

The Hereford Brand

TUESDAYS—TWICE-A-WEEK—FRIDAYS

23RD YEAR, NO. 18.

HEREFORD, DEAF SMITH COUNTY, TEXAS, FRIDAY, MARCH 23, 1923.

PRIZES AND AUCTION ON MARCH 28TH

DOLLAR WEDNESDAY IS APPROACHING END SECOND MONTH

DRAWING 4 p. m.
Auction Sale Will Begin Promptly at 1:30 p. m. Wednesday

Next Wednesday, March 28, is the second Auction Sale and prize day for Hereford's Dollar Wednesday. Coupons which have been issued by the merchants of the city during the month of March will all have a chance at 100 \$1.00 gifts which will be distributed Wednesday afternoon. The committee in charge will be busy up to Wednesday arranging details for the big afternoon. Coupon holders will do well to remember the following details:

Tickets issued up to 12:00 o'clock noon Wednesday will be included in this gift; tickets issued after that hour will apply on next month's sales. The drawing will take place about 4:00 p. m. Coupon holders are requested to list their numbers on cards which can be held in the hand in order to save time as they are called out.

The Auction Sale will begin at 1:30 p. m. sharp. All articles to be sold should be listed with Auctioneer W. S. Williams as early as possible.

The Dollar Wednesdays in March have steadily grown and the people are becoming more and more educated to their value and the real bargains offered each week. In this issue of The Brand the offerings for next Wednesday are listed, and it will pay any one to study them carefully and make a memorandum of what to get on that day, so as to avoid the possibility of forgetting it.

First Program is Out For School Fair March 28th

The first of Deaf Smith county's district School Fairs will be held at Fries on Wednesday, March 28. This group will comprise the schools of Walcott, Scherer and Fries. The program announced for the occasion follows:

10:30 to 11:30 Literary Program
Address
11:30 to 12:00 Spelling Contests
Dinner (Bring Baskets)
2:00 Athletic Contests and other amusements.

The patrons of the schools are especially urged to be present, and every one interested in the schools of our community is invited.

First Official Shoot Gun Club Changed to Monday; Only Four Clubs in League

The first official shoot of the Hereford Gun Club will be held here next Monday afternoon. Originally it was intended to hold these shoots on Thursday, but the day has been changed. Several practice shoots have been held to date. There are just four clubs in the Panhandle Trapshooters Association this year, Hereford, Amarillo, Slaton and Perryton.

Thin, Wet Snowfall Wednesday Night Gone Quickly

A light, wet snow fell in this vicinity just after dusk Wednesday evening. The afternoon was distinguished by a chilling wind from the northeast which grew colder as darkness approached. Stay-at-homes were astonished about bed time, as they put out the cat, to see the ground covered with a thin coating of very wet and clinging snow. It soon melted Thursday, however, after the sun came out, and Thursday and Friday have been bright and cheerful, with enough sunshine to temper the chill but enough snap in the air to put a little jazz into pedestrians.

Hereford People Planned To See Black Home Play

A number of carloads of Hereford people were in prospect for a trip to Summerfield Friday night to attend the Black Community Club's home talent play, "Son John."

The club has worked up quite a pretty and attractive play which is said to be laughable and well acted. The play will also be presented at Black in the near future.

Panhandle Music Festival Amarillo, April 9 to 14, Draws State-wide Notice

The Panhandle Music Festival which is being staged in Amarillo April 9 to 14 is attracting state-wide attention. This Festival was planned nearly a year ago by Emil F. Myers of the Amarillo College of Music. It includes recitals by four of the world's greatest



Arthur Middleton

musical artists. Mme. Schumann-Helk, the world's most noted singer, will open the Festival in Amarillo's big new municipal auditorium on April ninth. Other artists are Anna Case, noted soprano of the Metropolitan Opera Co., Arthur Middleton, America's greatest Bass-baritone, and Alberto Salvi, the world's greatest harpist. Two great choral nights will be given when the large Festival chorus will sing the "Rose Maiden," by Cowen and the "Elijah," by Mendelssohn. Amarillo talent will give two matinee programs, "Hansel and Gretel," an opera by Humperdinck, presented by the Harmony Club, and an interesting con-

ture program by the Philharmonic Club. Eight programs will be given during the week, including six nights and two matinees. Musical contests will be given during the forenoon of each of the Festival days, when musical talent from the entire Panhandle country will compete for prizes. These contests are for soloists in voice, piano and violin and all kind of ensemble such as choirs, choruses, quartettes and orchestras. Tickets for the season may be purchased at so low a figure that they average less than picture show prices for each program. These tickets are transferable and every seat is reserved. Many Hereford people will attend the Festival and many of our students have already made application to enter the musical contests.



Anna Case

Golf Club Meeting Called for Monday Evening

The final meeting before active club competition will be held by the Hereford Golf Club, at the Fox Mercantile store, at 7:30 p. m. next Monday night, March 26.

Every member of the organization is urged to be on hand at this meeting, at which a constitution and by-laws will be adopted, ground rules worked out, the caddy problem settled, membership announced, and other important details discussed.

In all probability a preliminary tournament will be agreed upon at this meeting, when members will be paired off and the first contests in the history of the new club will be held.

The nine greens are now completed and the markers at each hole are being erected. This course is undoubtedly one of the most difficult and sportiest in the country, and much enjoyment is promised the members for the coming summer months.

City of Hereford Plans Extensions of Sewerage And Waterworks System

Engineer W. D. Howren of Amarillo was in Hereford Friday running lines for the extension of water mains and sewers in north Hereford. Mr. Howren says that 2,000 feet of water mains and 10,000 feet of sewer pipe will be laid some time this spring, most all in the south half of the Evans addition. Five new fire plugs will be installed.

Presbyterian Precommunion Services Start on 28th

Precommunion services at the Presbyterian church will begin on Wednesday night, March 28 and continue through the following Sunday. Services will begin promptly at 8:00 p. m.

The Rev. J. R. Sharp had intended beginning these services next Sunday and continuing them one week, but illness has curtailed his plans to a certain extent.

Royal Arch Initiates a Pair and Spreads Feast

The Royal Arch masons held an initiation Monday night and put Dr. C. L. Armstrong and Vera Witherspoon through two degrees.

As is the invariable custom, a banquet was tendered the candidates between degrees. The spread being laid in the Stockmen's Cafe. About thirty members attended and a royal good time was reported.

Cotton Seed List Kept While Waiting For Prices

Many prospective cotton planters in this section were disappointed this week to find that the Acala cotton seed had all been sold, and since Monday Jones & McLean have booked several orders for additional seed, awaiting news of the prices that can be obtained. The Chamber of Commerce has written for current prices on pure Acala seed in less than carload lots, and these figures will be announced and turned over to Jones & McLean when received.

If you want seed turn in your name to Jones & McLean, without any obligation to buy. When prices are received you will be notified.

Rev. Lipscomb Handled Masonic Lecture Nicely And Pictures Were Good

The special masonic lecturer announced to arrive here and deliver a lecture Tuesday night failed to get here on time. The meeting was held as advertised, however, with the Rev. L. N. Lipscomb reading the text and the pictures following with another theme. Several members of the Dimmitt and other neighboring lodges were present and much appreciation of the pictures as well as Rev. Lipscomb's handling of the lecture subject was heard.

The picture and the lecture collectively treated on governmental, fraternal-brotherhood, and international problems. It is planned to run a series of lectures and pictures from time to time, this being the first of its kind since the installation of a moving picture machine.

Better Prices by Making Early Cockerels Capons

Experiments in dressing and shipping capons to foreign markets conducted by local commission men of late has convinced them that the best business policy for the farmers of this section is to caponize their earliest cockerels, so that they will have plenty of time in which to gain weight, and sell their later cockerels on the local market. Nearly all capon quotations received here indicate that birds, from nine pounds and up bring about three cents per pound above those below that weight.

The commission men believe that if the early cockerels are caponized and given a longer time to attain nine pounds or more they will be more profitable, and at the same time a better local demand for the later cockerels will be the result.

Chautauqua is To Open Here On 21st of May

The 1923 Redpath-Horner Chautauqua at Hereford will open here this year on Monday, May 21, and continue through seven days, according to an announcement received by The Brand from Kansas City headquarters Thursday morning. The chautauqua program is about completed and the printers are now busy getting out the literature and advertising material.

Advance notices indicate a program of unusual strength and completeness this year. The local guarantors' gill soon meet and organize for the campaign.

Poultrymen Asked To Meet the "Cow-Sow-Hen" Train

Sweetwater, March 22.—Remarkable interest has been shown at every stop of the Santa Fe railway—Texas A. & M. College cow, sow and hen demonstration train. The attendance for the first forty-four stops is approximately 50,000.

The farmers and their families have come in great crowds and in many towns the stores closed during the meetings. A remarkable feature has been the turn out of rural school children. The schools as a rule came to the train in a body. Especial attention was given the boys and girls because of the keen interest they took in the lectures and the splendid exhibits of dairy cattle, hogs and poultry. On Saturday the train begins a ten day run on the Plains of Northwest Texas, covering the South Plains and the Panhandle thoroughly. Texas A. & M. College is getting a hearty response to its program of better production through improved quality of the dairy cow, the hog and the hen.

Secretary Vogele of the Hereford Poultry Association has issued a call to all members of the association as well as all other poultrymen in this section to take advantage of the Santa Fe-A. & M. demonstration train which will arrive here at 8:30 a. m. Friday, March 30, and remain about an hour and a half. Mr. Vogele's letter follows:

Hereford, Texas, March 23, 1923.
Attention Poultrymen:

"This is to call your attention to the 'Cow, Sow and Hen' Demonstration Train operated by the Santa Fe R. R. in cooperation with the A. & M. College of Texas.

(1) The time is March 30, on Friday from 8:30 a. m. to 10:00 a. m.

(2) Prof. E. O. Edson, of A. & M. will be with the Poultry car. Prof. Edson, College poultry husbandman, knows the poultry game thoroughly and brings to the Plains people a practical knowledge about the things you should know at this opportune time.

(3) The train will be of equal interest to the boys and girls and the grown-ups, to the back lotter or the farmer. Even the fancier will profit on this occasion.

(4) A number of fine specimens of poultry will be on display with the poultry car.

Be there! We can all learn something—it's for our benefit.

Respectfully,
N. C. Vogele, Secretary,
Hereford Poultry Ass'n.

Davidson Asks Parents to Turn in Children's Names For New Census of Schools

Rose Davidson, secretary of the school board, states that he has completed his house-to-house census for the Hereford Independent School district but that for one cause or another he missed some children and will therefore greatly appreciate it if parents who know the names of their children were not obtained, will communicate with him as soon as possible.

Mr. Davidson has the names of 575 children to date, about sixty less than the total of last year. A re-check later will of course show a larger number.

Two Williamson County Men on Prospecting Trip

S. H. Davidson and S. F. Manly, both of Williamson county, Texas, were in Hereford Thursday on a prospecting trip. They are in search of a location and are giving the Hereford country the once over, being piloted about by Ed Connell.

City of Hereford Begins Street Work After Rain

City street grading was progressing. This week Tenth street was graded and Thursday and Friday, North 2 1/2 Mile Ave. is being worked.

MAYOR PUTS LIGHT & POWER FRANCHISE AND OWNERSHIP QUESTIONS UP TO VOTERS

NEGOTIATIONS HAVE REACHED STAGE WHERE COMMISSION FEELS IT CANNOT PROCEED WITHOUT SOME ADVICE

WILL IT BE FOR BETTER OR WORSE?

Whether Taxpayers Would Gain Financially by Taking over Plant is Question to be Decided After Taking Into Consideration all Available Facts and Figures

The conferences between the City of Hereford and E. H. Oberthier of the Hereford Light & Power Company concerning the company's franchise and the possibility of municipal ownership here have progressed to the point where the Commission feels the people should be consulted, and accordingly Mayor Knight has handed The Brand the following communication concerning this matter:

"To the People of Hereford:
"Under the terms of the franchise granted by the City of Hereford to the owners of the Electric Light and Power Company, the city now has the right and privilege to take over its entire plant. This franchise, which was granted by an ordinance adopted by the city government on the 18th day of February, 1908, contains the following provision:

"The City of Hereford shall have the right at the end of the first fifteen (15) years after this franchise is accepted, to purchase said electric light plant, the price to be fixed by an arbit-

Railroad Question up at Lunch On Next Monday

The proposed railroad from Fort Worth to Tucumcari will be the main subject for discussion at the luncheon of the Chamber of Commerce to be held at the City Cafe next Monday at noon. Recently this railroad has begun to form tangible shape and the promoters have now reached the stage where they have an official map of the route and complete and detailed data as to costs, etc., and have presented same to the Fort Worth Chamber of Commerce.

Hereford is not on the route as originally planned, nor has any invitation been extended this county to bid for the road. All these matters and other things will be discussed in detail Monday and plans laid for the future. Any man in good standing in this community and with the price of his dinner in his pocket is more than welcome at any of these Monday luncheons.

Knights Templar Urged To Attend Easter Service in Full Uniform

The attention of every Knight Templar in this community is again called to the fact that a special Easter Service will be held at the Christian church on Sunday night, April 1, beginning promptly at 7:30 p. m. Knights are especially requested to meet at the hall at 7:00 o'clock in full uniform.

Rev. L. N. Lipscomb of the Methodist church will deliver the special sermon and special music will be provided. This is not a service for Knights Templar alone but for every Blue Lodge and Royal Arch mason as well. Special seats for these Masons, will be arranged for.

Funeral Service for Mrs. Myra Parks Last Tuesday

The funeral services of Mrs. James E. Parks were held in the Methodist Church Tuesday afternoon at 4 p. m., and interment followed at the City cemetery. Rev. L. N. Lipscomb officiating. Mrs. Parks was past 54, born in Hill County, Texas, and united in marriage to James E. Parks in 1891. To this union two daughters were born. Mr. and Mrs. Parks and family moved to Hereford about twelve years ago, and Mr. Parks passed away a short time afterward.

Whitehead to Clovis; is Succeeded by Amerson

Charlie Whitehead left Hereford Wednesday morning for Clovis where he has accepted a position in a barber shop. A. F. Amerson of the Orr barber shop took Mr. Whitehead's chair in the Beene & Shaw Shop.

ration committee, to be selected, one by the city, one by the grantee, and the third member of said committee to be selected by those two; none of said committee shall be inhabitants of the City of Hereford, Texas, and the expenses of said committee shall be paid as follows: each party shall pay the expenses of his arbitrator and the expenses of the third member shall be paid half and half by each of said parties; and if the City does not wish to purchase said electric light plant at the end of said fifteen years, then the said city may do so under the same conditions at the end of any five (5) year period during the life of this franchise.

"Whether it would be wise for the city to take over the plant or not is a debatable question and good arguments can be made on both sides of it.

"The City Commission feels that the responsibility of deciding this question ought not to be undertaken by it, if it has the authority to decide, without an expression from the tax-payers.

"The only way to determine its valuation accurately would be to employ the services of an expert on such matters to value the entire plant, item by item, in accordance with the rules laid down by the courts for ascertaining the real value of public utilities.

"It is quite likely that many taxpayers would like to have such a valuation made before attempting to say whether the city should take over the plant or not.

The owners of the plant say that the total revenue derived from the operation of the plant for the year 1922 was \$27,615.20, and the expenses for operation and maintenance were 21,502.91, and that the depreciation was \$2,350.00. (This is inclusive of profits on coal and merchandise sold).

"The city paid the light company for power used during the year 1922, \$3,408.40, and for electric lights for the city for the year 1922, \$735.05 (area, whiteway, Mother's Park, fire station).

"There are many advantages in having an electric light and power plant and a water system under his same ownership, but whether it would be wise for the City of Hereford to take over the electric light and power plant at this time, I do not pretend to say. In fact I have not reached a conclusion on the question myself.

"Where a utility of this kind is owned by a city, it is very difficult, if not impossible, to keep politics out of its management and it is very doubtful if it is possible for any government, either great or small, to manage any public utility as efficiently as a private owner can and will.

"I have no doubt that many citizens and taxpayers would like to be enlightened on the question of the wisdom of the city's taking over the light plant. It might be a good idea to invite a public discussion of the question and to arrange a joint debate between some of our best informed citizens after an opportunity to investigate, laying before the taxpayers the arguments pro and con.

"If the taxpayers should deem it best that the city take over the plant, then a bond issue would have to be voted large enough to pay for the actual value of the plant and to take care of such improvements and additions as must necessarily be made in the near future.

"Suggestions and opinions from the taxpayers are invited.

Respectfully,
WM. M. KNIGHT,
Mayor of Hereford."

Mother of D. C. Laird is Lingering Close to Death

Mrs. D. C. Laird received a wire just after noon Friday from her husband at Kilgore, Texas, stating that Mr. Laird's mother, Mrs. V. J. Joyner, is still lingering but with the best possible chance for recovery from her illness.

Miss Ino Ceell returned to her home in Ft. Sumner, N. Mex., Wednesday morning. Miss Ceell visited in the Jumbo district in the home of Mr. and Mrs. J. E. Dodd.

The Hereford Brand

WEDNESDAYS AND FRIDAYS

H. B. Holman, Walter R. Steckman, Holman & Steckman, Publishers

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Description, outside Zone 1, per year, \$2.50
Six months, \$1.50
Three months, \$1.00
Subscriptions accepted for less than three months.

ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

Junior C. E. Christian Church
March 23

Topic—What Should We Forgive, and Why?

Song.

Prayer.

Scripture Lesson—Ardelle Foster.

Story—As We Forgive—Mrs. Merrill.

Forgiving and Forgiven—Mary Lou Higgins.

Sweetest Things of Earth—Keith Schrie.

Quarrel Ended—Thomas Elliston.

How Janie Settled It—Sallie Higgins.

When Will Our Turn Come—Earle Arrie Foster.

Hell Call.

Benediction.

Memory Text for Primary Dept.—Matt 11:28-30.

Kansas City Live Stock Bulletin

Market compared with last Monday. Cattle strong to 25c higher. Hogs 50c higher. Sheep 25c higher. Prospects uneven market balance of week.

HEIF STEERS:
Good to Choice \$8.75 to \$9.55
Fair to Good 8.00 to 8.75
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

TWOCKERS:
Good to Choice \$7.25 to \$8.25
Fair to Good 6.25 to 7.25
Common to Fair 5.00 to 6.25

Stock Cows and Heifers: 3.50 to 5.50
Stock Calves: 6.00 to 8.00
Stock Bulls: 4.50 to 5.50

BUTCHER COWS:
Good to Choice \$3.50 to \$4.50
Fair to Good 4.00 to 5.50
Cutters 2.75 to 3.75
Canners 2.25 to 2.75

HEIFERS:
Good to Choice \$6.00 to \$7.50
Fair to Good 4.50 to 6.00
Common to Fair 3.50 to 4.50

CALVES & YEARLINGS:
Baby Beef \$8.00 to \$9.00
Killers 6.50 to 7.50
Veals, Fair to Good 7.00 to 10.00
Veals, Common to Fair 4.00 to 7.00

BULLS:
Killers and Bologna \$4.00 to \$5.25

BOGS:
Light \$8.25 to \$8.55
Heavy 8.20 to 8.40
Packing Sows 7.35 to 7.50
Pigs 6.00 to 7.25

SHEEP:
Fat Lambs 11.00 to 14.75
Lambs, Culls 9.00 to 11.00
Wethers 8.50 to 9.25
Fat Ewes 8.00 to 8.75

RECEIPTS: Monday Last Week
Cattle 6,000 31,400
Hogs 15,000 67,300
Sheep 6,000 33,100
LEE LIVE STOCK COM. CO.
March 19th, 1923.

SUNDAY SERVICE
Church and Societies

Immanuel Lutheran Congregation
Confirmation instruction at 9 a. m.
Service at 9:45 a. m.
Sunday School after service.
Theo. H. Evers, Pastor

Church of Christ
(Two Blocks North of Courthouse)
Bible Study Classes, 10:15 a. m.
Regular Lord's Day Worship, 11:00 to 12:00.
Sunday afternoon Bible Study at 3:30.
Everyone is cordially invited to each of these services at all times.
W. A. Knox, Elders.
A. S. Higgins, Elders.

St. Anthony's Church
Services Sunday morning at 10:00 o'clock.
Rev. Fr. Salvator Francis, S. A.

Methodist Church
Sunday School, 9:45 a. m., W. H. Ray, Supt.
Morning Services at 11 o'clock.
Sermon subject, "A New Heart."
Junior Missionary Society, 8 p. m., Mrs. J. A. Stegall, Supt.
Intermediate League, 6:30 p. m., Mrs. Olive Edwards, Supt.
Senior League, 6:30 p. m., Miss Grace Sites, Pres.
Evening service at 7:30. Sermon subject, "The Young Man Who Became King." The evening subject will be especially directed to the young life of the community.

Women's Missionary Society, Wednesday, 2:30 p. m., Mrs. J. Frank Potts, Pres.

Y. P. M. S., Wednesday, 4:15 p. m., Mrs. J. E. Jones, Supt.
Prayer Meeting, Wednesday, 7:30 p. m.

Choir Rehearsal, Thursday, 7:30 p. m., Miss Swisher, Director.
Orchestra Practice, Tuesday, 7:30 p. m., Mrs. A. C. Thompson, Director.
The Orchestra will play.
Don't miss these services. We promise you something worth while.
L. N. Lipscomb, Pastor.

Baptist Church
W. R. Hill, Th. M., Pastor
Sunday School at 9:45, with Mr. Alex O. Thompson the Supt.

Morning Worship at 11 o'clock. The sermon theme is to be, "And They Continued," with the text at Acts 2:41.
Sunbeams at 3 p. m.
Intermediate and Junior B. Y. P. U. meetings at 6:30.

Senior B. Y. P. U. meeting on Monday evening at 7:30.

Evening worship at 7:30. The sermon subject will be, "Conversion", with the text at Acts 3:19.

All the boys and girls not yet baptized will be baptized at the close of the Sunday night service.

On Wednesday night the mid-week Prayer Meeting will be at 7:30. The adults approved for membership will be baptized.

Everyone has a cordial invitation to all these services.
COME AND WELCOME!

Presbyterian Church
9:45 a. m. Sunday School.
11 a. m. Preaching. Subject—"The Chief Concern."
3:00 p. m. Junior C. E.
6:30 p. m. Intermediate C. E.
6:30 p. m. Senior C. E.
Evening services at 7:30.
J. R. Sharp, Pastor.

Epworth League Program
March 25th, 6:30 p. m.

Subject—World Uplift Through Christian Life.
Leader—Robert Anthony.
Hymn 388.
Prayer.
Bible Lesson.
Hymn 333.
Better Worldliness—Leader.
Christ the Foundation of Character—1 Corinthians 3:10-11—Frances Potts.
The Tragedy of the Fruitless Life—Luke 13:6-7—Gwendolyn Price.
Doers of the Word—James 1:23-27—Charlie Greer.

To the Public

We wish to inform the public that we have closed the Good Eats Bakery in the Gyles building, but you can get bread, plants and vegetables at our house, 2nd house north of jail, or from the Wagon.

We also wish to thank the people for their patronage during the time we were in town. We were compelled to close on account of the illness of Mrs. Daniel.

GOOD EATS BAKERY

COAL

We appreciate the splendid volume of business in coal that we have had and we will try to continue to serve you acceptably, but some of our appreciated customers think that we are selling coal on credit. Such is not the case as we are selling on too low a margin to make it possible to stay in business and sell on credit.

Coal is a spot cash article and we are compelled to pay for it before we can unload same. Please help us to stay in the coal business by paying promptly. Thank you.

Hereford Light & Power Co.
"Your electrical servants"
Phone 388

Known by Our Fruits—Matthew 7:15-23—Mable Renfro.
The Fruits of the Spirit—Cawthorne Bryant.
The Commission of the Christian—Matthew 28:18-20—Lois Lipscomb.
Piano Solo—Mary McDonald.
Things That Hinder Our Usefulness—Virgil Byers.
Our Part in the World Uplift—Eva Skelton.
Hymn 411.
Reading of next Sunday's program.
Benediction.

Junior Missionary Society
M. E. Church
Subject—Testing the Key of Love.
Leader—Ellen Sites.
Song 111.
Prayer—Carl Spratt.
Bible Lesson—The Man With the Oil and Wine—Luke 10:25-37—Carl Harper.

Talk by leader.
Some Facts About Robert Morrison—Maurine Spradley.
The Reasons Why China Seemed the Hardest Place—Mary Inez Hough.
The Man With a Purpose—Sarah Agnes Bryant.
The Priests With the Strange Religion:
(a) The Man From Manilla—Roy Ward.
(b) The Literary Gentleman—Jim Potts.

(c) The German Who Became a Mandarin—John Jacobsen.

Piano Solo—Elizabeth Edwards.

Chia Poble, the Man With a Preaching Board—Bryan Harper.

The Word of God on Wheels—George Heard.

Chinese Game—May Millard and Ruby Wade.

Song—By Little Girls.

Ten Little Indians.

Song—Childrens Offering Hymn.

Mite Box Opening.

Sentence Prayer.

Methodist Intermediate League
March 25, 1923, 6:30 p. m.

Subject—What the Missionaries are Doing for South America.

Hymns—653, 655.

Missionary Prayer.

What are Some Remarkable Facts

About the Countries of South America? Brazil's First Play Ground—Carl Amerson.
The American Institute—Inez Jowell.
Hymn 639, given as a reading—Grace Potts.
The Seed—Cawthorne Bryant.
Scripture—Mark 16:15—Wanda Wilkinson.
Prayer for South America.
League Benediction.
Pageant on Sunday Observance: Martha Lee Duncan, Emmett Green, George Murphy, Derward Harper, Archie Harper, Louise Jacobson, Ruth Woodard, Elva Letha Mayhall.

Take advantage of Hereford's Dollar Wednesday—every Wednesday. It will save you many dollars annually. Free prizes offered once each month.

USED CARS

Fordson Tractor	\$275.00
Three Disc Plow	95.00
Tandem Harrow	75.00
Ford Delivery Body	75.00
Ford Touring, Starter, 1922	335.00
Ford Touring, Starter, 1920	250.00
Chevrolet Touring	135.00
Buick Touring	125.00
Ford Touring	115.00

Wilkinson Motor Co.



EVERY DAY CIRCUS DAY IN RED GOOSE SHOES

YOU CAN Save Money
on the children's shoe expense by buying only "ALL-LEATHER" **RED GOOSE SHOES**
Genuine leather shoes always outwear shoes that are made from other materials.

J. O. Newell

SWEET CLOVER SEED

We have Sweet Clover seed in stock, better get yours now. Sweet Clover is recognized by the best authority to make better grazing for all kinds of stock, than any other thing that will grow on the plains. And they have proven that it will grow in this part of the country.

JONES & McLEAN
Phone 1

NEW SPRING SUITS

For Ladies and Misses, just received. To move them quickly, we are offering a **Ten Percent Discount** from regular prices on **Dollar Wednesday, March 28, ONLY**—Regular prices range, on

Suits: 19.75 to \$45.00, all wool and silk lined
Dresses: \$7.75 to \$35.00

GET THE 10 PERCENT DISCOUNT ON DOLLAR WEDNESDAY

D. R. Gass & Son

De Laval Separators

Important Considerations in the Selection of a Cream Separator

THOROUGHNESS OF SEPARATION: A separator must be capable of thorough separation with all conditions of milk, whether cows be fresh or advanced in lactation, whether the temperature of milk at separation be 70 degrees or 90 degrees, and whether a 15 per cent or 50 per cent cream be run. The De Laval is the only separator which fulfills these conditions.

SPEED REGULATION: The proper speed of a separator must be regularly maintained and practicable means provided for insuring this. Every De Laval machine is equipped with a Bell Speed-Indicator.

C. O. Lee Hardware

**Order
Good,
Clean
Printing
and
Get
It**

THE HEREFORD BRAND
The Home of Good Printing

**PRINTING—IS THE INSEPARABLE
COMPANION OF ACHIEVEMENT.**

Every activity of mankind is accompanied by printing, either in advertising matter or in forms that must be used to forward Activity.

From the registering of the birth of the child to the final certificate of his death, every day printing must play a part, and without it man would not achieve much.

It is only from the time that movable types were invented that real achievement in human life was made and today achievement follows only when printing is used—and lots of it.

The man who thinks he can get along without printing will soon find out that he will not get very far and the more printing he uses, the greater advancement he will make.

Neat Letterheads, Envelopes, Business Statements, Personal Cards,

etc., are indications of business-like efficiency and personal service, catch and hold the attention of the buying public, create a favorable atmosphere. And not only the merchant, but the cattleman and farmer can hardly afford to do without distinctive stationery. Our Prices are Fair—We are Jealous of the Character of Work we Turn Out.

Brand Publishing Co. Hereford
Texas

DOLLAR WEDNESDAY

Read What 50 of Hereford

The First State Bank & Trust Co.

Hereford, Texas.
Will Help You Make a Dollar

Pocket Knives

Special line of 75c, \$1.00 and \$1.50 pocket knives,
\$ Wednesday 50c

Garrison Brothers Hardware



NEXT WEDNES

Every Wednesday is "Dollar Wednesday" in Hereford. Every Wednesday the merchants of Hereford offer *real price bargains* in *Staples* that the people want. These merchants have found that it pays to give the people *what they want* and they have trimmed the prices to the bone. They can afford to do this because of the *volume* of business created through these Dollar Wednesdays. Therefore the buyers get advantage of *below normal prices* on *staples*, at these sales, because of the volume of buying they do.

Dollar Wednesday Specials

1 hoe and 1 rake, on \$ Wednesday \$1.00
2 1/2 quart Aluminum Pitcher \$1.00

Skelton's Variety Store

Tomatoes

6 cans of Wapco No. 3 Tomatoes, for \$1.00

Williams Bros. Grocery

Ford Connecting Rod

Ford Connecting Rod, on \$ Wednesday for \$1.00

G. W. Smith & Co.

Every Dollar

of Hereford's Fire Losses during the past six years
has been paid by this Agency!

Jones & Barnett

Wall Paper

25 room lots, matched patterns, at \$1.00, \$1.50
and \$2.00 per lot.

E. B. Black Company

We Specialize in Poultry

Bring your Poultry to us, we make the prices. We
pay the highest prices. Always get our prices first.
It pays to trade with the

Hereford Produce, I. H. Spratt, Mgr.

Bakery and Lunch Counter

All the best baked goods baked daily, which insures
you good fresh bread, cakes, pies, etc. Good hot
lunch all the time.

Carroll's Bakery

Devoe Mirrolac Paints

Paints for all kinds of inside and outside work.
Will give 10 percent discount on all paints on Dol-
lar Wednesday only.

C. O. Lee Hardware

Bulbs

Dahlias, reg. per doz. \$4.00, \$ Wednesday, \$1.00
Gladiolus, reg. \$2.00 per doz., \$ Wednesday, \$1.00

Hereford Nursery Co., L. P. Landrum

Printed Envelopes

Next Wednesday The Brand will print 150 Envel-
opes with your name and address for \$1.00
(Only one order to each person)

The Hereford Brand

Dollar Wednesday Specials

25c off on all Inner Tubes and \$1.00 off on all
Casings on \$ Wednesday.

Auto Utility Station

For \$ Wed. Service Garage Offers

1 box Justa Tire Patch, 1 Champion X Spark Plug,
and 1 box Valve Cores \$1.00

Service Garage

Men's Suits

10 Percent off during March, and an extra Dol-
lar on \$ Wednesday means a saving to you on a suit
of clothes of from \$6.00 to \$8.00.

Orr's Tailor Shop

Dollar Wednesday Specials

3 lbs. dried peaches and 3 lbs. raisins \$1.00
Pure country-made sorghum, 1 gal. \$1.00

L. W. Carlyle's Grocery

Suits and Dresses

On \$ Wednesday, Ladies' Suits and Dresses at 10
percent discount.

D. R. Gass & Son

Two Big Specials

11 lbs. Sugar for \$1.00, one deal only to customer.
6 bars Creme Oil Soap and 12 bars
Rose Glycerine Soap, for \$1.00

Cash & Carry

\$5.00 Special

Table of Wreaths \$1.00
Hats \$1.00

Vogele Millinery

\$5.00

We will give a refund of \$5.00 on Primrose Separ-
ators sold on \$ Wednesday.

Price & Hough

Dollar Wednesday Specials

3 pr. Ladies' 50c Lisle Hose \$1.00
1 role 3 lb. White Quilt Cotton, value \$1.25, \$1.00
12 cans 10c Hooker lye \$1.00

Geo. A. Stambaugh

Dry Good and Groceries

Rough Oak

Rough Oak for Double Trees and Eveners.

Panhandle Lumber Company

The First National Bank

Hereford, Texas
Will Help You Save a Dollar

Harrison

The Grain Buyer, Phone 76
Elevator Service—Come in and get acquainted on
Dollar Wednesday

Discount 10 Percent

A 10 percent discount will be given on all orders of
boots on \$ Wednesday.

Tubb Shoe Shop

ONE DAY OF BARGAINS

Hereford's Merchants Offer On

WEDNESDAY, March 28



The "Dollars Wednesdays" in February were successes. The venture was made with 48 merchants—now there are 50! The "Dollar Wednesday" is here to stay—each Friday The Brand will carry the bargains for the following Wednesday—get the habit!—watch for them! The Drawing for prizes March will be held on the last Wednesday—March 28—Save your Coupons. 100 \$1.00-value prizes will again be offered on March 28 and Your Coupons give as good a chance as anybody's to collect one or more prizes for you.

The Western National Bank
Hereford, Texas
Will Help You Earn a Dollar.

Dollar Wednesday Specials
10 percent Discount on all Leather Goods, Dollar Wednesday only.
Dunlap Hardware Company

Drugs
Anything in Drugs and Sundries amounting to \$1.50 will go on Dollar Wednesday \$1.00
City Drug Store

On Dollar Wednesday
We will sell the celebrated Hot Point 6 lb. Iron for only \$5.00 cash. This sells regularly for \$6.75 at all other dealers, though we have been selling it for \$6.00.
Hereford Light & Power Company

Easter Shopping
Just received new shipment Men's and Boys' Suits, Shoes, Shirts, Caps. A general line of furnishing all priced so moderately. Get ready for Easter.
The Popular Store

Your Insurance Business will be appreciated by this Agency.
A. L. Biggs, Insurance
Dependable Service.

Willard Batteries
\$1.00 off on all Willard Batteries sold on Dollar Wednesday.
Electric Service Station

Dollar Wednesday Specials
1 qt. bottle O' Cedar Polish 75c
On Dollar Wednesday only.
J. J. Clark, Druggist

Tire Pumps—Rie Nie Patch
\$1.50 Tire Pumps, on \$ Wednesday \$1.00
3 cans Rie Nie Tire Patch, 50c value \$1.00
Beavers Brothers Garage

Rockwell Brothers Lumber Co.
Hereford, Texas
Guarantees You Satisfaction Telephone 4

Dinner Special
Dinner on Dollar Wednesday 40c
Says eat at the Stockmen's Cafe—it's the best.
Stockmen's Cafe and Hotel

Ladies' Rest Room
Our rest room is clean and neat and is for your convenience.
Magnolia Filling Station

Dollar Wednesday Specials
Box Apples, \$2.25 value, \$ Wednesday, \$2.00
Shipment Arkansas Blacks just in.
Golden Rule Produce
H. H. Hawkins, Mgr.

3 Specials
2 pr. Phoenix Lisle Hose \$1.00
8 Huck Towels, \$ Wednesday \$1.00
2 yds. Table Damask, 75c grade \$1.00
Fox Mercantile Company

"You Tell 'Em"
Anything in the house on Dollar Wednesday at a gain. Tires, Tubes, Patches, all accessories.
Thompson's Garage

Auction Sale
List the articles you want to dispose of March 28 at the Auction Sale, with The Brand office. I will be out of town all next week.
Col. W. S. Williams, Auctioneer

Dollar Wednesday Specials
10 Grade Men's Athletic Union Suits for \$1.00
1/2 doz. 35c grade 32 in. Gingham, for \$1.00
1 doz. S. & I. Stamps.
J. O. Newell

Dollar Wednesday Specials
A good tube of patch outfit for 2 bits. Can you beat it?
H. L. Rice

Blow Out Boots
1/2 doz. 3 1/2 Blow Out Boots \$1.00
Wilkinson Motor Company

Fill UP—75c Gallon
We will clean your crank case and fill your car with good oil, a new kind just arrived, guaranteed to be good, at 75c per gallon.
W. C. Fallwell Filling Station

Hand Dipped Chocolates
Hand-dipped chocolates, regular 75c per pound, Dollar Wednesday, 2 pounds \$1.00
Corner Drug Store

Fatena to Fatten Chickens
25 pounds Fatena, on \$ Wednesday \$1.00
Don't forget that we are headquarters for all the Purina Feeds.
Jones & McLean Grain Company

Your Choice
Any \$1.50 article in this store on Dollar Wednesday for \$1.00
W. H. Ray, Jeweler

Tires at Right Prices
35x4 1/2 \$22.00
32x3 1/2 \$12.00
Above prices on \$ Wednesday only.
Stephens' Associated Stores
L. M. Forister

1 lb. Red Pitted Cherries, \$1.50 value \$1.00
1 lb. can Calumet Baking Powder \$1.00
On each \$1.00 purchase, will give box Kerosene (prevents explosions) Free.
Frank A. Gyles Grocery

Our Neighbors

SIMS SCHOOL HOUSE

John Scott of Decatur, Texas was in our community last week on business and visited with the Ferguson family. He was accompanied by his wife. They returned home last Thursday.

Mrs. E. T. Whitten was on the streets of Adrian last Wednesday.

Spurgeon and Jeff Reed helped Roy Hunter and Temple Lynch dip cattle last Saturday.

Friday, March 9th, Mr. and Mrs. Ben Rice took their baby, which was real sick, to Dr. C. E. Hawn of Adrian for medical treatment.

Misses Verda Harlow and Jannette Combs visited with Mrs. Jim Mecaskey last Saturday night and Sunday, returning home Sunday afternoon.

Stanley Cronk was in Adrian last Sunday.

Mrs. Temple Lynch spent Wednesday with her cousin, Mrs. Robert Ferguson.

Miss Louise Hopper of Hereford, Texas returned home Tuesday, after visiting a few days with her aunt, Mrs. J. M. Chapman.

Mrs. Martin of Bovina visited with Mrs. Whitten last Saturday and they made a business trip to Adrian Saturday morning.

J. M. Chapman was called to Ft. Worth, Texas Friday to the bedside of his father, who is seriously ill.

Roy Hunter made a business trip near Endee, New Mexico last Monday.

Virginia Chapman was on the sick list a few days this week.

Several people in the community are suffering from colds.

The farmers are rejoicing over the big rain which fell last Saturday evening and continued all night until about five o'clock Sunday morning when the moisture fell in the form of snow for a while. The rainfall was a little more than two and a half inches. It looks very much like we are going to have more falling weather soon. Sunshine would be more appreciated just now than rain.

J. A. Reed made a business trip to Adrian last Saturday. Ask him if it rained.

John W. Packett of Amarillo was out at the Rali H Ranch last Saturday, where they dipped over a thousand head of cattle.

Last Sunday was the first time we failed to have Sunday School for several months. Too much mud and water to get there. We hope to be there next Sunday on time.

Temple Lynch has been enjoying a visit from his mother, Mrs. P. H. Lynch, of Claude, Texas. She left last Monday to visit her son near Endee, New Mexico, and will also visit her daughter at Texline, Texas before her return home.

Hosen Chapman of Adrian left last Tuesday for Ft. Worth, Texas to be at the bedside of his father, who is not expected to live.

C. Glascock of Adrian was out at the home of J. A. Reed last Wednesday.

We are sorry to report that Grandpa Hawn of Adrian is still in a critical condition. The beginning of his trouble

was caused by getting hurt by a horse several weeks ago.

FRIONA Obituary

William E. Goodwine was born in Howard county, Indiana, near the city of Kokomo, on the 10th day of May, 1869. He was reared on a farm and spent all his life in the vicinity of his birthplace until 1909, when he removed to a farm he purchased near Friona, Texas, where the remainder of his life was spent. He died on Monday, March 19th, 1923 at 12:45 p. m.

He was a member of a family of seven children, of which one brother, Louis Goodwine, of Kokomo, Ind., and two sisters, Mrs. Mary Miller of Swarthmore, Pa., and Mrs. Cora Learner, of Abbeyville, La., survive him. He was converted and became a member of the United Brethren at the age of seventeen, with which church he was affiliated until coming to Texas. Upon the organization of the Union Congregational church at Friona, he united with it and has ever since been an active member.

On the 23rd of December, 1891, he was united in marriage to Miss Minnie Goyer by the Rev. Mayden Rayburn. This ceremony was the 1,034th marriage performed by that minister. To that union were born ten children: Elsie, Lucy, Clyde, Chester, Leland, Glee, Lola, Nelda, Floy and Margaret. Elsie, the eldest daughter, became the wife of R. G. Clinin. She died in November, 1917. Chester, the second son, died in infancy. The other children survive him and are living at the farm home with their mother.

Mr. Goodwine was one of those broad minded, public spirited men who always had at heart the interest and welfare of his town and community and was interested in the advancement of all public affairs and especially so that of the church and school. It was his hope and desire to see established at Friona one of the best public schools to be found within the limits of the state, and was always glad to give both his time and his vote to the accomplishment of this worthy purpose.

He was one of the few pioneer set-

tlers of Friona who stayed with the country and called it his home and he cheerfully bore his share of the hardships of those earlier days with unbounded courage and an unwavering faith in the plains country.

He was of a social, kind and generous disposition and was charitable to all, even to his enemies if any such there were. His financial reverses he bore cheerfully and without complaint and the many physical agonies which fell to his lot and especially the suffering of his last long illness, he bore with the utmost patience and fortitude, and when his Lord called him he passed peacefully out to meet Him "as one who, drawing the draperies of his couch about him, lay down to pleasant dreams."

He was a kind and provident husband and father, a true friend, a charitable neighbor and a most worthy citizen. His death represents an irreparable loss to the entire community.

The funeral services were held at the Congregational church on March 21, conducted by the pastor, Rev. John M. Peyton, after which the remains were interred in Friona cemetery.

SUMMERFIELD

March came in like a lion and if it keeps on, will go out like a roaring lion, as we have been having all kinds of winds, but nothing like the dirt we would have had if we had not had the fine rains.

Bro. Lindley, the associational Missionary, came up from Plainview last Friday, where all three of his children are in school at Wayland College, to attend the evangelistic meeting in Hereford and spent the night and Monday visiting in our community. We are glad to see him driving a new sedan Ford, as the missionary needs the best protection from the weather.

Ray Johnson has been keeping his tractor going since the rain, breaking sod.

We understand there is to be a play at the schoolhouse Friday night, given by the members of the Community Club at Black.

Mrs. J. E. Roberson and daughters, Candie and Beulah, of Canyon spent the week end here with Mr. Roberson.

A brother of Roy Kinkade, who lives on the Monday place, is seriously ill and was taken to the Sanitarium at Amarillo Sunday evening.

Miss Zella Walser gave a social for the sewing girls of the Summerfield school last Friday night.

Mrs. B. A. Atchley was suddenly stricken late Monday evening with

something like appendicitis and suffered all night, but is resting better now and we hope will soon have fully recovered.

BETHEL

Mrs. Wirt Phillips and children returned home Saturday from Hereford, where they have been visiting Mrs. Sick and family.

Mrs. J. Z. Smith returned to her home Saturday from Amarillo. Mrs. Smith was accompanied by her daughters, Mesdames Whitcomb of Houston and McCormick of Wichita. Mr. Johnson of Amarillo, a son-in-law of Mrs. Smith, brought the ladies in his car. Mr. Johnson returned to his home Sunday afternoon.

Ham Lambert was receiving cattle in Friona Tuesday. The steers were bought and shipped here from Pecos.

More March weather this week. Two blizzards in one week—that's going some, we think. Both storms were preceded by dirt storm and quite a little snow fell Thursday. The sand Saturday evening was perhaps the very worst ever.

Sunday School was again postponed on account of the weather.

Taylor Thurmond of Hereford spent Friday night at Ham Lambert's ranch.

Mr. and Mrs. Showalter and family have moved to their new home, the former O. B. Hankins place. We welcome these new neighbors and are sure glad to have them among us. Mr. Showalter is a member of the faculty of the Dinahitt school.

FRIO

This community had a very severe norther and sandstorm last Saturday evening about sunset, which ran the thermometer down pretty low during the night and all day Sunday was very cold. So cold that we failed to have preaching and Sunday School again last Sunday, which was Rev. G. H. For's regular appointment at Frio.

Sunday before last, the 2nd Sunday, was Rev. J. A. Lindley's appointment at this place, but we had no services.

that day on account of the heavy rains on Saturday night before.

Mrs. Joe Smith and baby are visiting Mrs. Smith's mother at Colorado City, Mitchell Co.

A number of our people were in Hereford on Wednesday.

Born to Mr. and Mrs. Afton Jones on Friday, March 9, a fine baby boy.

Mother and baby doing well at reports.

Mr. and Mrs. P. A. Hogan and R. Hunter were shopping in Hereford last Friday evening.

Mr. and Mrs. W. S. Easter were Hereford visitors last Friday.

Mr. Mobley and W. S. Easter (Continued on Last Page)

VAUDEVILLE

STAR THEATRE
Friday and Saturday, March 23-24

THE BULLOCK COMEDY COMPANY

SIX PEOPLE in a
Singing, Dancing, Talking Comedy Sketch

Program of FEATURE PICTURES Each Night

Complete Change of Vaudeville and
Pictures Each Night



Friday and Saturday, March 23-24
COME!

PUBLIC SALE

TUESDAY, MARCH 27

1 p. m. Sharp

at my farm, one mile east of Hereford, the following described property:

10 Head Horses and Mares

- 1 brown Mare, 6 yrs. old
- 1 brown Horse, 7 yrs. old
- This is a matched team weighing 2700 pounds
- 1 brown Horse, 5 yrs. old, wt. 1550
- 1 black Mare, 5 yrs. old, wt. 1450
- 1 bay Mare, 4 yrs. old, wt. 1300
- In foal by Jack
- 1 black Mare, 5 yrs. old, wt. 1250
- 1 bay Saddle and Work Horse, 7 yrs. old, wt. 1200, a real horse
- 2 bay Mares, smooth mouth, wt. about 1000 pounds each, in foal by Jack
- 1 sorrel Mare, smooth mouth, in foal by Jack, wt. 1000 lbs.

4 Mules

- 2 coming 2 yr. old mare Mules
- 2 yearling Mules
- 5 Head White Face Cows
- And 1 coming 4 yrs. old registered White Face Bull

Farm Implements

- 1 Feed Wagon and Rack
- 1 John Deere double disc Plow
- 1 John Deere single row Lister
- 2 2-row Go-Devis
- 1 gang moleboard breaking Plow
- 1 2-row Planter
- 1 3-section Harrow
- 3 sets Harness Lines, bridles, etc.
- Additional stock may be offered on the day of sale.

TERMS: Jan. 1, 1924, on all sums over \$25.00, bankable note, 10 percent interest. 3 percent discount for cash on all sums over \$25.00. Under \$25.00, Cash.

G. W. BRUMLEY

Sale Clerk by First State Bank & Trust Co. Col. W. S. Williams, Auctioneer

Boyles Auto Service Line

Leave the Stockmen's Cafe every day except Sunday.
Leave Hereford 8:30 a. m., arr. Canyon 9:45, leave Canyon 9:55, arr. Amarillo 11:00.

Leave Amarillo at Elks Hotel

Leave Amarillo 3:00 p. m., arr. Canyon 4:05, leave Canyon 4:15, arr. Hereford 5:30.
Fare—Hereford to Dawn 50c, to Umbarger 75c, to Canyon \$1.10, to Amarillo \$1.80.

Your patronage will be greatly appreciated.
Phone 299

Will carry small packages to and from Amarillo.

R. G. Boyles

Panhandle Music Festival

Direction of Emil F. Myers

NEW MUNICIPAL AUDITORIUM
AMARILLO, APRIL 9th TO 14th

Greatest Musical Event This Country Has Ever Seen
Eight Great Programs—World Famous Artists—Great Oratorios

SEASON TICKETS AS FOLLOWS

Good For Eight Programs		
Loges lettered A to H inclusive	\$7.00—70c	War Tax
Rows Main Floor A to F inclusive	\$5.00—50c	War Tax
Rows Main Floor G to J inclusive	\$7.00—70c	War Tax
Rows Main Floor X to JJ inclusive	\$5.00—50c	War Tax
Rows Balcony A to B all sections	\$5.00—50c	War Tax
Rows Balcony C, D and E all sections	\$4.00—40c	War Tax
Row Balcony F all sections	\$3.00—30c	War Tax
Row Balcony G all sections	\$2.00—20c	War Tax
Rows Balcony H, J and K all sections	\$1.00—10c	War Tax

SINGLE ADMISSIONS AS FOLLOWS

Mme. Schumann-Heink, April 9 (at night)	\$3.00—30c	War Tax
Harmony Club Opera, April 10, (matinee)	\$1.50—15c	War Tax
Alberto Salvi, April 10, (night)	\$2.00—20c	War Tax
"Rose Maiden," April 11 (night), Large Chorus	\$2.00—20c	War Tax
Anna Case, April 12 (night)	\$2.50—25c	War Tax
Philharmonic Club Costume Program, April 13 (matinee)	\$1.50—15c	War Tax
Arthur Middleton, April 13, (night)	\$2.50—25c	War Tax
"Elijah," April 14, (night), Large Chorus	\$2.50—25c	War Tax

By the season ticket plan the prices are less than picture show rates figuring 12½, 25, 37½, 50, 62½ and 87½ cents per program (plus war tax), according to location in the building.

Out-of-town orders will be given special attention and reservations made as nearly in accord with the instructions as possible when we receive the order. Make check payable to Emil F. Myers, and address to 1002 Polk street, care of Amarillo College of Music. Include war tax, please.

Reservations at Num Electric Co., 417 Polk St., and Panhandle Music Co., 104 East Sixth Street.

Jones-Barnett Agency

Successors to T. K. Wilson

The same old Agency at the same old place, next door to the Post Office.

The same Agency that has paid every fire loss Herford ever had.

ESTABLISHED 1898—A FIXTURE Here Yesterday, Today and Tomorrow

COTTON LIST!

STILL GROWING!

The cotton acreage list for this community, subscribed in the effort to secure a gin, has been revised to date and sub-divided by counties. Some of the owners do not live in the counties listed, but their land is there, if no error has been made. Any corrections to the list should be called to the attention of the Chamber of Commerce at once.

The more acreage secured the easier it will be to secure that gin. A lot of people have been heard to declare that they intend to plant some cotton but won't list it. If everybody took that point of view there would be no gin here in 1925.

Kick in—put in your acreage if you intend to plant any—and help the cause along.

Deaf Smith County

Sears & Powell	400
J. L. Bain	200
Kelly-Gray	200
G. W. Wilson	100
R. K. Bruner	100
J. L. Fuqua	100
Claude Hurlbut	50
J. H. Wagner	50
J. L. Hoffman	50
O. G. Hill	50
Samp Van Zandt	50
T. T. McDermott	40
C. P. Caldwell and son	240
Jess Beavers	30
H. M. Smith	25
J. E. Hill	25
J. David Thompson	25
John Cunningham	25
B. J. McCaskey	25
A. A. Walker	25
S. D. Blackwell	25
Glen Greer	25
W. A. Calloway	25
W. R. Harrison	25
A. S. Higgins	20
Hughes Bros.	20
J. J. Clayton	15
Raleigh Hough	15
E. B. Posey	15
J. A. McGowan	15
G. O. Chandler	10
C. E. Gatlin	15
O. L. Sharp	25
F. J. Eberle	14
Robert Elliott	30
R. W. Shafer	25
T. W. Galloway	100
Carpenter & Longwith	75
Herschel Clymer	15
W. F. Karr	20
J. M. Chapman	25
R. E. Grimes	30
A. R. Groves	100
Fred E. Cox	50
Total	2,514

Castro County

I. S. Hamilton	50
Frank Cooper	50
Milton Hardy	50
B. W. Dean	45
Emmett Barton	25
Posey Cunningham	36
E. R. Rothwell	30
O. E. Easley	25
J. L. Henson	25
R. L. Knox	25
T. E. Baker	25
E. B. Wright	20
A. C. Barton	15
W. W. Phipps	15
O. C. Axtell	15
J. F. Hacker	15
U. G. Randall	10
Rayford Ricketts	10
D. H. Allison	50
M. I. Simpson	50
E. W. Kinney	25
Total	620

Parmer County

Walter Overton	100
E. B. Black	50
Elbert Overton	50
Ed Stanley	25
J. L. Lookinbill	25
Roy Davis	50
Total	300
Total	3,484

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

Oats—Bundle Feed—Range
FOR SALE—Good bundle feed, some good seed oats; also have a new range to sell or will trade for good milk cow.
 18-11 H. C. Bowsher.

Fryers
FOR SALE—About 30 fryers at 25c per pound. Mrs. Fred Saltzman. 18-11-Pd.

FOR SALE—Hatching eggs, from pure-bred Rose Comb R. I. Reds; 75c per 15; \$4.00 per 100. Phone 324-F3. 18-11

FOR SALE—700 bundles maize and hegarla, no grain. Geo. A. Stambaugh. 18-21

FOR SALE—Cheap, a practically new 10 ft. J. I. Case Tandem Disc. 18-21-Pd J. L. Johnson.

FOR SALE—Good as new. Two 2-row lists. Bargain. Call at Clark's Blacksmith Shop. 18-21-Pd

FOR SALE—320 acres improved land, 4 room house, well and windmill. Price \$15.00 per acre, \$1500.00 cash; balance terms. See us for cheap farm and ranch land. M. A. Crum. 18-21-Pd Friona, Texas.

FOR SALE—Household goods, also a lot of canned fruit and jellies. 18-41-Pd A. C. Barnhart.

FOR SALE—Good clean seed oats for sale. Phone 303. 14-11 Fred Millard.

Rose Comb Reds
 Eggs from selected layers and prize winners. Pen one, \$1.50; utility \$1.00. Phone 30. N. C. Voegel. 16-11

FOR SALE—Several dozen White Leghorn hens, young stock, from the best laying strain. Phone 318-F23. 17-21 Mrs. J. M. Kimmons.

FOR SALE—Baled kafir, with some grain. Will sell black percheron stallion, broke to work, colts to show, 9 miles northeast of Herford. 17-21-Pd Ray Hershey.

FOR SALE—\$3.00 per hundred for Rhode Island Red eggs, from full-blood and high grade hens, mated to full-blood roosters. This flock has the run of the place which will insure vigor to the young chicks. Phone 374-F11. 17-21-Pd J. F. Ward.

FOR SALE—New model M Sampson tractor, never been used; will sell at a bargain. See S. F. Dove at Herford Garage. 17-21-Pd

Land to Farm
 I have 100 acres, 7 miles north, will give all crop in 1925, for building a mile of fence. 17-21-Pd C. H. Dyar.

Bulbs and Flowers
FOR SALE—Bulbs and flowers—gladiolus, dahlias, and cannas. Have agency for the Clovis Floral Co. Phone 389. 16-31 Mrs. Dr. F. E. Bove

FOR SALE—Good level, 640 acres land, 12 miles north, improved. Good terms. Enquire at Panhandle Lumber Co. 8-11

FOR SALE—A good milk cow, giving 3 gallons milk; will sell cheap; also have a large male hog, Duroc, will sell cheap. Arthur E. Holberg. 14-81-Pd

FOR SALE—New Eclipse 16 ft. wheel and fan, also Titan tractor and plows. Also barley seed for sale. Phone 78. Mrs. G. R. Ward.

FOR SALE—Pure bred dark Barred Rock hatching eggs at \$1.00 a setting; \$3.00 per hundred. Fertility guaranteed, vigorous stock, well bred for type and utility. Pen eggs from extra fine stock direct from D. F. Palmer, Yorkville, Ill., strain at \$5.00 per setting. 13-31 Fred H. Galle, Dimmitt, Texas

SALE—ARMY SHOES—SALE
 We have just bought a tremendous stock of Army Munson last shoes to be sold to the public direct. Price \$2.75. These shoes are 100 percent solid leather with heavy double soles sewed and nailed. The uppers are of heavy tan chrome leather with bellows tongue, thereby making them waterproof. These shoes are selling very fast and we advise you to order at once to insure

your order being filled. The sizes are 6 to 11 all widths; Pay Postman on receipt of goods or send money order. Money refunded if shoes are not satisfactory. THE U. S. STORES CO., 12-11 1441 Broadway, New York City

TRADE—Have 2 yr. old registered Jersey bull, will trade for 2 yr. old White Face bull. Allen Bell. 18-31

TRADE—Will trade land near Clovis for Herford city property or land near Herford. Phone 383 P. O. Box 711 15-31

LOST AND FOUND
LOST—On 25 Mile Ave., a sack of grain from the running board of my car. Finder return to P. W. Price. 18-11

WANTED
WANTED—A favor hand by the month. Phone 324-F3. Geo. W. Smith. 18-11

FOR RENT
FOR RENT—Improved 1/2 section, 6 miles from Herford; 230 acres in cultivation, balance good pasture. Fome or see me. 17-41 H. H. Boardman.

Pasture to Lease
LEASE—Pasture to lease, known as Sixshooter Pasture, in New Mexico. Will easy run 1500, divided in 3 pastures. Will lease or take stock by the head. Have had lots of rain lately. If interested, write me Box 884, Lubbock, Texas. 16-41-Pd

Flowers
CUNNINGHAM FLOWER SHOP
 Phone orders to Mrs. F. H. Oberthier, Phone 226

FOR RENT—One section of good grass land, 12 miles of Herford. \$100 cash in advance. Write Mrs. A. B. Best, R. No. 6, Hutchinson, Kans. 17-3



"It Looks Like New"

said Mrs. Jones, "and the neighbors wouldn't believe that it was really an old dress that I had cleaned. You could have done the same thing, John, to an old suit of yours instead of buying that new one you have on."

"This isn't a new suit," laughed her husband, "It's the one I bought last year, but I had it cleaned at

C. P. Ringer's DRY CLEANING

A Good Rain

HAS HELPED ALL OUR FEELINGS

We are helping our Farm Customers who are planting and seeding. Our mission is to serve.

First National Bank

Hardware

Our business is to sell it, and we are selling it at a price you can afford to pay

Dunlap Hardware Company

The Bank

As an interested party in everything that is vital to your success, has also its own interests at heart.

Our success comes only as success comes to you.

Better co-operation between this bank and its depositors is earnestly sought, and the utmost in service extended to each and every customer.

FIRST STATE BANK & TRUST CO.

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



Ford SEDAN

\$595
 F. O. B. DETROIT

A Still Greater Value

Never before has a Ford Sedan been sold at such a low price.

Never before has there been such a well-built Ford Sedan—improved with finer upholstery, window regulators, and with many refinements in chassis construction.

This is the family car which fully meets every requirement of economy, comfort and sturdy service.

So great is the demand that deliveries will soon be almost impossible. List your order now, make a small down payment, the balance on easy terms.

*Ford prices have never been so low
 Ford quality has never been so high*

Wilkinson Motor Co.

Local Happenings

Mrs. Harry Whitcomb reached home Friday morning from Dallas.

Goodyear tires in all sizes at Rice's. S. W. Camp made a business trip to Erlona Wednesday morning.

Are you going to retire? Try a Goodyear or United States tire.

Jim Robinson of Amarillo motored to Hereford Wednesday.

Come in and let us tell you about the Ful-O-Pep way to raise chickens.

Golden Rule Produce, H. H. Hawkins.

Fred Langer made a business trip to Bovina Wednesday morning.

We don't work you, but try to work for you.

L. Carter reached Hereford Thursday morning from Matador, Texas.

Free booklet telling all about the Ful-O-Pep Feeds. Golden Rule Produce, H. H. Hawkins, Mgr.

Pat Woderbrook reached Hereford Thursday morning from Kansas City.

Try Rice's fire service. "Once a user, always a user."

Elmer O. Farrell made a business trip to Kansas City Wednesday.

Try a "Milwaukee" timer for your Ford next time. Rice has them.

D. P. and William Ashbrook left Hereford for points in Missouri Wednesday morning.

Free booklet telling all about the Ful-O-Pep Feeds. Golden Rule Produce, H. H. Hawkins, Mgr.

C. F. Crane left Hereford Wednesday morning for Wheeler, Texas, where he will visit in the home of his son.

J. P. Martin reached Hereford Wednesday, after spending about three months visiting relatives in Floydada.

Dollar Wednesday Special

A good tube patch outfit for two bits. Can you beat it? At Rice's.

Mrs. C. M. McGhee arrived home from Newton, Kansas Thursday morning.

The U. D. C. Chapter will have a bonnet, apron and bake sale at E. B. Black's Furniture Store, March 31, 1923.

Rev. M. M. Beavers of Canyon was in this city Thursday morning between trains.

Mrs. Grady Stegall and baby returned to her home in Amarillo Thursday morning.

Notice

Dr. Florence B. Miller has returned from Florida where she spent the winter and is now ready to take up her professional work. Residence Office, Phone 150. 16-18-20 22

F. W. Stewart returned to his home in Mooreland, Okla., Wednesday morning. Mr. Stewart visited in the home of Mr. and Mrs. J. E. Beyer.

Miss Margerete Barger of Albuquerque, N. Mex., reached Hereford Wednesday morning and is visiting in the home of Mr. and Mrs. B. F. Neely.

Easter Flowers

Place orders early, with Mrs. Edgar Johnson, representing Clovis Floral Co. Carnations, \$2.00 per doz.; Sweet Peas, \$3.00 per 100. Call Mrs. Johnson for prices on other cut flowers and pot plants. Phone 95. 14-5t

Correction

The Service Garage was owned by Messrs. H. G. Conkright and W. W. Womble. Mr. Womble will retain his half interest in the Service Garage for the present.

Fishermen, Notice

On and after this date fishermen, hunters and campers will not be allowed on my Springvale Farm on the Tierra Blanca. I regret this but find it necessary to stop deprecations on my property. T. C. Ivey. 17-3t

Card of Thanks

We appreciate very much the aid and comfort extended us during the recent illness and death of our daughter, Mrs. Gus Barrett, and take this method of earnestly thanking the good people of this community for all the good Christian things they did for us. H. A. Barrett, E. A. Roberts and family.

Music Study Club

The Music Study Club met last Monday with Mrs. J. E. Beyer. The subject for the afternoon was "American Music," with Miss Swisher as leader.

It was a very interesting program. Two numbers, which were of especially interesting were "Barcarolle," Liebermann, a violin solo played by Mrs. Alvin Thompson, and the "Big Brown Bear," Mana Buca, sung by Mesdames Wilkinson, Estes and Thompson.

Guests for the afternoon were Mesdames A. A. Foster and C. H. Buttolph who is visiting in the home of Mrs. Alvin Thompson.

The Club adjourned to meet April 2, with Mrs. H. L. Broadwell for a surprise program.

The Music Club is having a series of four luncheons during the year. The third of this series was given on Texas Day, March 5th, at the Oberthles home, with Mesdames Jesse Stanford, Ray Conaway, C. C. Ferguson, Paul Merrill, C. R. Smith, Cliff Estes and Louise Allen, hostesses. The Texas Blue Bonnets were used a favors. A luncheon of four courses was served to the Club members.

FRIO (Continued from Page 6.)

acted business in Hereford last Saturday.

We noticed that real estate has been going up in the little community of Frio the past few days. Especially those windy days.

We were indeed pleased to read in last week's Brand of Mr. Murdock's success in farming and stock raising in Castro county. We don't know of any place in Texas where it is easier to buy and pay for a home than it is on these fertile plains. If one has the energy and will-power to stay on the job six days in the week and twelve months in the year, and we think that is what every man has to do, no matter what business he engages in, if he makes a success of it.

Well, here's hoping that next Sunday will be a pretty day, as Castro County's first Singing Convention for 1923 is to be held at Dimmitt and we expect to have a large crowd and some fine singing, if the weather is nice.

Seems to me that all those farmers in Castro Co. who are going to plant cotton this year ought to list their names and acreage in The Brand so as to encourage whoever aims to build a gin. We know of some that already have their seed who are withholding their names.

BIG SQUARE

Rev. and Mrs. G. R. Fort came out from Dimmitt Wednesday, returning to town Thursday.

Roy Haberer and Vern Lust were Hereford visitors Wednesday.

Miss Mildred Redfern spent Saturday and Sunday with relatives in Clovis.

Herman Haberer was a Muleshoe visitor Saturday.

Otis Burton was a Hereford visitor Saturday.

Messrs. Branson spent Saturday in Hereford.

The party scheduled for Saturday evening at Mr. and Mrs. Roy Haberer's was indefinitely postponed.

Walter Fullwood of Hereford came down to Mr. Bloodsue's Wednesday.

John Haberer and Fitz Wollber, on their way to Hereford, were caught in the sandstorm Saturday and spent the night at Ham Lamberts. They resumed their trip to Hereford Sunday afternoon.

Mr. and Mrs. Roy Haberer and Roger spent Wednesday night in Dimmitt with Mr. and Mrs. Mark Cowser.

NAZARETH

John Albracht was in Tulla on business Saturday.

Miss Ida Behrens spent the week end with Miss Rose Kohls.

Conrad and Frank Schulte are digging a new well for Mr. Henry Lange.

John Lange was in Dimmitt Saturday.

The little son of Mr. and Mrs. Joe Guggemos was on the sick list the past few days.

Paul Kern and Nick Ehly were in Dimmitt on business Monday.

Andrew Acker was in Tulla on business Monday.

Rev. Father Justin spent Sunday in Amarillo with Rev. Father Allard.

Mrs. Nick Ehly was on the sick list recently.

Mrs. Henry Schmucker and Miss Rose Wilhelm spent Tuesday afternoon at the Phillip Acker home.

Clarence Wilhelm was in Tulla on business Wednesday.

Phillip Acker has been on the sick list the past few days.

THE STATE OF TEXAS

To the Sheriff or any Constable of the County of Smith County—Greeting:

You are hereby commanded to summon Christian Saller and Belle Saller, by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your County, if there be a newspaper published therein, but if not, then in any newspaper published in the Sixty-ninth Judicial District; but if there be no newspaper published in said Judicial District, then in a newspaper published

in the nearest District to said Sixty-ninth Judicial District, to appear at the next regular term of the District Court of Deaf Smith County, to be held at the Court House thereof, in the City of Hereford, on the 5th Monday in April A. D. 1923, the same being the 30th day of April A. D. 1923, then and there to answer a petition filed in said Court on the 5th day of March A. D. 1923, in a suit, numbered on the docket of said Court No. 1386, wherein G. H. Tyson and F. D. Tyson are Plaintiffs, and Christian Saller and Belle Saller are Defendants.

The nature of plaintiff's suit is to reform the description in a deed executed by Christian Saller and Belle Saller, to G. H. Tyson and J. W. Tyson, which said deed is dated Dec. 18th, 1913, and recorded in the deed records of Deaf Smith County, Texas, in book 35 at page 63, which said deed conveys to the said G. H. Tyson and J. W. Tyson, all of the N. E. 1/4 of Sec. No. 9, Bk. K-3, the amount conveyed being 159 acres, and also conveys one acre out of the N. W. 1/4, of said Sec. Said deed does not recite the County and State, in which the land is located, and

plaintiff's seek a reformation of said deed showing the land to be located in said Deaf Smith County, Texas.

Herein Fall Not, but have before said Court, at its aforesaid next regular term, this writ with your return thereon, showing how you have executed the same.

Given Under my Hand and the Seal of said Court, at office in the city of Hereford this, the 5th day of March, A. D. 1923.

(SEAL) BERRY ORR, Clerk, District Court, Deaf Smith County, Texas.

14-4t By J. R. Edwards, Deputy.

A. L. BIGGS, Insurance
Dependable Service
Your INSURANCE BUSINESS APPRECIATED and PROTECTED.
Phone 50 Theatre Bldg.

ANNOUNCING
The change in ownership and management of the Service Garage.
We are still headquarters for Gas, Oil, Storage and Real Service. Thank you for past favors.
Service Garage
M. D. Womble W. T. Womble

RARIN' TO TRADE!—
Some Real Homes, up in the heart of the Arkansas-Ozarks, where the moon shines on the Moon Shine and the Big Red Apples grow, for
Good Plains Land
Come in here and let's trade what you have for what you want.
Elliston Land Co.

Donna Dodd
Snappy Styles For Now

Specials for \$ Wednesday
New Spring Slippers and Oxfords
Special prices for Dollar Wednesday only.
\$4.50 Shoes ---- \$3.50
5.00 Shoes ---- 4.00
6.00 Shoes ---- 5.00
6.50 Shoes ---- 5.50
7.00 Shoes ---- 6.00
7.50 Shoes ---- 6.50

Fox Mercantile Co.



A Good Time to Look After Your Fences
This is the season to build fence, repair the old one, and get in shape for the coming season. We have everything you need to do the work, but the muscle. You will find our yards supplied with lumber, posts, wire, staples and nails, and any of our managers will be glad to help you figure out your needs.
PANHANDLE LUMBER CO.
OUR AIM—TO HELP IMPROVE THE PANHANDLE

Safety, Satisfaction and Service
SAFETY, through having served the community for twenty years, and being under the supervision of the Federal Government and a MEMBER OF THE FEDERAL RESERVE SYSTEM.
SATISFACTION, through having been of service to many people of this community. And We endeavor to render satisfactory service at all times.
SERVICE, As our patrons prosper so we prosper. We shall be glad to discuss your business problem with you at any time and render such service as will mean the upbuilding of your business and OURS.
The Western National Bank
WILL APPRECIATE YOUR BUSINESS

Oils and Casings
I have a **CAR OF MOTOR OILS** just arrived, and to introduce this oil will *Clean Your Crank Case and Fill Your Car with this oil for 75 cents a gallon for a limited time.*
DID YOU KNOW that the material in Casings is costing 300 percent more today than last year? If you are going to need any casings or tubes, we recommend that you buy now before they go up. I have the largest stock of casings and tubes I have ever had.
W. C. Fallwell

Good FURNITURE Makes for Good Manners
Did You Ever Notice even with spoiled and naughty children, their change of attitude when they enter a strange but nicely furnished home?
Environment, surroundings, have much to do with good manners.
It is worth while in every family to keep furnished as well as you can—to come to us for the furniture.
Now is the time you need a Singer Sewing Machine. They are the cheapest piece of machinery to be had today. We will sell you a Singer on terms to suit you.
You should buy of those beautiful Art Rugs we are showing, while they are cheap. Indications are they will be higher.
We have some beautiful Living Room Furniture in transit, bought right, and we will sell reasonable.
Our stock of Dining room and Bedroom Furniture is most complete.
We are satisfied with small profits.
E. B. Black Co.
"The Big Store With the Little Price"