully yours,
Dean Dunlap.

P. S. Car has to have oil, too. (Take a hint?)

HUMOR

Lots of Santa Claus letters were written, and one little girl forgot to ask for something that she considered very important. She asked that I put it in the humor column in hopes that Santa might see it: "Please bring Rosie Russell a pair of red sandals. Also, bring the Snyder home a lock for their doors."

Adela Benson was filling out a form. The first question asked was: "Born?" There was a space for the name of the place. She filled it in with, "Yes, I thing so; at least, that's what mother says."

"Do you know Gertrude London? Everyone says she's a grand musician."

"Oh, she's not so good. She never got an encore but once in her life."

"Yes?"
"Yes, just once, and that was when she was born. She was a twin."

Melba S.: "I tell you that you shouldn't go on the stage."

Charles Virden: "Yes, but my ambition eggs me on."

Melba S.: "Yes, and the audience will egg you off."

Viola Phillips (at piano): "I am told you know good music."
Mr. Muller: "Oh, that doesn't matter, pray go on."

CHRISTMAS

Pollyanna Crawford
Christmas is the time of year All would like to know Just how we stand in Santa's sight, And if our record's white as snow.

We'll often wonder what we've done To gain such great displeasure; That we don't get the things we want, Don't get a single treasure.

Well, you must mind your teacher dear, And go right by the rules; And get your lessons up on time, And please, don't act like fools.

And then I'm sure dear Santa Claus Will run your stockings over, And make you think you must have found A lucky four-leaf clover.

WHITE FACE ROUND-UP

Meaning of Athletics
The "A" in athletics stands for Ambition.
The "T" in athletic stands for training.
The "H" in athletics stands for honesty.
The "L" in athletics stands for loyalty.
The "E" in athletics stands for eligibility.
The "I" in athletics stands for improvement.
The "C" in athletics stands for courage.
The "S" in athletics stands for staunch loyalty.

Mr. and Mrs. Clifford Stewart.

Mrs. Aubrey O'Neal left Sunday morning for Fort Worth to spend the Christmas holidays with her parents and other relatives.

Students at W. T. S. T. C. are enjoying their vacation. School closed Saturday at noon, for a two-weeks vacation.

Mrs. H. E. Miller, who has been in the Deaf Smith County Hospital since November 7, came home, Wednesday. She is slowly improving, and her many friends will be glad to know that she soon may receive visitors.

Mrs. Aubrey Wimberley will present her three pupils in a piano recital, Monday night at her home, Mary Olive Frye, Jed Miller and Wilma Jean Miller, all beginners, will each play a solo and a duet. Besides their parents, the guest list includes Messrs. and Mesdames L. A. Smith, Mart Burum and C. C. Gammill. After the short program, bridge will furnish the evening's entertainment.

Dawn Study Club will meet, Tuesday, December 14, with Mrs. L. A. Smith as hostess. A Christmas program and Christmas tree will furnish the evening's entertainment.

Mrs. Jess Caldwell and daughter, were Canyon visitors, Friday. Jess Perkins from McKinney, called in the August Frye home one day last week. Mr. Perkins formerly lived in this community. Word has been received here of the recent death of Clint Abbott of Amherst. Mr. Abbott moved with his family to Amherst over 10 years ago. He had many friends in this community, who will be sorry to hear of his death.

Mr. and Mrs. Martin Campbell and son, have moved to the Casey Gilbreath place, 6 miles north of Dawn.

Four new pupils entered school last week.

Dawn School played Wayside week at the College gymnasium. In boys and girls basket ball last Dawn was defeated in both games. Dawn School will close, Wednesday evening for the Christmas holidays, and will open after the first of the year. The teachers and pupils will give their Christmas program, Wednesday night. There will be a community tree also. Everybody is invited to attend.

Mr. and Mrs. C. C. Gammill will spend their vacation at Lubbock, and Miss Townsend will go to, her

home in Amarillo.

Dawn teachers and pupils enjoyed the Santa Claus parade, treats and free show at Hereford, Friday afternoon.

Mr. and Mrs. C. P. Caldwell of Progressive, visited in the Jess Caldwell home, Sunday.

Caldwell home, Sunday.

A large number from Dawn attended church in Hereford, Sunday night.

Mr. and Mrs. L. A. Smith and Dora visited in the Arch Conklin home in Hereford, Sunday.



We desire to extend to you the compliments of the season and express our sincere wishes for your prosperity in the coming year. We hope to continue the cordial relations between us.

AND A HAPPY NEW YEAR

SEWELL SERVICE STATION
AND EMPLOYEES

Staff Is Happy About The Whole Thing

"The time has come," the Walrus said, "to speak of many things— Quite right, Santa Claus has presented some pre-Christmas gifts to Hereford students. That basket ball game between the girls and Happy, and that boys game with Okithoma Lane are two formidable presents to high school fans. Another thing, so far, all the Hereford students and teachers are alive and kicking. Not bad, that, either. Also, Santa was no slouch at that Santa Claus parade last Friday, and if everyone does not get what he wants for Christmas, it won't be because Santa was not listening to him. Although there is an annual grumble over the parade, the students really had an excellent time at this one and wish to express their appreciation to the group that made it possible.

The Round-Up staff is happy to be able to publish this week's paper, and hopes that the readers will enjoy it to the greatest degree. The staff congratulates the school for its support and co-operation this semester and it feels assured that this same spirit will prevail next semester. Here's a better and merrier Christmas to all!

A PREP INTO OUR NEIGHBOR'S YARD

Twelve students of the Alamosa, Colorado High School received certificates November 30, by meeting the requirements of a contest given them by the National Examiners.

The band members of Panhandle entertained the Tulla Band immediately following the football game at the Panther Stadium last Friday afternoon. Mr. C. W. Beene, band master of Panhandle, acted as host. The entertainment was given at the Panhandle Inn, and refreshments of ice cream were served. All Tulla guests reported an enjoyable time.

—The Tulla Herald.

Dawn Items

(13 miles east)

BY MRS. JESS CALDWELL

Reece Stewart and Johnnie H. Caraway attended the football banquet in Hereford, Tuesday night.

Mrs. William Wimberley, who has been convalescing at the home of her parents in Canyon, since a recent operation, came home last week.

Luther Caraway, wife and baby, of Amherst, spent Saturday night and Sunday in the W. P. Caraway home. Hartland Caraway returned with them for a week's visit with relatives at Amherst.

Mrs. W. J. Stewart and Mrs. W. P. Caraway attended the 6th and 7th grade Christmas program and the High School Christmas tree at the Education Building in Canyon, Thursday night. Obed Caraway and Raymond Stewart took part in

the program. Mr. and Mrs. Clifford Stewart and Aubrey O'Neal attended the wrestling match in Amarillo, last Thursday night.

Mrs. Otton Samnelson and children and Miss Cora Lee Rice of Canyon, and Mrs. Julia Samnelson took Sunday dinner in the Jess Caldwell home, helping celebrate little Sammie Jean Caldwell's third birthday.

Mr. and Mrs. O. D. Williams and daughter spent Friday night with

Best Wishes

For A

Joyous

Christmas And A

Happy New Year

★ ★ ★

West Texas Gas Co.

"See It Your Quick, Clean, Economical Servant"

MAKE IT A Sunbeam CHRISTMAS



GIFTS THAT ALWAYS PLEASE

Sunbeam MIXMASTER—The food mixer preferred by women everywhere. Does all the tiring arm-work of cooking and baking—\$23.75.

Sunbeam SILENT Automatic Toaster—The most perfect toasting. Fully Automatic toaster made. With sparkling, 5-compartment Buffet tray—all in special, colorful, cellophane wrap ready for the tree—\$13.95.

Sunbeam IRONMASTER—The fastest-heating, easiest-to-use, Automatic iron made. Double-Automatic with thumb-tip Heat Regulator up in the handle, conveniently marked for all types of fabrics—\$8.95.

Sunbeam COFFEEMASTER—The new easy way to make more delicious coffee the Vacuum way in half the usual time. Unbreakable, styled to the minute. Complete with Automatic table stove—\$11.75. Or with matched service set including tray, sugar and creamer—\$17.95.

TEXAS-NEW MEXICO
UTILITIES CO.

Hearty
Christmas
Greetings
and
Best Wishes
for the
New Year

BEAMS & MARRS
MACHINISTS

Progress Reported By Demonstrators Of Summerfield Demonstration Club

BEDROOM AND FOODS REPORTS GIVEN AT RECENT MEET

"I wanted my bedroom made over and I didn't know when or how I could get it done unless I was a bedroom demonstrator," Mrs. J. A. Noland of the Summerfield Home Demonstration Club told the group of women attending her bedroom demonstration program.

Mrs. Noland made the following improvements at a cost of \$18: repapered room, refinished floors, added a new rug, made desk from old wash stand, had mattress re-upholstered and made mattress protector, pillows and spring protector, refinished dresser and bed, added extra bed linen; also new draperies for windows.

Mrs. Noland said, "After I'd improved my bedroom, I repapered two more bedrooms refurnished other furniture, had doors made for another closet and repapered kitchen but not under the \$18 for bedroom improvements."

To help finance her demonstration, Mrs. Noland sold two dressed hens each week to help pay for her rug; she traded Irish potatoes for the washstand and did most of the repair work herself.

"I have tried to prepare a balanced food supply for my family so that I can serve them according to the nutrition set up for a family of four," said Mrs. Britt Clark, home food supply demonstrator of the Summerfield Club on Wednesday to those attending her achievement program.

"Most all of the vegetables and meats and some of the fruits were produced on our farm; my school lunch shelf which contains canned chicken sandwich spread, conserves and other things which make for easier preparation of appetizing lunches for my boys," she said.

Mrs. Clark bakes her own bread and finds the quick bread easy for lunches.

CHURCH OF CHRIST E. M. Borden, Minister

Bible Classes 10 a. m.
 Pleading 11 a. m.
 (Subject: "The Nativity Of Christ.")

Lord's Supper 11:45 a. m.
 Bible Drill 7 p. m.
 Pleading 7:30 p. m.
 (Subject: "The Potter and the Clay.")

Ladies' Bible Class,
 Wednesday 3 p. m.
 Midweek Program,
 Wednesday 7:30 p. m.

We have classes for all who desire to come to the Sunday morning classes.

Come Sunday evening at 7 o'clock for the Bible Drill. You will be interested.

Bro. Borden is to preach at Progressive school house Sunday afternoon at 3 o'clock.

You are invited to attend any of these services.

Farmers Tell Of Conditions Here In Friday Meet

DELEGATION FROM SIX COUNTIES GATHER IN HEREFORD FRIDAY

Water conservation in its various phases demanded major attention here, Friday morning, as government officials heard first-hand reports from farmers and ranchers of six counties in Texas and New Mexico. The meeting was opened at 10 o'clock in the district court room, and was conducted by H. H. Fimmell, representing the United States Department of Agriculture.

The meeting opened with W. L. Cowan, government engineer, reviewing the watershed of upper Red River and its tributaries, above Palo Duro State Park. The purpose of the meeting was

Trams Carry Fish Cargo



An early morning scene at the Newhaven fish market in Edinburgh, Scotland, showing fish wives with their baskets of fresh fish, boarding a tram car to take them to the city. Meanwhile the passengers on the car sit unconcerned while the motorman aids his fares in loading the car.

collection of first-hand information from all persons in the territory regarding soil conservation and water conservation, and possible improvements through its development. In addition to oral reports given before the meeting, written statements and reports were also filed. Secretaries took each of the reports down, and complete transcriptions, along with the written summaries, will be sent to Secretary of Agriculture Henry A. Wallace, in order that he may study the situation in detail.

Following reports from Judge Earl W. Wilson and from Mayor C. J. Paddock concerning conditions in this county as a result of soil conservation practices, the Curry County delegation was called upon, and speakers were introduced by K. C. Lee of Clovis.

C. J. Todd, extension service agent of Curry County, briefly outlined conditions in that area as the result of improper water con-

servation, and stressed the need of greater soil conservation practices. He was followed by Mr. Campbell and Mr. Kimbrough, also of Curry County, who told of flood conditions and damages, pointing to possible increased yields as the result of an improved water conservation program.

Randall County was next heard from, with W. H. Upchurch introducing speakers. W. E. Bennett, commissioner, traced extensive loss by the county from flood damages and stressed the fact that numerous bridges and dams had been lost as a result of the lack of water conservation. He set forth a belief that settling of dust and silt on grass land had greatly increased the run-off water into tributaries over the area, and supported the fact by virtue of tons of silt which generally under-

mined dams. Alex R. Bateman, acting as leader for Deaf Smith County,

said that 626,000 acres in cultivation in this county presented a more difficult problem here than in most places. He advocated as a remedy extensive construction of dams, terracing, contour farming and strip cropping. Jim Hill pointed out that most "cowboy farmers" in this section were now being convinced that governmental agencies had kept farmers here, where they might otherwise have been forced to leave.

A letter from Joe Evans stated that he would not take \$2,500 for his terraces — back of which his grain sorghums made a yield equal to irrigated fields. He also said that they prevented erosion and had returned a large lake to pasture land. Geo. Muse cited numerous dams as a means of controlling water better in this section, and also lauded contour methods.

Judge Wilson pointed out that a recent 60 mile gale swept the county, and that no heavy dust storm ensued.

J. B. Raymond, representative of the Santa Fe Railway Company, brought up the question of dams as a means of recharging the shallow-water sands in this section, and George Brumley reviewed the shallow-water irrigation developments here, reporting a slight drop in the water level.

"Irrigation cannot continue on a long-time basis unless the sands are recharged," said C. J. Todd of Clovis. "In the Pecos Valley, an old irrigation district, you have to get up before your neighbors if you don't want to prime your pump — and water which was once 18 feet from the surface now has to be pumped much greater distances."

Supporting Mr. Todd's statement, Mr. Upchurch of Canyon said that water in city wells varied in depth with the water level of the Amarillo Lake.

A. O. Thompson continued the irrigation recharge discussion, re-

porting 200 wells in operation in this territory served around 32,000 acres. Burl Elliston, local real estate dealer, said that land in the area had increased in price from \$5 to \$7 per acre as a result of soil conservation work by federal agencies. He said a water conservation program would be invaluable.

O. T. Williams, in charge of Hereford SCS district, discussed water conservation from the standpoint of findings by the agency.

"Although this land is considered level, most of it has a slope of one-half of one percent to two percent," Williams said. "Some pastures have a slope of from 10 to 12 percent."

Due to the short time the land has been in cultivation, Mr. Williams said that little water erosion was evident, and stressed the fact that lack of water conservation was cutting yields and resulting in wind erosion under present conditions, rather than cutting gullies in the land.

By test he reported penetration of one inch the first hour; the second inch required three hours, he said. By use of a rain machine, he reported that two inches of moisture were lost on a pasture with a 3 per cent slope when a three-inch rain fell. The test also showed on wheat land that 1,715 pounds of silt were lost per acre.

Tests on contour lands showed that the entire three inches of moisture was held in a 20-foot furrow.

Mr. Williams offered contours, terraces and contour cultivation as means of holding water, retarding of silt, to prevent erosion, increase grass and crop yields. He supported his statements with figures on yields in the local SCS district.

In addition to oral reports, several written reports were filed at the meeting.

Stencils, ink and office supplies at Brand Office.

Tests Indicate

(Continued from Page 1, Sec. 1)

have brought him \$109.56 an acre. The King crop produced 17.6 tons to the acre, testing 20.7, and the scale of \$7.20 per ton would have returned \$126.72 an acre. The Cotton crop produced heavier, averaging up to 49 tons per acre, with an 18.02 content test, and on the \$6.30 scale could have brought \$309.27 an acre.

H. V. Hennen, chamber of commerce secretary, said that a meeting will be called in the near future for the purpose of planning test crops in the Hereford irrigated area. Special seed will be secured, and arrangements for the test plots will be made at the special meeting, which will be attended by Mr. Balmer, and other sugar authorities.

Many Colleges

(Continued from Page 1, Sec. 1)

California. Mary Turrentine arrived Saturday, from Belton, where she is a student in Mary-Hardin College.

Others are expected to put in their appearance by Christmas day.

Auction Sale Holds Interest

Reporting one of the most successful auction sales of the year, Tuesday, Ray Barber, auctioneer, said that another big sale is expected for next Tuesday, and that consignments are already running high for the coming sale.

Many out-of-town buyers attended the sale this week and buying was brisk in all lines with livestock bringing unusually good prices.

STAR
 THURSDAY - FRIDAY

She Made One Mistake Will You Condemn Her?

ANOTHER TRULY GREAT LOVE STORY...

from the studio which gave you "Camille" and "The Good Earth"



FREE—FREE KIDDIES' MATINEE Friday Morning, 10 O'clock Color Cartoons and Comedies!

SATURDAY

GREAT... BECAUSE IT'S TRUE TO LIFE!

Youth... facing love with the courage of 17! A grand heart-story, a stirring human drama!



YOU'RE ONLY YOUNG ONCE
 with LEWIS STONE • GEORGIA PARKER
 MURPHY MACKEY

Also — Cartoon and Serial
 READ THE BRAND for complete THREE PROGRAMS

TWO DAYS ONLY! **STAR THEATRE** SUNDAY and MONDAY
 Midnight Prevue Saturday

YIPP-IO-I-OUCH... the Old West Was Never Like This.
 Jane is out where the West Begins... Only She begins where the West Leaves Off!

JANE WITHERS in **WILD and WOOLLY**
 WALTER BRENNAN
 PAULINE MOORE • DOUGLAS FOWLEY
 CARL "ALFALFA" SWITZER
 JACK SEARL • BERTON CHURCHILL
 ROBERT WILCOX • DOUGLAS SCOTT

also Color Cartoon and News

TUESDAY

... Important Reporter team uncovers mystery!... Auto-magnetic poisoned Widow suspected!



BACK IN CIRCULATION
 MARGARET LINDAY
 also: PETER SMITH Serial JUNGLE JUVENILES

WEDNESDAY

Together again for the first time since "Love Is News."

Don loves Loretta, and Loretta loves excitement... and so they mix up in a mad-cap romance that will be hilarious fun for everyone who sees it!
 New Year's Eve Prevue Only! Start the New Year with a Bang! Get on the "Merry-Go-Round" with ten of the greatest fun-makers of time — BERT LAHE, JIMMY SAVO, BILLY HOUSE, ALICE BRADY, MICHAE AUEK!
 JOY HODGINS, LOUISE FAZENDA and Many Others
 "MERRY-GO-ROUND OF 1938"
 Great 1938 With a Laugh.

Last Month of the Year
GROCERY Bargains

NOW, at the time of the year when gladness and thanksgiving are first in the minds of all, we welcome the opportunity to express our best wishes for a Happy Christmas and a Prosperous New Year, and to say to each of you, "Thanks for your favors and patronage."
FRANK and WILSON GYLES.

SNOWDRIFT	3-POUND Pail	53c
WALNUTS	Per Pound	18c
PICKLES	Sour or Dill — Quart	15c
PUMPKIN	No. 2 Can	9c
CRACKERS	2-Lb. Box	17c
CATSUP	14-Ounce Bottle	10c
JELLO	All Flavors — Package	5c
CORN	Primrose — Can	12½c
GINGER ALE or Lime Rickey	Per Bottle	14c
FRUIT CAKES	THE BEST. 2-Pound	\$1.49
SALAD DRESSING	Blue Bonnett — Quart	25c
DATES	2-Lb. Package	23c
PEAS	Brimful—No. 2 Can	12½c
COCOA	Hershey's — Lb.	12c
COCONUT	Long Thread—Lb.	21c
ASPARAGUS	Primrose — No. 1 Can	15c
OYSTERS	5-Ounce Can	12c
GREEN BEANS	White Swan — Can	15c
PEACHES	Del Monte — No. 2 1-2 Can	18c
MINCE MEAT	3 Packages	15c
CRANBERRY SAUCE	Per Can	15c
COFFEE	Maxwell House — Lb.	27c
TOMATO JUICE	No. 5 Can	21c
FRUIT COCKTAIL	No. 1 Tall — 2 For	35c
CANDY, Chocolate	Covered Cherries — Lb.	19c
CANDY, Assorted	Chocolates—5-Lb. Box	98c
PINEAPPLE	Broken slices—No. 2 Can	15c
DATE PUDDING	Morton House — Can	9c
MIXED NUTS	Per Lb.	19c
MARSHMALLOWS	(Lb., 15c) — 8-Oz. package	8c

FLOUR

PACKARD'S BEST
 48-lb. sack
\$1.59

PIGGLY WIGGLY
 ALL OVER THE WORLD

PRICES GOOD FRIDAY and MONDAY

Merry Christmas
Happy New Year

The Hereford Brand

SECTION 2
CHRISTMAS
EDITION

Published Every Thursday

Our Slogan—"More People—More Farms"

37th YEAR—NUMBER 51

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, DECEMBER 23, 1937

PRICE 5 CENTS PER COPY



The Song of Christmas

THE long journey from Nazareth to Bethlehem . . . a new Star in the sky . . . heavenly music above the hills of Judea . . . the flutter of angel wings . . . the swift journeying of the Shepherds . . . Mary and Joseph and the new-born Child . . . the coming of the Wise Men, with their gifts of gold, frankincense and myrrh . . .

From these inspiring things the Song of Christmas was fashioned more than twenty centuries ago. The years have added new notes of happiness. Carols and song upon the air . . . candles gleaming into the night . . . secret whisperings and laughter in the home . . . greetings going from friend to friend . . . deeds of love and mercy done in the name of a Child.

No great symphony or composition can match the Song of Christmas. It rises above the clatter and roar of the city; it throbs through the scattered town and hamlet; it sings through the sunlit islands of the South; it permeates the frozen wastes of the Northland. In ever-widening volume its strains echo around the world.

Before its magic the hosts of darkness take flight. It touches the slumbering chords of memory; it heals old hurts and scars; it binds loved ones in a closer and deeper tie. There are no friendless or forsaken within its sound; under its influence the strong reach out to help the weak. Peace and Love and Joy, these are its loudest notes, and they are for all men. For the Song of Christmas is the greatest of all songs because it is understood by every heart.

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PEACE ON EARTH.

RESURRECTION RIVER

WILLIAM BYRON MOWERY



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The three Chiwaughmi stopped shooting, moved down through the timber to the valley bottom and started creeping toward the tangle. Lupe left the open space down below and came up along the torrent from the other direction, to help them finish off the two wounded men.

Through the buckbrush Craig watched up valley and saw the three men creep closer and closer. In a thicket 50 yards away they stopped and wavered, evidently afraid to come on even though they knew that their two enemies were wounded and weaponless.

Eying the thicket, Craig debated whether to throw one of the short-fused sticks which he held ready. The three Chiwaughmis were close together; if he could land a stick in that little thicket, he would get all three of them. But the distance was too great; he was too weak to throw that far. If he threw and missed, they would be warned that he had dynamite with him. They would keep off to a safe distance, riddle the tangle with bullets, and kill him and Poleon outright. His first try at them had to be good.

Beside him reared up a slender aspen, ten feet high and as thick as his wrist. Moving cautiously in his partial shelter of rocks and brush, he bent the sapling over and slashed off four feet of its top, so that the rest would have a stronger whip. Unable to work while he was holding the sapling with one hand, he tied it down with babische from the dynamite bundle. It arched over like a bow, and the babische cord was tight as a bow string.

Down the torrent he heard Lupe cringing out an order for the three to rush the tangle and end the murderous business of that break-up day. Lupe himself was closing in from the south. He was less than 50 yards away now.

With half a dozen spruce twigs Craig made a little framework to hold the rynamite on the end of his crude catapult. He laid on it not one stick but five. The catapult would scatter them badly, but at least one of the five sticks should land where he wanted it to go.

Krr-ting—a bullet from Lupe's rifle came zipping into the tangle. Craig paid no attention. Lighting a match, he held it to the fuses, waited a second; then drew his knife across the taut babische cord.

The saplings napped up with a swish; the sticks went hurtling out through the air. One of them, the first he had lit, exploded half way to the thicket, tearing the top out of a squatty balsam. Another flew off to one side, struck a tree bole squarely, knocked off the mercury cap, and fell without exploding. Another went 30 yards beyond

it. The other two fell into the thicket itself.

Craig waited a sickening moment, afraid that the caps had been knocked off. But then came a terrific bellowing roar. The explosion tore the thicket to bits, whipped the taller trees with the blast, flung a cloud of snow and water and torn deerbrush higher than the tallest pines...

Forgetting all danger from Lupe, Craig rose up and peered at the place where the thicket had been. He saw no stir of life there; heard nothing but the dripping of debris from the pine branches.



Lighting a Match, He Held It to the Fuses.

A bullet from Lupe's rifle caught him in the left shoulder and knocked him back against a rock. Twenty-five yards away, Lupe was crouched behind a windfall log, jamming a fresh clip into his gun.

Reeling and groggy, with the woods heaving in front of his eyes, Craig struck another match; lit the fuse of another stick; waited—waited—then took a step forward, and flung the stick at the windfall.

Lupe jumped up as the stick hit in the snow just behind him. Unable to get away from that deadly thing in time, he grabbed it up, to fling it back at Craig. But he was too late, a split-second too late. Craig had timed his throw too well. As Lupe's arm arched back, the dynamite exploded—in his hand.

There was a puff of dirty-white smoke, a leap of reddish flame, a blast that hurled snow and spume into the tangle where Craig stood. When the smoke and debris cleared away and he looked, he

saw a tatter of cloth dangling from a pine branch, and a blotch of red on the snow beside the windfall log...

In the ghastly silence of the little drogue Craig turned to Poleon. "Get up" he stammered thickly. "They're dead. We're going on in."

Poleon tried to rise but he fell back, weak and powerless, all the strength gone out of his huge frame.

"I can't make it," he moaned. "Dey—got me—twice—in de leg, in de deep. I'm—done op, Craig. I can't go long—no more. We can go in together. I—I terrible seck, Craig."

In a daze of pain and sickness himself, Craig dragged his partner from between the rocks, slashed off some spruce branches, made a rough comfortable pallet for him. "I'll send back for you, Poleon," he mumbled. "I'm going in to the Bay."

He took off one Poleon's shoes and used it to bind up his own ankle. From his jacket he cut strips of leather, and bound the ankle firm and hard so that he could bear a little weight on it. Then he cut a five-foot length from the aspen sapling, as a crutch. Even with its help he could not walk; his ankle was shattered too badly. But he could shuffle along, a slow halting progress, each step a jar of pain.

With a last word to the helpless Poleon, he left the tangle, climbed the east slope out of the death valley, and turned his face again toward Resurrection.

CHAPTER XX

From the police jail Corporal Northrup brought Warren, handcuffed, down to Patricia's cabin. At the door he halted.

"Patricia is in there alone, Lovett," he said. "She asked to see you alone. She's too considerate a person. I guess, to want me or anybody present when she talks to you."

"Now before you go in let me give you a bit of advice, friend. You're in the hands of the Mounted Police; we've got an iron-riveted case against you; and all your money and legal smartness can't get you free. If you know what's good for you talk straight and deal straight with Patricia. She and Craig are the only friends you've got. If I had my way about this kidnaping and this death"—he pointed out through the pines to a granite slope where a group of prospectors were preparing a grave for Sam Honeywell—"I say, if I should do my sworn duty in this affair (you'd spend the rest of your born days in Stony Mountain penitentiary.)"

He opened the door for the handcuffed man. "I'm risking a court martial for what I'm doing this

morning, Lovett. I don't know whether you're worth it or not. That depends on what you say to Patricia. Go on in. I'll be waiting out here."

"Come in Warren," Patricia said gently; and because he was handcuffed she placed a chair for him.

Warren sat down, eying her suspiciously, as though he did not believe that, after all he had done to her and Craig in the past week, her kindness could be genuine.

"I hope," he remarked awkwardly "that your news about Tariton is—uh—favorable."

Patricia winced. An hour ago she had received a wireless flash from Leo Sneddon, who had flown Craig out for hospital and medical care at Edmonton; and the message was none to reassuring. Craig's arm and shoulder wounds were nothing serious, but his shattered ankle... At least he would not walk again in many weeks; and Sneddon had hinted at danger of an amputation.

"I suppose," she commented, "that I ought to be glad that Craig is alive, after what Lupe intended doing to him. But let's not talk about that, Warren. Before Craig was taken away, he put everything here on Resurrection into my hands, and told me how I should deal with you. That's what I want to talk to you about, I presume you realize, Warren, that you stand guilty of—"

"Yes, I know," Warren interrupted, flinching. "Nuthup read me the detailed charges."

"Craig and I had to fight Dennis," Patricia said. "We put up a fight for you, Warren—a harder fight than you know anything about. We both felt that there's been suffering and violence enough in the struggle, and we wanted to call a halt to it. We argued and pleaded with Dennis till he finally agreed to free you completely of these charges against you."

"Completely?" Warren echoed. His face, sullen and haggard, lit up at this unexpected mercy. He had known that Patricia and Craig had befriended him, against the law; but he had never imagined that they wanted all those charges dropped.

"Yes completely," Patricia assured. "But you'll have to do your part, Warren. You'll have to agree to certain things."

"What?" "Between the time that I burned the community house and that Craig reached the Bay, you bought out most of these men. Previously to that—last fall and winter—you bought up a large number of additional claims. Craig and I estimate that you own more than two thirds of this field."

Warren nodded. "Yes, approxi-

mately that," he said. Convinced, now, that Patricia harbored no vengeance, he felt more at ease, and his courage was flowing back. Studying Patricia narrowly, he was watching for any weakness or sentiment that he could take advantage of. "What is it that I have to agree to?"

"You must sell all those claims to Craig and me, at the price you paid," Patricia stated. "We will then see they are returned to their original owners."

Warren did not answer at once. Poker-faced, he regarded Patricia silently; and in his manner there was confidence that he could outmaneuver and outwit her, a girl.

"That's a pretty one-sided bargain, Patricia," he said finally.

His remark stirred anger in Patricia. "One-sided? D'you realize Warren, that Sam Honeywell is dead? That Rosalie and Straus and Bing Odron are dead? That Craig is lying in an Edmonton hospital all-shot up? And now when you, the cause of all this, are given a chance to walk away from here safe and sound and scot-free, you call it one-sided! You're right, it is; it's all on your side. You're getting all the breaks."

Warren's confidence ebbed considerably. Outwitting Patricia was not so easy as he had thought. She was a totally different creature from the girl whom he had brought to the Arctic with him last summer and whom he had kept in the dark for three whole months about his business there.

After a moment he tried another move, a personal approach. "I think that in friendliness, Patricia, you ought to let me keep part of this field. You know what the situation is in Chicago. You know that if I return there with nothing to show for the time and expense of this Arctic expedition, Parkes is going to edge me out of the firm. Do you think that that would be just? As my friend, would you wish to see that happen?"

"This is a late time, Warren" Patricia reminded, "for you to begin talking about justice and friendship. Craig and I both tried to talk justice and friendliness to

you all winter, and you sneered at us and went cruddy-ahead with your own selfish plans. Now you're asking me to help you get out at the expense of these 300 Resurrection men. I can't do that, Warren. It would be betrayal.

"As for you going back empty-handed, I thought of that. I suggested—and Craig readily agreed—that you keep the Kessler hill lode. Phil Kessler was a traitor to us, and we wouldn't want him to recover that property. That mine will repay you for all your expenses and yield you, besides, an eventual profit of almost a million dollars. That's a lot more than you really reserve."

"How about Tariton's radium lake—do I have to surrender that too?"

"You don't own Craig's radium lake, Warren," Patricia informed. "You merely think you do."

"W-h-a-t? Don't own it? Why—why I've got the papers to it; I paid him a quarter-million—"

(Continued Next Week)



Wishing you all the Joys of a Merry Christmas and a bright New Year.

Texas Service Station
GLENN SNYDER

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Kimball Pumps before you Buy!

There are more than 300 KIMBALL Pumps in operation in this shallow water area, and it will pay you and pay you well to make a trip to some farm near you where there is a KIMBALL Pump in use and talk to its owner. These KIMBALL Pump owners will tell you they have not spent a dime for repairs. Where can you equal this record with any other make pump?

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C. B. Thomas, Sales Agent—at Shreve Shop in Hereford

STREU HARDWARE EXTENDS

SEASON'S GREETINGS



At this Holiday Season we feel prompted to tell you how deeply grateful we are for the consideration you have so kindly extended us in the past year and to wish each of you a Christmas of happiness and a year of health and prosperity.

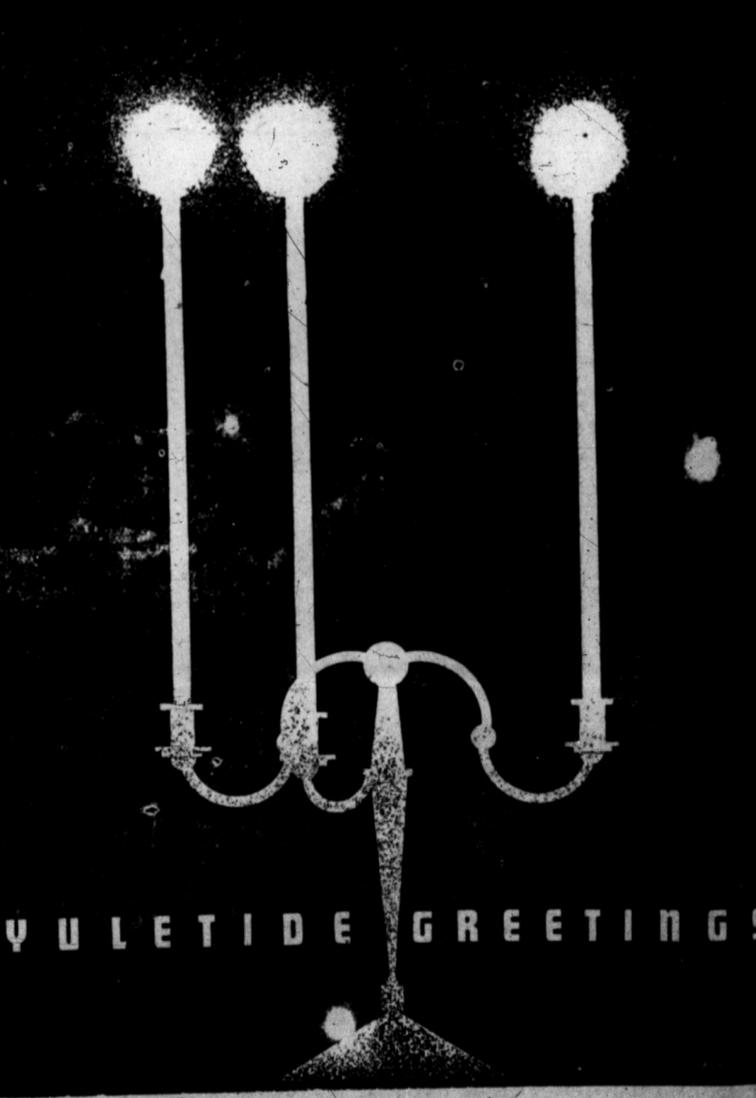
Dr. M. V. COBB

CHIROPRACTOR
Graduate of Palmer School of Chiropractic
PHONE 470 CLARK BLDG.

A HAPPY YULETIDE!

May every happiness be with you this Christmas and each day of the coming year. Serving you in the past year has been a pleasure we hope to continue.

Plains Insurance Agency
Mr. and Mrs. John Patton



Mere words cannot begin to bring you the many good wishes which we hold for you and your family. As a tiny token of our high regard for your patronage and friendliness during the last year—and as a renewed pledge of the service which we constantly strive to render—may we take this occasion to send you our very best grade of Christmas and New Year greetings.

FIRST STATE BANK

More Letters . . . to Santa Claus

Dear Santa Claus,
I am a little boy in the first grade. I study hard in school. Please bring me a little train and wagon. My sisters want big dolls. My brother says he would like to have a tractor and don't forget my mother and my sister and all good little children. Your friend,
Marvin Ware.

Dear Santa Claus,
I am a little boy. I am in the first grade. Please bring me a baseball and bat and a baseball glove and a marble game. And don't forget mother and father and brothers and sister, with love,
Bradley Lookingbill.

Dear Santa Claus,
I am a little girl in the fourth grade. I do not know if I have been good or bad. I am ten years old. I try to be good and so would like you to please bring me a toy typewriter and some paper and then I will write you a letter if I can next year. I would like to have a wrist watch and a real pretty ring. I think this is all I want. Please bring my mother and father and two brothers and sister some things, too. Please bring us all some fruits, nuts and candy. We will all thank you very much. Your friend,
Betty June Euler.

Dear Santa Claus,
I am a girl ten years old and will be 11 years old, April 29. I am in the fourth grade. I study hard. I try to make good grades. I like my teachers. I go in one room in the morning and the other in the afternoon. Please, Santa Claus, I want you to bring me a wrist

watch and a little bottle and a little nipple. That is all I want, Santa Claus. With love,
Lorena Pearl Storey.

Dear Santa Claus,
Will you please come to see me this year? This is what I want for Christmas: a gun and scabbard, a toy truck, a stream-line train, and a toy ship. Please bring my brother and sisters toys and please bring my mother and father something and please bring us all some nuts and fruits and candy. Well, I guess I had better close. Your friend,
J. R. Euler.

Dear Santa Claus:
I am 11 years old. I want a wrist watch. With love,
Bill Hall
P. S. I'm not asking for too much.

Dear Santa Claus:
I am 8 years old. Please bring me a bicycle and belt.
N. L. E. Cress.

Dear Santa Claus:
Please send me a Shirley Temple doll and buggy and a chest of dishes and an apple and an orange and a sack of candy.
Reba Mitchell

Dear Santa Claus:
Please send me a wagon and a tricycle and a cap gun and oranges, apples and nuts and candy.
Franklin Ware.

Dear Santa Claus:
I am 9 years old. Please send me a balloon, target game, two-gun, set of leather cuffs, a scooter, pneumatic tires and a log of candy.
Your friend,
Edwin Mitchell.

Dear Santa Claus:
Please bring me a bicycle and oranges, apples, nuts and candy.
Joe Ware.

Dear Santa Claus:
I am 7 years old. Please send me a Shirley Temple doll and a buggy and a chest of dishes and an apple and an orange and a sack of candy.
Helen Mitchell

Dear Santa Claus:
I want a doll and a doll bed, and dishes and a table and rocking chair. Please send me them. With love,
Wanda Ware.

Constipation
If constipation causes you Gas, Indigestion, Headaches, Bad Sleep, Pimples, Skin, get quick relief with ADLERIKA. Thorough in action yet extremely gentle and safe.
ADLERIKA
CITY DRUG STORE

Dear Santa Claus:
I am 2 years old. Please send me a doll, a car, a kitty car, and apples, orange.
Francy Mitchell

Dear Santa Claus:
Please send me a big doll in a buggy. And a set of dishes and a table with four chairs. Please send me some candy and oranges and apples and nuts. Please send me them. I want a pair of skates. With love,
Gladys Ware

Dear Santa Claus:
I am 14 years old. Please send me a bicycle, movie pictures, set of tools and a set of painting equipment and a bag of candy. Thanks.
J. C. Mitchell

Santa Claus
North Pole
Dear Santa Claus:

I am a little girl four years old, writing to tell you what I want for Christmas. I want a doll buggy and a pretty doll to go in it. I have a little brother, Ray, who wants a tricycle for his Christmas present. Of course, we want some candy, nuts and fruit and all other Christmas goodies. Your friend,
Ruth Ann London

Dear Santa Claus:
We are a little boy and a little girl, age 5 and 7. I want a little negro doll, dresser set, toy stove. My brother wants a wagon, a car to ride in and a foot ball. We will be watching for you, Christmas.
Earl Smith

Dear Santa Claus:
Please send me a bicycle and a streamlined wagon and a train and a catpillar tractor. Your friend,
Glenn Smith.

Dear Santa Claus:
I am 6 months old. Please send me a rattle and a doll and one great big stick of candy, apples and orange.
Ruby Mitchell.

Dear Santa Claus:
Please send me a Shirley Temple doll, a pair of skates, and a set of dishes and some nuts and oranges and apples and decorated Christmas tree and a figure set.
Geneva Ware.

Dear Santa Claus:
Please send me a tricycle and a big rubber ball and a car and a cap gun, a sack of candy, nuts apples and orange.
Wallace Mitchell

Dear Santa Claus:
When you come to see all us boys and girls in Hereford, Christmas, be sure to bring me a foot ball, harmonica, and all the nuts candy, and apples you think I ought to have. Bring toys and goodies for all the other boys and girls. With love,
Kenneth Rea.

P. S. I want some cowboy boots, too.

Dearest Santa Claus:
Please bring me a dolly with real hair and a red tricycle this year, be sure to bring the tricycle and the dolly can wait until next year. Thank you, dear Santa Claus Sincerely,
Caren Conklin

Dear Santa Claus:
I am a little girl, seven years old. Please bring me a typewriter a telephone and a pair of house shoes, nuts, candy and fruit. Your little friend,
Peggy Jo Dean.

Dear Santa,
I am a little girl eight years old. Please bring me typewriter, purse, and a comb and brush set, nuts, candy, fruits, and don't forget theother little boys and girls. Your little friend,
Nina Joyce Russell.

Dear Santa,
Please bring me a wagon, a pair of skates, and lots of good candy and nuts. That is all for me, but bring my cousins lots of pretty things, their names are Jerry and Sissy they live in Okla.

home. Be sure and be good to them, because their mother is dead. Thank you, Santa,
Wadie Maurice Monasco

Brownfield, Texas
December 7, 1937
To the Hereford Brand,
I do not live near Hereford, but I was my home until a few years ago, and I hope to be there this time next year.

I like this country, but I like Hereford better.

I am a little girl eleven years of age and in the fifth grade.

I sure wish I could be there to join in your Christmas celebrations.

I will not take up space to tell Santa what I want, but I wish you and all our dear friends a Merry Christmas and a Happy New Year. Your friend,
Doris Marie Goldston.

Dear Ole Santy,
I want to remind you hat I'll be in DeKalb, Texas visiting my grandmother, Christmas, so please please, don't forget to come down there. You'll remember, won't you? I want a Dy-Dee Doll, some skates and a little ironing board. Please bring my cousins, Rena Rae and Loy Gene, something, too. Your little friend,
Georgina Clark.

P. S. I've been a pretty good little girl.
Dear Santa,
I am nine years old. Will you please bring me a scooter, and a pair of leather mittens and little logs for making little houses and Uncle Wiggly game. From your little friend,
Morris Earl Ferguson.

Dear Santa,
Will you please bring me an artist set, game De Lux fountain pen, a pair of wool mittens. I am 10 1-2 years old. Your little friend,
Ruth Elizabeth Ferguson.

Dear Santa Claus,
Please bring me a doll, a ring a little piano, telephone, milk shaker and tricycle. I have tried to be a good girl this year. With love,
Janirene

Dear Santa Claus,
I am a little girl 7 years old and this is my second year in school. Bring me some candy and some nuts and some fruit. Your big friend,
Betty Katherine Hodges.

Dear Santa,
I am glad you are coming again. I want a pen and pencil set, dresser set, a doll, chiffonier, nuts, candy, and anything you want to bring me. Your little friend,
Rose Marie Grimes
P. S. Santa, don't forget little Betty Mae, who was one year old the 5th. Bring her a doll and wagon.

Dear Santa Claus,
I am a little girl six years old. I am in the first grade.
For Christmas please bring me a Shirley Temple dolly, a doll bed, some doll dishes, a dolly house and some pajamas, also bring me lots of candy, nuts and fruit. A little friend,
Norma Jean Tomlinson

Dear Santa Claus,
I am a little girl 8 years old and I am in the third grade. I want a little cedar chest with stationery in it and some finger nail polish, also bring me some nuts, and candy and fruit. Your friend,
Neta Jo Moore

Dear Santa Claus,
I want a B-B gun and a train. This is my second grade in school. I started when I was six years old.
Harold Dean Moore

Dear Santa Claus,
I am a little six year old boy. I am in the first grade. I want a fool chest for Christmas. Bring my little sister, Lois Marie, a dolly, doll bed and some dishes. Also bring lots of candy and nuts.
Elmer Brown

Dear Santa,
I am a little girl, 6 years old. I have been going to school and have made good grades and have tried to be a good girl. So please

bring me a Diced doll and clothes in suit case and a little broom and a doll buggy if you have one and remember all other little girls and boys. Your little friend,
Doris Jean Hastings

Dear Santa Claus,
I am a little boy six years old. Will you please bring me a tricycle, scooter, a wagon, a toy gun, also bring lots of candy, nuts, and fruit. Your little friend,
Bill Moore.

Dear Santa Claus,
I am a little girl. I am eight years old. I go to school. I work very hard, every day on my lessons. So for Christmas, I would like a rubber doll, table and chairs, and a typewriter. I will thank you now because I will be asleep when you come.
Margaret Ariess Oglesby.

Dear Santa Claus,
I am a little boy 8 years old in the third grade. I want a gun and scabbard and I want a football and I want a baseball glove and I want some gloves. Love,
Jim Suttle.

Dear Santa Claus,
I am a little boy. I am in the third grade. Please bring me a pair of boxing gloves and bring Mother and Daddy something and other boys and girls toys, nuts and candy and bring me anything else. I guess that is all. Good by. Your friend,
Gene Roberson.

Dear Santa,
I am a little boy. I am in the third grade. Will you please come to see me. I want a drum with a Mickey Mouse on it. Please bring my brother a rubber car and truck. Please bring my sister a doll and a bed and chair. Bring my mother and father something too. Your friend,
Benny Joe Staats.

Dear Santa,
I am a little girl 5 years old. I want you to please bring me a doll with curls, a doll buggy, a little broom and some fruit, nuts and candy. I hope I have not ask for too much. Your little friend,
Rose Stephan.

Dear Santa Claus,
Please bring me a Bee Bee gun a watch and some fruit, nuts and candy. I have tried to be a good boy this year, and please, don't forget the unfortunate little children. With love,
Weldon Stephan.

Dear Santa Claus,
I have tried to be a nice little girl all year and I wish you would please bring me a Shirley Temple doll, a piano and a little clock. With love,
Ava Gene Gora.

Dear Santa Claus,
I am a little boy 3 years old. I want an airplane and a knife. I have been a good little boy all year. Please bring me some candy and nuts. Your friend,
Lee Owen.

Dear Santa Claus,
I am a little boy 5 years old. I want some building blocks and a Mickey Mouse knife for Christmas. Mother and daddy said I was a pretty good boy. Please bring me some candy and nuts. Remember all the orphan boys and girls. Your friend,
Lawrence Owen.

Stencils, ink and office supplies at Brand Office.

ANNOUNCING



Low LONG DISTANCE RATES all day CHRISTMAS all day New Year

Lower night and Sunday rates will be kept in effect ALL DAY Christmas and ALL DAY New Year's Day this year. Instead of having to call Christmas Eve to get lowest rates, you can call all Christmas Day, and all the next day, Sunday. The same lower rates will apply for a similar period at New Year's.

SOUTHWESTERN BELL TELEPHONE CO. (U. S. and Canadian points only.)



IT'S THE SAME GREETING (THE WORLD OVER, BUT NOWHERE IS IT MEANT WITH MORE SINCERITY THAN HERE. PLEASE ACCEPT OUR WISHES FOR THE HAPPIEST CHRISTMAS YOU HAVE EVER SPENT.

McLean Insurance Agency
John McLean



MESSAGE TO YOU

May this Christmas be a good old fashioned one for you is our sincere wish.

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Mr. and Mrs. Gaston E. Baer

Wishes each of you

A MERRY CHRISTMAS

Wishing you a Christmas of Good Cheer, and a New Year filled with Happiness. And thanking you sincerely for your loyal relationship with this firm and its personnel.

HAPPY NEW YEAR

Wishing You a Merry Christmas and Happy New Year

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YOU CAN BUY AN **OLDSMOBILE**
NOWHERE ELSE CAN MONEY BUY SO MUCH!

Irrigation Pumps
Easy Running, Dependable, Heavy Construction, Long Life
AMARILLO RIGHT ANGLE PUMP DRIVES
Ratios: 1:1, 4:3, 3:2, 2:1, 3:4, 1.75:1, 1.5:1, 1:1.5
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DEFINITE RELIEF OR MONEY BACK
THIS WILLARD TREATMENT has brought prompt, definite relief in thousands of cases of stomach and duodenal ulcers, duodenal hyperacidity, and other forms of Stomach Disturbance. It is a safe, effective, and reliable treatment. For complete information, read "Willard's Message of Relief." Ask for 11-300-20
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CHRISTMAS IS A WOMAN
BY BILLIE STOKER

Christmas is a woman. She can never be quite old, but smells of sweet cologne and has a heart-shaped face. Her forehead smooth, her hair pushed back in soft brown waves.

Her eyes are merry, lighted by Christmas fires. Her laugh a chime, pealing over the snow, and her dress of taffeta—glowing rose.

She hangs hollywreath at the door and lights the candles on the tree. And when the stockings are hung and the house is filled with quiet, she looks out the open window—to dream.

Christmas is a woman, living in her pent-house, she looks down at the busy streets and thinks; only nine more shopping days.

She sighs—a silken sigh of luxury and taps a feathered mule upon the floor. Her chair in bright gold carelessness, clustered lies upon her brow. Later, upon the streets her high heels tapping, her waist a slight omission, her skirt a swinging Christmas ball. She stops upon the avenue, to look at a old case—for cigarettes.

Christmas Eve, the candles blue are lit and a silver tree, stiff and cold and haughty, stands in a corner. Her hands have tied the gifts in cellophane of blue and put them all beneath the tree.

But Christmas morning, up early, after "Toms and Jerrys" and "Hello there darlings," the night before, lacks some modern note—not the presents. The handsome case for cigarettes, or the lovely perfume bottle, hexagon in gold—but the flippancy is gone. Sophisticated melody for a carol old, not new.

Christmas is a woman. You look at her and see fine careless hair done up tightly, to help her work. You think, she is not beautiful, but lovely, as you see her kind grey eyes.

She sits beside a window, sewing quick, fine stitches whose meaning lies written on her brow.

Christmas! The children must have presents—John's had little work this fall, and coal is so high, but they'd be very disappointed. I'll manage it somehow.

Now looking through the window pane she sees the snow begin to fall and smiles, because a white Christmas means more—and the children love to sleigh.

Christmas is a woman. A mother holding a baby, tenderly—her face too awed and wonderlit beneath her falling, blue head-cloth. The stable room smells sweet with clean and yellow hay. The manger where the baby lies is of old, brown wood, but by its legs lie presents of frankincense and myrrh.

Outside, A high white star points down, and through a window lights the mother's face. This face, so young and pure and fine, reflects the star's light down the years.

Christmas is a woman—And Mary is her name.

Roberson, Roy Euler, Alton Lookingbill and daughter, Phyllis of Twin Falls, Iowa, Hollis Walser, Carter, George Story J. L. Lookingbill, L. B. Lookingbill, C. J. Lance, Joe Kendall of Hereford, G. E. Reeve of Friona, and Miss Majel Cannon.

Members present were Mesdames L. L. Cannon, Britt Clark, Lee Curry, Ray Johnson, Lloyd Lookingbill, Tandy Legg, J. B. Noland, L. B. Ridling, J. E. Ridling, C. R. Walser, D. C. Walser, Guy Walser, R. L. Wilson and Mesdames Roberson.

The club will aid in the community welfare project by distributing Christmas cheer baskets and gifts to the needy.

MRS. JIMMIE GILLENTE ENTERTAINS CLUB

Christmas colors predominated in table decorations and appointments for the luncheon given on Wednesday of last week for members of the Wednesday Luncheon Club at the home of Mrs. Jimmy Gillette.

A diminutive, tree decorated with bright colored luster balls and tall red candles formed the centerpiece for the table.

High score prize in games of bridge went to Mrs. Jack Wayland and gifts were exchanged.

Members present were Mesdames C. C. Rockwell, B. M. Wiltshire, J. C. McCracken, Alton Fraser, W. L. Davis, Jack Wayland and the hostess, Mrs. Seth B. Holman was a guest.

CAMP FIRE GROUP CONTRIBUTE TOYS

Toys for needy children were brought to the meeting held Sunday by Weocantewaste Camp Fire Group at the home of Miss Mary Elizabeth Stanford, guardian. They will be distributed by the Welfare committee under the direction of Mrs. Dyalbia Bradley.

Plans were made for a Christmas party which is scheduled for tonight at the home of Miss Stanford at eight o'clock. A tree will be featured and gifts exchanged. After the party the group will serenade with Christmas carols.

The Trail Seekers Desire and Camp Fire Laws are repeated in unison to conclude the meeting. Camp Fire songs and carols were led by Nadine Newell.

Members present were Polly Dixon, Nadine Newell, Mary Ellen Henzler, Ruth Wilson, June Dameron, Margaret Higgins, Margaret Olson, Mary Helen Cross, Betty Jane Roloson, Nona Dean Rose, Mary Ann Acker, Mary Hicks and Mozelle Shreve.

SCOUTS ARE ENTERTAINED

Senior Boy Scouts and their guests were entertained with a Christmas dinner-party, Thursday evening at the Presbyterian manse with Rev. John C. Thorns, scoutmaster, and W. E. Dunlap, assistant scoutmaster as hosts. Festive green and red decorations were used about the house and gifts from the boys to the girls were distributed from a lighted tree by Rev. Thorns.

The dinner was served at small tables centered by miniature blue and silver trees. Decorative Santa Claus figures served as place cards. Favors were tiny candles in candy

holders. A variety of games and contests furnished entertainment.

Those attending were Virginia Newell, Karl Shirley, Virginia East, Dean Dunlap, Mary Louise Dean, Jack Robinson, Mary Jane Morgan, Chilton Foster, Jean Williams, Jack Nicks, Helen Ruth Barber and Morris Easley.

MRS. O. C. HOLT IS HOSTESS FOR JUNIOR BAYVIEW CLUB

Mrs. O. C. Holt was hostess for the regular meeting of the Junior Bayview Club at her home, Thursday evening.

Mrs. Alton Fraser conducted the lesson on "Industrial War," and gave interesting reports on Labor Problems, which have appeared in recent issues of "Fortune Magazine," and other current magazines. Briefly, Mrs. Fraser discussed the problems of organized labor unions. She told of the origin of the C. I. O. and described Jno. L. Lewis, head of the Industrial Union, and his ruthless character.

Mrs. Fraser also gave statistics showing the important part these organizations play in the nation. Those present were Ruth Conkright, Kloyse Pitman, Ernestine Wayland, Rhita Jean Sullivan, Clara Gillette, Ina Mae Gilbreath, Edna Daughette, Mary Elizabeth Stanford, Mary Fraser and the hostess.

CLASS HAS CHRISTMAS PARTY

Business and Professional Class of the Methodist Church were entertained with a Christmas Party at the home of Mrs. C. F. Moore, teacher of the class, Thursday evening.

Christmas decorations carried out the holiday motif, and gifts were distributed and games furnished entertainment. The guests had brought toys for the tree, which were later presented to the Cradle Roll department of the church.

Arrangements for the party were made by Mesdames Wayne Higgins, Kermit Wilson, Woodrow Watkins and Miss Anna Belle Roberson.

Members present were Shad Radcliff, Elmo Hicks, George Jones, Jim Kirby, Paul Parr, Mr. and Mrs. Kermit Wilson, Odessa Hastings, Sarah Agnes Bryant, Ursalee Fridley, Mr. and Mrs. Jack Dean, Bonnie Jean Smith, John Jacobsen, Marjorie Alderson, Anna Belle Roberson, Mr. and Mrs. Cyphon Bryant, Mr. and Mrs. Hubert Freeman, Rev. and Mrs. M. M. Beavers, Madeline Whitehead, Elaine Nowell, Mary Elizabeth Stanford, Mary Frances Holder, Elvora Judd, Mr. and Mrs. Cone Johnston, Mr. and Mrs. Wayne Higgins and Mr. and Mrs. Moore.

INTERMEDIATE CHRISTIAN ENDEAVORERS HAVE MEETING

Intermediate Christian Endeavorers of the Christian Church met at the church Sunday evening, at six-thirty o'clock.

Mrs. H. M. Redford conducted the devotional and the prayer was led by June Dameron. "What We Should Pray For," was the subject of a topic discussed by A. Petersen, sponsor of the group. Wayne Phillips gave the scripture lesson.

Gifts for the Christmas basket were brought to the meeting. The members voted to take part in the Christmas tree program which will be given at the church Friday night.

JIMMY GAMMILL WILL MARRY CHRISTMAS DAY

Invitations have been issued to the wedding of Miss Ina Ruth Short and Mr. James R. Gammill, which is scheduled to take place on Christmas day in Lubbock. Both Miss Short and Mr. Gammill are ex-students of Texas Tech and the ceremony will be performed in Seaman Hall at the College. The bride-elect is the daughter of Mr. and Mrs. E. A. Short of Lubbock and Mr. Gammill is a former principal of Hereford Central School.

FUNERAL SERVICES ARE HELD FOR FATHER OF MRS. H. R. SHIELDS

Milt Branom father of Mrs. H. R. Shields of Vega, died at his home in Cumby, last Wednesday.

Mrs. Shields, who has been at the bedside of her father for the past two weeks, returned last week to her home at Vega. Stencils, ink and office supplies at Brand Office.



YOUR Regard has made this a Merry Christmas for us... May we extend the wish that yours will be gladdened a little by our appreciation and good wishes.

LYNN C. KESTER
— JEWELRY —

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

"THE PHANTOM CROWN" IS REVIEWED FOR BAYVIEW CLUB

"The Phantom Crown," a historical novel of Old Mexico, by Bettina Harding, was reviewed for members of the Bayview Club at the meeting held Thursday afternoon in the club rooms at the court house.

Mrs. Travis Dameron led the program and read a paper prepared by Mrs. W. M. Emmons, discussing "Criticism and Comments" on the book. The article brought out the fact that "Phantom Crown" is an account of one of the strangest chapters in history, a comic venture which ended in tragedy and death. It tells the story of Ferdinand Maximilian, brother of Austria, and his wife, Carlotta, daughter of King Leopold of Belgium, and how this gay dream-filled couple became pawns of Napoleon the third in his fantastic attempt to found an empire in nineteenth century Mexico.

Mrs. G. M. Hudson touched on the author's life, described the characters in the story and quoted explanatory excerpts from the book. She told of the great love Carlotta portrayed for her country and of the tribute paid to her during the World War.

"Safety," as discussed by J. C. Furness in the Readers Digest, was discussed by Mrs. R. P. Coneway. Statistics concerning avoidable traffic accidents and accidents in the home were given.

During the business session presided over by Mrs. Bob Wilson, president, members voted to have "Northwest Passage," reviewed for the club on the January 20 program, as the "Most Outstanding Novel of 1937." Miss Lillie Hostetter will review the book.

Reports from the welfare committee were given, a monetary aid toward shower was given for the school cafeteria.

Plans were made for the Holiday Party which will be given at the home of Mrs. H. E. Broadwell, on Thursday afternoon at three o'clock, Dec. 29. Mesdames J. W.

Kirby and Mrs. Broadwell are making arrangements for the party.

Members present were Mesdames Bob Wilson, J. P. Slaton, F. T. Roloson, J. H. Olson, C. F. Moore, John McLean, Paul Mathers, J. W. Kirby, J. B. Stoker, G. M. Hudson, G. W. Heard, E. W. Harrison, R. P. Coneway, John Coffee, H. L. Broadwell, Essie Cardwell, C. R. Barber, T. M. Dameron, and Miss Lillie Hostetter.

ANNUAL CHRISTMAS PARTY GIVEN FOR SUMMERFIELD STUDY CLUB

The annual Christmas party held by the Summerfield Study Club was given Thursday afternoon at the home of Mesdames B. G. and B. E. Roberson. Officers of the club were hostesses.

The house was decorated with Yule suggestions and a table tree illuminated with red and green lights was featured.

"Home for Christmas," by Lloyd Douglas, was reviewed by Mrs. B. E. Roberson, in which childhood memories were brought to life as the story was told.

Mrs. Tandy Legg, discussed "Christmas in the Old South." She discussed holiday customs on southern plantations.

The beautiful gifts were distributed from the tree by Mesdames Lloyd Lookingbill and Guy Walser.

Tea was served in the dining room, where tall blue candles in crystal holders lighted the lacelaid tables. A green and white tree reflected the seasonal motif as a centerpiece decoration.

Mesdames Ray Johnson, Guy Walser, Lloyd Lookingbill, Britt Clark and L. L. Cannon presided. Guests present were Mesdames Frank Tackert, J. A. Noland, Bill

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COMPLIMENTS—

of the Season

and sincere good wishes for a HAPPY, PROSPEROUS NEW YEAR. We hope that your every Christmas wish will be realized and the New Year be full of health and happiness.

QUALITY FOOD STORE

MR. AND MRS. J. W. ROBINSON

Whether your purchases of us were great or small from the Gulf Oil Corporation, since August 14, 1937 — we want you to know we thank you and greatly appreciate it.

GULF OIL CORPORATION

- E. E. Fridley
- Consignee
- Ethel Fridley
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- Delivery Salesman

We Have A Complete Line Of YARDLEY'S OLD ENGLISH LAVENDER GIFT SETS

SCHAEFFER'S Fountain Pens AND SETS \$1.00 to \$10.00

PANGBURN Xmas Candy in gift packs! \$1.00 to \$5.00

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YARDLEY'S TOILET SETS



\$1.85 to \$8.75

Men's Airmate Hose

and COMBINATION SETS. In Gift Packages! HOSE and TIE SETS 79c to \$2.00 TIE-HANDKERCHIEF \$1 to \$1.50

COMPLETE LINE OF Leather Goods

Bill Folds

Hundreds Of Items For The Last Minute Shopper in Our Big, Complete Stock!



CUTEX or LA CROSS

Manicure Sets

Zipper or Bakelite 50c to \$3.50

Travel Sets

for MEN or LADIES

Zipper Type from \$5.25 to \$10.49



Shaving Sets

By Yardley \$2.35

LADY LILLIAN Manicure Sets 25c to \$1.00

DOPP KITS The Ideal Gift For HIM! \$3.50 to \$4.00

Yardley's Compact FOR LADIES \$1.85 to \$5.00

In Gift Package!

Complete Line of FIREWORKS

Military Sets \$1.25 to \$3.50

Airmate Hose

In Gift Package!



2 and 3 pair to the box \$2.00 to \$4.05

CORNER DRUG STORE

Star Employees Will Receive Christmas Bonus

Employees of the Star Theatre in Hereford will this year receive special cash bonus payments as Christmas presents, it was today

announced from the central office of the company. In appreciation for service rendered, the company will this year give an extra week's salary to each employee of the Star Theatre who has been with the theatre for a period of six months; those who have been with the theatre a shorter time will receive a bonus of one-half week's salary.

Westway Items (10 miles west)

MRS. MERLIN KAUL Christmas Program
 Recitations—A Welcome, Tommie Jones; A Youthful Speaker, Melyla Hene Joiner; A Christmas Stocking, Ava Gene Gore; Christmas Day, Elaine Cox; A Christmas Joke, Homer Rudd; Such a Good Boy, Curtis Ponder; A Good Boy, Howard Lomax; Christmas Speech, James Nolan Edmondson.
 Exercise, "Why We Like Christmas."
 Readings—A Message to Santa Claus, Junior Burgess; A Real Surprise, Wanda Marie Allman; Sophie Tucker's Christmas Shopping, Vesta Mae Landers.
 Dialogs, "Foolish Advice," and "Let's Play Christmas."
 Music—Jingle Bells, Rhythm band, primary room; A Merry Christmas, and Upon the Housetop, Intermediate.
 Piano duet, "Silent Night," Martha Lee Ruttey and Dora Lee Burgess.
 Pantomime, It Came Upon the Midnight Clear, Vesta Mae Landers, Nannette Little and Dora Lee Burgess.
 Duet, Dear Little Stranger, Mrs. Merlin Kaul and Mr. Jack Earp.
 Mr. and Mrs. Elys Pierce and Nelson Ross and Marlin Pierce of Hereford, were visitors at the A. C. Pierce home, Sunday.
 Miss Mildred Wilder went to Lubbock, Saturday, where she will visit her aunt, Mrs. L. N. Lipscomb and her grandmother, Mrs. Isaac Lloyd.
 Mr. and Mrs. C. V. Burgess and family, Mr. and Mrs. O. Wilder, Mr. and Mrs. T. B. Cox and family attended the Singing Convention at Summerfield, Sunday.
 Rex and Mrs. Henry Burrow conducted church services here, Sunday. They were guests in the Henry Allman and Moody Stephens homes.
 B. T. U. started Sunday night with a good attendance and much enthusiasm.
 The application of Edwin Skypala to the N. Y. A. has been accepted and he has begun his work.
 Miss Enid Minter will spend the holidays at her home in Farwell.
 Leona Muriel Otts is a new pupil in the ninth grade. Muriel is the daughter of J. J. Otts, who is employed by O. G. Hill. The Otts are making their home at present at the O. G. Hill place.
 Frankie LaVerne Fore was a visitor in the primary room, Monday.

Camella Otts is a new pupil in the fourth grade.
 Mrs. William Ponder and little daughter, Marjorie, were visitors at school, Friday.
 Mr. and Mrs. Paul Mathers, Paula Mae and Bobby, and John Weaver, were Amarillo visitors, Saturday.
 Mrs. Buddy Witherspoon, with her little son, Neil, returned Friday, from Dallas, where Neil had been taken to have medical treatment. Jo Ann Witherspoon, who has been staying with her grandmother, returned to her home in Hereford, Saturday.
 Mr. and Mrs. Hiram Painter and Jimmy Jo, of Hereford, were visitors in the Ernest Campbell home, Sunday.
 Mr. and Mrs. Richard Connally accompanied Mr. and Mrs. Ed Loeferwald of Hereford, to Amarillo, Sunday, where Mr. Connally was initiated into the Knights of Columbus Lodge.
 Helen Joyce Wilson, daughter of Ellis Wilson of Hereford, was the guest in the home of her uncle, Grady Wilson, Sunday.
 Miss Mary Turrentine, who attends Baylor University at Belton, came Saturday, to spend the holidays with some folks.
 Miss Dorothy Edwards of Hereford was a guest of Gladys Gore, Friday night.
 Miss Bertha Waldron and Mrs. Shadie Gillispie of Hereford, were dinner guests in the L. O. Gore home, Sunday.
 Miss Stella Mae Gore was a week end guest at the I. V. Flowers home, in Hereford.
 Mr. and Mrs. Otto Chitwood of Hereford, were visitors at the home of Mrs. H. C. Matteson Sunday. Mrs. Chitwood is a niece of Mrs. Matteson.
 J. C. Ritter of Amarillo, visited Sunday, in the home of his sister, Mrs. B. J. Lomax. He was accompanied by his sons, Allen and George.
 T. B. Cox butchered, Monday.
 Mr. and Mrs. A. N. Head and son Harold Lloyd, were visitors at Glenn Rutters, Sunday.
 The primary children are making Christmas gifts this week. They have a Christmas sand table with a prettily decorated tree and cut out of the Nativity showing the manger scene, the shepherds, etc.
 Paul Rudd sold a bunch of steers at Wylie Robinson last week.
 Mr. and Mrs. Ralph Rudd and son, were week end guests in the Paul Rudd home.
 Mr. and Mrs. T. B. Cox have a new Bulbo radio. They have installed a wind charger and now have electric lights in all rooms. They repaired their living room last week.
 Mr. Chester Carthel of Lockney was a guest last week in the home of his sister, Mrs. Maurice Tannahill.
 Paul and Elmer Williams from Frio, were guests last Monday, of their sister, Mrs. Henry Allman.
 A birthday supper was given Friday night, at the Ernest Campbell home, honoring the birthday of Mr. Campbell. Those present, were Mr. and Mrs. Clyde Shepard and Joyce, Mr. and Mrs. J. J. Otts, Muriel and Camella, Mrs. H. Painter and Jimmy Jo of Hereford, Clint Landry, Eldon Harris, Edman and Everett Campbell, Glenn Thornton and the Ernest Campbell family.
 School will be dismissed Thursday, December 23, and will reconvene on January 3.

Bethel Items (22 miles south)

MRS. E. R. ROTHWELL
 J. A. Simmons and son, Carl, are business visitors in Hereford, Monday.
 Henry Allman and wife from Westway visited in the Jim Bagwell home, Tuesday.
 Ivor Bagwell and family were shopping in Amarillo, Tuesday.
 J. L. Rothwell and wife from Flora, Ill., are spending the holidays with E. R. Rothwell and family.
 Mrs. Ivor Bagwell was hostess to the Bethel Home Demonstration Christmas party, Wednesday.
 Jack Baker and wife were Hereford visitors, Saturday.
 J. C. Williams and family were in Plainview, Saturday.
 Mildred East of W. T. S. T. C. and J. G. Davis and Pauline Rothwell of Plainview, were home over the week end.
 Bryant Sinclair and family were Christmas shopping in Amarillo, Thursday.
 Mrs. J. L. Rothwell and Kathleen were in Plainview, Saturday.
 Those attending the Christmas parade in Hereford, Friday, were Mr. and Mrs. Ivor Bagwell, Mrs. George Bagwell, Mrs. Jim Bagwell and children, M. H. Howell family Mrs. Kay Roberts, Leland Smiths family and Grace Louise East.
 Mr. and Mrs. J. A. Bagwell spent last week end with their daughter, Mrs. Senburn Teague, in Plainview.

Coal Tar Products materials never known to man and The discovery of manufervine by not found anywhere in nature were Perkins in 1856 was the beginning produced in rapid succession by of a most remarkable era in which the chemist from coal tar.

A DISTINCT PLEASURE

It is with profound pleasure and appreciation that we take this means of expressing our sentiments of Season's Good Cheer to the friends and customers of this firm.

Your liberal support is valued most highly by the employees and management. Your cooperation is best manifest has been our pleasure, and we are glad to express our thanks.

May we continue to serve you in the future? We have set our goal to even more efficient service, and we desire the privilege of showing you how sincere we really are. Again we say, "Thank you."

HEREFORD CREAMERY CO.
 AND EMPLOYEES



To our faithful old friends and our cherished new friends we tender—

HEARTY CHRISTMAS

GREETINGS

May the New Year be for you a happy and thriving one and may it be our privilege to add to its success.

WEIR'S RED & WHITE FOOD STORES

CHRISTMAS

Christmas is here again with its good fellowship and good will. Its warm spirit reminds us that in our friends, not in our ledgers, do we find our real assets. So we want to express our appreciation of your evidences of friendship for us and to wish you

Merry Christmas Prosperous New Year

KIMBALL MILLING CO.
 J. B. WHITLOW, Manager



Messenger News (27 miles west)

BY MRS. J. N. MESSENGER
 Mr. Rouse, west of the school house three miles, was unloading gas from a truck onto a platform, when a barrel fell and struck him on the chest, knocking him unconscious for a short time. He was able to sit up a short time Sunday, and seems to be gaining slowly.
 Clarence Inns and J. T. Gintan are home from school to spend the holidays.
 Mrs. Gandy from Summerfield, where they have recently moved, made a visit to her parents, Mr. and Mrs. Love, one day the past week.
 The Messenger children made a trip to Friona to see their grandmother, Mrs. Elsie Livings, who is on her way home from Oklahoma, where she attended the funeral of her father, Mr. Davis, and her brother is very low in one of the hospitals there. She is making a visit with her son, George Livings and wife, before she goes on to California.
 Mrs. J. T. Guinn's mother, at Higgins, fell last Monday and broke her arm. She was in the hospital for four days, where the arm was reset and found to be split, but she is resting as well as could be expected.
 There was about five inches of snow in the community last week, which will stop the dust for awhile and will help the wheat.
 Messenger school was at Hereford Friday, for the parade and treat.
 Many in the community have

Wishing You a Season Of Good Cheer

And Thanking You For Many Seasons of Pleasant Association

MERRY CHRISTMAS HAPPY NEW YEAR

Mr. and Mrs. JKE CROSTHWAIT
 Mr. and Mrs. BUFORD CROSTHWAIT



TALKING TURKEY .. TRIMMIN'S
 Then Come To
IKE'S CAFE FOR XMAS DINNER

The gay tinkle of sleigh bells, welcoming faces at the window — a sweet savory odor wafting in from the kitchen. These are visions conjured when you think of taking Christmas Dinner at **IKE'S CAFE**. Our delicious menu, where you will find all the old-fashioned good things to eat, efficient service and low prices are all in keeping with the spirit of the day! Dine at **IKE'S CAFE** this Christmas!

IKE'S CAFE

CORNER OF FIRST AND MAIN STREETS — ON THE HIGHWAY

A Home Service for Christmas Eve

Entire Family Participating

INVOCATION

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

SILENT NIGHT—to be sung or read in unison.

Silent night, Holy night,
All is calm, all is bright
Round yon virgin mother and child,
Holy infant, so tender and mild,
Sleep in heavenly peace,
Sleep in heavenly peace,
Silent night, Holy night,
Shepherds quake at the sight,
Glories stream from heaven afar,
Heavenly hosts sing Alleluia,
Christ, the Saviour, is born,
Christ, the Saviour, is born,
Christ, the Saviour, is born,
Silent night, Holy night,
Son of God's love's pure light,
Radiant beams from Thy holy face,
With the dawn of redeeming grace,
Jesus, Lord, at Thy birth,
Jesus, Lord, at Thy birth,
BORN TO US—Luke 2: 1-20.

LUTHERAN CRADLE HYMN—to be sung or read in unison.

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

PRAYER

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

POEM—to be read.

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

O LITTLE TOWN OF BETHLEHEM—to be sung or read in unison.

O little town of Bethlehem,
How still we see thee lie,
Above thy deep and dreamless sleep,
The silent stars go by;
Yet in thy dark streets shineth
The everlasting Light;
The hopes and fears of all the years
Are met in thee tonight.
For Christ is born of Mary,
And gathered all above,
While mortals sleep, the angels keep
Their watch of wondrous love,
O morning stars, together
Proclaim the holy birth,
And praises sing to God the King,
And peace to men on earth,
O holy child of Bethlehem,
Descend to us we pray;
Cast out our sins and enter in,
Be born in us today.
We hear the Christmas angels
The great glad tidings tell,
O come to us, abide with us,
Our Lord Emmanuel.
How silently, how silently,
The wondrous gift us given,
So God imparts to human hearts
The blessing of His heav'n.
No ear may hear His coming,
But in this world of sin,
Where weak souls will receive Him still
The dear Christ enters in.

BENEDICTION

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

Issue "Don'ts" In Fire Warning For Holidays

AUSTIN—Marvin Hall, Texas fire insurance commissioner today called attention to the number of unusual fire hazards which should be guarded against during the festivities of the approaching holiday season.

"A destructive fire is the sworn enemy of the peace and happiness that Christmas should properly bring," Hall explained. "It is important, therefore, to be familiar with the hazards common to the month of December which have in past years caused wasteful loss

of life and property."
Some of the "Don'ts" as listed by Commissioner Hall are as follows:

- 1—Don't decorate evergreen trees with high inflammable materials.
- 2—Don't place cotton or lighted candles on the Christmas tree.
- 3—Don't carelessly smoke or get near an open flame when wearing a cotton Santa Claus beard.
- 4—Don't place a lighted candle in the window near curtains or other inflammable material.
- 5—Don't allow small children to handle fireworks.
- 6—Don't use pennies or wire to replace blow-out electric fuses.
- 7—Don't use kerosene or gasoline to start or quicken a fire.
- 8—Don't permit children and other members of the family to get too close to stoves and open fireplaces.

LETTERS TO Santa Claus

My Dear Santa Claus,

I have been better than I was last year but I must say, Santa, I am not good yet, but I hope you will forgive me. I want a baby doll, dishes, cabinet, trunk, doll bed, and story book. Bring just what you bring Phyllis. Don't forget all the little orphan children. With much love,
Frances Hunter.

My Dear Santa Claus,

This year I'm going to school and so Frances and I haven't been quite so worried as we study hard. Please remember all the little orphan children and bring me a baby doll, bed, trunk, dishes, cabinet, a story book. With much love,
Phyllis Hunter

Dear Santa,

I saw in your wonderful paper, asking all the boys and girls to write to Santa. We are Lloyd and Floyd Messenger, age 7 years and Ralph age 5 years. Lloyd wants a dump truck, Floyd wants a wagon, Ralph would like a truck with lights. We are far out from town and we were afraid you wouldn't find us. It is 24 miles west and 4 miles south. We hope your reindeer don't play out before reaching us.
Lloyd, Floyd and Ralph Messenger

Dear Santa Claus:

North Pole
Please bring me a toy cook stove a scooter and little red wagon and sister a sleepy doll and a little red rocker and nuts and candy and any thing else you might have for us.
Robert A. and Asie La Mone Spencer.

Dear old Santa Claus,

Please bring me a scooter, a truck, a tractor, and some tools. Plenty of candy, nuts, and fruit and remember all the little girls and boys and Grandmother and Granddad. Thank you, Santa Claus,
Jimmie Boardman, age 5

Dear Santa Claus:

Here comes twins. Do you have any thing just alike, for you see we do want to be alike in everything—two little tricycles, two cars, one truck and one doll. Candy and nuts. Think of Grandmother Boardman,
Betty and Bobby Boardman, age 3

Dear Santa,

I want a tricycle, a truck, and candy, nuts and fruit, and don't forget my little sister. She is 2 years old. Yours truly,
Jack Flowers, Rt. 3.

Dear Santa Claus:

I am a little girl 8 years old, and am in the third grade. Will you please bring me a wrist watch, a pencil box, and some books. I been very nice to me, so you can

would like a peppermint stick, some nuts, apples and oranges. Remember all the other little boys and girls. Your little friend,
Jackie Wright.

Dear Santa Claus:

We are three little girls, eight six, and three years old. We hope you will come to see us Christmas. We would like to have a doll. Lola Jean and I want a purse. Lola Jean wants a pair of red gloves. We would all three like to have a cooking set. Bring our baby sister, Dolores some play things. Also remember the rest of the family. Please bring us some candy nuts, and fruit. Your three little girls,
Viola, Lola Jean and Evelyn Stork

Dear Santa,

I want a table and bed. I want them for my little quintulets, for Christmas. Love,
Betty Jane Ledbetter.

Dear Santa Claus:

Please bring me a dolly, piano, a ring and a buggy. I have tried to be a good girl this year. With love,
Melya Ilene Joiner.

Dear Ole Santa,

I am a little girl 2 1/2 years old. I wish you would bring me a doll and bed for it, an ironing board, and a set of dishes, also fruit, candy and nuts. Thank you, Santa,
Your little friend,
Mary Jo Sowell.

P. S. Don't forget Pappy and Mammie.

Dear Santa Claus,

We are two little girls and want pretty dolls for Christmas. I saw one at Penny's, I want She is large, has blue eyes and green dress and hat. My little sister wants one dressed in blue. Besides these dolls, please bring us several little toys, apples, nuts oranges, and candy. I thank you very much.
Norma and Jimmie Doris Hunter.

Dear Santa Claus,

I am a boy 9 years old. I would like for you to bring me a buffalo Bill holster set, a pair of boxing gloves, a punching bag, an air pistol, and a set of rubber horse shoes, also, fruit, candy and fire works. That is all, Santy. Please remember all other little children encircling my little sister. Your friend,
J. B. Sowell, Jr.

Dear Santa,

Catherine wants a doll. I want a little desk and a small typewriter, if you have one. I would like for you to bring me some apples, candy and nuts. I would appreciate some tools, so that I can help Mother work in the garden.
Don't forget to bring mother and dad something nice. Mr. Miers has a pencil box, and some books. I been very nice to me, so you can

bring him something. Thanking you in advance.
Catherine and Bobby Lee Cagildwell

Dear Santa,

I am a little girl nearly 5 years old and I am trying to be good, so please bring me a large tricycle and please bring my little sister, Joan, 2 1/2 years old, a pretty doll, bed and little wagon. I am coming to see you December 17. Love to Santa,
Geraldine Knabe.

Dear Santa,

For Christmas, I want a doll, buggy and a little Shetland pony. Please bring Gloria Dee a teddy bear. We have been good little girls. With love,
Joan and Gloria Dee Walser.

Dear Santa,

Would you please bring me a picture show machine and a football, some oranges, nuts, apples and candy. I am a little boy 9 years old and in the third grade. Good by.
Ralph Fullwood.

Dear Santa Claus,

I am a boy, 9 years old. Please bring me a truck with tires on it. And bring my daddy and my mother something and bring my brother and my sister something, too. And then the boys and girls and I guess that will be all now. Your friend,
Bobby Coker.

Dear Santa Claus,

I am a little boy in the third grade. Please give me a gun, scabbard and a cowboy suit. My sister wants a rolling pin, and a set of dishes and remember my mother and father. Your friend,
Wendal Roberson.

Dear Santa Claus,

I have been a pretty good boy, so will you please come to see me? I want some gloves and a bicycle. My little sister wants a doll and some doll dresses. With love,
Conrad Neal Clark.

Dear Santa Claus,

I am a little girl. I am in the first grade. I like to go to school. Santa, I would like a rubber doll and some nuts, fruit and candy, and I thank you for the things because I will be asleep when you come. Please bring my brother something, too.
Jeanette Euler.

Dear Santa,

I am just a little girl in the first grade. I have been good so please bring me and my little sister a doll. Wayne wants a cowboy

suit, and we all would like some fruit, and nuts and candy. Your little friend,
Dorothy Lee.

Dear Santa Claus,

I am a little girl in the fourth grade. I am nine years old. I do not know if I was good or bad, but if I was bad I will try to be better next year. Please bring me a toy kodak, a sewing machine, a sewing basket, and a book by the name of "Uncle Wiggly." Please bring my mother and father, sisters and brothers something for Christmas.

Bring us lots of fruit, nuts and candy. Your true friend,
Zelda Mae Jones.

Dear Santa Claus,

I am a little girl in the second grade. I would like for you to bring me a desk and chair and a Betty-Wetsy doll. My mother says that I have been a good girl and my teacher says she thinks so, too. And Santa, please don't forget the other little boys and girls and mother, daddy and grandpappy. With love,
Billie Ray Johnson.

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

D. J. W. HENDEIX
Chiropractor and Massageur
109 B Street—Just North of Mother's Park
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ABSTRACTS
Of All Deed Smith County Land Titles.
DEAF SMITH COUNTY ABSTRACTS INC.
Cliff Estes, Manager

Well Casing

We either have the casing you want or can make it pronto! Thus far, we have been able to meet or beat prices on all competitive casing and we expect to continue so to do. Our price on casing includes delivering charges to your well — and

You Don't Pay For Any Casing That You Don't Use!

Jacobsen Bros.

HEREFORD, TEXAS

SAVE 50% on PERFORATION OF CASING

ALSO ON HEAVY COLUMN AND SUCTION PIPE.
CUT AND THREADED TO ORDER!

A NEW SERVICE: We now have Electric Welding Equipment for Welding Casing in The Hole!

WES-TEX PIPE & SUPPLY CO.

HEREFORD
Office, 106 Main Street Baskin Bldg.

The Season's Best Wishes



to Each of You

In this most cordial of holidays, when joy prevails, may we bring our Best Wishes to you for a Merry Christmas and a Happy New Year.

A. O. THOMPSON Abstract Co.



ANNOUNCES FOR 1938 THREE NEW TRUCKS

AND A FULL LINE 1/2 TO 12 TONS



NEW 3/4-TON



NEW 1-TON



NEW 1 1/4-TON

● GMC offers for 1938 three new light and "light-heavy" models—a new 3/4-ton, new 1-ton, new 1 1/4-ton—built for lowest-cost service. GMC also offers full coverage in the medium and heavy duty fields—including a full line of lowest priced standard cab-over-engine models, capacities 1 1/2 to 12 tons! See the 1938 GMCs now—get the new low prices. See, try, buy GMC, the newest in trucks!

Time payments through our own F. M. A. C. Plan at lowest available rates.

Norton Motor Co.

317 N. Main St. Hereford, Texas
GENERAL MOTORS TRUCKS & TRAILERS

Social Changes Coming Topic Of Discussion Group

The Discussion Group last Friday heard a discussion of "The Function and Importance of the Small Group in Individual and Social Reconstruction," by Rev. H. M. Redford, and members reported the talk to be one of the most outstanding ever presented to the group.

Next Friday the subject will be "Education for Social Change," based on a paper by E. C. Lindeman of New York School of Social Work; Miss Lillie Hostetler will deliver the talk, and the meeting will begin at 7:30 o'clock Friday evening in the library.

LEGAL NOTICE

THE STATE OF TEXAS
TO THE SHERIFF OR ANY CONSTABLE OF DEAF SMITH COUNTY, GREETING:
YOU ARE HEREBY COMMANDED TO SUMMON, Millard Carey, Ethel Carey Young and husband, Roy Young; Lucy Wilson Douglass and husband George Douglass, their heirs and unknown heirs, and the unknown heirs of Josephine Bridges, by making publication of this citation once in each week for four consecutive weeks previous to the return day hereof, in some newspaper published in your County, if there be a newspaper 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, Texas, to be held at the Court House thereof, in Hereford, Texas, on the fifth Monday in January, A. D. 1938, then and there to answer a first amended original petition filed in said Court on the 9th day of July, A. D. 1937 in a suit numbered on the docket of said Court No. 2343, wherein James E. Carey, is plaintiff and E. R. Williams, Jr.; Mrs. Alice McDonald, Mrs. Catherine Ward, Mary Wilson Wheeler, Taylor Wheeler, Lucy Wilson Douglass, George Douglass, Corrine Wilson Cuff, Lloyd Cuff, Edward Wilson, Lebern Wilson, Mrs. Mollis Massey, Marvin Massey, James Carey, J. H. Carey, George Carey, Edmond C. Carey, Ethel Carey Young, Roy Young, Millard Carey, Landon Carey and J. R. Cone, are defendants, said plaintiff alleging that he and the defendants mentioned herein,

save and except J. R. Cone, are the devisees and legatees and heirs of the said Josephine Bridges who died December 8, 1935, leaving a will, in which will the plaintiff and the defendants herein, save and except J. R. Cone, were named as devisees and legatees, and that so far as plaintiff is informed they are the only heirs of the said Josephine Bridges; that the said Josephine Bridges at the time of her death was seized and possessed of certain real estate as follows:

TRACT NO. 1.
Lots 3 and 4 in block 70 of the town of Hereford, Deaf Smith County, Texas.
TRACT NO. 2.
All of Section 04 and the E 25 acres of Section 09, in block M-7 in Deaf Smith County, Texas.
TRACT NO. 3.
Also the East Half of Section 5700, block D Certificate No. 450 of the John H. Gibson Survey in Yoakum County, Texas.

That the said Josephine Bridges was also the owner of other personal property, that in the will of the said Josephine Bridges, deceased, she appointed, E. B. Posey, as independent executor without bond; that he thereafter qualified by filing oath, bond, inventory and appraisal, said proceedings being numbered No. 430 in the County Probate Court of Deaf Smith County, Texas; that thereafter on the 23rd day of January, 1937, the said E. B. Posey, filed his written resignation, and thereafter on the 28th day of April, 1937, an order was entered removing said E. B. Posey as executor of said estate, and there being no further need of administration same was closed; that due to the

number of joint owners interested in said property, same is incapable of a fair and equitable division in kind; that there is need for someone to be appointed to look after the management and control of said property and that the appointment of a receiver is requested, said receiver to make good and sufficient bond, and that he be directed to receive any monies, stock certificates, notes and other personal property belonging to the estate of Josephine Bridges, and that he be directed to take charge of said real estate, collect rents, etc.; that upon final hearing said property described herein be partitioned in such a manner as to the court may seem proper; that should said court find said property to be incapable of a fair and equitable partition in kind, that said receiver be directed to sell said property at public or private sale, as the court may find proper, and after payment of costs, receiver's fees, attorney's fees and all proper and necessary expenses in connection with said matter, that said moneys be then divided and partitioned according to the respective interest of the parties herein.

HEREIN FAIL NOT, but have before said Court, at its next regular term, this write with your return thereon showing how you have executed the same.

GIVEN UNDER MY HAND SEAL of said Court at office in Hereford, Texas, this 29th day of November, A. D. 1937.

L. H. FOSTER, Clerk,
District Court,
Deaf Smith County, Texas.
D-2-9-16

THE STATE OF TEXAS
To the Sheriff or any Constable of Deaf Smith County, Greeting:

YOU ARE HEREBY COMMANDED to summon E. Van Metre, Sam S. Wright, J. W. Wright, and E. Van Metre, Sam S. Wright, J. W. Wright, as a co-partnership doing business under the name of the American Canadian Land Co.; and J. R. Carl, Clarence E. Deet, R. M. Hemy, R. Page, C. L. Hills, Henrietta Hills, and the unknown heirs and legal representatives of each and all of the above named parties herein, Defendants, and said petition alleging as follows: according to the copy of Plaintiff's Original Petition hereto attached and made a part hereof:

1. That on or about the First day of December, A. D. 1937, Plaintiff was lawfully seized and possessed of the following described land and premises situated in Deaf Smith County, Texas, holding and claiming the same in fee simple, to-wit:

All of the Southeast Quarter (SE 1-4), of Section Number Eighty-five (No. 85), in Block K-5, Certificate No. 13, Patent No. 46, Vol. No. 40, Deaf Smith County, Texas, and containing 160 acres of land more or less.

2. That on said First day of December, A. D. 1937, the defendants unlawfully entered upon said above described land and premises and ejected this Plaintiff therefrom and unlawfully withheld from him the possession thereof to his damage in the sum of Two Thousand and No-100 Dollars.

3. That the reasonable annual rental value of said above described land and premises is the sum of Three Hundred Twenty and No-100 Dollars per annum.

4. That this Plaintiff and those from whom and through whom he acquired title and possession of the above described land and premises

have claimed, had and held peaceably and adversely the possession of the said land and premises, cultivating, using and enjoying the same for a period of more than ten years prior to December 1st, A. D. 1937, and prior to the filing of this suit; that this plaintiff and those from whom and through whom he acquired title and possession have been claiming the said land and premises under valid deeds duly registered and has had and held peaceable, continuous and adverse possession of said land and premises, cultivating, using and enjoying the same and paying all taxes due thereon for a period of more than five years prior to December 1, A. D. 1937, and prior to the filing of this suit; that this plaintiff and those from whom and through whom he acquired title and possession have had and held peaceable, continuous and adverse possession of said land and premises under title or color of title from and under the State of Texas for a period of more than three years prior to December 1, A. D.

1937, and prior to the filing of this suit.
WHEREFORE, Plaintiff prays this Honorable Court that the said defendants and each of them be cited in terms of law to appear and answer this petition, and that upon a final trial herein that he, the Plaintiff, have judgment of the Court for title and possession of the said above described land and premises, and that writ of restitution issue, and for his rents, damages and costs of suit, and for such other and further relief, general and special, at law or in equity, to which he may be entitled.
Herein Fail Not, and have you before said Court, at its aforesaid next regular term, this write with your return thereon, showing how you have executed the same.
GIVEN UNDER MY HAND and the Seal of said Court, at office in Hereford, Texas, this 11th day of December, A. D. 1937.
L. H. FOSTER, Clerk, District Court, Deaf Smith County.
D16-23-30-J6

Bronchial Coughs Need Creomulsion

Just a common cough, a chest cold, or a bronchial irritation of today may lead to serious trouble tomorrow. They may be relieved now with Creomulsion, an emulsified Creosote that is pleasant to take. Creomulsion is a medicinal combination designed to aid nature in soothing and healing infected mucous membranes by allaying irritation and inflammation and by aiding in loosening and expelling the germ-laden phlegm.

The Medical Profession has for many years recognized the beneficial effect of Beechwood Creosote in the treatment of coughs, chest colds, and bronchial irritations. A special process was worked out by a chemist, for blending Creosote with other ingredients and now in Creomulsion you

get a real dose of genuine Beechwood Creosote which is palatable and can even be taken frequently and continuously by both adults and children. Creomulsion is one preparation that goes to the very seat of the trouble to help loosen and expel the germ-laden phlegm. When coughs, chest colds and bronchial troubles—due to common colds—hang on, get a bottle of Creomulsion from your druggist, use it as directed and if you are not satisfied with the relief obtained, the druggist is authorized to refund every cent of your money. Creomulsion is one word—not two, and it has no hypphen in it. Ask for it plainly, see that the name on the bottle is Creomulsion, and you'll get the genuine product and the relief that you want. (Adv.)

As we welcome another Yuletide we are reminded of the excellent patronage we have enjoyed in the past year... so please accept our sincere thanks.

SEASON'S GREETINGS

West Texas Feed & Seed

A Word To The Wise ALKA-SELTZERIZE

EVERYONE SEEMS TO BE USING ALKA-SELTZER THESE DAYS

I SHOULD THINK THEY WOULD... IT DOES WONDERS FOR ME

Millions of users feel that they get quicker, more pleasant, more effective relief from ALKA-SELTZER than from old-fashioned unpalatable preparations. That's why ALKA-SELTZER is more in demand than almost any other single item in the average drug store.

We recommend ALKA-SELTZER for the relief of Gas on Stomach, Sour Stomach, Headache, Colds, "Morning After," Muscular Pains, and as a Gargle in Minor Throat Irritations.

We really mean it. Use ALKA-SELTZER for any or all of these discomforts. Your money back if it fails to relieve.

In addition to an analgesic (Acetyl-Salicylate of Soda), each glass of ALKA-SELTZER contains alkalis which help to correct those everyday ailments due to Hyper-Acidity.

In 30¢ and 60¢ packages at your drug store.

Alka-Seltzer

MAINTAINING A STANDARD

at Christmas and through the New Year.

The Holiday Season, with its spirit of good cheer and friendliness, brings to mind the splendid associations that have been ours during the past year. It reminds us of the loyalty of our customers, whose patronage has made possible one of our best years in business in this community.

We gratefully acknowledge our appreciation of your consideration and favors. The trust and confidence you have shown are our incentives to even greater service during the years to come. They lead us to keep thoughtfully in mind your needs and desires so that we may more efficiently fulfill them.

As the old year draws to a close amid the good fellowship of Christmastime, we consider it singularly appropriate to extend the compliments of the season to our good friends of this area. May your Christmas be a happy one and may success attend your New Year.

CHRISTMAS GREETINGS and A HAPPY PROSPEROUS NEW YEAR

The Hereford Brand

Mrs. Seth B. Holman
Jimmie Gihentine
R. V. Miller
Virginia Bowman
Stanell Scott
Sherman Morgan

More Letters... to Santa Claus

Dear Santa,
I'm hoping that you will have plenty of snow on your trip even if you do come in a plane, for I know you like snow. I have many brothers and one sister. They've been very good. Remember them. Please bring me a little car, candy, and fruit. One of your little boys,
Burligh Vauha Casler

girls. Your little friend,
Coy Booker.

Dear Santa,
How are you? I am a little boy eight years old in the third grade. We are going to have a Xmas tree at school. I want a tool set if it does not cost too much, some candy and fruit. I hope I see you Xmas. Your friend,
John Cryer

Dear Santa Claus,
I have been a nice little boy this year. I would like very much if you would bring me a watch and chain, Busy bee station, some kid gloves, trigger set, and a lot of nuts, candy, and fruit. Don't forget all the other little boys and

I am in the first grade and have been a good boy. I want a pair of sopporders and lots of other things and a beeb gun and beeb sheals.
From
Grazy Harper

Dearest Santa,
Our weather now really makes me think its time for you to come. I'm anxious to see you. I am a little girl, 6 years old. I go to school. I have two little sisters. Will you please remember to bring them something? I wish for a doll that cries and has real hair and a set of jacks with a ball. Love to you,
Quita Joy Johnson

Dear Santa Claus,
Please save a little car and trailer house for me. I'd like to have a transfer truck, too, and airplane. I want a aviator cap and pair of boots and please do bring plenty of candy and oranges and nuts. Don't forget I have a sister and little brother, Peggy and Noland. Santa I sure do love you. Another of your little friends,
Ralph Marshal Finch

Dear Sanata,
I want a big doll and a bike.
Bobbie Rae

Dear Santa Claus,
I am a little girl six years old. Please bring me a wagon, a big doll, a game, some fire works and some fruit and candy. Please remember all of the other little girls and boys. Your friend,
Margaret Sowell

Dear Santa Claus,
I'm a little girl just five years old. And tiny so if you should happen to bring me a little dress be sure it is a size three. Santa, I wont ask for much, just a dolly and some quilts for my doll bed. Perhaps a book or to. Plenty of candy, nuts and oranges. I must tell you I sure do love you. Your little friend,
Peggy Karleen Finch.

Dear Santa Claus,
I am a little girl five years old. I have tried to be a good little girl this year. I wish you would please bring me a doll with some clothes, a kitchen cabinet and a tricycle. Be sure and remember all other boys and girls. Your little friend,
Sallie Womble

Dear Santa Claus,
I have been pretty good, so please bring me a little sewing machine, a Bingo Set, and a Diddy Doll. If you have any left, and remember everyone and give them something. Lovingly,
Mary Elizabeth Givan.

Dear Santa,
I have been a very good boy. Will you please bring me a punching bag, modeling clay, a truck and then a steam shovel. Would you please bring these things I have ask for? Your friend,
Charles Frye.

Dear Santa,
My little sister has been very good to me. Will you please bring her a crying doll and a wagon. This is my first year in school. I like to go. Will you please bring a truck, a watch, candy, and fruit. Your friend,
Jimmie McGaughey

Dear Santa,
I help my mother every day. I would like for you to bring me a doll, doll buggy, a little bike, doll trunk, and some doll clothes. I thank you very much.
Patricia Frye

Dear Santa Claus,
Please bring me a doll and some dishes and any other things you want and bring me some candy, fruit and nuts and don't forget my little sisters, Mother and Daddy.
Winna Bell

Dear Santa Claus,
I want a doll and trombone and evening gown and a kitchen set and wardrobe. Your friend,
Mary Beth Scott.

Dear Santa,
I have been a very good little girl this year. I hope, and I want you to bring me a Betsy-Wetsy doll and doll buggy, too. Santa, if it wouldn't be out of the way, please bring me a tricycle, and don't forget to fill my stocking with lots of nuts, candy and fruit. Remember all the other children

who have been good this year, and bring them lots of things to make them happy for Christmas. Your little friend,
Alice Jean Rutherford.

Dear Santa:
Did any poor, struggling theatre manager ever ask you for a Christmas present for his several thousand patrons? Well, I'm doing it now and I hope that you won't let me down.

They've been pretty faithful customers all year 'round - in summer and in winter, in good weather and in bad. They've seen a lot of swell shows, and between you and me, Santa, they've seen a few lemons.

Well, I'd like to show all these people that we appreciate their good-will. I'd like to give them a show this Christmas that would be so gosh darn good, that they'd be happy about it for weeks to come - a couple of movies so packed full of fun and entertainment that it would make their Christmas just ten times merrier for having seen them.

What can you do for me?
Anxiously,
J. H. Roberts, Mgr.,
Star Theatre,
Hereford, Texas.

Dear Santa Claus,
Please bring me a Betsy Wetsy doll, Bring my little brother, Louie, a cannon and a little train. Bring my big brother, George L., a B-B gun. Be sure and remember the poor children. Yours truly,
Mary Estelle LeGrand.

Progressive News

(1 mile east, 6 miles north)

BY OLIVE PERKINS

Miss Edith Childre of Dallas, came in Tuesday, to visit her parents, Mr. and Mrs. Ed Childre.

Mr. and Mrs. C. F. Perkins and Miss Olive, visited Palo Duro Canyon, Sunday.

Marilyn and June Edwards have been out of school the past week with the flu.

Misses Agnes Hicks and Lucille Park attended the Christmas party at the court house, Saturday.

Misses Agnes and Madge Childre, who teach at Lovington and Albuquerque, came in Saturday, to spend the holidays with their parents, Mr. and Mrs. Ed Childre.

Mr. and Mrs. C. C. Bowman, Miss Virginia, William, W. C. Russell, and Mr. and Mrs. Edgar Russell visited in the Perkins home, Friday.

Mr. and Mrs. C. F. Perkins left for their home in Shenandoah, Iowa, the first of the week, after ten-day visit with F. D. Perkins and Miss Olive.

The Progressive Workers Club met with Mrs. Ira Ricketts and Miss Ira Jeanne, Wednesday afternoon, December 15, with eleven members and Mmes. Cecil Hodges, Edgar Russell and C. F. Perkins of Shenandoah, Iowa, as visitors. A Christmas program was given by Mmes. A. S. Higgins and C. C. Bowman and, Miss Ira Jeanne Ricketts, and music by Mrs. Cecil Hodges and Miss Eunice Caldwell. An exchange of presents was held. Refreshments were served by Mmes. C. P. Caldwell, Owen Neel, Lynn Powelson, C. C. Bowman. The club plans to hold a community party at the school house on New Year's Day.

A large crowd attended the school program, Friday night. A Literary Society as organized with Mrs. C. C. Bowman as president; Millard Gregory, vice-president; Agnes Hicks, secretary; Ira Jeanne Ricketts, assistant secretary. The first meeting will be held in three weeks, and will commence at 7:30 o'clock.

Miss Lucille Park is spending her vacation with her parents. Mrs. Edgar Russell visited her mother, Mrs. J. E. Cockrell, Monday night, and attended the Y. W. A. meeting.

Miss Eunice Caldwell is working at the Kellogg Store in Hereford, for the holiday season. Mrs. Charles Smith from near Wagon Mound, N. M., came to visit her daughter, Mrs. Charles Green, last Wednesday.

The school bus took the children to the parade and free picture show at Hereford, Friday afternoon.

The high school pupils and the pupils at Progressive will have a two-weeks' vacation.

William Bowman and Glenn Ricketts attended the football banquet at Hereford, Tuesday night.

Miss Virginia Bowman has moved to town to spend the winter. She is staying with Miss Peggy Valentine at the home of Mrs. J. F. Ward.

Mrs. C. F. Perkins of Shenandoah, Iowa, and Miss Olive Perkins called on the F. H. Oberthiers, Thursday afternoon.

Mrs. J. Saylor of California, visited her grandmother, Mrs. Charles Green, Wednesday.

Mr. W. R. Whitley of Elk City, Okla., visited his sister, Mrs. J. L. Click and Mr. Click, last week.

Mr. and Mrs. C. P. Caldwell visited Mr. and Mrs. Jess Caldwell, at Dawn, Sunday.

Harold Conkila spent the week end with his grandparents, Mr. and Mrs. Ray Hershey.

Private Diary Worthless If It's Really So

JANE WITHERS RECORDS PUBLIC SECRETS IN DIARY

Director Alfred Werker felt in his bones that there was something wrong on the set where he was filming "Wild and Woolly." Jane Withers' latest Twentieth Century Fox starring picture, which opens for the midnight preview and through Sunday and Monday at the Star Theatre, he did not know precisely what it was. The big stage seemed unusually quiet and peaceful, and he tried to find the reason.

There, in an obscure corner of the auditorium, was mischievous Jane acting in a very unmischief-like manner. She was busily engaged in riting with a stubby pencil in a thick blank book. Upon investigation Director Werker found her occupied in keeping her diary up-to-date, and insisted on seeing what his star was doing with her young life. This was precisely what Jane was waiting for, because what use is a private diary, she says, if the best things in it have to remain private?

Jane likes to keep a diary best, she says, when she is working on a picture, for then everything that happens is so interesting it inspires her to literary genius. She meets new people and has so many new clothes and learns so many new things that she just can't write fast enough.

She filled up two thick blank books during the few weeks she was filming her latest comedy, "Wild and Woolly," in which Walter Brennan heads the cast, which also includes Pauline Moore, Carl "Alfalfa" Switzer, Jack Seal, Berton Chudoff, Douglas Fowley, Robert Wilcox and Douglas Scott.

Bellview News

(45 miles northwest)

MRS. R. H. JOHNSTON
This community was blessed with a fine snow the past week. Lots of it is still on the ground at this writing. The wheat, which had begun to die in places, will be greatly benefited. Some roads in this community are impassable.

Most of the sick folks are improved. Mr. Norcross and sons are able to be out again.

F. B. Satt and Curtis went to Clovis, Saturday. Curtis went on to Portales to bring Eugene home for the holidays.

Lonnie Johnston and family of Broadview, visited in the Norman Stafford home Saturday morning.

HE hunting season! We hunted and hunted for a new way of saying it, but we like the old way best... Merry Christmas and a Happy New Year!

B-W CAFE
Buck Richardson
E. N. Mitchell

Muriel and Douglas Allen are home from College for the holidays with home folks. Allen Hoover spent the week end in the Archie Allen home. Cleta Garrett came in Friday, from Portales, to spend the holidays with home folks.

SEASON'S GREETINGS

The management and staff of this institution extend Christmas Greetings and wish for you every prosperity in the New Year. We deem it a pleasure to have served you.

MILLER Auto Store

Significant

of the Holiday Season

The Yuletide Season brings with pleasant thoughts of tried and proven, perished through the months just past. It makes us realize that friendly associations with our fellow man are valuable in both public and private life and are above things material.

It is significant of the season, then, that we pause to say Merry Christmas and Happy New Year. And a courteous Thank You for your patronage. May your every Yuletide wish be realized.

J. C. PENNEY CO. AND EMPLOYEES

E. B. Black Co.

Extends

CORDIAL GREETINGS

We have found that friendship in business is its greatest asset and we are grateful for yours. We desire to convey the Season's Best Wishes for a Merry Christmas and

a Happy and Prosperous New Year

We can think of no better wish than

Merry Christmas and Happy New Year

The CHOCOLATE Shop
GIFT HEADQUARTERS FOR LAST-MINUTE SHOPPERS
Phil Radovich



MERRY CHRISTMAS

Your loyalty to this firm has made it possible for us to enjoy an unusual and highly satisfactory volume of business during the past year. We trust we may continue to merit this good will.

HAPPY NEW YEAR!
Davis - McCracken
Minneapolis-Moline Implements