

The Hereford Brand

TUESDAYS—TWICE-A-WEEK—FRIDAYS

23RD. YEAR, NO. 77

HEREFORD, DEAF SMITH COUNTY, TEXAS, TUESDAY, OCT. 16, 1923

Clouds are Gone, Sun is Shining---Cheer Up---All's Well!

LUNCHEON IS ATTENDED BY GOOD CROWD

THIRTY FIVE AT CORDOVA HOTEL MONDAY LUNCHEON

RATES INCREASE

On Grain to be Fought; Report is Made About Roads Crops

Thirty five Hereford business men and farmers gathered around the tables at the Cordova Hotel at Monday's luncheon of the Chamber of Commerce and discussed a variety of things for the good of the community. Owing to weather conditions the past week, which stopped everything in every line, little activity had been indulged in during the week previously and there was no set program.

President McDonald discussed the Dallas Fair exhibit and its possibilities. J. S. Jones and J. B. Elliston are now with the county exhibit, and while this county has not entered for competition, it is expected that large advertising returns will grow out of the enterprise. Troy Womble, well known wheat farmer, was called upon for a speech and was introduced by the chairman as a "cotton farmer." Smilingly Mr. Womble retorted that he was for cotton all right, because this was the first year it has been raised here commercially and it had brought a wet fall that would be great for fall wheat acreage.

E. W. Harrison reported on the conditions of the roads and also discussed small grain possibilities this fall, winter and coming spring. E. B. Black asked where seed wheat free from Johnson grass could be secured, and was assured that there is no such seed available.

F. H. Oberthier stated that Judge Gough had asked him to bring up the matter of sending a "dirt" farmer or two to Austin soon to act as witnesses in the hearing before the railroad commission wherein efforts were being made to increase freight rates from this section on grain nine cents per hundred. After discussion it developed that Mr. Womble intended going to this hearing in his own behalf and in behalf of the county Farm Bureau, and he was appointed to represent the Chamber of Commerce also at the hearing.

Mayor Knight discussed briefly his efforts to secure some federal and state aid for improving the state highway through the city of Hereford. Chairman McDonald said that he had strengthened the hospital setting committee by adding several members and that the report of the consolidated committee would be made at next Monday's luncheon, which will be held at the City Cafe.

Womble and Galley Go to Fight Increased Rates

Messrs. Troy Womble and C. P. Galley left Hereford Tuesday morning for Austin to appear before the Texas Railroad Commission, along with probably a hundred more farmers, representing the farm interests all over Texas. Messrs. Womble and Galley are members of the Texas Farm Bureau, and Mr. Womble is also representing the Hereford Chamber of Commerce. The railroad companies at this meeting, beginning Wednesday of this week are asking for a nine cent raise on every bushel of grain shipped for export and the farmers of this state are going to put up a stiff fight to hold the rate at its present figure.

Mrs. John Haberer's Mother and Sister Are Visitors

Mrs. Mary Rose, of Pleasant Valley, Nebraska, and Mrs. A. R. McKirgam, of Omaha, Nebraska, came in on Monday morning's train for a visit with Mrs. John Haberer. Mrs. Rose is the mother and Mrs. McKirgam the sister of Mrs. Haberer.

Heating Plant at Central School is Being Repaired

E. H. and B. A. Wheatley of Amarillo are making the necessary repairs to the heating plant of the Central School this week.

WETTEST FALL IN YEARS ABOUT BROKEN?

Lakes Full, Ground Soggy; Freeze or Hard Frost is Fear

The "contrariest" spell of wet and disagreeable weather to which this country has been subjected in years has apparently come to an end, after about five solid weeks of clouds, dripping skies and sunless days. The entire Panhandle country is soaked to its foundations. Shallow lakes on the ranges have run together in places, the sod is treacherously soft underfoot, roads are barely passable, and the problem of how to get the feed crops harvested before frost is staring the farmers in the face.

It has been probably the wettest fall in local history and there ought to be a whole of a wheat acreage planted and a whopping crop of every kind in 1924, with just average precipitation next spring and summer.

Reports indicate that cotton is not damaged to any extent and will open readily with a couple of weeks of sunshine. A hard freeze or frost right now might damage the green and soggy row crops considerably, as it will be a week before the farmers can get into the fields, but everyone is hoping for a delayed killing frost and for a continuation of the bright sunshine which started in Monday and is keeping steadily at it so far.

It has rained less in Hereford than probably any other spot in this section. The gauge shows 3.9 so far for the month, while as much as eight to ten inches is reported from many nearby localities.

Star Has an Attractive Program For Current Week

The Star theatre has a most attractive and varied program for its patrons during the latter part of the present week. On Wednesday Mae Murray appears in "Jazzmania," which, as a matter of fact, it is more than one photograph. It has its background for the most part in the colorful kingdom of Jassmania, a tiny Balkan principality. It shifts to Paris for a while; then to the Casino at Monte Carlo; and finally to New York. Spectacular scenes follow each other with incredible swiftness; and no sooner has one glimpsed a scene of rare beauty than another is flashed on the screen in its stead. "Jazzmania" is really a New York Hippodrome of filmdom.

On Thursday and Friday Vera Gordon, who scored a triumph in "Humoresque," is featured in "Fannie Hurst story, 'The Good Provider,'" a Paramount family picture, with beautiful sentiment and strong heart appeal.

Gold braid and ornamentation glitters on the uniforms and costumes of the hundreds of people who take part in the scenes of the new Paramount picture, "The Dictator," in which Wallace Reid stars Saturday matinee and night. Kalla Pasha, playing a South American general, Theodore Kosloff, in a handsome uniform as a revolutionist officer; Alan Hale as a dandy who wears fancy Spanish garb, several extra generals and lesser officers and a host of soldiers were all emblazoned with fancy braid. It was declared that Hollywood's supply of gold braid, bullion fringe and gimp was nearly exhausted during the filming of this picture.

Mr. and Mrs. T. N. Heifner Visited by Old Friend

Mrs. J. B. Moritz of Kansas City reached Hereford last Saturday morning from Los Angeles where she had been visiting the past summer. Mrs. Moritz is an old friend of Mr. and Mrs. T. N. Heifner, and is visiting in that home for the week.

Lumbermen, With Wives, Attend Meet at Amarillo

Mr. and Mrs. C. C. Rockwell and Mr. and Mrs. Alvin Thompson left for Amarillo Tuesday morning to attend the convention of the Retail Lumbermen's Association to be held at Amarillo Tuesday and Wednesday. The Hereford lumbermen and wives will stay for both days.

The Santa Fe regular trains will begin running through Hereford Wednesday morning, according to information given by first trick man C. J. Mounz. The Santa Fe has been tied up tight on account of the wash-outs on the Canadian since October 5.

Lloyd George and "Pal" See America



David Lloyd George, England's War Premier and the strong man of that great conflict, sailed into New York Harbor on his first trip here to be accorded a welcome which left the little Scotchman breathless. With his wife and daughter he is now in Canada prior to a tour of the United States, when great demonstrations will be featured at every stop. Shown with him here is his daughter, Megan, his "pal" and constant companion.

HEREFORD HIGH'S FIGHTING ELEVEN BEAT STRONG FARWELL TEAM, 19 TO 7

Hereford High's fighting football machine found itself Monday afternoon and, though badly crippled through the ineffectiveness of three regular linemen, played the strong Farwell eleven off its feet and beat them, 19 to 7. Farwell's lone touchdown was a fluke, due to the slippery condition of the field, which caused Captain Buck Hines to fall as he reached for the ball; Ford, the Farwell center scooped it up and making a nice run. Outside this one break Farwell was utterly unable to pierce the White Face's line, circle their ends or work the pass to any extent. They had previously defeated Portales 28 to 0 and Tucuman 25 to 0, so the victory of the locals gives some idea of the latent possibilities in the Hereford squad.

The Hereford boys showed weak in teamwork and interference, but played as brilliant an individual game as has ever been witnessed here. Driven by the grim determination of Captain Buck Hines, the Hereford boys each "took out his man" and kept him out. Hines was the outstanding figure of the contest, smashing the Farwell line on almost every play for consistent gains, circling their ends in flashes of brilliant running, punting steadily throughout, and also handling the pass ball well. It was Buck's deadly determination that seemed to put the fire and fight into the whole team, and from the first whistle to the last they outcharged, out fought and outplayed the invaders. The original outlook was gloomy, with Higgins, Wood and Conwell, regular linemen, declared ineligible on account of deficiencies in studies, but the patched-up line put up a remarkable resistance and gave a steady account of themselves all the way. Hereford got the jump on the visitors right at the start with their remarkable swift touchdown in the first five minutes of play, and after that the local boys had more confidence. A remarkable feature was the fact that there was not a single penalty assessed throughout and the game was clean and free from squabbling of any kind. The Farwell boys presented a well balanced worthy eleven that fought to the last whistle and left the field with the good will and good wishes of the Hereford squad as well as of the spectators.

A unique stunt was pulled by the Hereford girl rosters, who had a piano parked on the side lines and sang battle hymns and stirring songs throughout to encourage their warriors. Tula will be the next attraction here, on next Saturday afternoon, and Amarillo's Golden Sandstorm is expected to come down some time within the next three or four weeks.

First Quarter

Farwell chose to defend the north goal and Captain Hines kicked off to their 11 yard line; the visitors smashed left tackle for 2 yards, right tackle for 3, right tackle no gain; they then hit Ardis Russell's end and were

spilled for a loss of 2, after which they punted to 45 yard line.

On Hereford's first play Hines ran 40 yards around right end, placing the ball on Farwell's 5 yard line. Hines cracked right tackle for 2 more, then went around left end for a touchdown. A placement kick netted 1 more; score Hereford 7, Farwell 0. In the first five minutes of play. This flashing attack literally took the starch out of the visitors.

Hereford kicked off to the 15 yard line. Farwell made one over left tackle, center no gain; Onals Carroll spearheaded them for a 2 yard loss; they punted 35 yards to Hines. Thurmond failed to gain around left end. On the next play Hines' feet slipped out from under him as he reached for the ball and Ford for Farwell grabbed the ball and ran for his team's only touchdown of the game. Hines kicked for 1 point and tied the score, 7 to 7.

Farwell kicked off to the 15 yard line. Thurmond hit left tackle, no gain; Hines around right end for 10; Carroll plunged 7; fumble; Thurmond made 3; forward pass failed; forward pass, Thurmond to Hines, 3; quarter up.

Second Quarter

Resuming play after one minute's rest Hereford tried a pass that grounded; then Hines punted the ball sailed and rolled 85 yards; Farwell passed across right end for 10; hit right end, no gain; forward pass failed; they punted and Hereford took the ball on the 41 yard line. Thurmond lost 2 around right end; forward pass failed; they punted and Farwell took the ball on 35 yard line. They hit center for 5; failed to gain on second play through same place; pass grounded; they punted; Hereford's ball on 50 yard line.

Hines through center 4; Wade left tackle 2; Carroll plunged 12; fumble; Wade left end no gain; forward pass, Hines to Russell, put the ball on Farwell's 12 yard line; another fumble and Farwell recovered, punting out of danger to the 35 yard line.

Thurmond took 1 over left tackle, Hines failed, over right tackle; pass gained 5; Hines punted to Farwell's 10 yard line. Farwell made 2 through left tackle, 5 through right tackle, then punted; Hereford's ball on 45 yard line; the first play, a pass, was intercepted and Farwell's ball just as the whistle sounded for the half.

Third Quarter

Hereford kicked off to Farwell's 10 yard line; they brought it back 10; right end 1; left tackle 2; Carroll spilled end run for loss of 3; they punted. Hereford fumbled and Farwell recovered on 50 yard line; pass was grounded, two more passes failed; Hereford received their punt on 25 yard line; time out for Farwell. Hines punted and the ball rolled across the goal line for a touchback; ball brought

Here's Another Story of What Good Cows Do

C. W. Sowers and Son have given the Brand some good figures on cream production for the past nine months, beginning January 1, to October 1. Mr. Sowers and Son are milking nine Holstein cows. The cows to October 1 produced 3555 pounds of cream, or nearly 400 pounds per cow. The average test was about fifty and the cash received for the cream was \$622.90. Mr. Sowers said beside the cream they sold \$10.75 worth of milk and fed the separated milk to hogs. Mr. Sowers said he was convinced that the Holsteins were the best producers for this country, being good rustlers. His cows have had little else but rough feed and pasture.

U. D. C.'s Plan A Turkey Dinner Honor Veterans

The United Daughters of Confederacy announce that they are planning a big turkey dinner for the old Confederate soldiers of this community, and their wives, to be held at the home of Mrs. R. A. Tynes on next Friday, October 19.

Geo. F. McMahon and Miss Ruth Casebolt are Married

George McMahon and Miss Ruth Casebolt, daughter of Mr. and Mrs. U. F. Casebolt of this city, were united in marriage by Rev. J. R. Sharp at the Sharp home last Saturday night. Mr. McMahon is a salesman with the Wilkinson Motor Company, and Miss Casebolt is with the Southwestern Bell Telephone Company of this city. Mr. and Mrs. McMahon will make their home with Mrs. G. F. Pierce for the present.

Miss Zella Boydston and Amarillo Man are United

Homer R. Gwyn of the Panhandle Sales Company of Amarillo, and Miss Zella Boydston, daughter of Mr. and Mrs. J. H. Boydston of this city, were united in marriage by Rev. L. N. Lipscomb at the Lipscomb home last Saturday evening. Mr. and Mrs. Gwyn will make their home in Amarillo.

out to 20 yard line and given to Farwell; left tackle 2, right end 6; center 2, left end no gain; two passes failed and Farwell was forced to punt; Hereford's ball on 51 yard line. Carroll through center 5; Hines left tackle 2; forward pass gained 3; Wade through center 2; end 2; pass; Hines to Carroll gained 8; two more passes failed; Hines left end no gain; Hines failed on drop kick as quarter was up.

Fourth Quarter

Farwell's ball 20 yard line; pass failed; left tackle 1; a punt and Hereford has ball on 38 yard line. Hines left tackle 1; Carroll right end 2; beautiful pass, Thurmond to Russell good for 15 yards and Ardis sprinted the remaining distance across the goal for the second touchdown; place kick struck goal post and did not count. Score: Hereford 13, Farwell 7.

Hereford kicked off to Farwell's 19 yard line; Thurmond grabbed a Farwell pass out of air; Carroll hit center 2; Thurmond went through left tackle for 3; Hines through center 8; Wade center no gain; a fake play sent the Farwell tackle onto Thurmond while Hines slipped through their right tackle, shook off the secondary defense, and raced across for the third touchdown. Farwell blocked the kick; score: Hereford 19, Farwell 7.

Hereford kicked off to Farwell's 20 yard line; Farwell pulled a pass that carried the ball to the 18 yard line; they tried a second pass which failed; they tried a third and Carroll snatched it to his bosom; Hereford's ball on the 45 yard line; Hines left end 2; Thurmond center 1; fumble; Wade through left guard for 5; time up.

Time of quarters, twelve and a half minutes; referee, Cliff Acker (Hereford); umpire Sigler (Farwell); The lineup: Hereford: J. M. Posey, left end; A. Posey, left tackle; Sawyer, left guard; Patterson, center; Brady, right guard; Witteposon, right tackle; Ardis Russell, right end; Hines (C) quarterback; O. Carroll, left half; Wade, right half; Thurmond, fullback. Farwell: Springs, left end; L. Lovelace, left tackle; Kyker, left guard; Ford, center; Gerles, right guard; Temple, right tackle; King, right end; Wolfman (C) quarterback; G. Hawkins, left half; E. Hawkins, right half; E. Lovelace, fullback.

SANITARIUM METHODS OF PROCEDURE

ADVOCATES REQUEST \$50,000 IN BONDS FOR PROJECT

KEEN CAMPAIGN

Planned. Work of Commercial Club is Now Completed.

The special "sifting committee" appointed by Chairman McDonald of the Chamber of Commerce some time ago, to look into the matter of hospital facilities for Deaf Smith county, held a special meeting at the First National Bank Monday night. With them met the new members of the committee recently appointed. The entire committee consisted of Judge Jno. P. Slaton, chairman, Carl Gilliland, J. E. Hill, D. L. McDonald, W. E. Hicks, Geo. L. Muse, Percy Welliver and L. F. Borden. On this committee Mr. McDonald endeavored to get men of varying views so that all differences could be ironed out and a plan acceptable to all found. At the meeting Monday night all were present except W. E. Hicks, who was indisposed, and L. F. Borden.

An agreement was reached at this meeting, after a thorough canvass of the entire subject, that it was unwise and uneconomical for the county to invest its money in a temporary hospital as a makeshift for a few years and that it was necessary for the county to provide an adequate hospital for our citizens now and that an election for \$50,000.00 bond issue should be called.

The Chamber of Commerce having tendered its good offices in assisting the people to thrash the question out, and assisted in ascertaining the desire and real needs of the community, now steps aside and as a body will not further participate in the hospital matter, but leaves the question of preparing the petition to the commissioners court for the election and the conduct of the campaign with the entire citizenship of the county. At next Monday's Commercial Club luncheon the committee's report will be formally made, the committee discharged, and the county's hospital question turned back to the people to act upon as they see fit.

It is understood that some of our citizens have already gotten together and appointed two or three of their number to prepare and circulate a petition asking the Commissioners Court for an election to determine if the county shall issue \$50,000.00 in bonds to erect a County Hospital. We understand that such a petition will be presented at the next regular term of court.

Hill & Ireland Going Right After the Business

The enterprising realty firm of Hill & Ireland are seizing Old Man Opportunity by the forelock and have placed an order with The Brand for five thousand copies of a folder descriptive of this territory, its lands, its crops, its live stock, its possibilities, and its hopes for the future. French Thurmond has been engaged by Messrs. Hill & Ireland as field man and the firm proposes to put on a vigorous and active campaign this fall and winter for "More People—More Farms."

District Court to Open In About Two Weeks

Judge Reece Tatum, Attorney Clifford Braley of Dalhart, and Court Reporter W. N. Baker of Amarillo, passed through Hereford Monday morning enroute to Farwell at which place they opened District Court Monday morning. Mr. Braley said they would open district court in Hereford in about two weeks.

J. T. Reid, Former Resident, Has Leased Bakery

J. T. Reid, formerly of this city and now of Amarillo, leased the Smith Bakery in Hereford Monday. Mr. Reid will begin operations at once.

HOME SWEET HOME
Oscar Turns Time Back in His Flight
by Terry Gilkison
AUTOCASTER



The little son of Mr. Woodward of Bell-ranch, who was accidentally thrown from a horse a few days ago and broke his arm, we are glad to say is doing fine.
Jeff Gains from near Brownwood, Texas, spent Saturday night at the Meckeskey ranch visiting his nephew Carroll Reed.
John Scott of Decatur, Texas, has been in Sims community this week looking after business interests here.
Rex Higgins and wife visited in the

WYCHE
Mrs. Sam Hembre and two children of Happy spent Saturday night in the Hoffman home but left for Happy Sunday evening.
Tom Bandy and J. L. Hoffman made a business trip to Hereford Saturday morning.
Ben Bates spent last Saturday night and Sunday in the home of relatives Mr and Mrs. Clem Dugan.
Misses Anna and Maymie Hoffman took dinner with Misses Christina and Agness Hellman at Hereford last Sunday.
Mrs. Wyche has a new buggy.
Tom Bandy spent Saturday night at the Locust Grove Farm.
Mrs. Paddock visited Mrs. Claton Friday.
Tommy and Daphney Hembre, two children of Mrs. Frank Hembre who have been ill for the past week are some improved at this writing.
Misses Maymie and Daphena Hoffman and Agness Hellman of Hereford spent last Sunday afternoon with Miss Vera Elliston.
Sam Hembre of Happy is spending several days in the Hembre home at Sulphur Park.
Tom Bandy of Happy took dinner in the J. L. Hoffman home Sunday.
Miss Lucile Hoffman has resumed her school work after several weeks of absence.
Miss Hunter of Margaret Texas is residing in the home of her sister Mrs. Frank Hembre since the sad death of Mr. Hembre Miss Hunter and Mrs. Hembre expect to leave for their home at Margaret in a few weeks.

day in Adrian visiting their friend Charles Hood and family.
Jeff Reed transacted business in Adrian Saturday.
Ed Klein was in Adrian Saturday on business.
Stanley Cronk made a business trip to Hereford last Tuesday, returning Thursday.
The Vibbard family have recently moved to Adrian from Bellview, N. Mex. They have recently opened up a new garage in Adrian.
Lee Smith spent Tuesday night at the Rail ranch.
Mrs. Nell Lynch was very happily surprised Wednesday afternoon, when her brother, Archie Oats came out from Amarillo to make her a short visit.
He has been making his home in California for several months, but seems glad to get back to Texas.
O. B. Clark and son, Green of Adrian returned from Bushland, Texas, last Friday afternoon.

Complete Lines
John Deere Binders
Binder Extras
Plymouth Twine
On Hand
Garrison Bros.

Top Prices Paid
Remember the Golden Rule Produce Co. pays the market price for Cream, Eggs and Poultry, Hides and Furs and its the top price too.
We handle Oyster Shells, Apples, Spuds and Honey

Golden Rule Produce
H. H. HAWKINS, Mgr.

We are SPORTSMAN'S HEADQUARTERS

Plenty of Guns and Ammunition

The Duck Season opens October 16th.

Dunlap Hardware Company



Don't Blame the Boy - Buy him - Leather Shoes
If the boy's shoes wear out sooner than expected, don't blame him. See that he wears **RED GOOSE SHOES** Being of solid leather in the vital parts—insole, outsole, heel and counter, they give 100% service for every dollar spent.

J. O. Newell

home of his aunt, Mrs. J. M. Chapman last Sunday and attended Sunday school in the afternoon.
Heavy rains continue to come. Train service has been very much delayed. Last week no trains passed over the Rock Island from Tucumcari, N. Mex., to Amarillo from Tuesday until Saturday afternoon, on account of the bridges being washed out. This week some of the bridges are washed out again. Sunshine would certainly be appreciated now since so much rain and mud.
Farmers expect Jack Frost to catch most all of their feed standing, since it rains and the ground is so wet they cannot run their binders.

ARNEY - BLUE RIDGE
Sam Taylor was a business caller at the home of A E Morris Monday.
Dick Stewart was a caller in Happy Monday.
Mrs. B F Holden and Mrs. Charlie Cox spent the day and night Monday at the home of Mr and Mrs W T Stewart.
Mynor Holden and W T Bailey went to Dimmitt Tuesday afternoon to consult Dr. Miller as to Mr Bailey's health. We are sorry to report that M T

Robs Calomel of Nausea and Danger
Medicinal Virtues Retained and Improved—Dangerous and Sickening Qualities Removed. Perfected Tablet Called "Calotabs".

The latest triumph of modern science is a "de-nauseated" calomel tablet known to the drug trade as "Calotabs". Calomel, the most generally useful of all medicines that enters upon a wider field of popularity, purified and refined from those objectionable qualities which have heretofore limited its use. In biliousness, constipation, headaches and indigestion, and in a great variety of liver, stomach and kidney troubles calomel was the most successful remedy, but its use was often neglected on account of its sickening qualities. Now it is the easiest and most pleasant of medicines to take. One Calotab at bedtime with a swallow of water—that's all. No taste, no grating, no nausea, no salts. A good night's sleep and the next morning you are feeling fine, with a clean liver, a purified system and a big appetite. But what you please. No danger.
Calotabs are sold only in original, sealed packages, price thirty-five cents for the large family package; ten cents for the small trial size. Your druggist is authorized to refund the price as a guarantee that you will be thoroughly delighted with Calotabs.—(Adv.)

Bailey and Mrs. Charlie Cox are on the sick list this week. Their many friends hope they will soon be well.
M. A. Brooks and S J Taylor were business callers in Tulsa Monday.

C. R. Barber
AUCTIONEER
Hereford, Texas
Pure bred livestock and farm sales given special attention

INSURE IN SURE INSURANCE
The A. L. BIGGS Agency "Dependable Service"
Phone 50. Hereford

To the Coal Trade
When we entered the coal business about a year ago we stated that as coal was a necessity, we would sell on a small margin of profit, for cash, and we have adhered to that policy, and we believe that coal has sold on a smaller margin since then. We have to pay spot cash for coal before we can unload it, and that means that we must sell for cash, hence we ask your cooperation in promptly paying for coal. We are only making a dollar a ton, as it is, if we get all the money, if not, we are "blowed up." We are doing a big coal business and thank you for it and ask your continued cooperation.
Hereford Light & Power Co.
"Your Electrical Servants"
Phone 388

There are over 100 Primrose Cream Separators in this Community
They Get All the Cream
Ask Anyone who Uses One
PRICE & HOUGH

Always, There's a Man in Front
He knows that success of any kind is won only thru intelligent reasoning, honest courage and sustained endeavor.
He saves a little each day, adding it to that which he already has, whether it be reputation, friends, influence or money.
He keeps mind and eye open for new opportunities. He is in position to take advantage when the time to strike arrives.
Benjamin Franklin was "A Man in Front." He said, "If you would know the value of money go and try to borrow some."
A saving account has solved many problems
The First State Bank & Trust Co.

FIRE!

The time to know how much gas there is in your tank is before you reach the bottom. And the time to know that you have enough fire in-

urance is before you smell smoke. Building costs are approximately 200 per cent above the 1913 level. Have you gone over your property

lately with the view of finding out what it would cost to replace it should it be destroyed by fire? This Agency will be glad to advise you, not only how much fire

insurance you should be carrying on your buildings and their contents, but also what other forms of insurance you need to properly protect you.

JONES-BARNETT AGENCY
Insurance and Bonds
As Old As Hereford.

The Hereford Brand

ISSUED TUESDAYS AND FRIDAYS
Beth B. Holman Walter R. Steckman
Holman & Steckman
Publishers

Entered as second-class matter at the postoffice at Hereford, Texas, under the Act of March 3, 1879.
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three months \$1.00
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ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

Classified Advertising

Want Ads., Rentals, Lost and Found, Exchanges, Lands and Stock, City Property, etc.
RATES: classified, first insertion, 1c per word; minimum 25c; subsequent insertions, 1-2 cent per word; minimum 25c.
CASH WITH ORDER.

FOR SALE

FOR SALE—One sulky plow, one lister cotton planter, one wagon, one Mason Rotary Sewing machine. Enquire 117 Klbbe St., west of 25 Mile Ave., Hereford. 77-2t-pd.

FOR SALE—Half section land in Castro county. \$10 per acre, address Box 345. 77-2t-pd.

FOR SALE—A number of good young Jersey cows, some fresh; some terms if desired. See C. S. PURCELL 75-11-2tpd.

FOR LEASE OR SALE—Have creek pasture and stock fields for lease and some feed for sale. 73-9t-pd KYE HIGGINS, Hereford

FOR SALE—or trade, a 20 acre tract of land with good five room house and bath, large sleeping porch, plenty shade and fruit trees, fine lawn, close in. 73-6t E. W. MORGAN, Owner

FOR SALE—One 18-hole Hoosier wheat drill, good condition. See 76-1t R. W. Shafer, Box 743

FOR SALE—Four acres, S. 1-2 Block 47 Evans addition to Hereford, Tex. For price and terms, write Mrs. E. H. Carhart care of First National Bank, 76-1t Lankershim, Calif.

FOR SALE—McCormick row binder in first class condition. Phone 187. 73-1t H. G. BOWSER

FOR TRADE—100 acres unimproved land three miles west of Hereford, for cattle. See E. W. Kinney 70-4t

FOR SALE—or Trade, 100 acres land, 85 under cultivation, good cotton land, at a bargain, see— 74-1t E. W. MORGAN, Owner

WANTED

WANTED—Men with row binder to cut row crop. Percy Welliver 76-1t

WANTED—Man with car to sell complete line high quality tires and tubes. A money making proposition for either full or part time. Exclusive Territory. Sterlingworth Tire & Rubber Co. 77-1t-pd East Liverpool, Ohio

WANTED—Have rooms and board for two. Nice down stair rooms. 75-4t-pd Mrs. Hattie Rutherford

LOST AND FOUND

LOST—I lost two \$10.00 bills folded together in Hereford. Call at Brand office. Reward. 76-2t pd

LOST—Ford tire and rim between Hines residence south of town and town. If found please return to 77-3t-pd Thurmond Hines.

FOR RENT

FOR RENT—Have rooms to rent near Central School. L. E. Sullivan 76-2t

LODGE DIRECTORY

Hereford Lodge No. 849, A. F. & A. M. Stated meetings, second Monday each month.
Geo. L. MUSE, W. M.
J. B. JONES, Sec.
Hereford Chapter 248, K. A. M. Regular meetings, first Monday of each month.
CARL P. COCKRELL, H. P.
J. B. JONES, Sec.

The Real Baseball Champion



Baseball authorities agree that Manager John McGraw of the N. Y. Giants is the greatest of all diamond champions. Winning his third consecutive national pennant, he now pits his team against the Yanks for his third straight World Series flag. McGraw has piloted more pennant winners than any other major league manager.



From Neighboring Towns

ARNEY-BLUE RIDGE (Continued from Page 2)

Dr. Binion and A. E. Morris were happy callers Tuesday afternoon.

Mr. and Mrs. Gordon Holden and family of Canyon have been visiting relatives here for some time. They left Monday by auto for Taft, Calif., where they expect to make their future home. Their many friends wish for them a safe journey and that they will like their new home. Mr. Holden's brother Myron went with them as far as Happy to assist them over the bad roads to the high way.

Edward Kincoed was a business caller in Tulla Monday.

J. P. Hutson was a visitor in Happy Wednesday.

Mr. and Mrs. W. T. Stewart have a new baby at their home. Mother and baby doing well.

Mr. Nix of Shamrock, Texas, is helping J. E. Davis harvest his crop.

J. E. Morris was a visitor at Happy Thursday.

Mr. and Mrs. A. E. Morris were made happy last Friday when their sons Wendall and Howard who have been on an extended trip over the state of Texas, returned home. They came by the way of their grandparents, Mr. and Mrs. Gentry of Bell county, and visited for a few days.

Carey Derden was a visitor in Canyon Thursday.

Mr. and Mrs. Kinney, Mr. and Mrs. Hyrum Fullwood, Mr. and Mrs. Bob Fullwood, Mr. and Mrs. John Turner, Loren and Vesta Goad were visitors from Hereford Sunday at the home of Mr. and Mrs. C. L. Goad.

We are sorry to report that Mrs. J. E. Davis is on the sick list this week. Glad to report M. T. Bailey is much improved this week.

C. L. Goad was a visitor in Hereford Monday. His daughter, Vesta, who is attending school in Hereford returned home with her father Tuesday.

Sorry to report Mrs. A. E. Morris on the sick list this week.

A. E. Morris and sons Wendall and Howard were in Happy Monday.

A. W. Fortner and brother Fred, of Board City, Texas, arrived in our community a few days ago to visit Mr. Fortner's son Floyd and to look after his ranch.

Harshel and John Terrell went to

GOOD USED CAR VALUES

- 1 1919 Ford Truck
- 1 1921 Ford Touring Car
- 1 1920 Ford Truck
- 1 1918 Buick Touring Car
- 1 1918 Velle Touring Car
- 1 1922 Ford Coupe
- 1 1920 Fordson Tractor

ALL PRICED TO SELL

WILKINSON MOTOR CO.

Lincoln — Ford — Fordson

Wichita Falls last Tuesday and back Saturday. Hershel surprised our community by getting married, to one of the fair ladies of Wichita Falls. Their many friends wish for them a happy and prosperous life.

Grandpa Terrell, who has been visiting his son and family in our community for some time left for Wichita Falls last Tuesday.

We are sorry to report that little Hallene Morris is on the sick list this week. Her many friends hope she will be O. K. soon.

NOTICE OF SALE

Notice is hereby given that I will sell at public sale to the highest bidder for cash on November 2, 1923, one cut down Ford Touring car, motor No. 481216, and one roll bedding, to satisfy a storage charge due the Service Garage which will amount to \$22.65 on the date of sale, and costs of said sale. Said sale will be made at the Service Garage on Main Street, Hereford, Texas, and the proceeds of said sale will be applied to the payment of the costs of sale, satisfaction of said storage charge and balance, if any, will be held for said owner.

M. D. WOMBLE, 75-77 79 Manager Service Garage

W. S. WILLIAMS

Live Stock and General Auctioneer
HEREFORD, TEXAS

Orr's Tailor Shop

For a limited time, on early orders
10 PERCENT DISCOUNT



Abstracts and Loans

J. Frank Potts
Maps, Deaf Smith Co.—50c.

GOOD COAL

We keep a good grade of COAL at all times.

FEED

For the Cows, Chickens or any kind of stock.
Bran, Grain, Cotton Seed Meal.
We DELIVER—Phone 265.

B. R. Dixon
At Great West Elevator.

NEW MATTRESSES

NEW ALL COTTON MATTRESSES
MADE IN HEREFORD
Come and see them made and know what you get.
Prices Right.—You can also have that old mattress renovated.

Daniels' New & Second Hand Store
Phone 394

RICE BRAN

Makes the Cow Give More Cream
It's the cheapest feed on the market
A phone call brings us to your door

Jones & McLean
Phone 1

Frank Sez

Enytime yew think that th wether iz goin tew dew sumthing why just ask us and we'll tell yew that we don't kno eny budy that ever gessed rite. We do kno that yew git th best service etc. here

Gyles Grocery

Phone 81

A GOOD BANK IS A GOOD FRIEND

LET US BE THAT FRIEND

Any banking or financial information we possess is at your disposal at any time.

Any advice we can give you is yours for the asking. In the meantime, if you do not carry an account with us we suggest that you open one. You can open an account in any sum at any time.

The First National Bank

The Bank of Safety and Service

Announcement

We have lately installed new Gas and Oil equipment, and are now ready to take care of your needs in this line. We will handle exclusively the products of the Gulf Oil and Refining Co., the quality of which is universally established.

We still have a limited space for storage, and in addition to regular shop routine we are prepared to wash and polish your car. Mechanical work in our shop must stand up. We make it.

Beavers Brothers

Phone 383

LOCAL HAPPENINGS

A. T. Frye of Dawn was in Hereford Tuesday on business.

Big reduction in dishes at Skelton's Big Nine Sale.

L. L. Cannon of Summerfield was in Hereford on business Tuesday.

The U. D. C. Chapter meets on the second Friday of each month. 77-17

R. E. Smith left Saturday morning for Oklahoma City on a business trip.

Navis face powder for 39c at Skelton's Big Nine Sale.

J. J. Clark went to Amarillo Monday morning.

Lots of those good lunch boxes. Dunlap Hdw. Co.

W. H. Russell went to Farwell Tuesday to attend District court.

When you need window glass go to Skelton's.

Miss Lula Wear left for Dallas on Tuesday morning.

Try the Drug Store First, get your school supplies at the City Drug Store.

Mrs. W. B. Higgins went to Amarillo Tuesday morning to visit relatives.

Real Bargains in Hosiery and Towels at Skelton's Big Nine Sale.

Mrs. Jessie Blackburn and daughter visited relatives, Mr. and Mrs. C. M. Snowden.

You need a \$2,000 certificate in the Bankers' Benefit Association. Ask your Banker or T. K. Wilson, Sec.

Henry Harding of Amarillo was in Hereford on cattle business last Friday and Saturday.

We have all sizes in window glass Skelton's.

M. L. Steele reached home Monday morning from a business trip to Snyder, Texas.

3 SPECIALS Friday and Saturday. Don't fail to see them. Vogele Millinery Parlor.

Lawrence Johnson of Summerfield was in Hereford Tuesday morning on business.

The Big Nine Sale at Skelton's will save you many dollars.

Mr. and Mrs. J. N. Messenger of Friona, were in Hereford on business Tuesday.

Keep in mind the Xmas Bazaar to be given by the Methodist Ladies on December 13, 14 and 15.

Charles Hodges reached home Tuesday morning from Amarillo where he has been attending Federal court.

Big Sale on fancy salad bowls at Skelton's Big Nine Sale.

F. Concknight of Peoria, Ill., was in Hereford the latter part of last week on business.

Tanlac is for sale at City Drug Store.

Dr. Montgomery of Amarillo was in Hereford last Friday and Saturday on professional business.

We can save you money on standard lines of toilet articles.

W. B. Elkins of Midland, Texas, was in Hereford the latter part of last week on business.

The most complete line of Stoves ever in Hereford. Priced right. Dunlap Hdw. Co.

Messrs. I. S. Hamilton and Leland Smith of Dimmitt were in Hereford Tuesday on business.

We have hundreds of articles on special sale. Skelton.

Miss Bonnie Witt left for Canyon Tuesday morning to visit her brother G. S. Witt.

3 SPECIALS Friday and Saturday. Don't fail to see them. Vogele Millinery Parlor.

Harry Cannon of Summerfield left Hereford Tuesday morning for Amarillo.

Big line of tinware at Skelton's Big Nine Sale, 9c each.

W. C. Scamman of Rockport, Mo., was in Hereford on business the latter part of last week.

Zonite, The Great Non Poisonous Disinfectant is for sale at City Drug Store.

S. S. Brubaker left Saturday morning for his home in Virden, Ill. Mr. Brubaker visited in the home of his friends, Mr. and Mrs. C. C. Bowman.

10 qt. milk pail for 19c at Skelton's Big Nine Sale.

S. R. Cresap is leaving for Burlington, Iowa, the latter part of the week. Mr. Cresap will make it both a business and a pleasure trip.

Plenty of good eating and cooking apples. Also have a few delicious box apples. Golden Rule Produce. H. H. Hawkins.

A. Herbst, vice president of the First State Bank & Trust Company, left on Monday afternoon for Pampa, Texas, on a business trip.

Have you been to Skelton's Big Nine Sale yet?

B. Brumley left for Belin, N. Mex., to receive a car of hogs. Mr. Brumley will probably go to Los Angeles with the car.

3 SPECIALS Friday and Saturday. Don't fail to see them. Vogele Millinery Parlor.

Rev. D. T. Knight and wife were in Hereford the latter part of last week. They were enroute to their home in Clayton, N. Mex.

The Big Nine Sale at Skelton's is a money saver.

Deputy U. S. Marshal Carpenter of Amarillo was in this city on official business between trains Tuesday morning.

Plenty of good eating and cooking apples. Also have a few Delicious box apples. Golden Rule Produce. H. H. Hawkins.

Mr. and Mrs. George Sasser and son Duffy of Clovis spent the week end in the home of Mrs. Sasser's parents, Mr. and Mrs. W. B. Anthony.

C. C. Tannehill of Los Angeles, Calif., left Hereford for Amarillo Tuesday morning. Mr. Tannehill visited this week in the home of his sister, Mrs. J. E. Ferguson.

The weather was bad last week but we are expecting you at the Big Nine Sale this week. Skelton.

PIANO AT A BIG DISCOUNT

A piano of fine quality left on our hands in public warehouse will be sold at once. No reasonable offer of price and terms refused. Write today for full information to Knight-Campbell Music Co., Denver Colorado. 76-37-F

Mrs. L. O. George and four children of Kirkland, Texas, reached Hereford Monday morning. Mrs. George will join her husband who is on the J. S. Garrett farm north of Hereford.

Mrs. T. V. Humphries returned to her home in Canadian Saturday morning, after a few days' visit in the home of her parents, Mr. and Mrs. E. W. Morgan.

P. D. Parish left Saturday for his home in Childress Saturday morning. Mr. Parish visited in the home of his uncle, G. F. Springer in South Hereford.

Jack Hamlin of Amarillo reached Hereford Tuesday morning. Mr. Hamlin is visiting in the home of his sister, Mrs. O. L. McKee. Mr. Hamlin is enroute to Phoenix, Arizona.

Mr. and Mrs. Lloyd Wright and two children left Hereford Sunday morning for their home in Ash Grove, Mo.

D. L. McDonald reached home Saturday morning from a business trip to Slaton.

Mr. and Mrs. Lloyd Wright and two children left Hereford Sunday morning for their home in Ash Grove, Mo.

D. L. McDonald reached home Saturday morning from a business trip to Slaton.

PLAYERPIANO To be Sacrificed

A modern playerpiano of high quality left on our hands in public warehouse, will be closed out at a big discount. No reasonable offer of price and terms refused. Write today for full information to the Knight-Campbell Music Co., Denver, Colo. 77-79-81

J. H. Miller, electrician for the Hereford Light and Power Company, left Hereford for Dallas Tuesday at which place he will attend the State Fair. Mr. Miller will also visit relatives and friends.

D. F. ASHBROOK T. K. WILSON

ASHBROOK & WILSON

REAL ESTATE, RENTS AND INSURANCE

List your city property with us. We will rent your property and collect the rent

TRY US AND WATCH RESULTS

FREE MATINEE TICKETS

The following Hereford stores, in appreciation of their customers' business, are giving away free show tickets for the Star's Saturday matinee with each 25 cent purchase, or over:

- City Drug Store
- Cash & Carry
- Dunlap Hardware
- D. R. Gass & Son
- Service Garage
- Beene & Shaw
- Orr's Tailor Shop
- Sweet Shoppe



Saving Money at 6 Percent Interest

A monthly deposit of \$1.00, with interest added twice a year, will give you in—

1 year	2 years	3 years	4 years	5 years	10 years
\$12.36	\$25.47	\$39.35	\$54.12	\$69.57	\$160.86

A saving of \$10.00 per month for ten years would buy a home. Start a saving account with us—

The Western National Bank

Ford New Prices

Effective October 2, the Ford Motor Company announces the following reduced prices on all Ford Cars and Trucks:

Runabout	-	-	\$265.00
Touring Car	-	-	295.00
Coupe	-	-	525.00
Four-Door Sedan	-	-	685.00
Chassis	-	-	230.00
Truck Chassis	-	-	370.00

All Prices F. O. B. Detroit

These are the lowest prices in all Ford history. With the recent changes and refinements that have been made in every body type, Ford Cars now offer new values in motor transportation. Especially is this true of the new Four-door Sedan with its streamline body and many added conveniences.

The Fordson Tractor

The price of the Fordson Tractor has been increased \$25.00, making the present price \$420.00 F. O. B. Detroit.

You can take advantage of these new prices through the Ford Weekly Purchase Plan

Wilkinson Motor Co.

Ask this agency for "My Property"—a valuable Farm Inventory booklet. It is free to farm owners.

How would you answer your neighbors' questions



If your dwelling and barns should burn tonight, how would you answer your neighbors' questions? "Was it insured?" That is the first thought in the mind of every one who sees valuable property going up in smoke. What would you say? Perhaps you have an insurance policy but is it adequate? Is it so arranged that it fits your needs and the special requirements of your farm? Insurance must be adapted to the property that it covers. Call on this agency of the Hartford Fire Insurance Co.

Make sure now that your insurance is right! Tomorrow may be too late!

A. L. BIGGS

Hereford, Texas

A Shining Sun and Drying Roads

will now enable all the folks to take renewed advantage of our great

FALL HARVEST SALE

It's a Feast of Real Bargains in values that are rarely offered and at prices that will astonish you.

Pay Us a Visit

FOX Mercantile Company