

ENTHUSIASM AND OPTIMISM PERMEATE C. OF C. SPEECHES AT MONDAY NOON LUNCHEON

COUNTY ATTORNEY, OWEN P. SMITH, HAPPY IN PROPHECIES OF COUNTY'S FUTURE PROVIDED CITIZENS MAKE EFFORT

W. E. DAMERON MAKES GOOD TALK

Illustrated Difference Between a Resident and a Citizen. Motion to go After West Texas School is Carried And a Committee to Act is Appointed

Another rousing good meeting was held by the Chamber of Commerce at their luncheon at the Cordova Hotel Monday noon. After a "bully" good feed, such as Mrs. Cogdell sets on the table, the members were in fit condition to tackle any problem, and they went at the work on hand as if they enjoyed it.

President Homer Wilkinson opened the meeting with a few well chosen remarks and then introduced the first speaker, Owen P. Smith, County Attorney, whose subject was "Hereford Today and Ten Years Hence."

Mr. Smith began by stating that the Hereford country had the best land and more of it than any other country in the Panhandle, and that the abundance of shallow water and its quality was unequalled anywhere in the State. He further stated that the climate was the finest in the world and that the citizenship could not be excelled for culture and intelligence; that the Hereford band is the best in the country and could compete favorably with the best in the State. He also called attention to the number of fine churches and splendid courthouses; the large, comfortable and good looking sales pavilion and barn, the beautiful residences, lawns, trees, etc. Mr. Smith said that he would not delve in the future, but that perhaps ten years hence he would board a street car, going down into the business section, and in the car would be G. A. F. Parker reading a copy of the Hereford Daily Brand. He said, this and many other things could happen if the proper effort was put forth. "Cotton can, and will make here and when developed a textile mill will be in order; sugar beets, under irrigation, will mean a refinery here in 1923," said Mr. Smith. In closing his remarks, he stated that the development of the next ten years would be three fold what it has been heretofore.

W. E. Dameron, who had the subject, "Are You a Citizen or Are You a Resident," did not know why that subject had been wished on him or why the President had picked on him for this particular task, unless that it had to be attended to and someone had to be the goat. He opened his remarks with a story about the Irishman who had accumulated much money and deposited it in a savings bank; the report reaches the Irishman that the bank has failed, so he went to the bank, demanding his money; the banker began counting out his money, and on seeing this the Irishman, in surprise, exclaimed, "Oh! Have you got it?" And the banker replied, "Why, yes, certainly." "Well," said the Irishman, "if you've got it I don't want it." The inference is that Mr. Dameron, since he has the subject, doesn't want it. He gave a few definitions of a citizen and a resident: A citizen is a man who trades in his own town; a resident trades other places; a citizen supports local institutions, local enterprises, etc.; a resident does not. He also called attention to the fact that the citizen and the merchant should cooperate, and that it is as much the merchant's duty to give the citizen a fair exchange of his money as it is the duty of the citizen to trade at home. He speaks of the distant trade territory and the spirit of cooperation which it will take to get this trade.

and closes with the statement that we need more real citizens.

Eli Dunlap, one of the old wheel-horses of the Chamber of Commerce, made a few remarks about Hereford's distant trade territory. He believes that the one thing needed most in securing this trade is more and better highways.

The attention of the Chamber of Commerce was called, by the president, to a meeting to be held in Amarillo, on Friday, March 2, of delegates from the different Panhandle towns, for the purpose of organizing and planning to secure the West Texas Technological College for the Panhandle. Mr. Parker was asked to express himself on this proposition, and it was found that he is not only in favor of the location of the College in the Panhandle, but the nearer it is located to the Hereford courthouse, the better it will suit him.

D. L. McDonald gave a few of the many advantages Hereford had to offer a College of this character, and his motion that Hereford go after it was carried unanimously. A committee composed of D. L. McDonald, W. E. Dameron and E. S. Ireland was appointed to attend this meeting and to draft an application to locate the college at Hereford.

Rev. Paul J. Merrill, who is on the program for a general celebration of the passage of the technological act, to be held at Sweetwater on March 2, remarked that if Hereford really wanted the college, while down there, he would make arrangements to bring it back with him. He was duly authorized to go get it.

Those present Monday were: Homer Wilkinson, G. A. F. Parker, Rex Tynes, Doug Fox, Henry Hastings, Luther Hough, Geo. Muse, L. Baskin, Eli Dunlap, E. W. Harrison, A. M. Jones, W. E. Dameron, E. S. Ireland, Lem Carlyle, C. A. Skelton, Rev. Paul J. Merrill, Rev. J. R. Sharp, W. R. Steckman, E. B. Black, H. H. Hawkins, A. W. Gregg, F. H. Oberthier, Walter Dunlap, Owen P. Smith, D. L. McDonald, J. E. Beyer, Jno. R. Edwards.

Mrs. Tubb's Pupils Give Interesting Program Monday

Those who braved the storm Monday evening in order to attend the entertainment presented by the pupils of Mrs. Tubb were well repaid for the effort which enabled them to hear a program which proved to be of the usual high order of Hereford local talent.

That it was almost wholly a juvenile performance added to its appeal—an appeal strengthened by the excellent work of the children.

The first part of the program consisted of readings, music and a beautiful drill exquisitely costumed and skillfully executed. Masters Jake Witherpoon as Uncle Sam and Junior Thompson as George Washington furnished the proper setting for the pretty pageant.

The play "The Bravest Boy at Bunker Hill" was well given throughout. A company of "Red Coats" were effective in their striking uniforms and military bearing. The leading characters were all well taken, the work of Miss Lucille Brunley, the only adult of the company, giving strength and balance to the play. Master Milton Davidson, the small boy with the big part, proved that years are not essential to a tenacious memory.

All in all, it was an excellent production, worthy of the best patronage.

ERNEST WOODBURN'S MAKE BRIEF VISIT TO RELATIVES HERE

Mrs. Ernest Woodburn, who has spent the past two weeks at the home of Mr. Woodburn's father, Col. E. T. Woodburn, was joined by her husband Sunday morning and both returned to their home in Amarillo Sunday evening.

The Weather Man Sends Snow and Rain to Hereford

The weather man proved that he really had "inside information" in his latest forecast for this section.

The following telegram was received by The Brand Monday: "Rain or snow tonight—colder Tuesday." And that's exactly the way it happened except that it's rain and snow.

This addition to the moisture already fallen brings the entire amount of precipitation to well over an inch which due to the fact that every drop has been absorbed by the soil, is worth much more than the ordinary inch rainfall.

Farm machinery is now being put in readiness for spring work which will be begun at once.

A Local Museum Has Been Started in City Library

The committee having in charge the Bay View Club's project of establishing a local museum, reports that the undertaking is now an assured fact.

Through the courtesy of J. Frank Potts, cases have been secured and will be placed in the library this week. Here the infant museum will be housed until such time as its growth shall demand a caretaker and more commodious quarters.

Considerable local interest in the enterprise is being manifested and several contributions have already been offered. The plan now is that suitable articles whose owners do not care to donate them permanently will be accepted for a temporary period. It is thought that by this means they may serve their purpose though still remaining the property of the owners.

That the venture has attracted favorable notice elsewhere is evidenced by the fact of the committee's having been invited to meet with the Panhandle Historical Society which recently convened in Canyon.

Father's Illness Calls Rev. Sharp And Wife Home

Rev. J. R. Sharp received a telegram Tuesday morning stating that Mrs. Sharp's father, who lives in Dallas, is seriously ill of pneumonia. Mr. and Mrs. Sharp left on the 10:50 train, Tuesday, in response to the wire.

JUDGE WM. KNIGHT TO VISIT IN MO. THEN RETURN HOME

A recent letter from Judge Knight states that he is leaving West Virginia for Missouri where he will spend some time with relatives. Later, he will go to Dallas from which point he will return to Hereford.

He reports cold weather with considerable snow throughout the east.

J. W. DUNCAN WILL HOLD PUBLIC SALE MONDAY, MARCH 5

J. W. Duncan, living 12 miles northwest of Hereford, has bills out advertising a public sale of horses, mules, farm machinery, etc., for Monday, March 5. His advertisement, including list, will appear in The Brand on Friday.

MRS. STANBERRY WEEK END GUEST AT HAL HAWKINS

Mrs. W. T. Stanberry of Amarillo, who was a guest at the Bay View Club luncheon Saturday, remained until Monday for a visit in the home of her uncle, H. H. Hawkins.

Wednesday is Dollar Day—One Hundred Dollars in Prizes Given Away—Big Sale to Be Held Also

Tomorrow is Dollar Wednesday—the Dollar Wednesday on which Hereford merchants are to give away \$100 in prizes to the holders of the lucky numbers obtained through bargain purchases during the Dollar Wednesday sales.

The drawing will immediately follow the miscellaneous sale of whatsoever stock, farm products or other articles that may be offered. The sale is scheduled for one o'clock.

The prizes will be wrapped separately in plain paper which will furnish no

REVIVAL IS BEGUN HERE ON SUNDAY

WOODIE W. SMITH TO LEAD BAPTISTS IN MEETING

MUSICIANS HELP

Nearby Towns Are Loud In Praises of the Leaders

A revival meeting, begun Sunday evening with a sermon by the Rev. W. R. Hill, is now in progress at the Baptist Church. The meeting with its full corps of workers was formally opened Monday evening with good attendance and interest.

The services will be in charge of Evangelist Woodie W. Smith, well



known as a pulpit orator of much ability and whose work invariably brings results. He will be assisted by Singing Evangelist Ogden and Miss Lulu E. English, pianist, under whose direction the music will be made a special feature.

Rev. Hill announces that the meeting will probably continue two weeks or longer; that it has been planned somewhat as a big pre-Easter service. "We are bringing," said Mr. Hill, "a real opportunity for the people of Hereford community to hear both preaching and music of an exceptionally high order," and a cordial invitation is extended to everyone to attend the services.

The evangelists have come here directly from Tulsa. The success of their work there may be judged from the following, taken from the Tulsa Herald:

"The best music that Tulsa has heard in many a day is a leading feature of the Baptist revival now going on at the church under the leadership of the Smith Evangelistic party. Likewise good sermons with much practical wisdom in them are given at each service. Two services a day for everybody, with three special services for young folks and juniors are being held.

"Evangelist Woodie W. Smith is a plain spoken man. He is a rather rugged type of virile manhood, and can call a spade a spade, yet without being offensive about it. He holds the principle that soft-soaping folks is not good for them, but that a genuine overhauling is the effectual and really kind thing to do. His spirit is very much appreciated by his hearers. He is a man of experience, having for a long term of years been in business, at one time in Plainview. He comes of a stock that believes in plain dealing, but that has a very tender sympathy for everybody, however far in error they may have gone.

Miss Lucille Breen of Lawrenceville, Ill., left Hereford for Ft. Worth Saturday morning. Miss Breen has been visiting in the home of Mr. and Mrs. Fred Oberthier, Jr.

Mr. Jarrett, who is head of the sociology department of the Normal, is well known here. This will be his second appearance in a lay talk at the Presbyterian church. He is a speaker of pleasing force and originality. Special music will be arranged for the occasion.

MOTHER OF MRS. T. A. HILL ON VISIT WITH RELATIVES

Mrs. Austin Hill and little daughter, Lorean, have returned from a visit of several weeks with relatives in Frisco, Texas. They were accompanied home by Mrs. Hill's mother, Mrs. Alice Malnes, who will make an extended visit and incidentally, look after business interests here.

Golfers Can't Be Bluffed by Mud Or Rainy Days

The workmen who have been preparing the golf links have had to suspend work for several days on account of rain, snow and mud. There are members of the Golf Club, however, whom the weather doesn't seem to affect—practice goes on every day, and it is said that some of the boys have been seen on the links wearing rain coats and rubber boots. They are becoming quite proficient too—one man is said to have stood on the bank of the creek and hit six balls, one after another, in his attempt to get one across. It is thought that he would have succeeded if he hadn't been short on balls.

Mrs. B. S. Arnold Is Honored By Club on Saturday

To an interesting program were added the delightful social features of an all day meeting of the Bay View Club, Saturday, with Mrs. Arch Collins as hostess.

The occasion honored Mrs. B. S. Arnold of Amarillo, charter member and also one of the Club's two honorary members. Other out-of-town guests and former club members were Mesdames Fandy and Stanberry, both of Amarillo.

At one o'clock a buffet luncheon with the following menu was served:

Turkey Dressing
Cranberry Sauce
Creamed Potatoes Escalloped Peas
Hot Rolls
Cherry Pie with Whipped Cream
Coffee

The program combined selected numbers from two programs on the American Novel, Mrs. Bolson having charge of the first group and Mrs. Elmer Dameron, of the second. The leaders gave, respectively, interesting sketches of William Dean Howells and Mark Twain with representative works of each.

A special feature was the characterization of Huckleberry Finn by Mrs. Arnold whose former home was in Hannibal, Mo., the boyhood home of Mark Twain. Her personal reminiscences of the famous American added an appreciated touch of realism to the program. Other pleasing numbers were, "The Rise of Silas Lapham," by Mrs. Collins and Page's "Red Book" by Mrs. Potts.

FRIONA DISTRICT NOW JOINED WITH FIVE OTHER DIST.

Friona, Texas, Feb. 27.—The election which was called for the consolidation of Friona common school district with five adjoining districts, passed off very quietly Saturday. In three of the districts the entire vote was cast and in another every vote but one was cast and within the whole territory there were only four votes cast against the consolidation, showing conclusively that the people who are now residents of what is to be known as the Friona Consolidated School District are by an overwhelming majority in favor of the best school it is possible to have. As soon as arrangements can be made an election will be called for a bond issue to provide building funds, which if carried, will place the trustees in a position to begin operations for the erection of a new and up-to-date school building.

DOCTOR JARRETT WILL FILL PULPIT HERE ON SUNDAY

Arrangements have been made whereby Professor Jarrett of the West Texas Normal will accept the pulpit at the Presbyterian church next Sunday morning, as the Rev. J. R. Sharp will be absent from the city on that date. Owing to the Baptist meeting in progress no services Sunday night or Wednesday night will be held at the Presbyterian church.

MRS. JOHNSON NOW AT BEDSIDE OF HER MOTHER IN N. MEX.

Mrs. Edgar Johnson, who was called to Los Alamos, New Mexico, last week by the illness of her mother at that place, writes that her mother is improving slowly. Mrs. Johnson expects to be able to return to her home within a few days.

HEREFORD CATTLE BREEDERS ARE IN SESSION AMARILLO

The Panhandle Hereford Breeders Association were in their second day session Tuesday in Amarillo. Messrs. Claude Higgins, W. E. Dameron, D. C. Laird, Henry Wilkinson, Tom Ivey, E. B. Black, W. B. Hicks, Fred Brownlee, Charles Donald, Earl W. Wilson, Jno. L. Wilson, Henry Hastings, H. G. Conkright, Frank Lambert, Frank Metcalf, C. B. Smith, D. L. McDonald and W. M. Storrar attended Tuesday. Messrs. Paul J. Merrill, W. J. and Leslie Smith are assisting the Shriners Band Tuesday evening and night.

RED CROSS MAKES GIFT TO HOSPITAL

BIG "LOAN CLOSET" PROVIDED GREATLY NEEDED NOW

LADIES ASSISTED

Chapter Will Take Lead In Investigation Of Charity Cases

Mrs. W. A. Price, matron of the Hereford Hospital, has just recently received the last of a list of articles for the "loan closet" which has been provided by the Hereford Chapter American Red Cross.

The regulations of the National organization provide for the use of funds in this way where a real need exists. The "closet" here consists of such things as are often needed in cases of illness in greater numbers and quantities than can be provided in many homes especially when two or three are ill in a home.

The one here includes sheets, pillow cases, bed spreads, water bottles, thermometers, bandages, gauze and many other articles, in such numbers and quantities as will meet any emergency likely to arise either in the hospital or in the homes of the town or county.

The articles are all marked with the red cross markers and remain the property of this Chapter.

The material for the sheets, pillow cases and spreads was bought in bulk and the articles completed by the ladies of the various churches of the town. These various articles are placed in charge of Mrs. Price for use in the hospital when needed, but are to be kept in readiness for use in any of the homes of the community when the physicians or nurses of the town may see the need of them and call for them.

The movement to establish such a convenience was heartily endorsed by Mrs. Price and the physicians of the town, and upon investigation the members of the executive committee were not only convinced of the need but also that there was no other practical way of securing it, at the present time, and consequently deemed it a most worthy way of using a portion of their available funds. The total cost is approximately \$250.

In discussing the red cross work with some of the executive committee it was learned that the chapter here has assisted in rendering aid to a number of families during the winter and especially during the recent epidemic of flu. They also stated that it is the earnest wish of the committee to assist wherever there is a real need, not only as the red cross but in cooperation with the physicians and every organization designed for relieving distress. It is not permissible to use red cross funds in every case of need but the committee is willing and ready to act as a "first line of defense" in investigation and where a worthy case exists see that the funds are forthcoming from some source, and that such funds are properly expended after being given. They are working in cooperation with the Commissioners Court in cases which clearly should be brought before that body.

Just now in cooperation with the Parent-Teacher Club they are considering the advisability of undertaking some nutrition work in the schools, looking towards introducing the hot lunch at the noon hour in the schools.

Parent-Teachers Will Meet at Hi School on Friday

The long deferred meeting of the Parent-Teacher Association will be held at 3:30 in the high school auditorium unless the weather is positively prohibitive.

Owing to the nearness of the closing of school, the president is anxious that this meeting may be especially well attended and action taken upon several matters which must be attended to at once if at all.

G. A. F. Parker, J. Frank Potts, Mrs. Rex Tynes, Miss Irene Tidenburg and others are on the program. Music will be furnished by high school pupils. Refreshments will be served.

Your Insurance Policy!

Your insurance costs you money. In case of loss it may mean a home or business to you. Insurance Companies are always represented by well trained Special Agents. If a loss occurs you will need the service of an experienced and well trained representative. All policies written in this agency are a guarantee that your interests are always safe insured.

T. E. WILSON INSURANCE AGENCY.

25 Years in The Insurance Business

From Millionaire To Milliner



Mrs. Anne Stillman, recently divorced wife of James A. Stillman, ex-president of America's great bank, The National City Bank of N. Y., has opened a millinery shop. Her two boys Guy and Alexander, are with her. Mrs. Stillman successfully repudiated all charges of her husband in the sensational divorce suit.

loving disposition and congenial ways have won for her many friends at Wyche where she is teacher.

Mr. Brumley is a prosperous young business man of sterling worth who is engaged in the stock market business with his father. He is the son of Mr. and Mrs. G. W. Brumley of Hereford and has a large circle of friends who wish for him and his bride a long and happy life.

JOEL

The rain that fell Wednesday and Thursday came very gently and all went into the ground and has changed the outlook wonderfully. Also changed the length of the farmers faces. What a good old world it is after all.

The sick folks are all improving. Miss Edah Park is staying with Mrs. Hollis Galley while she is on the sick list.

Mrs. J. L. Park stayed with Mrs. Hershey one night last week while Mrs. Arch Conklin went home. Mrs. Conklin returned the next day.

The L. A. Smith family and the Walter London family had dinner Sunday with Mr. and Mrs. Lester Galley.

FRIO

Bro. G. R. Fort of Dimmitt filled his regular appointment at Frio last Sunday evening, but on account of so much sickness in the community the attendance was small.

Bro. J. A. Lindley, our Baptist minister, failed to show up on his regular appointment the second Sunday and disappointed a very good congregation.

Mrs. W. B. Green has been on the sick list for several days.

Mr. and Mrs. P. A. Hogan have been suffering from severe colds of late.

H. R. Hunter and wife took their baby, who was very sick last Monday evening, to see the Doctor. We are glad to report the baby is doing nicely at this writing.

Percy Estes and J. B. Harlin have also had some sickness in their families the past week, but as far as we know everyone is getting along well at this time.

A few of our singers that were well enough to be out met at the home of P. A. Hogan last Saturday night and enjoyed a few hours practice in singing. We are trying to make some preparations for the coming Castro County Singing Convention which meets the fourth Sunday in March at Dimmitt. We were to meet at Mrs. Green's for more practice, but thank the Lord, we were rained out, which was the first time since the 4th of last August that rain has interfered with any of our plans at Frio.

It began to rain here the morning of February 21 and was still damp and cloudy the 22nd. The rain was light, but all that fell went into the ground and we hope before it is over we will get sufficient moisture to begin farm operations, as everyone seems anxious to get to work and I can't see why we shouldn't be, as we are all well rested.

We hear a great deal of talk about cotton being grown in this community this year. We hear several talking of trying cotton that haven't their names on the list in The Brand. Some have already bought their seed. We hope that it will make a good yield in 1923 as we think it will have a tendency to open up business and trading in lands more than any other crop.

ARNEY-BLUE RIDGE

Lee Hutson and B. A. Brooks were callers at the home of S. J. Taylor last Monday.

Mr. and Mrs. S. J. Taylor and daughter (Continued on Page Three.)

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



HENNE & O'BRIEN Hereford, Texas

Flowers

CUNNINGHAM FLOWER SHOP

Phone orders to Mrs. F. H. Oberthier, Phone 226

Wilkinson Motor Co. USED CARS

- 1 1922 Ford Touring Car, Starter
- 1 1920 Ford Touring Car, Starter
- 1 1920 Chevrolet Touring Car, Starter
- 1 1918 Buick Touring Car, Starter
- 1 1920 Buick Roadster, Starter
- 1 1919 Maxwell Touring Car, Starter
- 1 1920 Ford Truck
- 1 1920 Ford Runabout, Starter
- 1 1920 Ford Touring Car

ALL GOOD VALUES

Wilkinson Motor Co.
AUTHORIZED FORD AND FORDSON AGENT

Hereford, Texas

Community Headquarters

This bank should be a meeting place for the business men of our community.

In the exchange of ideas on business conditions with our officers we can each serve the other better and bestow a helpful influence on our town.

A thriving community needs more of the intimate association between its business men and its bankers.

First National Bank

Don't Forget---

That we are at your service always and you merely step to your phone and call 81—You don't have to personally select everything, because we do that.

Frank A. Gyles

GROCER

Where Quality is Paramount

PUBLIC SALE

Friday, March 2

BEGINNING AT 1 O'CLOCK

18 miles south of Hereford on Dimmitt and Hereford road and four miles northwest of Dimmitt, Texas, at Elliott Brothers Ranch, I will sell the highest bidder the following live stock: Fifteen coming three and four year old Mules, one bay Saddle Horse and one team of Mares. Twenty head of Cows, a few good Milch Cows.

15 Mules, 3 Horses, 20 Cows

- | | |
|------------------------------------|-----------------------------------|
| 1 span bay mare Mules | 1 span black Mules |
| 1 span black mare Mules | 1 span horse mules, bay and black |
| 1 span mare Mules, bay and black | 1 span Mares, sorrel and bay |
| 1 span black horse Mules | 1 saddle Horse, five years old |
| 1 span horse Mules, grey and brown | |
| 1 grey horse Mule | 20 head Cows |

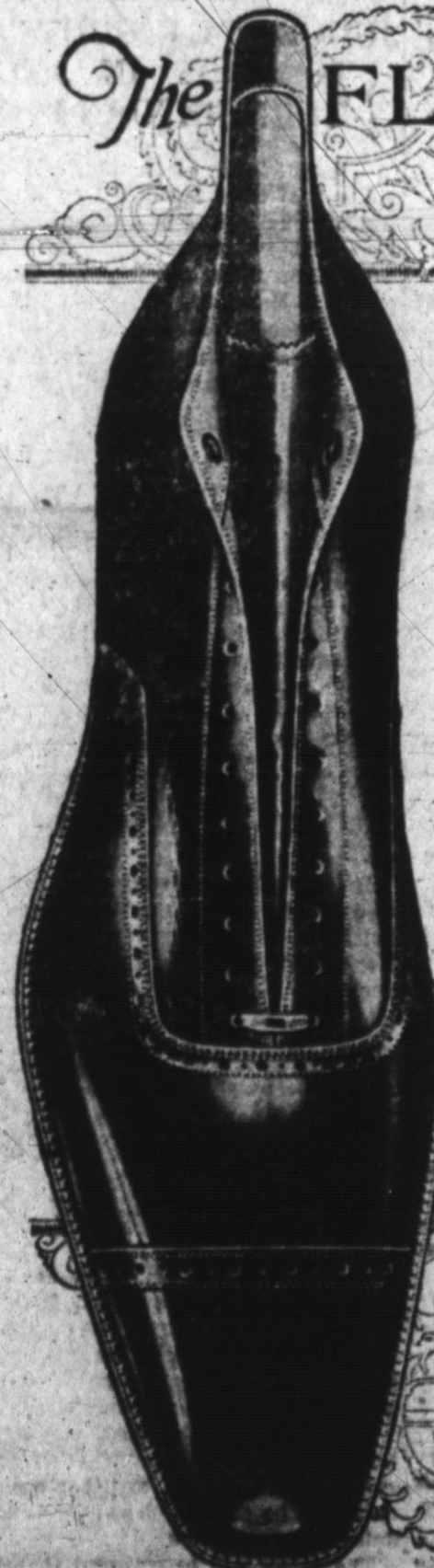
TERMS: 8 months time on sums of \$25.00 and over, interest rate ten percent, five percent discount for cash on all sums over \$25.00; Notes must be approved security. Nothing moved until settled for.

RAY E. SHEFFY, Dimmitt, Texas

Sale Clerked by BRUCE McLEAN

O. H. REEVES, Auctioneer

The FLORSHEIM SHOE



A NAME as well known as "FLORSHEIM" is assuredly a good guide in shoe buying. There is a definite standard of quality that can be relied on whenever you select a Florsheim Shoe—a built-in quality that does not vary—that gives greatest value in service with utmost satisfaction in comfort and appearance.

Fox Mercantile Company



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
 1000 bundles Hegeria, fairly good grade. Phone 318-F23, or see R. T. Kinmons. 11-11

FOR SALE—Good Silver Laced Wyandotte Cockerels, also a few eggs for hatching, at \$1.00 per setting; \$1.50 for the cockerels. Box 105. 11-11-Pd. Clemeat Dugan.

FOR SALE—A good red top cane seed for sale, suitable for planting, at 4½¢ per pound. Terms, cash. Buy now while the price is low. 9-4-Pd. W. J. McClain.

FOR SALE—Some good pigs and shoats of all sizes. Phone 87. 9-4t. Mrs. Lem Chesler.

FOR SALE—My home, cheap. Well improved, house stuccoed, good 'out-buildings, all up in good shape. 8-4t-Pd. A. C. Barnhart.

FOR SALE—Good level, 640 acres land, 12 miles north, improved. Good terms. Enquire at Panhandle Lumber Co. 8-1t.

Large Registered Black Jack, 15 hands high, seven years old, large bones and good breeder, will be sold on Dollar Wednesday, February 28, at the Auction Sale at Jones & McLean wagon yard. 8-4t-Pd. J. H. Wagley.

FOR SALE—Baled Hygeria Fumoles, choice stuff. \$12.50 per ton delivered. Phone 203-F21. Jim Robinson. 7-6t.

FOR RENT
 I have three, close in farms for rent—farthest one only 5 miles out. 10-3t. L. Baskin, Phone 215.

WANTED
 A second hand typewriter, will either buy or rent. Phone 186. 10-1t. Mrs. Frank Marrs.

WANTED—If its plowing you want, see W. A. Knox, Hereford, Texas. 10-2t-Pd.

WANTED—Good, clean rags, at the Brand Office.

LOST AND FOUND
 LOST—Small black fur neck piece—lost between the residences of Arch Collins and H. H. Hawkins. Name Mary Ann Stanberry, written inside the fur. Finder leave at Brand Office and receive reward. 11-2t-Pd. Mrs. W. T. Stauberry.

From Neighboring Towns

ARNEY—BLUE RIDGE
 (Continued from page 2)

Lillian and Lorena, were in Hereford shopping Monday.

Mr. Terrell was transacting business in Happy Monday.

There has been a radio installed in the Arney Schoolhouse just lately. Many will be entertained in the future by this little machine.

Dave Binnion and Howard Morris visited with Luster Hogge Tuesday.

Charlie Hogge was a visitor at Marshall Brook's home last Tuesday.

Sam Taylor made a business trip to Nazareth Friday.

Grady Bailey was in Dimmitt last Friday paying his taxes and transacting other business.

Mr. Irlbeck was in Nazareth Tuesday.

Charlie Hogge made a business trip to Dimmitt Tuesday and also on to Hereford.

Guy Bailey made a flying trip to Happy last Saturday.

Mr. Cole was in Tulla last Tuesday.

Lawrence Taylor made a business trip to Tulla Tuesday.

A. E. Morris and Dr. Binnion motored to Happy Wednesday.

Mr. Terrell went to Plainview Wednesday on some business.

Billy Drerup was in Nazareth Wednesday.

Mose Eurs was a caller at the Bradlock home last Tuesday night.

Dave Binnion visited Miss Crockett Bowen last Friday evening.

Mr. and Mrs. Wilhelm were visitors at the home of Mr. and Mrs. J. P. Hutso Saturday-afternoon.

Everybody is wearing a smile since the nice warm rains have come and put a good season in the ground and causing the wheat to grow.

J. E. Davis is newly painting his house.

Mr. and Mrs. S. J. Taylor and daughters, Lillian and Lorena were callers at

Richard Lloyd Jones tells About Money

A YOUNG man who recently inherited a mammoth fortune speaking of what his friends called his "good fortune," said: "It is not all the 'good fortune' it seems to be. With it has come a sense of responsibility that weighs and worries."

Moreover, I no longer hold the place among my former friends that I used to hold and want to retain. They envy me, and envy is so hateful. I cannot associate in the same old way. If I entertain my friends moderately I learn that I am accused of being miserly. If I entertain them lavishly I know they must feel that I put them beyond the hope of reciprocating courtesies. I find my money is putting my friends to the test quite as much as me. I am anxious to use my money for the good of others, not alone for my good.

"Those who can share that thought with me and help me in that desire are few. My 'good fortune' has built a wall about me."

Money is the inagna of labor. It represents the investment of brawn and brain. He who wastes it wastes. He who squanders it upon his own pleasures and pastimes is forced to feel the waste even though his resources be so inexhaustible that he may never feel the pinch.

Man's worth is measured by his earnest eagerness to help others.

The closest personal advisor of one of the richest men in America recently told us that his friend, whose income was over half a million dollars a day, needed no counsel in the game of getting, but he eagerly sought help in the game of giving. To help men without hurting them, was the problem which perplexed him.

"Do I live for myself or for others, am I altruistic or egotistic, am I merely my own keeper or am I my brother's keeper?"—these are the problems which money forces you to face; and you face them just as squarely with four hundred a month as four millions a month.

It is good to feed bread to the hungry, but it is better to find out why they are without bread, to help them get their own bread than give them your bread.

The highest philanthropy is more than charity. The curse of the world is poverty. The great war of the twentieth century is going to be the war against poverty.

So long as money represents the product of labor, the getters and givers of money will find their opportunity for happiness only through the privilege of enlarging the markets of labor, rightly rewarding labor and giving just returns to them who invest their brawn and brain for the good of their brothers as well as for the good of themselves.

HOMEY PHILOSOPHY

HERE'S the housing problem. 'Notin' but high rents, high taxes an' cares, but why kick? Let's get back to the ways of our sturdy ancestors and live in the caves. Still, we've got to face all this marital discontent, Everybody gettin' married, gettin' divorced, gettin' married again, gettin' divorced again, an' the whole trouble could be stopped by nobody gettin' married at all. Then we've got the trouble with children—notin' but care an' sacrifice—well, let the people decide not to have any children. Really, there isn't a con-founded thing right with the whole world, so why not stop it? Can't be done? Boy, we're in a fix. Maybe we'd better not waste time grouching. Then we'd have time to fix things up.

Poem by UNCLE JOHN

I wonder if the man's alive, that's got a perfect score, in pleasin' all the critics that his life is flashed before? It's true our dear Redeemer lived a short, though perfect span, But critics pierced his lovin' heart, as brutal humans can.

This land or our'n has shed its blood, that peoples might be free. We seized our swords an' bayonets, an' said, "It's got to be!" We sent our dashing boys abroad, an' crushed the monster's might, and now, we hear the critics howl, "They never done it right!"

Facts is—a lot of Dervishes, in editorial guise, that spends their time promotin' all the politician's lies. They occupy a velvet seat, an' shake their loaded dice—they'd criticize the angels, if the devil had the price!

the homes of M. A. Brooks and M. T. Bailey last Tuesday afternoon. Mr. and Mrs. Bailey are repairing and papering their house.

Miss Opal Hutson fell recently and crippled her foot from which she has suffered intensely. We are glad to say she is better now.

Mrs. Wilhelm spent Sunday afternoon with Mrs. S. J. Taylor.

Mr. and Mrs. M. A. Brookspan family spent Sunday with Mr. and Mrs. J. G. Hutson and family.

Mr. and Mrs. Charlie Cox and daughters, Laura and Rena, visited at the home of Mr. and Mrs. Robinson.

Quite a crowd gathered at the home of Mr. and Mrs. Charlie Cox Sunday night for a singing. Everyone sang to his heart's content, and the evening was enjoyed by all. We hope to have the pleasure of meeting at their home again in the near future.

We are sorry to report that Mrs. C. L. Goad is under the care of the Doctor in Hereford. Her many friends wish her a speedy recovery.

held here Saturday was a pronounced success both socially and financially. The affair was held in the vacant store room which R. H. Kinley is putting in readiness to receive his immense stock of hardware and was barely ample to contain the crowd. Along one side of the room-booths were erected and stocked and attended in regular carnival style; while on the other side of the room tables were arranged where the hungry were served with meals or lunches as they desired. A program of music, drills, plays, reading and a joustlike contest was rendered throughout the afternoon and evening. The attendance was all that could be desired and anyone present who did not have an enjoyable time was evidently affected with some painful malady. Every body seemed to be in a happy mood and the best of order prevailed throughout the day. The cash receipts were \$108.00, with a minimum of expense to be deducted from it. The proceeds will go into a park fund for the purpose of providing and planting trees in a public park for Friona. Everybody seems well pleased with the results and the Friona Women's Club which originated and executed the idea is deserving of the thanks of the town and community.

FRIONA
 The Commissioner's Court of Farmer county is preparing to reconstruct the main highway throughout its entire length throughout the county. The preliminary work was begun Monday morning at Friona, where J. R. Walker has taken the contract of filling up the worst cuts with fresnos. Mr. Walker has a force of six men and twenty-four mules on the job and expects to push the work as rapidly as weather conditions will permit. Owing to heavy rains during the summer and the strong winds during the recent dry spell has made many parts of the road so rough that it can no longer be made smooth with the drag and nothing short of a thorough working with the grader will put it again in its former excellent condition.

The Community Carnival which was

THIEVES RELIEVE ARTHUR THOMPSON OF READY CASH

Saturday morning, Arthur Thompson discovered that some one entered his garage Friday night or early Saturday morning and relieved the cash drawer of about \$17.00. Arthur says the thieves must have entered the front door by springing the sliding doors apart.

Good Printing at the Brand



MARK WALKER IS SERIOUSLY ILL AT HOME OF SISTER

The condition of Mark Walker, who has been suffering from gangrene of the mouth for the past three weeks is reported somewhat improved today. He is being cared at the home of his sister, Mrs. J. L. Fuqua. Three brothers, Arthur and Oscar, of Qunah, and Clarence, of Roswell, came last week and are assisting in his care.

Dimmitt Methodist Church
 Preaching at 11 a. m. and 8 p. m. First Sunday.
 Preaching at 8 p. m. fourth Sunday.
 Sunday School every Sunday at 10 a. m. Everybody is invited.
 Rev. G. R. Fort, Pastor.

THE STATE OF TEXAS
 County of Deaf Smith
 Notice is hereby given that the undersigned will on the 20th day of March, A. D. 1923, between the hours of 10 o'clock A. M. and 4 o'clock P. M. at my home four miles South on

25 Mile Avenue and one half mile West of said 25 Mile Avenue, the same being 4½ miles from the town of Hereford, Texas, sell for the accrued feed bill one mottled faced steer, about 3 years old, and weighing about 1000 pounds, said steer being left with me by Blues & O'Brien to feed and care for. The proceeds of said sale will be applied first to the payment of said charges for feed and the balance turned over to the person entitled to the same.
 Dated at Hereford, Texas this the 24th day of February, A. D. 1923.
 11-18-15
 C. E. Tice

Abstracts and Loans

J. Frank Potts
 Maps, Deaf Smith Co.—80c.

Cotton Planting!

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

Coal

On hand big car of Colorado Lump which we are selling at the lowest price. We have our own truck and will deliver in any kind of weather.
 Phone 388 for quick delivery.
Hereford Light & Power Co.
 Phone 388

Shelled Yellow Corn

Now on tracks, \$1.75 per hundred while in car— if you are going to need Corn better see us NOW.
JONES & McLEAN
 Phone 1.

Remember!

friends, when you need Anything in the Hardware line in 1923 that you can

"Always Find What You Want, When You Want It" at
Dunlap Hardware Company

Why Do You Do It?

This constant struggling and worrying and managing? Some struggle for one reason—some for another. We believe the most reasonable reason for a man's trying to make a success is for sake of the wife—the kiddies and the creditors.

If a man takes care of these he is a success.

And Oh! how he must dig!

Most men need to use all the instrumentalities possible to make the thing go. Real men do not want Charity—They want service when service is needed.

And that's exactly when the First State Bank & Trust Co. renders it.

FIRST STATE BANK & TRUST CO.

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

Local Happenings

H. Goldberg made a business trip to Amarillo Monday.

U. G. Randall of Amarillo was in this city Monday on business.

Miss Grace Skelton made a business trip to Amarillo Saturday.

Butter Milk Starts for Baby Chicks Jones & McLean.

Jake Trefel made a business trip to Amarillo Monday morning.

Carl Gilliland went to Canyon Monday to attend District Court.

Mrs. Roy Bruner left Hereford for Clarendon Tuesday morning.

W. L. Pickett, of Dimmitt, was in this city on business Saturday.

Jake Williams of Friona was a business visitor in Hereford Monday.

Red oats free from Johnson grass, seventy cents bushel. E. R. Robinson, southeast about 18 miles, near Arney school. 11-21 Pd

Dr. Floyd Gabbert made a professional call to Black Saturday morning.

R. A. Holland of Lubbock was in Hereford Saturday on a land trade.

Mrs. Emma Cuff of Amarillo, a nurse, reached Hereford Monday morning.

Speltz seed, extra good. Jones & McLean.

Miss Louise Lipscomb spent Saturday and Sunday with friends in Canyon.

H. G. Ross of Clovis was in this city the latter part of last week on business.

J. L. Becker of Pampa, Texas, is in Hereford on business this and last week.

Coal at \$7.50 per ton, on Dollar Wednesday only \$6.50. Weigh and pay at Harrison's. L. P. Landrum

Postoffice Inspector M. B. Johnson of Amarillo was in this city Tuesday on business.

Miss Reba McDuff left Hereford for her home in Freedom, Okla., Tuesday morning.

Judge Kerr went to Canyon Saturday morning to spend the week end with his family.

Speltz seed, extra good. Jones & McLean.

E. G. Boyles of Melrose, N. Mex., reached Hereford Monday. Mr. Boyles is here on business.

Mrs. T. N. Helfner reached home Saturday morning from St. Louis and Kansas City markets.

L. W. Locker of Friona spent Sunday with his family, returning to Friona Monday morning.

A. S. Brillhart of Perryton, Texas, reached Hereford Monday morning. Mr. Brillhart is here on business.

Mrs. Ethel Enqua of Amarillo reached Hereford Saturday morning to visit in the home of her parents.

Mrs. E. J. Crittendon returned to her home in Amarillo Saturday morning, after a visit with relatives in this city.

Good Red Oats for seed. Jones & McLean.

M. S. Thurman of Amarillo spent Sunday in Hereford. Mr. Thurman was formerly with the McGhee Studio.

J. H. Measkey left Hereford for his home in Decatur, Texas Tuesday morning. Mr. Measkey was here on business.

Unearthing \$15,000,000 Treasure



World wide interest is focused on the valley of the kings along the Nile in Egypt—where Howard Carter, an American, discovered the tomb of King Tutankhamen for Lord Carnarvon of England. This is last of the tombs of Egyptian kings who ruled four thousand years ago. The treasure is valued at \$15,000,000. Native troops are on guard night and day. Upper photo shows natives emerging from the outer tomb with a large blue cabinet containing valuable fabrics. On it were names of king and queen lettered in gold. Lower photo shows wonderful chair being carried from the tomb under guard. All treasures show little effect of time.

Evangelist Woodie Smith, accompanied by Miss English and Mr. Ogden, reached Hereford Monday evening from Tulla.

Red oats free from Johnson grass, seventy cents bushel. E. R. Robinson, southeast about 18 miles, near Arney school. 11-21 Pd

C. L. Armstrong left Sunday for Panhandle, Texas, where he visited in the home of his parents until Tuesday morning.

G. B. Warren of Truskett, Texas, reached Hereford Sunday. Mr. Warren owns land near Dimmitt and is here inspecting his holdings.

Good Red Oats for seed. Jones & McLean.

Mrs. D. C. Hasley, who has been visiting in the home of her father, Troy Womble, the past two weeks, left Hereford Tuesday morning for her home in Tipton, Oklahoma.

ATTENTION HOG MEN
Hogs are getting scarce, and in order to handle them and pay what they are worth I will have to lower my overhead expenses. By receiving hogs



The Blue Bell reminds you they're waiting to hear your voice.

This Sign Means You're Near Home

When you see the sign of the Blue Bell, remember, you're near home. The actual distance—over rivers, mountains and deserts—may be miles or hundreds of miles; but the Blue Bell means a telephone—a cheerful corps of Long Distance operators—at your service, ready to transport your voice—*you*.

How You May Send Your Voice Home

Station to Station Calls are one-fourth the day rate (minimum 25c). This service is quicker and costs less. Use it if you will talk to anyone who answers the telephone at the number you call.

Person to Person Calls (calls to a particular person) cost about one-fourth more than Station to Station day service.

Evening Station to Station Calls (8:10 p. m. to midnight) are half the day rate (minimum 25c).

Night Station to Station Calls (midnight to 4:30 a. m.)

Be sure to tell the Long Distance operator which class of call you wish to place.

Ask the operator for sample rates in any points in which you are interested.

SOUTHWESTERN BELL TELEPHONE CO.
Your Four a You—Put Them by Telephone

Edison At 76

Thomas A. Edison, one of the greatest of American inventors, celebrated his seventy-sixth birthday in the laboratory at West Orange, N. J., February 11, by working as usual most of the day.

Just one day in the week, it will save me the expense of one man, so if possible bring all your hogs in on Wednesday. G. W. Brumley.

EPWORTH LEAGUE INSTITUTE, PLAINVIEW DISTRICT

March 3 and 4, 1923, at Tulla, Texas Program

SATURDAY MORNING
March 3, 1923

9:00-9:15 Devotional Meeting—Mr. Geo. Terry, Hale Center

9:15-9:30 Organization

9:30-9:40 Address of Welcome—Miss Vera Porter, Tulla

9:40-9:45 Response—Miss Jewell Johnson, Plainview

9:45-10:00 Value of District Meetings—Mr. Clifford B. Casey, Clarendon

10:00-10:15 Method of Organizing and Maintaining Interest in Leagues—Mr. Marvin Brotherton, Lockney

10:15-10:35 General Discussion

10:35-10:45 Special Music—Lockney League

10:45-11:15 A Leaguer and His Bible—Rev. M. M. Beavers, Canyon

11:15-11:30 Social Service—Mrs. Preston Florence, Bovina

11:30-11:45 Social Service an Important Factor in League—Miss Vellie Dison, Silverton

11:45-12:00 Special Music—Tulla League

SATURDAY AFTERNOON

2:00-2:15 Devotional Meeting—Mr. Hall Beavers, Hereford

2:15-2:30 Song Service

2:30-2:45 Importance of Mission Study Classes—Mrs. Connie Gupton, Muleshoe

2:45-2:55 Missionary Address—Rev. L. N. Lipscomb, Hereford

3:15-3:30 Reading, Selected—Miss Crystelle Owens, Plainview

3:30-4:00 Report from Leagues

4:00-4:30 General Discussion

SATURDAY EVENING

7:00-7:15 Song Service

7:15 Platform Hour—Rev. H. N. Huckabee, Lockney

Social Hour

SUNDAY MORNING
March 4, 1923

Sunrise Prayer Meeting

Sunday School

9:30 Development of Spiritual Life of Leaguer and Activity in Service—Miss Moss Richardson, Canyon



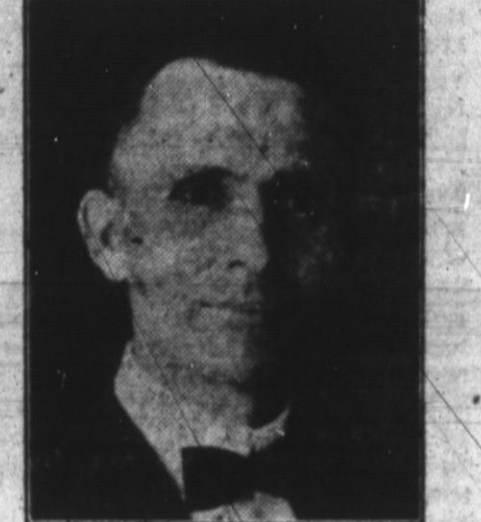
Miss Lulu English, Pianist Baptist Revival

pullet. Mr. Houston has a poultry farm in east Hereford stocked with about 200 head of thoroughbred White Leghorn hens and pullets. He is making preparations to install an electric heater in his hot water incubators.

FORMER HEREFORD GIRL IS MARRIED IN ADA, KANSAS

Glenn Carmon and Miss Geneva Powelson were united in marriage at Ada, Kansas February 21 at the home of the bride's mother, Mrs. Edith Powelson. Miss Geneva Powelson was a resident of this city about four years ago. Mr. and Mrs. Carmon will make their home in southern Wyoming on a ranch.

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



Mr. Ogden, Evangelist Singer at Baptist Revival

POULTRY BREEDER FINDS AN UNUSUAL LEGHORN HEN'S EGG

J. W. Houston claims honors this year so far for owning the hen that has laid the largest egg. Mr. Houston says he found an egg that measured 6 1/2 in. in circumference one way, 8 1/4 in. in circumference the long way, and 3 in. long, laid by a White Leghorn-hen or

A. L. BIGGS INSURANCE Dependable Service

Diversification

Should we put all our eggs in one basket and start to market and stump our toe—a big spill and all is lost. But why put all the eggs in one basket? Why plant all wheat, all cotton, all row crops? Why raise all hogs, all dairy cows, all chickens?

But when there is diversification there is safety. The boll weevil won't eat the wheat, the green bug won't destroy the cotton, the roup won't kill the hog, hog cholera won't affect the dairy cow—and so there is protection in diversification.

The Western National Bank WILL APPRECIATE YOUR BUSINESS

Plants

Frost Proof Cabbage Plants will arrive Thursday, March 1.

I will also grow plants of all kinds for the market, prices right. Leave your orders at the

Good Eats Bakery
Fone 394

"Hard Times" Prices

on new

Spring Things

for the Ladies and Misses

New Goods Arriving Daily

Capes - \$6.50 to \$40.00
Suits, all wool, silk lined - \$19.75 to \$45.00
Dresses, silk and wool - \$9.75 to \$35.00

The very latest things in dress goods of all kinds, and Paisley silks.

D. R. GASS & SON