

# The Herelord Brand



22nd YEAR, NO. 77.

HEREFORD, DEAF SMITH COUNTY, TEXAS, TUESDAY, OCT. 17, 1922.

TUESDAYS TWICE A WEEK FRIDAYS

WEEKLY LUNCHEON MEETING TAKES STEPS TO ford. For a long time past Mr. Brum- of pork.

RRING MOVEMENT TO HEAD AND PUT IT. ley has held the reputation of the most. Mr. Brumley has installed a complete BRING MOVEMENT TO HEAD AND PUT IT ON SOUND BUSINESS BASIS

# GIN WILL COME WITH THE ACREAGE Everybody Starts

One Offer Arready Made. Minimum of 1,500 Acres Required for Good Gin, and Several Thousand to Insure Total of 795 Acres Pledged so far. Interest Grows

Friona Swamped

By Hereford Hi;

Coach Travis Dameron's scrappy

High School team. The score was 49 to

0, Friona's boys apparently weighed

fully as much as the locals and fought-

aggressively and well, but lacked drill-

ing and team work. They were game

Coach Dameron was considering a

WIFE TO WINTER

Ralph Henson. They will remain in

Sweetwater for a week, or ten days,

where Henry Cloyd and family will

Beeville, Texas, where Mr. and Mrs.

London will visit in the home of Mr.

RIES MISS THELMA

Miss Thelma Hough, daughter of Mr.

and Mrs. Reese Hough, and W. N.

Pierce were united in marriage last

Saturday night at the Presbyterian

parsonage, Rev. J. R. Sharp officiating.

Mr. Pierce is third trick man at the

Santa Fe, and the young couple will

make their home in Hereford for the

present. Mr. Pierce has been here for

the past six months, coming here from

DOVE WILL VISIT

Mr. and Mrs. S. F. Dove left Here-

ford Sunday morning for Texico. Mr.

and Mrs. Dove will visit in the home of

Mr. and Mrs. H. B. Hunter. Mrs. Dove

is a sister of Mrs. Hunter. H. L. Rice

will take Mr. Dove's place with the

Auto Utility Station in the absence of

PASS THROUH ON

District Attorney Clifford Braley.

WAY TO FARWELL

FOLKS AT TEXICO

MR. AND MRS. S. F.

Higgins, Texas.

Mr. Dove.

HOUGH SATURDAY

W. N. PIERCE MAR-

the coast.

emp for Hereford last Friday

afternoon that anyone else.

The local sentiment for the promotion of cotton as one of the money crops of this community having continued to grow and assert itself, another discussion regarding its feasibility and possibilities was indulged in at the weekly luncheon of the Chamber of Commerce Monday at the City Cafe. Since the publication of the proceedings the first cotton meeting here the town has been overrun with cotton seed everybody last Friday, including them-

salesmen and the Chamber of Com- selves, by the smoothness of their teamnerce has been busy answering inquiries regarding the proposed acreage and displayed in smothering the Friona other details. One man at Lubbock phoned and wanted to bring his gin up here. Long distance calls and letters ome regularly. There seems to be no question but that there will be a considerable acreage put in 1923. The discussion centered about the desirab- to the core and gave all they had but lifty of securing uniform and good seed, could not stop the concerted team work the securing of high class ginning fa. of the local aggregation. The entire cilities, and the organization of the Hereford team played smooth, heady movement in a way that would get the football. It was, the general agreemost good out of it for the community ment, however, that Half Back Thur-

It was determined to appoint a Steering Comittee to handle the questions of acreage, seed, gin, and other game at Canyon this week, although matters that will follow this winter and the date was not definitely determined. pring and Chairman McDonald ap. Next week, however, on Friday, Octopinted Geo. L. Muse, chairman, G. A. ber 27, the Vega High eleven will come F. Parker and Albert Herbst on this down for a return game and in an efs toward the movement, hence the soon as Mr. Muse reaches home from Robert Boyd, center, H. Hicks, right Amarillo, where he is now serving on a guard, Earl Wood right tackle, Buster REMAINS OF MRS. Federal jury.

It was also the sentiment of the back, Thurman Hines (Captain) left uncheon members that a mass meeting half Taylor Thurmond, right half, A. of the farmers of this community Reed, full back. should be held in the near future, the project put up to them, and their coop- BOYD LONDON AND eration enlisted as far as possible. The date and details of this meeting will be one of the first things taken up by the committee when it meets.

It is understood that a minimum of 1500 acres will probably secure a gin although there should be several thousand scree prolited to make such a ven- the home of relatives, Mr. and Mrs. ture an assured success. To date, with out solicitation and entirely from volunteers, 795 acres have been pledged

Hows:	
J. L. Bain	200
Kellly Gray	200
G. W. Wilson	100
R. K. Bruner	100
C. Hurlburt	
E. B. Black	
T. T. McDermett	40
J. E. HIII	25
H M Smith	

There are any number of farmers and planters who have been heard to express, themselves as favoring the movement and of their intention of planting some cotton next year. If these men will come forward and put fown their acreage now, it will greatly aid the committee in settling the question, in securing the right kind of a gin, and in closing the matter while it is ripe and hot. In this matter, as in all other public matters, cooperation is the keynote, and the man who intends to plant a little cotton but won't join in a cooperative movement to make it more successful is doing himself as well as the entire community an injury. C. S. Walker, who lives in the Jumbo community in Castro county, has three

varieties of cotton growing this year as an experiment. Mr. Walker has been a cotton raiser for years in south Texas and other cotton states. Mr. Walker says that this year his Mebane cotton has done the best, with the Acala next. The latter opened earlier but seems to "string out" more. The Mebane seed were brought from Silverton, where they had been propogated for the past twelve years. Mr. Walker says the COURT OFFICIALS King cotton, in his opinion, is also a great cotton for the Plains. It is small, with little limb and leaf, but turns out lots of boils. The objection to it is the fact that the cotton falls out of the boll easily. Mr. Walker is wedded to the Judge Reese Tatum and Court ste cotton idea for this country and is also grapher Mrs. W. N. Bricken, of Dalbrimming over with useful information hart, passed thru Hereford Monday for the man who contemplates entering morning on their way to Farwell upon this new field. He says his neigh- Judge Tatum will open district court borhood will pledge some acreage to Monday morning. Mrs. Bricken was formerly Miss Elva Shackelford. ward securing a gin at Hereford.

# G.W. Brumley Has Completed One of The Best Equipped Hog Farms to be Found Anywhere on Texas Plains

plete and up-to-the-minute hog plant in of money in equipment that puts him the Panhandle of Texas has just been in the front rank not only as a buyer progressive and hustling hog buyer on set of hog pens, adjoining the Santa Fa

# Frost Wednesday

Man winter has parked in our midst lent, a large water tank on the inside and there is a great scurrying around making it almost impossible to freeze.

Score is 49 to 0 flakes, hesitating around in the ozone gated and seeded to alfalfa.

Mr. Brumley says his shipping terriare sullen and overcast. The first Texas and west across the Texas-New warning came just about day-break last Mexico line, and southwest into the High School football eleven surprised Friday morning. After a cather mild Prions and Bovins country. He will night the wind suddenly freshened from ship two car loads of fat hogs from the north and sent the goose-pimples San Jon, N. Mex., Tuesday and several work and the speed of execution they chasing each other up and slown the cars from Heroford the latter part of the seating capacity of the Annex. A minister in the land to say something community sp.ns.

Monday night the wierd howl of the wind began about 7:30 o'clock and New Agent Santa kept up most of the night. It was a dandy good light for blankets and a snooze in the middle of a fat feather bed. Tuesday the Weather Man wired that frost would arrive Wednesday

Got all those petatoes dug and the pot plants in the house?

# mond gained more ground during the IOWA LAND OWNER HERE TO LOOK AT

selection would be to appear to be a was: O. Carroll, left end, George Conabout eight miles. Mr. and Mrs. Hays good one. This committee will meet as nell, left tackle, A. Sawyer, left guard, ests and expect to remain several weeks.

#### Lewis, right end, C. Woolery, quarter W. B. BEEDLE SHIP-PED TO MISSOURI

The remains of Mrs. W. B. Beedle were shipped to Maryville, Missouri, for burial Saturday morning, accompanied by Mr. Beedle, three daughters, ON TEXAS COAST Mesames Glenn Greer, Ira Cochell and Ralph Jamison, and Mrs. Beedle's sis-Mr. and Mrs. Boyd London left Here- ter, Mrs. May Patchin. ford early Tuesday morning for Sweet-

#### water, Texas, where they will visit in OAKLEY W. SMITH AND FAMILY HAVE MOVED TO SEATTLE

join them. Together they will motor to London's mother. The Londons and the Cloyds will spend the winter on Seattle for the present.

What is undoubtedly the most com- the Plains, and now he has spent a lot impleted by G. W. Brumley of Here, but as a finisher, producer and shipper

stock yards, for the use of hogs only, provided with scales, concrete water ing troughs and self feeders. These pens are very close to his hog farm, where he has a large feeding barn es To Sheddin' Em; Decially constructed to fatten a large number of hogs. The hog house conof 7,000 bushels, the water system is se constructed that the entire building can B-r-r-! the advance guard of Old be sprinkled duging the hot summer days. Fresh rurning water is con ven-

to round up the rusty stoyes, shovels. The entire farm contain 243 acres with kindling and remnants of 1921 coal. | about 150 acres under irrigation and a There were even two or three snow- portion bordering the creek is sub-irri-

early Tuesday morning, and the skies tory reaches as far east as Shamrock,

# Fe Arrives Here

J. E. Beyer, of Mooreland, Oklahoma, reached Hereford Tuesday morning C. GREER PASSES Mr. Beyer is the new agent for the Santa Fe and will assume his new po-PLAINS HOLDINGS sition Wednesday morning. L. D. Lewis, who has been acting as temporary Mr. and Mrs. C. W. Hays, of Grin- agent, will leave for Amarillo, where nell, Iowa, reached Hereford overland he will take his former position as Saturday, Mr. Hays has two farms cashier in the Amarillo freight offices.

# ENROUTE FOR NICE

daughter, Miss Mabel, left Hereford the latter part of last week for El Paso. Enroute home the Barnharts will stop at Hot Springs, N. Mex., and take advantage of the mineral baths. They will be absent about two or three weeks,

#### MRS. W. D. ZION IS NOW AT BEDSIDE OF HER DAUGHTER

not heard from them since.

CHURCHES TO BE ASKED TO UNITE IN CENTRAL MEETING AT THE CHRISTIAN CHURCH WHEN THE ANNUAL ROLL CALL WILL START

# WELFARE OF NEXT GENERATION

Red Cross Peace Program Designed to Aid in Developing The Children Into More Useful and Happier Citizens. Red Cross Representative Visited Hereford Monday

# A Capacity Crowd Enjoys Play by The Little Folk

The recital given by the pupils of Mrs. Frances Tubb's class in expression Monday night packed the Baptist Cross Sunday for 1922 and the nation's church to the doors and even required Chief Executive has requested every silver offering was taken for the benefit of the Royal Ambassadors, a Baptist boys' society.

The program was excellent throughout, the little folks acquitting themselves in a manner worthy of more mature students. The general sentiment of the andience was one of praise and To Assume Duties commendation for the smooth and finished work of the small folks who partleipated in the program.

# TO REWARD AFTER A SUDDEN ATTACK

Crawford Greer, aged 65, for twenty-F. Parker and Albert Herbst on this down for a feating and the loss they sustained pear Hereford, one being the old Bas Mrs. Beyer and children are driving the Hereford Sanitarium. Mr. Greer about such things, was wonderfully of finance after all, and all three banks at the hands of the locals recently by kin irrigated place, north of Hereford thru in their car and will reach Here was suddenly attack by acute appendix out by Mr. Guthrie, who has without avail.

Mr. Greer was born in Navasota, Grimes county, Texas, where he resided until his removal to this community. line is so emstle that every small com-VACATION ROUND Besides his wife he leaves three sons, munity can avail itself of the national Glenn, Joe and Charles, and one daugh- Red Cross guidance and adapt it to its Mr. and Mrs. A. C. Barnhart and ter, Mrs. Percy Estes, all of whom werewith him at the time of his death.

residence Tuesday afternoon, October of Canyon officiating, interment in the City Cemetery.

#### **MESDAMES HOUGH** AND MONDAY LEFT FOR DALLAS VISIT these children.

Mrs. Luther Hough and two children Mrs. W. D. Zion left Hereford for and Mrs. Mary Monday and daughter, some "stunts" yet to be decided upon, Albuquerque, N. M., the latter part of left Hereford the latter part of last on the night of November 12 that Here-A card from Oakley W. Smith states last week. Mrs. Zion was called to Al- week for Dallas in Mrs. Hough's car. ford has ever seen. There will be no that he, with his father and sister, buquerque by the serious illness of her The party will visit relatives, and have moved to Seattle, Washington, daughter, Mrs. J. P. McRee, of near Ft. friends in Denton enroute to Dallas, a snappy program. Probably the drive The Smiths were formerly from Here. Sumner. Mr. Zion said that his daugh- where they will join their mother. Mrs. on the Roll Call wil be started that ford, and will make their home in ter had an operation but that he has Eli Dunlap, and sister, Miss Dean night. Mrs. G. A. F. Parker and Miss

There's going to be one, grand big Red Cross Rally at the Christian. church on the night of Sunday, Novem-

This definite decision was arrived at last Sunday afternoon at a Red Cross meeting held at the Methodist church. November 12 has been designated by President Harding as the official Red about the work of the Red Cross, and about its annual Roll Call campaign on this day's services. Officers, members and others inter

ested in humanitarian work gathered at the Methodist church Sunday afternoon and checked up the local situation. Mayor Knight, who is Acting Chairman of the local Chapter, presided. In addition to his remarks, short talks were made by B. F. Guthrie, D. L. McDonald, G. A. F. Parker, as well as by several ladles present. The work of the local Chapter the past year, and outlook for the coming year were discussed and it was the unanimous sentiment of all present that the Chapter should be continued for 1923. That the one years a resident of this community, peace-time program of the Red Cross is passed to his reward Monday afternoon woefully misunderstsood by the avermade a study of the program, the war the Red Cross has modified its organization so as to meet the peace work in every community, and the outparticular needs. Mostly the work is in looking after ex-service men and Funeral services were held from the their families and in child welfare developmet. Every community has hun-17, at 3:00 o'clock Rev. M. M. Beavers dreds of defective children that, if properly studied and cared for at an early age, will develop into useful and heathy citizens. If neglected the oppo-site is usually the case. The Red Cross child welfare program is based on the proper care and teaching of

The Sunday meeting determined to hold the biggest musical meting, with preaching-just high class music and Mattle Swisher were appointed a committee to work up the musical program The ministers of the city will be asked to omit their night services on this particular Sunday and to sit in the combined audiences of Hereford at the Christian church.

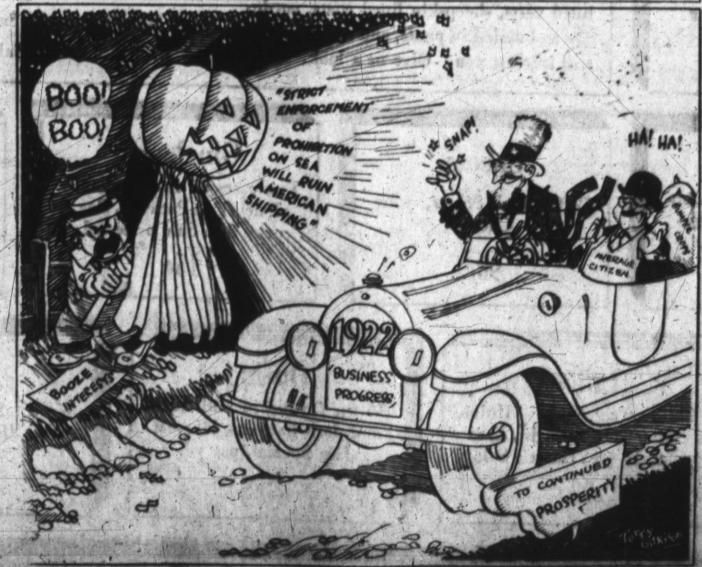
Details of the Roll Call drive, and other matters will be discussed by a special meeting of the Executive Committee to be called soon,

Field Worker Here Monday morning Mrs. Ruth Huff. field representative of the St. Louis division of the Red Cross, reached Hereford on her rounds in checking up the local Chapters. Mrs. Huff had diuner with the Chamber of Commerce and made an excellent talk about her work. At 1,45 p, m, she was presented to the pupils of the High School, where she talked to the children on the Red Cross. At 5:00 p. m., following the adprogram, she addressed the ladies of the town. She was piled with questions by interested women of this comminity and made a most favorable impression by her preparedness of her subject and the enthusiasm of her efforts. Monday night she was visited at the hotel by several tocal people and the work further discussed.

#### GUARDS AT DENI-SON ARE RAPIDLY BEING REPLACED

Sargeants Harry Cannon and E. M. Kelly reached Hereford Monday morning from Camp Ellis, Denison, Texas. Lieutenant Hartson and Sargeant Mafor MacDonald are still on guard duty. They are the only two remainin Company E from Hereford.

# Regular Hallowe'en Scare



**Ginghams** 

One case 32 in. Ginghams,

just received, Extra spec-

ial for this sale only, yd.

25c

# Ties

Silk and Knit Ties, new patterns, \$150 values, at

95c

# Shirts & Drawers

Men's Ribbed Shirts and Drawers, winter wt., Sale

69c

### Sox

25 doz. Men's Sox, in Black and Cordovan, Special, pr.

10c

# Unions

Men's heavy ribbed Unions, \$1.75 value, Harvest Sale

\$1.35

# **Pants**

Men's Khaki Pants, good weight, will give excellent service, \$1.50 value, Sale Price

\$1.20

# Towels

20 doz. Cotton Huck Towels, size 18x36, special for this Sale only, each

20c

## **Gloves**

Leather Faced Gauntlets and knit wrist styles, Harvest Sale Price

25c

# **Cotton Batts**

Panama Batts, reg. quilt size, 6x71/2 feet, special for

75c

# **Thread**

Clark's O. N. T. Thread, only five spools to each customer, 5 spools for

25c

# Sheets

72x90 Bed Sheets, your Choice

90c

# Surrounded

Men's heavy weight Blue

Denim Overalls, \$1.50

value, Harvest Sale

\$1.20

AND SWAMPED LAST SATURDAY. OUR CUS-TOMERS WERE SURROUNDED WITH THESE GENUINE BARGAINS, AND HUNDREDS OF OTHERS NOT SHOWN HERE, WHILE OUR SALES FORCE WAS LITERALLY SWAMPED! -WE COULD NOT WAIT ON ALL THE BUYERS, BUT

# IT WILL NOT HAPPEN **AGAIN**

WE WILL BE READY FOR YOU HEREAFTER.

- —Hundreds of Genuine Bargains
- -Hundreds of Buyers
- —The Goods are Moving Fast
- -Shrewd folks are taking advantage of this ONE opportunity!

# Fox Mercantile Co's Great Harvest Sale

# **Work Clothes**

One of the finest stocks of work clothes we ever carried. We have overalls, coveralls, leather vests, leather coats, sheepskin lined vests, sheepskin lined coats, corduroy and moleskin pants, and at prices that will interest you. Give us a look.

# **Wide Sheeting**

10-4 Pullman Sheeting, guaranteed full width, bleached, Sale, per yd., 58c 9-4 Pullman Sheeting, bleached, Sale 55c 10-4 Brown Sheeting, Sale Price \_\_\_\_55c 9-4 Brown Sheeting, Sale Price \_\_\_\_52e

## Ginghams

4 cases 27 in. Ginghams, new fall patterns to select from. Reg. 25c grade, Sale

21c

# Tubing

Linen finish Pillow Tubing. 40 in. 45c value, Sale

37c

# **Pillows**

Star Brand Feather Pillows, size 17x25, Harvest Sale,

95c

# **Cotton Batts**

Snowy Owl Quilted Cotton Batts, Harvest Sale

95c

# Unions

Boys' Heavy Fleece lined Unions, sizes 26to 34, Sale

95c

# Gingham

Apron Check Ginghams, one lot in Blue, Brown and Black checks, your choice, per yd.

12½c

# **Night Shirts**

Men's night shirts, outing flannel, values \$2.25. \$2.00 and \$1.50, Sale

\$1.85, \$1.50, \$1.25

# Unions

Men's heavy fleeced Union Suits, well made, all sizes while they last for, suit

98c

### Coveralls

Khaki Coveralls, good heavy weight, at

\$2.45

THIS SALE

IS FOR

CASH ONLY

### WE

NEED THE

MONEY

### Unions

Children's Waist Union Suits, winter weight, sizes 2 to 13 yrs., Harvest Sale

90c

# Outing

**Ginghams** 

Two cases 27 in. Ginghams,

all new Fall Patterns, Reg.

price 20c, Sale price, yd.

15c

36 in. Outing in both light and dark patterns, Harvest Sale Special, per yd.

### Sox

Work Sox, Rockfords, Good Grade

12c

# Hosiery

Children's and Misses' Hose in Black only, extra good quality, sizes 51/2 to 10

15c

There are many Insurance Companies, but only one

T. K. WILSON INSURANCE AGENCY.



WILL TRADE for cattle, a good drug store, clear of debt, and doing good bus-iness, at Plainview, Texas. This store

D. C. Laird, Hereford, Tex. elson's Top Shop. WANTED—Shoats weighing from 50 to 150 lbs. Phone 137. H. C. Bowsher.

### FOR SALE

FOR SALE, or Trade De Laval Cream Separator,in good condition. Fone 172-F11. O. O. Curtis. O. O. Curtis.

PURITY—Black Leg Serum, has been old here for years, by other agents. mends itself. Kansas method. Lem Chesser.

FOR SALE, or Trade-A model 58 Cadillac, in good running order. Will trade for tractor and disc plows, milk cows, Ford, hogs, or anything I can use. Arthur Holberg, Phone 204-F13. P. O. Box 567. 63-tf

Home on Twenty-Five Mile Ave.; \$4,000.00. Jno. L. Wilson. FOR SALE-Rose Comb R. I. Reds. Cockerels, \$2.00 and \$2.50. N. C. Vogele, Brand Office.

FOR SALE-Velie 1921 automobile. passenger, good oversized tires, in good running order. Phone 261. 76-2t-Pd. Mrs. C. R. Smith.

FOR SALE-Foundation stock for your next season's mating. Rose Comb R. I. Reds. Hens \$2.00 each. N. C. Vogele.

FOR SALE-A good six room residence, well located, small cash payment, balance easy terms.

Geo. A. Stambaugh. FOR SALE, or Trade-A horse six years old, gentle, well broke, small amount of cash, balance terms to suit purchaser. Phone 204-F13.

62-tf Arthur Holberg, Box 567. FOR SALE-My home, modern 8 room house, large barn and out buildings, 4 blocks from Central school. Will also sell 6 acres joining place.

FOR SALE-Small Saxophone. \$75 cash for immediate sale. Call at Brand

#### .............. LOST AND FOUND

LOST-A gold watch, Elgin, lost some place in Hereford. Had leather strap H. Garnett. 77-1t-Pd FOUND-About two weeks ago, a dark brown fur, in front of the Laundry on

You ean get Farm and Ranch Loans at 6 per cent interest on 33 years time, quick service. If in need of funds, it will pay you

## O. B. Hankins

FOR RENT-Or will sell on very easy A. H. Elliston.

#### CITATION BY PUBLICATION THE STATE OF TEXAS

THE SHERIFF OR ANY CONS. TABLE OF CASTRO COUNTY:

tion of this citation once in each week month, and in the alternative to fore-WANTED-To buy your hides at Pow- for four consecutive weeks previous to close a vendor's lien on 71-tf the return day hereof, in some newspa- above described to secure three notes where a newspaper is published, to appear at the next regluar term of the said Court on the said first day of the

Courtesy

Frank Sez!

soup and chili have the Kick-Try it!"

"B-r-1-r-r!! Open up another case of soup and

one of chili, cause these cold days people just nat-

urally 'crave' something with a kick! And our

Frank A. Gyles, Grocer

Where Quality is Paramount

Save Money—Be Comfortable

Think of actually saving money without having to sacrifice of pleasure or comfort. Have you ever been able over to post anly can be done, but at the same time new and

HOT BLAST HEATER to 1/2 your fuel bill and at the same time gives you double he

Dunlap Hardware Company

ord street. Owner call at Brand office. District Court of Castro County, Texas, to be holden at the court house thereof in Dimmitt, on the 13th day of Novem-

ber, A. D. 1922 then and there to answer a petition filed in said court on the 6th day of October, A. D. 1922 in a suit No. 1396 on the docket of said court wherein R. O. Douglass is plaintiff and J. L. Duerson and Henry Morrison are defendants, said petition alleging

Plaintiff sues in trespass to try title to Lots Nos. 1 and 2 in Block No. 151 and Lot No; 12 in Block No. 136 of the town of Dimmitt, Castro County, Texas, as shown by map or plat thereof of You are hereby commanded to sum- record in fixed records for Castro Counnon J. L. Duerson by making publica- ty, Texas, and for rents at \$5 per per published in your county, if there dated March 28th, 1921 for \$100, each, be a newspaper published therein, but with 10 percent interest from date and if not then by making publication in 10 percent attorney's fees executed by some newspaper in the nearest county J. L. Duerson payable to G. Douglass.

Service

with your return thereon showing how you have executed the same

Witness my hand and seal of the District Court of Castro County, Texas this 6th day of October, A. D. 1922. W. L. PICKETT, Clerk, District Court, Castro Coup-75-77-79-81

### DR. J. M. FARRELL

Graduate Veterinarian

Day Phone 105 Night Phone 94 Office: Corner Drug Store



# Red Goose

2:31.

Always-Every Wednesday-Double

. O. Newell

# **Apples**

NICE CHOICE EATING AP-PLES DIRECT FROM THE ORCHARD

Bring Your Sacks

# Golden Rule Produce Company

We will try to keep apples all the time this winter.

# Investigate!

What we have done with the prices of Van Brunt Drills, in order to clean up our stock, before you buy.

Garrison Bros.

# Lower Lamp Prices

The 50 watt white lamp reduced from 60c to 55c.

100 watt lamps reduced from 95c to 75c.

200 watt lamps reduced from \$1.90 to \$1.30. 300 watt lamps reduced from \$2.50 to \$1.90.

These are the lowest prices that these lamps have ever sold for. No change in prices of other sizes. We have them.

Hereford Light & Power Co.

"Your Electrical Servants"

REGISTERED, POLAND CHINA

# HOG SALB

SATURDAY, OCTOBER 21

Jones & McLean Wagon Yard

On account of being away from home this winter I am compelled to ness but must cut down my herd. I offer you:

# 16 Head Splendid Hogs

Spring Gilts
Spring Boar Pigs sired by Giant Bob, a good sou of Silver Crest
Bob and out of Revelation and Long Orange dam
Yearling Boars sired by the famous boar The Ranger and out of a
Revelation sow. One of these boars is a real herd boar

The two Revelation sows will be on exhibit Sale day but not for sale at any price.

TERMS: Six months at 10 percent with approved security. 5 percent discount for cash, If torms are wanted, arrangements must be made with owner in advance.

**GROVER SANDERS, Owner** 

Careful conservation of coal is still very necessary if all the people of the United States are to be comfortable and warm this winter. Still we feel it our duty to inform the folks that herculean efforts and a mild fall have enabled us to be in much better condition for immediate coal deliveries than seemed possible a few months ago.

Jones & McLean

We have Cars Lump Coal Rolling. Expect them here the latter part of the week.

In Three Short Months-

# ANOTHER NEW YEAR

Three-fourths of 1922 are passed; the story of their use is written.

And yet a full quarter of the year remains—time enough to make it a record for accomplishment and a solid basis for big success in 1923.

Our full cooperation is extended to make the most of these last three months for our community and its people-for our friends.

FIRST STATE BANK & TRUST CO.

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



Glenola Powelson went to Fri-

Superior Grain Drills are the best. C. O. Lee Hardwaye.

Tom Ivey of Plains, Texas reached ereford Monday morning.

One cent sale this month. Corner Drug Store,

Bake Sale Ladies of the Christian Church will hold a bake sale at Gyles Grocery Saturday, October 21.

Jno. W. Pockett, of Amarillo, was to his city on business Saturday.

Superior Grain Drills are the best. C. O. Lee Hardware. C. A. Skelton reached home the lat

ter part of last week from Dallas. C. S. Walker, of Jumbo district, was in this city on business Monday evening

One cent sale, Oct. 19, 20, 21. Corner Drug Store.

Geo. Karr reached Hereford Satursy morning from a business trip to

Superior Grain Daills are the best. C. O. Lee Hardware.

Mr. and Mrs. G. W. Brumley made a isiness trip to San Jon, N. M., Mou-

Big dance at Umbarger Oct. 21st, up er management of John Parr. Music y Leslie Smith's Orchestra.

One cent sale this month. Corner Drug Store,

First quality Ford Tires, 30x31/2. only Standard guaranteed by Goodear Tire & Rubber Co. Big shipment

One cent sale, Oct. 19, 20, 21. Corner Drug Store.

Miss W. Beckord, of Utica, Nebras ka, reached Hereford Monday morning ss Beckford will visit in the hour of friends, Rev. and Mrs. Theo. Evers.

One cent sale, Oct. 19, 20, 21. Corner Drug Store.

Big dance at Umbarger Oct. 21st, unler management of John Parr, Music by Leslie Smith's Orchestra.

Saturday, October 21.

W. Morgan and his two sons reached home the latter art of last week from a visit in the home of his daughter, Mrs. T. V. Humphrey at Canadian, Texas.

One cent sale this month. Corner Drug Store.

Carload No. 1 Idaho Potatoes on the track in just a few days. We can save

Auction Sale Saturday, Oct. 21

8 Jersey Cows 2 Jersey Bulls, one 2 year old grade, the other 10 months old registered. 1 registered Jersey Bull, 3 years old, will offer at private sale. Jones & Mc-J. B. Phillips. Lean Feed Yard.

Honoring Miss Howard

One of the most elaborate and artistie social features to be given during season was the delightful bridge scheon given by Mrs. Mary Monday and Mrs. Bobo McLean, at the home of the former in honor of Miss Willie Howard of Medford, Oregon, who is here visiting her sister, Mrs. C. C. Fer-

Beautiful ferns and dahlias arranged in graceful flower baskets furnished the attractive decorations for the recelving rooms, where bridge was enjoyed from 11:00 to 1:30 o'clock, when Mrs. Ray Barber was awarded the prize for high score and Mrs. Herbst the concolation for low score. Beautiful guest favors were presented to Miss Howard and also to Mrs. Luther Hough, who is eaving this week for the south.

At 2:00 o'clock the charming hostess es served a delicious and beautifully ppointed course luncheon to the folowing guests: Misses' Howard, Wilon; Mesdames Hough, Ferguson, Allen, Neal, Dameron, Skelton, Herbst, Mer-Holman, Collins, Mothershead,

ds is the last of a number of de lehtful entertainments for which Miss. loward has been the inspiration, as she is leaving soon with her mother for Oklahoma City.



# From Neighboring Towns

The harvest is white in the cotton held of C. P .Caldwell. Many visitors op every day to talk over the prospects of raising cotton on these upper plains. Picking it is an interesting pastime for the school youngsters. Cecil: (politely) "Velma, your sack ms quite heavy, allow me to help

Marguerite: "Do you put Solls and ill in the sack?"

Flossie: "You pick time. don't you?" Rosa Reedy has been a very sick girl

Miss Walker and Miss Combs, teachers of the Fairview School, were visitors at Sunday School last Sunday. "I will chide no breather in the world but myself, against whom I know most

Mr. and Mrs. Fred Berry were dinner guests in the home of O. b. Massie. The menfolks made a flying trip to Summerfield where they obtained a Shetland pony, loaded it between the two seats of the Ford. This pony is now Clifton's, who will ride it to schoo

Mrs. Tom Vaughn, Mrs. Frank Richards and Mrs. Ered Schultz were mong the visitors at Sunday School.

The classes were as busy as bees. Each reported a good attendence.

Class members are like teeth. There was once a man who just let his teeth alone when anything got the matter with them. You might think he'd have trouble with them—but he doesn't. He

Community singing and election of officers was the order of the last Litery ary meeting. W. C. Russell was elected ident; O. L. Massie, vice president; and Miss Rutherford, secretary, Following is the program for our next meeting, Oct. 20, at 8 o'clock:

Community Singing. Welcome address-Clifton and Lois

Reading—Ruth Park.
Debate—8th grade boys. Resolved

That the football game is too rough for high school pupils. Song-Four girls. Reading-Alva May Norton,

Instrumental-Miss Hodges Reading-Perry Caldwell. Monoloque J. L. Groux. Reading-John Matthews

Vocal Duet-Mrs. J. M. Kimmons and Mrs. O. L. Massle.

Mr. and Mrs. Jim Bagwell and children and Mr. and Mrs. Henry Alman The Ladies of the Christian Church returned Thursday from a three days rill hold a bake sale at Gyles Grocery visit at Hart, where they were guests of Mr. and Mrs. Williams, parents of Mrs. Bagwell and Mrs. Alman. Mr. and Mrs. Williams celebrated their tweny-fifth wedding anniversary Tuesday.

Harry Rothwell was sick the first of the week but was able to return to school the latter part. He had quite an attack of tonslittis.

Rev. Fort of Dimmitt spent Monday night with Mr. and Mrs. Emmett Roth-

Our Sunday School had quite a good attendance Sunday morning, most ev-Hereford Produce,
L. H. Spratt, Mgr. year. The election was as follows: Mr. Clayton Williams, Superintendent, Mr. Irwin Hamilton, teacher of men's class, Mrs. Harland Lambert, teacher of the ladies' class, Mrs. K. Roberts, intermediate department, Mrs. John Smith, infant class, Mrs. Max Brownlee, secretary and treasurer, with Vera Hamilton, helper. Mrs. Jim Bagwell was elected planist and Mr. Boyd Kimball, choir leader; Mrs. Jim Bagweil, secretary and treasurer of ladies' class,

and Miss Kate Turner, president. We were glad to have Mr. and Mrs. J. Z. Smith and Mr. and Mrs. Glen Smith with us Sunday and hope they

will come all the time The prayer meeting met Sunday evening with Mrs. Boyd Kimball as leader. The subject was "Prayer," There was a good crowd present and some very good talks were made. Mrs. Irwin Hamilton will be our next leader.

from the morning and afternoon of the

Mr. and Mrs. May Brownlee and

eryone has suffered some loss. Mr. and Mrs. Boyd lost about seventy friers last week, some animal having killed them. They think a swift or a coyote was

Jim Sanders was in Bethel and Big nare this week looking at our hogs. Mr. Buttolph was out in our neigh-orhood Tuesday collecting felephone

Miss Kate Turner spent last weeknd with relatives in Dimmitt, We have been having almost veeks of wind and dirt. There was a slight shower Friday evening and a

fine large "norther" Saturday moraing.

ome are predicting a frost right away.

Born, to Mr. and Mrs. A. L. Haberer etober 8, an eight pound boy. Big Square reports a slight fros inday evening, however the farmers have most of their crops taken care of. Mr. and Mrs. Herman Haberer entertained Mrs. Haberer's sisters and their husbands, of Muleshoe, Sunday.

Mrs. Frank Miller was under the loctor's care last week, but is better at

shipped a car of cattle Wednesday, Mr. egelein went with the shipment Have you a bad cold? If not, you re not in style.

Rev. J. R. Sharp was to begin a week of meetings at the Askren schoolhouse Sunday night, but the thunder and black clouds spoiled the meeting for that night. However, he expects to be here each night this week. Come and help with your presence and prayer. We are glad to note that Mrs. I. L. West, who has had an operation lately, has so far recovered that she has re turned home.

aching day has been chapted Mrs. Ray Hershey was sick one day

fair in the pig club, did not get to go to boy and a hard blow to the pig club. neon had the best pig and worked hard to take care of it and then to be dis soon be too old for the club. good County Agent of our own certain-

ly would be a great advantage to us. Miss Helen Shore, the teacher, is laboring under difficulties seemingly unnec cessary, for last week when the wind was high she had to use two nail kegs with nails in them to keep the school house door shut. The building is sanibut nothing has been done since toward finishing and getting ready for winter.

bureau meeting at the school house called at the suggestion of U. G' Randall and W. Arterburn. Mr. Randall is one of the twenty-one directors of the Texas Wheat Growers Ass'n and Mr. Arterburn is a Farm Bureau worker. Both men are Plains farmers and enthuslastic workers for the cause of cooperative marketing of farm products. They found our bunch most all signed up but got a few more names added to to the fist, Thus we gain a little all

# Flowers

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## LISTEN

We are told that 84 men out of 100 are dependent upon others at age 65. Every one of the 84 had ambitions, but they lacked Something Else-not earning capacity in most cases—they lacked the obligation to Save during the productive period of their lives.

BUILD YOU A HOME

Rockwell Bros. & Co.

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		A STATE OF THE STA
Chassis, Regular	F. O. B. Detroit \$235.00	F. O. B. Herefor
Chassis, Starter	\$305,00	\$398.00
Runabout, Regular	\$269.00	\$360.00
Runabout, Str. & Demount	able Rim, \$364.00	\$433,00 \$459.00
Touring, Regular Touring, Starter Touring, Str. & Demountab	\$368.00	\$463.00
Coupe, Str. & Demountable Sedan, two door, Starter an	Rim\$530.00	\$489,00 \$632.00
sedan, four door, Starter a	\$595.00	\$699.00
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# THINK

# Opportunities Are Slipping By!

Have you thought of the opportunities that have slipped by because you had no money to take advantage of them? A good bank account is the remedy for that trouble.

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