

Better Buy That Cotton Seed Now!

The Hereford Brand

Turkeys, Chickens, Hogs—In 1923!

TUESDAYS—TWICE-A-WEEK—FRIDAYS

THIRD YEAR, NO. 2

HEREFORD, DEAF SMITH COUNTY, TEXAS, TUESDAY, JAN. 30, 1923

OZARK TRAIL THRU HERE OFFICIALLY

BUSINESS MEN TAKE MEMBERSHIP FOR THREE YEARS

OFFICIALS HERE

President and Vice President Present Trails Plan of Work

The last official act necessary to insure the Ozark Trails route for Hereford was taken at Monday's luncheon at the Stockmen's Cafe when the Hereford Chamber of Commerce voted to accept the proposition of the Trails of fields for a three year's program. The city of Hereford was asked to contribute the sum of \$75 per year for three years to the organization expense of the association, and to provide its prorate of the expense of erecting official signs through the country when ready for erection.

The history, plans and hopes of the Ozark Trails association were presented to the business men by County Judge Sweepston of Tulsa, general president of the Ozark system, and W. C. Hubbell of Amarillo, vice president for Texas. President McDonald pointed out to the visitors that Hereford had never been particularly enthusiastic about the Trails since the memorable convention at Amarillo several years ago, when politics entered into the convention and the best route was sacrificed to financial considerations, apparently. Judge Sweepston admitted that there has been some confusion in the past, but earnestly outlined the plans of the new officials now in charge of the route and their determination to make of the Trails the best advertised and best traveled transcontinental route in the country. He opposed the building of hard surfaced roads in this section exclusively, and cited the fine dirt roads possessed above the caprock at all seasons of the year, where properly maintained and compared the large difference in cost as between them and hard surfaced roads. He explained that at the Stillphur, Okla., convention last summer Mr. Hubbell had fought a hard fight for Hereford and this stretch of road from Bovina to Amarillo and finally had secured a branch of the Trails over this road. He stated that the maps of the association would show the new route when next issued provided the towns along this branch accept the proposition made them for maintenance charges.

Mr. Hubbell, a blunt man with dogged determination to have good roads near this section, explained that he had always stood for Hereford, and that it is one of the most attractive towns in the Panhandle, and had always believed this to be the logical route for the trails to take east and west. He said he had fought out battle single handed.

FOR TRADE—A young mule. Reasonably ap-
lauded sentiment
accepts, with
new sign will
of the Here-
based signs of
bath. Barn, orchard
1-2t

Methodist—The Methodist church had their first building of the year, 1923, at the church of sixteen officers and attendance of thirty. The reports were good and her committee work in each church is being reorganized and headway in one having that "we through Christ" a program of on a broader basis this year's work is in a devoted

First Picture of French Forces in Essen



It was exactly 1.45 P. M. when the French cavalry rode into Essen, if the clock of the railroad station at the left was correct. This exclusive picture is the first taken of the actual occupation of the German coal center by the French forces. Streets were crowded by Germans out to see the entrance of the invaders.

Shirley Offers A Splendid Gift To School Board

Through the public spirit and generosity of T. E. Shirley, the Hereford Independent School District is about to acquire title to a tract of land, comprising between five and six acres of land, immediately joining the high school campus on the northwest. The gift has been tendered by Mr. Shirley, under certain conditions, and will probably be formally accepted by the board of trustees at their next meeting.

Mr. Shirley, a pioneer in this section, now spends most of his time at other points with his children, but still calls Hereford his home and carries in his mind an enlarged vision of a bigger and better and more beautiful Hereford of the future. He gives this tract of land to the school district with the provision that it be called the High School Park, that it be planted to trees and beautified, and that it shall be used for park purposes exclusively and not for a playground.

The city water mains do not run out as far as this tract at present, and there may be a little difficulty in meeting the terms of the gift for this reason, but the board feels that it is only a question of time until water will be available and that meantime the ladies clubs and other civic organizations of Hereford will aid in putting out trees and shrubbery and in planning for a future park that will be of great value and enjoyment to the school district patrons and pupils.

This splendid gift by Mr. Shirley shows a public spirit and disinterested generosity that is greatly appreciated by the citizens as a whole. It is through such men as this that cities of the future are planned and built with vision and forethought for the generations to come. Hereford is indeed fortunate in possessing a citizen who is as a citizen and as a property owner.

HEREFORD MEN ARE OFFICIALS IN PANHANDLE GUN CLUB

A meeting of gun club enthusiasts of the Panhandle was held at Amarillo last Friday which was attended by D. L. McDonald, Allen Bell and Virgil Cunnning, representing the Hereford Gun Club. The Panhandle association was reorganized for the coming spring season and Hereford had the distinction of securing both the president and the secretary of the association. Allen Bell being named president and Virgil Cunnning secretary. Association shoots will begin about March 15, while the local club will begin practice as soon as the birds arrive. Several new clubs are said to be organizing for the season and the outlook is for the best summer's sport in the history of the Panhandle association.

BETTER SERVICE TO BRAND PATRONS ON RURAL ROUTES

Reorganization of the Brand mailing list has been made this week in order that the subscribers on the rural route and the star route will get their papers at least one day earlier. The R. F. D. Brands will be mailed Tuesday and Friday nights and Saturday mornings. Likewise the Brands that go on the star route will be mailed at the same time so that every star route subscriber should get his paper the day following publication. Subscribers who fail to get their papers on time are earnestly requested to report at once to this office.

Everything Now Ready First Dollar Wednesday

The coupon tickets for Dollar Wednesday have been issued to each merchant member of the trades day agreement, and the business houses are now all ready for Hereford's first Dollar Wednesday, January 31.

Schools Closed Balance of Week Account Sickness

The Hereford city schools were closed at noon Monday for the remainder of this week. This action was taken because of the prevalence of the flu. So many children are absenting themselves from school and so many of the teachers are unable to attend classes that the board considered it wise to discontinue the studies for a few days until more normal conditions prevail.

COLONIAL TEA IS POSTPONED AGAIN ACCOUNT SICKNESS

The Colonial Tea at the Courthouse for the benefit of the U. D. C.'s, which was postponed last week to this, has again been indefinitely postponed on account of the sickness in the community. The new date will be announced later.

Farm Bureau Day At Cordova Luncheon Next Monday

Next Monday's luncheon of the Hereford's Chamber of Commerce will be held at the Cordova Hotel, and will be designated as a special Farm Bureau Day, the program being devoted to addresses by informed men on the Farm Bureau movement.

For some time past officials of the county bureau have signified a desire to present the farm bureau plan to the business men of Hereford, so that a more clear and cordial understanding might be arrived at. This desire has led to the arrangement for next Monday—Judge L. Gough will make a special trip from Amarillo for the occasion and will present the general plan of the Bureau and its results to date. Ray Hershner, who represented Deaf Smith county at Dallas recently at the state meeting of the Texas Farm Bureau, will make a report of his trip and what he learned at this meeting. The work and purpose of the local county bureau will probably be presented by C. P. Galley, or some other official of the organization.

An effort will be made to secure a large representation of the business interests of Hereford at this meeting as the business man anywhere depends upon the farmer and there can be no better way of inducing a quick prosperity than a cordial and working understanding between the business man and the producer.

A FORMER RANGER CITIZEN RETURNS TO CITY OF OIL

J. W. Shook and family left Hereford Monday morning enroute for Ranger, Texas. Mr. Shook and family have been running north of Hereford for the past year. The Shooks were formerly from the Ranger country.

RARE DOUBLE OFFERING FOR LOVERS OF MUSIC SET FOR THURSDAY NITE

LAST LYCEUM NUMBER AND A FAREWELL BAND CONCERT HONORING PROF. R. N. BROTHERS BOTH TO BE GIVEN AT THE STAR

BAND CONCERT PROGRAM IS FREE

Lyceum Ticket Holders Hear Both for one Price. Band Boys Greatly Appreciate Work of Mr. Brothers and Give Concert as Parting Mark of Their Good Will

A double musical number of rare merit and unusual attractiveness is offered the people of this community on next Thursday night, February 1, at the Star Theatre.

Beginning sharply at 7:15 The Henderson Trio, last Lyceum attraction of the season, will appear. When their program is finished about 8:45 the Hereford Band, with Prof. R. N. Brothers leading for the last time, will present an hour's specially prepared program.

The band concert is free. Immediately after the close of the Lyceum number the doors of The Star will be thrown open and all those who desire to hear the band but who could not attend the lyceum number will be admitted to the band concert without charge.

The double arrangement has been made because of the fact that neither the lyceum nor the band concert dates could be changed. Prof. Brothers leaves for his new work at Willis Point, Texas, Friday morning. Every night this week, except Thursday, he is engaged at Canyon. The members of the Hereford Band, every man jack of whom entertains the very highest regard for him, felt it their privilege and duty to compliment Prof. Brothers with a Farewell Concert. For two years he has labored hard and conscientiously to build up a band in Hereford that now ranks as the best in all West Texas. There was no other night open but Thursday and that conflicted with the lyceum. Therefore secretary Johnston Pitman of the lyceum committee and the band boys had a conference and decided to put on a joint program. Holders of lyceum season tickets may hear both concerts without extra charge. Those who purchase single admission tickets for the lyceum will have the same privilege. Those who do not attend the lyceum may hear the band afterwards without charge of any kind.

Wednesday Absolutely Last Day To Pay Poll Tax

Wednesday is the last day in which you can pay your taxes without a penalty!

Tuesday the city, county and state, and school district headquarters were very busy as the last-minute people began to roll in. Wednesday is expected to be jammed with business from daylight to after dark, as usual.

Many people who are not paying poll taxes this year may be sorry for this false economy before the year is out. There are sure to be several elections of one kind or another called and the fellow without the legal right to vote must stand around and watch the other man "run the government" for the time being. Chinese don't have poll taxes in Texas—most good Americans do.

Jig Saw Puzzles



Cotton and Poultry Meetings Are Set for Saturday

Two meetings are scheduled for the courthouse next Saturday afternoon at the same hour, 2 o'clock. One is for cotton farmers and the other will be for members of the poultry association. The two cannot be held together, therefore they will be separated and held in different rooms. Although they are both money meetings and will be given the same talk, a cotton farmer should be an "early bird" meeting in which efforts will be made to have the best with past experience in this country tell how to prepare the land, how to plant, how to cultivate, etc. The poultrymen are especially interested in the coupon question and want every man and woman in this community with coupons to be present or send information to how many they have.

January 31st is Hereford's First "Dollar Wednesday"

"Sentiment"

Every man has a sentiment about his business. He just can't help thinking a whole lot of the customer who sticks to him. This old established Agency appreciates its long line of Policy holders. Our 25 years of Insurance Experience is always at your service.

Every one who has ever had a loss in this Agency is our friend.

T. E. WILSON INSURANCE AGENCY.
Build not for a Day, but for All Time.



DIMMITT

The flu is still raging, and more cases developing every day. None of the cases are considered very serious yet and we are hoping this record will hold.

The small son of Mr. and Mrs. Cliff Kellam has been very ill for the past two weeks but is now improving.

Mrs. Morris Kembell, who has been suffering for the past week with appendicitis, left Thursday morning for Temple, Texas, where she will undergo an operation. Her mother, Mrs. Jarrett, and her husband, Morris Kembell, accompanied her. We hope she will soon recover and return home.

Dr. Miller took Mrs. Powell of the Mulkey community to the Plainview sanitarium Thursday for an operation. Mrs. Powell has been sick for three years and her condition was considered very serious. We hope she will soon be well as she has wished to be for so long.

J. W. Alexander has been quite ill but is some better at present.

Mrs. E. H. Noble and children moved back to their ranch near Dimmitt this week.

Carlos Reynolds and Miss Annie Crawford motored to Happy, Texas Wednesday for a visit with Mrs. Crawford's parents and other relatives. They returned Thursday evening.

J. C. Knox of Wayside was in Dimmitt transacting business this week.

Bruce McLean made a business trip to Plainview Friday.

Judge and Mrs. Ray Shetty motored to Plainview Friday, where the Judge attended to some business. They came back by Hart, Texas and attended the Literary Society Friday evening.

Judge R. Shetty and Mr. B. D. Woodlee made some very interesting talks on independent school districts that they are trying to organize.

Mrs. C. E. McLean of Hereford was in Dimmitt this week but left Friday for a visit with her daughter, Mrs. Hodges of Lubbock.

Miss Annie Crawford is spending the week with Mrs. Mayes Miller.

There was no prayer meeting Wednesday evening; nor choir practice Friday evening on account of so much flu.

Word was received Thursday evening of the illness of Mr. Cooper Woodburn, of Silverton but he was reported improving later.

Mrs. E. H. Noble subscribed for the Hereford Brand this week.

Mrs. Bert Fuller, who has been real sick with the flu, is much better, we are glad to state.

Judge C. E. Kerr returned Wednesday from Canyon after a few days visit with his family.

J. A. Johnson, ex-sheriff, visited the sick over the county with Dr. Miller Tuesday.

Mr. and Mrs. A. M. Brownlee and daughter, Maxine, and Joe Durce motored to Elida, New Mexico, last week for a visit with a cousin they had not seen for fifteen years. They returned this week. A fine trip and a good time was reported.

Miss Hazel Boone took sick with the flu Saturday.

Dad Mapes is quite sick this week. We hope he will soon be well again.

Mrs. Ralph Patton and son, Billy, spent this week with relatives in Tulsa returning Friday.

Mrs. S. J. Cone is on the sick list this week.

The Sale was well attended Wednesday at the Maud Rippy home. Everything sold well and everyone enjoyed the fine free lunch.

(Too late for last issue)

Rev. G. H. Fort stated Monday that he preached at Frio schoolhouse Sunday and after services he went to his car to come home and found it full of the very finest cantaloupes, that the good folks of that community had given him. This makes two poundings that have been given Rev. Fort and family this year, and he wishes to thank both for them, as he feels very grateful to them. The other poundings was given him in Dimmitt two weeks ago. The Methodist Missionary Society of Dimmitt also gave him a beautiful friendship quilt on the evening of the poundings at the Dimmitt parsonage.

There are more than thirty-five cases of flu in Dimmitt and Castro county this week. First cases were discovered Friday night when Dr. Miller was called to the Tucker home south of here. The school was closed Tuesday by the County Health Officer. We hope everyone will soon recover.

Mrs. E. C. Powell of the Mulkey community, is very sick, suffering from bladder trouble. She will go to Plainview Sanitarium Thursday for operation.

Mrs. E. Hightower is spending the week with Mrs. Mayes Miller.

Johnston is home again, after a week's visit with relatives in Texas.

Cowser family are all ill. Mrs. Elta Brash-

cars is nursing them and we sincerely hope they will soon recover.

Mrs. Reeves, teacher in the public school here, is very sick with flu, but was reported some better Wednesday.

NAZARETH

Mr. and Mrs. Ted Dirks are the proud parents of a fine little girl, born Tuesday.

Frank Wilhelm was in Hereford Tuesday.

Edward Kern was in Amarillo Sunday.

Miss Ida Bureau of Nebraska is visiting her sister, Mrs. Philip Acker.

Bill Stork was in Tulsa on business Saturday.

John Lange attended the railroad meeting at Tulsa Saturday afternoon.

Henry Hoelting and son attended the sale Tuesday.

Miss Eleanor Helman returned Thursday, after a few months visit with relatives and friends in Nebraska.

Frank Huseman and Miss Katie Litsch were married at the Secret Heart church at Amarillo last Monday morning. This was quite a surprise to their many friends and relatives at Nazareth. Mr. Huseman and bride arrived at the home of the bride's parents, where a wedding dinner was served, only near relatives being present. Mr. Huseman is a prosperous farmer near Nazareth. The bride is the daughter of Mr. and Mrs. W. Litsch of this place. Many best wishes to the happy couple.

Mrs. Nick Stork returned Wednesday, after a few months visit with relatives in Florida.

FRIONA

W. W. Ryan returned to the Panhandle Tuesday morning, after a few weeks visit with homefolks in Kansas City.

It would just be simply hard to beat the kind of weather we have been having just to live in, but the farmers think they would be mighty glad to submit to something a little more unendurable than this for a while at least if it would come in the form of moisture, that is, either rain or snow.

Not a great deal of winter wheat was sown here and we have heard of only one man who has anything to show for what he has sown. He says his wheat, which is across the line in New Mexico, is looking as well as he could ask for the time of year.

Some people are planning to begin sowing either spring wheat, oats or barley in February whether it rains or not; but say they will not plant anything until it rains.

The presence of a few prospective land buyers in town the past week has at least a tendency to break the monotony of business life here whether anything tangible really results from it or not. Here's hoping someone has the courage to make a dive and stir up a commotion, however slight, on the placid surface of the stream of business.

Our basket ball teams and the entire

high school class journeyed to Bovina Friday with the expectation of playing the championship game of the county with the Farwell team, but on arriving there it was found that some irregularities existed in the arrangements for the final game and it was called off for the time. So far as we are informed no definite arrangements have been made for the game.

Henry Jones, the Friona barber, who has been in the hospitals first at Hereford and then at Lubbock, for the past several weeks, returned home Sunday morning. He endured an operation for appendicitis, and while he is not yet fully recovered, he is able to be about and his friends truly appreciate having him with them again.

It is interesting to note the fact that so many of the farmers and farmers' wives are taking care to secure a goodly number of the best obtainable Bronco turkeys for breeding purposes.

There are also a number of high grade cockerels of the leading breeds of chickens being shipped into the community with which to improve the poultry flocks of the various farms. This must be considered a substantial evidence that the farming population is gradually awakening from the languor into which they had been lulled by the ailments of the white-faced cattle business of recent years.

Mr. and Mrs. Max Brownlee of near Dimmitt, were here Monday on a combined social and business visit.

BETHEL

Born, to Mr. and Mrs. Emmett Rothwell Monday, January 29, a son.

More cold and cloudy weather this week.

Although the flu seems to be surrounding us so far we have only a few cases. A. M. Brownlee's family are sick at this time and Minor Macken is just recovering. That is all, outside of a few colds.

Mr. and Mrs. Ed Smith and Leland attended the Channess sale at Joel Tuesday.

Mr. and Mrs. J. E. Hamilton and children of Roswell visited in the home of his brother, Irvin Hamilton Friday and Saturday. The two families spent Saturday in Hereford. Just before returning home Mrs. J. E. Hamilton suffered quite a painfully smashed hand. The car door was slammed shut catching the hand. Mrs. Hamilton was taken to Dimmitt where Dr. Miller treated her hand. The Hamiltons returned to their home Sunday.

Among those attending the sale at Maud Rippy's Wednesday were, Mr. and Mrs. Ed Smith, Irvin Hamilton, K. Roberts, and Loyal Lust. K. Roberts purchased a number of cows and Loyal Lust a Jersey cow.

Mr. and Mrs. Ed Smith, Leland and Evelyn, and Loyal Lust attended the pie supper at Big Square Wednesday evening.

Mr. and Mrs. H. F. Lambert entertained for the young people Saturday evening. Tables were arranged for progressive "42" and the evening was spent in playing this game. At a late hour refreshments of cocoa, whipped cream and doughnuts were served. There were some thirty guests present from Big Square and Bethel.

Mr. and Mrs. Ed Smith and Evelyn attended a business trip to Amarillo Friday.

BIG SQUARE

Outside a few colds there has so far been no flu reported except the Roy Haberer family. Mr. and Mrs. Haberer and Roger have all been sick. Mrs. John Haberer came down from Hereford Tuesday to nurse them and returned to her home Thursday afternoon.

Mother Branson was called to Plainview Thursday on account of illness in her daughter's family.

Mr. Gilford Branson took his mother to Plainview in their car.

Miss Mildred Redfern spent the week end with relatives in Clovis.

Among those attending the sale Wednesday at Dimmitt were Art and Herman Haberer and Vern Lust. The Haberer boys both purchased Jersey cows.

The pie supper given at the school house Wednesday evening was a great success. It was for the benefit of relief work and something over fifty-five dollars was cleared. The musicians from Muleshoe furnished the program for the evening and were very highly praised. We understand they charged no fee other than their gasoline bill, but were given a free will donation. Everyone reported a delightful time.

Mr. and Mrs. Watson, daughter, and Miss King of Red Tower attended the pie supper Wednesday evening.

WYCHE

The dinner at Wyche last Sunday was quite a success, for there were lots of good things to eat. Guests from Hereford were Rev. and Mrs. Lipscomb. In the afternoon Rev. Lipscomb delivered a very impressive sermon.

Mr. and Mrs. Lee Mitchell of Clovis spent the week end with Mrs. Mitchell's parents, Mr. and Mrs. A. E. Edwards.

Miss Christine Nutter spent Sunday night with her friend, Miss Gladys Gold. She will also remain Monday night to attend the surprise shower to be given to the newly wedded couple, Mr. and Mrs. Patt Hightower, on the McNeerney place.

Mrs. J. S. Wyche and Miss Nell Wyche visited Mr. and Mrs. Guy Edwards Friday afternoon.

Miss Alfreda Henderson spent Saturday afternoon and night with Mrs. Charles Paddock.

Mrs. A. E. Edwards visited Mrs. J. S. Wyche last Friday.

Misses Ruth and Alberta Dugan visited in the R. L. Elliston home last Tuesday.

Glenn Boardman is making an extensive visit to his aunt in Los Angeles, California.

Mrs. J. A. Goodwin returned home Monday after a visit with her daughter, Mrs. Garner at Bloomberg, Texas.

Mr. and Mrs. Edgar Mosley entertained Mr. and Mrs. Ed Cox Saturday evening. Many interesting games of "42" were enjoyed.

Patt Hightower, formerly of this place and later of Amarillo, has returned with his bride, a Chillicothe girl, to live among us again. Mr. Hightower is a young man of strong character who is well known and well liked in the community and numbers his friends by all who know him. His bride we do not know but we feel sure that the lady of his choice is of sterling worth and charming personality.

Mr. and Mrs. Hightower are at home on the McNeerney place, 6 miles south of Hereford, and their many friends wish them a long and happy life.

Misses Ruth and Alberta Dugan visited in the Wyche home Wednesday.

Everyone come to Sunday School next Sunday afternoon at 2 o'clock and start the New Year off right.

Mr. and Mrs. Guy Edwards spent Friday and Sunday nights in the home

of Mr. Edwards' parents, Mr. and Mrs. A. E. Edwards.

Misses Elith Elliston, Alma Knox and Alfreda Henderson spent last Friday evening with Miss Nell Wyche and Mrs. J. S. Wyche. Several games of "42" were enjoyed.

Most of the men of the community worked all last week on the big hill at the Frio and are working again this week. We expect to have a good road to Hereford after a while.

Miss Mamie Hoffman is attending school at Happy.

Miss Christine Nutter was hostess to a number of friends last Friday when she entertained with a "pitch" party.

Mrs. Harvey Nunn visited with Mrs. J. J. Clayton Monday afternoon.

Messrs. Jim Nutter and Frank Hembre went to Amarillo Tuesday.

Mr. and Mrs. Leo Wolf and family spent Sunday with Mr. and Mrs. Ira Cochell in town.

Good Printing at the Brand



HINES & O'BRIEN
Hereford, Texas

Coals

We still have some of that good Colorado screened nut coal at \$11.00—the best buy for nut coal that we know of. The next car will cost \$1.00 more. We are expecting a big car of Colorado fancy lump today. We are selling the nut from our bin and will sell the lump from the car direct to you without dirt—we sell coal not real estate. Phone your orders 388.

Hereford Light & Power Co.

Phone 388

"We know what you want"

At Your Price!

As Receiver for the Tomamichel Estate I am advertising for sale four sections of land described as Sections Number 62, 59, 61 and 60, Block K-4 Deaf Smith County, Texas. This is all patented land and unimproved. It is well located eight miles due North of Hereford on the Avenue Vega road. The improvements are located in about the center of the four sections of land. Under the law and court order the Receiver is permitted to sell the land for cash or on terms as would best serve the interests of the Estate. I am, therefore, asking for cash bids or one third or more cash and balance in not to exceed four equal payments at eight per cent annual interest. All bids must be submitted net to the Estate. As Receiver I am permitted to sell this land at an attractive price. Abstract of title is ready to deliver; deed will be executed direct from Receiver to purchaser. Trustee reserves right to decline all bids. No bids will be furnished on request.

Address,
W. E. Dameron, Receiver

HOW TO SAVE MONEY

Second—

Save Systematical

Every pay-day, or at a stated interval (the more frequent the better), make a deposit to your account; and do it WITHOUT FAIL!

In saving, if you hesitate you'll lose. Don't let anything take away the money you resolve to save.

One Dollar Starts an Account Here

FIRST STATE BANK & TRUST CO.

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

Standard Four Casings

Fabric 30x3	\$ 8.50
Fabric, 30x3 1/2	9.50
Cord, 30x3 1/2	11.00
Cord, 32x3 1/2	14.00
Fabric, 32x3 1/2	11.60
Fabric, 32x4	14.75
Cord, 32x4	18.50
Cord, 33x4	19.00
Fabric, 33x4	15.45
Fabric, 34x4	16.00
Cord, 34x4	17.50
Cord, 32x4 1/2	24.00
Cord, 33x5	30.00

Premo, a Good Cheap Casing

30x3	\$7.00
30x3 1/2	8.90

In stock, Oldfield, Firestone, Federal, Vacuum Cup Casings. Tubes, plenty of them.

Kerosene, 5 gal.	65c
Ford Timers	90c

W. C. Fallwell Filling Station

Gathering Speed!

Like a great Transcontinental Flier, that Semi-Annual Clearance Sale gathers speed day by day thru the pull and power of REAL VALUES, REAL PRICES, COMPLETE STOCK
 Shrewd buyers are laying in supplies for their families while such a rare opportunity offers itself.
WE LIKE TO MEET FOLKS FACE TO FACE! Visit us!

Fox Mercantile Co.

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—Ford Sedan and Roadster, in A1 shape. Cheap. The Popular Store, Hereford, Texas. 3-1t

FOR SALE—About 50 head of good Hereford cows, 5 and 6 years old, about 12 calves by side. Price \$35 if sold at once. Phone 9002-F2. Alford Bellah, Canyon, Texas. 3-2t-Pd

FOR SALE—Bundle Sorghum feed, on Heard Irrigation Farm. J. E. Cockrell. 2-2t

FOR SALE—Pure blood White Leghorn Cockerels, 75c each. Mrs. D. E. Turrentine. 2-2t

FOR SALE—Victrola with 61 records. Write box 542, or Phone 87. Price \$75.00. Practically new machine, records are all in good shape. Terms to right party. Mrs. Lem Chesher. 2-5t

FOR SALE—A few good Rose Comb R. I. Red cockerels, from the Lester Tompkins strain. Dr. J. W. Hicks. 2-3t

FOR SALE—Good young work mules ready for work. W. A. Daugherty. 2-3t

Plan to "Plant Another Tree Now" Landrum's Fruit, Grape, Berry, Shade and Ornamental collection is indispensable to every home. We have been gathering up the best for 30 years. Price list ready. Hereford Nursery Co. 104-8t Hereford, Texas.

FOR SALE—Or rent, 160 acres 6 miles south of Hereford. Mrs. E. E. Evans, 104-4t-Pd Mercer, Mo.

FOR SALE—One Mammoth Jack. Owner, Percy G. Shepard, Dimmitt, Texas. 102-1t

FOR TRADE—A 1921 Buick for good young mules. Renfro & Sons. 3-4t

FOR RENT

FOR RENT—Good 5 room house with bath, Barn, orchard and garden. 1-2t. A. H. Elliston.

WANTED

WANTED—A good second-hand windmill. Must not be over two years old. Eclipse preferred. Phone 208. 3-1t-Pd Mrs. J. S. Wyche.

WANTED—A girl to do light housework. Apply at The Popular Store. 2-2t. Gaston Baer.

WANTED—To exchange trees for feed. Hereford Nursery Co., Phone 90. 104-4t

HOUSEKEEPER WANTED—Mature, intelligent woman, in good health, for general housework, no washing. Best wages and good home. Permanent place to right party. Apply at Brand Office. 104-1t

Methodist Missionary Society

The Methodist Missionary Society had their first business and social meeting of the year, Wednesday, January 23, 1923, at the church with fourteen out of sixteen officers present and an attendance of thirty-two members. Splendid reports were given by each officer and her committees, showing that the work in each department has been reorganized and has gained quite a headway in one month's time, and believing that "we can do all things through Christ which strengtheneth us," a program of prayer, study and service on a broader scale is being planned for this year's work. Bro. Lipscomb gave us in a devotional from the 10th chap-

ter of John a standard of Christian living, viz., "to know Christ, to be like Him and to hold Him up" and he urged every woman to do these three things. After the regular routine of business was disposed of an enjoyable hour was spent with Mrs. D. W. Hawkins, Mrs. J. W. Houston, Mrs. Clarence Smith and Mrs. J. Frank Potts as hostesses.

Believing we should "give flowers to the living" a basket had been prepared with the names of the members of the Missionary Society, and as we shut our eyes, we were told to draw a name and that we were to say something good about the person whose name we had drawn. In other words, "to throw a verbal bouquet." Miss Lucy Reed, who is soon to leave us, was presented a written bouquet in the form of visiting cards on the back of which were written messages of cheer and appreciation of her, the whole being tied together in a little booklet.

Mrs. A. C. Thompson's violin solo, "Angels Serenade", and Miss Lennis Anthony's piano solo entitled "A Rose Garden," were beautifully rendered and added much to the enjoyment of the meeting.

The hostesses then served Angel Food cake, apricot pudding with whipped cream and tiny old fashioned bouquets were placed on each plate as favors. The following committees were appointed for the year:

Executive Committee—Mesdames Rolosen, Rutherford and W. E. Dunlap.

Members-Ship—Mesdames Stegall, Rice Ward and Curtis.

Church—Mesdames Spratt, Black, Welliver and Carlyle.

Extension—Mesdames Heard, H. H. Hawkins and J. B. Jones.

Prayer—Mesdames Ward, Black, Lipscomb and Rolosen.

Stewardship—Mesdames Ward, G. A. F. Parker and Ino. Edwards.

Phone—Mesdames Bryant, Jacobsen, Curtis and Welliver.

Treasurer's—Mesdames Harrison, H. N. Hawkins and Miss Lula Edwards.

Parker's—Mesdames G. A. F. Parker, Harrison, Rice, Fox and Houston.

Finance—Mesdames Rice, Stegall, Sites, Rutherford, Hammer and Edwards.

Study—Mesdames Houston, H. H. Hawkins, Thompson and Rolosen.

Y. P. M. S.—Mesdames J. R. Jones, J. F. Ward, Chas. Purcell and Miss Livingston.

Juniors—Mesdames Stegall, W. O. Fox, Borden, W. E. Dunlap, Jacobsen and Newell.

Social Service—Mesdames W. O. Fox, G. W. Heard, Stegall, Miss Griffith and Bro. Lipscomb.

Loving Ministry, or Supply Com.—Mesdames Clarence Smith, Spratt, W. E. Parmer, W. S. Williams and E. B. Black.

Local Supt. 1st. Program—Mesdames D. W. Hawkins, G. A. F. Parker and Rolosen.

2nd. Parsonage—Miss Lula Edwards, Mesdames Spratt, Harrison, Rice and Hawkins.

3rd. Sick and Strangers—Mesdames D. W. Hawkins, E. B. Black, W. E. Parmer, Rice, Edwards and Lipscomb.

Charity—Mrs. Sherm Williams.

Voice Program—Mesdames Hodge, Ward and Purcell.

Kitchen—Mesdames Sites, Rice and Fox.

Michelin Casings and Michelin Tubes are the best.

Thompson Garage

Quality is Paramount

We are glad to add to our roll three new members, Mesdames Beyer, Carlyle and Olive Edwards.

Kansas City Live Stock Bulletin

Market compared with last Monday. Cattle steady. Hogs, 45c higher. Sheep 75c higher. Prospects steady market balance of week.

BEEF STEERS:
 Good to Choice 9.25 to 10.00
 Fair to Good 8.00 to 9.25
 Common to Fair 7.00 to 8.00

FEEDERS:
 Good to Choice \$7.50 to \$8.25
 Fair to Good 6.75 to 7.50
 Common to Fair 5.00 to 6.75

STOCKERS:
 Good to Choice \$7.00 to \$7.75
 Fair to Good 6.25 to 7.00
 Common to Fair 5.00 to 6.25

Stock Cows and Heifers: 3.00 to 5.50
Stock Calves: 4.00 to 7.50
Stock Bulls: 3.50 to 5.00

BUTCHER COWS:
 Good to Choice \$5.50 to \$6.50
 Fair to Good 4.00 to 5.50
 Cutters 2.75 to 3.50
 Cannors 2.25 to 2.75

HEIFERS:
 Good to Choice \$5.50 to \$7.00
 Fair to Good 4.50 to 5.50
 Common to Fair 3.50 to 4.50

CALVES & YEARLINGS:
 Baby Beef \$8.00 to \$9.25
 Killers 6.00 to 7.00
 Veals, Fair to Good 8.00 to 10.50
 Veals, Common to Fair 4.00 to 8.00

BULLS:
 Killers and Bolognas \$3.50 to \$5.00

BOGS:
 Light \$8.30 to \$8.55
 Heavy 8.10 to 8.40
 Packing Sows 7.25 to 7.60
 Pigs 7.50 to 8.25

SHEEP:
 Fat Lambs 13.50 to 14.75
 Lambs, culls 7.00 to 9.00
 Wethers 6.50 to 8.00
 Fat Ewes 6.00 to 7.50

RECEIPTS: Monday Last Week
 Cattle 17,000 45,400
 Hogs 14,000 72,900
 Sheep 4,000 36,600

LEE LIVE STOCK COM. CO.
 January 22, 1923.

Hog Men!!

If we had the ability to convey to you the absolute fact that you would at least get 2 for 1 on each dollar invested in Vigor Tone Mineral Mixture and Get's 'Em Liquid Worm Expeller, not ANY of you would be without it. Protection and extra gain are CERTAIN.

Information gladly given.

E. H. Shore

Phone 237 District Manager.

Big Shooting!

Frank Sez, "A man shot seven in a crap game."

If you can't visit the store, just phone your wants.

We crave your business.

Frank A. Gyles

GROCER
 Quality is Paramount

Seed Smut

Many recent inquiries have been made regarding the treatment of seed infected with smut. There have been many losses from this dreadful disease in corn, grain sorghum, wheat and oats. It is estimated that 15,000,000 bushels of corn are annually destroyed by this one fungus disease alone. It is therefore up to the farmer to adopt measures of control of this disease to help reduce these heavy losses. There are two treatments that are recommended for smut, the hot water treatment, and the formaldehyde treatment. The former treatment is as follows: a water tub filled about two thirds full with hot water, temperature of not less than 140 degrees Fahrenheit nor more than 142 degrees. Pour grain from sack into tub and thoroughly stir for about 30 or 40 minutes, then drain off water and allow grain to dry thoroughly. Be sure your water is at the right temperature. If it is too hot it will destroy the germinating power of your seed, and if too cold it will not kill the smut germ.

The formaldehyde treatment is as follows: Mix 1 pint of formaldehyde with 50 gallons of water thoroughly. Use water soaked barrels or tubs and allow the grain to soak for about one hour. Drain off water and dry thoroughly. You may use a spray and spread grain on a wagon sheet on floor and turn with spade mixing thoroughly, and allow to dry. This application should be made just before the grain is planted.

Remember that the control of smut in corn or grain sorghum is much more difficult than in wheat or oats. There is a lot of the germs that live over the winter in the fields. The only method to destroy these germs is to change your corn land for other grain. The question of crop rotation in this section is a problem since most land is used for grain, but when cotton acreage in this section is increased, a system of

Ca-pons

Get your capons good and fat, we are expecting a capon buyer about February 15.

Golden Rule Produce

H. H. Hawkins, Mgr.

complete rotation can then be worked out. So do not be disappointed if you find some smut in your next grain crop where you treated your seed. Just remember that the disease was in the soil when your grain was planted.

Good Printing at the Brand

The American embassy, at Buenos Aires, is to be moved from over the old mattress shop, which quarters it has occupied for year, and will be installed in the new headquarters consisting of an entire house comparing favorably with the embassies and legations of eight other nations.

1921 1923

Cotton Planting!

We are in position to figure with you on Cotton Planter attachments, or Cotton Planters complete.

GARRISON BROS.

Looking Ahead

Every man looks forward to the time of life when, surrounded by a happy contented family, he can smile benignly upon the world, and feel that he has earned a rest.

The foundations of comfortable wealth are laid in youthful years; the years when your earning capacity is the greatest.

What are you doing for your future comfort?

First National Bank

Cold Pressed Cake

Meal
 Corn
 Chops
 Bran
 Shorts

Phone us, No. 1, when you are in need of Feed.
 Try a sack of Rice Bran

JONES & McLEAN

Phone 1

Local Happenings

Miss Helen Friel went to Amarillo shopping Saturday morning.

C. L. Davis left Hereford Saturday morning for Hillsboro, Texas.

Mrs. Joe Smith went to Amarillo Saturday morning to visit her daughter.

Mrs. Minnie Ruhl of Amarillo, is visiting friends in this city this week.

Mr. and Mrs. Fugall of Amarillo reached Hereford Tuesday morning.

Jack Hager moved his shoe shop into the concrete building east of the First.

"The Redemption of David Brown," comedy drama. Watch for date.

Rev. L. N. Lipscomb reached home Tuesday morning from Chillicothe, Texas.

Mr. and Mrs. J. C. Ard and baby left Hereford Monday for their home in Amarillo.

Mr. and Mrs. L. L. Cannon of Summerfield were in this city Tuesday afternoon on business.

Mrs. W. A. Cowan reached home Monday morning from a visit with relatives in Panhandle.

E. W. Harrison, W. E. Williams and Kelly Gray attended the Knight hog sale at Canyon Thursday.

Mr. and Mrs. R. H. Coker of Bellview, N. Mex. were in this city Monday evening enroute for Tulla.

Mrs. B. P. Abbott and E. A. Nichols of Bovina were in Hereford Tuesday evening on business.

Virgil Beyer reached home Monday morning from Modesto, Calif., where he has been attending college.

Bake Sale
The Ladies Aid of the Christian Church will hold a bake sale Saturday, Feb. 3, at Carlyle's Grocery. Cakes a specialty.

Miss Irene Tidenburg and sister went to Bovina Tuesday to visit homefolks for the remainder of the week.

Judge Dennis Zimmerman of Tulla visited in the home of Mr. and Mrs. Henry Hastings the first of last week.

Mrs. H. A. Frederick and baby and Mrs. Frederick's mother, Mrs. G. J. Bull went to Amarillo Saturday morning.

Mrs. Pearl Robert returned to her home in Lubbock Saturday morning. Her father, Jno. Estes, accompanied her.

Special for Wednesday, Jan. 31
1 line ladies' winter hats, \$2.00 each.
Ladies' winter sailors, \$1.00 each.
Children's winter hats, \$1.00 each.
3-11 Mrs. T. N. Helfner.

George Cottrell and C. E. Smith reached Hereford Tuesday morning from a business trip to Wichita Falls, Texas.

W. M. Bright and family left Hereford Tuesday morning for Ardmore, Okla., to visit with relatives and friends.

Cleve Hartman and Mrs. Jones of Lockney were visiting friends in Hereford and transacting business last Wednesday.

Mrs. J. L. Wallace, who has been visiting with friends in this city the past few days went to Canyon Saturday morning.

W. W. Ryan of Kansas City was in Hereford Saturday on business. Mr. Ryan represents the Geo. W. Wright Land Co., of Kansas City.

Fate Williams went to Summerfield Tuesday morning to visit in the home of his uncle and aunt, Mr. and Mrs. H. K. Monroe.

Mrs. J. H. Kemp left Hereford Tuesday morning for Slaton, where she will visit in the home of her daughter, Mrs. L. B. Gregory.

"The Redemption of David Brown," comedy drama. Watch for date.

A. L. Biggs, former district and county clerk, has rented the rest room in the Star Theatre and is busy fitting it up for his new insurance office.

Mrs. Pearl Roberts of Lubbock reached Hereford last Wednesday morning. Mrs. Roberts is visiting in the home of her parents, Mr. and Mrs. Jno. Estes.

D. R. Grimes left Hereford the latter part of last week for his home in Allexton, Iowa. Mr. Grimes has been visiting in the home of his sister, Mrs. W. S. Williams.

Mrs. L. V. Phillips can furnish embroidery designs of any dimension suitable for any material. Have many designs suitable for sheets, children's garments, etc. Enlarging designs a specialty. Samples of work at Skelton's. 3-11

Mr. and Mrs. Grady Stegall and baby and Joe Dent of Amarillo, were in Hereford Monday night visiting relatives. Mrs. Anthony and son, Robert, accompanied them back to Amarillo.

MORE INFORMATION ABOUT THE MUSIC MEMORY CONTEST

Two of the numbers now being studied in the Music Memory Contest of the Music Study Club are described as follows:

Molly On The Shore—By Grainger. Percy Grainger is one of the younger group of English composers. Recently however, Mr. Grainger has become an American citizen. In "Molly on the Shore," he has taken two Cork reels (old Irish dances) rollicking examples of the fiddle-tune type, and has given us this charming modern piece. It has all the energy of the perpetual motion of the native dance.

The delightful Irish reel melody is played first by the viola, then in turn is taken up by the cello, second violin and finally by first violin. The second theme is announced and this lyric melody is played by the cello, then quickly come the two melodies played together, which suddenly change to a minor key and finally return to the reel theme as at first. The end comes with a big decisive chord.

O Sole Mio (Neapolitan Folk Song). O Sole Mio is a favorite love song of Naples, where everyone is musical and where everyone sings and plays serenades. The composer is unknown, this being a true folk song which has sprung from the very life of the people and is an outburst in song of their innermost life and feelings.

Here is an example of nationality as shown in music. All the warmth of a sunshiny day in a country noted for its balmy climate, all the love fervor of a southern people accustomed to beautiful Nature at her best, the soft glow of the sunset, the warm and of the ocean, all are seen in this folk song. The melody sings smoothly until the climax of emotion is reached at what seems a refrain in which the voice appeals in the words, "O sole mio". This section of the song, by moving into a minor, becomes for a moment saddened and repetitive. It returns to major again at the end.

GOLF CLUB BEING ORGANIZED HERE FOR SUMMER PLAY

A small Golf club is in process of organization at Hereford. Jim Black is the promoter and to date twenty men have signed preliminary papers for a permanent club. Grounds will be se-

lected at some point on the creek, where plenty of hazards will be offered to make the play interesting, and it is believed the sport will attract many men here who need the mental and physical relaxation and mild exercise afforded by the great Scottish national pastime.

C. M. SNOWDEN IS SURPRISED WHEN BIRTHDAY ARRIVED

A surprise birthday party for C. M. Snowden last Saturday night was an enjoyable occasion. Mrs. Snowden invited a number of guests to the surprise of Mr. Snowden, about 35 being present. The evening was spent in games and a general good social time. Lunch was served later in the evening.

FLAMES DESTROYED PAIR OF HOUSES ON HICKS RANCH

The two houses on the W. E. Hicks ranch, 19 miles due west of Hereford, were entirely destroyed by fire Monday evening about midnight. The fire was probably caused by a defective line. Caldwell Hicks was the only one about when they caught fire and it was impossible to save anything of any consequence. The houses were close together and were insured. Mr. Hicks is making immediate preparations to move another house on the site.

R. C. NEELY TRIES OUT MARKET FOR DRESSED CAPONS

R. C. Neely is going to try out the capon market. Mr. Neely, with the assistance of Leonard Ricketts, dressed ten capons (stipe), Monday evening and shipped them to Kansas City to a reliable produce house just to try out the capon market. Mr. Neely, it is hoped, will report at the poultry meeting next Saturday afternoon.

ARIZONA CATTLEMAN LOOKS OVER LOCAL OFFERINGS

W. M. Hunter of Tucson, Arizona was in this city the latter part of last week looking over some choice yearling white faced males. Mr. Hunter did not make any purchases but left Hereford for the south plains country on a similar mission. Mr. Hunter is expected back this week.

LOTS OF RAIN IS REPORTED FALLING ON SOUTH PLAINS

Messrs. Milt O'Rear and J. F. McMillan reached home last Wednesday evening from a business trip to the

south plains country. Mr. O'Rear reported lots of rain near Slaton and on one stretch of road, from Lorenz to Tahoka, they pulled nearly sixty miles of water and mud.

DR. G. W. HEARD IS ATTENDING MEETING OF DENTISTS

The National Dental Research commission will meet in Amarillo this week on Monday, Tuesday and Wednesday. Dr. Heard is expected to attend the meeting. The Doctor said that one subject of interest to the people of the Panhandle would be the investigation of brown stain on children's teeth which is causing considerable trouble in this part of Texas.

Creeping Bent Grass in pure strains makes the best golf green, according to experiments made by the United States Department of Agriculture. This variety of grass is uniform in color and texture and stands wear well.

A. L. BIGGS INSURANCE Dependable Service

Let Your Nickles And Dimes Grow Into Dollars

Take care of your Chickens, Cows and Hogs. They will bring you in money all through the year, the income but little effected by weather conditions. They are sure, positive prevention against hard times.

The Western National Bank WILL APPRECIATE YOUR BUSINESS

Unusual Winter Comfort

Buick reputation for anticipating your ideas of comfort for all weathers, performance and utility, with models of advanced design is strikingly upheld in Buick open models.

Examination shows how the thoughtful application of simple, practical methods of sealing curtain and windshield joints against wind, cold and rain has resulted in a welcome degree of winter and early spring comfort you never thought possible for an open car.

Fours		Sixes	
2 Pass. Roadster \$965	2 Pass. Roadster \$1175	4 Pass. Coupe \$1895	
2 Pass. Touring 885	2 Pass. Touring 1195	7 Pass. Touring 1435	
3 Pass. Coupe 1175	5 Pass. Touring 1395	7 Pass. Sedan 2195	
5 Pass. Sedan 1395	5 Pass. Sedan 1555	5 Pass. Roadster 1795	
5 Pass. Sedan 1555	5 Pass. Sedan 1865	5 Pass. Roadster 1795	

Prices f. o. b. Buick Factories; Government tax to be added. Ask about the G. M. A. C. Purchase Plan, which provides for Deferred Payments. D-18-26-NP

Renfro and Sons
Hereford, Texas

When better automobiles are built, Buick will build them

Miller Casings, Geared to the Road

Auto Utility Station

Why You Should Buy a DeLaval

All other separators made today, excepting none, are constructed upon either discarded or abandoned DE LAVAL inventions, in consequence of which the very best of them are barely equal to the DE LAVAL machines of ten years ago.

The DE LAVAL has received all highest honors and first prizes at every important Exposition, World's Fair, etc., held within the past thirty years, and is the only separator which is used in every country in the world.

Ninety-eight percent of the world's creameries and butter factories today use DE LAVAL machines exclusively.

More than 1,500,000 DE LAVAL machines, many times all others combined, have been sold to date.

There can be no better recommendation for the DE LAVAL than the fact that the men who make the separation of milk a business use the DE LAVAL to the practical exclusion of all other makes. They know from experience.

C. O. Lee Hardware

Very Busy

But still able to care for each individual customer's needs very promptly and satisfactorily. Those prices on Staples caused a raid on our stocks like a stampede of bears on Wall Street, but we still have the Goods and the Prices, and the Service you like.

J. O. Newell

There was a merchant in our town
And he was wondrous wise
"To get the People's trade," he said
"You have to advertise."
And when he saw what his ads had done
With all his might and main
He signed a great big contract
To advertise again.

Advertise in
THE HEREFORD BRAND