

The Hereford Brand

TUESDAYS—TWICE-A-WEEK—FRIDAYS

22nd YEAR, NO. 25

HEREFORD, DEAF SMITH COUNTY, TEXAS, TUESDAY, MAY 23, 1922.

REAL ESTATE ORGANIZERS ARE ALL SET

ADOPT RULES AND REGULATIONS FOR THE WORK

MEETING DATES

Arranged, Farm Marketing Endorsed, Banquet May Be Forthcoming

The first regular meeting of the Hereford Real Estate Board was held in the county court room last Friday night, May 19, at 8:15 o'clock. The following were present: J. R. Hill, J. H. Pitman, A. A. Ott, J. A. Wear, R. H. Shoel, F. F. Connel, L. Gough, I. Baekin, H. H. Barnett and French Thurmond.

President Hill called the meeting to order. The committee on constitution and by-laws read their report and on motion same was adopted as read. Motion made and carried that the publishers of The Hereford Brand, as well as N. C. Vogels, be made honorary members. A motion prevailed that the board would meet every first and third Thursday nights until January 1, 1923, and that all meetings, if possible, be held in the county court room. A motion was carried that the farm marketing plan of the Texas Farm Bureau and Texas Wheat Growers association be endorsed.

Routine business of paying dues, arranging for office supplies, etc., was then attended to. It was voted to obtain a copy of the "Code of Ethics" for every member of the association.

Miss Swisher is Surpris-ee Guest Of Presbyterians

Miss Mattie Swisher was very much surprised last Tuesday night when she discovered that she was the honoree of a party given by the Presbyterian choir and the Tri C Sunday School class. Miss Swisher had merely been told that some of the young folks were having a social at Mrs. H. L. Broadwell's Tuesday evening after choir practice and for her to be sure and come.

When the members of the choir arrived at the Broadwell home many of the other guests had already arrived. Everyone enjoyed the lively games. Miss Swisher was presented with the prize in a musical contest, which, when opened proved to be a gift from the choir and church members. The card accompanying the gift indicated that it was only a small token of the people's appreciation of Miss Swisher and her splendid work.

CENTRALIA, MISSOURI, PEOPLE ON INSPECTION TRIP

J. N. Mitchell and wife of Centralia, Mo., spent several days in Hereford recently inspecting land holdings aggregating about 2,000 acres, mainly in the Kelso neighborhood. The couple made the trip in their automobile.

Mr. Mitchell is the eldest son of the former owner of the farm of Mitchell & Hart of Centralia who have held vast acreage in this section of the Plains in the past and still have considerable interests here. The elder Mitchell died some time ago.

Mr. Mitchell called on former Centralia citizens, now residents here, among them being J. H. Spratt and G. W. Smith.

CASTRO PLANTER RETURNS TO HOME AFTER OPERATION

A. Ilen, of near Dismitt, reached home from Chicago last Saturday morning. Mr. Ilen went to that city for radium treatment of a tumorous nature and was practically cured in the three months stay in Chicago. Mr. Ilen made the remark that the Panhandle country looked better than ever after he had visited points in Illinois and Iowa on his return trip. Mr. Ilen has one of the best equipped farms in Castro Co. on which he has a splendid prospect of winter wheat. The farm is now being worked by his son-in-law, H. G. Galle.

Octogenarian But a High Flier



Adolph Mullen, 85 years old, a retired farmer, saw an aeroplane for the first time a week ago, and decided to fly from Queens Aerodrome, Long Island, to his old farm near Albany. He says he enjoyed the thrill of his young life. Photo shows the aged flier waving good-bye as plane left the ground.

Living is Costly, but Natives Are Friendly in Oregon's War-torn Country

The many local friends of Mr. and Mrs. J. L. Mauk will be interested to hear that they have migrated to Old Mexico and are now near Chihuahua. Mrs. Mauk is a daughter of Mr. and Mrs. F. H. Brittan of Hereford.

The couple, with their son, Edwin, left here over a year ago, first going to Ft. Sumner, N. M., but finally to Socorro, N. M. In company with another family they left Columbus, N. M., in a covered wagon April 26, and the following letter from Mrs. Mauk to her parents was written at Chihuahua, May 14:

"Chihuahua City, Chih. Mexico, May 13, 1922.

Dear Mama and Papa,

"Guess you think I never will write again, but have been on the go all the time and haven't had time to write. Arrived here yesterday. We surely come over some rough rocky mountain roads and had to travel so slow some days we would only make about ten miles. It will be a month the 29th since we left Columbus. We have had a nice trip so far, seen lots of country, some just as fine as I ever saw, and some not so good. Much of the country we have passed over has grass knee high and some higher, not much stock in the country, that is, that we could see. Lots of the grass had been burned off. There was a big prairie fire just ahead of us one day that burned off a big scope of country.

"Most of the country we passed over belonged to Terrasas. They say the big part of Chihuahua State belongs to him. I think he must be a grand man from what I can see. He has spent lots of money here. We passed seven ranch headquarters of his and everyone of them were so nice. Had lots of buildings and pretty trees. The last one of his places we passed was out from town about nine miles. It was the prettiest place I have ever seen. They say he lives here in town now and is ninety-six years old. We caused more excitement in every town and village we passed through than an animal show does in Hereford. They would begin to follow us as soon as we would get to the edge of town and keep gathering until we would get clear through. Many of them never had seen an American and they thought our horses were so big. Mr. Thacker's big span of mares caused lots of fun for them. They thought their feet were so big. The other family that intended to come with us backed out when we got to Columbus and wouldn't come any further.

"We have been treated so nice on our trip. Everybody that we have met has asked us to camp with them, would give us wood and water. Every little town and village we have passed through has wanted us to stop and live with them. We couldn't ask to be treated any nicer. A man brought in a load of fish—the most I ever saw in one pile. We had tea for supper and breakfast. It was fine. They say there are lots of deer and turkey, but we haven't seen any yet. Saw a bunch of antelope, but didn't try to kill any. Things here are surely high. Salt pork is 90c a pound. Guess we won't eat much. Have to get green coffee and parch it ourselves. Alfalfa hay is \$30.00 a ton in Mexican money. Jim got a hundred dollar check cashed here. Had more money than I ever saw. Had to take it all in Mexican silver. You know our dollars are worth two of Mexico's. I have often heard of people having so much money they had to put it in a sack, but this is the first time we ever had that much. But it don't go far when you go to buying things, for everything is so high. It takes ten cents to mail a letter.

"Chihuahua is a real pretty place. Have some fine homes here. You can surely see the effects of the revolution. Some big fine homes almost completely destroyed, some with windows and doors shot out, one big fine home, marble trimmed, completely ruined. It seems such a shame to me. "Don't know just where we will go from here, but will go on south about a hundred miles. We think from what we have heard of that country that it will about suit. Think we will go on in the morning. We are camped in a wagon yard here. Have a crowd around all the time looking us over. Jim is the only one in the crowd that can savvy Spanish so he has to do the talking for all of us. Edwin is learning real fast. Will quit now and get supper. Will write you again at the next stop. Hope you are all well. Wish you were with us. Think you would enjoy the trip. "With lots of love, Maude."

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J. B. JONES TURNS OUT TO BE A DE LUXE AI INVENTOR

Necessity is sometimes the mother of genius as well as invention, and this business of filling up a water bucket with ice and water about ten times a day forced out the inventive genius of J. B. Jones this week.

Thirsty patrons of the Jones & McLean establishment cause a lot of work every summer for the partners in supplying the crowd with ice water. So Mr. Jones got busy, ransacked the back of his head for odd ideas and now has presented the world with a new ice-water box that looks like 100 percent efficiency. The invention consists of a tight box and lid, with coils of pipes in the bottom. The coils lead from the hydrant and a faucet sticks out on the other side. Mr. Jones puts in a big chunk of ice on the coils and there is always enough cold water on tap to quench the thirsty. The idea has made a big hit with everybody who has seen it.

LUTHERAN PASTOR RAPIDLY SHAPING UP CONGREGATION

The Rev. Theo. H. Evers, first local pastor of the Immanuel Lutheran Church of Hereford, is rapidly getting his congregation lined up and schedule of work perfected. For the time being church services will be held at the courthouse. Sunday School classes are being arranged and services will be held morning and night each Sunday hereafter.

Seven Carloads Hereford Men go West Texas Meet

Seven carloads of local citizens, including members of the Hereford Band, left Hereford early Monday morning for Plainview, where they will participate in the annual convention of the West Texas Chamber of Commerce. Among those who contributed cars for the occasion were Homer Wilkinson, D. L. McDonald, C. C. Rockwell, Geo. V. Stambaugh, E. W. Harrison, Brack Williams, and L. F. Borden. The Band has practiced earnestly for this occasion and hopes to win some prize money in the competition although realizing that the competition will be keen.

Tuesday morning's reports from Plainview that huge delegations were pouring into the city and that a great convention was in prospect. The band concert was scheduled for Tuesday morning.

GIRLS WERE NOT ARRESTED AS WAS STATED IN BRAND

The Brand takes this method of correcting an erroneous statement made in its issue of Friday, May 19, in which it was stated six young men and four young women were "in the toils of the law." This story specifically mentioned the names of Misses Hallie and Bessie Hendricks, Lottie Riley and Lula Kirkendall as being the four girls "in the toils of the law."

These young women were not arrested, and were not in the party at the time the offenses mentioned in the story were committed and for which the men named were summoned to appear as witnesses regarding the charges on which the men were arrested. The girls named are well known in Amarillo, and the Brand regrets especially that their names should have been coupled with any statements calculated to injure or embarrass them.

This correction is gladly made on the part of The Brand whose policy is one of absolute fairness to all, without the desire to injure any. This newspaper just as cheerfully prints this correction as it unwittingly printed the damaging story, involving the names of the young women.

CHIROPRACTORS IN GREAT CONVENTION HELD AT LUBBOCK

Dr. C. L. Armstrong is home from attending a quarterly meeting of the Northwest Texas Chiropractors' Association, which met at Lubbock last Saturday and Sunday. Fifteen chiropractors from this section participated in the convention, which mixed professional problems with social intercourse and enjoyment. Dr. Armstrong reports that the good people entertained them lavishly and showed every courtesy possible during their stay.

The annual meeting of the association will be held in Amarillo next October.

WEEKLY LUNCHEON POSTPONED; THERE IS LOTS "DOING"

The regular weekly luncheon of the Chamber of Commerce was postponed Monday for one week, owing to the opening of the Chautauqua and the fact that in addition several carloads of citizens had to go to Plainview to attend the opening of the annual convention of the West Texas Chamber of Commerce. The luncheon next Monday will be held as usual, at the City Cafe.

"I'M FINE! WHY SHOULDN'T I BE?" IS CHAUTAUQUA SLOGAN ALL THIS WEEK

CATCHY PHRASE INVENTED BY SUPERINTENDENT "TAKES" WITH PATRONS AND IS USED DAILY IN EVERY OPENING

FIRST DAY PROGRAM WAS SPLENDID

Phillips Sisters are Artists, Talented, Tasteful Musicians All the Way. Dr. Hagerman was "a Benediction", Humor and Common Sense Pleased Audience

THE GOLDSTEIN SMILE THAT MAY WEAR OFF



Nat Goldstein, who was dumped out of the Kansas City Post Office because he accepted \$2,500 to boost Frank O. Lowden for the Presidency, looks happy in this picture; but did he wear this smile when Republicans and Democrats joined in denouncing him as an unhappy choice when President Harding named him to be Internal Revenue Collector for the St. Louis District?

"I'm fine! Why shouldn't I be?" Are you answering thanks to the salutation of your Chautauqua friends and next neighbors these days? If not you are not in accord with the spirit of the week.

This catchy slogan was invented by Miss Virginia Koogle, our lady manager-ess of the Chautauqua, who proposed it on opening day. It was accepted unanimously by the audience, repeated after her to get the wording correctly, and is repeated daily upon her appearance on the stage. The optimistic slogan has "took" and is indicative of the entire spirit of this particular Chautauqua, which has really started off brightly and happily.

Considered soberly and critically, without any "boozing" or partiality, the Chautauqua of 1922 to date is perhaps the best we have yet been blessed with. And that is going rather strong. Both the Phillips Sisters and Dr. Hagerman of the first day's card made strong impressions and left the people of this community with sweet tastes in their mouths. The Phillips sisters were charming in personality, finished musicians in execution and conception of the renditions given, and artists to their finger tips. They mixed melodious strains of classical music with old melodies and just enough jazz to meet current popular approval, and delighted the audience with their dress costumes and general all-around work. They make an extraordinary opening attraction.

Dr. E. T. Hagerman, who discussed "The Man With One Window" Monday night, is to use an expression stolen from Miss Koogle, "a benediction." That about expresses it. Miss Koogle seems to have an apt way of phrasing things. The Doctor held his audience from the opening to the close with his common-sense, matter-of-fact, practical way of talking about the man with narrowed vision, with hobbies, with religious intolerance—the man in a rat too deep for him to peep over. He streaked the discourse throughout with funny things that made folks laugh. Dr. Hagerman does not waste time in great oratorical flights. He stays pretty well on the ground. He uses the sort of language and illustrations that people comprehend. He applies his facts in a forceful way. He believes in man and his mission. His points are concise and logical.

Dr. Hagerman made a decided hit in Hereford and we hope he comes back with his homely philosophy and his horse sense another year.

The committee announced Tuesday that while ticket sales had been fairly good and better than at first expected, still the guarantee was not yet reached by any manner of means and they are depending upon the good people of the community to show their appreciation of the excellent talent offered them by their financial works the next two or three days. The two great plays featured this week are expected to draw packed houses, and it is hoped that no one will have to dig down and make good a deficit.

Sulphur Park is Sprucing up For Whalin' Fishfry

Preparations are well under way for the big fish fry and meeting of stock holders of the Sulphur Park Country Club at the club grounds on Tuesday, May 30, at 5 o'clock. In addition to the social features of this occasion a formal adoption of a constitution and by-laws is in order, following which officers will be elected and application made for a charter. Incidentally, the price of the stock will go up afterwards.

The membership includes men of prominence from New Mexico to Oklahoma, and reaches down below the Caprock in several directions.

DISTRICT JUDGES SWAPPED BENCHES JUST FOR A WEEK

District Judge Bishop of Amarillo, is presiding over the court here this week while Judge Reese Tatum sits at Amarillo. The two judges exchanged benches owing to one of them being disqualified in certain cases pending. Judge Tatum will return to his work here next Monday.

The Undelivered Package



MRS. NOLA PRENTISS STARTS TRIP BACK TO NEW YORK

Mrs. Nola Prentiss, of New York City, granddaughter of Mrs. T. L. Keen, who was buried here last Sunday, left Monday morning for Breckinridge, Texas, where she will visit her brother, C. T. Keen. After a few weeks with him she expects to go to Dallas to visit her mother, and from there will return to her home.

CORONA, N. M., GIRLS STOP HERE TO VISIT MISS MARY FOX

Misses Rose Prater and Gladys Walton, of Corona, N. M., reached here Saturday night on an overland trip to Mangum, Okla., where they will visit relatives. The spent Sunday and Monday visiting Miss Mary Fox, a school chum of Miss Walton's, and departed for Mangum Monday afternoon after the Chautauqua performance.

Wind and Hail Storms Everywhere

We would advise everyone who now has Fire Insurance to also carry Windstorm and Hail Insurance. Only \$4.00 per \$1,000.00. Insure for one year.

Always a Dependable Insurance Service.

T. K. Wilson Insurance Agency

Our Neighbors

CASTRO COUNTY Political Announcements

The following candidates authorize us to announce them for the office under which they are listed, subject to the action of the Democratic Primary:

For County Judge:

B. D. Woodlee

For District and County Clerk:

Joe Hastings

DIMITT

Mr. and Mrs. Res Glibreath and Mr. and Mrs. Dave Shepard and Carlos Reynolds attended church at Big Square, Texas Sunday night, where Rev. Smith is holding a meeting.

Mr. and Mrs. Glen Hickman of Cleo community were shopping in Dimmitt Saturday.

Mrs. M. L. Hardy has been quite sick this week, but is now improving.

Mrs. Etta Brashears and daughters, Ola and Sallie Maline, and Edgar Ramsey, Doyle Hicks and Jay Hastings, enjoyed an elaborate dinner with Mr. and Mrs. I. B. Brooks Sunday.

The Ramsey brothers and Mrs. Etta Brashears have been entertaining their brother, R. M. Ramsey, this week. Mr. Ramsey lives in northwestern Oklahoma.

Miss Mildred Woodlee has been quite ill this week.

Miss Yada Waldon and brother, V. C. Waldon, teachers in the Dimmitt school, left Monday morning for their home at Post City.

Mr. and Mrs. Leonard O'Neil and family attended church at Nazareth Sunday and spent the day with Mrs. August Brockman.

O. B. Hankins made a business trip to Springlake the last of last week.

Mr. and Mrs. Hankins, of Hart, Texas, visited at the home of their son, O. B. Hankins, in Dimmitt this week.

Rev. G. R. Fort and daughter, Addie Bell, left Thursday morning for Floydada, Texas.

Miss Walton, of Jumbo, spent the week end with Miss Gladys Hastings.

Mr. and Mrs. J. B. Belew and family spent Saturday night with Mr. and Mrs. Ed Bell.

Miss Minnie Grant and mother were shopping in Dimmitt Saturday.

A. Iten returned to his ranch near Dimmitt last Friday, after a few months stay in Chicago.

Mr. and Mrs. Fred Galle and family and Mrs. English were in Hereford Saturday.

Mrs. John Burton and daughter, Ruth, of Big Square, spent Friday with Mrs. Res Glibreath.

Mr. Bonner and niece, Miss Smith, of Big Square, transacted business in Dimmitt Saturday.

Mr. and Mrs. Edwin Ramsey and family spent Sunday afternoon with Mr. and Mrs. Fred Galle and family.

Misses Mary Reynolds, Tennie Hastings and Myrtle Johnson, Messrs. Joe Gollehou and Homer Norwood were in Hereford Thursday and stayed over for the school program Thursday night.

The many friends of Miss Yada Waldon will be glad to know that she has contracted to teach our Primary Department for another year. Such teachers are few and we are lucky to get her services for another year.

Our school closed a very successful year last Friday. We are sorry to lose two of our teachers, J. B. Belew and V. C. Waldon, but we wish them well in their new positions. Mr. Belew has contracted to teach the school at Bovina and we understand that Mr. Waldon will go away to school another year.

Two good programs were rendered on Wednesday night and Friday night. The Senior class played "Borrowed Money." Everyone compliments those who took part in both exercises. We have some real talent here and are

Still on The Job Despite Tornado



Just as Joe O'Leary, Postmaster of Hedrick, Indiana, was opening up for business, the big tornado which did such damage throughout that section, swept the town and blew the post office away, leaving the door-knob in his hand. O'Leary is sitting among the remains.

proud of the training they have had this year.

Little Eugene Galle has recently started to take violin lessons from William H. Wetz of Hereford, and Miss Edna Galle has started taking expression from Mrs. Tubbs of Hereford.

JOEL

We have given instructions to our private mail carrier to hereafter give our communications to The Brand to the "devil" direct instead of to the editor and thereby avoid having these notes, which have been so strenuously written and censored, left in "my other coat pocket." Oh, by the way, we are pleased to note of late that a few editorials have been appearing in our worthy sheet. We are sure this feature is highly endorsed by the readers.

Mrs. Roy Botsford and her little family spent the week end with her sister, Mrs. Hollis Galley.

J. P. Walker, who has been making his home in Arkansas the past year, came in on last Saturday to look after his farm interests. He is much pleased with our present outlook.

Rev. J. R. Sharp filled his appointment with us Sunday evening. There were fifty-two present, aside from the babies in arms of whom there were nine present, all good babies.

What wonder that the parents in this

district are getting uneasy and dissatisfied. There are about 115 children in our district, not all of school age, of

Grain Growers

I am writing Hall Insurance, both Mutual and Old Line and can save you some good money. Our loss adjusting system is the very best. Our terms are very liberal—note without interest.

OUR BEST ADVERTISEMENT IS OUR WELL PLEASSED POLICY HOLDERS

We have paid all losses promptly when due. You are protected as soon as application is signed. For the best insurance, see me.

Troy Womble

course, but they soon will be, and we are not fixed to properly take care of those who are of school age, and the very best of school privileges are none too good for our children. Taxes? Well if you think you are paying taxes now, just suppose you try sending just one of the children away from home to school and see what it costs and you'll think the tax rate is easy and you can not get away from the tax, in addition to what you have to pay for sending the child away from home.

The Dads of this neck o' woods have decided to have a little lay off every week on Saturday afternoons and watch the boys play ball or tennis or

go swimming, fishing, or something to break the monotony of hard work. We wonder what the women will do.

Children's Day will be observed by our Sunday School with appropriate exercises and music.

Felix Robinson's family were the dinner guests of the Chas. Johnson home last Sunday.

Gray County already is arranging for its fair and has set the dates for October 5 and 6. It will be held at Pampa, one of the big wheat shipping points on the Santa Fe Railway in northwest Texas.

Go To Church Sunday!



At about this time of the year, when your lawn sheds its winter coat of hardness, and the first blades of grass spring up, you're going to start thinking of a lawn-mower.

That is, if you want a neat, even growth, and know its advantages. An unkempt, shaggy lawn detracts from the appearance, and so indirectly from the value of the house.

Drop in and look over the various models and sizes.

Dunlap Hardware Company

Garden Tools

Lawn Mowers

Uncle John's Josh

WOULDN'T MARRIAGE TAKE BETTER IF THE BRIDES TROUSSEAU INCLUDED A FEW GINGHAM APRONS.



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Frank Sez!!

If you are goin' to the "Chatyquay" wy you ought to have somethin' good an' appetizing to fill up on before you go. Phone or see us at the

Frank A. Gyles, Grocer

Where Quality is Paramount

Courtesy

Service

We Appreciate It

—We appreciate the business that comes to us from farmers and cattlemen whether large or small.

—Our patrons know that our appreciation is shown in more ways than by words alone.

—By good service we try to merit the business that comes to us. We will try to merit yours by the same means.

First National Bank

Safety First

Have your clothes properly handled by hands that know how. We are prepared to do your bidding at any and all times rain or shine. Send us your clothes.

SERVICE QUALITY SATISFACTION

C. P. Ringer's Tailor Shop

Phone 385



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are requested to be on hand

Tuesday, May 30, at 5 p. m.

for the

BIG FISH FRY

Committee

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.

B. FRANK BULE, Lawyer
 Office in Court House, Hereford, Texas
 When services are desired, will take any case in any court in Hereford. Also give legal advice how to keep out of court.

Wants

Want Land
 Good eight room brick house located in Denton, Texas, clear of debt, to trade for land in Panhandle. See J. E. Frazer, at T. K. Wilson office. 34-1f

WANTED—To buy Showcase
 34-1f
Service Garage.

For Sale

FOR SALE—A1 Refrigerator, price \$15.00, capacity, 50 lbs., a real bargain. Jones & McLean.

FOR SALE—Good fresh milk cow, sled Go-devil and two wagons. 35-2t-Pd C. O. Tatum, Phone 129.

FOR SALE—Bulck Roadster, been run very little. Price \$300. See Mrs. George Dent. 35-2t-Pd

FOR SALE—Ancena cockerels, from the Shepard strain, in both rose and single comb, also eggs for setting, \$1.00 per 15. E. M. Cox. 35-2t-Pd

FOR SALE or Trade—One, almost new Titan Tractor, with plows; also almost new McCormick header, Kentucky 14-hole seed drill, two one-row binders, disc plows, one sod plow, two good wagons, with frames and header barges. Would consider cattle or good car in exchange. Wm. Ward. 35-3t-Pd Phone 78.

FOR SALE—Modern 5 room bungalow with bath, built in features, hard wood floors, garage, also 100 acres good level land, eleven miles northeast of Hereford. Good terms. Panhandle Lumber Co. 34-1f

FOR SALE, or trade—5 room residence with bath, East front, 120 ft. by 210, will trade for sheep, hogs, or cattle. See me at once, will only be here a few days. L. E. Russell, or Phone 168 J. D. Thompson. 34-3t-Pd

BARGAIN
FOR SALE or Trade—Span of light work mules, 6 years old, no blemishes. Will sell or trade. Jno B. Davis. 33-1f

FOR SALE—Mixed dahlias, 25c per dozen; asters and tomato plants, garden raised at market price; and other flower plants. Mrs. F. E. Bowe. 32-1f Phone 289.

For Rent

FOR RENT—House; also 2 rooms in another house. H. L. Broadwell. 75-1f

FOR RENT—Suite good office rooms. Very low rate. Inquire at Duplap Hardware Co. 30-1f

Lost

LOST—Last Thursday, heavy car robe, between Boardman's lake and J. J. Clayton's farm. 35-1t-Pd C. J. Paddock.

LOST—My black mare Shetland pony, strayed from my place. 35-1f Matt Gilliland.

The Hereford Brand

ISSUED TUESDAYS AND FRIDAYS

With B. Holman Walker R. Stockman
 Holman & Stockman
 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

Free subscriptions accepted for less than three months.

ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

POLITICAL ANNOUNCEMENTS

The following candidates authorize us to announce them for the office under which they are listed, subject to the action of the Democratic Primary:

For County Judge:

W. M. Megert

For Sheriff and Tax Collector:

Omer Baker
 C. R. Smith
 C. S. Purcell

For Tax Assessor:

W. W. Bennett
 Ira Bicketts
 J. H. Daniel
 Albert Murphy
 C. E. Lester

For District and County Clerk:

A. L. (Lee) Biggs

For County Treasurer:

J. J. (or Uncle Joe) Ward

AN OPPORTUNITY

FOR WILL HAYS

Soon will come the "Peggy Hopkins Joyce" reaction. The motion picture star will reach our shores, and then will follow the new burst of press agent junk doubtless to the effect that these stories of men committing suicide for love of the "bewitching" screen star are all nonsense and untrue. The public must be caught coming and going, and every twist and turn of opportunity capitalized by the publicity factories.

It is amazing, however, how soon these cheap seekers of publicity crawl into their shells when they find the public resentful of their advertised exploits. The Motion Picture Owners Association has barred Peggy Joyce pictures from the screen in the interest of wholesome entertainment. Hence the panic. The free advertising worked, was a source of gratification undoubtedly up to the time this blow fell, but as soon as the financial bump became known—and the radio quickly spreads the word these days—indignant denials of suicide stories began to fly through the ether, and seeming dignity took the place of complacent satisfaction.

Thus there is presented to Will Hays

a striking lesson which, if heeded, will lead to a complete reform in motion picture press agent work. The great industry has been strangled by its press agents almost to the point of death. They have run riot for years, and seemingly they are still at the same old tricks. Protest has been made time and time again to the motion picture producers, but all suggestion has fallen on deaf ears. The exploiters of both press and public have been practically running the motion picture industry without interference, and they have run it pretty much into the ground. They have brought about censorship in many states, and if permitted to continue their blatant and sensuous appeals, they will bring about a censorious condition that will be still more harmful. It is time these consciousness sensationalists were curbed and a great industry be permitted to work out its destined place in the scheme of public happiness and mental growth unhampered by such destructive influences. If a few more films that depend upon notoriety for success are barred from the screen, and the manufacturers face a few millions of dollars loss, perhaps they will then wake up to the fact that their spectacular press agents are an expensive luxury. Seemingly, nothing but an assault on the pocketbook will affect them.

THE COAL BARONS SIT TIGHT

The complacency of the coal operators in the light of the coal strike, bodes ill for the public next winter. Were the operators suffering, they would squeal so loud that their cries would be heard from coast to coast. Their silence indicates simply that they have the situation in hand—financially. In brief, it will be found there is already mined and awaiting higher prices a supply of coal perhaps sufficient to take care of winter needs with a short market and high cost to the public, but the

Uncle Johns Josh

ONE OF THOSE DRUMMERS SAID THAT HE WAS AN ASSET TO THE WORLD, BUT SAM VENTURED THE STATEMENT, "NAW-YO' AINT BEN ET YET."



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Cane Seed

Seeded Ribbon Cane Seed—the Brumley kind—for sale at Great West Mill & Elevator Co.

LOVE OF PEGGY LED TO SUICIDE



Peggy Hopkins Joyce says she has driven men to suicide for the last time, having learned she loved William A. Errazuriz, the wealthy young Chilean who killed himself for love of her. This latest picture of Peggy shows her as she really appears minus the retoucher's pencil.

black diamonds will be carefully concealed until the proper time comes. In the meantime, the miners are to be taught a lesson.

Every indication is that the winter will see the delivery of a very poor quality of coal in all towns and villages with increased coal bills for the people. This whole difficulty comes as a result of the unscientific manner in which labor is distributed. Excess of employment hours and pay, and then no labor at all works poorly for both worker and public. Human nature is a factor that must be counted on. When a workman gets fifty dollars a week for ten weeks and then nothing for ten weeks, he never is as well off as when he gets twenty-five dollars for twenty weeks. His standard of living is automatically raised during the period of unusual prosperity and in the period of depression it is doubly hard for him to get "back to normalcy," when, as a fact, he finds he must get back more nearly to starvation. Government investigations, of course, are usually more or less farcical, costly to the people and non-resultful, but it would be highly beneficial if the government could work out some specific plan and back it up by commandatory legislation that would bring about a steadier labor condition. In many cases the unions have the country by the throat and they do not seem averse to squeezing

the public windpipe. At the same time the world's happenings point with a warning finger to the folly of oppressive warfare on the men who do the manual labor of the hour. Certainly the man willing to work should be reasonably assured of steady labor.

An Illinois physician, eighty-one years of age diagnosed his own ailment and wrote his own death certificate, which was signed by another doctor after his death.

During a Mayday demonstration in Germany an American soldier was shot when his car collided with a vehicle in the parade.

A new telephone line has been built from Portales, N. M., to the inland town of Dora, about twelve miles south. About fifty farm telephones served by the new line have been installed.

Wichita, Kansas, voters authorized the issuance of \$1,000,000 in bonds for school improvements. A high school building costing approximately \$300,000 will be constructed with this money.

EVERY WEDNESDAY

Get Your Double
J. N. Stamps

J. O. NEWELL

Abstracts and Loans

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

NEW HARNESS

Just received—guaranteed to please, and priced right, too, at on a pre-war basis.

IMPLEMENTS:—Let us show you our line of Standard farm and garden implements. We can give you just what you want.

GARRISON BROTHERS

For Sale

Nice 5 room residence, good location, fruit and shade trees. Price \$3,500. Will trade for cows, calves, or yearling steers, if cattle priced right. See

J. H. Pitman
 Hereford, Texas

HOGS

To The Public:—

As the weather is getting warm, and hogs shrink badly if I hold them a few days, I have decided to pay 25c per 100 lbs. premium on California hogs, if you will bring them in Wednesday so I can ship them Thursday morning. Remember to bring them Wednesday.

Bring in your hogs not later than Wednesday evening. I ship every Thursday.

G. W. Brumley

For HAIL INSURANCE

See H. B. Webb. We are not "the strongest," but no one has better rates in standard companies or will give you any better service than I. My losses have always been adjusted promptly and satisfactory to the insured. I will appreciate your business this season.

H. B. WEBB

We Are On The Way We Started Delivering

ICE

Making the entire residence district. Get your ice cards out where the driver can see them. Call phone 1 for an ice card, if you need one.

ICE IS STRICTLY CASH

Jones & McLean Grain Co.

Phone No. 1

Uncle Johns Josh

SILENCE IS THE YELL OF THE SCHOOL OF EXPERIENCE.



Our Own Customers

know the nature and quality of the service rendered by this Bank, and we believe we could number many more people of this County among our customers if we had the opportunity of discussing the matter of Modern Banking Service which Really Serves.

We would appreciate a call at any time.

We are in the market for some well secured cattle loans on the basis of bank balance.

FIRST STATE BANK & TRUST CO. of Hereford

Our Deposits are guaranteed by the State Bank Guaranty Fund of Texas

TOWN & COUNTY

Personalographs

C. D. Shaw is in Tulsa this week visiting relatives.

Get your liquid floor dressing at the Service Garage.

Owen Smith made a business trip to Dumas Friday morning.

Mrs. Henry Best returned to her home at Amarillo Friday morning.

Have your old looking car cleaned and made new with Simoniz, at the Service Garage.

Rowden Jefferies, of Childress, arrived in Hereford Friday morning.

You do not get any addled eggs at the Hereford Produce. We put out only fresh eggs.

Mr. and Mrs. H. N. Smith, of Houston, are the guests of the Cloyd families this week.

Twenty million people have taken Taniae with the most gratifying results. J. J. Clark Drug Co.

Jim Robinson returned Saturday from an overland trip to California.

Liquid floor wax dressing at Service Garage.

Mr. and Mrs. F. H. Galle and family of Dimmitt were in this city Saturday on business.

Notice

Mrs. Hazel E. Wilson will begin a class in Piano music Monday, May 22. Those desiring to take, please call at residence, or phone 222. 34-35

J. L. Woodard and J. A. Caton of Tucuman, N. Mex., were in this city the latter part of last week on business.

Taniae's best advertising comes from people who have actually used it. J. J. Clark Drug Co.

Mrs. Roy Gilliam and little daughter went to Amarillo Friday morning. Mrs. Gilliam will visit with her parents Mr. and Mrs. E. W. McNitt.

It don't cost you any more to use the best of gas and oils. We have them at all times, from one gallon to carload lots. It's Texaco Oils, Texas Gas and Mobile Oils. Service Garage.

Miss Pauline Schwartz arrived in this city from Drumright, Okla., Saturday morning. Miss Schwartz will visit in the home of her parents, Mr. and Mrs. Jno. Schwartz.

Over a quarter of a million well-known men and women from different parts of the country have signed written endorsements for Taniae. J. J. Clark Drug Co.

Misses In Verne Beauchamp and Tallie Bell left for their homes Friday morning, both having finished their terms as teachers in the Public Schools here. Miss Beauchamp lives in Stephenville and Miss Bell in Hedley, Texas.

Uncle John's Job

SOME DAY, MAYBE THEY'LL GET SOMETHING FROM ECONOMICS BESIDES THE "ECO."



WOULD BE GOVERNOR OF SOUTH DAKOTA



Miss Alice Lorraine Daly, of the Non-Partisan League, is the woman's candidate for the governorship of North Dakota. Her platform—improved educational system, State owned banks, long farmer credits, stabilized prices for farm products, penitentiary clean-up, amnesty for political prisoners and no militarism.

Card of Thanks

I wish to express to the good people of Hereford my deep appreciation of their kindness and Christalms aid rendered on the occasion of the death and burial of my grandmother, Mrs. T. L. Keen. I shall never forget the service rendered in this connection.

Respectfully,
Mrs. Nola Prentiss.

Notice

The person who took my German field glasses from my residence in north Hereford last week will please return them not later than May 27, 11 p. m. Leave them on the back steps, no questions will be asked, otherwise, I will be obliged to report your name to the proper officers. 34-37

Jim Rutherford.

Program of the Singing Convention of Castro County Erie, Texas, on the 28th Sunday, May 28.

Opening Song at 10 o'clock sharp.
General singing.
Address of welcome—Owen Stagner of Erie.
Song—W. S. Dixon.
Prayer.
Song—K. B. Hunter.
Song—Lawrence J. Taylor.
Song—Ollie Dixon.
A short talk from someone from Summerfield, "The Need of a County Singing Convention and How it Has Helped us."
Name Song—Woodrow Taylor.

DINNER, 12:15 o'clock.

Everybody get acquainted.

AFTERNOON SESSION

Opening Song—"We Love the Sunshine"—No. 65 in the new book Hosannas.

Hereford Quartet arranged by Mr. Allen Powelson.
Song, led by Sam P. Taylor, No. 32 in Hosannas, "Jesus Will Carry Your Cross."

Two Songs by Summerfield class.
Song—Mildred Woodlee.
Song—Eryll Taylor of New Mexico.
Two Songs by Max Brownlee of Bethel.

Quartet arranged by J. H. Wagley.
Song—Jessie Taylor.
Summerfield Quartet.
Two Songs led by Elmer Dixon of Clep.

Taylor Quartet.
Solo—Lorraine Tate.
Song—Noel and Nola Gollehon.
Quartet arranged by J. O. Ayers.
Song—Aubrey Wimberly.
Song—Mabel Taylor.

Duet—Misses Ireland and Johnson.
Gollehon family song.
Two Class Songs—J. O. Ayers of Dimmitt.

Quartet—Mr. and Mrs. Tom Tate, Mrs. W. L. Pickett and C. E. Reynolds.
Two Songs by Sunnyside Class.
Quartet arranged by Morris Kimble.
Song—Elmo Bell.

Solo—J. W. Turner.
Solo—Ola Kimble.
Song—Mr. Ferguson.
Two Songs—Irwin Taylor.
Pine Ridge Class.

This program will be in the hands of the committee and our visiting friends and singers will have the preference. All come and enjoy the day, get acquainted and get a new idea as to how

to build up your community. All bring a well filled basket, except our friends from New Mexico.
Officers of Convention.
S. J. Tabor, President.
Robert Gollehon, Vice President.
Mrs. Robert Gollehon, Secretary.

HER BEAUTY BEST IN PROFILE



Miss Huette Morny, just 20, is said to have the most beautiful profile in the world. She is known as the Queen of the French Movies. What does Will Hays say?

France spends more than 1,000,000 francs yearly for United States chewing gum.

Forty-five percent of the population in the United States inhabit 11 percent of the area of the United States.

DR. J. M. FARRELL

Graduate Veterinarian

Day Phone 155 Night Phone 45

Office: Corner Drug Store

Cash

We Pay Cash for Cream, Poultry and Eggs.

Conklin Produce

Eggs, Poultry, Cream, Hides

We Pay Cash

WANTED All Kinds of Furs

FREE

to Customers, Rogers' Silver

The Golden Rule Produce Co.

Rear of old Stambaugh building

WE BACK THE FARMER

and boost for diversified stock-farming at all times.

We believe it a good policy for everybody.

Diversify and Bank your profits with the

Western National Bank

Electric Cooking

The hot season is here and to avoid its discomforts you should be thinking of electric cookery—the cool and pleasant way of preparing meals for the family. We invite your investigation of its many advantages.

Hereford Light & Power Company

"Your Electrical Servants"

MONEY 8% MONEY

We want all the good Farm and Ranch loans we can get at straight 8 percent interest—the larger the better. We represent The AMERICAN NATIONAL INSURANCE COMPANY, of Galveston, Texas, one of the strongest old line Life Insurance Companies in the South. They lend their own money direct to the borrower, and have ample funds on hand now. They take only one Deed of Trust and you sign no interest or commission notes.

Mr. Ireland is their Special Agent, representing the Loan Department, and can make inspections promptly.

When in need of a loan, see us.

Ashbrook & Ireland

Rooms 9-10

Elliston Bldg.

Garden Plants

Sweet Potato, Cabbage, Tomato and Sweet Pepper Plants, well rooted and ready to transplant.

HARRY WHITCHURCH

Phone 231



A Triumph in Milling

Great West and Amaryllis Flour

As an all-around baking flour it has no superior. The hard wheat contents form a perfect base for bread making. While the natural oils of the soft wheat furnish that nut flavor.

AT YOUR GROCERY

Great West Mill & Elevator Co.

Use Good Business Judgment On the Farm

the same as in any other calling or you'll not succeed. Keep your buildings and machinery painted to save them from decay. Then, too, think of the difference in appearance. Paint makes your improvements much more valuable. We have all kinds for both inside and outside work.

PANHANDLE LUMBER CO.

OUR AIM—TO HELP IMPROVE THE PANHANDLE